



# MILLENNIALS

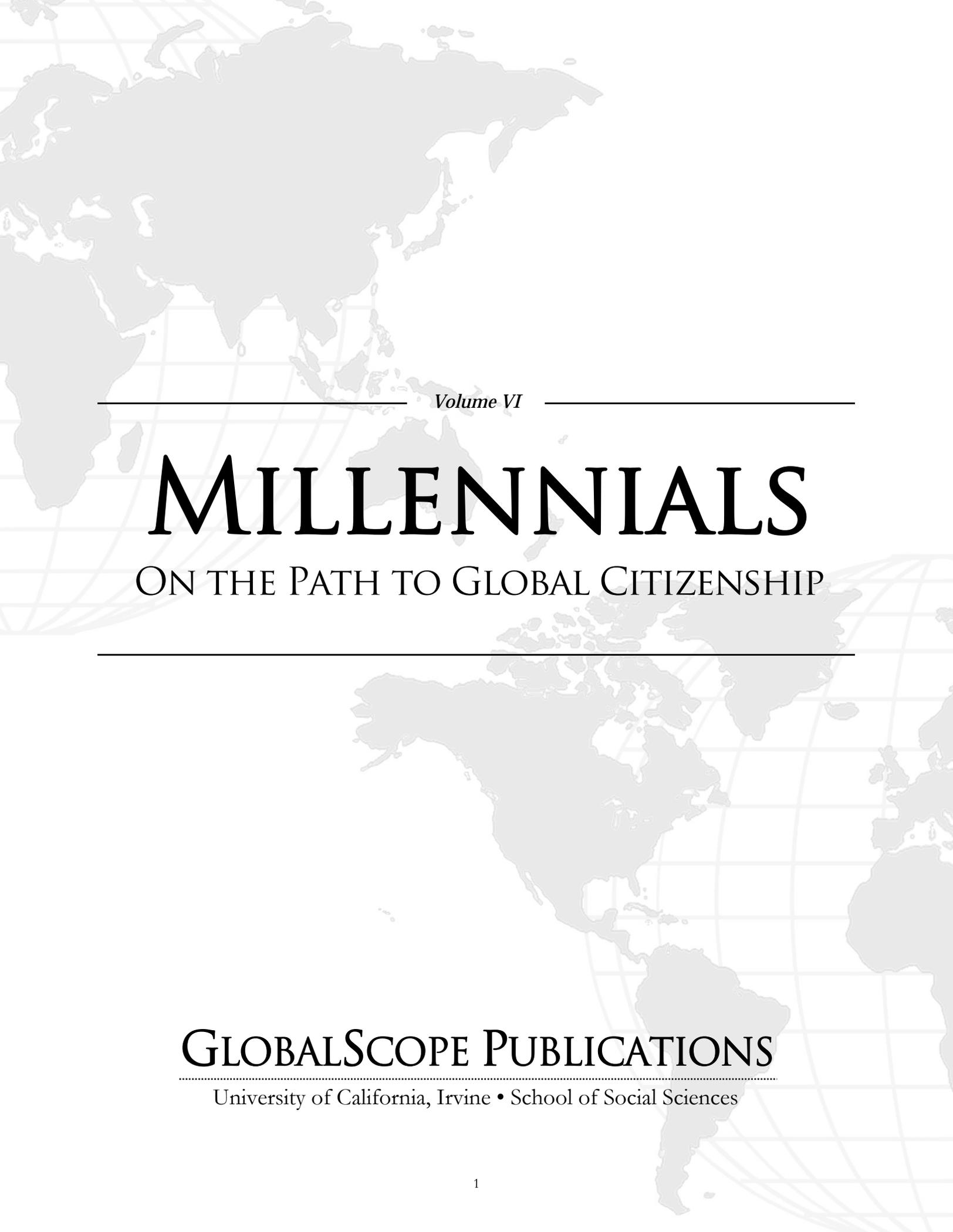


ON THE PATH TO GLOBAL CITIZENSHIP

**GLOBALSCOPE**

A GLOBAL CONNECT @ UC IRVINE PUBLICATION





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*Volume VI*

# MILLENNIALS

ON THE PATH TO GLOBAL CITIZENSHIP

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**GLOBALSCOPE PUBLICATIONS**

University of California, Irvine • School of Social Sciences



# GLOBALSCOPE PUBLICATIONS

University of California, Irvine • School of Social Sciences

*GlobalScope is a series of innovative curriculum guides created by the University of California, Irvine's School of Social Sciences for secondary school educators and students on the 21st Century forces and issues of globalization. The curriculum is designed to introduce high school students to the formal academic disciplines of anthropology, economics, geography, international studies, political science, and sociology. The GlobalScope publications allow us to share original University research and teachings with students and teachers beyond our immediate reach.*

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## Introducing GLOBAL CONNECT @ UCI

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Global Connect @ UCI is an original educational partnership developed by the University of California, Irvine's School of Social Sciences to enrich California's secondary school curriculum in international studies. This is accomplished by translating current university-level concepts and knowledge into a curriculum that is age appropriate for high school students.

The global studies knowledge gap in our public schools is a critical problem that needs a flexible and immediate response. Students need lessons they can relate to as global citizens that will affect how they see themselves in the world. They must be capable of thinking in terms of worldwide issues to succeed in their respective careers and lives so that they may contribute to the general welfare of society. This cannot be achieved through textbook curriculum that is outdated by the time it is received by students. Teachers cannot abandon their classroom responsibilities to acquire current knowledge of the quickly changing international environment. Global conflicts and issues need to be brought to the students as current events – not as history.

The study of worldwide issues through Global Connect establishes an environment that creates responsible global citizens and leads to access for students to higher education. Global Connect builds a bridge to the world for our nation's secondary students.

Global Connect dedicates its educational program and publications to addressing California's History Social Studies curriculum framework and the National Curriculum Standards for Social Studies. This is being accomplished through the creation of an original year long course, "Globalization and International Relations"; implementation of the syllabus at select schools in Orange County; sponsorship of countywide teacher seminars; and the development of new on-line curriculum options for secondary educators statewide and beyond. Classroom lessons are innovative in structure and not only teach students factual information but serve as an ideal platform for analytical and reflective thinking about global issues.

For additional information, please visit our website at: [www.globalconnect.socsci.uci.edu](http://www.globalconnect.socsci.uci.edu)

## Common Core Standards in the Social Sciences

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The pursuit of Common Core Standards is redefining America's educational priorities. One of the most central and elusive problems in addressing these standards is developing academically challenging and classroom effective curriculum that addresses the needs of our students in different subject areas. Global Connect @ UCI, a unique educational initiative based in the School of Social Sciences at the University of California, Irvine, has developed original curriculum and teaching strategies to introduce secondary students to 21st Century global issues and events through an interdisciplinary lens. The lens integrates the various disciplines within social science: anthropology, economics, geography, international studies, political science, and sociology.

This integration occurs through concepts, readings, and "problem sets" found in contemporary university classrooms. Our academically centered course of study has been adapted into age appropriate thematic presentations, dynamic interactive, and literacy building workshops that realize the Common Core objectives.

**Global Connect specifically targets and meets the Common Core Standards by:**

- *Focusing on non-fiction, discipline based content through formal academic PowerPoint presentations, interactive workshops, and readings*
- *Emphasizing Evidence Based Writing Skills through the introduction of take-home assignments, and unit capstone projects, and formal academic forms of in-class writing*
- *Building a discipline-based vocabulary (a set of new terms are defined to complement each week's academic theme)*
- *Expanding the students' abilities to: Use quality academic sources, organize data, analyze, and cite & discuss*
- *Integrating contemporary use of technology for online research and general inquiry*

The Global Connect course on "*Globalization and International Relations*" is already serving as a Common Core option for secondary educators and students in California's Saddleback Valley Unified School District and Newport Mesa Unified School District. The partnership between UCI, SVUSD, and NMUSD is currently exploring new strategies for sharing and advancing this dynamic new course so that other districts can adopt this as a vehicle for acquiring college ready critical thinking abilities and organizational skills. These strategies include the creation of effective teacher training modules for each unit; an expanded online topic-specific video library of presentations by UCI faculty and graduate students; and the continued development of *GlobalScope Curriculum Guides*.



This year, as with prior years, the content has been revised and edited to address the most recent global occurrences/issues and to introduce new resources. For an in-depth overview of our Program, please visit our website at: [www.globalconnect.socsci.uci.edu](http://www.globalconnect.socsci.uci.edu)

*Ellen Schlosser*

*Ellen Schlosser*  
*Global Connect @ UCI*  
*Founding Director*  
*Curriculum Development Advisor*

**Note:**

In 2011, the University of California recognized Global Connect's course, "*Globalization and International Relations*," as an approved A-G academic elective course for California's secondary students. The California Council for the Social Sciences recognized the program as being a Common Core ready curriculum and featured the program in their journal, *Sunburst: A Publication of the California Council for the Social Studies*.

## GUIDELINE TO GLOBALSCOPE

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GlobalScope is an expanding library of in-print and online guides that mirror UCI School of Social Sciences' contemporary research and teachings related to 21st Century issues and conditions of globalization. The primary motivation behind this publication is to provide secondary teachers with an accessible social science resource that will help create “global” windows in the classroom. Our guiding principle is that high school students need to understand the contemporary changes that are influencing their educational and personal opportunities, and ultimately, their lives and careers.

### Explanation of GlobalScope format:

**Unit Presentations** vary in format. Each presentation is centered on a specific topic and reflects the style of the individual faculty, graduate, or undergraduate student presenter. Several of the authors have created PowerPoint presentations that can be used by the classroom teacher.

An annotated version with additional information has been included in the *Teacher Edition*. Some presenters have also provided lesson outlines.

**Workshop Scripts** seek to recreate the lecture/discussion format used in college courses. We alternate the formal introduction of topics with special interactive workshops. These age-appropriate workshops have been designed and successfully presented in the classrooms (grades 8 – 12) by *Global Connect* undergraduate interns. These workshops have been designed in a script-like manner with sections assigned to the university undergraduate interns. The workshop material can easily be adapted for “single voice” use by the classroom teacher.

**Literacy Building Readings and Assignments** provide students with exercises that will require them to read non-fiction primary source documents. After reading and analyzing the materials, the students will be given written assignments to strengthen their expository writing abilities. Some current topical articles and charts have been reprinted and cited.

**Global Perspectives: International Relations & Globalization Course Workbook** is a two-part workbook to be used in conjunction with the thematic module presentations throughout the semester.

**Part I: “A Sense of Place: Identifying Nations by Name and Location”** includes weekly political map identification exercises that provide students with the ability to recognize the location of the globe’s nations. These weekly exercises will allow students to locate and name the nations of each continent and significant regions.

**Part II: “People of Purpose: 21st Century Global Citizens (‘Real Heroes’)”** will introduce students to real heroes whose actions have impacted the distinct geographic areas being studied. These introductions will be made through video interviews/feature stories and assigned readings. Students will be asked to analyze the problems, strategies, and solutions associated with each of the featured social entrepreneurs through writing exercises. Over the semester the assignments will transition students from completing simple fill-in review sheets to composing five paragraph expository essays. The writing assignments, depending on length, can be used as in-class worksheets or as take home assignments. Grading of these assignments is recommended.

### **Identification of Curriculum Standards:**

Each workshop and presentation addresses an objective identified in the *National Council for the Social Studies Curriculum Thematic Strands* and/or the objectives set forth by the *California State History/Social Science Standards & Framework*. For your personal reference, we have included a copy of the *National Council’s Thematic Strands* in the Appendix.

**Complimentary Disk:** All of the primary *GlobalScope* materials presented in this curriculum guide are provided on a disk so that classroom teachers can independently present the PowerPoint presentations and reproduce the worksheet assignments.

All the original materials are for individual classroom use only and not to be reprinted without express permission from the School of Social Sciences, University of California, Irvine.

**Website:** All materials contained in *GlobalScope* will be posted on the *Global Connect @ UCI* website: [www.globalconnect.socsci.uci.edu](http://www.globalconnect.socsci.uci.edu)

## MILLENNIALS: ON THE PATH TO GLOBAL CITIZENSHIP

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“*Millennials: On the Path to Global Citizenship*” is being introduced to help students intellectually digest and apply their newly acquired global knowledge to their future plans. Unlike our other academically themed curriculum guides, the student is placed at the center of the subject matter by focusing on the concept of generations and examining the expectations and abilities of their own generation. The students will consider the impacts social media and contemporary social movements are having on our 21<sup>st</sup> century world.

