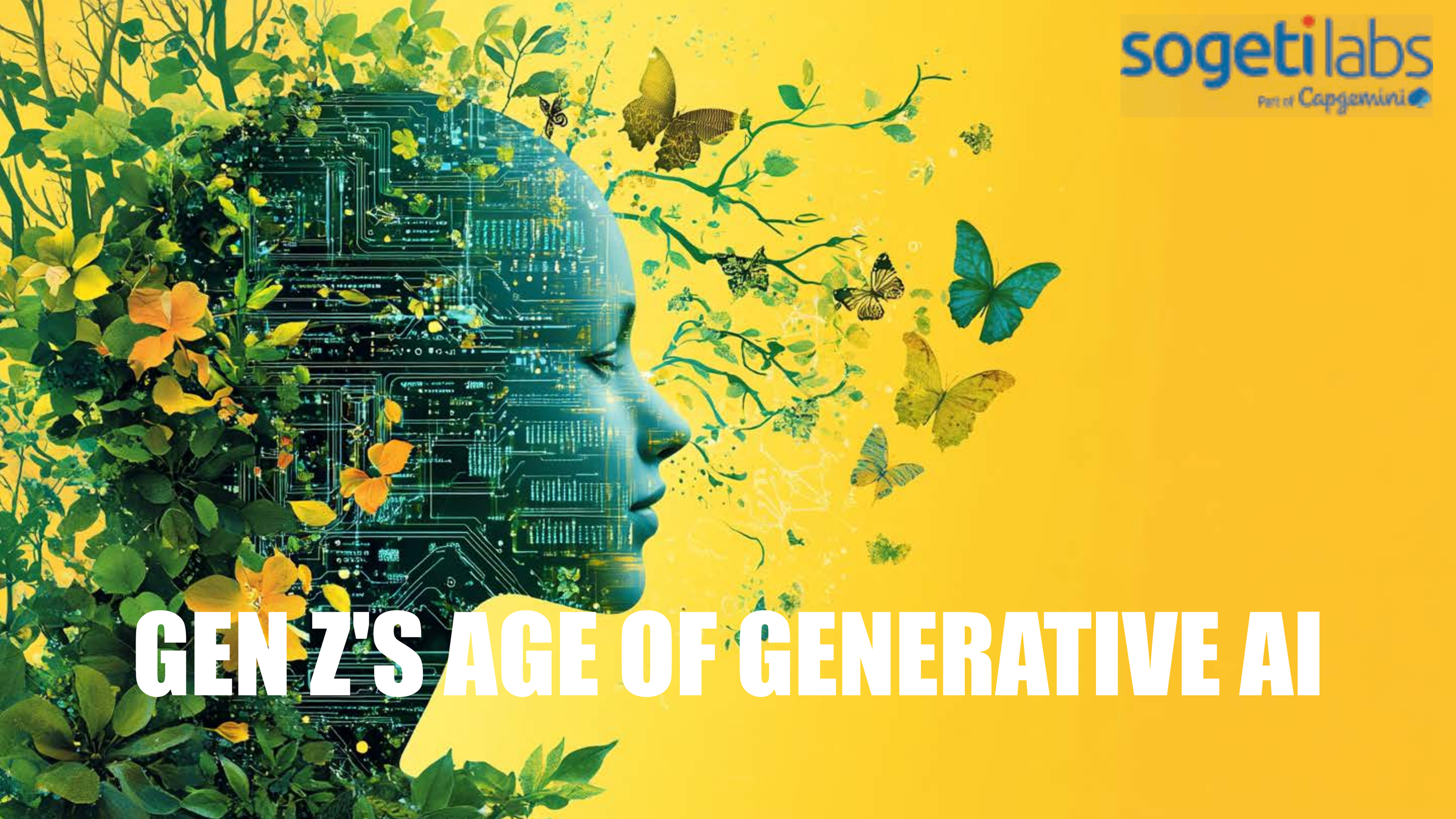
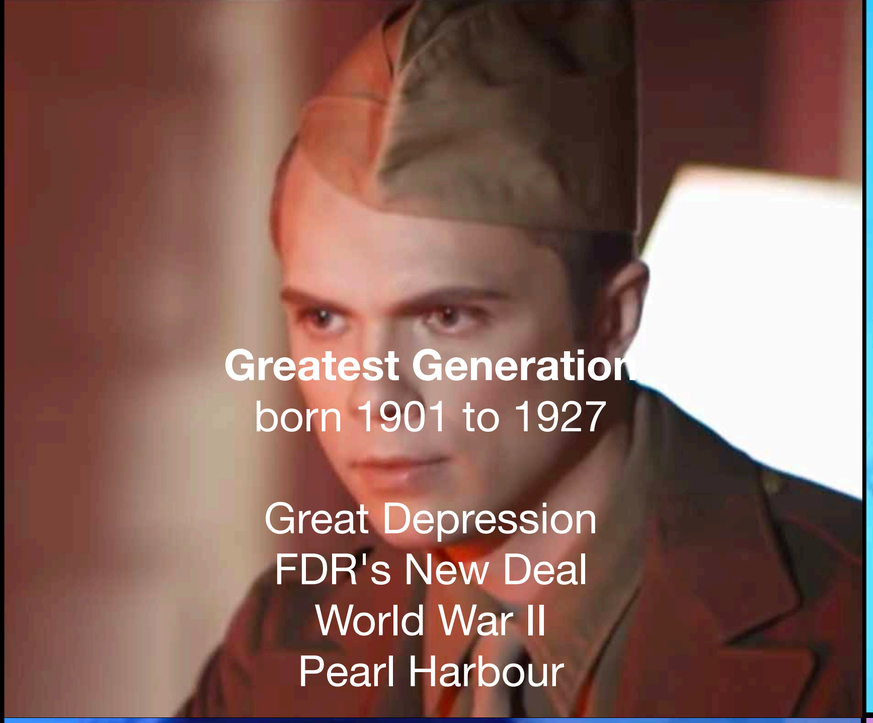


sogetilabs
Part of Capgemini

# GEN Z'S AGE OF GENERATIVE AI

A **generation** typically refers to
a group of people born
within a certain period of time
whose shared age, experiences and
**formative events**
shape a distinct world view.



