



# Tech Fatigue

RESEARCH

## Tech fatigue is growing, keeping print in the mix is key to retaining your 'cool'

Emerging today are consumer groups who have never known a world without the internet, mobile phones and email. Yet are these generations the most supportive of digital communications or is there a wave of change? Trends analysis predict it is the 'digital generations' that are switching off – they are 'detching'. The latest buzzword defines tech fatigue as gen-Y consumers, whilst digitally savvy and fluent, are putting down their digital devices and opting for the experience, the nostalgia and the privacy of reality. For marketers, this means keeping physical in their mix to remain connected and achieve good ROI.



With the focus on digital also comes concern about privacy invasion. JWT's '100 Things to Watch in 2014' highlights techno-paranoia to grow as consumers challenge what information they share and opt-out from data collection (JWT, 2013).

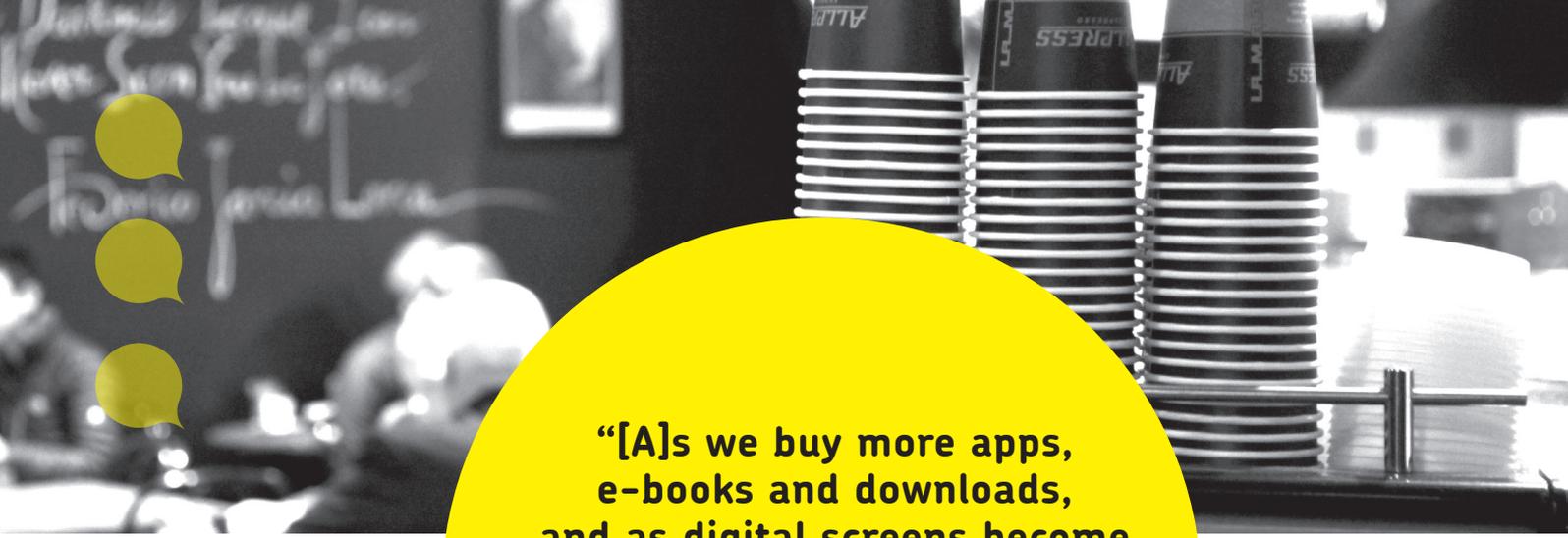


Look Up! A five-minute YouTube poem urging people to look up from their internet devices and interact with real people has had the opposite effect, notching more than 24 million views in 12 days. Whilst viewed digitally the thumbs up/down ratio of about 35 to 1 respectively shows a social trending of tech losing its 'cool' (The Independent, 2014).



Antisocial behaviour is applying social pressures – There's a growing movement in public places which encourages people to put away their phones. Rather than being for the traditional 'benefit of others', (taking calls being disruptive), the objective is to help people 'reconnect' with reality, and one another. Bands are banning mobile devices, encouraging people to watch their show through their eyes not through a screen. A bar in Brazil has introduced the 'offline beers glass' which only stands upright if you rest it on your smartphone and a restaurant in LA is offering discounts to diners who check their phones in before dinner (Ibid).



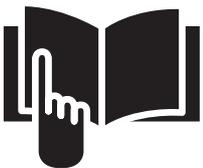


**“[A]s we buy more apps, e-books and downloads, and as digital screens become our default interface with the world, we seem to increasingly seek out physical objects and experiences”**

Frank Rose, 2013



Put down the smartphone! A recent study found that imagination is boosted by 50% if you spend more time outdoors as opposed to on a computer (Prevention, 2014).



The physical and high-touch is trending. Whilst not necessarily in direct opposition, digital and physical can work together, the world is placing greater value on the real as opposed to the virtual world. Studies show the more dependent the consumer group is on technology, the more likely they are to step away and resist technology in all aspects, particularly the trusted areas of their lives (EContent, 2013).



Social media is the strongest leader of digital fatigue. Recent research suggests that 1 in 3 Facebook users are spending less time on the network. The survey found that 34% of respondents found Facebook was now “boring” “not relevant” or “not useful”. Indicating that digital overload is happening already and more people in the future will express the same sentiment. With additional players entering the market what online users and digital natives should expect is a barrage of options. Life is going to get busier, more intricately digital and increasingly taxing; we will see special attention to this kind of fatigue (Tohlang, 2012).

