

THE MEANINGS OF WORK FOR THE YOUNG OF THE NEW BRAZILIAN AVERAGE CLASS

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ABSTRACT

The results of this study brings light on the meanings of work for the young people belonging to the new Brazilian average class, which emerged from the basis of the pyramids with the social and economical Brazilian advances. From the filed research performed with 60 participants in focal groups, we argued that the young people of the new average class make a new working class with characteristics very distinct from what the literature has said currently on the “homogeneous Y generation”. For the young people belonging to the new Brazilian average class, work is central and with interest in traditional career; he does not guide himself for consumption and has little affinity with technology.

Keywords: *Meanings of work, Y generation, average class, young people, Brazil.*

INTRODUCTION

The last Brazilian Census (IBGE, 2010), claims that the young people, up to 24 years old, correspond to 21% of the economically active population and they make almost 20 million of individuals. Within this universe, it is called attention of the researchers the young people who belong to the “new average class”, an emerging social class and which has been little researched, over all at the work context.

The bibliographic review about the youth at this last decade, in business, points to an increasing interest of the researchers towards the subject “the young”, but studies about young belonging to the basis of the pyramids or of this emerging range, widely known as the “new average class” are more scarce. The study of the basis of the pyramids and of the emerging ranges is a subject increasingly valued, not only at the global context but also national (MATTOSSO, 2010; PRAHALAD, 2005; VACHANI; SMITH, 2008). In Brazil, only the Class C must gather almost 120 million of people in 2014 and, when comparing the data 2011 to 2003, it is observed that in a period of time inferior to a decade, there was an increase of almost 40 million of people at this new class (FGV/CPS, 2012). Nonetheless, despite of the interest for the Class C, the review of the literature, did not present studies about the meaning of the work at this segment.

The review of the literature show that: (1) the issue of the young has been researched and it is shown an interesting increasing theme at the administration field; (2) the understanding of the meaning of the work, the same way, has been object of research and deepening; and (3) the range of the “new average class” has called attention of the researchers. However these issues have been researched separately, studies on the three issues together are not found. Having this scenario in view, it was proved important the study of the “meanings of the work of the new average class”, as the issue proves to be not only of academic but also practical interest. This research tries to bring new elements to this discussion, showing new guidance to the studies related to the formation and Professional insertion of the young people, careers expectations, inter gap conflicts, among others

So, the main goal of this work is understand the meanings and the significances of work for the young people of the “new Brazilian average class. Out of this goal arises the secondary ones which we intend to discuss: (1) what characteristics the work should present, so that it has a significance for these young people; (2) approaches or distance between those young people and what has been said, in an homogeneous way, of the so-called Generation Y?; and (3) What aspects of this young person an employer should take into account to integrate him to the work environment? In order to answer these questions the following article was organized the following way: at the

next section, due to the big conceptual difference found at the literature, we show consolidation of the terminologies related to the issue young, followed by a new record, followed by a panorama concerning the discussion of the work and its meanings and showing, still, the young person of the social range known as “new average class”. At the following sections, we went through the methodological procedures and the analysis of the empiric data collected for, at the last section, to present the respective conclusions.

2. CONCEPTUAL REVIEW

At this chapter it is presented the main theoretical assumptions which guided the current research.

2.1. Young people, the youth and generations

There are many labels related to the young people who are ingressing at the work market. Being an interesting subject, over all the magazines for the entrepreneurial environment, it is quite common to observe that they are denominated in several ways: Generation Y, Generation Net, Millenials, New boomers, Digital generation, Generation Me, Echo Boomers, Generation Peter Pan, Generation Boomerang, Trophy Generation, BuY Generation, Silent Generation, Generation Teen, Generation Flux among others (CALLIARI, 2012). It has never been tried to categorize this young generation so much. This is something natural, according to Bauman (2001), who claims that the current society devalues the durability, the old is discharged because he is synonym of old fashioned and the young turns out to be a target and interesting. In order to bring some conceptual precision to the terms we use the definition given by the Languages Brazilian Academy (2008) which attributes as a meaning to the word young, as the one “who is a boy, who is at the youth” and specified this youth as “the phase which starts at the adolescence and ends at the adult life. These definitions differ not only from what is being covered by the media, but also at the common sense. However, even under the perspective of the academic production, it is not found consensus concerning the delimitation of the figure of the young. Researching, for example, the words: young, youth, generation and generations at the publication of the events of ANPAD, at the last decade, it is verified a variety of delimitations so expansive as the number of published articles. Still, related to the terminology, it is observed that the concepts of youth, adolescence and puberty are confused and many times are used as synonyms (GROPPO, 2001). At this sense, Rumblesperger and Tonelli (2011) highlight that the advance of modernity brought the failure of the age divisions, making more subtle the differences between teenagers and adolescents. For several authors the youth, is paralely a socio cultural representation and a social situation, that is, the young is a conception, representation or symbolic creation shaped by the social groups or by the youth itself, in order to find a signification for the behaviors and attitudes which are attributed to them (CARDOSO; SAMPAIO, 1995; GROPPPO, 2001; HAYASHI; HAYASHI; MARTINEZ, 2008).

