

ISSUE 53



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MILLENNIAL



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# Millennial Murder?

## The generation that killed industry giants

BY ESHWARAN

Millennials: a mystical group of people that no one seems to understand, sometimes not even the Millennials themselves. Hailed as naïve, poor, spoilt, pro-vegan, anti-social, and much more. Due to a recent trend of articles, we can also label ourselves as industry killers. It may seem far fetched, but

reputable news sites like the BBC, Forbes, BusinessInsider and many more, are all writing about industries we have killed off, so it must be true. So, after digging around for a bit, all the articles seem to agree upon 3 different industries that we, millennials, have murdered in cold blood.



If diamonds are a girl's best friend, then that relationship probably ended really badly. With sales for two big American diamond retailers, De Beers and Tiffanys, dropping 11% and 4% respectively, it's no surprise that the industry is feeling the pinch.



This has been firstly attributed to delayed marriages. With many couples choosing to marry later – due to cost of marriages, high cost of living, etc. – the average age of marriage has risen to 30.3 years for men and 28.2 years for women in Singapore. On top of that, millennials are seeking out alternative gems and jewellery to use as wedding bands, if they decide to get married.

Some cite cost as the main factor for the shift, while others are too aware of the conflict and exploitation that occurs in the diamond industry – most of the time, you can't actually tell where a diamond truly originates from. With debt piling, higher costs, and exploitation at the back of our minds, it's hard for millennials to support the diamond industry, thus ensuring its slow demise.



Going to department stores used to be an occasion for the whole family. There were sections for everyone: kids would dart for the toy section, adults would get household appliances, and everyone might get new clothes. It had everything under one roof. However, times have changed.

With John Little shutting their doors in 2016 and many other department stores closing outlets over the last few years, we are seeing the slow demise of department stores. But why? Simple. Millennials know what

they want and who they want it from. They prefer fast fashion or cult brands. They know their own styles and know where to get them. They would rather hit up H&M or Zara for clothes, then walk over to Under Armour for workout gear, and finally to Limited Edt to get sneakers.

Too busy for that? Then just order them online – Taobao, Amazon, you name it. With millennials knowing exactly what they want and having easy access to them, middlemen department stores are sadly rendered obsolete.



The most dramatic death goes to Cable Television. We used to flip through monthly magazines to find exactly which TV shows we wanted to watch on our cable TV set top boxes or free-to-air channels. They were a staple in every household.



Now, with the introduction of online streaming services like Netflix, Hulu, Google Play and HBO, we don't need cable service providers like Starhub or Singtel to watch our favourite shows. All we need is a Smart TV and a Wi-Fi connection, or even a good ol' laptop. This has pushed service providers to find ways to incorporate streaming services into their products – like MioTV has done with its built-in Netflix app. But with online streaming services getting more and more popular, only time will tell how cable TV will fare in Singapore.

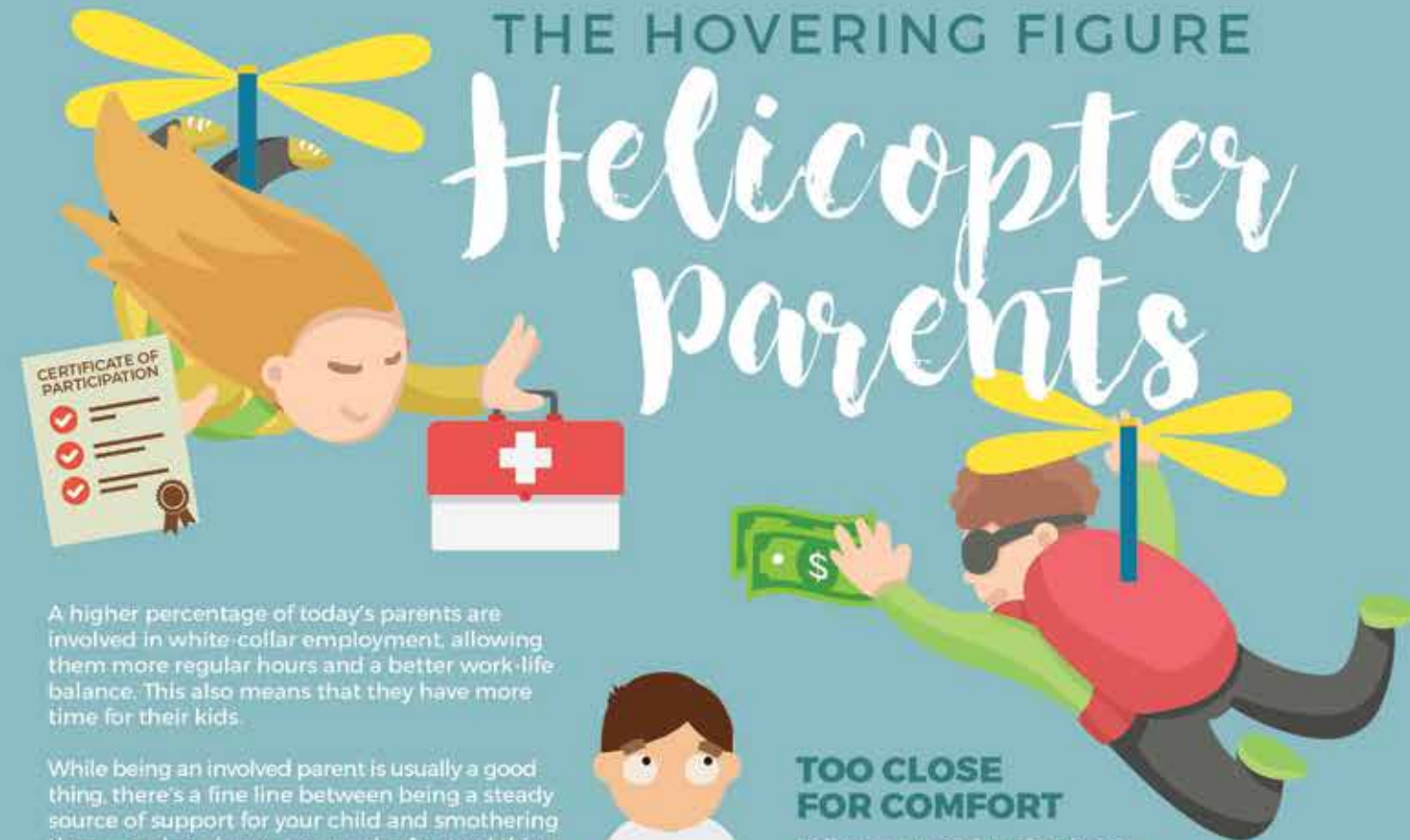


*All in all, besides killing fashion, social interaction, and our sense of hope for a better future, millennials can now be held responsible for the deaths of these industries. The diamond trade, department stores, and cable television are just three from a very long list of industries that are suffering due to millennials having very different spending habits and lifestyles from their predecessors. What's next on the millennial chopping block?*

BY NATALIE KWAN

## THE HOVERING FIGURE

# Helicopter Parents



A higher percentage of today's parents are involved in white-collar employment, allowing them more regular hours and a better work-life balance. This also means that they have more time for their kids.

While being an involved parent is usually a good thing, there's a fine line between being a steady source of support for your child and smothering them – and as always, too much of a good thing can definitely result in adverse effects.

### WHAT ARE HELICOPTER PARENTS?

The term "Helicopter Parents" first made its appearance in a bestselling book in 1969, titled *Between Parent and Teenager* by Dr. Haim Ginott. In the book, Ginott wrote from the perspective of a frustrated teenager: "mother hovers over me like a helicopter..."

Today, we refer to someone as a helicopter parent if they take an excessive interest in their child's life.

### WHAT DOES HELICOPTER PARENTING LOOK LIKE?

A helicopter parent is often over-protective, and obsesses over the nitty-gritty details of their child's life. They feel the need to be in control, and have trouble letting go even when their children no longer require close supervision.

Helicopter parents are often guilty of helping their kids with their homework on frequent basis. Some may supervise them while they're packing their school bags. They might even build close relationships with their children's educators, and demand frequent progress reports on their offspring.

As the child gets older, a typical helicopter parent may want to get involved in decisions such as the interests their child should pursue, which CCAs he/she ought to join, even the subject combination the child should pick in secondary school.

In Singapore, it is also relatively common to see parents dropping by primary schools during school hours, to drop off homework or classroom materials that their children have forgotten to take to school.

### TOO CLOSE FOR COMFORT

Helicopter parenting often begins with good intentions. However, if parents fail to become aware of their overprotective parenting habits, detrimental, long-term effects may manifest in the long run.

A child raised under the scrutinising eye of a helicopter parent may grow up to be **overly reliant** on others. Due to their parents' excessive involvement in their daily schedule, interests, activities and responsibilities, the child may be unable to function without the guidance of somebody else.

Children may also develop a **sense of entitlement** as they progress into adolescence and adulthood. Since their parents have consistently arranged everything for them from birth, they may be under the false impression that everything should always go according to their plans.