As millennials, our students are members of a generation that will define the future of this nation and the world. Millennials share a uniquely global perspective. In our increasingly integrated and interdependent world their future will be shaped by global realities. Individuals living and learning in the digital world have the power to “design” their own futures.

Our students have real choices to make. Will they become Global Citizens? Will they go beyond their individual and national identities? Will their accomplishments impact a global population? What issue will they address through their (college level) academic studies and through their future career choices?

The final capstone project is a reflective project that requires the students to design their own future pathways. Each student will be asked to:

1. List and describe two global issues they consider most important.
2. Identify and describe a career path that will allow them to address their chosen global issue(s).
3. Conduct a college search to locate at least 2 colleges that offer majors/degrees that will prepare them for their chosen careers.

The final activity of the capstone project and the year-long course requires each student to share their future global paths with the class through oral presentations. Their presentations will be based on the three tiered process described above.

# GLOBAL CONNECT VISIONARIES

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## UNIVERSITY OF CALIFORNIA, IRVINE

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**Caesar D. Sereseres, *Professor of Political Science***

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**Host Teacher: Evan Chalmers**

### EARLY COLLEGE HIGH SCHOOL

**Principal David Martinez**

**Host Teacher: Sandy Kipfstuhl**

### ENSIGN INTERMEDIATE SCHOOL

**Principal Mike Sciacca**

**Host Teacher: Sarah Tucker**

## SADDLEBACK VALLEY UNIFIED SCHOOL DISTRICT

### LAGUNA HILLS HIGH SCHOOL

**Principal Bill Hinds**

**Host Teachers: Yoleisy Avila & Paul Weinberger**

### MISSION VIEJO HIGH SCHOOL

**Vice Principal Dan Sullivan**

**Host Teacher: Sean Proctor**



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# GLOBALSCOPE

## MILLENNIALS: ON THE PATH TO GLOBAL CITIZENSHIP

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## ONLINE RESOURCES

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*Unit Lesson Format & Online Resource*

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### **Lecture: Millennials**

Stephen Colbert At University of Virginia You Owe The Previous Generation Nothing  
<https://www.youtube.com/watch?v=6zdtdPCOsw4>

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### **Unit I Workshop: Generation M**

NPR: Is It Ok To Use The M-Word?  
<http://www.npr.org/2013/09/06/218904691/is-it-ok-to-use-the-m-word>

NPR: Why You Should Start Taking Millennials Seriously  
<http://www.npr.org/2014/10/06/352613333/why-you-should-start-taking-millennials-seriously>

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### **Lecture: Social Media**

#Socialnomics 2014 by Erik Qualman  
<https://www.youtube.com/watch?v=zxp4dNVd3c>

Gulabi Gang – The Documentary – Official Theatrical Trailer  
<https://www.youtube.com/watch?v=Av39YJTnMM8>

### **Unit II Gulaab Gang – Official Trailer | Madhuri Dixit, Juhi Chawla**

<https://www.youtube.com/watch?v=xAcN8RR3Ry4>

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### **Lecture: Social Movements**

Obama refuses ALS ice bucket challenge but donates instead – BBC News  
[https://www.youtube.com/watch?v=C8\\_Y70XBUN4](https://www.youtube.com/watch?v=C8_Y70XBUN4)

Wael Ghonim and Egypt's New Age Revolution  
<https://www.youtube.com/watch?v=LxJK6SxGCAw>

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## Lecture: Global Citizens

Brené Brown on Empathy

<https://www.youtube.com/watch?v=1Evwgu369Jw>

Syria Crisis: One Million Refugee Children

<https://www.youtube.com/watch?v=pjN28GraSPQ>

### Unit III

Baby's brain scans show damage caused by Zika virus

<https://www.youtube.com/watch?v=N6DajXvY15U>

Who We Need: Financial Coordinators

[https://www.youtube.com/watch?v=\\_tWPDmt8k2k](https://www.youtube.com/watch?v=_tWPDmt8k2k)

Who We Need: Flying Watsan

<https://www.youtube.com/watch?v=ARkWIKOMoI4>

Global Citizen

[https://www.youtube.com/watch?v=\\_yio6kQrIYQ](https://www.youtube.com/watch?v=_yio6kQrIYQ)

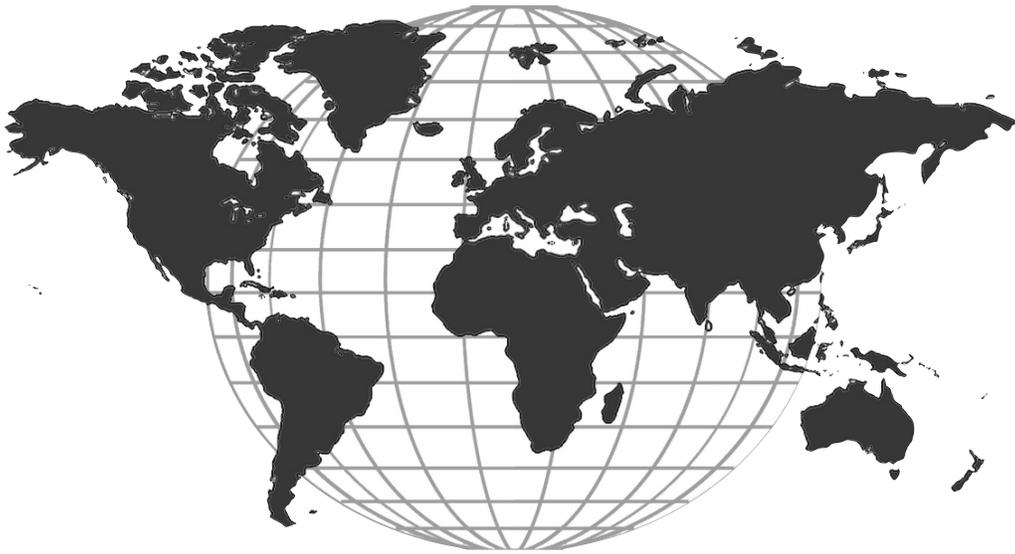
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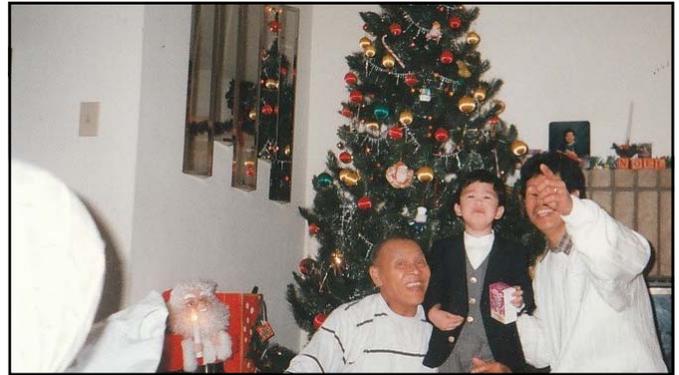
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MILLENNIALS: ON THE PATH TO GLOBAL CITIZENSHIP

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*Unit I: Introducing Millennials*





**Is it possible to paint a portrait of an entire generation?**

Each generation has a million faces and a million voices.

What the voices say is not necessarily what the generation believes, and what it believes is not necessarily what it will act on. Its motives and desires are often hidden. It is a medley of good and evil, promise and threat, hope and despair. Like a straggling army, it has no clear beginning or end. And yet each generation has some features that are more significant than others; each has a quality as distinctive as...

Time Magazine, November 5, 1951



### What is a Generation?

- A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.
- America's generations
  - The Greatest Generation (Pre 1928)
  - Silent Generation (1928-1945)
  - Baby Boomers (1946-1964)
  - Generation X (1965-1980)
  - Millennials (Post 1980)
- Generation Gap
  - Differences of outlook or opinion between generations



### The Greatest Generation (Pre-1928)

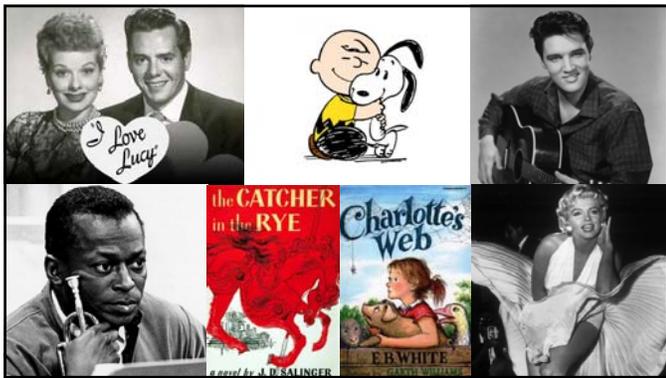
- Historical events
  - The Great Depression
  - World War II
- Pop Culture
  - Media
- Technology
  - Radio
- Characteristics
  - Traditional





### The Silent Generation (1928-1945)

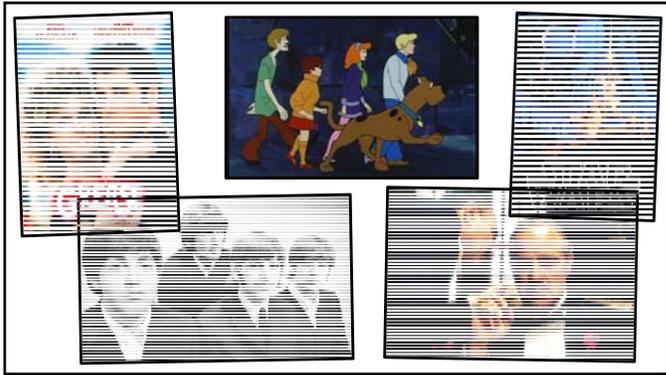
- Historical Events
  - Depression/WWII (youth)
  - Korean War
  - Cold War
- Pop Culture
  - Big Band, Rock and Roll
- Technology
  - Television
  - Characteristics
- Careerist



## The Baby Boomers

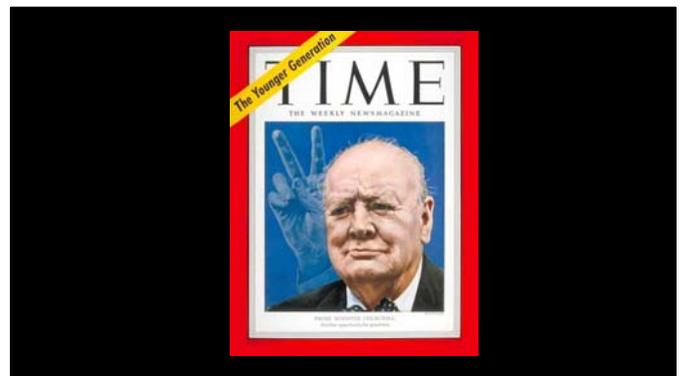
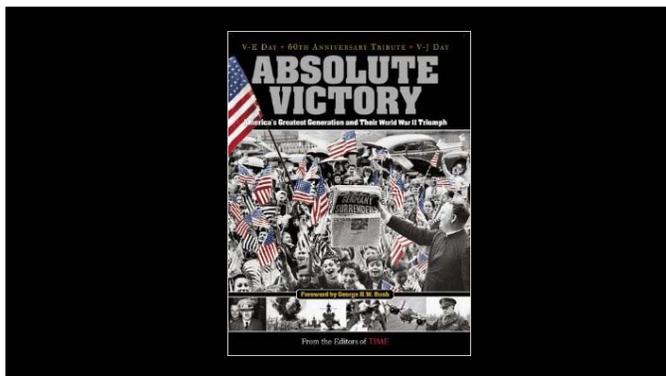
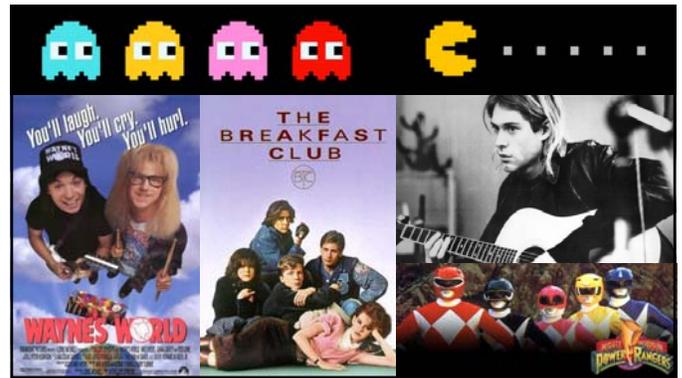
### The Baby Boomers (1946-1964)

- Historical Events
  - Vietnam War
  - Civil Rights Movement
- Pop Culture
  - Rock and Roll
  - Youth Culture
- Characteristics
  - Individualistic
  - Innovative



## Generation X (1965-1980)

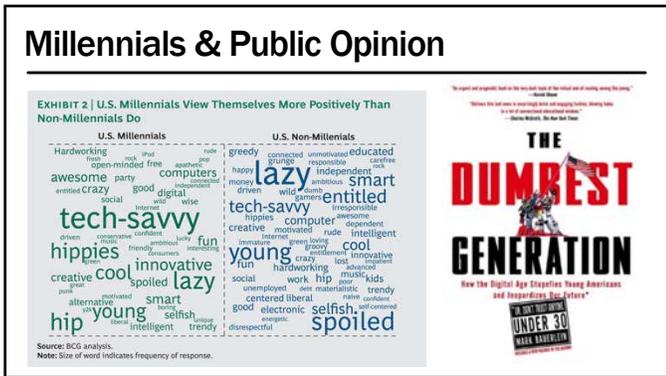
- Historical Events
  - Fall of Berlin Wall
  - Rise of the PC
- Pop Culture
  - MTV Generation
- Characteristics
  - Anti-Institutionalist





What do you think of your parents?  
 your grandparents?  
 your great grandparents?