Several actors point that the generations are sub groups of the population who were born at the same epoch (STRAUSS; HOWE, 1991, MARIAS, 1949, MARKERT, 2004). The term Generation Y, applied to the young, arose in 1993, in an editorial of the American magazine *Advertising Age*, to describe the teenagers born between 1974 and 1980. The term has had adjustments and, today, usually comprehends the ones born between the end of the decade of 70 and the turn for the decade of 2000. A period profoundly marked by the technological revolution, by the globalization, in all the aspects and, also by the uprising of the issues related to ecology, characterized by the expansion of the consumption in virtual channels. For Lombardia, Stein and Pin (2008), the generation Y arose from a society worried about the safety. The individuals of this generation are happy, self assured and with a lot of energy. The authors describe this generation as the “*Power Ranger generation*” and Internet’s, of variety and the technologies which change continuous and dizzily”. They live in another political social context, without big transformations and social evident ruptures, as well as they show different and expressive characteristics. Concerning family, frequently, the authors claim that they are only children or with a few siblings and their mothers work and they live the dilemma between being mother and professional. Concerning technology, they claim that around 90% of the young people are Internet users and are used to the “images bombing”. Concerning the behavior, the young people would not have developed patience, their wishes must be fulfilled here and they focus on short time period. They highlight other characteristics claiming that they are a results generation rather than procedures, whose future is something which does not exist, being considered an apocalyptic vision created from the video games. They belong to a globalized urban elite, that is, situated all over the world with homogeneous traits which are regardless of breed, culture or geographical location, becoming what the authors call by “transversal social collective”. Among the characteristics presented by Generation Y the ones which are more relevant for the organizations are the familiarity with technology, the high level of qualification, the adaptability to changings, the motivation for challenges, the focus on results, the value of flexible tasks, the construction and use of relationship networks and search for development.

It is observed that the literature available on the youth is based preponderantly on international studies and it presents a lot of generalizations, like the ones related to their rhythm concerning changing, interactivity, fast access to information and world understanding (RUMBLESBERGER, 2011).

2.2. Work and its meanings

Nowadays, according to Oliveira. *et al.* (2004), with the transformations which affect work, such as: economy globalization, uprising value of financial market, the diffusion of information technology, expansion of communication means, the new international division of work, the preponderance of neoliberal economical politics, the restructuring of the companies at the logics of flexible rationalization, the unbalance of powers at the work market and of the market relations, distinct conceptions on work emerge, not being conceived as ethic foundation of society or individual life, turning to have a meaning purely aesthetic, with the only aim to attend the goal of the consumption society. Due to these transformations, it is important to consider some aspects which are changing work: (1) with the advent of Internet, the information began to be available for a wider number of people and at a faster speed, accelerating the decisions (2) the geographical scope of the companies and clients exploded. In a global company it was created fast brands and companies; (3) the demographic characteristics are altering due to better life quality what allows the people to live with quality longer. On the other hand, the birth rate is falling, the population is aging and with that, new sectors are emerging to satisfy this need; (4) the clients, today, turn to be integrating part of the clients, opining and collaborating at the development of new products and services. They are no longer receptors but they became participative at this process; and (5) there is no more limit between the interior and exterior of the organizations. Competitors, in some situations, they may be partners at the search of synergy potentialization. Living isolatedly, nowadays, may mean the end of one's own existence. For all those reasons, there is a great expectation on the young and their performance at the work market, would they be ready to face all those transformations? Would the organizations be ready to host these young people? Understanding the meanings of the work for the young may bring some important answers to this discussion

Previous studies claim that work may assume from a condition of neutrality up to centrality on the personal and social identity. Regardless of that, it is for sure that work continues being essential to life of the individuals and that these search for use of their activities at the companies, and also, for the society (MORIN; TONELLI; PLIOPAS, 2002; MOW INTERNATIONAL RESEARCH TEAM, 1987). Even if there were conditions to live comfortably, most of the people would still work, as work, besides being a support source, it is a way to relate to people, to feel part of a group and the society, to have an occupation, a goal to be achieved in life. In order to present the different work definitions, Morin (2001), from the studies of research group MOW, proposes six standards of work definitions. These Standards diversity illustrates the complexity for the analysis of work, at the contemporary society, which happens in different ways how the work organizes and the heterogeneity of work force. Being so, it makes sense to study organizational niches and workers of specific social ranges so that it is possible to understand the meaning of work for these groups.

Among the first studies on the meanings of work which point to, that, for a meaningful work, it must be important, useful, legit for the one who performs it, highlighting three characteristics which contribute to give meaning to work: a) the variety of work, which would allow the use of varied competencies; b) the work identity, that is, a work that is not alienating, in which the worker is able to identify all the process since its conception up to its end and have an identifiable result and c) the meaning of work, whose work execution have a positive impact on the life of other people, be at the entrepreneurial context or at the society (MORIN, 2001). Like this, Morin (2001) defines work meaning as an affective structure made by three components: (1) the meaning of work is related to the representations which the subject has of his activity, as well as the value he attributes to it; (2) The orientation is his inclination to work, what he searches and what he guides for his actions; and (3) The coherence is the harmony or balance that he expects from his relation to work.

