



UNIVERSITY OF GOTHENBURG

Sociocultural impact of hippies on communication

A cross-cultural comparison between Finland, Germany and the United States

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Sociocultural impact of hippies on communication – a cross-cultural comparison between Finland, Germany and the United States

Chapter 1: Introduction

This paper will investigate the sociocultural impact the hippie movement has had on communication in Finland, Germany and the United States by looking at literature and articles written on the topic and then by doing a case study on the experiences of 11 people from these 3 countries, who lived through the hippie movement.

It can be argued that communication patterns significantly changed after the 1960s hippie movement. Stone (1999) credits the social revolution and hippie movement of the 1960s for making people more open in the way they communicate with each other. The media became more open, publicizing papers and stories on married couples being unable to produce children, Woodstock, adoption, women's rights, anti-war movement, acceptance of individuality (homosexuality etc.) and gender equality (Roskind 2002).

Miles (2005) says that the anti-war movement towards the Vietnam War and other social advancements would have been unlikely to actually happen had it not been for the hippie movement. Yet mainstream media today can seem somewhat negative towards the hippie movement, sometimes mentioning drug usage and experimentation as the main achievements of the movement. Roskind (2002) refers to the 1960s as an era where certain ideas that people have been entertaining for a while, were finally brought to life. This era then left a legacy and the image of the 1960s that we, then future generations, think of today.

This thesis aims to find out to what extent the 1960s hippie movement affected people that lived through it in terms of communicating with one another and comparing the effects in a cross-cultural comparison of Finland, Germany and the United States. The objects of data collection will be people that lived through this period in their 20s or teenage years in Finland, Germany and the United States. The data would be collected through both quantitative and qualitative data collection and will take the form of interviews.

The expectation of the data collection is that the people that at the time were involved in the hippie movement have indeed been affected by the hippie movement in terms of, for example, becoming more open in the way they communicate with one another. Referring to the Five Factor Model, the term openness in this case refers to active imagination, aesthetic sensitivity, attentiveness to inner feelings, preference for variety, and intellectual curiosity when communicating (McCrae 1992).

The research question is: What is the sociocultural impact of the hippie movement of the 1960s on communication in Finland, Germany and the United States respectively? The means of this research project are looking at the changes in behavior that the people that lived through this period have

identified in their own behavior after. The hypothesis being made before the data collection is that these people will have been in some way affected by the hippie movement, in for example becoming more open in the way they communicate with one another. The hypothesis assumes that the influence has been the strongest in the United States, then Germany and the least in Finland. This hypothesis is supported by Curl (2007), Yablonsky (2000) and Stone (1999) as they all have shown that people have been affected by the hippie movement in terms of communication as well as supported the idea that the influence has been the strongest in the United States, followed by the European countries depending on their size, as well as Miles (2005), who places most of the responsibility for the creation of the hippie movement on the United States. The motivation for choosing these three countries is the fact that the hippie movement took place in all these countries and there have been significant differences in its magnitude (Yablonsky 2000), thus making it interesting to compare these three as the results are not expected to be alike.

The data collection's purpose is to collect answers from people of the right age group who lived through the hippie movement and to see if they have been in any way influenced by it, then comparing the answers of the interviews and trying to establish patterns in them as well as comparing them to what has already been written about the influence of the hippie movement on today's communication pattern. It is not the purpose of this research to purposefully look for hippies who were involved in the hippie movement but instead using people from the general population of the right age to see how the movement has affected the everyday person of today, thus being able to avoid the bias of glorifying something that they themselves were a big part of.

The purpose of this research is to use the data collected and test it against the discussion categories (communication with other people, personality and values) created specifically for this research. These discussion categories will be used to first study, then record and finally to discuss changing patterns of communication. These discussion categories were created by the researcher as none of the pre-existing categories seemed suitable for this research and no previous categories used in research about the hippie movement were found.

Thus results of how wide the impact is will merge and can be compared with the hypothesis, thus forming a conclusion and ideas for future research.

Chapter 2: Background

The word hippie originally derives from hipster, which means a person that rejects the established culture and promotes liberalism extremely, especially in politics and lifestyle. The hippie movement appeared in the 1960s in the Haight-Ashbury district of San Francisco as a protest group against the Vietnam War (Howard 1969). They did not only protest the Vietnam War but also controversy over civil rights and segregation and promoted non-violence, calling themselves flower children, a term originating from flower power, a form of anti-violent protest, putting a flower in a gun as a protest (Henckel 2009).

The hippie movement can be defined as a subculture. According to Eriksen (1980), a subculture is a culture that brings together like-minded individuals who feel neglected by societal standards and allows them to develop a sense of identity. The starting point of a subcultural approach is the

observation that an individual comes into contact with suspects that have more influence than others. Generally speaking, the tendency is for cohesive subcultures to develop within the subordinate classes, while counter-cultures develop within the dominant culture. Subcultural expressions are one way that oppressed individuals find to cope with the pressures of their alienation and find someone they can connect with. Sub-cultures can be characterized as focusing around certain activities, values and uses of material goods and spaces, which differentiate them in certain significant ways from the broader cultures. Four specific modes of expression have been identified as primary elements of sub-cultural style: dress, music, ritual and language, all of which are prominent in the hippie subculture (Eriksen 1980).

Numerous of the first hippies were young, mostly white, people who were fed up with the values and religions of their parent and wanted something new (Allen 1968). The hippie movement thus grew out of the frustration of wanting change and out of the need to be listened and heard. The general image of the hippie movement often involves drugs such as marijuana and LSD, which they believed provided self-awareness and enlightenment, and used them to explore and expand their minds and break free of societal mind control (Henckel 2009). Drugs provided a social rebellious ritual for these young people; a way in which they could relieve undesired feelings of anger and aggression (Allen 1968). However, they also promoted the liberal values of democracy, socialism, war, poverty, women's rights, civil rights, youth's rights, and the environment who were involved in nonviolent demonstrations (Curl 2007). This essay's goal is thus to explore the impact that the hippie ideology has had on the way we communicate today.

Hippie symbols purposely reflected a rebellious and disorderly style. Hippie values included being young, radical and rebellious, promoting non-violent anarchy, sexual exploration; nonconformist political, spiritual and eastern religious beliefs, fashion, music, and art; and drug use and all in all practices that were not generally socially accepted (Leland 2005). The hippies created communities where they isolated themselves and focused on psychedelic music and creating the sexual revolution (Henckel 2009).

The hippie movement can be seen as a movement created by liberals and one of the most history defining social movements of its time, especially considering its anti-war peace movement, where the hippies show their displeasure with the war with non-violent protests, love-ins, music, and anti-war marches (Miller 1999). The movement reached its peak in 1965 and started to disappear by the early 1970s, giving way to other movements (Howard 1969). By the mid-60s, the hippie ideas of open sexuality, love, peace and drug experimentation had reached hundreds of thousands of people world-wide (Miell 2005). The hippies at the time were around 15-25 and during the 1967 summer of love, many festivals were born spreading the messages of peace, love, music and poetry. One of the most recognized of these is the Woodstock concerts, where legends of today such as Jimi Hendrix and Janis Joplin played (Howard 1969).

These days the hippie values affect today's music, art, literature, fashion, food, and culture, and their nonviolent anarchy and avocation of diversity has become widely accepted (Miller 1991). Overall, the hippies can be seen as pacifists who want to free themselves from societal restrictions and materialism, choose their own ways, and find new meanings to life (Henckel 2009). However, I

would state that the hippies originally wanted to be a counter culture more than a sub culture as they could thus create a bigger impact. By the early 1970s many of the original hippies got serious jobs and moved on with their life but the influence, ideology and beliefs remained.

As human-to-human communication of the post-1960s of today has been affected by the 1960s (Miles 2005), there is an opportunity in this paper of hearing of it from the people that actually lived through this period of time and to ask them if they feel as though their communication patterns have developed since then and if so, in what ways. Based on the literature studied for this paper, the hypothesis being made before the data collection is that the communication of the people interviewed will have been in some way affected by the 1960s hippie movement.

The hippie movement has also been stated to have affected other social movements. An example of this would be the punk movement of the 1970s. The punk movement shared common ideals with the hippie movement, such as their distaste for the mainstream and many of hippies became punks as the hippie movement started to fade away and give way to the punk movement originated in the UK (Dunn 2008).

Similarly to the hippie movement, punks were affected in the way they communicate through becoming more aware of what was happening in the world through political events and thus forming their own strong opinions on these events. Both movements also taught their followers about tolerance in terms of communication through learning about differences in socioeconomic classes and different races. Both movements had a view on communication that was different- they suggested that a person could do things themselves and did not need to follow authority's advice but instead challenge dominant forces and social norms. Neither of the movements was defined by their music but by what ideals the movements brought forward as a whole (Dunn 1980).

