DEVELOPING **CULTURAL COMPETENCY** WITH MILLENNIAL YOUTH

“

CULTURAL COMPETENCE IS THE ABILITY TO UNDERSTAND,COMMUNICATE WITH AND EFFECTIVELY INTERACT WITH PEOPLE ACROSS VARIOUS CULTURES. IT INCLUDES BEING AWARE OF ONE’S OWN WORLD VIEW AND BIASES WHILE DEVELOPING POSITIVE ATTITUDES TOWARDS CULTURAL DIFFERENCES… “

- —GOOGLE

Millennial

Generation born in the early 1980's and 1990's (Howe and Straws, 2003) define them as individuals born between 1982 and 2000 and even as late as 2004

Often called Generation “Y” because they came after Generation “X”

The population also includes what some people describe as Generation “Z”

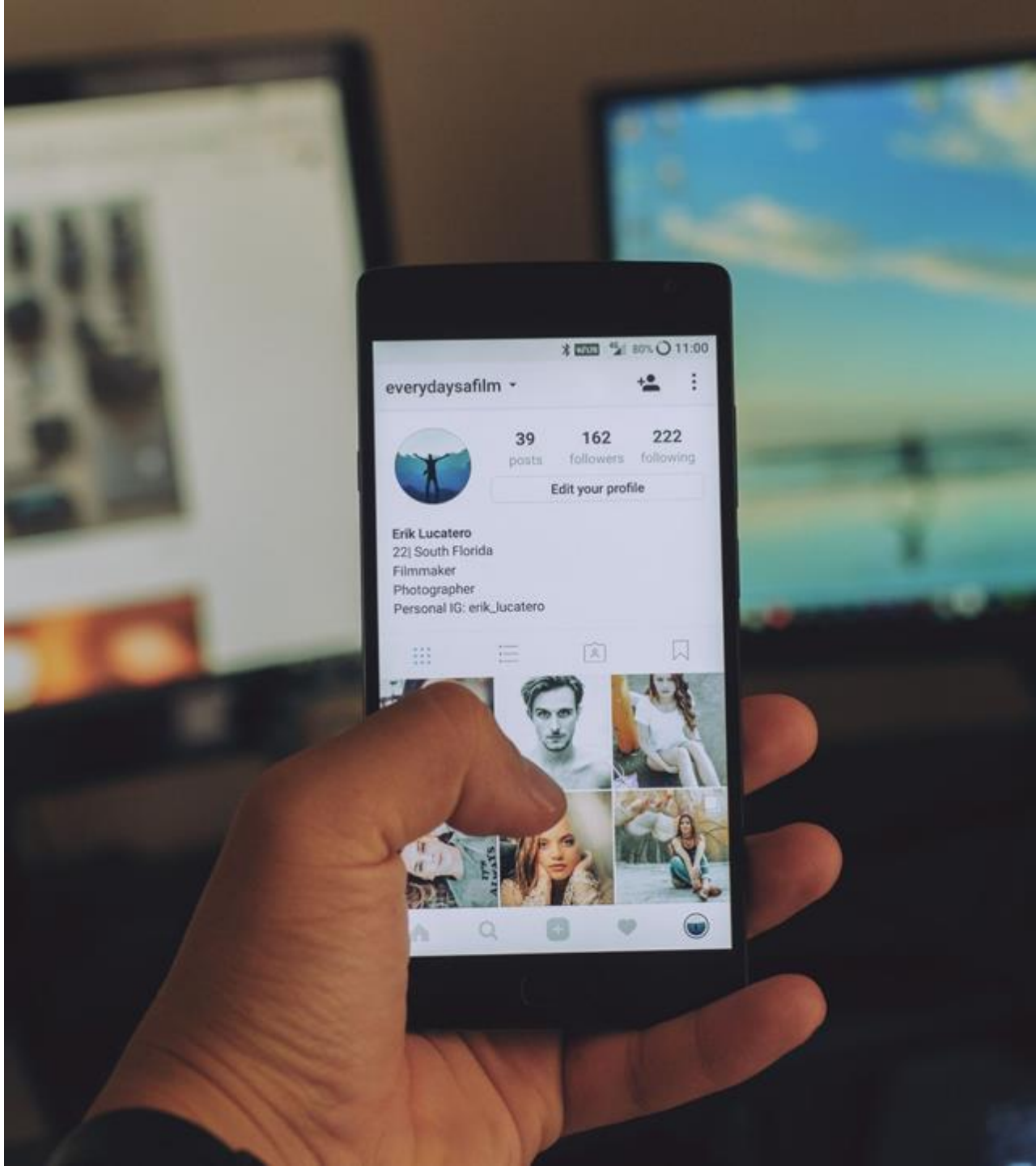
Characteristics

OF THE MILLENNIAL POPULATION

Prefer to communicate through email and text rather than face to face

Employment or communication is required to have electronics

Are able to stay in touch via social media 24 hours a day. Most of them have Facebook, Twitter and Instagram accounts



They have easy access to information and this makes them more critical and analytical

