



Sponsors and partners include:



# The digital generation

## Survey 2008



Communication and Working Styles  
of Tomorrow's Leaders



# Leaders of Tomorrow

Respondents to the 2008 global pilot survey:

**2,277 Students**  
from 114 Countries

Equal Male/Female

Especially:

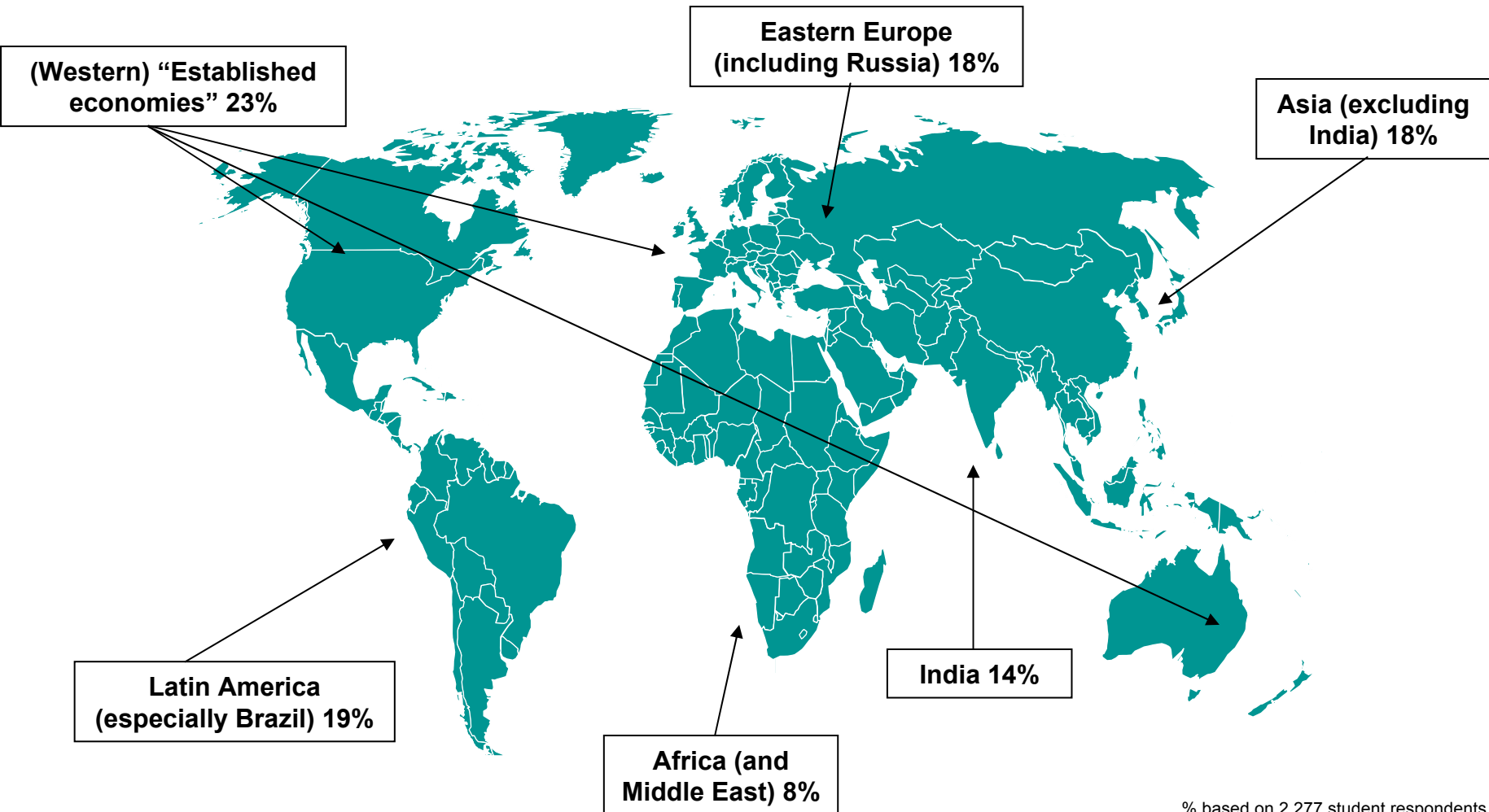
- Business studies
- Economics
- Engineering
- Computer science / IT
- Hospitality Management
- Accountancy / finance

**Plus: 530 Workers**  
from 83 countries  
(for comparison)





# PARTICIPANTS FROM 114 COUNTRIES



% based on 2,277 student respondents  
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Digital Generation Survey – Part 1

# MAPPING TECHNOLOGY ADOPTION

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Blogsome

SECOND LIFE

Microsoft Office SharePoint

webex



Gadu-Gadu ...nie tylko komunikator!

