



E – GADGETS OF GENERATION X AND MILLENIALS: THEIR SOCIAL LIFE

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Abstract: *The main objective of this study was to ascertain and compare the purpose and effect of using E-gadgets and social media among Generation X and Millennial. This study utilized the descriptive comparative research design considering that the study compared the utilization of gadgets on both Millennial and Generation X. The study also described the assessment of both groups of respondents regarding effects of Social Media and Gadgets on the social activities. The respondents of the study were students of the Cagayan State University -Andrews Campus represented the Millennial and individuals who are under Generation X who live within Tuguegarao City. The respondents were grouped according to their generation groups which are the Generation X, with age 37-60 years old, and the Millennial, with age 36 and below. On the group of the millennial, this group of respondents were represented by students from different colleges of the said university. The group of the Generation X were represented by the individuals who lived within Tuguegarao City. However, purposive sampling was employed in the selection of participants. Hence, only individuals whose ages are from 37-60 years old were considered as respondents. In addition, cluster sampling was employed in determining the number of respondents from the group of the Millennial. It was determined through Slovin's formula using the number of enrollees per course and department. The questionnaire was the main tool of this study and*



is composed of 3 parts. Part I focused on the profile variables of the respondents particularly age, sex and number of hours spent in Social Media and Gadgets for both groups of respondents. Other profile variables included was Year level and course for the Millennial respondents while occupation for the Generation X respondents. Part II was on the assessment on the purpose of both groups of respondents regarding their purpose in using social media and gadgets. Lastly, part III was used in determining the assessment of both groups of respondents regarding the effects of social media and gadgets on social activities. Based on the results of this study, majority on both groups of respondents are female. Most of the Generation X respondents are under age bracket 37-40 years old while most of the millennial respondents are under age 20 years old and below. Moreover, majority of the millennial respondents are third year and fourth year. Lastly, most of the Generation X respondents are exposed to social media and gadgets for 1-2 hours/Day while the Millennial are exposed 3-4Hours/Day. Despite positive effect social media and gadget in the work and studies of both groups its responsible use is still advised. Guidance of parents as well as teachers is still needed especially for Millennial

Keywords: Gadgets, millennial, generation x, social media, technology, technology focused, guidance, Slovin's formula, descriptive-comparative study

INTRODUCTION

In the present era the introduction of modern technological gadgets has captured the attention of global population. The term technology comes from the Greek word "techne", which means the art or skill used in order to solve a problem, improve a pre-existing solution to a problem, achieve a goal, handle an applied input/ output relation or perform a specific function. Technology is the energy that acts as the driving force to drive or to run our lives. It is nothing but the results of the innovations and creativity of human beings. It converts the natural resources into consumer goods which are used by the society and human beings. It has brought the automation level into such a height that human effort and his time has been saved to a great extent.

Generation X (people born in 1965-1980) and Generation Y: Millennial (born in 1980—present time) have these distinctions. Firstly, the elderly people are only considered "digital adapters" while the latter is known as the "digital natives". This implies that older people can learn how to use technology but are not overruled by it, compared with the younger



ones. The baby-boomers can be nostalgic when technology wasn't pervasive. On the other side, E-generation children have grown up during the Internet revolution and every aspect of their life is entwined with technology. Secondly, aged men and women belong to the "secret society" while teenagers and adolescents are closely linked to the "expressive society". Older people seek to keep their culture secret from the mainstream while the young ones are happy and very open to share to their friends their interests and aspirations through social networks. Lastly, the generation X are affected by "peer pressure" while millennial are affected by "future pressure". Success in an elderly perspective is more likely to be measured by money or having a different life to their parents. This also supports the reality that they have lesser opportunities compared with the new generation. On the current age, success is defined by 'doing something they love and these young souls' drive to achieve their ambitions is their own passion. Hence, the only thing that can stop them is themselves.

Cell phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographical area. It was first introduced in 1973 and in 1983 the first mobile phone was commercially available (Heeks, 2008). Cell phones are by far the most popular device among American adults, especially for adults under the age of 65. Some 85% of adults own cell phones overall. Computer/laptop Computer is a general purpose device that can be programmed to carry out a finite set of erythematic and logical operations. Currently the number of computer users in the world is 900 million to 1 billion i.e. around 80% of the world population are using or having computers (Woyke, 2012). A Smartphone, or smart phone, is a type of mobile phone built on a mobile operating system with more advanced computing capability and connectivity than a feature phone.

