



2024 Trend Report

The Race to Outpace

The Webby Awards' annual trend report explores how US consumers feel about AI innovations, with tools and examples of how to use the new tech to elevate your work.

Presented by

Canva | Flourish® YouGov®



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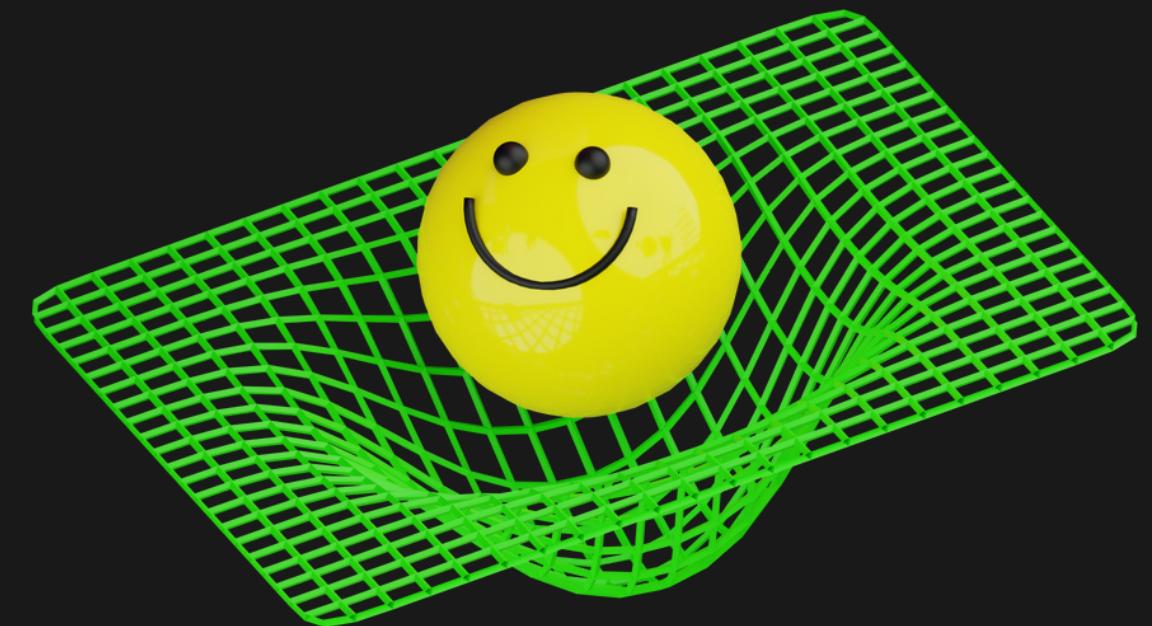
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Welcome From The Webbys



Claire Graves

President,
The Webby Awards

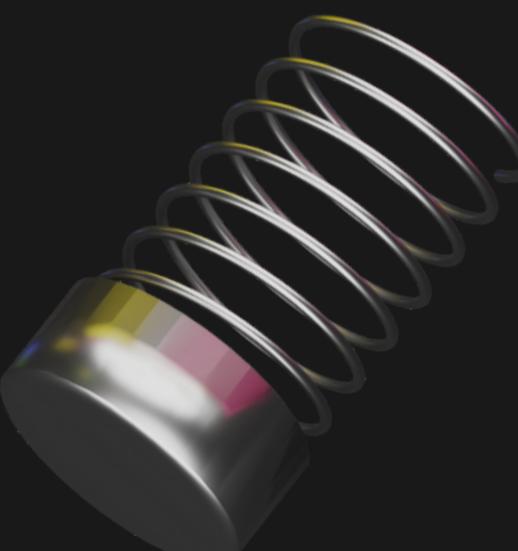
We've seen a lot of change over the last 28 years at The Webby Awards, but never has there been a time like today. The Internet is accelerating at an incredible pace thanks to the rapid development and application of Artificial Intelligence.

AI is everywhere. It's being talked about constantly; in the media, all over our LinkedIn feeds, in conversations at work, and at the dinner table. It's moving so quickly that many of us are overwhelmed by the speed of its development — it's hard to catch up, let alone, get ahead.

Artificial Intelligence is poised to profoundly change our lives, work, and creativity. Don't miss this moment of innovation.

But, it's not too late: The 2024 Webby Trend Report is a curated deep dive into the breakneck speed of AI innovations. With data from a survey of **2,000 US consumers** conducted with YouGov Surveys, along with input from Webby judges and industry leaders, the report provides recommended tools and examples of how to keep pace in this new era of the Internet.

Thanks to **Canva** and **YouGov** for supporting our research, our judges for providing their insight, and to AI for speeding up the creation of this year's Webby Trend Report. We couldn't have done it without you.



This Is A Game-Changing Moment

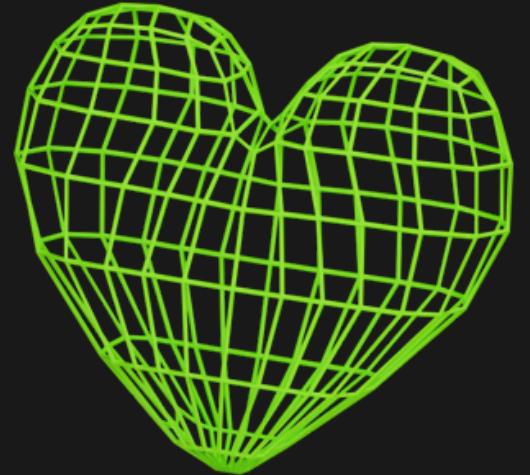
As people who shape Internet culture, you have the opportunity to keep pace with the constantly changing technology and accelerate its impact.

This chapter includes:

- > An overview of new innovations taking place
- > How American consumers perceive the state of AI today
- > Insights from Webby Judge **Marian Croak** (the Inventor of Voice Over IP!) and Google's VP of Engineering, Responsible AI & Human Centered Technology



AI Is Shaping The World



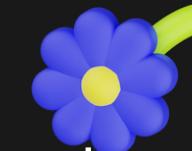
Artificial Intelligence has been transforming the world and shaping the future of technology in incredible ways. From healthcare to advertising, finance to transportation, AI is being applied in vastly different ways to enhance efficiency, reduce costs and improve decision-making.

According to [CrunchBase](#), AI-related startup investments surpassed \$23 billion in 2023, doubling the share of investment from 2022.

With this transformation comes caution. People are concerned about the speed of innovation without guardrails, fearing that AI will lead to fewer jobs. However, they also possess optimism about the impact of AI on their work.

BUILDING RESPONSIBLY

As AI rapidly progresses, concerns around ownership, bias, discrimination, privacy, safety, and security arise. The Webby Awards share these concerns and urge the industry to build ethically and responsibly without causing harm.





IT'S ALL TOO FAST

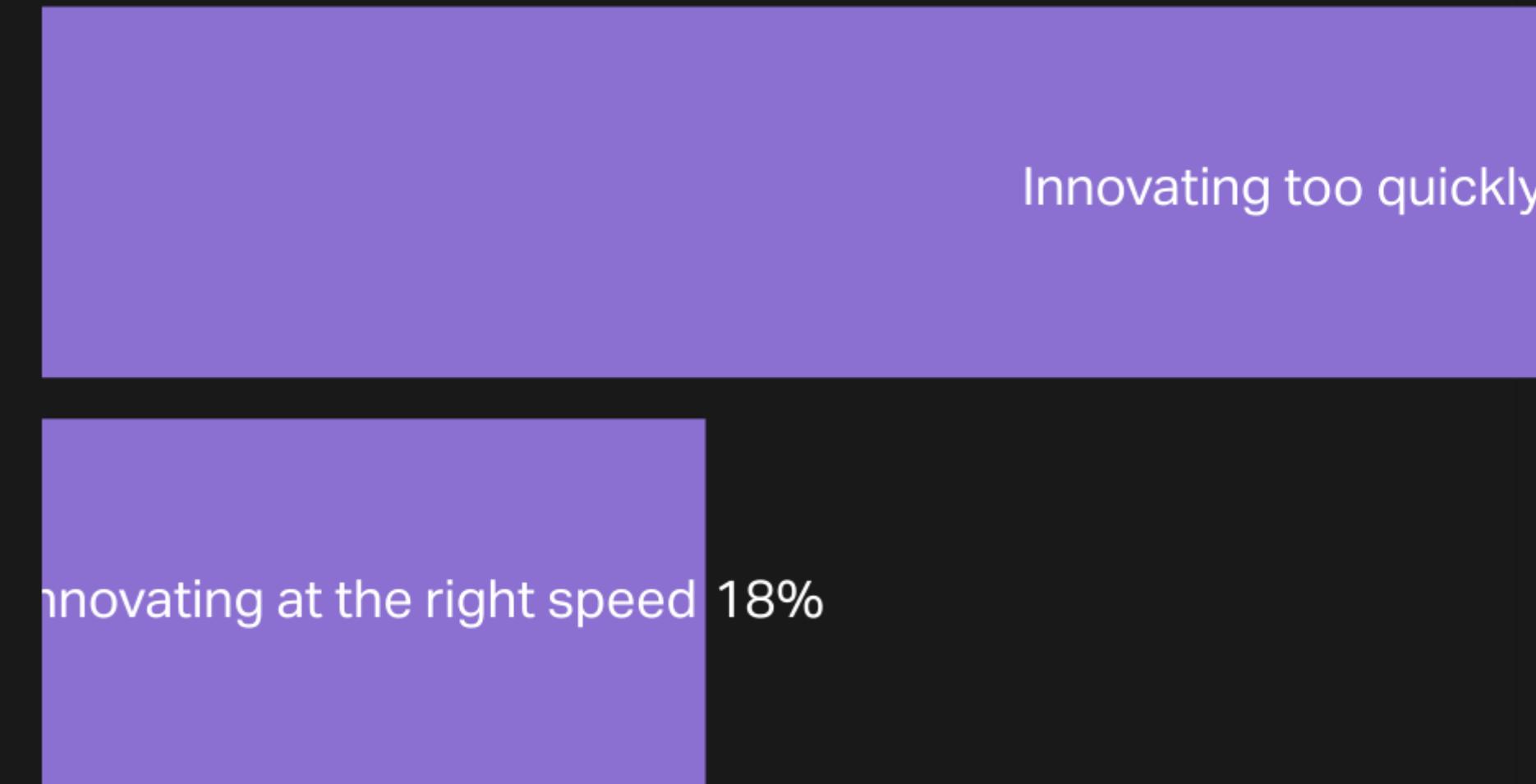
With new platforms and tools launching almost daily, the majority of respondents feel overwhelmed by AI.

Tale of Two Internet Users

Large language models, advertised to handle our daily tasks at work, have emerged. While many are excited by AI's potential, they also worry about its impact.

