



Generation Me: Why Today's Young Americans Are More Confident, Assertive, Entitled--and More Miserable Than Ever Before

By Jean M. Twenge

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A revealing examination of the generation born between the 1970s and the 1990s, called “The Entitlement Generation,” gives Boomers new insight into their offspring and help those in their teens, 20s, and 30s find their road to happiness.

Called “The Entitlement Generation” or Gen Y, they are storming into schools, colleges, and businesses all over the country. In this provocative new book, headline-making psychologist and social commentator Dr. Jean Twenge explores why the young people she calls “Generation Me”—those born in the 1970s, 1980s, and 1990s—are tolerant, confident, open-minded, and ambitious but also cynical, depressed, lonely, and anxious.

Herself a member of Generation Me, Dr. Twenge uses findings from the largest intergenerational research study ever conducted—with data from 1.3 million respondents spanning six decades—to reveal how profoundly different today’s young adults are. Here are the shocking truths about this generation, including dramatic differences in sexual behavior, as well as controversial predictions about what the future holds for them and society as a whole. Her often humorous, eyebrow-raising stories about real people vividly bring to life the hopes and dreams, disappointments, and challenges of Generation Me.

GenMe has created a profound shift in the American character, changing what it means to be an individual in today’s society. The collision of this generation’s entitled self-focus and today’s competitive marketplace will create one of the most daunting challenges of the new century. Engaging, controversial, prescriptive, funny, *Generation Me* will give Boomers new insight into their offspring, and help those in their teens, 20s, and 30s finally make sense of themselves and their goals and find their road to happiness.

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- Sales Rank: #621798 in Books
- Color: Paperback,
- Published on: 2007-03-06
- Released on: 2007-03-06
- Original language: English
- Number of items: 1
- Dimensions: 8.44" h x .70" w x 5.50" l, .58 pounds
- Binding: Paperback
- 304 pages

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Editorial Review

From Publishers Weekly

In their 2000 book, *Millennials Rising*, Neil Howe and William Strauss argued that children born after 1982 will grow up to become America's next Greatest Generation—filled with a sense of optimism and civic duty—but according to San Diego State psychology professor Twenge, such predictions are wishful thinking. Lumping together Gen-X and Y under the moniker "GenMe," Twenge argues that those born after 1970 are more self-centered, more disrespectful of authority and more depressed than ever before. When the United States started the war in Iraq, she points out, military enlistments went down, not up. (Born in 1971, Twenge herself is at the edge of the Me Generation.) Her book is livened with analysis of films, magazines and TV shows, and with anecdotal stories from her life and others'. The real basis of her argument, however, lies in her 14 years of research comparing the results of personality tests given to boomers when they were under 30 and those given to GenMe-ers today. Though Twenge's opinionated asides may occasionally set Gen-X and -Yers' teeth on edge, many of her findings are fascinating. And her call to "ditch the self-esteem movement" in favor of education programs that encourage empathy and real accomplishment could spare some Me-ers from the depression that often occurs when they hit the realities of today's increasingly competitive workplace. (Apr.)

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From [Booklist](#)

A new book tackles the 18-to-35-year-old generation's problems--those they face and those they create. Twenge's book is comprehensive and scholarly, filled with statistics and thoughtful observations about the group she's dubbed *Generation Me*. These young people were raised with the idea of self-esteem being more important than achievement, which has caused them to place the self above all else. Such beliefs also have created a generation of young people who believe every dream is attainable but who aren't prepared to deal with discovering it isn't so. Twenge notes that today's young parents are especially lenient with their children and reluctant to discipline them, suggesting that perhaps the next generation will be even worse off. Twenge believes Generation Me would benefit from a heavy dose of realism. Accessible and a must-read for the generation they address. *Kristine Huntley*

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Review

"An informed, rollicking look at the epidemic narcissism, illusory optimism, and anxiety and depression of today's younger Americans. Compelling reading...*Generation Me* is marvelously written with a sparkling humor."

-- David G. Myers, author of *The American Paradox: Spiritual Hunger in an Age of Plenty*

"Twenge does a huge, decidedly un-GenX amount of research and replaces [hunches] with actual data.... [L]ucid and entertaining...bold...refreshing."

-- Chris Colin, author of *What Really Happened to the Class of '93*

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