The dynamics of the formation of bonds of cooperation and solidarity of young people of generation Y in group relationships

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ABSTRACT

The entry of generation y into the labor market has brought up numerous discussions about how young people of this generation act in group relationships, focusing on hypotheses such as being overconfident, disloyal and fickle. (Matttewman, 2012). In view of this, the objective of this study is to bring knowledge and elucidation about how young people from generation y establish bonds of cooperation and solidarity in group relationships. Thus contributing to the academic and business community, which can use the information to assist their education and work formats in organizations and for the scientific environment, leaving these perceptions recorded for future studies. The methodology is based on a Case Study based on Yin (apud DUARTE, M. Y. M; 2008) with a theoretical and qualitative approach according to Demo (apud DUARTE, J; 2008) in which a Focus Group was applied to people from generation y, x and baby boomers in a group of professionals from a municipal and intercity passenger transport company in Gravataí and in a group of friends from generation y to understand what factors they lead in order to establish bonds of cooperation and solidarity in the groups of which they are a part.

Keywords: Generation Y, Values, Bonds, Groups, Social networks.

INTRODUCTION

The world has changed, there seems to be a unanimous feeling of a brave new world, in which people of all ages, companies of all sizes and secular institutions feel completely lost during a new world order (GIARDELLI, 2012). This speech refers to the digital world in which we are inserted, but also to the great changes in the dynamics of the bonds of cooperation and solidarity that we are experiencing and that began to happen more emphatically when generation Y reached adulthood.

Generation Y grew up with quick assimilation and dynamic, plural and agile understanding, grew up with more freedom and choices, economic prosperity, higher education with an ever-evolving technology. They have different priorities and expectations (MATTEWMAN, 2012). Many authors differ on the probable dates that delimit generation y, saying that they are those born between 1980 and 1990, but we did not classify generation Y by dates in this study, because according to Oliveira (2012) it has been more common to consider generational classification taking into account collective social and cultural events, especially the behavioral aspects that are easier to identify.

These young people were raised with a high educational level, knowledge of several languages, great access to information which incited a range of interests and a high level of knowledge, it is perhaps the only generation in history that has more knowledge than previous generations. They grew amid the speed of progress in technology, globalization, connectivity and virtuality. They were exposed to

numerous activities that occupied their time, being constantly connected (CORTONI, 2012).

This has had a profound impact on how they constitute their values, beliefs and attitudes and consequently the way they create bonds of cooperation and solidarity in group relationships. In the groups that participate, they don't just want to learn, they want to learn and teach. They expect more, they want to share knowledge and contribute. According to Mattewmann (2012), they want to add their personality and interests to the world of work – they don't want a job for life and they don't pretend to want to.

Predecessor generations, such as X and Baby Boomers, have different values and beliefs, view work as an end of survival, fulfillment and as their identity, their careers are the job and see security and stability as a bond. For Y, work is only a means of satisfaction, recognition and creativity, they value their principles and are faithful to them, security is synonymous with satisfaction, work is not the main factor of personal identity in their lives (CORTONI, 2012).

Because they have differences in values and beliefs, there was a clash between these generations and Y was mislabeled. It is already known that Generation Y cannot be seen only by worn-out and unrealistic quotes, which attribute to this group characteristics such as unfaithful, insubordinate, arrogant and questioning, because in fact these are typical of young people of any generation (OLIVEIRA, 2012).

Based on these considerations, this work aims to clarify **how the bonds of cooperation and solidarity of generation Y are formed and strengthened in group relations** that seem to be formed differently from previous generations. Thus contributing to the academic and business community that can use the information to update their education and work formats in organizations, schools and universities, as well as students can use it to assist in the production of final papers, articles, among others, and to the scientific environment, leaving here the perceptions of three different generations about the formation of a bond of cooperation and solidarity in generation y and of authors who spoke on the subject for future studies.

To understand how these bonds are formed and strengthened, they were analyzed through a Case Study, using the focus group technique in three groups. A group of three professionals from a municipal and intermunicipal passenger transport company in Gravataí, young people aged between 21 and 28 years, employees with supervisory and operational positions; a group of six Generation X professionals and baby boomers from a company of the municipal and intermunicipal passenger transport company in Gravataí and a group of five Generation Y friends aged between 21 and 26 years old, economically active, studying higher education, residing in Gravataí and mutual friends. In addition, we also bring information on the subject in question through bibliographic survey: books, internet, articles and events.

The organization of this article is as follows: section one will address a brief discussion about the social context in which Generation Y grew up and the impact of this on the way they create bonds of cooperation and solidarity; Section two will talk about the role of digital social media in the process of

forming and maintaining group bonds of Generation Y; Section three talks about the meanings and influence of sharing information, interests, and knowledge on the dynamics of group cooperation in this generation. The fourth section reports the evidence of the case study with the application of the focus group, methodology and the answers obtained in the groups in which the focus group was applied in different generations, Baby Boomers, X and Y; the fifth, in turn, brings the comparative analysis of the answers, confronting and comparing what each group exposed. Finally, the sixth section presents the final considerations, summarizing the main results.

GENERATION Y: SOCIAL IMPACT, THE NEW WAY OF ACTING IN A GROUP AND CREATING A BOND OF COOPERATION AND SOLIDARITY

The change that brought the differentiation of generation Y to its predecessors goes through the process of change in the educational system and the upbringing of parents, which has radically transformed this generation, more than ever, starting to focus on the excessive development of self-esteem, which has unintentionally generated the movement we call self-inflation. They were told they could be and do whatever they wanted which in turn created a population aware of their strengths. They know what they want big things and when, right now (LIPKIN, 2010).