What do your parents think of you?  
 Well, enough about them. Let's talk about you.  
 How would you describe yourselves?



### Who are the Millennials?

- The most racially and ethnically diverse generation ever
  - More than 4 in 10 are non-white
- Majority of them are politically independent and left leaning
- Highly educated, tech savvy, less traditional, and very optimistic
- Generally generous
  - One of the highest rates of volunteerism in any generation

THOSE OF US BORN BETWEEN 1980 AND 2000 ARE NOT NEARLY AS GOOD-NATURED AS THE WRITERS WHO CONSTANTLY PROFILE OUR TECH-ADDLED, BE-HIPSTERED PEOPLE WOULD HAVE YOU BELIEVE.

### Millennials & Education

- "A third of older millennials have a 4 year college degree or more." —Pew Research Center
- 72% of the generation are high school graduates
- Technological changes in education
- Millennials score high on IQ scores
- Score high on traits such as extroversion, self-esteem, self-liking, high expectations, and assertiveness

Most Millennials believe their country's education system prepared them for their professional futures, though results vary between regions

- United States: 74 percent
- Western Europe: 64 percent
- Latin America: 66 percent

About half (52 percent) are satisfied with their country's education system, though Latin American Millennials are the least satisfied

- United States: 59 percent
- Western Europe: 58 percent
- Latin American: 42 percent

## Millennials & the Future

- Millennials are generally optimistic
  - Latin America (96%)
  - USA (89%)
  - Western Europe (80%)
- Career focuses are mainly in technology
- Millennials are ambitious
  - Having a stable, well paying job (46%) is more important than getting married (14%)
- Millennials are idealistic
  - 85% want work that makes a difference

## Millennials & the Future

Which field of study do you believe is the most important for ensuring your personal future success?

### United States

1. Healthcare/medicine: 17 percent
2. Computer science and programming: 16 percent
3. Business: 14 percent
4. Engineering: 8 percent

### Western Europe

1. Computer science and programming: 14 percent
2. Foreign languages: 11 percent
3. Healthcare/medicine: 10 percent
4. Business: 10 percent

### Latin America

1. Engineering: 18 percent
2. Computer science and programming: 14 percent
3. Foreign languages: 14 percent
4. Business: 10 percent

## Millennials & Global Issues

### American Millennials

The economy	38%
Poverty	35%
Education	28%
Healthcare	27%
Corruption	27%
Terrorism	24%

### Global Millennials

Poverty	44%
Corruption	36%
The economy	26%
Education	26%
The environment	25%
War	25%

## Millennials & Global Issues

- Social Media
  - About 80% of global millennials have smartphones
- Entertainment
  - Use of technology has changed
- News and Research



### U.S. Millennials say:

1. Entertainment: 58 percent
2. Social life (with friends): 51 percent
3. Access to news/current events: 47 percent
4. Education and research: 46 percent

### Western European Millennials:

1. Entertainment: 49 percent
2. Access to news/current events: 49 percent
3. Social life (with friends): 45 percent
4. Education and research: 31 percent

### Latin American Millennials:

1. Entertainment: 64 percent
2. Education and research: 62 percent
3. Access to news/current events: 59 percent
4. Social life (with friends): 56 percent



# Key Terms

 *Related Presentation:  
Millennials*

1. **Generation:** A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.
2. **The Greatest Generation:** The generation who grew up in the United States during the Great Depression and went on to fight in World War II. This generation grew up with traditional values and listened to the radio for entertainment.
3. **Silent Generation:** This generation fought in the Korean War and experienced the Cold War. This generation is "silent" because not many drifted away from social norms. Rock and roll and television became popular during this generation.
4. **Baby Boomers:** This generation was born post-World War II and grew up during the Civil Rights Movement and the Vietnam War. This generation was comprised of an individualistic and innovative youth culture.
5. **Generation X:** This generation was born after the Western Post-World War II baby boom. They learned independence at an early age, as parents worked longer hours and divorce was common.
6. **Millennials:** This generation is growing up during the 1980's to early 2000's. This generation is the most racially and ethnically diverse. They are highly educated, tech savvy, and optimistic.
7. **Generation Gap:** Differences of outlook or opinion between generations.



# Workshop:

## Generation M

Related PowerPoint: Millennials

### ➔ Objective(s):

- To identify and define the traits and characteristics used to describe the millennial generation
- To analyze the validity of various reports and articles written about the millennial generation

### ➔ Outline:

- I. [Day 1] How Millennial Are You? Quiz (15 minutes)
- II. NPR Listening Activities (15 minutes)
- III. "The Me Me Me Generation" Activity (10 minutes)
- IV. [Day 2] Redefining the Millennial Generation (10 minutes)
- V. Millennial Trait List (30 minutes)

### ➔ Materials:

- *How Millennial Are You? Pew Research Center Quiz:*  
<http://www.pewresearch.org/quiz/how-millennial-are-you/>
- *NPR Broadcasts Worksheet*
- *NPR Broadcast: "Is it Ok to Use the M-Word?" (2:43)*  
<http://www.npr.org/2013/09/06/218904691/is-it-ok-to-use-the-m-word>
- *NPR Broadcast: "Why You Should Start Taking Millennials Seriously" (4:55)*  
<http://www.npr.org/2014/10/06/352613333/why-you-should-start-taking-millennials-seriously>
- *"The Me Me Me Generation" Reading and Response Guide*
- *Article: The Me Me Me Generation*
- *Today'smeet.com*
- *Millennial Traits List*
- *Millennial Articles (4)*
- *Poster and Color Post-Its*

## ➔ Workshop Script:

### Part I: [Day 1] How Millennial Are You? Quiz

#### 🗨️ Intern A:

- *Have students complete the “How Millennial Are You?” Pew Research Center Quiz.*
- *Gather responses and complete quiz together as a class online. At the end of quiz, feel free to modify responses to see how the millennial score changes.*
- **Are you surprised by your millennial score? Why or why not?**
- **Were there any characteristics of millennials that were not covered in the quiz?**

### Part II: NPR Listening Activities

#### 🗨️ Intern B:

- *Let’s review some ways people have, and are, describing millennials.*
- *Let’s listen to a few of the radio broadcasts that NPR has produced on the subject of the millennial generation.*
- *For each of the broadcasts, fill in the blanks while listening on the “NPR Broadcast Worksheet”. Following each broadcast, we will hold open discussions on your interpretation of the topics discussed.*
  - *Is It Okay to Use The M-Word? (2:43)*
  - *Why You Should Start Taking Millennials Seriously (4:55)*
- *Note: Discussion questions are found on “NPR Broadcast Worksheets”.*

### Part III: “The Me Me Me Generation” Activity

#### 🗨️ Intern C:

- *For the remainder of the class, have students complete the “Me Me Me Generation” Reading and Response Guide.*
- *View Time Magazine cover.*
- **What do you think this image is trying to convey about the millennials?**
- *Assign students to read Joel Stein’s “The Me Me Me Generation.” While students are reading the article, have them circle all adjectives and phrases that Stein uses to define millennials. Have students create one list of negative traits and one list of positive traits that the author uses to describe the generation.*
- *Assign for homework if students do not complete during class.*

## Part IV: [Day 2] Redefining the Millennial Generation

### 🗣️ Site Supervisor:

- Every generation can point to significant collective moments in their lives that define their perception of the world. We've seen many examples for each generation, but how about our own generation?
- *For this segment, it is possible to use Todaysmeet.com to facilitate discussion. This discussion demands a high level of participation, and students can be able to participate via their phones. For each question tally the answers and create collective agreements.*
  - What news events do you think define our generation?
  - What movies/music artists/media are iconic about our generation?
  - What are some significant social movements that come from our generation?
  - What do you think are significant contributions to society that our generation has made?

## Part V: Millennial Trait List

### 🗣️ In Groups:

- Now that you have shared your opinions, let's see how others describe Millennials.
- *In four groups, assign students to read one out of the four following articles:*
  - *The Deloitte Millennial Survey 2015: Mind the Gaps*
  - *15 Economic Facts about Millennials*
  - *Generation Nice*
  - *Marketers Are Sizing Up the Millennials*
- *Each team will break out to discuss their articles and highlight or circle adjectives and phrases used to describe millennials. From this, students will create a "Millennial Traits List".*
- *After teams have completed their assignments, each team will share their "Millennial Traits List" with the class. Have students fill in worksheets while listening to presenters.*
- *After sharing their lists, each student will be given three colored post-its. Each student will be asked to select the three words or short phrases that they think best describe the youngest millennials (14-18 years).*
- *As students complete the word sheets, they can individually stick their post-its on the appropriate section of the banner.*
  - Left side of the banner: positive attributes
  - Center of the banner: skills or descriptions that are neutral
  - Right side of the banner: negative traits
- *When all students have posted their contributions, the class can come together to discuss their classroom positions.*
  - Are your responses diverse?
  - Which attributes are most common? Least common?
  - Which attributes do you agree with? Which do you disagree with?

Name: \_\_\_\_\_

Period: \_\_\_\_\_

## How Millennial Are You?

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Take our 12 item quiz and we'll tell you how "Millennial" you are, on a scale from 0 to 100, by comparing your answers with those of respondents to a scientific nationwide survey. You can also find out how you stack up against others your age.

1. In the past 24 hours, did you watch more than an hour of television programming, or not?

Yes

No

2. In the past 24 hours, did you read a daily newspaper, or not?

Yes

No

3. In the past 24 hours, did you play video games, or not?

Yes

No

4. Thinking about your telephone use, do you have...

Only a landline phone

Only a cell phone

Both

5. In the past 24 hours, about how many text messages, if any, did you send or receive on your cell phone?

None

1-9

10-49

50+

6. How important is being successful in a high-paying career or profession to you personally?

Most important

Very important

Somewhat important

Not important

7. Do you think more people of different races marrying each other is a...

Good thing for society

Bad thing for society

Doesn't make a difference

8. In the past 12 months, have you contacted a government official, or not? This contact could have been in person, by phone, by letter, by sending an email, or posting a message on their website or social networking page.

Yes, contacted a government official in the past 12 months

No, did not contact a government official in the past 12 months

9. Have you ever created your own profile on any social networking site such as MySpace, Facebook or LinkedIn, or haven't you done this?

Yes

No

10. How important is living a very religious life to you personally?

Most important

Very important

Somewhat important

Not important

11. Were your parents married during most of the time you were growing up, or not?

Married

Not married

12. In general, would you describe your political views as...

Conservative

Moderate

Liberal

*For more information, visit:*

*<http://www.pewresearch.org/quiz/how-millennial-are-you/>*

Name: \_\_\_\_\_ Period: \_\_\_\_\_

## NPR BROADCASTS

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### Broadcast 1: “Is it Ok to Use the M-Word?”

1. Who created the term “millennials”? When? **Neil Howe - 1991**
2. How do others describe millennials? **They are described as lazy, self-centered, and dependent on their parents.**
3. How do millennials describe themselves? **They have a desire to make a positive impact on the world and enjoy spending time with their families.**
4. What part of the American population are millennials? **Almost 1/3**

#### Discussion Questions:

1. Do you think each generation is somewhat threatened by the new generation? Does the previous generation always question the new generation’s potential?
2. Do you identify yourself as a millennial? Why or why not?

