

## June 2023

### Social Media: Engaging with Brands - UK

“Developments in generative AI hold considerable potential for how brands use social media. Many people are interested in using generative AI chatbots for both reporting issues to brands and getting recommendations. AI can also be used to create personalised digital products that platforms and brands can monetise.”

- Rebecca McGrath ...

## May 2023

### News Consumption - UK

“Many people are looking for greater coverage of the climate crisis from news sources. Young women, a demographic that is comparatively less engaged with news content, are particularly inclined to feel there is not enough coverage of this issue.”

– Rebecca McGrath, Associate Director for Media and Technology