



# Humanizing Technology:

The Surprising Ways  
Gen Z & Millennials  
Navigate Our  
Always-On World



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**We spoke to 1,622 people ages 10 to 38  
to better understand **generational differences**  
regarding technology's past, present, and future.**

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**Gen Z ages 10 to 17**

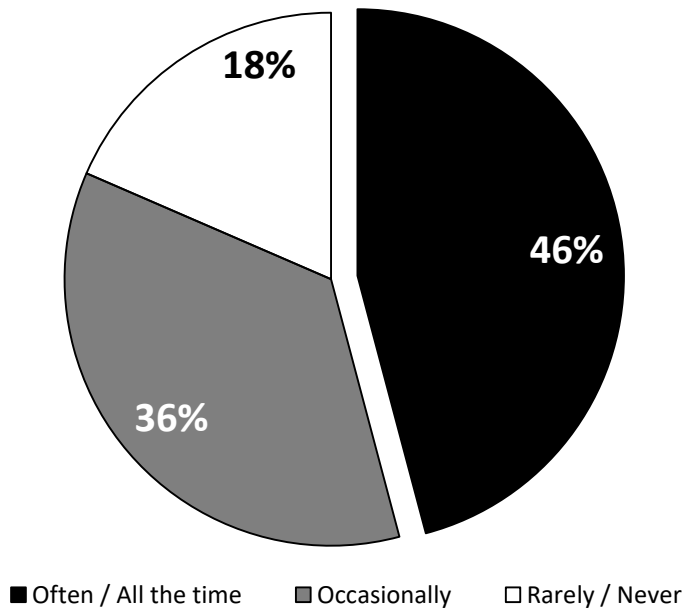
**Older Gen Z ages 18 to 24**

**Younger Millennials ages 25 to 29**

**Older Millennials ages 30 to 38**

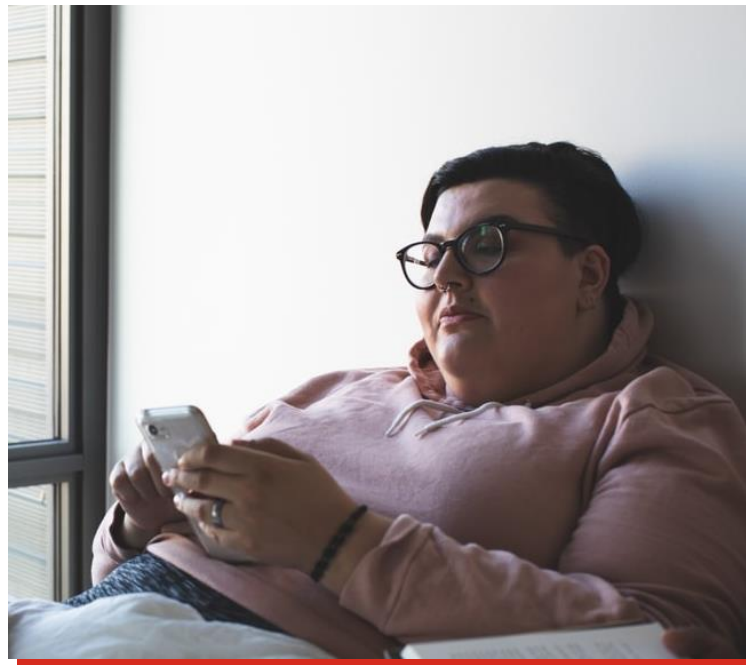
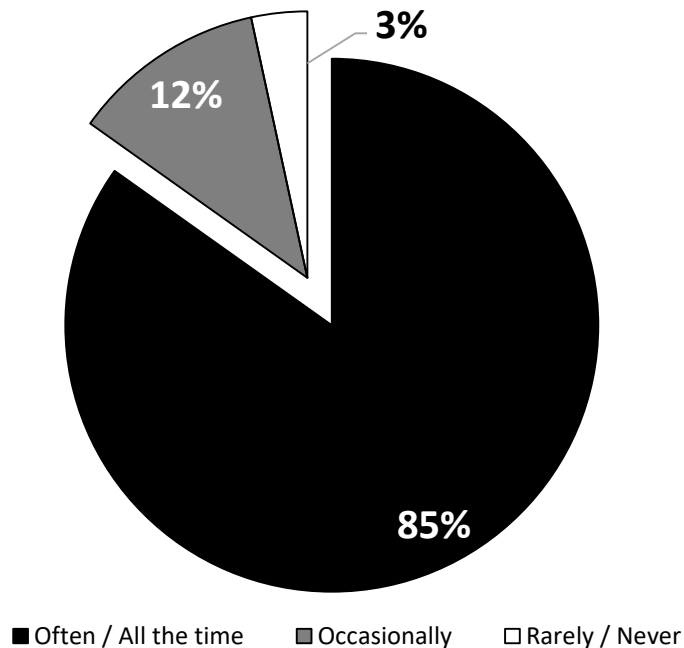
# How often they're using tech in the company of others...