Percentage of Respondents Who Feel AI is Innovating Too Quickly vs at the Right Speed

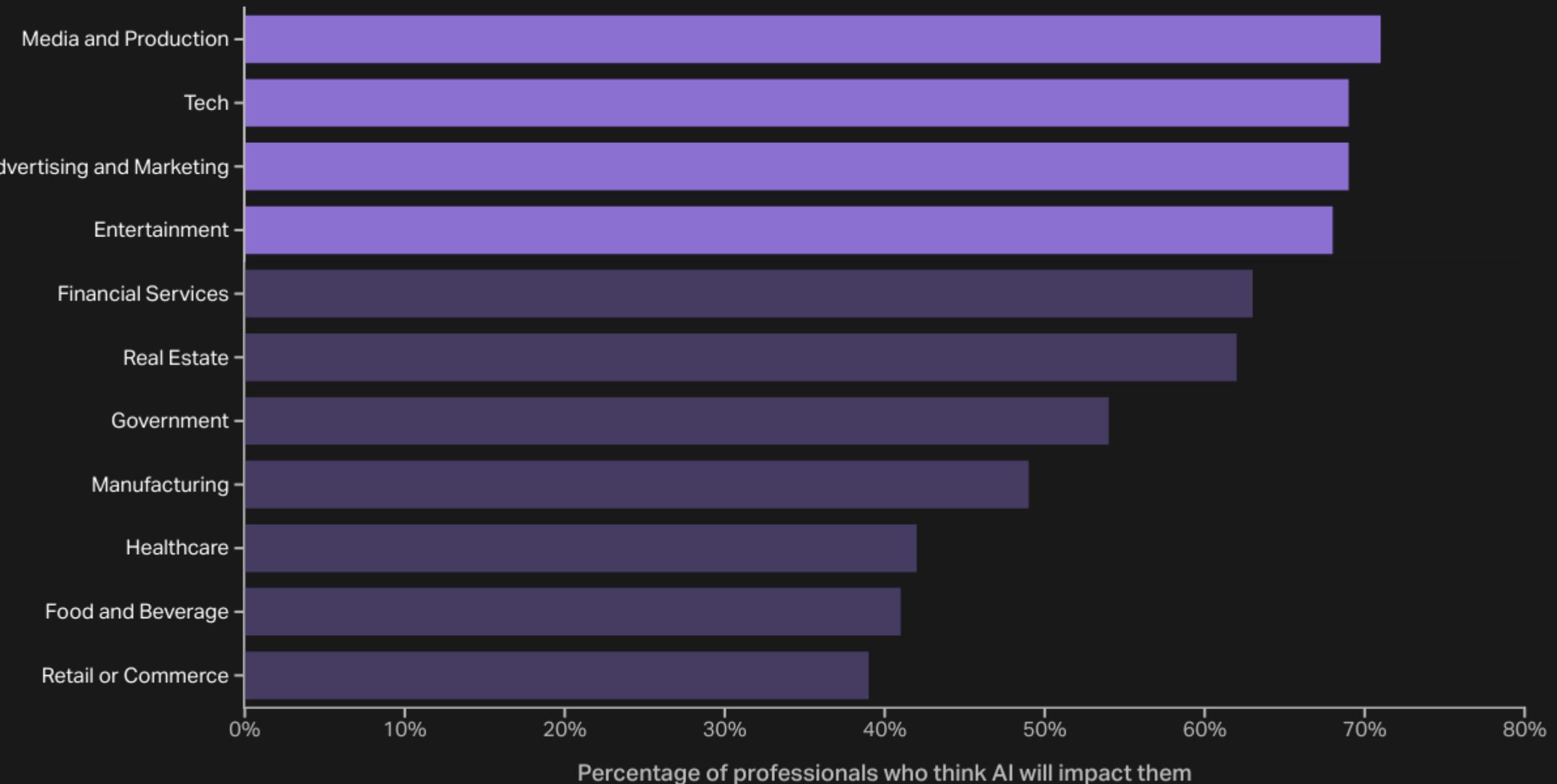
How do you feel about the speed of AI innovations?



MANY VIEW AI AS INEVITABLE

Research shows that the majority of individuals working in the creative industries, tech and finance believe that AI will impact them. Additionally, nearly 40% of consumers think the use of AI will lead to fewer jobs.

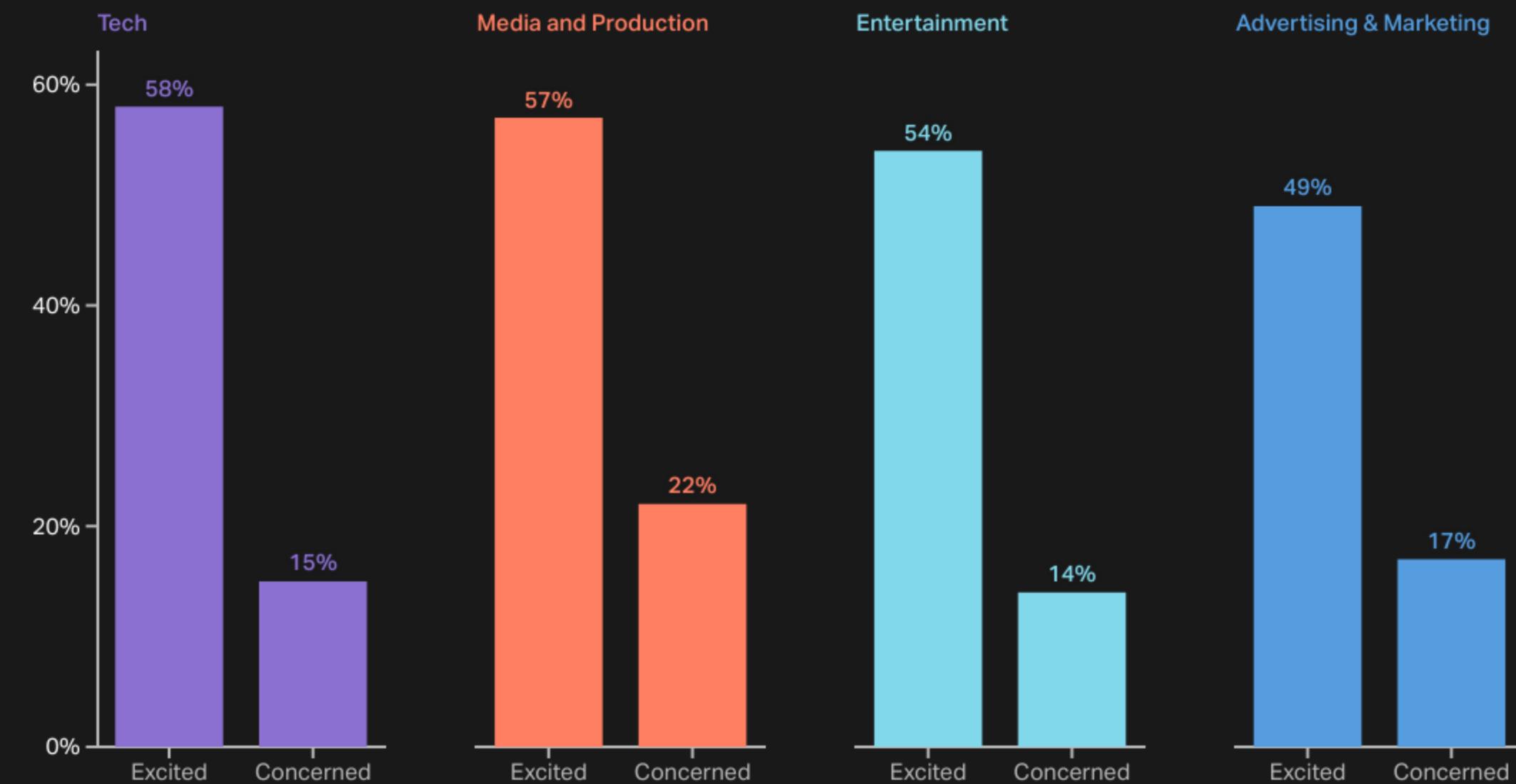
Which Industry Professionals Think AI Will Impact Them, Ranked



PROCEED WITH CAUTION
 Data shows that people are cautious about AI, yet they remain optimistic about its potential. We found that many people working in advertising, media, production, and tech feel excited about AI's relationship to their industries.



Levels of Excitement or Concern Around AI, by Industry (Hover on Graph for More Information)





Marian Croak

VP of Engineering, Responsible AI
& Human Centered Technology,
Google

- Marian's AI Picks:**
- > [Project Contrails](#)
 - > [PaLM2](#)
 - > [MakerSuite](#)

What Webby Judges Think

"AI can best serve us in the future by acting as a trusted collaborator that can help unlock creativity, boost our productivity, and help guide us to understand the world around us in a more nuanced way."

For example, AI could help musicians compose music more efficiently or help writers generate ideas when they are stuck.

AI could give confidence to a new employee putting together a document in a language not native to them, or help a doctor diagnose little known diseases endemic to a particular region of the world. AI has the power to make all of that, and more, possible.

Make the Most of AI

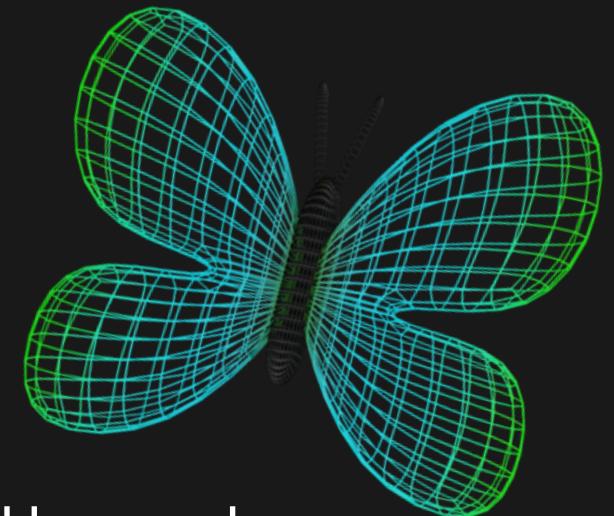
During this moment, many people are looking to make the most of AI to win the race.

We have identified four key areas where you can partner with AI to improve your capabilities at work and beyond.



This chapter includes:

- An overview of each opportunity area
- Examples of how brands are experimenting with AI
- Insights from Webby judges and industry leaders
- Recommended AI tools to try



1

Productivity

In Search of Magic Button Solutions

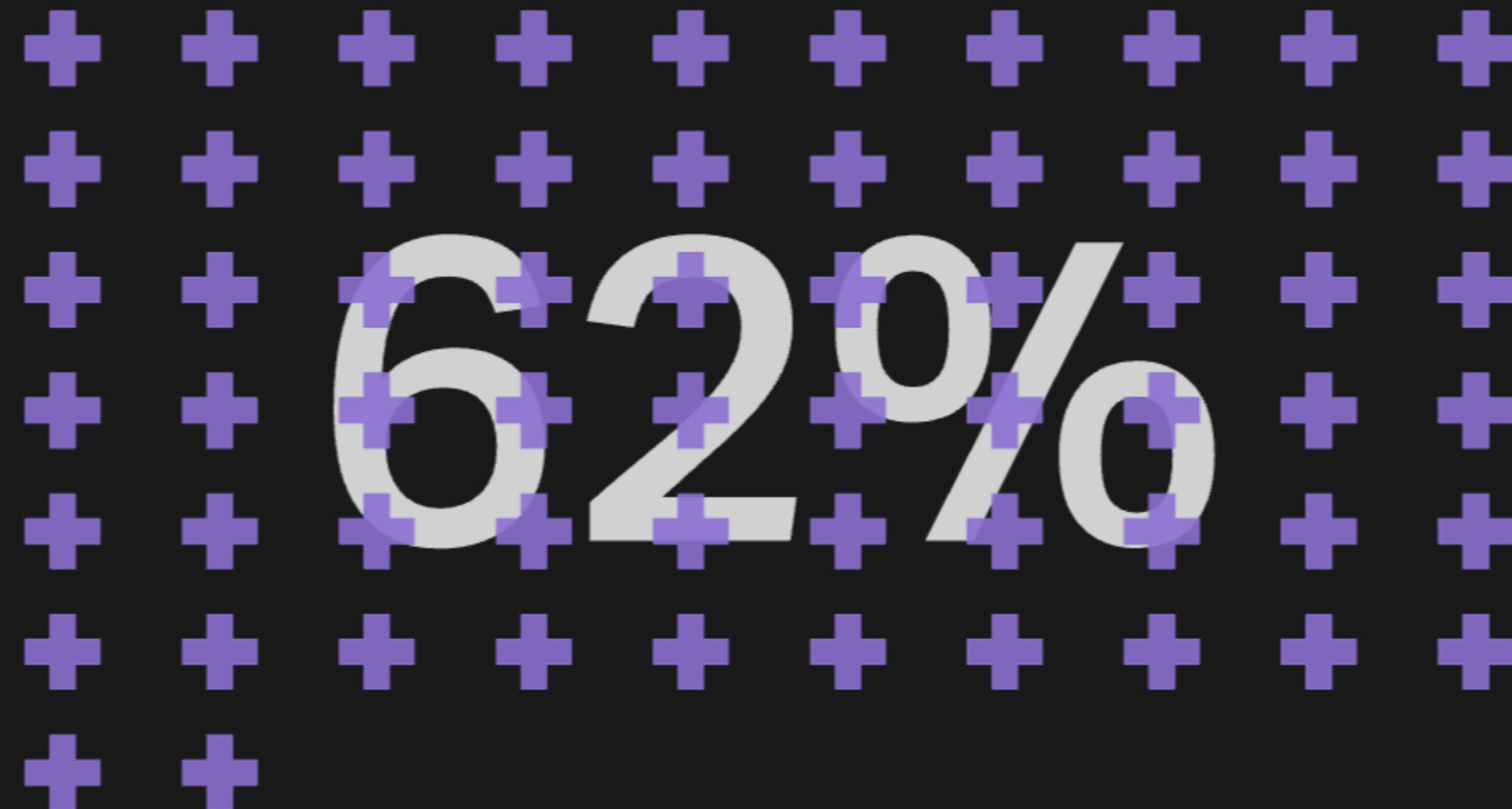
Across industries, people agree that increased efficiency is the most important use case for AI tools. Specifically, 62% of respondents said they want AI to enhance their productivity, followed by a desire to gain more knowledge.

