insightrix
COMMUNITIES

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: PERSONALITY & EMOTIONS

YOUNG FUTURES- MONTH TEN-PERSONALITY & EMOTIONS

CONTENTS

THE PROJECT

In November of 2017, Insightrix Research® launched the Young Futures study- an innovative and interactive study with 20 Millennials from the province of Saskatchewan. There were many purposes of this study;

- To set the bar for research with millennials, and learn about best practices for engaging this 'difficult to engage' age group.

- To learn about the perspectives, interests, habits and beliefs of millennials in Saskatchewan.

- To have primary data upon which to do cost analysis between this type of study and traditional methods, such as focus groups.

- To test the capabilities of our SaskWatch Research panel, and use it for projects that thought outside of the box.

Retention rates and engagement rates were high, data gathered were rich and insightful, participants provided thoughtful and thorough answers, and interacted amongst themselves and with the moderator. We learned about the lifestyles and perceptions of millennials in the province.

Using an Online Community to engage with millennials proved to gather rich data and facilitate discussion, save on research costs, and emerge as a best-practice for engaging busy and hard-to-reach groups.

This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

SAMPLE AND METHODOLOGY

THE WHO AND WHAT OF OUR STUDY

We chose participants for this study from our existing provincial Online Research Panel, SaskWatch Research®. We strived to make our sample representative in terms of age and location. Our sample was created with equal numbers of participants from the North, South, Saskatoon, and Regina, as well as equal numbers from an early millennials (18-24), and late millennials (25-34) group. Participants were also chosen based on their indication of being "very comfortable" using technology, and "very comfortable" sharing their opinions online.

Thirty people were short-listed, and we utilized the call center on location at Insightrix Research® to recruit from this narrowed list. We informed people on the call that they had been selected to participate in a provincial-wide study of millennials that would cover a number of interesting topics. We described that this would involve participation in three research activities a month (surveys, bulletin board discussions, and diary mode discussions). We also informed people on the call that the study had intentions of carrying on for a full year, and invited them to participate in the study in upcoming months. We were able to find 20 people to participate in our study, and all of them agreed to continue to participate in upcoming months for the duration of the study.
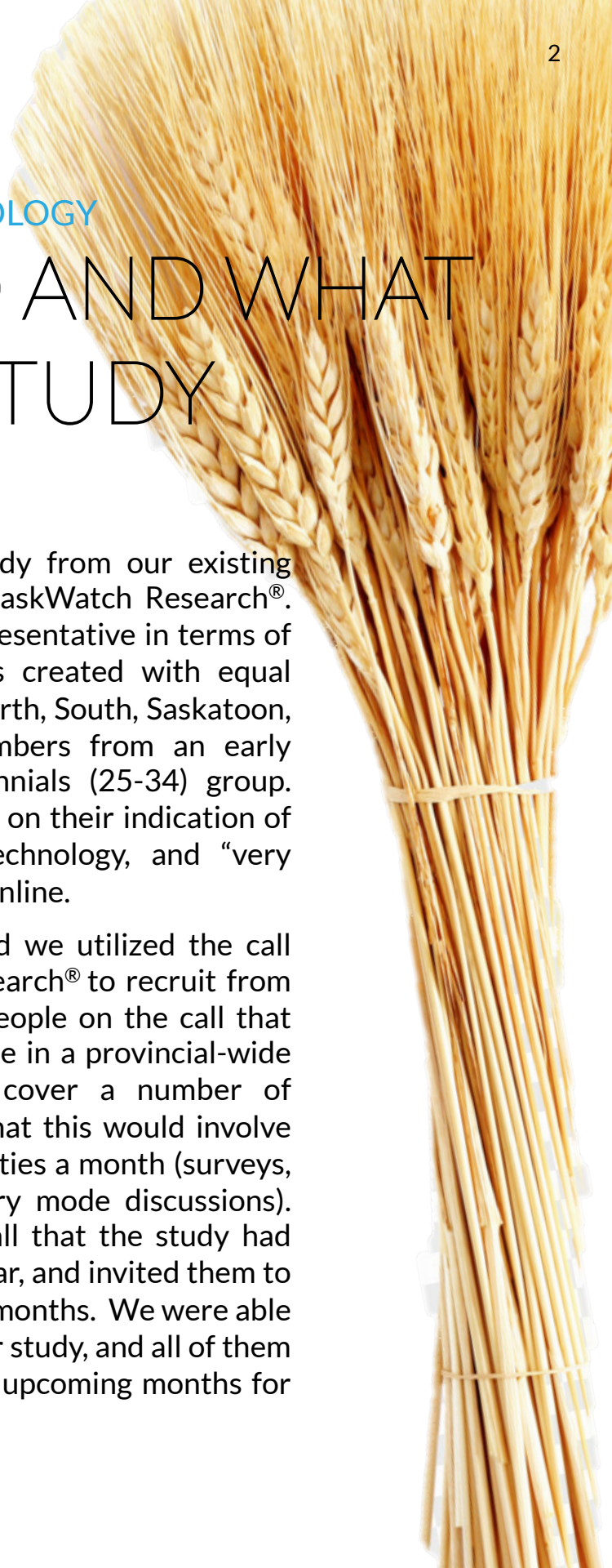
METHODS
HOW WE DID IT

