The Emerging Generation

Kerby Anderson examines the characteristics of the millennial generation and how pastors, Christian leaders, and the church can reach out to this emerging generation.

Millennial Generation and Faith

Awhile back *USA Today* had a front page article on the millennial generation and faith.{1} It demonstrates that even mainstream newspapers are noticing a disturbing trend that many of us in the Christian world have been talking about for some time.

The article started out by saying, "Most young adults today don't pray, don't worship and don't read the Bible." Those are conclusions that come not only from *USA Today* but from research done by the Barna Research Group, the Pew Forum on Religion & Public Life, and LifeWay Christian Resources. Although the numbers differ slightly between groups, they all come to essentially the same conclusion. This emerging generation is less religious and less committed to the Christian faith than any generation preceding it.

The LifeWay study concluded that two-thirds (65%) rarely or never pray with others. Two thirds (65%) rarely or never attend worship services. And two-thirds (67%) don't read the Bible or other sacred texts. As you might imagine, their theology is not orthodox. For example, when asked if Jesus is the only path to heaven, half say yes and half say no. Not surprisingly, only 17% say they read the Bible daily.

How important is faith or spirituality to the millennial generation? Apparently, it isn't very important. When asked what was "really important in life," two thirds (68%) did not mention faith, religion, or spirituality. And that term "spirituality" is an important one to remember. Almost three-

fourths (72%) agree that they're more spiritual than religious. This reflects their world. Lots of books, movies, and Web sites now promote spirituality that is anything but Christian.

Among the two thirds (65%) who call themselves Christians, "many are either mushy Christians or Christians in name only." That is the conclusion of Thom Rainer, president of LifeWay Christian Resources. "Most are just indifferent. The more precisely you try to measure their Christianity, the fewer you find committed to the faith."

This also shows up in behavior and personal morality. This generation is twice as likely as the baby boom generation to have had multiple sex partners by age eighteen.{2} Substance abuse and cheating are common. There is a tendency toward "short-horizon thinking" with a "live today, for tomorrow we die" ethic. After all, they live in a pop culture with no absolutes that is awash in moral relativism.

Thom Rainer believes the church needs to take responsibility. He says, "We have dumbed down what it means to be part of the church so much that it means almost nothing, even to people who already say they are part of the church."

It is time for Christian leaders and pastors to get serious about what is happening to this generation. They need to take note and develop creative ways to reach out to a generation that has not connected with church and basic Christian doctrine.

Psychological Characteristics

A special report on the millennial generation describes several aspects of what many are calling the emerging generation in addition to faith.{3}

One characteristic is narcissism. Jean Twenge and Keith

Campbell talk about the “narcissism epidemic” in their book to describe the soaring rates of self-obsession, attention-seeking, and an entitlement mindset among the youth.{4} They report that narcissistic personality traits have risen as fast as obesity from the 1980s to the present.

The emerging generation is also uninhibited. They are much more likely than previous generations to be open about the intimate details of their lives. They are casual about personal matters and lack understanding of appropriate boundaries and propriety. They also show disrespect for privacy. They will often post details online in an exhibitionist manner not found in previous generations. We will talk about this later when discussing their connectedness through social networks like Facebook and MySpace.

The emerging generation is overly self-confident. Millennials are rarely told no. They have also felt special and have inflated expectations of their own abilities and potential. Part of that optimism comes from the fact that they have rarely been allowed to fail. They have played in organized sports where everyone gets a trophy. They go to school where grade inflation is rampant.

The emerging generation is slow to make decisions. This generation is apt to explore all of the possibilities before making a commitment. This is understandable. If there is anything we have learned over the years in the social sciences, it is this: as choice increases, commitment decreases. The more choices I have, the less committed I will probably be to any one of those choices. In fact, I might even become more confused with those choices.

Some have argued that this difficulty in making decisions does two things. First, it causes members of this generation to doubt their own judgments. They live in the world of uncertainty. Second, it forces them to rely on authority figures to tell them what to do.{5}

These characteristics of the emerging generation pose a challenge to the church but one that can be met by those who disciple and mentor them. Biblical teaching and interaction with members of this generation about their self-image and self-esteem is a key component. We should also be willing to address the complexity of the world with thoughtful biblical answers.

Social Characteristics

The emerging generation would like to change the world. Six out of ten (60%) say they feel personally responsible for making a difference in the world.{6} This is encouraging since there are other surveys that also show this generation to be isolated and self-focused. The church and Christian leaders may be able to focus on this desire to change the world in calling for them to become leaders and make a difference in their communities.

