

MANY MANY ME

PROJECT



11000 YOUTH

13-25 YRS

NCCS **A+B+C**

50+ CITIES

WHO?

WHEN?

WHERE?

A SIX MONTH LONG INTERACTIVE
INVESTIGATION of QUAL + QUANT

Selfie Project | Digital Shadowing |
Peerscope | Ethnographies



I AM PLURAL

IT'S THE ERA OF MULTIPLICITIES.

My Life = Exploration

The World= My playground

Me= Many

Youth are dynamic, but not impulsive.

They are complex, but not chaotic.

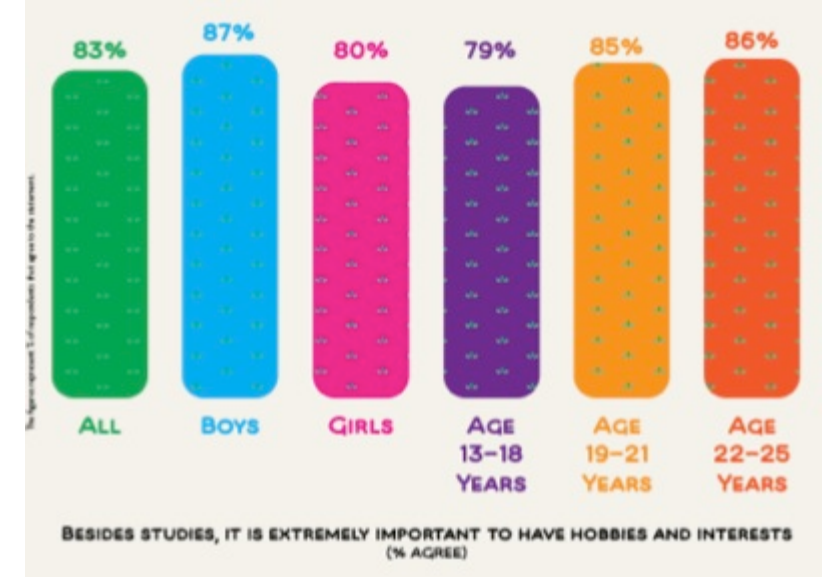


MULTI-TASKING IS PASSÉ

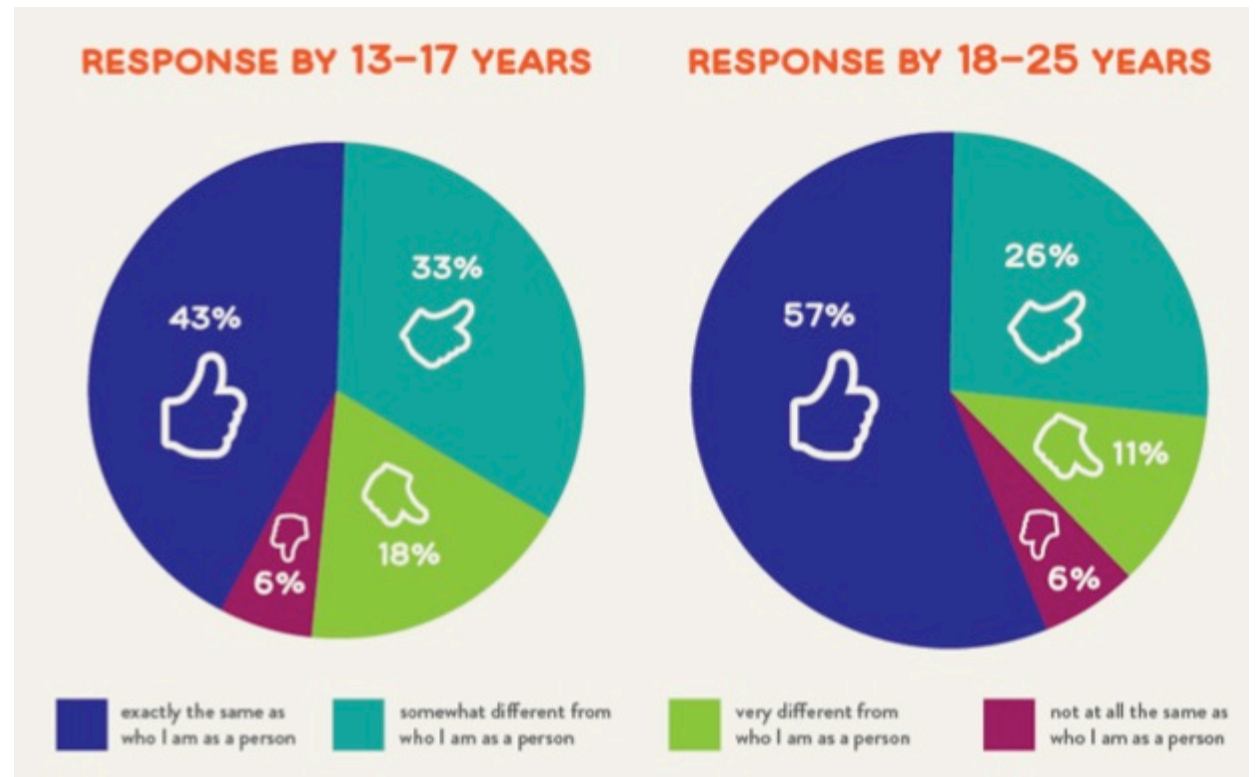
IT IS THE ERA OF MULTI-ACHIEVING.

Their interests are not one but many, just like their personality.

THEY SEAMLESSLY TRANSCEND ONLINE AND OFFLINE VERSIONS OF SELF



DOES YOUR ONLINE PERSONALITY MATCH YOUR OFFLINE PERSONALITY?



I AM A BETA VERSION



*They're **GROWTH IN PROGRESS.***

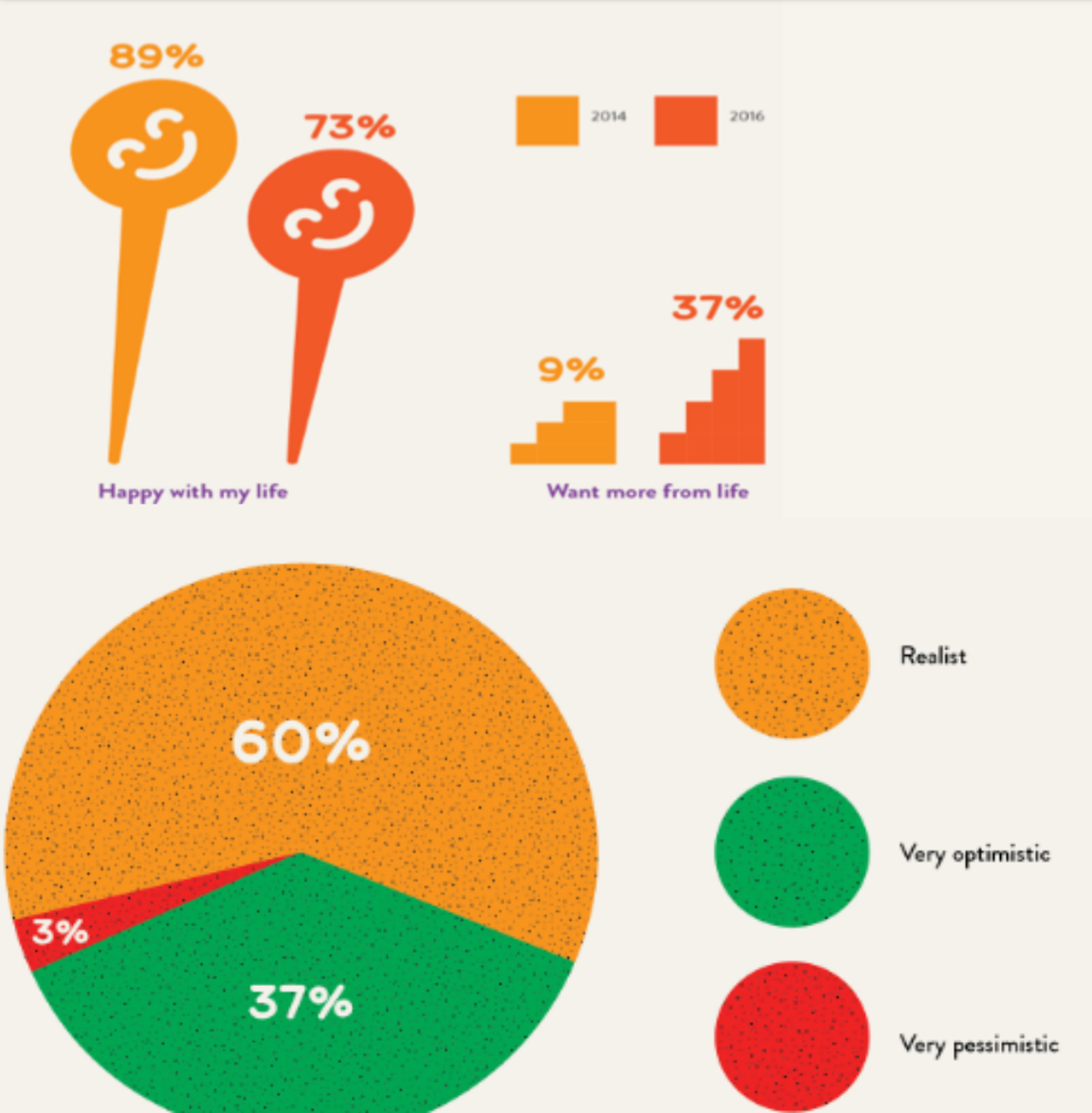
They're in the beta stages, ripe for testing, rectifying, and remolding.

They're never about just one thing: cannot define them as just fun and frivolous, neither will they be boxed into serious and boring.

- *61% don't believe in hiding their flaws*
- *59% agree that it's important to take calculated risks; otherwise there will be learning*

