

A Qualitative Study on Generation Gap - A Way of Bonding Families in the 21st Century

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Abstract- Generation Gap is a difference in attitude or lack of understanding between two generations. The prevalence of which can be seen more clearly in the 21st Century. Indian culture, which was known for its communal nature has gradually turned into an Individualistic society. The youth today, likes to live and behave their own terms, which has widened the generation gap. The affect of which is deteriorating the family relations and integrity. The huge gap between the ideologies of generations has been caused by fast paced development of society, new technology, lifestyle changes etc. This qualitative research paper looks at the opinions of 40 individuals born in the year ranges 1960 to 1980 and 1990 to 2010 respectively on the 8 most prevailing factors which contribute for generation gap. The results will show a deep analysis of the difference of ideologies between generations and the ways of bridging the gap for the 'Modern Families'.

Keywords – Generation Gap; Youth; Family Bonding, Prevailing Factors, Bridging the Gap.

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INTRODUCTION

Generation Gap is a difference in attitude or lack of understanding between two generations. The prevalence of which can be seen more clearly in the 21st Century. Indian culture, which was known for its communal nature has gradually turned into an Individualistic society. The youth today, likes to live and behave their own terms, which has widened the generation gap. The affect of which is deteriorating the family relations and integrity. The huge gap between the ideologies of generations has been caused by fast paced development of society, new technology,

lifestyle changes etc. Generation gap can also be called as a psychological and emotional gap between parents or elder people and the younger ones bulging of which can create misunderstanding and lack of attachment between the parents and children. In earlier times two or three generations live in the same lifestyle and environments as the development was so slow. But today, nuclear families have taken a bigger role in Indian society. The gap has started appearing now and it can grow bigger in the coming days. It is more evident because of the wake of modernism, where everything allied to Indian tradition, custom and the world was to be turned upside down. The parents usually after reaching a certain age forget the ways they behaved, the problems they encounter and feelings they got when they were their children's age. While on the other hand, Children entering adolescence can fail to see their parents' point of view and prefer sticking to their peer approval. This can act as a stressor in the family. This qualitative paper is aiming to look at the differences in the opinions of the research subjects belonging to different generations. The results are supposed to help understand the basic difference of opinion in the ideologies of these two generations. This may help in bridging the gap between generations and build better relations among families.

REVIEW OF LITERATURE

Generation Gap is a difference in attitude or lack of understanding between two generations. The prevalence of which can be seen more clearly in the 21st Century. The huge gap between the ideologies of generations has been caused by fast paced development of society, new technology, lifestyle changes etc.

This qualitative research paper looks at the opinions of 40 individuals born in the year ranges 1960 to 1980

and 1992 to 2010 respectively on the 8 most prevailing factors which contribute for generation gap.

A study by Arjmand and Andimeshk on “The Generation Gap And Its Effective Social And Cultural Factors Among English Language Students Of Islamic Azad University, North Khuzestan” was published in International Journal of Language Learning and Applied Linguistics World. In this study, the researchers investigated the phenomenon of the generation gap among English Language students of Islamic Azad University in North Khuzestan Branches. The results showed that the leisure time spending and using of mass media facilities has a direct and positive relationship with the generation gap between parents of English Language students. Economic and social situation also affects the rate of generation gap between English Language students with parents (Arjmand & Andimeshk, 2013).

In another study by Dr. Usman, N., Dr. Perveen.K and Aftab,R. on the topic “Interaction Pattern and Generation Gap between Offspring and Parents” published in Interdisciplinary Journal Of Contemporary Research In Business. The term Generation gap became popular in 1960s; since then the changing pattern of Parents-children/ youth relations, interaction, communication pattern and conflict caught the attention of social scientists and researchers. Family and Parents are child’s/youth’s first social setting, their first pivotal relation establishes and leaves lifelong impression on them, and influence all major decision they make in future as adults. This small study was an attempt to check opinion, views and practices of youth regarding 6 generation gap. Boys and girls of ages between 18 to 23 years were selected through systematic Random sampling technique, from 1200 household of Federal B Area, Karachi. The findings of the study show the relationship between socio economic status, family structure and age of youth and Generation gap parent child interaction and communication and opinion of youth, about its impact on their present and future life (Usmaan, Perveen, & Aftab, 2014).

