

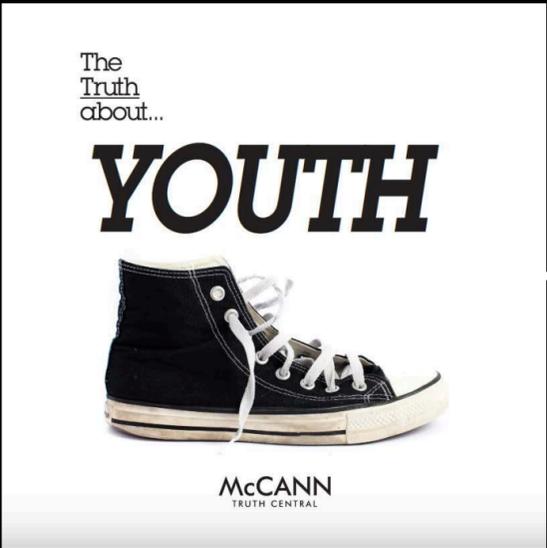
McCANN WORLDGROUP

the truth about Chinese
YOUTH

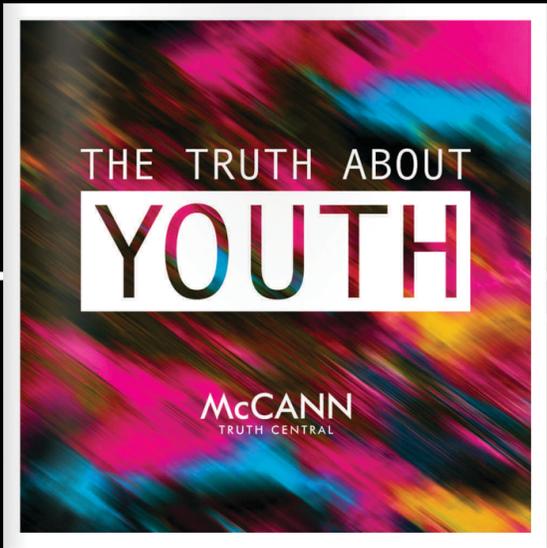
关于中国青年的真相



A DECADE OF YOUTH RESEARCH



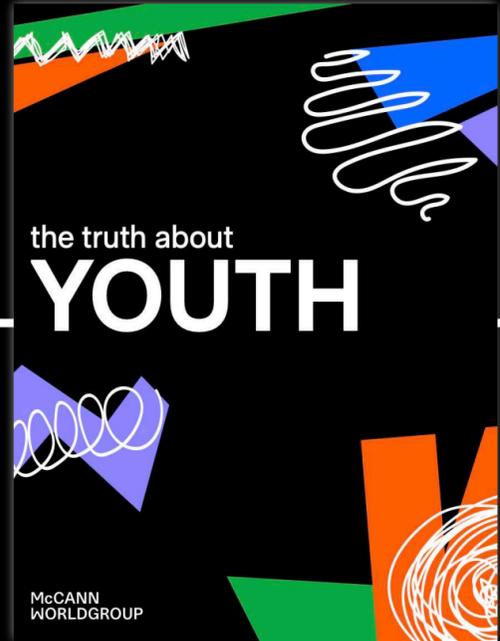
2011



2015



2020



2024

TRUTH ABOUT GEN Z

26 Markets

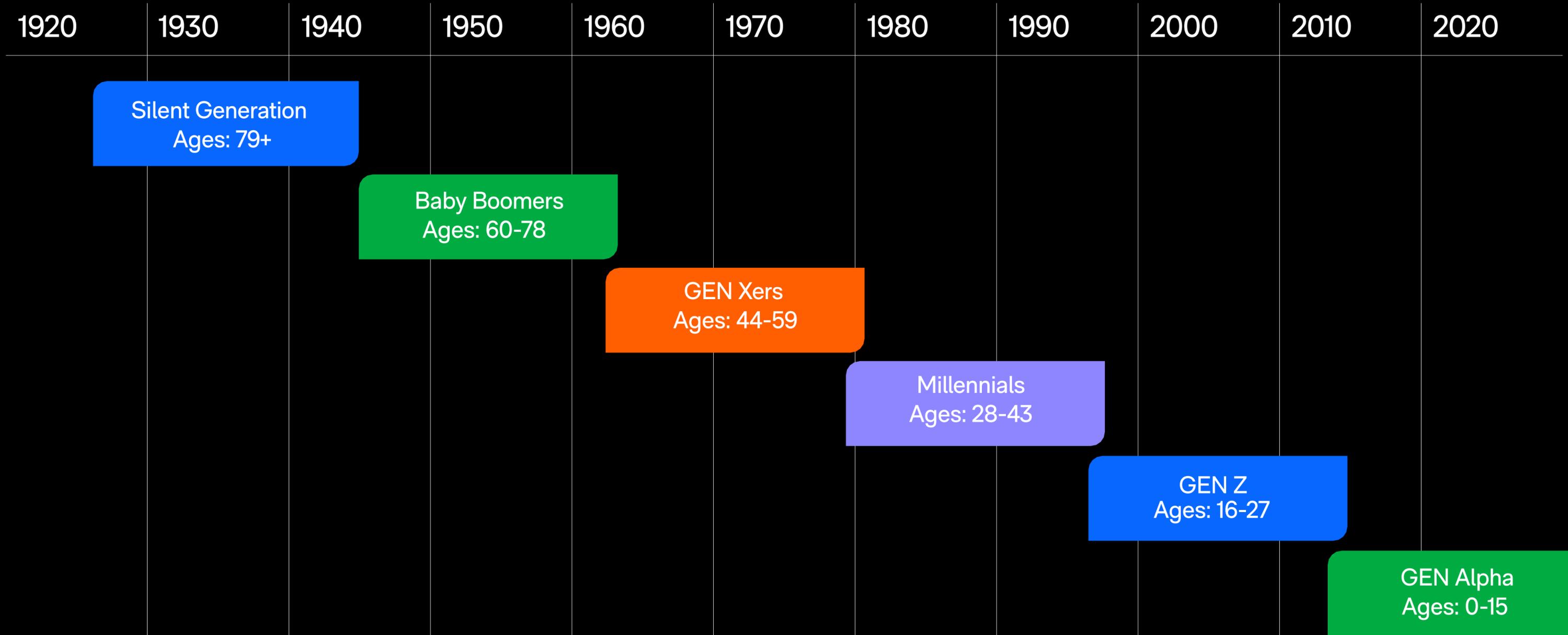
N = 16,000





CHINA-SPECIFIC IN-DEPTH STUDY

To help ground us...



张爱玲 (1920)
 何鸿燊 (1921)
 袁隆平 (1930)
 Warren Buffet (1930)
 Martin Luther King Jr. (1930)
 李小龙 (1940)

Donald Trump (1946)
 邓丽君 (1953)
 成龙 (1954)
 董明珠 (1954)
 莫言 (1955)
 张国荣 (1956)
 Michael Jackson (1958)

周星驰 (1962)
 杨紫琼 (1962)
 马云 (1964)
 王菲 (1969)
 Kanye West (1977)
 Leonardo DiCaprio (1974)
 周杰伦 (1979)

姚明 (1980)
 Kim Kardashian (1980)
 李想 (1981)
 朗朗 (1982)
 Taylor Swift (1989)
 李子柒 (1990)
 迪丽热巴 (1992)
 Justin Bieber (1994)

李佳琦 (1995)
 易烊千玺 (2000)
 欧阳娜娜 (2000)
 Billie Eilish (2001)
 Emma Chamberlain (2001)
 谷爱凌 (2003)

韩昊霖 (2014)
 North West (2018)

1 A FUSION OF
VIRTUAL AND
REAL

2 TAP INTO
INVESTIGATIVE
MODE

3 UNLEASH
CREATIVITY
TO POWER THE
FUTURE

4 THINK BEYOND
GENERATIONS

虚实相融的精神净土

A FUSION OF VIRTUAL AND REAL



以下哪点是Z世代可能相信的?

Which of the following is GEN Z most likely to believe in?



塔罗牌可以
预知未来

Tarot cards can
tell the future



鬼是真实
存在的

Ghosts are real



星座可以预
测性格特征

Star signs predict
personality traits



外星人
真的存在

Aliens do exist

以下哪点是Z世代可能相信的?

Which of the following is GEN Z most likely to believe in?



塔罗牌可以
预知未来

Tarot cards can
tell the future

44%



鬼是真实
存在的

Ghosts are real

57%



星座可以预
测性格特征

Star signs predict
personality traits

61%



外星人
真的存在

Aliens do exist

64%

生活进入全面拜拜时代

Life is becoming fully metaphysical



喝“招桃花”咖啡
Drink “romantic luck” coffee



为电子产品开光
Consecrate electronic products



逛好运city walk
Experience a luck city walk

.....
#算量子力学命
#Quantum mechanical fortune-telling



78%

的Z世代表示相信不符合逻辑或不科学的事情是一件有趣的事。

of GEN Z say it's fun to believe in things that aren't logical or scientific.

感叹奇思妙想 主动做梦

Imagination is continuing to multiply

 bb (上学战斗版)
外面的世界已经发展成这样了吗
2023-12-02 回复

Is this what the outside world has become?

 循此逆旅
有点巨物恐惧症那味儿了 🤪🤪 04-17 回复

It's getting a little megaphobic.

 小红薯E1E84E56
吓惨了! 我说李子坝轻轨^Q什么时候变成这样了? 我才一天没坐 🤪
2023-10-30 回复

Scared to death! I mean, when did the Liziba LRT become like this? I've only been out of it for a day.



 深海不冻港
规则一: 兔子没有粉红色的, 更不会在天上飘, 如果不幸遇到, 绝对不要直视她的眼睛。规则二: 所有动物都害怕老虎, 你不用害怕。规则三: 企鹅很友善, 不要不理他。.....规则十六: 以上规则中有一条已经被错误修改 04-26 回复

Rule #1: Bunnies don't come in pink, much less float in the sky, so if you're unfortunate enough to encounter one, don't look her directly in the eye. Rule #2: All animals are afraid of tigers, you don't have to be. Rule 3: Penguins are friendly, don't ignore him Rule 16: One of the above rules has been changed in error.

我们买了一颗国产卫星。We bought a domestic satellite.

第245期每周必看 > 1241.1万 7.3万 2023-11-28 17:08:54 未经授权，禁止转载

打破束缚将梦想化为现实 Give wings to imagination



36 人正在看, 已装填 3000 条弹幕



发个友善的弹幕见证当下

弹幕礼仪 >

发送

157.7万 182.8万 64.3万 13.6万

AI视频总结

32篇笔记

【才浅】15天花20万元用500克黄金敲数万锤纯手工打造三星堆黄金面具

In just 15 days, we spent 200,000 yuan and 500 grams of gold to handcraft tens of thousands of Sanxingdui gold masks.

1851.5万 23万

央视新华社点赞, 博物馆喊话来上班!

【何同学】我拍了一张600万人的合影...

I took a picture of 6 million people.

UP 老师好我叫何同学

1709.1万 13.9万

央视点名称赞, 数码男孩的硬核浪漫礼物

《Bad Guy》沙雕翻拍《Fat Guy》MV, 送给正在减肥的自己.

'Bad Guy' Hilarious Remake of 'Fat Guy' MV for Your Weight Loss Self

1057.7万 1.5万

全站创意MV翻拍代表作

【自制】技术宅UP耗时三个月, 自制B站最强小电视!