*Ages 10-38:*

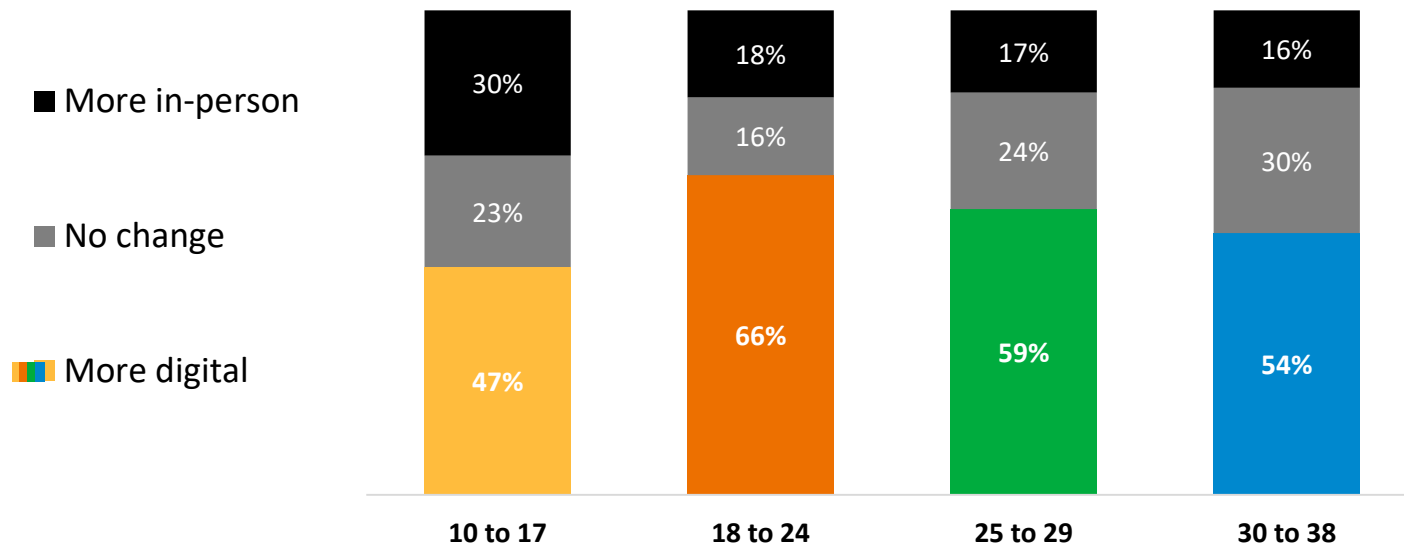


# How often they're turning to tech during alone time...

*Ages 10-38:*



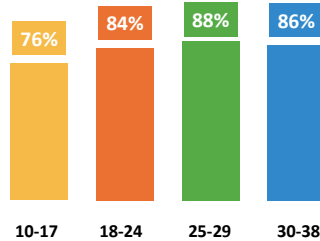
# In the past few years their communication has become...



# In-person skills, like reading body language, are still important, but not as natural for Gen Z to pick up on. 🤔

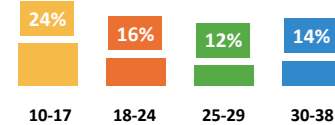
**84%**

say reading body language is a useful skill



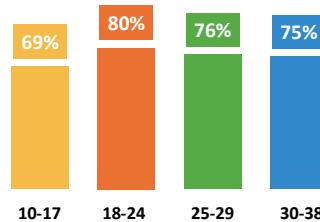
**16%**

say reading body language serves no purpose



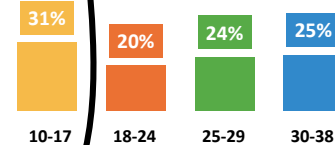
**75%**

know how to read body language / social cues



**25%**

struggle to read body language / social cues



# Tech's impact on our interactions is inescapable.

Tech makes their lives better...

