

Does Generation Y Care What Adults Think About Them?

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A new study says that today's young adults care less about what society thinks about them than previous generations. In 1999, 76% of kids ages 8 to 12 (now in high school or college) paid little attention to social approval, up from 57% in 1970. Among college students in 2001, it was 62%, compared with 56% in 1970. The study claims the reason for those results has to do with the effect that new technologies have had on how young people view themselves and how they interact socially.

My own experience tells me that high school and college students sometimes tune out older adults in a way that could be considered rude. However, I agree with the study researcher who says that they do not intend to be rude and that what is considered rude behavior now may not be seen that way in the future. Findings of the study have been published in a new book called Generation Me.

<http://www.youngmoney.com/blog/?p=14>