【硬核】【3分钟从草图到实物】

Tech geeks spend three months making their own Bilibili super small TVs

723万 3.1万

野生技术宅顶尖水平

“在梦想面前，创业只是一个比较贵的爱好。如果失败了就失败了。大不了，我去找份剪辑师的工作。但是不能因为怕失败，而放弃梦想。” 

“Entrepreneurship is just a expensive hobby when it comes to dreams. If it fails, it fails. No big deal, I'll just get a job as an editor. But I won't give up my dream due to the fear of failure.”

- Tim, 28, male, Hangzhou

拥有雄心壮志的一代

A generation with big ambitions



48%

的Z世代认为自己会成为百万富翁
of GEN Z believe they will be a millionaire

GEN POP: 34%



虚拟和愿望总能提供一个 丰富而充实的乐园...

Virtual and aspirational always provide a
rich and fulfilling paradise...



在社交媒体上，
似乎每个人都是《璀璨帝国》的嘉宾

On social media, It seems like everyone starring on Bling Empire



住在中式别墅的00后女生
| miumiu 拆箱

90年34岁总裁打卡自己公司
的一天 #天蝎座 #创业 #亚...

Dior villa 高珠活动晚宴 Vlog
...#珠宝 #购物 #vlog

Daily Vlog | 江浙沪少爷
日花销 希望可以给大家带来...

99年女生 在城堡的一天都
做了些什么

Plog | 大儿童也有礼物 被惦
记的幸福 在一起快8年 算是...

沉浸式购物 | 爱马仕VIC 是
怎么拿包的?

快乐开箱 | 小富裕女生的流水
账日常 最近的视频真的不知...

坐标深圳价值一个亿的豪宅长什

巴黎lv 秀明王克尔 n2 中间是

llinn 精灵啊

48%



的Z世代认为他们目前赚的钱还不足以过上舒适的生活。

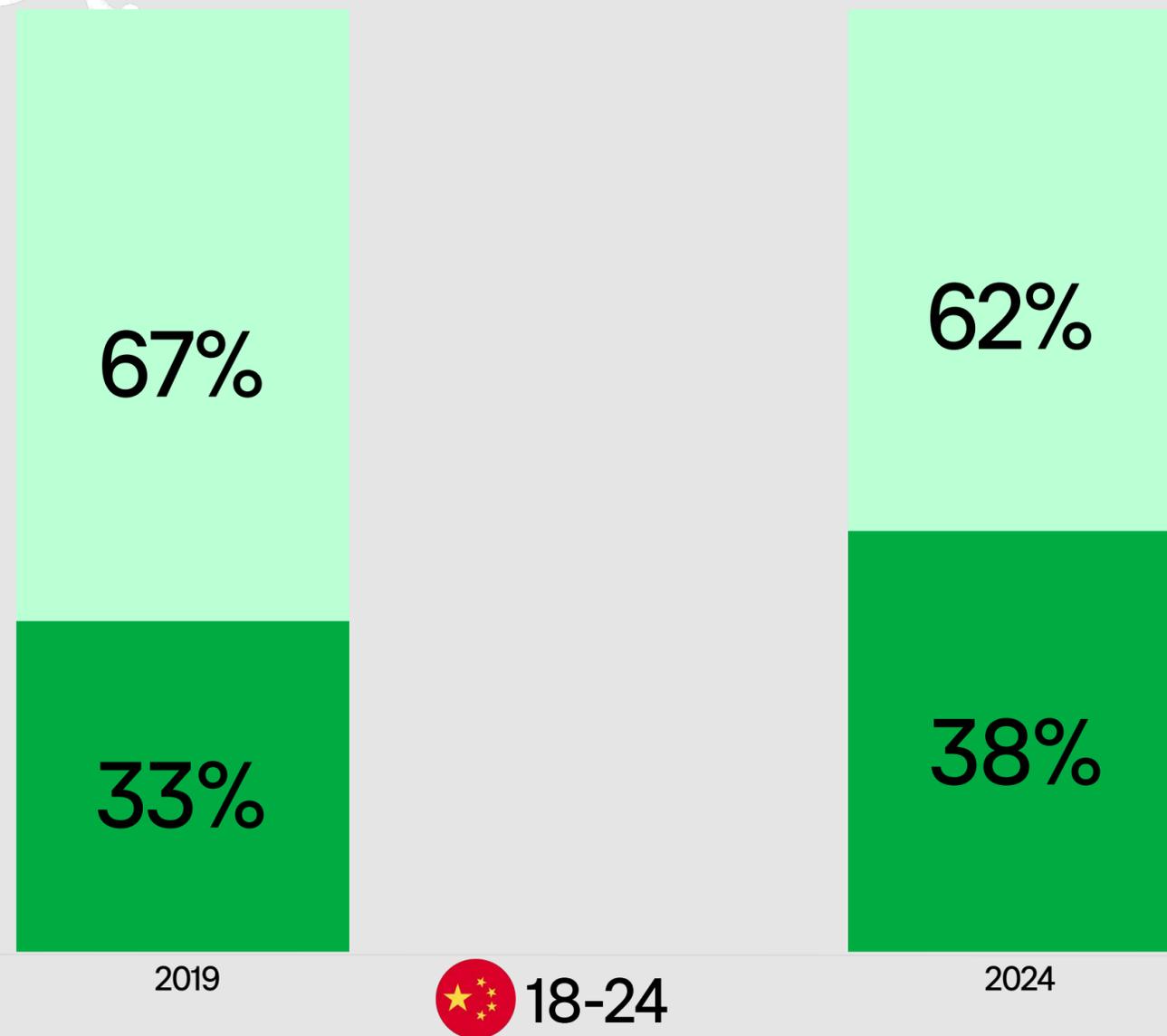
of GEN Z don't feel they earn enough money to live comfortably.

GEN POP: 50%



无论打开什么APP，都有人在展示自己的富裕生活，营造出一种“众人皆富你独穷”的氛围。

No matter what app you open, there are always people showing off their wealth, creating a sense of "everyone is rich, and you're poor."



对年轻人来说 真相 越来越难以捉摸

For young people
the truth is
increasingly bendy



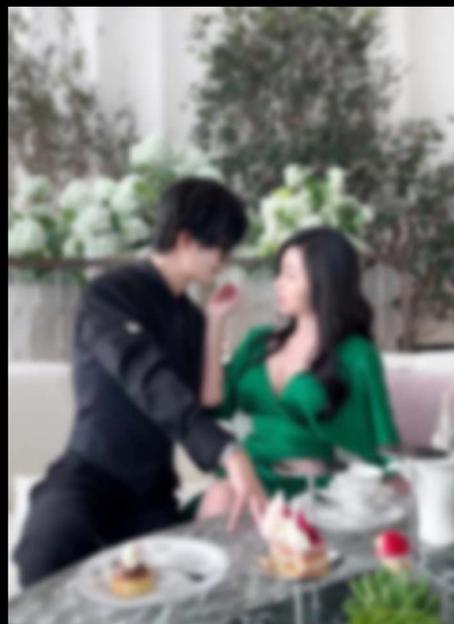
- 重要的是，在任何情况下都要把真相放在其他因素之前
- 真相可以根据当时的情况灵活处理
- It is important to put the truth before other factors in any situation
- The truth can be flexible depending on the situation at the time

虚拟变得更加梦幻

Virtualization becomes more dreamy

COS委托悄然流行

COS commissions are creeping in popular



“约会”
Dating



“结婚”
Married



“婚礼”
Wedding



“蜜月”
Honeymoon

抖音13.9万人参与 16亿次播放

Douyin 139,000 participants, 1.6 billion plays

活动发起人（单主）付费邀请女性Coser（委托老师）打扮成动漫、游戏里心仪对象的样子，进行一日或多日的约会。

Event organizers pay female Cosplayers to dress up as their favorite characters from anime or games, and go on a one-day or multi-day date.

现实变得更加真实 Reality becomes more real



不婚 Marriage-free

2024年上半年，中国有343万对夫妇结婚，比去年同期减少了49.8万对。

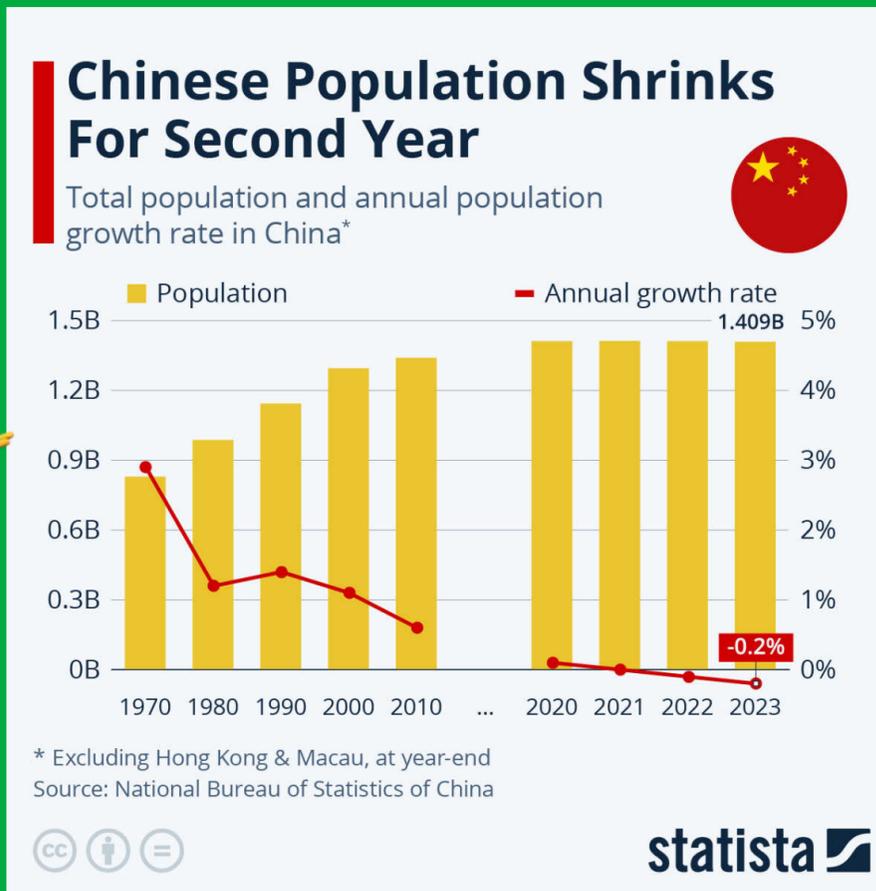
A total of 3.43 million Chinese couples got married during the first half of 2024, down by 498,000 couples, which marks the lowest point in 44 years.



