The “American Dream” has shaped the desires of American citizens throughout the brief history of the United States. The traditional notion of the American Dream is frequently associated with financial independence and prosperity. It is commonly believed that with the attainment of these essential elements, any American is then able to create a better, happier life for himself. Jon Krakauer’s non-fiction narrative *Into the Wild* tells the story of Chris McCandless, young man from an affluent upper middle class family. As a child of the ‘80s, McCandless comes of age during a decade when consumerism and materialism were the defining features of the America Dream. The McCandless family lives comfortably and provides a better life for their son by sending him to college. Upon graduating from college, McCandless rejects his family and their conservative values and embarks on a cross-country adventure. He hitchhikes to Alaska and travels alone on the Stampede Trail. Unfortunately, four months after McCandless ventures into the Alaskan wilderness, his decomposed body is found by a party of moose hunters. *Into the Wild* explores McCandless’s past and sheds light into McCandless’s character. In *Into the Wild,* Chris McCandless’s rejection of material items and traditional authority reveals that he pursues an unconventional notion of the American Dream. Some passages of Krakauer’s text suggest that McCandless rebels against his parents’ materialism by seeking a lifestyle that promotes spiritual well-being instead of financial well-being. He also demonstrates his dislike of traditional authority by creating an existence that allows him live by his own principles without conforming to the conventional American Dream.