*For more information, visit: <http://www.npr.org/2013/09/06/218904691/is-it-ok-to-use-the-m-word>*

### Broadcast 2: “Why You Should Start Taking Millennials Seriously”

1. How many millennials are there today? **80 million**
2. How have millennials already impacted the world socially? **They invented social media. They created new tools and the way people use it.**
3. How have millennials impacted the world politically? **They have led the way in terms of same sex marriage, marijuana legalization, and citizenship to unauthorized immigrants.**
4. Are millennials optimistic or pessimistic? **Optimistic**

## **Discussion Questions:**

1. Do you think millennials have already changed the world? How?
2. Are you optimistic about the future considering the realities of the economy and the possibility of high student loans?
3. Would you prefer working for the government or would you consider working independently in a creative field?

*For more information, visit:*

*<http://www.npr.org/2014/10/06/352613333/why-you-should-start-taking-millennials-seriously>*

Name: \_\_\_\_\_

Period: \_\_\_\_\_

## “ME ME ME GENERATION” READING AND RESPONSE GUIDE

After reading “The Me Me Me Generation,” conduct an analysis of the cover image based off the following questions:

1. What do you think this image is trying to convey about millennials? Describe your first impression in a few sentences.



2. Joel Stein used many descriptive terms and phrases to highlight unique qualities of millennials. Circle all the adjectives and phrases that the author uses to define the millennials. In the space below, create two lists of terms, one with positive traits and the other with negative.

Positive Traits	Negative Traits

## The Me Me Me Generation

*Why millennials will save us all*

By Joel Stein, Published: May 20, 2013

I am about to do what old people have done throughout history: call those younger than me lazy, entitled, selfish and shallow. But I have studies! I have statistics! I have quotes from respected academics! Unlike my parents, my grandparents and my great-grandparents, I have proof.

Here's the cold, hard data: The incidence of narcissistic personality disorder is nearly three times as high for people in their 20s as for the generation that's now 65 or older, according to the National Institutes of Health; 58% more college students scored higher on a narcissism scale in 2009 than in 1982. Millennials got so many participation trophies growing up that a recent study showed that 40% believe they should be promoted every two years, regardless of performance. They are fame-obsessed: three times as many middle school girls want to grow up to be a personal assistant to a famous person as want to be a Senator, according to a 2007 survey; four times as many would pick the assistant job over CEO of a major corporation. They're so convinced of their own greatness that the National Study of Youth and Religion found the guiding morality of 60% of millennials in any situation is that they'll just be able to feel what's right. Their development is stunted: more people ages 18 to 29 live with their parents than with a spouse, according to the 2012 Clark University Poll of Emerging Adults. And they are lazy. In 1992, the nonprofit Families and Work Institute reported that 80% of people under 23 wanted to one day have a job with greater responsibility; 10 years later, only 60% did.

Millennials consist, depending on whom you ask, of people born from 1980 to 2000. To put it more

simply for them, since they grew up not having to do a lot of math in their heads, thanks to computers, the group is made up mostly of teens and 20-somethings. At 80 million strong, they are the biggest age grouping in American history. Each country's millennials are different, but because of globalization, social media, the exporting of Western culture and the speed of change, millennials worldwide are more similar to one another than to older generations within their nations. Even in China, where family history is more important than any individual, the Internet, urbanization and the one-child policy have created a generation as overconfident and self-involved as the Western one. And these aren't just rich-kid problems: poor millennials have even higher rates of narcissism, materialism and technology addiction in their ghetto-fabulous lives.

They are the most threatening and exciting generation since the baby boomers brought about social revolution, not because they're trying to take over the Establishment but because they're growing up without one. The Industrial Revolution made individuals far more powerful—they could move to a city, start a business, read and form organizations. The information revolution has further empowered individuals by handing them the technology to compete against huge organizations: hackers vs. corporations, bloggers vs. newspapers, terrorists vs. nation-states, YouTube directors vs. studios, app-makers vs. entire industries. Millennials don't need us. That's why we're scared of them.

In the U.S., millennials are the children of baby boomers, who are also known as the Me Generation, who then produced the Me Me Me

Generation, whose selfishness technology has only exacerbated. Whereas in the 1950s families displayed a wedding photo, a school photo and maybe a military photo in their homes, the average middle-class American family today walks amid 85 pictures of themselves and their pets. Millennials have come of age in the era of the quantified self, recording their daily steps on FitBit, their whereabouts every hour of every day on PlaceMe and their genetic data on 23 and Me. They have less civic engagement and lower political participation than any previous group. This is a generation that would have made Walt Whitman wonder if maybe they should try singing a song of someone else.

They got this way partly because, in the 1970s, people wanted to improve kids' chances of success by instilling self-esteem. It turns out that self-esteem is great for getting a job or hooking up at a bar but not so great for keeping a job or a relationship. "It was an honest mistake," says Roy Baumeister, a psychology professor at Florida State University and the editor of *Self-Esteem: The Puzzle of Low Self-Regard*. "The early findings showed that, indeed, kids with high self-esteem did better in school and were less likely to be in various kinds of trouble. It's just that we've learned later that self-esteem is a result, not a cause." The problem is that when people try to boost self-esteem, they accidentally boost narcissism instead. "Just tell your kids you love them. It's a better message," says Jean Twenge, a psychology professor at San Diego State University, who wrote *Generation Me* and *The Narcissism Epidemic*. "When they're little it seems cute to tell them they're special or a princess or a rock star or whatever their T-shirt says. When they're 14 it's no longer cute." All that self-esteem leads them to be disappointed when the world refuses to affirm how great they know they are. "This generation has the highest likelihood of having unmet expectations with respect to their careers and the lowest levels of satisfaction with their careers at the stage that they're at," says Sean Lyons, co-editor of *Managing the New Workforce: International Perspectives on the Millennial Generation*. "It is sort of a crisis of unmet expectations."

What millennials are most famous for besides narcissism is its effect: entitlement. If you want to sell seminars to middle managers, make them about how to deal with young employees who e-mail the CEO directly and beg off projects they find boring. English teacher David McCullough Jr.'s address last year to Wellesley High School's graduating class, a 12-minute reality check titled "You Are Not Special," has nearly 2 million hits on YouTube. "Climb the mountain so you can see the world, not so the world can see you," McCullough told the graduates. He says nearly all the response to the video has been positive, especially from millennials themselves; the video has 57 likes for every dislike.

Though they're cocky about their place in the world, millennials are also stunted, having prolonged a life stage between teenager and adult that this magazine once called *twixters* and will now use once again in an attempt to get that term to catch on. The idea of the teenager started in the 1920s; in 1910, only a tiny percentage of kids went to high school, so most people's social interactions were with adults in their family or in the workplace. Now that cell phones allow kids to socialize at every hour—they send and receive an average of 88 texts a day, according to Pew—they're living under the constant influence of their friends. "Peer pressure is anti-intellectual. It is anti-historical. It is anti-eloquence," says Mark Bauerlein, an English professor at Emory, who wrote *The Dumbest Generation: How the Digital Age Stupefies Young Americans and Jeopardizes Our Future (Or, Don't Trust Anyone Under 30)*. "Never before in history have people been able to grow up and reach age 23 so dominated by peers. To develop intellectually you've got to relate to older people, older things: 17-year-olds never grow up if they're just hanging around other 17-year-olds." Of all the objections to Obamacare, not a lot of people argued against parents' need to cover their kids' health insurance until they're 26.

Millennials are interacting all day but almost entirely through a screen. You've seen them at bars, sitting next to one another and texting. They might look calm, but they're deeply anxious about missing out on something better. Seventy percent of them check their phones every hour, and many

experience phantom pocket-vibration syndrome. “They’re doing a behavior to reduce their anxiety,” says Larry Rosen, a psychology professor at California State University at Dominguez Hills and the author of *iDisorder*. That constant search for a hit of dopamine (“Someone liked my status update!”) reduces creativity. From 1966, when the Torrance Tests of Creative Thinking were first administered, through the mid-1980s, creativity scores in children increased. Then they dropped, falling sharply in 1998. Scores on tests of empathy similarly fell sharply, starting in 2000, likely because of both a lack of face-to-face time and higher degrees of narcissism. Not only do millennials lack the kind of empathy that allows them to feel concerned for others, but they also have trouble even intellectually understanding others’ points of view.

What they do understand is how to turn themselves into brands, with “friend” and “follower” tallies that serve as sales figures. As with most sales, positivity and confidence work best. “People are inflating themselves like balloons on Facebook,” says W. Keith Campbell, a psychology professor at the University of Georgia, who has written three books about generational increases in narcissism (including *When You Love a Man Who Loves Himself*). When everyone is telling you about their vacations, parties and promotions, you start to embellish your own life to keep up. If you do this well enough on Instagram, YouTube and Twitter, you can become a microcelebrity.

Millennials grew up watching reality-TV shows, most of which are basically documentaries about narcissists. Now they have trained themselves to be reality-TV-ready. “Most people never define who they are as a personality type until their 30s. So for people to be defining who they are at the age of 14 is almost a huge evolutionary jump,” says casting director Doron Ofir, who auditioned participants for *Jersey Shore*, *Millionaire Matchmaker*, *A Shot at Love* and *RuPaul’s Drag Race*, among other shows. “Do you follow me on Twitter?” he asks at the end of the interview. “Oh, you should. I’m fun. I hope that one day they provide an Emmy for casting of reality shows—because, you know, I’d assume I’m a shoo-in. I would like that gold statue.

And then I will take a photo of it, and then I will Instagram it.” Ofir is 41, but he has clearly spent a lot of time around millennials.

I have gone just about as far as I can in an article without talking about myself. So first, yes, I’m aware that I started this piece—in which I complain about millennials’ narcissism—with the word I. I know that this magazine, which for decades did not print bylines, started putting authors’ names on the cover regularly in 2004 and that one of the first names was mine. As I mocked reality shows in the previous paragraph, I kept thinking about the fact that I got to the final round for 1995’s *Real World: London*. I know my number of Twitter followers far better than the tally on my car’s odometer; although Facebook has a strictly enforced limit of 5,000 friends, I somehow have 5,079. It was impossible not to remember, the whole time I was accusing millennials of being lazy, that I was supposed to finish this article nearly a year ago.

I moved home for the first six months after college. When I got hired at *Time*, my co-workers hated me for cooing up to the editor of the magazine. I talk to one of my parents every other day and depend on my dad for financial advice. It’s highly possible that I’m a particularly lame 41-year-old, but still, none of these traits are new to millennials; they’ve been around at least since the Reformation, when Martin Luther told Christians they didn’t need the church to talk to God, and became more pronounced at the end of the 18th century in the Romantic period, when artists stopped using their work to celebrate God and started using it to express themselves. In 1979, Christopher Lasch wrote in *The Culture of Narcissism*, “The media give substance to, and thus intensify, narcissistic dreams of fame and glory, encourage common people to identify themselves with the stars and to hate the ‘herd,’ and make it more and more difficult for them to accept the banality of everyday existence.” I checked my e-mail three times during that sentence.

So while the entire first half of this article is absolutely true (I had data!), millennials’ self-involvement is more a continuation of a trend than a revolutionary break from previous generations.

They're not a new species; they've just mutated to adapt to their environment.

For example, millennials' perceived entitlement isn't a result of overprotection but an adaptation to a world of abundance. "For almost all of human history, almost everyone was a small-scale farmer. And then people were farmers and factory workers. Nobody gets very much fulfillment from either of those things," says Jeffrey Arnett, a psychology professor at Clark University, who invented the phrase emerging adulthood, which people foolishly use instead of the catchy twixters. Twixters put off life choices because they can choose from a huge array of career options, some of which, like jobs in social media, didn't exist 10 years ago. What idiot would try to work her way up at a company when she's going to have an average of seven jobs before age 26? Because of online dating, Facebook circles and the ability to connect with people internationally, they no longer have to marry someone from their high school class or even their home country. Because life expectancy is increasing so rapidly and technology allows women to get pregnant in their 40s, they're more free to postpone big decisions. The median age for an American woman's first marriage went from 20.6 in 1967 to 26.9 in 2011.

