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*A series for Connection and Understanding*

ASID WI DEI & EMERGING PROFESSIONALS

*Exploring: Generational Differences*

**MARCH 20TH, 2025**

5:30 P.M.-7:00 P.M.

MIWAUKEE INSTITUTE OF  
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*Harvard Implicit Association Test  
Age*



Harvard Implicit  
Association Test - Age

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## Harvard Implicit Association Test - Age

Click “I wish to proceed”  
at bottom

### Preliminary Information

On the next page, you'll be asked to select an Implicit Association Test (IAT) from a list of possible topics. We'll also ask you (optionally) to report your attitudes or beliefs about these topics and give you some information about yourself. We ask these questions because the IAT can be more valuable if you also describe your own self-understanding of the attitude or stereotype that the IAT measures. We would also like to compare differences between people and groups.

On the IAT, you may find it easier to pair certain attributes with one group of people compared to another. Your IAT results may depart from your personal beliefs.

**Age Restrictions:** You must be 18 years of age or older to participate. Visitors between 14-17 years of age may visit [Project Implicit Youth](#).

**Data Privacy:** Data exchanged with this site are protected by SSL encryption. Project Implicit uses the same secure hypertext transfer protocol (HTTPS) that banks use to transfer credit card information securely. This provides strong security for data transfer to and from our website. IP addresses are routinely recorded but are completely confidential. For research purposes, data without directly identifying information is made publicly available. You can find more information on our [Data Privacy](#) page.

**Important Disclaimer:** In reporting the results of any IAT test you take, we will mention possible interpretations that have a basis in research done (at the University of Washington, University of Virginia, Harvard University, and Yale University) with these tests. However, these Universities and the individual researchers who have contributed to this site make no claims about the validity of these suggested interpretations. If you are unprepared to encounter interpretations you might find objectionable, please do not proceed further. You may prefer to examine [general information about the IAT](#) before deciding whether or not to proceed.

Please contact Project Implicit at [questions@projectimplicit.net](mailto:questions@projectimplicit.net) to:


- Ask a question about the research procedures.
- Express concerns about your participation.
- Share why you left before completing a study.
- Report an illness, injury, or other problem.

For questions about your rights as a research subject or to report concerns about the study, please contact the Institutional Review Board (IRB) listed below:

Tonya R. Moon, Ph.D.  
Chair, Institutional Review Board for the Social and Behavioral Sciences  
One Morton Dr Suite 500  
University of Virginia, P.O. Box 800392  
Charlottesville, VA 22908-0392  
Email: [irbsbshelp@virginia.edu](mailto:irbsbshelp@virginia.edu)  
Website: <https://research.virginia.edu/irb-sbs>  
Website for Research Participants: <https://research.virginia.edu/research-participants>

I am aware of the possibility of encountering interpretations of my IAT test performance with which I may not agree. Knowing this, I [wish to proceed](#)






***Generation Z (1997-2012) are strong supporters of social justice causes, such as Black Lives Matter, LGBTQ+ rights, equality, environmental issues, and racial equity. Gen Z is digitally native, tech savvy and the most likely to volunteer of any age group.***

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## Gen Z Behaviors

- ❑ Seeks flexible opportunities
  - ❑ Needs clarity of purpose
  - ❑ Develops a solid presence on digital platforms
  - ❑ Prioritizes mental health and well-being
  - ❑ Prefers collaboration and teamwork
  - ❑ Focuses on authenticity
-



***Millennials (1981-1991) were not born into but migrated to the digital age. They are adaptable, educated and cause-oriented. They value work-life balance and their top causes include children and youth, animals and wildlife, and health and wellness.***

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## Millennial Behaviors


- ❑ Prioritizes experiences over material possessions
- ❑ Value purpose
- ❑ Value work-life balance
- ❑ Socially conscious
- ❑ Known for being tech savvy

***Gen X (1965-1980) is a sizable demographic that holds significant influence and financial capacity. They are independent, hands-on and impact-driven. In 2017, more than 1/3 of Gen X volunteered for their top causes – children and youth and health and wellness.***

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## Gen X Behaviors

- ❑ Demonstrates pragmatism and independence
- ❑ Values work-life balance
- ❑ Exhibits strong work ethic
- ❑ Prefers hands-on experience and learning
- ❑ Is adaptable
- ❑ Likes direct communication



***Baby Boomers (1946-1964) grew up during post-WWII prosperity . Often characterized as “hard-working”, they view volunteerism through the lens of career. They value dedication, commitment and loyalty and have the second-highest volunteer rate!***

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## Baby Boomer Behaviors

- ❑ Values community involvement
- ❑ Strong belief in the value of relationships
- ❑ Exhibits optimism
- ❑ Demonstrates an ethic of hard work



Thank you!

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