

# THE FIXER GENERATION

Nick Shore leads MTV's Strategic Insights Team—his researchers just completed a massive study of American young adults called "Generation Innovation." The MTV team set out to discover how a generation of young people is coping with their unique cultural challenges—raised by over-engaged parents who've nurtured an entitlement mentality in them and handed them an economy with double-digit unemployment.

When researchers asked, "What word best defines the DNA of your generation?" the top response was "creative," closely followed by "self-expressive." Almost two-thirds of all Millennials (70 percent) in the study agreed with this rallying cry: "Creativity will save us!" Shore says: "What we found was counter to the often-charged caricature of today's youth as 'entitled' and 'coddled.' Instead, we found a vibrant and strong fixer/maker/builder culture where nearly three in four Millennials believe 'our generation is starting a movement to change old, outdated systems.' Put more broadly, if the American Dream isn't working as promised, Millennials will take it upon themselves to create the next 'version' of America."

Here are Shore's five big "takeaways" from the MTV study:

**1 We do the "chill-hustle."** Young people call their multi-tasking lifestyle "doing the chill-hustle." More than half (55 percent) of Millennials told MTV researchers that "my hustle is more important than an MBA," and more than three quarters (78 percent) said "even if I have a job it's important to have a side project that could become a different career."

**2 We hack.** Hacking, in its conventional understanding, is an illegal cyber-invasion. But it's now broken out of that narrow definition, and is commonly used to describe a lifestyle of creative problem-solving. Shore says: "To hack is to collectively piece together rapid-fire lateral solutions and workarounds to problems using available resources, creativity, and crackling energy." Friday night hack-athons are quickly usurping the dance-club or party culture of older generations.