

The  
Truth  
about...

***YOUTH***





| The Truth About Youth

| McCann Worldgroup

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# The Truth About the Youth

***“What motivates young people around the world today? Money? Fame? Justice? What makes them different from every generation that has come before?”***

Asked 7000 young people  
McCann Worldgroup



# GLOBAL CITIZENS

## **Commune**

the need for connection,  
relationships and community.

## **Justice**

the need for social or  
personal justice, to do what's  
right, to be an activist.

## **Authenticity**

the need to see  
things as they are.

These 3 motivations are ranked highly in every country surveyed.

We have seen the emergence of a generation with fundamental commonalities that transcend borders.

# Technology as the 5<sup>th</sup> Sense

For young people, technology is more than a useful tool or an enabler. It is truly their fifth sense.

Technology is the great global unifier; it is the glue that binds this generation together & fuels the three motivations



# “The Social Economy”

Commune (the need for connection and community) was rated as the most fundamental motivation by young people.

How they (this generation) want to be remembered? →  
FOR the **quality of their human relationships** and their ability to look after those around them.

Young people seek to define themselves not only with what they own but or what they do but primarily by their **ability to connect, share, and to broadcast.**

# The friends arms race...

In this new world of infinite connections, one's quantity of friends becomes an important indicator. There is a seeming race to accumulate more friends than anyone else.

Emergence of the global phenomenon "stranger friends" or "disposable friends"

These non friends are maintained for a number of reasons:

- a) To make you look more popular
- b) To "spy" and compare their life to yours
- c) To show off
- d) Because, strategically-speaking, you might need them in the future

***DOWNSIDE → it becomes harder to figure out who your real friends are***

# Your audience awaits...

Once you have amassed your friends/audience, the challenge is to keep them continuously interested in and entertained by your life.

The youth fear 'missing out' (or being out of circulation) because they worry that lack of presence, even temporarily, can impact their social status



# “Pics or it didn’t happen”

In the Social Economy it’s not good enough to simply do something...you have to tell the people about it before it becomes real.

In many ways this is a generation who define themselves via their creativity. After all, they are the first generation in history that had mass democratic access to the tools of creativity.

The flipside to mass self-expression and connectivity is the ability to continuously measure your own life achievements against those within your network.



# The Truthful Hunters

**Why is the truth so important to this generation?**

Truth is more rare and therefore more valued in a world of **'fake friends' and curated identities.**

Moreover, the democracy of the internet has brought with it a sea of information, opinion, and 'facts'. It is trickier to ascertain whom you should listen to.





## Justice Re-Imagined

Justice was chosen by young people globally as the second highest rated motivation.

Justice is broadly interpreted here as ‘**doing the right thing**’, and the concept can be applied on two different levels...

Social Justice: The need to do what is right **for society**

Personal Justice: The need to do what’s right **for me**

## Social media & Justice: A complex relationship

Social media has made armchair activism (slacktivism) all too easy these days.

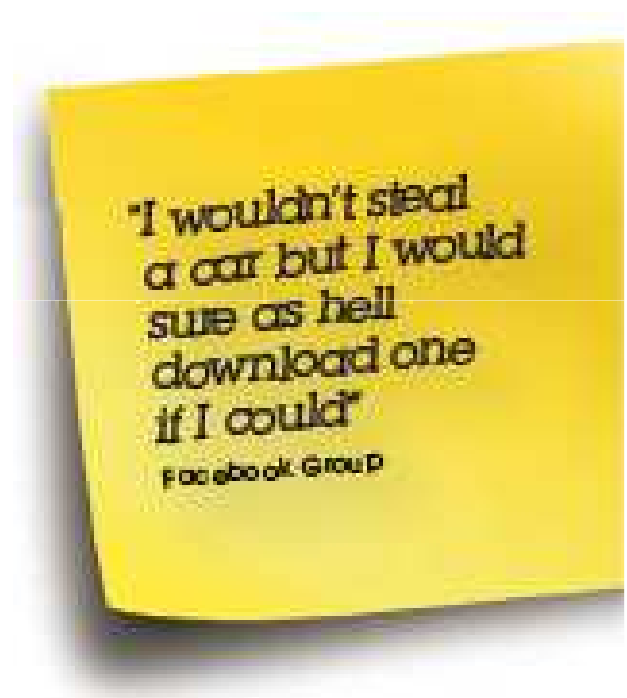
*Social media can sometimes make it harder to put yourself out there. Just as there are hundreds of people ready to 'like' your cool photos, there are many people ready to judge you or bully you.*

*"To be a true rebel you have to not care what other people think"*

# Re-imagining personal justice

Do they define **'right'** and **'wrong'** in the same way as other generations?

We have seen evidence that they are **developing their own distinctive moral framework**. Young people are looking for their own justice...and that means avoiding impositions, rigid rules and structures where they can't negotiate.



The more young people spend living their lives online the more the culture of the internet will influence their moral framework and notion of acceptable and unacceptable behavior.

They live in a world where borders won't be tolerated. This generation doesn't think in compartments. "If I can have that here, why can't i have it there? If this is right here, why is it wrong there?" Collaboration is hardwired.

They pride themselves on working in a group.

## Summary

# 1. Technology as a Fifth Sense

All three of these motivations are underpinned by, and fuelled by, their relationship with technology, now so intrinsic and fundamental that half of young people would sooner give up one of their human senses than give up their technology.

## Summary

# 2. The Social Economy

Young people nowadays exist in a Social Economy where they are increasingly defining themselves via who they connect with and what they connect people to. Unsurprisingly, we've seen a rush of brands into the social space. However, to avoid feeling like just another 'fake friend', brands must understand the values young people seek in their true friends: Humble, Mature, Sociable, Genuine, Truthful...



## Summary

# 3. The Truth Hunters

Truthful is the single most sought value in a friend, and 'AUTHENTICITY' is one of the highest rated motivations. Little wonder young people are obsessed with the truth when they exist in a world of curated identities, Facebook-worthy lives and infobesity! Google is their number one ally in the quest for truth, and they are seeking substance from brands and celebrities alike.

# 4. Justice Re- Imagined

Young people around the world are reinventing the idea of what justice is and how it works. Social media is having a powerful (and somewhat paradoxical) role in the quest for doing the right thing. On a personal level young people believe they have a strong notion of the difference between right and wrong...but this is increasingly informed by the values of the Internet. Their new moral framework will continue to transform everything around us from the laws that govern our lives to our workplaces.