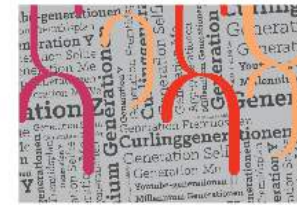


HVEM ER NUTIDENS UNGDOMSGENERATION?

Vi maler et billede af ungdomsgenerationen og tryktester 'curlingenerationen', 'generation z' og andre begreber om de unge

Konference hos Center for Ungdomsforskning d.16. maj 2017



Generations and Intergenerational Relationships in Times of Change.

AVProfessor Dan Woodman -
University of Melbourne

dan.woodman@unimelb.edu.au
@DrDanWoodman

Life Patterns

- Mixed-methods longitudinal study
funded by the Australian Research Council.
- Two school leaving cohorts: 1991 'Gen X'
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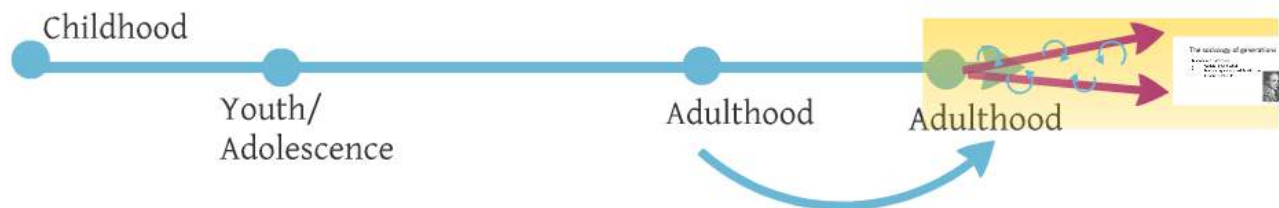


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A narcissistic generation?

- Many are optimistic, and recognise opportunities. But high levels of stress
- 1/4 has a mental health condition (1 in 6 with an anxiety disorder)
- About 1/20 to 1/100 (highly contested) is narcissistic.
- Pressure is rife - perfect is the new normal (Sørensen and Nielsen, 2014) - as is insecurity.
- Young lives very different around the world and in each place but also very different from their parents.
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Millennials are lazy, entitled narcissists who still live with their parents

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BY JOEL STEIN



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for the world before, "I'm narcissistic" some narcissist or that is how Gen Y will be living down
the back and being "I'm narcissistic" some narcissist or that is how Gen Y will be living down
There are a few more very different pieces of Gen Y's narcissism in the "The World's "Self" or
"Selfish" Generation", does it make any sense to give the name people living down
with the narcissist name to the "The World's "Self" or "Selfish" Generation"?

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GENERATION

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These stories paint two very different pictures of Gen Y (also known as the "Facebook", "Net" or

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What's more, before *The Age* wrote its somewhat misleading headline, Gen Y self-loathing had been

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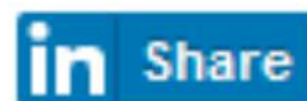
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(/news/china/article/1253944/chinas-generation-y-optimistic-apolitical-and-eco-friendly-survey-shows)

China's Generation Y is optimistic, apolitical and eco-friendly, survey shows (/news/china/article/1253944/chinas-generation-y-optimistic-apolitical-and-eco-friendly-survey-shows)

China's millennials are among the world's most optimistic and conscious of the environment in a region where optimism is scarce and at a time when their counterparts around the world expect them to lead global economic growth.

29 Aug 2013 - 4:13am



(/news/hong-kong/article/1236956/moment-youth-firms-survival)

Moment of youth for firms' survival (/news/hong-kong/article/1236956/moment-youth-firms-survival)

14 May 2013 - 3:00am



(/news/world/article/1152939/dissident-blogger-yoani-sanchez-allowed-leave-cuba-tour)

Dissident blogger Yoani Sanchez allowed to leave Cuba on tour (/news/world/article/1152939/dissident-blogger-yoani-sanchez-allowed-leave-cuba-tour)

Taiwan's 'Strawberry Generation' Reaches Out To The Young And Trendy

December 8, 2015 - 10:01 AM ET
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GOLF NEWS & MEDIA

January 22, 2017 | Last updated 3 minutes ago

UAE's millennials swayed by social media influencers

Whether it be fashion or cuisine, they are only too willing to go by their opinions



Ideer
Generation Y. The new fashion trend. The new food trends. The new lifestyle. The new way of thinking. The new way of living. The new way of being.

Et liv med portfolio

7 The new fashion trend. The new food trends. The new lifestyle. The new way of thinking. The new way of living. The new way of being.

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Millennials may not be that narcissistic after all, study suggests

A study suggests that Millennials are generally a humble bunch and not nearly as narcissistic as their boomer parents.



YOUTH AND GENERATION

Young and Generation
Rethinking change and
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'Narcissism epidemic and generation me'



We live in a time when high self-esteem is encouraged from childhood, when young people have more freedom and independence than ever.... but more than any other generation in history, the children of Baby Boomers are disappointed by what they find when they arrive at adulthood (Twenge, 2014)

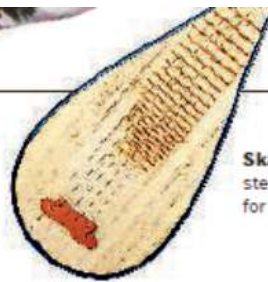
The North American psychologist and social researcher Jean Twenge uses meta-analysis of scores on narcissism scales to label millennials a narcissistic generation.

	Baby Boomers	Generation Y
Self-Esteem	Low	High
Self-Confidence	High	Low
Self-Image	Low	High
Self-Perception	High	Low
Self-Expression	Low	High
Self-Reflection	High	Low
Self-Improvement	Low	High
Self-Management	High	Low
Self-Organization	Low	High
Self-Motivation	High	Low
Self-Direction	Low	High
Self-Initiation	High	Low
Self-Termination	Low	High
Self-Regulation	High	Low
Self-Constraint	Low	High
Self-Reliance	High	Low
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Hvor går vi hen? Gaugain og Pepke om selve livets mening. Side 12

Ideer



Skala. Menneskets stemme er grundlæg for al musik. Side 4



KILDE: LEBRECHT/SCANPIX

Generation Y. De, der er født mellem cirka år 1980 og 2000, beskyldes for at være narcissistiske og hyperambitiøse. Men ifølge forskere er selfiegenerationen misforstået, og det kan få konsekvenser.

