



**THE INVESTIGATION OF  
DIFFERENT PERSPECTIVES ON  
THE FUTURE OF MILLENIALS**

**2018**

## Table of Contents

Psychetogether’s Mission Statement .....	3
Introduction – The Focus of This Study .....	4
Methods.....	5
Purpose for Tools Used.....	5
Design/Materials.....	5
Participants .....	6
Results – Quantitative .....	7
Conclusion .....	13
References.....	15

## Psychetogether's Mission Statement

One of our main goals at Psychetogether is to help the public to understand and overcome the many challenges to mental health. For us recovery is more than reaching a stable state of mind. Our definition of recovery involves also realizing our potential. But what is our potential and how do we realize this?

In order to answer this question, we wanted to formulate a process model that would depict and measure this journey. Our literary reviews and research lead to the discovery of the Japanese concept of "Ikigai". Ikigai means "reason for being". Mogi (2017) depicted the foundations of Ikigai using five pillars:

- Starting small
- Releasing yourself
- Harmony and sustainability
- The joy of little things
- Being in the here and now

In practice, the essence of Ikigai allows for clear present - focused awareness, or in other words, mindfulness. From a plethora of resources it has been claimed that achieving your ikigai can lead to life longevity. Experts had later taken this model and adapted it in a career and business setting.

Using Ikigai as the end, it was argued that the means in order to achieve it in a career or life purpose context, would be found by focusing on the following themes:

- What you love.
- What you are good at.
- What the world needs.
- What you can be paid for.

Ikigai is seen as the intersection of all of these themes with the added bonus of joyful present-focused awareness.



Taking inspiration from this model, we wanted to make sure our self-help guides offered assistance on all of these themes. Since we realized the scope of this model can be translated into your vocation as well as your personal life. For instance, the “what you are good at” theme can be translated into your professional skills that are useful for your own career. The “what the world needs” can be used to focus your attention on what skills are currently needed by employers or the public. The scope of this model can be used in a wide variety of contexts. Our conclusion on all of this is that, Ikigai is an important ethos/tool to use in order to help people realise their potential.

Currently, we wanted to verify what issues people are facing on a daily basis. We also wanted to collate more ideas for what knowledge and skills are in demand so we can understand our audience and therefore serve their needs well. This therefore inspired this research study.

## Introduction – The Focus of This Study

The rationale for this research initially came from the need to understand the generation of today as we move through social/political and technological change. Namely the changes I am referring to are the recent rise in technological advancements that have arisen in the past decade (Ford, 2015). Furthermore, the pattern of unemployment and global economical downturn coupled with the rise in cases of mental health. We chose Millennials as the topic and scope of exploration since we predicted that this generation would be impacted the most during these circumstances (15 economic facts about Millennials, 2014).

Given the quick rise in technology, it is increasingly becoming difficult to predict where innovation will take us, and therefore what companies will demand next. Due to the rise in tuition fees and living costs, this creates pressure to earn a higher salary than conventional rates. Research is suggesting that Millennials will have between 10 and 14 jobs during their career journey (McNamara S, 2017). This suggests that today's growing generation is constantly making efforts to keep up with this progression.

When we take all of these factors into consideration, one can surmise that this will have a negative impact on general wellbeing. A study by McCreary (2017), supports this claim and suggests that millennials struggle the most with depression. McCreary's study outlined how depression affects millennials performance in work through their degree of "presenteeism" (not fully present or working to their full capacity at the workplace). It is possible that it is the stress of the circumstances outlined above which may be causing this or increasing the severity of depression and other mental illnesses.

It is therefore important that we can establish a common ground of knowledge of how to best navigate through the social/political and technological change. The skills needed for jobs in the next 5 years are not known as the scope of jobs remain unknowable. Given the popularity of social media, we predict that online self-promotion and brand awareness would remain a necessity for career development. Therefore we wanted to know, which platforms are the most important to focus on, for our future workshops and guides. This inspired the creation of our survey, which looks to explore and validate the future of millennials as they work through the changes outlined previously.

## Methods

### Purpose for Tools Used

For the purpose of the investigation, it was decided to develop our own survey. The items in this questionnaire were phrased in a way that allowed for the participants to fully articulate their own opinions so that qualitative research data could be extracted from this. It was important that there was a large variety of possible responses participants could choose from. For questions, with less possible response choices the "other" option was our method to ensure participants could still have the ability to articulate their perspective. Another reason we chose to use a survey was because it allowed us to more easily quantify our results, and allow for a more efficient approach to collating the data.