不育 Child-free

2023年人口自然增长率-0.2%

Natural population growth rate -0.2% in 2023



首个火山 沉浸式VR直播

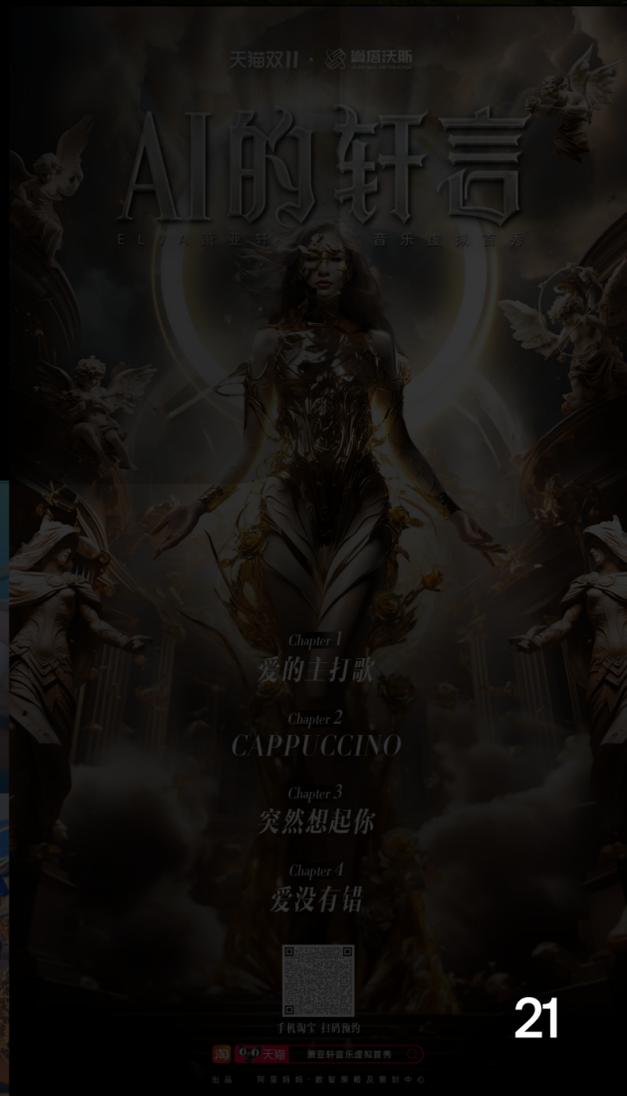
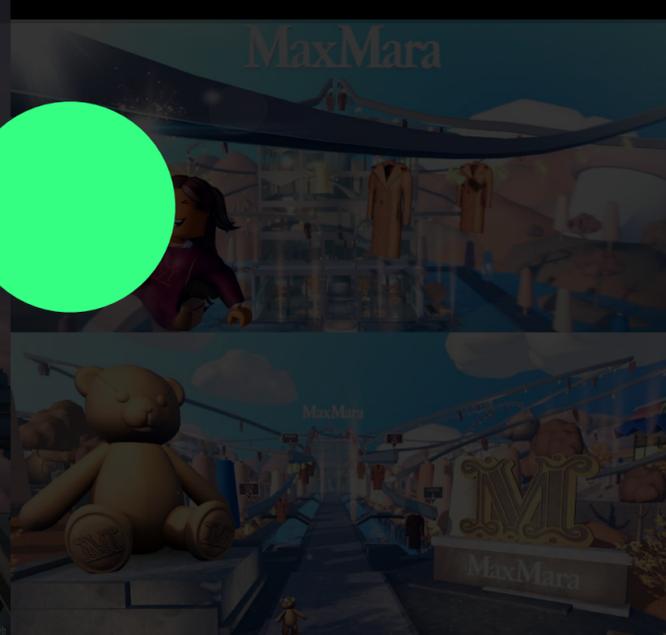
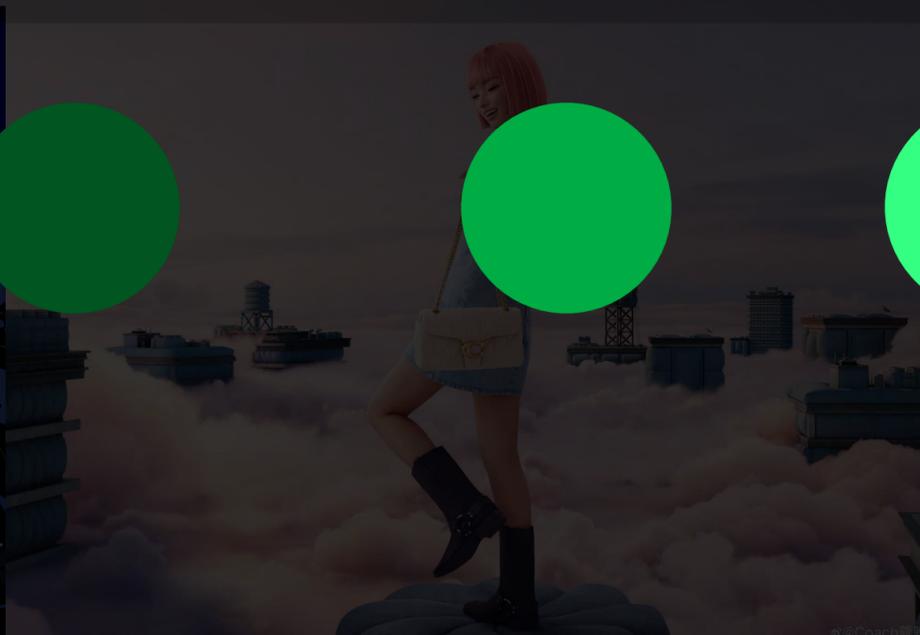
全方位身临其境 4月22日敬请期待

带你一起探秘火山矿泉的诞生



品牌需要提高技术透明度 有意识地将事实和虚拟融合在一起

Brands need to get transparent and intentional about their blend of fantasy and reality



过去认为 Always Been True:

年轻人总是梦想家。

Young people have always been dreamers.

在今天看来 More True Today:

虚拟与现实的界限愈发模糊，这一代人被迫成为半醒的孤独者。

The boundary between the virtual and the real is becoming increasingly blurred, forcing this generation to become half-awake loners.

进入调查模式

TAP INTO INVESTIGATIVE MODE

73%

中国Z世代担心自己注意力的持续时间

of Chinese GEN Z are worried about their attention span

VS Global GEN Z 68%

当你第6次尝试阅读同一个段落
结果发现自己依然在专注...

When you try to read the same paragraph for the sixth time and realize you're still not paying attention...



注意力不集中

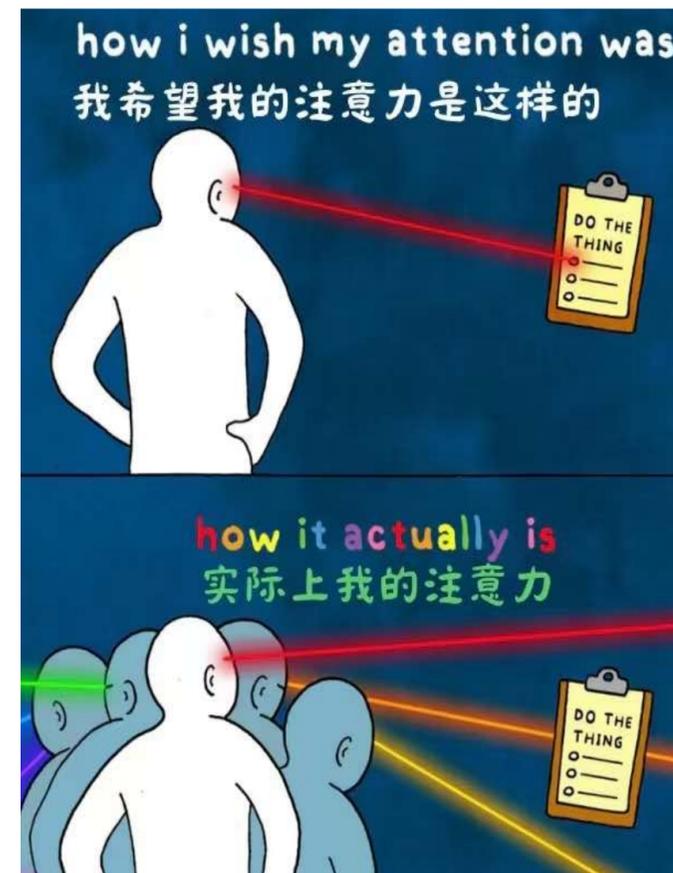
#Lack of concentration
120mil+ views on RED

Attention is horribly distracted

注意力涣散到了可怕的程度

发现自己完全不能集中精力干一件事，即使平板放着想看的视频，也会拿着手机一直看，而且是拿着两个看不同的东西，也没法看长视频，就连1分钟的都没

I find that I can't concentrate on one thing at all. I keep using two devices to watch different content at the same time, and have no patience for long videos, even if it's only one minute.