And while all that choice might end in disappointment, it's a lottery worth playing. "I had one grandfather fight in the Pacific and one in the Atlantic theater. One became a pilot; one became a doctor. When you grow up during the Great Depression and fight off the Nazis, you want safety and stability," says Tucker Max, 37, who set an example for millennials when instead of using his Duke law degree to practice law, he took his blog rants about his drunken, lecherous adventures and turned them into a mega-best-selling book, *I Hope They Serve Beer in Hell*, that he got an independent publisher to print. "Everyone told you that everyone above you had to s— on you before you got to s— on people below you. And millennials didn't want to do that."

In fact, a lot of what counts as typical millennial behavior is how rich kids have always behaved. The Internet has democratized opportunity for many

young people, giving them access and information that once belonged mostly to the wealthy. When I was growing up in the 1980s, I thought I would be a lawyer, since that was the best option I knew about for people who sucked at math in my middle-class suburb, but I saw a lot more options once I got to Stanford. "Previously if you wanted to be a writer but didn't know anyone who is in publishing, it was just, Well, I won't write. But now it's, Wait, I know someone who knows someone," says Jane Buckingham, who studies workplace changes as founder of Trendera, a consumer-insights firm. "I hear story after story of people high up in an organization saying, 'Well, this person just e-mailed me and asked me for an hour of my time, and for whatever reason I gave it to them.' So the great thing is that they do feel entitled to all of this, so they'll be more innovative and more willing to try new things and they'll do all this cool stuff."

Because millennials don't respect authority, they also don't resent it. That's why they're the first teens who aren't rebelling. They're not even sullen. "I grew up watching Peanuts, where you didn't even see the parents. They were that 'Wah-wah' voice. And MTV was always a parent-free zone," says MTV president Stephen Friedman, 43, who now includes parents in nearly all the channel's reality shows. "One of our research studies early on said that a lot of this audience outsources their superego to their parents. The most simple decision of should I do this or should I do that—our audience will check in with their parents." A 2012 Google Chrome ad shows a college student video-chatting all the details of her life to her dad. "I am very used to seeing things where the cliché is the parent doesn't understand. Most of my friends, their parents are on social and they're following them or sharing stuff with them," says Jessica Brillhart, a filmmaker at Google's Creative Lab, who worked on the commercial. It's hard to hate your parents when they also listen to rap and watch Jon Stewart.

In fact, many parents of millennials would proudly call their child-rearing style peer-enting. "I negotiate daily with my son who is 13. Maybe all that coddling has paid off in these parent-child relationships," says Jon Murray, who created *The Real World* and other reality shows, including

Keeping Up With the Kardashians. He says that seeing regular people celebrated on TV gives millennials confidence: “They’re going after what they want. It can be a little irritating that they want to be on the next rung so quickly. Maybe I’m partly responsible for it. I like this generation, so I have no issues with that.”

Kim Kardashian, who represents to nonmillennials all that is wrong with her generation, readily admits that she has no particular talent. But she also knows why she appeals to her peers. “They like that I share a lot of myself and that I’ve always been honest about the way I live my life,” she says. “They want relationships with businesses and celebrities. Gen X was kept at arm’s length from businesses and celebrity.” When you’re no longer cowed by power, you are going to like what a friend tells you about far more than what an ad campaign does, even if that friend is a celebrity trying to make money and that friendship is just a reply to one tweet.

While every millennial might seem like an oversharing Kardashian, posting vacation photos on Facebook is actually less obnoxious than 1960s couples’ trapping friends in their houses to watch their terrible vacation slide shows. “Can you imagine if the boomers had YouTube, how narcissistic they would’ve seemed?” asks Scott Hess, senior vice president of human intelligence for SparkSMG, whose TedX speech, “Millennials: Who They Are and Why We Hate Them,” advised companies on marketing to youth. “Can you imagine how many frickin’ Instagrams of people playing in the mud during Woodstock we would’ve seen? I think in many ways you’re blaming millennials for the technology that happens to exist right now.” Yes, they check their phones during class, but think about how long you can stand in line without looking at your phone. Now imagine being used to that technology your whole life and having to sit through algebra.

Companies are starting to adjust not just to millennials’ habits but also to their atmospheric expectations. Nearly a quarter of DreamWorks’ 2,200 employees are under 30, and the studio has a 96% retention rate. Dan Satterthwaite, who runs the studio’s human-relations department and has

been in the field for about 23 years, says Maslow’s hierarchy of needs makes it clear that a company can’t just provide money anymore but also has to deliver self-actualization. During work hours at DreamWorks, you can take classes in photography, sculpting, painting, cinematography and karate. When one employee explained that jujitsu is totally different from karate, Satterthwaite was shocked at his boldness, then added a jujitsu class.

Millennials are able to use their leverage to negotiate much better contracts with the traditional institutions they do still join. Although the armed forces had to lower the physical standards for recruits and make boot camp less intensive, Gary Stiteler, who has been an Army recruiter for about 15 years, is otherwise more impressed with millennials than any other group he’s worked with. “The generation that we enlisted when I first started recruiting was sort of do, do, do. This generation is think, think about it before you do it,” he says. “This generation is three to four steps ahead. They’re coming in saying, ‘I want to do this, then when I’m done with this, I want to do this.’”

Here’s something even all the psychologists who fret over their narcissism studies agree about: millennials are nice. They have none of that David Letterman irony and Gen X ennui. “The positivism has surprised me. The Internet was always 50-50 positive and negative. And now it’s 90-10,” says Shane Smith, the 43-year-old CEO of Vice, which adjusted from being a Gen X company in print to a millennial company once it started posting videos online, which are viewed by a much younger audience. Millennials are more accepting of differences, not just among gays, women and minorities but in everyone. “There are many, many subcultures, and you can dip into them and search around. I prefer that to you’re either supermainstream or a riot grrrl,” says Tavi Gevinson, a 17-year-old who runs Rookie, an online fashion magazine, from her bedroom when she’s not at school. It’s hard, in other words, to join the counterculture when there’s no culture. “There’s not this us-vs.-them thing now. Maybe that’s why millennials don’t rebel,” she says.

There may even be the beginning of a reaction against all the constant self-promotion. Evan Spiegel, 22, co-founder of Snapchat, an app that allows people to send photos, video and text that are permanently erased after 10 seconds or less, argues that it's become too exhausting for millennials to front a perfect life on social media. "We're trying to create a place where you can be in sweatpants, sitting eating cereal on a Friday night, and that's O.K.," he says.

But if you need the ultimate proof that millennials could be a great force for positive change, know this: Tom Brokaw, champion of the Greatest Generation, loves millennials. He calls them the Wary Generation, and he thinks their cautiousness in life decisions is a smart response to their world. "Their great mantra has been: Challenge convention. Find new and better ways of doing things. And so that ethos transcends the wonky people who are inventing new apps and embraces the whole economy," he says. The generation that experienced Monica Lewinsky's dress, 9/11, the longest wars in U.S. history, the Great Recession and an Arab Spring that looks at best like a late winter is nevertheless optimistic about its own personal chances of success. Sure, that might be delusional, but it's got to lead to better results than wearing flannel, complaining and making indie movies about it.

So here's a more rounded picture of millennials than the one I started with. All of which I also have data for. They're earnest and optimistic. They embrace the system. They are pragmatic idealists, tinkerers more than dreamers, life hackers. Their world is so flat that they have no leaders, which is why revolutions from Occupy Wall Street to Tahrir Square have even less chance than previous rebellions. They want constant approval—they post photos from the dressing room as they try on clothes. They have massive fear of missing out and have an acronym for everything (including FOMO). They're celebrity obsessed but don't respectfully idolize celebrities from a distance. (Thus *Us* magazine's "They're just like us!" which consists of paparazzi shots of famous people doing everyday things.) They're not into going to church, even though they believe in God, because they

don't identify with big institutions; one-third of adults under 30, the highest percentage ever, are religiously unaffiliated. They want new experiences, which are more important to them than material goods. They are cool and reserved and not all that passionate. They are informed but inactive: they hate Joseph Kony but aren't going to do anything about Joseph Kony. They are probusiness. They're financially responsible; although student loans have hit record highs, they have less household and credit-card debt than any previous generation on record—which, admittedly, isn't that hard when you're living at home and using your parents' credit card. They love their phones but hate talking on them.

They are not only the biggest generation we've ever known but maybe the last large birth grouping that will be easy to generalize about. There are already microgenerations within the millennial group, launching as often as new iPhones, depending on whether you learned to type before Facebook, Twitter, iPads or Snapchat. Those rising microgenerations are all horrifying the ones right above them, who are their siblings. And the group after millennials is likely to be even more empowered. They're already so comfortable in front of the camera that the average American 1-year-old has more images of himself than a 17th century French king.

So, yes, we have all that data about narcissism and laziness and entitlement. But a generation's greatness isn't determined by data; it's determined by how they react to the challenges that befall them. And, just as important, by how we react to them. Whether you think millennials are the new greatest generation of optimistic entrepreneurs or a group of 80 million people about to implode in a dwarf star of tears when their expectations are unmet depends largely on how you view change. Me, I choose to believe in the children. God knows they do.

*For more information, visit:*

<http://content.time.com/time/magazine/article/0,9171,2161668,00.html>

**Name:** \_\_\_\_\_

**Period:** \_\_\_\_\_

## Millennial Traits List

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Positive Traits	Negative Traits

## The Deloitte Millennial Survey 2015: Mind the Gaps

Deloitte's fourth annual Millennial Survey explored what tomorrow's leaders think of business today. According to the results, business should focus on people and purpose, not just products and profits in the 21st century. Findings from Deloitte's fourth annual Millennial Survey show that business, particularly in developed markets, will need to make significant changes to attract and retain the future workforce.

Deloitte surveyed 7,800 of tomorrow's leaders, from 29 countries, on effective leadership and how business operates and impacts society.

- Millennials overwhelmingly believe (75 percent) businesses are focused on their own agendas rather than helping to improve society.
- Only 28 percent of Millennials feel that their current organization is making full use of their skills.
- More than half (53 percent) aspire to become the leader or most senior executive within their current organization, with a clear ambition gap between Millennials in emerging markets and developed markets.
- Sixty-five percent of emerging-market based Millennials said they would like to achieve this goal, compared to only 38 percent in developed markets. This figure was also higher among men.
- Additionally, the survey found large global businesses have less appeal for Millennials in developed markets (35 percent) compared to emerging markets (51 percent).
- Developed-market based Millennials are also less inclined (11 percent) than Millennials in emerging markets (22 percent) to start their own business.

*For more information, visit:*

*<http://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>*



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## 15 Economic Facts about Millennials

The Council of Economic Advisors, Published: October, 2014

Millennials, the cohort of Americans born between 1980 and the mid-2000s, are the largest generation in the U.S., representing one-third of the total U.S. population in 2013. With the first cohort of Millennials only in their early thirties, most members of this generation are at the beginning of their careers and so will be an important engine of the economy in the decades to come.

The significance of Millennials extends beyond their numbers. This is the first generation to have had access to the Internet during their formative years. Millennials also stand out because they are the most diverse and educated generation to date: 42 percent identify with a race or ethnicity other than non-Hispanic white, around twice the share of the Baby Boomer generation when they were the same age. About 61 percent of adult Millennials have attended college, whereas only 46 percent of the Baby Boomers did so.

Yet perhaps the most important marker for Millennials is that many of them have come of age during a very difficult time in our economy, as the oldest Millennials were just 27 years old when the recession began in December 2007. As unemployment surged from 2007 to 2009, many Millennials struggled to find a hold in the labor market. They made important decisions about their educational and career paths, including whether and where to attend college, during a time of great economic uncertainty. Their early adult lives have been shaped by the experience of establishing their careers at a time when economic opportunities are relatively scarce. Today, although the economy is

well into its recovery, the recession still affects lives of Millennials and will likely continue to do so for years to come.

This report takes an early look at this generation's adult lives so far, including how they are faring in the labor market and how they are organizing their personal lives. This generation is marked by transformations at nearly every important milestone: from changes in parenting practices and schooling choices, to the condition of the U.S. economy they entered, to their own choices about home and family. However, in many cases, Millennials are simply following the patterns of change that began generations ago.

Millennials are also the generation that will shape our economy for decades to come, and no one understands that more than the President. It's why he has put in place policies to address the various challenges their generation faces. This includes policies such as: making student loan payments more affordable; promoting digital literacy and innovation; pushing for equal pay and paycheck fairness; supporting investments and policies that create better-paying jobs; connecting more Americans to job training and skills programs that prepare them for in-demand jobs; supporting access to credit for those who want to buy a home; and increasing access to affordable health care.