In addition, this generation witnessed the birth and explosion of the internet, which impacted the way of learning and consequently the establishment of relationships:

> Of all the technologies that emerged in this period, it is essential to highlight the internet as the main catalyst for new behaviors, as it has acted and continues to act in the way of accessing information and establishing relationships. This happened on a global scale, opening the borders of all countries to a more globalized culture. Cultural manifestations previously restricted to small social groups are now accessible and part of behavioral references of the generation that reaches the beginning of adulthood. (OLIVEIRA, 2012, p. 34).

The internet allowed this generation to go far beyond classroom learning, which was previously restricted only to the groups in which they transited, it made it possible for them to know what and who they wanted at the time they wanted and with that they began to create new groups, initially virtual and extending to real life.

Thus, the emergence in the 1980s and 1990s of cell phone technology and the popularization of the Internet revolutionized our ability to communicate with the whole world (MATTEWMANN, 2012).

But it has significantly impacted the way Generation Y communicates and builds bonds, which was born and grew up between these decades.

Because they have more access to information, these young people have a better understanding of world issues and more confidence in making a statement. As a result, in addition to political activism, new environmental causes and other causes such as HIV, climate change, whales, the timber trade, toxic waste,

hunger, among others, all began to have worldwide coverage (MATTEWMANN, 2012).

Thus, generation y discovered, through free access to information and using the internet as a tool, a new and powerful way of communicating and generating bonds of cooperation and solidarity with the world and a feeling that they can change the world. Thus, it is understood about bonds, according to the contributions of Melanie Klein's school, that:

> It is a question of external social relations that have been internalized, relations that we call internal bonds, and that produce group or ecological relations within the ego. These binding structures that include the subject, the object and their mutual interrelations are configured based on very early experiences. (PICHON, 2005, p. 46)

The strong bonds they build denote how this generation views their values and beliefs, which are strongly established, as well as their true intention to live by those beliefs. Because, according to Waldemar José Fernandes (apud Zimmerman and Osório, 1997, p. 159) "Bond is a space, a true point of contact that, like a hyphen, separates and unites".

These young people have a passion for making a difference in the world. Their values are traditional, despite being more socially liberal: they value family, interpersonal relationships and loyalty, they defend what is genuine and are repulsed by falsehood, they have a reputation for being optimistic and believe in the possibility of change, they fight in defense of the environment and for social justice, they value tolerance and diversity, teamwork, balance and seek spirituality (PHILLIPS, 2010).

Therefore, the young people of this generation establish bonds of cooperation and solidarity from the moment they find institutions, organizations or groups of people with the same values and beliefs that they have.

This phenomenon is understood as affiliation, a feeling of belonging to a certain group, to a determined team, where there is a greater identification with the group processes, and with regard to their task, their work is carried out with a greater intensity, determined by this feeling (PICHON, 2005).

In view of these statements, it is possible to identify how the dynamics of groups formed by young people from generation y take place. Analyzing, the formation of this group is no different from so many other groups that we are part of throughout our lives. We participate in several groups, all the time. Following the proposition of Zimmerman (1997), the individual from birth participates in different groups in a constant dialectic between the search for his individual identity and the need for a group and social identity. Every individual spends most of the time of their life in groups, living together and interacting.

Generation y has great strength acting in a group when they identify with each other's goals and attitudes. The moment this occurs, they expend energy and focus to achieve a common goal. When they do not identify themselves, they do not make an effort to participate and contribute to the group in which they are inserted. This is one of the factors that lead these young people not to stay for long in companies

when they disagree with the values and culture of the company in question. As mentioned earlier, they know what they want, value their principles and values and do not hurt them in search of monetary gains, they want personal fulfillment above all else.

Based on these thoughtful reflections on the group, we are based on the clarification of Osório (2003) who explains that "a group or human system is any set of people capable of recognizing themselves in their singularity and who are exercising an interactive action with shared objectives". We can reinforce the ideas of Osório (2003) with the concept of Pichón Rivière (apud Berstein, 1986) who conceptualizes that "a group is a group of people moved by similar needs who come together around a specific task. In this way, it is evident that generation y does not act differently from other groups and this has already been mentioned previously in the course of this article, the difference between the groups formed by these young people is the unconditional way they have to defend, address and expose what they think, what they want. They are not willing to denigrate or infringe on their beliefs. And it is exactly this posture that rams society, made up of generations X and Baby Boomers. The sincerity and excessive transparency of the y's is often interpreted as insubordination or as being a naughty way of dealing with individuals from other generations.

It can be observed that the Y's act like any other group, where in the fulfillment and development of tasks, they cease to be a group of individuals to each one assume themselves as participants in a group with a common goal. Each participant has the right to speak, their opinion, their point of view and their silence. Each one has their own identity, different from the others, even with a common group objective (roles played by the participants). We can identify generation y as a group considering its dynamics, with the components that constitute forces in action and that determine group processes. They are: objectives, motivation, communication, decision-making process, relationship, leadership and innovation. Moscovici (2001, p. 96)

The characteristics discussed here about how the y's relate to each other in groups and generate bonds took on a wider scope as these young people used digital social networks to globally echo their needs and desires, based on their values and beliefs.

They amplified their voices and the model that, based on Giardelli, "is a world of empirical beta-testing: make, make mistakes and do it again" (2012, p. 20).

