

**IDENTIFYING AND LABELLING RUSSIAN GENERATIONS SINCE 1900  
TO 2020 AND REVEALING OF THE NEGATIVE INFLUENCE OF  
MODERN TECHNOLOGIES ON THE YOUTH**

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**Abstract:** *based on an online timeline of the history of Russia and comparing its generation with the others in developed countries, a proposition of generation categories by dates for Generations in Russia was made, and for each there was given a label. Furthermore, the research explains reasons for the selected categories and labels, and supported it by the proper sources. Additionally, the work examines the negative effects of using social networks, what became extremely popular characteristic of the current generation, on the young people.*

**Keywords:** *sustainability, development, millennials, revolution, young, winner, society, family.*

**ВЫЯВЛЕНИЕ И МАРКИРОВКА ПОКОЛЕНИЙ В РОССИИ С 1900 ПО  
2020 ГОДЫ И ВЫЯВЛЕНИЕ НЕГАТИВНОГО ВЛИЯНИЯ  
СОВРЕМЕННЫХ ТЕХНОЛОГИЙ НА МОЛОДЕЖЬ**

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**Аннотация:** *на основе онлайн-хронологии истории России и сравнения ее поколения с другими в развитых странах было сделано предложение категорий поколений по датам для Поколений в России, и для каждого из них был дан ярлык. Кроме того, исследование объясняет причины выбранных категорий и ярлыков и подкрепляет их соответствующими источниками. Кроме того, в работе исследуются негативные последствия использования социальных сетей, ставшие чрезвычайно популярной характеристикой нынешнего поколения, для молодежи.*

**Ключевые слова:** *устойчивость, развитие, миллениалы, революция, молодежь, победитель, общество, семья.*

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**The first option of labeling generations.**

First of all, it is important to demonstrate that Russian generations are not the same as in other countries and the reasons for it were analyzed by Popov N.P. in a book «Russian and American generations of the 20th century: where have Millennials come from? Monitoring of Public Opinion: Economic and Social Changes» and then provide some another labels which were proposed by Russian researches.

### **1. Generation born 1900-1923 - “generation GI”, or “winners”.**

The first generation included in the Russian scientific revolution according to W. Strauss and N. Howe is the “GI generation”, the “generation of winners”. The name itself is unsuccessful generations in Russian application. GI stands for “Government issue,” namely, a US Army soldier (in Russian literature, this reduction is unknowingly stands for General item, something in common). In Europe of the XX century it is the name was often perceived as a designation for soldiers of the occupying army, a synonym for the term "Yankees" for some liberators, for others new masters.

In other words, the term has a political connotation and is completely inappropriate in the Russian application. The claims of Russian researchers on the concept of generations about the universality of the characteristics of generations for most countries are far from reality. This is especially true for the description of the generation of 1901-1924. as "generations of winners." The only country in which the mood was close to this description - USA. The country entered the war only in 1917, the army participated in active hostilities for about six months. Most of the 4.7 million Americans drafted into World War I have returned home. The generation of 1900-1923 in Russia has little in common with the American one; accordingly, it is unreasonable to assign him the American titles— “GI” (American soldier), “greatest” or “generation of winners”.

The generation of 1900-1923 in Russia suffered the most difficult trials and tribulations, second only to the trials of World War II. This generation went through the revolution of 1905, the February 1917 and the Bolshevik coup of October 1917, the epidemic of the “Spaniard”, which claimed 3 million lives, typhoid (2 million dead), civil war (over 10 million victims, including those killed in hostilities and as a result of terror on both sides, who died from disease and hunger). Ahead there was still collectivization with millions of victims, but it is being included in the next generation. In general, the generation of 1900-1923 in Russia, unlike the American, it was a generation of crisis and the greatest suffering of the people.

The generation of 1900-1923 in Russia has yet to come up with an “artistic” name. Perhaps A. Tolstoy’s description of this period of our history, “Walking through the agony” all to reality, as well as the definition of Yu.A. Levada – generation "Revolutionary turning point". Attempts to “tailor” the characteristics of this generation to the American description and archetype — and the archetype of the “hero” corresponds to this generation — are deprived meaning. An example of the mechanical transfer of the American description of this generation to Russian soil is given below.

