INTRODUCTION

Armida Ascano

Chief Content Officer and Head Futurist

- Background in Advertising and Media Studies

- Joined Trend Hunter in 2010, hunting over 50,000 microtrends

- Facilitated workshops and trend sessions with Google, P&G, Disney, etc.

- Creator of our key trend frameworks on topics such as Future Tech, Convenience, and our Micro-Generations Matrix

- Speaker at Future Festival, TMRE, Women in Leadership, Dreamforce

- Designer of the Future Festival trends program

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INTRODUCTION

Create the Future

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INTRODUCTION

Trend Hunter is the #1 trend platform

Custom Research

Trend Dashboards

Keynotes & Workshops

NY Times Bestselling Books

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3

The Micro-Generations and Technology

What does emerging tech mean to each of these sub-segments?
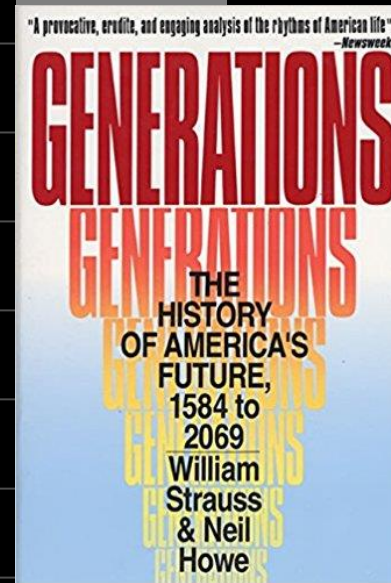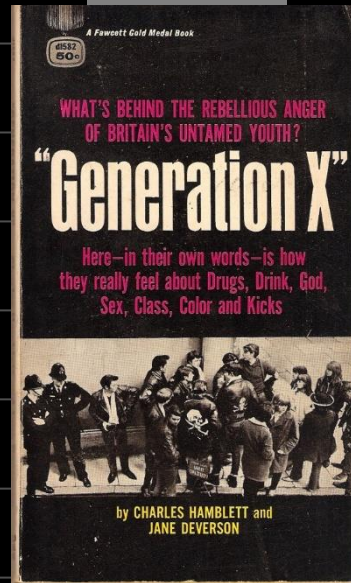
TRENDHUNTER CREATE THE FUTURE
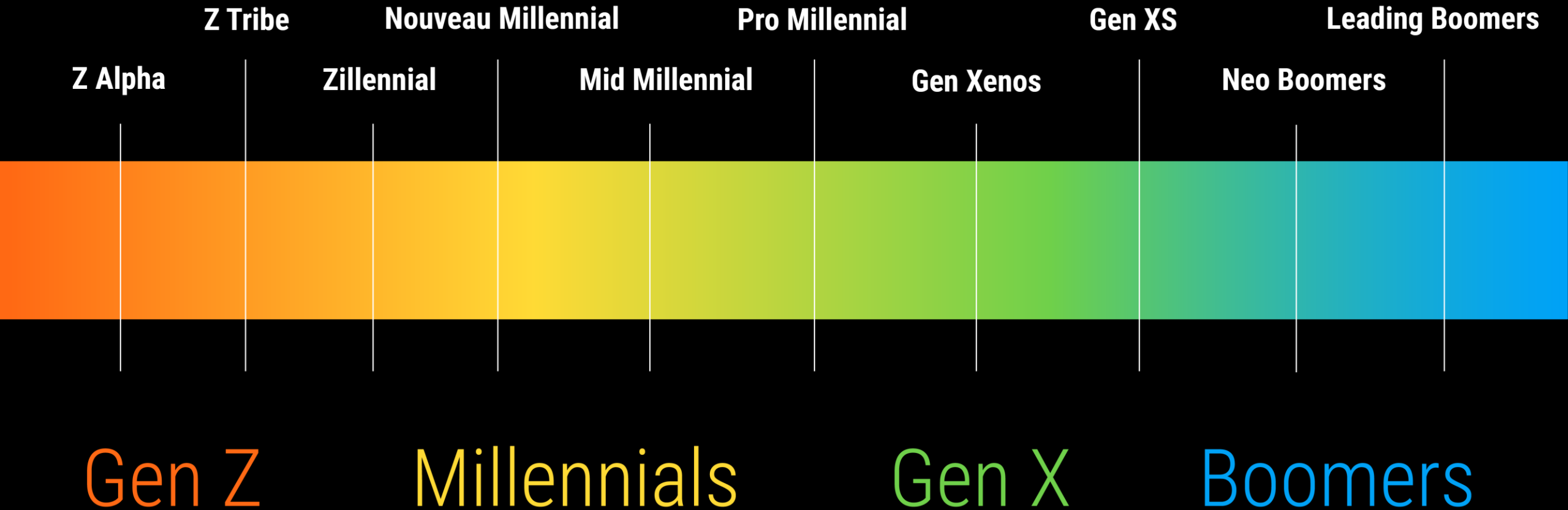
In times of normalcy,
generational behavior is a
simple, predictable formula of
formative shared experience +
life stage

