

YOUTH VALUES

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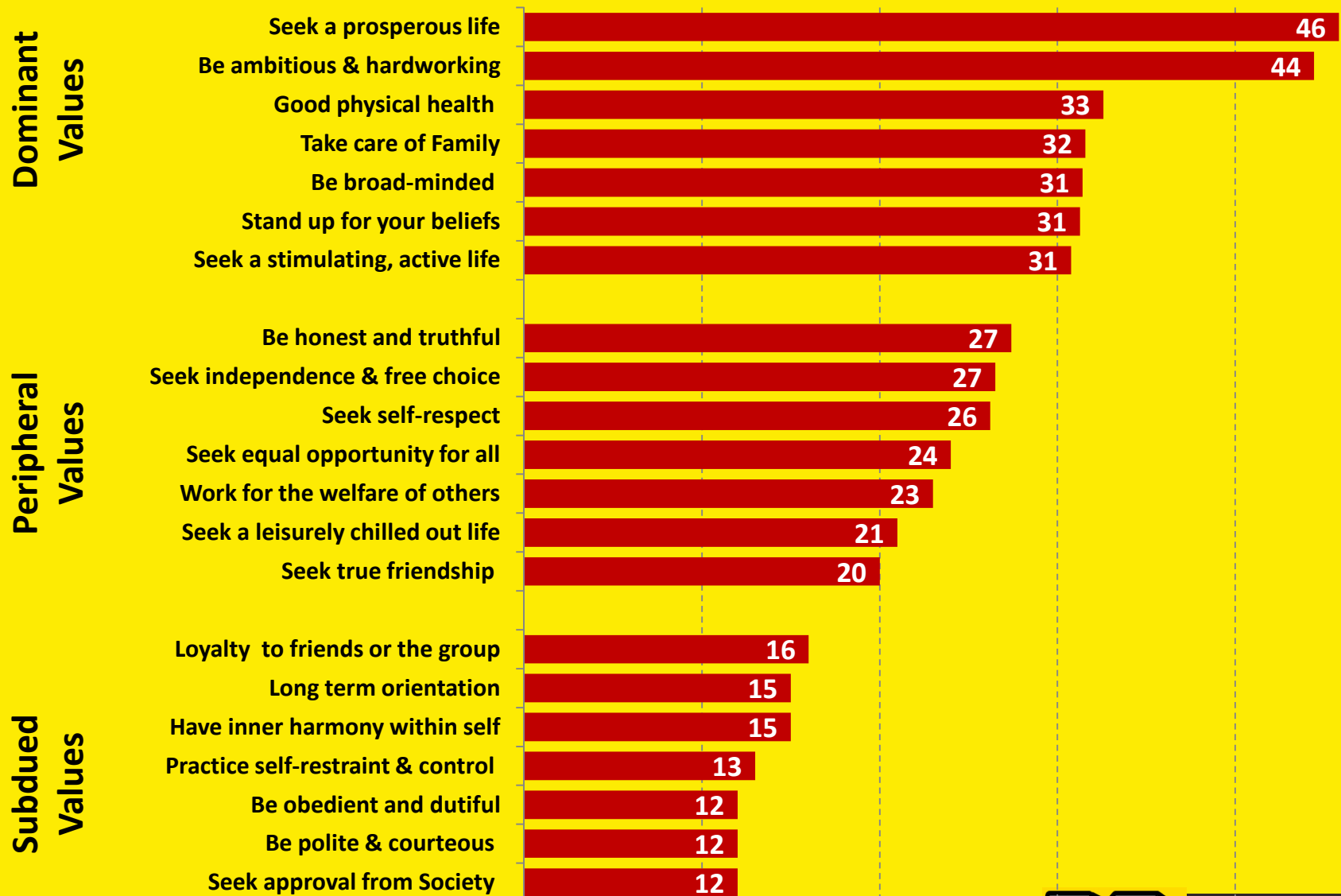
Dominant values : Driven by a stubborn confidence to break into the big league, these young people are ready to slog it out. The super ambitious youth thinks with an open mind, experiments and takes risks to defend their own beliefs. What's interesting is that immediate family continues to be important for the Indian youth. And, body worship is definitely a virtue! Experiential living rules the roost as every sensation is heightened and enjoyed to get the maximum impact out of life.

Peripheral values : Neither are these values are supremely important, nor are they discarded as redundant. Honesty, welfare of others and true-friendship lie somewhere on the fringe and are no longer the driver values. Leisurely and chilled out way of life is out-dated; the young folks love to work hard to earn their independence and self respect.

Subdued values : These values are fast fading and let's not get judgmental and sentimental about them. Loyalty, self restraint, obedience and inner harmony are not the hot favorites amongst the Young Turks. Approval from the society is not something that really matters. They are extremely short term focused and do not strive for a lasting contribution at in future.