This generation is also driven by pragmatism. They want what works. The positive aspect of this is that they are focused on results and getting something done. But the negative part of this is that pragmatism easily can lead to an "end justifies the means" mentality that can rationalize immoral and unethical actions.

The emerging generation also lives in a world of complexity. David Kinnaman and Gabe Lyons talk about this in their book, *unChristian: What a New Generation Really Thinks about Christianity*.{7} They say those in this generation "relish mystery, uncertainty, ambiguity. They are not bothered by contradictions." When faced with a paradox or questions, they don't feel the need to rush to find answers.

Bill Perry, founder of the Recon generational college ministry, explains: "The established generation is more interested in the bottom line (truth, biblical worldview,

right answers, etc.) and in getting there as quickly as possible. Not so with the emerging generation. For them, it's as much the journey as the destination."

A fourth characteristic of this generation is most disturbing. They have a negative view of the church. David Kinnaman and Gabe Lyons describe this in some detail in their book *unChristian*. This generation sees themselves as "outsiders." They view the church as anti-homosexual, judgmental, political, and hypocritical. They see born-again Christians in a negative light.

We should not be surprised. Imagine if you grew up in a world where your perceptions of Christianity were informed by The Simpsons, Comedy Central, and Saturday Night Live. Imagine if whenever you went to the movies, any character who was a Christian was always portrayed in a negative light. New stories talk about scandals in government, scandals in business, and scandals in the church. It would be very hard to not be cynical about major institutions in society, including the church.

This is certainly a call for us to live a righteous and authentic life. If we do so, I believe we can have a positive impact on this emerging generation.

Social Connections

The emerging generation is extremely well connected. This is easily illustrated by their use of networking sites like Facebook and MySpace. They also value teamwork, even to the point of showing groupthink. They have lots of connections, but one wonders how many of these connections would actually be what most of us would consider to be "friends." Yes, they are called friends on these networking sites, but they may actually be fairly superficial.

This leads to another characteristic of this generation. Most

in this generation are lonely. Sean McDowell, in his book *Apologetics for a New Generation*, calls them the "loneliest generation" because their relationships are mostly on the surface and don't meet the deepest need of their heart.{8} Shane Hipps has a different term. He calls them "digital natives." Those in the millennial generation are so accustomed to mediated interaction that they find face-to-face interaction increasingly intolerable and undesirable. This is especially true when discussing a conflict.{9}

The emerging generation multitasks. They are the consummate multitaskers. Nearly one-third of 8- to 18-year olds say they multitask "most of the time" by doing homework, watching TV, sending text messages, surfing the Web, or listening to music. And they do all of this simultaneously.

First, this is dangerous. Researchers have found that talking or texting is much more dangerous than many of us might even imagine. The Center for Auto Safety has released hundreds of pages of research documenting the dangerous impact of cell phone use on America's highways.{10} Talking or texting while driving is more dangerous than driving drunk.

Second, it is also relationally damaging. This generation thinks nothing of texting others while in the presence of other people. As we have just mentioned, they would rather send a text or e-mail than talk to a person face-to-face.

The emerging generation is overwhelmingly stressed out. One fourth of millennials feel unfulfilled in life, and nearly half say they are stressed out. This is twice the level of baby boomers. What is even more disturbing is that most parents are unaware of how stressed out their children are and how that is negatively impacting them. One very tragic result of this stress is the suicide rate. Suicide is the third leading cause of death among 15- to 24-year-olds.

Biblical Perspective

We noted that this is a generation that is narcissistic (2 Timothy 3:1-2) and overly self-confident. This is where the Bible and the church can provide perspective to a generation with great expectations and unwarranted confidence. Messages and Sunday school lessons along with discipleship programs aimed at issues like ego (Philippians 2:1-10), pride (Proverbs 16:18-19), and envy (Galatians 5:21) would be important to address some of these characteristics of the emerging generation.

This is a generation that finds it difficult to make decisions. Here is an opportunity to come alongside members of the emerging generation and provide them with biblical tools (2 Timothy 2:15) for wise and moral decision-making. Messages (sermons, lessons) on the importance of commitment and how following biblical principles concerning life decisions can develop confidence and responsibility would also be important.

Many in the emerging generation want to change the world. This is an opportunity for pastors, teachers, and mentors to challenge this generation to make an impact for Jesus Christ in our world. We should challenge them with the Great Commission (Matthew 28:19-20).