THE ROLE OF DIGITAL SOCIAL MEDIA IN FORMING AND MAINTAINING MILLENNIAL GROUP BONDS

We are experiencing a moment in which we are surrounded, ecstatic and dazzled by the diversity, speed, quantity and ease with which we have access to information. It has never been easier and at the same time so difficult to be informed:

> We are excited about so many new possibilities, but deeply anxious to think that we have to absorb a mountain of information, relearn how to do old things in new ways, understand newborn concepts every day, and all this without knowing exactly what to do with so much stuff. Phew, this is all tiring! (GIARDELLI, 2012, p. 15)

We are connected in a network, which presupposes no longer only absorbing, but also generating information, not only learning, but teaching. The model of sitting down and just receiving information, as we did in front of the TV, listening to the radio or reading books and newspapers is no longer enough. Generation Y grew up in the midst of the world of technology and agility, so holding the role of passives is not up to them. Young people are connected in networks, through digital social media and have realized that through these they have a power, not only to exchange information, but to create networks of cooperation and solidarity:

> Social media, much more than interactive websites, represent a new way people organize themselves. In social media, power is no longer in any church, in politics or in companies. Power becomes in the crowd, in the collectivity! This is the great revolution. (MONTEIRO et all, 2012, p.29)

From this perspective, digital social media are just tools that have allowed the new way of thinking and acting of the Y to expand on a large scale. Considering that the values and beliefs of these young people are strongly established, as mentioned earlier, they used digital social networks as a means not only of communication, but of change, of attitude and every day they are showing that they are part of a great system where the interconnected parts are greater than the whole. According to Chiavenato "a set of interdependent and interacting elements or a group of combined units that form an organized whole. [...] system is an organized or complex whole, a set or combination of things or parts, forming a complex or unitary whole" (199, p. 741).

An example of this is a large demonstration organization, which I report in this article, which took place in Porto Alegre on April 4, 2013. Young people from generation Y actively use digital social networks and this report provides an example of the mobilization that was made with the intention of cooperation and collective solidarity. Through the digital social network Facebook, founded in 2004 by Mark Zuckerberg, an event was created with the name For the Reduction of the Tariff.

The objective of the manifesto was to gather the largest number of people on the streets of Porto Alegre to protest against the increase in the fare of public transport, buses, which went from R$ 2.85 to R$ 3.05 in March 2013. Here is a classic example of generation y using digital social networks to carry out acts of cooperation between young people who have the same cause. Other events with the same objective were held in March 2013 in Porto Alegre and brought together 5 thousand people in the streets. The protest that took place on April 4, 2013 was scheduled on Facebook where 130,000 people were invited and 10,000 people confirmed to attend. The mobilization took place with torrential rain in Porto Alegre,

mobilizing 6 thousand people. The result, as reported by the Estadão online newspaper on April 4, was that the Justice of Rio Grande do Sul determined that the price would return to R$ 2.85, as it was until March 25, 2013.

It should be noted that a movement like this reaches this proportion and strength because these young people, mostly belonging to generation y, find an echo of the subject addressed in the group in which they are inserted and in today's society. That is, they organize themselves into groups and move to bring about change, because the subject in question is of interest to all, a common cause.

Thus, it is understood that the productivity of a group and its efficiency are closely related not only to the intellectual competence of its members, but, above all, to the solidarity of their interpersonal relationships (LIPPIT, 1947 apud MOSCOVICI, 1985).

It seems, therefore, fundamental that for the group to cooperate for the same cause there is cooperation and solidarity in the interpersonal relationships of the group. In Moscovici's theory, "interpersonal competence is the ability to deal effectively with interpersonal relationships, to deal with other people in a way that is appropriate to the needs of each one and to the demands of the situation" (1985, p.27). This structure of relationships and reciprocal bonds presented in this group of young people from generation y and in the other groups of society Durkheim (1999) defines as solidarity. It is possible to analyze in this group of generation y, based on Schutz (apud Osório, 2003), the application and existence of the theory of needs which, according to Schutz, brings an interdependence and a close correlation in work groups with regard to the degree of integration and their level of creativity. That is, the members of a group do not consent to integrate except from the moment certain fundamental and interpersonal needs are satisfied in the group or by the group, such as: need for inclusion, control and affection.

This is the basis for the fact that generation Y creates bonds in the groups in which they participate, only from the moment they identify the satisfaction of these needs in the group do they integrate, participate, contribute and act in favor of the cause of the group.

Thus, it seems that there is no discrepancy when it comes to group movement, from generation y to the other generations, X and Baby Boomers, but there are indications, already reported in this article, that what differs them is the fact that they act with a focus on solidarity and interpersonal cooperation. They act with this focus only if they are dealing with something that resembles their values and beliefs and that generates pleasure in doing what they are doing. It is the generation called Y or Millennials that much more enjoys enjoying the path traveled than reaching the final destination.

Pleasure determines professional fulfillment for them, they seek to combine passion with work. (BOX 1824, 2012).

Perhaps this is one of the main reasons why millennials change so much from one company to

another, because as they are in search of pleasure at work and the most important thing is the path they are tracing than the end itself, when they come across jobs that do not associate passion and that bring difficulties that are in disagreement with their values and beliefs, they go in search of what will generate pleasure. They are looking for something they can work on with a focus on a goal, as long as it has to do with what motivates and passionates them. Unlike the Baby Boomers and the X's who, even bothered by some situation, took a long time to act, settled down, because it seemed normal to suffer or work on something that did not bring them passion, the focus was that the reward would come, at any cost, even if late.

