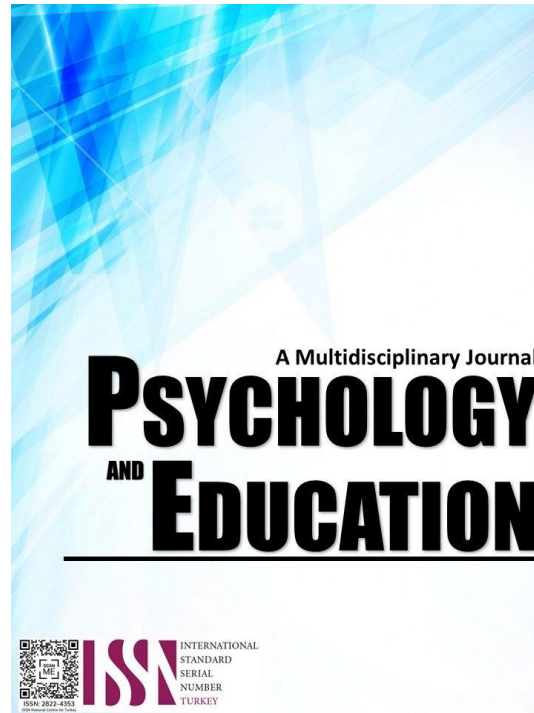


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The Values of Filipino Millennials and Zoomers

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Abstract

The study describes the personal and cultural values of Filipino Millennials and Zoomers using Schwartz's Theory of Basic Values and unique Filipino cultural values as indicators. Descriptive analysis of data from selected Millennials and Zoomers of Region 7 through a descriptive survey questionnaire was done systematically. Results revealed that Filipino Millennials and Zoomers value Self-transcendence dimension the most and Self-enhancement dimension the least. Filipino Millennials are more conservative while Filipino Zoomers are more open to changes. Further, the fun-loving trait and hospitality are the most valued culture of Filipino Millennials and Zoomers and showed that the value on close family ties is declining in Filipino Zoomers. Educators may tap the values of the learners in order to make instruction more sensible for them. Awareness of the values bridges the gap between the Millennials and Zoomers attributes formulated at present that will signal curricularists to modify systems into a curriculum that develops values which answers the needs of the evolving society.

Keywords: *millennials, zoomers, values, personal values, cultural values*

Introduction

Youth transition is one of the most critical issues facing the Asia Pacific region today, but it lacks conceptual clarity, is under-researched and fettered by outdated policy. The issues which confront youth and how they respond to them have varied through time and place: from rural to urban and from country to country even from region to region. To compound the complexity of transition, the speed of change has accelerated creating additional identifiable intra-generational transitional issues. Puyat, J. H. (2005). A 2022 survey found that 80% of Filipino youth are trying to minimize their social and environmental impact, emphasizing the value of social responsibility (Ramirez,2023).

Every individual holds priorities and this actually differs across people and cultures. People may have different views at a given moment which is generally influenced by the people's exposure to certain events, experiences, environment and even technological advancement. The age divide plays an important role in people's conflict, as one generation can have differing viewpoints than the other over such beliefs, practices, customs, scenarios, problems and the like. Thus, this generation gap should become known in order to meet people into agreements. This provides the researchers the reason to examine the values held by different generations specifically the Filipino Millennials and Zoomers living in the city.

Pew Research Center 2009 described Millennials as individual who were born between 1981 and 1996 and came during the age of internet explosion. On the

other hand, Zoomers refers to those individual who were born from 1997 to 2012. The term "Zoomer" was not popularly known to the people as it has another meaning which is not related to generational categories. But, according to Merriam-Webster, Zoomer is the newest use of the word and a nickname referring members of Generation Z who follows the Millennials (also known as Generation Y).

Values have a significant effect on the actions and mindset of an individual as they guide people in communicating and responding in given situations. According to Zaleznik and David, "Values are the ideas in the mind of men compared to norms in that they specify how people should behave. Values also attach degrees of goodness and activities and relationships". Values can be shaped through the individual's upbringing, the environment he/she is exposed to as well as his/her experiences.

Individualism relate to openness-to-change values, though the patterns were not as consistent as those that they found between collectivism and conservation (Cukur et al.,2004). A person's values have been the subject of constant research and debate as it dictates how individuals behave in given situations. Many researches have shown the dramatic changes in the youth's behaviors, attitudes and lifestyle which are both positive and negative from one generation to another. Given this, the researchers are inclined to explore the different values that Millennials and Zoomers possesses.