The emerging generation has a negative view of the church. When the institutional church has been wrong, we should be willingly to admit it. But we should also be alert to the fact that sometimes the criticisms we hear are unjustified. Skeptics might know someone who professes to be a Christian who they believe is a hypocrite. The person may not really be a Bible-believing Christian. Or he may not be representative of others in the same church.

We should also be willing to challenge the stereotype skeptics have of Christianity. If all they know of Christianity is what they see on television or read in the newspapers, they may not

have an accurate view of Christianity.

This generation is also lonely and stressed out. They need to know how to develop deep, lasting relationships (Proverbs 18:24). They live in a world where relationships are disposable. It is a world where a "friend" on Facebook can "delete" them by hitting a key on their computer keyboard. They also need to learn how to develop friendships without becoming codependent.

They also need to know that a relationship with Christ provides a peace "which surpasses all comprehension" (Philippians 4:7). They may also need instruction on practical life issues and learn to develop healthy habits that develop their physical, emotional, and spiritual dimensions.

Pastors, church leaders, and individual Christians have an opportunity to make a positive impact on this emerging generation. Hopefully this has given you a better understanding of this generation and provided practical ideas for ministry.

Notes

1. Cathy Lynn Grossman, "Young adults less devoted to faith," *USA Today*, 27 April 2010, 1A.
2. www.kff.org/youthhivstds/upload/U-S-Teen-Sexual-Activity-Fact-Sheet.pdf.
3. Jeff Myers and Paige Gutacker, A Special Report: Unraveling the Mysteries of the Millennial Generation, www.passingthebaton.org.
4. Jean M. Twenge and W. Keith Campbell, *The Narcissism Epidemic: Living in the Age of Entitlement* (NY: Free Press, 2009).
5. Ron Alsop, *The Trophy Kids Grow Up: How the Millennial Generation is Shaking Up the Workplace* (San Franciso, CA: Josey-Bass, 2008), pp. 12, 115.

6. Survey by Cone Inc., a communications agency, and Amp Insights, a marketing agency, 2006.
7. David Kinnaman and Gabe Lyons talk about this in their book, *unChristian: What a New Generation Really Thinks about Christianity* (Grand Rapids, MI: Baker Books, 2007).
8. Sean McDowell, *Apologetics for a New Generation* (Eugene, OR: Harvest House Publishing, 2009).
9. Shane Hipps, Lecture entitled "The Spirituality of the Cell Phone," Q conference, Austin, TX, 28 April 2009.
10. Center for Auto Safety, www.autosafety.org.

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The Millennial Generation — The Future of Christianity in America

Millennials are the largest generation in American history and also the least religious generation. Kerby Anderson examines what they believe, how media and technology has affected them, and how pastors and Christian leaders can reach this generation.

The Millennial generation is a group of young people whose birth years range from 1980 to 2000. This generation is actually just slightly larger than the Baby Boom generation (born from 1946 to 1964). Nearly 78 million Millennials were born between 1980 and 2000.

Millennials are already having an impact on business, the workplace, churches, and other organizations. They certainly are having an impact on politics. The 18- to 29-year-old

Millennials voted for Barack Obama in 2008 by an significant margin. Because of their impact in business, politics, and the church, they are simply too large and too influential to ignore.

For this article I will be using much of the data from an excellent book by Thom and Jess Rainer, *The Millennials: Connecting to America's Largest Generation.*{1} Their survey of 1,200 older Millennials (born between 1980 and 1991) provides a detailed look at this generation.

We should begin by noting that not only are Millennials the largest generation, they are also one of the most diverse. That means that for every trend we identify in this generation, there are also lots of exceptions. But that doesn't mean we can't learn some key facets of the Millennials. Here are just a few characteristics.

First, they are on track to become America's most educated generation. "In 2007, the first year the twenty-five- to twenty-nine-year-old age group was entirely comprised of Millennials, 30 percent had attained a college degree. That is the highest rate ever recorded for that age group."{2}

Second, Millennials view marriage differently than previous generations. They are marrying later, if at all. The average age for first marriage has increased approximately five years since 1970 for both men and women. "About 65 percent of young adults cohabit at least once prior to marriage, compared to just 10 percent in the 1960s."{3}

Finally, Millennials are the least religious generation in American history. They may say that they are spiritual, but only a small fraction of them say that is important in their lives. The sad reality is that most Millennials don't think about religion at all.