ROOTED PRAGMATISM

NOT BLIND OPTIMISM

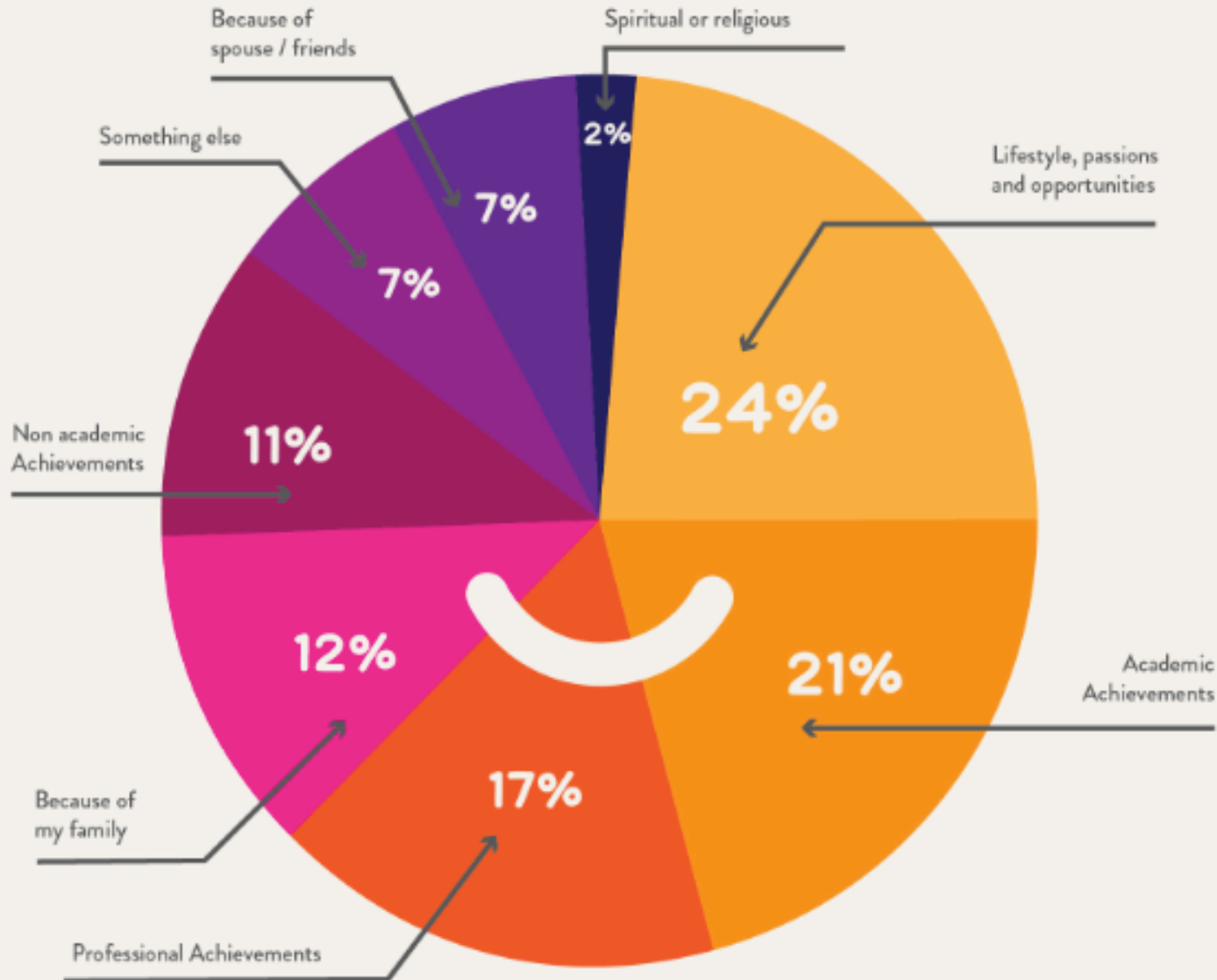


DO NOT EXPECT FAIRYTALE ENDINGS.

Blindly optimistic → Realistic & Pragmatic

This is largely driven by the outburst of violence, terrorism, crimes and natural calamities. The uncertainty coupled with pain and suffering around the world affects them, and tempers the optimism to make them more pragmatic.

DRIVERS OF HAPPINESS

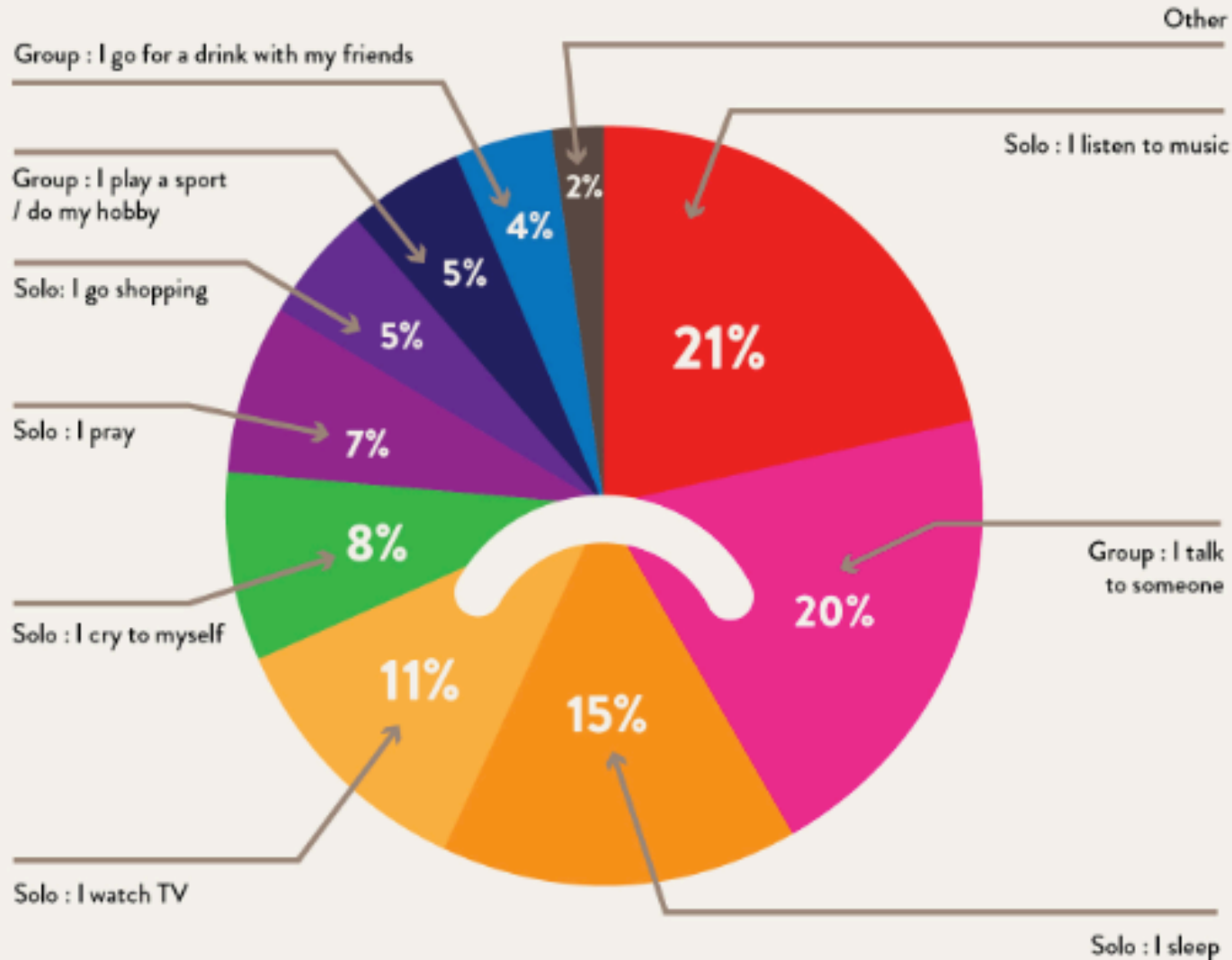


Academic and professional achievements are celebrated, as well as passions and opportunities.

Still, they revel in being rooted. While achievements give them a high, they also rely on close people.

If asked to choose what is more important, job/ career or close people in life, more than 55% chose their people.

COPING WITH STRESS



How do you cope with stress or sorrows?

When coping with stress, they go solo: to try and understand stress points and evaluate solutions/ vent by themselves.

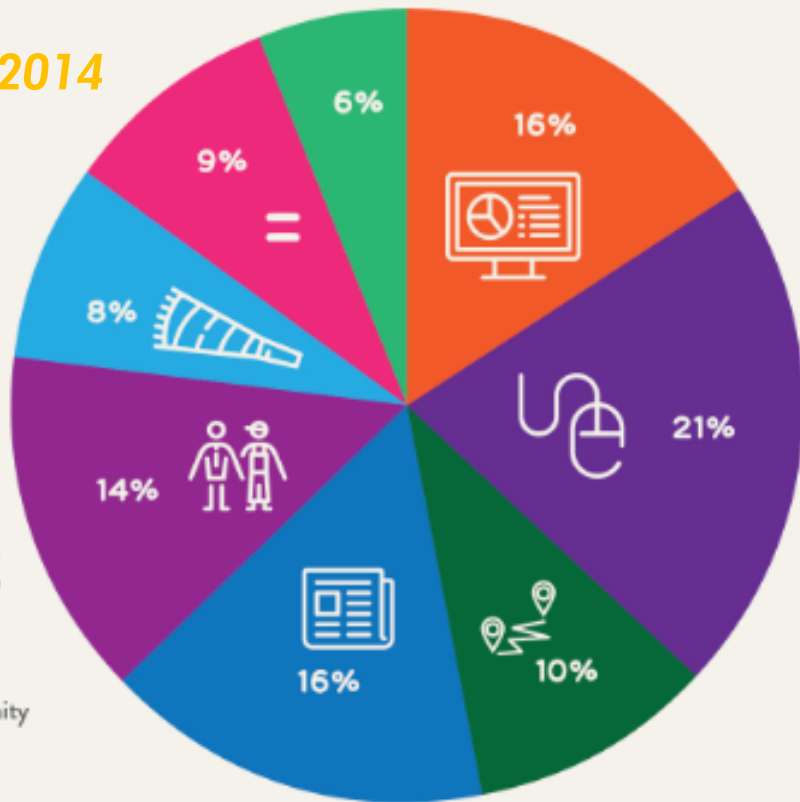
They also turn to their friends/ parents, or play a sport, or have a night out.

67% prefer to be left alone. 33% seek company.

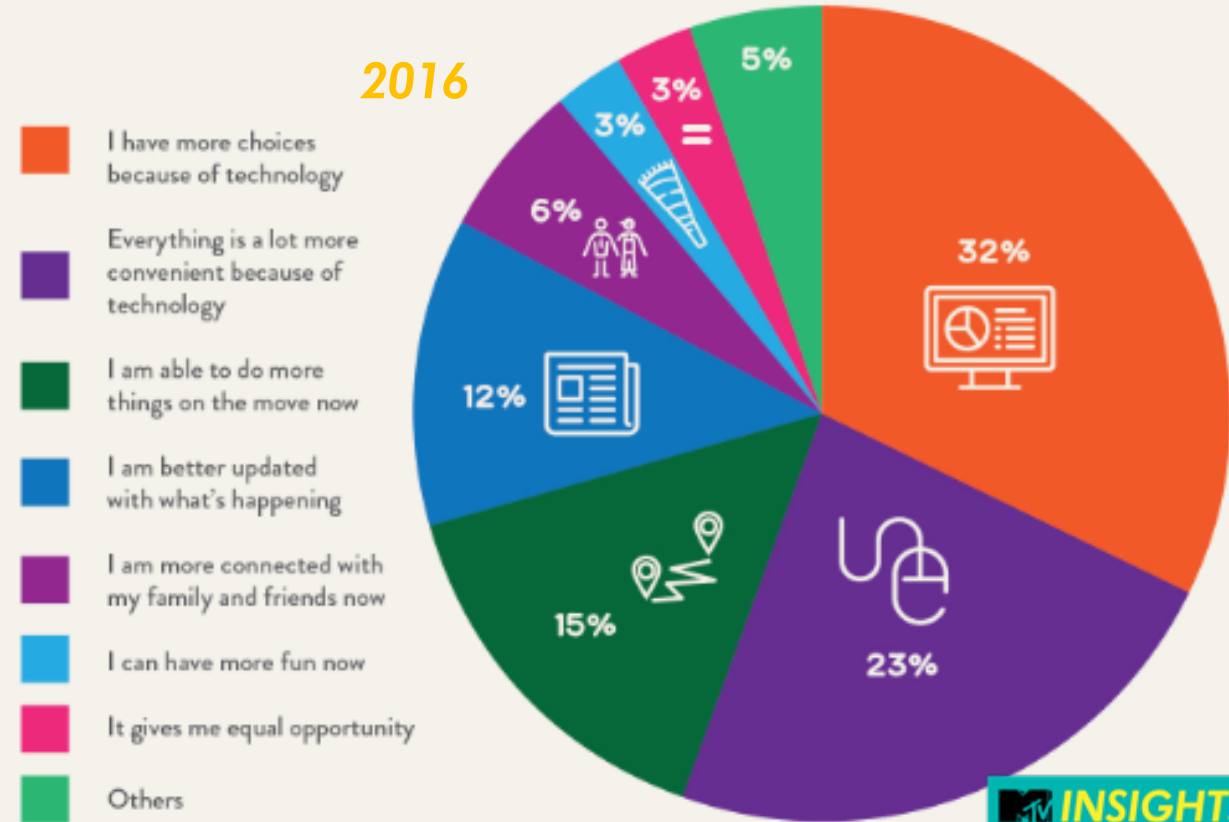
TECHNOLOGY = CHOICE

Role of technology has changed.
In 2014= Convenience and Information
In 2016= Power of Choice