In another study by Harradine,R. and Ross,J. titled “Branding – A Generation Gap?” published at Journal of Fashion Marketing and Management: An International Journal, the researchers aim to explore key differences in the perceptions of parents and children towards branding, examining differences and potential implications. The study demonstrated a gap

between the perceptions of parents and the actual brand awareness of their children. The research indicated that children tend to be brand aware at a younger age than their parents believe. It was also found out that parents were concerned over the influence that branding can have. It is suggested that the growing sophistication of children in relation to branding issues results in them becoming much more brand-wise when making purchase choices (Harradine & Ross, 2016)

METHODOLOGY

Generation Gap is a difference in attitude or lack of understanding between two generations. The prevalence of which can be seen more clearly in the 21st Century. The huge gap between the ideologies of generations has been caused by fast paced development of society, new technology, lifestyle changes etc. This qualitative research paper looks at the opinions of 40 individuals born in the year ranges 1960 to 1980 and 1990 to 2010 respectively on the 8 most prevailing factors which contribute for generation gap.

The methodology deals with the sample design, tools and procedure of the study. The objective of the study is to find out the differences between ideologies of two generations (1960 - 1980) and (1990 -2010). A Logic Model Table was created to grasp the essence of all the opinions collected and the views were divided accordingly.

OBJECTIVE

To find out the differences of ideologies between the two generations 1960 -1980 and 1990 -2010.

HYPOTHESIS

- a. It is hypothesized that there shall be wide differences between the ideologies of both generations - Generation 1(1960-1980) and Generation 2 (1990-2010).
- b. It is hypothesized that there shall be minor difference between generation 1 and generation 2 in the 8 factors which contribute to the generation gap.

SAMPLE

A total of 40 individuals who were chosen using Convenient Sampling Method consisted of 20 individuals from the generation 1 in the year ranges

1960 -1980 and 20 individuals from generation 2 in the year ranges 1990 -2010 respectively shall be selected using simple strategic sampling.

DESIGN

A qualitative research design with Convenient Sampling was used to gather information from the 40 individuals on the selected 8 prevailing factors which contribute to the generation gap.

TOOLS

The authors had listed 8 prevailing factors which could be the causative factors in generation gap. These 8 factors were as follows: Food, Fashion, Job, Expression of emotions, Sports, Relationships, Social Service, and Recreation. A Logic Model Table was created to capture the essence of each response and to compare the ideologies between the generations.

PROCEDURE

Taking the consent of the research subject, the 40 individuals (both generations) were asked to fill in basic demographic information. Later, they were asked to give their opinions on the 8 factors by writing it down in a piece of paper and submit the same to the authors. After completion of the data collection, the data was analyzed by developing a logic model table and comparing the date between generations.

DATA ANALYSIS

Generation Gap is a difference in attitude or lack of understanding between two generations. The prevalence of which can be seen more clearly in the 21st Century. The huge gap between the ideologies of generations has been caused by fast paced development of society, new technology, lifestyle changes etc. This qualitative research paper looks at the opinions of 40 individuals born in the year ranges 1960 to 1980 and 1990 to 2010 respectively on the 8 most prevailing factors which contribute for generation gap. The following are the Logic Model tables compiled to differentiate between the ideologies of different generations. These views are excerpts of the individual’s opinions of the following 8 topics – Food, Fashion, Job, Expression of emotions, Sports, Relationships, Social Service, and Recreation.

