



FACEBOOK COHORT AS CRACKERJECK IN DIGITAL NATIVES: MYTHS AND REALTIES IN INDIA

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Abstract: India is today well thought-out as one of the youngest nations in the world. With the ingress of the Gen Y/millennial/Google generation in the workforce, digital skill provides excess of employment opportunities. The future work place will be occupied by the multi-skilled character who would be infatuated with the variety of knowledge, skills and attitudes and they will demand the fair worth for these skills and knowledge, Generation Y have far above the ground expectations about consumer interfaces and are confident in their skills, but they're error prone and their affinity to multitask reduces their task efficiency. Google generation is currently one of the most popular buzzwords in the media. The organizations will see greater diversity in their workforce with the people of the 3 generations that is Gen-X, Gen-Y and Gen-Z working together under the one roof hence the workforce variety will play a noteworthy role in the progress of in India.

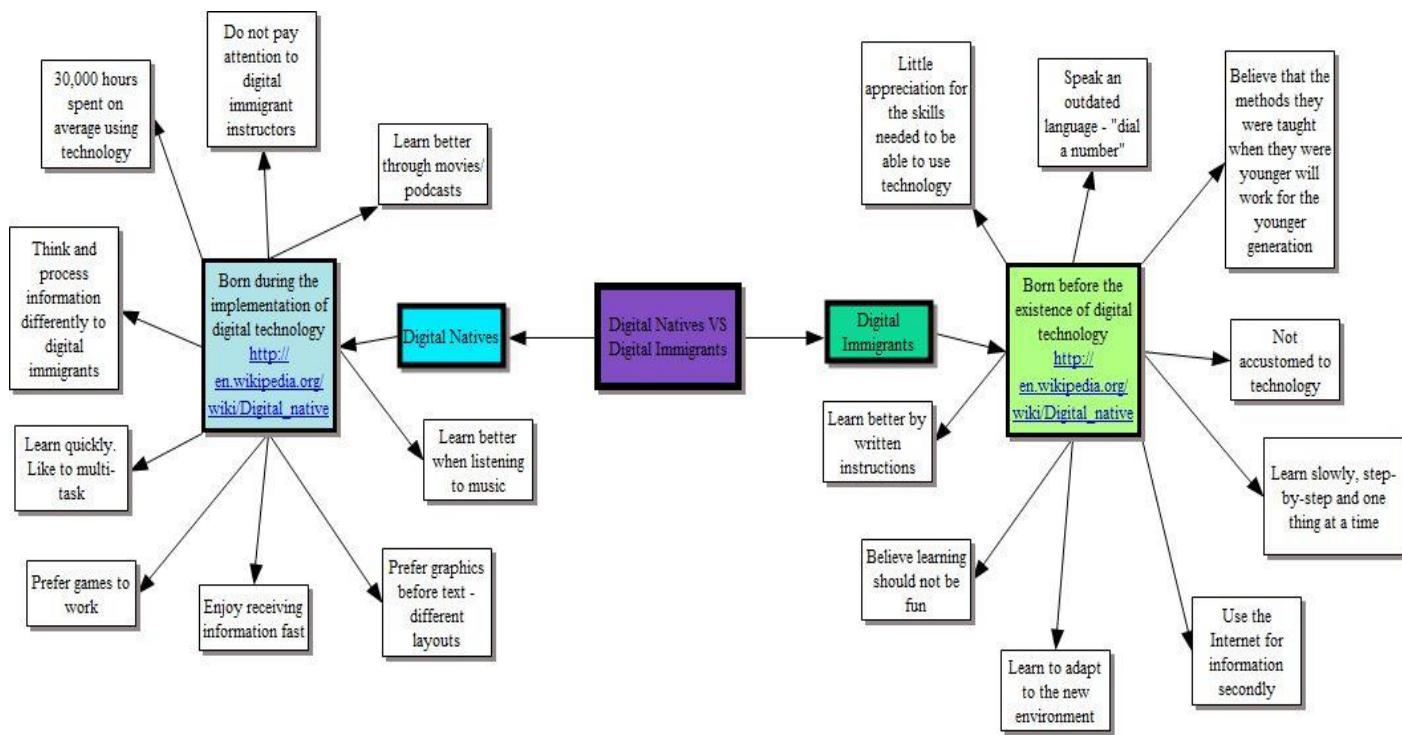
Keywords-Generation Z, Social media, digital immigrant, digital native.

