Mindset and the Millennial Learner

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Who are they?

- Born in the 1980's
- Through to the early 2000
- They are post-baby boomer
- They are pre-Gen Z
Things are changing...

MIND THE GAP

1950’s Learning Environment
21st Century Learning Environment

MILLENIALS BY THE NUMBERS

61% attended college, compared with 46% of baby boomers.

26% are married, compared with 43% of their parents and 65% of grandparents at their age. About 44% say marriage is obsolete.

84% say having a meaningful impact on the world is more important than professional recognition or getting rich. 84% donated to social causes in 2014.

40% have tattoos.

$1.3 TRILLION annual purchasing power. By 2018 the figure will swell to $3.39 trillion.

85% own smartphones. The average millennial in the U.S. touches his or her smartphone 45 times a day.

Why are they important?

Make up the entirety of the 21 – 25 year old drinkers segment

44% of 21 – 27 have never tried Budweiser

Only 27% drink beer

Most millennials drink craft beers and have impacted the growth of this market
Why are they important?

Responsible for 42% of the wine consumption in the US

An average of two cases per annum

Willing to buy more expensive wine with 17% buying $20 bottles or more

Baby Boomers only 5% 

More than 50% of wine drinking millennials share the experience on social media

Millenials make up 30% of frequent imbibers drinking 3.1 glasses per sitting

Frequent drinkers under 30 are 66% women

More adventurous in selecting wine and tend to look further than CA to Oregon, Chile, Greece and Slovakia

Why they are important?

According to Pernod Ricard SA, the makers of Absolut Vodka, vodka sales are down almost 2% over the last four years. In that same period, from 2010-2014, worldwide whiskey sales climbed 2.7%, with sales of American-made bourbons and Tennessee whiskeys up an incredible 17%. For Absolut Vodka specifically, which makes up half of Pernod’s US sales, last quarter’s earnings were likewise not good news, reported as having declined 3.3%.
What are their characteristics?

- They have spent their entire lives with their smartphone and access to the Internet
- They prefer craft, small, independent, high quality, local and authentic
- They turn to social media to guide them in purchasing decisions where 62% say they are loyal to brands that engage them on social media
- They lead active and healthy lifestyles
- They like their palates to be challenged by extreme styles
- 47% of the time millennial males purchase a craft beer they have never heard of!

How do we facilitate learning for Millennials?
Are Millennials afraid to talk?

How do we facilitate learning for Millennials

- Millennials learn through comparison and collaboration, pairing is a great way to showcase various styles.
- They’re seeking information, they want to see commitment to their craft demonstrated.
- Aren’t getting their education traditionally, they use the internet for research and self-education. They are not able to discriminate between ‘good’ and ‘bad’ online content.
- Millennials put a greater emphasis on collaboration with others and sharing work assignments, a change that reflects the more collaborative learning experiences they had in school.
- Use and integrate technology to enhance good teaching and learning, not replace good teaching.
- Use Wikis and blogs to enhance an inclusive learning assignment, allowing contribution and editing. These encourage students to think critically about information they post because they know their postings can be edited by others.
Are you ready to think like a millennial?

Millennials also want to know that we care about them. Remember that they are still attached to their parents and not far from the nest. They are also accustomed to near-constant interaction, so they do want to relate to us. Showing that we care about their learning and well-being—by calling them by name, asking them about their weekend, promising we will do whatever it takes to help them learn, stating how much we want them to be successful, and voicing our high expectations of them—will go very far in earning their loyalty and trust.

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Know Your Audience

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Activity Number 1 – The Name Game
Turn to your neighbor and within 60 seconds find out one unforgettable experience with alcohol they have had!

It is so important to engage their interest – they have grown up in a media rich environment and they expect information to be in digestible morsels and full of things to grab their attention.

### Just How Connected Are The Millennials?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct online research</td>
<td>90%</td>
</tr>
<tr>
<td>Receive news online</td>
<td>67%</td>
</tr>
<tr>
<td>Send instant messages</td>
<td>64%</td>
</tr>
<tr>
<td>Send &amp; receive text messages</td>
<td>60%</td>
</tr>
<tr>
<td>Download music</td>
<td>56%</td>
</tr>
<tr>
<td>Read blogs</td>
<td>52%</td>
</tr>
<tr>
<td>Play online games</td>
<td>43%</td>
</tr>
</tbody>
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**They also**
- Read 2300 web pages
- Read 1881 Facebook profiles
- Write 500 pages of email
Drinking in this incredible view of one of Germany’s top wine regions. Photo by @chasingthevine.
Engage millennials with the Rule of 10 – change what you do every 10 minutes – show them a short video, then perhaps 10 minute discussion and then 10 minute quiz.
Millennials put greater emphasis on collaborative learning experiences. Wiki pages Google docs are good examples of integrating technology and also allow distance learning.
Activity Number 2 – Let’s Collaborate

1. Please look at the labels handout and on your own identify as many varietals as you can in 1 minute.
2. After one minute collaborate with the person(s) sitting next to you and see how many more you can find.

Write down your score
What is the variance?

Millennials like to be interactive
Activity Number 3 – Let’s play Kahoot!

https://play.kahoot.it/#/?quizId=45aeb649-746b-493f-bb2e-81695b5ff5cb
Activity Number 4
Poll Everywhere

Your poll will show here

1. Install the app from pollev.com/app
2. Make sure you are in Slide Show mode

Still not working? Get help at pollev.com/app/help or Open poll in your web browser
Your poll will show here

1
Install the app from pollev.com/app

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Make sure you are in Slide Show mode

Still not working? Get help at pollev.com/app/help or Open poll in your web browser
Apps

Cram.com
Millennials are used to Googling anything, they do not value information for information’s sake. The role is shifting from disseminating information to applying information.

“history is an essential component of the beverage-enjoying experience”? It is much more than merely what you’re experiencing in the mouth. Pleasure and/or experience, the latter “deliver the sort of dimensionality, which, is the distinguishing feature of all truly great beverages, one of which is the intellectual one of understanding its history. We tend to create a difference between “intellectual” and “sensory” pleasures that’s not really true.

We have to make the learning of history more tantalizing, by telling our stories better?
Fantastic, Fast, Formative Tools

I. **Socrative**: great for quick quizzes & on the fly
II. **Kahoot**: quiz builder, flashcard developer, video as part of process
III. **Zaption**: it’s better to ask questions throughout the chapter and/or video rather than at the end, Zaption does this.
IV. **Backchannel chat**: live chat that accompanies class discussion. Chatzy, Ning are good for this & allow quizzing
V. **Google docs**: allows for group note taking

Thank you and good night!