2014



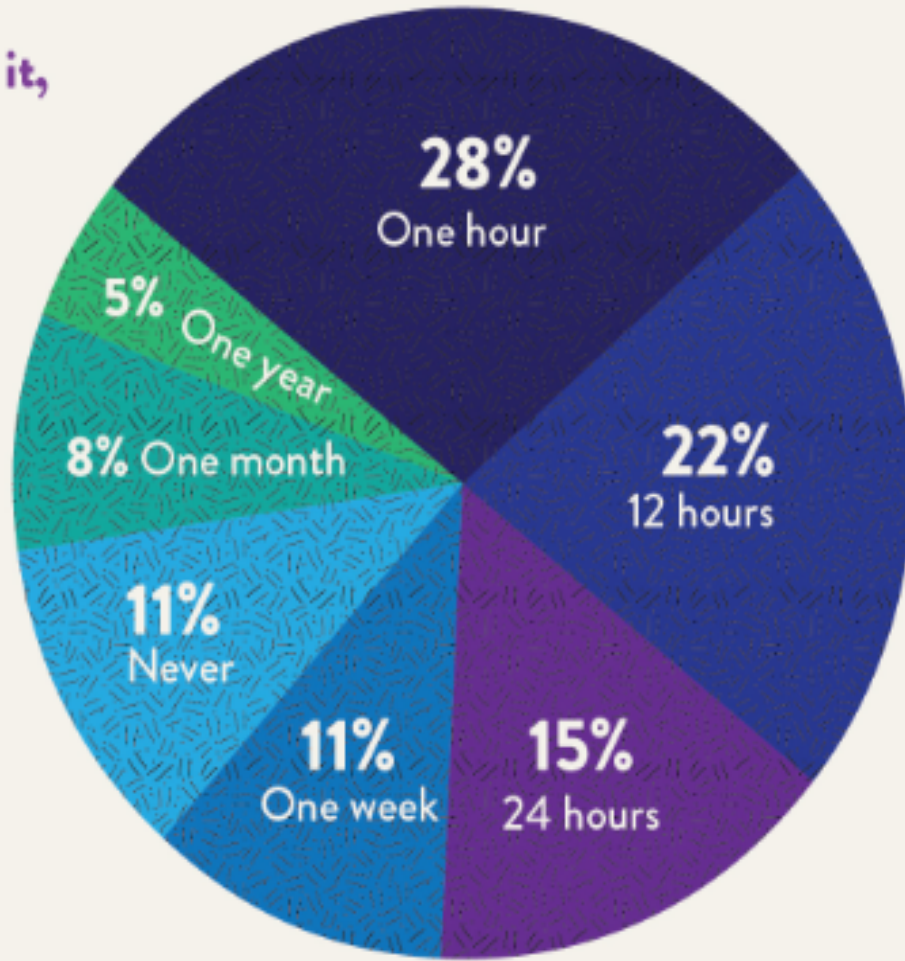
2016



HOW HAS TECHNOLOGY CHANGED YOUR LIFE? 2014 VS. 2016

EMERGENCE OF DARK SOCIAL

If you could control it, you would like you messages / posts on social media to dissappear after...

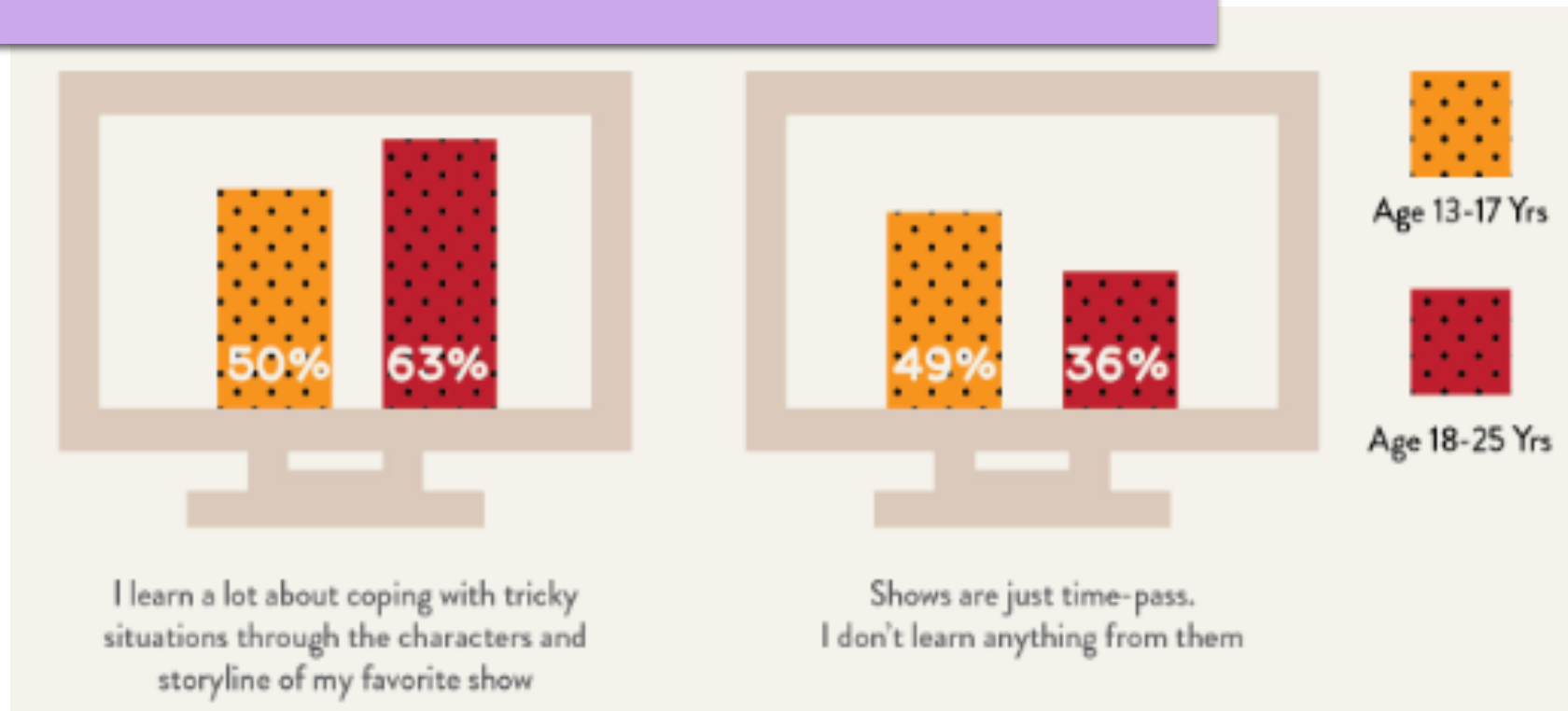


58% agree that some things on their social timelines are more private and risqué than others, and hence, cannot be shared with everyone.

Disadvantage of being connected always = lack of privacy

Increasingly, a lot of rich conversation happening on private forums.

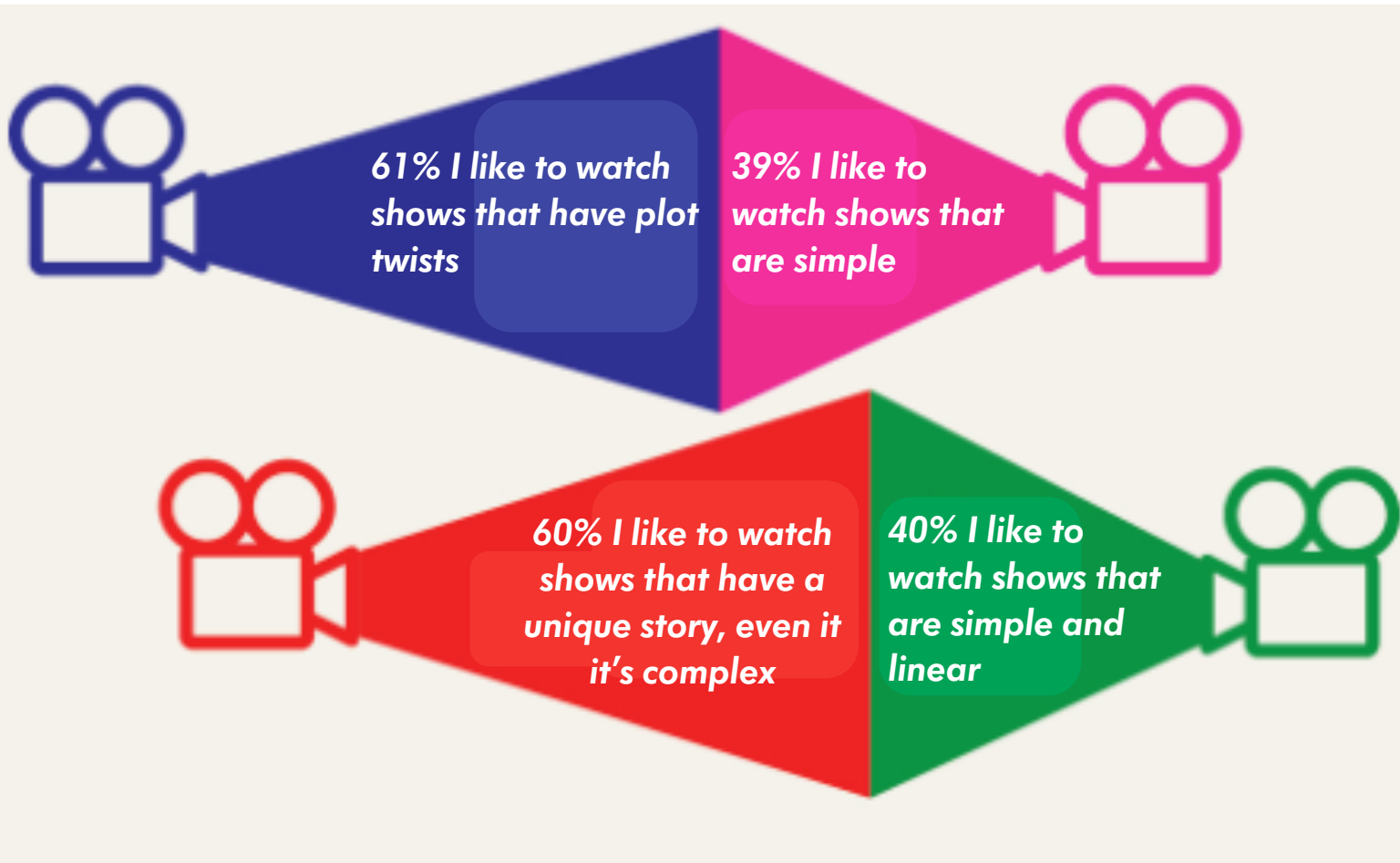
I ENJOY A CONTENT HANGOVER



ENTERTAINMENT IS ABOUT ENRICHMENT.