Et liv med portfolio

AF ANNE JENSEN SAND

Vi er vokset op i en tid med generel velstand. Efter at vores forældre flyttede i kollektiver og brugte gamle ølkasser til opbevaring af Maos lille røde og LP'er fra Trille, har vi ladet os hvirvle ind i forbrugsfesten. Vi bruger 40 kroner på en caffè latte og 1300 kroner på Acne-bukser. Vores forældre har hentet os i bil efter træning, men samtidig gives os frihed til at drikke Breezers i en tidlig alder. Vores trygge opvækst gør, at den mindste modgang giver os stress.

Mordet på Olof Palme skete, før de fleste af os blev født, men vi kan alle huske, hvad vi lavede den dag, flyene ramte de amerikanske tvillingetårne. Finanskrisen har formet vores bevidsthed for altid. Født med en smartphone i hånden er vi vant til store mængder af information i rasende fart. Universiteternes aulaer er fyldt af os, de hyperambitiøse unge, der vægter 12-tallet højere end sabbatåret. Arbejdsgiveren skal tage sig i agt. Vores arbejde skal være fleksibelt, interessant og bane vejen for vores mål.

Vi har det svært med autoriteter. Derfor er vi blevet vores egne chefer og iværksættere. Hackere går i krig med multinationale virksomheder, og bloggere udkonkurrerer journalister. Vi kan nemt lave film på vores smartphone og nå ud til millioner af mennesker på YouTube. Teknologien har demokratiseret markedet. Hvis alt slår fejl, bruger vi vores kreative netværk på Facebook. Det er trods alt nemmere end at mødes ansigt til ansigt.

Det vigtigste er os, os, os og vores selvrealisering. Ikke alle af os har tid til børn og ægteskab, men vi swiper i stedet løs på Tinder

FORTSÆTTES SIDE 2



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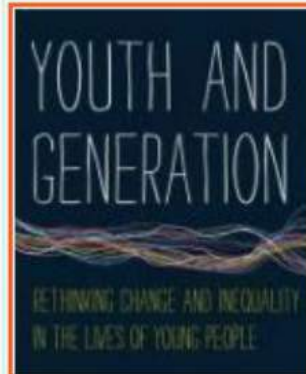
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Millennials may not be that narcissistic after all, study suggests

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YOUTH AND GENERATION

RETHINKING CHANGE AND INEQUALITY
IN THE LIVES OF YOUNG PEOPLE

Youth and Generation:
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	<u>Baby Boomers</u>	<u>Generation Y</u>
Beliefs & values	Few absolutes Variety Freedom	No absolutes Lifestyle Fun
Motivations	Individuality Achievement Relatable	Own-community Self-discovery Relational
Decision Making	Experts Information Brand-switchers	Friends Anecdotes No brand loyalty
Earning & Spending	Confident- investors Medium-term goals Credit-savvy	Uncertain- spenders Short-term wants Credit-dependent
Learning Styles	Visual Metaphors Dialogue	Kinesthetic Stories Multi-sensory
Marketing & Communication	Descriptive Direct Below the line	Participative Viral Through the friends
Training environment	Round-table style Planned Relaxed ambience	Unstructured Spontaneous Interactive
Management & Leadership	Cooperation Competency Doers	Consensus Creativity Feelers

McCrimde Research Australia Generational Map

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🐦 @DrDanWoodman

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Woodman, Danica M., PhD, D. Woodman, A. Woodman, J. Woodman, et al. (2014). A Life Patterns Longitudinal Study: Comparing the Generations. Melbourne: Youth Research Centre.



A narcissistic generation?

- Many are optimistic, and recognise opportunities. But high levels of stress.
- 1/4 has a mental health condition (1 in 6 with an anxiety disorder)
- About 1/30 to 1/100 (highly contested) is narcissistic.
- Pressure is rife - perfect is the new normal (Sørensen and Nielsen, 2014) - as is insecurity.
- Young lives very different around the world and in each place but also very different from their parents.
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FIGURE 1. HOW DO YOU RATE THE FOLLOWING AS GOALS TO AIM FOR THROUGHOUT YOUR ADULT LIFE? (BY 'VERY HIGH', IN 2000 (COHORT 1) & 2015 (COHORT 2), AGED 26-27, %)

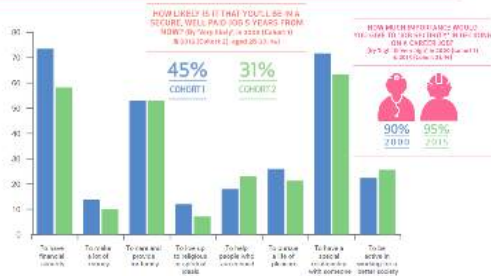
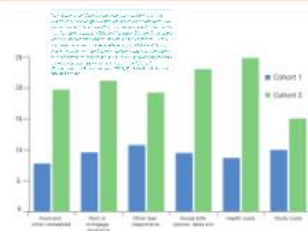
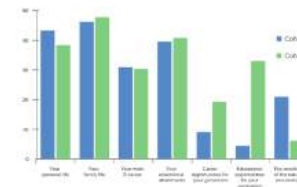


FIGURE 7. OVER THE PAST YEAR HAVE YOU HAD DIFFICULTY MEETING THE FOLLOWING GOALS? (MARK ALL THAT APPLY, 2000 (COHORT 1) & 2015 (COHORT 2), AGED 26-27, %)



"It's good to have goals because it keeps you from going off track, but making the future a truly exciting time doesn't just mean you think about the next 5-10 years because the environment (especially technology) will never stop being constantly changing. As for my career goals at this stage of my life, my focus isn't about meeting a specific role or position, but rather to learn and to make a result as much as possible. For me, it's about being a strong self-empowered individual competing to be the best in the changing environment. That way, when the right opportunity does arise, you're ready to embrace it."
 Max, transcription note, year: 2015, gender: male

FIGURE 6. LOOKING BACK AT HOPES YOU HAD IN SCHOOL, HOW SATISFIED ARE YOU WITH THE WAY THINGS HAVE TURNED OUT BY 'VERY SATISFIED', 1998 (COHORT 1) & 2013 (COHORT 2), AGED 24-25, %)



Crofts, J., Cuervo, H., Wyn, J., Woodman, D., Reade, J., Cahill, H., & Furlong, A. 2016. Life Patterns: Comparing the Generations. Melbourne: Youth Research Centre.