Speeding Up and Streamlining Work

Across industries, teams are focused on optimizing their processes, from solving common issues to leveraging AI-powered coding. About 48% of workers employed full time say they already use AI tools often, including 26% who use it very often.



How Respondents Want AI Tools to Improve Their Lives



62% of respondents want AI-powered tools to improve their productivity



Brands Experiment with AI in Production



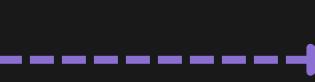
Malibu Rum x Aries

Malibu Rum and Aries collaborated with AI artist [Omar Karim](#) to create a hyperrealistic campaign for their clothing collection.

The campaign used original photography and Omar's AI assistant to generate new imagery based on desired lighting and mood. The collaboration showcases how brands can experiment with new production processes and [generate content at scale](#).

[Read More](#)

Brands Experiment with AI in Production



Maison Meta for H&M Home

H&M Home collaborated with Maison Meta to incorporate their products into AI-generated scenes, showcasing various interior designs.

This collaboration helped H&M visualize how their products fit into different interiors and generate new ideas, saving time on concept and production.

[Read More](#)

Emerging Tools to Optimize Your Workflow

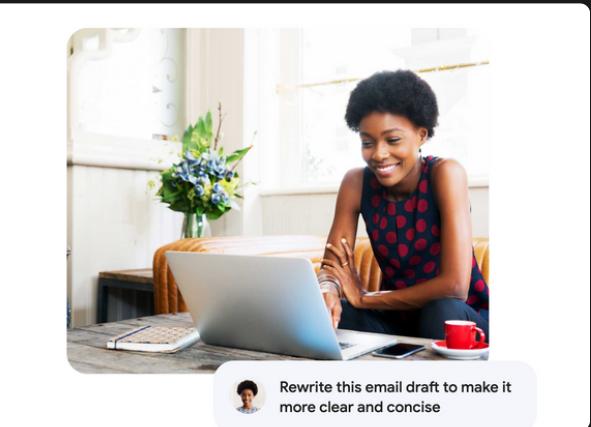
The AI boom has ushered in a host of new tools to increase productivity. We've rounded up a few.

Copilot - Microsoft 365



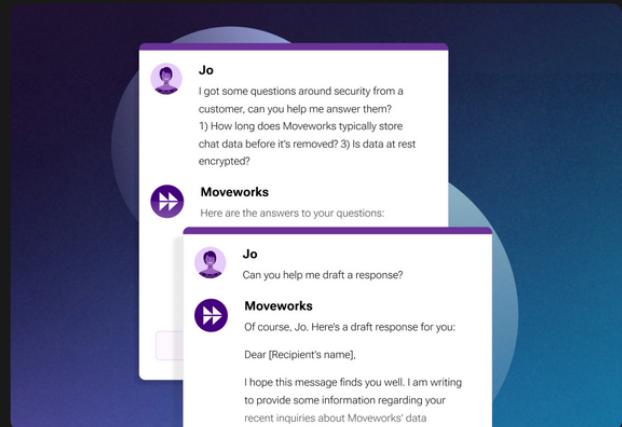
Streamline tasks with this AI assistant

Bard - Google



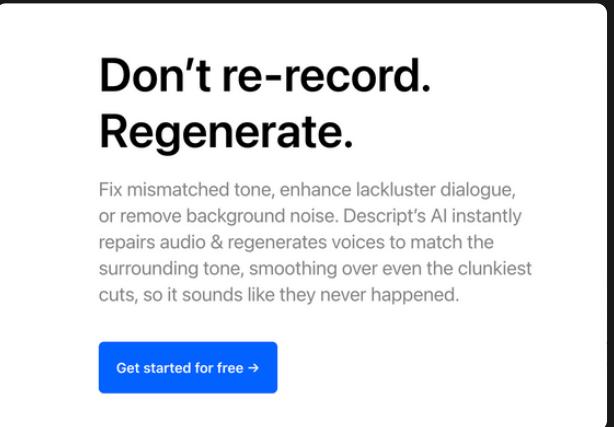
Improve your search and understand topics faster

Copilot - Moveworks



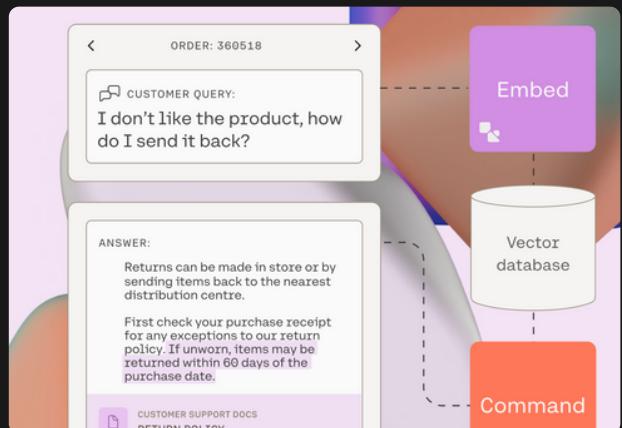
Automate employee support

Regenerate - Descript



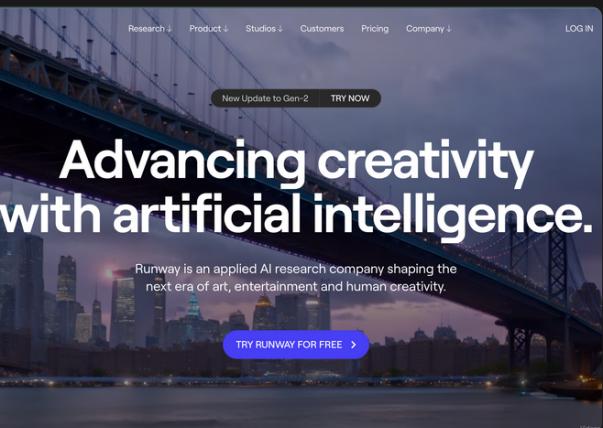
Clean up audio and avoid re-record with voice matching

Embed - Cohere



Make navigating the workplace easier

MakerSuite - Google



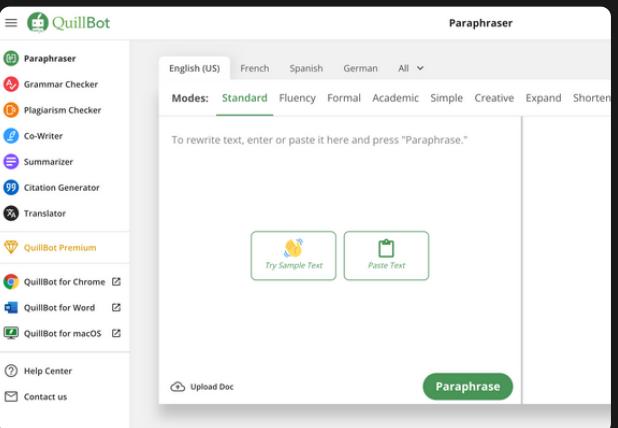
Prototype generative AI models and export easily

Video Translate - HeyGen



Use voice cloning to translate video content

Quillbot



Check grammar, paraphrase, and fix spelling and punctuation



Bhavin Shah

Founder and CEO,
Moveworks

- Bhavin's AI Picks:**
- [Microsoft 365 Copilot](#)
 - [Bard - Google](#)
 - [Moveworks Copilot](#)

What Webby Judges Think

“One thing is clear: the future of work will be significantly impacted by generative AI and its promise of more productive and efficient work.”

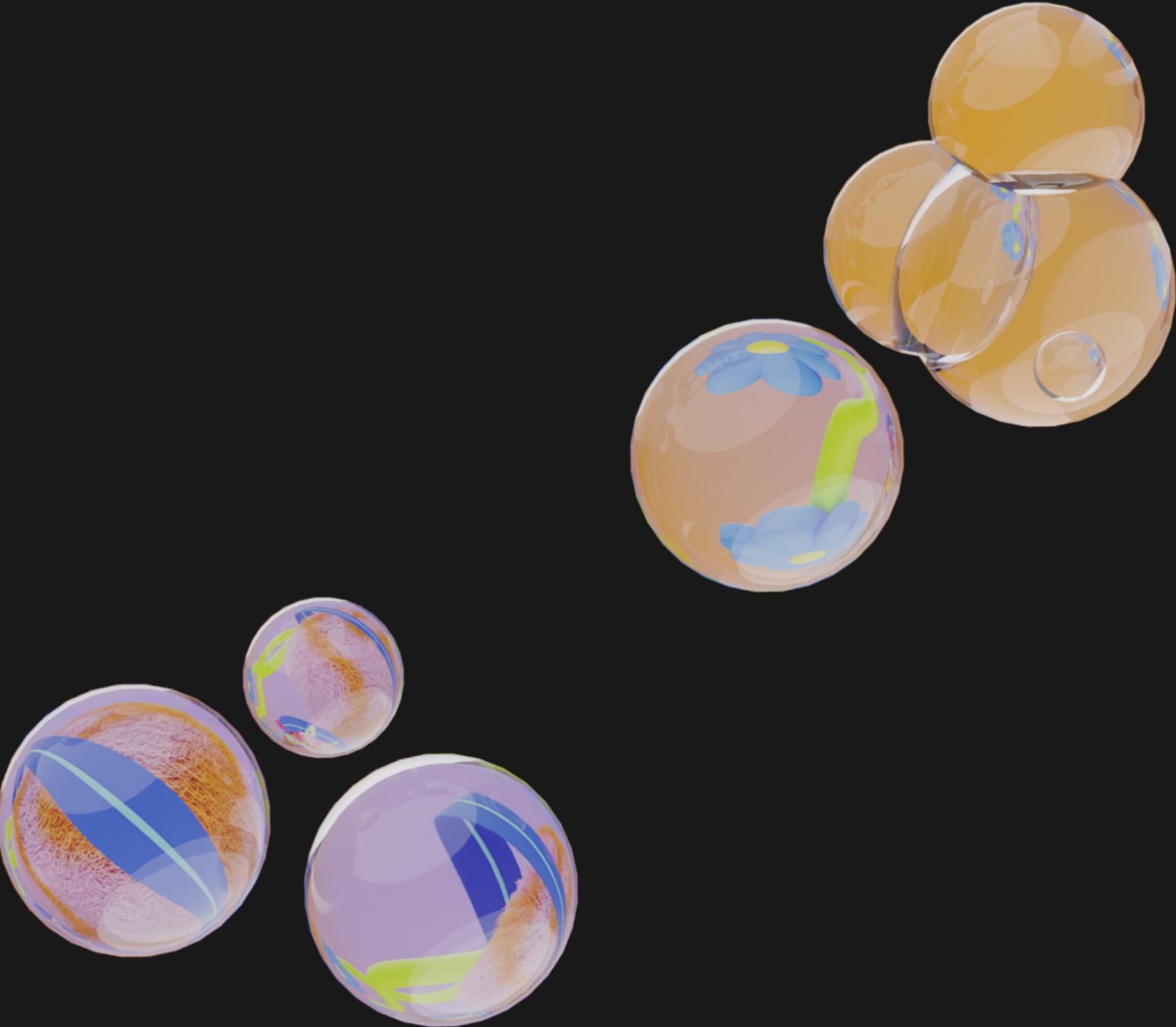
AI will serve as a copilot for employees and individuals alike. That will look many different ways — from AI-powered content creation, to AI-powered code generation, or what we do at Moveworks, AI-powered employee support.

This is just the tip of the iceberg of what's possible, and we're seeing new use cases pop up every day.