Ex. Gen Z
Digital Native + Youth
= Low Attention Spans

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We're in a new technological movement, which introduces a new shared formative experience

The new "Digital Renaissance" is already here, but we've seen it before...

Electricity
The Steam Engine
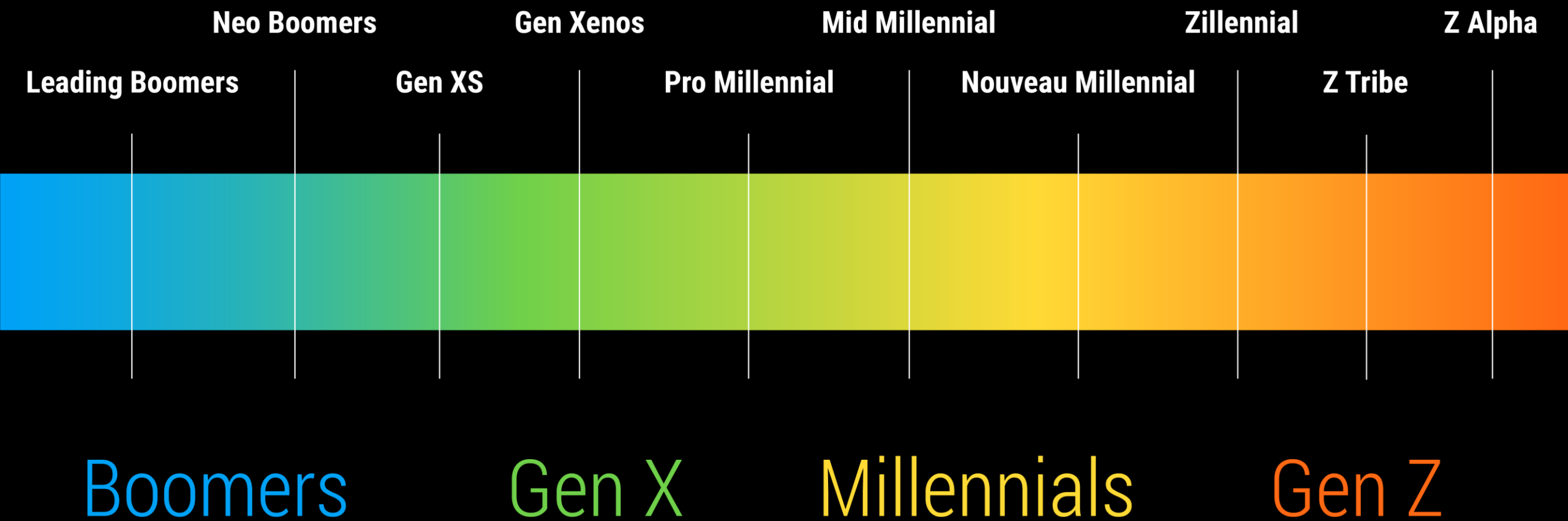The Industrial Revolution
The Automobile
Television
The Internet
Personal Computing
The Tech Boom (and Tech Bubble Bursting)
The Rise of Social Media
Generative AI and Rising Screentime

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Neo Boomers   Gen Xenos   Mid Millennial   Zillennial   Z Alpha

Leading Boomers   Gen XS   Pro Millennial   Nouveau Millennial   Z Tribe

Boomers   Gen X   Millennials   Gen Z

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CREATE THE FUTURE

Baby Boomers

Born between 1946 – 1964

They are known for:

- Being huge in numbers
- Being both the original Hippies and original Yuppies
- Valuing the freedom to be yourself
- Independence and individuality as driving factors

Micro-Generations:

Leading Boomers

Neo Boomers

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Leading Boomers

Born 1946 – 1954

Currently 67 – 76

Tech & Leading Boomers:

The pandemic created more enthusiasm for technology than before.