The internet is a huge network that links computers together all over the world using a range of wires and wireless technologies. The World Wide Web is the collection of linked pages those are accessed using the internet and a web browser. The purposes of using internet are online shopping, social networking, games, news, travel information, business, advertising and much more. A social networking service is a platform to build social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. Social networking sites allow users to share ideas,



pictures, posts, activities, events, and interests with people in their network (Boyd & Nicole, 2008).

Some of the popular social networking sites used currently is such as Face book, Google+, Orkut, Twitter etc. Face book was founded by Mark Zuckerberg in February 2004 (Carlson, 2010). Recently, every other day information technology or IT invents lucrative gadgets are attracting the attention of the present generation. As a vulnerable group, the youth becomes the largest consumer of such devices and services, which in turn makes them addicted. Addiction is the continued repetition of a behaviour or an activity 2 independent upon the adverse or negative consequences of the same (Angres & Angres, 2008) or it can be a neurological impairments which leads to such behaviours (American Society for Addiction Medicine, 2012).

Another aspect on which the technology addiction has an effect is the life style of an individual. As in case of addiction to technological gadgets time and choices are the concerned factors, the lifestyle is necessarily affected by the same. Life style is nothing but the way of life of an individual or a group of individuals or the society as a whole. Somebody's attitudes, values, world views etc are reflected by his/ her life style. So life style means making some sense of the self and creating some cultural symbols which will reflect the identity of a person. All the aspects of life style may not be voluntary in nature because one is associated with the society and that surrounding plays an important role in shaping the choices of an individual's life style. Accordingly the individual creates the symbols of life style by which he /she project the self before the world and also before himself (Spaargaren & Van Vliet, 2000).

Generation X, or Gen X, is the demographic cohort following the baby boomers and preceding the Millennials. There are no precise dates for when Generation X starts or ends; demographers and researchers typically use starting birth years ranging from the early-to-mid 1960 to 1980. Members of Generation X were children during a time of shifting societal values and as children were sometimes called the "latchkey generation", due to reduced adult supervision compared to previous generations, as adolescents and young adults, they were dubbed the "MTV Generation" (a reference to the music video channel of the same name) and characterized as slackers and as cynical and disaffected.



A 2015 study by Sage Group reports Gen Xers "dominate the playing field" with respect to founding startups in the United States and Canada, with Gen Xers launching the majority (55%) of all new businesses in 2015. Generally, Gen Xers are the children of the Silent Generation and older Baby Boomers.

Millennial also known as Generation Y are the demographic cohort following Generation X. There are no precise dates for when this cohort starts or ends; demographers and researchers typically use the early 1980s to 2000. Millennial are sometimes referred to as "Echo Boomers" due to a major surge in birth rates in the 1980s and 1990s. Authors William Strauss and Neil Howe are widely credited with naming the Millennial. They coined the term in 1987, around the time children born in 1982 were entering preschool, and the media were first identifying their prospective link to the new millennium as the high school graduating class of 2000.

Gen Xers and Millennial were the first to grow up with computers in their homes. In a 1999 speech at the New York Institute of Technology, Microsoft Chairman and CEO Bill Gates encouraged America's teachers to use technology to serve the needs of the first generation of kids to grow up with the Internet. Some Millennial enjoy having hundreds of channels from cable TV. However, some other Millennial do not even have a TV, so they watch media over the Internet using smart phones and tablets. One of the most popular forms of media use by Millennial is social networking. In 2010, research was published in the *Elon Journal of Undergraduate Research* which claimed that students who used social media and decided to quit showed the same withdrawal symptoms of a drug addict who quit their stimulant. Marc Prensky coined the term "digital native" to describe "K through college" students in 2001, explaining they "represent the first generations to grow up with this new technology." Millennial are identified as "digital natives" by the Pew Research Center which conducted a survey titled *Millennial in Adulthood*.