2

Personalization

Today's digital consumer wants and expects personalized experiences. The proliferation of AI through large language models (LLMs) and easy-to-use integrations has allowed consumer executions to develop at scale—from travel to ecommerce to entertainment. Furthermore, a recent [YouGov poll](#) found that two in five consumers believe AI will help personalize online shopping.

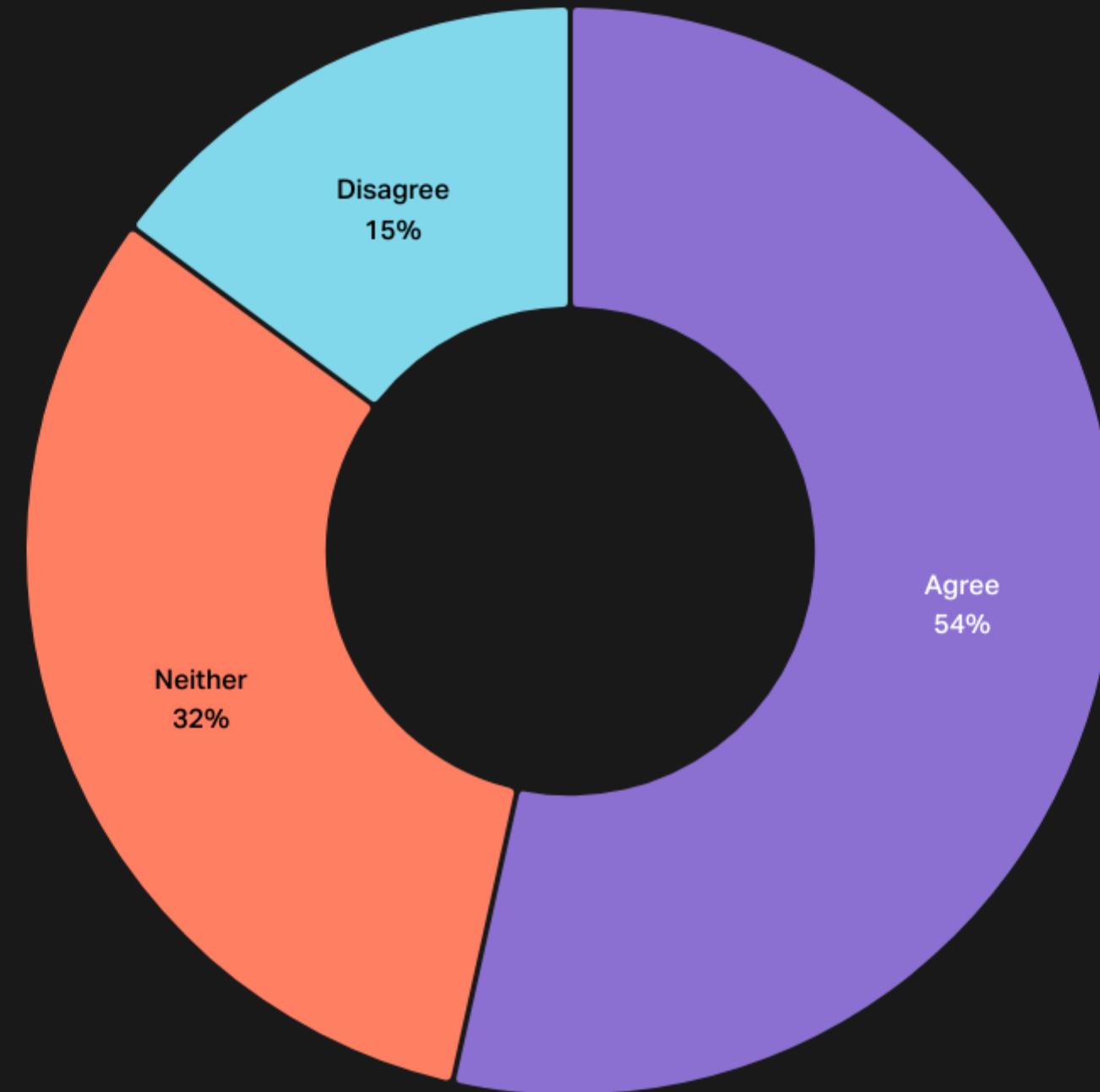


GOOD NEWS

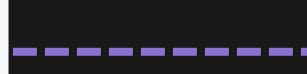
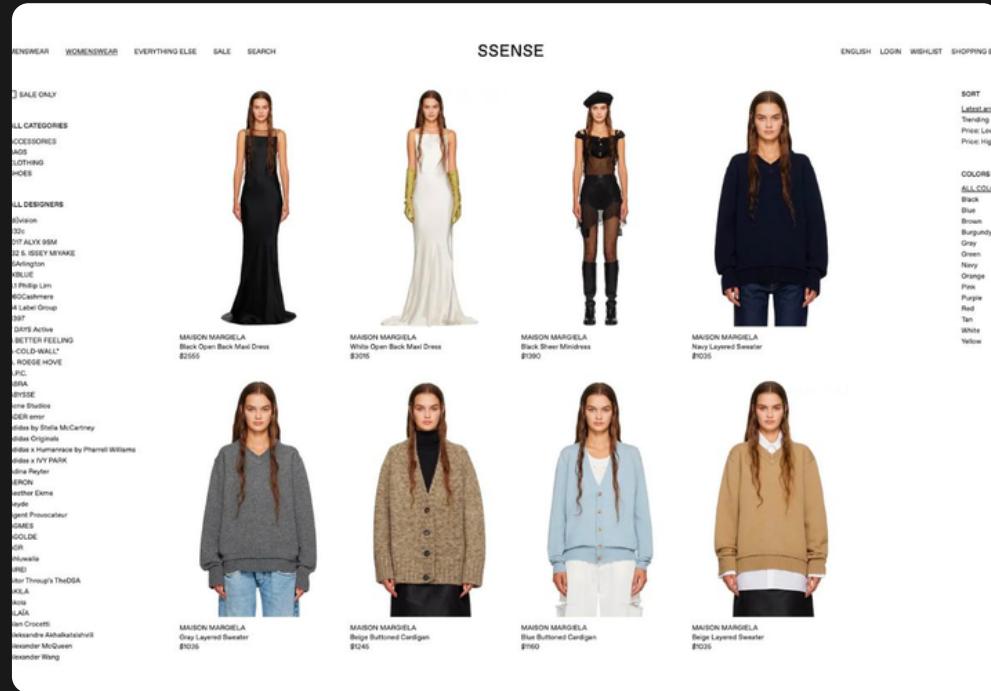
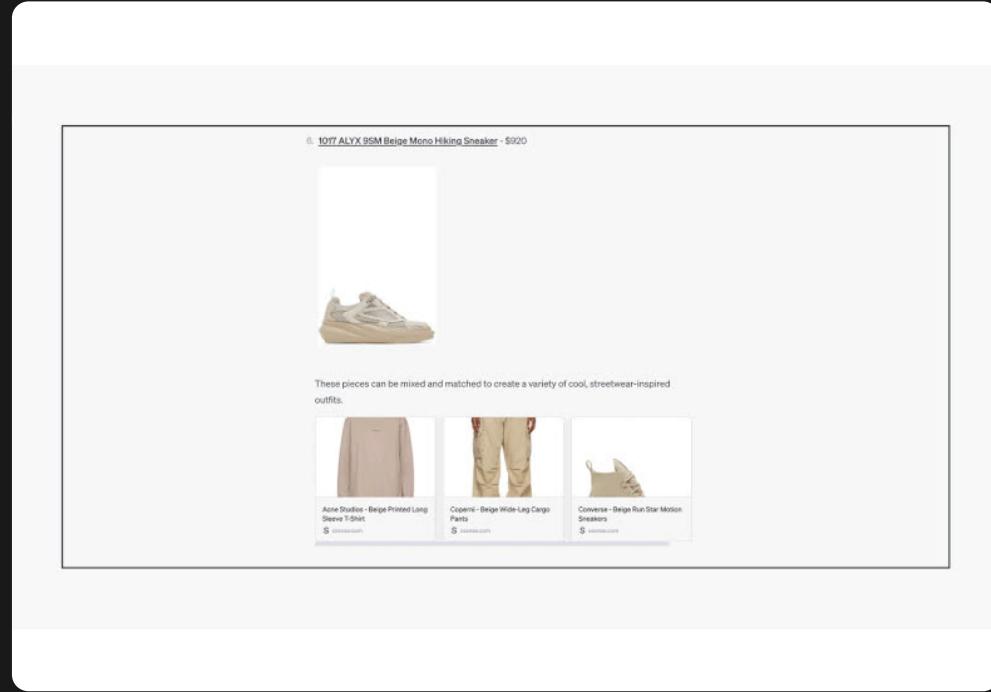
As companies consider utilizing AI more, consumers are open to it—specifically, Gen Z and younger Millennials. Nearly 60% of 18-34 year olds believe companies should use AI to provide better services or products. They're most interested in better personalization and efficiency.



To What Extent 18-34 Year Olds Agree That Companies Should Use AI to Provide Better Services or Products for Customers

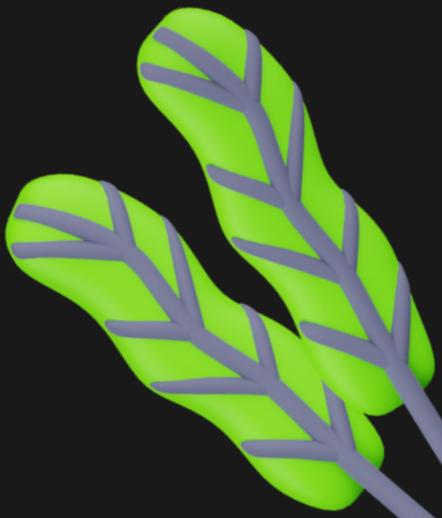


Companies Try Personalized Experiences



SSENSE AI Shopping Assistant

SSENSE, a Montreal-based online retailer, launched a chatbot using ChatGPT Plus to help customers with styling questions and offer clothing recommendations. The chatbot allows shoppers to ask questions about their personal style and receive recommendations from SSENSE's catalog with direct links to products. This new styling assistant chatbot personalizes choices while introducing customers to new brands. As more companies embrace AI assistants, the global chatbot market recorded revenue sales of about \$6 Billion (Market US).

[Read More](#)

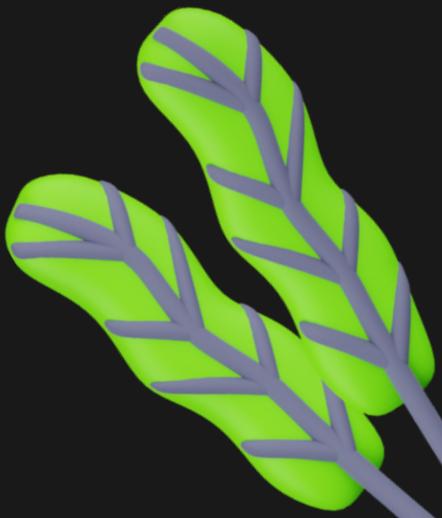
Companies Try Personalized Experiences



Sephora's Store of the Future

Sephora Asia has opened a Store of the Future in Singapore and Shanghai, which uses AI to enhance the **in-store experience**. Customers can access advanced skin analysis, receive personalized consultations, and view AI-generated makeup trends and tutorials. The Shanghai store saw a **107% increase in traffic within four months of launching**. Sephora also plans to introduce Smart Skin Scan for skin diagnostics to increase personalized skin care recommendations.

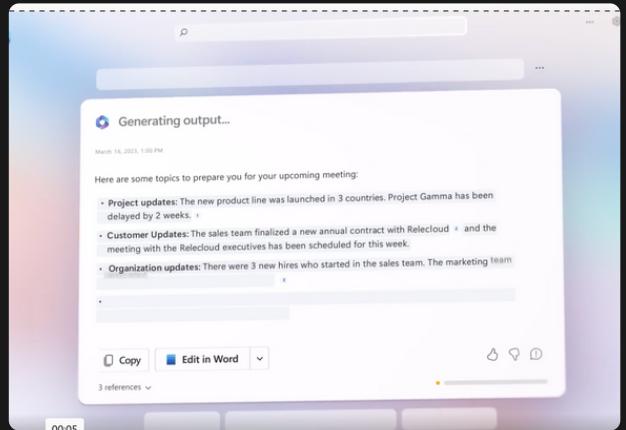
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Emerging Tools for Personalization

There are new tools to help craft more personalized experiences. We've rounded up a few.