The research is driven by the fact that values affects many aspects of life including one's visions, philosophies and decision making. By looking into this

problem, we can possibly identify the loopholes in the process of cultural change as well as generational gaps which are obstacles in our unity and progress. The clear picture of the latest generations' values may lead to plausible recommendations in using culture as the foundation in the process of formulating developmental programs especially is transforming the curriculum into one that will meet the needs of the evolving society.

Research Questions

The main thrust of the study is to describe the values held by Filipino Millennials and Zoomers. Specifically, it seeks to answer the following questions:

1. What is the profile of the respondents:
 - 1.1 Gender; and
 - 1.2 Generation?
2. What are the values of Filipino Millennials and Zoomers in the following dimensions:
 - 2.1 Personal Values; and
 - 2.2 Cultural Values?
3. Is there a significant difference between the values of Filipino Millennials and Zoomers in the following categories:
 - 3.1 Personal Values; and
 - 3.2 Cultural Values?

Literature Review

Values are fundamental concepts presumed to underlie and affect diversity of constructs across disciplines. It can also show major social change in different societies (Schwartz, 2003). Many social scientists consider values as deeply entrenched, abstract motives that direct, justify or clarify behaviors, norms, opinions and attitude (Halman & de Moor, 1994; Rokeach, 1973; Schwartz, 1992; Williams, 1968). Guth et.al (1965) stresses that: "Values are not only closely related to personality, they are part of it, and serve as a guiding system by personality when facing choices and alternatives, values form a very consistent personality trait of an individual, especially if some values are clearly dominated by the others".

Personal values are sets of beliefs, conceptual goals, etc. which can affect an individual's view of the world (Rokeach, 1973; Schwartz, 1992). Črešnar & Jevšenak in 2019 also describes personal values as "a cognitive filter, through which a person is judging specific real-world circumstances."

The Theory of Basic Values by Shalom Schwartz explains the basic personal values of people. It considers values as consistent principles which serve as basis of how we value all else, including the appropriateness of the norms, behaviors, characteristics or virtues that may be suggested to us. The ten basic values that realize the three universal biological needs of humans include tradition, conformity, security, universalism, benevolence, stimulation, self-direction, hedonism, achievement and power. They are organized into a circular structure of motivations (circumplex) along the following two bipolar dimensions: openness to change (including self-directed and stimulation basic values) vs. conservation (including security, tradition, and confirmation basic values) and self-enhancement (including achievement and power basic values) vs. self-transcendence (including benevolence and universalism basic values) (Schwartz, 1994, 2012).

According to the U.S. Census Bureau Statistics, Millennials is the largest cohort size in history since they constitute of more than 80 million people. They are potentially the most researched generation to date. The data we can find about them are varied and sometimes contradictory. In reality, the Millennials are full of contradictions, which, of course, could explain the youth of every generation. Almost having a digital sixth sense, they are technically savvy. Millennials are likely to be early adopters of technology 2.5 times more than are older generations. Millennials live in a wired, connected world. They are growing to be the most educated generation in history (Barkley, 2011).

This generation experienced a number of tragic events like the 9/11, terrorist attacks, the 2004 Southeast Asian tsunami, school shootings like Columbine, yet, they are still optimistic (Pew Research Center, 2009). Jean Twenge, a psychologist and Gen. Y scholar, and her colleagues have observed that young adults today are more interested in extrinsic life aspirations and less concerned about others and community engagement (Twenge, et.al., 2010). "They are described as overly self-confident and self-absorbed (Myers & Sadaghiani, 2010)". Millennials have an inclination towards personal branding, which appears to be self-promoting on its surface. Going a little further indicates a way for young people to identify their desires and take the most expedient path ahead, rather than for others to set a path for them. In addition, this generation masters self-expression, with 75 per cent building a profile on a social networking site, 20 per cent sharing a video of their own online, 38 per cent with one to six tattoos, and 23 per cent with a piercing in a position other than an earlobe (Pew

Research Center, 2009).

Zoomers are pragmatic. They realize that life will not always be easy, and that they are very likely to experience significant failure (71%) before achieving success; 40% viewed failure as an opportunity to try again (Deep Focus, 2015). Generation Zers or Zoomers have lived in a society full of political tensions, violence and instability. They have never known a world in which they could not immediately interact and have knowledge and communication networks at their fingertips. As a result, many of this generation tend to socialize online rather than face-to-face, a change that has a positive and negative effect on society.

