
Summaries

'Yuppies' Marketing rhetoric or new social group?

by Paul Dekker and Peter Ester

Media reports have widely suggested that 'yuppies' (Young Urban Professionals) are becoming a major cultural and political segment in modern society. The distinct character of their social and political views is attributed to a rather unique combination of liberal political attitudes with conservative economic attitudes. Also they are believed to expose little political engagement and to strongly emphasize individual welfare. Using Dutch social survey data this paper first of all tests the hypothesis that yuppies differ from non-yuppies in terms of these political and economic attitudes. The second hypothesis to be tested pertains to the assumption that the economic and political distinctiveness of yuppies can be explained by interaction effects to their youth, urbanity and professional status over and beyond the simple additive effects of these variables. Both hypotheses are rejected. Though it is found that yuppies hold more liberal political attitudes than non-yuppies, there is no evidence for their supposed economic conservatism, greater political disengagement or stronger emphasis on individual welfare. An analysis of variance shows largely main effects, hardly two-way interactions and no three-way interactions of youth, urbanity and professional status. More restrict yuppie definitions do not change these results. Besides these analyses of single political and economic attitudes an additional analysis was conducted in order to trace possible differences in attitudinal patterns between yuppies and non-yuppies. No such differences are observed, however. It is argued that instead of yuppies being a specific social group they are part of a much broader category of young, leftist professionals which according to 'new class' theories hold liberal political attitudes.

It is concluded that media reports on unique political and economic attitudes of yuppies are for the greater part incorrect or overstated.

Youth revolt and second wave feminism: a sociological comparison

by L.B. van Snippenburg

The rise of youth revolt and second wave feminism in the sixties, and the decline of youth in the seventies are interpreted against the background of the post-war social-economic and political developments and the specific societal conditions of young adults and women during the past decades. It is concluded that the development of both salient streams of protest fits more readily into the model of 'rising expectations' (Tocqueville) than into the model of 'Verelendung' (Marx).