

Gen Z's Mixed Feelings Toward AI

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While many young people have embraced generative AI in their daily lives, attitudes toward the technology are becoming increasingly mixed. More than half of Gen Z reportedly use AI tools regularly, yet concerns around trust, privacy and authenticity are growing.

At a discussion hosted by youth trends writer Casey Lewis, three Gen Z participants shared how they use and think about AI. One key takeaway was that privacy is often not a major concern. Participants said they regularly share personal topics with AI chatbots, from relationships and personal goals to everyday decisions, while giving limited thought to how that data may be used.

For some, AI is also seen as a healthier alternative to traditional online habits. Rather than endlessly scrolling social media, participants described using voice-based AI tools while walking or completing other activities to brainstorm ideas, plan projects and improve productivity.

However, AI-generated content itself remains a challenge. While many assume advertising increasingly involves AI, participants said fully AI-generated creative work often feels less authentic. AI-generated music, in particular, struggled to connect with those who value human performance and emotional expression.

The workplace transition is also creating uncertainty for younger professionals. One participant described using AI early in their career to support a presentation, only to discover inaccuracies in the output, while also being encouraged by employers to adopt AI tools more widely.

This reflects a broader tension for Gen Z entering the workforce: employees are being asked to use AI, while also needing to understand when its outputs require verification and human judgement.