Millennial use social networking sites, such as Facebook, to create a different sense of belonging, make acquaintances, and to remain connected with friends. In the *Frontline* episode "Generation Like" there is discussion about Millennial, their dependence on technology, and the ways the social media sphere is commoditized. Millennial are likely the most studied generation to date. According to U.S. Census Bureau statistics, there are plenty



of them to study—80 million plus (the largest cohort size in history). There are data to find most of what you are looking for, as the data are varied and sometimes contradictory.

In the Philippine setting, generation X was more of a conservative age (really conventional). Specifically, public display of affection was strictly prohibited. Simple and contented living made them happy. Since high technology didn't exist yet in such time, most people were farmers (less fortunate) and few were professionals (richer ones). On the other hand, individuals in this new era can be who they are especially when it comes to expressing their love to someone or showing their care to people. Young ones can voice out their emotions and even can hold hands with their special ones.

Another gap in these two generations is that people who were born long time ago built friendships through physical contact and carefree childhood which includes doing traditional games like playing Patintero, Tumbang Preso or even dancing in the rain. But this isn't manifested in the new age because of the development of gadgets, e-games, social networking sites and their influences on how youngsters live, play and interact with each other digitally. Children nowadays are more in tuned with the online world; thus, it affects their social life. They can spend long hours in front of a device just so they can kill time and eventually be entertained. That's how this present generation, especially kids define fun. In their time, they used the typewriter bequeathed by the baby boomers whereas the millennial are using smart phones to process information.

Nowadays, e-gadgets are becoming a part of every individual's daily routine. Every generation has different uses of the e-gadgets. Generation X use the e-gadgets for information and communication to their relatives or co-workers. The millennial also do the same in addition to social media and computer games or other application adds to those factors which consume most of their time. These two generations, however, are being termed as one called as the Generation C, where members are connected to people and things in ways we never imagined in the past (Pickett, 2017). With the rise of the different E-Gadgets of the present time which is primarily used for social networking and social life as a whole, it is likely that the effects of these two inseparable offerings of modern world is become a big question. It is therefore the meat of this undertaking is anchored. The study is designed to identify the purpose and effects of using E-Gadgets and Social Media



particularly to the two groups of present generation namely Generation X and the Millennial.

STATEMENT OF THE PROBLEM

The main objective of this study is to ascertain and compare the purpose and effect of using E-gadgets and social media among Generation X and Millennial. Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:
 - Millennial
 - 1.1 Age
 - 1.2 Sex
 - 1.3 Year level
 - 1.4 Course/Program
 - 1.5 Number of Hours Spent in Social Media and Gadgets
 - Generation X
 - 1.6 Age
 - 1.7 Sex
 - 1.8 Occupation
 - 1.9 Number of Hours Spent in Social Media and Gadgets
2. What is the purpose of the two groups of respondents in using gadgets and social media?
3. What is the assessment of the two groups of respondents in the effects of gadgets and social media on social activities?
4. Is there a significant difference in the purpose of using gadgets and social media among the Millennial and Generation X?
5. Is there a significant difference in the assessment of the Millennial and Generation X regarding the effects of gadgets and social media on social life?

HYPOTHESES

This study was guided by the following hypotheses:

1. There is no significant difference in the purpose of using gadgets and social media among the Millennial and Generation X.



- There is no significant difference in the assessment of the Millennial and Generation X regarding the effects of gadgets and social media on social life.

STATISTICAL TOOLS

The study was treated by the use of the following statistical tools needed in the analysis and interpretation of the data was gathered. To determine the profile of the respondents, the frequency count and percentage distribution was employed. The weighted mean was used on the assessment of the respondents on their purpose of using social media and gadgets as on the assessment on its effect on their social life. Lastly, Independent Samples t – Test was employed in determining significant difference in the assessment of both groups of respondents. The test of difference was tested under 5% level of significance as it is the accepted level for social research.