And it's why the President will continue to act with Congress and on his own where he can to build on this progress to expand opportunity for Millennials and all Americans.

## **15 Millennial Facts**

1. Millennials are now the largest, most diverse generation in the U.S. population.
2. Millennials have been shaped by technology.
3. Millennials value community, family, and creativity in their work.
4. Millennials have invested in human capital more than previous generations.
5. College going Millennials are more likely to study social science and applied fields.
6. As college enrollments grow, more students rely on loans to pay for post-secondary education.
7. Millennials are more likely to focus exclusively on studies instead of combining school and work.
8. As a result of the Affordable Care Act, Millennials are much more likely to have health insurance coverage during their young adult years.
9. Millennials will contend with the effects of starting their careers during a historic downturn for years to come.
10. Investments in human capital are likely to have a substantial payoff for Millennials.
11. Working Millennials are staying with their early-career employers longer.
12. Millennial women have more labor market equality than previous generations.
13. Millennials tend to get married later than previous generations.
14. Millennials are less likely to be homeowners than young adults in previous generations.
15. College educated Millennials have moved into urban areas faster than their less educated peers.

*For more information, visit:*

*[www.whitehouse.gov/sites/default/files/docs/millennials\\_report.pdf](http://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf)*

## Generation Nice

*The Millennials Are Generation Nice*

By **Sam Tanenhaus**, Published: August 15, 2014

Suddenly, as you may have noticed, millennials are everywhere. Not that this group of people born after 1980 and before 2000 — a giant cohort now estimated to number at least 80 million Americans, more than the baby boom generation — was ever invisible. What’s changed is their status. Coddled and helicoptered, catered to by 24-hour TV cable networks, fussed over by marketers and college recruiters, dissected by psychologists, demographers and trend-spotters, the millennial generation has come fully into its own. The word “millennial,” whether as noun or adjective, has monopolized the nonstop cultural conversation, invariably freighted with zeitgeisty import.

This newspaper is no exception. A recent search of The New York Times database turned up no fewer than 122 mentions of “millennial” so far in 2014, on topics ranging from TV and pop music to travel and literature.

A random sampling:

1. “Fusion was created in October as both a cable network and a digital network aimed at a younger, so-called millennial audience and is committed to telling and delivering the news in ways that a young audience expects.”
2. “Lana Del Rey, the pouty, retro torch singer for the millennial generation. ...”
3. “On the heels of hotels like Yotel and Aloft, a crop of new brands is designed for millennial travelers.

Why this microscopic attention paid to a generation whose oldest members are only now entering the prime of their adult lives? One answer is that millennials, the first people to come of age in the 21st century, with its dizzying rate of technological

change, have been forced to invent new ways of navigating it.

But first, what besides youth sets millennials apart from their elders — the wizened silent generation, the graying boomers, the midlife Gen-X’ers?

The usual answer seems to be “narcissism” — self-absorption indulged to comical extremes. We all can recite the evidence: the breathlessly updated Facebook profile, the cascade of selfies, the Kardashians.

Millennials know this litany, too. “People have been calling me a narcissist since I was 3,” says Hannah, the character Lena Dunham plays in “Girls,” her comedy of millennial manners. It’s a small joke on Hannah but a bigger one on the anxious, hovering adults who supplied the clucking soundtrack when she was growing up.

But a very different picture of millennials emerges from what may be the most illuminating literary project of our era, the Pew Research Center’s sequence of reports on millennials. The 2010 edition, subtitled “Confident. Connected. Open to Change,” offered an X-ray of its first wave, the “roughly 50 million millennials who currently span the ages of 18 to 29.”

What Pew found was not an entitled generation but a complex and introspective one — with a far higher proportion of nonwhites than its predecessors as well as a greater number of people raised by a single parent. Its members also have weathered many large public traumas: the terrorist attacks of Sept. 11, costly (and unresolved) wars, the Great Recession. Add to those the flood of images of Iraq and Katrina (and, for older millennials, Oklahoma City and Columbine) —

episodes lived and relived, played and replayed, on TV and computer screens.

For a generation digitally wired from childhood, and reared on apocalyptic videos and computer-generated movie epics, not to mention the exploits of hackers, these events showed the real world to be as tightly networked, and for that reason as easily disrupted as the virtual one, even as the grown-ups in charge, the guardians of order, seemed overwhelmed and overmatched, always a step behind.

It is no surprise, as Pew reported, that the millennial generation is skeptical of institutions — political and religious — and prefers to improvise solutions to the challenges of the moment. It is one thing to own a smartphone, as so many of us do. It is quite another to have mastered its uses at age 10.

Thus, in a range of areas, millennials have not only caught up, but have jumped out in front.

Consider the approach many take to the workplace. Thanks to the 2008 economic crash, millennials know how fleeting wealth can be. Their solution? For many, it is to acquire not more, but less.

“Almost two-thirds (64 percent) of millennials said they would rather make \$40,000 a year at a job they love than \$100,000 a year at a job they think is boring,” the Brookings Institution recently noted in a report by Morley Winograd and Michael Hais titled “How Millennials Could Upend Wall Street and Corporate America.”

The generation that gave us Occupy Wall Street has embraced its own modes of entrepreneurship, found across the broad spectrum of “creatives,” from stylists to techies, who reject the presumed security of the corporate job and riskily pursue their own ventures, even if it means working out of their parents’ basement.

Consider millennial shopping habits. Even in the realm of fashion, many are indifferent to prestige brands and lavish ad campaigns, preferring to buy online or get “disposable” clothing at H&M or Zara, which boasts that its organically farmed cottons are “completely free of pesticides, chemicals and bleach.”

The do-goodish pitch is aimed squarely at millennials, who collectively favor companies that embrace the values of good citizenship. The Brookings report says millennials overwhelmingly “responded with increased trust (91 percent) and loyalty (89 percent), as well as a stronger likelihood to buy from those companies that supported solutions to specific social issues (89 percent).”

And consider food. The new generation may have had health-consciousness drilled into them at home or in school. But they have raised it to a new level. “For millennials, food isn’t just food. It’s community,” The Washington Post reported last year in an article on the Silver Diner chain, which has developed an up-to-the-minute locavore menu and “started actively catering to those on vegan, vegetarian and gluten-free diets.”

It was a shrewd calculation. An estimated 12 percent of millennials say they are “faithful vegetarians,” compared with 4 percent of Gen X’ers and 1 percent of baby boomers, according to one study.

Taken together, these habits and tastes look less like narcissism than communalism. And its highest value isn’t self-promotion, but its opposite, empathy — an open-minded and -hearted connection to others.

Exhibit A may be LeBron James, the N.B.A. superstar who in July announced that he would be going back to rust-belt Cleveland after four glamorous years in Miami, becoming, at age 29, one of America’s wealthiest boomerang children.

“Miami, for me, has been almost like college for other kids,” James explained in a statement on SI.com exuding millennial earnestness. “My relationship with Northeast Ohio is bigger than basketball. I didn’t realize that four years ago. I do now.”

Four years ago, he meant, when he seemed the picture of self-importance, proclaiming on a live ESPN spectacle that he would “take my talents to South Beach.”

But James didn’t develop his new vocabulary of civic obligation and social responsibility overnight.

On the contrary, he was a model teammate in Miami, insistently deflecting praise to others. He also helped lead the campaign to hold the former Los Angeles Clippers owner Donald Sterling accountable for racially charged blurtings when they became public last spring.

Tellingly, James reacted forcefully on Twitter. In common with other millennials, he has made social media, with its many opportunities for “oversharing” self-display, a means of communication that pushes outward, instead of turning inward.

And he is not alone. We all know about celebrity-stalking websites like Gawker and TMZ, and the harm they wantonly inflict. But the millennial Brandon Stanton, a 30-year-old former bond trader and self-taught camera portraitist, has created a counterexample in “Humans of New York,” his popular photo blog.

Combing streets and parks, Mr. Stanton takes pictures of ordinary people and interviews them about their lives. The resulting images and excerpts give dignity to what might otherwise be forgotten faces in the urban crowd. Published in book form, “Humans of New York” became a No. 1 best seller last fall.

A similar theme illuminates the writings of Leslie Jamison, a 31-year-old Yale graduate student who has emerged as an accomplished essayist in her acclaimed book “The Empathy Exams.” On the surface, Ms. Jamison’s confessional writings look like exhibitionism — including the title essay, which records her time as a “medical actor” enacting a script of symptoms for the benefit of medical students.

Yet she has been deluged with mail from grateful readers, who have poured forth their own, often harrowing experiences. “I found myself becoming an unwitting confessor to countless strangers,”

On book tour, Ms. Jamison clinched the bond. “Whenever someone asked me to sign her book, I would ask her to sign mine,” she wrote. “It was a way to create, for a moment, the kind of symmetry that felt impossible in the letters I received.”

Empathy was a theme sounded repeatedly by some of the millennials photographed for this article, and interviewed in an online slide show that accompanies it.

One said he hoped to succeed because “the better you’re doing, the more you can share with other people.” Another pointed out that while he was nursed on the traditional American dream — “this idea that if you worked hard and got good grades and did all the right stuff you would succeed” — he has developed a more pragmatic version of it suited to the economic realities of the 21st century.

“I know that as hard as I work — and I work very hard — I very well may fail. And it’s liberating to know that.” The key word is “liberating.” In the age of the start-up, of fortunes gained and lost overnight, of flawed ideas in need of continual debugging and re-tweaking, failure is the default outcome and also, at times, the ground zero of eventual triumph.

No wonder, then, that “millennials are the nation’s most dogged optimists,” as Pew reported in a new study this spring. “They believe their own best days are ahead.”

They, and we, can expect some less-than-best days, too. Cultural transformations are seldom cost-free. And they’re not always permanent. A new generation, as yet unnamed, is growing up in the world the millennials have made and may already be working on its own revision of the nation’s moral life.

*For more information, visit:  
<http://www.nytimes.com/2014/08/17/fashion/the-millennials-are-generation-nice.html>*

## Marketers Are Sizing Up the Millennials

By Dionne Searcey, Published: August 21, 2014

Millennials have been called a lot of names. Narcissistic, lazy, indecisive. They have been labeled the boomerang generation for the many unable or unwilling to leave their parents' home, or even more negatively, the Peter Pan generation because they supposedly won't grow up.

But now marketers, manufacturers and retailers are recognizing the group's potential as something important to their bottom line: the consumers who will drive the economy in the decades ahead.

Since the 1960s — the era of “Mad Men” — the baby boom generation, born between 1946 and 1964, has dominated corporate strategies behind selling nearly everything. Still constituting one-fourth of the nation's population, baby boomers created an economy fueled by credit cards and trips to shopping malls as they came of age in a time of relative affluence. For all the rebelliousness of the '60s and early '70s, most ended up buying houses in the suburbs, eating at fast-food restaurants, and acquiring spacious minivans and S.U.V.s despite having relatively small families.

But now young adults in their 20s are moving to surpass baby boomers as the largest age group, changing the way everything is sold, even breakfast drinks and mattresses.

“Our whole consumer model is based on the baby boom,” said Diane Swonk, chief economist for Mesirow Financial. Now, the coming generation is “setting up a whole new consumer model.”

Perhaps the biggest change is that today's young adults — in part because they came of age in a harsher economic climate, in part because they have many more choices — are putting off major life decisions as well as the big purchases that typically go with them. As a result, their consumer

behavior is unpredictable. “They've learned to live life in a different way,” Ms. Swonk said.

There are more 23-year-olds — 4.7 million of them — than any other age, according to census data from June. The second most populous age group was 24, and the third was 22. There is no official age range for millennials but the generation generally is defined as being born between the early 1980s and early 2000s. By 2020, they will account for one-third of the adult population.

At the same time, millennials are the most educated generation in American history. Far more members of this generation are going to college than of past generations.

The largest slice is now graduating and emerging in a postrecession landscape where the job market is still troubled but starting to show signs of improving. Many of the new college graduates have student debt to pay off. And wage growth for younger college graduates has risen slowly since the recession, lagging that of all full-time workers and making expensive purchases more difficult.

But they also have significant earning potential in the years to come and, because of the sheer size of the group, have the ability to reshape the economy in ways that haven't happened since the huge baby boom generation was hitting the job market and moving into first homes.

Nathan Lipsky, 23, exhibits many characteristics of his generation that are prompting upheaval in numerous industries. Though he earns a good salary in a job in the financial services industry in Kansas City, Mo., Mr. Lipsky said buying a house and getting married were not on his radar for the near future.