PersonaGPT - Part and Sum



Create AI personas for your consumers and discover what they think

Artifact



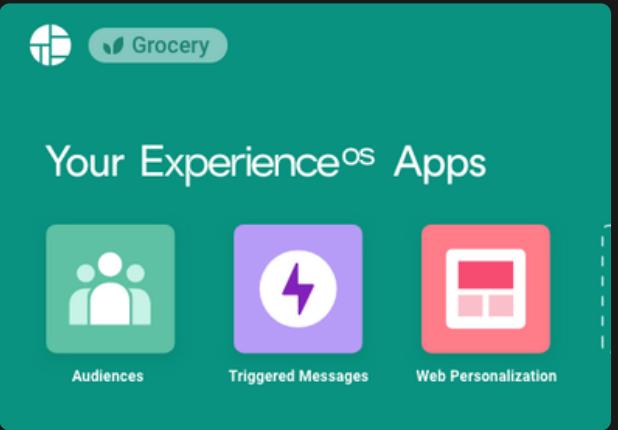
Hyper-personalize your news feed, summarize long articles, and build links

PaLM2 - Google



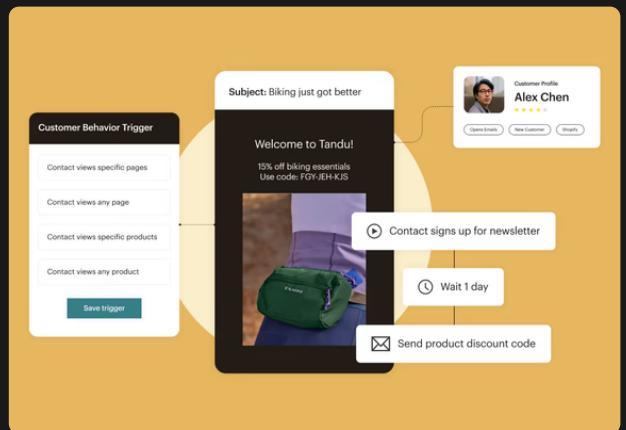
Interact with Google AI products in a natural way

Dynamic Yield



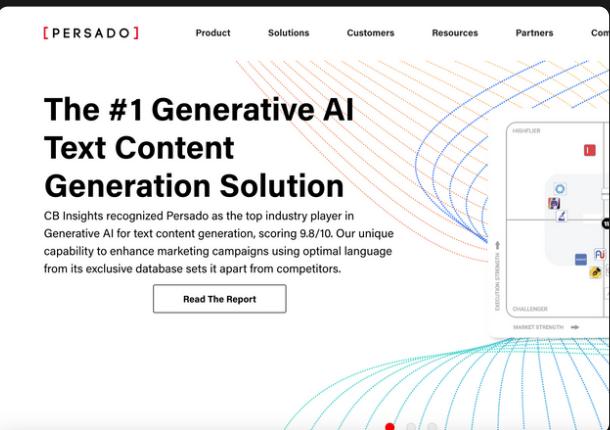
Personalize customer experience with agility across platforms

Mailchimp Marketing Automation



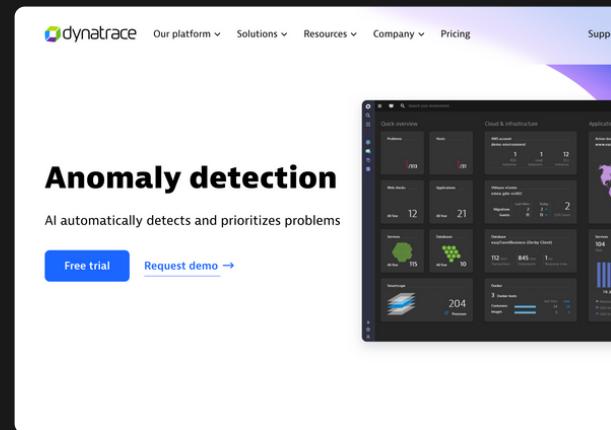
Drive personalized messages that scale with your business

Persado



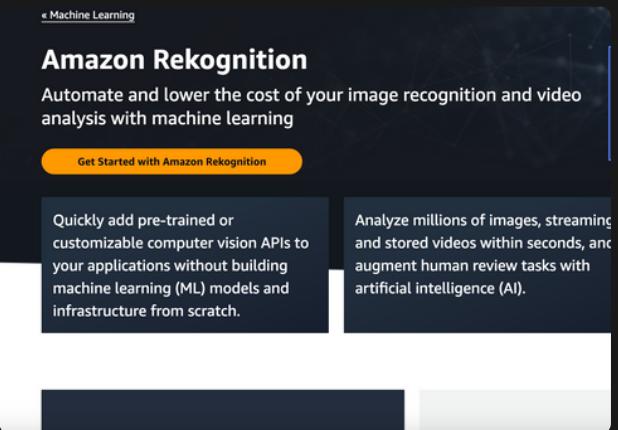
Optimize marketing with innovative and personalized language generation

Dynatrace



Identify abnormal behavior, security and performance issues

Amazon Rekognition



Extract information and insights from your images and videos



Ray Martin

→ CEO, Americas, YouGov

Survey Insight:

- 69% of Americans who are knowledgeable about AI believe that the technology can improve our lives.

Insights from Experts

“It’s critical that brands understand how all their different stakeholders think about the evolving technology, so they can create products and experiences that add value.”

Market research will play a key role in informing brands' decision-making in the deployment of AI, from product development to optimizing user experience.

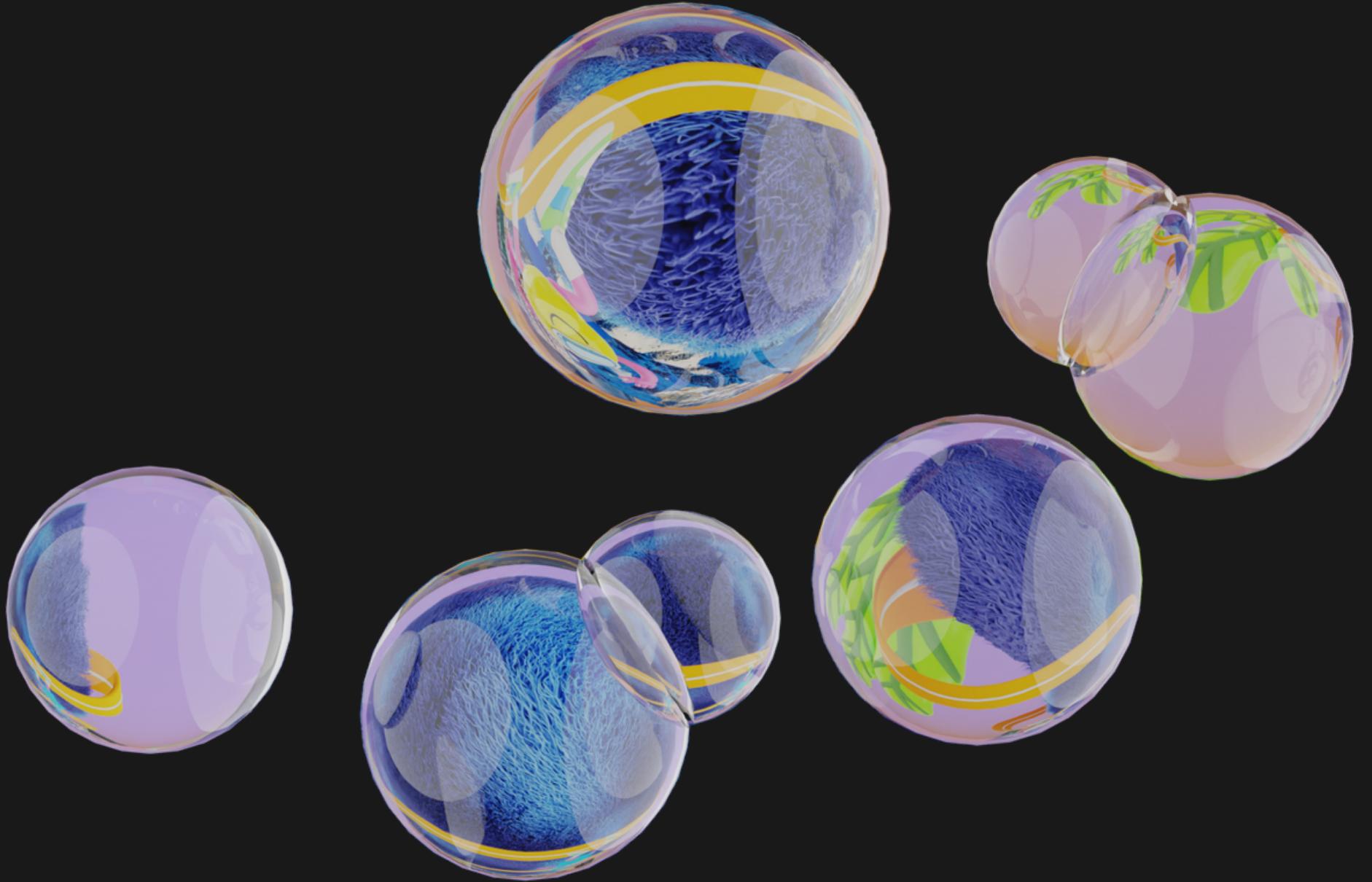
AI has enormous potential to transform virtually every industry, but it will be critical that the human decision-makers leverage data and emotional intelligence in the path forward.

[Read More](#)

3

Imagination

Creative industries are embracing artificial intelligence at a higher rate than others. It's no surprise—**Nearly 40% of people think AI "will have a positive impact in creating content"** (YouGov). This has ushered in a wave of generative AI tools, helping creatives remix language, streamline the design process and more.