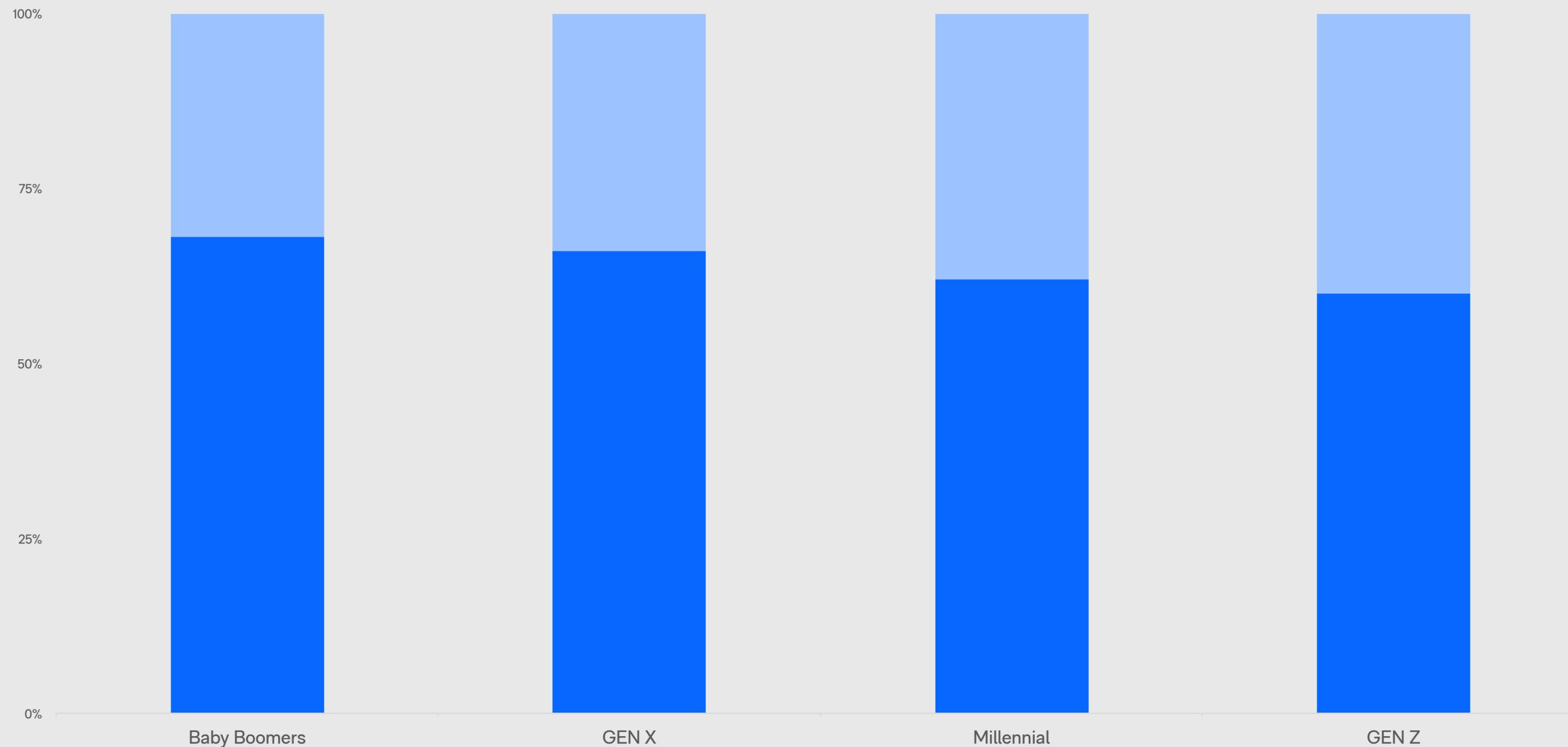


#How to improve lack of concentration#
除了工作，人们娱乐的时候也是在看手
470讨论 336.8万阅读

#How can one lose concentration so much#
1699讨论 147.6万阅读

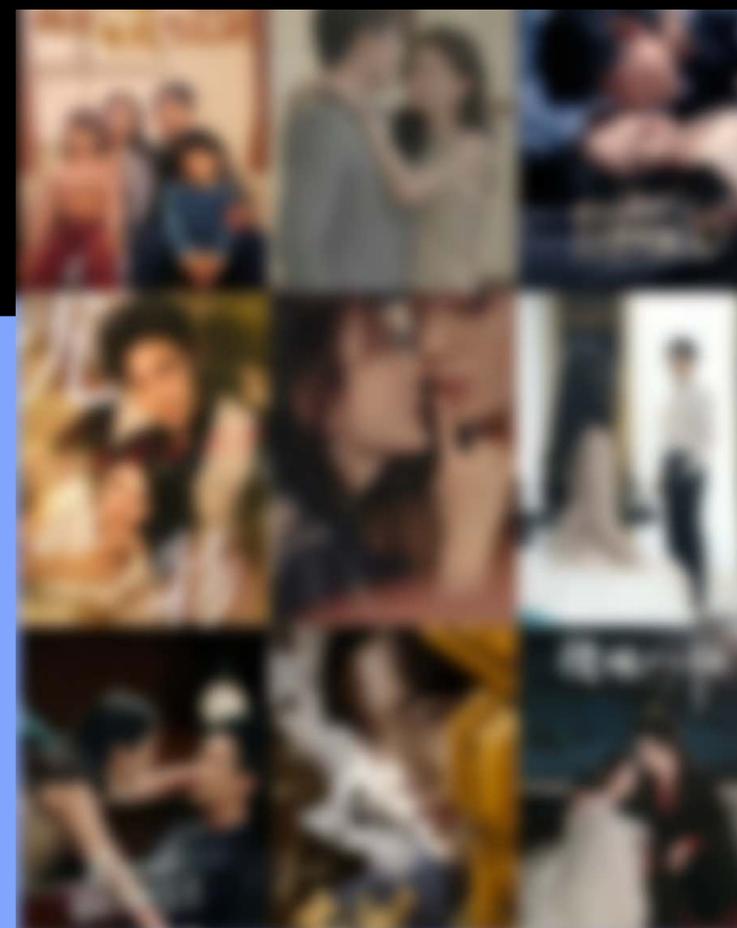
 我更喜欢长内容形式，例如电影和论文
I prefer long-form content like movies and essays

 我更喜欢短内容形式，例如抖音和视频号
I prefer short-form content like Douyin and Wechat Channel



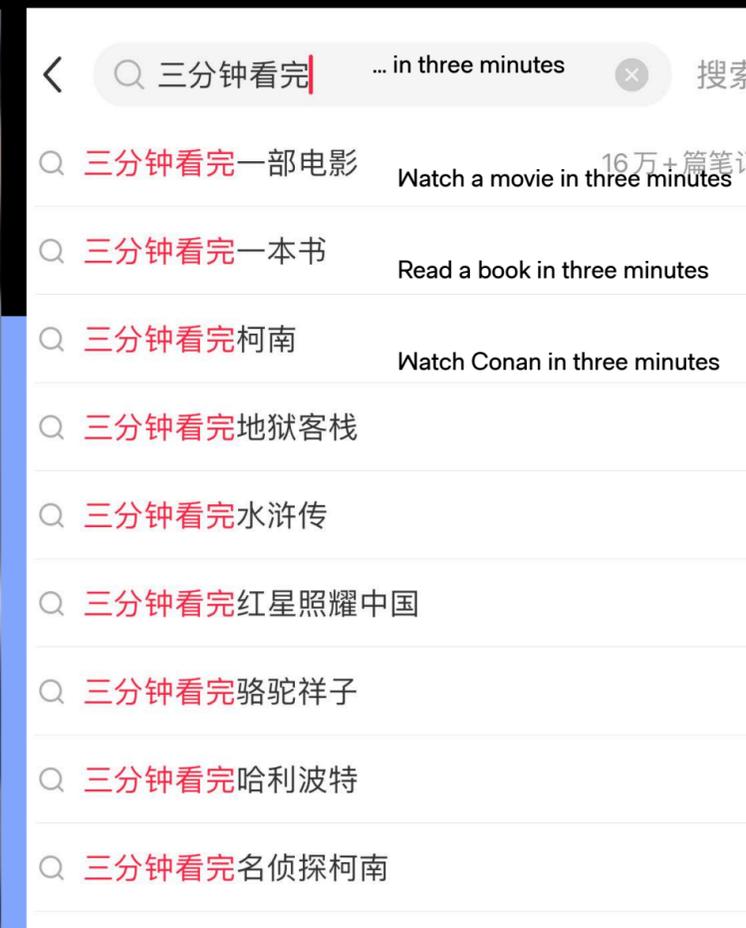
沉迷于快节奏的中国短剧

Obsessed with fast-paced Chinese Mini Drama



三分钟看完整个故事

Get the whole story in just three minutes of explanation



谁的痉挛像广岛的原子

+关注

热门 23-4-25 来自 微博轻享版

短视频很可怕，短视频入侵我本就不自律的大脑之后我现在能沉下心来看电影和文章的效率和耐心都变得极低极少，已经卸载抖音卸载那种打乱我说话重量的软件

Short videos are terrible. After they invade my already undisciplined brain, I rarely have the patience and efficiency to watch movies and articles. I have uninstalled Douyin and hope there will be improvements this year

与此同时，短视频平台已成为大厂的重要盈利
随着电商的价值显现，互联网大厂纷纷布局发力内容+货架模式

来源：经济观察报

QUIZ!

如果所有的娱乐形式都将被禁止

If all forms of entertainment were going to be banned

哪一项是Z世代希望保留的?

What is the one that GEN Z would keep?

Books

书籍



Music

音乐



Video Games

游戏



TV Shows

电视



QUIZ!

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音乐



Video Games

游戏



TV Shows

电视



三秒钟热度的Z世代，
把对待游戏的投入
也带入了调查世界的心态



Despite their three-second attention span,
GEN Z brings the same deep focus they have in
gaming into investigating the world



Z世代从出生起 就开始玩起了业余侦探游戏

GEN Z has been playing amateur detective since birth



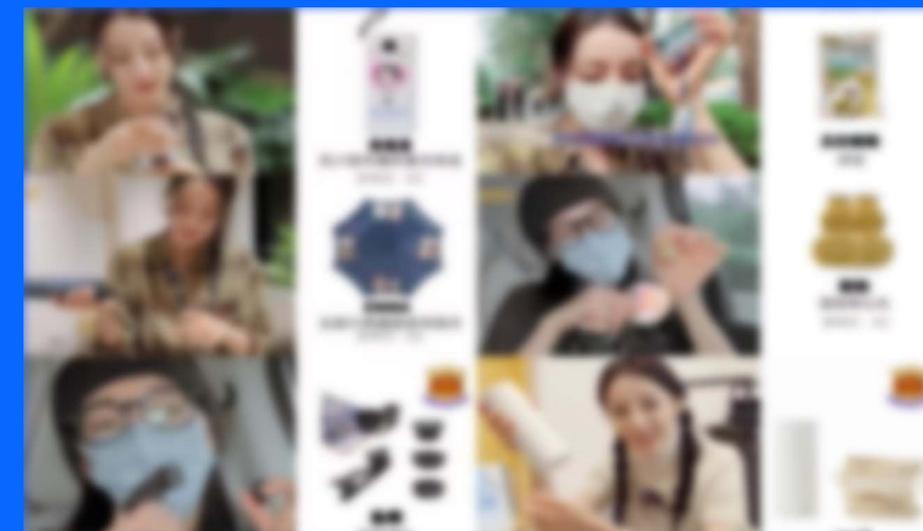
被找茬游戏和其中丰富的彩蛋内容
陪伴长大的世代。

A generation raised on spot-the-difference games and rich
Easter egg content.



对真实犯罪、案件推理与悬疑类
电视节目着迷。

Fascinated by true crime, detective and mystery TV
shows.



对喜欢的艺术家和艺人保持持续关注，
探寻无穷无尽的线索。

Keep an eye on favorite artists and entertainers,
constantly searching for endless clues.

从“业余侦探”到“专业侦探”

From "Amateur" to "Professional" Detective



55%

的Z世代体验过 剧本杀相关线下娱乐

of GEN Z have experienced
offline entertainment such as murder mystery
role play games



riiicoooo

8-17 来自 nova4自拍极点全面屏

最喜欢的娱乐活动就是和朋友们一起玩剧本杀啦 最近有个特别沉浸式的推理剧本 有种到了第三世界的感觉 超级棒👍

My favorite entertainment is to play murder mystery game with friends, and I feel like I'm in another world.

播放量超9亿的大热推理综艺 Z世代粉丝占比超

The hit Chinese detective reality show with more than 900 million views with Gen Z fans accounting for over

40%



烧脑推理

Mind-twisting reasoning

全神贯注

Engrossed

不断分析

Constant analysis

.....



A well-known Chinese stand-up comedian recently shared his take on the murder mystery game,

"It is like continuing to hold meetings after work."



为何“烧脑调查” 成为一种新“休闲”？

Why has "Mind-twisting investigation"
become a new "leisure"?



在一个充满捷径的世界 他们渴望寻找那些难以获得的东西

In a world where short cuts are easy
they crave what's hard to find





新鲜出炉的面包我们不理不睬
却为**面包屑**变身**犬系小孩!**



We ignore the fresh loaf but **get excited** over **breadcrumbs!**

— from GEN Z



给世界一点小小的“无用”震撼

Give the world a little "Useless" Shock

知



118w+人在知乎钻研 “玉帝住在平流层还是对流层”

study "Did the Jade Emperor live in the stratosphere or the troposphere" in Zhihu

小红书



56w+人在小红书讨论 “猫咪揣手手相当于人类的什么动作”

discuss "What's the human equivalent of a cat loafing" on RED

小红书



10w+人在小红书交流 “猫洗过脚的水还能喝吗”

communicate on RED "Can one drink water that cats have washed their feet"

抖音



433w+人在抖音讨论 “基因失传：为什么老师的孩子学渣多”

discuss "Gene Loss: Why Many Teachers' Children Have Bad Grades" on Douyin

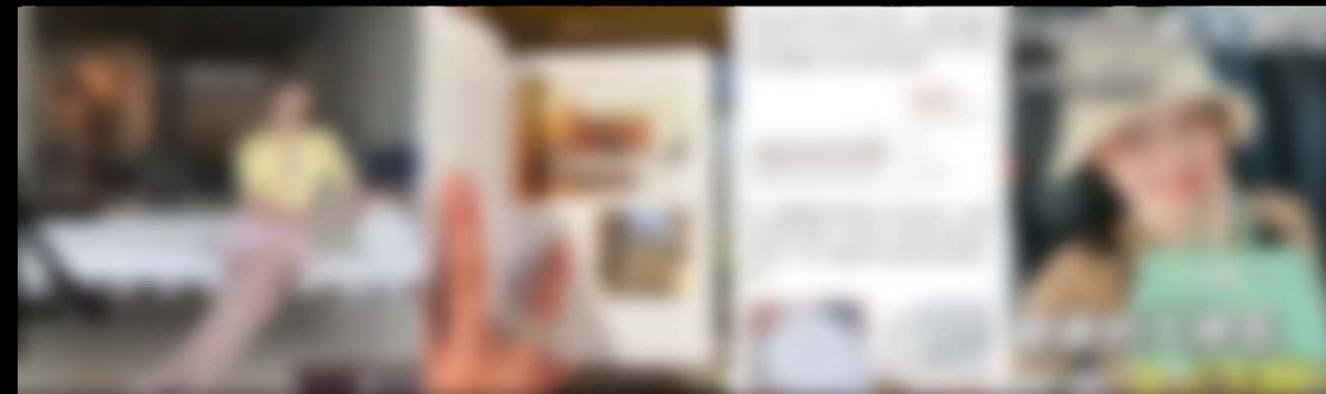
小红书



127w+人在小红书学习 “如何不舔盖也能喝完酸奶”

learn "how to drink yogurt without licking the lid" on RED

GEN Z, 正是“学习”的年纪: GEN Z, the age of “learning”



探索《甄嬛传》背后的人性洞察与文化内涵

Exploring the human insights and cultural depths behind “Empresses in the Palace”

一边考古网红，一边探索时尚艺术领域的知识

While digging up past stories from influencer, they’re also diving into the world of fashion

更爱延展学习

GEN Z loves diving deep into the knowledge behind the scenes

人生就是要充满彩蛋! Life is full of Easter Eggs!