### Design/Materials

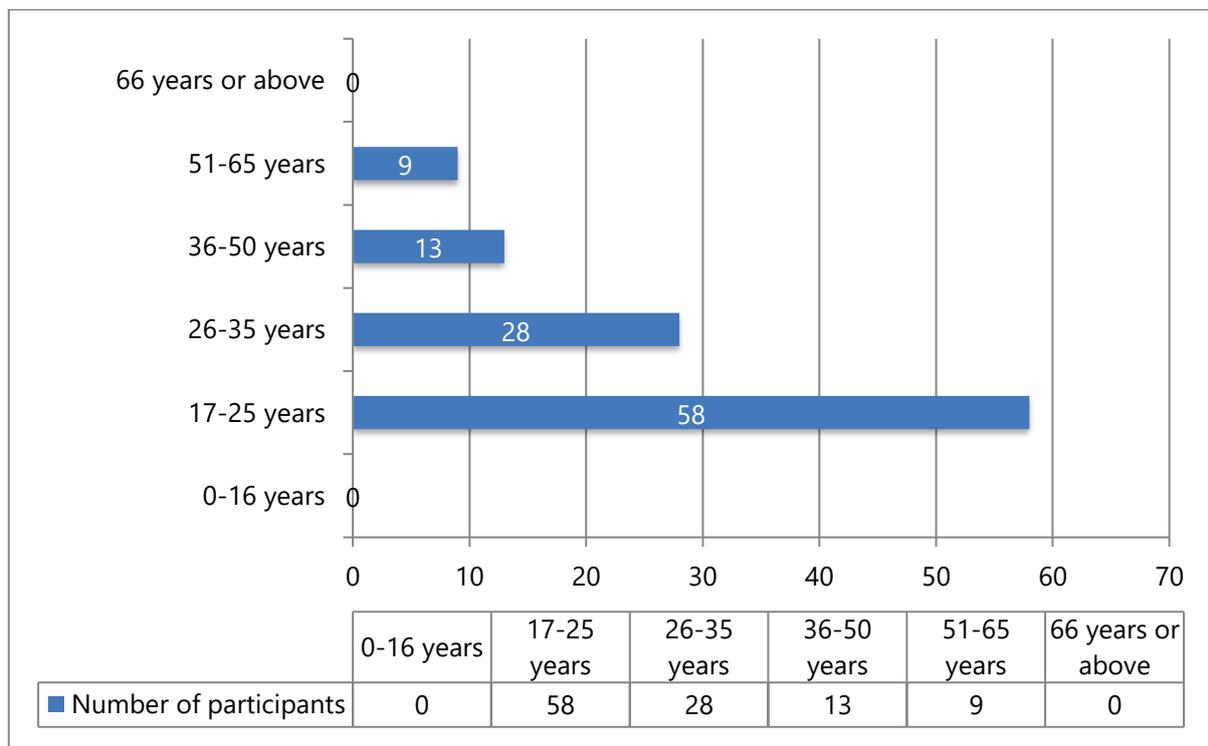
This study was implemented with a non-directional approach; we were not priming participants or predicting that they choose certain responses over others. Therefore, no variables were manipulated, only observed. This was intended to allow for an ever-expanding scope, which would grow larger than our initial expectations. Participants were given the option to provide more than one answer for each question to provide more insight.

The questionnaire contained the following 9 questions (see appendix):

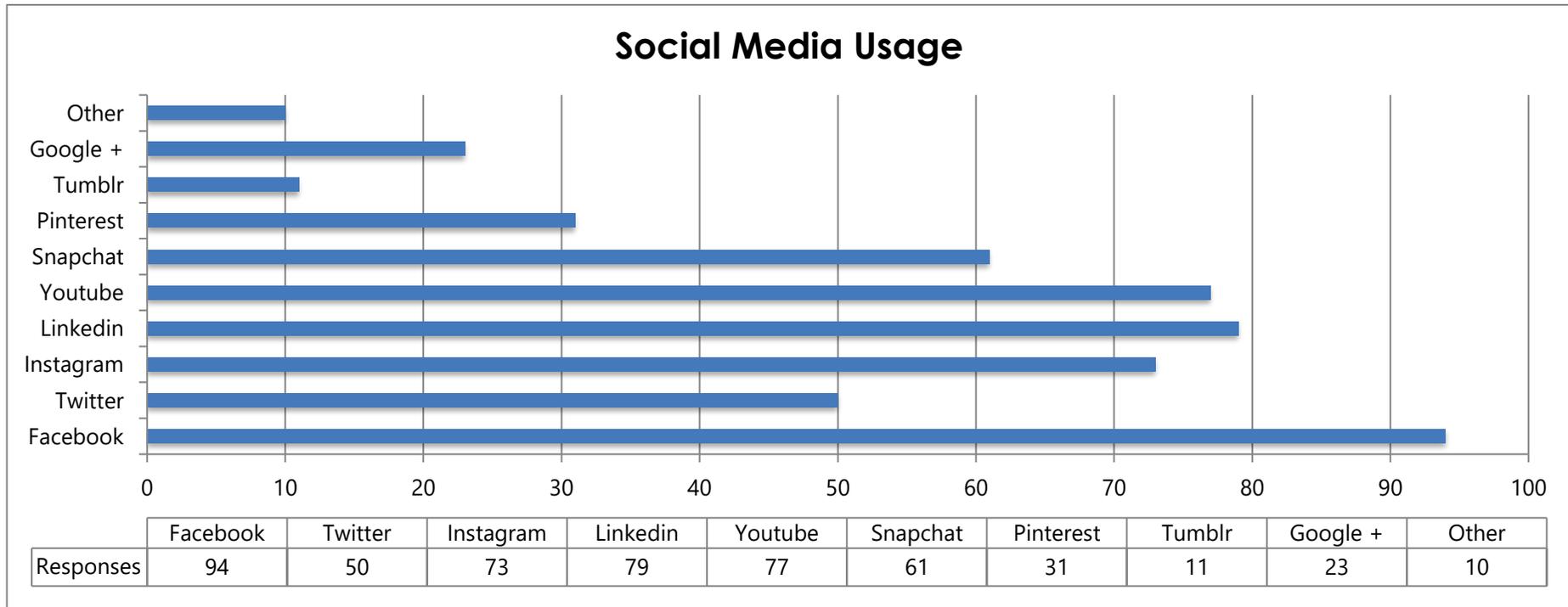
- Please select your age range?
- What social media platforms do you currently use?
- Which social media platforms do you think will dominate in the next 5 years?
- Please provide your reasons why you think these social media platforms will dominate?
- Which social media platforms do you think will decline in the next 5 years?
- Please provide your reasons why you think these social media platforms will decline?
- What technological advancements do you think will dominate in the next 5 years?
- Which skills do you think will become more important in the next 5 years?
- Please select the challenges you think a Millennial will face in the next 5 years?