TABLE 1 *Showing the views between different generations about Food**

TOPIC	VIEWS	1960 - 1980	1990 - 2010
FOOD	International Cuisine	4	6
	Affordable	2	3
	Tasty	8	10
	Balanced diet	13	7
	Sweet Tooth	6	2
	Basic Necessity	6	10
	Happiness	0	5
	Home Food	7	0
	Foodie	3	0
	Vegetarian / Vegan	6	0
	Good Health	7	0

*An answer of an individual can contain more than one view on the particular topic

The Table 1 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Food. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like eating International Cuisines, Affordable, Tasty food along with it being just a basic Necessity and Happiness. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views like Balanced diet, being sweet tooth, liking home food, living for food, vegetarian food and eating for good health. Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are much more aware of their food habits and try mostly eating healthy food. This can be because of their growing age, choice of preference, health issues or because of the way they have been brought up. While on the other hand, the individuals born from 1992-2010 are much more open about the type of food they eat. They seem to experiment a lot with their food preferences keeping in mind the affordability of the same. This could be because of their age that they are more inclined towards experimentation with food.

TABLE 2 *Showing the views between different generations about Fashion**

TOPIC	VIEWS	1960 - 1980	1990 - 2010
FASHION	Casuals	11	3

	Elegant	4	5
	Respectable	2	3
	Comfort Over Looks	11	6
	Situational Dressing	2	5
	Stylish	5	5
	Reflects Personality	5	12
	Traditional	5	0
	Tailor made	2	0
	Affordable	2	0
	Waste of Money	1	0

*An answer of an individual can contain more than one view on the particular topic

The Table 2 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Fashion. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like fashion brings out elegance, respectability, something depending on the situation and not fixed to a particular style and fashion reflecting personality. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views like comfort over looks, traditional attire, tailor made, affordable and waste of money. Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are more traditionally inclined and like their fashion to be more comfortable than stylish. While on the other hand, the generation 2. The 12 individuals born from 1992-2010 are much more fashion conscious and believe they reflect their personality with their clothes. This could be because of the generation 1, not being able to cope with the modern world changes or generation 2, losing the touch with their traditional values.

TABLE 3 Showing the views between different generations about Job*

TOPIC	VIEWS	1960 - 1980	1990 - 2010
JOB	Worth giving time	1	4
	Self Development	1	9
	Secure Future	6	5

	Do what I love	2	8
	Statue	0	4
	Money	7	8
	For Engagement	3	0
	Necessity	7	0
	Satisfying	9	0
	Responsibility	4	0
	Fixed Job	3	0
	Home Management	4	0

*An answer of an individual can contain more than one view on the particular topic

The Table 3 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Job. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like the job should be worthy of giving time, doing what we love, should have money and respect and self development. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views like having a secure future, for engagement, necessity, satisfying, responsibility, fixed job and extra money for home management.

Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are inclined towards getting a stable job and having a hobby separately from the job. It seems like this generation had less fields to work for, hence it was important, as a basic necessity, to keep a fixed job for survival. While on the other hand, the generation 2. The individuals born from 1992-2010 are much more explorative in nature. They feel that a job should be something more than just money and should do something they're passionate at. This could be because of the generation 1 did not have that many options as the generation 2 has in their career making time. This career changes can also include the attitude changes also among the different generations

TABLE 4 Showing the views between different generations about Expression of Emotions*

TOPIC	VIEWS	1960 - 1980	1990 - 2010
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EXPRESSION OF EMOTIONS	Opens to trustworthy people	5	6
	Depends on Company	0	4
	Open To Parents	0	4
	Only if it is necessary	8	2
	Should be able to control	3	4
	Shows behaviour of a person	2	5
	Should be able to express	16	9
	Should not be offensive	6	0
	Should be open minded	3	0
	Through body language	2	0
	Be Neutral	2	0
	Written Expression	1	0

*An answer of an individual can contain more than one view on the particular topic

The Table 4 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Expression of Emotions. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. 14 It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like emotions are expressed to only the trustworthy people, depending on the company, open with feelings to parents, thinking that feelings should be controlled and that it shows the behavior of the person. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views like it shouldn't be expressed unless it's necessary and people should be able to express without hurting other people, they should be open minded, neutral and write to express. Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are inclined towards expressing their emotions in a non hurtful way to others whenever they seem it is necessary. They also adopt different ways of expressing like writing it down and only whenever it is required and by being neutral. While on the other hand, the generation 2. The

individuals born from 1992-2010 are much more guarded with their emotions, they like to share intimate details only to people they trust and feel that they should learn to control it soon. This difference can occur because the generation 2 has less experience when it comes to dealing with emotional situations and emotions.