2.3. The meanings of work for the young of New Average Class

The phenomenon of “new average class”, according to several authors (NERI, 2010; POCHMANN *et al.*, 2006; SOUZA; LAMOUNIER, 2010; SOUZA, 2009), has called attention recently, from a great growing of this segment of the population, mainly in countries considered emerging like the BRIC - Brazil, Russia, India and China. According to the world bank, the estimate is that more than 400 millions of people make part of this “new global average class”, which will exceed two billions of people in 2030 (THE WORLD BANK, 2012). In Brazil, the “new average class” has been a term widely used to refer to the current Brazilian C class, term which represents not only the middle of the social pyramids, but also it symbolizes the average income and the wishes of more than 100 million Brazilian people. According to Vicente (2012) it was a set of factors which collaborated to the emerging of the “new average class”. In Brazil, a series of socio economical class occurred overall from 1994, when it was achieved the currency stability because of Plano Real, followed by the widening of credit access; social plans of income distribution and gradate increase of salaries. These events resulted at the increase of the population participation on the acquisition of consumer goods and consequent economy heating up in the country. Consequently, there was a reduction of inequality and these individuals began to compose the consumption groups.

Along the theoretical review accomplished, it was possible to verify the importance of studying the young, due to the representativity of this group, in our society. In Brazil, we are talking about 52 million of individuals, who correspond to 32% of the population (IBGE, 2010). In Business, although there is a growing interest of researchers on the subject still, there is little research on this group so representative. Over the last ten years, it is not summed thirty thematic work in congresses and high impact national magazines. Meanwhile, the entrepreneurial environment is avid for information which helps them integrate to this group in their organizations (CORDEIRO; FREITAG; ALBUQUERQUE, 2012). Still due to this first gap, it is necessary to understand the effects of the mutations on course, in the work world and the effect of such changings for the young, whose perspective, motivations and restlessness, still, were not studied enough. It was not properly studied the factors in which the young consider meaningful, or not, to work. Indeed the literature, overall of Foreigner authors, changed the mass workers relatively homogeneous in which they called for “generations”. Out of the several ways to study the meanings of work, understanding that the youth and the work itself are social constructions, it seems adequate the study under a socio constructivist perspective, which shows as main point the premise that learning, development, the subject psyche and the reality itself are products of social interaction and the individual experience (VYGOTSKY, 1998). To these reflections, trying to align this research to relevance themes for the national context, it arose the interest to study the group of the new average class. The studies on the basis of the pyramids and emerging groups has been valued not only at the global context but also national (MATTOSSO, 2010; PRAHALAD, 2005; VACHANI; SMITH, 2008). When studying the young of this emerging group it is possible to verify if we are dealing with a homogenous group, as it is suggested by the literature, or if there are peculiarities which differ this group from the others.

3. METHODOLOGICAL PROCEDURES

The research methods can be presented of several ways. The methodological approach, according to Creswell (2010), must be defined as the way that enables to address the gaps pointed and to answer the research question. In a study planning, the researchers need to clarify the suppositions of their philosophical conception of investigation strategy which is related to this conception and the methods or specific research procedures which transform the approach into practice (CRESWELL, 2010). According to Slife and Williams (1995), the philosophical conceptions remain widely hidden at the research. When making explicit the widest adopted philosophical ideas, we clarify the choice for the approach used. In the case of this study the conception is pragmatics. This philosophy has many forms, although, while conception it derives more from the situations than the previous conditions. The preoccupation lies on the functioning and on the solutions for problems, instead of concentrating on the methods and categorizations (PATTON, 1990). James (1985) considers that pragmatism is é “a new name for the old ways of thinking”, once that it is a philosophical conception which keeps, in its essence, the own designation that the old ones give to philosophy. The general approach used at this work is of qualitative nature. According to Stake (2011), this kind of approach is more adequate to explain the functioning of certain questions, overall where thinking is based on the perception and human understanding which is the case of this work. Still, according to Stake (2011, pp. 25-26), they are characteristics of qualitative studies: (1) the qualitative study is interpretive – it is fixed on the meanings of human relations from one or more point of view; (2) it is experiential – it is empiric and is related for the field. It focuses on observations done by the participants and it takes into account what they see and feel; (3) it is situational – being directed to the objects and to the activities, in unique contexts; and (4) it is personalistic – it is empathetic and works to understand individual perceptions. Concerning specific approach, it was opted to use Focal groups as data collection tool. According to Barbour (2009, p. 17), the use of focal groups became an important qualitative research approach, whose use has been recurrently observed in distinctive fields which range from marketing to health. Glitz (1998, p. 15) points out that the use of this research tool, by the social scientists community has been used, successfully, since the decade of 1960s and that in our days this approach is recognized by the researchers and recurrently adopted as formal or informal part of research projects. Generally, used as unique method of data collection, it is seen as a good alternative for the individual interviews with advantages and one of these advantages is that the observation of data arising from a focal group, does not permit only to analyze statements and reports about experiences and events, but also the context where these statements and reports are produced.