## Participants

A total of 108 participants took part in this study. The majority of these participants were within the age group of 17-25 years of age (53.7%), 25.93% were 26 - 35 years of age, 12.04% were 36-50 years of age and 8.33% were 51 – 65 years of age. Therefore, overall we can suggest that this data would be representative of the growing population. We allowed for other generations to take part in this study due to the fact that it is exploring participant's perspectives on the future of millennials. Furthermore, this would allow for more in-depth meaning to be extracted.



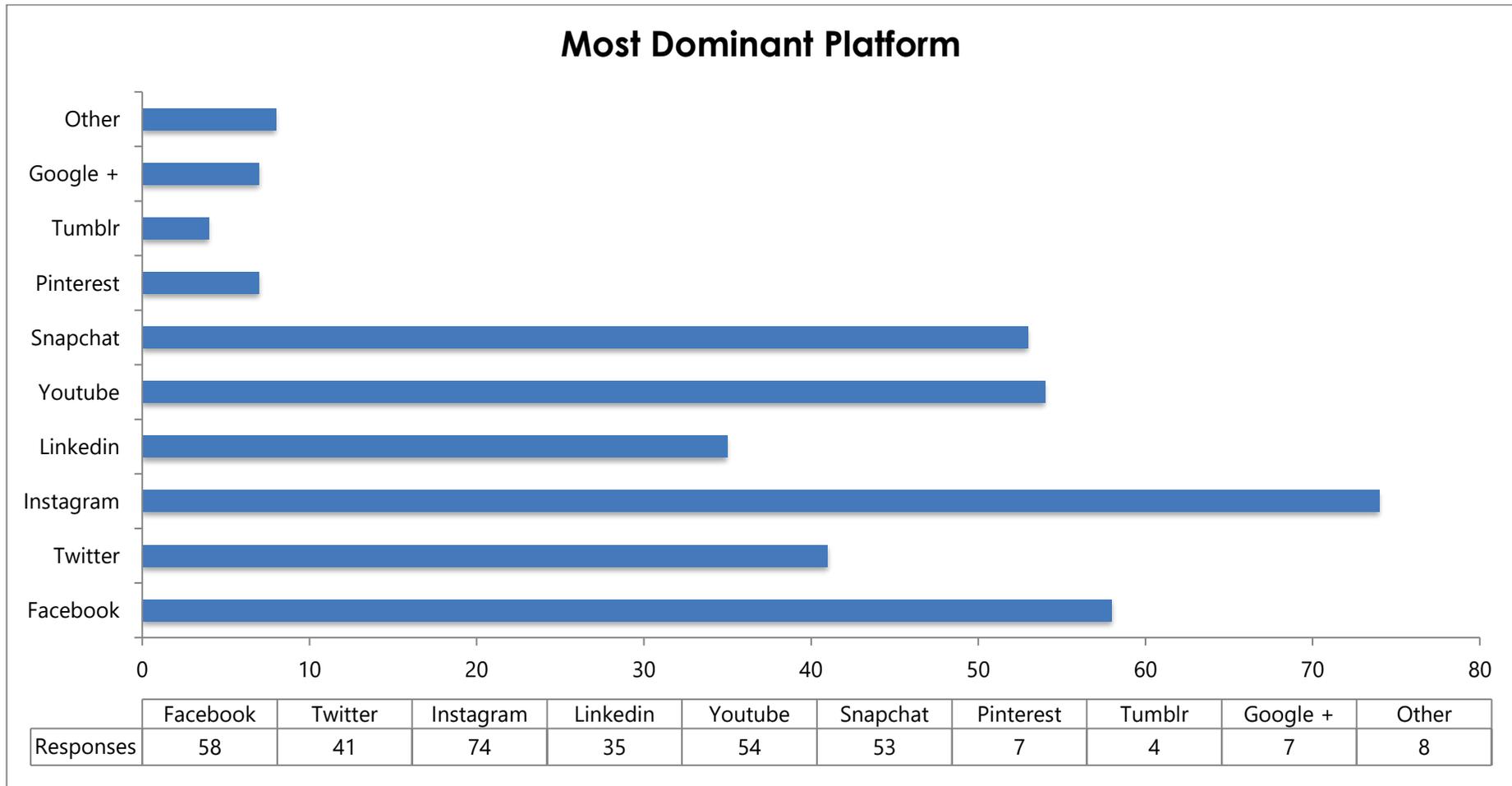
## Results – Quantitative



**Figure 1**

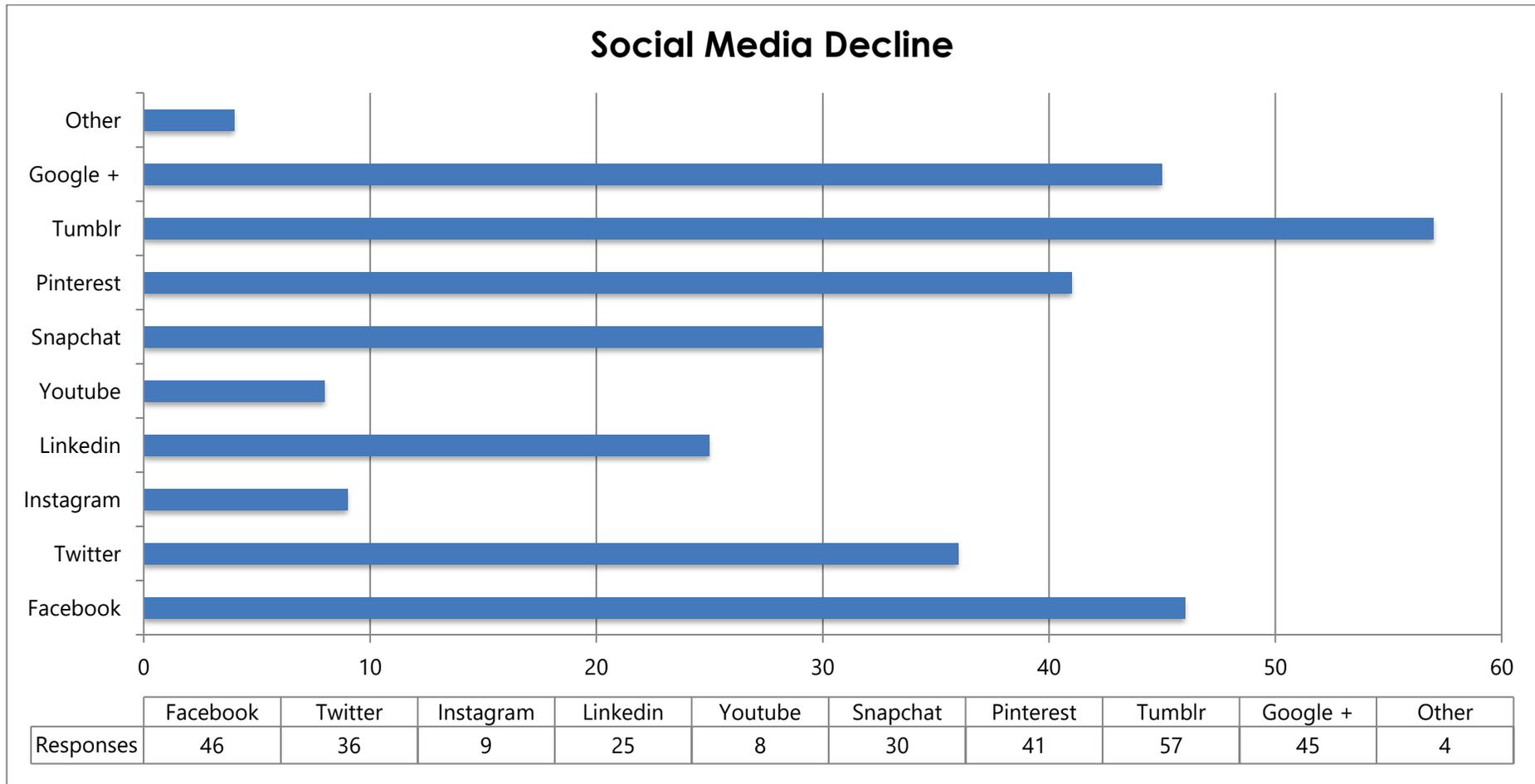
As depicted in Figure 1, Facebook showed the highest in usage compared to other social media platforms. As a percentage this reads as 87.04% (94/108). Given the fact that, participants had the option to select more than one answer for this question, it is more meaningful to review their responses and see which social media platforms were commonly chosen together.