1. Introduction: Today India has become one of the youngest nations in the world, with 65% of the population below the age of 35 years, which means that by the year 2020, the average age of an Indian will be 29 years (Rajendram, 2013). This young workforce is called as the Gen Y. Born in an era of globalization, communication and information technology they are well qualified, independent and assertive (Krywulak& Roberts, 2009). Generation Y comprises of people born between the years of 1980-1995. Also known as the "Millennial Generation, they are raised by the late baby boomers. Older generations such as the Greatest Generation, the Silent Generation, and the Baby Boomers are defined by significant events — World War II, the Great Depression, the 1946 fertility spike. Generation X, the parents of the Millennials, began with the widespread availability of birth control in 1964.

Generation	Birth Years	Ages as of 2019
Alfa generation	2010 +	0-9
Z generation	1995 - 2010	9-24
Millennial/Google generation	1980—2000s	19-39
Generation X	1960s—1980s	39-59
Baby Boomers	1946—1964	55-73
Silent Generation	1928—1945	74-91

Generation Y is also called millennium generation. (Schäffer, 2012) The 'Y' comes from the English word youth. They were the first wave of the digital generation born into the world of technology. They are highly qualified in digital knowledge the term is often used synonymously with 'Millennial', 'Google Generation' though not all digital natives are Millennials. The term 'digital native' was coined by Marc Prensky, an education consultant, in 2001. They possess unique ideas about their future positions at the workplaces. It is important for them to work where they want and to do what they really enjoy doing. Generation Y is characterized by „multitasking”, the multi-sided and shared attention (Schäffer, 2015). According to him that digital-native children have hugely different knowledge requirements than what he called 'digital immigrants,' and that digital natives "assume and development information fundamentally in a different way". In simple words, the generation of people born during or after the rise of digital technologies is called digital native.

Work is forever tinted for them and family remains in the background. Money and success are vital motivational gear for them in their work, which come to the front contrary family value. Generation Z has the features of „next generation” due to extremely urbanized digital era, which they were born into. They were also characterized as „Facebook-generation”, “digital natives” or sometimes „I Generation”. (Tari, 2011).



Three widespread misconceptions about Facebook-generation:

MYTH 1: "Digital natives possess inferior social skills or are more likely to keep away from personal interaction in favor of digital interaction."

MYTH 2: "Digital natives are much better at multitasking than digital immigrants."

MYTH 3: "Digital natives have natural instincts about how to use or fix computers and other digital products."

MYTH 1: "Digital natives possess inferior social skills or are more likely to avoid personal interaction in favor of digital interaction."

A major source of the moral panic surrounding digital natives is the fear that adolescents will become socially weak if they interact with their peers through primarily electronic formats like text messaging, instant messaging, and social media. As the younger Millennial — those who had access to text messaging and social media as early as elementary school. In a recent study on Smartphone use, Pew Research Center found that American young adults did send more text messages than older adults, but their rates of voice calling were about the same as those of older adults. In our recent usability testing and interviews, many of our young-adult participants mentioned wanting to speak to a human being (over the phone or in person) for help, particularly when they couldn't easily figure out something on their own. For many Millennial, person-to-person contact is still a reliable and effective solution to their problems — not something they fear or avoid.

MYTH 2: "Digital natives are much better at multitasking than digital immigrants."

Many people believe that because digital natives were raised in an information-overloaded environment, they're better at efficiently performing two or more activities at once. Measuring the ability to multitask for an entire generation is challenging — the ability to actually process multiple streams of information at once depends on a lot of variables, including the complexity of the information and the context. We must distinguish between choosing to task and multi-tasking proficiency. First one is that is purposefully engaging in multiple activities at apparently the same time, and later is that is, the ability to process multiple sources of information at the same time efficiently.

MYTH 3: "Digital natives have natural instincts about how to use or fix computers and other digital products."