Youth Value System : Key Values as Ranked by the Youth



Youth Research, MTV, 16 cities, 3110 sample size, 2010, SEC AB



The Gender Bender

The differences are not very stark on most of the values. But yes, there are some differences between the two planets.

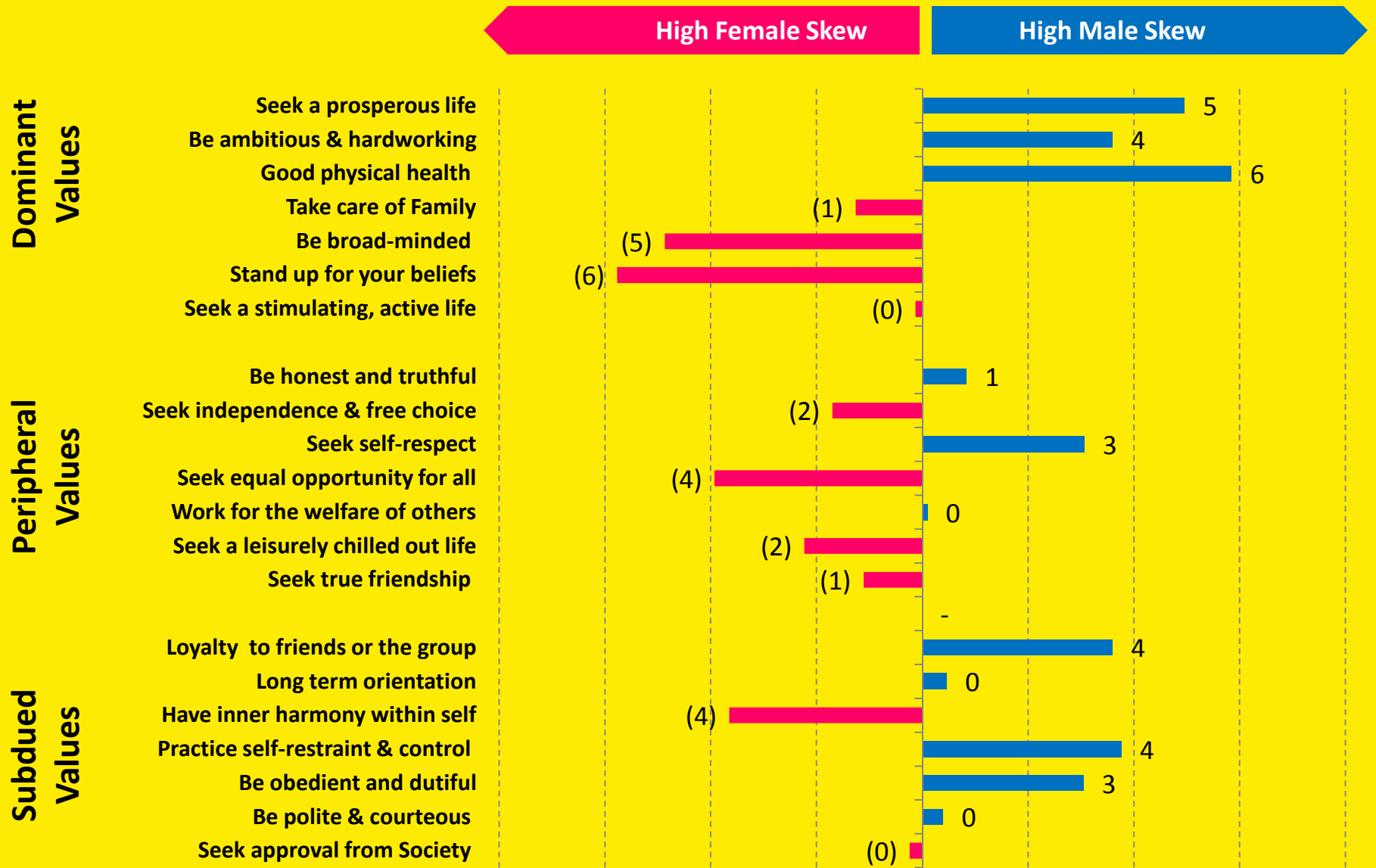
While both genders have similar dominant values, the men folks come across as more ambitious and are strongly driven by dream of high-life. Interestingly, the need for good physical appeal is stronger amongst men.

Women, on the other hand, show a higher scores for being open minded. They also voice strong feeling to stand up for their own beliefs, seek equality in life and own independence to live life on own terms.

On all the other values, both men and women show similar scores.



The Skew in Gender Values



Youth Research, MTV, 16 cities, 3110 sample size, 2010, SEC AB



About the Study

In this constantly evolving era of media and technology, Entertainment is being redefined. MTV engaged with 3115 youth across 16 cities in the age bracket of 15-24 years and Sec AB to investigate the changing trends in Entertainment. The research was conducted with a mix of quantitative questionnaires, qualitative group discussions and ethnography analyses. The objective of the research was capture the current entertainment avenues and forecast winds of change in near future.



For more details ...

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