From reviewing each participant’s response, it is noted that there are many instances where participants chose up to five other social media platforms alongside choosing Facebook, for example: Instagram, Twitter, LinkedIn, Youtube and Snapchat. Possible explanations for this could be the fact that some platforms work in unison (Facebook and Instagram). This may indicate that some platforms will continue to stay as long as the other affiliated platforms are still in the market.



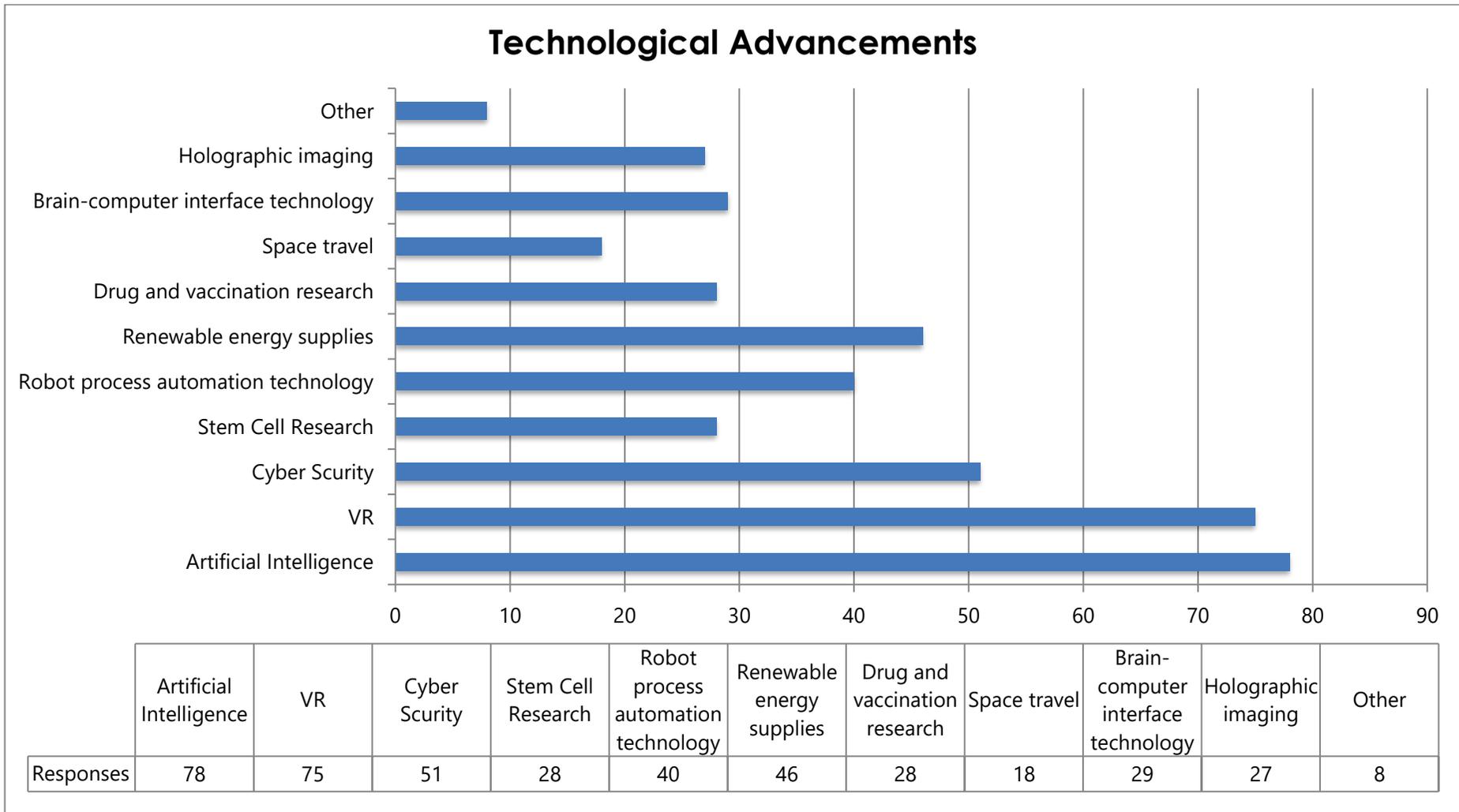
**Figure 2**

Figure 2 shows that Instagram was the most popular choice for most dominant in the next five years. 74/108 chose Instagram, which is 68.52%. Facebook is the second highest chosen answer with 58/108 participants (53.7%). The fact that both of these platforms are collectively the highest for this question supports the explanation that multiple platforms affiliated with one another increase the exposure of each other collectively.



