

## too much too soon?

Molly McShane , Townsville Bulletin, 9 May 2008

molly mcshane looks at the Y Generation and discovers that their slogan is 'I want it, and I want it now'

... according to studies, (they) are also demanding, job-hopping, immature, self-absorbed and impatient' you are the generation that has your iPod earphones surgically attached like an extra pair of limbs, you sleep with your mobile as a security blanket and can't last a day without surfing the net -- you are Generation Y.

Sound familiar? If so, you must have been born between 1979 and 1990, and have yet to reach the age of 30.

To put it bluntly, you are technology freaks, also known as the Millennials.

You thrive on the internet, Xbox, MP3s, gadgets, mobiles -- you name it.

You are the most educated generation with more than 75 per cent enrolling in tertiary education and described as charismatic, ambitious and energetic.

Growing up in a world of advancing technology and marketing has made you extremely techno-savvy.

But slow down there, my fellow Millennials, and deflate that head of yours ... according to studies, you are also demanding, job-hopping, immature, self absorbed and impatient.

Your ideal slogan is 'I want it, and I want it now'.

Dr Alistair Campbell from Townsville's James Cook University said the generation's behaviour traits could be traced back to the environment in which they were raised.

"They had a lot of wealth around and material things," Dr Campbell.

"They were probably getting exactly what they wanted when they wanted, so they were relatively spoiled and can get really impatient when things don't go their way."

A **McCrindle** research project in 2007 showed that Gen Yers are also a bit of a mummy's child, with almost half of the generation still living at home in their 20s, the age at which their parents would have been married and purchasing their own home.

But don't worry -- there are a few reasons why you can't leave your mum's side.

Dr Campbell said the generation lived at home a lot later because of staying in education longer, a shift of balance in families and their desire for technology.

"Generation Y want a lot more stuff, such as big screen TVs, cars and gadgets, so they spend their money on that and cannot afford to leave home," he said.

"Having unlimited amounts of information has given you an overdose of confidence, and your addiction to technology through emailing, facebook and texting has damaged your direct social communication skills.

"A lot of Generation Y don't understand the basic social rules around listening and respecting.

"They are intolerant to people on a personal level, very self-focused, and when they face conflict, they don't respond well.

"The generation has a lot of enthusiasm but a lot of petulance -- they are mature intellectually and physically, but not emotionally."

But ease up, it's not all bad.

You are the smart, powerful, fearless generation, with great ambition and are socially and culturally aware.

So, take the good with the bad.

But guys, I think it's time you moved out of home and gave your parents some peace