The Young Futures study utilized both qualitative and quantitative research methods. Surveys were used to gather quantitative data, and bulletin board discussions and diary mode discussions were used to gather qualitative data.

BULLETIN BOARD
Large or small online group discussions; richer insights than traditional focus groups, many-to-many dialogue where the moderator and participants interact together, qualitative data collection.

DIARY MODE
One-on-one online discussion; suitable for sensitive topics, qualitative data collection.

INCENTIVES
WHAT WE OFFERED

Young Futures ran for three days each month, with a new research activity each day. Participants who completed all three activities for the month were awarded with an incentive of $50. Those who completed all three activities each month also qualified for the monthly draw of $100.

...WHY?

PURPOSE OF THE STUDY

WE WANTED TO SET THE BAR FOR RESEARCH WITH MILLENNIALS

We wanted to learn more about pressing issues that young people face in their daily life, such as personal finances, mental health, concern for the environment, media consumption, etc. We approached the research in a fun and engaging way; we kept activities short, we chose activities that were engaging, visual and social, and we asked for input on issues that matter.

THE SECRET SAUCE
KEY ELEMENTS

Our participants are awesome, obviously. But, there are three other main factors that made this project a success: cost effectiveness, speed, and accessibility.

COST EFFECTIVENESS
Online communities provide fast, cost effective access to research participants, including millennials, everywhere.

SPEED
From research activity conception, programming and gathering data, and exporting the information we collected- all stages of the study were quick and easy to understand.

ACCESSIBILITY
Our participants could engage comfortably- wherever and whenever. Familiarity of technology with this group eliminated communication barriers. The geographic challenges found in traditional focus groups were also eliminated since participant location is irrelevant to an Online Community. Time is saved by allowing one skilled moderator to administer many groups at once.
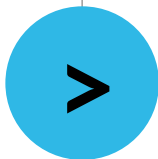
SNAPSHOT
FINDINGS SUMMARY

PARTICIPATION > 19 out of 20 people participated in each of the three activities

DAY ONE LESSON > Cooperation more likely than bossiness among group

GREEN IS NOT YOUR COLOUR > Jealousy/envy viewed as being the most destructive emotion
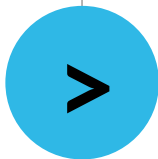
CALL ON ME > Reliability was common amongst group

REFLECTION IS HARD > Undesirable personality traits easier to pick out in others than in self

RED IS NOT YOUR COLOUR EITHER > "Anger" the most common undesirable personality trait of group

EXPRESSIONS
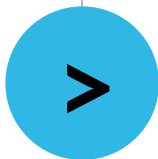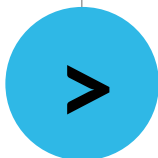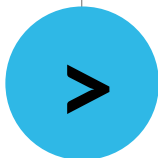## PERSONALITY

Personality is a hard thing to judge, especially when we are trying to objectively judge our own. However, much like other aspects, we all have that thing we like most, and least, about our personality. We wanted to explore what our millennial group liked the most and the least about their own personalities.

WE ASKED: **"WHAT IS THE BEST ASPECT OF YOUR PERSONALITY?"**

"I think my best aspect would be that I am a very accepting person. I don't hold other people's insecurities against them."

"I am patient and I am humble. Because of these traits, I find making relationships easy."

"I am upbeat and enjoy laughing, joking and having fun."

"I try hard to do good in the world. I care."

"I am reliable/dependable."

PERSONALITY

We all know that we are always our own worst critic, but we thought it would be interesting to learn about their perceptions our group had of themselves.

