



# **Always be Yourself, Unless You Can Be a Unicorn, Then Always Be a Unicorn: A Snapshot of the Weird and Wonderful World of the Tumblr Generation**

*Pernille Kok-Jensen, Els Dragt*

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Generations, like people, have personalities, and Millennials—the teens and twenty-somethings currently making the transition into adulthood—have begun to forge theirs: self-expressive, liberal, and receptive to new ways of living. This is a Tumblr style guide for whoever wishes to understand this generation.

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