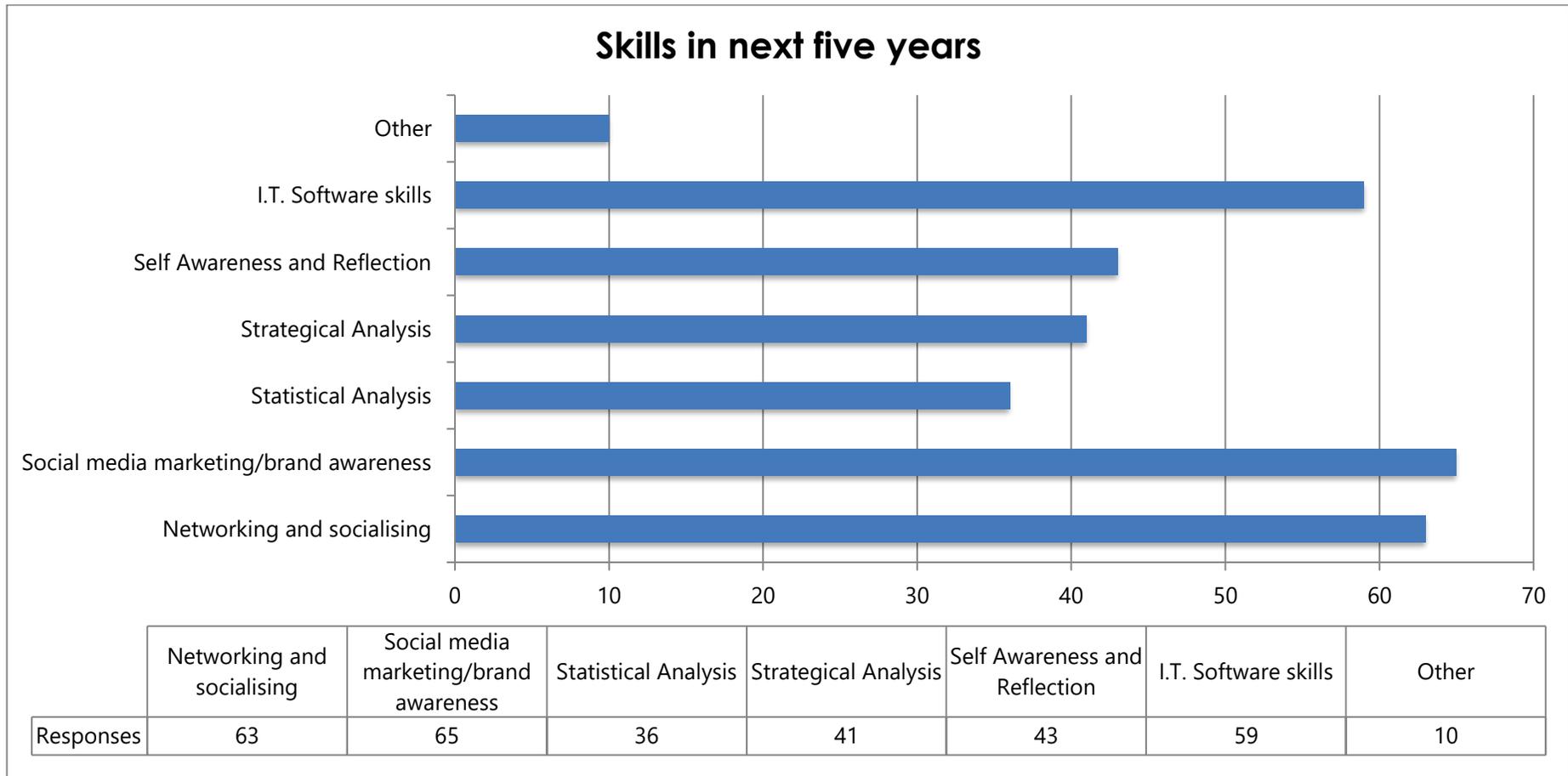
**Figure 3**

Figure 3 shows that Tumblr was the most popular choice for this question with 57/108 of participants choosing it (52.78%). This indicates that Tumblr is perceived as the most likely to decline in the next five years. The second highest answer choice is Facebook with 46/108 participants (42.59%). This conflicts with the results for previous questions; since they indicated that Facebook and other programs affiliated with it are predicted to last longer in the market.