The communication of the hippie movement grew more aggressive in the punk movement but the ideals remained the same. Both movements wanted to challenge the authority and media that had become the foundation of the political and social order at the time. They also provided a possibility for young people to join a group and break away from the different ways people were becoming alienated during in the society. For many of these young people, confirming to the politics and economics of the society was a great struggle and they "constituted everyday life by the separation of the activities of professionals and intellectuals from the residue of everyday life e in work, family, and leisure" (Dunn 1980). These movements offered a way of communicating, a way for their voice to be heard and a way for them to be influential and to participate. It was a way for these young people to ask "Why?" and then to actually do something about it (Dunn 1980).

The punk movement has been introduced in this paper as an example of a social movement that has been influenced by the hippie movement and which has also influenced communication, thus suggesting that the hippie movement also might have. Savage (1992), Lull (1987) and Wicke (1990) all state that the punk movement was a direct result of the atmosphere following the hippie movement. All three authors consider both movements as having been influential on communication and Wicke (1990) also states that the punk movement followed in the footsteps of the hippie movement, only being more violently loud in communicating their opinions. Savage

(1992) considers the hippie movement to have been more influential in terms of communication than the punk movement since it was more war-orientated and thus more appealing to people. However, Brake (1980) mentions that both movements have had lasting consequences on today's communication, thus showing that motivation for this research exists.

Tetzlaff (1991) also states that social movement such as the hippie and punk movements have had lasting effects on today's interaction. I thus conclude this background section by stating that human-to-human communication of the post-1960s of today has been affected by the 1960s (Miles 2005) and the interviews that will be conducted can be used as a tool in hearing of it from the people that actually lived through this period of time and to ask them on its communicative influences. Based on the literature studied for this paper, the hypothesis being made before the data collection is that the communication of the people interviewed will have been in some way affected by the 1960s hippie movement. This paper will test the hypothesis that the communication of the people interviewed will have been in some way affected by the 1960s hippie movement.

Chapter 3: Research Methods

3.1 Research approach

Both qualitative and quantitative research methods have been used in this study. This method was deemed appropriate because the idea was to have actual long conversations as interviews for the research in order to be able to ask a lot of questions from each person in order to really understand their experiences as well as then using statistical analysis on the simple answer questions in order to establish a pattern in the answers. Most of the questions asked were quantitative but qualitative questions were also included since qualitative research focuses on collecting verbal answers from interviewees' in-depth interviews in lesser quantities (McNeil 2005), it seemed to fit as a part of this research as well since the number of interviewees was 15.

Another reason why qualitative research was included in addition to quantitative was that it is subjective (McNeil 2005), meaning that it seeks to understand human behaviour and reasons why this behaviour occurs and in this research it was important that the interviewer would focus on interpreting and understanding the interviewees from their subjective point of view, focus on what the interviewee had to say and to try and understand why people think a certain way. Both types of research were included in order to obtain in-depth information from the interviews as Guion (2012), also states that collecting in-depth longer interviews can lead to the collection of rich information leading to development and evaluation, which was the goal of this research.

A total of 11 people are interviewed in this research, which in terms of data cannot bring forward a strong statistical conclusion as the sample size is small. However, even though the quantitative sample is not large enough to yield conclusive results, it can be combined with qualitative questions and compared against the factors that support the hypothesis such as the background research and other studies, the researcher's reasoning and other background information, which will then show to which direction quantitative research points- whether it supports the hypothesis or not. Qualitative

questions such as “Do you have any memories or events of the 1960s that include the hippie movement?” were included among quantitative questions because qualitative questions can allow the interviewee to describe what is meaningful or important to him or her using his or her own words rather than being restricted to predetermined categories (Sewell 2013). These questions also allowed to interviewee to reminisce, making them feel more relaxed as well allowing the research to ask follow-up questions and ask for more detail, make sure the interviewee understands the question right and also to explore interesting or unexpected ideas or themes raised by participants (Sewell 2013).

In case the results obtained turn out to be interesting and relevant at the end of this paper, this study can be used as a model in conducting a similar research with a larger sample size in order to test the hypothesis mathematically. The questions used in this research have been divided into three categories to first study, then record and finally to discuss changing patterns of communication.

3.2 Data sources

It was not a feasible option to do focus groups as the people interviewed all lived abroad and in different countries, thus the interviews were conducted separately on Skype. A limitation of the interviews was that they were unable to be conducted in person. The researcher grew up in Southeast Asia and attended international schools through which long-lasting friendships have been made, making it easier to find other nationalities to interview for this paper. The people interviewed from Germany and the United States were relatives and friends of relatives of these friends from international schools, as the interviewees needed to be of the right age group so that they would have lived through the hippie movement. Being from Finland the researcher was able to find the people from Finland herself and interviewed her relatives and their friends.

3.3 Data collection method

The data was collected through Skype interviews where the researcher used the form shown in Appendices 1-15. The form was used as an aid in collecting the most important information gathered from the interviewees and also in order to make sure that everyone was asked the same questions from each topic to make the comparison of countries effective and in order to show differences in patterns. The division of the respondents into three groups based on their country of origin in some questions is beneficial because it lays out a common ground for this amount of data (Karlsson 2002).

Selecting the right questions to ask these people were important since the interview was long and the researcher had to avoid seeming intimidating, as McNeil (2005) suggests. The questions were thus designed to appear friendly and the people were informed from the beginning that the researcher was using the information for her Master thesis. As the questions should also acknowledge the limits of the respondents (McNeil 2005), the questions were designed in a way that would give the person responding them free reign to answer in a long manner if they chose to. The idea was that they would thus dig their brain for memories that could have been lost if the

process was rushed. Since the right language is important to use in a questionnaire (McNeil 2005), the questions were designed as open, friendly and easy to answer. Care was also put on the conduction of the interviews and they were made personal and individual as it can make it easier to understand the people being interviewed (McNeil 2005). All questions were designed in a non-rushed manner, giving the interviewee time to think and freedom to speak as they wished.

3.4 Data analysis and Limitations

Excel was used to create the tables, calculus, charts and graphs of the data as it is a great tool for these type of simple calculations included. Pie charts, graphs and tables have been used to illustrate the data. According to Taylor (2008), eye-catching reports can be made with Excel quickly and easily, which was the case with this thesis as the graphs and pie charts are simple but present the information clearly. The tables have been used to present the data again in order to make it clearer for the reader. Pie charts have been used in the simpler questions.

The advantages of this type of research are that the data collected is easy to interpret, easy to collect and provides a clear overall look into the topic. However, a limitation of this research was the fact that the 1960s happened a long time ago and it is possible that the people interviewed have edited their memory. To limit this, the researcher needed to present a true picture of the phenomenon in question, provide sufficient detail in what she means by her questions and ask the interviewees to specify their answers enough that it makes really think about them (Shenton 2003). Furthermore, to limit this the research avoided interviewing dedicated hippies who had been heavily involved in the movement and instead focused on finding people whose background with hippies was not as hands-on.

An advantage of this data collection method as opposed to for example an e-mail survey was the fact that the researcher was able to explain a question if the interviewee did not understand or ask follow up questions if the interviewee's answer brought such to mind. As open-ended questions can be beneficial as they give the person more freedom to speak and can make them reveal more about the topic (Karlsson 2002), they were also used. Because of the topic of the research, it was unclear beforehand what kind of changes the people interviewed would identify. Thus it was important to design the interviews in a friendly conversational way so that people would not find the questions too personal and that they would be able to answer the questions (McNeil 2005) and feel as though they were having a normal chat about the topic and nothing too official.

Even there only 4 interviews were conducted, each interview required a lot of thought and hours of time both the interviewer and the interviewees found the topic very interesting and were able to talk about it for a long time. Each interviewee that was chosen had a certain level of passion for music, which made it easy to spark an interest in this particular topic.

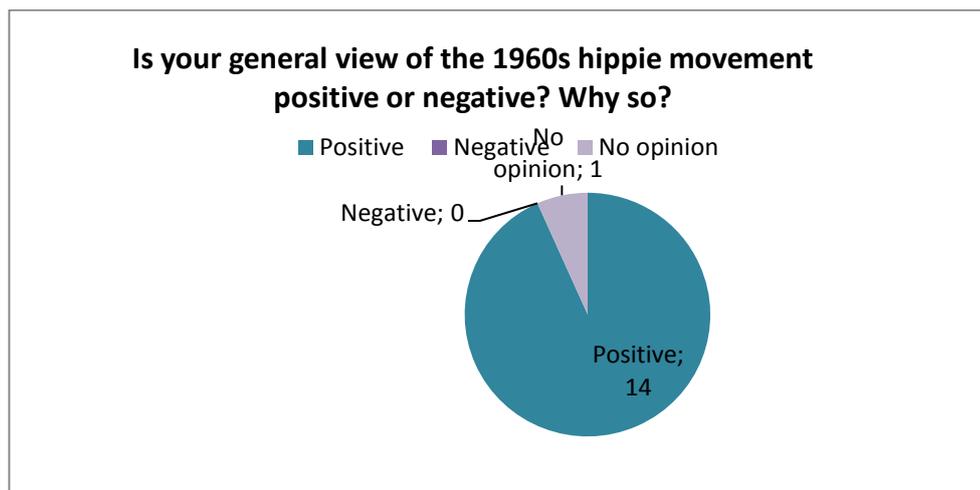
Chapter 4: Results

The data was collected through 15 in-depth interviews via Skype. All interviews took over 2 hours to complete. All interviewees were over 55 years old and they were both male and female. All of them had an interest in history and music and spoke excellent English. Four of the people interviewed were German, four American and seven Finnish, ten being male and five being female.