Parents who usually help their children with daily tasks – like carrying their school bags, washing their dishes, organising their school files, doing their homework, etc – may also **hinder their life skills development**. This is because the children are not accustomed to doing such tasks without assistance, so having to suddenly handle all these tasks alone may prove to be a challenge for them, compared to their peers who have gradually developed such skills over the years.

The worst and most ironic drawback of having helicopter parents might be the **lack of self-confidence and self-esteem** that stems from a childhood with overly-involved parents. By controlling their kids on a short leash and mapping out their every move, they are unknowingly telling their children that they are not capable of accomplishing those tasks on their own.

In order to engage in effective parenting, it is important for parents to be mindful of how their actions may impact their child's development. A child must be given the freedom and space to make mistakes and learn from them, in order for them to blossom into the best versions of themselves as adults.



Gone are the days when being a nerd (mostly) gets you funny looks. The geek appeal has permeated popular culture, with many outwardly professing their love for Pokemon or Game of Thrones, something that used to be kept secret. What has become fashionable is the millennial nerd—those who take their fandoms seriously. Some are well-respected in their circles, others have made a career out of their interests. Here are some of the most popular millennial nerds.

# WHERE NERDS RULE

by Jessica Tan

## LUCRATIVE FANDOMS

### INTERNATIONAL COSPLAYERS

From the fandom of animes and video games emerges a new genre of celebrities: cosplayers. They dress up in elaborate costumes, bringing to life 2D characters at fan conventions around the world. While we sometimes cringe at those who fail to accurately represent the characters they attempt to embody, those who do well are often rewarded with opportunities to turn their hobby into a career.

Jessica Nigiri is one of the most popular cosplayers worldwide with a fanbase of 4.7 million on Facebook and 2.8 million on Instagram. A model, voice actress, YouTuber and fan convention regular, she first got into the scene when a friend brought her to Comic Con as a "Sexy Pikachu". This spurred her passion for the art, and it ultimately became a part of her lifestyle.

Hailing from Asia is Alodia Gosiengfiao of the Philippines – with 6.1 million fans on Facebook – who's made a career out of cosplaying, modelling, and gaming (she livestreams her gameplays on Facebook daily).



### PRO GAMERS

Video games are often seen as something that only geeks with no social life engage in. However, the recent shift in lifestyle has pushed the video game industry to the forefront of popular media. In China, the massive gaming community has spurred numerous dramas and animations featuring video games, like *Love O2O* and *The King's Avatar*; both have since become global hits.

South Korea, too, is known for their dominance in the eSports scene, with top players amassing six-figure prize sums by winning gaming tournaments in *StarCraft* and *League of Legends*. Among them, Lim-Yo-Hwan (BoxeR) and Hong Jin-ho (Yellow) have also achieved minor celebrity status with their participation in Korean mainstream variety shows like *The Genius* and *Crime Scene*.

Among the most highly paid video gamers is Tyler "Ninja" Blevins, one of Twitch's superstar streamers who's made more than \$500,000 a month on the popular streaming service. The majority of his revenue comes from Amazon and Twitch Prime subscribers, and his huge social media following.



### BOOK NERDS

Many people are judged when they claim to be avid readers, especially when the series they're reading isn't popular in mainstream culture. Years ago, the comic *The Walking Dead* used to be "just another juvenile zombie story riding on the tail of popular culture", while the novel *A Song of Ice and Fire* was an "unrealistic

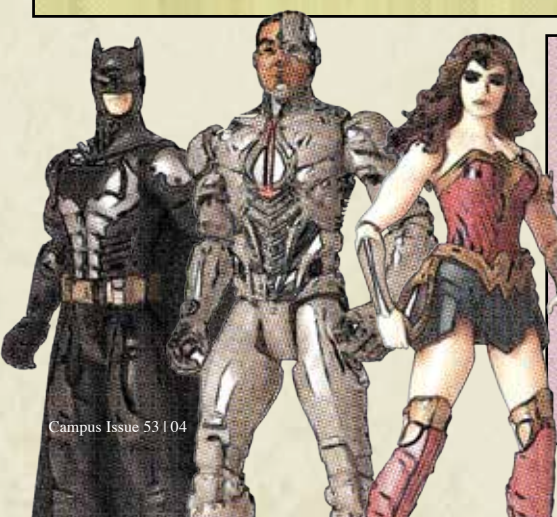
sci-fi fantasy that seeks to emulate the greatness of J. R. R. Tolkien". However, when *The Walking Dead* and *A Game of Thrones* hit TV screens to critical acclaim, everyone seemed to have no qualms recognising themselves as geeks.

One of the most famous book nerds is probably Megan Fox – the bombshell from *Transformers* and *Teenage Mutant Ninja Turtles* series. She transformed her interest in comics (she wanted to be a comic artist) into a career by starring in major comic-turned-movie projects, making her worth about \$5 million.

### TOY COLLECTORS

Shows like *My Strange Addiction* paints hoarders in a bad light; weirder still are hoarders of life-sized figurines of scantily-clad animation characters. While these collectors are widely considered reclusive hermits with no social skills, some collectors have turned a huge profit off their hobby.

YouTube DC Toy Collector made an estimated \$5 million off her videos in 2014, simply by quietly narrating her joy upon unwrapping each new toy in her collection. Revealing only her hands and voice, DC Toy Collector has never identified herself on camera. Speculations are rife, with *The Daily Mail* claiming that she is an Orlando-based Brazilian woman named Daiane DeJesus, formerly a porn star called Sandy Summers. Though her identity remains elusive, she earns big bucks simply by unboxing toys.



# The Millennial Food Guide

by Shamitha Segaran

## Preparing your own meals

As much as we millennials are known for being a food-obsessed generation who are open to all kinds of unique foods, many of us don't know how to make a simple dish. Are your parents nagging you to learn some cooking skills so that you could be of help to them or are you moving in to a new place for further studies and have no clue how to feed yourself? Fret not! Here's how you can make yourself several dishes with minimal effort and ingredients.



### Egg Fried Rice

Fried rice is definitely the go-to comfort food. This dish can be easily packed for school as well, and keeps your tummy full despite the simplicity of the dish.

**INSTRUCTIONS:** Heat your pan with some vegetable oil and add onions, finely-sliced leek, and garlic. Then toast in cooked rice and eggs, and season with soy sauce and pepper (and other cubed veggies if you like), and you're good to go.

### Microwave Breakfast Cookie

This one's to start off your day healthy because of all the nutrients it has, to keep you going throughout the day. All you need is a mug, half a banana, peanut butter, honey, milk, oats, and raisins or nuts. This protein-filled dish is perfect for those with a limited kitchen space or time in the morning.

**INSTRUCTIONS:** Mash the banana well in a large microwavable mug, stir in the peanut butter, milk, and honey, then mix well. Add oats and raisins. Microwave for 45-60 seconds or until firm to the touch on top.



### Vegetarian Pizza

This one's for all the vegetarians out there, or simply for anyone who doesn't want to add meat to your diet for the day. Make your own pizza in 20 minutes with your choice of vegetables and ingredients such as broccoli, mushroom and cheese.

**INSTRUCTIONS:** On a pizza crust, spread some pesto or pizza sauce, add the sautéed ingredients and bake for 12 to 15 minutes. Who said meatless meals are boring?



### One-Pot Chicken Rice

We can never deny our love for Chicken Rice and we only know how much we miss it when we are away from Singapore. Making this 'close to Chicken Rice' is easier if you have a rice cooker, but a pot will also do. Simply add cucumber and garlic chilli for a local touch.

**INSTRUCTIONS:** Fry chopped garlic, ginger and onions in oil together with white rice, then transfer it into the rice cooker. Add some stock (chicken or veggie - canned will do) and place the chicken (breast or drumstick) on top. Add salt and pepper to taste, and simply let your rice cooker do the cooking.

### Dorm-room Pasta

Instead of heading over to Pasta Mania or some fancy Italian restaurant to have some, why not make it yourself? You just need a microwave, and add vegetables or meat for a complete meal.

**INSTRUCTIONS:** The simplest version involves extra virgin olive oil, salt, black pepper, and of course, pasta (spaghetti or fusilli - it's your choice). For one serving, use a cup of water (which will get sucked up by the pasta) and a pinch of salt during the 7-8 minute nuke. To make it more tasty, add your choice of extras such as cheese, chicken or hot dog cubes, and "Buon Appetito!"



### Egg Toast

Egg is a must-have ingredient as a protein source (unless you're vegan), which can be added to bread for a quick snack.

**INSTRUCTIONS:** Make your choice of egg (scrambled, sunny side-up or omelette), and simply place it atop toasted bread for a cheap hipster sandwich. Alternatively, cut the bread into small pieces, dip it in beaten eggs (with some cheese for extra flavour), and fry them till golden brown to make mini French Toasts.







By Pok Ci En

# Gone Solo

## Mindfulness in living alone

I'm no expert at living alone, and haven't been living alone for long, but I'm loving every day so far! It may be quite tricky in the beginning to live alone, since in our society we're so used to living in close-knit family units – not to mention the price of housing here prohibits most of us from moving out before we're 30.

So, if you're about to embark on solo living – perhaps you're going on an exchange programme or an internship – know that it can be a liberating experience. You can also add #YOLOSwag to your status. But there are some things you'll need to take note of when you start living on your own.