**Figure 4**

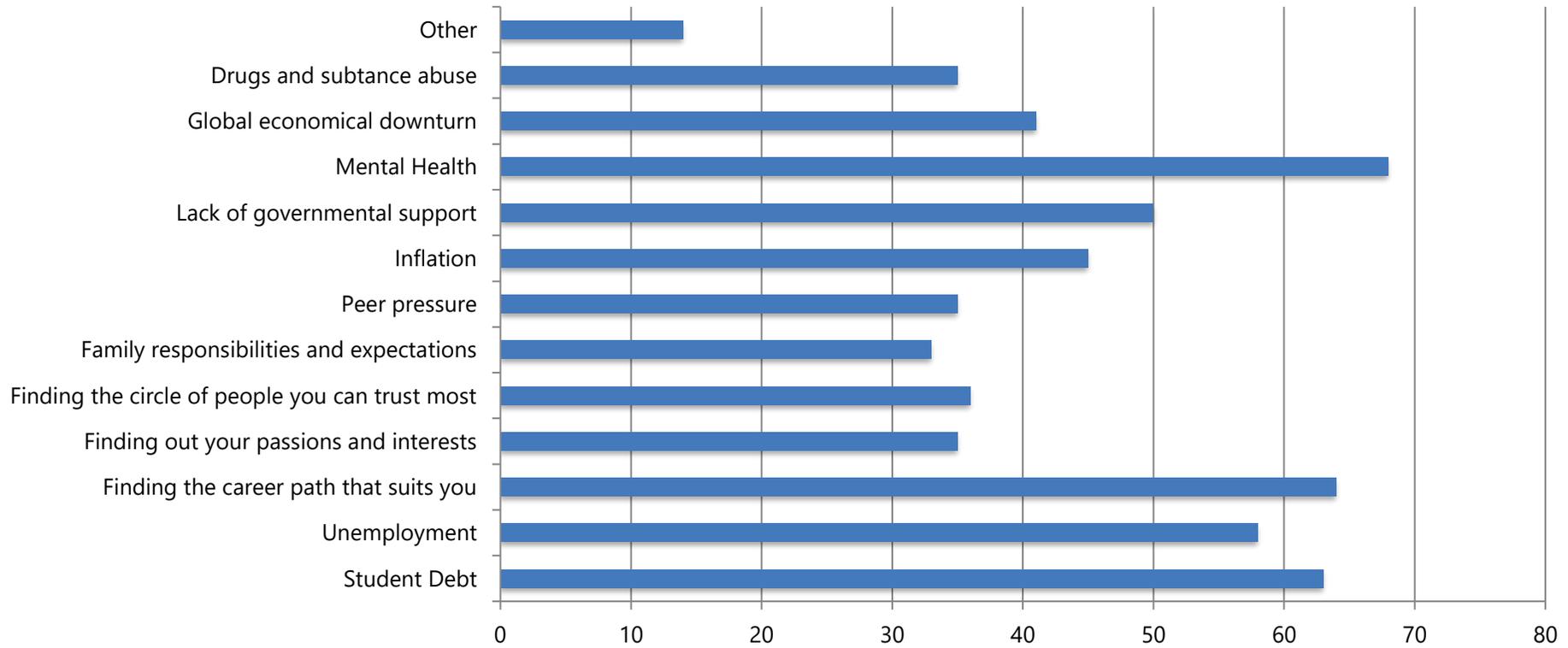
Figure 4 shows that artificial intelligence was the most chosen answer for this question. 78/108 chose AI, which is 72.22%. This is only marginally the highest compared to VR which accounts for 69.44% of participants (75/108).



**Figure 5**

Figure 5 shows that social media marketing/brand awareness achieved the most responses for this question. 65/108 participants chose social media marketing/brand awareness which is 60.19%. This is followed closely by “networking and socialising” which accounts for 63/108 participants and I.T. software skills 59/108 participants. These particular skills are perhaps close to equal in demand due to the fact that they complement each other. Social media marketing/brand awareness can be seen as an extension of networking and socialising, which is a product of the growth of the I.T. industry itself.

### Challenges in next five years



	Student Debt	Unemployment	Finding the career path that suits you	Finding out your passions and interests	Finding the circle of people you can trust most	Family responsibilities and expectations	Peer pressure	Inflation	Lack of governmental support	Mental Health	Global economical downturn	Drugs and substance abuse	Other
Responses	63	58	64	35	36	33	35	45	50	68	41	35	14

Figure 6

Figure 6 shows that mental health was the most common answer for this question. 68/108 participants chose mental health, which is 62.96%. Other answers such as “finding the career path that suits you”, “student debt” and “unemployment” have relatively higher amount of responses than the rest. This could potentially show a relationship between all of these answers. For instance, student debt and unemployment could be driving the challenge of finding the career path that suits you, which may cause a large degree of stress for the public. This therefore leads to the challenge of mental illness as a result.

For a summary of the results click here:

<https://www.surveymonkey.com/results/SM-VP7VH7Y28/>

## Conclusion

The results from our research show a degree of variation, which demands further analysis.

Facebook is used the most with 87.04% of participants stating they use it. Other platforms also reported high usage, such as: LinkedIn (73%), Instagram (67%) and YouTube (71%).

Platforms are preferred which are progressive and always looking to change and adapt to new social trends.

Although the majority of participants state that they use Facebook, the majority did not favour this as being the most dominant platform in the next five years.

