# MEDIA MULTITASKING USAGE BY GENERATION X, Y AND Z DURING COVID-19: PREDICTIONS FOR INTEGRATING GENERATION ALPHA INTO THE WORKPLACE

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## ABSTRACT

Different generations have dealt with ongoing development and challenges of using technology at home and in the workplace. COVID-19 pandemic has rapidly forced these various generations to learn, adapt, utilize, and communicate globally through technology. Before COVID-19, technology forced generations to overcome barriers and learn how to communicate with their own and other generations effectively in the workplace. Generations X, Y, and Z are part of the workforce who have adapted a productive work balance as they learn to use new technology platforms adapted by younger generations to increase the ability to multitask during the pandemic. Gaps still arise as the younger generation have been introduced to an abundance of new technology platforms which have increased their capability of media multitasking. Generation Alpha will soon be joining the workforce. The increased use of technology has expanded the significance of balancing a multitude of different types of media and technology platforms to sustain a productive workplace for all the generations. The purpose of this study is to identify effective and ineffective multitasking methods utilized by Generations X, Y, and Z. This paper will also seek to determine the degree to which technology is being used in multitasking. This paper proposes a mixed method study to assess the future of cross-generational multitasking in the New York Metropolitan area. We will survey two hundred and fifty (250) individuals from generations X, Y, and Z to identify new improved strategies that will promote more effective multitasking. This paper will aim to gather information from Generations X, Y, and Z to predict effective multimedia multitasking methods for the integration of Generation Alpha into the Workplace.

*Keywords:* *Media, Multitasking, Multimedia, COVID-19, Technology, Generation Alpha,*

## 1. INTRODUCTION

**Generation X (1965-1980)** - This generation is sometimes referred to as the latchkey generation. They were raised during times of post-war reconstruction. Generation X performs well in the workplace especially as they believe in the idea of work to live (Fraone, et al., 2008). They grew up as the internet was being developed and the creation of communications technology was on the rise. According to Saleh (2008), Generation X are typically skeptic and independent, which has helped them succeed in entrepreneurial settings. They have a great work ethic and loyalty when it comes to their workplace (Saleh, 2008). Generation X tends to suppress conflict more than Generation Y as these individuals are typically more responsible, conscientious, and at ease with their surroundings (Messarra, et al., 2016). Generation X is considered to be responsive, extraversional, agreeable, and possess traits to avoid conflict (Messarra, et al., 2016).

**Generation Y (1981- 1994)** - Generation Y are referred to as millennials. They are sometimes described as being confident, conventional, and high achievers (Howe & Strauss, 2000). They are high maintenance and high risk but can also be classified as high output (Fraone et al., 2008).They were not