“The most striking archetype is the Archetype of the Hero. This is a young Hero who accomplishes feats. Next to him is often a wise Prophet, the connection with which is essential for the success of the young Hero. (The prophet will not necessarily be a good character, but he will always be wise). As a result of the actions of the Heroes appear new countries, dynasties are being created. Hero Archetype corresponds to GI generation (Born 1900-1923), which we know as heroes of the Great Patriotic War) and Generation Y (born in 1985-2000). A generation with the archetype of the Hero is born in Autumn. His task is to survive the crisis of Winter and at this time to fulfill his heroic actions”. Compare the American" Generation GI "with our heroes of the Great World War II, at least incorrectly and incorrectly in meaning.

## **2. Generation born 1924-1943 - “silent generation”, “lost generation”.**

Comparison of the American and Russian generations 1924-1943 also shows the incomparability of these cohorts. If in the United States, the key events that shaped this generation were the Great Depression and the beginning of World War II, then in the USSR, collectivization from 6-7 million victims, repressions of the late 1930s from 1.7 million executed were such events and the millions who ended up in the gulag camps, and the war.

Again, the drama of these events is for young people growing up at this time in two countries, it is difficult to compare. It is especially difficult to compare the impact war on the peoples of the two countries as a whole and the generation of adults in this period.

Indeed, during the Great Depression in the USA, which came as a shock to most of the population, especially after the economic boom of the 1920s, adversity experienced most of the American people. GDP declined by 31% from 1929 to 1933 - the most difficult period of the crisis. Half gone bankrupt banks. More than 13 million able-bodied people turned out to be unemployed, level unemployment reached 25%. In 1932, another 34 million belonged to families in which the main breadwinner did not have a permanent job. Millions of families have suffered from hunger, starving workers carried out "hunger marches." Estimated from 25% up to 90% of children in the country were malnourished. Over a million farmers families lost their farms. Over a quarter of a million families were evicted from their homes for non-payment of rents, two million homeless people wandered across the country in search of refuge.

By the beginning of the war in 1939, industrial production reached only 90% from the level of 1932, and unemployment was still 17%. Consequence of the crisis there was a sharp decline in the birth rate — almost half in 1934 (18 %) compared since 1914 (30 %). Moreover, mortality for the crisis decade of the 1930s continued to decline — from 11.3 % to 10.8 %.

The hardships of the decade of the thirties, the Great Depression left a deep trace in the memory of Americans, including children and adolescents who grew up then. It the generation is called "silent," "broken generation." Probably if not counting military conflicts, in material terms it was the most difficult period in the life of the American population in the last hundred years or even since the Civil War.

American authors of the concept of generations and their Russian followers to comply with the twenty-year cycle of generation formation combine during the growing up of this generation, both the crisis 1930s and half Second World War. However, these were completely different periods with different generational fears, troubles and values. And if for America the period 1941-1943 is the "beginning of the Second World War", then during this period we have already lost millions of people killed.

In the USSR, the pre-war life of the "silent generation" included the NEP, collectivization, the first five-year plans, gigantic construction projects with hundreds of thousands of prisoners, and, accordingly, the growth of the "Gulag Archipelago" and the intensification of repression in 1937-1938., "Moscow Processes", the extermination of a large part of the command staff of the Red Army.

However dramatic this period was, an even greater tragedy ensued. Great Patriotic War. According to recent reports, the army has lost more 19 million killed and missing 7 and more than 20 million dead civilians.

Huge territories were turned into a desert, cities, industry, residential quarters were destroyed. The amount of material damage amounted to almost 30% all national wealth.

Of the 16 million soldiers drafted into the army, 405.4 thousand people died in the United States, 297 thousand of them in the war with Japan. Civilians killed 12.1 thousand people.

Material losses in the country are minimal [Wells, 2009]. The experience of two peoples and young generations of this period is not comparable: The American generation of war is another "generation of victors", triumphs, in the USSR - "joy with tears in his eyes", as the famous the song, 43 million dead, 15 million wounded, half of the country in ruins. How nor call this generation of war, in two countries these are different generations, with different values and ways of life [Winter, 1996].

