

Digital Generation Survey 2008

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‘Generation Y’ seek friends at work

Sociability and learning top the league of work motivations, according to a new global survey of the Digital Generation. The survey used computer gaming models to analyse what makes work enjoyable. It has been created by workplace experts *Career Innovation (Ci)* in partnership with *AIESEC*, the world’s largest student-run organisation, with support from leading employers *Marriott*, *UBS* and *Unilever*.

“In the current climate, the desire for a sociable workplace could be taken as a sign that we’ll see the return of traditional offices rather than virtual ones” comments Jonathan Winter of Career Innovation. *“But the Digital Generation lives and communicates in new ways, so tomorrow’s workplaces need to be shaped around new technology and sociable learning hubs, not rows of desks and traditional meetings. Fortunately there are huge cost-savings and performance gains associated with a move to these new ways of working.”*

In a completely new approach to research on motivation, the Digital Generation Survey team started by studying computer gaming models to understand the activities that create high levels of energy and unpaid effort. *“We identified 21 types of fun”* says Professor Charles Jackson who led the survey team *“and then we used these to analyse the leisure and work activities of the world’s brightest students and a sample of young workers”*.

The result is a detailed wish-list for tomorrow’s workplace. It reveals Fellowship (collaborating with other people) as the number one ideal work characteristic. This is followed by Discovery (learning), Application of Ability and Altruism (making a positive difference to other people). For the Digital Generation, these motivations combine with social media such as blogging, filesharing and instant messaging which enable them to manage huge networks of on-line ‘friends’ both socially and – increasingly – at work.

According to one of Unilever’s top executives in Asia, networking is not just a social skill. *“Managing professional relationships is one of the most important skills for leaders in today’s world”* says Fergus Balfour, COO of Unilever’s Asian Food Solutions business. *“If tomorrow’s brightest and best students enjoy networking, it’s a skill that will serve them well. And it certainly helps if work can be fun, because it results in greater motivation and creativity. In the current climate there are still business opportunities. We are still expecting growth. It will take engagement, energy and creativity to achieve it.”*

Are women more altruistic than men?

Young men and women have significantly different work aspirations. In line with stereotypes, men appear more highly motivated by problem-solving, competition and risk-taking, while women are more likely to say they're seeking friendship and altruism. This is consistent with their motivation in leisure activities too, where women also enjoy "immersion" (getting so involved that time flies) more than men. However, for both men and women, the top motivator is Fellowship (collaborating with others).

Asian students value 'Love' and 'Sensation'

Outside work, the most common leisure activities included travel, reading, sports, music, dance and volunteering. These were analysed against the 21 types of fun to reveal regional differences. For example, when compared to the rest, Indian students are more motivated by Expression, Physical activity, Competition and Danger (risk). Other Asian students are more motivated by Love (friendship) and Sensation (beauty). Latin Americans are more motivated by Altruism. Eastern Europeans prefer Creation. Those from Established economies emphasise Fellowship (collaboration).

As a result, students from different parts of the world are attracted to different industries. *"For example, Indian students are attracted to the entertainment sector"* says Lucy Symons, one of AIESEC's global leadership team. *"You could call this the Bollywood effect! Employers need to appeal to learn how to appeal to these kind of motivations. Working with AIESEC is a great way to help shape the workplace for the next generation of global talent."*

AIESEC is offering employers the chance to sample the best young talent by employing them on short-term placements initially, at very low cost. Once in the workplace, The Career Innovation Company helps employers change organisational practices and the behaviour of managers by creating "workplace innovation labs". These help build the kind of sociable learning environment, agile work arrangements and new technologies needed for tomorrow's relationship-driven organisations and tomorrow's global talent.

Ends.

Notes to editors:

About the Digital Generation Survey 2008

The online global survey, conducted by workplace experts *Career Innovation* in partnership with AIESEC. It took place between January and June 2008 and attracted 2,277 responses from 'opinion-leading' students in 114 countries, plus a comparison sample of 530 more experienced workers (65% below the age of 30) in 83 countries. This data was combined with findings from focus groups during 2007. The sample included AIESEC members and

others who were invited directly by AIESEC members, Ci or the survey sponsors.

The Digital Generation Survey is now available to companies that want to identify generational differences in their own workforce, sharpen up their career proposition for the 'Digital Generation', and implement Web 2.0 technologies.

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About Career Innovation

Career Innovation (Ci) is a workplace 'innovation lab' for some of the world's best known employers. Our goal is to help build the most purposeful, agile and high-performing places to work.

About AIESEC

AIESEC is the international platform for young people to discover and develop their potential. Present in over 1,100 universities and encompassing over 28,000 members, AIESEC is the world's largest youth-run organization. Focusing on providing a platform for leadership development, AIESEC offers over 6,500 leadership opportunities each year, in addition to over 4,400 international internship opportunities annually.

Reference table included below. This is based on asking respondents about their leisure/fun activities, and then asking them to identify up to five statements that describe the satisfaction they gain from each activity.

	21 Types of 'Fun'	Male students	Female students	All students
1	Fellowship	46%	49%	47%
2	Application of Ability	35%	42%	38%
3	Altruism	35%	39%	37%
4	Discovery	34%	38%	36%
5	Humour	36%	35%	35%
6	Problem-solving	40%	27%	33%
7	Completion	29%	37%	33%
8	Creation	31%	27%	29%
9	Challenge	25%	31%	28%
10	Power	25%	22%	23%
11	Love	18%	26%	22%
12	Immersion	19%	20%	19%
13	Expression	18%	20%	19%
14	Narrative	14%	15%	15%
15	Reflection	13%	11%	12%

16	Sensation	8%	8%	8%
17	Danger	8%	6%	7%
18	Competition	9%	5%	7%
19	Imagination	7%	5%	6%
20	Physical activity	5%	3%	4%
21	Submission	4%	2%	3%
	Total cases	884	959	1848