They are global citizens

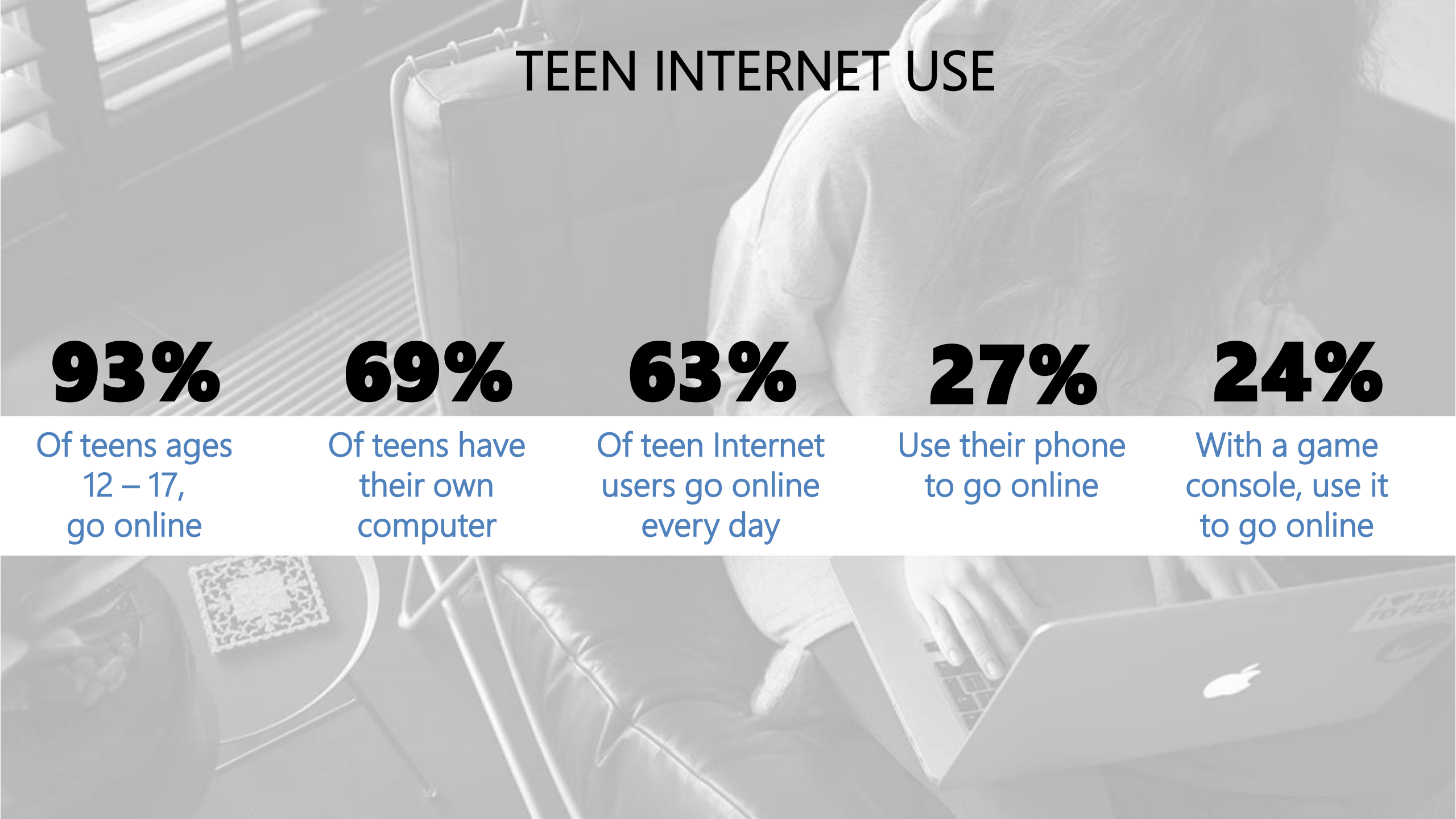
They form relationships online

Are more open to diversity across various spectrums

Open to LGBT and interracial relationships (Coomes, 2016)

Social Networking

TAYLOR THOMAS IN HIS ARTICLE ENTITLED “30 STATISTICS ABOUT TEENS AND SOCIAL NETWORKING”, NOTED THE FOLLOWING…



TEEN INTERNET USE

93%
Of teens ages 12 – 17, go online

69%
Of teens have their own computer

63%
Of teen Internet users go online every day

27%
Use their phone to go online

24%
With a game console, use it to go online

Social Networking Use

73%

Of teens are on Social Media

37%

Of them send messages to friends every day

8%

Of American teens use Twitter

The average teen has **201** Facebook friends

WHAT TEENS DO ON FACEBOOK

facebook

86%	83%	66%	58%	52%