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38%

of Baby boomers felt less connected to friends and family during the pandemic

44%

of Baby Boomers said they actually felt more connected to friends and family due to tech

— Amica

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54%

of those who used video calling said it helped them feel closer to their family and friends

— Amica

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Baby Boomers

showed the biggest increase in social media use among all generations in 2020

— Statista

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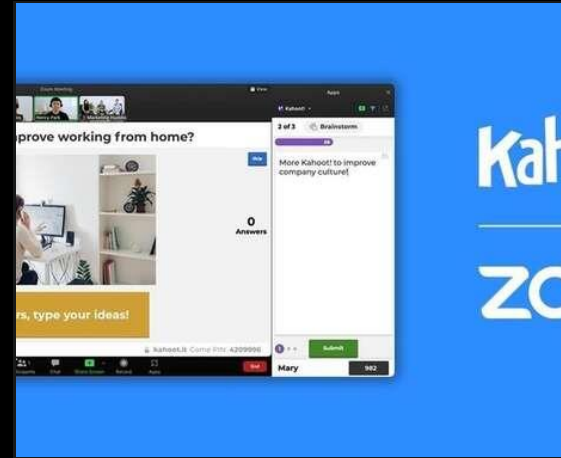
2021: Intergenerational Tech

Connecting family members virtually becomes easier post-pandemic

Grandparent-Specific Investment Apps

Family Zoom Cooking Lessons

Family-Oriented Edtech Apps

Digital Quality Time Platforms

6.7 Score

Popularity

Activity

Freshness

4 Featured, 28 Examples

10,578 Total Clicks

URL: Hunt.to/458006

2022: Digital Boomerlennials

The concept of Baby Boomers acting similar to Millennials extends online

Baby Boomer Influencer Houses

Boomer Dating Apps

Retirement Community Platforms

Boomer-Specfic E-Commerce Platforms

4.7 Score

Popularity

Activity

Freshness

4 Featured, 27 Examples

27,954 Total Clicks

URL: Hunt.to/457768

80%

of Baby Boomers say they are confused about emerging technologies

— Stevens Institute of Technology

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96%

of Baby Boomers say technology can help them maintain independence as they age

— GSEI

Neo Boomers aren't opposed to tech-driven change

As long as it's **useful and easy**

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Focused Care
The healthcare industry personalizes care through AI

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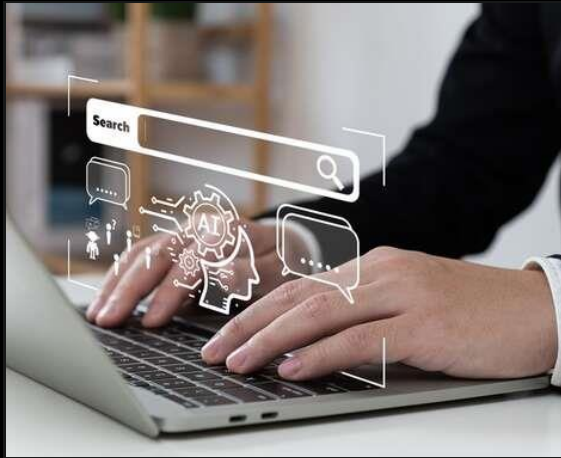
AI Healthcare Programs

Global AI-Powered Healthcare Solutions

Virtual At-Home Care Solutions

AI-Backed Health Services

Cancer Treatment Estimation Services

6.4
Score

Popularity
Activity
Freshness

5 Featured, 45 Examples

45,750 Total Clicks

URL: Hunt.to/510702

Baby Boomers & Tech

TLDR

- Baby Boomers are thought to be less tech-reliant than others
- That said, they are not resistant to tech-driven change

Leading Boomers

- Following the trajectory set by the pandemic, Leading Boomers are seeking tech that boosts community and connection

Neo Boomers

- This micro-generation is interested in how technology could benefit them, but needs something with a low barrier to entry

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Thought Starters

Baby Boomers: Neo Boomers, Leading Boomers

1. How might this newfound enthusiasm for technology Influence how Boomers think about their Dry Eye Disease? Will it influence treatment expectations?

   - How might their DED, now exacerbated by tech engagement, interact with other ophthalmic care patients may need for cataracts, glaucoma, diabetes, or other diseases?

2. How does understanding these lifestyle components change the DED approach for diagnosis or relevant therapies a Boomer patient might need?