A study for EY investigating the characteristics of Gen Z conducted in 2015 showed that this generation tends to be “self-aware, self-learners, self-reliant and entrepreneurial. Other characteristics included persistent, realists, innovative and carrying a desire to make things happen—like betterment of the environment (Merriman, 2015).” Gen Zers are also pragmatic. For them, life will not always be easy and that significant failure are likely to happen (71%) before achieving success (Deep Focus, 2015). A study by Monster.com revealed that zoomers are ambitious and self-reliant. Like the Boomer generation (early 1940s to early 1960s), they value saving towards the future, security and respect. The skill of using technology allowed them to develop interest in setting their own schedules and making their own career paths (Monsters, 2016).

Philippines is definitely home to diversity. The culture is as many as the communities existing in the entire archipelago. Undoubtedly, “Filipino culture can be defined as a hybrid of indigenous and colonial values, beliefs, customs and traditions” (Nadal, 2011, p. 36). Family is also the center of Filipino culture in which deeds of any family member can affect other members of the family (Agbayani-Siewert, 1994). Clemente, et.al. (2008) identified piety and respect as important guiding principles in the lives of Filipino adolescents. In the lists of values, kindheartedness or *kagandahang loob*- described as a mutual nobleness expressed by acts of kindness that spring spontaneously from the goodness of the heart. (Enriquez, 2008)- came out to be the highest rated value of the adolescents. A review (Gastardo-Conaco, Jimenez, & Billedo, 2003) revealed that nationalism and pride regarding identity, parental and family concerns, conformity, leadership and benevolence were important to Filipino adolescents.

Methodology

The study utilized the descriptive quantitative research design through a survey method to assess and describe the values of Filipino Millennials and Zoomers. The survey was aided by a widely-used standardized questionnaire in studying values. The Schwartz Portrait Values Questionnaire is composed of 21 items that describe ten basic values. A self-made section for cultural values is added to describe the intensity of inclination towards unique Filipino cultural values. A pilot test was done in order to ensure that the questionnaire is valid and alpha factor analysis (Cronbach’s alpha) tested its reliability.

The study was conducted in the City of Tagbilaran, Bohol, Philippines. The results of time and globalization can be observed in city since it is the center of development and advancements. There were 40 respondents of the study and was chosen through purposive sampling. An equal number of respondents for each generation were selected-10 males and 10 females for each generation.

Before the actual conduct of the study, necessary communication letter of approval was secured prior to the conduct of the study, the letter for approval was sent to the office of the Mayor of Tagbilaran City. Furthermore, researchers ensured that the participants’ rights were respected, and they can stop responding at any point if they feel that their rights were violated. The researchers also ensured a consent letter to the informants to ensure that “do-no-harm” had been observed throughout the study. The researcher ensured that the interests of the participants in the survey was maintained. The participants gladly affixed their signatures on the consent form and openly chose to participate in the study. Furthermore, the researcher ensured that ethical health guidelines were strictly followed as the world faces a global health crisis resulting from COVID-19

The responses to the questionnaires were tabulated, analyzed, and interpreted through statistical techniques. The statement of the problem number one was treated with simple percentage. The statement of the problem number two, the researchers used weighted mean. To determine if there is a significant association between two variables, the values of Filipino Millennials and Zoomers a t-test for independent variables was used to evaluate the significant difference between personal and cultural values among Millennials (generation Y) and Zoomers (generation Z).



Results and Discussion

The table below shows that the study had a total of forty (40) respondents. It was composed of 10 males and 10 females from Millennials (also known as Generation Y) and 10 males and 10 females were from Zoomers (also known as Generation Z).

Table 1. Profile of the respondents

Generation	Male	Female
Millennials (Generation Y)	10	10
Zoomers (Generation Z)	10	10
Total	20	20

Table 2. Personal Values of Filipino Millennials (Generation Y)

Dimensions	Basic Values	Item No.	Item Mean	Weighted Mean	Descriptive Value
Self-Transcendence	1. Benevolence	12	4.9	4.93	"Like Me"
		18	4.95		
		3	5.7		
Self-Enhancement	2. Universalism	8	5.25	5.35	"Very much like me"
		19	5.1		
		4	3.95		
Openness to Change	3. Achievement	13	4.1	4.03	"Somewhat Like Me"
		2	3.5		
		17	3.3		
Conservation	4. Power	10	4	4.25	"Somewhat Like Me"
		21	4.5		
		1	4.9		
Self-Transcendence	5. Hedonism	11	4.7	4.80	"Like Me"
		6	4.65		
		15	4.2		
Self-Enhancement	6. Self-Direction	5	5.45	5.20	"Very much Like Me"
		14	4.95		
		7	4.55		
Openness to Change	7. Stimulation	16	4	4.28	"Somewhat Like Me"
		9	4.5		
		20	3.95		
Conservation	8. Security	7	4	4.23	"Somewhat Like Me"
		16	4		
		9	4.5		
Self-Transcendence	9. Conformity	16	4	4.28	"Somewhat Like Me"
		9	4.5		
		20	3.95		
Self-Enhancement	10. Tradition	20	3.95	4.23	"Somewhat Like Me"
		9	4.5		
		20	3.95		