The focal point of the interviews was in first openly listening to the stories of the interviewees about hippies and then asking them specific questions. Thus the first part gave insight into what kind of questions should be asked and if some should be left unasked from a certain person. The conversation was not provoked in any way as it was not needed as there was no problem in retrieving information from the respondents as they seemed to be interested in the topic.

The results presented in this section are divided into themes as the questions were also in themes. Some of the questions are also divided per country in order to highlight the differences in the countries. First general opinions were asked and thereafter the specific themes of communication with other people, personality and values were investigated.

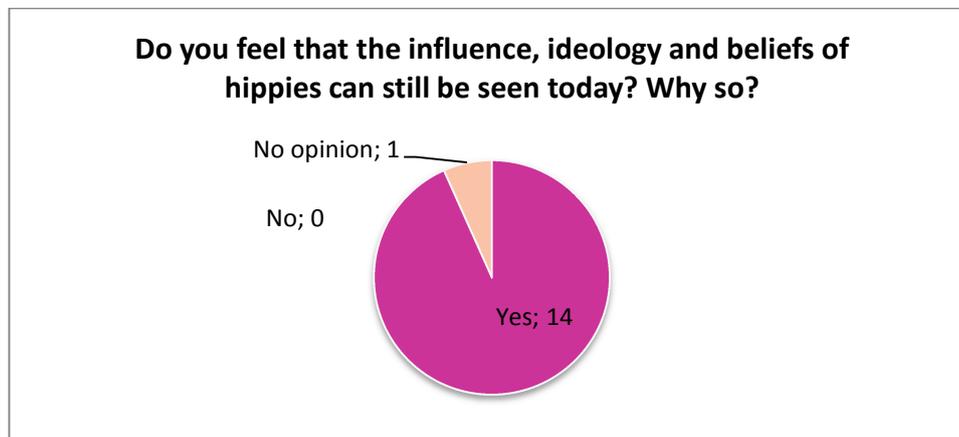
Figure 1: General view of the hippie movement



The figure above shows that 14 out of the 15 people interviewed had a general positive view of the hippie movement. The one person who answered no opinion, was one of the Finnish people interviewed, who did not have any experiences with the hippies in general. Thus his view was neutral and shows that none of the people interviewed had a negative view of the hippie movement, which suggests that the effects that followed from the hippie movement could be stated as being mostly positive, as otherwise the people interviewed would have most likely had had something negative to say about the movement in general. However, the responses could have been positive because the people interviewed have romanticized the movement and not made a connection between possible negative consequences that could have arisen from the hippie movement, instead of letting nostalgia influence their main view of it as being positive. It is for this reason that this question was added into the questionnaire and also why it is important to now afterwards highlight this result as it can be helpful in explaining other results that may follow. None of the people

interviewed saw the hippies' accomplishments as having happened because of the use of drugs. Concepts that the movement brought to mind were music, being free of the norms of society, universities, demonstrations, Woodstock, fashion and being someone who made something out of themselves

Figure 2: General influence

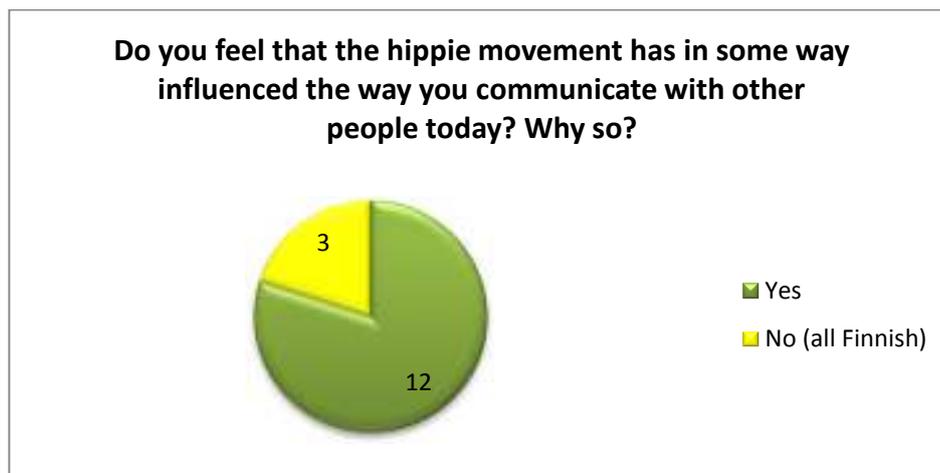


In this case, influence refers to social influence, explained by Turner (1991) as a way in which an individual's thoughts, actions and feelings are influenced by social groups. Ideology refers to a set of conscious and unconscious ideas which combine our actions, goals and expectations (Rehmann 2007). Beliefs refer to a state where you place confidence in a person or a thing; an opinion or a conviction (Schwitzgebel 2011). As was the case with the positive/negative view of hippies, 14 out of the 15 people interviewed felt that the influence, ideology and beliefs can still be seen in today's world except for the same one person, who had no opinion on the subject due to lack of experience in the area. The important aspect in this question is the fact that it mentions three significant areas of interest: influence, ideology and beliefs- yet all of the people except for the one have agreed that *all three* are still apparent in today's world. Since the people interviewed were not specifically hippies, this question agrees with the researcher's hypothesis that the effects of the hippies movement can still be seen today, as everyday people are surrounded by their influence, ideology and beliefs still today.

4.1 Theme: Communication with other people

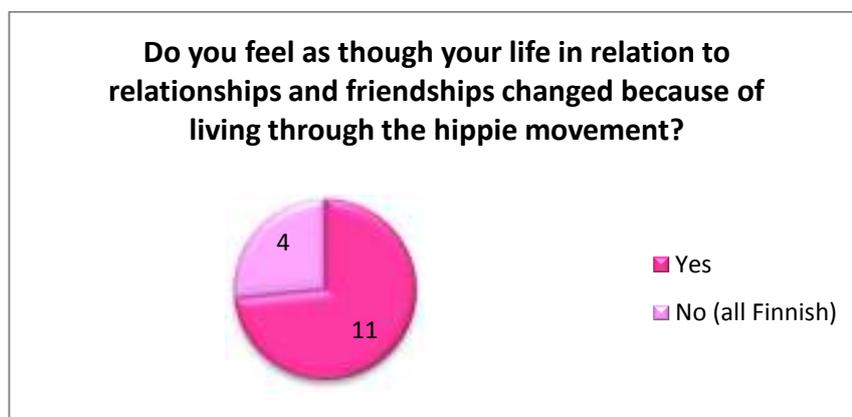
The subcategories upon which this theme builds its questions from are person-to-person communication, its openness, friendships and music as a communicative tool. In reference to the introduction section, the term openness in the case of these questions refers to active imagination, aesthetic sensitivity, attentiveness to inner feelings, preference for variety, and intellectual curiosity when communicating according to the Five Factor Model (McCrae 1992).

Figure 3: Influence of hippie movement on communication



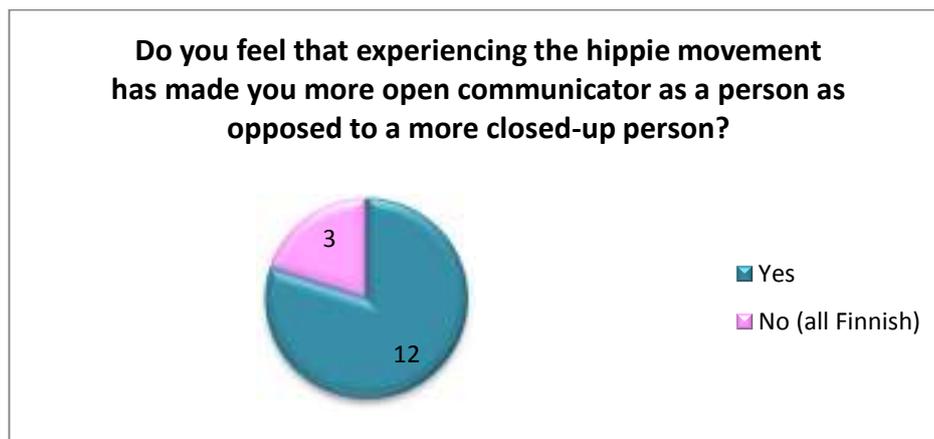
3 out of the 12 people interviewed did not feel that the hippie movement had influenced their communication. They were all from Finland, which reflects on the hypothesis that the least amount of influence on communication would be in Finland. The people of other nationalities all agreed that their communication had been affected by the hippie movement.

