

MONEY VS. MEANING

Since 1966, researcher Alexander Astin has been asking first-year college students about their life goals. In the mid-1960's, Astin's survey found that 45 percent of college students rated "being very well off financially" as a very important objective. That figure jumped to 75 percent by the mid-1980s. When Astin asked students about "developing a meaningful philosophy of life," more than 80 percent of the mid-1960's students endorsed that as a life goal. But by the mid-1980's that number dropped to just a little more than 30 percent.

According to James Cote, author of *Arrested Adulthood*, money-seeking goals and meaning-seeking goals have traded places among those transitioning to adulthood: "The American college-educated population is far more interested in 'making money' than 'making meaning.'"

⇒ **How to Engage Students:** Kids need to know that God's definition of success stands in marked contrast to the definition that the rest of the world wants them to believe. We live in a culture that offers two definitions of success, with two paths to take in life, and two outcomes. Remind your kids that the real measure of their success in life is how much they'd be worth if they had absolutely nothing.

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