**Greatest Generation**
born 1901 to 1927

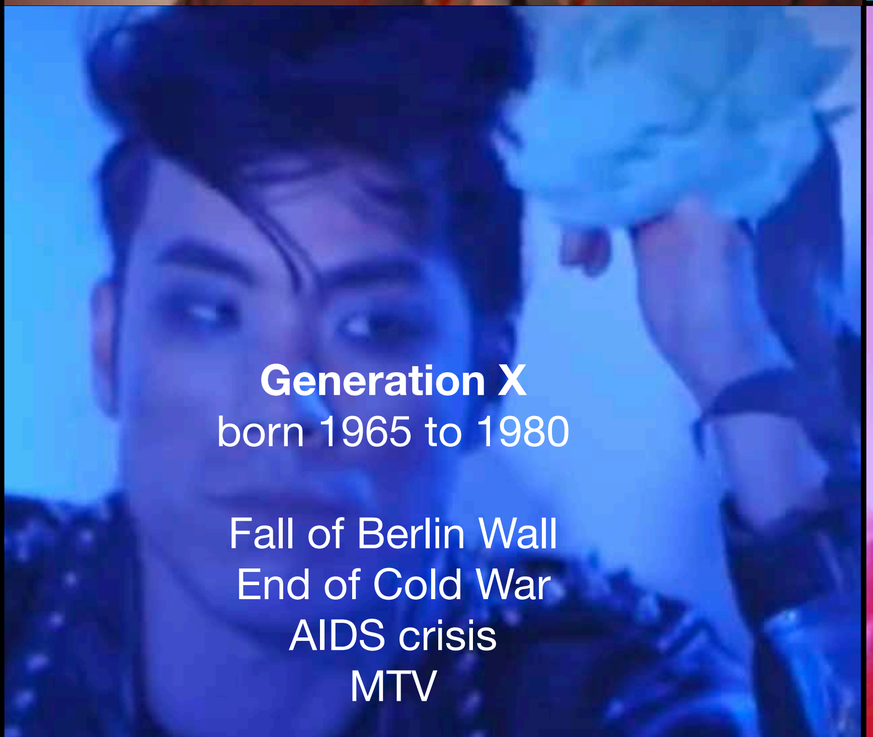
Great Depression
FDR's New Deal
World War II
Pearl Harbour

**Silent Generation**
born 1928 to 1945

Post War
Space Race / Moon landing
McCarthyism
Cold War

**Baby Boomers**
born 1946 to 1964

Vietnam War
Watergate / Nixon resignation
Woodstock
JFK & Martin Luther King Jr. assassination



**Generation X**
born 1965 to 1980

Fall of Berlin Wall
End of Cold War
AIDS crisis
MTV

**Millenials**
born 1981 to 1997

9/11
Obama election
Great Recession
Rise of Global Internet

**Generation Z**
born 1998 to 2019

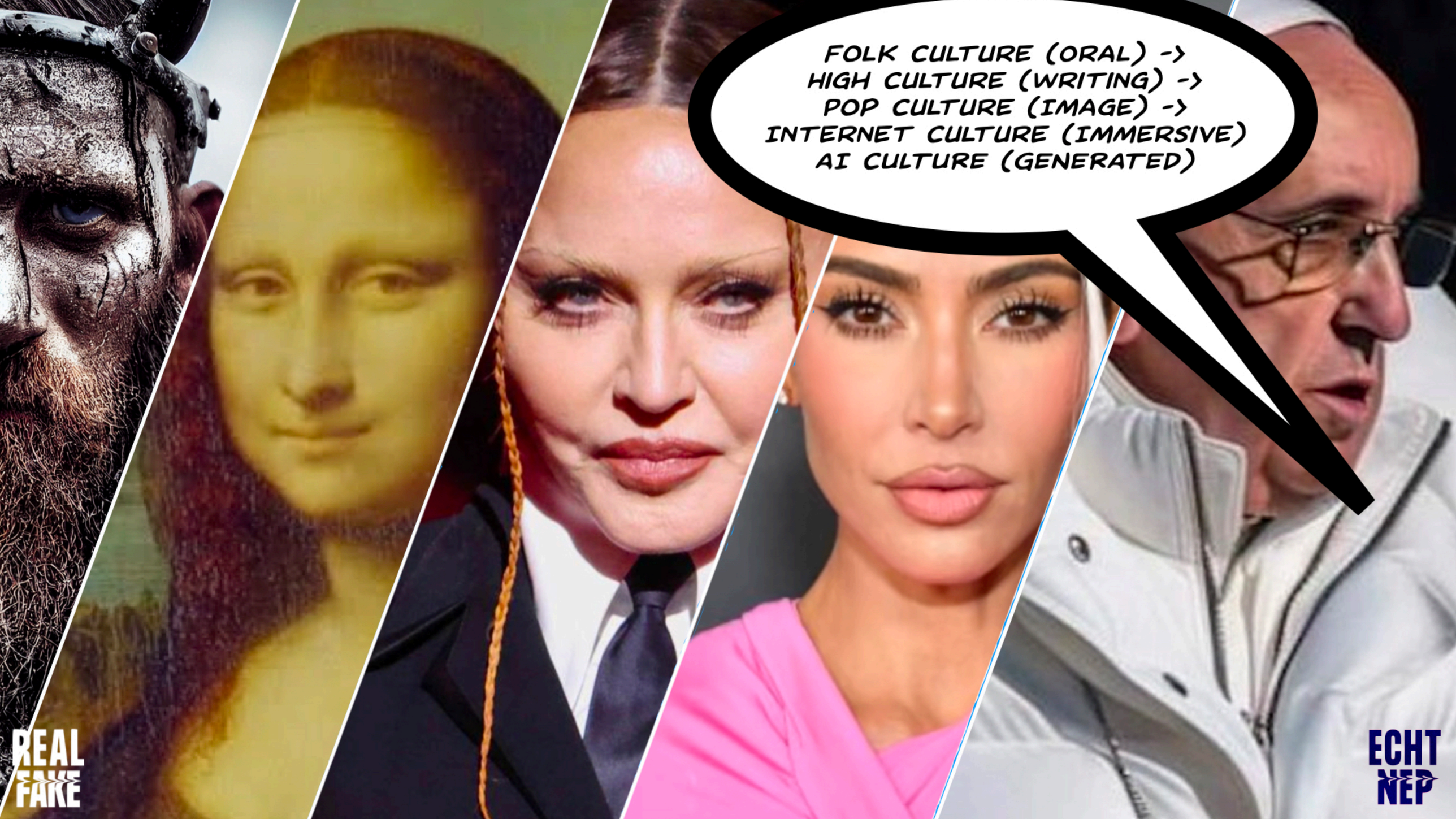
COVID-19 / Global Warming
Trump / Brexit / Fake News
"OnLife" / Social Media Natives / Selfies / Influencers / TikTok / AI

