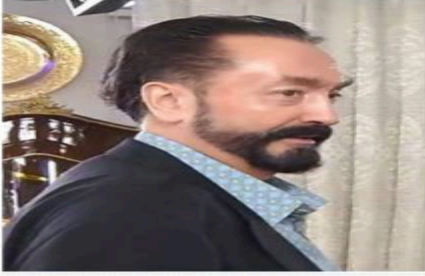


# Milenyum Kuşağını Kazanmak Geleceği Kazanmaktır



## Winning Over the Millennials



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by Harun Yahya

Although they are not currently at the forefront, today's young generation is expected to shoulder responsibilities in all areas in the near future. They make up a substantial part of world society. In fact, in terms of numbers, they rank first in the populations of some countries. With almost 80 million members, the largest living generation in the history of the United States, is, to use their popular name, "the millennials".

Neil Howe and William Strauss, the authors of *Millennials Rising: The Next Generation* — published in 2000 and regarded among the most important sources on this subject — are also regarded as the namers of this generation. Howe and Strauss define this social group as those born between 1982 and 2004.

One of the most significant common characteristics of the millennials is that, from the moment they were born, they grew up with the Internet, computers, smartphones and all sorts of advanced technology.

This modern technological environment plays a crucial defining role in their social and psychological development, as well as their personality structures.

According to various sources, some of the striking common characteristics of the majority of the millennials are:

**THEY** are obsessed with communicating with people; so much so that 83 per cent of the millennials sleep with their phones. They check their smartphones at least once an hour. They send and receive an average of 88 messages per day. Yet, they don't like actual talking as much.

**FIFTY-FIVE** per cent of them have posted at least one selfie or more on the social media. They virtually live on YouTube, Facebook, Instagram and Pinterest. They have the highest number of Facebook friends compared with other generations. A famous figure following them on Twitter, or their posts getting likes on Facebook, is a great deal for them.

**THEY** easily and quickly adapt to computer programmes, operation systems, new technological gadgets and systems. Compared with other generations, they are more adept in computer-based environments.

**TO** be up-to-date in every respect and to seize the moment are their biggest goals. Having the latest version of everything, being the first to hear about everything, being the first to spread news, starting a new trend and being the first to come up with sensational things others will imitate are their greatest passion.

As is seen, in terms of technical aptitude, intelligence and the ability to adapt quickly to new technologies, the millennials are well ahead of other generations. However, it is hard to say the same about their personalities, behavioural traits and moral values.

**Milenyum kuşağı** teknik beceri, zeka, yeni teknolojilere hızlı adapte olma bakımından diğer jenerasyonlardan oldukça önde. Ancak, kişilik yapısı, davranış özellikleri ve ahlaki değerler bakımından aynı şeyi söylemek zor.

Öyle ki bazı uzmanlar, kişilik özellikleri bakımından **milenyum gençliğini** gelmiş geçmiş en kötü **jenerasyon** olarak sınıflandırıyor. Gerçekten de bu jenerasyonun büyük bölümü aşırı derecede **kendini beğenmiş, bencil, her durumda kendini haklı gören, karşısındakinin düşüncelerine önem vermeyen, geçimsiz, agresif, sürekli haklar iddia eden ancak bu hakları kazanma konusunda hiçbir gayreti olmayan, sorumsuz**, tüm bunlara rağmen de kendini çok önemli gören kimselerden oluşuyor.

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