*"Technology impacts every single part of my life, from the moment my phone **alarm goes off to when I close my computer and go to sleep with the boyfriend I met on a dating app**. There is no way to separate my life from how technology has impacted it."*

– Female, 25-29



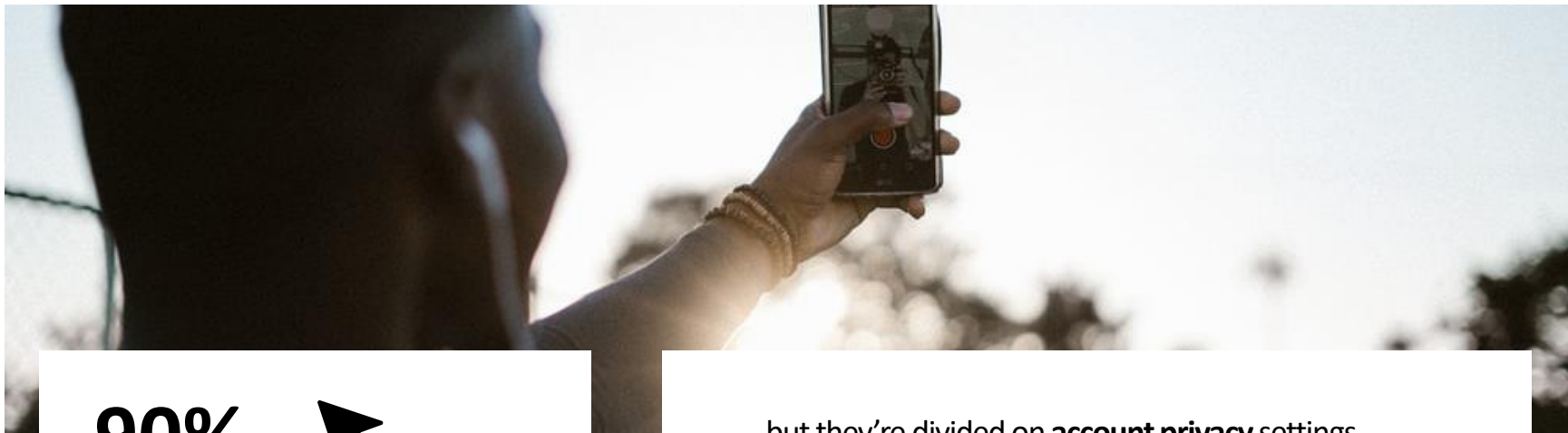
... or at least noticeably different 🤖

*"The rise of smartphones has completely changed the way that my peers interact. **We're afraid of the face-to-face because it's demanding. It's fracturing social settings because people can check out easily with a simple [text] excuse.** Human relationships are becoming more and more mediated through an algorithm."*

- Male, 18-24







90% 

of 10-38-year-olds say they are  
**cautious / careful** about what they  
share on social media...

