Jugend 2015. Eine pragmatische Generation im Aufbruch

Engl. transl.: Youth 2015. A pragmatic generation on the move

# Keywords

* survey
* youth
* political attitudes
* value orientation
* future aspirations
* Germany

# Details

## Year

2015

## Issued

2015

## Language

German

## Authors

Shell Deutschland Holding GmbH

## Type

Book

## Book title

Jugend 2015. Eine pragmatische Generation im Aufbruch. Orig.-Ausg.

## Topics

Other

## Sample

representative sample
n = 2.558 (aged 12 to 25)
(qualitaive) interview
n = 21 (aged 12 to 25)

# Abstract

What do young people think in 2015? How secure do young people feel in the face of rising youth unemployment in Europe? What expectations and values do young people have? For more than 60 years, the 17th Shell Youth Study has continued the long-term reporting on the young generation in Germany and documents the lifeworlds and aspirations of adolescents. The study is based on the results of current and representative surveys in 2015. (Publisher).

# Outcome

"The young generation in Germany is characterised by a pragmatic attitude towards school, work, family and friends. At the same time, young people are keen to experiment. Attitudes go beyond a success orientation and follow idealistic values. They want to get involved, turn things upside down, open up new horizons and are prepared to take risks in the process. Therefore, the young generation in Germany in 2015 can be described as a "generation on the move".
- Young people are once again more interested in current socio-political issues.
- Their desire to reconcile work, leisure and family is strong.
- The optimism of young people in Germany is unbroken. It continues to rise. However, there is a discrepancy concerning social background.
- Young people are less confident about their educational and career goals.
- Young people today have both higher educational and occupational aspirations and higher expectations of their employers. They want interesting and fulfilling job profiles, but also flexibility and the compatibility of work and family
- The desire to have children continues to decline.
- More and more young people are showing political interest. Political interest is also associated with a willingness to participate in political activities themselves. However, the established parties do not benefit from this, and disenchantment with politics remains high.
- Fear of xenophobia is stronger among young people than fear of immigration.
- In 2015, full online coverage has become a reality: 99 per cent of young people have access to the internet.
- They use an average of 2.3 access channels, such as a smartphone or laptop/notebook.
- Besides, the young generation is online for longer and longer: On average, young people spend 18.4 hours online per week, compared to less than 10 hours as recently as 2006.
- Young people are informed about the problems of data misuse on the internet and view it critically. They believe that big companies like Google and Facebook earn a lot of money with their user data. Still, they use Facebook frequently.
- Values of young people are stable.
- 64 per cent of young people attach great importance to respecting law and order.
- More important to the respondents in 2015 than in previous studies is the willingness to behave in an environmentally conscious manner."
(Albert, Hurrelmann, Quenzel 2015, n. P.; translated by the coder [URL: https://www.bundestag.de/resource/blob/632026/7558ce0d8a172b47f78c770dfb35d6ac/KDrs-19-28-38\_Broschuere-Shell-Jugenstudie-data.pdf])