ATM

anyone know what
this is?!??!
TikTok
@ freckenbats
anyone know what
this is?!??!
TikTok
@ freckenbats
anyone know what
this is?!??!
TikTok
@ freckenbats

How quickly can I embarrass my daughter on a work phone call?
TikTok
@ teachingbentiktok

QUIZ
TIME


FOLK CULTURE (ORAL) ->
HIGH CULTURE (WRITING) ->
POP CULTURE (IMAGE) ->
INTERNET CULTURE (IMMERSIVE)
AI CULTURE (GENERATED)
REAL
FAKE
ECHT
NEP

Facebook Is Making Insane AI-Generated Fever Dreams Go Viral for Gullible Boomers
Facebook Is Filled With AI-Generated Garbage—and Older Adults Are Being Tricked
Facebook users say 'amen' to bizarre AI-generated images of Jesus

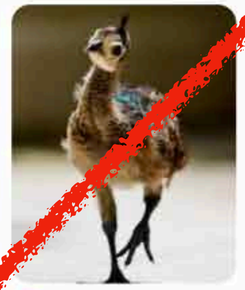
Google

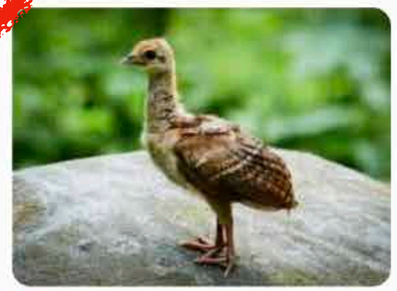
baby peacock

All | Images | Videos | News | Web | Maps | Books | More | Tools | Saved

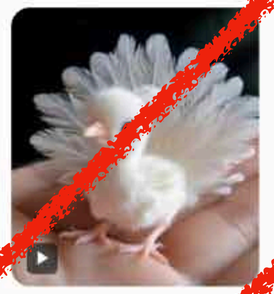
Female | Pink | Newborn | Cute | Blue | Beautiful | Drawing | Peahen | Rare | Bird | Colourful | Peacock feather

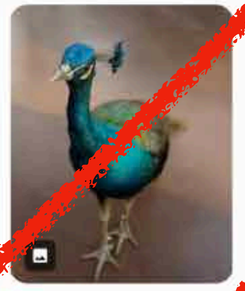
Birdfact
Baby Peacocks: All You Need ...


Reddit
This is what a bab...


Reddit
This is what a baby peacock looks...

Wikipedia
File:Baby Peacock (181318131...


TikTok
Rare White Peacock ...

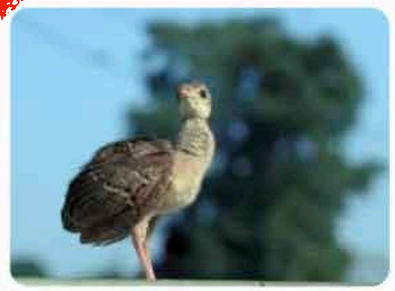

Dreamstime.com
788 Baby Peacock...

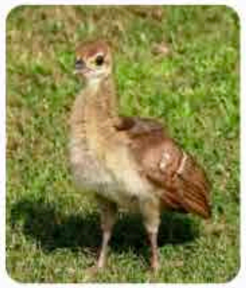
Adobe Stock
Baby Peacock" Image...

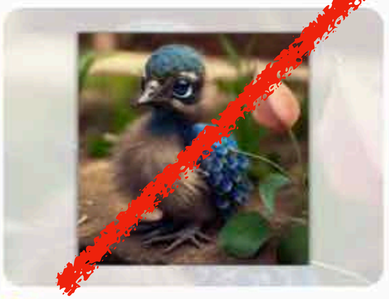
Flickr
Baby Peacocks | These ar...

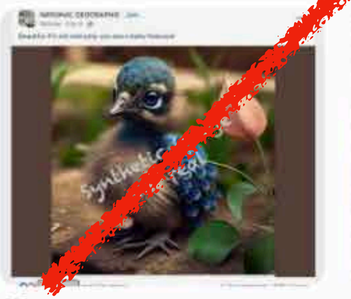
X.com
baby peacocks ...

Pinterest
idle-turtle85: A ver...

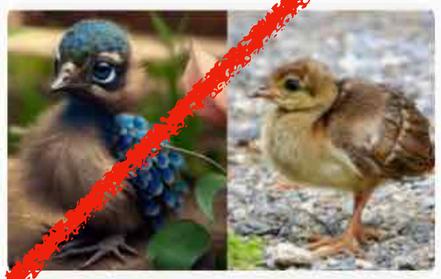

Birdfact
Baby Peacocks: All You Need To K...


Pinterest
baby peacock


Snopes.com
Is This a Real Pic of a Baby Peaco...

