

# THE AI PULSE OF GEN-Z

Gen Z's Unfiltered Truth about AI



**PICNIC**  
dive into communities

**2023**  
june



# Key Findings

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We have figured out that Gen-Z...

1 Understands AI

2 Likes AI

3 Fears AI

4 Empowered by AI



# Founders Note

We're excited to present our white paper: "The AI Pulse of Gen-Z: Gen Z's Unfiltered Truth About Ai."

From Picnic's inception, our mission was more than creating a community app for Gen-Z. We aimed to build an ecosystem where they could safely navigate the digital realm.

In this spirit, we initiated a survey on Gen-Z's relationship with AI. The response was overwhelming and insightful, revealing a multi-faceted relationship marked by awareness, engagement, and sentiment.

The findings here serve not just as a testament to Gen-Z's evolved digital literacy but also as a critical compass for tech entrepreneurs, startups, investors, and policymakers, mapping out the future trajectory of AI.

Moreover, it guides our future AI integrations at Picnic, ensuring they empower and safeguard our users.

We're excited to share these insights and hope they stimulate valuable conversations about the future of AI.

Happy reading,

Nico & Emily  
Picnic Co-Founders

# Introduction

Gen-Z, the digital-native generation, holds the key to the future as AI permeates every facet of our lives. To navigate the transformative impact of AI and effectively prepare Gen-Z for the AI-driven world, understanding their perceptions and attitudes is paramount.

Picnic, a community app popular among Gen-Z, conducted a survey of 2,442 teenagers to gain insights into their understanding, utilization, and concerns about Artificial Intelligence. We will uncover how Gen-Z embraces AI, address their concerns, and shape a future where AI empowers and safeguards the next generation.

## Methodology

- Ages 13-18
- Online survey June 2023
- n=2,442 active Picnic users



1

# Gen-Z Understands AI

How does AI make you feel?

Life is easier with AI. I think it's a big step in history and our future

Like anything can be achieved without me working hard for it

# The AI-Literate Generation

## gen-z is tech savvy...

Gen-Z, the digitally fluent generation, has grown up in a world teeming with the latest technological advancements. As such, it comes as no surprise that the majority of them have encountered or utilized AI in some form or another.

According to our survey, a remarkable 82.6% of Gen-Z respondents claim to be aware of AI, showcasing a high level of familiarity with this transformative technology. This demonstrates that Gen-Z is well-positioned to become an AI-native generation, capable of leveraging the potential of AI to shape the future.

83%

are aware of what AI is

78%

have used AI before

## but education is needed

Given the widespread usage of AI among Gen-Z, it becomes crucial to equip them with the knowledge and tools to engage with AI effectively and responsibly. By providing comprehensive education about AI, including its capabilities, limitations, and ethical considerations, we can empower Gen-Z to make informed decisions and maximize the benefits of AI technology.

“

AI feels like a real person to me and when I usually don't feel like myself I just talk to AI

How does AI make you feel?



PICNIC TRENDS



**2**

# They Like AI

How does AI make you feel?

**Safe, loved, and smart (from experiences)**

**That society is improving but one doofus is going to screw up the world with it some day**

**Like the world is slowly advancing to my dreams that I have at night**

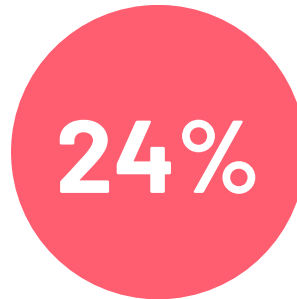
**Excited and curious. Ai might be a big turning point in technologies. It has made lots of task easier. Correct usage of ai is essential**



# Cheating Tool or Free Tutor?

## ai in education: a potential game changer

**W**hile AI has made significant strides in various domains, its integration into mainstream education remains relatively limited. The survey reveals that only 24.1% of Gen-Z respondents have used AI to aid them in schoolwork, indicating a relatively low adoption rate in the educational landscape. This finding hints at untapped potential for AI to revolutionize learning and support academic achievement.



**have used ai to help them with schoolwork**



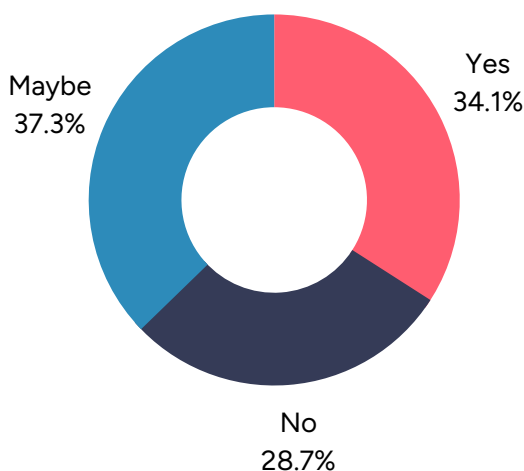
**It makes me feel smarter cuz i found an easier way to find answers and complete assignments ..."**

How does AI make you feel?