The following Likert Scale was used in interpreting the responses of the respondents:

Description	Scale
Always	4.20 – 5.00
Often	3.40 – 4.19
Sometimes	2.60 – 3.39
Rarely	1.80 – 2.59
Never	1.00 -1.79

Description	Scale
Strongly Agree	4.20 – 5.00
Agree	3.40 – 4.19
Uncertain	2.60 – 3.39
Strongly Disagree	1.80 – 2.59
Disagree	1.00 – 1.79

RESULTS AND DISCUSSIONS

Table 1. Distribution of respondents according to Sex

Sex	Generation X		Millennial	
	<i>F</i>	%	<i>f</i>	%
Male	28	40	97	26
Female	42	60	276	74
Total	70	100	373	100

The table above shows the frequency and percentage distribution of both groups of respondents according to gender. It can be seen in the table that majority of the respondents were female with frequency 42 or 60% under Generation X and 276 or 74%



under Millennial. This implies that on both groups, females are more engaged in social media and gadgets compared to males because most of females use social media to keep them updated to the new trends.

Table 2. Distribution of the respondents according age

Age	Generation X		Millennial	
	Frequency	Percentage	Frequency	Percentage
20 years old and below			336	90.08
21-25 years old			32	8.58
26-36 years old			5	1.34
37-40 years old	34	48.57		
41-45 years old	12	17.14		
46-50 years old	16	22.86		
51 years old and above	8	11.43		
Total	70	100	373	100

Table 2 shows the distribution of both groups of respondents according to age. The highest frequency under Generation X is under 37-40 years old with frequency 34 or 48.57% while the lowest is under 51 years old and above. On the part of the Millennial, the highest frequency is under age bracket 20 years old and below which is 336 or 90.08% and the lowest is under 26-36 years old with frequency of 5 or 1.34%.

Table 3. Distribution of the respondents according to Year Level

Year Level	<i>f</i>	%
First Year	1	.3
Second Year	25	6.7
Third Year	238	63.8
Fourth Year	109	29.2
Total	373	100

As gleaned from Table 3, most of the millennial respondents are in the Third Year with frequency of 238 or 63.8%, followed by fourth year with frequency of 109 or 29.2%. There is a single respondent who is first year. This implies that third and fourth year college students are more engaged in social media and gadgets because they are the ones who mostly need and use it for educational purposes.

Table 4. Distribution of the respondents according to Course/Program

Course/Program	Frequency	Percentage
CHIM	93	24.93
CBEA	93	24.93
CTED	90	24.13
CAHS	97	26.01
Total	373	100



Table 4 shows the distribution of the millennial respondents according to course/program. As gleaned in the table, there is an almost equal distribution of respondents along 4 programs. However, the highest is under CAHS with a frequency of 97 or 26.01%, followed by both CHIM and CBEA with frequency 93 or 24.93% and the last is CTED with frequency 90 or 24.13%. According to our survey, even though their total population is small, but due to their availability and cooperation, we gathered more information in their college.

Table 5. Distribution of the Generation X respondents according to educational attainment

Occupation	Frequency	Percentage
Driver	7	10
Laborer	4	5.7
Carpenter	4	5.7
Housekeeper	12	17.1
Welder	2	2.9
Helper	1	1.4
Teacher	10	14.3
Cook	3	4.3
Businessman	3	4.3
Lawyer	2	2.9
Police	2	2.9
Others (None)	14	20
Engineer	3	4.3
Saleslady	2	2.9
Farmer	1	1.4
Total	70	100

The table above shows the distribution of the respondents according to occupation. The highest frequency in the table is under item “others”, which was listed or chosen 14 times or 20%, followed by Teacher with frequency of 10 or 14.3%. There is also a single respondent who is farmer and the other one is helper. The figure for “others” would imply that probably these group have more time to use e-gadgets than those who are working. Teachers, too, are more exposed to social media and gadgets because these are the things that help them to be efficient, understandable and accurate in their teaching skills and also to keep them knowledgeable of the updates from the society.



Table 6. Distribution of the respondents according to exposure on social media and gadgets

Exposure	Generation X		Millennial	
	F	%	f	%
1-2 Hours/Day	34	48.6	90	24.1
3-4 Hours/Day	17	24.3	126	33.8
5-6 Hours/Day	7	15.7	88	23.6
7 Hours and above/day	8	11.4	69	18.5
Total	70	100	373	100

As gleaned from the table above, it can be seen that most of the respondents under Generation X is exposed 1-2 hours/day with a frequency of 34 compared to the Millennial who are mostly exposed 3-4 hours/day with frequency 126. This implies that Millennial are more exposed to social media and gadgets compared to Generation X because most of the Millennial are into trends and they use it for making their school activities efficient since most of the time they also stay in school, while the Generation X use gadgets for communicating with their friends and relatives which is not very frequent, in fact.