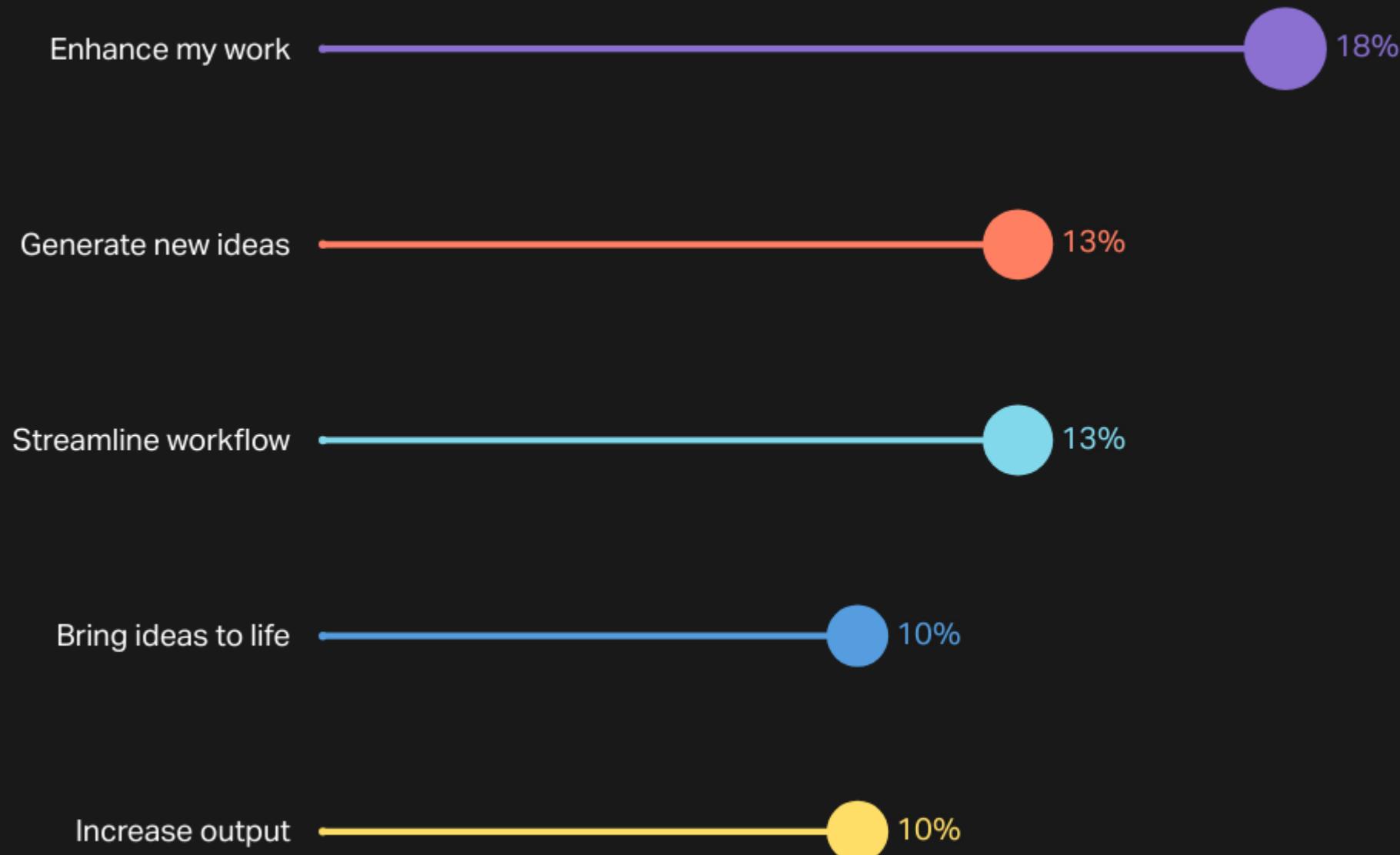


ENHANCE, DON'T REPLACE

Expediting design concepts. Disassembling and reconfiguring sentences. The key in using generative AI for creativity is to enhance human creativity, not replace it. Most consumers agree, citing the **enhancement** of their **work** and the **generation** of new **ideas** as their top motivators to begin using AI.



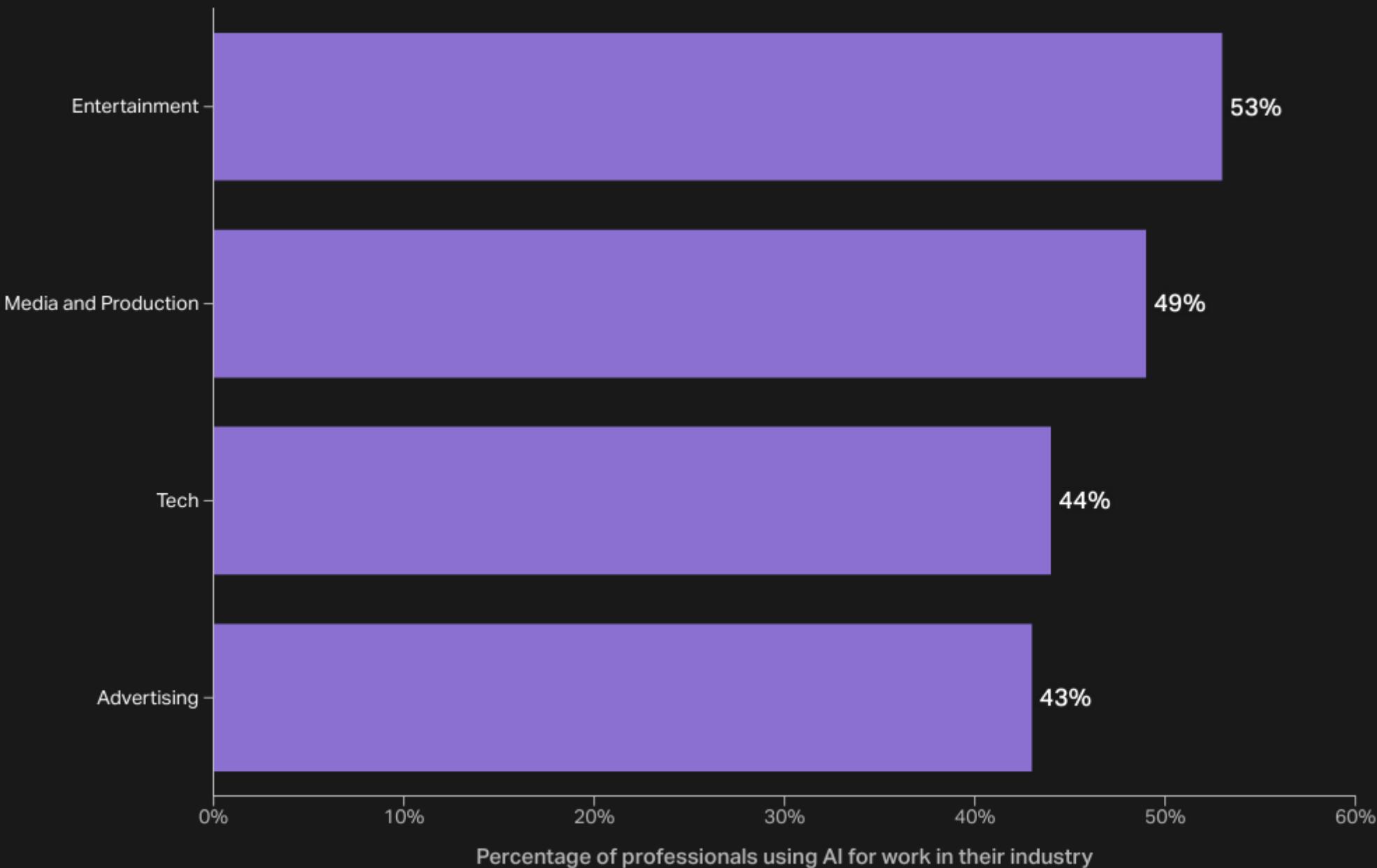
Respondents on Their TOP Motivation to Use AI-Powered Tools for Work?



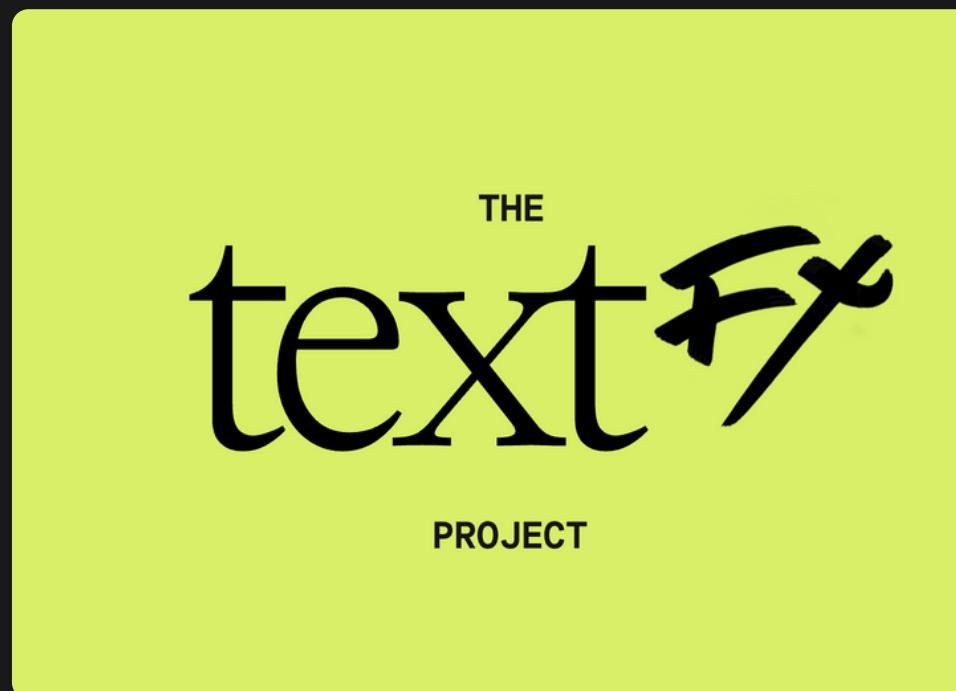
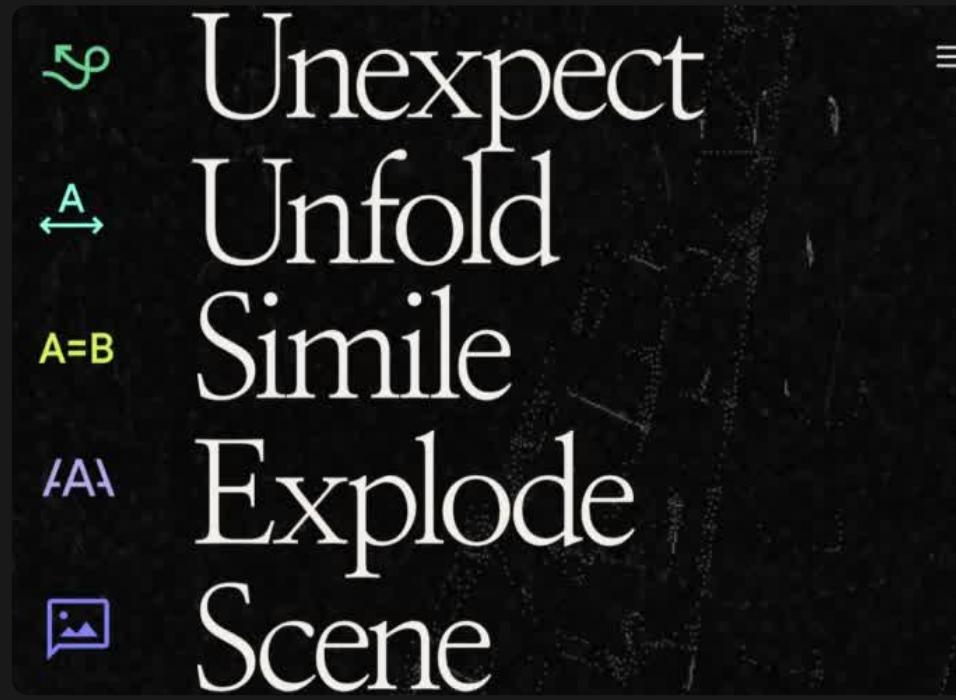
Half of professionals who have worked in Entertainment or Media & Production are more motivated than others to get a head start.