The Table 2 shows the Personal Values of Filipino Millennials (also known as Generation Y) using the ten value types of Shalom Schwartz. The table illustrated that Filipino Millennials were most concerned about *universalism* which means that they are understanding, appreciative and concerned about the protection for the welfare of all people and for nature. This suggests that Millennials are being mindful with the wellbeing and interests of other people which lead them to restrict themselves and dissent to change. *Security* is second in their values indication their desire for safety, harmony and stability within self, of relationships and of society. The Millennials' exposure to violence such as terrorism, war or any form of danger which was given emphasis in most media outlets may be a contributing factor to their values (Pew Research Center, 2009). Next to those personal values were the *benevolence, self-direction and stimulation*. This means that they value

honesty, prefer to forgive, give importance to their freedom wherein they can set their own goals in life and love to live an exciting and challenging life. *Achievement* and *power*, both under the Self-Enhancement dimension, were least valued by Filipino Millennials. This implies that Filipino Millennials are not inclined to dominate and control over other people.

Table 3. Cultural Values of Filipino Millennials (Generation Y)

Filipino Cultural Values	Item No.	Item Mean	Weighted Mean	Interpretation
1. Close Family Ties	1	4.35	4.03	"Somewhat Like Me"
	13	3.7		
2. Hospitality	10	4.55	4.50	"Like Me"
	16	4.45		
3. Faith and Religiosity	4	3.5	4.00	"Somewhat Like Me"
	7	4.5		
4. Fun-loving Trait	2	4.5	4.73	"Like Me"
	11	4.95		
5. Mañana Habit	8	4.15	3.78	"Somewhat Like Me"
	12	3.4		
6. Ningas Cogon	6	4.25	3.68	"Somewhat Like Me"
	15	3.1		
7. Filipino Time	5	3.9	3.35	"A Little Like Me"
	9	2.8		
8. Fatalism	3	3.25	3.33	"A Little Like Me"
	14	3.4		

On the context of positive Filipino Cultural Values, *hospitality and fun-loving trait* are most valued by the Filipino Millennials as shown in Table 3. This means that they tend to think positive despite of the adversities that they experienced and would rather choose to laugh than to dwell on their problems. Millennials also love to welcome visitors to their homes which is a typical characteristic of a Filipino. Close family ties followed indicating a positive attitude towards family relationships. Faith and religiosity also have a descriptive value similar to close family ties which means that they still hold their faith important in their lives. *Mañana habit, ningas cogon* and Filipino time were the bottom values while Fatalism is the least valued. This is an indication that Filipino Millennials do not want to put these negative Filipino values on top of their everyday lives. Filipino Millennials no longer put their life in luck, instead, they should work hard in order to achieve what they want. However, among the negative values, Filipino Millennials value *Mañana habit* the most. They tend to execute tasks at the nick of time.



Table 4. *Personal Values of Filipino Zoomers (Generation Z)*

Dimension	Basic Values	Item No.	Item Mean	Weighted Mean	Interpretation
Self-Transcendence	1. Benevolence	12	5.05	4.88	"Like Me"
		18	4.7		
	3	5.3			
Self-Enhancement	2. Universalism	8	5.2	5.20	"Very Much Like Me"
		19	5.1		
	4	3.8			
Openness to Change	3. Achievement	13	3.9	3.85	"Somewhat Like Me"
		2	3.45		
	17	3.45			
Conservation	4. Power	10	4.7	4.83	"Like Me"
		21	4.95		
	1	5.05			
Conservation	6. Self-Direction	11	4.9	4.98	"Like Me"
		6	5		
	15	5			
Conservation	7. Stimulation	5	5.55	5.28	"Very Much Like Me"
		14	5		
	7	4.7			
Conservation	8. Security	16	4.85	4.78	"Like Me"
		9	4.7		
	10. Tradition	20	4.7	4.70	"Like Me"