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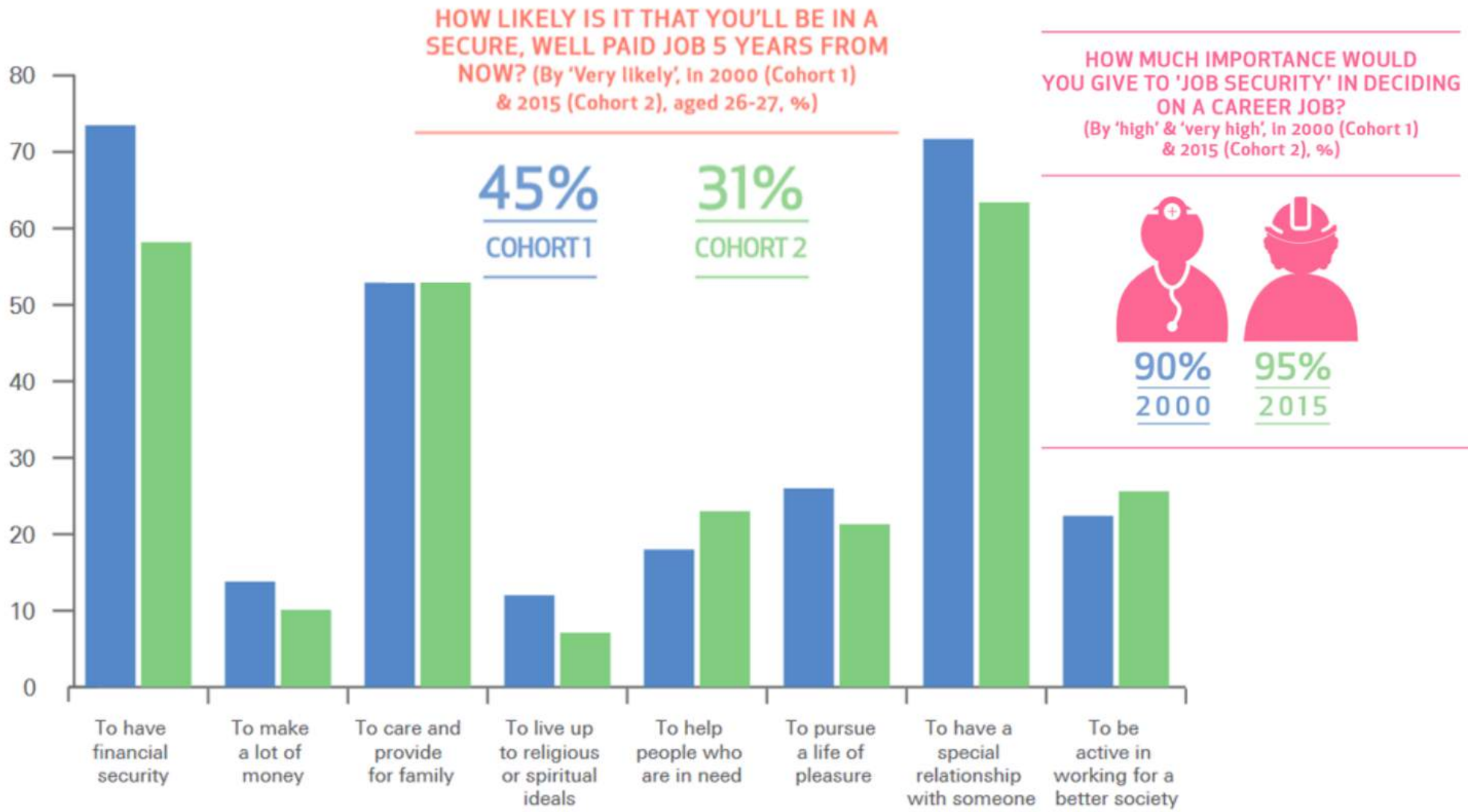
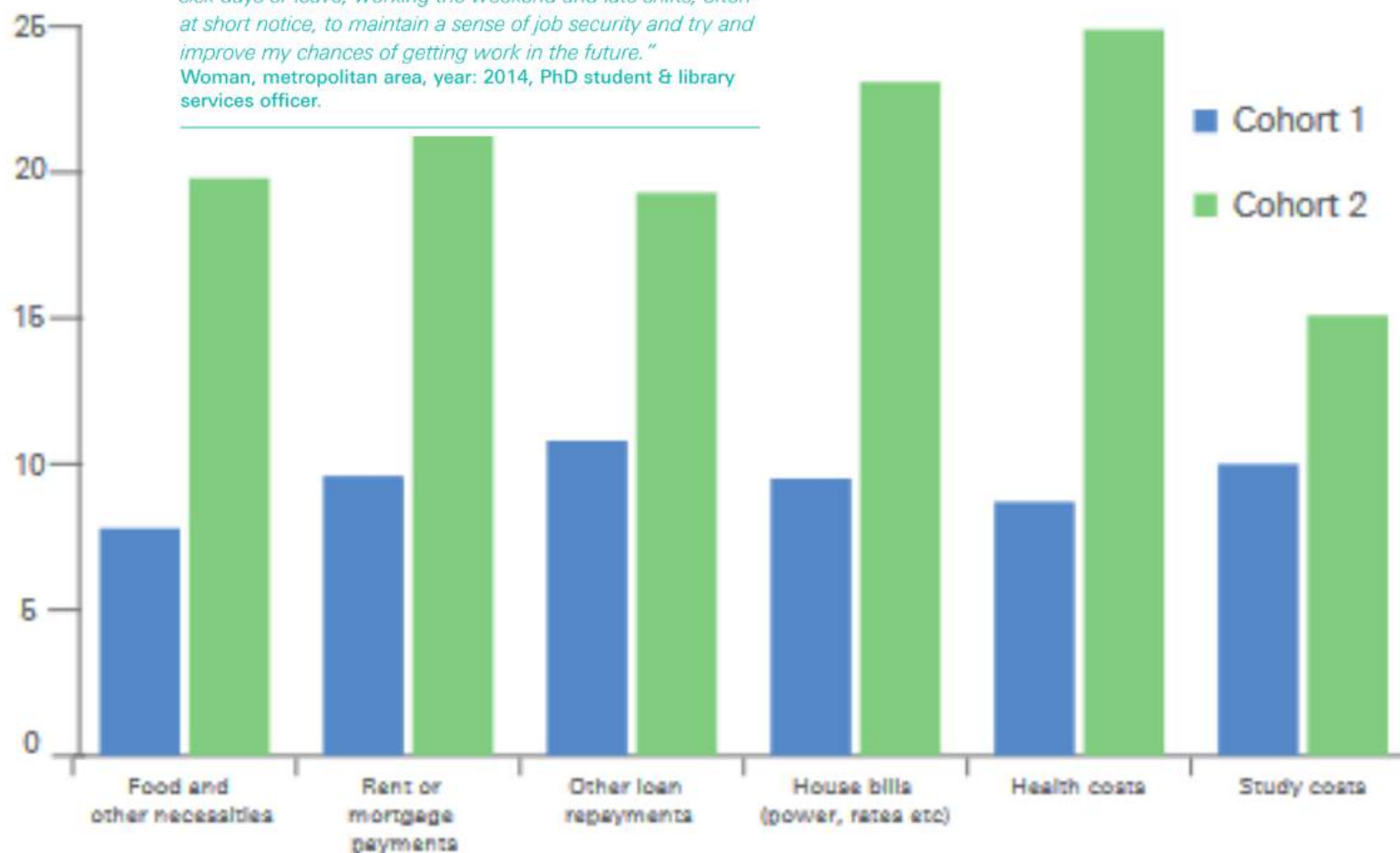