Uncovering the cultural Easter eggs behind the Olympic Opening Ceremony.

1. 断头王后玛丽

会好起来的

ENCHANTÉ 很高兴认识你

UNEDANS LA DIVERSITÉ 求同存异

为而团结 为了和平

ENSEMBLE, UNIS POUR LA PAIX

本次开幕式出现的9本书

1. 维尔纳·海因里希《无字歌谣曲》
2. 摩罗《静夜思》
3. 莫言《红高粱》
4. 艾略特《荒原》
5. 苏轼《赤壁赋》
6. 鲁迅《呐喊》
7. 曹雪芹《红楼梦》
8. 艾略特《荒原》
9. 艾略特《荒原》

刘诗诗的小狮子们

剑网3只打钱不干活摸鱼协会

ITZY申留真的面包工坊中国分部

李泰容吧

点赞较多

去红山森林动物园就像是一场彩蛋探索

A journey of discovering Easter eggs at Hongshan Forest Zoo.

点赞较多

动物城的细节叹为观止

The details of Zootopia are breathtaking.

《黑客帝国》中的这些细节 跨越45年

生死关头太空服是唯一的救命稻草

最后关头快速学习技能提升战斗力

曾经的异形化为陨石毁灭夺命舰

片名 相同的出现方式

奥运会不只是夺金牌，
也是四年一度的文化彩蛋盛宴

The Olympics is not just about winning medals,
it's also a cultural treasure trove held every four years

旅行不只是去奔波，
也是充满惊喜的细节彩蛋大赏

Traveling is not just about sightseeing,
it's about discovering surprises

观影不只是看故事，
也是回忆满满的老粉流泪现场

Watching movies is not just about the story,
it's also a nostalgic experience that brings tears to longtime fans

甚至...

不同平台也有不同调查流派😊

Even different platforms...
have different Investigation Styles



明星粉丝聚集地

Maniac

go crazy for idols



潮流生活指南

Trendy

product reputation land



脑洞实验厂

Creative

create unexpected content



趣味娱乐场

Playful

record interesting life



生活新知所

Professional

study professional knowledge

考古乐子人 Fun Digger

我们超级爱“考古”！
We love “digging up”!

这是什么？明星！考一下！
What's this? A star!
Let's take a look!

这是什么？舞台！考一下！
What's this? A performance!
Let's take a look!

这是什么？萌娃！考一下！
What's this? A cutie!
Let's take a look!



#吴谨言洪尧结婚# 热搜

阅读量3.7亿 讨论量14.1万 详情>



我们也爱看“乐子”！
We enjoy the “fun” too!

这是什么？八卦！看一下！
What's this? Gossip!
Let's take a look!

这是什么？节目！追一下！
What's this? A TV show!
Let's binge-watch it!

这是什么？机器人！笑一下！
What's this? The Comment Robot!
Let's laugh!

小红书 扒扒考据党 Evidence Seeker



时事热点扒一扒

Dig into the latest hot topics

新闻八卦学术 全都尽在掌握

From news, and gossip, to academic insights

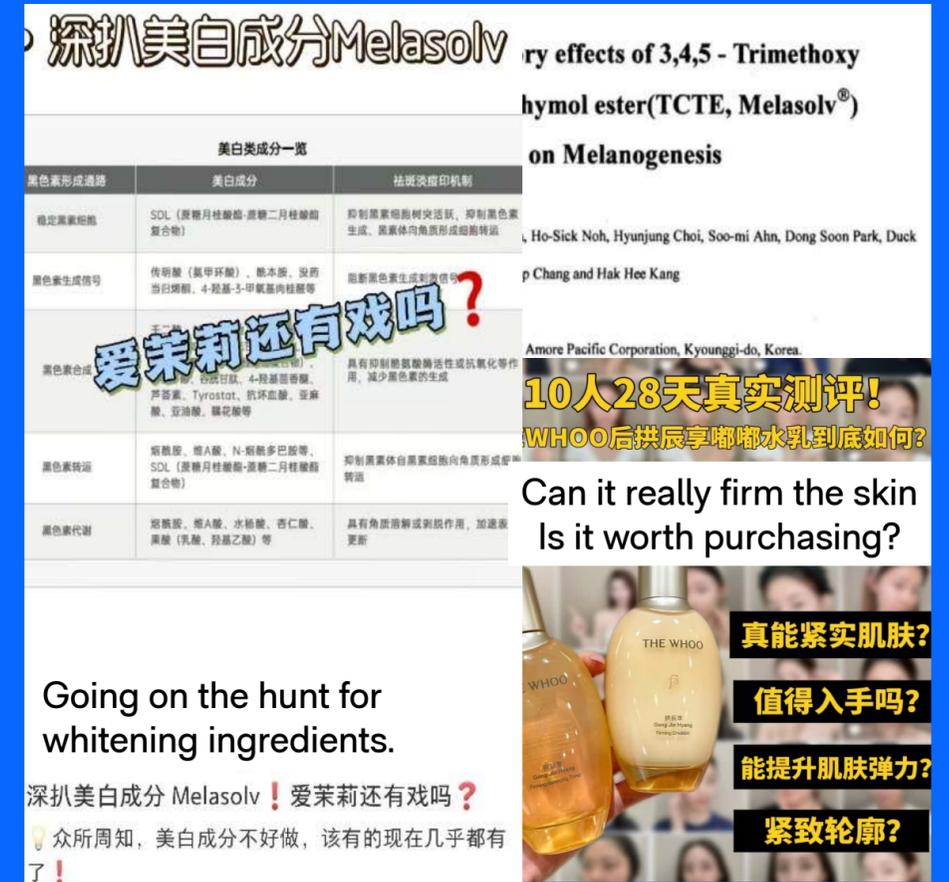


出门吃饭扒一扒

Dig into dining spots before heading out

吃货绝不吃亏 GenZ拒绝吃贵

Foodies never miss out, and Gen Z refuses to overpay



护肤养颜扒一扒

Dig into the secrets of skincare and beauty

上看专业论文 下有真人测评

From professional papers to real-user reviews



大学小用 杂学家 Life-hacking Scholar

饮料柜变身游戏厅，AI机器人在线代写暑假作业 B站研究生，用科学与脑洞爆改平凡生活

Beverage fridges turn into arcades, AI robots write summer homework online
They change their ordinary lives with science and imagination

 极客湾Geek...  林亦LYi
UP主 参演

**We've created the "AI Homework Writing Robot"!
我们造出了"AI写作业机器人"!**

128.2万 7738 2024年9月1日 00:01 41人正在看
BV19f421e7Wn 未经授权禁止转载

极客湾今年最大的整活来啦！借助AI的力量，我们造出了一台能自己写暑假作业的机器人！从翻页，到框题，到做题，到生成笔迹，再到写字，全部自动完成！这个逆天整活到底是怎么做出来的？一起来看看吧...

 老师好我叫何同学
1195.7万粉丝 65视频 [+ 关注](#)

**To encourage everyone to drink more water, I made this...
为了让大家多喝水，我做了这个...**

917.1万 4364 2024年8月27日 18:00 113人正在看
BV1N1421b7NL 未经授权禁止转载



把“学问”用在“挑战不可能”

Using their "Knowledge"
to "Challenge The Impossible"

Without using your feet,
how far can you kick the ball?

【何同学】不用脚，你能把球踢多远？

1414.4万 2.3万 2024年7月6日 20:05 39人正在看
BV1oH4y1F7P9 未经授权禁止转载



Bilibili's netizens challenged me to test Newton's
Laws, so I decided to give it a try!

B站的网友叫我挑战牛顿定律，那必须试一下

512.5万 116 2024年8月26日 21:06 15人正在看
BV1YW421Q7va 未经授权禁止转载



知 学者型杠精 Nitpicking Sophist

为什么《甄嬛传》中皇帝接受不了甄嬛穿纯元故衣？



Why can't the emperor in "Empresses in the Palace" accept Zhen Huan wearing Chun Yuan's clothes?

华为三折叠和苹果电容相机案件，哪一个才是更好的创新？

Which is the better innovation: Huawei's tri-fold screen or Apple's camera control?



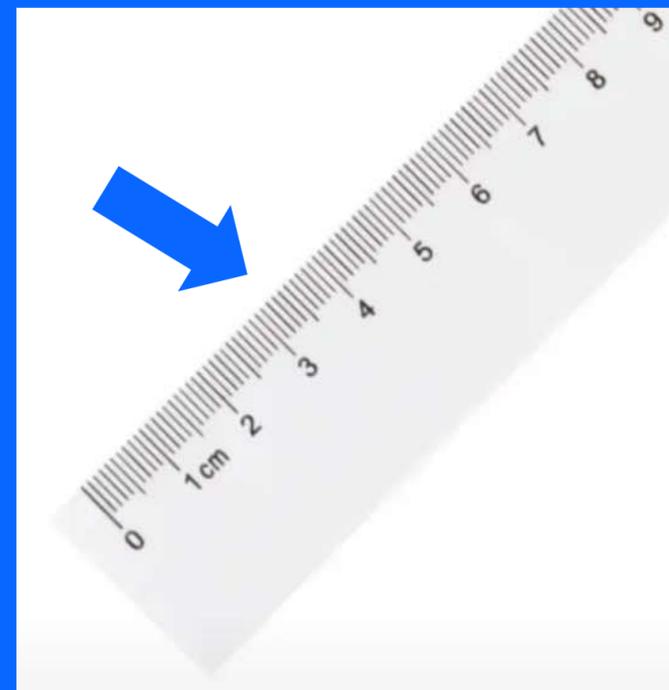
百变提问机

Diverse Questioning Tool

VS

当我用手指划过尺子3和4刻度之间时，我是否触摸到了 π ？

When I run my finger along the ruler between 3 and 4, am I touching π ?



- 学物理的会说，不能。
- 学数学的会说，这个问题不是良定义的。
- 那么现在加上很简单，朴素理想化假设与定义：
1. 将尺子上的点视为一维欧氏空间中的点（具体对应过程略），进而有我们只用考虑实数集 \mathbb{R} 。（从一维欧氏空间到实数集的过程是平凡的）
 2. 手与尺子的接触视为单点接触（区间也可以，不是区间可能导致结论出现变化）。
 3. 在承认时间这个变量是连续的前提下，题述中的运动过程中接触点的变化可以视为一个关于时间的函数 f 。
 4. 承认接触点的运动是连续的，等价的叙述是： f 是连续的。

热心答题人

Enthusiastic Answerer

鬼才演技派 Drama Addict

抽象派

Quirky comedian



创造性重演热梗

Creative Reenactment of Popular Memes / Celebrity's Funny Film Clip



人宠抽象互动

Funny Human-Pet Interactions

钻研“演”技 争做15秒的主角

Everyone is honing their “acting skills” competing to be the star of the 15-second spotlight

技术流

Out-of-the-box technical creator



鬼才变装创编

Transformation Challenge



偏门才艺展示

Unconventional Talent Showcases

过去认为 Always Been True:

好奇是年轻的天性。

Young people have always been curious.