WE ASKED, " **WHAT IS THE WORST ASPECT OF YOUR PERSONALITY?**"

The most common answer was related to anger or temper, but there were a variety of other answers as well.

"A tendency to dismiss things I don't find immediate success with."

"I sometimes go into periods of depression for a couple days at a time."

"I am a bit of a control freak. Not to the extreme, but I do find myself wanting to be in control of some situations."

"I build things up in my head to be a bigger task than they actually are which leads to procrastination. For example, if I wanted to paint a room I would find 100 other things that need to be done first in order for me to paint the room, some of those things I may not be confident in and it prevents me from even starting. I don't find this to be the case with items I am extremely confident in, but when it comes to working with my hands I know I am very capable but I psych myself out and hold myself to a near-impossible standard. Too afraid to fail."

"I can be judgmental. I get anxious easily."

PERSONALITY

Although trying to pick out the personality trait in ourselves that we like or dislike the most may be tough, it is safe to assume that choosing the personality trait that we dislike the most in others is a bit easier.

WE ASKED: " WHAT PERSONALITY TRAIT IN OTHERS DO YOU HATE? WHY DOES IT BOTHER YOU?"

The answers that were collected for this question were at least double the length than the question asking about the personality trait our group disliked the most in themselves.

"Arrogance bothers me the most because it makes people not approachable and unpleasant to be around. I don't want to spend time with someone who always seems to act as though they are number one and no one else matters."

"People who are conceited, bossy, sneaky, self-centered. They only look out for themselves and are not afraid to stab you in the back if it gets them what they want. And it brings on a bullying aspect to every conversation you have with them because you are afraid of how they might use something against you."

"I hate when people are serious and don't have a sense of humour. I have nothing in common with those people."

"Impatience really bothers me because I don't understand why people need to always be in such a rush. I also dislike "know-it-all" attitudes who feel the need to always be right and get angry when they are told the opposite is true. Greed also makes me seethe, especially when the person already has so much."

"Willful ignorance. It's one thing to be unaware of something but entirely another to plug your ears to new information."

"Show off people, it shows that they are hiding their real face and try to present themselves as someone different."

PERSONALITY

Personality traits are usually easy to identify, but not necessarily easy to imitate. We all have people that we look up to and admire because of the personality traits that they have, which probably differ from our own.

WE ASKED: "WHAT PERSONALITY TRAITS IN OTHERS DO YOU ENVY?"

Confidence and being outgoing were the most common theme among results.

"I envy people who really don't care what people think of them and are extremely confident and easy going in all new social settings. Once I am comfortable I am fine but new crowds give me anxiety and I don't socialize to my fullest potential as a result."

"I envy people who have a more outgoing personality. I am quite introverted and wish that I could make new friends in strange situations as easily as some can."

"I really envy creativity, particularly artistically. I have some but nowhere near what others do. I wish I could dive into my imagination that far and come up with great ideas like some people do. I also am envious of people who are motivated and persevere to make their dreams come true or a project truly work."

"True happiness. I'm typically contented and satisfied but I don't feel like I experience the true joy I see in some people."

"Specialization, I wish I cared deeply about a single thing rather than being a generalist."

PERSONALITY

Although millennials are known for being trendsetters and influencers, they are also on the cusp of becoming leaders in our society, regardless of the realm in question. We wanted to know what our group thought were important traits in leaders.

WHAT PERSONALITY TRAITS MAKE A GOOD LEADER?

"A leader who is willing to listen, learn and evolve. Progressive political leaders generally try to embody these traits. Niki Ashton or Jack Layton spring to mind."

"Dependable/trustworthy. For example a supervisor who shows up on time and follows through on their promises."

"Ability to not be above anyone else. No task is too small for them."

"Confidence balanced by flexibility, and an ability to work with and build up other people. Great leaders make other people great, they don't rely on their own greatness."

"Charisma and big picture thinking. Franklin Roosevelt is a good example."

"Personable and someone that people can relate to. Approachable, smart."

MAKE OR BREAK
BULLETIN BOARD DISCUSSION

We all have unique personalities and experience emotions differently.
These differences are not necessarily bad, however they have been known to cause conflict and
to divide people at times. We asked our millennial group about what they thought were the best
and worst of these differences.

WE ASKED: **WHAT IS THE MOST BENEFICIAL EMOTION? HOW ABOUT THE MOST DESTRUCTIVE?**

Jealousy came through as the clear winner for most destructive.