...but they're divided on **account privacy** settings

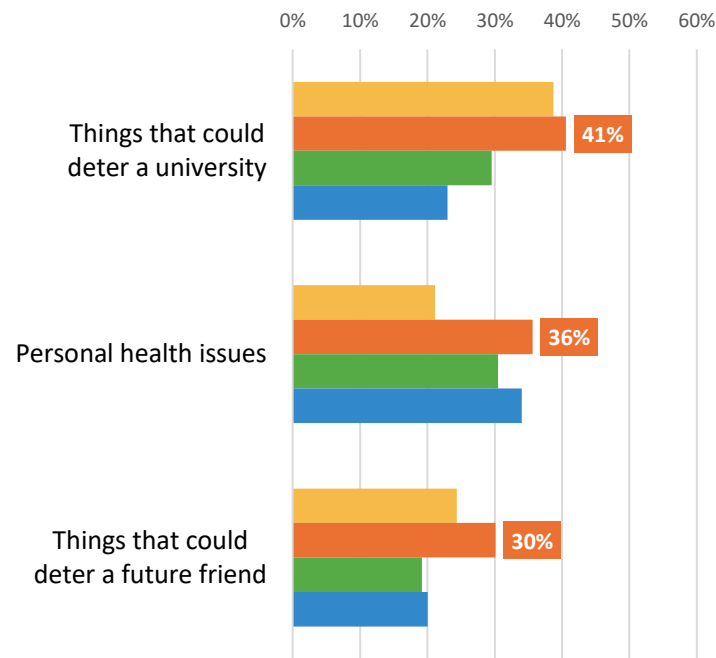
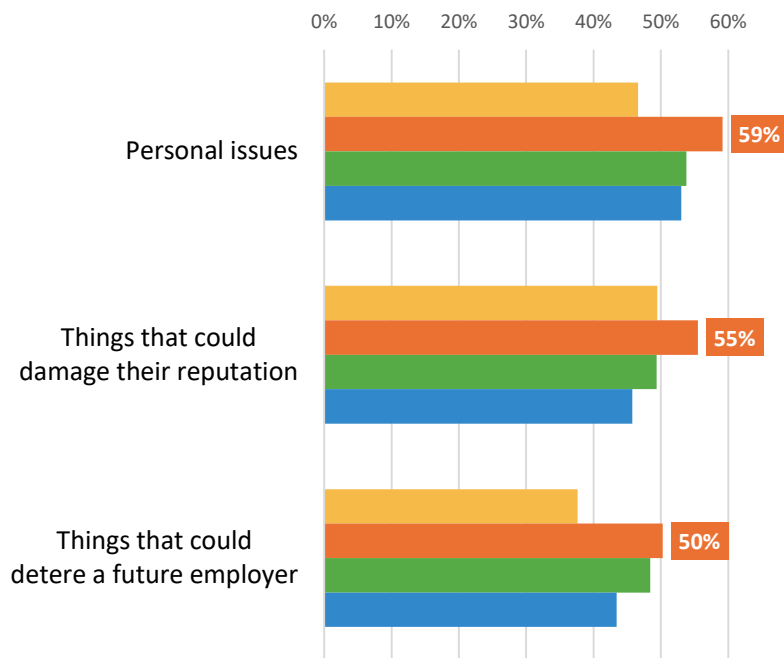
■ All public ■ Mostly public ■ Equally public / private ■ Mostly private ■ All private



# There's a heightened sense of caution among 18-24-year-olds.

They think twice before posting on social media about...

10 to 17 18 to 24 25 to 29 30 to 38



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# More than 3 in 5 have deleted something after posting it.

Older Gen Zs (18-24) and younger Millennials (25-29) are the **most likely to hit delete** (68%).



# They will only be *more* cautious online in the future.

## 64%

of 18-38-year-olds say they were cautious / careful about what they shared on social media **when they were younger**

## 59%

of say they'll be more cautious / careful **in the future**



**18-24-year-olds**

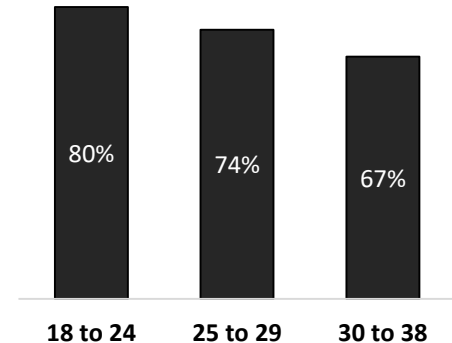
are the most likely age group to say they were very cautious growing up and that they will be in the future, along with males of all ages.

In addition to their social media usage, **1 in 2** young people feel the need to keep up with the news because they worry about the state of the world.

