



RESEARCH REVIEW APPLICATION  
FOR MSA 685/699 AND EDU 776 CAPSTONE COURSE PROJECT

Project title: Generational Differences at XYZ Corporation

Student name: Sally Resarcher Student ID#: 25689  
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Concentration: MSA-Human Resources Administration

Instructor's name: Dr. Albert Einstein Instructor e-mail: einst1aa@cmich.edu

CourseMSA 685: EPN: 22120666 Program center: Main campus/Mt. Pleasant

Do you intend to use human subjects or human subjects data in your project? Yes  No

Do you intend to publish your project or present project results outside of your organization? Yes  No

**If you answered "yes" on both questions, you are required to complete CITI training and seek approval through CMU's Institutional Review Board (IRB).** The IRB process requires registration in IRBNet and submission of your application materials and supporting documents through IRBNet. Please consult with your instructor and the appropriate program office for assistance.

If you answered "no" to one or both questions, you may use this form for your research review. Read the following directions:

Non-human subject research	Human subjects research
<p>In the box below describe the purpose of your research, describe the data you plan to use, and specify the sources of your data (URL, organizational source, etc.)</p> <p><b>Required attachments:</b> Permission letter on the organization's letterhead if the data is not available to the general public.</p>	<p>In the box below describe the purpose of your research; specify the source of your subject pool, the number of subjects, and the selection criteria. Specify your relationship to the subjects (co-worker, supervisor, work in same organization, etc.). Describe your research methodology.</p> <p><b>Required attachments:</b> Copy of survey or interview questions, cover letter or consent form, permission letter on the organization's letterhead if the subject pool is not selected from a public source such as a phone directory or web page.</p>

This study examines the effect of generational differences at XYZ Corporation. All 450 employees will be invited to take an anonymous, online 10-question survey. The population includes approximately 300 women and 150 men. Approximately 125 subjects fall into the Baby Boomers age range, approximately 200 subjects fall into the Gen X age range, and approximately 125 subjects fall into the Gen Y age range. The researcher will not ask any questions concerning ethnicity or health status. The consent document with a link to the online survey will be distributed through the organization's e-mail system. The researcher supervises some of the potential subjects and this will be noted in the consent document. The data collected will provide useful information regarding worker attitudes generational differences at XYZ Corporation. The benefits to the study are that the participants will be assisting researchers in learning about how generations differ in the workplace. This will ultimately help human resources professionals better meet the needs of all employees. The researcher will compile the data and draw some conclusions which will be available to all participants as well as to the organization's training and development department.



Please check all that apply:

My project is work-related       My project is related to my concentration       My project is not related to my work or to my concentration. Please provide a rationale for a project that is not work-related or concentration-related:

Directions: Type in your name as verification/approval of the information presented in this application. Your signature also confirms your commitment to appropriate research ethics while conducting this research: **Submit this form and applicable attachments to your instructor. Please wait for written approval prior to beginning data collection.**

Student signature: Sally Researcher Date: 8/15/10

Instructor signature: Albert Einstein Date: 8/15/10

Program approval signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Study Title:** Generational Differences at XYZ Corporation

**Investigator:** Sally Researcher, MSA Program, [resea1sl@cmich.edu](mailto:resea1sl@cmich.edu)

**Faculty Monitor:** Dr. Albert Einstein, MSA Program, [einst1aa@cmich.edu](mailto:einst1aa@cmich.edu)

### **Introductory Statement**

My name is Sally Researcher and I am a graduate student at Central Michigan University. As part of my research, I am examining the effect of generational differences at XYZ Corporation. All employees are receiving this survey invitation. Because you are an employee of XYZ Corporation, I am inviting you to participate in this research study by completing an online survey. The data collected will provide useful information regarding worker attitudes generational differences at XYZ Corporation. If you would like a summary copy of this study please send an email to me at [resea1sl@cmich.edu](mailto:resea1sl@cmich.edu) (it is not necessary to complete the survey in order to receive a copy of the results). Completion of the online survey will indicate your willingness to participate in this study.

### **What is the purpose of this study?**

The purpose of this study is to gather data about the differences between generations in the workplace so that professionals in human resources can better understand how to meet the needs of all employees.

### **What will I do in this study?**

If you consent to take this study, you will open the link to an online 10-question survey which is found at the end of this document. This survey is available to all of the XYZ Corporation's 450 employees. All answers will be anonymous because no names or job titles are asked for in the survey. Surveys will be completed and submitted online through the link at the end of this document. The researcher will compile the data and draw some conclusions which will be available to all participants.

### **How long will it take me to do this?**

This survey will likely take you about 15-20 minutes to complete. It can be taken any time until the survey deadline of September 15, 2010 at midnight. There is no advance preparation needed.

### **Are there any risks of participating in the study?**

Although the researcher supervises or works with some of the participants, this survey will in no way impact your position with the company as I will have no way of knowing who participated and who did not. Participants are assured that their responses are anonymous. Participation is voluntary and opting to participate or not will have no effect on your job or position with XYZ Corporation. For those who participate, no risk or discomfort is anticipated.