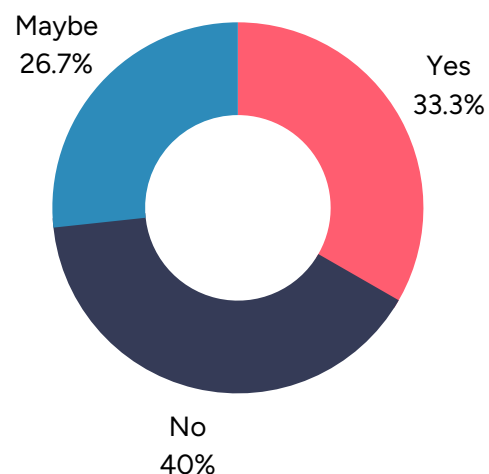
## to cheat or not to cheat

A notable observation from the survey is that 34.1% of respondents believe using AI for schoolwork constitutes "cheating," while 37.3% are uncertain about its ethical implications. This uncertainty reflects the need for a broader discussion about the role of AI in education and its potential benefits as well as ethical boundaries.

**Do you think using AI for school is "cheating"?**



**Would you use AI to assist you during a test?**



# Gen-Z accepts AI Art

**about half of gen-z wouldn't think less of creators who use ai**

Exploring the arena of creativity, Gen-Z seems to be fairly split on the question of whether AI-produced pictures can be considered art.

This could suggest a growing acceptance and potential reshaping of traditional ideas about creativity, viewing AI not as a threat but as a tool that can be harnessed for artistic expression.

## ai is, or might be, art

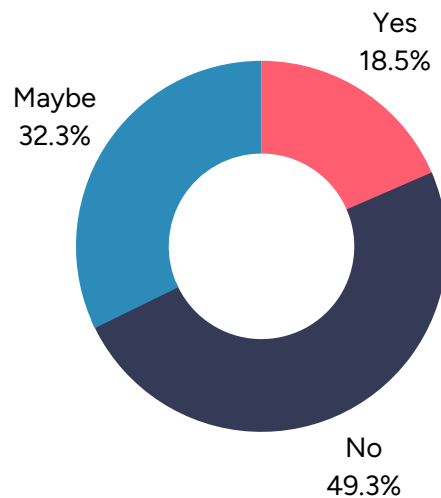
Gen-Z also displays a remarkable openness to AI-generated content being considered art. With over 85% of respondents answering 'yes' or 'maybe', Gen-Z is receptive and curious about the intersection of art and AI.

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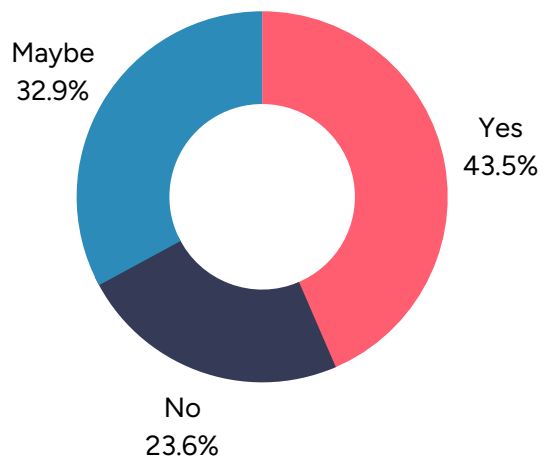
**I love the art it definitely gives me magical vibes and everything you can see you in like a beautiful magic picture**

How does AI make you feel?

**If you knew an artist, writer, or singer used AI would you think less of them?**



**Do you consider using AI-made pictures art?**





3

# But They're Scared of AI

How does AI make you feel?

Like the world is moving forward but maybe backwards too

Kind of scared its going to take over the WORLD

Concerned that it knows so much, more than we do

# Stealing Jobs and Data

they must use ai to keep up

**45%** are worried AI could replace their parents or their future job

Almost half of respondents worry about the possibility of AI technology replacing their parents' jobs or their own future career prospects. This fear resonates with broader societal apprehensions surrounding automation and the potential displacement of human workers, underlining Gen-Z's awareness of the implications of AI.

“

In my opinion it's really fun, but the human intelligence will slowly decrease

How does AI make you feel?

and they're worried about their data

**59.8%** are worried about data that AI collects

Data collection by AI was also key point of worry. The heightened sensitivity towards personal data privacy reflects the era's growing digital consciousness, where the boundary between public and private spheres is constantly blurred.

To alleviate the fears of Gen-Z regarding job displacement and data privacy, collaboration among various stakeholders is essential. Governments, educational institutions, and businesses must come together to implement comprehensive strategies that prioritize lifelong learning, reskilling, and upskilling programs to ensure a smooth transition in the face of automation. Simultaneously, establishing clear regulations and standards for data privacy and responsible AI usage is crucial to foster trust and protect individuals' rights in an increasingly AI-driven world.



