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The Millennial Learner



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Objectives

- Define "Millennial Generation"
- Understand the millennial mindset to better engage and lead our organizations
- How do we safely & effectively communicate with millennials?



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Who are the Millennials? 1980-1996




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Why do they matter?

- In the United States, 73 million millennials born 1980-1996 – America's largest generation
- To improve our organizational cultures, we need to understand their frames and values



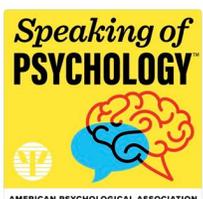
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Gallup 2016 How Millennials Want to Work and Live

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How do they think?

- Positive Self-View
 - Cultural shift to "Individualism"
 - "Generation Me"
 - "Living my best life"
- More tolerant
 - Support same sex marriage
 - Egalitarian view of gender roles



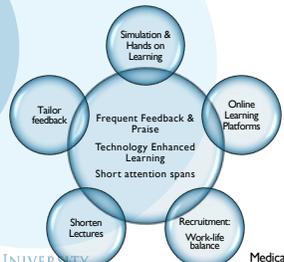
Unlocking the Psychology of Millennials Episode 26



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Generation Theory for Millennial Learners



Medical Education 2019; Generational "othering": The myth of the Millennial learner"



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The Myth of the Millennial Learner

- Generational stereotypes ignore the diversity of individuals within a group
- Socially constructed myth that reflects popular culture not science
- Educators adopt “unconscious bias” in interactions with trainees

Generational “othering”: The myth of the Millennial learner. *Medical Education*. 2019; 00: 1-6.

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Thinking about yesterday, how much did you do each of the following? “A lot”

Topic	Millennials	Other Generation
Send / read email message	47%	34%
Send/ read a text message	69%	26%
Make/ receive a phone call using cell phone	48%	34%
Make/ receive a phone call using home land line	5%	11%
Use Twitter, including posting or reading tweets	11%	1%
Post or read messages on Facebook, Instagram, or some other social media site	35%	14%

Gallup 2016 How Millennials Want to Work and Live

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Social Media: Friend or Foe?

Millennials and Gen Zs acknowledge the negative impacts of social media

Percent who agree with the following statements about the use of social media:

- It has primarily had a **positive** impact on the time I spend on social media. (54% agree, 43% disagree)
- It has helped me connect with friends and family. (69% agree, 31% disagree)
- It has helped me connect with people I don't know. (59% agree, 41% disagree)
- It has helped me connect with people I don't know. (59% agree, 41% disagree)
- It has helped me connect with people I don't know. (59% agree, 41% disagree)
- It has helped me connect with people I don't know. (59% agree, 41% disagree)

Deloitte Global Millennial Survey 2019

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Implications for Medicine?

- Health Insurance Portability & Accountability Act (HIPAA)
- Professionalism
- Respect

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Hypothetical Scenario

- An enthusiastic anesthesiology resident is providing care for a patient undergoing an orthotopic heart transplantation. He posts a picture of the donor organ on Facebook.

“Amazing gift, so lucky to be a part of this process”

This post has no identifying patient information.

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Hypothetical Scenario

- A resident describes a delirious patient on a WhatsApp group chat. Her peers respond with the following messages.

These patients make it so easy!
 #dead haha B52
 LMAO lol 🤪

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Hypothetical Scenario

- Resident on Friday night home call leaves the hospital after his case. It is 11pm and he decides to meet friends at a local bar. He posts pictures of his night on Instagram.



#anesthesialife
#homecall

No scheduled cases and the weekend is starting.



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Group Chats

- WhatsApp, can promote solidarity within a residency class





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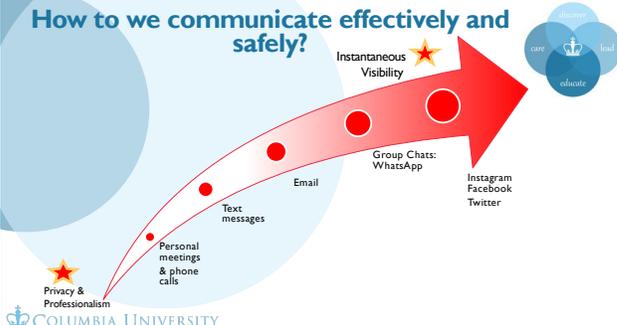
Instagram & Twitter for Recruitment






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How to we communicate effectively and safely?



Instantaneous Visibility

Group Chats: WhatsApp

Instagram Facebook Twitter

Email

Text messages

Personal meetings & phone calls

Privacy & Professionalism



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Tips for Navigating Social Media with Trainees

- Leverage the benefits instantaneous communication and the solidarity it can create
- Educate residents on the importance of HIPAA
- Emphasize respect and integrity
- Collaborate with GME and Compliance Officers
 - Transparency

Constant Supportive Communication



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References

- "Unlocking the Psychology of Millennials" Speaking Psychology Episode 26, 2015 American Psychological Association.
- Gallup "How Millennials Want to Work and Live" 2016 Survey <https://www.gallup.com/workplace>
- Deloitte Millennial Survey 2019 "Societal discord and technological transformation create a generation disrupted." <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
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- Jauregui J, Watsjold B, Welsh L et al. Generational "othering": The myth of the Millennial learner. *Medical Education*. 2019; 00:1-6.



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