The Y are part of the explosion of entrepreneurship, it is the new collective force and they are painting a bright and unprecedented scenario. The speed with which they connect with the world makes them impatient and sets the pace for their work relationships. Projects that will only give a return and make a difference in the long run do not stimulate them. They need constant feedback to feel recognized and valued, realize that their efforts are paying off, and visualize improvements. That is why the traditional business pyramid does not suit these anxious young people. They are excited to work and interact with other generations, as long as there is an equal relationship with mutual respect and exchange of knowledge regardless of their age. They want to teach what they know in addition to learning, because they have the power to discover things on their own, through the internet, they seek informal forms of education, they have access to the world. For them, business commitment is not just a convention, it is something that arises naturally from truly engaging experiences. In addition to having a job, it has become more important to have a purpose. Millennials like to have the possibility to create their own schedule, they have mobility, shared spaces, they want to work from home to do this. This makes work always present, at any time, at any time. With this, young people of different styles can put their talent into practice more freely and thus generate ideas that bring a great financial return. In this way, flexibility is a trademark of generation y, they are fascinated by new and ongoing projects, as they feel motivated to learn new skills. They like to feel autonomous and at the same time have the challenge of participating and creating collaboratively. Loving the work they do sets them in motion and for them is the only way to have a full life (BOX 1824, 2012).

It should be noted that the tool, the means, that they use to provoke meetings, mobilizations, manifestos, generate bonds and carry out these collaborative actions are digital social networks. From these networks, generation y is bringing back something that may have been dormant in society in recent times, but which had great movements caused by the Baby Boomer generation in the 50s and 60s. Fight for what they believe in together, putting values and beliefs into practice and for the benefit of the community and the intrapersonal. It is a fact that these movements have a positive impact and make society support and participate because there is a feeling of cooperation established.

According to Giardelli, "the days of individualized society are numbered. The new symbol of the status quo is generosity (2012, p. 22)."

Also according to Giardelli's proposition:

> Today the efforts are joint. At the beginning of the digital age, we exchanged photos, details of life and daily life. Now, in a network, we live in the beginning of the time of collective generosity, which will refound the ways of doing education, business, politics, art, activism, with all the genuine shocks of this hiatus of centuries and generations. We must fight the proliferation of sameness, put an end to habits that no longer fit into the world of electronic relationships, learn the new way of thinking, trusting, behaving and relating. (GIARDELLI, 2012, p. 20)

We have entered the era of sharing, a time when information should no longer be a currency of power, but something that generates proximity and integration. A time when society adopts new behaviors, when wealth and status is synonymous with sharing knowledge so that we can grow as individuals, as a group and thus generate development.

THE MEANINGS AND INFLUENCE OF INFORMATION AND KNOWLEDGE SHARING ON THE DYNAMICS OF GROUP COOPERATION FOR GENERATION Y

It is observed that the sharing of information and knowledge is important for generation y and they actively do this on digital social networks. It is not a sharing without restrictions, meanings and analysis of why and with whom they will share. They share because they have a purpose behind it, something that connects them that is in tune with them and makes them move.

Something they believe in. [...] people who are completely busy, but who still find time to share with humanity. What motivates them is not money or recognition, but the feeling of being inserted in the world, of abandoning the box of sameness, of expressing themselves, transforming and exchanging ideas that deserve to be spread. For these people there is joy in doing something for the benefit of the other, in collaborating. There are millions of hours of volunteer work, editing websites, blogs, communities and posts on education, entrepreneurship, business, politics, creative economy, food, quality of life, arts, music, among others. [...] (GIARDELLI, 2012, p. 25)

I observed for a few days the facebook of some people in the group of friends, in which the focus group was applied, and also the action of the members of my facebooks and I realized that young people from generation y like and share many posts related to cooperation and solidarity as help to adopt animals, to find missing people, to carry out petitions against actions that can harm the environment, scheduling demonstrations and protests. But what they share and enjoy depends a lot on what they believe and like. Some only replicate requests for help and cooperation, others create and produce content promoting knowledge in a network. The vast majority share and enjoy what they like regarding fashion, cinema, literature, music, series, TV shows, food, among other subjects. The fact is that reputation also takes shape

in Generation Y groups on digital social networks.

According to Giardelli, "reputation is measured by what you share, by how much you influence others, and by the way you make a difference in the world. [...] We have forces together, and this is evident in the digital world, which minimizes borders and leaves people in a position to unite. [...] (2012, p.28)

If in social groups, outside of digital networks, it is not explicit which people you consider to support ideas, attitudes and tastes, in digital social networks this is a little more evident, as it is recorded and explicit. There is always a specific group that likes or frequently shares what a person posts, this can denote the validation of that group in relation to that person. They like and share many times, because in addition to connecting with what was written, they validate and consider the person who posted the thoughts on the social network. Others like or share sporadically what is posted by some people, because it seems that the topic exposed interests them and not necessarily because they have a link with the person who posted it.

In this way, I realized that generation y strongly uses the culture of reputation in their relationships with the members of the groups in which they interact inside and outside digital social networks. In this environment, of digital social networks, instead of fading the reputation relationship that exists between members of groups, and which is common, becomes more evident. It is easier to identify who is validated in the group or not.

But this is only part of a whole that is much bigger, digital social networks, through generation Y and the groups formed by this generation brought a revolution where ordinary people have the power to influence other people and groups:

> [...] Hug Hewitt, a columnist for the Daily Standard and author of the book Blog that this revolution is changing the world, defined that we live in an era where "the public is the editor. [...] And in a way that has never been dreamed of before. People together and coordinated have an immense strength that has not been experienced for a long time, due to the lack of a unifying element, a role to which online social networks have lent themselves efficiently. (GIARDELLI, 2012, p.110-112)

In the next chapter, the methodology and techniques used to carry out the research with groups of generation Y, X and Baby Boomers will be presented to evaluate how the bonds of cooperation and solidarity of young people of generation y are formed in group relationships.

