

# Technology Habits of Gen Z - China - February 2020

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## This report looks at the following areas:

- Understanding Gen Z's ambivalent attitudes towards social media
- Achieve a seamless online experience when switching between screens
- A new generation of digital adverts for a digital generation



"Having grown up with constant digital exposure, Gen Z owns a wide range of digital devices and favours switching between screens to enjoy various online activities. As Gen Z's attention has been distributed across diverse platforms, advertisers should focus on catching their eye instantly rather than simply covering as many digital media channels as possible."

– **Jinyu Wang, Associate Research Analyst**

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