

Studying
Communication
in Age Cohorts
(Generations)
and Lifespan
Groups

Sunwolf-1

Age Cohorts and Lifespan Groups

<p>Age Cohorts</p> <ul style="list-style-type: none"> Generations— Shared symbolic predispositions, symbolic practices, and symbolic processes and products of a particular historical period 	<p>Lifespan Groups</p> <ul style="list-style-type: none"> Enduring socially constructed groups that are present across the human lifespan Examples: Family, Lifespan Friendships, Schools, Multi-generational social groups (Scouts, Little League, etc.)
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Age Cohorts (Generations)

- List of Generations Chart:
http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf
- Marketing to the Generations:
<http://www.marketingteacher.com/lesson-store/lesson-six-living-generations.html#>
- USA-Today and naming the next generation:
<http://www.usatoday.com/money/advertising/story/2012-05-03/naming-the-next-generation/54737518/1>

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- Symbolic Predispositions
- Symbolic practices
- Symbolic processes and products
- Extend to Lifespan as a model for Age Cohort and Lifespan Groups

Symbolic-Interpretive Model Applied to Age-Cohorts and Lifespan Groups
Frey & Sunwolf

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)
