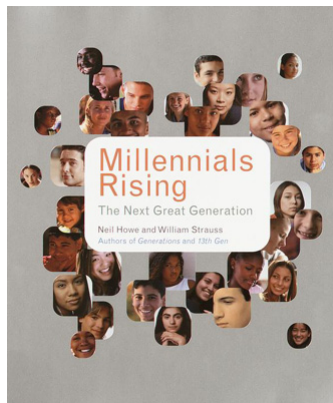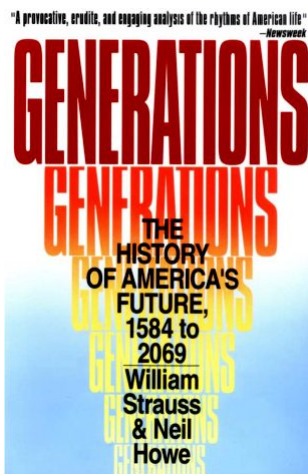# History and Generations

The Rise of "Millennials"

Luís Simões, PhD Student (UFP)
Luís Borges Gouveia, Associate Professor (UFP)
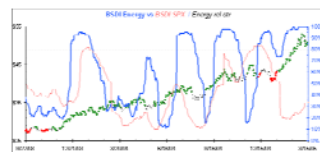
Howe and Strauss (2000)

"A provocative, erudite, and engaging analysis of the rhythms of American life"
—*Newsweek*

GENERATIONS

THE HISTORY OF AMERICA'S FUTURE, 1584 to 2069

William Strauss & Neil Howe

Strauss and Howe (1991)
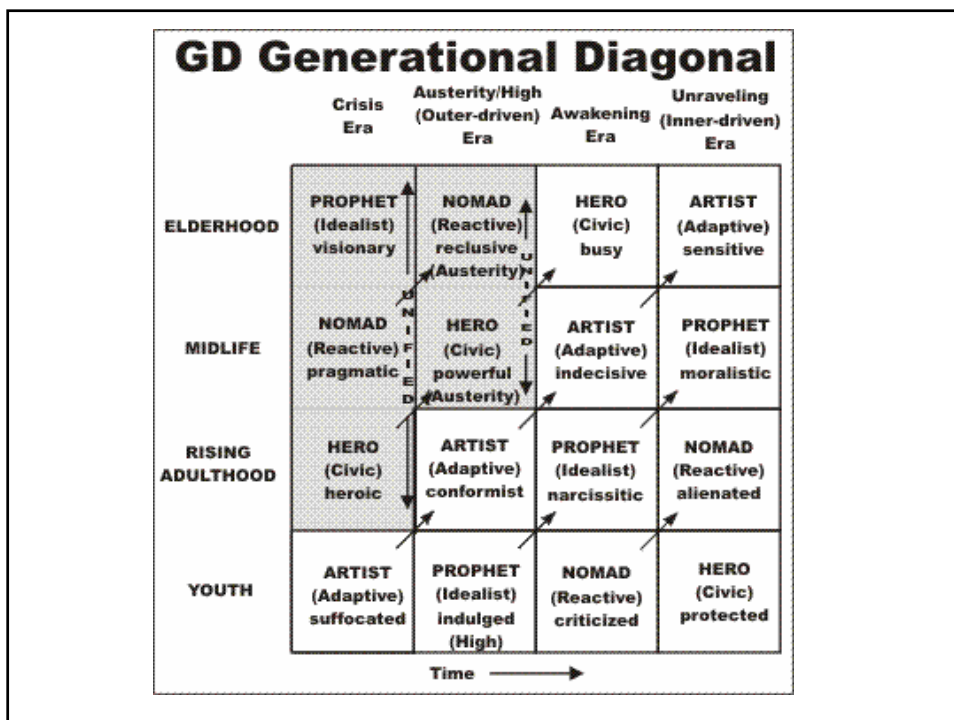
Cyclic Historical Eras

"High" (e.g. 1945-1960)	Era between Crisis and Awakening
"Awakening" (e.g. 1960-1980)	Young adults focus on "philosophical" issues Driven towards ethical and moral aspects
"Unravelling" (e.g. 1980-present)	Time of paradigm shifting (e.g. Time in which Generation X came of age, and entered the work force)
"Crisis" (e.g. now-2020)	**Era of social upheaval, and turmoil.**

Generational Archetypes

"Artists" e.g. Silent Generation (born 1925-1942)	**Life Cycle:** Crisis -> High -> Awakening -> Unravelling **Psychology:** Poor decision-making / inner conflict / emotionally-driven
"Prophets" e.g. Boomers (born 1946-1964)	**Life Cycle:** High -> Awakening -> Unravelling -> Crisis **Psychology:** High morals / value-driven / willing to self-sacrifice
"Nomads" e.g. Generation X (born 1965-1980)	**Life Cycle:** Awakening -> Unravelling -> Crisis ->High **Psychology:** Cynical about institutions / individualistic / adventurous .
"Heroes" **e.g. Millennials (born 1980-2000)**	**Life Cycle:** Unravelling -> Crisis ->High -> Awakening **Psychology:** High trust in institutions / conventional / team-oriented

GD Generational Diagonal

STEP (or "TURNING"): Repeating since 16th Century	FIRST ("High") (1945-1960)	SECOND ("Awakening") (1960-1980)	THIRD ("Unraveling") (1980-present)	FOURTH ("Crisis") (NOW!)
Families:	Strong	Weakening	Weak	**Strengthening**
Child nurture:	Loosening	Underprotective	Tightening	**Overprotective**
Gap between gender roles:	Maximum	Narrowing	Minimum	**Widening**
Ideals:	Settled	Discovered	Debated	**Championed**
Institutions:	Reinforced	Attacked	Eroded	**Founded**
Culture:	Innocent	Passionate	Cynical	**Practical**
Social structure:	Unified	Splintering	Diversified	**Gravitating**
World view:	Simple	Complicating	Complex	**Simplifying**
Social priority:	Maximum community	Rising individualism	Maximum individualism	**Rising community**
Social motivator:	Shame	Conscience	Guilt	**Honor**
Sense of greatest need:	Do what works	Fix inner world	Do what feels right	**Fix outer world**
Vision of future:	Brightening	Euphoric	Darkening	**Urgent**

The Millennials

1. "Special"	Since the early 1980s: **great concern about youth issues** **Media focus** on matters relating to the younger generations **Millennials perceive** this **global concern** about them
2.**Sheltered**	First generation of "**baby on board**" signs and special "**baby car seats**"
3.**Confident**	Millennials believe that they will **better off than their parents**
4.**Team-Oriented**	Millennials display strongly **group-driven behaviour** Very **prone to participate** in group activities
5. **Conventional**	This is a generation that tends to **conform to parental values**
6. **Pressured**	Fully **"scheduled"** life (play times, sports, music lessons, answer to lots of mail and sms)
7. **Achieving**	Since early high school, **serious thoughts** on **degrees**, **jobs**, **salary**