Perhaps the most amazing response from the survey of Millennials was that they are hopeful. Consider their response

to the simple statement: “I believe I can do something great.” About 60 percent agreed strongly with this statement, and another 36 percent agreed somewhat. That was almost every respondent, 96 percent in total.{4}

Marriage and Family

How does the Millennial generation view marriage and family? One way to answer that question is to look at the characteristics of their parents.

Baby Boomers wanted the best for themselves. They had a level of self-centeredness that eventually shifted toward meeting the needs of their children. They wanted everything to be perfect for the Millennial children.

There was a high level of parental involvement. Hence, the parents of Millennials are often called “helicopter parents.” When Millennials were asked about parental involvement, 89 percent responded that they received guidance and advice from their parents.{5} It turns out that the Boomers are helping Millennials make decisions about work and life. Sometimes the parents sit in on job interviews and even try to negotiate salaries. While previous generations might have rejected such advice, 87 percent of Millennials view their parents as a positive source of influence.{6}

This positive view Millennials have of parents extends to the older generation as a whole. While Baby Boomers tended to be antiauthoritarian, Millennials have a very positive attitude towards those who are older. Of the Millennials interviewed, 94 percent said they have great respect for older generations.{7}

When it comes to marriage, Millennials are still optimistic about it even though they grew up in a world where divorce was common. They were asked to respond to the following statement: “It is likely that I will marry more than one time in my

life." For those who responded, 86 percent disagreed that they will marry more than once.{8} Apparently most Millennials plan to marry once or not at all. It is also worth noting that Millennials are marrying much later than any generation that had preceded them.

Millennials also view marriage differently in part because of the political battles concerning same-sex marriage and the definition of marriage. In the survey of Millennials, they were asked to respond to this statement: "I see nothing wrong with two people of the same gender getting married." Six in ten agree with the statement (40 percent strongly agreed, 21 percent agreed somewhat).{9} Put simply, a significant majority of Millennials see nothing wrong with same-sex marriage.

The impact of technology on marriage and family is significant. The Millennial generation has grown up with the Internet, cell phones, and social media. It is easier than ever to call on a cell phone or send a text to other members of one's extended family. Posting pictures on Facebook allows family members to immediately see what is happening to their children and grandchildren. Millennials are introducing their families to a variety of ways to stay connected.

Motivating the Millennials

How can we motivate the Millennial generation? The answer to that question is easy: build relationships. Thom and Jess Rainer put it this way. "The best motivators in the workplace for this generation are relationships. The best connectors in religious institutions are relationships. The best way to get a Millennial involved in a service, activity, or ministry is through relationships."{10}

Relationships are important because of their connection to their family. Millennials also see the world as a much smaller place since they can visit anywhere in the world (either in

person or on the Internet). And they are connected to people through the new media in ways that no other generation was able to do.

Education is a high priority for Millennials. This generation is on pace to have significantly more college degrees than the rest of the nation as a whole. About a quarter of the current U.S. population over 25 years old has a college degree, but nearly four in ten of Millennials will probably receive a degree.{11}

Millennials do want to make money, but they are not driven by money. Their motivation for education and career are motivated more by family and friends. One word that often surfaces is the word "flexibility." They see money as a means to do what they want to do. At the same time, they reject the "keeping up with the Jones' mentality" that often drives their parents.

Religion is not much of a motivating factor for Millennials. Spiritual matters are not important to them. Only 13 percent of them viewed religion and spirituality as important. And even among those who described themselves as Christian, only 18 percent said their religion was important to them.{12}

Only one group in the study said their faith was important to them. This was the subgroup identified as "Evangelicals" because of their orthodox biblical beliefs. Nearly two thirds (65 percent) said their faith was important to them.{13}

The political orientation of Millennials will no doubt influence elections. Millennials voted for Barack Obama over John McCain in the 2008 election by a two-to-one margin (66 percent to 32 percent). It is also worth noting that only half of the Millennials were eligible to vote that year. A greater percentage of that generation will become eligible to vote in each new election cycle.

Various polls, including exit polls, showed that this generation wanted more centralized power in government. And by

more than a two-to-one margin (71 percent to 29 percent) they thought the federal government should guarantee health-care coverage for all Americans. More than six out of ten felt that government should be responsible for providing for their retirement.{14}

Millennials and Media

The Millennial generation has been influenced by media and technology like no other generation. Social commentators made much of the influence of television on the Baby Boomers but the proliferation of Internet, smart phones, and social media has had an even greater impact on Millennials.