Comment on a friend's wall	Comment on friends' pictures	Send private messages to friends	Send IM or text messages using the site	Send group messages

FACEBOOK DANGERS FOR TEENS

55%

Have given out personal info to strangers

29%

Have posted mean info about someone

29%

Have been stalked by a stranger

24%

Have had embarrassing info made public

22%

Have been cyberpranked

Parental Concerns and Controls

88% of parents know that their teens typically use the Internet to communicate with people they don't know in the offline world

61% of parents #1 concern with teen social networking is, sharing personal information online

60% of adults think parents should have full control over everything a child does online

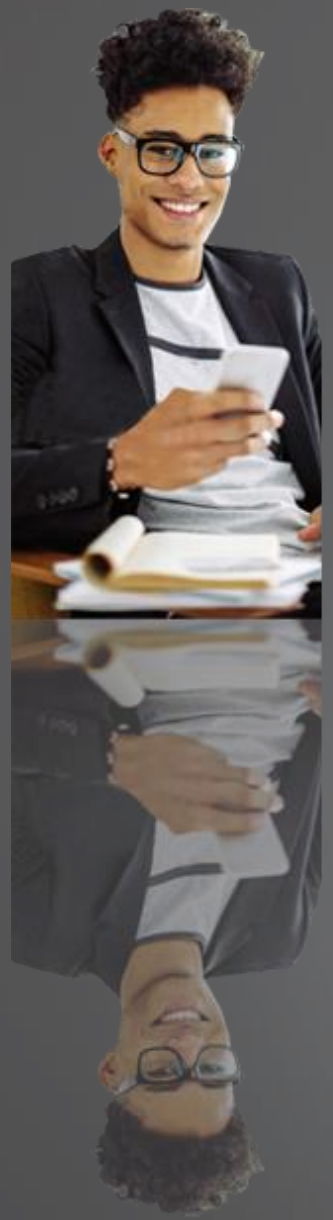
47% of parents admit that ensuring their teens are safe online can be overwhelming