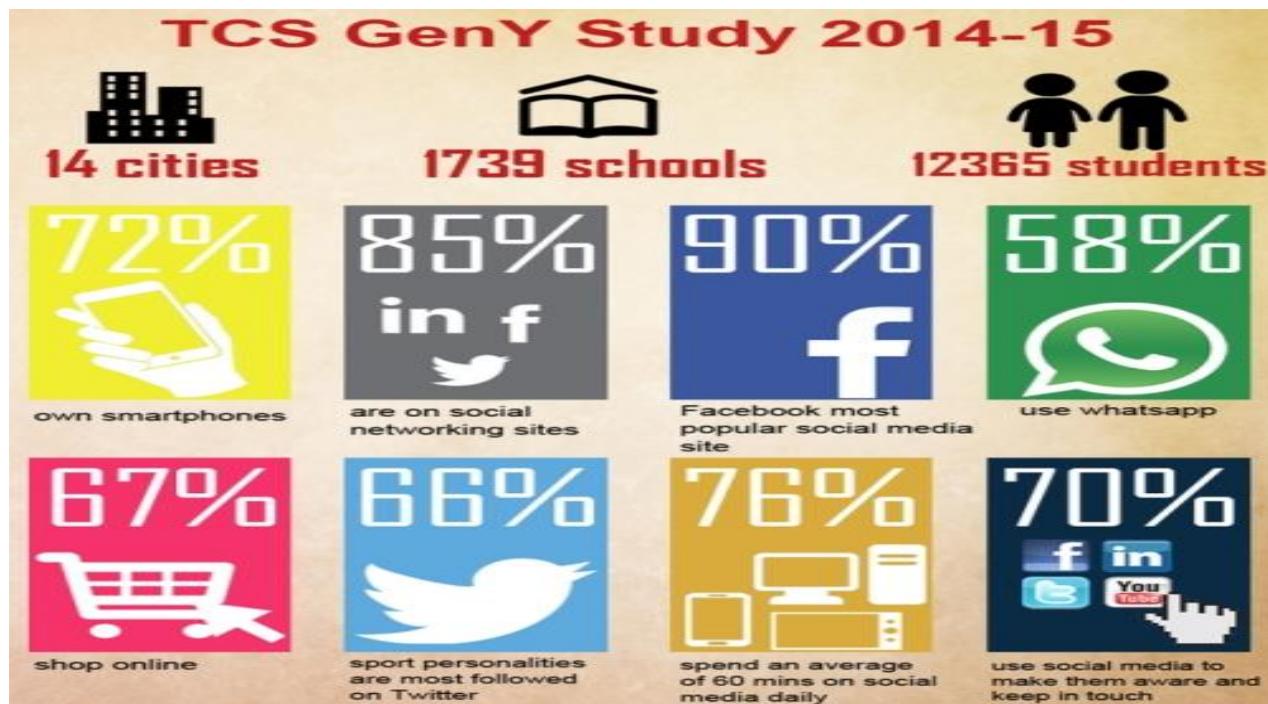
A pervasive misconception about digital natives is that they have some kind of inborn knowledge or learning ability in connection with digital products. That may be true for specific subgroups of Millennials (for example, Millennials who are also software engineers), but it is false for the generation as a whole. When one Millennial user was intimidated by the tech specs on a computer website, he said, "I want to go to the store or chat online. I want someone to explain this to me better."

In a large survey that tested respondents' knowledge about various aspects of the internet, Pew Research Center found that young adults performed better than older adults on questions about common internet-usage conventions (for example, they are familiar with concepts such as wikis, advanced search, and hashtags.) However, the findings also indicated that young adults were no more knowledgeable than older adults about the underlying structure of the web, major tech leaders (like Bill Gates), or even important concepts like net neutrality.

2. Being a Digital Native, net generation is influenced with digital world and tech savvy

Generation Y grew up with technology and rely on it to execute their jobs better. Fortified with Tablets, laptops, smart phones and other gadgets, Generation Y is plugged-in 24 hours a day, 7 days a week. This generation prefers to communicate through e-mail and text messaging rather than face-to-face contact and prefers webinars and online technology to traditional lecture-based presentation.

3. Generation Y do not inherently own digital skills in India: The 400 million-plus millennials in India will have an increasingly active role to play for digital skill. The world over, millennials and post-millennials are influencing most aspects of business for brands and retailers. A need for a similar focus on the millennials is being acknowledged by the Indian business world as well through using digital skill. The findings of a Tata Consultancy Services (TCS) GenY Study 2014-15 showed that today's school children are highly tech-savvy with over 72 percent of them owning smart phones and 85 percent having access to social networking sites. Highlighting the growing popularity of social networking sites with the younger generation, the results showed that 76 percent of respondents spent about an hour daily on social media with 70 percent saying that they used social media to keep them aware. Facebook was the most popular social network with 90 percent of those surveyed having an account. Among the apps, WhatsApp was the most popular with 58 percent using the instant messaging app. However, 52 percent of respondents also said that their parents monitored their online activity.



Conclusion: With Gen Y rapidly increasing numbers across the workforce, it is time for organizations to take a pause and reflect on their future course of action towards engaging a generation that is highly energetic, connected and unconventional. GenY's use of social media is already changing the marketplace, the workplace and society; it will ultimately lead to new business models, processes. Results also indicate that there are digital marketing strategies that are considerably more effective than others in grabbing the attention of Millennials, motivating repeat visits to a website, and soliciting online reviews. Millennials are attracted to a website with brightly colored graphics. Digital media offers the opportunity to personalize websites.

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