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## Where are you?

The mobile phone continues setting the pace in youth culture. You can now sniff, swirl and loopt your friends. These are cell phone programs that display where your friends are in real time on a map on your phone's display.

This year Google will begin marketing a new application called [android](#). It will enable your cell phone to tie into live video feeds from other cell phones and any camera that is connected to the google network.

**Big brother just got bigger.**

Contact us or give feedback  
[kairos.editor@yahoo.com](mailto:kairos.editor@yahoo.com)

# YOUTH CULTURE

newsletter

ISSUE 7  
June 2008

## DISTRACT

## SEDUCE

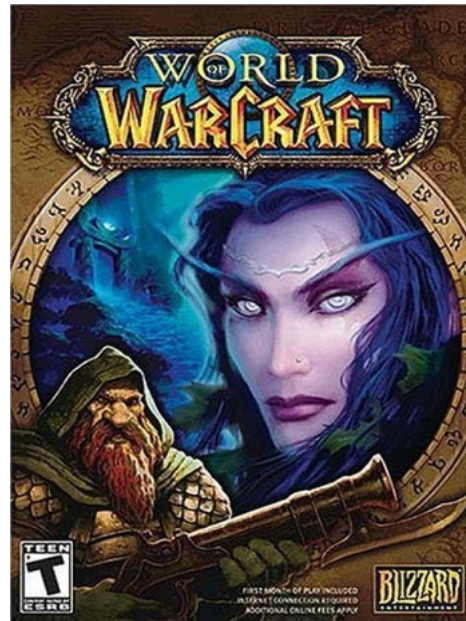
## ADDICT

Have you been in a restaurant, meeting with someone, and found a television distracting you from conversation? Has your eye ever been technologically seduced to go where you didn't want it to go? Did your mind follow? Do you have a compulsion for the internet, watching sports, a particular television show or playing a video game?

Marketing strategy is fairly simple. First, distract youth from what they should do, are doing or intending to do. Second, seduce them into doing what the marketer wants them to do (normally something that fattens the marketer's wallet) and third, addict them to doing it over and over again. Pornography, gambling, gaming, music, watching TV.

Modern marketing promotes addictive behavior and then seeks to gain more control over those they have addicted.

Jason Kapalka of the game company PopCap was asked, "Do game developers design games to be



addictive?" His answer? "Yes, totally. That's the main goal."

Distract, seduce and addict – and they are getting better at it all the time.

## Wise Parenting

- Visit an online social networking site: [Club Penguin](#) if you have young children. Otherwise visit [Facebook](#) or [MySpace](#). Ask your children to show you their pages.
- If your son or daughter has a video game, play it with them.
- Check out [YouTube](#). Your kids have

## THE MOST ADDICTIVE VIDEO GAMES

- World of Warcraft
- Grand Theft Auto IV
- Halo 3
- EverQuest
- Peggle
- Tetris
- Wii Sports
- Mario Kart Wii
- Doom
- Call of Duty

**COCAINE ISN'T HABIT-FORMING. I SHOULD KNOW, I'VE BEEN USING IT FOR YEARS.**

**- TALLULAH BANKHEAD**

## Games of Violence, Murder and Gore

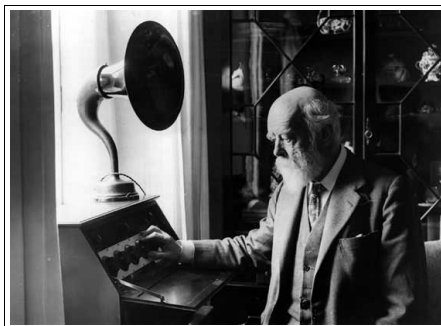
- Syndicate
- Assassin's Creed
- Conan
- The Darkness
- Jericho
- Kane & Lynch: Dead Men
- Manhunt 2
- Resident Evil: The Umbrella Chronicles
- Stranglehold
- Timeshift

# YOUTH CULTURE'S ORIGINS

One goal of this newsletter is to help its readers understand youth culture: past, present and future. This article considers the origins of youth culture and what we can learn from them.

When [Richard Strauss](#) began composing music in 1873 at age nine he wrote adult music, like everyone else. What happened that allowed music to become one of the primary carriers of youth culture? Technology and affluence were necessary. That is why youth culture is hardly 60 years old.

Before the 1920's nearly all music was live. It was only heard in church, in pubs or at home, of course. Culturally abnormal music was uncommon.



Even when radio began there was one local station playing what the adult population wanted to hear on the one family radio. During

the day, news, sports and hog reports were broadcast. (Music and entertainment weren't broadcast during the workday.) The family radio was big, expensive and kept in the living room. Broadcast ranges were limited and quality was poor.

...But youth culture was knocking at the door.

**AFFLUENCE AND TECHNOLOGY**  
In the 1950s radios became much more affordable. (A radio cost two days' wages in 1930. By 1950 it cost one. By the end of that decade a radio cost only \$7.00. Teenagers got their own and opened up a new market. New radio stations began just for the new youth market. Youth also had money and bought inexpensive 45rpm records and played them on another new piece of technology: the hi-fi.

In 1960 Sony manufactured the first pocket sized transistor radio. Youth music instantly went everywhere youth went enabling semi-private and unsupervised youth environments. Alternate music styles caught on quickly and with them the adoption by youth of new moral standards.

Schools which existed to prepare youth to enter the adult world

suddenly became a key carrier of youth culture, which spread through schools like colds and measles.

Today, the youth market, (ages 13-30) is a massive part of the consumer economy. Youth have more money and more leisure time than ever. Affluence still empowers youth culture.

Technology delivers youth culture in more ways than ever, not just your radio and television, but your iPod, computer and mobile phone.

New technology and affluence were key factors in the rise of youth culture and they sustain it today. Interestingly, they may lead to its demise in the future. Why? That is a topic to be addressed in another newsletter.



## Lies & more lies & statistics

- ◆ Forty four percent of Singaporeans say their online identity is not what it is in real life.
- ◆ [Most](#) 13-year-olds have seen pornographic images. Of these, 51% think they are inappropriate. Only 13% were bothered by online pornography saying, "Ah porn, whatever..."
- ◆ Miley Cyrus is expected to make 1 billion dollars by her 18<sup>th</sup> birthday.
- ◆ The mob-themed video game "Grand Theft Auto IV" smashed previous game [records](#) with \$500 million in worldwide sales its first week. Microsoft's "Halo 3" set the previous high in 2007 with \$300 million in sales its first week. "GTA4" sold that on its first day.
- ◆ Malaysians spend 4.5 hours a day online and only 3 hours on real-life interactions.
- ◆ Video game sales are expected to overtake music sales in the USA in 2008. [Video game sales](#) grew by 43% in 2007