### 1. Meals

It's easy to "forget to eat" when you live alone since there is no other person around to remind you to eat. Realistically, we should try to have at least two meals a day. However, living alone doesn't limit your choices to just fast food or instant noodles – you have the options of eating out, ordering in, cooking a meal (check out the 'Dorm Food Guide' in this issue), etc. Also, don't forget to eat fruits and vegetables – your colon will be thankful.

### 2. Housekeeping

I was rudely shocked by the five cockroaches crawling around my room one morning when I opened my eyes during the first week of living alone. After that, I mopped the floor once every week; I love adding essential oils into the bucket to give the floor a refreshing scent. You can also get mops that have a cloth attached so you can use it to wipe your table as well. And a word of advice: don't leave food festering on your table.

### 3. Bills

The electricity at my place is pre-paid, which means the power automatically cuts off when there is \$0 in the system. Since electricity is quite expensive where I am, I study and spend most of the daytime at libraries, and I charge all my devices there before going back to my room. Water bills cost a lot too, so I always make use of the communal kitchen to get water for cleaning my room with. Since you're now living alone, you also have to remember you pay your bills on time so that you won't have to knock on your neighbour's door to use their toilet in the middle of the night.

### 4. Social Interaction

It's very unhealthy for the mind, body and soul to be cooped up in your room for long periods of time. So you should visit a new place, like a museum or a park, and spend an afternoon there so that at least your shirts get to see some daylight. If you're in a foreign country alone, the world outside your room is practically a lab for you to observe how the country works, and how people go about their daily lives.

### 5. Spend freely

As a shopaholic millennial, it may be tough to stay away from shopping, and since there's nobody to watch how you spend your money, it may be hard to control your shopping habits. But, since you're already living alone, you can spend freely! Indulge in a manicure or a meal at a local café because you deserve it – just make sure you don't go over your credit limit! Spend, but spend wisely. Keeping to a budget isn't about living on as little as possible. It's about learning how to balance things.

BY YIN LOON

# MORONIC MILLENNIAL CHALLENGES

THINGS ~~IDIOTS~~ PEOPLE DO FOR VIEWS

If you're a millennial who's on the ball with the next 'social media challenge', then you'll know about the latest apparent craze: snorting condoms. No matter how bad the health risks are, they aren't able to stop the fearless – or the morons, we don't know which label fits best – from trying out newer, stupider, and more dangerous stunts all for the sake of views.

Here's a history of bad ideas that have doctors – and presumably parents – banging their heads against walls.

## CONDOM SNORTING

Snort a condom through your nostril hard enough that it comes out through the back of your throat; once you pull out the entire thing, you win. (Disclaimer: while many media outlets report this as a recent fad, the stunt actually began in 2013)

**RISK:** Worst case scenario? The condom can be completely inhaled and aspirated into the lungs, causing blockage of the breathing pipe and preventing air from getting into the lungs. Most challengers experience the gag reflex which can cause them to vomit into their airway, possibly causing a bad pneumonia. The best case scenario is that it'll just hurt like hell, if your condom doesn't break and leave bits of latex and spermicide in your nose.

CAN YOU DIE? Yes.



## CINNAMON CHALLENGE

Eat a spoonful of ground cinnamon in under 60 seconds without drinking anything. While it was popular in 2007, it peaked in popularity in 2012.

**RISK:** As cinnamon coats and dries the mouth and throat, it results in coughing, gagging, vomiting and inhaling of cinnamon, leading to throat irritation, breathing difficulties, and risk of pneumonia or a collapsed lung. The usual result is gasping, gagging, and coughing clouds of cinnamon.

CAN YOU DIE? Yes.

## SALT AND ICE CHALLENGE

Sprinkle some salt on your skin and then put an ice cube on top of it – this causes burns because salt makes ice a lot colder, so the purpose of this trend is to endure it for as long as possible.

**RISK:** The burns can cause patches of frostbite and painful, permanent scars.

CAN YOU DIE? No, you may be permanently scarred.



## TIDE POD CHALLENGE

Bite into this brightly-coloured liquid laundry detergent pack, and chew it up. Alternative videos have shown people cooking them in frying pans, or using them as pizza toppings.

**RISK:** Challengers can aspirate on the liquid by inhaling it into their lungs, or they can become ill by ingesting it – experiencing caustic burns of the entire gastrointestinal tract, a change in blood pressure and heart rate, loss of consciousness or seizures.

CAN YOU DIE? Yes.



## KYLIE JENNER LIP CHALLENGE

A bad rendition of Kylie Jenner's luscious lips is achieved by putting a shot glass over the mouth and then sucking the air out. The pressure created will make lips swell artificially (and grossly).

**RISK:** Not only can significant pain, swelling, and bruising result from these suction techniques, but there is potential risk for scarring and permanent disfigurement with repeated attempts. The shot glass can also break under all the pressure, causing serious injuries that require stitches to repair.

CAN YOU DIE? No, you may be permanently scarred.



The challenges here represent a small number of dumb challenges that have sprung up so far. There are those where folks consume huge amounts of food/drink and try not to puke, and those that can easily kill you, like one where people set themselves on fire.

There are so many other harmless challenges to participate in – like the bottle flip or mannequin challenge – that it boggles the mind as to why people would endanger their lives for stupid stunts. We know that it takes a lot to build fame – only thing is, how many tokens of dumbass does someone need to achieve that?



After surviving O + A Levels, you come out the other side with a brain full of math equations and limited life skills. Unfortunately the periodic table offers little to no help when it comes to submitting your tax return, developing healthy relationships or understanding equality, and binge watching Game of Thrones isn't a substitute. As society progresses, adulthood becomes increasingly more complex and dealing with aspects of the real world can be difficult. We need to learn new skills in order to boost our understanding of adulthood, and here's just a few:



## RELATIONSHIPS

Relationships are a large part of adulthood. Not only at home, but also in the workplace. Creating healthy relationships with co-workers comes from a base understanding of communication – how do you deal with conflict, handle personal emotions, determine boundaries between individuals, etc?

Learning about these values will help strengthen bonds between family, friends, partners and future co-workers. Relevant to both the workplace and home, discussions about sexual values and love also play a large part in shaping our mindframe on future relationships. This knowledge could help the fight against family violence and domestic abuse.

In a world where more and more communication is done online, it's more pertinent now more than ever that we learn how to deal with people face-to-face, especially when it comes to controlling emotions, and learning what to say (or not to say) in front of others.



## LOGIC AND REASONING

When you think about it, a majority of the learning you do is rote based – you are taught to memorise the questions/answers, and then disregard them as you move onto the next topic. A large portion of us will never have to revisit the chemical formula for ammonia (NH<sub>3</sub>), but it's in our brain anyway.

# Cheat Sheet

By Julian Rosario

#53 Things Millennials Should Know

Logical thinking and reasoning focus on problem solving techniques, which are used almost every day in the workplace. It teaches us to determine all the possible outcomes of a situation before jumping to the black and white conclusion. Without the ability to think logically, we may begin to make decisions which will negatively affect our lives.

A shining example sits as the world's most powerful man. The illogical frame of thought would be: Trump's businesses make money, the American government needs money, so Trump must be a good president.



## PERSONAL FINANCE

This is by far the most common topic people believe they should be taught, and it's surprising that it's not part of our national curriculum. Learning how to effectively manage your money is key to a student's future, both personally and for business.

If we were taught how to effectively save and manage our pocket money, we can then take this information forward when working with budgets and managing money for a future business, or when saving for our own future home. Then there are basic things that working adults have to learn about – how to file your taxes, how to get tax rebates, how to buy a house, how to find the perfect insurance policy, how to get the most out of banks, and so much more.

Simple financial teachings, such as the different types of interest rates and which one would best suit your situation, could help to decrease the increasing debt that many young families find themselves in. Personal finance has an abundance of applications, and should be the first thing added to educational curriculums.

# Feeding The Monster

By Valery Thong

## DIAGNOSED WITH FOMO

Most Millennials are busy snapping away their lives, unaware that the affliction they are suffering from has been diagnosed and it has a name.

**FOMO: Fear of Missing Out.**

## WHAT IS FOMO?

FOMO is that unsettling anxiety that creeps up when you see groups of people still partying at Orchard or Clarke Quay at 12am when you have just finished a late night assignment. You find yourself alone after school, without any other activities other than going home to revise.

At night, as your Instagram refreshes, you see stories of other people's lives. Unlike you, they are active, social and experiencing all kind of events everyday. Then, there is something inside of you, a prickly sensation-fear and envy-urging you to go out and do more because you are missing out.

## CAUSE: SOCIAL MEDIA?

The rise of social media and the fear of being excluded as millennials scroll through posts on Facebook, Twitter and Instagram on events that they missed fuels FOMO. Since we'd rather spend money on experiences, missing out on things like deals on Taobao, or events like festivals, concerts, and parties, causes us discomfort.

Social media has played a huge part in transforming the way we communicate and promote FOMO. People are constantly posting pictures of the latest and greatest news happening in their lives. It has become a breeding ground for bragging. "Look at me, look at me, and all the fun I am having" is basically the message we convey when we post on social media. It has almost become a competition to see who is winning at life.

