

# Studying time management of young generations

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## Abstract

Nowadays, due to the impacts of the digital trends and globalisation, we live in a fast-paced and stressful world where it is getting more and more difficult for us to maintain the balance between our work and private life, moreover we have less and less time for recreation and relaxation. The rush and the compulsion to conform have an impact on our mental health and exercise psychological pressure on us, therefore, the role of time management is becoming increasingly important. This study looks at the main trends that affect time management from a theoretical perspective. Using primary data collection methods, I examine the time management of the young generations, and I look at whether they use digital time management application tools to optimise their time and how consciously they deal with time management. As a method of data analysis, I apply statistical indicators related to frequency distribution, cross tabulation techniques and correlation analysis in order to get a deeper understanding of the time management trends of young generations and in order to explore possible deficiencies, issues and the factors that should be improved.

**Keywords:** consciousness, young generation, success, time management, time management methods

## 1. Introduction

Since my childhood I have sensed the rush that my family members used to struggle day to day. Through the way of becoming adult, I also was having more and more programs and tasks besides my school activities. As I have been competing in sports for 12 years so trainings and other developmental courses took up a lot of time, so I had to learn to schedule my time really well. Therefore, in that time I really liked reading books from authors on this topic that provided me with several information and practices in connection with time management. Currently, as a dual education student I feel the pressure of the time not only on myself but also on my colleagues and company leaders. Procrastination, searching for excuses, feeling overwhelmed are not uncommon phenomena, especially for the younger generation. Plus, it is written in several literature that this age group cannot really manage their time in a conscious way.

Therefore, in my research I look for the answer what are the main trends that effect time management in theoretical approach. Moreover, I want to examine the time management of the young generation, whether they use digital time planning application tools to optimise their time and how consciously they deal with time management nowadays and how they are willing to develop their knowledge in connection with it.

## 2. Time management in theoretical approach

### 2.1. The impact of trends of time management – under the pressure of the fast-paced world

We feel increasingly more intensely that the world around us has become more interconnected than before due to the effect of the internet, the technical solutions and the globalisation. Therefore, we are provided with several information faster plus we are better informed, make our decisions quicker, so we unperceivedly get into that “rat race” where we become more stressful and with this we force our environment to do the same. So, this accelerated world changes not only us but also all the people in the world. Thereinafter, I show the most important factors from the point of view of the topic.

#### Changed people

Under the pressure of time we are also spinning even more. We become more impatient, want everything straight away as we do not like waiting. Furthermore, the “I want it right now” customer types are appearing more and more intensively who expect the fact that they live their life without interruption and with full of experience (Tisza, 2019). The time affects our social and work relationships, as well as our purchases, resorted services and consumer decisions. The automatized processes and smart devices perform a lot of tasks instead of us or solve them quicker but we do not feel the increased free time because we want to be everywhere either in person or online. This is the so called FOMO (Fear of Missing Out) phenomenon, the essentials of which are that we do not feel that our free time is robbed if we can associate experiences with a given activity, be it shopping, entertainment or other activities (KPMG, 2018). It is no coincidence as we live in an era of experience economy, compared to Maslow’s pyramid model, people are “starving” for more and more experiences. It is confirmed by the fact that we can encounter many solutions in practice that aim at saving our time such as the EXIT strategy, knowledge quickly, housework outsourced from a smartphone, queuing optimised, etc.

### 2.2. The definition and concept of time management

#### 2.2.1. Definition of time management

Time management means that we preside over our time and work and they do not control us (Seiwert, 2017). Otherwise, time management is in a sense decision-making which is connected to the disposable time as well as providing time to complete our critical tasks and managing and making available related documents and information (Király, 2019). If we want to have a successful life, we have to have a well-thought-out time and life plan in order to achieve both our professional and personal goals (Seiwert, 2017). Therefore, time planning is the main element: “Planning is the preparation of achieving our goals. The better we plan our time, the more we can use it to achieve our personal and professional goals” (Seiwert, 2017, p. 39.). In addition, the effective time management can guarantee the following benefits. On the one hand, we can do our task with less efforts and achieve better results, on the other hand, we have more time and make fewer mistakes.

