Reaching & Teaching Millennials Learners

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Education is at the heart of patient care.
• I have no disclosures, financial or otherwise, related to the content of this talk to report
Goals and Overview

• Define what is meant by a “Generation”
• Review generational characteristics (in the US) prior to current generation
• Identify characteristics associated with “Millennials” as a generation
• Review specific areas of strength and concern for Millennials as learners
• Strategies for interacting with Millennial learners
“People try to put us down,
Talkin’ ‘bout my generation...”
Multigenerational Challenges in Academic Medicine: UCDavis’s Responses
Lydia Pleotis Howell, MD, Gregg Servis, and Ann Bonham, PhD

Abstract
Academic medicine is a unique work environment, one of the few places where members of four different generations regularly interact and where evaluation for advancement, recruitment and retention, and attendance at required meetings. Awareness of the different generational qualities and

APM Perspectives
The Association of Professors of Medicine (APM) is the national organization of departments of internal medicine in allopathic medical schools. APM is dedicated to the advancement of academic medicine and to the support of its members. For more information, visit www.apmedu.org

Medical professionals: teach Generation Me
Lawrence G. Smit
Mount Sinai School of Medicine
Genetral change and their impact in the classroom: teaching Generation Me
Jean M Twenge
Twelve tips for facilitating Millennials’ learning

DAVID H. ROBERTS, LORI R. NEWMAN & RICHARD M. SCHWARTZSTEIN
Harvard Medical School, USA

Factors Associated with the Satisfaction of Millennial Generation Dental Residents


Teaching Radiology in the Millennial Era

Priscilla J. Slanetz, MD, MPH, FACR, Justin Kung, MD, Ronald L. Eisenberg, MD, JD
“Children nowadays are tyrants. They contradict their parents, chatter before company, gobble their food, and tyrannize their teachers.”

-- Socrates (469 – 399 BC)
<table>
<thead>
<tr>
<th>Generation</th>
<th>Prophet Type</th>
<th>Years</th>
<th>High Event</th>
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<tbody>
<tr>
<td>Missionary Generation</td>
<td>Prophet (Idealist)</td>
<td>1860–1882 (22)</td>
<td>High: Reconstruction/Gilded Age</td>
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<tr>
<td>Lost Generation</td>
<td>Nomad (Reactive)</td>
<td>1883–1900 (17)</td>
<td>Awakening: Missionary Awakening</td>
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<tr>
<td>G.I. Generation</td>
<td>Hero (Civic)</td>
<td>1901–1924 (23)</td>
<td>Unraveling: World War I/Prohibition</td>
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<tr>
<td>Silent Generation</td>
<td>Artist (Adaptive)</td>
<td>1925–1942 (17)</td>
<td>Crisis: Great Depression/World War II</td>
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<tr>
<td>Millennial Saeculum (65+)</td>
<td>Prophet (Idealist)</td>
<td>1943–1960 (17)</td>
<td>High: Superpower America</td>
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<tr>
<td>13th Generation (a.k.a. Generation X)</td>
<td>Nomad (Reactive)</td>
<td>1982–2004 (22)</td>
<td>Unraveling: Culture Wars, Postmodernism, War on Terror</td>
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<tr>
<td>Millennial Generation</td>
<td>Hero (Civic)</td>
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<tr>
<td>Homeland Generation (Generation Z)</td>
<td>Artist (Adaptive)</td>
<td>2005–?</td>
<td>Crisis: Global Financial Crisis</td>
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What defines a “generation”

• Entire body of individuals who are born and living at about the same time

• Groups of individuals who because of shared age, experiences, and environment, also share attitudes, values, ideas, styles, and challenges

• Distinction from prior and future groups of individuals
Silent or Veteran’s Generation (1922-1945)

- Respect, service & loyalty
- “Traditional” roles
- Respect the system, work for security
- Strong heroes
- Defined by Great Depression & WWII
- Reward “job well done”
Baby Boomers (1946-1964)

- Social & political change
- Evolving gender/race roles
- Parallel lives of work and home
- “Live to work”
- Vietnam, civil rights & women’s liberation
- Rewards: money, title, & recognition
Generation X (1965-1980)

- Progressive ideas & cynicism
- Varied gender/race roles requiring decisions about “balance and priorities”
- Respect expertise, work to have a “killer life”
- Dual-career families and “latch-key kids”
- Personal computer revolution
- Rewards: freedom and time
What is it that is so different about today’s trainees?
r u learning this...?

TWELVE TIPS

Twelve tips for using Twitter as a learning tool in medical education

SARAH EDITH FORGIE, JON P. DUFF & SHELLEY ROSS
University of Alberta, Canada
YouTube as a Platform for Publishing Clinical Skills Training Videos

David Topps, MD, Joyce Helmer, EdD, and Rachel Ellaway, PhD
How can we optimize Millennials’ learning?

