EFFECTS OF GADGETS TO THE INTERPERSONAL RELATIONSHIP OF THE GENERATION X AND THE MILLENNIAL

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Abstract: *This study explored the effects of gadgets to the interpersonal relationship of the Generation X and the Millennial. A survey questionnaire about the type of gadget they have, the usage of these gadgets, the effect of gadgets as a means of communication was filled out by both generations; the generation X and the Millennial. The study utilized a descriptive-comparative research design, particularly the survey method because the aim is to determine if there is a significant difference between the perception on effect of gadgets to the interpersonal relationship of the Generation X and the Millennial from the Rural and Urban . The study showed that all generations believe that gadgets make the communication easier and faster. All of them are agreeing that it may help someone voice out their thoughts that they cannot express personally. Both sub-groups from the Millennial and the Generation X from Urban are "neutral "on the perception that there is no emotional attachment when communicating through gadgets while the Generation X from the Urban "agreed". Millennial "agreed "that it causes misunderstanding and it delays responses when there are conflicts. Generation X from Rural are "neutral"   with this whereas the Generation X from Urban are "strongly agree". The recommendations made by the researchers were each generation must assure that despite of the distance or other factors that cause them to*

use gadgets in communication they must have time to talk to each other personally to avoid misunderstandings; each generation must practice to communicate personally to someone in order to improve their interpersonal relationship, Millennial should improve the level of control on usage of gadgets that is not beneficial to them such as excessive access on facebook and other social networking sites.

STATEMENT OF THE PROBLEM

This study sought to determine the effect of gadgets to the interpersonal relationship of the Generation X and the Millennial. Specifically, it sought to answer the following questions:

    1. What is the respondent's profile in terms of:

        1.1 Millennial:

            a. age
            b. sex
            c. year level
            d. residence

        1.2 Generation X:

            a. age
            b. sex
            c. residence

    2. What type of gadgets do Generation X and the Millennial have?

    3. What are the uses of these gadgets to them?

    4. What are the perceptions of the Generation X on gadgets as their means of communication?

    5. What are the perceptions of the Millennial on gadgets as their means of communication?

CONCEPTUAL FRAMEWORK

Independent Variables

- Profile of the Respondents
- The type of gadgets they have
- Usage of gadgets for them
- Perception on gadgets as a means of communication
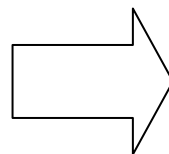
Dependent Variables

- Effects of gadgets to the Interpersonal relationship of the Generation X and the Millennial

Figure 1

PARADIGM OF THE STUDY

The conceptual framework enumerated some factors affecting the interpersonal relationship of the Generation X and the Millennial. This includes profile of the respondents, the type of gadgets they have, the usage of gadget for them and their perception on gadgets as a means of communication

The interpersonal relationship of the Generation X and the Millennial is affected by the profile of the respondents, the type of gadgets they have, the usage of gadget for them and their perception on gadgets as a means of communication.

INTRODUCTION

Generations are clusters of people born during a given timeframe. They have experienced similar life situation, have shared comparable views and attitudes, and can be differentiated from other generations. Some common generational influences such as current events, technology, parenting, education, etc. are easy to identify. The field of technology is the most evident existence of the gap between generations.

The Generation X grew up with pre-cell phone mobile technology such as radio, television, and landline telephones. Therefore, they did not have video games or cell phones during their childhood. They experienced a much different upbringing compared to those born after them because technology and the gadgets that come with it were not prevalent during their time. The Millennial, on the other hand, have grown up in a time of rapid change, giving them a set of priorities and expectations sharply different from that of Generation X largely because technology which connects people around the globe is widespread in their social environment.

The use of gadgets itself is markedly influenced by age. Cell phones are now the predominant form of interpersonal communication which also affects the interpersonal relationship of today's generations. These gadgets also become springs of conflict between both sides, and some Generation X get confused with the behavior that the Millennial have.

