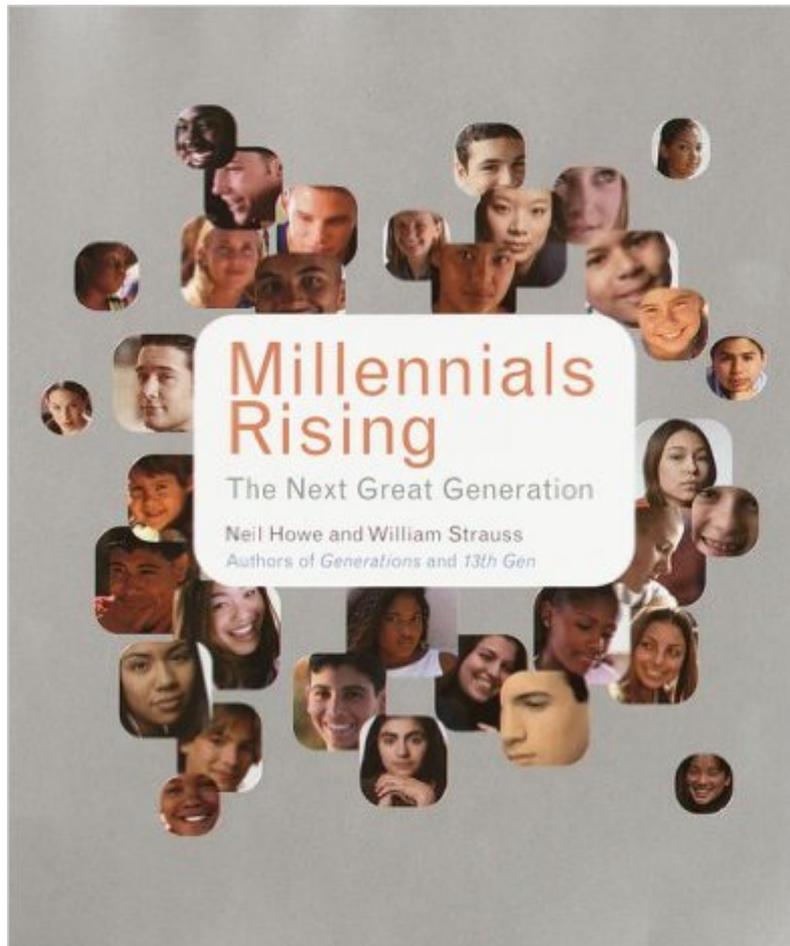# Millennials Rising: The Next Great Generation

Synopsis

By the authors of the bestselling 13th Gen, the first in-depth examination of the Millennials--the generation born after 1982."Over the next decade, the Millennial Generation will entirely recast the image of youth from downbeat and alientated to upbeat and engaged--with potentially seismic consequences for America." --from Millennials RisingIn this remarkable account, certain to stir the interest of educators, counselors, parents, and people in all types of business as well as young people themselves, Neil Howe and William Strauss introduce the nation to a powerful new generation: the Millennials. They will also explain:Why today's teens are smart, well-behaved, and optimisitc, and why you won't hear older people say that.Why they get along so well with their Boomer and Xer parents.Why Millennial collegians will bring a new youth revolution to America's campuses.Why names like "Generation Y" and "Echo Boom" just don't work for today's kids.Having looked at oceans of data, taken their own polls, and talked to hundreds of kids, parents, and teachers, Howe and Strauss explain how Millennials are turning out to be so dramatically different from Xers and boomers and how, in time, they will become the next great generation.

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Customer Reviews

"Millennials Rising: The Next Great Generation," by Neil Howe and William Strauss, attempts to explain the generation of people born between 1982 and 2002. The authors label this group the Millennials; according to the authors' model, the Millennials follow Generation X (born between 1961 and 1981), the Boomers (1943-60), the Silent Generation (1925-42), and others in a chain of definable generations that stretches back for centuries.The authors look at some of the cultural

forces that have shaped (and, increasingly, are being shaped by) the Millennials. They consider the increasing emphasis on multiculturalism; the impact of "Kinderpolitics," or child-centered politics, on Millennial lives; the school uniform movement; Millennial pop-culture favorites like Harry Potter and Pokemon; the "boy band" surge; the impact of the Columbine massacre; and more.Ultimately, the authors make some bold predictions. They claim that the Millennials will likely become the latest in a series of "hero generations" that occur every few generations (the last hero generation, according to the authors, was the G.I. Generation, born 1901-1924). They also predict a "Millennial makeover" of American popular culture in the first decade of the 21st century.The book is fascinating and informative. But the authors' essential conceptual model and conclusions are problematic. It seems to me that the whole "generational" model is an artificial (and, at worst, stereotype-driven) way to break people into easily-labeled groups. In fact, I think things are a lot more complex than the authors seem to believe.Still, the book is engrossing reading. It was actually recommended to me by a distinguished U.S.

While I do not find today's youth a particularly boisterous or "bad kid" generation, this book goes beyond assessment of the trends and into self-convincing in a very deceptive way. There are indeed trends out there, some positive and some negative (which is partly a matter of opinion anyway), but Strauss and Howe have gone a little too far this time in seeing what they want to see.One reviewer notes: "One thing is that the authors know what to look for by using their generational theory. As a result of this, he [obtained] results that would surprise most people, but would not surprise anyone familiar with their previous works." Ironically, this is exactly an example of why this cannot be considered a good book. The two authors knew what they wanted to write about youth long before writing this book, in fact wanting to write whatever would fit a set of predictions about this crop of youth that these authors have had for a decade. Rather than "looking for" wholesome youth, they need to look at the whole picture of how things are.But William Strauss and Neil Howe look for and write what they want to find. Deceptively one-sided quotes fill the pages with statements from youth who fit their preconceived paradigm and adults who observe something in youth that fits their paradigm. They had to wade through all the quotes from young speakers who fit a different paradigm. Why these teens? Why did they conduct surveys of their own county in Virginia and not some other county?What these two authors don't mention in the book is that they pick and choose from surveys rather than showing the whole picture of the generation. For instance, they quote a CBS survey to persuade the reader of the government/parental trust of this generation ("Half trust the government to do what's right.

I've always been fascinated by social history, and generally enjoy reading about societal trends, so I found this book to be interesting on the surface. The book is entertaining (in small doses!), but there are some deeper problems, both in its assumptions and conclusions.First, to really buy into what this book claims, one must in some sense buy into the authors' ideas about generations. To be sure, social phenomena are not linear, but it is a stretch to assume that they are cyclical in the sense of "great generations". Many of the events that influence different "generations", actually are multi-generational, encompassing time scales of a century or more.Despite the idea that each generation makes its own future, or has it made for them largely by their parents or their place in a historical cycle, much of what takes place is on a much larger and longer scale and there is no evidence that this is really cyclical in any sense. This book has little to say about these, instead dwelling on grandparents, parents and children and the idea of cyclical generations.The other aspect of this book that I find troubling is the combination of facts, trends, and broad assumptions that are not really well verified being taken as some sort rigorous analysis. It is more theme oriented journalism with lots of citations, interviews and "factoids". It as close to a feature in a Sunday magazine as to any real in depth analysis.Prospective readers should also be aware of the background of these authors. Although they are referred to in various reviews as "historians", their backgrounds are closer to what might be termed "Republican policy wonks", who now run a consulting business based on identifying and advising on generational trends.Why does this matter?

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