The choice of the Focal groups as method of data collection for this current job was done, mainly, due to two factors: (1) the socio constructivist lens for the understanding of the meaning of work, as the meaning of the result of a social construction, the use of a method of collection which privileges the interactions potentiate *insights*; and (2) for being the object study, individuals with common characteristics, as it is about observation of individuals of the same social or demographic group, in which they potentiate the transcendence of descriptive objects more limited, allowing to provide explanations (BARBOUR, 2009, p. 55). Besides, the author points out that this method has a unique potential to combine structure and spontaneity, in a way that it is done purposely unnecessary a greater categorization of the collected data.

It was interviewed 60 individuals, distributed into 9 focal groups, ages from 17 and 36 years old, average of 23 years old. Although Boddy (2005) proposes between three and Five focal groups, in this case the groups were conducted until there was saturation, that is, the repetition of the contents already debated previously. It was not defined age restrictions for the participants, only being informed the people who were invited that it was about a research with young people. Only the individuals who met the requirements of family income which classified them as belonging to the range of “new average class” according to FGV/CPS (2012) with the expectation to collect more homogeneous information related to the perceptions of this groups, the average family income of the interviewees is around R\$ 1.470,00.

If we outline the profile of an individual who represented the most outstanding characteristics of the young people who participated of the focal groups we could say that it is about a young person, 22 years old, single, who lives with his parents and who has at least one sibling, being that both parents work to make up the house income. He lives in a residence built by the parents in a city around, like Carapicuíba or Franco da Rocha. He commutes for the company of retails Sales where he works, located downtown and he uses three different kinds of transportation for the route between house and work, consuming at least two hours along this route. He works between 9 and 12 hours daily, but he is not paid for the extra time that he is available at the company. He earns around R\$ 1,480.00 gross salary, including Sales commissions. He attends college for 4 hours daily, but he has no extra time to study. His contact to technology is limited to Access to social network by means of pre-paid cell phone, which is his unique leisure time activity. He sleeps, at the most, 4 hours daily living a routine of elevated stress, not only for the intensity of the activities but also for the pressure which he lives. Given this rhythm, we can say that it is about a young person that is on the limit.

4. ANALYSIS AND DISCUSSION OF THE DATA COLLECTED

The initial process for the analysis of the narratives produced by the participants mainly done by the participants was mainly done by means of systematic analysis of the videos of the meeting. The footages were revised, in a first instance, to identify the themes and points arising from the discourses of the participants of the groups. These procedure served for the identification of the themes, not only globally but also specific, in each of the nine groups analyzed individually.

From this point, it was possible, by means of analysis of the originating contents of the discourse of the participants, to identify groups of characteristics by the proximity of meanings. After this observation, the contributions were categorized in big themes and respective subcategories. Further, they were considered the individuals testimonies, searching for a synthesis of the contributions. Special attention was given for the construction done collectively by the groups along with the meetings. Nonetheless, during the presentation of the results it has been opted for presenting individual contributions of the participants, it is important to highlight that almost always the opinions were collective constructions, in a way that the data presented referred recurrently to the opinions of the groups. A last review of the participation of the groups was compared to the researcher notes and, by means of a manual analysis of the originating contents of the participants, it was possible to analyze, by means of meanings proximity, categories which would facilitate the demonstration of the research results.

The first category, Young and Youth, is about how the participants understand the youth, their characteristics and limits. Who the young people would be and who they would not be. The second category, Work and the Young, tried to understand what work is and what reason makes the young people to work, the meaning of work in their lives, what boosts them to leave their houses and stay hours working, how they use their money they make by means of working. Under this category, it was tried to understand their activities, hierarchical position, motivational factors, and relation with superiors and peers, current perspectives concerning employment or, summing up, the perception of these young people concerning their current work. The third category, the Young and future, tried to observe the future perspective of the young, not only at work but also in other dimensions of their lives. What actions are expected for their Professional development, what they expect from the organizations where they work or worked and what they expect from their own lives; a last category grouped transversal themes which suggested along the accomplishment of the groups, involving family, leisure, life rhythm and relation to the technology.

In order to better identify the contributions, we conventionalized to point the groups by letter “G” followed by the ordinal number of the group, between square brackets. For example: [G1] refers to the Group of Focus 1. The same way, the individual participations were identified by the letter “E” followed by the ordinal number which identifies the participant, also, between square brackets. For example: [E15] refers to the participant number 15. In order to know what opinion of the groups concerning what to be young is and if there were limits for the youth, it was presented two enquiries, the first trying to understand what it is to be young and the second one questioning

when the individual was not young anymore. It was possible the consolidation of the answers by means of analysis of the narratives.