VOY Plaza

NOKIA CONNECTING PEOPLE

WORDPRESS

搜 狐 SOHU.com

htc



studiVZ BETA 2.0 DAS STUDIVERZEICHNIS

facebook

skype

腾讯网 qq.com



YAHOO! 360° BETA

WAYN WHERE ARE YOU NOW?

NETLOG

Zimbra

LG

XFIRE LIVEJOURNAL

MULTIPLY

grono.net

There

www.zhanzuo.com

Meetup

VIRTUAL TV

Hyves.net always in touch with your friends

badoo

ENTROPIA UNIVERSE

43 Things

DOTCLEAR

thinkfree

Jabber™ Powered

classmates.com

HyperOffice Collaboration made simple

LinkedIn

Microsoft Office Live



activeworlds



ADOBE® ACROBAT® CONNECT™ An easier way to web conference.

netviewer

Sony Ericsson



move ONLINE

MOVABLETYPE Publishing Platform

VOX sina 新浪



GoToMeeting

Google talk BETA

FOTOLOG

xanga



Microsoft Office Live Meeting

Panasonic ideas for life

Blogger

webex weboffice

XING

Blogware

friendster

gaia ONLINE

mindalay

orkut

Alcatel-Lucent



myspace a place for friends



the Voip Buster

TypePad Inform. Influence. Inspire.

AIM

hi5

CentralDesktop organize, share, collaborate

CYWORLD

Genesys Conferencing

TAGGED

paltalk.com

ExpressionEngine

Google Docs BETA

icq everybody, everywhere

SIEMENS

BlackBerry

# WHO'S DOING WEB 2.0?

Four in every five students use instant messaging



**Widespread use of new technologies across all major world regions**

*"I can't live without my mobile and internet"*



More than half make Internet phonecalls (VOIP)



Three quarters use social networking websites



More than half have recently played PC/online games



# WHO'S DOING WEB 2.0?

## Use of technology for work, learning and socially:

	Students		Workers	
Percentage using technology for:	Learning	Social	Working	Social
<b>Information search and publishing</b> Nine items e.g. searched Wikipedia for information	94%	99%	88%	98%
<b>One-to-one communication</b> Six items e.g. used instant messaging/chat	96%	98%	97%	98%
<b>Simulation and gaming</b> Two items: Visited a virtual world, played online/PC games	17%	63%	10%	56%
<b>Collaboration</b> Nine items e.g. taken part in online discussion forums	89%	93%	91%	89%
<b>Publishing</b> Three items e.g. written your own blog	26%	63%	25%	55%

**Note 1:** Twenty six types of technology were listed, and these have been divided into five groups based on type of use.

**Note 2:** The survey took place amongst top students via the Internet with invitations by email, so overall use of technology is likely to be higher than for 'average' students around the world.

## East meets West

- Blogging is much more common in Asia than elsewhere (73% excluding India)
- However, fewer Asian students (49% excl. India) use social networking sites
- Podcasting (uploading audio or video) is rare in established economies (13%)
- PC/online games are played most in India (70%) and least in E. Europe (49%)



## Choose your tools

- Fewer students from established markets use email on mobile/cell phones (24%)
- Video conferencing (webcams) are widely used for social purposes but rarely for work
- 71% of Latin American students have recently used a video phone link (av. 53%)
- 56% of Indian students have taken part in a multi-person audio conference (av. 38%)



## Their real world

More than half have recently played PC/online games (58%), and almost a quarter have visited a virtual world, for fun (23%).

One in six students have also participated in these for learning purposes.



Philips tests new product ideas in Second Life

# SOCIAL NETWORKING

## 75% of users log-on daily\*

Three quarters of respondents had recently used a social or business networking website.

