Dawn of the Chinese Millennials

中国千禧一代的黎明

As the clock struck twelve to welcome the new year, I noticed that Chinese people of all ages were suddenly posting pictures of themselves at 18 on social media. They reminisced about their youth, and regretfully remarked how fast time had flown.

当新年的钟声在午夜敲响十二下时，我注意到各个年龄段的中国人突然在社交媒体上发布自己18岁时的照片。他们回忆着青春，遗憾地评论时间过得有多快。

Curious, I asked my colleagues about the phenomenon. Did something happen that led to this outpouring? Or was this an annual Auld Lang Syne'-type ritual?

出于好奇，我询问了我的同事关于这一现象。是不是发生了什么事情导致了这种爆发？还是这是一年一度的《友谊地久天长》式的仪式？

It turned out to be a spontaneous movement to express amazement that someone born in 2000 would be an 18-year-old adult this year. This movement eventually evolved into people posting pictures of themselves at that age.

结果发现，这是一个自发的运动，用来表达对2000年出生的人今年将成为18岁成年人的惊讶。这场运动最终演变成人们发布自己那个年龄的照片。

Other than feeling old, I started to think about how an 18-year-old Chinese has all the advantages of modern China, including the possibility to develop into global citizens, in contrast to their parents and grandparents.They were the first generation to experience the benefits of China's reform and opening up, which began in 1978. Unlike their parents, who lived through hardship and poverty, they have never experienced an economic downturn. In fact, China's average GDP growth was nearly 10 percent per annum from 1979 to 2010. Born and raised as the country's wealth was rapidly growing, they benefited enormously from economic and social reforms. Also, as most of them are the only child in their family, they are the sole focus of their parents' and grandparents' love and financial support. Therefore, their spending capacity is more generous' than past generations

除了感到自己老了，我开始思考一个18岁的中国人如何拥有现代中国的所有优势，包括发展成为全球公民的可能性，这与他们的父母和祖父母形成对比。他们是第一代体验到1978年开始的中国改革开放的好处的人。与经历过艰难和贫困的父母不同，他们从未经历过经济衰退。事实上，从1979年到2010年，中国的年均GDP增长接近10%。在国家财富迅速增长的环境中出生和成长，他们从经济和社会改革中获益巨大。此外，由于他们中的大多数人是家中唯一的孩子，他们成为了父母和祖父母爱和经济支持的唯一焦点。因此，他们的消费能力比过去几代人更慷慨。

They are also more educated and globally aware4than their parents. About a quarter of them are college graduates or above, as compared to only three percent in their parents' generation. Born as digital natives with information at their fingertips, these youngsters are more sophisticated, have exposure to international cultures and ideas, and enjoy a modern healthy lifestyle.They tend to be more individualistic, entrepreneurial,and confident. Young people born after 1990 tend change jobs frequently. However, there's also considerable pressure on them to look after their aging parents and even grandparents. As most of them are the only child in the family, they face the daunting task of ensuring the health and well-being of their older generations as they navigate through their own lives.However, they are generally very positive about the future, as they are confident about China's growing status in the world.

他们也比父母受过更好的教育，对全球的了解更深。大约四分之一的人拥有大学学位或更高，而他们父母那一代只有3%。作为数字原住民，信息触手可及，这些年轻人更加精明，接触国际文化和思想，享受现代健康的生活方式。他们往往更加个人主义、创业精神和自信。1990年后出生的年轻人倾向于频繁更换工作。然而，他们也要承担照顾年迈父母甚至祖父母的巨大压力。由于他们中的大多数人是家中唯一的孩子，他们面临着确保老年一代健康和福祉的艰巨任务，同时他们也要过自己的生活。然而，他们普遍对未来持非常积极的态度，因为他们对中国在世界上日益增长的地位充满信心。

In Australia, we would call these young people "millennials" or "Gen Y." All sorts of characteristics are attributed to millennials such as being tech-savvy, progressive,environmentally minded, and globally aware. However, they are also deemed to be self-centered, entitled, sheltered, and even lazy. As the saying goes, every generation has its doubts about the one that follows it. Whatever the case may be°, millennials in China are a huge phenomenon that is impacting China and the world in many ways,for example, in its consumer behavior.

在澳大利亚，我们会称这些年轻人为“千禧一代”或“Y世代”。千禧一代被赋予了各种特征，如精通技术、进步、环保意识强和全球意识。然而，他们也被认为是自我中心、自命不凡、受保护甚至懒惰。俗话说，每一代人都会对下一代人持怀疑态度。无论如何，中国的千禧一代是一个巨大的现象，以多种方式影响着中国和世界，例如在消费行为上。

Naturally, Chinese millennials present a vast market. One study shows that consumption by young Chinese spenders under the age of 35 accounts for 65 percent of consumption growth. In addition, consumption by these millennials is forecast to grow at an annual rate of 11 percent from 2016 to 2021, twice that of consumers older than 35. In three years, the share of total consumption by the young generation is projected' to reach 69 percent, as compared to 31 percent by the older generation.

自然地，中国千禧一代呈现出一个庞大的市场。一项研究表明，35岁以下年轻中国消费者消费占消费增长的65%。此外，预计这些千禧一代的消费将从2016年到2021年以每年11%的速度增长，是35岁以上消费者的两倍。三年后，年轻一代在总消费中的份额预计将达到69%，而老年一代为31%。

What kind of products and services do these millennials want? According to another study, Chinese millennials spend most on experiences and products where quality matters. Therefore, what's most important for a product is to have the ability to speak to a millennial's aspirations and sense of identity, of which being a global citizen and having pride in China are important factors. Furthermore, like most young people,millennials in China are also more likely to spend money on things that make their life more comfortable and convenient. And they want these products and services delivered fast. Hence, millennials have driven China's e-commerce boom. They are generally eager to experience what's new and trendy. See now, buy now, and live for today may be what some Chinese millennials believe in nowadays.

这些千禧一代想要什么样的产品和服务？根据另一项研究，中国千禧一代在体验和质量重要的产品上花费最多。因此，对于一个产品来说，最重要的是能够与千禧一代的抱负和身份感对话，其中成为全球公民和为中国感到自豪是重要因素。此外，像大多数年轻人一样，中国的千禧一代也更可能在使他们生活更舒适和方便的事物上花钱。他们希望这些产品和服务能快速交付。因此，千禧一代推动了中国电子商务的繁荣。他们通常渴望体验新奇和潮流的东西。现在看，现在买，为今天而活，可能是一些中国千禧一代现在所信仰的。

After a few days, I managed to find a photograph of myself at 18 as a Grade 12student in Melbourne. However, by that time, the craze of posting old pictures of oneself had passed. Chinese millennials have moved on. Such is the speed at which these young people move. To get their attention, we need to move as fast as they do.

几天后，我设法找到了自己在墨尔本作为12年级学生时18岁的照片。然而，到那时，发布旧照片的热潮已经过去了。中国的千禧一代已经向前看了。这些年轻人行动的速度就是这样。要吸引他们的注意力，我们需要像他们一样快速行动。