There seems to be an unspoken assumption that if you don't have something going on at every minute of the day, then you are missing out on opportunities that could've made you hashtag #bestdayofmylife. Perhaps this is true if you spend all of your weekends bingeing on Korean dramas, but most people think one needs to be overwhelmingly busy in order to be successful.

Companies and brands are also cashing in on the millennials' love for live experiences by inventing new venues and materials where participants can take Instagram-ready shots. Remember



your wild self during ZoukOut, running along with Pikachu during the Pokemon Run Carnival, and braving the long queues at Gudetama Cafe? Music festivals, concerts, food and beer festivals, themed runs, and cafes are more popular now than ever before because even they are feeding the need for FOMO.

Now you are sad and jealous because you are just laying on your bed scrolling through some awesome photos of those who've already tried the trending Hokkaido cheese toast at Say Chiizu.

## SO WHAT IS FOMO AGAIN?

FOMO brings about a desire to satisfy any heart, soul, and Instagram feed of any millennial. But feeding the FOMO monster has many adverse effects on your mental health – because you're busy scrolling through other people's Instagram stories, you may suffer from envy or low self-esteem ("Her life is so awesome. Travelling with friends straight after exams! She's snowboarding? Why can't I be doing all that amazing stuff?"), or possibly have body issues ("How I wish I had her looks!").

What are you really missing out? Probably nothing, but more stress.

Even if you're the one guilty of posting excessively on your socials, you aren't actually enjoying yourself because you're too busy trying to get snippets of video for your Instagram story.





# Different Strokes for Different Folks

## THE GENERATION GAP

Ever experienced frustration when you interact with your parents or older family members? Misunderstandings are not uncommon between different generations, but why is this so? There are several contrasts in beliefs, lifestyle and practices across the generations that co-exist in Singapore. To better understand why the ever-present phenomenon of a generation gap exists, we must first define and understand each generational cohort.

### THE GENERATIONS



#### TRADITIONALISTS

Born between 1900-1945, the Traditionalists were hardy people who grew up in a world framed by chaos. Key world events such as WWII, Korean War, and the Great Depression happened during their formative years.



#### BABY BOOMERS

Next came the Baby Boomers — in 1946, birth rates skyrocketed like never before (hence its name). According to a study conducted by the Department of Sociology at the National University of Singapore, Baby Boomers actually make up 30% of Singapore's population!



#### GENERATION X

The birth of Generation X was marked by Singapore's breakaway from Malaysia in 1965. Generation X babies are between their late 30s to early 50s as of 2018.



#### MILLENNIALS

Finally, the Millennials (1981-1996) and Generation Z (1997 onwards) are often perceived by their elders to be the strawberry generation — a generation who were largely raised by domestic helpers and the internet, coddled by their parents, and are seen to be "soft", unable to withstand hardship and harsh criticism.

### LIFESTYLE DIFFERENCES

Being raised during a time where finances were scarce, the Traditionalists, Baby Boomers, and Gen X spend money very differently from the way Millennials and Gen Z do.



#### EATING

You'd often find a table of chatty uncles and aunts at their favourite local coffeeshop, catching up over an affordable cup of kopi and some kaya toast with soft-boiled eggs. Our parents, who are either Baby Boomers or Gen X, are often seen savouring their local favourites at the nearest hawker centres, rather than expensive cafe fare any day.

Meanwhile, step into any cafe and you'll find Millennials sipping on cold brew coffee, munching on a decadent slice of overpriced chocolate cake.



#### SHOPPING

The inception of online retailers has provided shoppers with a whole new host of options: Zalora, ASOS, Lazada, Qoo10 and Ebay have inevitably changed the way we shop. Millennials and Gen Z shoppers are generally IT savvy, and hence make frequent purchases online.

My father, a Baby Boomer, often says that his family "used to only buy new clothes during Chinese New Year" when he catches sight of my online parcels.



#### TRAVELLING

Baby Boomers were workaholics, with long hours and little rest. There were fewer working women back then, and most families lived on a single income. Families also used to be bigger — after paying the bills and feeding the family, there probably wasn't much left for leisure.

Fast forward to the present day, and it is not uncommon for young adults to be travelling more than once per year. Budget airlines coupled with Airbnb or boutique hostels have made travelling more accessible for aspiring globetrotters.

### WORK ETHICS

In terms of work ethics and values, the four generational cohorts differ quite significantly.

Traditionalists are hard workers, or "grinders". They respect their elders and often associate age with seniority in the company. Going against authority is definitely a no-go. They're also quite loyal to their employers, and often work hard to rise through the ranks.



Driven and determined, the Baby Boomers believe that clocking in longer hours will help build a good reputation within the company, and prove their worth to their employers. Generation X employees value a work-life balance, and subscribe to the concept of working smart, not hard. They do not trust authority blindly, and tend to value good organisational structure and direction.



It is perhaps the Millennials who value a healthy balance the most. This entrepreneurial generation is known to be adept at multitasking, and have a whole spectrum of interests which sometimes turn into side hustles (ie. a civil servant who teaches hip-hop after hours). They seek flexibility in a job, and would leave their current jobs for better career prospects.

Though cross-generational collaboration at the workplace may be frustrating at times, it can be an asset. With effective mediation and good communication practices, each generation can bring their individual strengths to the table to develop innovative ideas.

## THE NOT-SO-INVINCIBLE DEMOGRAPHIC

### DISEASES AFFECTING MILLENNIALS

You're in the prime of your youth, and in great health. However, these days, more and more of this 'invincible demographic' are developing little-known autoimmune diseases. These occur when the body's immune system mistakenly attacks and destroys its own healthy body tissue, generally triggered by genetics, environmental influences (like allergies or infections), or unbalanced gut microbiome (not enough 'good' gut bacteria).

As it stands, millennials are most at risk for seven of the more than 80 autoimmune diseases.

#### LUPUS

Lupus affects mostly women (90%) aged between 15 and 44, and while uncommon, Singapore hospitals see around 3,000 cases each year. Lupus has 11 symptoms including sun sensitivity, joint pain, butterfly-shaped rash, and kidney failure — patients may need hospitalisation during flares. Not easily diagnosed, the most important blood screening test is for antinuclear antibodies (ANA).

**TREATMENT:** Anti-inflammatory medications relieve many of the symptoms by reducing inflammation and pain.

#### TYPE 1 DIABETES

Symptoms include unexpected weight loss and increasing thirst and hunger, with most patients being diagnosed in childhood — it remains the predominant form of diabetes affecting children in Singapore. Diabetics are unable to metabolise glucose, and the high blood sugar levels can make people feel sick.

**TREATMENT:** Patients need to monitor their blood sugar levels several times a day, and require a lifetime of insulin injections. A healthy lifestyle also helps manage the glucose levels.

#### CROHN'S DISEASE

Crohn's is a chronic and extremely painful inflammatory disorder of the digestive tract, and is most commonly diagnosed between the ages of 15 to 30. Symptoms include bloating, diarrhea, and gut pain — it's diagnosed with a colonoscopy and affects 10 in every 100,000 Singaporeans.

**TREATMENT:** Anti-inflammatory drugs can treat mild symptoms, while immunomodulator drugs normalise the immune system. If fibrosis occurs, surgical intervention is required to restore proper digestion.

#### GRAVES DISEASE OF THE THYROID

Affecting mostly those in their 20s to 40s, especially girls, the disease affects the body's metabolism by overproducing the thyroid hormone. Diagnosed through blood tests or an ultrasound, patients experience anxiety, difficulty concentrating, fatigue, insomnia, muscle weakness, rapid or irregular heartbeat, tremors and nervousness. Another thyroid-related disease is Hashimoto's which also affects young adults.

**TREATMENT:** Effects can be minimised with the use of antithyroid medications, radioactive iodine treatment, or surgery for partial or total removal of the thyroid.

#### MULTIPLE SCLEROSIS (MS)

The most common neurological disease afflicting those aged 20 to 40 (females are 4 times more vulnerable), MS hits the central nervous system. Symptoms include fatigue, weakness, numbness, vision loss, tremors, and depression, with a dozen cases diagnosed a year in Singapore. Depending on the severity, some may lose the ability to walk, while others experience extended periods of remission.

**TREATMENT:** At present, disease-modifying therapies (DMTs) — immunosuppressant drugs — are used to reduce the frequency and severity of relapses and slow down MS progression.

#### PSORIASIS

Psoriasis tends to peak between the late teens and early 30s; this skin disorder generally causes red, scaly patches (with itching or soreness), as well as dry, cracked skin that bleeds at times, and thick fingernails. Psoriasis affects 1-2% of the population in Singapore. Other skin-related autoimmune conditions include vitiligo (where the skin loses colour) and scleroderma, where the skin hardens.

**TREATMENT:** Creams and ointments can effectively put mild to moderate psoriasis into remission; for more severe cases, creams are likely to be combined with oral medications or light therapy.