40% of parents worry about their teen social network safety when online, even at home

34% of parents check their child's social network sites

What Kids Think About **Facebook Parental Controls**

Facebook Parental Controls



67%

Say they know how to hide what they do online from their parents

43%

Say they would change their online behaviour if they knew their parents were watching them

Facebook Parental Controls

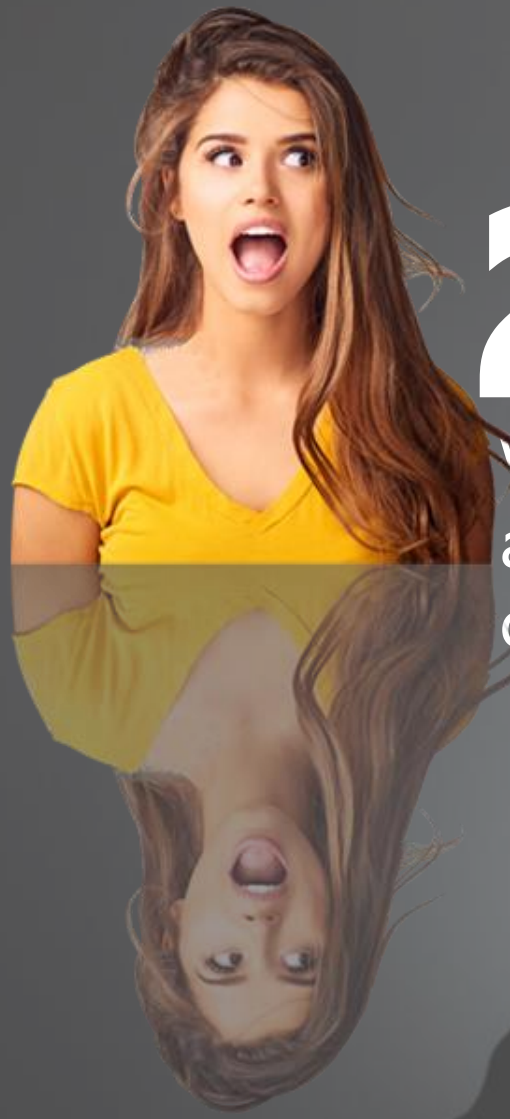
39%

Think their online Activity is private from everyone including parents

38%

Would feel offended if they found out their parents were spying on them

Facebook Parental Controls



25%

Would be shocked and hurt if they found out about spying

20%

Think their parents have no idea what they are doing online

Facebook Parental Controls

18%

Have created a private email address or separate social networking profile

10%

Have unlocked parental controls to disable filtering

A Millennial Job Interview

https://www.youtube.com/watch?v=Uo0KjdDJr1c

Advantages
Of being a Millennial

They are tech savvy

They are easily accessible.

They have increased access to information/education

Challenges
Faced by Millennials

They show an increase in mental health challenges

They experience pressure from social media

Excessive social media use has negative impact on sleep

68% of teenagers feel overwhelmed by everything they need to do each day

3 million adolescents 12-17 have had a major depressive episode in the past year (McDowell 2016)

Needs
Of Millennials

The need for love and connection (Croshaw, 2018)

The need to be valued and respected

The need to be understood

The need to develop meaningful relationships (Smalley, 2019)

The need for variety

The need to develop a distinct and unique identity (Smalley, 2019)

Developing Cultural Competency

"It's not bad, it's not good…it's different." (Schiefelbein, 2016)

Make an emotional connection

Let them tell their story

Be willing to engage with technology

Put the good news first

Understand their values :- Happiness, transparency, sharing and discovery

Embrace creativity. Spend time improving skills

Provide alternatives: Seeing facial expressions and body language matters

Diversity: Get rid of general labels and outdated stereotypes

Be an influencer

References

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Pitney Bowes, *"Six ways to connect with Millennials"*

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Thank You