



Social Studies Virtual Learning

U.S. History

Lesson 22

April 21, 2020



US History:

Lesson #22: April 21

The Impact of the Baby Boom Generation

Learning Target: The learner will evaluate the significance of the Baby Boom generation and explain their impact on consumer goods markets during the 1950s and 60s.

Warm Up

Click on the link here and watch the video clip then...

- Fast Facts About the Baby Boomers (2:58)
<https://www.youtube.com/watch?v=4PhwkuRD-Es>
- According to the video, what percent of the American population did the baby boomers represent as they were growing up?
- How did the GI Bill benefit American families after World War II and therefore lead to more baby boomers?

Lesson Activity

Watch the video clip here and read the introduction explaining about the baby boom generation.

- What Are Baby Boomers? (2:21)
<https://www.youtube.com/watch?v=DAnBVwZAEoE>

The Baby Boom

As soldiers returned from World War II and settled into family life, they contributed to an unprecedented population explosion known as the **baby boom**. During the late 1940s and through the early 1960s, the birthrate (number of live births per 1,000 people) in the United States soared. At the height of the baby boom, in 1957, one American infant was born every seven seconds—a total of 4,308,000 that year. The result was the largest generation in the nation's history.

Lesson / Assignment

Read the Article and answer the questions that follow on a sheet of paper titled:
Lesson #22 April 21- Baby Boom Gen.

[Baby Boom Article](#)

Next, choose one of the sources below to learn more about the baby boomers

[Baby Boomer Slides](#)

More fun facts about Baby Boomers

[Baby Boomer Flash Cards](#)

- 1) The Baby Boom was a time of rapid population growth from 1946-1964.
 - A) True
 - B) False

- 2) Which of the following products were flying off of store shelves during the 1950's?
 - A) Baby Food
 - B) Furniture
 - C) Toys
 - D) All the above

- 3) To meet the overwhelming demand for new homes, the construction industry grew rapidly during the 50's and 60's. By 1960 nearly _____ Americans lived in the suburbs.

Assignment

4 What happened to the birthrate between 1960 and 1970?

- A rose by about 10 live births per 1,000 people
- B dropped by about 10 live births per 1,000 people
- C dropped by about 5 live births per 1,000 people
- D remained the same



Source: *Historical Statistics of the United States, Colonial Times to 1970*

Assignment

Label the assignment on your paper: Lesson #22, April 21
Baby Boomer Generation

5. What industries took off during the Baby Boom generation?
6. According to the article, what were several causes of the “Baby Boom?”
7. Explain how an increasing population led to the growing number of American suburbs.

Reflection

Thinking Exercise:

After completing this lesson reflect on the questions posed here.

- We are seeing a surge in health care jobs and professions in the 21st Century, can you connect this fact to what you have learned in this lesson to explain why this is occurring?
- As more 'baby boomers' age and retire, what challenges does this pose for our nation and economy?

Additional Resources

Check out these links for more information on this topic

- Mall Shopping in the 1950s (4:44)
<https://www.youtube.com/watch?v=sXLRH-Gka5g>
- 1950s TV Pushed Viewers to Become Consumers (4:36)
<https://www.youtube.com/watch?v=vgEfEM1ordM>
- Baby Boom Meaning, Definition, Explanation (1:38)
https://www.youtube.com/watch?v=pxKO0_LvUKQ
- Who Are the Baby Boomers and Where Did They Come From (7:25)
<https://www.youtube.com/watch?v=P6GdIKFLfJo>

Answers

- 1) The Baby Boom was a time of rapid population growth from 1946-1964.
A) True
- 2) Which of the following products were flying off of store shelves during the 1950's
D) All the above
- 3) To meet the overwhelming demand for new homes, the construction industry grew rapidly during the 50's and 60's. By 1960 nearly _____ 1 in 4 _____ Americans lived in the suburbs.
4. C
5. What industries took off during the Baby Boom generation?
Housing, Automotive, clothing, food, recorded music
6. According to the article, what were several causes of the "Baby Boom?"
Peacetime Economy, higher education, increased vocational training, better medical treatment
7. Explain how an increasing population led to the growing number of American suburbs. Increase in home production and desire to live in better conditions