2. ASSESSMENT ON PURPOSE IN USING SOCIAL MEDIA AND GADGETS

Table 7. Assessment of Generation X and Millennials on Purpose of Social Media

Indicators	Generation X		Millennial	
	W.M.	D.I	W.M.	D.I
Coming up with rational impression on how community react on economic, social and political issues	3.44	O	3.25	S
Downloading pictures, videos, and any forms of educational/important materials	3.53	O	3.82	O
Joining the community in their reactions and interactions pertaining to posted social and political issues and concerns.	3.33	S	2.92	S
Watching and interacting to live videos especially media interviews with national political leaders or influential personalities.	3.34	S	3.23	S
Getting quickly notified by friends and concerned netizens regarding risk or threat issues.	3.39	S	3.40	O
Sharing/posting a self-created video or any educational material or information worthy for netizens react to or interact with.	3.24	S	2.99	S
Category Mean	3.38	S	3.27	S

The table above shows the assessment of both groups of respondents in using social media. The highest weighted mean under both groups of respondents is under the indicator



“Downloading pictures, videos, and any forms of educational/important materials”, 2.53 for the Generation X and 3.82 for the Millennial, both described as “Often”. Second in the group of the Generation X is under the indicator “Coming up with rational impression on how community react on economic, social and political issues”, 3.44, with a description of “Sometimes” while on the Millennial, the second is under the indicator “Getting quickly notified by friends and concerned netizens regarding risk or threat issues.”, 3.40, with a description of “Often”. It can also be seen in the table that the least assessment given by both groups is under the indicator “Sharing/posting a self-created video or any educational material or information worthy for netizens to react to or interact with”, 3.24, for the Generation X and 2.99 for Millennial, both under description “Sometimes”. The result implies that the common purpose among both groups of respondents is Downloading pictures, videos, and any forms of educational/important materials while the least purpose is sharing/posting a self-created video or any educational material or information worthy for netizens to react to or interact with.

Table 8. Assessment of respondents on the purpose of gadgets

Indicators	Generation X		Millennial	
	W.M.	D.I	W.M.	D.I
Acquainting myself in the new trends	3.41	O	3.27	S
Relieving boredom especially when alone	3.50	O	3.71	O
Playing trendy games such as Candy Crush, Clash of Clans and the like	3.26	S	2.98	S
Simple recreation particularly during weekends	3.56	O	3.35	S
Storage of important files and pictures	3.57	O	3.69	O
Category Mean	3.46	O	3.40	O

The table above shows the assessment of both groups of respondents on purpose in using gadgets. The highest assessment given by the group of the Generation X is under the indicator “Storage of important files and pictures”, 3.57, with description “Often” while the highest under the group of the Millennial is under the indicator “Relieving boredom especially when alone”, 3.71, with description “Often”. The lowest assessment given by the group of the Generation X is under indicator “Playing trendy games such as Candy Crush, Clash of Clans and the like”, 3.26, with description “Sometimes” while on the part of the Millennial is under indicator “Acquainting myself in the new trends”, 3.27, with description “Sometimes”. The result implies that generally, Generation X is using gadgets as their storage of important files while Millennial is using it for games and educational purposes.



Table 9. Assessment of the respondents on effects of gadgets and social media

Indicators	Generation X		Millennial	
	W.M.	D.I	W.M.	D.I
I've improved my ability to work out problems by using Social Media.	3.84	A	3.29	U
I've improved my ability to communicate by the use of Social Media.	3.84	A	3.54	A
I easily get in touch with my friends because of Social Media.	3.83	A	3.85	A
Social Media makes friendships stronger.	3.93	A	3.42	A
Social Media has been helping in expressing my thoughts freely and with confidence.	3.77	A	3.46	A
Gadgets have been very helpful in my studies/work.	3.93	A	3.77	A
The use of new technology paves way in improving my performance in school/office/work.	3.96	A	3.54	A
Family bonds became stronger with the influence of gadgets.	3.73	A	3.04	U
Gadgets made communication easy, keeping social life active.	3.74	A	3.54	A
People tend to gain new friends because of gadgets.	3.76	A	3.66	A
Category Mean	3.83	A	3.51	A