The traditional way of communication among members of the Generation X which is face-to-face communication is being ignored nowadays because of the different gadgets ready for use by Millennial. The Millennial are used to communicating using these gadgets. The Generation X also learned to use these gadgets as means of communication though there's still a gap because Generation X, the members of the Generation X, are not that

technologically literate like the Millennial. The Generation X and the Millennial have different perceptions in terms of interactions or communication.

Some Generation X also get addicted to these gadgets; that's why some of them have limited knowledge the Millennial' behaviour. Moreover, Millennial developed some behaviour that is far different from the way they should act.

Millennial are used to communicating through social media; the Generation X also uses these but they don't spend too much time like the Millennial do. The Generation X way of living was not introduced to the Millennial because what have guided them throughout their life is the Millennial' principles and perceptions. This, in turn, creates conflicts between the generations.

According to Tim Luecke(2008), he views that a part of the reason seems to be the belief that the emergence of a new generation would indicate a deeper and more profound shift in American values and beliefs and consequently suggest a change in future US foreign policy. With respect to the "9/11 Generation," for example, William Kristol stated that "It is the 9/11 generation that will have to construct and maintain a new American century" (Kristol 2007: 2).

Sahlin (2008), stated that they attend church about as often as their parents do and have adopted much the same set of values and religious beliefs. It is a premise that these young people are engaging with various social and political issues.

Dries, Pepermans, & De Kerpel, (2008) claims that generational differences Baby Boomers (Boomers) (born from 1946 to 1964) are individuals of the largest generational cohort in history, comprising about 78 million workers who have made huge social and economic impacts and are now being replaced by younger generation, Millennials. They grew up in the economic prosperity of the post-World War II, and experienced the most dramatic change in history, including the Civil rights movement, the Vietnam War, Watergate, and assassinations of Kennedy and King.

According to Beekhuyzen & von Hellens, 2008; Dang, Dejean, & Moreau, 2012; Molteni & Ordanini, 2003, the primary focus is on the values and culture that are developed and reinforced in the engagement of recorded music for two generations, Baby Boomers and Millennials. The way in which the music industry operates changes due to technological advances and with that, consumers of music are in need to adapt to the new capabilities. As

a result, it is important to note that different musical media available to the industry affect the listener. One way in which technology is changing is by everything becoming digitalized and discs as physical artifacts are disappearing.

Ruch, (2008) states that Generation gaps in perspectives, attitudes, and behaviors are nothing new, but they can be difficult to reconcile in the workplace. Lack of attention

to generational differences will make any company less attractive to young recruits, resulting in higher recruiting costs and greater difficulty in finding the right employees. The critical management skills will involve understanding generational differences in order to strengthen work relationships between and among employees. There's no other choice. Businesses need every capable human resource they can attract, regardless of vintage or range of skills.

Castells, (2001); Bennett, (2008), literature suggests that news preferences regarding three content types most distinguish millennial from boomers. In terms of geographic orientation, younger adults are more mobile and cosmopolitan than their predecessors, and prefer loosely connected networks that are sustained through friendships and thin social ties, rather than geographically bounded local communities.

Kowske et al., (2010) believes that members of a generational cohort share important life experiences such as starting school, entering the workforce, and retiring at similar age, and they also experience memorable historical events at a similar developmental stage.

According to Twenge et al., (2010), Millennial (Generation Y or GenMe) (born from 1981 to 1999) are the youngest generation cohort, replacing their older generation. Millennial generation has been characterized by economic prosperity, advancement of instant communication technologies through the Internet, social networking, and

globalization. Similar to Gen Xers, Millennial value freedom and work-life balance more than Baby Boomers (Cennamo & Gardner,

Levenson (2010) used the perspective of an economist to determine whether differences exist by first identifying educational trends over the past 30 years, demographic changes, lifecycle analysis, and recent trends in labor markets. Levenson suggested that behavioural perspectives of the Millennial, when coupled with differing economic needs, suggested that they may "differ significantly from the previous generations' attitudes" toward work (p. 263).