#### RHEUMATOID ARTHRITIS (RA)

RA causes inflammation that can damage joints and organs if left untreated, and can harden the arteries, resulting in strokes or heart attacks. It commonly affects those between 20 and 40 (women are 3 times more at risk). Common symptoms include pain and morning stiffness in small joints (like fingers). Another form of arthritis is ankylosing spondylitis, which affects mostly men aged 15 to 30, causing pain and stiffness in the lower back where the vertebrae fuse together.

**TREATMENT:** Early diagnosis is key, and anti-rheumatic drugs (DMARDs) can reduce symptoms or stop disease progression.

#### WHEN TO SEE THE DOCTOR

Although some diseases — like psoriasis, Crohn's, and lupus — can be hereditary, many arise spontaneously; about 80% of people with autoimmune conditions are women. Many patients with autoimmune diseases are initially dismissed as hypochondriacs.

While there is at present no cure for these diseases, living a healthy lifestyle and proper management of different treatment regimes can give patients a relatively normal life. Selena Gomez, who has lupus, only had to cancel touring once due to a flare-up, and Olympian Carrie Johnson (who suffers from Crohn's) participated in 3 games, and won a gold medal for canoeing.



BY NINA GAN

# Murdered by the Weather

## CLIMATE CHANGE KILLING OUR FAVOURITE THINGS

Climate change. Everyone's aware of it, some of us are talking about it, we all know that it's not a hoax. Besides, global warming is already affecting our planet – currently, seawater levels are rising fast, and for a flat country like Singapore, it's not good news. Then there's climate change in the form of our erratic weather patterns – we may love the cool, rainy days when we had to break out our jumpers, but what about when it's followed by super hot, dry days?

Singapore contributes just 0.11% of global emissions, but ranks 26th out of 142 countries in terms of emissions per capita. If you're a millennial who enjoys travelling or cafe hopping, then you may be concerned with what the future holds. Here are some of the things that we may not be able to have in the future if global warming follows its current trajectory.

### FOOD AND DRINK

#### Coffee

Many of us need our coffee fix – as a morning pick-me-up, or as a cuppa to linger over as we pore over assignments, or as a drink to catch up with friends. This caffeinated drink has been proven to be good for us in so many ways, but coffee is one of the first casualties of climate change.

Research suggests that by 2050 the amount of suitable coffee farmland is expected to have halved due to rising temperatures, pests and fungi. According to the BBC, 70% of the world's supply of coffee might be gone by 2080 if global warming continues on its current trajectory – that's within our lifetime.

The scarcity of coffee beans can affect the flavour and aroma of your favourite cuppa, and cause soaring prices for the ever-scarcer beans. But more than that, it has a more profound impact on tens of millions of people worldwide whose livelihoods depend on the beans. Many of these people live in the world's poorest nations, and are particularly vulnerable to a volatile market.

The climate change is also increasing the threats to crops – as coffee production is expected to move away from the equator and up mountains, you can see more cases of deforestation over the next few decades. Heat won't be the only enemy of the coffee – there's also the spread of deadly coffee fungi that devastates the plants.

**What can you do?** The easiest thing for you, as a consumer, to do is to make sure you buy only coffee from suppliers that reinvest into the grower communities they buy from, helping farmers diversify their crops in response to climate change. Alternatively, change your beans from premium Arabica to Robusta, which is more robust and grows at warmer temperatures.

#### Chocolate

Who doesn't like chocolate? Whether it's supermarket goodies or luxurious chocolates that come in boxes that look too pretty to open, we consume a lot of it.

Sadly, like coffee, cocoa beans are also suffering due to climate change. A temperature rise of 2.1°C over the next 30 years could spell trouble for the chocolate industry worldwide. As cacao trees thrive in rainforest conditions, the loss in ground moisture means that farmers in countries like Côte d'Ivoire and Ghana – which produce more than half of the world's chocolate – face a tough decision: move uphill into mountainous terrain (often preserved for wildlife), or move on to other crops.

Unlike other crops which have benefited from development of genetic modification, over 90% of the global cocoa crop is produced by smallholders on subsistence farms. Producers must plant 10 cacao trees to get the cocoa for just 286 chocolate bars. This means that the supply cannot keep up, especially as demand in newer markets like China and Russia has skyrocketed since the 1990s.

However, the question is not whether chocolate will be around in 2050 – it's more about how much it would cost us in the future, and if genetic modifications can play a role.

**What can you do?** You can buy from fair-trade suppliers such as Divine Chocolate, which is 100% fairtrade and owned by cocoa farmers. The NGO that helped to set up Divine (Twin), is working with its trading partners in Africa and Latin America to help them find ways to adapt to and mitigate the impact of climate change.

### TRAVEL

One of the most obvious effects of climate change can be experienced when we travel – which we all love to do.

#### Flights

Being on tiny Singapore, chances are that we fly every time we travel (thanks to budget airlines). With global warming, rising temperatures have the ability to prevent take-off, because hot air is thinner than cold air, and most commercial airplanes aren't designed to lift-off in temperatures of above 50°C. This is why long-distance flights out of the Middle East regularly take off in the cool of the night.

Even if the weather upon take-off is ideal, your flight will feel different in the air, especially in and around the jet stream, for instance when crossing the Atlantic. Passenger jets will experience up to three times more turbulence in future decades, and according to a University of Reading research, the rate of inflight injuries will have almost tripled in line with the increased volume of turbulence by 2050. Scientists had already noticed that so-called clear-air turbulence (CAT) – which occurs in clear weather and is hard for pilots to spot – was on the rise, and it's a problem that's only going to worsen as the climate continues to change.

These days, erratic weather can also affect airport runways – for instance, LaGuardia Airport in New York had to close for three days due to a storm surge that created huge floods. After crazy storm surges flooded multiple parts of eastern Singapore, Changi Airport's T5 will be built 5.5m above sea level as a precaution against future storm tides. Unless all airports around the world are addressing these issues, your next flight may be delayed or cancelled due to the weather.



#### Changing Landscapes

Some of the places we love to visit may also dramatically change due to the weather – with sea levels rising, many places are at risk of flooding. Not only do islanders in the Pacific, like Kiribati and Tuvalu, have to evacuate – technically making them climate refugees – even coastal cities like New York, Amsterdam, Osaka, and Hong Kong can be affected by rising seawater. This puts other favourite island destinations, like Maldives, on the frontline of flooding.

Increasing ocean temperatures are also destroying coral reefs – coral bleaching (when corals turn white and vulnerable) is occurring in vast portions of Australia's Great Barrier Reef, the largest coral reef system in the world. Coral reefs in the US – like Hawaii and Florida – are also in danger of disappearing within just a few decades due to global warming.

Increased temperatures won't only translate to flooding, it could also turn some places – like Southern Spain – into desert by 2100. The effects of rising heat is probably most noticeable in the Dead Sea, which is shrinking at a rate of 1m a year. Experts estimate that if it continues to disappear at its present rate, the Dead Sea could be completely dry by 2050.

Global warming is also melting glaciers around the world – from the Alps to Alaska – and climate models have projected that 52% of all the small glaciers in Switzerland will be gone in 25 years. This loss of land ice is of international concern which contributes to rising seas that could displace millions of people in coming decades.

**What can you do?** You can change your approach to travel by switching air travel to train travel (if possible), or you can buy carbon credits – from companies like Terra Pass, Stand for Trees, and Carbon Fund – to offset the equivalent amount of greenhouse gases you emit. The idea is that you pay someone else to prevent an equivalent amount of greenhouse gases from getting into the atmosphere.

## WHAT CAN YOU DO IN GENERAL?

Millennials are generally more environmentally-conscious – everyone knows the golden rules:

**Reduce, reuse, recycle:** Reduce your purchasing to what you need, not because it's cheap; reduce waste by limiting the use of disposable items. Reuse – or upcycle – most of what you can, and recycle waste in proper receptacles.

**Go vegetarian or vegan:** Start with #MeatlessMonday. Livestock production has a long list of planetary burdens, from rampant land use to water depletion and pollution, and is a major contributor of global greenhouse gas emissions.





# THE LIST

10 SINGAPORE-BASED  
MILLENNIAL-FOUNDED ENTERPRISES

**JACKSON AW (28),  
Founder, Mighty Jaxx**

Founded in 2012 with a \$20,000 loan, the figurine design studio today is a multimillion-dollar company which works with local and international artists, as well as international brands such as DC Comics and New Balance to create collectible sculptures.



**ALARIC CHOO (25) AND IAN ANG (30)  
Co-founders, Secretlab**

Secretlab chairs are tailored for computer users and hardcore gamers who tend to sit for hours at a time. Today their client base spans over 40 countries with customers from law firms, clinics, corporate offices and gamers; the company has annual sales of more than \$15 million.



**ESTHER WANG (30)  
Founder, Joytangle**

Joytangle designs and produces an educational toy called "Rabbit Ray" that educates children about medical procedures such as injections, vaccinations and intravenous drips. It's currently used by leading hospitals across 5 countries.



**TONG DUONG (26)  
Co-founder, Homage**

Homage is a healthcare technology startup that addresses the high demand for in-home care for seniors, specialising in connecting the elderly with professional caregivers, providing them with quality caregiving services.