#### 2.2.2. Basic laws of time management

Time management has nine basic laws which are the following. The first is the *Pareto principle*, the essence of which is that 20% of our results come from 80% of our activities and 20% of our activities bring 80% of our results. The second one is the *Parkinson law* which illustrates that

work will tightly use up 100% of the time allotted, which means we will do the task during in exactly that amount of time that is at our disposal. The *law of the plug* shows that in order to reach goals that we have not achieved so far we would have needed skills that we have not possessed yet. Until we do not pull out the plug, our performance will be limited. However, to do this, we need to step out of our comfort zone and develop our abilities and sharpen the ax. The fourth one is *elephant's law* which means that we must always break down each task into subtasks. The *law of frogs* emphasizes that you should do the most important task of the day in the morning. It means that you should always accomplish the most difficult and time-consuming task of all first. According to *the second fourth law*, we define a time zone every day when we deal with our responsibilities in this quarter (important but not urgent). The seventh law of time management is the *law of paper*. The essence of it is if we learn to think on paper, can increase our efficiency by an order of magnitude. The *law of increasing efficiency* expresses if we are experienced in doing the task, then we can reduce the spent time with this activity to the minimal. The *law of habit* shows that 90% of our success or failure depends on our habits. The last law is the increasing efficiency law which claims that it will take a fraction of time to complete a task if we are experienced enough in doing it (Nagy, 2016).

### 2.2.3. Methods of time management

The first method is the *ABCDE rule*, the essence of which is to write the letters A, B, C, D, E next to each task on our list, where A means activities that we have to do because its completion or non-completion is likely to be serious and come with huge consequences. These are our most important tasks every day. They are followed by activities marked B, C and so on (Tracy, 2017). The second method is the *Eisenhower matrix*, based on that we can arrange each of our tasks in order of urgency and importance. The following method is the *mind map* which helps us to organise ideas in a transparent way and to process thematically (Seiwert, 2017). The fourth method is the *GTD method*. It is a designed task management system that aims to get our tasks done as stress-free as possible with its five steps of recording, clarifying, organizing, reflecting, and taking action (Allen, 2015). The fifth one is the *Ivy Lee method* which means to write down the six things that are the most important tasks the following day and sort them in order of importance. And we always start the next day with the most important task, if we fail to complete a task on that day, we also move it to the next day and start it with that activity. The sixth time management method is the *two-minute technique*, the essence of which is that if we can do something in two minutes, we should do it immediately (Szendrei, online). The last method can be said to be really innovative; it is called *digital time management* which is the most efficient solution to optimize our time. Nowadays, various electronic and mobile time management software products (toogle, asana) and applications appear from time to time. Their use is extremely beneficial, as they support, supplement or even replace traditional appointment logs and manual scheduling logs. Furthermore, these applications are controlled by modern technology that can already separate important and insignificant things and tasks. They can also organize our records, keep track of deadlines, and manage our data. In addition, they provide access to emails and the internet at any time as mobile management programs (Seiwert, 2017).

## 3. Time management of young generations

### 3.1. Aim of the research

1. How effective is the time management of the young generation?
2. Whether they use apps that optimize their time?

3. How consciously do they deal with time management nowadays?
4. How willing are they to improve their knowledge in this regard?

### 3.2. Method of the research

The research came true with quantitative technique, including online survey asking. At this method, the data can be quantified and are suitable for performing statistical analyses. For the sake of transparency, I illustrated the structure of my research with the following figure:

TABLE 13. THE STRUCTURE OF THE RESEARCH

Method and survey asking technique	Quantitative research/self-administered online questionnaire survey
Method of sampling	Sampling in Hungary came true with an arbitrary or snowball method
Sample size	246 people
Interval of the sampling	From 16 <sup>th</sup> of October 2020 to 2 <sup>nd</sup> of November 2020
Aim field of the research	Hungary
Target group of the research	Young generation (generation Z and Y)

Source: created by the author

**Method of data collection:** the questionnaires were completed by the survey participants in an online survey (246). I recorded the questions of the compiled questionnaire on kerdoivem.hu. Respondents answered to the questions in the form of a self-administered questionnaire. In the questionnaire I listed both closed and open questions, so the respondents could choose the most suitable one from the answer alternatives, or they could mark their thoughts, opinions, feelings and experiences on a seven-point scale. The complete questionnaire template is available at the following link:

- a) Questionnaire: <http://kerdoivem.hu/kerdoiv/1056621294/>

**Analysis technique:** the answers to the questions were quantified by statistical methods, examining ratios and distributions with the help of the Excel program. To present the results in a transparent and illustrative way, I created graphs and charts using Microsoft Excel. Further analyses were made with the help of SPSS statistical program version 24.0 using the following methods: cross-tabulation techniques, cluster analysis and factor analysis.