According to the Pew Research Center (2010), the generations, like people, have personalities, and Millennial – the American teens and twenty-something's who are making the passage into adulthood at the start of a new millennium – have begun to forge theirs: confident, self-expressive, liberal, upbeat and open to change. They are more ethnically and racially diverse than older adults. They're less religious, less likely to have served in the military, and are on track to become the most educated generation in American history. Their entry into careers and first jobs has been badly set back by the Great Recession, but they are more upbeat than their elders about their own economic futures as well as about the overall state of the nation.

There are currently four generations in the U.S. workforce and a fifth is expected to enter in 2012; this is more than at any other point in our history (U.S. Bureau of Labor and Statistics, 2011). This unique time has brought about unique challenges; the experiences of each generation influence its attitudes, expectations, and beliefs, subsequently affecting interactions between previous and future generations (Fox, 2011)

According to Horovitz (2012), the millenials are otherwise known as the Generation Y or Gen Y is a demographic cohort following Generation X, which is popular as the Baby Boom generation. Agreeably, there are no exact dates for when a generation starts and ends. Authorities use the years 1980s to 2000 as the period by which millenials may be identified with.

This research aimed to provide wider knowledge about the Generation X and the Millennial because today's generation is technology-savvy due to different gadgets and social media platforms. It is interesting to find out the differences on the perceptions of the older Generation X to the younger generation, the Millennial, on the use of gadgets for communication. Through this research each generation may come to understand the reason for the gap between the generations. They may also understand the proper usage of gadget and it may help them understand the presumed differences in values and attitudes between Generation X and the Millennial. Lastly, they may learn to adjust in different situations and circumstances which may cause them to have conflict.

STATISTICAL TOOLS

Frequency counts, percentage, and mean were used to treat the profile of the respondents: age, sex, year level and residence.

Weighted mean was used to determine the perception of the respondents on the use of gadgets in communication.

A 5-point Likert scale was used to analyze the respondents' perceptions on the usage of gadgets as means of communication.

5-Point Likert Scale	Numerical Rating	Adjectival Value
5	4.20-5.00	-Strongly Agree
4	3.40-4.19	-Agree
3	2.60-3.39	-Neutral
2	1.80-2-59	-Disagree
1	1.00-1.79	-Strongly Disagree

Independent sample t-test was used to analyze if there is a significant difference between the perception of the Generation X and the Millennial on the effects of using gadgets in communication.

Table 1 Frequency, Percentage and Mean Distribution of the Respondents' Profile Variables

MILLENNIAL		
Respondent's Profile	Frequency	Percentage
AGE 18-20 21-23 25-32	297 13 5	94.00 4.10 1.50
TOTAL _	315	100.0
Mean x = 18.91		
SEX MALE FEMALE	99 216	31.40 68.60
TOTAL	315	100.0
YEAR LEVEL 1ST YEAR 2ND YEAR 3RD YEAR 4TH YEAR TOTAL	38 34 218 25 315	12.10 10.80 69.20 7.90 100.0
RESIDENCE URBAN RURAL	157 158	49.80 50.20
TOTAL	315	100.0
GENERATION X		
AGE 38-41 42-45	59 18	5 9.00 18.00

47-50	12	12.00
51-52	11	11.00
TOTAL	100	100.0
Mean $\bar{x}$ = 42.38		
SEX		
MALE	44	44.00
FEMALE	56	56.00
TOTAL	100	100.0
RESIDENCE		
URBAN	50	50.00
RURAL	50	50.00
TOTAL	100	100.0

Table 1 shows the frequency percentage and mean distribution of the respondents' profile variables as to Age, Sex, and Residence.It is illustrated from the table that out of 315 Millennial respondents, 297 or 94 per cent are 18 to 20 years old, 13 or 4.1 per cent of them are 21-23 years old and 5 or 1.5 per cent of them are from 25 to 32 years old. The table revealed that most of the Millennial respondents are from ages 18 to 20 years old, this suggests that generally the age bracket of the college student is about 18-20 years old.