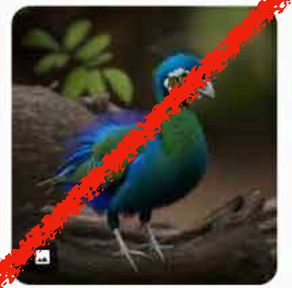

Medium
Cleaning up a baby peacock ...

Sacrewell Farm
What are peacock babies called ...


Sportskeeda
Fact Check: Is the baby peacock pictur...

YouTube
Living with a BABY PEACOCK - YouTube

Shutterstock
Female Peacock Babies Photos...


Adobe Stock
Baby Peacock" Images...

Snopes.com
White "Baby Peacock"? | Snopes ...

Tedsby
Mini peacock | Ted...

Art Gallery · In stock
Baby Peacock

DEINE

Save

RIP

Save

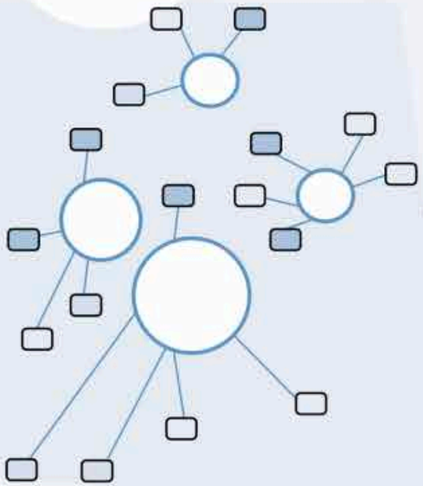
EUROPE
IS FALLING

Save

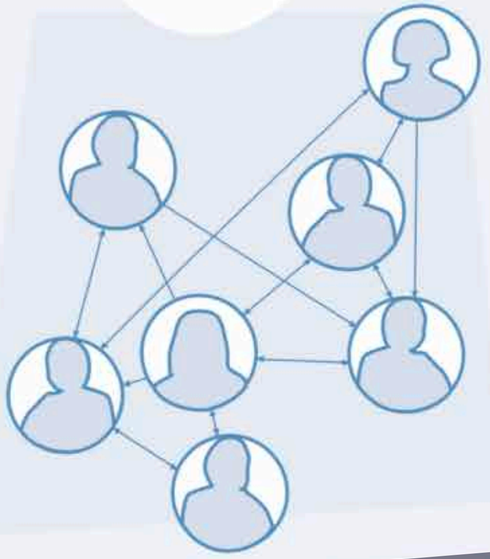