### **3. Generation born 1943-1963 - "The Baby Boom Generation".**

What began after the war was also radically different in the two countries.

In the United States, in the last two years of the war, the birth rate rose sharply and remained high (above 20 %) until the mid-1960s. This process has been called baby boom (baby boom), and the generation 1944-1964— "baby bommers", or "Baby Boom generation" (" baby boom generation "). It was significantly different from previous generations and from subsequent ones. Most returned from the army out of 16 million called upon to start families. During the war when unemployment subsided, the whole country worked for war, the Americans were accumulated 140 billion dollars, and they sought to start a new, prosperous life, allowing the spending that they had forgotten during the depression and war.

A new growth began in the suburbs of large cities, where they acquired separate houses 33% of the population. In large cities, only a third of the population remained alive. The production and sale of machinery, home appliances, increased rapidly color TVs; in fact, it was not only a "baby boom", but also an economic boom as a whole. From 1945 to 1950 production of goods and services grew by

25%, in the next decade, GNP increased by 80% and further by 83% 76 million children born in this period did not know the hardships of the great depression, did not remember the war; they matured in the prosperous, richest country in the world. Often they are called a spoiled, "spoiled" generation, enjoying permissiveness; in Europe it was they who created the long-lived image of Americans driving huge cars, in bright clothes, noisy and smug, flaunting their wealth.

This generation has changed a lot in traditional American values, quite conservative and based on religion. From here come the current social norms of unwillingness to start a family, have children, rejection of religion, striving above all for career success. This is where hipster culture began and hippies, rock and roll, drug use and the sexual revolution. Something similar happened in Europe, but there the birth rate increased only in the first post-war years and was not accompanied by such obvious cultural shifts as in the USA.

The post-war generation in the USSR has practically nothing to do with the baby boomer generation in America. First of all, there was no baby boom. As noted in the Demographic Dictionary of Encyclopedia, Post-War Rise birth rate was not pronounced, the maximum level the total birth rate in 1949 was lower than the pre-war one. In the 50s years this coefficient was close to 25 %, but the birth rate indicators—age-specific and total birth rates — indicate about the ongoing decline in fertility. In the late 50s and early 60s there was a sharp decrease in the total birth rate in the USSR, declined to 19 % by 1969 [Demographic Encyclopedic Dictionary, 1985: 433].

There could be no baby boom in the Soviet Union — 19 million soldiers, mostly men, did not return from the war, about 10 million returned from the front with disabilities. Military casualties could not be compensated for long. It is also impossible to talk about the economic recovery - the destroyed national economy was restored, which reached the pre-war level only by 1948-1949 Moreover, in 1946-1947. there was a famine in the country, which, according to various estimates, claimed from 500 thousand to 1.5 million people. Prewar level life was achieved, according to official figures, only in the mid-1960s.

There was a huge housing problem due to destruction during the war and rural influx into cities. No less important role than innumerable military losses and material problems in the formation of this generation played political events—"Cold war", the creation of a social camp, but most of all - the death of Stalin, XX party congress, criticism of the "cult of Stalin", the development of "virgin lands", the return of thousands of people from the camps, the awareness of the history of repression, the borders were opened—and "there" and "from there", the youth festival of 1957 was held. The "thaw" came 1960s.

In general, for this generation of Russia, the name "Boomers" is more suitable, and the "generation of war, the victors", as well as the "Generation of the Twentieth Congress, the Thaw."