EVIDENCE CLUSTERS

In this chapter, the analysis carried out from the research applied to three groups will be presented, which contained: Group 01 – five young people, aged between 21 and 26 years, economically active, attending higher education, living in Gravataí and mutual friends; Group 2 - six professionals from a municipal and intercity passenger transport company in Gravataí aged between 39 and 73 years,

generations X and Baby Boomers; Group 3 – three professionals from a municipal and intermunicipal passenger transport company in Gravataí, young people aged between 21 and 28 years, employees with supervision and operation positions.

The analysis was carried out through a qualitative research, which according to Demo (apud DUARTE, J; 2008, p. 62-63):

> Regarding qualitative research, data are not only collected, but also the result of interpretation and reconstruction by the researcher, in an intelligent and critical dialogue with reality. In this journey of discoveries, questions allow us to explore a subject or deepen it, describe processes and flows, understand the past, analyze, discuss and make prospects. They also make it possible to identify problems, microinteractions, patterns and details, to obtain value judgments and interpretations, to characterize the richness of a theme and to explain phenomena of limited scope.

According to Lori (2004), the qualitative research approach does not use statistical instruments as the basis of its analysis process. Qualitative research is used when it seeks to describe the complexity of a given problem, not involving manipulation of variables and experimental studies. This research seeks to take into account all the components of a situation in a general and broad view of phenomena. Through it, information about the investigated phenomena is gathered with the use of open and non-directed interviews, testimonies, self-evaluation, life histories, discourse analysis and case studies.

The definition of the case study method according to Yin (apud DUARTE, M. Y. M; 2008, p. 216) is "The case study is an empirical inquiry that investigates a contemporary phenomenon within a real-life context, when the boundary between the phenomenon and the context is not clearly evident and where multiple sources of evidence are used."

Yin (apud DUARTE, M. Y. M; 2008) completes by saying that the case study method is the preferred strategy to be chosen when it is necessary to answer questions such as "how" and "why" and when the focus is on contemporary phenomena inserted in some real-life context.

Precisely because this work aims to know how the formation of bonds of cooperation and solidarity of young people from generation y in group relationships takes place, this method was chosen.

In this research, a case study was used. According to Yin (2001), involving both single-case study situations and multiple-case study situations. The techniques used to evidence the data were bibliographic research in books, articles, theses, final papers and accessed websites that address the following themes: digital social networks, generation y, groups, bonds and interpersonal relationships.

From the application of this technique, it was feasible to elaborate the entire theoretical foundation of this article.

In order to identify perceptions, feelings, attitudes and ideas of the groups analyzed regarding the subject addressed in this article, the Focus Group technique was used. The intention was to generate new ideas or hypotheses and stimulate thinking about the theme of our article.

According to Johnson (1994), the users of this technique start from the assumption that the energy generated by the group results in greater diversity and depth of responses, that is, the combined effort of the group produces more information and with greater richness of detail than the sum of individual responses. In short, the synergy between participants leads to results that exceed the sum of the individual parts.

To support the focus group, a script of open-ended questions was also used. This script of questions helps to obtain information used in the social sciences and also in sociology, communication, anthropology, administration, education and psychology that explores a subject from the search for information, perceptions and experiences of informants to analyze and present them in a structured way. (DUARTE, J; 2008)

In this work, notes were used during the application in the group, since the script of open questions was applied in a group in person.

Three groups with different ages were analyzed, with groups 2 and 3 belonging to the same company and group 1 was a group of mutual friends. The questions raised had the same focus, to understand how the cooperation and solidarity of generation y is formed in group relations.

ANALYSIS GROUP 1: GROUP OF YOUNG PEOPLE BETWEEN 21 AND 26 YEARS OLD

In group 01, five young people, aged between 21 and 26 years, economically active, attending higher education, living in Gravataí and mutual friends were analyzed.

When asked **what makes them a group of friends**, the answers obtained were that their affinities and personalities are similar, they are open, receptive and welcoming and that is why they have fun together. This gives the impression that they have been friends for a long time and that in this friendship there is acceptance, flexibility and sensitivity. They care a lot about each other and always notice when someone is not very well. To be part of their group they report that it is not so easy, because it is necessary to conquer them first, it has to work at the same frequency as them. They say that they are very receptive, but that to be part of their group you need to be similar to them and there needs to be an analysis.

To the question **"Is there cooperation in your group? And what motivates them to cooperate in a group or with other people, projects and actions?"** They answer that they like to help and cooperate, without expecting a return, but they only do it when it is something they believe in, that makes sense to them, that brings challenge, that is to participate in something new, to think and plan together. Even if they are different from people, as long as they have similarities in common, they cooperate. Because they are similar, they even think about starting a company together, focusing on the environment, without focusing specifically on profit, but on the cause.

In the question **"What is solidarity for you? Do you consider yourselves to be supportive**

people? Why?" They say they are supportive, that they usually don't expect anything in return. They care about others and sympathize just for the feeling of helping. They think that deep down people confuse solidarity with kindness, they say that if they can practice kindness they will practice, they don't think it is possible to see something happening in front of their eyes and not help. They comment on volunteer work and say that they really want to practice, but it must be something they believe in. They are willing to help with something that has to do with the environment and say they do not believe in brands that practice eco-marketing or social marketing, they do not believe that companies really help, because those who do it do not need to sell what they do.

