

Me Generation: Middle class 'are more self-centred', claims new study

 [express.co.uk/news/uk/556674/Middle-class-are-more-self-centred-claims-new-study](https://www.express.co.uk/news/uk/556674/Middle-class-are-more-self-centred-claims-new-study)



GETTY POSED BY MODEL

Working in an office makes people more self-centred claims the study

It says the rise of the “Me Generation” can be traced back more than a century to the move away from manual labour to middle class jobs.

The research found that as people became more educated, moved to cities and did less physical work, they also developed a more “culturally individualist” attitude towards life.

Evidence includes an increase in divorce rates, people living alone, the number of single child families and “individualist” words in books.

Researchers at the University of Waterloo in Ontario, Canada, used the US for case studies but believe the results apply to countries like Britain that have had similar changes.

Professor Igor Grossmann said: “As society shifted from manual labour to office jobs people gained education and wealth, both of which promote self-direction.”

This led to the growth of unique baby names which had not previously been in the top 20. The findings are published in the journal Psychological Science.