



New Reading of Teens Is on the Way by Reginald W. Bibby

Major New National Survey of Canada's Teenagers Launched *Will Help Us to Understand the Legacy of the Country's Baby Boomers*

The 2006 book, *The Boomer Factor: What Canada's Most Famous Generation is Leaving Behind*, has provided a summary and assessment of the social and cultural context that Canada's Baby Boomers has provided for the latest, emerging generation of teenagers. But there soon will be an actual reading on what that emerging generation looks like, summed up in a new book entitled, *The Emerging Millennials: How Canada's Newest Generation is Responding to Change and Choice*, that will be out in the late fall of this year.

The new and important reading will be made possible as a result of a new national survey that is the latest in a series of youth surveys carried out in 1984, 1992, and 2000 by sociologist and author Reginald Bibby of the University of Lethbridge. These unique surveys have offered a comprehensive look at evolving attitudes, beliefs, and behaviour. The findings have taken on additional value since they have complemented by Bibby's parallel adult *Project Canada* surveys conducted every five years from 1975 through 2005.

From the beginning, a primary goal has been to generate information on youth that is academically sound and shared widely with organizations and individuals that care about youth. The findings have subsequently become well-known to educators, the media, governments, corporations, health care workers, family organizations, religious groups, youth leaders, young people, and parents. The three books that have summarized and interpreted the findings (*The Emerging Generation*, 1985; *Teen Trends*, 1992; *Canada's Teens*, 2001) have known wide readerships. Indicative of the general interest in the program, the findings spanning 1984 to 2000 were featured as a cover story by *Maclean's* (April 5, 2001). Beyond publications, Bibby, along with other survey personnel, have travelled extensively across the country, sharing the findings and reflecting on their implications in a large and varied number of settings.

The new 2008 survey that will provide an important update on Canadian youth that is particularly important in light of the dramatic changes in technology in recent years, and ensuing impact on information and personal and collective life. As in the past, the sample will consist of some 3,500 young people between the ages of 15 and 19 who are still in high school or its equivalents. Multi-stage stratified and cluster sampling procedures are being used to select one

class in approximately 230 schools across Canada. A carefully constructed questionnaire that takes approximately 30 to 40 minutes to complete will be filled out in classroom settings under the supervision of a guidance counsellor or a designated alternate. The survey procedures have been evaluated and approved by the University of Lethbridge Human Subject Research Committee. Names of participating students are unknown and the names of their schools will not be disclosed.

The survey will contribute to unparalleled data on Canadian young people spanning close to 25 years. Findings will be shared first of all with the participating schools through *The Emerging Millennials*. In addition, findings and releases on a number of topics will be available free via the survey website, PTC08.COM. Still further, Bibby and other Project Teen Canada personnel will continue to make themselves available to explain and discuss the findings, and reflect on their implications.

Background work on the project has been underway since September of 2007. School cooperation has exceeded anything the Project Teen Canada program has known to date. The surveys began to hit the mails in early February, and data collection will continue through approximately the end of May. It is anticipated that, as in the past, the survey will be greeted with considerable enthusiasm by virtually everyone who cares about young people.

Updates and details regarding both the survey and new book will be posted regularly on both PTC08.COM and Bibby's personal website, reginaldbibby.com.

Reginald Bibby holds the Board of Governors Research Chair in Sociology at the University of Lethbridge. He has been monitoring Canadian social trends since the mid-1970s, making his findings available through a large number of media and personal appearances and ten best-selling books. His most recent book is *The Boomer Factor: What Canada's Most Famous Generation is Leaving Behind*. Details on Bibby and his work can be found at "reginaldbibby.com".

Media contacts: Bob Cooney, Communications Office, University of Lethbridge
(403) 382-7173 or cell (403) 330-4609 robert.cooney@uleth.ca
Reginald Bibby
(403) 381-0151 bibby@uleth.ca website www.reginaldbibby.com