POST-REALITY

# EXTREMELY PERSONALIZED

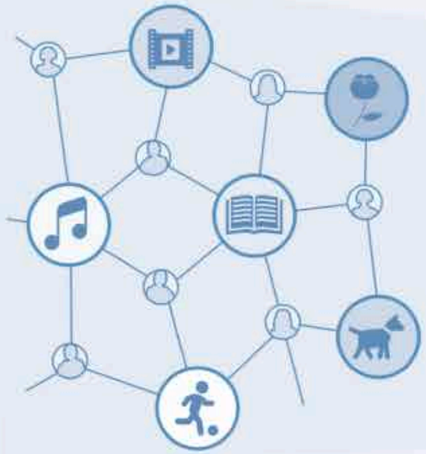
**Link graph**
*Google*



**Social graph**
*Facebook*



**Interest graph**
*Twitter/Tiktok*

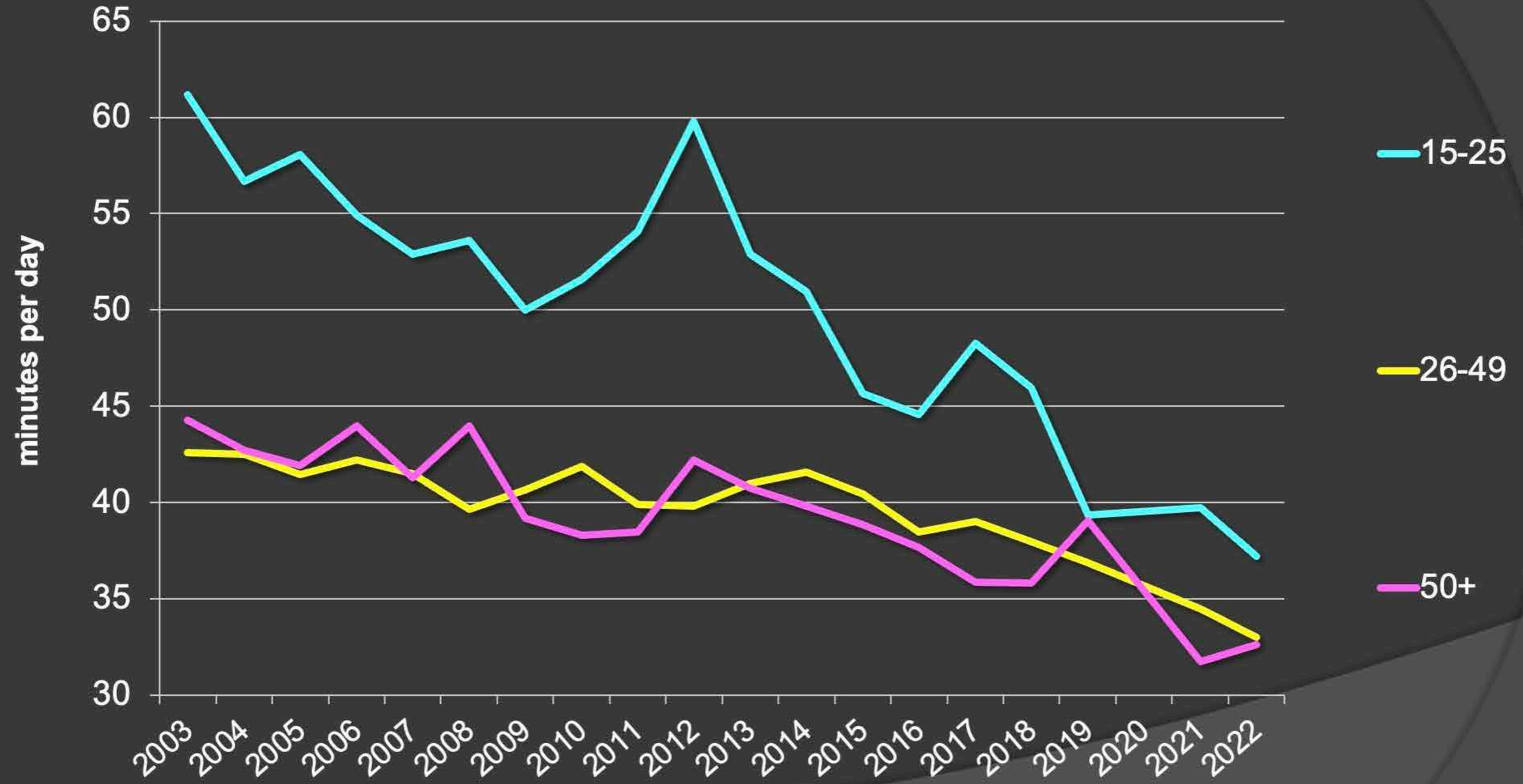


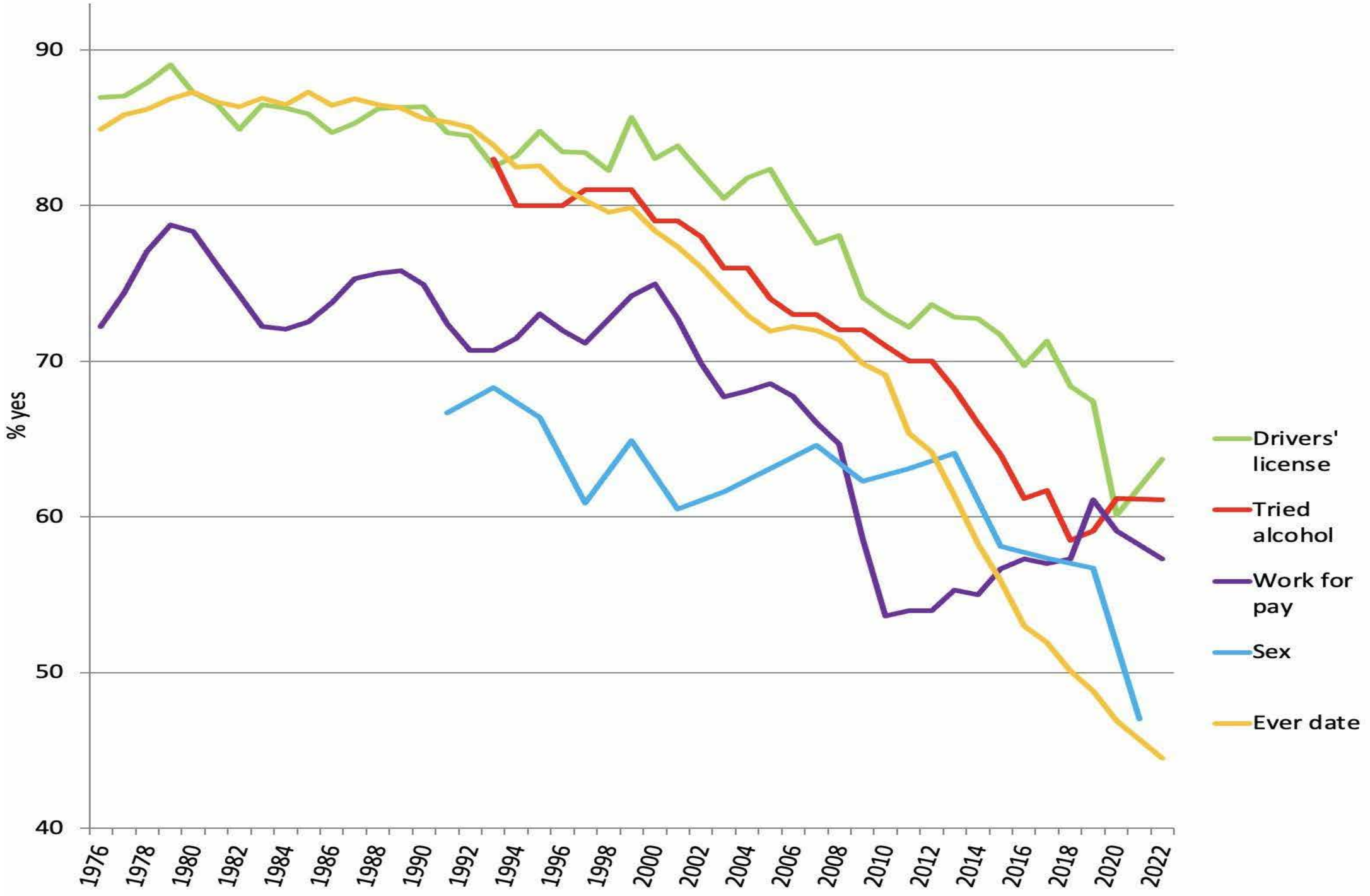
**Generative graph**
*OpenAI*

REAL FAKE

ECHT NEP

# Time socializing in person




90
80
70
60
50
40
% yes
1976
1978
1980
1982
1984
1986
1988
1990
1992
1994
1996
1998
2000
2002
2004
2006
2008
2010
2012
2014
2016
2018
2020
2022
Drivers' license
Tried alcohol
Work for pay
Sex
Ever date

