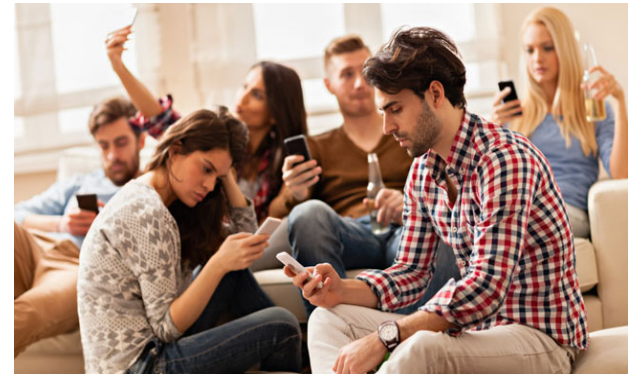




Millennials



Millennials (also known as **Generation Y**) is the label demographers have coined to describe individuals aged between 18 and 34 in 2015, and therefore belonging to the generation that has experienced the **exponential increase in the use of communications**, media, and digital technologies. The **Great Recession** (2008-2014) has had a major impact on this generation because it has caused high levels of unemployment among young people, and has led to speculation about possible long-term economic and social damage to individuals belonging to this generation. **William Strauss** and **Neil Howe** believe that each generation has common characteristics that give it a specific fourfold archetype, repeating in a cycle. According to their hypothesis, they have predicted that Millennials will become more like the 'civic-minded' G.I. Generation (or World War II Generation) with a strong sense of community on both the local and the global level. Strauss and Howe ascribe seven basic traits to Millennials: **Special, Sheltered, Confident, Team-Oriented, Conventional, Pressured, and Achieving**. Psychologist **Jean Twenge** has criticized this model, dismissed it as groundless, and has coined for Millennials and younger members of Generation X the definition '**Generation Me**'. According to Twenge, even though on the one hand Millennials are characterized by confidence and tolerance, on the other they are not impervious to entitlement and **narcissism**. Accordingly, she has questioned Strauss' and Howe's prediction that this generation will turn out civic-minded. A 2016 study by SYZYGY (a digital service agency) has bolstered Twenge's view by finding that Millennials exhibit 16% more narcissism than older adults, with males scoring higher on average than females.

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