Youth cultures: a text-driven automatic approach

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Introduction

In 2017, in Italy young people aged between 15 and 29 represent 15.1% of the population (16.7% Euro Area). The number of unemployed aged 15-24 reaches 34.7% (18,8% Euro Area). The ratio of NEETs (young people who are Neither Employed nor completing their Education and Training), aged between 15 and 24, goes up to 20.1% (11,2% Euro Area). Finally, the most alarming figure: 34.7% of young Italians, aged between 15 and 24, are at risk of poverty or social exclusion (28,4% Euro Area). [Source Eurostat]

Who are they? What do they think? What are their cultural models?

In this paper I present an investigation of the different youth cultures, about the relationships between youth and the job's world, realized through an algorithm of text analysis based on the co-occurrence of words.

Methodology

I analyzed the conferences of a Hackathon day ("TipoHack") which took place in Rome the 18 of October 2018, starring 80 young men and women aged between 18 and 29. The presentations of the ideas elaborated by the eight teams have been recorded and written integrally and they represent the corpus in analysis.

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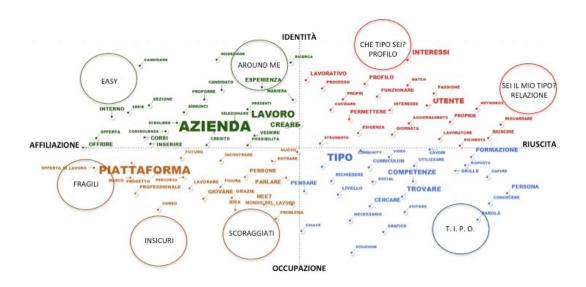e-mail: feliciapelagalli@yahoo.it

The corpus has been treated using an algorithm that allows us to analyse similarity matrices in order to provide a visual representation of the relationships among the data within a space of reduced dimensions, and to interpret both the relationships between the "objects" and the dimensions that organize the space in which they are represented.

Results and conclusions

On the horizontal plane we spot a sharp contrast between on the one hand a motivation to **affiliation** (the search for the other's acceptance, for a sense of belonging, of a reassuring way of depending on others), and on the other hand a motivation to **success** (strong input toward success, assumption of responsibilities and entrepreneuring).

On the vertical plane prevails the necessity to define an **identity** (who I am) on one side, and the need to find an **occupation** (what do I do) on the other side.

It is following this to guidelines that the different youth cultures have been articulated in the word map. (Fig. 1)

The analysis defines a complex and articulated frame of youth's world. There are clusters and worlds of "waiting and expectations" regarding what the market may offer (*work offer, offer, advertisement, path, professional, problem, subject*), looking for guarantees and for support within a word of adults and disappointment; and there are clusters ready to "undertake", going toward the construction of a project (*succeed, passion, formation, know, skills, possibilities, people*).

The Net and culture of *peer to peer* open to possible hypothesis of exchange between models and skills. It is important to confront young people with the job's world, but also with each other (beyond "bubbles" and neighborhoods), to go farther than the classic barriers between different worlds (segments, tribes, clusters) that do not meet, to work on common projects.

It is important to begin to think about new platforms that will be able to plan the future of work.