GROUP 2 ANALYSIS: GROUP OF PROFESSIONALS BETWEEN 39 AND 73 YEARS OLD

In group 02, six professionals from a municipal and intercity passenger transport company in Gravataí aged between 39 and 73 years old, that is, members of generations X and Baby Boomers, were analyzed.

When questioning the group about **what generation Y is like in their view**, they answer that young people are eager to conquer, expect to receive things ready, do not focus on the collective, only on the "I". They are scattered, act rashly, like things easier, think they know everything and are less effective. But at the same time, they conclude that they are better able to know more, because they master technology more than they do, and this ends up making communication a little difficult. They understand that they need to know how to deal with these differences between them and young people.

When asked about **what they think the future of the company will be like with these young people from generation y**, they say that as these young people do not show commitment, or sense of collectivity and as they want better things for life and career, and want all this in the short term, they will not stay in the company, which can lead to increased turnover. They think that in any case the company will count on and need them, the knowledge of the elders, because the company needs to invest in people who stay. They also concede on the fact that although young people have more competence, they do not commit themselves in the long term.

Regarding **the cooperation of young people from generation y**, they see the y as individualistic, who like to work alone, young people without patience to work in teams, with difficulty in communicating and collaborating, they see them as immediate. They say that the y's only cooperate if it is for the sake of something different and that generates personal interest, they have little vision of the future, they want everything in the short term and so they end up not cooperating much.

The baby boomers and the X, **when they answer about the solidarity of the y**, say that young people do not get involved in solidarity actions in the company, only if they are summoned, when there are actions they do not volunteer spontaneously and those who participate are very few, most of them are

young people who work in the HR area. At the same time, they analyze and discuss whether it is not because there is no project that is interesting and challenging for the y. It is said that the Y try to get closer to them, inviting them to lunches, trying to involve them in get-togethers.

ANALYSIS GROUP 3: GROUP OF PROFESSIONALS BETWEEN 21 AND 28 YEARS OLD

In group 03, three professionals from a municipal and intercity passenger transport company in Gravataí, young people aged between 21 and 28 years, employees with supervision and operation positions, were analyzed.

On the question **how they think you are perceived by generations X and baby boomers in the company**, young people from generation y answer that they think they are seen as unstable, as not having enough responsibility just because of their age. They are not validated by them and they think that there is no dialogue or flexibility for this to exist, they think that they are seen as if they were always running over everything and so they do not give space for a conversation. They think that by speaking their minds they end up offending the baby boomers and x, but they say they don't do it on purpose, that's how they are. In the middle of these answers, they highlighted that they see the company as a family and, therefore, feel comfortable there.

In the question about how they see generation y, of which they are a part, they define it as a crazy life, in motion, without conformism, with several thoughts at the same time, agile, new things, valuing coherent discourse and practice, they say they do not tolerate speech without practice. They really like technology, but also retro things, they say they are not just labels, they identify themselves as profound. They justify this by saying that they like to have serious, long relationships and lasting friendships. They get involved in the

who believe, if they don't believe they don't get involved and this happens quickly, they don't waste time.

About the question of how and why they cooperate in the company, they say that they only cooperate if the objectives are similar to theirs and if they visualize that there will be a possible result, they say they like to help and cooperate, but they are usually not heard, sometimes they ask them to help, but to do something alone and not in a group, They understand that this is not cooperating. They say that they feel much more having to be obedient than actually practicing cooperation, and there is a big difference between the two. They say that older people are not willing to listen and when they expose what they want from them they end up being long-winded, this bothers them and they end up losing attention.

Regarding what ties they have with the company, they say that it is necessary to identify with the place for there to be a link. They say they identify with the company and its values and that's why they

work there. None of them would work in a place they don't like, this is unanimous among them. That's why they work in the company, because they like the environment, the people and the culture. They say they still have a lot to do in the company, there are many challenges, they want to help improve the company for the community.

When asked if they are supportive and how they are, they answer that they are supportive, yes, but in the company they are not the protagonists in solidarity actions. They understand that they are supportive in actions to help their neighbors, friends, to empathize with other people, to carpool for colleagues, to help in collective efforts in the work of the houses of colleagues and friends. They think they are emotionally supportive, they are willing to listen to outbursts without judgment. They care more about people than about rules. But they think they still do little in volunteer projects, they think about it, but it doesn't stop now. It's something that's in their plans.

Next, a comparison and analysis of the responses of the three groups will be carried out.

COMPARATIVE ANALYSIS OF RESPONDENTS' EVIDENCE

Based on the answers obtained from the groups, an analysis of the confrontation of the answers was carried out. To verify how generation y sees itself and acts in their vision and in the vision of baby boomers and generation x in the formation of bonds of cooperation and solidarity in groups. In this way, it was possible to list very similar views and some very different ones between the groups.

Analyzing the answers obtained from generation y in the group of professionals and in the group of friends, it is perceived that the values and beliefs are the same, they have the same understanding of bonding, solidarity and cooperation. Which leads us to believe that young people from generation y really do not differ how they behave in personal affective relationships from relationships at work, they have taken this approximation and need to seek pleasure and do what they do with passion into companies. This was cited by Cortoni (2012) in this article, when he says that "for the Y, work is only a means of satisfaction, recognition and creativity, they value their principles and are faithful to them, security is synonymous with satisfaction, work is not the main factor of personal identity in their lives."

When these young people do something with passion, something they really enjoy, they are always connected. The two groups of young people see themselves as available and supportive, ready to cooperate, but they do so only if there is meaning for them, if there are challenges, a purpose greater than the action they will participate in. They contribute if they perceive that they effectively want their participation, otherwise they are not part of it. For them, it is easier to cooperate if there is a bond. They are very critical and speak their minds, and often find themselves misunderstood and seen as people with ill will.