TABLE 5 Showing the views between different generations about Sports*

TOPIC	VIEWS	1960 - 1980	1990 - 2010
SPORTS	For Recreation	3	3
	For Exercise	10	10
	Reduces Diseases	3	4
	Not Present Now A Days	2	5
	Reduces Stress	3	0
	For being fit and Happy	6	0
	Out of interest	3	0
	To gain knowledge	1	0
	Social Necessity	4	0
	Commercialised	1	0
	Time management	1	0

*An answer of an individual can contain more than one view on the particular topic

The Table 5 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Sports. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like exercises reduce diseases and that it isn't present now a days. Both the generations equally agree on the fact that sports are played for recreation and exercises. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views sports reduces stress, makes you fit and happy, people gain knowledge and interest in it, is a basic necessity, is very commercialised and needs time management. Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are inclined towards using sports as a way of reducing

stress, staying away from diseases and being fit while gaining knowledge about the same. While on the other hand, the generation 2, the individuals born from 1992-2010 believe that a sport reduces the chance of getting a disease but also think that it's very hard to find time for the same. This could be because of their jobs and hectic schedule that this generation isn't able to find time for fitness.

TABLE 6 *Showing the views between different generations about Relationship*

TOPIC	VIEWS	1960 - 1980	1990 - 2010
RELATIONSHIP	Purposeful	4	3
	Depends on Growth of both parties	6	4
	Honest	6	6
	Faith in Love	0	7
	God's gift	0	2
	Drama/ Skeptical	0	7
	Makes us stronger/weaker	6	4
	Important in Life	10	0
	Maintain Relations	15	0
	Compromise	2	0

*An answer of an individual can contain more than one view on the particular topic

The Table 6 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Relationship. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like purposeful, they have faith in love and think it's a god's gift while on the other hand there are also individuals who are skeptical and think it is too much drama. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views like it is important to maintain relations in life, it is full of compromises and that is makes us either stronger or weaker. Both the generations agree equally for having honesty in any relationship. Taking the above points into

consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are relationships are much more inclined towards making relationship for life and agreeing to making compromises for the same. While on the other hand, the generation 2, the individuals born from 1992-2010 are consisted of people 17 who believe in love and want to get into relationships which are purposeful but at the same time are skeptical of it. This could happen because of both the generations require different kind of relationships.

TABLE 7 *Showing the views between different generations about Social Service*

TOPIC	VIEWS	1960 - 1980	1990 - 2010
SOCIAL SERVICE	Necessity in Capitalist Society	6	8
	Not out of Pity	0	2
	Every one's duty	1	7
	Not every one's cup of tea	2	2
	Not Interested	0	2
	For Needy	8	0
	Affluent should do	2	0
	Return to what society gave	5	0
	Should make an actual difference	1	0
	Depends on interest	3	0
	Pomp and show	2	0
	Gives satisfaction	3	0
	For name and fame	5	0
	No time for social service	2	0

*An answer of an individual can contain more than one view on the particular topic

The Table 7 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Social Service. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like that social service is important in a capitalist society and it is everyone's duty to do it which people do it without any pity. It can be seen that there is a 18 decrease in the number of opinions from Generation 1 to 2 when it comes to views like it isn't

everyone’s duty, not everyone seems interested; people should also be benefitted from it, we should be able to give back to society for needy to get satisfaction, it should be for fame and name with pomp and show depending on interest of people. Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are inclined towards doing more social work as a way of getting satisfaction while performing a duty for the needy. They also somehow see it as something which needs pomp and show, which people do for fame. While on the other hand, the generation 2. The individuals born from 1990-2010 are more interested in working for the societal cause but sadly they think it’s not everyone’s cup of tea and that they find it hard to make time for it