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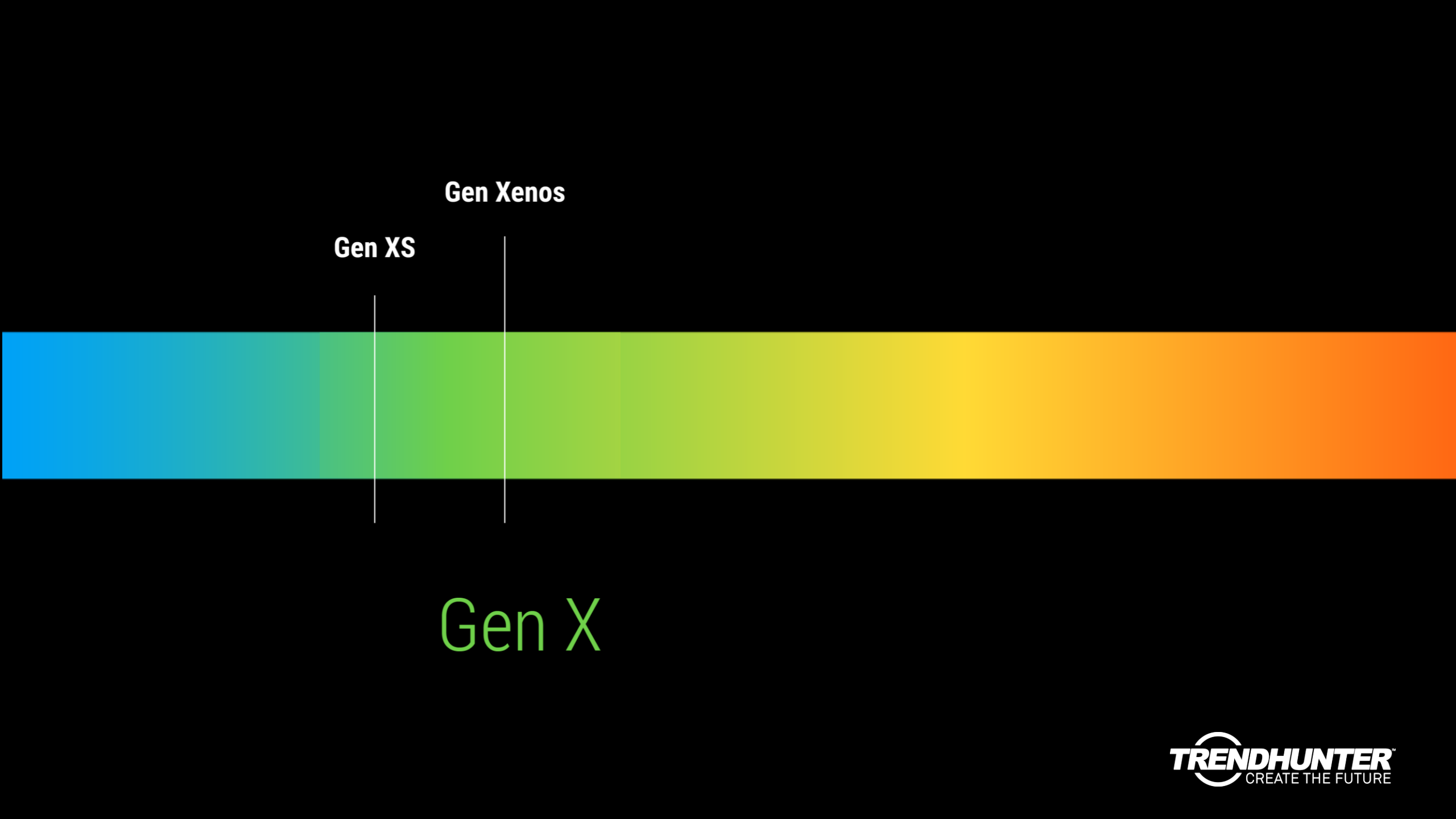
Generation X

Born between 1981 – 1965

They are known for:

- Being the "middle child generation"
- The original latchkey kids
- Ushering in the concept of work/life balance
- High work ethic and family focus

Micro-Generations:

Gen Xenos

Gen XS

Gen XS

Born 1965 – 1972
Currently 52 – 59
Tech & Gen XS:
Anything that can help them juggle their numerous responsibilities is welcome.