Concerning what to be young is all about, the data collected at the groups, recurrently, vinculate the word young to terms such as intensity [G3, G4], freedom, inconsequence, do whatever you like [G4], changing experimenting, transition for the adult universe [G5, G6] and discovery. Searching for new knowledge [G3, G7], responsibilities [G3, G7], opportunities and experiences. Being happy, decision moment concerning future [G7], thoughts whirlpool, emotions and hormones [G3] were also mentioned: “young is attitude” [E28].

The participants reflected about what the young can be classified not only concerning age aspect but also behavioral: “the young has maturity and has a mind” [E23]. Although, the groups preferred the second kind of classification: “young is attitude” [E29].

Related to this behavior of the young people, the Groups which refer to the definition “being young”, mentioned the existence of two distinctive groups. The first one with a more immediatist, immature, averse to obstacles, turned to leisure and consumption, , privileging the social interactions and being influenced by them: “they think a lot and focus on parties and friends” [E11]; “ they study at private schools, [...] they study at a FUVEST (The University of Sao Paulo admissions process), [...] they study full time” [E12]; “they do not have so much responsibility and interest in a course [...] they keep chatting on the cell phone and Internet” [E13]; “they are already drinking at eight in the morning” [E20]; “matter of comfort that they can have with their parents [...] son has no responsibility, works if he wants to, studies if he wants to, [,] do whatever he wants with his own money, so he is not stuck to anything, he does not need to be responsible, he can go to parties at the weekends, he does not need to worry [...] he is going to live intensely ” [E22]; “I want to live today, tomorrow I do not know if I am going to be alive” [E38]; “(there are young people who) just want to have fun” [E41]; “a bunch of preppy people” [E44].

Another group would be more worried about the future and their personal development, assuming the responsibilities of an adult life and the scarifies that come together with this choice as individuals who start working earlier, searching for some financial independence and they have a more controlled consumption profile, many times closer to their families: “they focus on studying [...] they have another routine (besides parties)” [E20]; “they have goals (in their lives)” [E26]; “they want to work and grow in life” [E24]; “they want to be somebody” [E21]. Concerning their living between the two groups, the participants report that there is a natural distance between them due to the diverging of interests being that the social relations will rearrange themselves in a way that the groups remain homogeneous in each of them and heterogeneous between each other: “we need to study and organize our time better (not to be at parties)” [E15]; “we cannot spend R\$ 300 in a night club (like some friends do)” [E14].

Questioned about factors which multiplied the young people, at the option for one or another group, it was mentioned that it is about an option of the individual [G5, G7], for the kind of background offered by the family [G3, G4] or by the lack of a family structure [G6, G7], by the social groups in which the young is inserted [G3, G4, G5, G6, G7], for the influence of the media [G6] and, preponderantly for the economical conditions where the individual is inserted in, including mentioning the financial support offered by the family, recurrently [G3, G4, G5, G6, G7]. Regarding this last factor, the people researched claim that the young in a favorable economical condition tends to this more immediatist and consumist posture. However, when it comes to the people researched belonging to the social group “new average class” and after hearing their life narratives, related to their routines and interests or still, when questioned directly about what group they would be included in, there was consensus that they belong to the group which is more worried about the future. The participants recurrently, report cases in which they got more distant from friends interested in leisure and having fun due to the fact that they have divergent interests: “we were obliged to mature earlier, but we are still young people” [E37].

The literature has pointed the inexistence of defined limits, regarding what it is being young and what youth is. The data collected, at the social groups, suggest that there is no age delimitation for youth, pointing that being young is more a state of mind, a condition, rather than any physical state, to support this position was recurrent that the participants referred family members or other references of a young posture, and even they mentioned that there are individuals that, even at a young age, have an “old mentality” and vice-versa. Questioned about the moment that somebody is not young anymore, the researched people relate the loss of youth to a changing of posture, in which, in which it is lots the typical “mentality” of a young person, the “young spirit”, now mentioning a more complacent characteristic, due to the loss of the vitality itself inherent of youth [G4], now by the need of assuming the responsibilities of an adult life, which demands more maturity [G3, G4, G6, G7].

Along the focus groups, it was tried to verify what work is and what meaning of work is for the people researched. For that, it was presented questions concerning this, trying to stimulate each group to feed the discussion. Generally, the participants of the groups explained why they worked and what motivated them to leave their houses to work. Further, it was tried to explore the nature of the tasks performed, the characteristics of their activities, hierarchical position, motivational factors, relationship with superiors and partners, current perspectives related to Jobs or, in summary, the perception of these young people about their current work.

When questioned about what work is for, the participants most of the times, revealed that they work because they need to, not necessarily because they like to: “I work to eat” [E20]; “(working is to) pay bills” [E37]; “I do not like work environment, I do not like what my company proposes” [E20]; “I make money [...], but I do not like this (work)” [E21]; “we do what we do not like thinking about what we like doing” [E23]; “you suffer today so that in the future you can be settled down” [E30]. Most of the participants mentioned as main reason to work, feeding, hygiene, clothing and household expenditures they still report that it by means of their income that they subsist, totally, their studies. Other reasons like obtaining Professional experience or opportunity of social interaction were little mentioned [G6]. The participants disclosed having routine and operational occupations, that for some of them cause some demotivation due to the lack of variety of activities, but that for others there is a difference concerning motivation, once that they consider work merely a source of income. When they report this condition of apathy, they did not show to be committed with the organizations where they are inserted: “the company does not give you life quality” [E11]; “I do not know a company 100%” [E12]; “the young person has to adequate to work” [E15]; “awful and tiring work” [E24]; “it is very repetitive” [E40]; “tomorrow I want to be in a better place” [E43]; “even not liking (we)bear it” [E42].