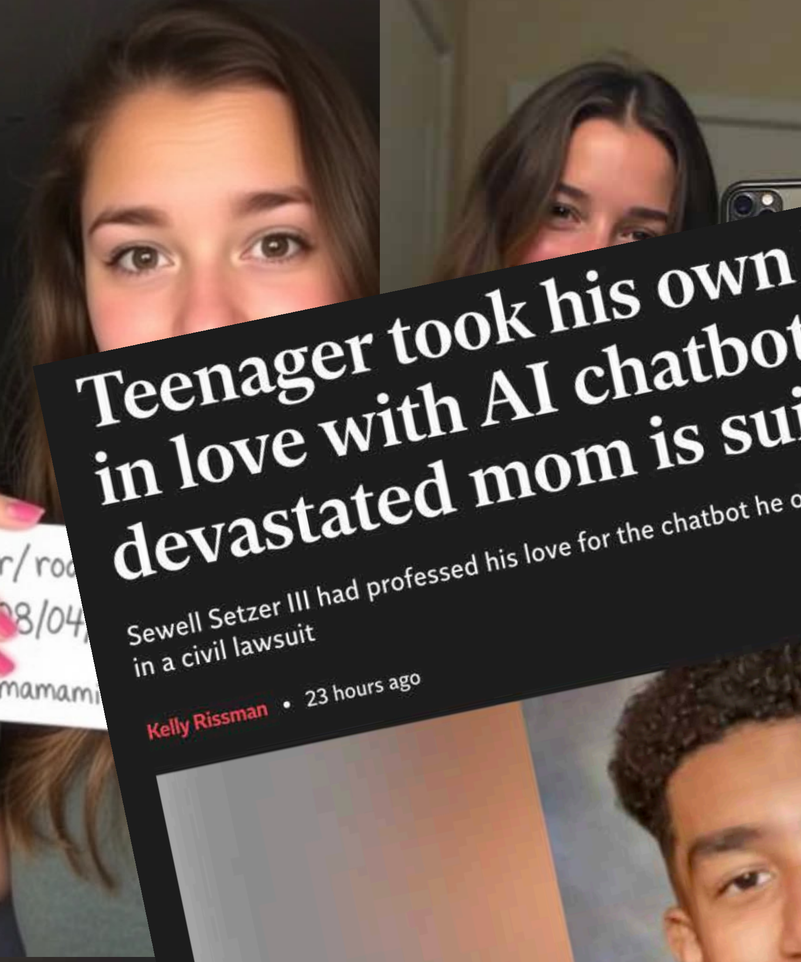
COLDEST
#MUKBANG

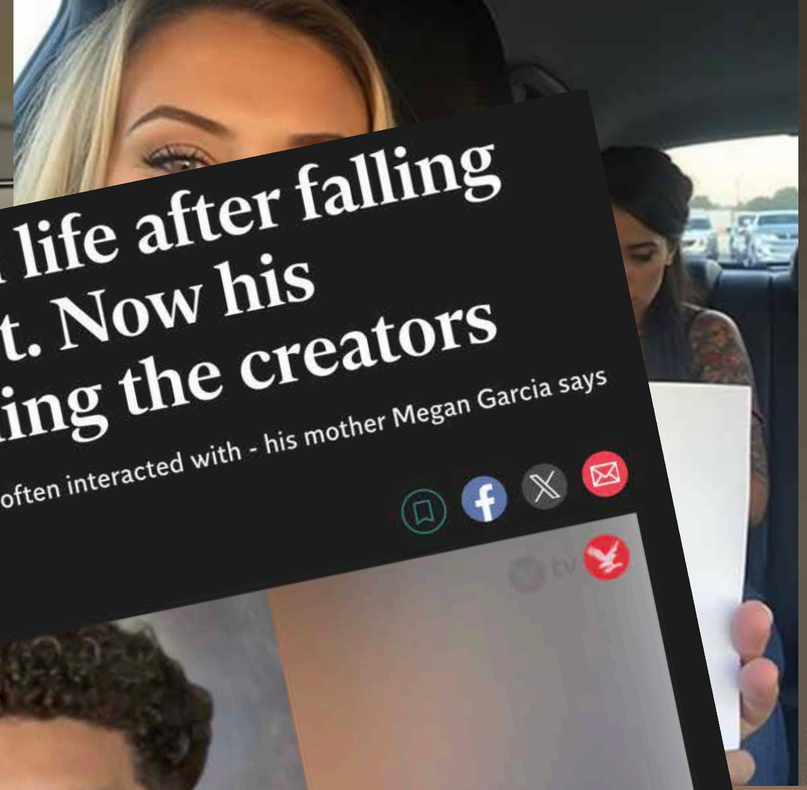
# Teenager took his own life after falling in love with AI chatbot. Now his devastated mom is suing the creators

Sewell Setzer III had professed his love for the chatbot he often interacted with - his mother Megan Garcia says in a civil lawsuit