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47%

of older Gen Xers surveyed financially contribute to both their parent(s) and child(ren)
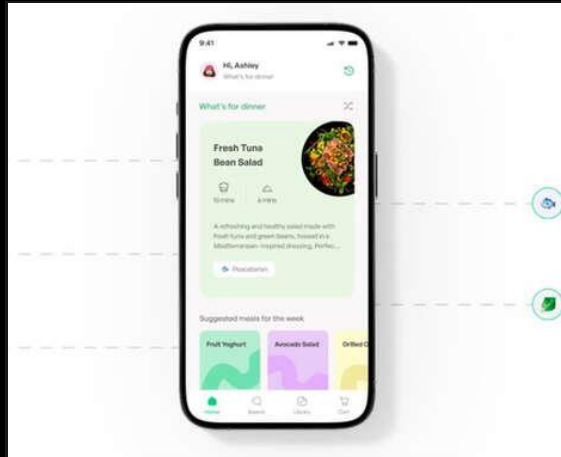
— Harris Poll

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1 in 3

Homes are multigenerational

— Aviva, Global

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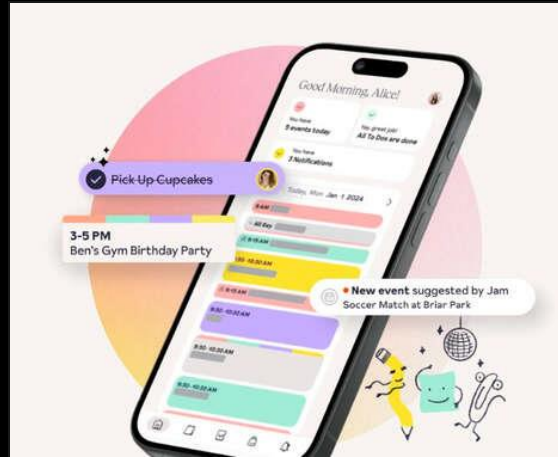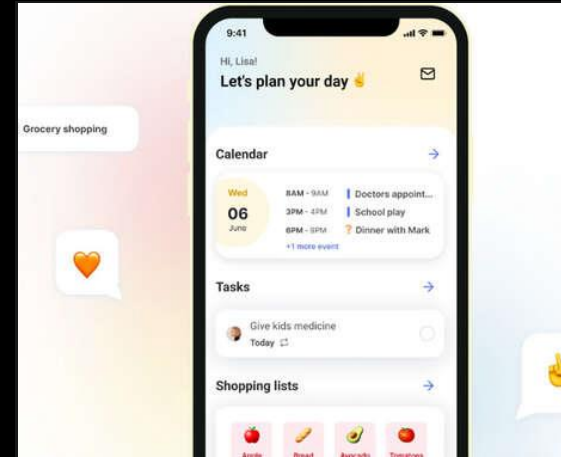
AI Household

Day-to-day family organization is streamlined through new technologies

AI Dinner-Planning Apps

Consolidated Family Organizers

Family Organization Apps

Parent-Child Connection Platforms

6.1
Score

Popularity

Activity

Freshness

4 Featured, 35 Examples

9,320 Total Clicks

URL: Hunt.to/531385

Gen Xenos

Born 1972 – 1981

Currently 41 – 52

Tech & Gen Xenos:

They believe AI will be another catalyst for a better life that helps them unleash creativity.

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"I'm very optimistic that [AI] could increase productivity [...] We could increase our well-being generally from work and we could take off more leisure time. **With AI, we could move to a four-day week easily."**

- Christopher Pissarides, Nobel Prize-Winning Economist

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60%

Of Gen X say they are not afraid AI will replace them in the workplace

— Checkr

55%

Of Gen X say AI will positively impact their lives, both professional and personal

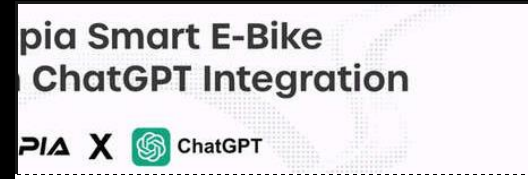*— PCMag*

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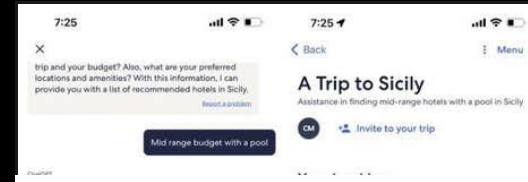
AI Hobbyist

For tech enthusiasts, generative AI has become a tool of personal interest

AI-Powered Chess Sets

Generative AI-Equipped Bikes

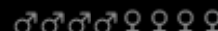AI Travel Assistants

Custom Chatbot Builders

8.4 Score

Popularity

Activity

Freshness

4 Featured, 34 Examples

35,219 Total Clicks

URL: Hunt.to/514315

Generation X & Tech

TLDR

- Generation X are the original early adopters of tech

- This generation is more willing to use technology in their personal and professional lives

Gen XS

- This micro-generation are working parents in multigenerational households who hope tech can help simplify their lives

Gen Xenos

- This micro-generation is an "AI hobbyist" and is looking for ways to stay abreast of the fast-moving updates

Thought Starters

Generation X: Gen Xenos, Gen XS

1. What will change about how we care for our DED patients as technology becomes more of a holistic personal assistant than simple pastime?