It is quite clear that out of the total Millennial respondents investigated for this study overwhelming majority (216 or 68.6 per cent) of them were female whereas about 99 or 31.4 per cent were found to be male. This indicates that the College of Business Entrepreneurship and Accountancy (CBEA) has numerous female students than male.

Table 1 also shows that most of the Millennial respondents came from the 3rd year level with a total number of 218 or 69.2 percent and followed by the 1st year level which

is 38 or 12.1 percent, then the 2nd year which is 34 or 10.8 percent and lastly the 4th year which is about 24 or 10.9 percent. This reveals that greater population of the College of Business Entrepreneurship and Accountancy (CBEA) is from the 3rd year level.

It also illustrates that   there are three hundred fifteen (315) respondents from the Millennial, it was taken through the use of Stratified Random Sampling Technique and it is divided into two (2) sub groups; the Rural and Urban.

Table 1 also demonstrates that out of 100 Generation X respondents, 59 of them or 59 per cent are 38 to 41 years old, 18 or 18 per cent of them are 42 to 45 years old, 12 or 12 per cent of them are 47 to 50 years old and 11 or 11 per cent are 51 to 52 years old. This implies that most of them are from ages 38 to 41 years old.

It can also be viewed that majority of them are female with a total number of 56 or 56 per cent and 44 or 44 per cent of them are male; statistically there are more women than men. The one hundred (100) respondents from the Generation X were obtained through the use of Purposive Sampling Technique wherein 50% of both generations came from Rural and Urban.

Table 2 Frequency Distribution of the Respondents according to the Type of Gadgets they have

TYPE OF GADGET	MILLENNIAL				GENERATION X			
	RURAL		URBAN		RURAL		URBAN	
	Frequency	Rank	Frequency	Rank	Frequency	Rank	Frequency	Rank
CELLPHONE	154	1st	158	1st	50	1st	50	1st
TABLET	25	3rd	53	3rd	13	3rd	22	3rd
LAPTOP	56	2nd	57	2nd	15	2nd	20	2nd

Table 2 demonstrates the frequency distribution of the respondents according to the type of gadgets they have. Each generation were divided into two subgroups; 50per cent of each generation were from Rural and 50per cent of them were from Urban.

It can be viewed that the "cell phone" has rank first (1st) from both generations; all of the 415 respondents have their cell phones. It is followed by the laptop, wherein 56 of them are from Millennial from Rural, 57 are from Urban, 15 from Generation X from Rural and 20 from Urban. And lastly Tablet, where 25 Millennial from Rural, 53 from Urban and 13 Generation X from Rural and 22 from Urban have it.

It can be noticed that the "cell phone" has ranked first (1st)from both generations, this implies that all of the respondents of each generation have cell phones which is commonly used as a means of communication Whereas laptop is the second common gadgets that each generation from Urban and Rural have. Aside from it is used for communication, it is also useful for the Millennial especially for their studies.

It can be observed that the number of respondents from Urban who have each type of gadgets is higher than those who are from Rural regardless of their generation. It is because the people from Urban are more knowledgeable than the people from Rural in terms of gadgets and they are more capable of buying those gadgets.

Table 3 Frequency Distribution of the Respondents according to their gadgets' usage

GADGET'S USAGE	MILLENNIAL				GENERATION X			
	RURAL		URBAN		RURAL		URBAN	
	Frequency	Rank	Frequency	Rank	Frequency	Rank	Frequency	Rank
PHONECALL	140	2nd	147	1st	44	1st	47	1st
TEXTING	142	1st	142	2nd	35	2nd	45	2nd
VIDEOCALL	83	4th	86	4th	20	4th	23	4th
INTERNET	138	3rd	138	3rd	29	3rd	27	3rd