#### **4. Generation born 1963-1982 - "Generation X", "unknown generation".**

In America, authors of the concept of generations have also assigned this generation the name "13th Generation" is its number from the founding of the

United States. This is the reign of Presidents L. Johnson, two presidential terms of R. Nixon, J. Carter and the beginning of the presidency of R. Reagan. This period was replete with dramatic events within the country and in foreign policy. Although the first representatives of this generation were only born in 1963, the assassination of a popular president

That year, Kennedy remained a widely discussed drama for a long time American life. It included the beginning of the policy of the desegregation of the Negro population, the reform of the "Great Society", initiated by L. Johnson, expansion The Vietnam War and mass protests against it, which led to its inglorious end in 1973. The decade of the 1970s entered the American history as a period of student unrest, Negro riots, drug trafficking and sexual revolution. At the same time, the landing astronauts to the moon, detente unfolded between the USSR and the USA, took place visits of Nixon and Brezhnev. At this time, a conflict began with Iran after the overthrow of the regime M.R. Pahlavi, hostage taking and failure attempts to free them. It was probably another "tumultuous decade" and the corresponding "rebellious generation", in any case, student unrest had a significant impact on subsequent youth culture.

In the Soviet Union, this generation found the end of the thaw of the 1960s, the replacement of N. Khrushchev with L. Brezhnev, the transition to "Brezhnev stagnation", detente with America, and at the same time, the entry of troops into Afghanistan, which put an end to detente, the Prague Spring of 1968, "socialism with a humane face", which ended with the entry of troops of the Warsaw Block into Czechoslovakia, unsuccessful attempts Kosygin's economic reform, the end of political and economic liberalization. The younger generation of this period finally lost faith in socialist ideals, especially in the building of communism by 1980, promised by Khrushchev. In the USSR, this is not an obscure "generation X", but a generation "Lost faith in socialism." At this time and in this generation, a movement began to break up the communist ideology and the Soviet Union.

### **5. Generation 1982-2003- "Millennium generation".**

In the United States, this is the reign of presidents R. Reagan, George W. Bush, B. Clinton,

George W. Bush, the Gulf War, with Iraq, the conflict in Kosovo, the military operation against Yugoslavia, the terrorist attack of September 11, 2001, the beginning of the military operation in Afghanistan, the end of the Cold War, the economic recovery of the 1990s. This is the period of interactive television, the mass distribution of personal computers, the rapid growth of the Internet and social networks.

In Russia, this is the departure of the old guard of politicians — Brezhnev, Andropov, Chernenko, the arrival of Gorbachev, the beginning of glasnost and perestroika, the rise to power of Yeltsin, the failure of the putsch, the collapse of the USSR, the constitutional crisis of 1993, the shooting of parliament, Chechen war, election of V. Putin as president; this whole period — decay socialist economy, the introduction of capitalism – market economy, privatization, concentration of ownership in the hands of oligarchs and the ruling bureaucracy. At the same time computers were distributed, the Internet was being introduced.

During this period, as a whole, in the world and in two major global rivals, young generations lived under the influence of the collapse of the Soviet empire, the end of confrontation and the Cold War. For these generations, globalization is gaining real features with the development of the World Wide Web, social networks, information revolution thanks to the internet. For the first time we can talk about the similarity of generations in the USA and Russia, which are becoming more and more common than different.

### **The second option of labeling generations.**

It was described by Glotova A.V. in “The theory of generations» and by Kulakova A.B. in a paper «Generation Z: theoretical aspect. Territorial development issues» based on the Neil Howe and William Strauss generation theory.

Each period lasts 20-22 years. 4 periods make up a complete cycle, lasting approximately 80-90 years, which the authors call saeculum, which in Latin means “long life of a person” and “natural age”. Generational change sets in motion a cycle of transformations and determines its frequency. As each generation enters the next life phase (and a new social role), mood and behavior fundamentally change, giving the new generation the opportunity to express itself. Therefore, there is a relationship between historical events and generational types. Historical events shape generations in childhood and youth; then, as parents and leaders in the middle of life and in old age, generations shape the story.

#### **1. The Age of Ascension (1945-1964) - The generation of the Prophets.**

The end of World War II, the Soviet Thaw, space exploration, the USSR - a world superpower, the Cold War, the first plastic surgery and the creation of birth control pills, uniform standards for teaching in schools and guaranteed medical care, rock music

The generation of the Prophets is born towards the end of the Crisis era, during the revitalization of society and consensus on a new social order. As children of the post-crisis period, at a young age, the Prophets are spoiled; they come of age as young eccentric harbingers of Awakening. In the middle of life, they focus on morality and principles, and at the end of life, on the rights of elders, they lead the next Crisis.