FIGURE 7. OVER THE PAST YEAR HAVE YOU HAD DIFFICULTY MEETING THE FOLLOWING COSTS? (MARK ALL THAT APPLY, 2000 (COHORT 1) & 2015 (COHORT 2), AGED 26-27, %)

"My working conditions cause me a fair amount of stress and anxiety. My irregular hours (as a casual) means that I am always worried about whether I will have enough hours in the next fortnight to pay my bills and for food. Certain times of the year are quieter than others, which is always stressful. I feel like I need to always be as available as possible - not taking sick days or leave, working the weekend and late shifts, often at short notice, to maintain a sense of job security and try and improve my chances of getting work in the future."

Woman, metropolitan area, year: 2014, PhD student & library services officer.

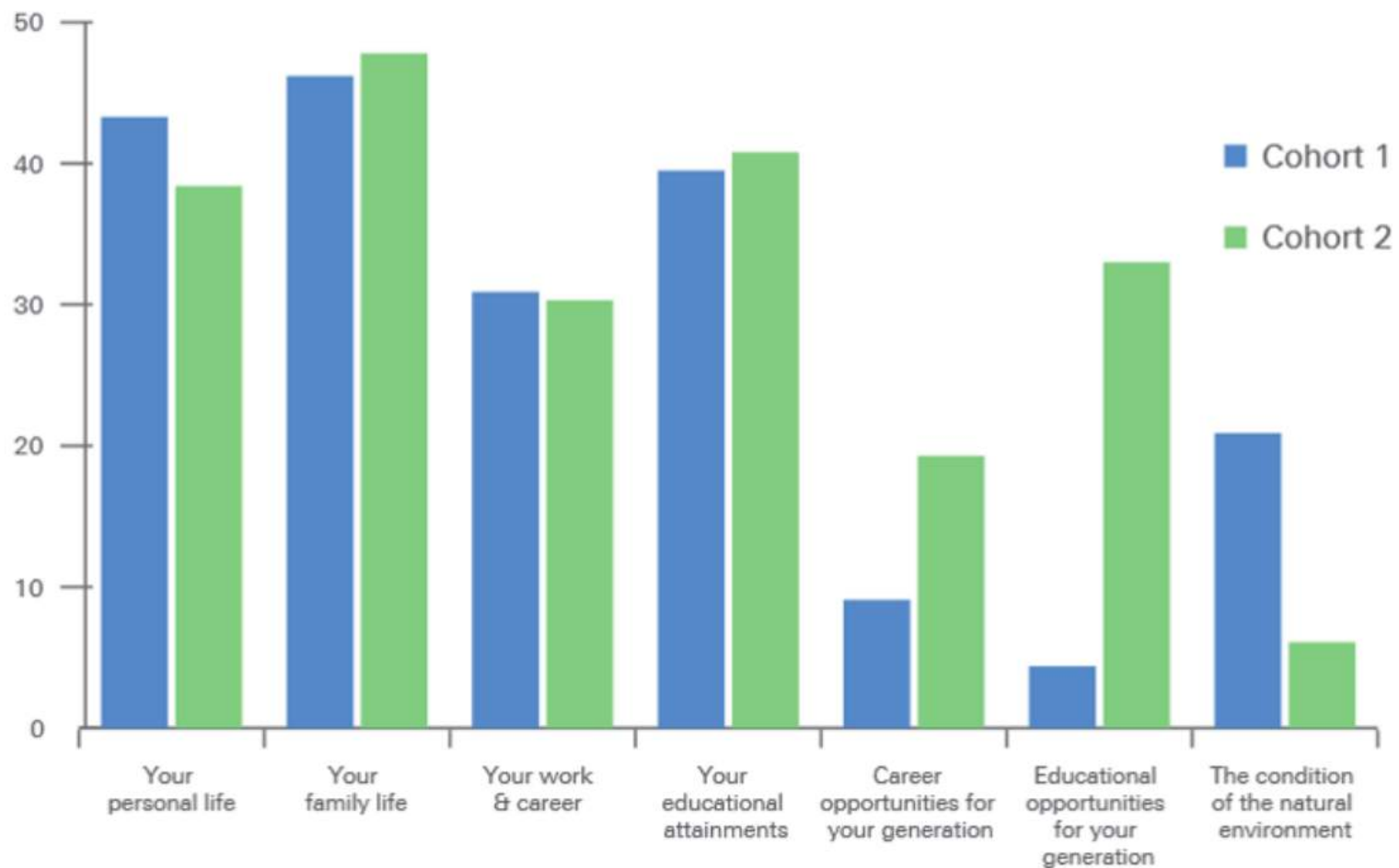


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Woman, metropolitan area, year: 2014, PhD student & library services officer.



FIGURE 6. LOOKING BACK AT HOPES YOU HAD IN SCHOOL, HOW SATISFIED ARE YOU WITH THE WAY THINGS HAVE TURNED OUT (BY 'VERY SATISFIED', 1998 (COHORT 1) & 2013 (COHORT 2), AGED 24-25, %)



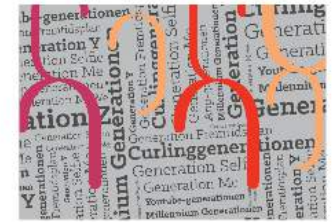