Figure 4: Relationships and friendships



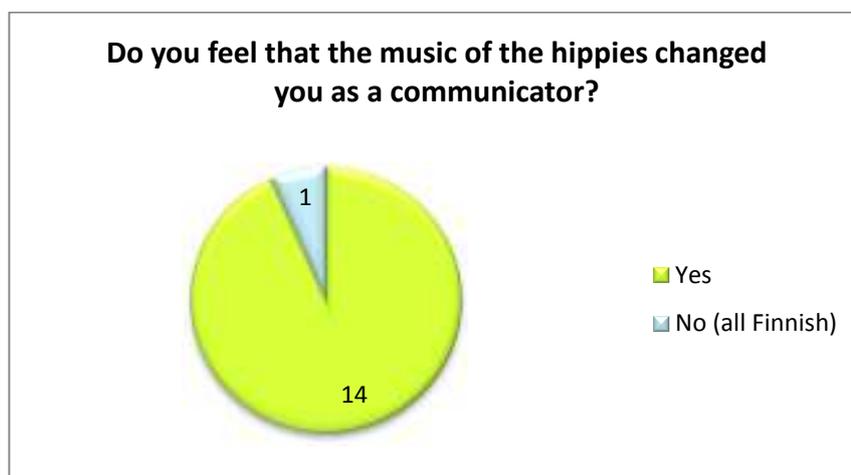
These 11 people agreed with were openness, tolerance, finding it easier to talk about things openly, communicating when they have problem, finding it easier to make friends, seeking help and being more social. Three people also mentioned being shy as a child and changing later during their teenage years to adulthood. This question also highlights the previous answers since communication has definitely been affected in 11 out of 15 people. All 11 people who answered yes had formed significant relationships after the 1960s and found there to be link between their experiences during the 1960s and wanting to find a suitable partner with similar views.

Figure 5: Influence of hippie movement on openness as a communicator



As a follow up to the previous question on communication with other people, the people were asked about their openness as communicators. As was the case with the previous question, the same 3 people from Finland did not see the hippie movement as influencing them in this area, whereas the other 12 did see an influence. These 12 people stated that their openness had indeed improved because of the hippie movement and thus supporting the researcher's hypothesis. Overall, the most important result of the interviews thus far was that *"openness and communication towards other people improved as a result of living through the 1960s hippie movement in the USA, Germany and in some parts of Finland."* Two people also mentioned having attended Woodstock being a huge landmark in their life and one described as the best experience of his youth, stating that *"this experience has made them a more open communicator"*.

Figure 6: Music of the hippies as a communicative tool

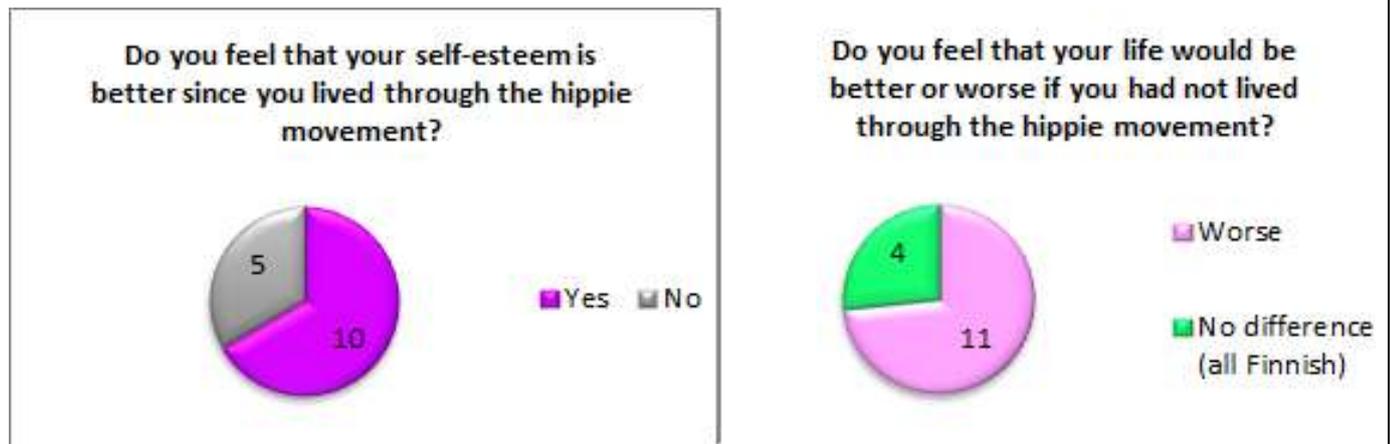


All but one of the interviewees found there to be a huge connection between music and the way they are as a communicator today, as the music had been *"a very significant part of their youth"*. They all spoke of the music of that time with nostalgia and 11 of these people still listened to the same music today, however not as often as back then. This relates back to Figure 2 and shows the ways of the hippies are still alive among us today.

4.2 Theme: Personality

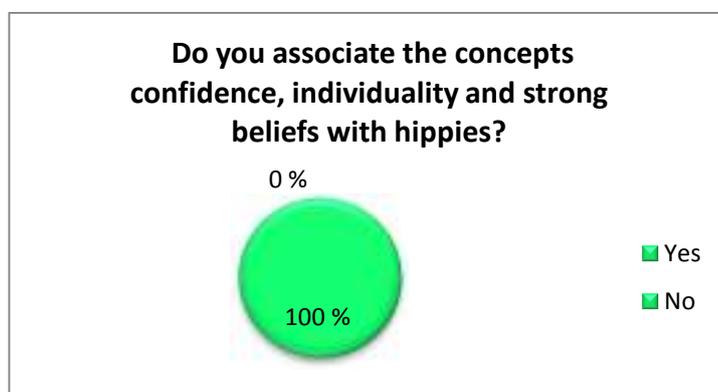
The created subcategories for this theme are self-esteem, individuality & own beliefs and stress in relation to communication. These categories were created in order to gain a better understanding of changes that might have happened in the personalities of these people through their experiences with the hippie movement.

Figure 7: Effect of the hippie movement on self-esteem and quality of life



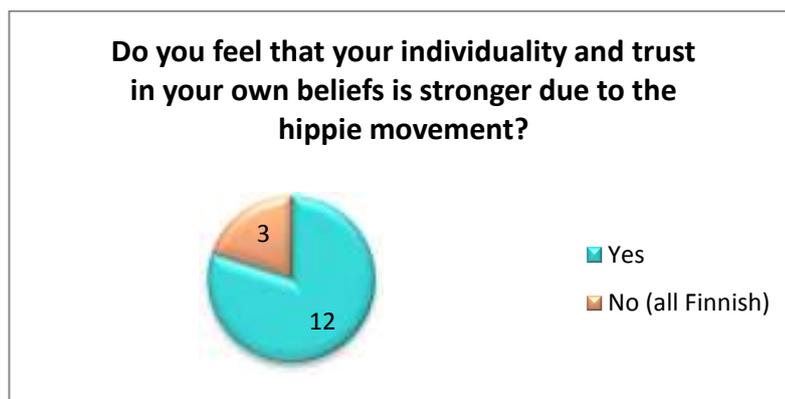
The figures above display the answers to the question on whether the respondents felt their self-esteem and life had improved. These figures have been combined to show correlation between the two questions and a cause and effect relationship from better self-esteem to a better life. The results to the questions were also very similar even though not exactly the same: 10 out of 15 people felt that their self-esteem had improved and 5 people, all from Finland, did not feel that there had been a change in these areas. 11 out of 15 people felt that their life was better because they had lived through the hippie movement and 4 did not see a difference. A total of 5 people mentioned that it was hard to pinpoint what the cause of these changes had been so their answer was an educated guess. Furthermore, 10 out of 15 and 11 out of 15 are already enough of a positive result to show an indication of an effect of the hippies on communication.

Figure 8: Effect of the view of certain concepts



The figure above shows that 100% of the respondents associated the concepts confidence, individuality and strong beliefs on hippies. This question was asked in order to bring forth any negative opinions on the hippies but the answers were all positive and even the people who did not have much experience with hippies felt a connection between these concepts and the hippie movement. Associating these concepts with the hippie movement also shows that when communicating about these topics, people draw from the hippie movement, which shows influence. As Figure 1 showed, none of the people interviewed saw the hippies' accomplishments as having happened because of the use of drugs.

Figure 9: Effect of the hippie movement on individuality and trust



Out of all the people questioned, 12 people out of 15 felt that their individuality and trust in their own beliefs improved because of the hippie movement. This is a difference to figure 7, where 4 and 5 people disagreed whereas now only 3, showing that these concepts were strongly associated with the hippie movement among the interviewees. A significant result in this questions was that a total of 9 people who answered positively found that *“living in the 1960s had strengthened their sense of individuality and trust in their own beliefs”* as well as agreeing that this was a direct result of *“seeing hippies be exactly who they wanted to be and spread a message of individuality which then had rooted in the beliefs of these young people at the time”*. Since the people interviewed were not hippies but more of the general population, 9 out of 12 people stating that they became more of an individual and more trusting in their own beliefs, is a significant result as it shows that a majority of the general population would have been subjected to these influences without even seeking out hippies and their values.