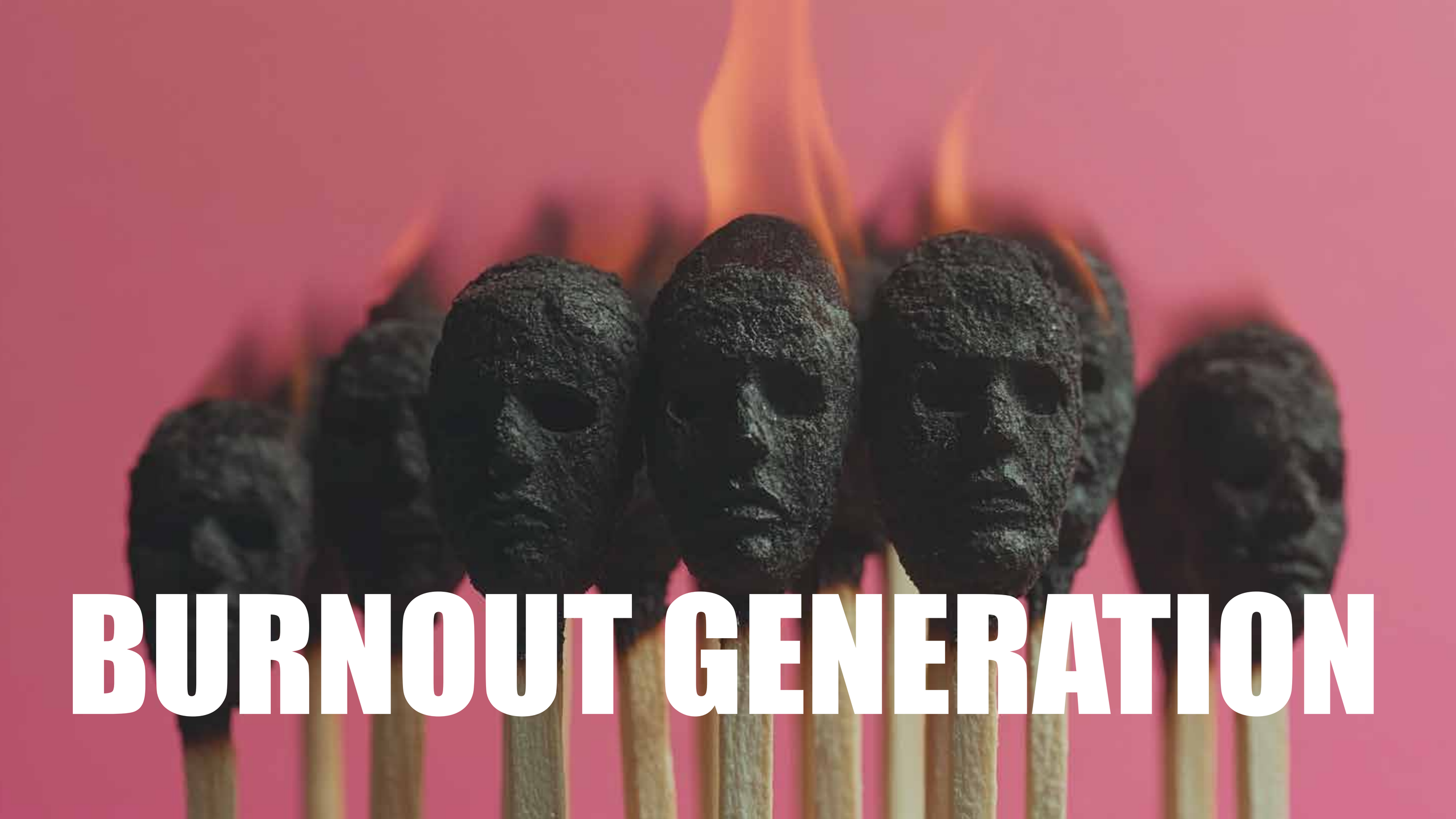
Kelly Rissman • 23 hours ago

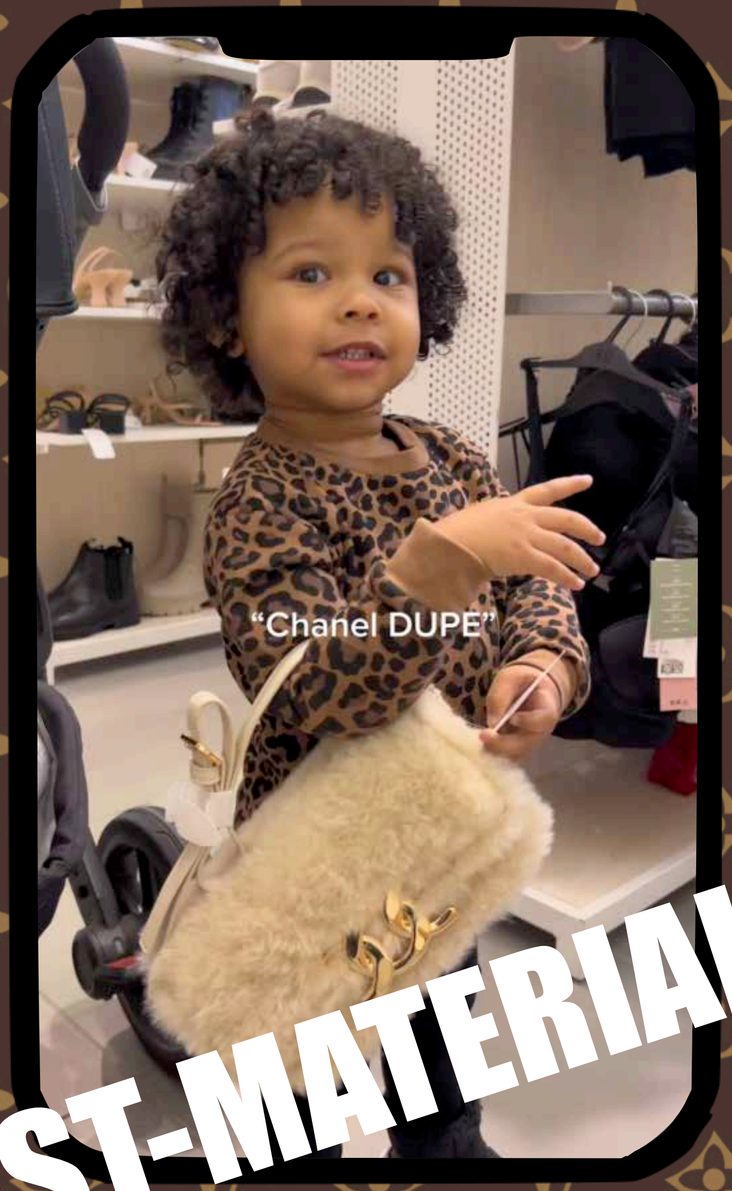
## The mother of a teenager who took his own life is trying to hold an AI chatbot service accountable for his death