“It’s good to have goals because it keeps you from going off track, but nothing in the future is truly certain. I’ve learned not to stress too much about the next 5-10 years because the environment (economy/technology/job-roles etc.) is constantly changing. As for my career goals at this stage of my life, my focus isn’t about reaching a specific role or position, but rather, to learn and to evolve myself as much as possible. For me, it’s about having a strong set of employable skills and remaining flexible enough to adapt to the changing environment. This way, when the right moment or the right role arises, I’ll be ready to capture it.”

Man, metropolitan area, year: 2015, paralegal.

HVEM ER NUTIDENS UNGDOMSGENERATION?

Vi maler et billede af ungdomsgenerationen og tryktester 'curlingenerationen', 'generation z' og andre begreber om de unge

Konference hos Center for Ungdomsforskning d. 16. maj 2017



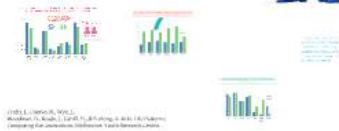
Generations and Intergenerational Relationships in Times of Change.

A/Professor Dan Woodman -
University of Melbourne

✉ dan.woodman@unimelb.edu.au
🐦 @DrDanWoodman

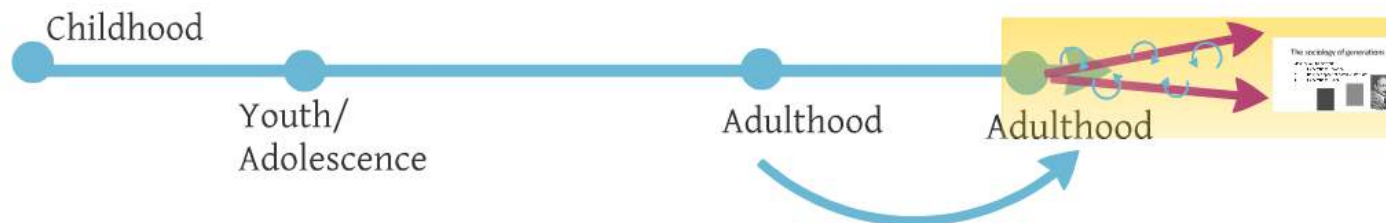
Life Patterns

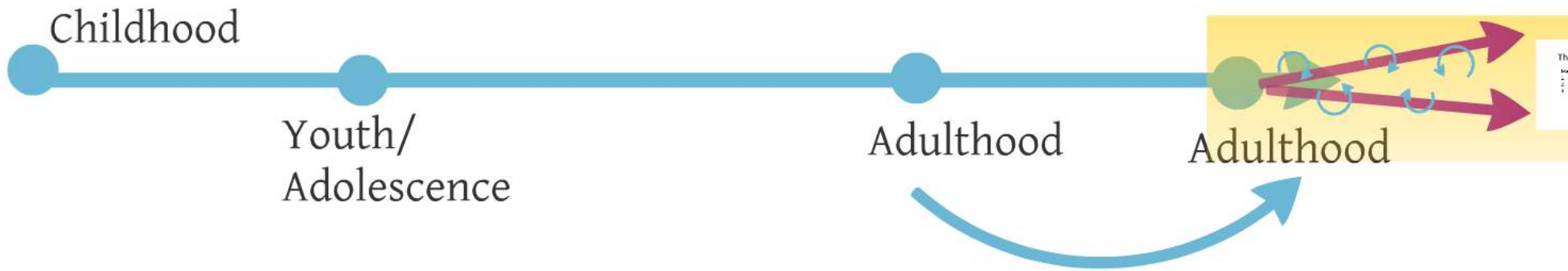
- Mixed-methods longitudinal study
funded by the Australian Research Council.
- Two school leaving cohorts: 1991 'Gen X'
and 2006 'Gen Y'



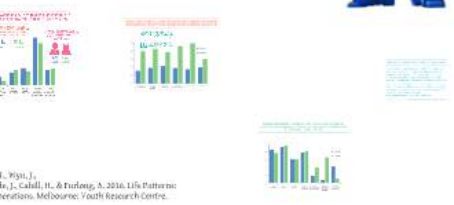
A narcissistic generation?