Table 3 determines frequency the distribution of the respondents according to their gadgets' usage.   It can be observed that 142 of the Millennial from Rural use their gadgets for "texting" which rank first (1st) followed by the "phone call" which is used by 142 of them. Whereas 147 of the Millennial from Urban, 44 of the Generation X from Rural and 47 from Urban preferred to use their gadgets for "phone call" which ranked first (1st) followed by "texting" with a total of 132 of the Millennial from Urban, 35 of the Generation X from Rural and 45 from Urban. The 3rd rank is the "internet"; 135 and 138 from Millennial, 29 and 27 from Generation X respectively. And lastly the "video chat" ,there are 83 from Rural and 86 from Urban for the Millennial and 20 from Rural and 23 from Urban for the Generation X.

It can be determined from the table that Millennial from Rural use their gadgets for "texting" while Millennial from Urban and the Generation X from Rural and Urban use their gadgets for "phone call". This denotes that "phone call" is more convenient to use when communicating to someone.

Table 4 Perception of Respondents on gadgets as a means of communication

PERCEPTION ON GADGETS AS MEANS OF COMMUNICATION	Millennial				Generation X			
	Rural		Urban		Rural		Urban	
	Weighted Mean	Descriptive value	Weighted Mean	Descriptive value	Weighted Mean	Descriptive value	Weighted Mean	Descriptive value
It makes the communication easier and faster	4.59	Strongly agree	4.63	Strongly agree	4.58	Strongly agree	4.74	Strongly agree
It strengthens relationship between each other	4.03	Agree	4.11	Agree	4.44	Strongly agree	4.34	Strongly agree
It helps someone voice out their thoughts that they cannot express personally	3.97	Agree	3.94	Agree	3.86	Agree	4.06	Agree
There is no emotional attachment.	3.31	Neutral	3.34	Neutral	2.86	Neutral	4.14	Agree

It causes misunderstanding between each other.	3.43	Agree	3.47	Agree	2.66	Neutral	4.32	Strongly agree
It delays responses when there are conflicts between each other	3.43	Agree	3.45	Agree	2.74	Neutral	4.40	Strongly agree
Overall Weighted Mean	3.79	Agree	3.28	Nuetral	3.52	Agree	4.33	Strongly agree

Legend: 4.20 to 5.00: **Strongly Agree,** 3.40 to 4.19: **Agree,** 2.60 to 3.39: **Neutral,** 1.80 to 2.59: **Disagree,** 1.00 to 1.79: **StrongDisagree**

Table 4 shows the distribution of the respondents according to their Perception on gadgets as a means of communication.

Both generations from Rural and Urban **"strongly agreed"** that gadgets make the communication easier and faster with a weighted mean of 4.61 and 4.66 respectively.

The Millennial respondents from Rural and Urban "**agreed**" that gadgets strengthen the relationship between each other with a weighted mean of 4.03 and 4.11 respectively, whereas both Generation X respondents from Rural and urban have "**strongly agreed**" with a weighted mean of 4.44 and 4.34.

It can be concluded from the findings above that gadgets do really make the communication easier and faster as all of the respondents are strongly agree on this. Generation X strongly believe that it also strengthens their relationship   because even if they are not with their loved ones like their spouse or their children they can still communicate with each other, however the Millennial from Urban and Rural are just agree because there are some factors that have affected their answer. Millennial usually communicate with a larger group of person such as their peers, schoolmate, best friends, boyfriend or girlfriend compared to the Generation X. That is why they have greater chance to encounter conflicts between their friends when communicating through gadgets.

Both generations from Rural and Urban "**agreed**" that gadgets help someone voice out their thoughts that they cannot express personally with a weighted mean of 3.96.

The findings above also revealed that each generation believe that gadgets may help them express their thoughts that they cannot express personally as they all agree about this perception. It is easier to express yourself to someone when you are not in front of them especially when there are commotions because there is less pressure. And it can avoid you from uttering words that may hurt them.

