

P3 Proposal: Resistance / Culture / Design / Interactive

Shannon Fidler: Why Work?

The cultural resistance that I have chosen to explore involves a discussion on how Generation Y or Millennials feel about the working world and corporate or work culture.

According to Jamie Gutfreund, chief strategy officer for the Intelligence Group by 2020 Millennials will represent 40% of the working population¹, a study found that 85% of Generation Y want to spend 30-70% of their time working from home with a flexible working arrangement², and “the top priority when choosing a job was *doing work that I love. Earning lots of money* was far behind, in seventh place.”² Generation Y has not had to go through a period of economic depression or mass unemployment and are not daunted by the idea of unemployment because they have not had to experience the hardships faced through those times.

My question that I want to address is then why should Generation Y work at all in any professional capacity? Why should Generation Y rack up \$28,000+ in tuition costs and/or loans? Why doesn't Generation Y just follow what they want to do rather than going through university just to work their whole lives at something they don't love? Why work your whole life just for the hopefully 20+ years you get after retirement?

Julia Middleton of Common Purpose says “We see young people that are searching for some sort of meaning in life and if you can't align their values with the organization they might leave. I think life is cyclical - and there is a return to people searching for meaning and searching for values.”²

My idea is to have a site dedicated to embracing the generational situation that Generation Y has been raised in, encouraging younger people to follow their dreams, whatever they may be. To encourage travel and gaining life experience, doing work that you are proud to do and work that challenges and fulfills you on whatever level that may be. To encourage people to find their purpose and meaning for life including what values they have to guide them to make these choices. Generation Y has been raised with being told that they can do anything they want, they have more broad opportunities than was ever before available to young people. Work culture is now telling us that we will not “be successful” by their definition because we don't understand struggle and we don't have the same work ethic as they do. I think that embracing that aspect of resisting corporate or work culture to focus on finding the meaning in our own lives in a website will be a great opportunity to explore my own creative skills while practicing my own argument.

¹ <http://www.forbes.com/sites/robassghar/2014/01/13/what-millennials-want-in-the-workplace-and-why-you-should-start-giving-it-to-them/> Web. Oct 21 2015

² <http://www.theguardian.com/money/2008/may/25/workandcareers.worklifebalance> Web. Oct 21 2015