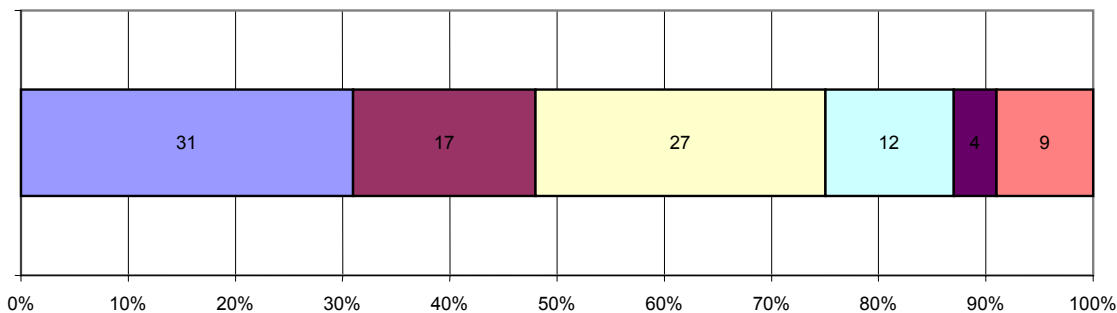
#1 for students:

**facebook**

#1 for workers:

**LinkedIn**

*\*To students who use Social or Business Networks:  
“Roughly how often do you logon to the main site you use?”*



■ More than twice a day 
 ■ About twice a day 
 ■ About once a day 
 ■ Once or twice a week 
 ■ Less often 
 ■ Not answered



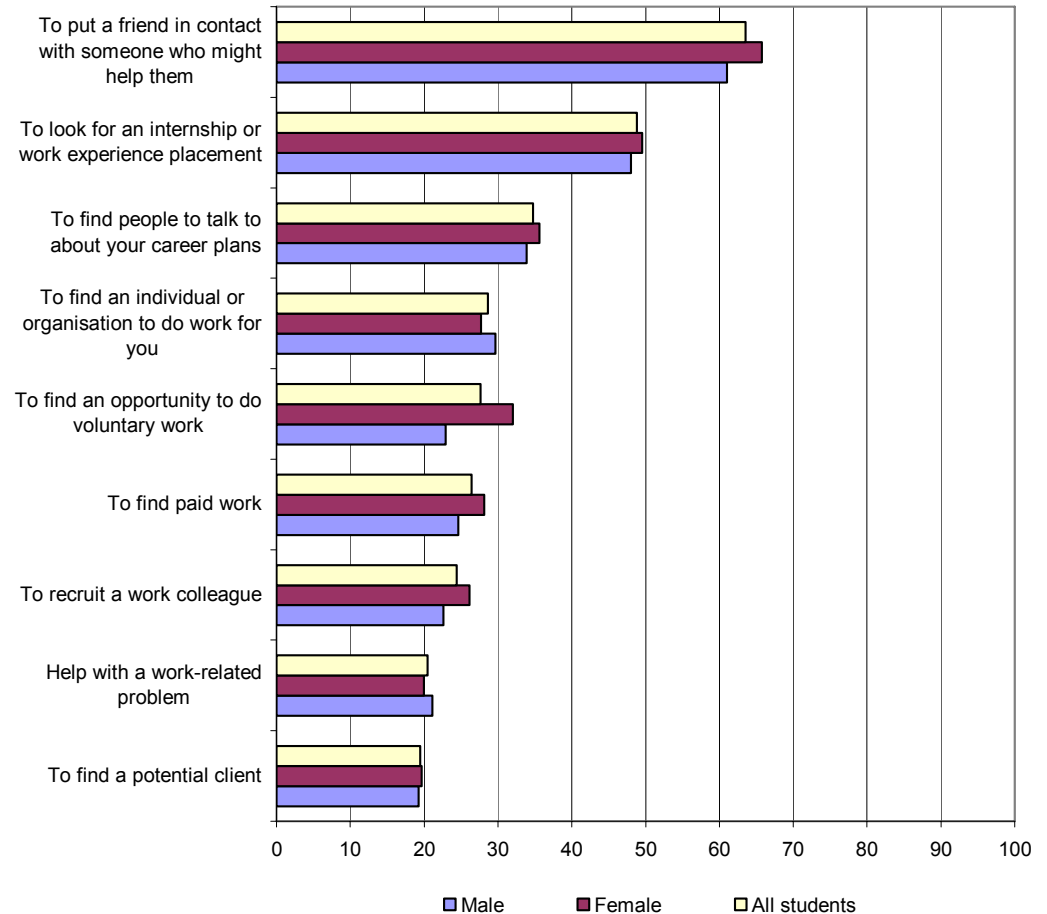


## Wasting time?

Contrary to popular belief, users of social networks report a wide range of valuable work-related benefits.