The Following Industries are Already Using AI for Creative Production



Companies Experimenting with Creativity

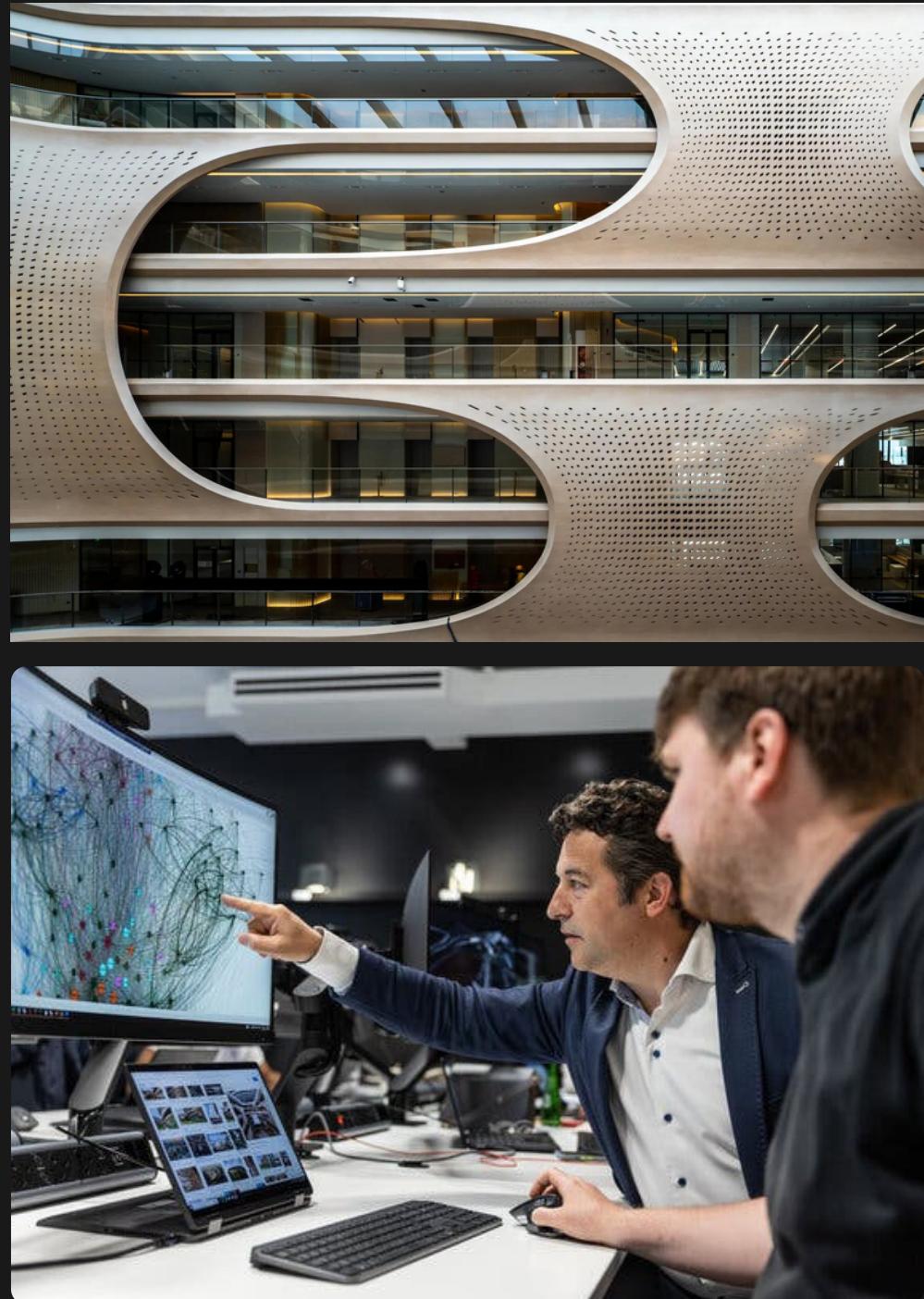


Google Lab Sessions x Lupe Fiasco

Google's Lab Sessions collaborated with artist Lupe Fiasco to experiment with AI technologies for creativity. The TextFX project aims to [aid the creative writing process while maintaining writers' autonomy](#). They created ten tools, including Explode, which breaks a word into similar-sounding phrases, and Scene, which helps writers explore imagery in writing.

[Read More](#)[Try TextFX](#)

Companies Experimenting with Creativity



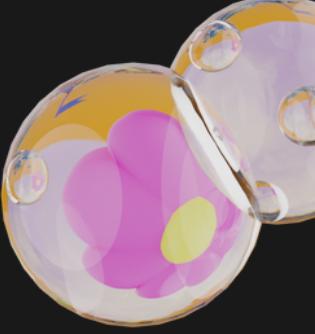
Zaha Hadid Architects Infinitus Plaza

Zaha Hadid Architects is using generative models to explore design concepts for spaces, buildings and products, including office buildings like Infinitus Plaza in China (pictured). AI was employed to generate options for positioning parts of the building's core.

[Read More](#)

Emerging Tools to Help You Create

Partner with AI tools to help write, design, play and more. Canva is a great place to start.



Magic Studio by Canva

Canva, a free online visual communications and collaboration platform, and our partners at The Webby Awards, are using AI to help designers of all levels enhance their work. Many existing generative-AI tools are spread out across multiple products. As part of their strategy to bring the benefits of AI to the masses, Canva launched [Magic Studio](#).

Integrated into Canva's existing suite of tools, Magic Studio boasts 10+ tools to make creating easier. New features include Magic Media, generating short-form videos and accompanying copy; Magic Animate creates motion design in one click. From Magic Expand, which extends an image beyond its frame to Magic Switch, helping users translate their content or reformat it, Canva has democratized AI for all creatives by consolidating AI-powered features into one platform.

Redefine how you create

- [Magic Media](#)
- [Magic Expand](#)
- [Magic Switch](#)
- [Magic Design](#)



Jonathan Harley

Head of Strategic
Partnerships, Canva

Jonathan's AI Pick:

Magic Studio

Insights from Experts

"Visual communication has become the status quo at work and AI will only accelerate that, by making it easy for every individual to visually express their ideas, even if they aren't a designer."

And, across disciplines, AI is already minimizing time consuming tasks, freeing humans up for deeper thinking and time to create the best outputs possible.

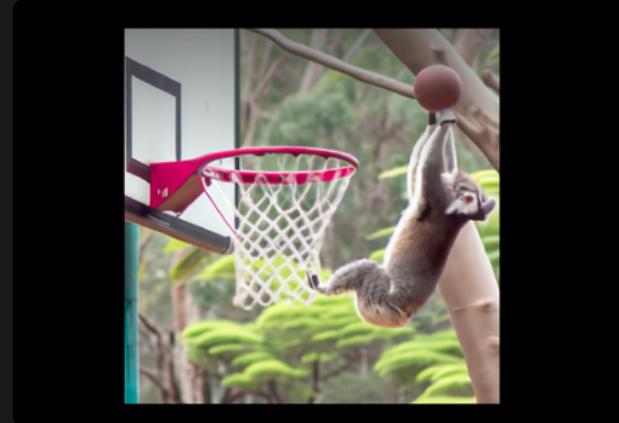
Teams can set themselves up for success by starting small and focus on the areas where AI can have the most impact, rather than looking to rethink every workflow and process all at once. By gradually implementing AI-powered tools into specific tasks, teams can ensure that they are making the most of this technology while building confidence and monitoring what's working best for them.

[Read More](#)

Emerging Tools to Help You Create

Partner with AI tools to help write, design, play and more. We've rounded up a few.

Dall-E



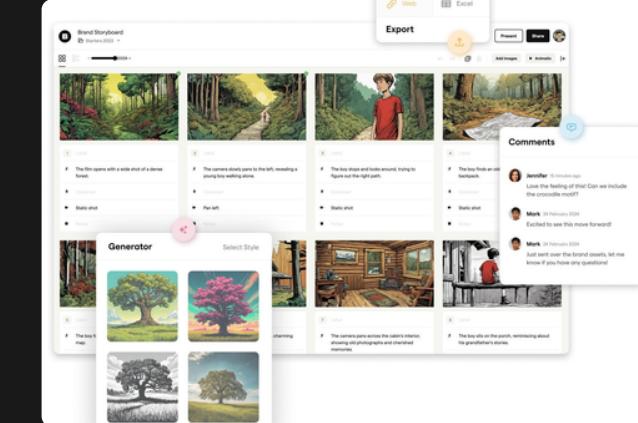
Create AI-generated art

RunwayML



Use text-to-video to expand video

Boords



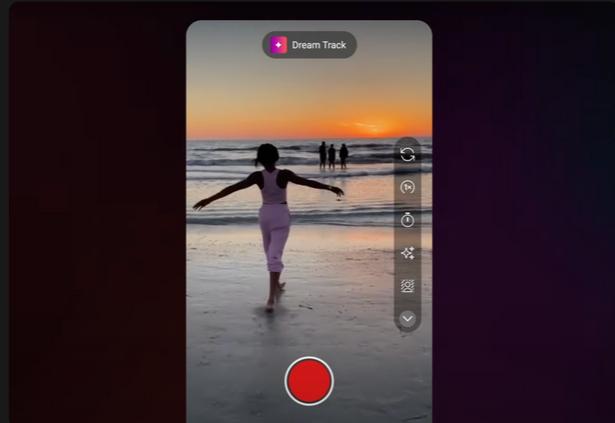
Transform text prompts into storyboards

Autodraw



Draw quickly with machine learning

Dream Track



Create a unique soundtrack for YouTube Shorts

KREA



Real-time design generation

EmojiGen



Create any emoji you want in the Apple style

Galileo AI



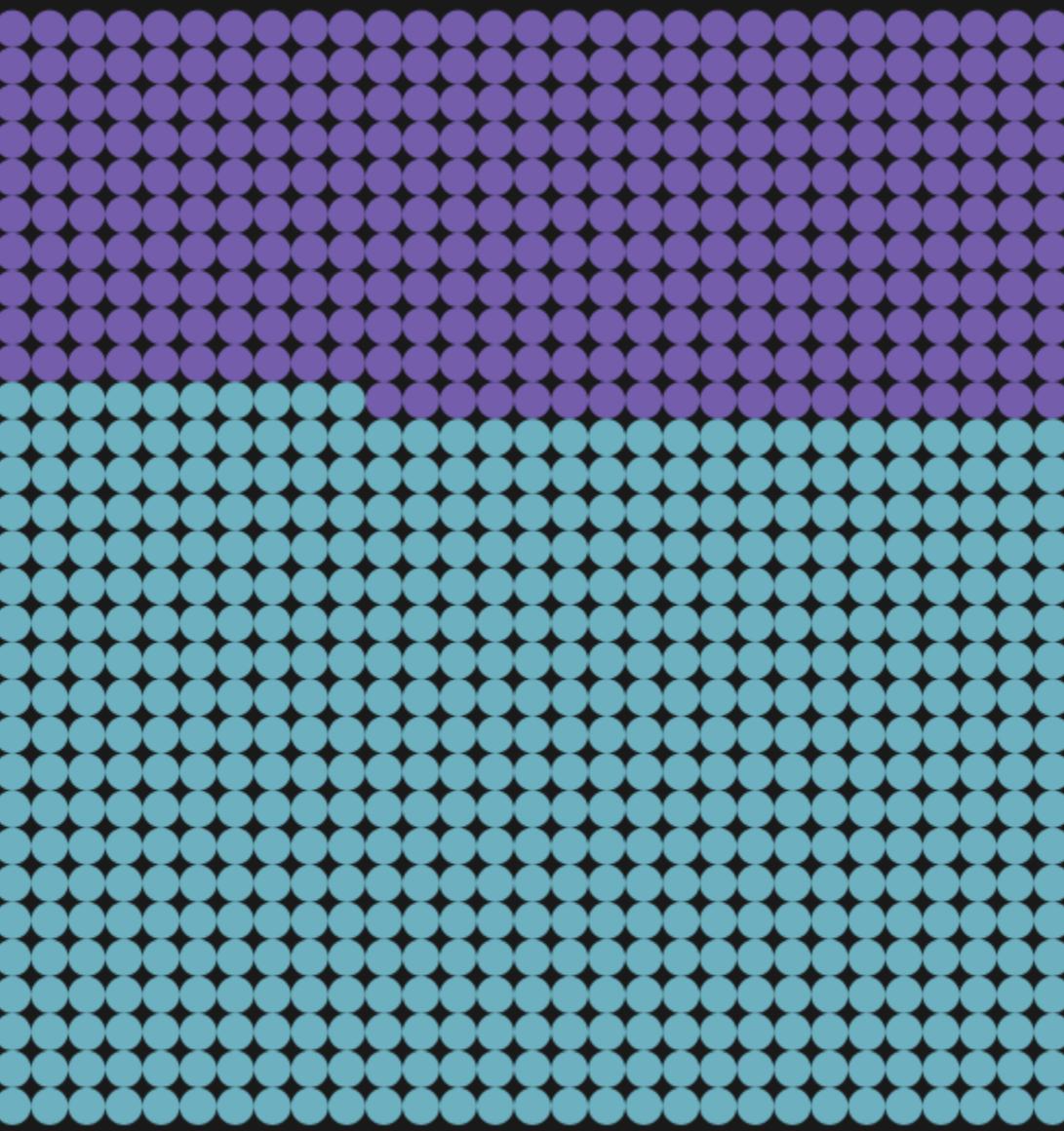
Create a complete interface design

4 Social Impact

Purpose, and making meaningful decisions, represents the ultimate promise of AI technology.

Majority of our respondents believe AI can solve important global problems. The top issues on their minds were the environment, education, and public health and safety.