Figure 10: Effect of the hippie movement on stress

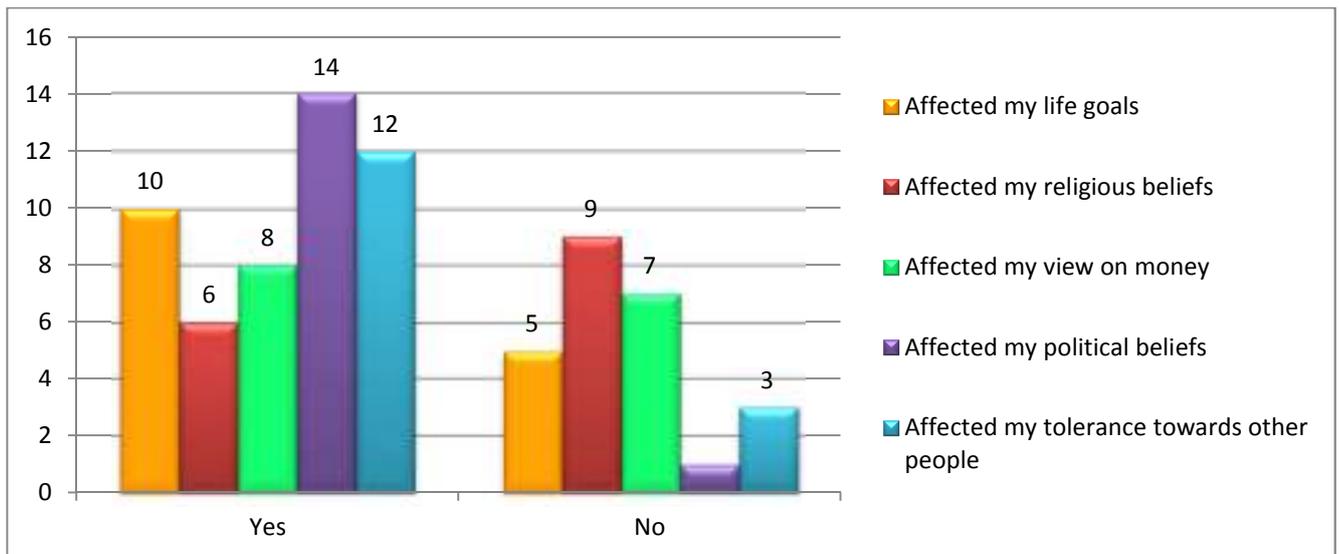


As the figure above shows, 10 out of 15 people felt that they were more relaxed now than when they were younger and more able to deal with stress. Five of the interviewees did not see a link between these two variables. The interviewees were also asked if they have ever felt as there had been a link between the hippie movement and mental health or other stress-related health problems they had experienced and none of them saw a connection between the hippie movement and stress-related health problems, showing that stress had not been increased by these experiences.

4.3 Theme: Values

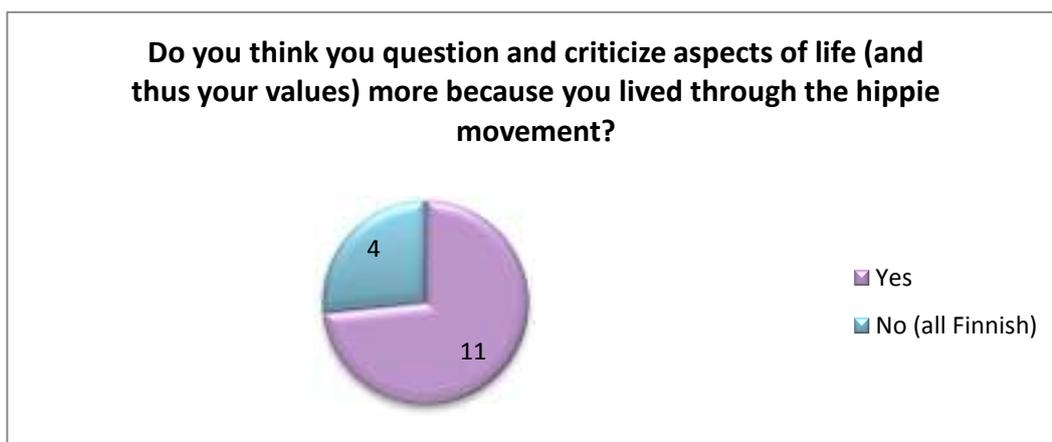
The subcategories that were used to separate this section were religion, money, work, life goals, tolerance, drugs and political beliefs. The aim of this section was to find out if the interviewees feel differently about these areas of interest since having lived through the 1960s hippie movement. Thus by asking questions about changes in their personality in theme 2, this last theme digs even deeper in the sense that it looks into the values that make a person who they are and tries to investigate if there is a correlation between the values that shape the way these people communicate and their experiences from the hippie movement.

Figure 11: Effects of the hippie movement on personal values



This graph combines all the main personal values of interest in this case and sees whether they have been affected by the hippie movement in these people and thus the way they communicate. The left side columns reflect the yes answers and the right side answers reflect the no answers received. The only area where there were more no answers was religious beliefs, which shows that these do not seem to have been greatly affected by the hippie movement in the minds of the interviewees but there might have still been an impact, only not a large one. However, the majority answered yes to everything else: views on life goals, money, political beliefs and general tolerance towards other people. The highest number of yes answers was to political beliefs, were 14 out of 15 saw the hippie movement affecting the way they communicate about the area. Therefore, the hippie movement has greatly affected these areas of communication.

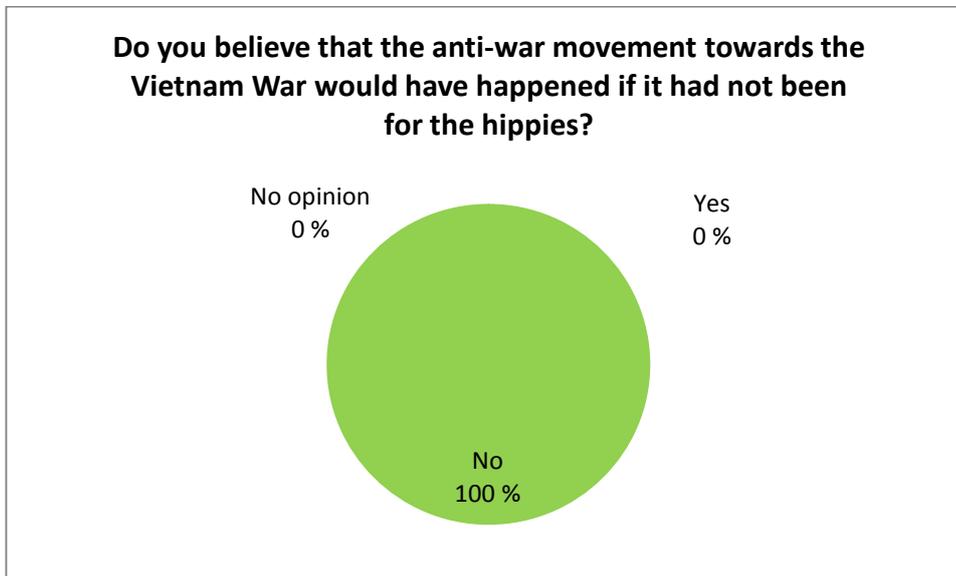
Figure 11: Questioning and criticizing life and values



The figure above shows that 11 out of 15 people answered felt that the hippie movement had made them question and criticize their life and values more. The general view among the interviewees

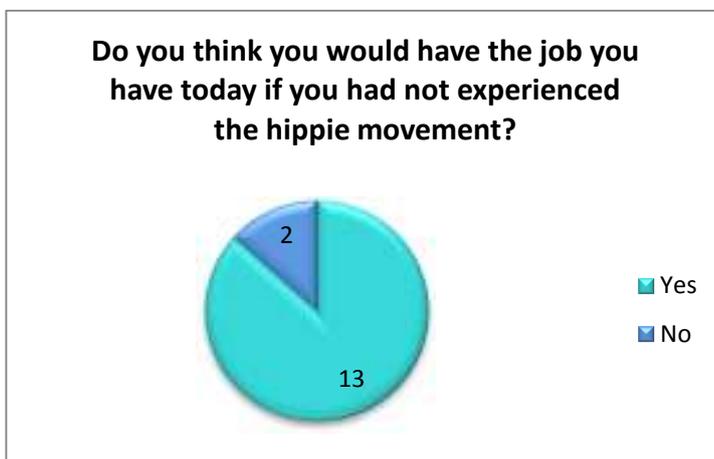
was that in terms of values and ideology “the 1960s hippies had taught each person how to question things more”.