- **Good content always have that *hangover effect* – it urges you to think / share / create / comment.**
- **Entertainment and content is not about just filling gaps of time between doing other things.**

BEING A THINKER'S MUSE



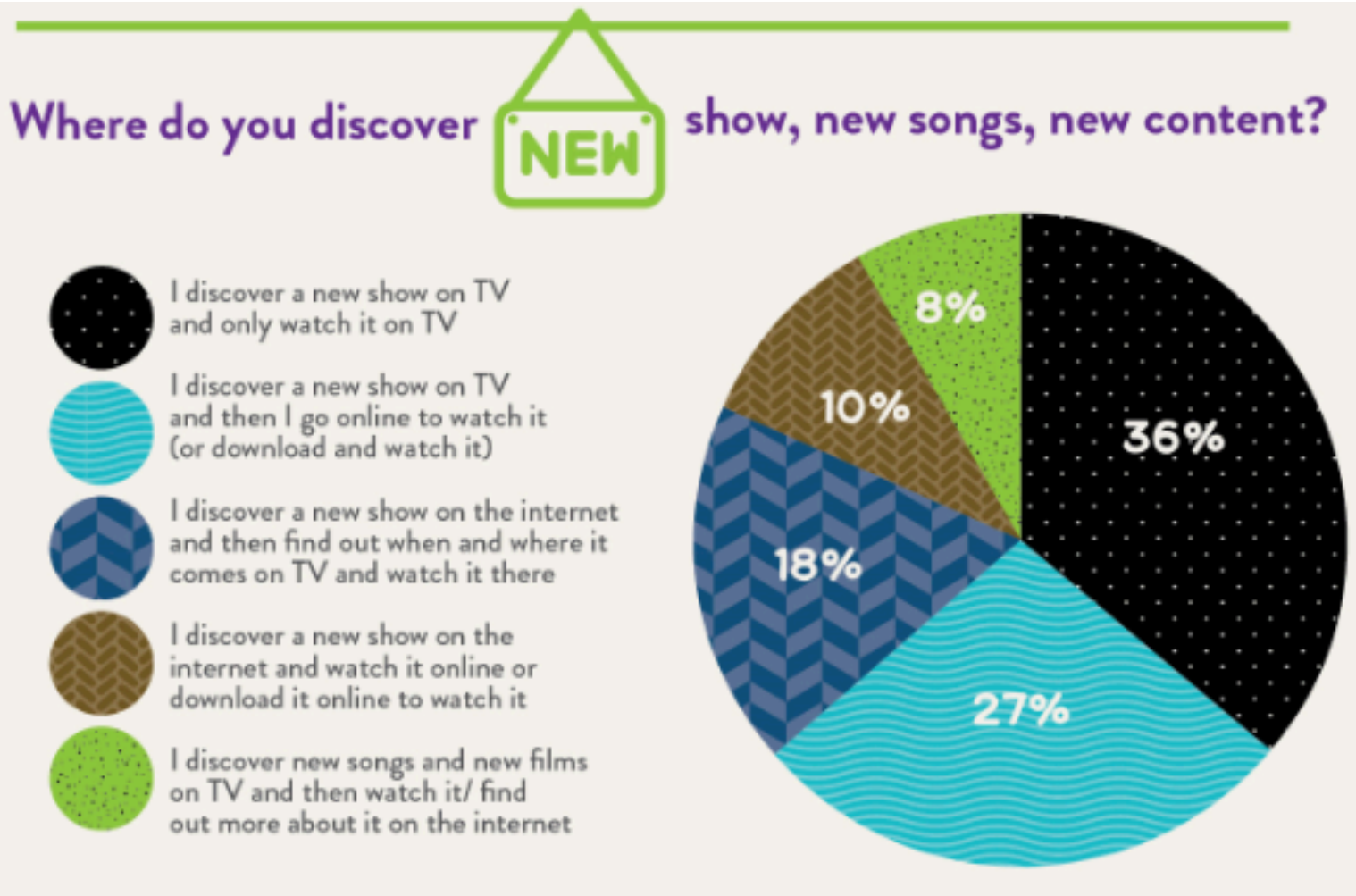
CONTENT CREATES ME AS I CREATE CONTENT

Good content makes you think, and see a different world. It's unique and it fill you up with new perspectives.

You are what you watch.

Therefore, they're just as discerning about what they don't consume, as what they do.

DISCERNING ABOUT CONTENT



...BUT NOT ABOUT WHERE THEY WATCH IT.

TV is still the main go to for Indian youth, but they'll go anywhere they can consume good content.

Each device has its benefits and disadvantages. Sources for discovery and consumption may differ.

36% watch shows only on TV, while 18% watch shows only online. The rest are a mix of the TV and online.

HUMOUR IS MY WEAPON

FUNNY IS A SERIOUS BUSINESS

*Slapstick isn't good enough any more.
Humour is more a great way to carry
a message.*

*Humour needs to make you stop and
think differently.*

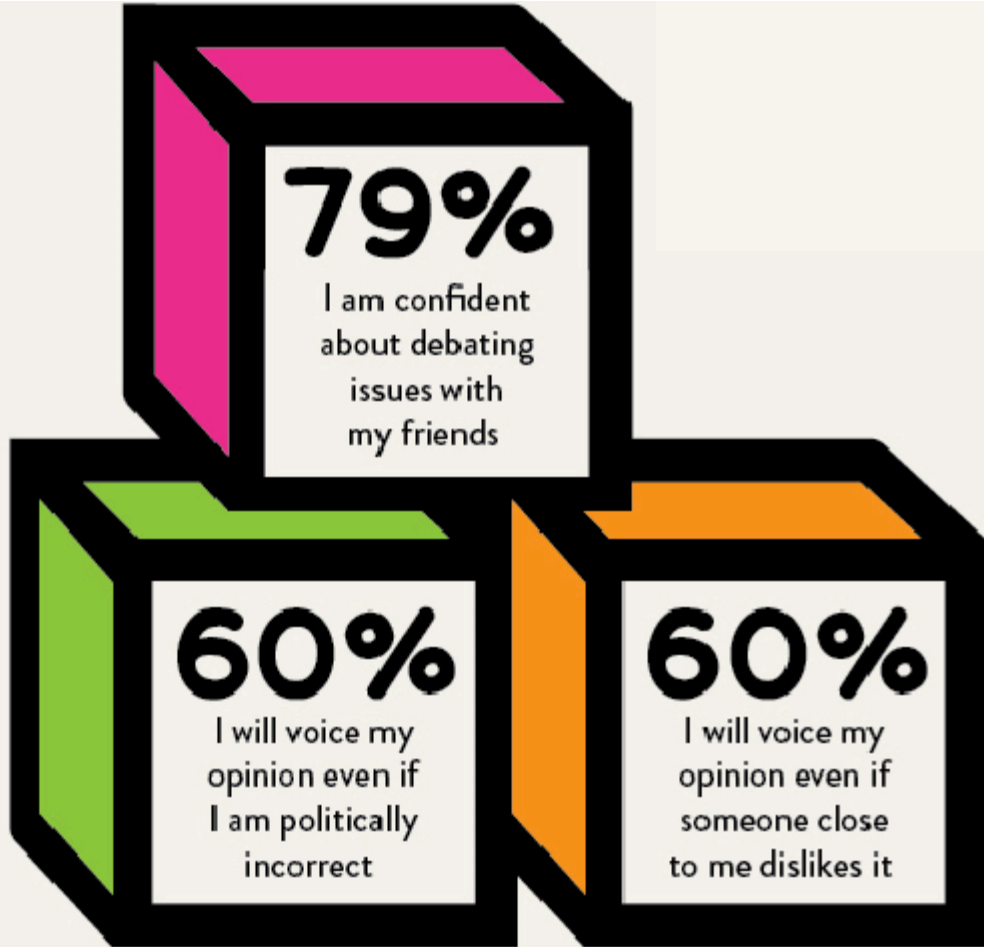
This generation isn't afraid to laugh at itself.

Mindfresh is not always equal to mindless.



BRAVE IS THE NEW BOLD

GUTS GETS YOU RESPECT



The figures represent % of respondents that agree to the statement

BRAVE > BOLD.

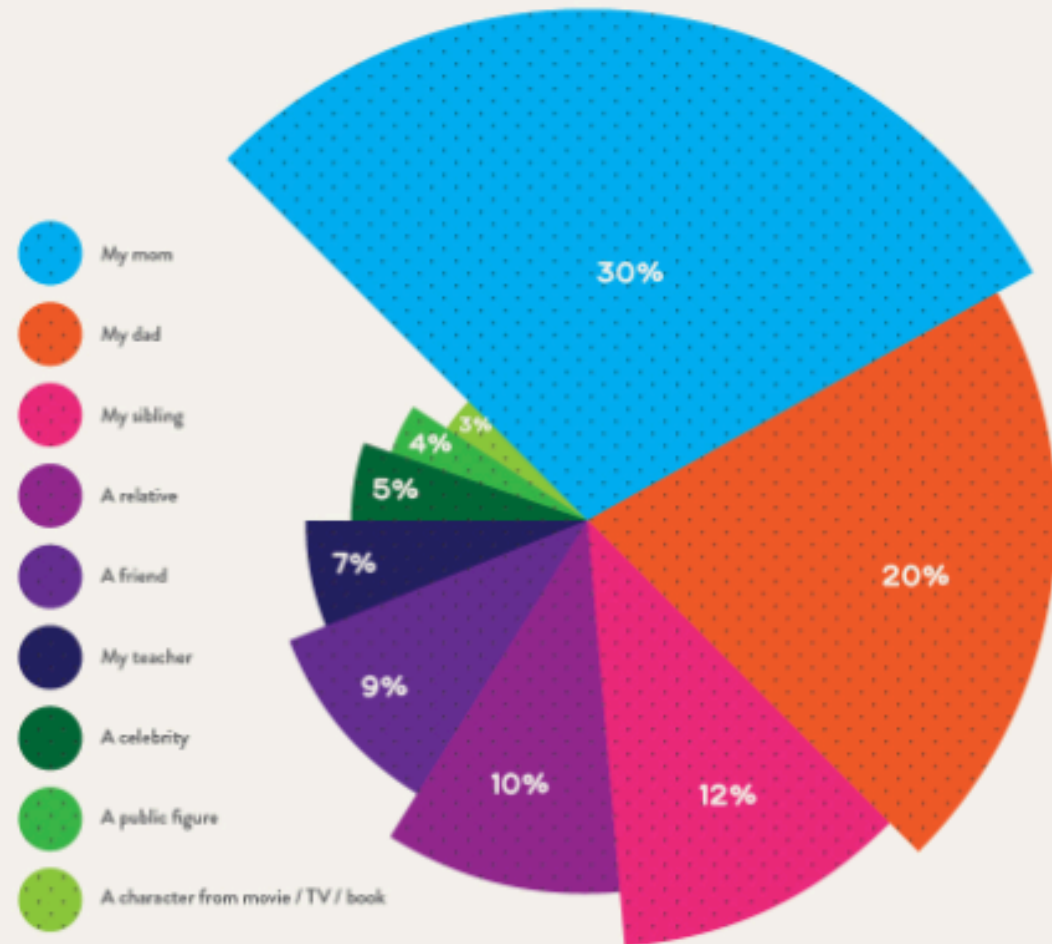
Being bold with a purpose, it is called being brave.