Participants reported being developing Professional activities in which it is demanded direct contact with the clients, such as Sales and *telemarketing*. However, they revealed that they have neither aptitude nor interest in acting in this kind of activity and that, in fact, they feel bothered with the kinds of problems and objections of this work, doing only due to their needs. Questioned about the existence of some additional existence with some demographic stratum, some of them mentioned the oldest people, mentioning difficulties of communication with this group: “in my time it was like this (referring to the approach of the oldest)” [E16]; “there are people who make you feel bad” [E28]. The groups related that work takes a great share of their time and that, adding up all the academic assignments, there is little time left for the other activities such as leisure or even time to rest. The participants revealed that they sleep a few hours a day, around 4 to 5 hours: “everything is for yesterday [...] life is like that” [E14]; “We only do not need to sleep” [E20]; “Our lives is a battle” [E33]; “Everybody is sleeping and I am awake” [E35]; “(when friends invite to go out) I say I am tired” [E36]; “(about my routine) it is college, working and sleeping” [E41]; “this is because we want to reach a goal” [E42].

Questioned about how the company should deal with the young, the participants did not attribute to organizations the responsibility to offer a more pleasant activity or environmental conditions to the ones that the young people look for, understanding that it is up to the individual to look for their individual development, although at the testimonies it becomes visible the desire for Jobs which offer appropriate income, recognition and life quality, pointing out that when there is not such worry, the companies will not succeed holding out the young as time goes by” [E13]; “The company needs to be manageable” [E15]; “it (the company) did not incentivate the worker, did not thank” [E23]; “the young person does not like to do the same thing over and over [...] it should give opportunity for (the young person) to do other things” [E16]; “If the company does not release anything, does not allow you to do anything, it makes the young person think: I do not want to be here” [E11]; “The young people want to keep up with the world” [E16]; “It has to be a fair recommendation, recognition, to conquer their personal stuff, pleasant environment to work” [G4 – Collective construction]; “Do not leave him (the young person) lorn” [E24]; “I want something much better for me” [E16].

Another aspect which arose, in some groups, is related to the disappointment that in some Jobs which do not offer dialogue, respect, and challenge proposes to the young people, underestimating their contributive potential for the organizations where they are inserted, showing the desire to be heard: “The dialogue between worker and boss nowadays does not exist anymore. The system to delegate roles, the time when it is not used the system I rule you obey [...] The respect for each other, not thinking in hierarchical [...] sitting and showing where it is wrong [...] do not impose only your point of view” [E39]; “Breakfast with the manager where it is told your opinions, criticize, pay compliments and afterwards check if they put into practice everything what you said” [E30]; “Our manager talks to us, he asks our opinion” [E35]. Some participants reported dissatisfaction in acting in works in which the activity demanded that they were in agreement with your personal values, for example in tasks which demanded omitting some information or disguising some negative characteristics of the products and services offered by the organizations where they were, although they informed they would not leave their jobs due to their needs.

Summarizing the verification of this part, it was observed that work is realized as the way to make Money in order to obtain survival basic items, like food, and to buy their own house. Acquiring goods is restrict to the most basic, like clothing, which are not designer ones and to pay educational services, which are a bet of this group for a changing at their life quality and social condition. The leisure issue is almost inexistent at the group researched, not only for the quantity of hours dedicated to work, study and family, but also for the shortage of money to finance this activity.

In view of this motivation for money, motivations like professional challenge, opportunities of growth or recognitions, were supporting while work meanings for this group. The focus of the group researched is on their essential needs and on the collaboration with the family collective expenses. The nature of the work performed by these young people is operational almost always on the basis of the organizational pyramids in which, recurrently, point to be under the subordination of an autocratic and oppressor leadership, they wish to be heard and to collaborate more with the organizations where they are inserted, but they are a few, when not void, the opportunities like this. The current perspectives of the researched people, concerning their Jobs, is summarized to the maintenance of their current activities. The participants revealed that although they have positive expectations for the future, such as stability and Professional development, life quality, leisure, family and income improvement, they do not make plans in medium or long term and they do not have an idea established, for instance, of where they will be within 5 years' time: "living well" [E11]; "Finish college" [E22]; "life quality and financial stability" [E39].