Figure 12: View of the cultural impact of the hippie movement on communication



100% of the people interviewed agreed with the statement that “the 1960s would not have been as significant culturally had it not been for the hippie movement”. 100% also credited the anti-war movement and thus the ending of the war on the effect of the hippies.

Figure 13: Influence on choice of profession

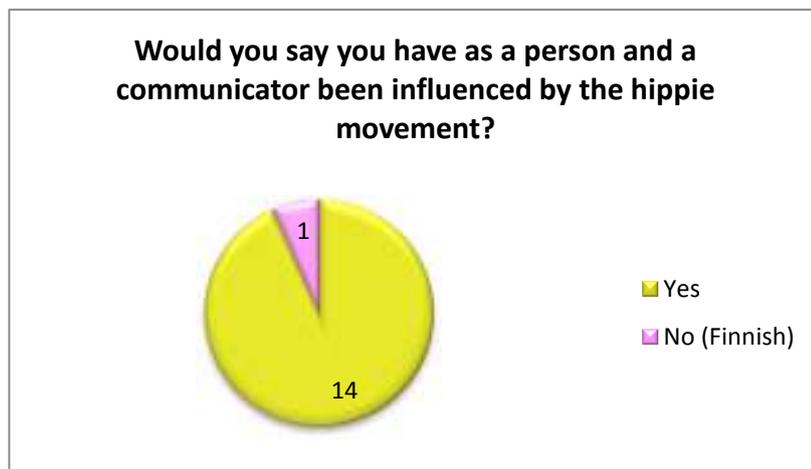


This question was not expected to receive as many positive answers as it did. The goal was to see if anyone at all would have been influenced by the hippie movement in choosing their choice of profession. Surprisingly, two people had been influenced and said they would probably not be working in their current job had they not experienced the 1960s as both two people were musicians and had been “heavily inspired by the 1960s”. With exception to the two people who credited their choice of profession to the 1960s, there were no significant life goal changes among the

interviewees. This result was surprising and could have occurred randomly due to the selection of people since two happened to be musicians.

To sum up: An overview question

Figure 14: General influence of the hippie movement on the person as a person and a communicator



This question was added to the end of the interview to bring together the whole essence of the information received: whether communication has been affected by hippies. 14 out of 15 people answered positively, the one answering negatively being the person who had no experiences of hippies. Thus these interviews have overall shown that the hippie movement has influenced the communication of these people.

Chapter 5: Discussion

In terms of the differences between countries, the German respondents and American respondents have been equally positive about the hippie movement with no great differences in the countries, whereas in the questions where there have been negative answers, these have been the answers of the Finns. This supports the hypothesis which forecasted that the influence has been the strongest in the United States, then Germany and the least in Finland as supported by Curl (2007), Yablonsky (2000) and Stone (1999) as they all have shown that people have been affected by the hippie movement in terms of communication as well as supported the idea that the influence has been the strongest in the United States, followed by the European countries depending on their size. The results have also supported the claim that the movement has been strong in Germany and the United States (Miles 2005) even though there have been differences in magnitude.

Almost all of the respondents have generally been positive about the hippie movement influencing communication patterns and given indication that it has been influential in their communication and as a social movement it has thus had lasting effects on today's interaction, as Tetzlaff (1991) has previously suggested. As Savage (1992), Lull (1987) and Wicke (1990) have suggested, other social

movements have followed after the hippie movement as the hippie movement has been communicatively influential.

The interviews concerning the first theme, communication with other people, showed that all interviewees agreed that the hippie movement was very significant for them and that the 1960s would not have been as significant culturally for them had it not been for the hippie movement. Their statements supports Yablonsky's (2000) statement on placing great responsibility of the significance of the 1960s on music and the hippies and Wicke (1990) placing responsibility of challenging societal norms on the hippies.

The fact that most of the interviewees feel that they find it easier to talk about things openly and to communicate, when they have a problem, due to growing up among hippies gives further indication in support of the hypothesis of the hippie movement influencing communication patterns. The fact that the majority of the interviewees stated that making friends, seeking help, which Howard (1969) also emphasizes, and thus being more open is easier for them nowadays than it was before their experiences with the hippie movement, also supports the hypothesis since these are positive effects made on communication patterns. This positive image and experiences people have had of the hippie movement supports Savage (1992), who points out that the hippie movement was so influential because it questioned the need for senseless war and was very appealing to people.

Furthermore, since 8 out of 3 interviewees stated that they feel they have become a more open communicator because of the hippie movement, might be an indication that the hippie movement has influenced the communication patterns of people, thus answering positively the research question of this paper. This sample size is not large enough to give significant results representative of the population; however the findings are interesting enough to give encouragement for further research on a larger sample size.

In terms of the second theme, personality, the interviewees show that living in the 1960s had strengthened their sense of individuality, trust in their own beliefs and made them less stressed about everything, which thus would ultimately strengthen their communication skills by making them more confident and able to express themselves, as Lewis (2013) has previously argued. The fact that the interviewees place responsibility for these positive changes on witnessing the hippies being confident individuals gives indication that the hippie movement can be said to have been influential in creating better communicators, thus supporting Henckel (2013).

In terms of the third theme, values, interviewees have stated that the hippie movement taught them how to question and discuss things more, which can be beneficial in terms of effective discussion with other people, suggesting that there has been some influence on the way they communicate. None of the interviewees had gone through significant religious changes after the 60s and had not experimented with religion in between. However, the hippie movement had changed their communication in the areas of life, money, politics and tolerance.

The people who had changed in they communicate in terms of tolerance, said that they were more tolerant towards other people in terms of race and religion as they were before the 1960s when communicating with someone with a different race or religion. None of the interviewees had

become pro-drug use because of the hippie movement but none seemed to judge other people who are either. Issitt (2009) says alcohol and cigarette consumption was vast in the 1960 and the interviewees agreed but none of them had problems with either today and only 2 out of 11 were smokers. 2 out of 11 had tested illicit drugs in the 1960s but not made a habit out of it as has been previously suggested by Jacobs (2012) and Curl (2007), who suggest that drug experimentation in the 1960s was mostly left at experimentation.

Brake (1980) has stated that the hippie movement as a social movement has lasting consequences on today's communication. A total of 15 people from three different countries were interviewed in this research, which in terms of data cannot bring forward a very strong statistical conclusion as the sample size is small. However, the quantitative results have been shown to support the hypothesis supported independently in terms of background research and other studies, the researcher's reasoning and other background information, showing that the data collected is interesting and relevant despite not being statistically conclusive. The results have also been analyzed first with only 11 interviews after which the number was increased to 15 interviews, which did not make a significant difference in the statistical results and the data collected was still supportive of previous research, background information and the researcher's reasoning.

Chapter 6: Conclusion

The research method has been deemed suitable for this work. If a similar study were to be done again, the aim would again be to find local people that could possibly be interviewed again if needed. In the case of this age group, finding local people was unsuccessful. Interviewing these people over Skype did work but it would have been beneficial if certain questions could have been talked about again for the sake of finding out more. If these people had been local, calling them would have been easy but that was not the case this time as a Skype time had to always be set up and even then time difference was a factor to consider. Other than this aspect, the research method worked and was suitable for this research.

However, this sample size is not large enough to give significant results representative of the population even though the results of the sample support the hypothesis. The findings of the case study are still interesting enough to give encouragement for further research on a larger sample size to be conducted. The quantitative results presented in this paper have been shown to support the hypothesis supported independently in terms of background research and other studies, the researcher's reasoning and other background information, showing that the data collected is interesting and relevant despite not being statistically conclusive.

The results have supported this paper's hypothesis of communication patterns having been affected by the hippie movement in a positive way. The results have also supported the hypothesis by giving indication of the fact that people's communication patterns have changed and thus suggested that people live with them in today's time, which highlights the significance of the 1960s.

Chapter 7: Ideas for future research

Since this sample size is not large enough to give significant results representative of the population even though the results support the hypothesis, the findings of the case study are still interesting enough to give encouragement for further research on a larger sample size to be conducted. This study can be used as a model in conducting a similar research with a larger sample size in order to test the hypothesis mathematically.

It could also be interesting to compare a hippie's and a person opposing the hippies perspectives on the changes that they are responsible for, as well as comparing whether there is a difference in how men and women perceive this movement's legacy. How big of a role music played in the communicational influence of the hippies could also be studied as well as finding it what was responsible for the sense of community in the hippie lifestyle- what made the people want to join together. Hippies influence in terms of other social movements such as the 1970s punk movement could be investigated as well as how the hippies behaved against the properties and functions of the system and to what extent where they responsible for the ending of the Vietnam War.

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Appendix 1: Interview 1, Finland

Interview Form

Name: Tapio Vuori

Gender: Male

Age: 64

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

No view

2. What words does the word hippie bring to your mind?

Nothing

3. Do you have any memories or events of the 1960s that include the hippie movement?

No

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

No view

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

No

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

No

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person?