Instagram is most likely to dominate in the next 5 years with its emphasis on visual appeal, functional variety, and emotional stimulation. It is seen as “fashionable”, particularly for younger generations catering for their entertainment needs.

Other platforms have their own unique selling point, catering to the preferences of different audiences. Platforms strong in articulating ideas and opinions are Twitter and LinkedIn. LinkedIn is a platform that provides value for online networking and may continue to keep this status because it caters to the needs of this audience well.

Twitter serves an important function of having a conversation with your network and to gain opinions in a more informal and open manner.

However, only 46.3% reported using Twitter and 33.33% indicating this will decline in the next five years compared to 73.15% reporting to use LinkedIn and only 25% suggesting that it will decline in next 5 years. LinkedIn is perceived as having more sustainability.

Other platforms appear to have no real competitors since they fulfill their specific purpose well. For instance, YouTube is the best platform for sharing and viewing video content of any genre. Although, other platforms have invested in sharing video content such as Facebook or LinkedIn; YouTube started this trend years earlier, hence it has more variety and a larger amount of video related content, and so has built audience over time for this specific purpose. Only 7.41% suggested that YouTube will decline in the next five years with 50% indicating that it will dominate social media.

In terms of technological advancements, it is clear that artificial intelligence and VR are extremely popular trends. Artificial intelligence extends to machine learning, planning, problem-solving and speech recognition in robotics. Therefore, the scope of its application is very broad with the technology expanding into all industries.

VR is primarily dominant in the games industry. However, this is likely to be infiltrating more industries. It is already emerging as part of psychological therapy.

IT software skills, in addition to social media marketing and networking & socializing, will be skills in demand in the next 5 years.

Mental health will be a challenge experienced by millennials, along with student debt and finding their career path”.

### ***What are the implications of these findings?***

It is worth considering how student debt and pursuing an ideal career impact upon mental health. Being unable to find a career that satisfies mentally and emotionally may cause resentment and, combined with student debt, it adds to the pressure of securing a job with salary to cover outgoings and fulfillment.

Many participants expressed distaste towards inflation and government cuts; it seems to be a popular belief that these problems are beyond our control. Is this a widely held belief that might contribute to feelings of apathy towards pursuing jobs? Practical advice on how to navigate through your chosen career/life path will be a real benefit here.

What are the implications of the use of multiple social media platforms and the technological advancement of AI and VR? In “Cyber Effect” Aiken (2016) explores the risks of technology usage and how our behaviour changes online. The online disinhibition effect, where a person feels compelled to say or do things online, which they would normally not do in person, has broadened people’s chances to become successful and embark on different journeys in cyberspace.

At the same time, the online disinhibition effect can facilitate abnormal behaviour from social media rants to cyber theft.

We tend to act differently online because we feel anonymous, as the human brain cannot sense threats as easily when using technological devices. Combine this risk with the addictive nature of online browsing, it has the potential to facilitate more harm than good and so this awareness must be considered in assisting people to realise their potential.

Millennials should be made aware of how to fulfill all of their needs so that they don’t suffer burnout. Interventions, such as workshops, which target career development and integrating work into life simultaneously can help millennials to find balance. Introducing Ikigai can help with this.

Cyberpsychology - “the study of the impact of emerging technology on human behaviour” (Aiken, 2016) will become a key intervention. Encouraging an approach for online activity in

order to promote an online/offline balance which will help improve focus and resilience against addiction.

The skills predominating over the coming 5 years need to encompass the importance of social media marketing interventions and invest in developing IT capabilities to navigate the competitive job market, fulfill one's potential and to enhance mental wellbeing leading to Ikigai.

## References

15 Economic Facts About Millennials. (2014). [ebook] pp.1-49. Available at: [https://obamawhitehouse.archives.gov/sites/default/files/docs/millennials\\_report.pdf](https://obamawhitehouse.archives.gov/sites/default/files/docs/millennials_report.pdf) [Accessed 19 Nov. 2017].

Aiken, M., (2016). *The Cyber Effect*. 1st ed. London: John Murray (Publishers).

Ford, M., (2015). *The Rise Of The Robotics*. 1st ed. London: Oneworld Publications.

McCreary, M. (2017). Depression and work: The impact of depression on different generations of employees. [online] pp.1-6. Available at: [https://www.bensingerdupont.com/filebin/pdfpublic/Whitepaper\\_MorneauShepell\\_Depression\\_and\\_work\\_E-US\\_0417.pdf](https://www.bensingerdupont.com/filebin/pdfpublic/Whitepaper_MorneauShepell_Depression_and_work_E-US_0417.pdf) [Accessed 17 Feb. 2018].

McNamara S. (2017) "Future Ready Leaders" 2017 EQ Summits, 18-20 November, 2017, Dubai.

Mogi, K., (2017). *The little book of Ikigai*. 1st ed. London: Quercus Editions Ltd.