- How do they appear to prefer to interact?
- What motivates these learners?
- How do they measure success?
- What do they need and want from teachers and mentors?
- How can we leverage what makes them tick?

Differences in motives between Millennial and Generation X medical students

Nicole J Borges, R Stephen Manuel, Carol L Elam & Bonnie J Jones

Medical Education 2010; 44: 570–576
What do Millennial learners prefer?

- Well-structured, scheduled environments
- Computer-based, game-oriented
- Engagement in communities and through social networking
- Learning opportunities that can be fulfilled 24-7
How can we better work with Millennials?

- Learners today need help with
  - Context
  - Prioritization
  - Understanding
  - Interpretation
- Can be overwhelmed by information
- Looking for the “bottom line”
- Relevance must be emphasized
- Offer opportunities to collaborate & learn as team
- Reinforce downsides to multi-tasking
- Discuss “digital professionalism”
What principles should we keep in mind when working with Millennials?

- Learning demands engagement
- Active or “experiential” interactions
- Content is important, but delivery is key
- Explicit discussion of expectations and “norms”
- Rapidly accessible feedback is the norm
- Integrate education technology into interactions when at all possible
Growing Up Digital, Wired for Distraction

Students have always faced distractions and time-wasters. But computers and cellphones, and the constant stream of stimuli they offer, pose a profound new challenge to focusing and learning.

New York Times
11/21/10
Matt Richtel / Jim Wilson
Technology poses new challenges for trainees in the realm of professionalism

- Medical blogging
- Interruptions by ringing phones
- Cameras ubiquitous
- Privacy settings on Facebook
- Linking to patients via email and social networking
Americans = Sharing Underachievers...

% of Respondents Indicating They Share ‘Everything’ or ‘Most Things’ Online, 5/13*

World Average = 24%

Saudi Arabia, India, Indonesia, South Korea, Turkey, China, Poland, South Africa, Italy, Brazil, Argentina, Russia, Mexico, Australia, USA, Canada, Spain, Belgium, Great Britain, France, Sweden, Hungary, Germany, Japan

Mary Meeker, Internet Trends 2013, Kleiner Perkins
Strategies for Success with Millennials
Educate yourself and your colleagues about Millennial learners

Your Millennial score is 65!
The higher your score, the more you have in common with members of the Millennial generation.

Compare your score with that of the typical member of the following generations:

- Silent (b. 1928-1945)
- Baby Boomer (b. 1946-1964)
- Gen Xer (b. 1965-1980)
- Millennial (b. 1981+)

See how each generation’s answers compare to yours — and how each question affects your score.

Share your score:
- Facebook
- Twitter

How did we compute your score?
Discuss generational differences and recognize intergenerational conflicts

Who are the Millennials?

Who are The Millennials
How to give effective feedback to Millennials?
Silicon Valley’s Youth Problem

In start-up land, the young barely talk to the old (and vice versa). That makes for a lot of cool apps. But great technology? Not so much.

By YIREN LU   MARCH 12, 2014
Emphasize content, concepts & relevance over lists, facts and memorization
vs 3.31 ± 0.86, p = 0.03) [mean ± SD]. The five most commonly cited attributes of PCCM fellowship that would attract residents to the field included intellectual stimulation (69%), opportunities to manage critically ill patients (51%), application of complex physiologic principle (45%), number of procedures performed (31%), and academically challenging rounds (29%). The five most commonly cited attributes of PCCM that would dissuade residents from the field included overly demanding responsibilities with lack of leisure time (54%), stress among faculty and fellows (45%), management responsibilities for chronically ill patients (30%), poor match of career with resident personality (24%), and treatment of pulmonary diseases (16%).
Learn the language (and technology) of the Millennials
Recognize that Millennials value aesthetics (and expect things to look good)
Emphasize opportunities for additional help and support, particularly at challenging transitions
Recognize the importance of team dynamics and identify ways to value trainees’ input.
Be fair and straightforward
Identify the limits of multi-tasking and modern distractions
How to learn more

- *Generations at Work: Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace* by Ron Zemke, Claire Raines, and Bob Filipczak
- *Generation Me: Why Today's Young Americans Are More Confident, Assertive, Entitled—and More Miserable Than Ever Before* by Jean M. Twenge, PhD.

Beth Israel Deaconess Medical Center
A teaching hospital of Harvard Medical School

Shapiro Institute

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"Twenge does a huge, decidedly un-GenX amount of research and replaces [hunches] with actual data... lucid and entertaining... bold... refreshing."

—Chris Colin, author of *What Really Happened to the Class of '93*