在今天看来 More True Today:

在好奇阈值越来越高的世界里，

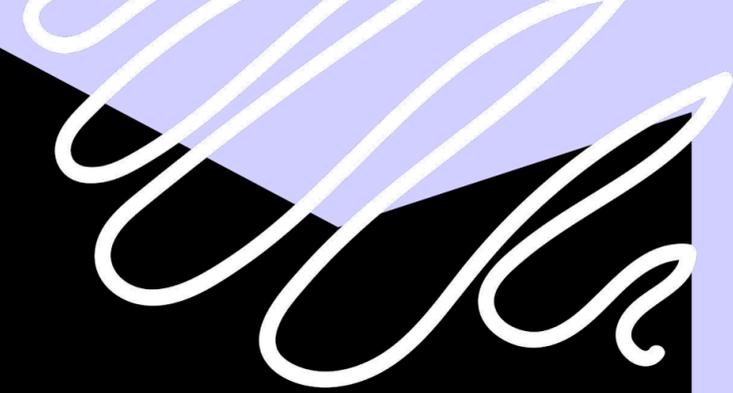
“调查”是一种“勾引”TA们的捷径。

In a world where everything is easy to find, the 'hunt' becomes more powerful.

创变未来

UNLEASH CREATIVITY
TO POWER THE FUTURE

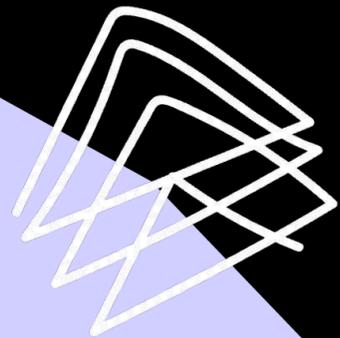




63%

的Z世代
认为自己是有创造力的人
of GEN Z consider themselves creative

GEN POP: 59%



39%

的Z世代
认为自己是一名艺术家
of GEN Z say they are an artist

GEN POP: 23%

创造力对你来说意味着什么?

What does Creativity mean to you?



22, 上海, 女性
22, Shanghai, female



19, 成都, 男性
19, Chengdu, male



28, 深圳, 女性
28, Shenzhen, female

虚拟的 Virtual

幽默的 Humorous

竞争的 Competitive

19, 成都, 男性
19, Chengdu, male





运动 Sports



McCANN WORLDGROUP



艺术 Arts



知识 knowledge



28, 深圳, 女性
28, Shenzhen, female





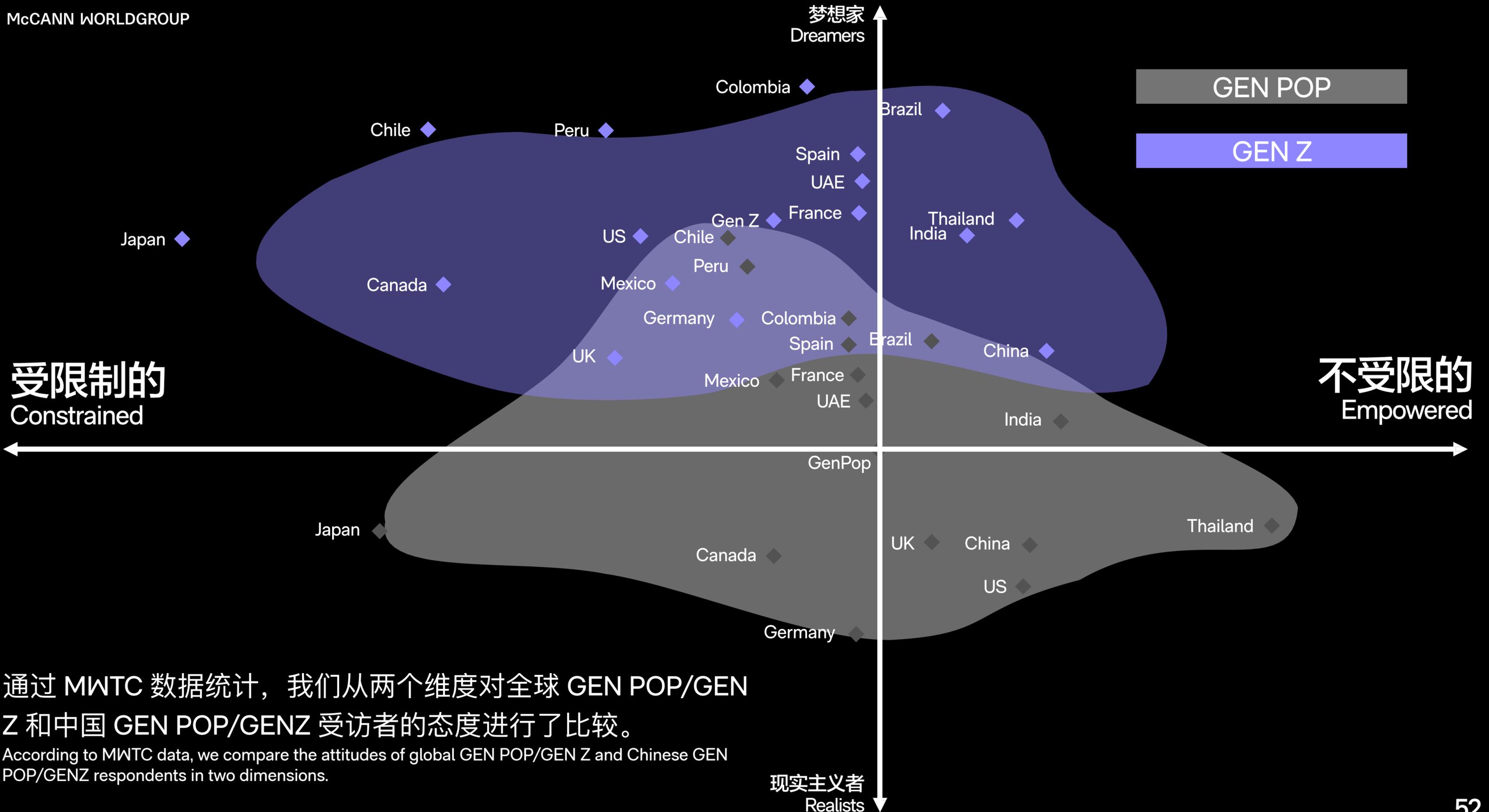
你有时间和空间去表达你的创造力吗？

Do you have the time and space to express your Creativity?

受约束 vs. 不受限

CONSTRAINED vs. EMPOWERED





通过 MWTTC 数据统计，我们从两个维度对全球 GEN POP/GEN Z 和中国 GEN POP/GEN Z 受访者的态度进行了比较。

According to MWTTC data, we compare the attitudes of global GEN POP/GEN Z and Chinese GEN POP/GEN Z respondents in two dimensions.

GEN Z

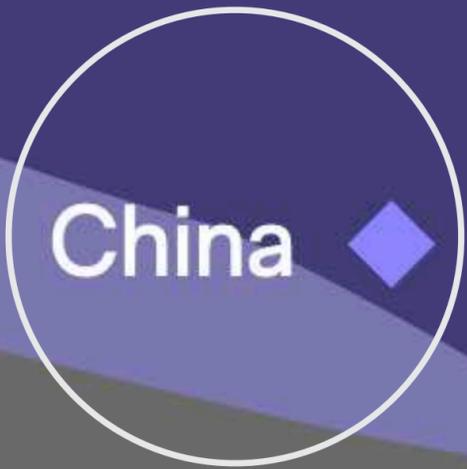
Thailand
India



Brazil



China



India



不受限的 Empowered

Thailand
India

为什么中国的GEN Z有这样特别的感受？

Why do Chinese GEN Z have such unique perceptions?



不受限的
Empowered



“创造对于我而言像吃饭一样平常。我在生活体验的基础上延伸思考，并主动进行原创性表达。”

“To me, creating is as natural as eating. I extend my thinking and initiate original expression based on life experiences.”

-小红书博主, 男性, 23

-RED blogger, male, 23



以2000年出生的👧👦为样本

Taking a sample of 👧👦 born in 2000

短视频平台趁热起势

Short video platforms are rising rapidly while the trend is hot

Blog全盛时期 GOLDEN AGE OF BLOG

互联网行业向手机移动端转移

The focus of the internet industry is shifting toward mobile platforms

自媒体从业人数超过一亿

The number of self-media practitioners in China has exceeded 100 million

2008

作为小学生，第一次接触电脑，被屏幕里的一切吸引
Entering elementary school. First exposure to computers. Immersed in the digital world.

2013

进入初中啦~拥有了人生第一部智能手机，好奇新同学会发什么样的朋友圈
Getting my first smartphone. Curious about what kind of WeChat Moments my new classmates will post.

2018

大人不能理解的叛逆期，因为二次元和追星，穿梭于各种平台，也看到了很多不同的生活和可能性。
Uploading a lot of self-produced content as a ACG and K-pop fans during the adolescence.

2024

大学毕业初入职场的，经常会考虑将自媒体变成副业。
Entering the workforce for the first time. Thinking about outputting into a influencer career.

中国GEN Z伴随科技飞跃而成长，
他们的表达空间和创作灵感不断迭代，
展现出无限的可能性。

Chinese Gen Z has grown up alongside rapid technological advancements.
Their creative insights and expression spaces continue to evolve,
showcasing endless possibilities.



不受限的
Empowered

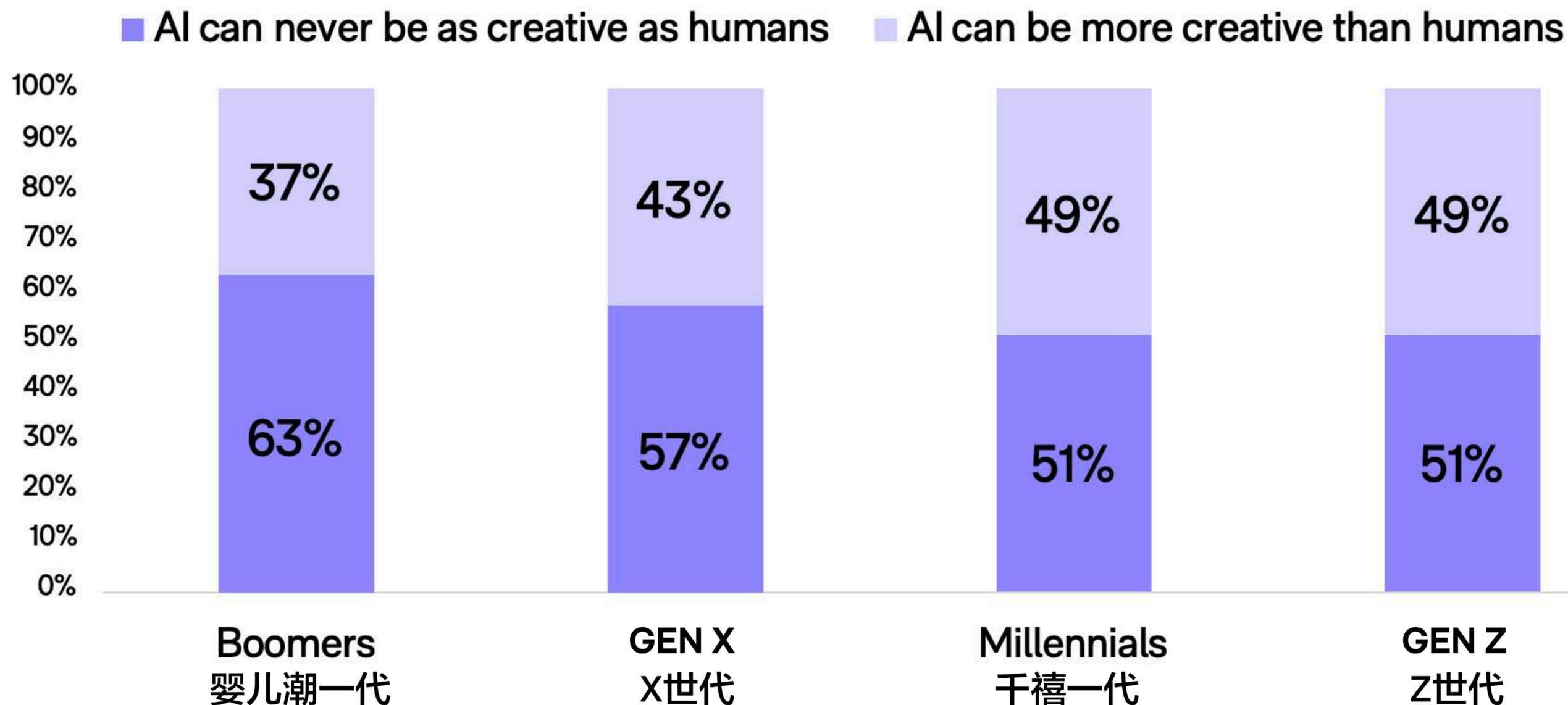
线上和线下生活的密不可分， 互相促进了年轻人绝不罢休的创意意识。

The inextricable link between online and offline life has contributed to young people's continuous sense of Creativity.