Imperative to have a unique voice and opinion.

Courage and a unique POV is a must have value: for people, brands, everything.

IT'S THE AGE OF EVERY DAY HEROES

I'm inspired most by...

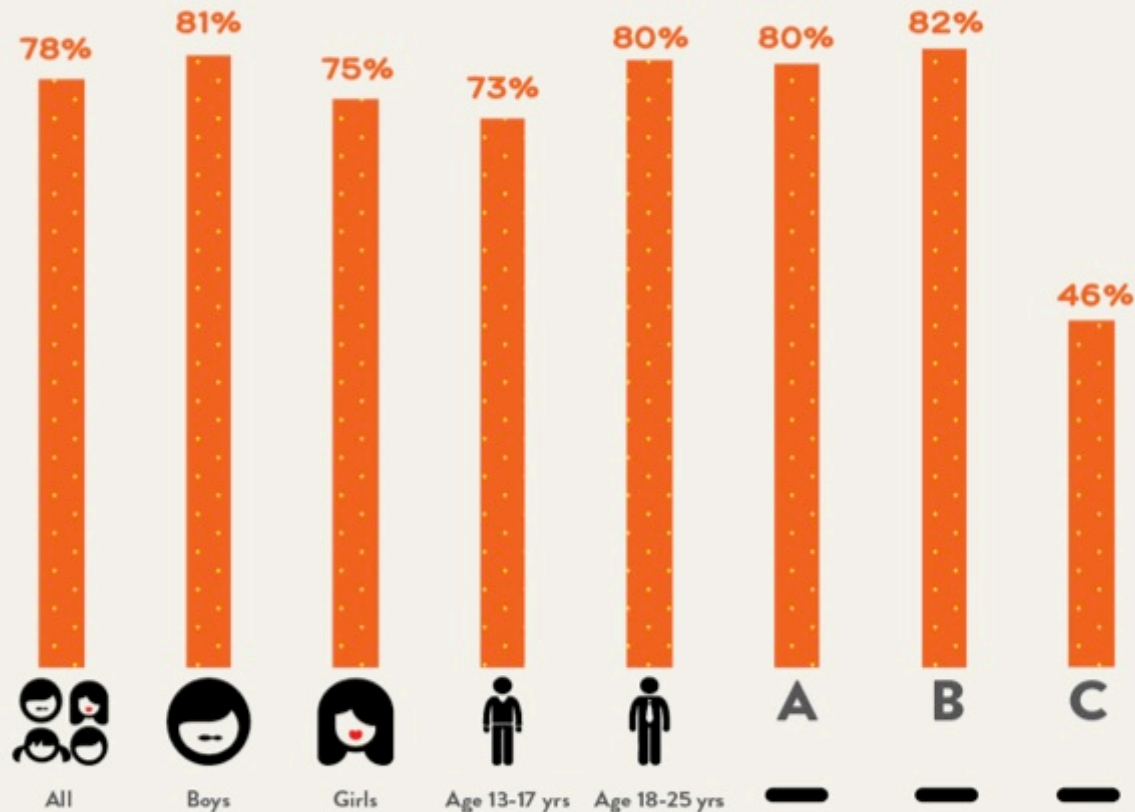


Mom and dad are their most preferred role models-the most accessible and practical lesson

Courage and bravery are being increasingly valued, especially everyday stories of these are hunted for inspiration

BYTE SIZE INSPIRATION

I need to feel motivated everyday.



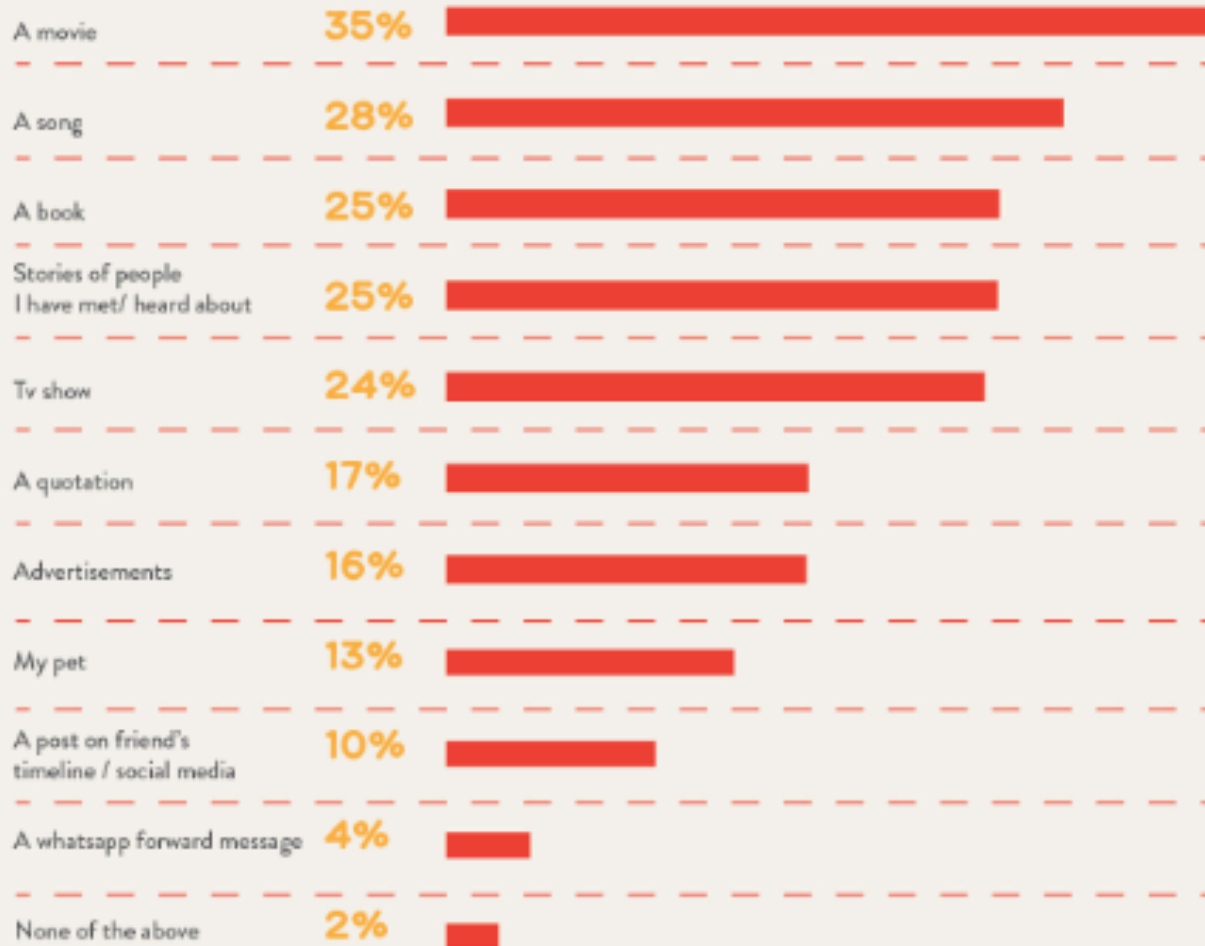
An urge to feed on dollops of inspiration – almost every day

- **84% inspiration gives me the courage to make difficult decisions in my life**
- **82% I actively seek out inspiration in my life**
- **67% it's very difficult to inspire me**

BE INSPIRED TO INSPIRE

MORE MEANINGFUL. LESS MATERIAL

I have found inspiration in...

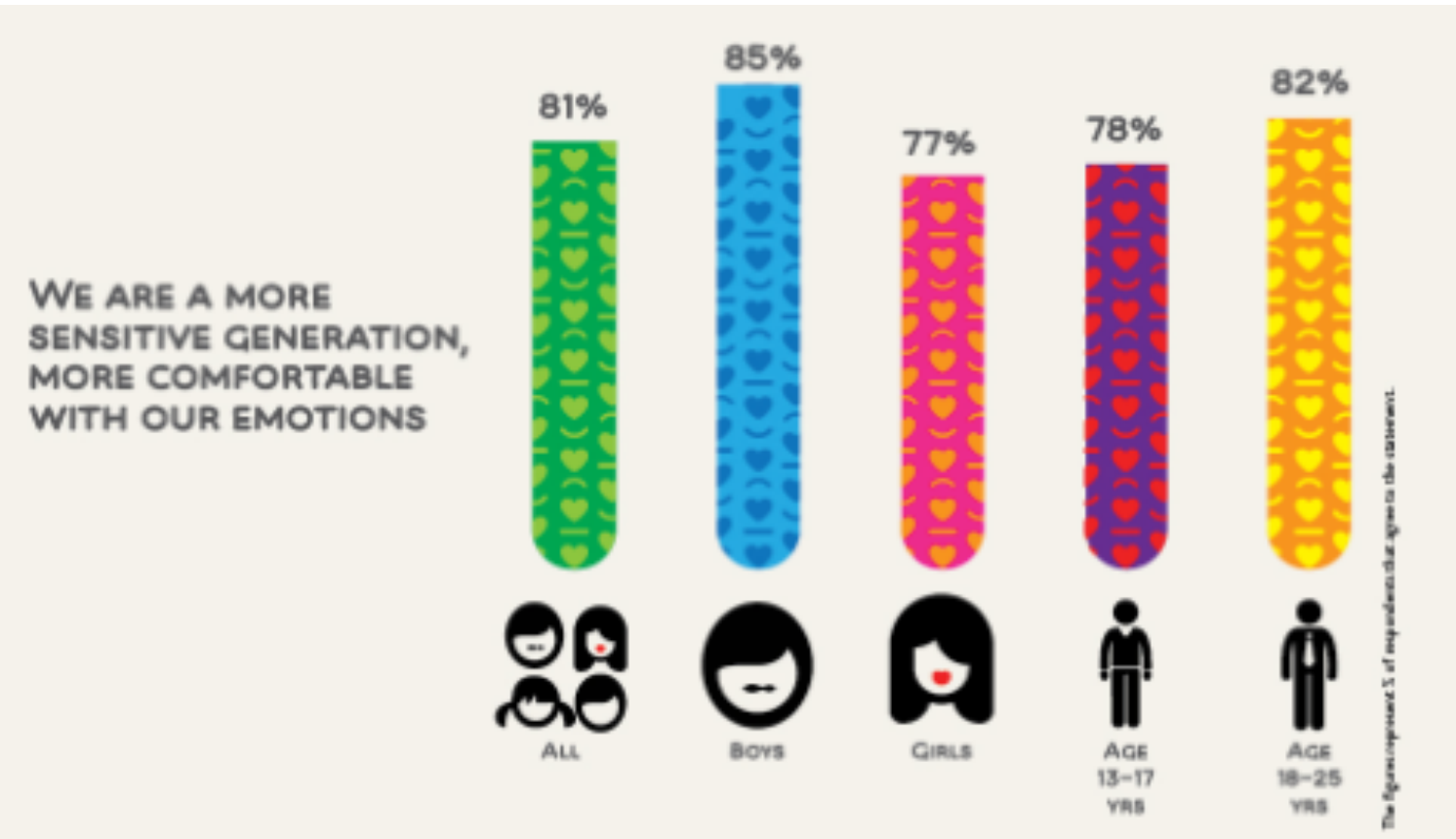


Respect is the reward they are seeking.