The Millennial respondents from Rural and Urban and the Generation X respondents from Rural are **"neutral"** that there is no emotional attachment when they use gadgets as means of communication with a weighted mean of 3.17 while the Generation X respondents' from Urban **agreed** with a weighted mean of 4.14.

It was also revealed that the Generation X respondents' from Urban considered that communicating through gadgets may not have emotional attachment. They are the most affected in this issue because since we consider the people from Urban as "advance" in terms of the technology, their children or the Millennial may become too busy and unaware of the people around them. When their parents communicate to them through gadgets they may just reply without understanding what their parents tell them. Because their attention is on using and discovering more about the gadgets they have.

Both Millennial respondents' from Rural and Urban are "**agree**" that gadgets cause misunderstanding between each other with a weighted mean of 3.45, the Generation X respondents' from Rural are "**neutral**" with a weighted mean of 2.66 and those from Urban are "**strongly agree**" with a weighted mean of 3.49.

Both Millennial respondents' are "**agree**" that gadgets delay responses when there are conflicts between each other with a weighted mean of 3.44, however the Generation X respondents' from Rural are just "**neutral**" (weighted mean 2.74) on that perception and those who are from Urban are "**strongly agree**" with a weighted mean of 4.40.

The results exposed that gadgets may also cause misunderstanding. When there is no emotional attachment as discussed above, people may just send messages without checking whether they may hurt someone or not. Just like the preceding findings, Generation X respondents' are more affected as they "strongly agree" that gadgets cause misunderstanding.

SUMMARY OF FINDINGS

Based on the gathered data, all of the respondents have cell phones. In terms of the usage of gadgets, most if the Millennial used it for "texting" and most of the Generation X used it for "phone call". On their perceptions on gadgets as a means of communication, all of them **"strongly agreed"** that it makes the communication easier and faster. Both subgroups other with a weighted mean of 4.39, though the Millennial just **"agree",** with a weighted mean of 4.44. All of them are agreeing that it may help someone voice out their thoughts that they cannot express personally with a total weighted mean of 3.96. Both subgroups from the Millennial and the Generation X from Urban are **"neutral"** on the perception that there is no

emotional attachment when communicating through gadgets while the Generation X from the Urban **"agreed".** Millennial **"agreed"** (weighted mean 2.7) that it causes misunderstanding and it delays responses when there are conflicts. Generation X from Rural are **"neutral"** (weighted mean 4.36) with this whereas the Generation X from Urban are **"strongly agree"** (weighted mean 3.52).

CONCLUSION

Based on the findings of the study, the following conclusions are drawn:

1. All of the respondents used "cell phone" when communicating to someone.
2. Most of the Millennial used gadgets for "texting" and most of the Generation X used it for "phone call".
3. All of the respondents **"strongly agreed"** that gadgets make the communication easier and faster.
4. Millennial respondents' from Rural and Urban **"agreed"** that it strengthens relationship between each other while Generation X respondents' from Rural and Urban was **"strongly agree".**
5. All of the Respondents **"agreed"** that it helps someone voice out their thoughts that they cannot express personally.
6. The Millennial from Rural and Urban and the Generation X from Rural are **"neutral"** on the perception that there is no emotional attachment when communicating through phone whereas the Generation X from Urban **"strongly agreed".**
7. The Millennial from Rural and Urban **"agreed"** that gadgets delay responses when there are conflicts between each other, Generation X from Rural are **"neutral"** and the Generation X from Urban are **"strongly agree".**

RECOMMENDATIONS

In the list of the findings and the conclusion, the following are recommended:

1. Each generation must assure that despite of the distance or other factors that cause them to use gadgets in communication they must have time to talk to each other personally to avoid misunderstandings.
2. Each generation must practice to communicate personally to someone in order to improve their interpersonal relationship.
3. Millennial should improve the level of control on usage of gadgets that is not beneficial to them such as excessive access on facebook and other social networking sites.

4. A parallel study is suggested to further validate the data on the parameters studied.

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