

Technology Habits of Generation Z - UK - September 2018

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“Generation Z is characterised by having grown up with near-constant access to technology and a wealth of digital services in their everyday life. They are heavy users of instant messaging services, and these are likely to play an important role in the future of how brands interact with customers.

- **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- **Media viewing habits changing the way brands reach consumers**
- **Digital addiction and a toxic online environment**

Meanwhile, concern over digital addiction has seen tech companies attempt to promote healthy digital behaviours. Ultimately, improvements in this area can be expected to create a more engaged and receptive consumer.”

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Facebook adds measures to educate and protect users

The Consumer – What You Need to Know

- Nearly all have access to a smartphone
- Multiple avenues for media consumption
- Portable gaming devices have more diverse appeal than static consoles
- Gaming leads digital activities
- Messenger apps an opportunity for extending reach
- YouTube most popular social networking site
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Social media profiles follow users across the web

Brand marketing doesn't mean marketing the product

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Social media for social change...

...but fake news is a significant concern

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Influencers have wide-reaching appeal

eSports a rapidly growing market

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