**YOAN KAMALSKI (28)  
Co-founder & CEO, Hmlet**

This co-living startup aims to create co-living communities to accommodate the urban, millennial workforce. They lease, refurbish and reshape rooms and apartments in Singapore and Tokyo, which are sublet on a monthly basis.



The Forbes 30 Under 30 is an annual encyclopedia of creative disruption featuring bright young stars in many different industries. The list spotlights the impressive, the inspiring and the (genuinely) enviable - a showcase of the burning desire of youth to reinvent the world. Here are some Singaporeans on that list who have built worthy enterprises ranging from designer toy empires to co-living rental spaces and online platforms.

**TUSHAR KHANDELWA (29)  
Co-founder, Voyagin**

An online travel and activity platform acquired by Rakuten in 2013, Voyagin helps digital-savvy travellers have a better holiday experience by making activity suggestions, providing guest reviews and aid with booking.



**ADRIAN ANG (28)  
Co-founder & CEO, AEvice**

AEvice is a biomedical startup behind BioAsthma, a wearable device that uses artificial intelligence to monitor breathing specifically in asthmatic children so they can seek medical intervention quickly and potentially even save a child's life.



**JOSEPHINE CHOW (29)  
AND LAI SHANRU (29)  
Co-founders, ShopBack**

ShopBack is a lifestyle shopping portal with more than 35 million registered consumers across six countries, averaging 1,000 orders per hour from more than 1300 partner merchants. They recently acquired funding of \$25 million.



**JACKIE TAN (28)  
Co-founder, fundMyLife**

fundMyLife is a financial planning online platform that uses an algorithm to connect users with financial advisors based on the questions they ask. It aims to empower young adults to take control of their finances by getting fast, reliable advice from multiple sources.



**ZACK YANG (24) AND  
LOUIS LIU (24)  
Co-founders,  
FOMO Pay**

The QR-based payment platform allows merchants in Southeast Asia to accept a full suite of digital payments including NETS Pay, VISA QR, as well as China-based mobile wallets like WeChat Pay, Baidu Wallet and UnionPay.



# WOMEN IN NS

A GIRL'S PERSPECTIVE

By Lydia Tan



WHO SAYS GIRLS ARE WEAKER THAN GUYS?

One reason people think girls shouldn't be made to serve NS is that girls are physically "weaker" than guys. Though there's no denying that girls are built differently from guys biologically, that shouldn't put us girls at a disadvantage. However, some women are getting fitter these days - they join Crossfit classes or participate in Ironman competitions - so the training may not be an issue for them. In any case, I think the training for female soldiers can be modified and adapted accordingly to accommodate more women in this male-dominated field.

A lot of people also forget that serving NS doesn't always mean going through tough military training in the rough outdoors - there are other non-military positions that can be taken up too. Much like how some guys are assigned to desk duties, these options are also possible for women if they want to serve NS.

National Service: The one thing that every young Singaporean man has to go through for two years of their life. But what about the ladies? Over the years, there have been polarising opinions on the topic of women having to serve NS and it's still an ongoing topic of debate today. Some may say it's the way forward for gender equality, while others say serving NS for two years will disadvantage those who want to start a family.

As a female whose male peers are at the age where they would be enlisting soon, I personally wouldn't sign on for NS, but I salute the women who are voluntarily serving NS. According to a 2013 Institute of Policy Studies (IPS) survey, one in 10 women said they would volunteer to serve NS full-time, if given the option. In fact, I have a family friend my age who enlisted after finishing her 'A' levels.

So what are some considerations for girls serving NS?

"AH GIRL TO WOMAN"

I once interviewed the father of a family friend about the early years of NS, who said that through enlisting, he matured a lot and picked up skills that proved useful even now as an adult. Most importantly, he learned the importance of protecting the country, and that we shouldn't take our country's safety and security for granted.

There's a lot that can be gathered and learned from enlisting in NS, which can be just as beneficial for women - it can help one grow and improve as a person. These skills and lessons learned can put women way ahead of their peers and may even prove advantageous for them when they enter the workforce.

It's YOUR choice!

In my view, serving NS is a very respectable duty - I mean, you're putting down everything for two years to serve and protect the nation; that's a pretty big deal!

Serving in NS requires not just physical strength, but also a lot of mental strength when it gets tough. It's not something everyone can do, which is why I really admired my friend when I heard she was enlisting. Serving NS as a woman may not be the most conventional route to adulthood, but it's

definitely one that will be rewarding and useful in the future.

At the end of the day, whether women should be made to serve NS for the full two years really requires more consideration and tweaks to the system so it can work best for the economy and society. Some countries, like Israel, already have mandatory female conscription. Who knows, in a couple years, we might start to see more female soldiers and staff serving in the SAF!



# OUT AND ABOUT

FOR YOUR CHANCE TO WIN TICKETS AND PREMIUMS, CHECK OUR SOCIALS!

 Campus.Singapore  
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## EVENTS

12 May 2018 | 10am - 6 pm  
PSB Academy STEM Campus,  
11 Lorong 3 Toa Payoh,  
Jackson Square, Blk. A, #01-01  
Admission: Free

### PSB Academy STEM Campus Open House 2018

PSB Academy's inaugural open house at its all-new STEM campus unveils a 50,000 sq.ft. facility focusing on Science, Technology, Engineering and Mathematics, with visitors getting to tour the extensive laboratory facilities, as well as find out more about their various STEM-related diploma and degree programmes. Exclusive discounts and rebates for same-day applications. For more, check out their site: [www.psb-academy.edu.sg/openhouse](http://www.psb-academy.edu.sg/openhouse)



## MOVIES



### I Kill Giants (May 10)

**Cast:** Zoe Saldana, Imogen Poots, Jennifer Ehle, Madison Wolfe

From the acclaimed graphic novel comes an epic adventure about a world beyond imagination. Teen Barbara Thorson (Wolfe) is the only thing that stands between terrible giants and the destruction of her small town. But as she boldly confronts her fears in increasingly dangerous ways, her new school counselor (Saldana) leads her to question everything she's always believed to be true. I Kill Giants is an intense, touching story about trust, courage and love from the producers that brought you Harry Potter.

### Isle of Dogs (May 10)

**Cast:** Bryan Cranston, Koyu Rankin, Edward Norton, Bill Murray, Jeff Goldblum, Scarlett Johansson

Wes Anderson's latest movie, Isle of Dogs is a stop-motion animation that tells the story of Atari Kobayashi, a 12-year-old ward to corrupt Mayor Kobayashi. When, by Executive Decree, all the canine pets of Megasaki City are exiled to a vast garbage-dump called Trash Island, Atari sets off alone in a miniature Junior-Turbo Prop and flies across the river in search of his bodyguard-dog, Spots. There, with the assistance of a pack of newly-found mongrel friends, he begins an epic journey that will decide the fate and future of the entire Prefecture.



28 April 2018 | 2pm-4pm (English)  
International Plaza #28-15  
Admission: Free

### Study in Japan: ICU Information Session



ICU - one of Japan's top universities - is holding its free annual Singapore info session. It's the perfect opportunity to find out more about how to enroll in Japan's #1 liberal arts programme.

There'll be information on how to apply, scholarships, life on campus, learning Japanese, and more. Plus there will be exclusive 1-on-1 sessions with the head of ICU's admissions programme, Professor Morishima.

## PRODUCTIONS



2 - 27 Mar 2018 | 7.30pm  
Fort Canning Park  
Tickets: \$45 - \$109

### Shakespeare in the Park: Julius Caesar

Spread your blankets under the stars to picnic and enjoy the plays in the beautiful setting of Fort Canning Park. Inspired by images of the G20 and N.A.T.O summits, this production sees Shakespeare's political thriller brought to life against the backdrop of global current affairs. Ambition, power, and greed collide as the leaders of the R.O.M.E 7 countries gather. Plots to assassinate the ever-ambitious Caesar are hatched. With larger than life characters jostling for power on the world stage, audiences will have no trouble drawing parallels with current politics.

## How Green is the Average Millennial?

By Cheryl Tan Kay Yin

How green is our generation? What does it mean to go green and how do we measure up to the ideal of being eco-friendly and sustainable?

According to the Urban Dictionary, going green means "to adopt an environmentally friendly lifestyle by recycling, buying local, reusing, minimising driving, etc." Do we really measure up to the hype of a green generation leading the charge in environmental sustainability or are we simply all words and no action?


68% 

Agree that climate change is primarily caused by human activity

Millennials are surprisingly less driven by natural resource protection and environmentalism and more driven by a desire for higher quality and the protection of both animal and human rights than previous generations.

39% 

Waste food

25% 

Do not recycle

34% 

Recycle paper and cans

In America, nearly 39% of millennials who responded to the survey said their worst environmental habit was wasting food, while 25% admitted to not recycling. Shelton Group's 2016 EcoPulse study found that just 34% millennials recycled paper and cans (vs. 46% overall).



While less likely than other age groups to recycle or turn off the tap as they brush, they expect companies they buy from to recycle and conserve water.

35% 

A company's environmental reputation impacts buying decisions

40% 

Bought or stopped purchasing a product based on manufacturer's environmental history

Millennials take a company's environmental reputation seriously: 35% will buy products based on a company's environmental reputation, while 40% will favour one product over another, or stop buying a product based on a manufacturer's environmental history.