BUT, BEING INSPIRING IS THE ULTIMATE GOAL IN LIFE.

82% state that they'd like to be an inspiration to others one day.

THE HEART IS THE NEW HEAD



AND SENSITIVE IS THE NEW SEXY.

They're in touch with their emotions.

TEARS MAKE YOU TOUGH.

EQ IS AS IMPORTANT TO AS IQ.

85% say they're more open minded than their parents' generation.

I AM FLAWSOME

AND, SOMETIMES PROUDLY AWKWARD



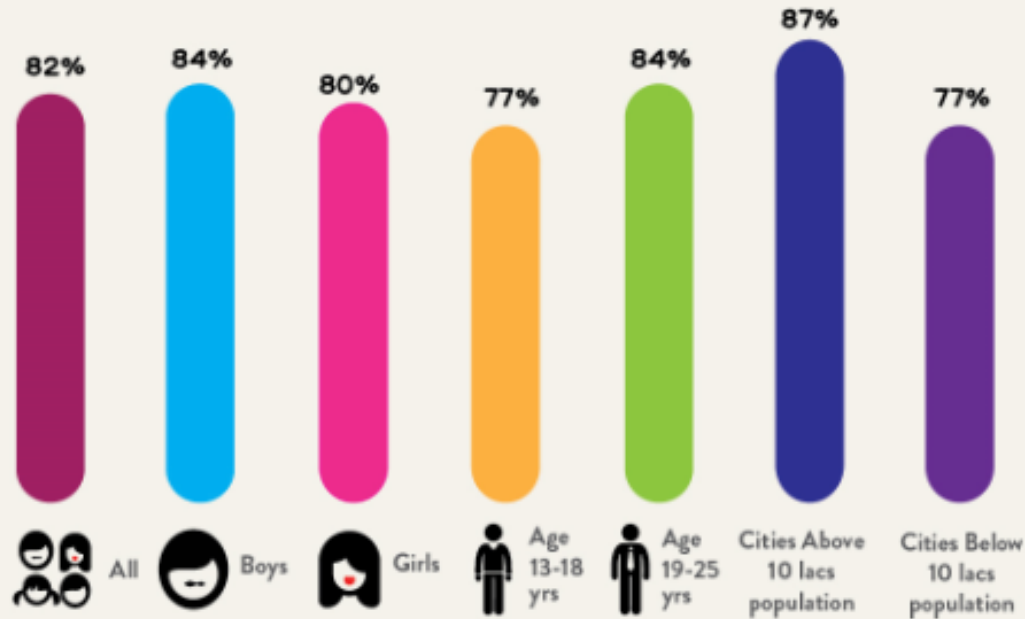
AWKWARDNESS AND QUIRKS ARE NOT JUST EXCUSABLE, BUT CELEBRATED AS UNIQUE DIFFERENTIATORS.

IMPERFECTIONS AREN'T JUST ACCEPTED BUT FLAUNTED.

UNIQUE IS THE NEW AUTHENTIC



I believe It's important to form my own point of view on issues



The bar on being authentic and keeping it real has risen: you have to be unique now.

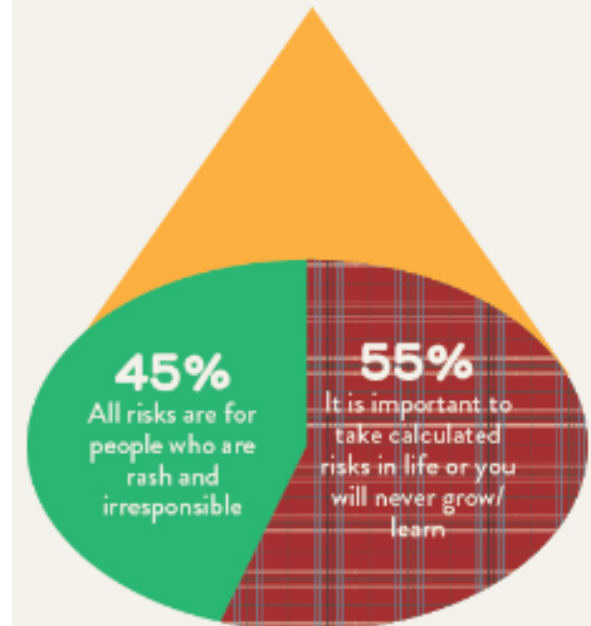
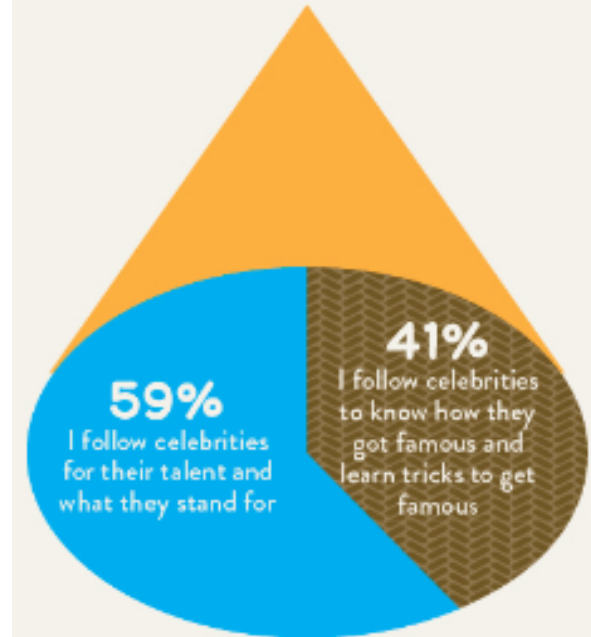
It's a competitive world, and the only competitive edge you have is YOU.

Being unique = having your own Point of View

SCARS ARE THE NEW TATTOOS

61% I AM NOT TRYING TO HIDE MY FLAWS, BUT I AM WORKING ON IMPROVING THEM

Wounds make for better stories
Complex is intriguing
Greys are interesting
Fallen heroes' stories are more compelling than their conquests



CHASING MY CALLING

Working on passions and interests is imperative.

They are ambitious...

...BUT THERE NEEDS TO BE A PURPOSE FOR THE CHASE.

Finding your unique talent = finding quicker way to success.

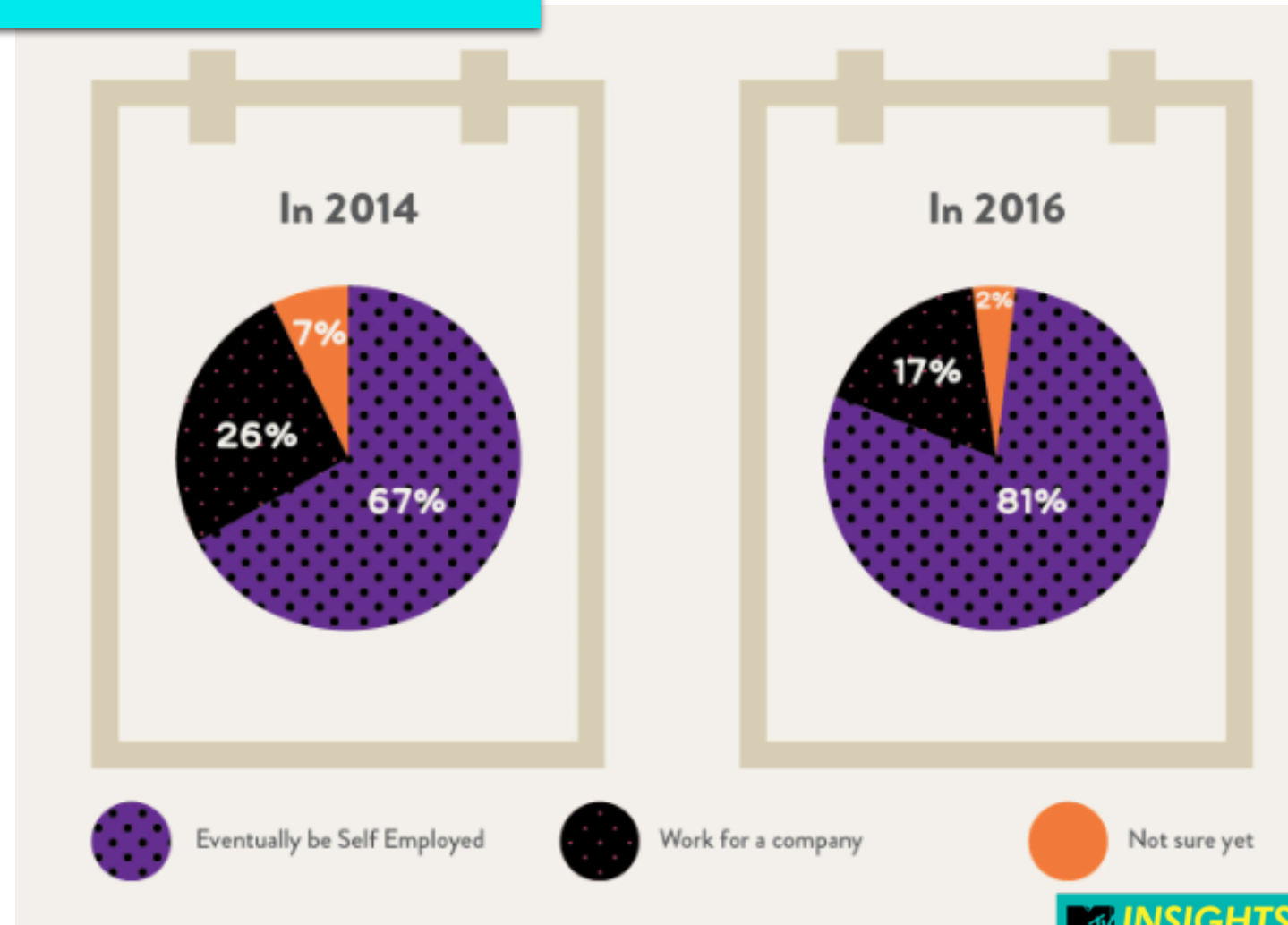
80% say that they are in constant pursuit of their calling. Biggest fears in life is to be stuck in the wrong job or wander aimlessly without purpose.



SELF STARTERS

BEING SELF-MADE, RATHER THAN WORKING FOR A 'STABLE' ORGANIZATION, IS THE NEW HIGH.

Love measured risks and challenges. Most would rather be self employed than be doing 'just a job'.



WORK. PLAY. LEARN. REPEAT.

PLAY HARD. PARTY HARDER.

Work may be worship, but there is life outside of work.