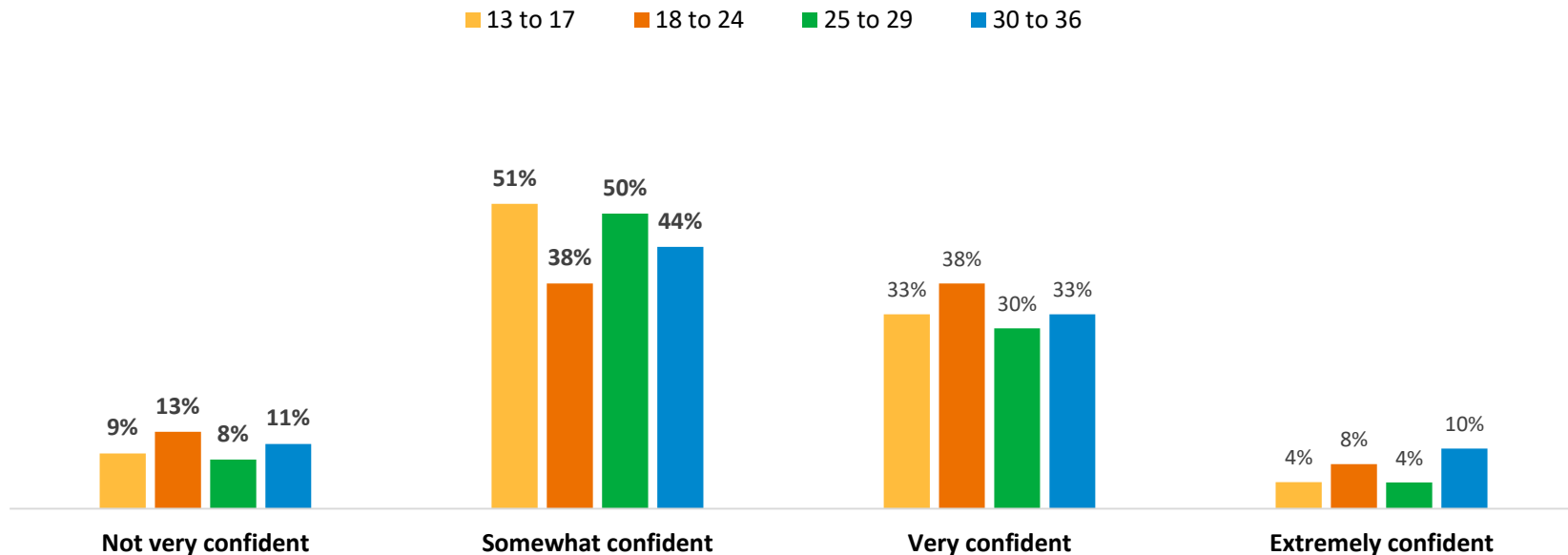
However, after years of being inundated with negative news, young people say they have become **desensitized** to upsetting events.



% AGREE:  
I USED TO BE  
MORE SHOCKED WHEN  
BAD THINGS HAPPENED



# How confident they are that their news sources are accurate...



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# This generation places a higher premium on crowdsourced information online.

**73%**

would rather see a makeup tutorial from a **beauty blogger** than a fashion magazine

**70%**

would rather see a product recommendation from an **online influencer** than a commercial spokesperson

**62%**

would rather see a style advice from a **fashion blogger** than a fashion show

**52%**

would rather see recommendations from a **travel blogger** than a travel show host

**64%**

OF 10-38-YEAR-OLDS AGREE:

**INFORMATION FROM  
REGULAR PEOPLE IS  
JUST AS IMPORTANT  
AS INFORMATION  
FROM THE MEDIA**





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It's only natural that **education** is where they currently see some of the biggest benefits of being always-online.





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# And the future of technology will advance what we know to bring us closer to each other...



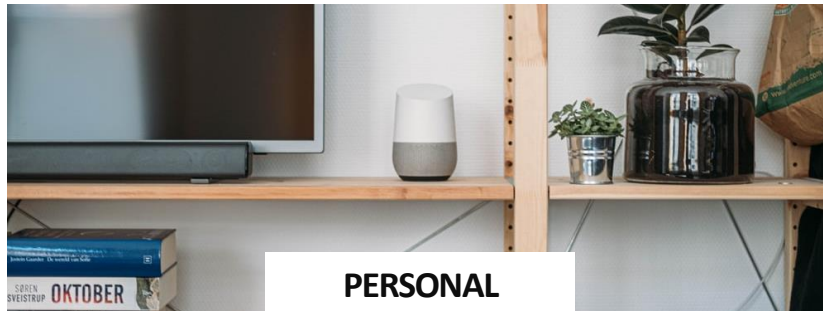
**MEDICAL**



**ENVIRONMENTAL**



**TRAVEL**



**PERSONAL**



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**For young people, the future will be  
about humanizing technology.**



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