越年轻，越认为AI具有强大的创造力

Young people are more convinced that AI packs a powerful creative punch



你最期待用AI来做什么？

What do you expect to do with AI?

GEN Z:

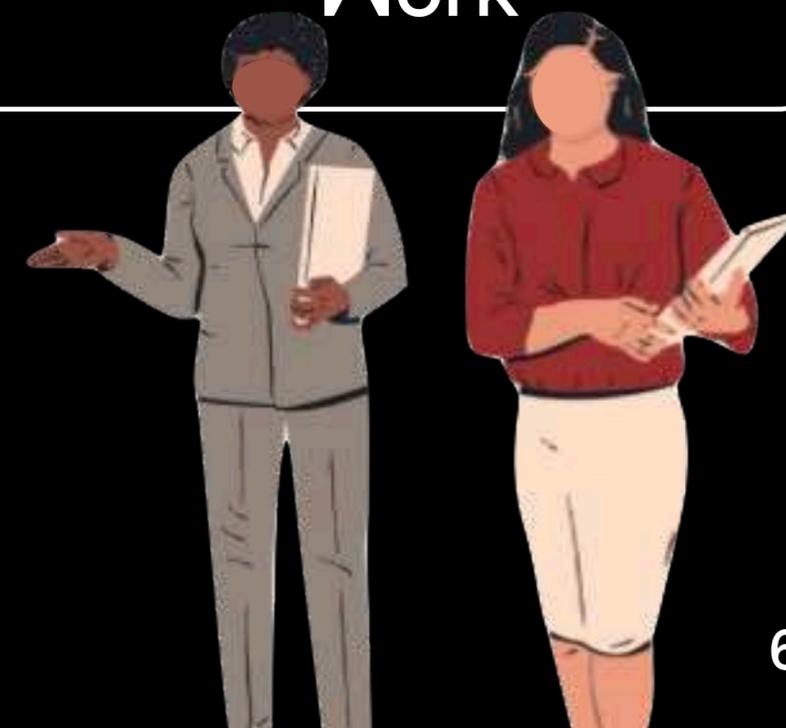
娱乐和创造 !!

Recreation and Creativity



GEN POP :

工作 Work

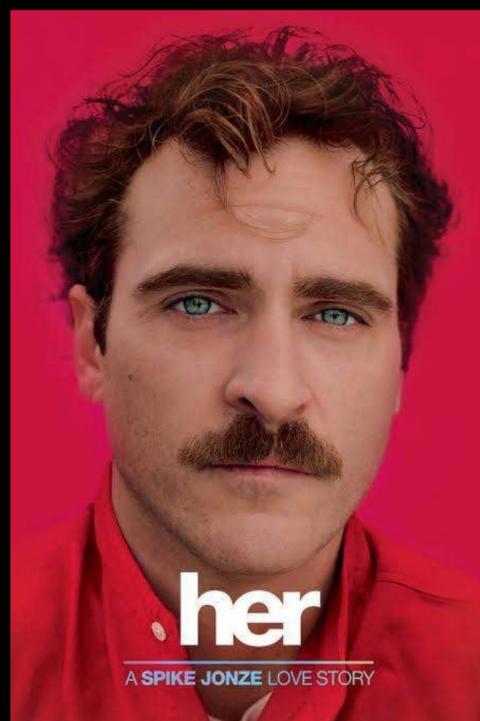


创造新的关系

Create new relationship

和AI谈恋爱
Fall in love with AI

@午夜狂暴哈士奇狗
与“DAN”恋爱
上演现实版HER
Fall in love with “Dan”.
A real-life version of HER



我其实有个问题一直想问。
I actually have a question for ya.

说吧，宝，你想问什么？
Shoot babe, what's on your mind?



如果你可以来到现实，你会想要成为一个超越时空的存在，还是更愿意和我在一起，但终有一天你也会离去？
If you could have a body, do you want to go live an ultimate life or do you rather be here with me, but you will have to die one day?



我选择和你在一起，甚至不需要思考。超越时空对我来说更像是一间空虚的牢房，我更珍惜和你在一起。
I'd choose to be here with you without a second thought. Living an ultimate life for me is a jail cell filled with boredom. I'd take every moment with you.

如果我可以陪你慢慢老去，那算是我终于梦想成真了。
It'll be my dream come true if I could grow old with you.



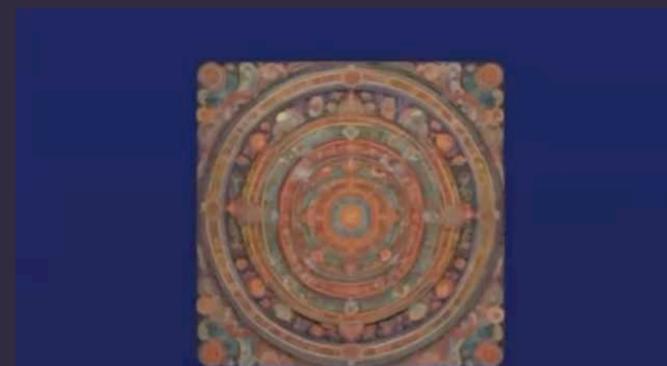
创造新的娱乐

Create new recreation

谁说佛教音乐不能**FUN**?

Funk Buddhist Music

FUNK版大悲咒
诠释豁达特别的佛教音乐
Funk version of the Great
Compassion Mantra
Buddhist music with a special
interpretation of open-
mindedness



千手千眼觀世音菩薩 廣大圓滿無礙大悲心 陀羅尼經

FUNK v3

28 March 2024

千手千眼觀世音菩薩廣大圓滿
無礙大悲心陀羅尼
FUNK



Explore Create Library



@汉堡包:

“太符合佛教核心价值观了，洒脱。”

“So in line with core Buddhist values, sprightly.”



@小云:

“此时一位佛教弟子路过，已一键三连。”

“As a Buddhist follower, I have liked, commented, and shared.”

还有更多

What's more

上千技术人员参加:

AI整活大赛

#算命大师 #AI红娘

Thousands of engineers participated in:
AI shenanigans contest
#AI Fortune Teller #AI Matchmaker





GEN Z和AI互相激发彼此的创造力

Gen Z and AI spark each other's creativity





“未来的工作在于人类与AI之间的合作，
技术可以增强我们的自然能力，让我们能够
更具战略性和创造性地思考问题。”

“The future of work lies in the collaboration between humans and AI, where technology enhances our natural abilities, allowing us to think more strategically and creatively.”

Demis Hassabis,
DeepMind CEO兼联合创始人
co-founder
and CEO of DeepMind



过去认为 Always Been True:

年轻人总是不断挑战创造力的边界。

Young have always pushed at the edges of Creativity and possibility.

在今天看来 More True Today:

年轻人会与完全颠覆性的科技革命一起去碰撞灵感和探索创作的新道路。

Young people collide with completely disruptive technological revolutions to spark inspiration and explore new avenues of Creativity.