“Right now it’s purely career-focused,” said Mr. Lipsky, who lives with his parents. “This is a very selfish time in life.”

Mortgage lenders and automobile manufacturers, who deal with the largest purchases most people make, have yet to figure out how to successfully tap this group of consumers. Mattress companies are another striking example.

In an article called “Meet the Millennials: Getting to Know Your Next Big Customer,” the trade publication *BedTimes Magazine* offered tips for marketing to young adults who are stalling on traditions like marriage that in the past have prompted mattress shopping. The article advised mattress companies to sponsor a music concert or create online quizzes about mattresses.

“Tricky to sell to,” the article said, “they must be approached on their own terms.”

It’s worth remembering, of course, that baby boomers puzzled marketers in their day as they embraced consumer crazes — Frisbees, bell bottoms and stereo systems — even though they craved self-expression and many took part in counterculture activities. They, too, were described like millennials: selfish, entitled and unwilling to grow up. Even as they entered their 30s, the writer Tom Wolfe labeled the era the “Me Decade.”

“There is no strong reason to believe that millennials are dramatically different than the generations of Americans that preceded them,” Jason Furman, chairman of the Council of Economic Advisers, said last month at a housing forum on how millennials have fared in the years after the recession. “Rather, it is the unlucky economic times with which they were presented that explains much of their challenge.”

Still, many young adults are proving particularly baffling to marketers and researchers. While baby boomers have long exhibited consistent brand loyalty, 20-somethings “trade up and trade down,” said Jeff Fromm, who runs FutureCast, a millennial trends consulting company, and wrote a book about marketing to millennials.

Last September, the fashion magazine *Teen Vogue* worked with Goldman Sachs in a survey of young women ages 13 to 29 to come up with a list of the most popular brands sought by the cohort. Both Target and Louis Vuitton made the top 20 list.

Leslie Coronel, who is entering her junior year at Amherst College in central Massachusetts, said she was careful to shop for most groceries at major chains where she can buy bread at a discount. Yet she often stops at the bakery at Whole Foods for more expensive treats. She does nearly all of her other shopping online, and when she goes to a clothing shop, she heads straight to the sales rack. But if she finds an expensive dress or shoes she really likes, she splurges.

Such behavior has spawned a cottage industry of consultants who collect fees from companies clamoring to figure out what this age group wants.

The Center for Generational Kinetics in Austin, Tex., was founded four years ago and has worked with about 100 clients including Mercedes-Benz, Four Seasons Hotels, General Electric and numerous retailers who want advice on how to appeal to millennial tastes.

“What worked five years ago doesn’t work now in terms of marketing and selling and advertising,” said Jason Dorsey, the center’s chief strategy officer. “This has created a lot of urgency as more and more of these millennials enter the market and start to have money or spend money they don’t have.”

General Mills, one of the country’s largest food companies, last year revamped its frozen pizza brand, Totino’s, with black packaging and spicy flavors in an effort to appeal to millennials. The new Totino’s Bold products are marketed with zombie videos on YouTube instead of the picture of the matronly chef Rose Totino clad in red-and-white checkered apron that graced newspaper ads in the 1980s, when the target consumer was baby boomer mothers.

“This is an incredibly big part of our mission when there’s an age group as large as this is,” said Maria Carolina Comings, a marketing manager for General Mills.

Breakfast drinks are also experiencing millennial-related upheaval. Marketers have found that young adults want something besides orange juice or coffee in the morning. Many of them, who exercise more than their parents at that age, have energy drinks for breakfast.

PepsiCo already has responded to that change with Kickstart, a drink it created with millennials in mind that combines Mountain Dew flavor with 5 percent fruit juice. The company markets its citrus and fruit punch flavors of the caffeinated drink as a breakfast beverage.

Adapting to this new group of consumers should be worth it. While baby boomers, not surprisingly, outspend millennials by a wide margin, millennials already represent \$1.3 trillion in consumer spending, out of total spending of nearly \$11 trillion, according to a study by Moosylvania, a digital marketing company in St. Louis. Young adults, the study found, need a lot of reassurance but don't like to be marketed to.

“No one truly understand millennials,” the researchers summarized. “Not even millennials.”

*For more information, visit:*

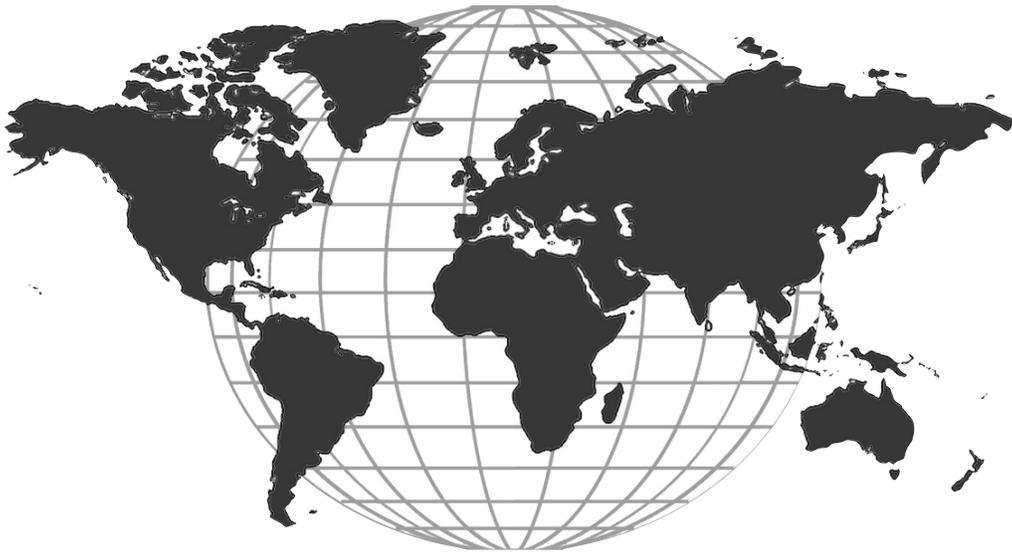
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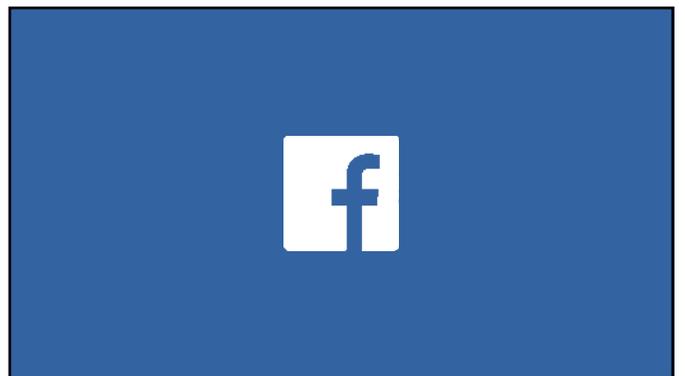
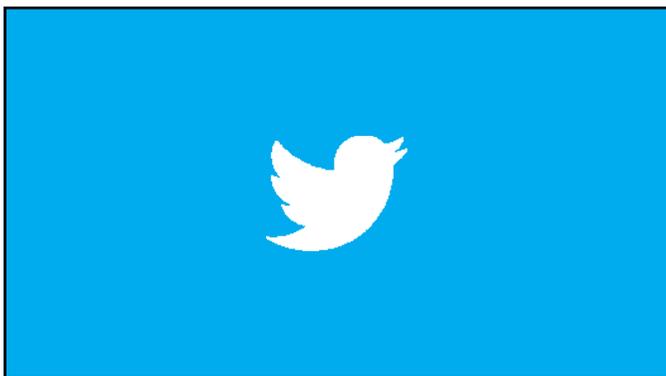
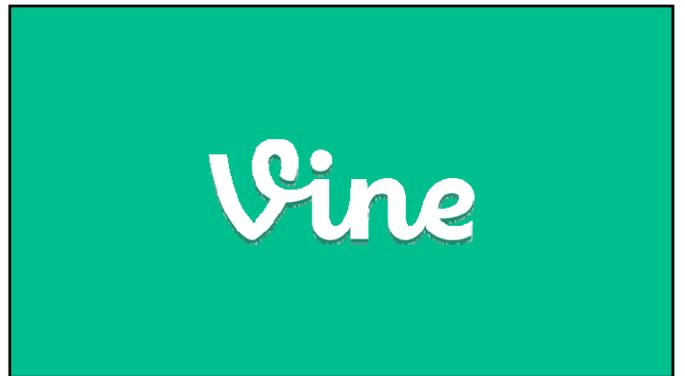
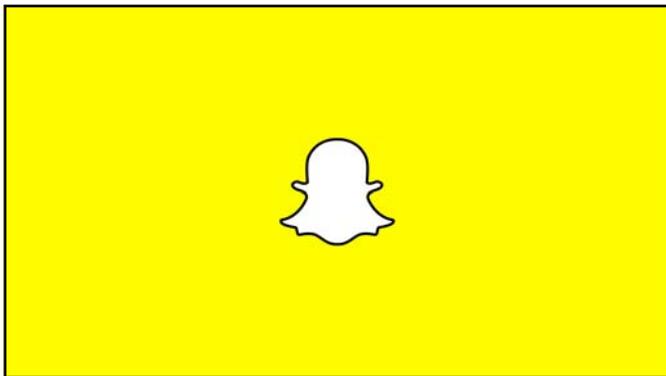
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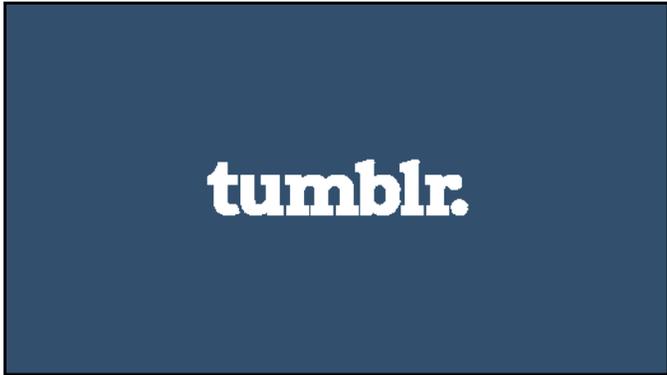
MILLENNIALS: ON THE PATH TO GLOBAL CITIZENSHIP

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*Unit II: The Power of the People*







### What is Social Media?

- Virtual communities in which people create, share or exchange information

			
Social Networks	Blogging	Content Creation	Immersive Gaming

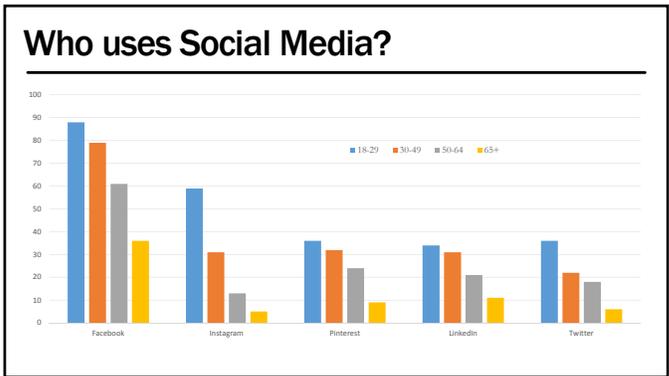
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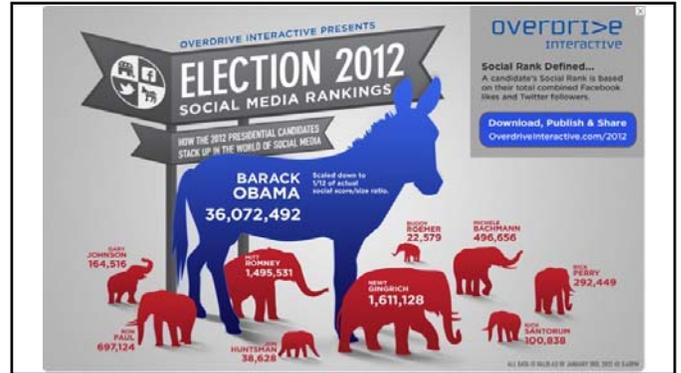
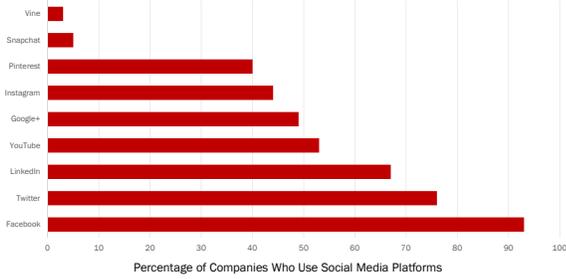


### Who uses Social Media?

	1.19bn		1bn		300m
	250m		232m		181m
	150m		70m		50m*

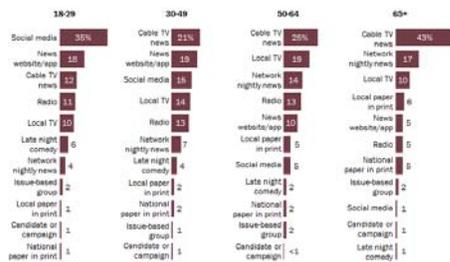


## Companies use Social Media too!



## About a third of 18- to 29-year-olds name social media as most helpful type of source for learning about the 2012 presidential election

Among those who learned about the 2012 presidential election in the past week, % who say the most helpful type of source is...