About these values, so much talked about by young people from generation y, according to

Phillips:

It is true that these values are not so evident if we pay attention to the options of this generation when it comes to buying, voting and doing volunteer work. Much of Gen Y buys eco-friendly products when it becomes convenient for them. In addition, volunteer rates are much higher when talking about Generation X than when it comes to Generation Ys. Certainly, time will bring the answer. This generation will be marked by their achievements, or perhaps by their disillusionment. Personally, I believe that disillusionment is unlikely. Young adults understand that "not everyone was born to be Gandhi." Leading a consistent, purposeful life is rewarding enough, as Henderson suggests in his Brazen Careerist blog post, "You can't change the world, and there's nothing wrong with that." (PHILLIPS, 2010)

Ys think they are affectionate, agile, have a taste for innovation, think they are flexible, receptive, like and value actions where the discourse and practice are coherent and do not tolerate the opposite. They do not accept the style where they are ordered and must act, they like sharing, understanding the purpose of things, two-way communication. They realize that there is a prejudice against them in the organizational environment, they do not like to be labeled because of their age. They understand that they are not heard, they are discouraged, even in supervisory positions, they think they have a lot to share beyond just learning, but that generations X and baby boomers are not willing to listen, they make pre-judgments and do not let them participate, using authority. They say that the slowness and prolixity of the older ones bothers them and as they are very anxious and agile, they easily lose attention when exposed to long-winded speeches.

Baby boomers and X see young people with many characteristics that they have, but some are placed with a tone of established preconceptions. They view generation y as frivolous, fleeting, rash, who do not get stuck, do not generate bonds, do not cooperate and want everything in the short term. They think they are individualistic and do only what they want, in search of pleasure only. According to Oliveira, "the first impression we have is that the generations are living in a time of total rupture, in which the older ones do not understand the young people, who, in turn, consider them absolutely slow and disconnected from the current reality. The increase in life expectancy contributes to the intensity of conflicts." (2012, p.102).

The baby boomers and X report that either way the company will count on and need them, the knowledge of their elders.

According to Oliveira:

Boomers and x are looking for graduation, either to update their education, or to have the degree they couldn't do when they were younger. But all this characterizes the motivation of these two generations for the possibilities of continuing in the labor market and also for the tangible meaning of maintaining their own youth. (2012, p. 74)

Analyzing the groups, two typical reactions of fear can be perceived, on the one hand, the baby boomers and X express, according to Oliveira, "the fear that the older ones develop in the face of the ideas

of young people, which usually provokes mistaken reactions and judgments, which only time can transform" (2012, p. 17). On the other side the y with a situation that:

> represents a new scenario for Generation Y, which has an even higher life expectancy, being the first generation that will easily reach ages over 90 and even 100 years old. That is why the continuous learning process is a fundamental part of the formation of today's young people, who need to consider a permanent state of development and a constant model of reevaluation of personal expectations, as they will have many more stages in life to deal with. (OLIVEIRA, 2012, p. 74)

What I realized is that there are three generations living together at the same time with similar purposes, despite the distancing of thought that seems to exist. The three characterize groups of young people in search of their ideologies and goals, at different times:

> In a way, the discourses of the rebels of the 1960s and 1970s are today models of behavior implanted in people and have as their most viable consequences the current generational conflicts that we observe in various scenarios of our society. The attitude of distancing between young people and veterans prevents true integration, blocking the transfer of learning through the right and wrong decisions that each youth has reached in their trajectory. A meeting of generations will only be possible if there is adequate understanding among young people of all ages. (OLIVEIRA, 2012, p. 19)

What seems to be happening, analyzing the three groups, is a moment of rupture, due to the lack of effort to understand. The video of Box 1824, All work and all play shows the difference between generations and what can be concluded is that the change from one generation to the next is the fact that the human being has evolved and improved over time.

It is possible to see that baby boomers as young people brought the necessary revolution to start from the basics, with rules and values that identified society at that time and focused on hard work to build a solid family, relationship with friends, society, success and prosperity. Then the X's realized that it was possible to continue thriving, but in a shorter period of time. Working hard, thinking about family and quick return, to take advantage of what they achieved at a young age, but this made them become workaholics, that is, dependent on work. Generation y, in turn, came to improve and bring relationships closer, to bring the feeling of feeling pleasure in what you do, pleasure along the way, in bonding relationships at work and in person.

In other words, deep down they are two generations that revolutionized the world living with a current generation, the millennials, who are revolutionizing the time in which they are living, just as the previous generations did. According to Oliveira, "cultural manifestations that were previously restricted to small social groups are now accessible and are part of behavioral references of the generation that reaches the beginning of adulthood. (2012.p.34)"

The big difference between the y's and the other generations is that they brought with them a tool that maximizes their voice to the world, they are not limited to generating bonds of cooperation and

solidarity only with the people who live daily in their cities or neighborhoods, they can generate bonds of cooperation and solidarity worldwide, as they have the internet as a tool for this. This increases their power of persuasion and interaction with the world, impacts and generates greater movements than the boomer and x groups accomplished.

The central question to be addressed is how to align the new expectations of young people who seek integration between personal and professional life, with the management models of existing generations, in order to transform the potential, both of veterans and young people, into innovations that help the market, increasingly globalized, dynamic and competitive and make these generations integrate, since it seems evident that they seek a common goal, to be young forever. (OLIVEIRA, 2012)

CONCLUSION

This chapter will present the conclusions that the author of this work reached from the proposed objective: to analyze the dynamics of the formation of bonds of cooperation and solidarity of generation y in group relations.