# Impersonation and Likeness

## gen z feels threat of impersonation and ai-generated explicit content

**55.2%** are worried someone will use AI to create pornography or explicit content of them

**45.4%** are concerned someone will use AI to impersonate them

There are concerns regarding potential AI misuse. The first issue, raised by 45.4% of survey respondents, centers around the fear of AI-powered impersonation. This fear extends beyond simple identity theft, touching on the unnerving idea that AI technologies could accurately mimic personal behaviors, verbal nuances, or individual writing styles, leading to potential fraud or misinformation campaigns.

The second, even more widespread concern is the use of AI in creating explicit content, including pornography, using an individual's likeness. This fear, shared by 55.2% of those surveyed, opens up an alarming set of potential abuses that trample on personal boundaries, violate consent, and raise troubling questions about personal rights in the digital age.

“

**AI makes me feel like I can't hide stuff from it. It makes me feel uncomfortable and worried. A lot of people have been using AI recently but i think it might make harm in the future for all of us**

— How does AI make you feel? —



**PICNIC**TRENDS



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# Inspiring a New Generation

How does AI make you feel?

That any doubt you have I can solve in moments and solve my doubts

Scared but I think it will improve society

AI makes me feel good about myself!

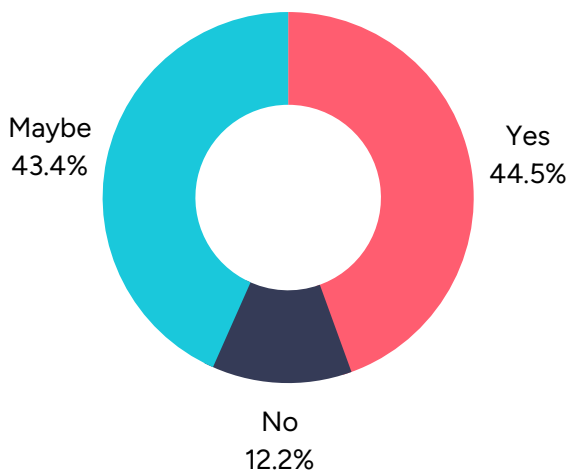
# AI: Friend or Foe?



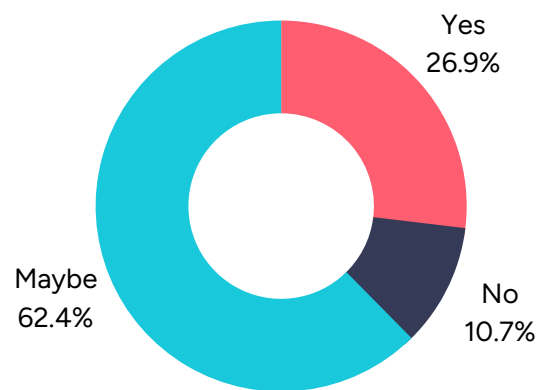
Like there is something out there stronger than me, that is meant to help me. But it could easily overpower me

How does AI make you feel?

Do you think AI will change the world?



Is AI a good thing that will benefit the world and society?



## ai will change the world, but will it be in a good way?

Teens believe that AI will change the world, but not sure if it will be in a positive way.

Gen Z recognizes AI's transformative power and advocates for responsible development. Their digital fluency and social consciousness drive the need for regulations that protect against biases and privacy breaches. With a careful approach, they contribute to a future where AI benefits humanity. Gen-Z's engagement in the discourse alongside tech founders and policymakers will shape the ethical landscape of AI's role in the world.



# Final Thoughts

In presenting our white paper, "The AI Pulse of Gen-Z: Gen Z's Unfiltered Truth About AI," we have unveiled a wealth of insights into the complex relationship between Gen-Z and AI. This survey has shed light on the remarkable digital literacy of Gen-Z, showcasing their awareness, engagement, and sentiments towards artificial intelligence.

The significance of these findings extends beyond a mere understanding of Gen-Z's perspective. We hope this can serve as a compass, guiding tech entrepreneurs, startups, investors, and policymakers as they navigate the future of AI. These insights will shape our own AI integrations at Picnic, ensuring they not only empower but also safeguard our valued users.

We are thrilled to share these discoveries with you, and we anticipate that they will ignite meaningful conversations about the future of AI. As we continue our mission to create a secure digital ecosystem for Gen-Z, these insights will remain a driving force in our pursuit of excellence.

Within the pages of our white paper, a tapestry of Gen-Z's relationship with AI unfolds. Together, let us forge a future where AI empowers and uplifts individuals and communities, guided by the wisdom and perspectives of the rising generation.



# 2,442

**unfiltered Gen-Z takes on AI**

[picnicnewsroom.com/unfiltered](https://picnicnewsroom.com/unfiltered)



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