- Many are optimistic, and recognise opportunities. But high levels of stress.
- 1/4 has a mental health condition (1 in 6 with an anxiety disorder)
- About 1/30 to 1/100 (highly contested) is narcissistic.
- Pressure is rife - perfect is the new normal (Sorensen and Nielsen, 2014) - as is insecurity.
- Young lives very different around the world and in each place but also very different from their parents.
- Sociology of generations can and should challenge simplistic stereotypes but can attune sociologists to important questions about change and inequality (how 'existing' patterns are made anew).

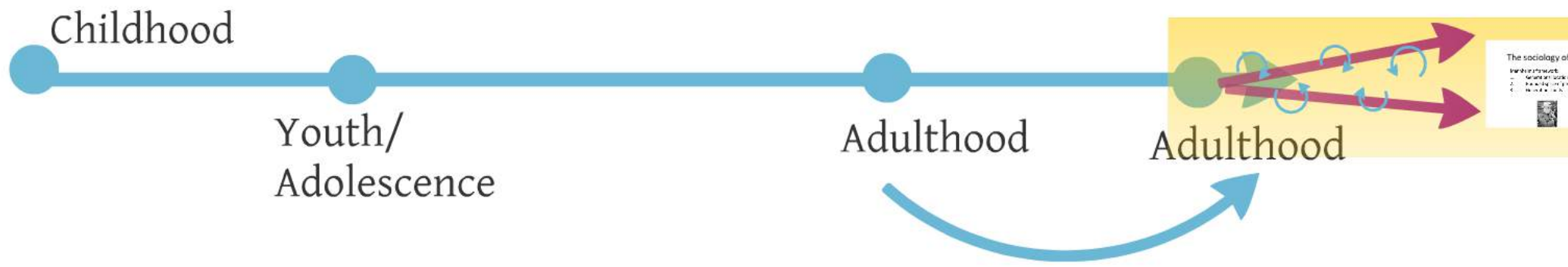




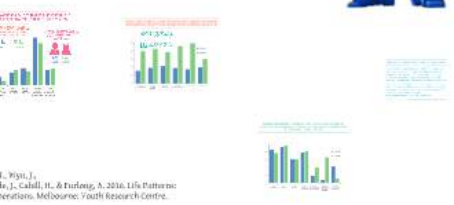
5 'Gen Y'



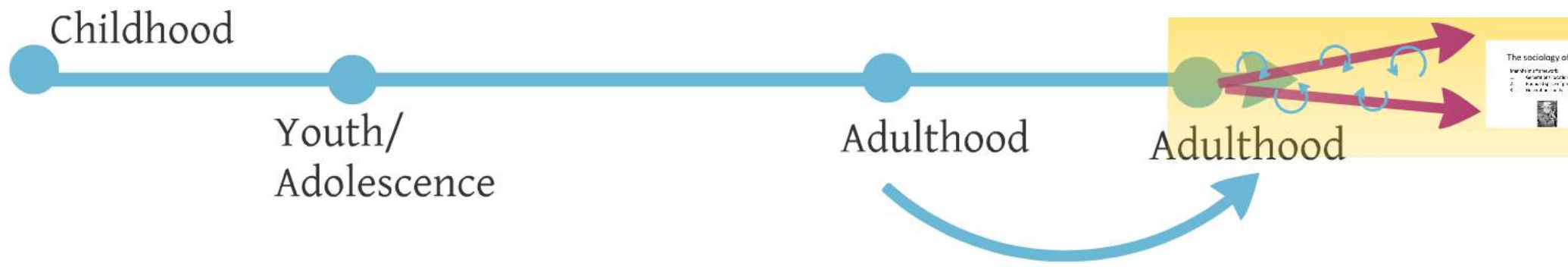
- 1/3 this generation (Gen Y) has high anxiety disorder
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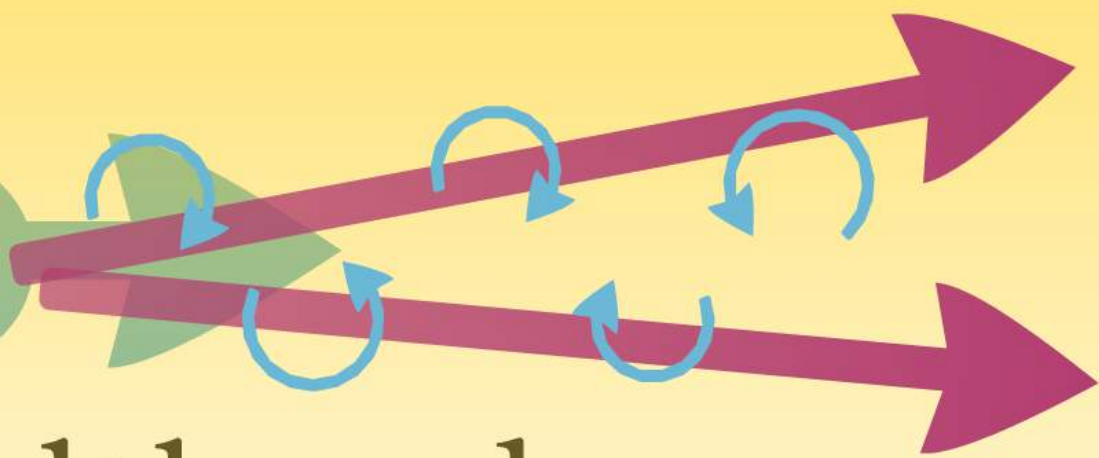
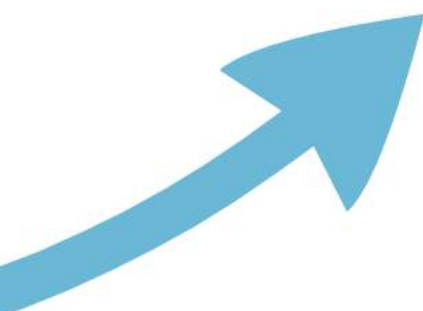
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Adulthood