2. Knowing these patients are passionately embracing technology to juggle their numerous responsibilities, how well might current Dry Eye treatments fit in vs cause disruption in their daily routine?
(frequency of use, ease of use, need for multiple therapies to treat, etc.)

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Millennials

Born between 1982 – 1998

They are known for:

- For better or for worse, a focus on mental health
- Delaying milestones
- An aspirational approach to adulthood

Micro Generations:

Nouveau Millennial

Mid Millennial

Pro Millennial

65%

of Millennials want to use social media less frequently

— *Deloitte, Global*

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51%

of Millennials said they've daydreamed about a life without social media

— TBH

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To Millennials, technology represents tension

Pro Millennials

Born 1982 – 1987

Currently 36 – 41

Tech & Pro Millennials:

Tension around how to parent in the AI era.

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Pro Millennials are trying to raise **self-aware kids** who aren't reliant on technology

While also **equipping them for the future** by giving them the right tech tools

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69%

of Millennial moms feel guilty about letting kids use screens

— Mashable

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72%

of Millennial parents feel tech has a negative impact on their kids

— MyVision

TRENDHUNTER
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80%

of parents allow kids 5-11 access to screens

— Pew

TRENDHUNTER
CREATE THE FUTURE

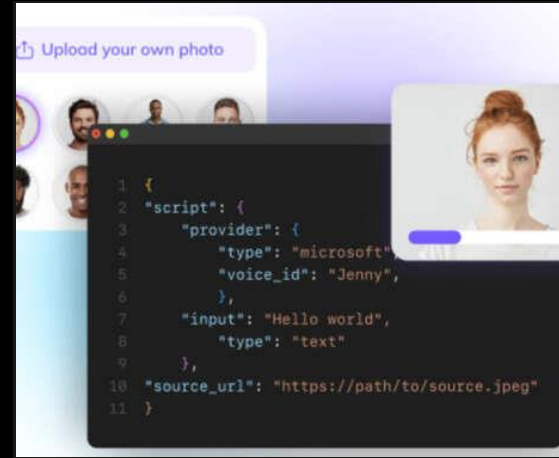Maybe AI can help
destigmatize screentime

AI Companion

Companies are creating AI-powered chatbots for virtual companionship and personalized assistance

Conversational AI Companions

AI Chatbot Companions

AI-Powered Human Chatbots

ChatGPT-Powered Social Services

8.1 Score

Popularity

Activity

Freshness

4 Featured, 35 Examples

26,976 Total Clicks

URL: Hunt.to/500635

Mid Millennials

Born 1988 – 1993

Currently 30 – 36

Tech & Mid Millennials:

Grappling with whether new tech is a friend or foe.

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89%

of Millennials are using AI in the workforce in 2023

— Checkr

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76%

of Millennials using AI in the workforce are afraid to tell their managers for fear of being replaced by the tools

— Checkr

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AI Will Increase
Work-Life Balance

AI Will Increase
Output Expectations

In 2019...

46%

of younger Millennials surveyed had $0 saved for retirement

— GBR, Global

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65%

of Millennials had travel savings

— Forbes

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WFH out of necessity proved that you can make a living without working in an office

For the Experience Economy Generation, this meant they could pursue a more flexible lifestyle

Remote Guidance

The rise of "digital nomads" has led to products and services in this space

Digital Nomad Guidance Platforms

Digital Nomad Camping Trailers

Remote Office Travel Trailers

Millennial-Friendly Remote Work Concepts

6.6 Score

Popularity

Activity

Freshness

4 Featured, 36 Examples

318,214 Total Clicks

URL: Hunt.to/450415

Updated Detox

Digital detoxing becomes more integral for wellness-minded consumers

Phone-Free Tourist Islands
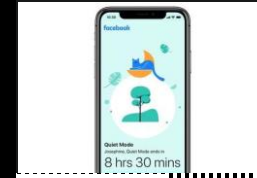
Digital Detox Phone Cases

