



Good Intentions: The Beliefs and Values of Teens and Tweens Today

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Abstract: Understanding the values of today's teens and tweens and how they make decisions is crucial for all youth professionals. An excellent resource to assist youth professionals has been developed by the Girl Scout Research Institute and Harris Interactive. *Good Intentions: The Beliefs and Values of Teens and Tweens Today* highlights a national research study which explored the values of today's youth as well as how they make decisions. The 52 page document shares significant findings from the research utilizing youth quotes, tables and diagrams. The work builds on a similar study commissioned by Girl Scouts USA in 1989 and shares an encouraging picture of today's youth. Readers will find the results from this research to be of great value when developing youth programs.

Review

Good Intentions: The Beliefs and Values of Teens and Tweens Today (2009) presents findings from a national study conducted by the Girl Scout Research Institute and Harris Interactive. Over 3,263 boys and girls in grades 3-12 from across the country were included in the study. The research explored what today's youth value and how they make decisions.

Generational differences from a similar study commissioned by Girl Scouts of USA in 1989 are highlighted, noting significant changes in youth experiences over the past two decades including advances in technology, globalization, media coverage, 9/11, Iraq War and public service campaigns. The study indicated a youth shift towards more ethical and responsible beliefs and values among today's tweens and teens.

Significant findings from the study include:

1. Today's youth intend to make responsible choices and refrain from risky behaviors.
2. Youth today value diversity and acceptance.
3. Civic engagement is important to today's youth.

4. Youth today feel that they are able to withstand peer pressure and stand up for themselves.
5. When faced with difficult decisions and moral dilemmas, youth draw influence from a variety of sources but especially from parents and family.
6. Boys and girls do differ in some attitudes and how they approach decisions.

Throughout the fifty two page document a variety of youth quotes, tables, charts and diagrams are used to highlight key research findings. The detailed explanations provide valuable insight for all youth professionals and will prove particularly helpful as youth professionals design educational curriculum and plan youth development experiences.

This report as well as supplemental materials and additional youth-related research may be downloaded from the Girl Scouts of the USA website at www.girlscouts.org at no charge. If preferred a soft cover copy of the report may be purchased for \$9.95 from the Girl Scout Shop at

<http://www.girlscoutshop.com/gsusaonline/GSProductDetails.aspx?ProductID=GOOD+INT>

References

Salmond, K., Schoenberg, J.(2009). *Good Intentions: The Beliefs and Values of Teens and Tweens Today*. New York, NY. Girl Scouts of the USA. Retrieved September 30, 2010, from http://www.girlscouts.org/research/publications/girlleadership/good_intentions.asp