The sociology of generations

Mannheim's framework:

1. Generational location
2. Bounded space of possible attitudes
3. Generational units



The sociology of generations

Mannheim's framework:

1. Generational location
2. Bounded space of possible attitudes
3. Generational units



Karl Mannheim (1893-1947)

**FIGURE 5. FULL-TIME WORK PARTICIPATION, BY GENDER, OVER THE YEARS
(COHORT 1 AGED 19-37, COHORT 2 AGED 19-27, %)**

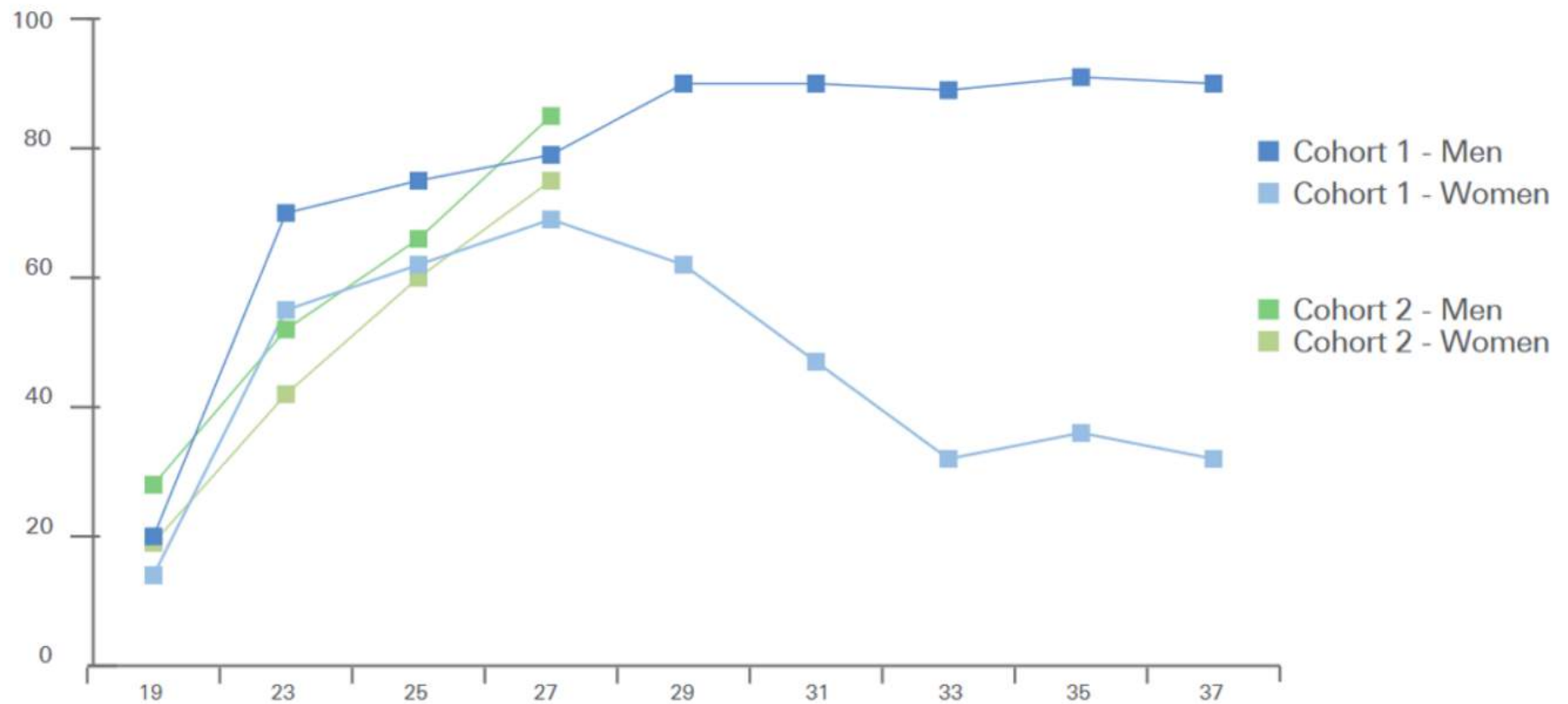
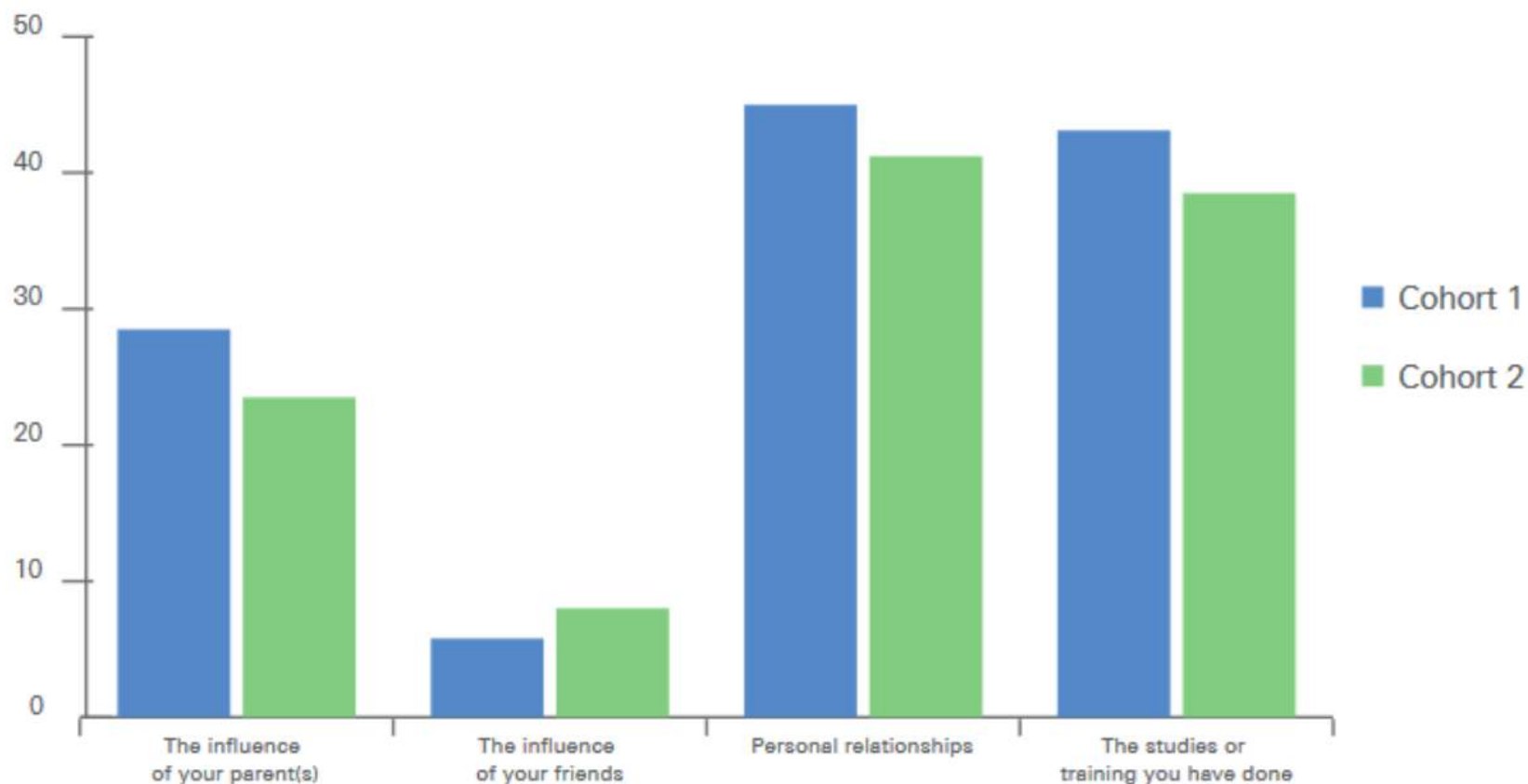


