

Volume 1. Issue 1. 2024.

Youth

and Generation Studies

YAGS

YOUTH
RESEARCH
INSTITUTE



Editorial board

Editor-in-Chief: Levente Székely
Board of Editors: Jennie Bristow
Swikrita Dowerah
Georgina Kiss-Kozma
Journal Manager: Katrina M Hier

Contributors

Georgina Kiss-Kozma
Paul Moran
István Murányi
Fanni Radnai
Virág Patrícia Rédai
Tamás Ruff
Admilson Veloso da Silva

Contact Information

Website: ygs.hu
E-mail: info@ygs.hu

Publishing details

Youth and Generation Studies
Edition: Volume 1. Issue 1. 2024.
Published by: Youth Research Institute
Address: H-1113 Budapest, Tas vezér u. 3-7.
ISSN: 3004-2151 (Online)

Table of Contents

Hungary's Gen Z Workforce: Analysing Youth Perspectives on Employer Branding and Their Perception of the National Job Market 4 <i>Virág Patrícia Rédei & Admilson Veloso da Silva</i>	4
Should I Stay or Should I Go? Migration Potential Among Hungarian Youth 15 <i>Georgina Kiss-Kozma & Tamás Ruff</i>	15
Prejudice Among Young People in Hungary: A Possible Explanation 35 <i>István Murányi</i>	35
Top Ten Social Issues Among Youth 45 <i>Fanni Radnai</i>	45
The Impact of Crises on Youth 47 <i>Paul Moran</i>	47
Author resumes 50	50

Lectori salutem!

It was most likely in a social media post that I read some advice along these lines: dare to plan ten times greater than you first intended, for otherwise you'll regret not being more ambitious, not dreaming bigger.

Here at the Youth Research Institute, when it first occurred to us to establish some kind of platform to publish our empirical studies and analyses on youth, or, in broader terms different generations and their respective lifestyles and situations, an academic blog seemed appropriate. However, as we deliberated our plans, the concept of an international English-language journal started to form. Launching an international journal is a challenging task that comes with many responsibilities and does not in the least promise the opportunity of overnight success – but it is the mission and responsibility of researchers to pursue tasks such as these. This value is not only shared by my fellow colleagues on the editorial board – Jennie Bristow, Swikrita Dowerah, and Georgina Kiss-Kozma – but you would be hard-pressed to find any researcher who would disagree.

So then, what kind of publication will this be? Our Youth and Generation Studies (YGS) journal seeks to be a platform within the field of interdisciplinary social sciences where professionals dealing with and researching youth and generations can express their thoughts, engage in professional debates, and cooperate to expand their knowledge. The goal of this journal is to become a high-quality professional interface for the scientific discourse of youth and generations and to develop into a well-known, recognized periodical publication within the international academic community. Furthermore, YGS also aims to provide a publication opportunity for quality academic research from young academics currently pursuing their doctoral studies. Aside from research materials, YGS will publish recensions, book reviews, and conference reports that fit the theme of the journal as well.

In the first article of Issue 1, Virág Patrícia Rédei and Admilson Veloso da Silva examine the expectations of employers and the communication strategies used for employer branding from a youth perspective.

This issue of our freshly launched publication also features two studies that analyse data regarding the Large Sample Hungarian Youth Survey. This research program, notable on a global level as well, was first conducted in Hungary at the turn of the millennium; every four years since, eight thousand 15- to 29-year-olds are surveyed and representative data is collected on a wide range of topics based on their responses. Georgina Kiss-Kozma and Tamás Ruff, in their study based on the Large Sample Hungarian Youth survey data, analyse the mobility potential of young people. In another study connected to this ongoing survey, István Murányi examines the prejudices of young people in Hungary.

In addition to these studies, we have two book recommendations included in this first issue, both featuring volumes co-published by the Youth Research Institute. The first, by Fanni Radnai, describes a volume of studies addressing the ten most pressing problems concerning young people in Hungary. The second report presents an international compilation of studies as interpreted by Paul Moran, examining the impact of various crises on the youth throughout the world.

We dared to dream big with the launch of Youth and Generations Studies. And now, in the name of my fellow editors, we call upon academics within our sphere of research to join our efforts so that we can continue to dream big together!

Levente Székely
Editor-in-Chief