### 3.3. The results of the research

In terms of demographics, 63.4% of respondents were female while 36.6% were male. Based on the distribution of age, 72.8% of respondents are related to Generation Y, while 27.2% belong to Generation Z. According to the distribution of the highest level of education, more than 55% of the respondents have a college/university degree, they are followed by people who have a school leaving exam, they represent about 40%. In addition, 3,6% of the respondents have a National Training Registry Qualification while only 1% of the people marked the MBA as their highest level of qualification. Regarding the current positions held by the respondents, the majority of the respondents are either university students or students. However, we may also encounter those people who are already full-time workers or dual training students: they represent about 10%. There are also a relatively small number (around 7%) of young people who are already middle managers or entrepreneurs. More than half of the respondents do not use digital time management tools and only 20% of them use a sort of digital time optimization solution, but it is definitely encouraging that almost 30% of the younger generation would be

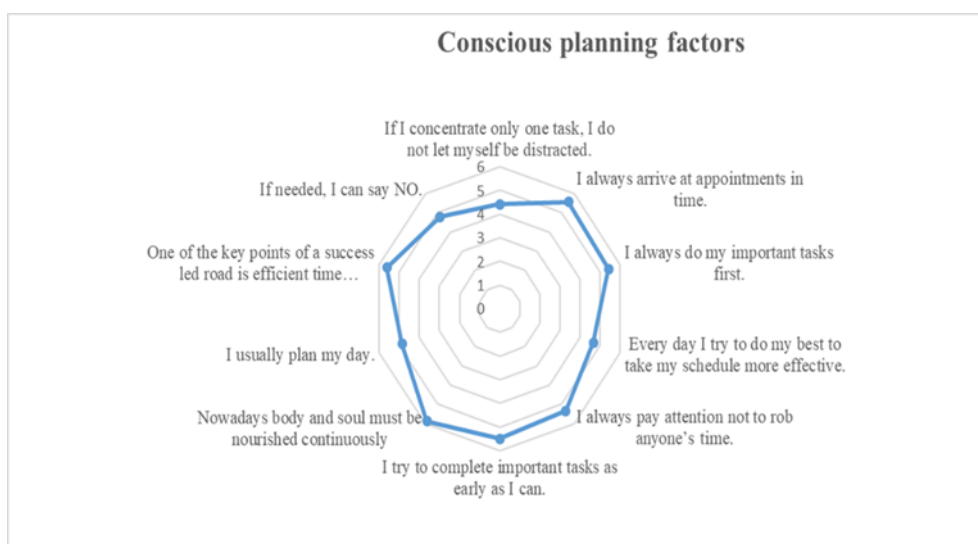
ready to try such an application. In the case of the statement about participation in a time management course, I observed similar trends. The question measuring the efficiency of time management was valued at 4.67, while the question measuring conscious time management was rated at 4.37 on a scale of 7 by the respondents, which is definitely positive. The results of the research also showed that the majority of the respondents are able to keep the deadlines. After presenting the basic data of the respondents, let us see the further results of my research.

During the research, I also did a factor analysis. During the analysis, the Kaiser-Meier-Olkin criterion is 0,824, which indicates that the database is suitable for principal component analysis (Bartlett test p-value 0,000). The elbow rule for the whole sample indicates that the use of the first three principal components explaining 39.5% of the total variance is sufficient, although the eigenvalues of three additional principal components are above one and the first six principal components together can explain 57.1% of the variance. Since the results suggest retaining more than one principal component, I rotated the original principal components by Varimax rotation to obtain factors that could be better interpreted. During the rotation, 3 factors were separated, which are as follows:

b) Under the pressure of the time, Conscious planning, Balance and recreation

As the time runs faster and faster, *Under time pressure I will be stressed, I often feel overwhelmed* factors were given a particularly high average in the pressure of the time factor. The statements (*At the end of the day I always feel energy lost, there is no day when I do not forget something, I always devote time to myself*) were valued averagely by the respondents. The statements *I mostly finish my tasks with extra time* and *I do not have a day when I can do all of my planned tasks* were also evaluated similarly. The most critical factor with regard to under the pressure of the time factor was that *I am not able to manage time* factor. Regarding conscious planning factors, I made the following figure:

FIGURE 5. CONSCIOUS PLANNING FACTORS



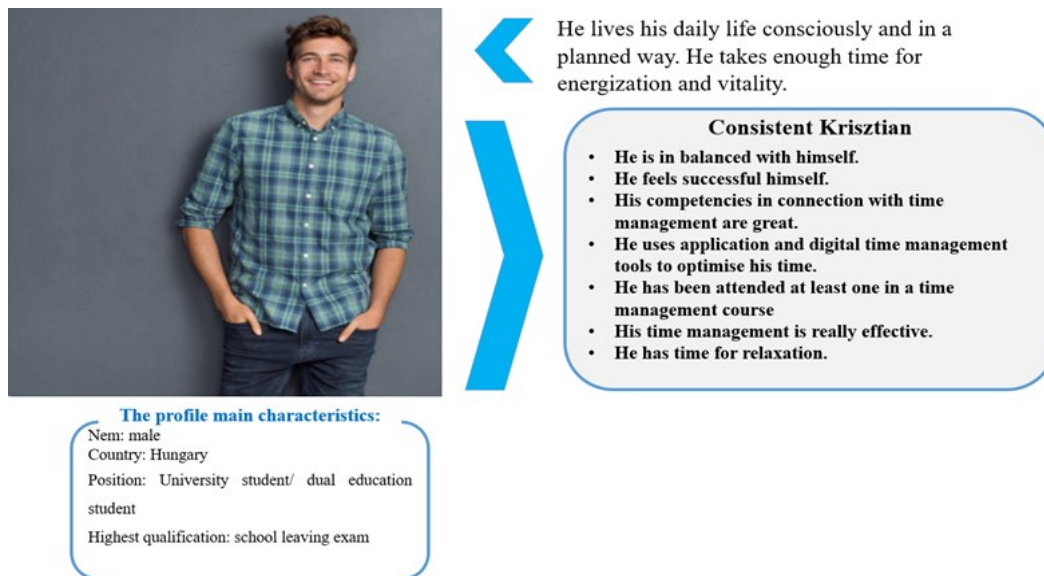
Source: created by the author based on primary research

It can be well seen that each statement was rated above 5 by respondents, which is particularly good as it shows that the majority of the younger generation is consciously trying to plan their daily lives. The only exception to *If I concentrate on only one task, I don't let myself be distracted* is that respondents often allow themselves to be distracted while working. Regarding



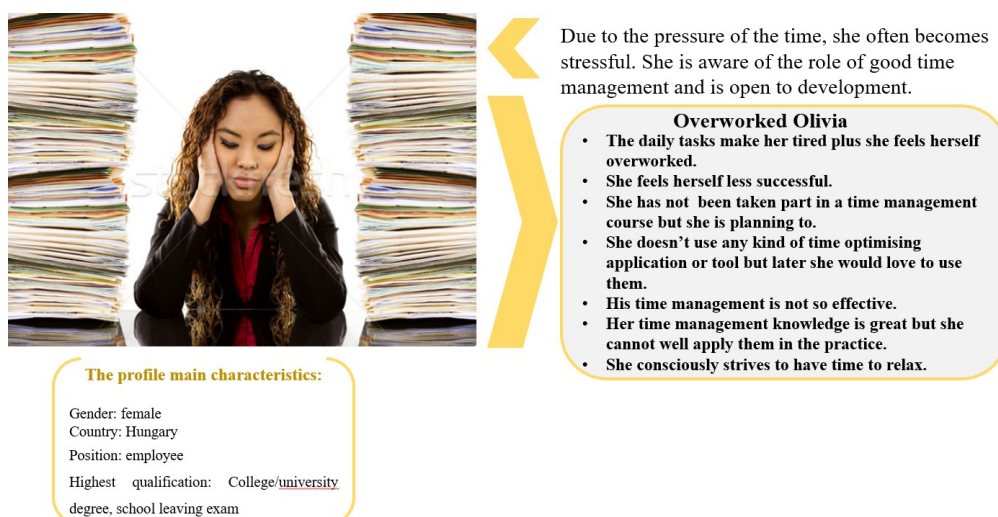
the recreation and balance factor, the respondents highly valued the importance of programs spent with the family, the balance between school and work and private life, and the importance of sports. The claims about having a lot of friends and participating in a number of parties and entertainment programs were less important. While I always try to have some me-time and I really like my work so I consider it as relaxation statements are valued moderately good on a scale of 7, which is not bad. After that, I performed a K-key cluster analysis, in that I managed to separate two clusters. One contains 134 observations and the other 112 observations. I present the obtained results with a personal design technique.

FIGURE 6. PERSON IN CONNECTION WITH CONSCIOUS PLANNING



Source: created by the author based on primary research

FIGURE 7. PERSON IN CONNECTION WITH STRESS AND OVERWORKING



Source: created by the author based on primary research

## 4. Conclusion

To sum up, I can say that the young generation keeps deadlines really well and consciously deals with time management nowadays. The received results from the factor analysis highlight similar tendencies, results as the factors in connection with conscious planning were highly valued by the respondents. Nevertheless, they cannot still cope with the pressure of the time plus do not really use time optimising application so in this case they definitely need to improve. In this, it can be a huge help for them to participate in some type of time management course. In addition, it would be great as well if this generation would use some traditional time management methods and technics to achieve a higher level of conscious time management.

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