HAPPINESS VS. POSITIVITY

"The most beneficial emotion is a combination of joy/trust/admiration. Those feelings energize us, help us feel secure and confident in ourselves and surroundings, and act as a motivator which encourages self-reflection, improvement, and personal growth. (…) But when we view it through the lens of what is beneficial, I believe that action-oriented positivity is key. As for the most destructive, its a tie between fear and hatred. Fear is instinctual and can help be a life preservation tool - but if it's weaponized by hatred of the unknown, it becomes an ugly, self-fulfilling prophecy. This is especially true if the hatred is taught versus learned."

HAPPINESS IS CONTAGEOUS

"Happiness is the greatest emotion - everybody seeks it and when they have it, it's contagious. All anybody is after is to be happy and want those around them to be happy. Jealousy is the worst - it can eat away at you, make you hate for no reason, cause your mind to wander, cause you to turn into something you're not…it's the worst."

BULLETIN BOARD DISCUSSION

HAPPINESS HAS POSITIVE IMPACTS

"To me the most important emotion is happiness. There are a lot of factors and other emotions that are involved with experiencing happiness. (...) Happiness can be realized in many ways. The suggestion that empathy and kindness lead to happiness is absolutely true. The happier we are, the more likely we are to positively impact someone else and make them happy, happiness is contagious. The most destructive emotion, in my opinion, is jealousy. Being jealous leads to destructive thinking patterns. Some may use it as a motivator, however, being jealous about what someone else has, or where they are at in life generally leads to resentment and hate rather than positive motivation. Also important to note, being a jealous person as it relates to intimate relations also does not lead to positive thinking or behaviour."

BALANCE IS KEY

"I believe empathy is the most beneficial emotion, simply because I believe it makes one humble. It gives someone the ability to listen, be sincere and caring. Without empathy, we are self centered and don't care for the well being of others. The most destructive would be envy. Envious people are bitter and negative as a whole. They continuously try to degrade others to boost their ego and they are never happy with what they have. That being said, I believe all emotions are needed in one's personality to a certain extent. But a true balance between the positive and negative emotions needs to be established."

THE M.O.

"Most beneficial would be I guess a sort of inspiration/admiration. A sort of motivated positivity. Eager and full of aspirations, but not in a way that interferes with others. Most destructive would be anger or hate with a similar level of motivation. Ambition that involves taking out everyone in your way, or targeted hate, etc."

BULLETIN BOARD DISCUSSION

OPTIMISM IS THE SECRET INGREDIENT

"I believe optimism is the most important as it gives people hope, joy and happiness to have a positive outlook and to look towards events in the current state as well as the future state. Rage is the most destructive as it cause people to harm themselves and others."

NO NEED TO KEEP LOOKING

"The most beneficial emotion is satisfied. People crave the feeling of satisfaction and chase that feeling. The worst emotion is jealousy. It destroys you from the inside out and destroys relationships along the way."

WHAT THE WORLD NEEDS NOW

"Love is most beneficial as it helps you create meaningful relationships and generally makes you a good person. Hate is the most destructive because it makes you angry and bitter."

CONTEXUAL CONSIDERATIONS

"Happiness should be the most (beneficial) emotion, however it depends on the situation. If you are in a conflict, sometimes anger can be the best emotion to achieve overall happiness. The most negative emotion is probably sadness. I say this because depression can start off as sadness, and if not treated or prolonged, it can turn to depression."

WHO AM I?
SELF-IDENTIFIED TRAITS

Opposites attract...or, is it birds of a feather flock together? Either way, we all land somewhere on the spectrum of personality dichotomies. We asked questions about the personality traits our group liked the most and least, and which ones they wish they had. But, we were also curious about the actual dispositions of our group. We provided a series of personality trait dichotomy scales for our millennials to place themselves along to see if any personality traits stood out as more prevalent than others.

Confident   **Self-Conscious**

The average answer skewed slightly towards confident, with more respondents indicating that they were closer to "confident" than to "self-conscious".

Creative   **Unimaginative**

Most respondents claimed to be closer to "creative" than "unimaginative", with only two respondents being closer to "unimaginative". While four respondents answered that they were all the way to the end of the creative side of the spectrum, only one person indicated that they were all the way to the unimaginative side of the scale.

SELF-IDENTIFIED TRAITS

Independent   **Dependent**

The vast majority of respondents leaned towards independent, rather then dependent. Of those who were closer to dependent, their values on the scale were not very high (midrange). There was a very large number of people who identified at the complete end of the scale on the "independent" side (7/19).