The researched people, concerning work, presented wish of Professional raising, in a traditional perspective of career, some of them considering entrepreneurial initiatives. Nonetheless, they believe that the entrepreneurial acting must occur after their consolidation at this traditional career: "well-dressed [E26]; "getting an administrative job, not operational" [E19]; "getting a good position in a big company" [E45]; "I am ambitious, I want to set up my own company [...] I want to rule" [E33]; "(I see myself) in my own company" [E38]. Generally speaking, the researched people pointed that the study is decisive for their Professional evolution. Just like this changing is desirable and aimed by the researched people, also, it is worrying, as they realize that it will be unavoidable their getting away from the reality where they belong to: "I had experience and I was already working for some time helping an analyst to do it and she (a competitor) only got the position (was admitted) because she was under graduated, she had nothing to do with the area but she had a major [E45]; "at the company I work for if you finished college degree you have a much better salary than I do to perform the same activity" [E42]; "it is going up to her head" [E44]; "it changes the way you think, the way you act" [E48].

Although the study of the relationship of the Young people of the New Average Class and the technology were not a previous definitions of the research, along the groups it was a recurrent issue of the discussions. What arose interest, in this case, was that the testimonies showed different characteristics that of the literature has claimed, concerning the relationship with the young people with the technology. While the literature claims that we would be dealing with "digital native" young people, profound experts of the state of art of technology and intimate of computer procedures; it is verified, by the testimony of the researched people, a group practically excluded digitally. Most of them stated not to have computers at home and they access the world net precariously, now using *lan houses*, now computers offered by others such as: school, community centers and government. Apparently, the popularization of Internet Access, in mobile phone device, begins to reflect on the way that this group interacts with the world net: "Internet was very expensive" [E08]; "Now access to (cell phone) *ching ling* here" [E54]. The groups, still, reveal that the companies where they work find it difficult or prevent them from having Access to Internet, at the organizational environment: "The Company does not let us to use" [E59]; "(referring to Facebook). Even at the University Computer it is blocked" [E50].

Related to the level of knowledge of Information technology, the researched people said to have little intimacy with the *software* available, declaring as users of basic resources such as browsers, reading program of electronic mail and text edition programs, not being familiar with electronic spreadsheets or apps which demand configurations or programming. Concerning use, the researched people declared that they use computers essentially for, at this order: (1) interaction in social nets like *Facebook*, (2) research of terms and school research, in search engines like *Google*, (3) reading of news at portals which offer information free of charge and (4) text edition: "*Facebook*" [E12, E22, E25, E29, E35, E36, E43, E46, E52, E58, E60].

CONCLUSION

From the theoretical review of literature it was possible to list some conclusions which are: (1) There is no consensus regarding the age delimitation of the youth; (2) The discussion on the young and, specially, the Inter generation conflict is rather old and it got new vitality, more recently, when the administration contextualized these conflicts, at the organizational environment; (3) The literature, overall international, created big

generalizations of the generations, implying that they are great homogeneous masses divided by age criteria; (4) There are few Brazilian papers on the young, at the national context, although there is a significant rise on the subject, in the last few years, still, there are a lot of gaps which deserve to be addressed; (5) There is big entrepreneurial interest at the issue on the youth and how to integrate the young at the organizational environment; (6) Another subject that has gained the academic interest, of the media and the business people is the group called “new Brazilian middle class”, and there is shortage of research concerning this group.

In view of this scenario, this work had as main goal to understand the meanings and the reasons of work for the young belonging to the “new Brazilian average class”. Several previous papers on the young stated that this group gathers immediatist individuals, consumists, with little loyalty with the organizations where they work for, they are unusual and disperse. Although, the data of this research point that the young person of the new Brazilian middle class has a very orthodox behavior, once they try some stability in order to guarantee their subsistence and financial independence. It is possible to state that we are dealing with a new and unexploited working class. The work which makes sense for this public is, mainly, the one which offers security. The researched people recognize the existence of a group of young people more devoid, immediatist and consumist. Nonetheless, besides not recognizing themselves at this group, they claim that they distance themselves from those, due to the fact that they have other interests, having attitudes which help them to change their social conditions and guarantee their subsistence, in the short term and the financial stability and better life quality, in the future. For that, they have a perspective of traditional career, in which they can grow professionally and, consequently, they might develop more pleasant tasks and aligned with their personal interests. By then, they are willing (willing but not necessarily motivated) to perform the extremely routine and operational activities which they are performing currently. They believe that the main way to potentiate this change will be through their academic development. It is possible to state, therefore, the work is central at the life of the “new average class, not only as a way of accomplishment, but also as development and material compensation. Thus, a meaningful work offers them, above all, financial return so that the young can satisfy their most basic needs, more than recognition or possibilities of professional and personal growth. On the other hand, a meaningless work is the one when the young person is seen as merely labor, in which the organization does not believe that they can contribute. Secondary aspects involve the lack of recognition, tasks which do not allow their development, routine work, little challenging or not productive.