## How do Millennials Use Social Media?

### Millennials Rack Up 18 Hours of Media Use Per Day

Average time millennials in the U.S. spend interacting with media per day (hh:mm)\*



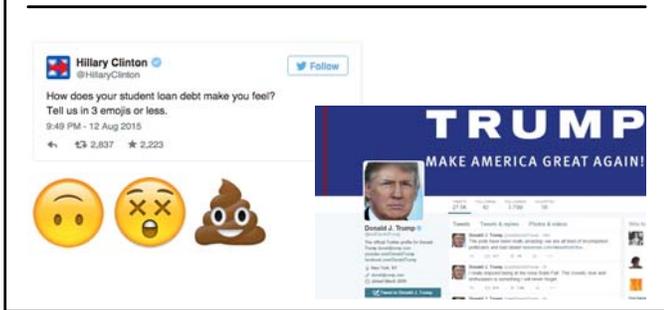
## Personal Use



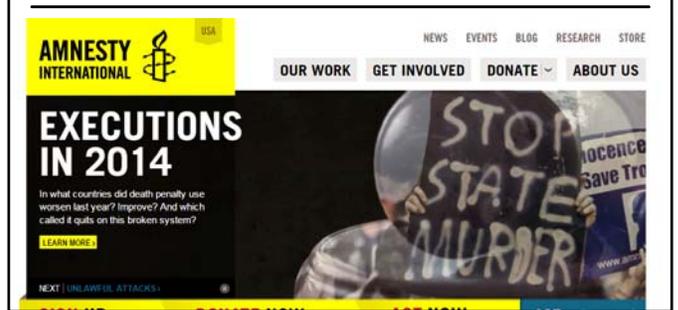
## Business Use



## Political Use



## Organizational Use



## Case Study: the Gulabi Gang

- In India, a group of individuals known as the Gulabi Gang is standing up for women.

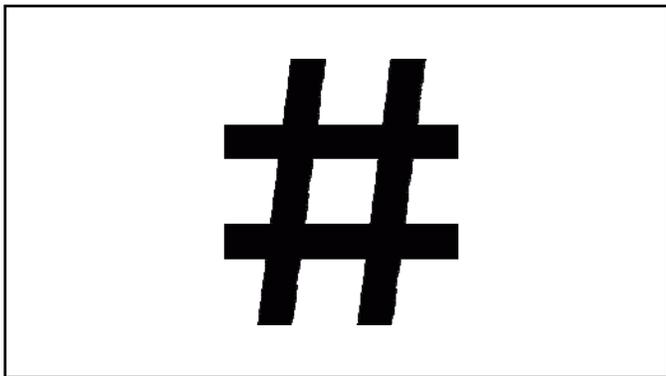


## Discussion

- How can social media be utilized more effectively with this case study?
  - What went right and what went wrong?
  - Is violence the answer?
    - Why did the women of the Gulabi Gang resort to such drastic measures?

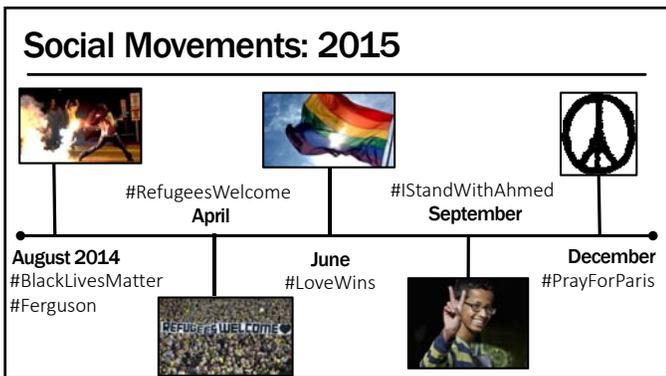


**What is a Social Movement?**  
An organized campaign to achieve a goal, normally bringing about social change.



**Hashtags**

- A symbol used to organize posts into topics
  - Social Media
  - News
  - Marketing
  - Social Movements
- The use of hashtags began on Twitter in 2007
  - Since then their use has increased by a massive amount

**Match the Social Movement**

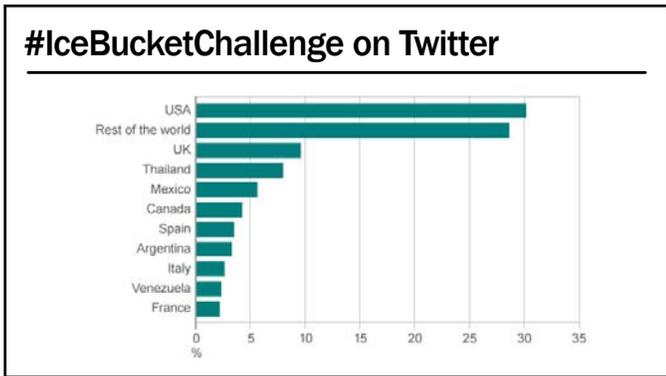
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Nuclear Non-Proliferation    Inequality Movement    Feminist Movement    Environmental Movement    Civil Rights Movement



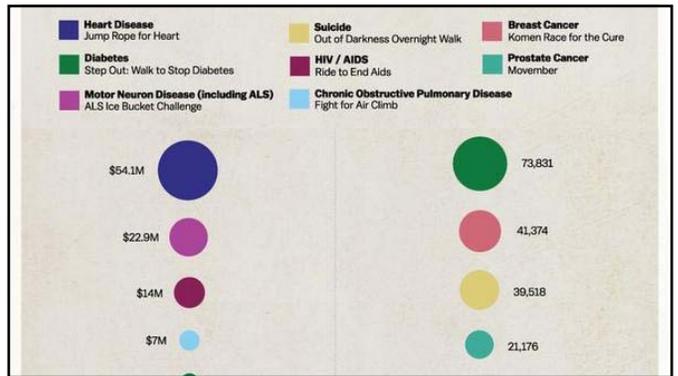
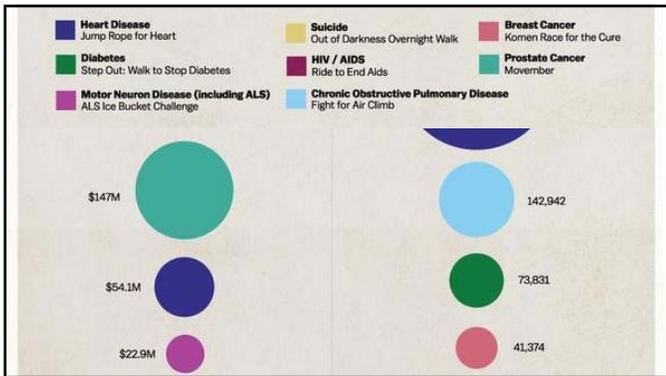
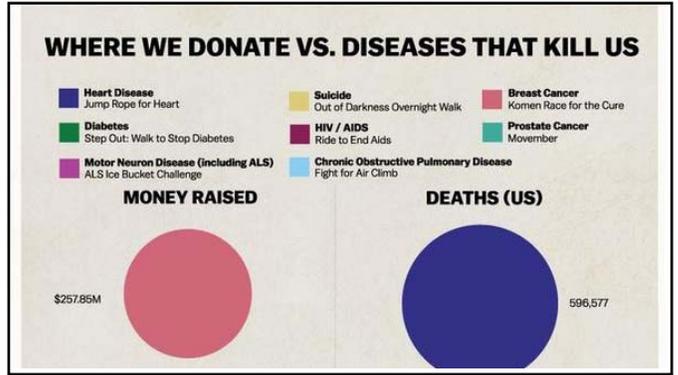
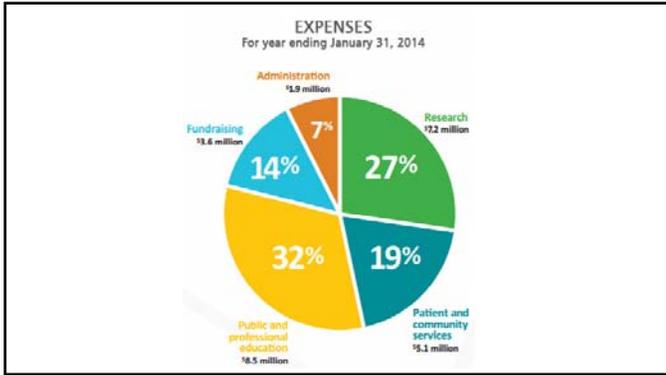
**Social Movements in the 21<sup>st</sup> Century**

- ALS Ice Bucket Challenge
  - July of 2014 was attached to ALS, gained traction through *The Today Show*
  - Celebrities challenged each other and their fans via Facebook, Twitter, Instagram
  - Website views have increased 83%
- Sept. 15, 2014 - received **\$113.3 million**
- Amount raised in the same span in 2013 - **\$2.6 million**

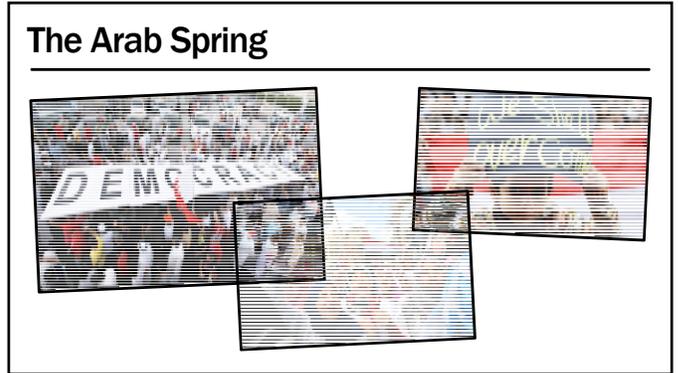


**What else happened during the #IceBucketChallenge?**

Where did the money go?



In 2010, what social movement impacted multiple nation-states in the Middle East?



## The Arab Spring

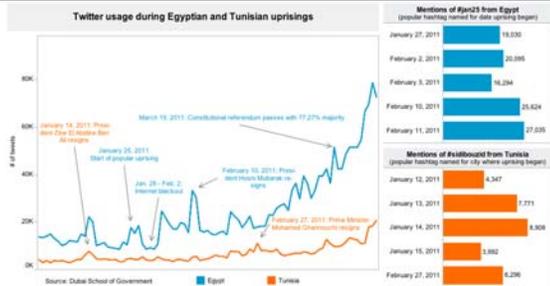


## The Youth & The Arab Spring

- Youth make up a large percentage of Egypt's population
- Many of the youth are educated but not employed
- 2009: youth began to voice protests via social media (Twitter and Facebook)
- Coordinated protests throughout Cairo and other Egyptian cities via online postings



## Social Networking in the Arab World



## Arab Spring Revolution: Egypt

- **Egypt**
  - President Hosni Mubarak ruled for over 30 years
- Known to have:
  - Rigged elections
  - Controlled military
  - Outlawed 2 party system
  - Overthrown and imprisoned
  - Released from prison and not persecuted



## Face of the Movement: Wael Ghonim

- Google's head of marketing in the Middle East and North Africa
- Began a Facebook page in response to the death of Khaled Said
- Imprisoned for two weeks after protest



## Discussion

- What impact does social media have in fueling and promoting social movements?
- What was the short term impact of these movements? What were the long term impacts?
- Is social media a tool or a solution?





We hope you enjoyed this preview of

*Millennials: On the Path to Global Citizenship.*

For a complete edition, please contact:

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