The author understands that the central purpose of this work was achieved, since it was possible to bring perceptions from authors, from generation y itself and from other generations such as X and baby boomers about how the formation of bonds of cooperation and solidarity occurs in generation y in group relationships and why it differs from previous generations.

Several factors influenced the way millennials form bonds of cooperation and solidarity, but the main factor that we conclude that impacts how the Y's carry out this dynamic in groups is the social context in which they grew up and the way they were raised by their parents and family members.

They were born during a digital revolution and the education they received from their parents was totally different from previous generations, they grew up with the option to choose, always being able to choose something that brought them pleasure and they got used to it, so they may not see themselves currently doing something that they don't like, that they don't agree with. They saw their parents and grandparents working exhaustively, arriving home late, abstaining from socializing with family and friends, often leaving them alone at home, and the return seemed to never come, as they continued to work more and more. They didn't see happiness and meaning in it, one of the reasons why, perhaps, these young people today value the path they travel much more than the end itself. And make them more sure that you need to have passion for what you do.

Ys did not grow up with different values than boomers or Xs, they have the same values, but they have been taught to stand up for their beliefs and be true to their values. And it is this impetus, which according to Oliveira "can only be seen as worn-out and unrealistic quotes, which attribute to this group characteristics such as infidels, insubordinate, arrogant and questioning, but which in fact are typical of

young people of any generation (2012). A fact that generated a communication problem and resistance to change among millennials and previous generations.

There is a mutual preconception relationship between boomers, Xs and Ys that is established whenever we come across something different from what we are used to experiencing. The most interesting thing is that the baby boomers and X generation suffered the same preconceptions in their youth and the young people of Y are going through the same moment.

According to Giardelli (2012), change is slow and structural, but it will happen. It is believed that this will soon change, but for it to happen, there needs to be flexibility and willingness of both generations to understand more deeply how each one works and thus allow more interaction and real creation of a bond of cooperation and solidarity.

I conclude that there is a paradigm in this context that needs to be broken between generations, millennials no longer fit into the old organizational model of companies, and business is no longer as it used to be. Baby boomers and X-rayons are slowly assimilating change, but they are still resisting it. Pichon (2005) discusses the breaking of paradigms saying that our experience points out, as an increasingly convincing fact, that man is not comprehensible in himself, and that the study of his mediate or immediate social context makes possible not only his understanding, but also offers a basis for a corrective operation of his maladjusted social conduct. In other words, I understand that it is necessary to analyze the entire social context, of the three generations, to understand the existing paradigms. This was reported in this article, previously when the social context in which each generation developed was addressed.

Each had challenges to modify its era associated with the existing social context: boomers brought the industrial revolution, rules and parameters, Xs brought a different way of working these rules and extended work to personal relationships, becoming impulsive about working and obsessed with quick gains (Box 1824, 2012).

Generation Y, in turn, grew up amid the speed of progress in technology, globalization, connectivity and virtuality (CORTONI, 2012). Therefore, they want to add their personality and interests to the world of work – they do not want a job for life and do not pretend to want it (MATTEWMANN, 2012). For Y, work is only a means of satisfaction, recognition and creativity, they value their principles and are faithful to them, security is synonymous with satisfaction, work is not the main factor of personal identity in their lives (CORTONI, 2012).

We are, therefore, in a time where people are no longer passive, they are publishers of the content they want, create and share, there are no consumers, but people who want to rescue the rarities of the world that social networks make available, with time, space and autonomy. "Nothing should be hidden anymore and everything is new, but with no room for error. The concept of the Ps of marketing has

changed, now it is the P of planet, people and profit. And the Cs are for content, collaboration, community and commerce" (GIARDELLI, 2012).

Finally, the author of this work believes, based on the bibliographic references studied and discussed here, and on the analysis of the responses of the focus groups, that the dynamics of creating bonds of cooperation and solidarity in the group relationships of generation y is based on the education they had at home and related to the social impacts to which they were exposed. All this discussion about generations can be seen in the formation of relationships and how each generation works in its groups of choice, whether personal or professional, observing the focus groups it is clear that relationships are established according to individual beliefs and rules that are transferred to the group in different ways, but still with great prejudice, It is easier to create closed and critical concepts for the different generation, than to seek understanding and connection between the different generations. The conflict between the generations exists, because they have not yet stopped deeply to analyze these three different social contexts in which these groups of generations were formed and try to make a connection between these histories.

The fact is that regardless of the conflict, there is a hypothesis that yes, generation Y groups are formed by bonds of cooperation, are supportive and value work and friendship for the affection and meaning that these relationships effectively give to their lives. With this information, many stigmas can be broken, enabling new forms of relationships between generations.

Thus, it is suggested for the next works a research to identify congruent points between the three generations, boomers, X and Y, which occurred in the formation of these generations, evaluating the social impact of the time and family formation to try to find an identification of objectives and values and thus envision opportunities for improvement in the relationship of the three generations, in order to make visible an alignment of purposes, generating a single force in favor of the same goal.

Finally, I bring a message to be shared, that it is essential to start reflecting on what motivates us, what brings us happiness and how important it is to enjoy what we are living in the here and now, in an intense way. With this, I bring to the end a question from the book The People Charmer – How to work your life in search of happiness and personal fulfillment, by the author Gabriel Costa, released on April 11, 2013: "How many percent of your day do you consider unhappiness? You need to be happier to be able to plan your life, it's not a planned life that brings you happiness, it's happiness that brings you a planned life." (COSTA, 2013)

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