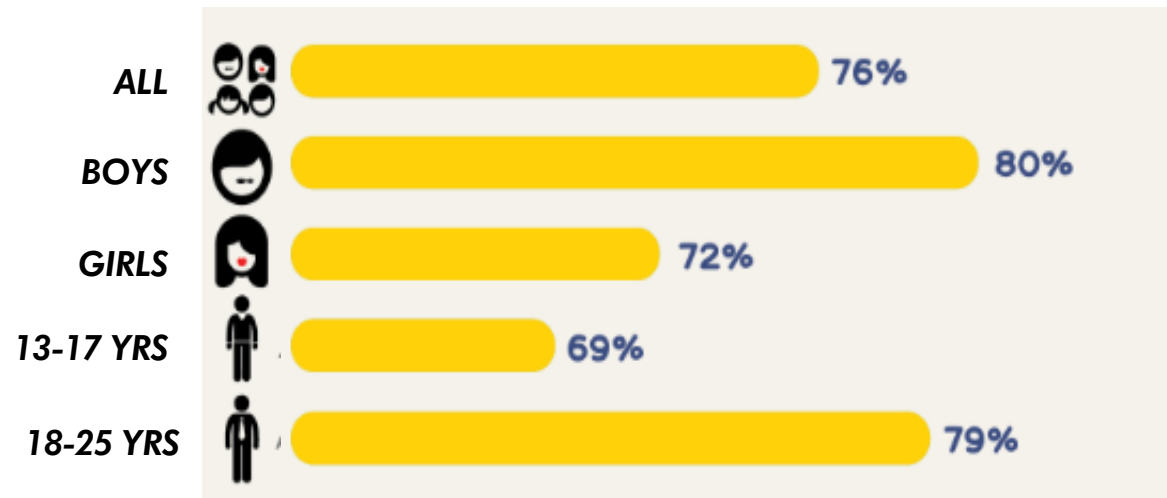
While sabbaticals are considered downtime, it's necessary to keep the learning alive.

Their need to find their passion and their calling means constantly and subconsciously exploring the world around them, even while on holiday.



BROMANCE > ROMANCE

I HAVE A BUNCH OF CLOSE FRIENDS, SO I DON'T NEED A BF/GF



NO LONG CARE TO WAIT FOR MR/MS RIGHT. MR/MS RIGHT-NOW IS JUST FINE.

INSTEAD, RELY ON FRIENDS FOR SUPPORT AND LOVE: A NO STRINGS ATTACHED, LASTING RELATIONSHIP.

PEER POWER FOR THE WIN

FRIENDS ARE FOREVER. FRIENDS ARE FOR MORE THAN JUST FUN.

Different friends play different roles, but the closest circles have different and more intense roles in their lives.

83% admit they would like to be best friends with their current besties even 20yrs from now.

Best friends can be as close as family.

Friends are counselors.

Friends are life's mirrors.

Friends are confidantes.

Friends are partners

in their coming of age story.



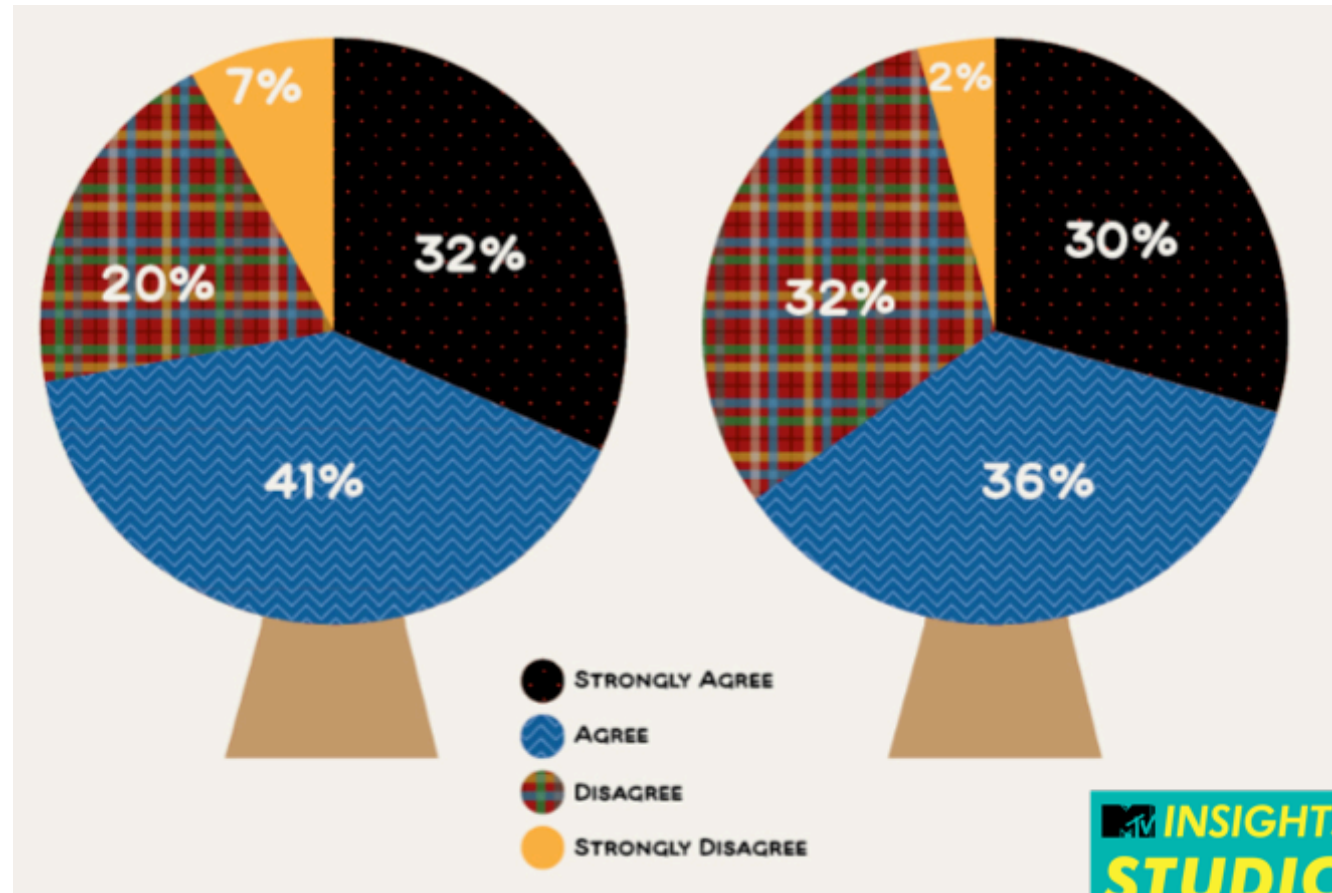
INTEREST BUDDIES

CONNECTING TO THE THOUGHT TRIBE IS THE NEW VIBE

Alignment of interests is common. Coming together to discuss common passions create strong friend circles. While these may not be best friends, the bonding because of the community is high.

Content is a great ice breaker and topic of conversation for offline and online conversations.

I have made friends purely on the basis of common interests in the music I listen to or shows I watch.



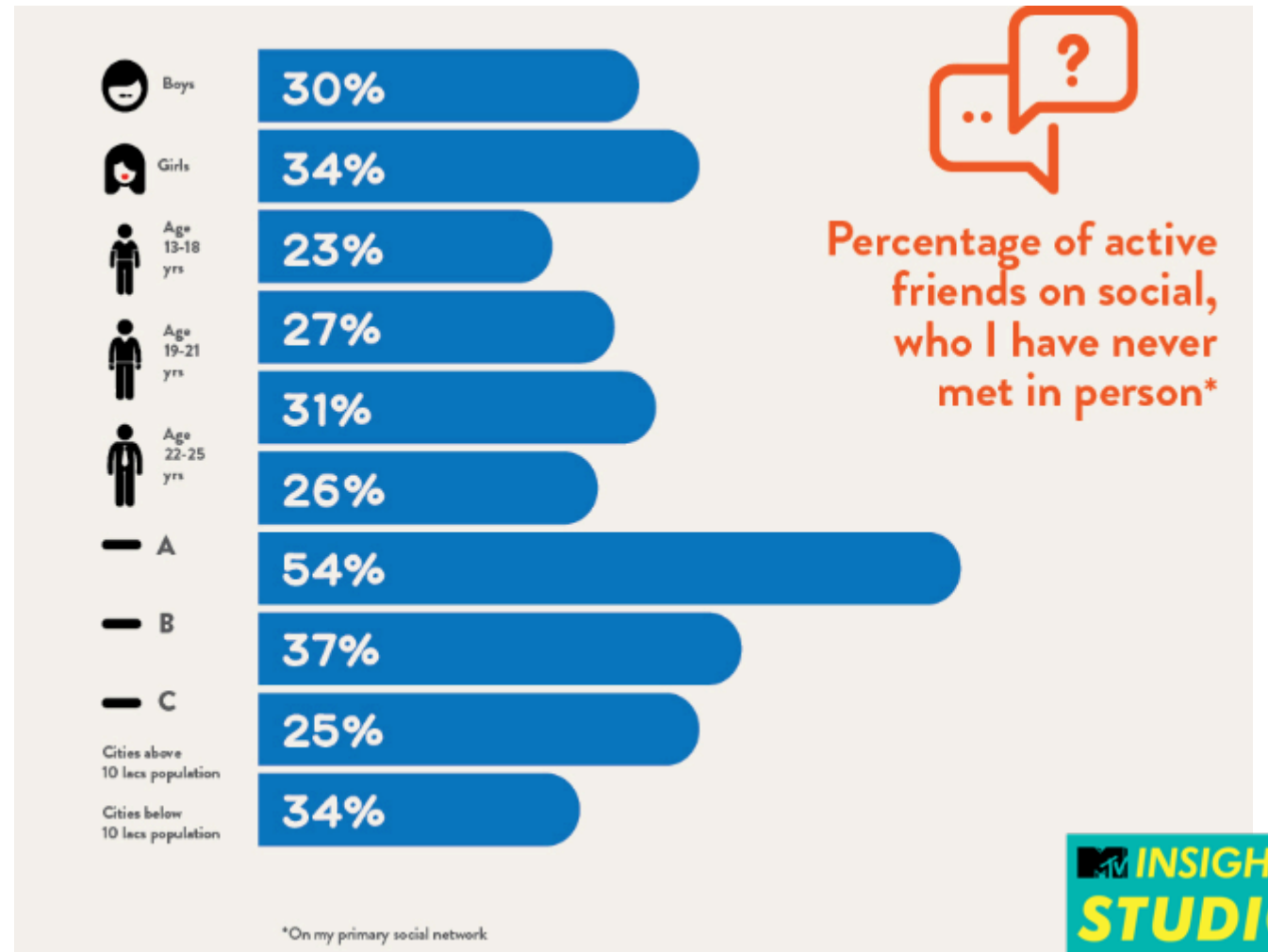
THE OUTER CIRCLE

The average youngster has 250 active friends on social their primary online social network.

While their circles are far wider, they aren't active with them on a regular basis. These are friends who they listen to and observe and keep updated about, but **close friends circles are restricted to other platforms.**

53% believe social media is about making new friends who have the same interests as me and help me grow

47% Social media is about making new friends with whom I can share a good time



LOVE IS TOUGH

Love is a major commitment. It's seen as a diversion from self goals and career.

So, commitment, if made, needs to be 'the real thing'- something that lends to growth rather than take away.

Otherwise happy with flirting.

