

Studying  
Communication  
in Age Cohorts  
(Generations)  
and Lifespan  
Groups

Sunwolf-1

---

---

---

---

---

---

---

---

### Age Cohorts and Lifespan Groups

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

---

---

---

---

---

---

---

---

### Age Cohorts (Generations)

- List of Generations Chart:  
[http://www.esds1.pt/site/images/stories/isacosta/secondary\\_pages/10%C2%BA\\_block1/Generations%20Chart.pdf](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>

---

---

---

---

---

---

---

---

• Sunwolf—p. 16

- 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)

---

---

---

---

---

---

---

---