

## Age Cohorts and Lifespan Groups

## **Age Cohorts**

• Generations— Shared symbolic predispositions, symbolic practices, and symbolic processes and products of a particular historical period

## Lifespan Groups

- Enduring socially constructed groups that are present across the human lifespan
- Examples: Family, Lifespan Friendships, Schools, Multigenerational social groups (Scouts, Little League, etc.)

## Age Cohorts (Generations)

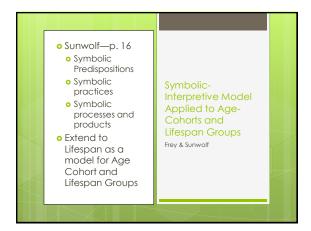
• List of Generations Chart:

http://www.esds1.pt/site/images/stories/isacost a/secondary\_pages/10%C2%BA\_block1/Gener ations%20Chart.pdf

Marketing to the Generations:

http://www.marketingteacher.com/lesson-store/lesson-six-living-generations.html#

o USA-Today and naming the next generation: http://www.usatoday.com/money/advertising/s tory/2012-05-03/naming-the-nextgeneration/54737518/1



1. Bona Fide Group Perspective 2. Decisional Regret Theory 3. Group Dialectical Perspective 4. Social Comparison Theory 5. Social Identity Perspective 6. Structuration Theory 7. Symbolic- Interpretive Perspective	Seven Conceptual and Theoretical Foundations Age Cohorts and Lifespan Groups (See Sunwolf Table 1.1 and Table 1.2)	