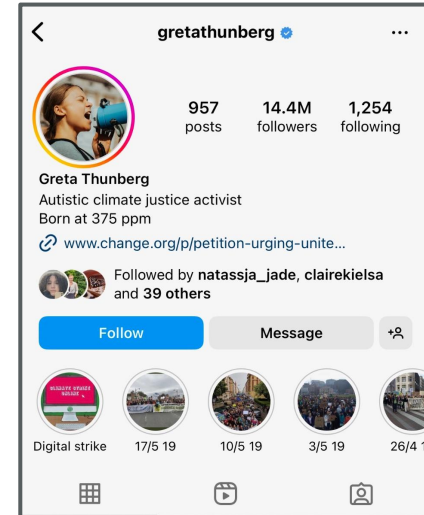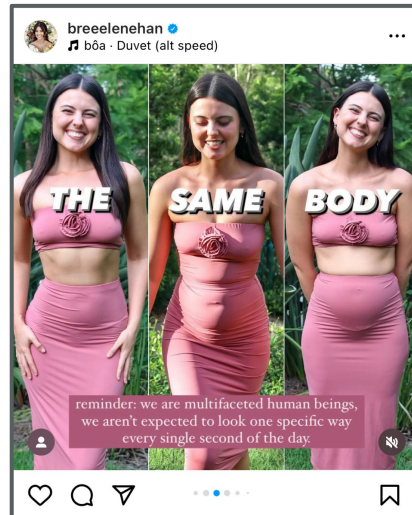# Chronically Offline
Building Community in the Age of AI and the Chronically Online Generations

Toni Marie Perilli & Allyson Blatz
Fordham Career Center

Gen Z Values & Common Trends

- Authenticity
- Ethics & morals
- Social responsibility
- Accessibility

- Desire for connection
- Anxiety, depression, and other mental health concerns

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How does Gen Z feel about AI?

TLDR: It's complicated.

Excitement:

– Accessibility of new information, assistance with new topics
– Time saving

Concerns:

– Abuse of AI generated content for hate, bullying, and blackmail
– Replacing real artists with AI generated content

Humanizing Student Interactions

- Transferring information through conversation rather than presentation
- Applying the strengths perspective and honoring student-set goals and aspirations for growth and change
- Gaining trust through transparency

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The "Social" in Social Media

- As AI begins to take over social media feeds, users are calling for a shift to more intimate platforms that allow real human engagement
  - How can social media be successful if there's no human social nature?
- New marketing trend is leaning towards personal brands over brands, rise of more involved spokespeople
  - Spokespeople becoming the brands versus faceless entity (ex. Charlotte Tilbury)
  - Aligns with rise of influencer marketing and long term trend of trust in media figures
- Media marketing focuses on value provided through content and ROI, connection and community are increasingly becoming the highest valued results for brands in all industries
- Be cautious - maintain your trustworthiness!

How can we collaborate to create genuine, meaningful and intentional in-person experiences?

And how can we use AI and other emerging to help coordinate and foster connections?