When technology first comes on the scene, there are early adopters, then a significant majority, and finally laggards. Millennials fit into the category of early adopters. In the survey they were asked if they agree with the following statement: "I am usually among the first people to acquire products featuring new technology." About half agreed with the statement, and half disagreed with the statement.{15} And even for those who disagreed, it is safe to say they did not fit into the category of laggards. Millennials are quick to embrace new technology.

There is one technology that Millennials always have in their hands: video games. "Video-game consoles are part of the industry that pulled in more than twenty billion dollars in revenue in 2008."{16} If there was one form of technology that is easily identifiable with Millennials it is video games.

When asked how they most frequently communicate when not actually with the other person, they rated phone first (39 percent), then texting (37 percent), and then e-mail (16 percent). At the bottom was by letter (1 percent). The survey also noticed a difference between older and younger Millennials. Put simply, the younger you are, the more likely

you are to communicate by texting.

Social media is also a significant part of the lifestyle of a Millennial. Not surprisingly, the most popular social media site was Facebook (73 percent), followed by MySpace (49 percent) as a distant second. They also like to read blogs (30 percent) and write blogs (13 percent). But since blogs require more time and energy than other social media, they do not draw in the large numbers like Facebook and MySpace.

Although social media can be accessed in many ways, still the most pervasive is through the computer. Millennials use computers both for work and for personal use. Most Millennials (83 percent) use a computer for work and spend about 17 hours on it each week. One out of five Millennials use their computer for work for 40 or more hours per week.{17} And Millennials spend time on computers for personal use. The responses ranged from 5 hours per week to 30 hours per week. The average was 17 hours per week.

If you put these numbers together, you find something shocking. The average Millennial spends 17 hours per week on a computer for work, and spends the same amount of time on a computer for personal use. That totals 34 hours per week on a computer. "That means that roughly one-third of Millennials' waking lives are spent on a computer."{18}

Millennials and Religion

The Millennial generation is the least religious generation in American history. The survey found that they are likely to have a syncretistic belief system. In other words, he or she will take portions of belief from various faiths and non-faiths and blend them together in to a unique spiritual system.

Thom and Jess Rainer found that this generation is less likely to care about religion or spiritual matters than previous

generations. When they were asked in an open-ended question what was important to them, spiritual matters were sixth on the list. Preceding them in importance were family, friends, education, career, and spouse/partner.

When asked to describe themselves, two-thirds (65 percent) used the term Christian. Interestingly, nearly three in ten (28 percent) picked either atheism, agnosticism, or no preference. In other words, they have moved completely away from certain belief in God.

When asked if they were "born-again Christians", using a precise definition provided by the interviewers, only 20 percent affirmed this definition of belief and experience. And when presented with seven statements about orthodox Christian belief, the researchers found that only 6 percent of Millennials could affirm them and thus could be properly defined as Evangelical.{19}

A third (34 percent) of Millennials said that no one can know what will happen when they die. But more than one-fourth (26 percent) said they believe they will go to heaven when they die because they have accepted Christ as their Savior.{20}

Church attendance has been decreasing with each generation. The Millennial generation illustrates that trend. Nearly two-thirds (65 percent) rarely or never attend religious services.{21} About one-fourth (24 percent) are active in church (meaning they attend at least once a week). This might suggest that a number of Millennials who attend church do so as seekers. In other words, they are at least spiritually interested enough to visit a church even though they may not be saved.

The Millennial generation presents a significant challenge for us as Christians. The largest and least religious generation in American history is here and making an impact. If the church and Christian organizations are to be vibrant and

effective in the twenty-first century, pastors and Christian leaders need to know how to connect to the Millennials. The first step is understanding them and their beliefs. That is why I recommend the book by Thom and Jess Rainer and encourage you to visit our Web site (www.probe.org) for other information on this generation.

Notes

1. Thom Rainer and Jess Rainer, *The Millennials: Connecting to America's Largest Generation* (Nashville, B&H Publishing Group, 2011).
2. Ibid., 3.
3. Ibid.
4. Ibid., 16.
5. Ibid., 55.
6. Ibid., 56.
7. Ibid., 59.
8. Ibid., 63.
9. Ibid., 66.
10. Ibid., 105.
11. Ibid., 108.
12. Ibid., 111.
13. Ibid., 112.
14. Ibid., 115.
15. Ibid., 188.
16. Ibid.
17. Ibid., 197.
18. Ibid., 198.
19. Ibid., 232.
20. Ibid., 233.
21. Ibid., 236.

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