In established economies fewer report these benefits. Asian students (excl. India) are especially active using SN to find paid or voluntary work.

Overall, women seem to derive more work-related benefits than men.



## The super-communicators:

1. use many different channels\* including Skype
2. respond quickly and regularly
3. send concise emails with a clear 'subject'
4. seem approachable and respond well to criticism
5. use the technology competently, and not too much
6. help others learn to use the technology
7. add a personal or emotional touch 😊



*"She puts up questions, encourages others to share their views and then creates an output from the discussions."*

*"He shares all of his experience by sending pictures, news etc. And he informs team members by sending SMS, mail and call to give the same information at the same time."*

*"Sensitive and concerned on what impact they want to see. This person always... uses the simple words, common to all."*

\* IM, email, voicemail, SMS, blogging, YouTube, discussion forums, mobile phone, Skype...



## Top Brands (most used):

<b>Instant messaging:</b>	Windows Live Messenger (Base: 1,940)
<b>Creating/sharing documents:</b>	Google docs (Base: 1,705)
<b>Social Networking:</b>	Facebook (Base: 1,611)
<b>VOIP:</b>	Skype (Base: 1,191)
<b>Blogging:</b>	Blogger (Base: 1,046)
<b>Email on mobile:</b>	Nokia (Base: 914)
<b>Web conferencing:</b>	Microsoft LiveMeeting (Base: 749)
<b>Virtual Worlds:</b>	Second Life (Base: 605)



Digital Generation Survey – Part 2

# THE IDEAL WORLD OF WORK

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## **My ideal work:**

- 1. Fellowship** (collaboration)
- 2. Application of ability**
- 3. Altruism** (making a difference)
- 4. Discovery** (learning)
- 5. Humour** (fun)
- 6. Problem solving**
- 7. Completion** (achievement)





## Preferred industries:

	'would consider'	%
1.	My own business	53
2.	Entertainment	42
3=	Hi-Tech	29
3=	Government	29
5=	FMCG / Manufact	28
5=	Charity / NFP	28
5=	Financial services	28
8.	Energy / Utilities	17
9.	Retail	15



*“More opportunity to control my own future”*

Respondent, Ci Redesigning Work Survey, 2005



## My ideal employer:

### Talented colleagues

Working with highly-educated, passionate people 'at the top of their field'.

### Respected company

A multicultural company with global impact. High-quality products. A leader in my field.

### Confident leadership

Has authority, determination, credibility, like Bill Gates... Allows me freedom to explore

### A great culture

Creative, honest, friendly, innovative, fun, professional, entrepreneurial, progressive.

### Making a difference

A organisation with values I believe in, where my work will serve the common good.

### Invests in people

Makes me feel valued, gives me freedom, provides opportunities to develop.



Digital Generation Survey – Part 3

# THE REAL WORLD OF WORK

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# THE REAL WORLD OF WORK

## What students want vs what workers experience:

<i>students want</i>	<b>Some want but fewer experience:</b> Making a positive difference to other people Having opportunities to pause, rest and reflect	<b>Many* want and many experience:</b> Collaborating with other people Solving complex problems Discovering things I didn't know Productively applying my skills & knowledge
	<b>Few* want, and few experience:</b> Doing physical activity Seeing or using beautiful or well-made things Competing against others A sense of risk or danger	<b>Few* want but more experience:</b> Following clear procedures or instructions
		<i>workers experience</i>

\* Few < 36%, Many > 70%

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# HOW WORK AND LEISURE DIFFER

Experienced more in  
**leisure**

Experienced more at  
**work**

Humour  
Love (friendship)  
Immersion  
Reflection  
Sensation (beauty)  
Physical activity

Fellowship (collaboration)  
Problem solving  
Application of ability  
Challenge  
Power



# 21 TYPES OF FUN



# 21 TYPES OF FUN



**Women** were more likely to mention:

**Love (friendship)** 40% vs 27%

**Immersion** 30% vs 22%

**Altruism (making a difference)** 29% vs 24%

**Men** were more likely to mention:

**Problem solving** 32% vs 18%

**Competition** 15% vs 7%

**Risk (danger)** 13% vs 8%

# The **digitalgeneration** Survey 2008