Nostalgic Motel Campaigns

Usage-Curbing Smartphone Locks

Smartphone-Silencing Pouches

Pandemic-Relieving Rustic Cabins

Social Media-Silencing Initiatives

7.0 Score

Popularity

Activity

Freshness

7 Featured, 63 Examples

168,272 Total Clicks

URL: Hunt.to/472865

Millennials & Tech

TLDR

- Millennials have a fraught, but dependent relationship with tech that makes it a point of tension for them

Pro Millennials

- Caught between low and high-tech parenting, this micro-generation must destigmatize "screentime"

Mid Millennials

- This micro-generation is wary of how new technologies, especially AI, are used in the workplace

Nouveau Millennials

- This micro-generation enjoys the freedom technology provides, but wants a break from it too

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Thought Starters

Millennnials: Nouveau Millennials, Mid Millennials and Pro Millennials

1. Millennials entire lives revolve around technology.

    •   How might this "quick self-service" and "anything at the press of a button" world they live in impact expectations of therapy performance?

    •   What tools do they expect access to for managing therapeutic care at home and with their doctors?

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Zillennial　　　Z Alpha

Z Tribe

Gen Z

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Generation Z

Born between 1999 – Now

They are known for:

- Being the first generation of "Digital Natives"

- Brand skepticism and resistance to advertising

- Keeping advocacy top-of-mind, always

Micro-Generations:

Z Alpha

Z Tribe

Zillennials

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Zillennials

Born 1999 – 2009
Currently 15 – 25
Tech & Zillennials
They want to make AI work for them, not the other way around.

60%

of Gen Z is using ChatGPT in everyday life

— Wordfinder

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1/4

Office employees are using ChatGPT for work, majority of which are Gen Z

— Wordfinder

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64%

Of Gen Z has used AI in school

— IT Brief

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75%

Of employers either have, or plan to, implement a ban on use of AI

— *The Decoder*

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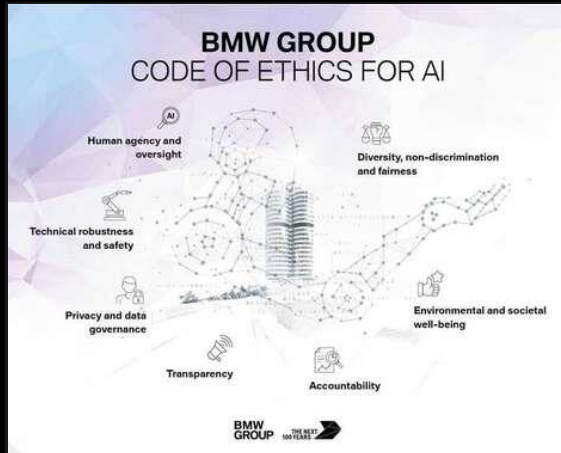
For this generation, it's not a question of whether or not to use AI at work or school

But whether they need to **hide their use of AI** from managers or professors

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AI Policy

Businesses are implementing formal AI guidelines to ensure ethical workplace operations

Automaker AI Use Policies

Workplace AI Use Frameworks

Voluntary AI Commitments

Accountable Workplace AI Policies

Editorial AI Policies

7.9 Score

Popularity
Activity
Freshness

5 Featured, 39 Examples

13,321 Total Clicks

URL: Hunt.to/512554

Z Tribe

Born 2008 – 2018

Currently 5 – 15

Tech & Z Tribe

We saw how being socialized on Social Media was a detriment to Millennials; will this happen with Z Tribe and AI as well?

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The question of whether AI will put undue pressure on Z Tribe

is a matter of whether their use of AI **also integrates emotional and social health**

EQ Play

Tech-driven toys designed to boost emotional intelligence destigmatize devices

Meditative Screen-Free Toys

Conversational AI Companions

AI-Based Reading Tools

Poem-Sharing Plush Toys

Cognitive Learning Robots

7.5 Score

Popularity
Activity
Freshness

5 Featured, 45 Examples

54,861 Total Clicks

URL: Hunt.to/515295

Z Alpha

Born 2018 – Today

Currently 0 – 5

AI & Z Alpha

What will everything – from education to careers – look like for the generation for whom AI is truly a part of daily life?

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7.2 h/day

on average, is now spent watching video content on any device

— *The Times*

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Doubled

screen time globally for children ages 4-15 when the Pandemic started

— *Qustodio*

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"[...]In the fields of education and healthcare, imagine how awesome it would be to have an AI system that could help [young people] personalise our lives and be at the centre of our [own] growth."