The lowest assessment given by the group of the Generation X is under indicator "Playing trendy games such as Candy Crush, Clash of Clans and the like", 3.26, with description "Sometimes" while on the part of the Millennial is under indicator "Acquainting myself in the new trends", 3.27, with description "Sometimes". The result implies that generally, Generation X is using gadgets as their storage of important files while Millennial is using it for games and educational purposes. In table 9 which shows the indicators that measure the effects of gadgets and social media, it can be seen that the highest assessment given by the Generation X is under the indicator "The use of new technology paves way in improving my performance in office/work", 3.96, with description "Agree" while the highest assessment given by the millennial is under the indicator "Gadgets has been very helpful in my studies/work", 3.77, with description "Agree". The lowest assessment given by both groups of respondents is under the indicator "Family bonds became stronger with the influence of gadgets", 3.73, for the Generation X with description "Agree" while 3.04 for the Millennial with description "Uncertain". In general, the category mean 3.83 for Generation X and 3.51 for the Millennial with description "Agree" implies that both groups of respondents are



aware of the effects of social media and gadgets particularly when it comes to their work and studies.

Table 10. Difference in the assessment of the respondents on purpose of using social media and gadgets

Group	X	t	p-Value	Decision
Social Media		2.902	.073	Not Significant
Generation X	3.20			
Millennial	3.45			
Gadgets		1.103	.043	Significant
Generation X	3.43			
Millennial	3.56			

Table 10 shows the difference in the assessment of the respondents along purpose in using social media and gadgets. By using Independent Samples t-Test at .05 level of significance difference is found to be significant under the purpose in using gadget as being supported by p-Value lower than .05. This implies that Generation X and Millennial have different purposes in using gadget which also support the findings that Generation X mostly uses gadgets for storage of important files and information while Millennial uses gadget for educational purposes and as to relieve boredom.

Table 11. Difference in the assessment of the respondents on effects of using social media and gadgets

Group	X	t	p-Value	Decision
Generation X	3.83	1.081	.912	Not Significant
Millennial	3.51			

The table above shows the test of difference in the assessment of the respondents regarding the effect of social media and gadgets. Using Independent Samples t-Test at .05 level of significance, the result showed that there is no significant difference in the assessment of two groups of respondents. This implies that both groups are aware on effects of social media and gadgets.

SUMMARY OF FINDINGS

Based from the result gathered from the respondents, the following findings are hereby presented.

- Majority on both groups of respondents are female. Most of the Generation X respondents are under age bracket 37-40 years old while most of the millennial respondents are under age 20 years old and below. Moreover, majority of the



millennial respondents are third year and fourth year. In addition, most of the Generation X declared none in their occupation. Lastly, most of the Generation X respondents are exposed to social media and gadgets for 1-2 hours/day while the Millennial are exposed 3-4 hours/day.

- The result shows that the common purpose in using social media on both groups of respondents in using social media is for Downloading pictures, videos, and any forms of educational/important materials while the least is for Sharing/posting a self-created video or any educational material or information worthy for netizens to react to or interact with.
- The purpose of using gadgets for the Generation X is for storage of important files and pictures while relieve of boredom is for the group of the Millennial.
- Both groups of respondents have the same assessment on the effects of social media and gadgets and claimed that it is of help with their job and studies.
- The test of difference in the assessment of the respondents is significant under the purpose of using gadget.

CONCLUSIONS

With careful analysis on the findings of this study, it is being concluded that:

1. Purpose of using social media is the same in both Generation X and Millennial.
2. They differ in the purpose of usage because Generation X uses gadgets for storing important files and information while Millennial uses gadgets for relieving boredom.
3. Moreover, social media and gadgets are helpful in the work of the Generation X and helpful as well on studies of the Millennial.

RECOMMENDATIONS

Based on the results of this study, the following are recommended:

1. Despite of their positive effect, social media and gadget in the work and studies of both groups and its responsible use is still advised.
2. Guidance of parents as well as teachers is still needed especially for Millennial.
3. Extra care is needed when taking information coming from the social media.
4. Preventive measures must also be observed in the use of gadgets.
5. The most important preventive measure in the use of social media and gadgets is still self-discipline.



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