#### **2. The Age of Awakening or Stability (1964-1985) - a generation of Wanderers.**

Continuation of the Cold War, Perestroika, drugs, AIDS, Afghanistan war, grunge.

A generation of Wanderers is born in the era of the Ascension, a time of social ideals and spiritual quests, when young people violently criticize the established order. Wanderers grow up unprotected children during the Awakening period, come of age as estranged young people of the post-Awakening era, become pragmatic adult leaders in the Crisis and meet old age after this period with a large supply of vitality.

#### **3. Age of Recession (1985-2003) – The generation of Heroes.**

The collapse of the USSR, terrorist attacks and military conflicts, SARS, the development of digital technology, mobile phones and the Internet

The generation of Heroes is born after Awakening, during the Recession, the period of individual pragmatism, self-confidence and non-interference. Heroes grow up as very guarded children of post-Awakening, come of age as young optimistic groups oriented to the interests of the group during the Crisis, become energetic and extremely confident adults and turn into politically powerful elderly people who meet another Awakening.

#### **4. The Age of Crisis (2004-2024) - The Generation of Artists.**

Internet development, smartphones, consumer goods, The global economic crisis, COVID-19 pandemic

The Generation of Artists is born after the Recession, during the Crisis, when serious threats simplify social and political complex schemes in favor of public consensus, active institutions, and sacrificed ethics and personality. Child artists are overprotected by the adults involved in the Crisis, they come of age as socialized opportunists in the post-Crisis world, become adult leaders who are active during Awakening and turn into rational seniors in the post-Awakening era.

**What negative effects does the popularity of social networks have on the youth?**

Social networking sites are termed to as web based services which provide an opportunity to chat, call and share information and are undoubtedly popular among young people. The percentage of time spending by teenagers on social networking sites has been dramatically increasing that leads to far-reaching implications. This essay examines the negative impact of social networks on a society which in my opinion overweigh the positive ones.

Actually, since the arrival of social networking sites, a person's mind flits between things at a faster rate than it once did. According to Stefanone, M.A.; Lackaff, D.; Rosen, D. (2011) there is so much information to consume that people rarely explore it in great depth so the attention span shortening in recent years. All social networking sites add to an information overload. People are condensing everything down to 140 characters, so when they need to read anything longer, it takes a change both pace and mindset to do so. All in all, the most significant issue arising from this problem is that a brain in order to deal with information overload not allow a person to concentrate our attention on huge amount of information. Hence, young people have problems with the concentration, difficulties in understanding issues and effective decisions making what is acute problem for their educational process.

Furthermore, most of teenagers today are distracted by our social networking accounts. Experts (Stefanone, M.A.; Lackaff, D.; Rosen, D. (2011)) claim that social media are so distractive that it causes an individual to become addicted. It is known (Khurana, N. (2015), p.4) that the young people spend on social networking sites more than 2 hours a day. It prevents them from fulfillment of their «purpose of existence and interacting with their own natural surroundings. Their social gatherings are hampered because surfing these social networking sites keep them more involved for which they are bound to ignore other significant social events in their lives». Also a research (Hawi, N.S. & Samaha, M. 2017) clearly demonstrates that people in social media compare their lives to the lives of their friends through



their friends' posts. Often the things posted online are the positive aspects of people's lives, making other people question why their own lives are not so exciting. This can lead to depression and other self-esteem issues as well as decrease their satisfaction of life.

However, social networking sites have not only negative effect but positive as well, for example, it provides opportunity to stay in touch with family and friends, especially if they live far away, share fun or interesting and informative content. Using of social networking sites teenagers can express themselves, share feelings and mental stresses. In addition, it allows businesses to engage with customers in a certain way what is valuable for young people who are interested in entrepreneurship as opening of business on social networking sites is quite popular and low-cost way to develop a business idea.

To conclude, social media penetrating every sphere of human life are very influential both positive and negative ways. As it seems to me, their negative impact on young people is enormous and frequently higher than positive one so teenagers should use social sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers.

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