Out of the main goal derive other secondary ones, which include the investigation of what characteristics work should have, so that it can be meaningful for these young people. Comparing the data collected at the empiric research to the historical conceptions of work discussed, previously, it was possible to conclude that for the young people of the “new average class” work is seen, mainly as a way of subsistence and, more that, it is seen as a way of changing their nature, creating value and building something which will add up not only to the individuals but also to the organizations where they belong to. From this reflection it is possible to state that the necessary adequation has less to do with work itself, but with the environment where it is performed. The researched people understand and accept their operational work, although not really like them, they understand that they do not have enough knowledge or experience to go up better positions, at the moment. Nevertheless, they report to be recurrently treated with disdain by their superiors and ignored by the organizations where they belong to. Based on the data, it is possible to infer that the main characteristics that work should have to make sense for this group would be respect to their individuality, not only on the personal aspect but also on the Professional one and that opportunities be given so that they can contribute with their ideas and their perspective of world. These young people aims at being heard and growing by their own merits, It seems to miss only opportunities for them.

Another issue that we propose is to discuss was concerning the approaches or distancing among these young people and what is being stated homogeneously on the so called “Y generation”. As far as we verified, it is possible to conclude that there is considerable distancing between this group and the characteristics attributed to Generation Y. Described as a homogeneous groups of talents, the young are described, in an exciting way, as bearers of countless technical and personal skills (RUMBLESPIERGER, 2011). When observed the literature on the subject, previous studies on the young, at the administration area, this group is considered homogeneous on the context of organizations, whose profile presented features an individual whose work has as a goal to obtain income for an immediatist and superfluous consumption. Individuals who do not hold onto the organizations, moved by challenges, talented, new business young people craving for social causes and who master the technological resources. The current research identified a young person whose profile is diametrically opposed: they want stability at their Jobs, willing to perform operational and routine activities, they are distant from the business people groups of the organizations and they aim at being heard by them, they have little affinity with the technological aspects and it is supposed that they are benefited of the social projects. Due to this conclusion, it is necessary to take a more reflective and careful posture regarding what to write on the young people at the national context

The third secondary goal which we propose ourselves is related to what aspects of this young person, an employer must take into account in order to integrate them at the work environment. When we observe the literature and the media, it is possible to state that there is a big interest of the organizations towards this public, except for the sectors where it is searched for a non qualified, low-cost labor. The same way, when observed the discussions on the development of careers and work opportunities, including trainee programs or for newly under graduates, it is verified that these programs are not directed for this public who desire an opportunity to show their value and their potential. The issue which is presented before this is: Do the organizations wish to integrate the middle-average class young to the work environment? Or is it only interesting for them the digital native talented homogenized by the term “Generation Y”? In case the answer to the first question is affirmative the analysis of the data collected suggests that the expectation of the young people belonging to the “new average class” is that be established a relation of exchange with the organizations which they are placed. They are willing to contribute, they aim at being heard and they are sure that they can aggregate not only with energy but also with their perspective of reality. This contribution will only be possible is their leaders and partners are sensitive to the peculiarity of this group and that initiatives be fomented in order to promote this dialogue. Another aspect which can be considered is that be offered positions where there is more autonomy and freedom, fact that is not so likely to happen at the routine and operational functions which they have, most of the time.

Considering that one the motivations to conduct the current study was the entrepreneurial need to integrate the young people at the organizations (CORDEIRO; FREITAG; ALBUQUERQUE, 2012), it is appropriate some specific remarks about where these young people are at the companies As it was observed there is a concentration of this group in *front office functions*, that is, these individuals are the representatives of the company who have direct contact with the clients. When they are selling, performing collection, attending at the check out counter of the supermarket or validating parking ticket of the client at the *mall*, it is this group that gets across the image and the values that the organizations want to preserve. The companies seem not to be paying necessary attention to this group, whose actions are limited to technical trainings, little aligned to the characteristics of this group. Therefore, it is appropriate to the experts, consulting people and managers, not only on the People management but also marketing or other areas alike, to listen and to let these young people speak, trying to understand their needs and motivations, as when it comes to people, maybe, it is better to set aside the saying “In here we treat everybody equally” and adopt the one which says “In here we treat everybody differently, as everybody is different with different needs”.

One aspect highlighted by the researched people with difficulties at the organizational environment, are the interpersonal conflicts whose origin seems to be either from Inter generation nature or from communication problems. In order to mitigate this kind of event, it is suggested that the organizations accomplish a raising of awareness concerning the importance of respecting the different perspectives of the individuals, promoting as well cultural adjustments, in way that it makes possible, for example, the living together among different levels of formality inside the organizations or making it possible the exchange of knowledge and experiences in a systemized way, at the organizational context. For the issues of communication, it is necessary to establish actions which guarantee that the information permeates the company in a distinct, clear and concise way being promoted by the several ways of communication possible. The permission of use of world net and of internal portals like *Intranets* should be stimulated, as it will not only enable the access to information, but also it would have a social integrating role of this group.

The current paper brought, finally, some contributions in a way to understand how this young Brazilian young person of the “new average class” realizes work. Regardless the income attributed to this layer of the society, it is observed that for this group that work makes sense, or not, is not very distant from what is observed at the studies of the basis of the pyramid: surviving and changing their reality. It is convenient to highlight the limitations of the method of collection data used; and on the number of individuals studied and their way of choosing, it is necessary further studies for a better generalization of the results obtained.

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