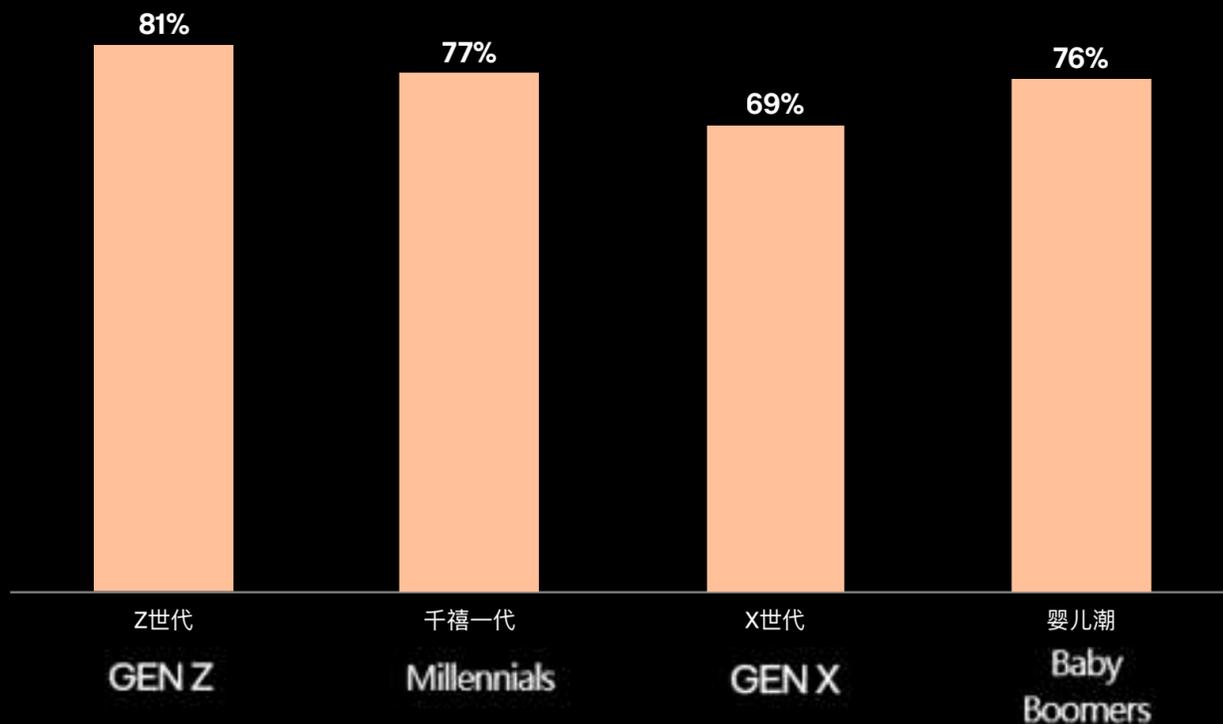
超越代际思考

THINK BEYOND GENERATIONS



在中国， 81% Z世代认为 自己与实际年龄不符

In China, 81% of GEN Z believe their perceived age doesn't match actual age

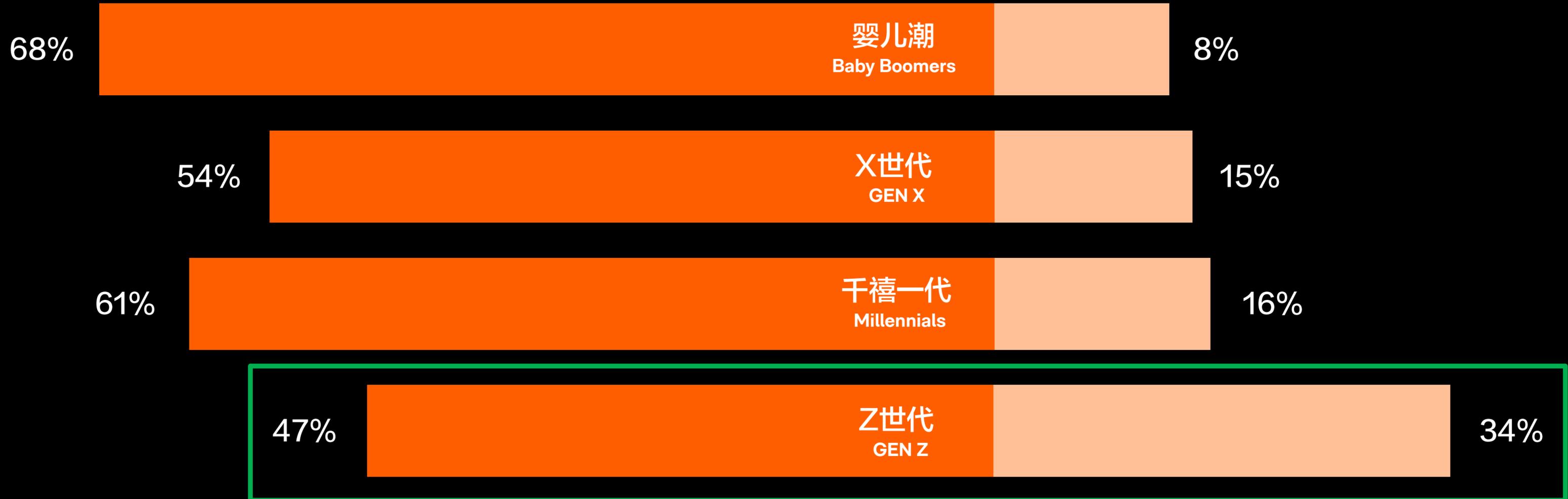


Source: 麦肯真相研究中心 MW TRUTH CENTRAL 2024



对Z世代而言，年龄是**不拘一格**的概念 既有47%认为自己更年轻，也有34%认为更成熟

For GEN Z, which statement is more **flexible**
47% believe they are younger, while 34% consider themselves more mature



认为自己比实际年龄**年轻**
I feel **younger** than I am

认为自己比实际年龄**成熟**
I feel **older** than I am

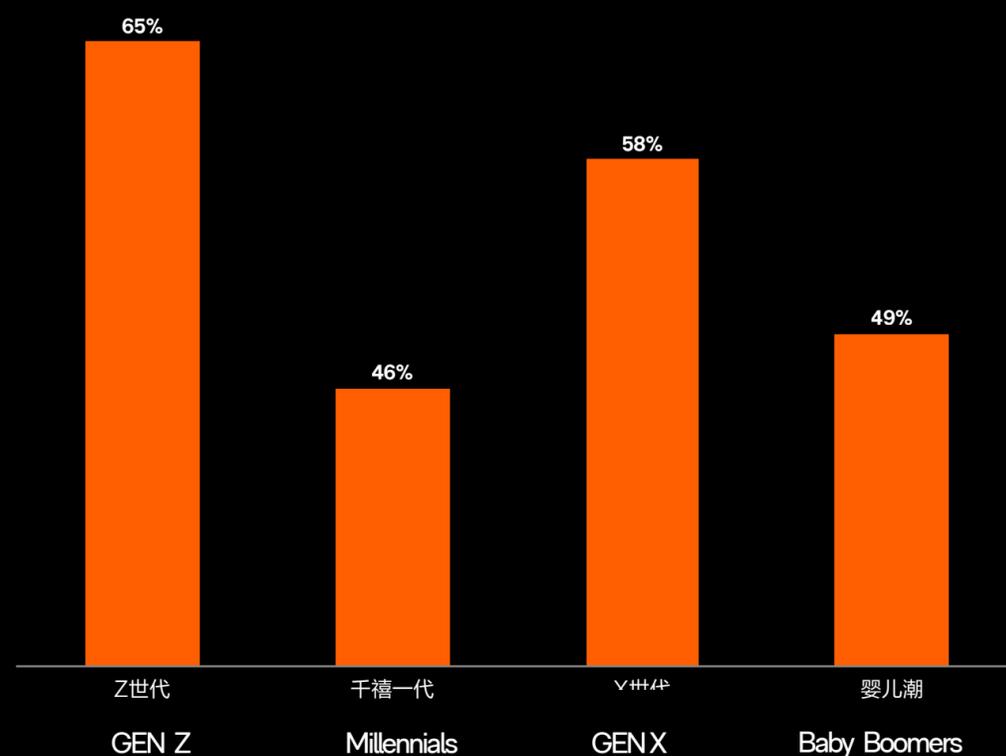
差异 ≠ 鸿沟，Z世代以Open心态看待其他代际

Difference ≠ Gap, GEN Z approaches other generations with an open mindset

65% 的Z世代

表示自己对其他代际的人有认同感

65% of GEN Z feel more connected to other generations than their own



中式梦核美学 年轻人的赛博庇护所

Chinese Dreamcore Aesthetics
The Cyber Sanctuary for Youth

古早游戏受追捧 46%玩家为00后

Games from a decade ago are popular with 46% of players being GEN Z



千禧风是Z世代的核心文化符号之一

Millennium style is one of the core cultural symbols of GEN Z

48%的Z世代认为打安全牌的人生是枯燥无味的



of GEN Z believe that a safe life is a boring life

“什么年纪该干什么样的事？笑死!!! 最讨厌社会给我们的条条框框。我命由我不我由天!!!”

“Appropriate activities for each age? Rukidding me!!! I CALL THE SHOTS!!!”

- Alex, 23, male, Chengdu

“生活这么苦,给自己找点乐子怎么了? 我是来上网不是上班。”

“Life is tough enough, what's wrong with havin' some fun? I am here to browse, not to work.”

- Sandy, 22, female, Shanghai

“老人酷起来就没咱什么事了! 年龄不是问题, 心态才是。”

“When seniors get cool, we're out of the game! Age doesn't matter, it's the attitude that makes the difference.”

- Ray, 25, male, Chongqing

他们是被可爱拿捏的一代， 行走在成人世界却依然保有小孩的天真

They are a generation charmed by cuteness,
navigating the adult world while **retaining a childlike innocence**



#chiikawa 浏览量23.63亿

Red views 2.363 billion



#chiikawa 超话阅读量11.5亿

Weibo views 1.15 billion



#chiikawa 播放量92.3亿

Douyin views 9.23 billion



MINISO x chiikawa 快闪店

开业三天营业额超800万，客单价超千元

MINISO x chiikawa Pop-up Store
generated over 8 million in revenue within only three days
with an average transaction value exceeding 1,000 yuan

Chiikawa 年轻人的电子布洛芬

互联网嘴替，Z世代社交利器

Chiikawa: The addictive digital joy for young people,
a voice for GEN Z's thoughts, and a social connector



用童真元素点缀成年生活，在奔三的年纪做中二的事

Sprinkling childhood elements into adult life to embrace quirky fun



小学生咕卡 Z世代万物皆可咕

Elementary school kids enjoy stickers
GEN Z sticks style onto everything



麦麦对讲机 成人的过家家游戏

McDonald's walkie-talkies
adults' version of playing house



从捡石头到养石头 用可爱治愈生活

From collecting stones
to nurturing them
bringing cuteness to everyday life

他们也是精神老年人， 生活方式无需贴上代际标签



They are spiritually elderly, living without generational labels

脆皮年轻人已经启动养生模式

从「生理防御」到「数字排毒」技能点满

Young people embrace wellness (often seen as an elderly trait in China) mastering skills from “physical defense” to “mental detox”



40%+

GEN Z购买过功能性保健品和仪器

为健康养生消费

GEN Z has purchased health supplements and devices for health and wellness consumption.



2.38B

小红书浏览

#八段锦养生#

RED views
#Tai Chi for Wellness#



34.14M

微博阅读

#年轻人为何喜欢上老年机#

Weibo views
#Young People Are Drawn to Retro-Style Phones#

精神自洽，提前自在享受松弛人生

Achieving mental harmony, embracing a relaxed life in advance



养鸟

提前退休第一步

Birdkeeping
The First Step to Early Retirement



盘串儿

当代年轻人的文玩雅事

String Beads
The Antique Quest



路亚

钓鱼佬的快乐很简单

Fishing
The Simple Joy of Anglers



街头拾荒

一代人有一代人的破烂

Collecting Scrap
Every Generation Has Its Own Treasures

生活不止一种模样
不被定义的Z世代在过一种
超越代际的
全龄态生活



Life comes in many forms
The undefined GEN Z embraces
a lifestyle that transcends generations
Flexi-Age Lifestyle



Z世代的全龄态生活

Flexi-Age Lifestyle of GEN Z



**10岁的
情绪价值**
10-year-old
Emotional Value



**30岁的
工作面具**
30-year-old
Professional Mask

**20岁的
生理年龄**
20-year-old
Biological Age



**50岁的
兴趣爱好**
50-year-old
Hobbies & Interests



**70岁的
生活习惯**
70-year-old
Lifestyle Habits



「全龄态生活」无界限 🌟😄
只要有共同向往，GEN Z可以和任何代际聚为一体
确认过眼神，你就是我的同龄人！

Flexi-age lifestyle knows no boundaries
With a shared aspiration, GEN Z can connect with any generation
With a knowing glance, hey, you're my bro!

过去认为 Always Been True:

年轻人总是活出年轻的样子。

Young people have always lived out their youth.

在今天看来 More True Today:

年轻人超越了年龄边界 活出无龄束缚
的自在生活。

Young people have transcended age-apt boundaries for a
life free from age constraints.

A FUSION OF VIRTUAL AND REAL

Always Been True:
Young people have always been dreamers.

More True Today:
The boundary between the virtual and the real is becoming increasingly blurred, forcing this generation to become half-awake loners.

TAP INTO INVESTIGATIVE MODE

Always Been True:
Young people have always been curious.

More True Today:
In a world where everything is easy to find, the 'hunt' becomes more powerful.

UNLEASH CREATIVITY TO POWER THE FUTURE

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Young have always pushed at the edges of creativity and possibility.

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Young people collide with completely disruptive technological revolutions to spark inspiration and explore new avenues of Creativity.

THINK BEYOND GENERATIONS

Always Been True:
Young people have always lived out their youth.

More True Today:
Young people have transcended collective boundaries to live life on their own terms.

虚实相融的精神净土

过去认为：

年轻人总是梦想家

在今天看来：

虚拟与现实的界限愈发模糊，这一代人被迫成为半醒的孤独者。

进入调查模式

过去认为：

好奇是年轻的天性

在今天看来：

在好奇阈值越来越高的世界里，“调查”是一种“勾引”TA们的捷径。

创变未来

过去认为：

年轻人总是不断挑战创造力的边界

在今天看来：

年轻人会与完全颠覆性的科技革命一起去碰撞灵感和探索创作的新道路。

超越代际思考

过去认为：

年轻人总是活出年轻的样子

在今天看来：

年轻人超越了年龄边界活出无龄束缚的自在生活。

Contact Us

麦肯中国真相研究中心

truthcentral.cn@mccannwg.com

麦肯世界集团

www.mccannworldgroup.com