TABLE 8 *Showing the views between different generations about Recreation*

TOPIC	VIEWS	1960 - 1980	1990 - 2010
RECREATION	Music	7	4
	Arts	2	5
	Dancing	1	4
	Cooking	1	4
	Reading	3	3
	Travel	4	4
	Being Silly	0	4
	To reduce Stress	3	7
	Being Productive	2	5
	Movies	11	0
	Time to rejoice	1	0
	Very Important in Life	8	0
	Self talking	1	0
	Dependent on interest	2	0
	Chatting / gossip	4	3
	Meeting friends	3	8
Spending time with family	5	0	

*An answer of an individual can contain more than one view on the particular topic

The Table 8 shows the different views of individuals pertaining to generations 1 and 2. The column one shows the topic for which the research subjects were asked to give their opinion i.e Recreation. The second column depicts the views extracted from the open ended answers collected by the research subjects. The third and fourth columns include the tally marks/total

number of opinions collected by research subject. It can be seen that there is an increase in number of opinions from Generation 1 to 2 when it comes to views like using recreation time for art, dancing, cooking, being silly, to reduce stress, being productive and meeting friends. It can be seen that there is a decrease in the number of opinions from Generation 1 to 2 when it comes to views like using the recreation time by listening to music, watching movies, using it as a important time in life to rejoice based on interest of each person, spending time with family. Taking the above points into consideration, it can be established that the generation 1 consisting of individuals born from 1960 – 1980 are inclined towards spending their times with family in various group bonding activities. While on the other hand, the generation 2, the individuals born from 1990-2010 are interested in performing more individual entertaining activities

CONCLUSION

Generation Gap is a difference in attitude or lack of understanding between two generations. The prevalence of which can be seen more clearly in the 21st Century. The huge gap between the ideologies of generations has been caused by fast paced development of society, new technology, lifestyle changes etc. This qualitative research paper looked at the opinions of 40 individuals born in the year ranges 1960 to 1980 and 1992 to 2010 respectively on the 8 most prevailing factors which contribute for generation gap.

In Conclusion, it can be established that both generations have a very strong opinion which is the highest and most common about each topic.

Finally comparing both the generations according to each topic, it can be seen that –

- Generation 1 likes home food while for generation 2, Happiness with food is more important. It can come with multi cuisines, desserts or even home food depending on the people.
- Generation 1 finds traditional clothes fashionable while Generation 2 thinks of fashion as something which reflects an individual’s personality.
- Generation 1 wants a job to be satisfying while Generation 2 wants a job which can help their self development.
- Generation 1 likes to express the emotions which they feel while Generation 2 likes to keep it to

themselves and wants to express only when it is needed.

- Generation 1 thinks of sports as a tool for keeping them fit and happy while the Generation 2 thinks sports to be missing nowadays.
- Generation 1 likes to maintain relationships while on the other hand Generation 2 is equally divided into individuals who have faith in love and the individuals who are skeptical about it.
- Generation 1 likes watching Movies while Generation 2 likes meeting friends.

RECOMMENDATIONS

The following are the recommendations for further researchers

- There could be larger sample size.
- There can be more factors added to study

Recommendations
The following are the recommendations given to the families seeking to bridge the generation gap based on the research done.

1. Every life stage has its own advantages and disadvantages, hence it is very important to enjoy each life stage in the ways any individual desires. The family members should have mutual respect towards each other's ages and needs according to them.
2. There needs to be an attitude change towards tolerance of each other in the family. The members should be more accepting and supportive.
3. Regular efforts to keeping a track on everyone's feelings and ideologies can be done by assertive communication.
4. The family should spend some quality time with each other once in a while, appreciating each other's achievement (no matter how big or small they are).

LIMITATIONS

1. Research to be conducted using more variables and options
2. Research could also analyse the differences in generations with respect to gender too.
3. Implication of the research to also incorporate the geographical location, ie; Urban and Rural.

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