Filipino Zoomers (also known as Generation Z) value security the most as reflected in Table 4. It is immediately followed by Universalism. This conveys that Filipino Zoomers want to achieve peace through a safe and harmonious environment and compassion for the common good. Then, personal values under the "Openness to Change" dimension, Stimulation and Self-Direction, also belong to the top spots, an indication that they are excited to try novel experiences and challenges and that they value independence in choosing their own goals in life. According to Pew Research Center (2009), this generation likes to define their self-interests and decide their own path. Lastly, Filipino Zoomers place the least importance on the values under "Self-enhancement" dimension, *power and achievement*. Just like the Filipino Millennials, they are not aiming for great power in the society.

Table 5. *Cultural Values of Filipino Zoomers (Generation Z)*

Filipino Cultural Values	Item No.	Item Mean	Weighted Mean	Interpretation
1. Close Family Ties	1	3.85	3.88	"Somewhat Like Me"
	13	3.9		
	10	4.6		
2. Hospitality	16	4.8	4.70	"Like Me"
	4	3.8		
3. Faith and Religiosity	7	4.55	4.18	"Somewhat Like Me"
	2	4.55		
4. Fun-loving Trait	11	4.65	4.60	"Like Me"
	8	4.25		
5. Mañana Habit	12	3.95	4.10	"Somewhat Like Me"
	6	4		
6. Ningas Cogon	15	3.85	3.93	"Somewhat Like Me"
	5	3.7		
7. Filipino Time	9	3.9	3.80	"Somewhat Like Me"
	3	4.25		
8. Fatalism	14	3.7	3.98	"Somewhat Like Me"

Table 5 presents the positive and negative Filipino Cultural Values. Filipino Zoomers place an important value on *hospitality, fun-loving trait and faith and*

religiosity. Despite of the challenges that they are facing, they prefer to visualize the affirmative side rather than on the negative and they consistently attend masses and following the teachings of God. Further, it also implies that Filipino Zoomers also love to entertain and accommodate visitors in their homes whatever their economic status. On the other hand, Filipino Zoomers less likely valued *close family ties* which suggest that they spend less time and communication to their family members. This may be associated with the advent of technology where it became an extension of their lives, some of them were raised by millennial parents who might be very busy in working to provide them a better life or it might be the uniqueness of their family set-up. GfK Consumer Life's research revealed that Generation Z are unlikely to want to be "reachable at all times." This was seen to be a result of technology engagement since Zoomers are raised with computers and internet (Molla, 2019). Among the negative the negative Filipino Cultural Values, *mañana habit* obtained the highest score which implied that Filipino Zoomers were inclined to work on a certain undertaking on the last minute. Nevertheless, negative Filipino values are at the bottom of Filipino Zoomers' values.

Table 6. *Difference Between Filipino Millennials and Zoomers' Values*

Values	Computed t value at 0.05 level of significance	t Critical Value	Interpretation	Decision
Personal Values	-1.0737	±2.024	Without significant difference	Accept Null Hypothesis
Cultural Values	-1.0983	±2.024	Without significant difference	Accept Null Hypothesis

Table 6 presents the difference between Filipino Millennials and Zoomers' Personal and Cultural Values. The computed t values at 0.05 level of significance for both categories indicated the acceptance of Null hypothesis. Therefore, there is no significant difference in the values of Filipino Millennials and Zoomers.

Conclusion

Based on the data gathered and on the results of critical analysis and statistical treatment, the study concluded that both Filipino Millennials and Zoomers are most concentrated on the Self-transcendence values of universalism and benevolence. Filipino Millennials are more conservative while Filipino Zoomers are more open to changes. Both generations

value “self-enhancement” dimension the least which means that they are not inclined on gaining power and achievement. In terms of cultural values, fun-loving trait and hospitality are most valued by Filipino Millennials and Zoomers. It appeared that the value of close family ties is declining in Filipino Zoomers. For both generations, the negative Filipino values are least valued. Among all negative Filipino Values, Mañana habit is valued most. Generally, Filipino Millennials and Zoomers hold the same values. The most essential value dimension that shapes the sense of self is the external scene of control to emphasize the free will, individual motivation and personal effort and responsibility. Educators can tap the values of the learners in order to make instruction more sensible for them.

(1) The findings of the study may be included in module making in Senior High School and Higher Education on a particular lesson covering values and contemporary issues for localization most especially the value of close family ties. (2) The findings of the study may be used as reference for further research, especially for the rural areas.

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