No

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person?

No

10. Do you still listen to the music of the 1960s today?

No

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

No

12. Do you feel that your self-esteem is better since you lived through the hippie movement?

No

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?

No

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies?

Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

No

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

No

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

No

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

No

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: No

-Religious beliefs: No

-Money: No

-Political beliefs: No

-General tolerance towards other people: No

Appendix 2: Interview 2- Finland

Interview Form

Name: Risto Vuori

Gender: Male

Age: 60 (so old!)

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Definitely positive. I feel that it brought unity among the kids of different countries and erased tension after the Second World War. I also feel that the hippie movement brought forward people opposing the USA in terms of Vietnam War because it tried to show that people wanted peace.

2. What words does the word hippie bring to your mind?

A hippie as a person: someone who loves music, uses drugs, is free of the norms of society, scared of work yet sometimes university-educated, someone who made something out of themselves, educated person.

Hippie movement as a concept: Music, LSD, Woodstock, requirement for peace, free love (sex).

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock and protests against the Vietnam War.

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

I don't think today's technology, science and music would be the same if it hadn't been for the hippie movement. A huge part of the hippies of the 60s were intelligent and very aware of the

things happening in the world. They were also a part of that part of the population, who are now in high positions in every part of the industry. I would even go as far to say that the old hippies are now running this world because they did research on everything they were interested in, traveled the world, lived in different countries and knew the problems and other aspects of the world because they were involved in everything.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes. I feel that I am more open as a person, I would credit this to the music I listened to at the time.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

Yes.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person?

Yes. I think most of the influence are things that I haven't acknowledged but that stem from that period of time.

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person?

Most definitely. I make music these days and became a musician because of the influence of the music I listened when I was young. I'm also more aware of the world, ecosystems, politics and most importantly world politics and I credit this to the hippies.

10. Do you still listen to the music of the 1960s today?

I do. Not very often cause some of the music was written under the influence of stimulating substances (probably these days too). But some of the 1960s songs have remained with me and still love them.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement?

Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?

Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies?

Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

Yes

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Definitely. I don't for example believe everything that the media hands to us as the truth.

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

No, I'm a musician.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes, more open.

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes, wanted to make music.

-Religious beliefs: No

-Money: Yes

-Political beliefs: Yes, I started to question things.

-General tolerance towards other people: Definitely.

Appendix 3: Interview 3-Finland

Interview Form

Name: Seija Vuori

Gender: Female

Age: 57

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Yes. Changed the thinking of the world

2. What words does the word hippie bring to your mind? Freedom, strange outfits

3. Do you have any memories or events of the 1960s that include the hippie movement?

Yes....Travelled to Europe by a car and visited Amsterdam with my parents and saw the big group of hippies at Dam square. Amazing and unforgettable experience for a young girl living in a countryside of Finland

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies? Vietnam War was so much hated, no.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Part of this kind of phenomenon always remains

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so? Yes, people might be braver to express their own opinion.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement? Not really...I was so young that time

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? I am an open communicator

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Yes....a bit

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Don't know....it is anyway good as it is

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Might be...it is very good...but I don't know all the reasons why....not only because of hippie movement

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? The same as above

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes definitely

15. Do you think you would be more stressed as a person if you had not experienced the 1960s? Again....too young that time to consider any learnings from that related to stress

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement? I do that a lot

17. Do you think you would have the job you have today if you had not experienced the hippie movement? I don't see any direct link

18. Would you say you have as a person and a communicator been influenced by the hippie movement? Certainly

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: No

-Money: Yes

-Political beliefs: Yes

-General tolerance towards other people: Certainly somewhat

Appendix 4: Interview 4: Finland

Interview Form

Name: Leena Jokinen

Gender: Female

Age: 59

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive, a peace and love movement

2. What words does the word hippie bring to your mind?

Flowers, peace, love, freedom equality, stimulants, San Francisco

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock, Hair musical, Vietnam War protests

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No, I don't think it would have been as big.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Definitely. They are always current because of people wanting peace and being against war.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, I had a kind of a awakening in terms of societal questions and it is still continuing.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

Not really. I was really impressed with the musical Hair though.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person?

I don't think so.

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today?

Yes. Jimi Hendrix, Janis Jopin, Joan Baez, The Beatles, Simon & Garfunkel, Hair.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement? No

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?

Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies?

Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

Not sure

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Yes I believe so.

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

No influence

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: No

-Money: Yes

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 5: Interview 5: Finland

Interview Form

Name: Erkki Jokinen

Gender: Male

Age: 63

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive, it brought forward the peace moment during the Vietnam War and made people believe in the future.

2. What words does the word hippie bring to your mind?

Being against the war, peace, love, flowers, drugs, tolerance, multiculturalism, a better future.

3. Do you have any memories or events of the 1960s that include the hippie movement?

When student protesters took over a university building in Helsinki, Woodstock, Hair musical.

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No. But I think people in general were still against the war at the time, they just didn't show it as well.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Of course, those ideological beliefs never go away. All it takes is an event that unities people and nations and makes them think again.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, I feel I'm more tolerant and open.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

Definitely. And we listened to a lot of the Beatles and Hendrix, which I guess I felt represented the hippie culture.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person?

Not sure.

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes, everything from that time did.

10. Do you still listen to the music of the 1960s today?

Yes because my wife loves the music of that era so we end up listening to it a lot.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

Worse, my life has probably improved a lot.

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?

Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies?

Yes, they can definitely be connected to hippies.

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

Yes

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Yes.

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

Unfortunately there was no influence here. I tried in the spirit of the time studying social sciences but it didn't end up being my career choice.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: No

-Religious beliefs: No

-Money: No

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 6: Interview 6: Finland

Interview Form

Name: Ari Hämäläinen

Gender: Male

Age: 53

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive, they were brave and innovative

2. What words does the word hippie bring to your mind?

Woodstock, free love, Vietnam

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Definitely

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, I'm much more friendly and less shy

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

Yes, I became less shy

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person?

Yes!

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today?

Yes

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?

Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies?

Very much so

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

I don't think there's a big difference there.

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Yes definitely

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

No difference

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: No

-Money: Yes

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 7: Interview 7: Finland

Interview Form

Name: Terhi Hämäläinen

Gender: Female

Age:51

Nationality: Finnish

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive, great movement

2. What words does the word hippie bring to your mind?

Woodstock, San Francisco, peace, tie dye clothes

3. Do you have any memories or events of the 1960s that include the hippie movement?

Demonstrations I would see on TV all the time

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No I don't think so.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Definitely.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, it changed a lot of my way of thinking.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

Yes

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? YEs

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Absolutely, love it.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement? No difference I think

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Not really now, I'm still the same in that aspect.

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? YEs

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

I don't think that played a role.

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Maybe, but I can't say for sure

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

I think it would be the same.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: Yes

-Money: No

-Political beliefs Yes:

-General tolerance towards other people No:

Appendix 8: Interview 8-USA

Interview Form

Name: Robert Smith

Gender: Male

Age: 59

Nationality: American

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Generally positive. The hippie movement, to a person growing up during that period, represented an alternative view to social norms at the time and a hope that a person could follow less rigidly defined directions with your life in the future. The generation coming of age at this time was much more exposed to the rest of the world (World War II, US Interstate road system, TV) and the mobility was a distinct change from growing up in earlier times when people often remained in the same towns that they grew up in and also often lived in multi-generational homes.

2. What words does the word hippie bring to your mind?

Rebellion against authority, free love, drugs, anti-war protesting, communal living, folk music, long hair, tie-dyed clothing

3. Do you have any memories or events of the 1960s that include the hippie movement?

Student protests, confused attitudes (desire to serve, anxiety) about military conscription, contradictory attitudes about drugs (curiosity, fear, negativity), stress from desire to rebel vs. ingrained attitudes to conform and “fit in “, arguments about the position of the US with respect to the rest of the world

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No. But. I personally believe that the largest factor affecting the anti-war movement was the wide spread adoption of television into American households along with the ability of news organizations to report more directly and rapidly into American homes. This was the first large scale war that the American public saw directly and in relatively real time. The hippie movement provided one focal point for anti-war awareness but mainstream involvement from the public came more from seeing the horror of war directly on the evening news but I still think hippies played a huge role.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Yes. The willingness to question authority and move one's life in a direction that is different from the mainstream are probably results. Health awareness has had pretty profound effects on drug usage and free love.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes It probably influenced how I listen to people and certainly my tolerance for other ideas and viewpoints.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

Yes. I do enjoy folk music and protest songs but some of that is nostalgia. As to my friendships, those have been forged over a long period and are an effect of multiple things.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person?

Yes. More open, a better listener, more tolerant.

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person?

Everything that you experience in life changes you. I enjoy a wide range of music but definitely, yes.