Reliable   **Unreliable**

Only one respondent claimed to be more unreliable than reliable. Most respondents rated themselves as very, or completely, reliable. This question had a very large number of respondents rating themselves as completely reliable.

Sarcastic   **Direct**

This question had a much greater variance of results. There was also only one respondent that rated themselves at the far end of sarcastic, and only one that rated themselves on the far end of direct.

SELF-IDENTIFIED TRAITS

Bossy   **Cooperative**

Our millenials are cooperative! Only 4/19 rated themselves to be closer to bossy than cooperative. Zero said they were completely bossy, while three stated that they were completely cooperative.

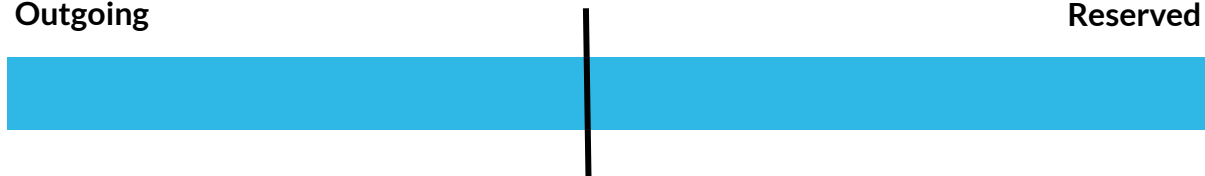**Funny**   **Not Funny**

We have a funny group! Only 2/19 claimed that they were closer to not funny than funny. Not one respondent claimed that they were not funny at all, while 4 ranked themselves all the way to the funny end of the scale.

Outgoing   **Reserved**

This is our closest answer to middle! With a very slight preference to outgoing, our millennial group are very evenly distributed in terms of being outgoing or being reserved. While 2/19 stated that they were completely outgoing, 3/19 said that they were completely reserved.

SELF-IDENTIFIED TRAITS

Friendly   **Detached**

Only one respondent claimed to be closer to detached than friendly, with a high number of respondents claiming to be very far to the friendly side of the scale.

Inventive   **Consistent**

The results skew slightly towards consistent compared to inventive. There was however a broad distribution of responses on both sides of neutral.
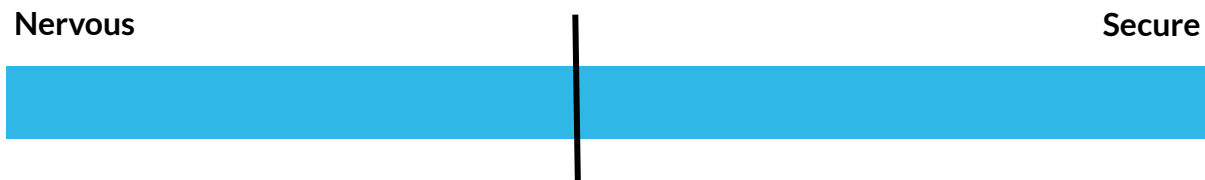
Nervous   **Secure**

The results for this question were vastly distributed as well, with a slight lean towards nervous rather then secure. There were equal numbers who claimed to be completely nervous as there was for those who claimed to be completely secure.

SELF-IDENTIFIED TRAITS

Stubborn   **Adaptable**

There was two respondents who claimed to be completely stubborn, while none indicated that they were completely adaptable. However, the average of answers skewed slightly towards adaptable, with a large variance of responses.

Jealous   **Secure**

This question yielded another great variation in responses, but participants were more likely to identify as secure than jealous. While there was 4 respondents who indicated they were completely secure, only one indicated they were complete jealous.

Generous   **Selfish**

Although the average response was in the mid-range for generous, only one respondent identified as being closer to selfish than to generous.

SELF-IDENTIFIED TRAITS

Introverted   **Extraverted**

The average response rate for this question leaned slightly to the left, yet the answers provided were greatly distributed along the scale.

Organized   **Careless**

Our group identified as slightly more organized than careless. While there were three participants who claimed to be completely organized, none identified as being completely careless.

THE KEY PARTS

DIARY MODE DISCUSSION

Our diary mode discussions allow us to have one-on-one conversations with our group, and therefore allow us to dig deep into some topics that may be more comfortable to share discreetly. We chose to utilize our diary mode discussions to ask:

WHAT SORT OF THINGS OR SITUATIONS MAKE YOU THE HAPPIEST? ARE THERE PEOPLE WHO CONTRIBUTE TO YOUR HAPPIEST MOMENTS? WHO ARE THEY AND HOW ARE THEY PART OF THOSE MOMENTS?