These statistics are a true reflection of how millennials perceive "Going Green" to be; not in cultivating basic sustainable behaviours but rather in "Purchasing Green" as the primary solution driving sustainability.

## BE LIKE A CHAMELEON ADAPTABILITY IS THE NEW COMPETITIVE EDGE

Liberal Arts education arms students with a broad base of multi-disciplinary knowledge - rather than a focused curriculum - and hones their critical reasoning, making them strong communicators, negotiators, and leaders - all skills that are highly in demand, and applicable in any industry.

### LIBERAL ARTS IS UNDERRATED



**More job opportunities:** We live in a knowledge economy, and STEM and IT are in all of our futures, but the fact is while companies may pay their top IT talents huge salaries, there are millions of skilled STEM grads vying for a very limited number of those roles.

**Your soft skills are sought after:** Every company is looking for good communicators, negotiators, and thinkers, which is precisely what a Liberal Arts



education prepares you for. Statistically, every company - even those in finance, medicine or STEM - needs a skilled manager or communicator, and they are generally valued more than an average STEM grad.

**You have more job options:** IT and STEM may be booming, but you'll not only be able to land a good career with a diverse, liberal arts background, you'll also be able to switch industries easily.



Interested in an education at ICU? Then head down to Tanjong Pagar for a seminar and 1-on-1 session for prospective students. There's no need to register.

**Speaker:** ICU's Professor Morishima, Director of Admissions Center.

For enquiries: [icu-tokyo@world-edu.com.sg](mailto:icu-tokyo@world-edu.com.sg)

### ICU'S SINGAPORE SEMINAR

28 April 2018 (Sat)  
#28-15 International Plaza  
Seminar & 1-on-1 session  
10am-12pm (Japanese) | 2pm-4pm (English)

### WHY ICU IN JAPAN


International Christian University (ICU) in Mitaka, Tokyo is one of Japan's most respected schools. Its alumni include members of the Japanese royal family and the presidents of MNCs like Fuji-Xerox and Sony.

Founded in 1953, ICU's American-style Liberal Arts model offers 31 majors, allowing students to pursue double-majors or major-minors, combining subjects like Law, Physics, Psychology, and History. Each student is assigned a full-time faculty member to help them design their own educational track.



Academically, the entire campus of ICU is bilingual. While non-Japanese speakers don't need to know the language prior to enrollment, they do take intensive Japanese language courses, enabling them to complete an academic essay in Japanese by the end of their 4-year BA course.

**ICU** 国際基督教大学  
Expanding Potential INTERNATIONAL CHRISTIAN UNIVERSITY

For more on ICU, visit [www.icu.ac.jp](http://www.icu.ac.jp) Follow us on  @icuadmissions



# HOW MILLENNIALS CHANGED EVERYTHING

BY MAX TAN

## A COMPARISON OF THE 'THEN' AND 'NOW' TRENDS

In the digital age, the possibilities are endless. Moving away from the traditional ideas about work, life, and love is something that millennials have proven can be done. The top factors that the Now generation care about are: Flexibility, Autonomy, Transparency and Sustainability. With the advent of technology, we're able to waste less – for instance,

photography is now done simply with smartphones and photos are shared online (or social media) which eliminates the need for traditional film rolls and photo albums. Here are some other ways we used to live, and how the digital age – and the millennial revolution – has changed the way we do things.

### LOVE LIFE

These days, finding 'love' is a fast-paced affair, where we judge compatibility almost solely on looks. How many of us are old-fashioned enough to put away the phone and simply communicate with people around us?

### WITH FAMILY

Even though most millennials live at home with families, the way we communicate with them has changed over time. And thanks to tech creeping into almost every aspect of adult life, we tend to take charge of more things on the home front.

	THEN	NOW
On finding love	 Meet in person	 Swipe right
On first meetings	 At a bar	 At a bar
On first dates	 Dinner conversation	 Taking selfies

	THEN	NOW
On Communication	 At the family dinner	 Family WhatsApp group
On Family Holidays	 Travel Agent	 Booking online
On Home Entertainment	 Watching TV	 Gentlemen please

### WORK CULTURE

These days, working trends are becoming the most interesting aspect of how millennials are overcoming past norms. With technology guiding the way that we work, millennials have come to expect its integration in a multitude of ways.

### LEISURE TIME

Gone are the days when boardgames, bowling or bar-hopping were the norm for friends to socialise with each other – these days, we're more in tune with playing games, socialising and shopping online from the comfort of our own homes.

	THEN	NOW
On Tech Skills	 Microsoft Office	 Social media
Office Space	 Cubicle office	 Coworking space
On Part-time Jobs	 Cashier	 Food delivery

	THEN	NOW
On Watching Movies	 Going to the cinema	 Streaming movies
On Playing Games	 Boardgames	 eGaming
On Shopping	 Going shopping	 Online shopping

What will the trends be like in the future? If you've watched Ready Player One, then you'll know that tech will inevitably be part of our daily lives. As it stands, we're already doing a lot of things digitally – from shopping to filing taxes – and we've seen less and less human interaction with every new innovation. Who knows how much the future will change, and whether or not it's a good or bad thing for the society as a whole.

By Perry Jean

# Millennial. Millennial. Millennial. Why the bad rap?



The word is so often seen in the media, online and offline. The term, coined by Neil Howe and William Strauss in 1987, has grown out of hand – slowly turning into the most hated buzzword of the new millennium.

With its constant use in conjunction with articles that 'expose' the problems of the generation (ie, 'Millennials are killing the industry', 'Millennials are lazy', 'Millennials are naming their kids after IKEA furniture!'), some have even begun to liken it to a slur used to address the generation in a derogatory manner.

*Millennials are killing the industry!  
Millennials are lazy!  
Millennials are naming their kids after IKEA furniture!*

Now, take a look at the autocomplete on Google. It's not a surprise why the word has gained such bad rap.

Google

millennials are  
millennials are lazy  
millennials are screwed  
millennials are tech savvy  
millennials are killing  
millennials are digital natives  
millennials are buying homes for their dogs  
millennials are ruining  
millennials are entitled  
millennials are screwed reddit

According to Pew Research Centre, the Millennials are less likely to embrace their generational label as opposed to Gen X and the Baby Boomers. Millennials are more willing to state that their generation is tied to their demeaning stereotypes, like being self-absorbed or unwilling to sacrifice.

So, why have these formed? Why all the hate for the generation? Why the self-deprecation?

## The first answer would be Generational Thinking.

Generational Thinking is basically a large generalisation of people born within a range of 20-30 years – a simplistic way to 'understand' a generation. Generational Thinking creates a crude representation of people, and with the widespread use of mass media that has overtaken this era, the Generational Thinking on the Millennials became incredibly easy to access.

In all this widespread negativity, it's no wonder some Millennials have grown to disparage themselves in that self-fulfilling prophecy that 'Millennials are lazy, entitled, etc.' and that the word itself has grown to have such a negative connotation.

Coupled with that, in the rapidly changing times of the 21st century, the world has grown faster and faster. With every advancement in technology, with every new app that pops out, the older generations fall further and further behind. An innate resistance to change is responsible for this.

Change is scary, and 'youngins' and their 'newfangled whatchamacallits' aren't helping. However, it's simply part of the natural order of things.

It all boils down to this: the fear of the unknown. The most primal instinct of mankind – we fear what we do not understand. And in the case of the older generations, they do not understand the changes that have happened to their world. Electric scooters, artificial intelligence, pumpkin spice lattes – the world they once knew is gone.

In the apt words of science fiction writer Douglas Adams:

*I've come up with a set of rules that describe our reactions to technologies:*

*1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.*

*2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.*

*3. Anything invented after you're thirty-five is against the natural order of things.*

These problems have not only happened to the Millennials however, each generation has been hit by remarks of the same vein – even the Baby Boomers and Generation X have been put down by their previous generations.

The ever-present nitpicking is the simple result of being young. Many of the characteristics (impatience, narcissism, naivety, etc.) that the Millennials have been accused of are typical of the young. This tradition of picking on the younger generation has lasted throughout the ages. Even back in the day in ancient Greece, the poet Hesiod once said:

*They only care about frivolous things. When I was a boy, we were taught to be discreet and respectful of elders, but the present youth are exceedingly disrespectful and impatient of restraint.*

In short, old people like to grumble about young people, which led to the disrepute of the Millennials. And when the people of this generation get older, they'll do the same to the next. We're looking at you, Gen Z.





# The Colour of Youth

By Jim Leong

FROM MILLENNIAL PINK  
TO GEN Z YELLOW

If there ever was a generational war that spans the fashion, interior, and social media world, then colour is their medium. In a culture that lives and dies by trends, colour trends have crossed the line from seasonal palettes dictated by designers to attempts to capture the zeitgeist of an entire generation (or two).

PANTONE®  
13-0755  
Primrose Yellow

PANTONE®  
14-0955  
Citrus

## Enter Millennial Pink.

Throughout history, pink has been a polarising colour, and those who opted for it were seen as either brave or Barbie. So why is this colour now seen everywhere?