- **ONLY 35% in a committed relationship.**
- **52% state they're happier when they're single**
- **51% believe you can be in love with two people at the same time**

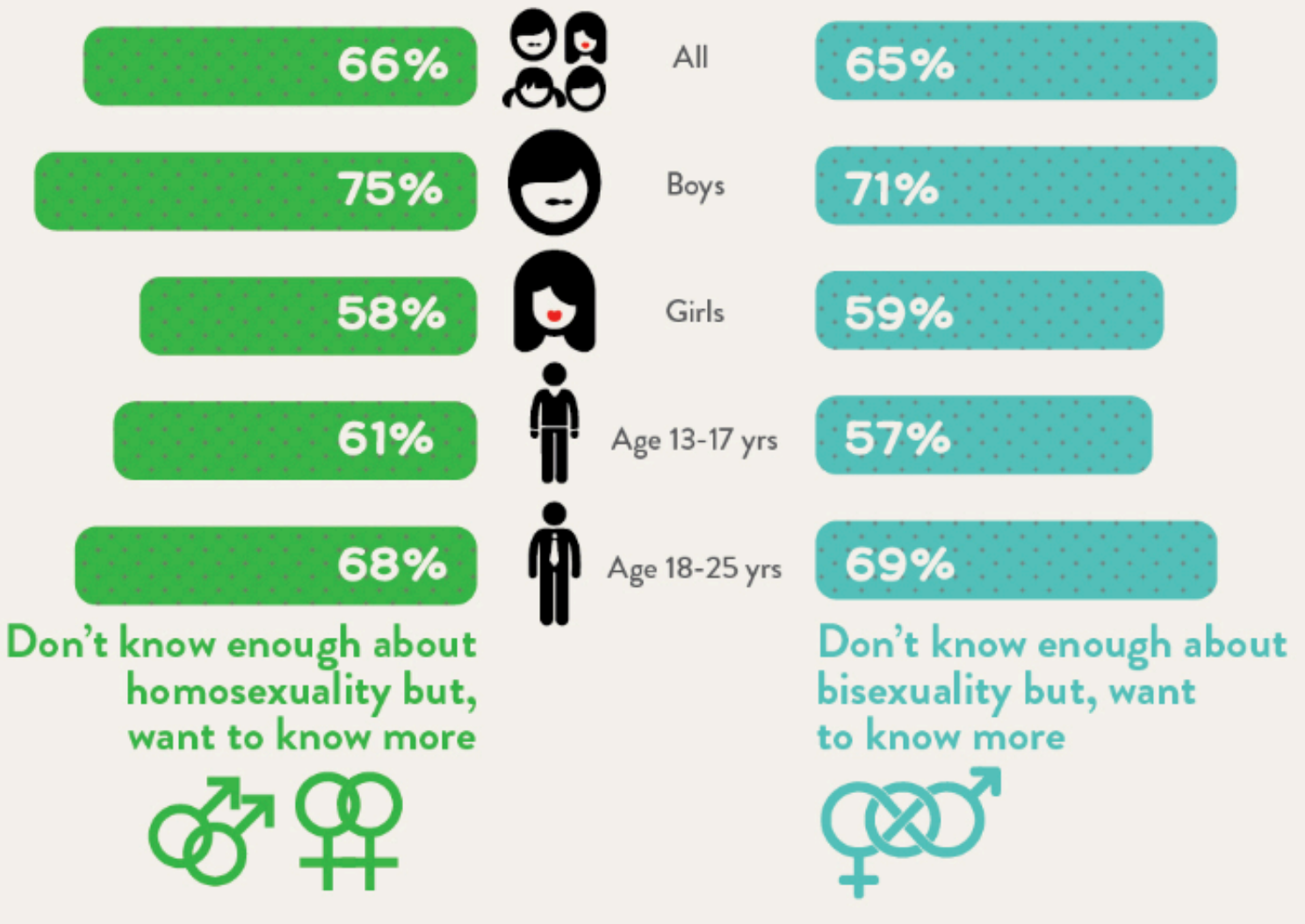
75%
I believe that it's important that my partner/boyfriend/girlfriend should enrich my life

72%
Right now, I would rather be in a fling than a complicated relationship

75%
If a romantic relationship is complicated, I'd rather not be in it

73%
I would not commit now because I have other priorities in life right now

CURIOUS ABOUT XXX

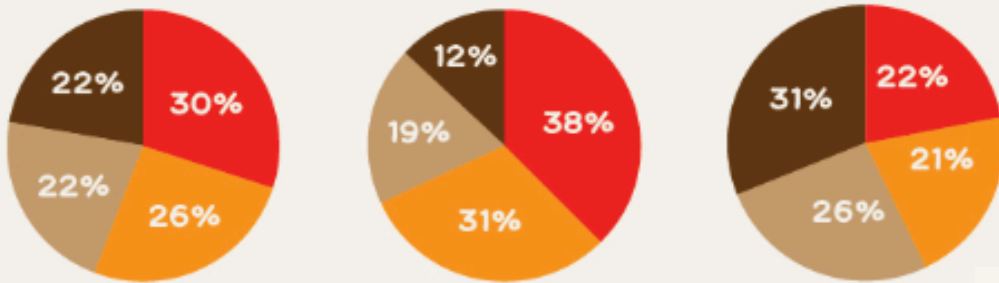


At this age, they aren't too aware about sex itself. Homosexuality and bisexuality are concepts that are very vaguely understood.

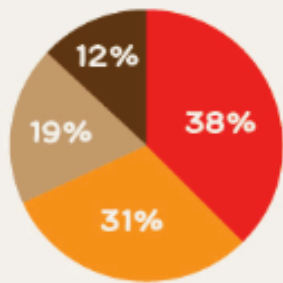
There is a dire need and high curiosity to understand it better.

SWIPE TO DATE

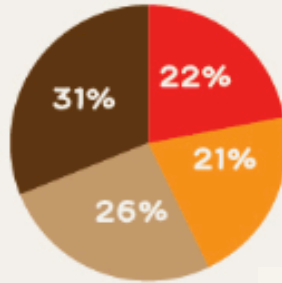
How likely am I to date someone I met online?



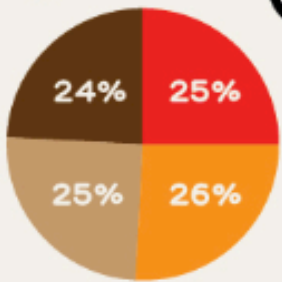
All



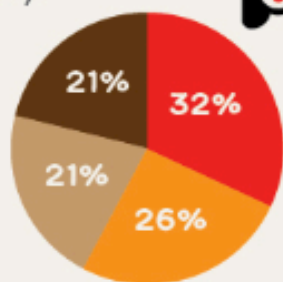
Boys



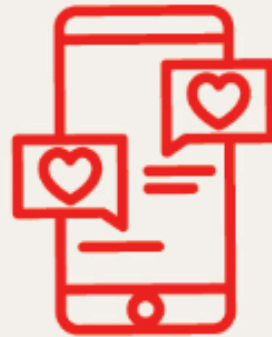
Girls



Age 13-17 yrs



Age 18-25 yrs



Based on the principle of discovering the new. Young are curious about who is out there, who is geographically inaccessible.

Since the rules of dating have changed and young people are more experimental and short term in their expectation of the relationship, they don't mind trying new avenues.

Safety and security is still a concern, but curiosity and convenience still wins.

PROUD OF ALL THINGS INDIAN



87% say they are proud of being Indian.

While they appreciate that the world has expanded and become more accessible, they are proud of their roots and heritage.

They accept tradition but also carefully try to understand it.

They evaluate tradition but value it too.

They also believe that Indian talent is on par with international talent (or close to getting there)

A BRIGHTER FUTURE

This generation is confident that their generation can build a better future.

They don't believe in discriminating through race, religion, or gender.

THEY ARE OPEN MINDED AND EXTREMELY INCLUSIVE, SO THEY REVEL IN CELEBRATING DIFFERENCES.

They firmly believe that with these values, they will be able to build a better India in the future.

I think when my generation comes into politics, and we run the country...

We will be better accountable to the people of the country



We will be more educated and therefore in a better position to run the country



We will not be as racist, classist or sexist and create equal opportunities for everyone



We will be able to make the country safer for women and citizens



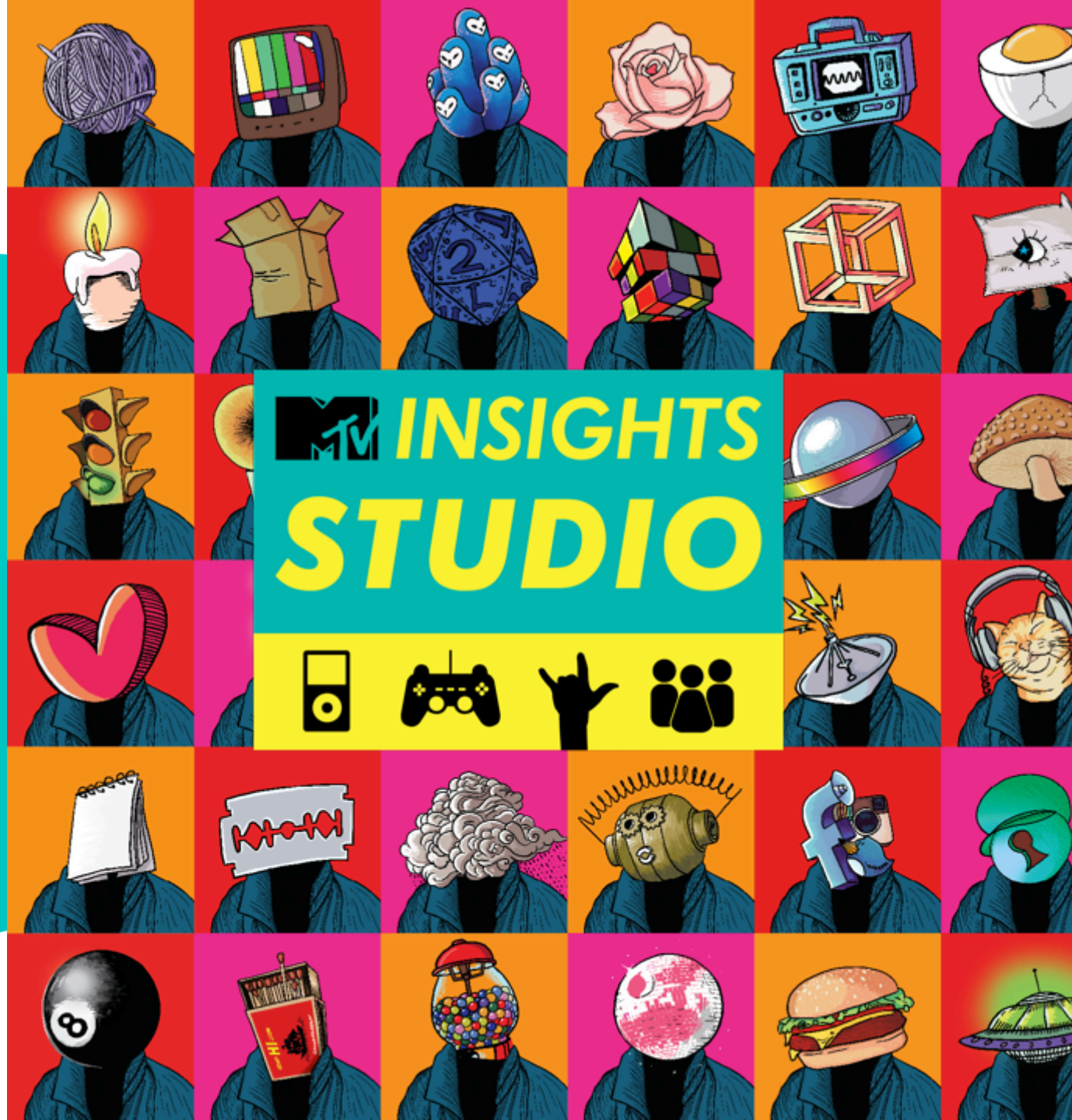
We will be more honest than the current set of politicians



This country will be economically better off than right now



**MULTI DIMENSIONAL
OPEN MINDED
BRAVE
WITTY
INSPIRED
MINDFUL
FUN
I AM A SUM OF MANY MEs**



**MTV INSIGHTS
STUDIO**