HINDSIGHT

"I am not the kind of person that can say I want to do this because it makes me happy. I'm the kind of person who, after doing something, and at the end of the day can think back and go - "wow, that was a good day". Then being able to think back on those memories and remember the fun and the joy, that's what makes me happy. They cannot be planned or forced situations or else it just feels like you are trying to structure a good time - and you can't do that. Some of my happiest moments involve people who are not here anymore and just the thought of the times we had together gives me happiness. I think these moments give me the best joy because I know there is no way possible they can be recreated or beat. When that person has passed, all you have is what is already done and you have to cherish it for what it is. I am also a person who has struggled with depression for years, so looking a day or two ahead and trying to convince myself I will get out of my dark place and feel happy is very hard. It is easier for me to live in the past and not look too far into the future."

DIARY MODE DISCUSSION

✚ RESULTS ORIENTED

"On the day to day, and very specifically, I really like it when people take notice of me doing my best, whether it's at work or at home. I like doing a good job at work and I like doing a good job at home. Tied to that, I really like cooking a good meal or baking a good snack. The feeling of enjoying my own hard work and of others enjoying my hard work is almost unbeatable. Outside of things that make me feel useful, it's easier for me to be happy when I am outdoors. I'm usually happiest when I'm with my partner and/or my best friend. They're both funny and genuine people that I love, and they take care of me and I take care of them."

✚ SWEET SOLITUDE

"I am a married mother of 2 young kids - travelling with my husband or getting rare time alone with him makes me happiest, when we can escape the noise and madness for a little bit and just be us. My mom and sister are in BC - and they make me so happy. We really appreciate the time we're together, so that helps. I have cousins from Nova Scotia that come to visit often and they're the best."

✚ OUT OF SIGHT, OUT OF MIND

"Situations that make me the happiest are when I can just forget any problems I may have at that moment, and just immerse myself in my friends or family that are around me. I am also happy when I am relaxing on the couch with my cat snuggling right next to me. My friends and family both contribute to my happiest moments. I am very close with my mom and grandma and find many moments of happiness with them, either separate or together. I also have a close group of friends that I see on a regular basis. Both of my best friends live a plane ride away so having a core group in the same city as me is very important and makes me very happy."

DIARY MODE DISCUSSION

✚ RESULTS ORIENTED

"What makes me the happiest is satisfying those loved ones in my life. When they're satisfied, I'm satisfied. I see myself as a "people pleaser". I find myself as an upbeat, outgoing, easy to approach kind of guy, and when people come to me with issues or any kind of situation, if I can have them leaving the conversation feeling better than they did at the beginning of the interaction, I'm happy."

✚ SWEET SOLITUDE

"I suppose the things that make me happy are are when my bills are paid and I have food and stable work, not seasonal. As for people really just my gf and best friend (…) they have both been a part of my life for for 8+ years and they have been there through all my highs and lows and I probably would have given up by now if not for them. It helps to have someone that relies on me keeps me going and wanting to do better and as for (my best friend) I'm just grateful to have a friend who is so like-minded and we can just vent to each other about anything and then we all feel better. Don't really have any specific moments as I'm just not in a place in life where I've found what I want yet. Someday when I go to work year round and have my bills paid at least a year in advance then I think I can start experiencing true happiness (note- would only be about $20k a year for me to live happily)."

✚ OUT OF SIGHT, OUT OF MIND

"It sounds petty, but I really love transactional activities. Paying a bill, hitting send on an email, folding and putting away laundry, or cleaning the kitchen. I feel accomplished. On a grander scale, I love little more than setting an out-of-office reply on my email, and disappearing across the world for a couple weeks which I've been fortunate to do a few times. I love to travel - and not to the cliché locations either (although there's nothing wrong with that - I just like more challenging destinations). (…) As for people who make me happiest - my pets and my partner. I love and enjoy my family, but you really get the most out of the people who you actively choose to have in your life. They're a grounding force, and a feeling of "home" to me which is important at the end of Just Another Work Day (…)."

PARTICIPATION & RETENTION

PROJECT LOYALTY

Our high retention rate is another measure of success of our project. This month, we had another high engagement rate, with 19/20 participating in the survey, 19/20 in the bulletin board discussion, and 19/20 participating the the diary mode discussion. We couldn't have done it without the dedication of this group of millennials!

THANKS EVERYONE!

WANT TO LEARN MORE?

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