Generation What - Das Online-Experiment

Engl. transl.: Generation What - The Online-Experiment

# Keywords

* Youth
* Europe
* Generation What
* Austrian value
* International value
* Identity

# Details

## Year

2016

## Issued

2016

## Language

German

## Start Page

## End Page

## Editors

Mitschka K.;Unterberger K.

## Authors

Schönherr D.;Zandonella M.

## Type

Book

## Book title

Generation What

## Publisher

ORF Public Value

## Place

Vienna

## Topics

* Social mediation
* Internet usage, practices and engagement
* Wellbeing
* Digital and socio-cultural environment
* Other

## Sample

35.285 young adults (18-34) in Austria, weighted by age, gender, formal education, and region (convenience sample)

## Implications For Policy Makers About

## Other PolicyMaker Implication

Awareness for the needs of the younger generation

## Implications For Stakeholders About

* Researchers
* Industry
* Healthcare

# Abstract

""Generation What" is the largest youth study in Austria and Europe so far. It includes 149 questions ranging from politics and religion to sexuality and lifestyle. The aim is to give 18- to 34-year-old Europeans the opportunity to draw their own picture of their generation."
(Schönherr/Zandonella, 2016, 6; translated by the coder)
"Even more important than the results of the data analysis is probably that "GENERATION WHAT" has created a European public sphere: beyond the "bad news", the aggressive rhetoric of populist agitation, beyond new authoritarian nationalist currents. With "GENERATION WHAT", a young Europe has made itself heard, which makes perspectives of a shapeable future possible."
(Mitschka/Unterberger, 2016, 3; translated by the coder)

# Outcome

- Who is Generation What?
- Is it an European generation?
- Distrust in politics and media
- New social commitment
- New attitudes regarding social issues
- Experiences with and attitudes towards love and sexuality
- A heterogenous generation
- An Austrian typology
- National differences between European countries