10. Do you still listen to the music of the 1960s today?

I like many types of music. I still listen to the music of the 1960's among many other types.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?

I think that my life is definitely better. Experiencing a number of different influences while growing up (including the hippie movement) broadened my views of life, people, attitudes, and the world.

12. Do you feel that your self-esteem is better since you lived through the hippie movement?

I believe that it certainly had an influence.

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?

Yes. If a person is more open in their thinking, then greater consideration and evaluation of one's beliefs occurs. This generally would lead to greater individuality even if that is not apparent on the surface.

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies?

Confidence – yes (although sometimes misplaced), individuality – yes, strong beliefs – yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

I think so but it really is not possible to say what would have happened.

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Most definitely. The nature of that period left us with so many contradictory ideas and concepts that it was difficult not to question one's own values, the place of authority in society, the courage to express your thoughts and values even if those thoughts and values are unpopular, tolerance for and acceptance of others, facing uncertainty about the future, facing a lack of control about basic aspects of your life (military conscription), the realization that being in a minority did not mean being wrong but rather just thinking differently

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

Probably yes. The basic direction of my life began prior to the hippie movement and carried through even if it was influenced by the movement. I think that it more changed my view of the world and life than actually changing the profession that I took up. I believe that is more affected by the type of person that I became (with relatively strong influences from my parents and pre-teen childhood) than any effect from the hippie movement.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Certainly so. Being exposed to alternative thinking at a time of coming of age surely affected the openness of my communication, my acceptance and tolerance for other people's thoughts and ideas, and the willingness to experiment with my own social values.

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes. They were also by family, childhood experiences, and geographic environment growing up

-Religious beliefs: Probably made me a more open and tolerant person so yes.

-Money: Probably not. I believe that these were more affected by family, childhood experiences, and geographic environment growing up

-Political beliefs:

Yes. It certainly had some effect on my view of the role of government and my ideas about authority in general.

-General tolerance towards other people: Definitely yes.

Appendix 9: Interview 9, USA

Interview Form

Name: Bob Gulden

Gender: Male

Age: 60

Nationality: American

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive

2. What words does the word hippie bring to your mind?

Everything I love about that time pretty much: music, fashion, government protests, movies, ideology, the list goes on.

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock, making our own clothes, protests, working hard to get money for concerts.

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Yes, it's everywhere.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Definitely, I think I'm much more interested in everything and learning nowadays.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement? Yes! I made some great friends and the music is still just as great.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Definitely

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Yes

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Definitely worse, those days are one of my best memories.

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

Yes

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Definitely, I'm much more critical.

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

No. I work with musicians and my passion for music started because of the music of that time.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: I think so but I think they would have changed anyway.

-Religious beliefs: Yes

-Money: Not really

-Political beliefs: Most definitely

-General tolerance towards other people: Yes

Appendix 10: Interview 10, USA

Interview Form

Name: Richard Small

Gender: Male

Age: 62

Nationality: American

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive

2. What words does the word hippie bring to your mind?

Opposing Vietnam War, questioning authority, young people speaking their minds, going against their parents, peace signs, tie dye.

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock and the music.

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Yes, they are also the ones who can be said to have started today’s hipster idea too

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, I didn’t even much enjoy socializing when I was younger and now I’m very social.

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement? Yes.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Yes.

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Yes

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Worse, it was a great time- I'm getting teary-eyed just talking about it.

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

Yes

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

I think so yes

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

I don't think it affected my career choice.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: Yes a bit

-Money: Yes

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 11: Interview 11, USA

Interview Form

Name: Charlotte Gulden

Gender: Female

Age: 59

Nationality: American

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive

2. What words does the word hippie bring to your mind?

Peace, flowers, love, sex.

3. Do you have any memories or events of the 1960s that include the hippie movement?

All that music. And dancing!

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

It's everywhere today!

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, I think I'm much nicer and tolerant

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

It made me appreciate them more yes.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Yes

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Yes

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Worse, my life is better cause I experienced it!

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

Yes but the effect has maybe not been as big there but still a yes.

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement?

Yes, and I'm not much for authority.

17. Do you think you would have the job you have today if you had not experienced the hippie movement?

I think I would still have it.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?

Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: No

-Money: No

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 12: Interview 12, Germany

Interview Form

Name: Karl Moessmer

Gender: Male

Age: 65

Nationality: German

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive, it had good effects

2. What words does the word hippie bring to your mind?

Sex, drugs, rocknroll

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock 1969

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Yes. People still want freedom and equality and want the government to be accountable.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes, see below

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement? Yes

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Yes

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today?

I do but on and off.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s? Yes

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement? Yes

17. Do you think you would have the job you have today if you had not experienced the hippie movement? Hasn't made a difference

18. Would you say you have as a person and a communicator been influenced by the hippie movement? Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes a bit

-Religious beliefs: Yes a bit.

-Money: Yes

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 13: Interview 13, Germany

Interview Form

Name: Doris Moessmer

Gender: Female

Age: 60

Nationality: German

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive even though I see all movements as a bit of brainwashing, the hippies were still free-spirited like me.

2. What words does the word hippie bring to your mind?

Marijuana and “free love”

3. Do you have any memories or events of the 1960s that include the hippie movement?

Not much

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No. There were anti-war movements everywhere worldwide.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Yes. I feel the ideology, beliefs, philosophy and influence have stayed.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so? Yes, I’m more caring and sharing than I was before

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement?

To some extent yes.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Yes

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Of course

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement?
Would be worse I think

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement?
Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s? Yes

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement? Yes

17. Do you think you would have the job you have today if you had not experienced the hippie movement?
No difference in that I think.

18. Would you say you have as a person and a communicator been influenced by the hippie movement?
Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: No

-Money: No

-Political beliefs Yes:

-General tolerance towards other people: I don't think so

Appendix 14: Interview 14, Germany

Interview Form

Name: Caspar Moessmer

Gender: Male

Age: 55

Nationality: German

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive

2. What words does the word hippie bring to your mind?

Rock music, being free.

3. Do you have any memories or events of the 1960s that include the hippie movement?

Woodstock, protests in Berlin.

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Yes. People learned then to not accept authority so easily and ask questions and to speak your mind.

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement? Yes

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Yes

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today?

Some of it.

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement? Yes

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s?

I don't think there's been a big effect on stress.

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement? Yes

17. Do you think you would have the job you have today if you had not experienced the hippie movement? Yeah I would, no effect there.

18. Would you say you have as a person and a communicator been influenced by the hippie movement? Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: I think they stayed mostly the same.

-Religious beliefs: No

-Money: No

-Political beliefs: Yes

-General tolerance towards other people: Yes

Appendix 15: Interview 15, Germany

Interview Form

Name: Ester Moessmer

Gender: Female

Age: 56

Nationality: German

In all questions, if your answer is “YES”, please explain why that is. Do not worry about writing too much, all information of the 60s is beneficial for the researcher!

General Questions

1 .Is your general view of the 1960s hippie movement positive or negative? Why so?

Positive

2. What words does the word hippie bring to your mind?

Vietnam, radio shows, rock.

3. Do you have any memories or events of the 1960s that include the hippie movement?

Being a part of protests.

4. Do you believe that the anti-war movement towards the Vietnam War would have happened if it had not been for the hippies?

No.

5. Do you feel that the influence, ideology and beliefs of hippies can still be seen today? Why so?

Largely yes!

Theme 1: Communication with other people

6. Do you feel that the hippie movement has in some way influenced the way you communicate with other people today? Why so?

Yes

7. Do you feel as though your life in relation to friendships and music changed because of living through the hippie movement? I don't think so much in that aspect, more about music.

8. Do you feel that experiencing the hippie movement has made you more open communicator as a person as opposed to a more closed-up person? Yes

9. Do you feel that the music of the 1960s (generally affiliated with the hippie movement) changed you as a person? Yes

10. Do you still listen to the music of the 1960s today? Yes

Theme 2: Personality

11. Do you feel that your life would be better or worse if you had not lived through the hippie movement? Worse

12. Do you feel that your self-esteem is better since you lived through the hippie movement? I don't think that has changed so much

13. Do you feel that your individuality and trust in your own beliefs is stronger due to the hippie movement? Yes

14. Do you associate the concepts confidence, individuality and strong beliefs with hippies? Yes

15. Do you think you would be more stressed as a person if you had not experienced the 1960s? No I don't think so, I've never really been a very stressed person.

Theme 3: Values

16. Do you think you question and criticize aspects of life more because you lived through the hippie movement? Yes

17. Do you think you would have the job you have today if you had not experienced the hippie movement? Yes I think so, would have ended up where I work today anyway.

18. Would you say you have as a person and a communicator been influenced by the hippie movement? Yes

20. Did the hippie movement change your attitude towards the following things:

-Your life goals: Yes

-Religious beliefs: No still the same

-Money: No

-Political beliefs: Yes

-General tolerance towards other people: Yes