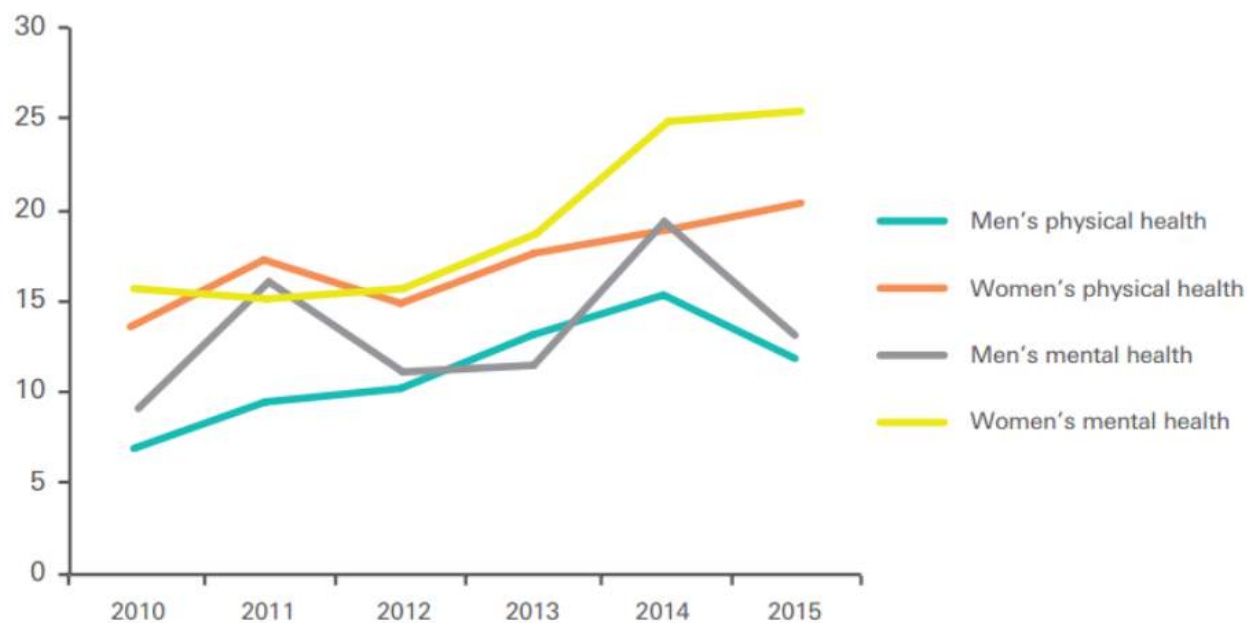
FIGURE 9. OVER THE PAST 10 YEARS, HOW IMPORTANT HAVE THE FOLLOWING BEEN IN SHAPING YOUR LIFE? (BY 'VERY IMPORTANT', 2000 (COHORT 1) & 2015 (COHORT 2), AGED 26-27, %)



“I feel that the cost of living has delayed some things for me. My partner and I are currently living with my parents while we build a house. However, the cost of renting and buying in our home town is so high that we’ve had to wait for our first home to be financially possible. This has delayed marriage and children for us. It makes me nervous seeing time go by and knowing we have to wait longer about having children too late and the issues this may cause.”

Woman, metropolitan area, year: 2015.

FIGURE 4. MEN AND WOMEN'S PHYSICAL AND MENTAL HEALTH. (BY 'VERY UNHEALTHY' AND 'UNHEALTHY', IN 2010-2015 (AGED 21/22 - 26/27), COHORT 2, %)



A narcissistic generation?

- Many are optimistic, and recognise opportunities. But high levels of stress:
- 1/4 has a mental health condition (1 in 6 with an anxiety disorder)
- About 1/30 to 1/100 (highly contested) is narcissistic.
- Pressure is rife - perfect is the new normal (Sørensen and Nielsen, 2014) - as is insecurity.
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