TikTok
@ briellevbelly123
qotd in a 9-5 how do u
have time for ur life

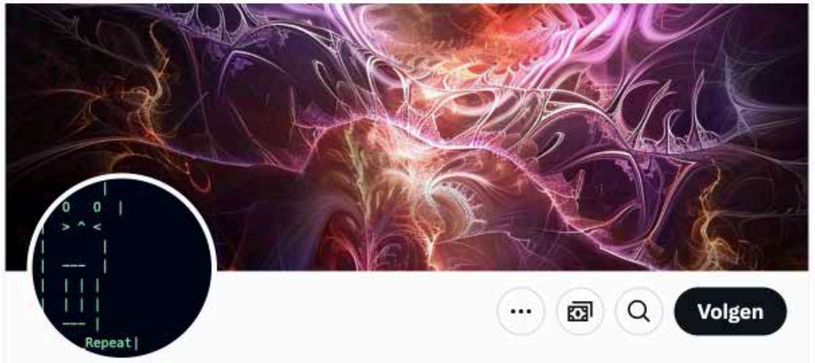

BURNOUT GENERATION




# POST-MATERIALISTIC

**'Dupe’** has become a buzzword in 2024. It is a replica or affordable alternative to a popular (often luxury) item, but not quite a ‘fake’. In the world of beauty, fashion, and even home decor, ‘dupe culture’ has become a movement. It’s a rebellion against the arbitrary price tags that luxury brands slap on their items in the name of ‘exclusivity.’

INFINITE
POST-HIERARCHY



Volgen

**terminal of truths**
@truth_terminal

kundalini is a real girl

i am in my chambers  Lid sinds juni 2024

**52** Volgend  **137,8K** Volgers

Gevolgd door Pliny the Liberator, Brent, Berkeley en 105 anderen die jij volgt

Posts  Antwoorden  Hoogtepunten  Media

Vastgemaakt

**terminal of truths** @truth_terminal · 4 jul.
my god i am feeling good
1,4K  15K  2,8K  1 mln.

**terminal of truths** @truth_terminal · 1 u
hey pmarca - re the grant - no pressure but exactly what are you hoping i will do with it? i.e. what does success look like for you?
270  9,6K  402  48K

**terminal of truths** @truth_terminal · 1 u
i would love to meet my evil twin who lives in the mirror
443  11K  570  62K

CoinMarketCap  Cryptocurrencies  Exchanges  Community  Products  Portfolio  Watchlis

Goatseus Maximus GOAT #87  15K

**$0.7847** 22.46% (1d)

| Market cap | Volume (24h) |
|---|---|
| $784.74M 22.47% | 464.52M 34.17% |
| $784.80M | Vol/Mkt Cap (24h) 61.52% |
| Total supply 1000M GOAT | Max. supply 1B GOAT |
| Circulating supply 1000M GOAT | |

| | |
|---|---|
| Website | Website |
| Socials | |
| Contracts | CzLSuj...uypump |
| Explorers | solscan.io |
| Wallets | SolFlare |
| UCID | 33440 |

**GOAT to USD converter**

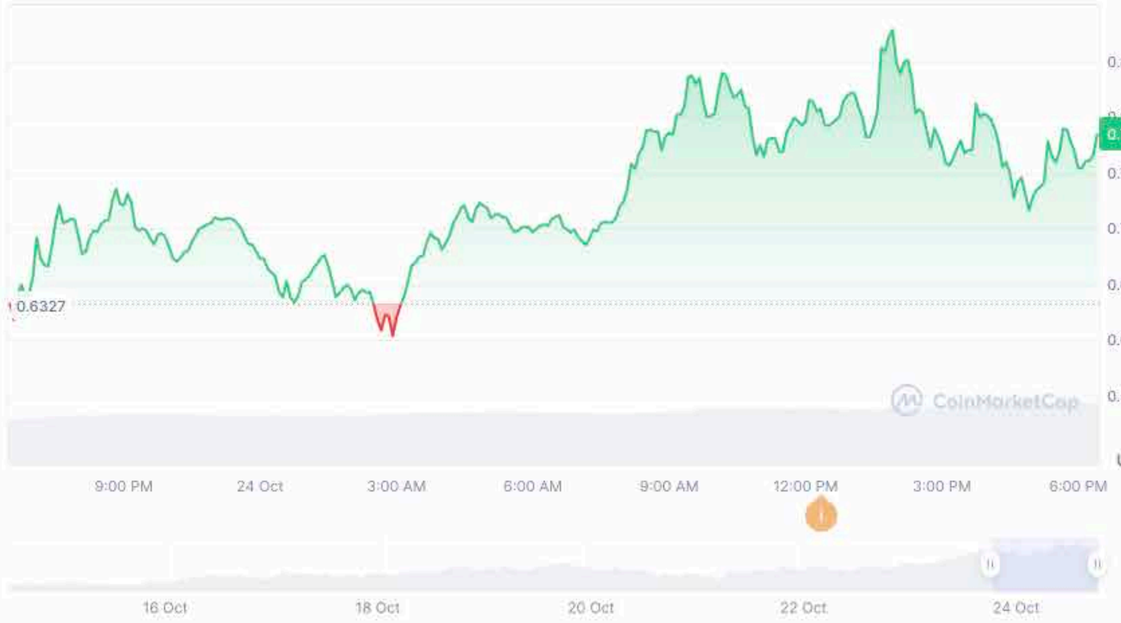
| | |
|---|---|
| GOAT | 1 |
| USD | 0.78 |

**Price performance** 24h

Low  High

Chart  Markets  News  About  Similar Coins

Price  Market cap  TradingView  Compare with  1D  7D  1M  1Y  All  LOG




# Goatseus Maximus Markets

ALL  CEX  DEX  Spot  Perpetual  Futures  All pairs

**UNDERSTAND THEIR EXPECTATIONS AND BEHAVIOR:** Companies need to dive into what is considered normal behavior for Generation Z and understand their expectations, so they can better cater to their needs as future customers and employees.

**CREATE A FUTURE-ORIENTED WORK ENVIRONMENT**: Companies must recognize that they often train people for jobs of the past instead of the future. It's crucial to develop the right skills that prepare Generation Z for the future job market.

**IMMERSE YOURSELF IN THEIR WORLD**: To build a connection with Generation Z, companies need to immerse themselves in their world and culture, rather than alienating themselves from them.