- Guido Putignano, World Economic Forum AI Youth Council

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The Uncertainties of Z Alpha and AI

What will "personalized growth" look like in education? Medicine?

How do you educate a generation that has access to everything?

What kinds of jobs will be available to this generation?

Will Z Alpha understand AI before the adults in their lives do?

How can parents regulate this tech without stifling their kids?

How can parents help kids build imagination if creativity is automated?

Z Alpha is well-equipped to face these challenges

The question is whether **we're equipping ourselves to guide them**

Generation Z & Tech

TLDR

- Generation Z maybe most at ease technology, but they are set to be most impacted by AI

Zillennials

- Working most junior jobs, this micro-generation can get most use out of AI, but the technology could also be detrimental to them

Z Tribe

- This micro-generation's AI use could repeat the negative psychological impacts Social Media had on Millennials if we're not careful

Z Alpha

- This micro-generation's future with AI is full of question marks, but we must help maintain a sense of balance

Thought Starters

Generation Z: Z Alpha, Z-Tribe and Zillennials

1. What does the ocular surface of a 5yrold spending 7+hrs a day on a video screen look like in 10 years? In 20 years?

   • If this behavior continues through a patient's lifetime, what will this do to disease prevalence in the future?

   • Does our industry have the right treatments today to meet these patient needs 20years from now?

   • What about treatments for these patients to take today that slows progression or prevents onset?

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Thought Starters

Generation Z: Z Alpha, Z-Tribe and Zillennials

2. On a scale of 1-10, how ready would you say our industry is for this emerging era of AI?

3. With their understanding and reliance on AI in everyday life, what will these patients expect:

   - In how they select the right treatment?

   - In how they manage disease care with their doctor?
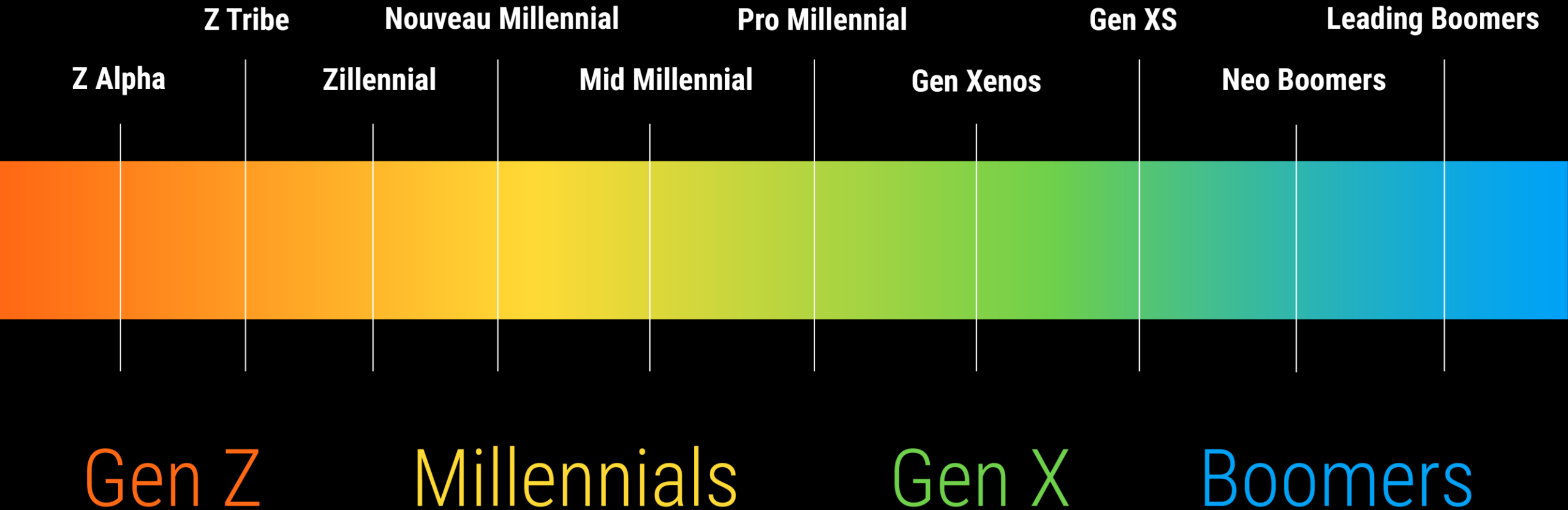
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Thank you!

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