Millennial Pink is not actually one colour, but a range of pink shades – from beige to salmon-peach, and in Pantone terms, it falls on a spectrum between Rose Quartz and Pale Dogwood to Candy Pink. Some say it's "like a pig who got scared" or an ironic pink, pink without the sugary prettiness. Also known as Tumblr pink, Millennial Pink is more the idea of a colour than anything else.

Reflecting the millennial generation, it's a non-colour that doesn't commit – androgynous, even. Millennial Pink is described as a new neutral as it can be paired with darker shades, like navy, to metallics, to other neutrals, like charcoal.

Millennial Pink came on the scene in the summer of 2016, although it had been shyly displaying its rosy cheek since sometime in 2012. Chances are you've been drowning in Millennial Pink of late, and you didn't even realise it.

You've seen it on your favourite celebs, in hair, drinks, on makeup palettes, on food (pink chocolate, anyone?) and all over social media. It's even on things you don't expect – like rose gold iPhones and on Rolex's extremely limited edition Cosmograph Daytona "Rainbow", which hovers at around \$86,000. It then made a leap to home decor, with millennial pink chaise longues, rose-gold table lamps, and more.

How did Millennial Pink come about? Some say it was inspired by Wes Anderson's movie "The Grand Budapest Hotel", whose retro-kitsch is centred on a building painted in several kinds of pink.

But like the multitude of trends throughout history, they die. If Millennial Pink was the "It colour" for 2017, a younger, fresher hue, has suddenly stolen the spotlight for 2018.

## Make room for Gen Z Yellow.

Just as the millennial-favoured pink colour has begun to lose its popularity, the Gen Zs (those born between 1990s and 2000s) have brought an alternative forward. Gen Z Yellow made a splash when it showed up in music videos like Beyoncé's "Hold Up" and Selena Gomez's "Fetish", in which the singer wore several frocks in varied hues of yellow punctuated by a lemon-tinted film effect.

Much like Millennial Pink, Gen Z Yellow is also a range of colours ranging in shades from marigold to mustard – or "from buttercream to melted butter and beyond", as described on Man Repeller. In contrast to millennials' nostalgic pink, yellow represents vitality and ambition – synonymous with today's Gen Z because studies show they are a bolder, braver and more transgressive generation of tastemakers.

Also known as "notice me yellow", Gen Z Yellow is popping up in fashion – intense marigold was all over the spring and summer 2017 runways – and now, Gen Zs are dappling their online world with it. And while this yellow may not yet have achieved the level of ubiquity that Millennial Pink has, Elle proclaims it as the "colour to watch", and a variety of consumer brands are using this colour aimed at this maturing demographic.

The colour has been seen draping the likes of Rihanna, Kendall Jenner, and Zendaya. Theoretically, not everyone can pull off this colour without looking like Pikachu; however, it's a great colour for accessories as well as interior design.

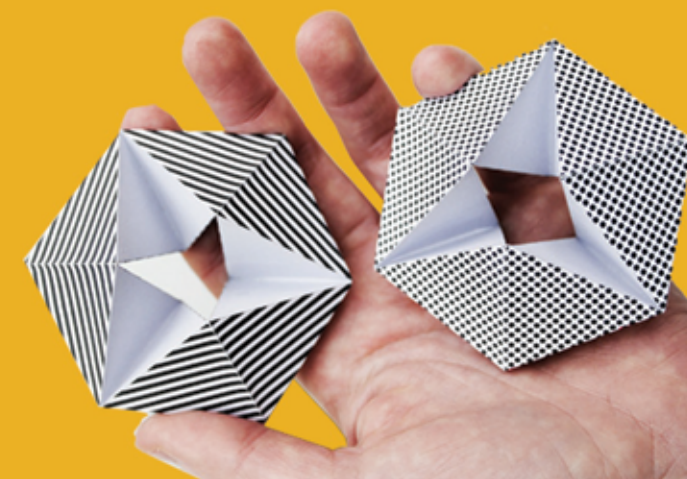
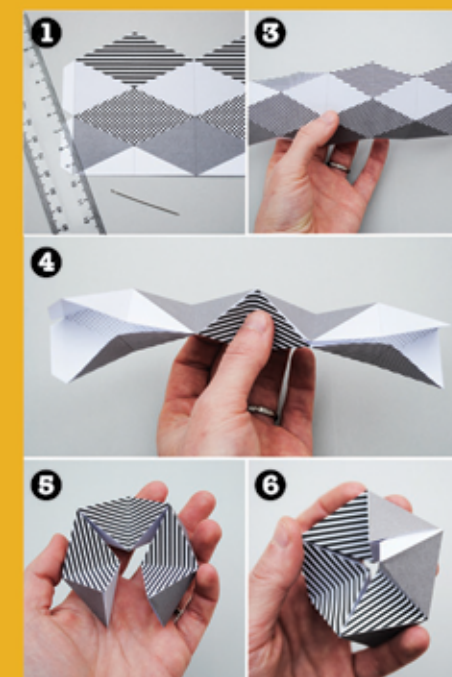
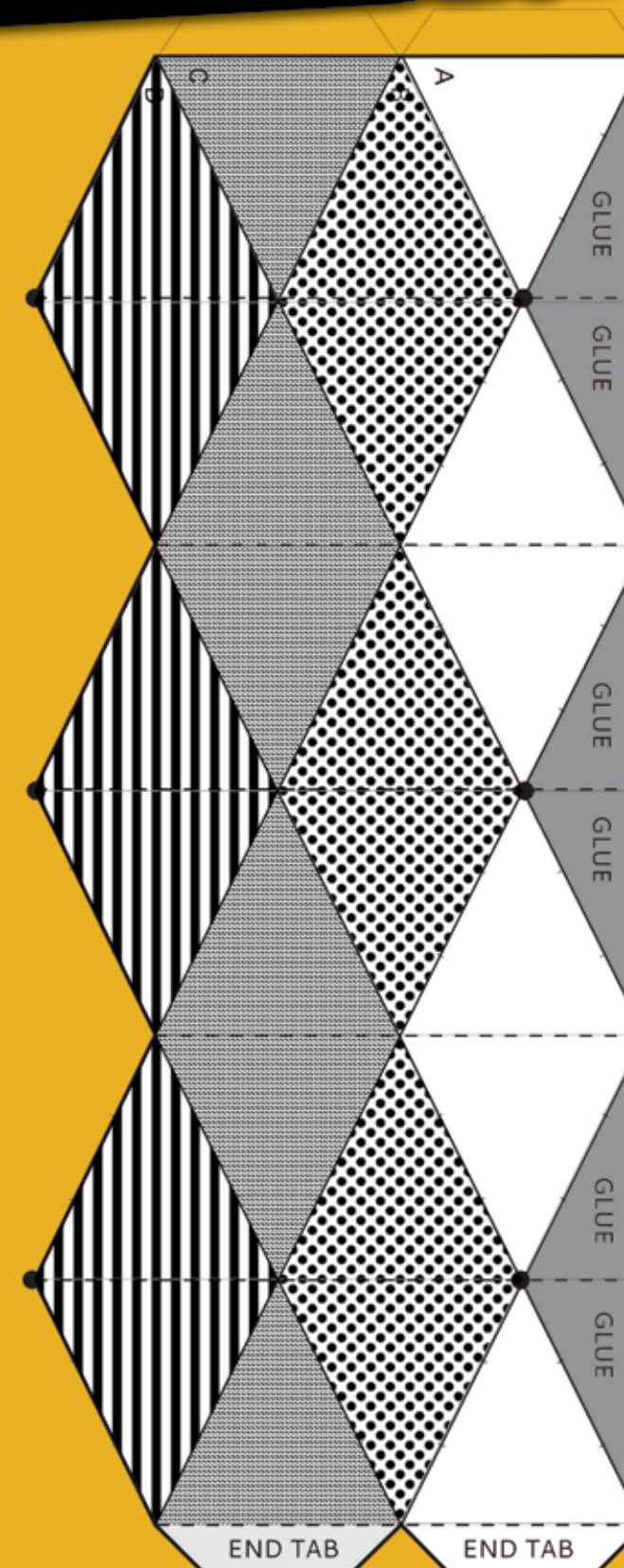
Millennial Pink became ubiquitous because of how its generation of proponents – millennials – control our visual culture. And apparently, as they age into social consciousness, Gen-Zers now need their own visual cue.

# STRESS RELIEF

What do you do when you either have too much stress or too much time to spare? Build a kaleidocycle, of course. This three-dimensional ring is composed of a series of linked tetrahedra (pyramids) and it's dynamic: the ring is able to be twisted in upon itself to come up with multiple colours, just like a kaleidoscope. If you've never seen a kaleidocycle before, go Google some cool videos.

## DIRECTIONS

1. Print on card or thick paper, and cut out the template
2. Score all along the diagonal, vertical, and dotted lines
3. Line up the three vertical dots on the left with the right so that A/B meets with C/D
4. Glue the triangle tips to the 'Glue' section to make a series of triangles
5. Fold the triangles into a circle
6. Glue the End Tabs to the other end to secure the circle
7. Play!







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