### **What are the benefits of participating in the study?**

The benefits to participating in the study are that the participants will be assisting researchers in learning about how generations differ in the workplace. This will ultimately help human resources professionals better meet the needs of all employees.

**Will anyone know what I do or say in this study (Confidentiality)?**

All surveys are anonymous. I will see each survey, but will not be able to identify who completed it. The project will be shared with my faculty monitor. Data will be compiled and a copy of this study will be provided to the training and development department at XYZ Corporation.

**Will I receive any compensation for participation?**

There is no compensation or fee to be paid to any participant in this study. Participation is voluntary.

**Is there a different way for me to receive this compensation or the benefits of this study?**

No; there is no compensation for participating.

**Who can I contact for information about this study?**

For more information about the study, you can contact the researcher, Sally Researcher with the following contact information:

Sally Researcher, (989) 774-0000 or by e-mail at [resea1sl@cmich.edu](mailto:resea1sl@cmich.edu)  
or, you may e-mail by project advisor at [einst1aa@cmich.edu](mailto:einst1aa@cmich.edu)

Please note that if you are not satisfied with the manner in which this study is being conducted, you may report (anonymously if you so choose) any complaints to the MSA Program by calling 989-774-6525 or addressing a letter to the MSA Program, Rowe 222, Central Michigan University, Mt. Pleasant, MI 48859.

**Additional Information**

You are free to refuse to participate in this research project or to withdraw your consent and discontinue participation in the project at any time without penalty or loss of benefits to which you are otherwise entitled. Your participation will not affect your relationship with the institution(s) involved in this research project.

*Clicking on the survey link below implies my consent to participate in this research. This copy of the form is for me to keep for my records.*

**CLICK THIS LINK TO BEGIN THE SURVEY:**

[www.onlinesurvey.com/xyzgeneration/](http://www.onlinesurvey.com/xyzgeneration/)

***Thank you for your participation!***

## Generational Differences at XYZ Corporation: Survey

### Instructions:

**Do NOT include your name on this survey.**

**Participation is voluntary.**

**Please answer the questions below by clicking on the best answer.**

1. Please select the years in which you were born:

- 1940-1949
- 1950-1959
- 1960-1969
- 1970-1979
- 1980-1989
- 1990-1999
- Prefer not to answer

2. Please select your gender

- Male
- Female
- Prefer not to answer

3. For the majority of the time, do you prefer to work alone or with others?

- By myself
- In a small group (2-3 people)
- In a group or team (3-10 people)
- Other (please explain): \_\_\_\_\_
- Prefer not to answer

4. For the majority of the time, do you prefer to work on one task or many tasks at a time?

- On one task at a time
- Some tasks at one time (2-5)
- Many tasks at one time (6+)
- Prefer not to answer

5. How long do you intend to stay in your current position at this company?
- 0-6 months
  - 6 months to 1 year
  - 1-3 years
  - 3-5 years
  - 5-10 years
  - Until I retire
  - Other (please explain): \_\_\_\_\_
  - Prefer not to answer
6. Which generations do you find are easiest for you to relate to in this work environment?
- People who are younger than me
  - People who are generally the same age as me
  - People who are older than me
  - There is no difference
  - Other (please explain): \_\_\_\_\_
  - Prefer not to answer
7. How enthusiastic are you about using new or emerging technology in the workplace?
- Very excited by new technology and use it as much as possible
  - Like technology and willing to use it frequently
  - No opinion about technology and use it as needed
  - Hate using technology and use it as little as possible
  - Other (please explain): \_\_\_\_\_
  - Prefer not to answer
8. **Please rank the following items** in order of importance to you, with #1 being the MOST important to you and #4 being the LEAST important to you. Feel free to add up to two items (if you add items, your rating scale will have more items).
- \_\_\_\_\_ Work
  - \_\_\_\_\_ Family
  - \_\_\_\_\_ Social Life
  - \_\_\_\_\_ Recreation
  - \_\_\_\_\_ Other (please explain): \_\_\_\_\_
  - \_\_\_\_\_ Other (please explain): \_\_\_\_\_

**Please answer the following questions in the space provided.**

9. How would you describe the work habits of people in your generation? Please list characteristics, behaviors, values, beliefs, or any other items you feel describe your generation.

10. What are some of the challenges and advantages you see with working with people of a different generation? Please be specific. If you prefer not to answer, simply skip this question and go to the next.

When you are satisfied with your answers, please submit your anonymous survey by clicking on the button below.



**Thank you for your participation.**



## XYZ CORPORATION

2326 Pennsylvania Blvd.

Mt. Pleasant, MI 48858

989-775-6565

<http://www.xyzcorp.com>

Date: August 6, 2010

Sally Researcher

4444 S. Madison

Mt. Pleasant, MI 48858

Dear Ms. Researcher:

I have reviewed your request to conduct a research project involving the XYZ Corporation and the survey material that will be used. I feel that this project will be beneficial to the XYZ Corporation as well as the project's participants. You have my permission to use the XYZ Corporation employees as the subject pool for this project.

If you have any questions regarding this letter of approval, please give me a call.

Sincerely,

A handwritten signature in black ink, appearing to read 'Richie Rich', with a decorative flourish underneath.

Richie Rich

CEO, XYZ Corporation