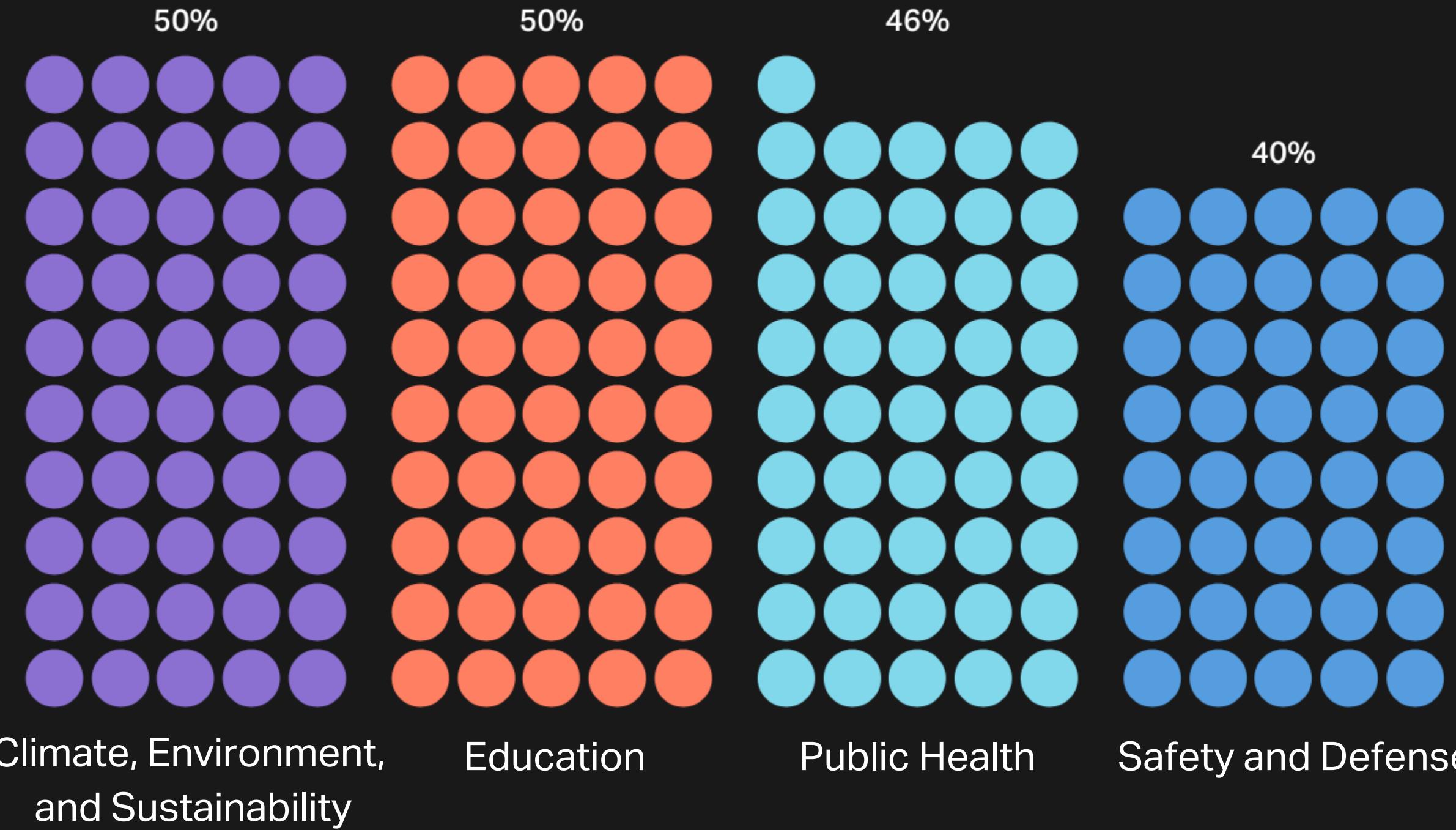
New products for healthcare and sustainability are leading the way.



64%

think AI can positively impact global problems

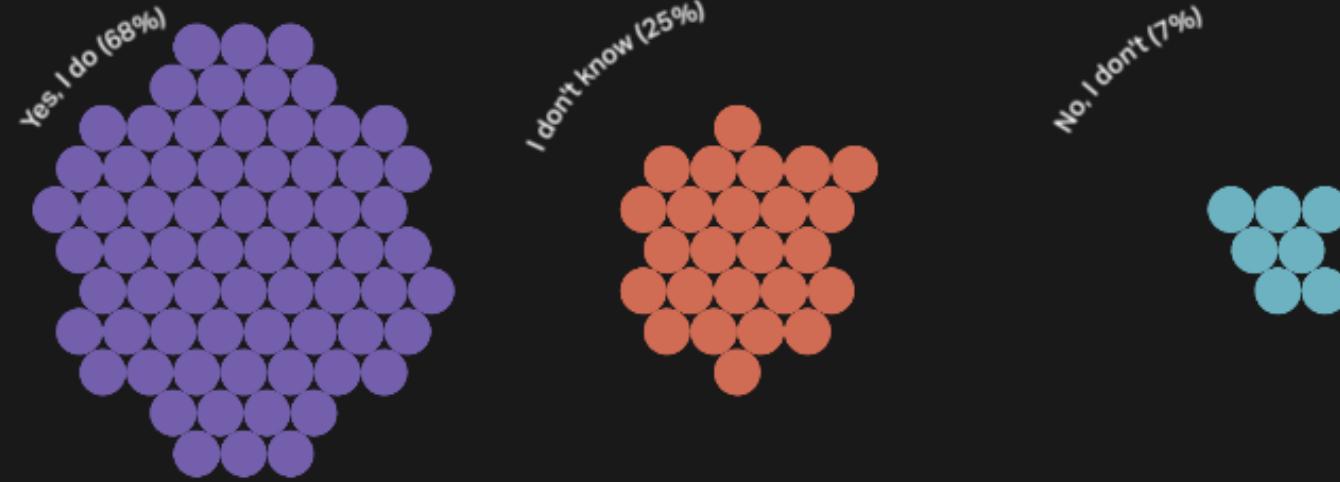
--- Respondents Would Like AI-Powered Solutions to Tackle the Following Global Problems



Respondents on If They Think AI Needs Better Regulation

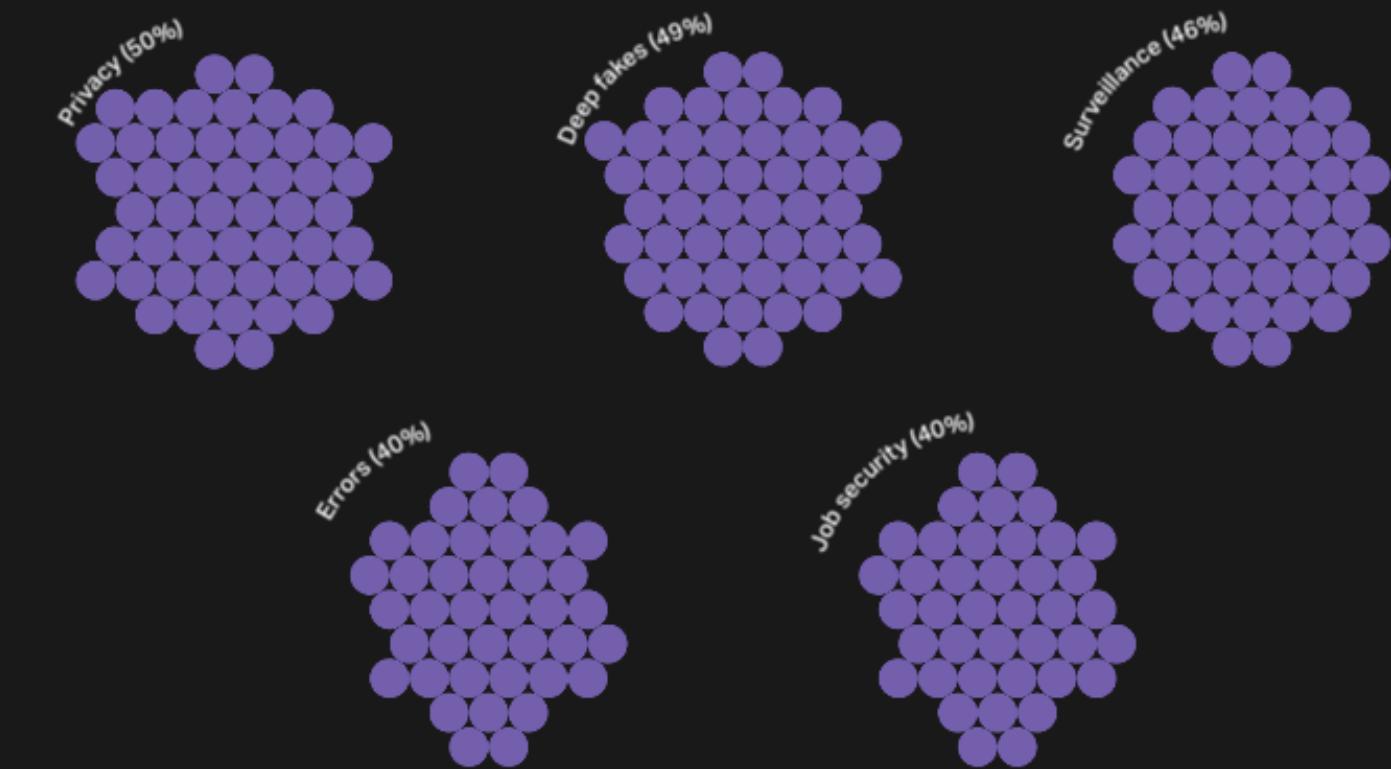
Do you think that AI needs better regulation?

1/2 < ▶ ▶



Which of the following concerns surrounding AI are you familiar with?

2/2 < ▶ ▶



REGULATION IS NEEDED

People are embracing AI, but they still want it to be regulated.

As technology advances, it's caused concerns over privacy and deep fakes.

Responding to Global Problems with AI



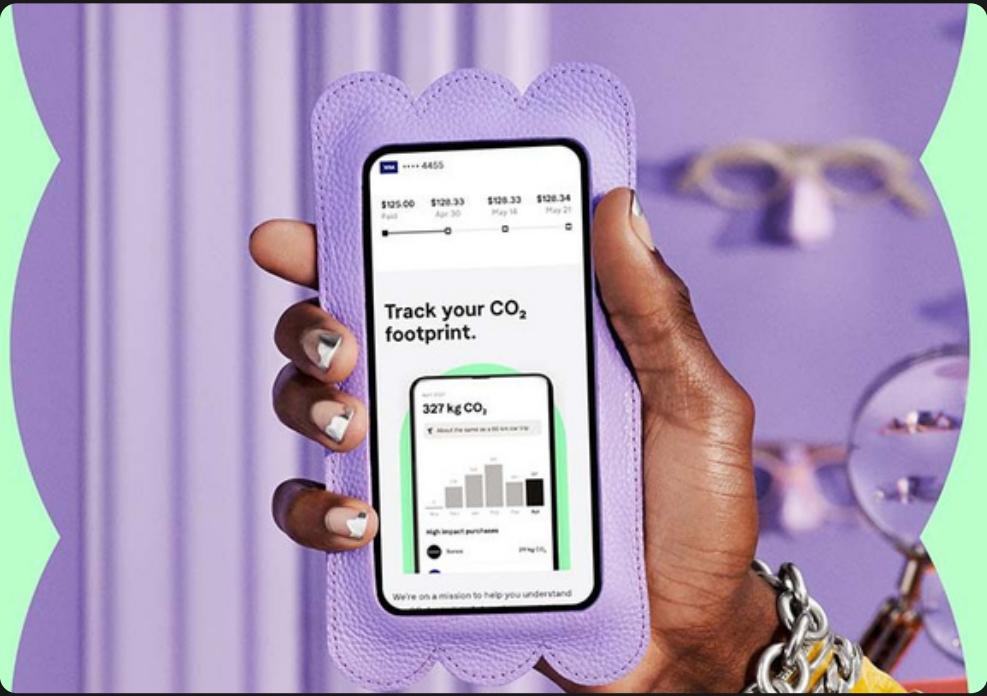
Environment

Google x GiveDirectly

GiveDirectly and Google are using AI to provide disaster relief to low-income communities. They use [Google mapping tool Delphi](#) to cross-reference aerial images of storm damage and poverty data, ensuring that aid is delivered to the areas that need it most. In 2022, they provided assistance to nearly 3,500 Hurricane Ian victims across Puerto Rico and Florida.

Read More

Responding to Global Problems with AI



Environment

Vaayu Carbon Calculator

Vaayu offers automated carbon tracking software to retailers. They partnered with Klarna in 2022 to launch a CO₂e tracker that allows shoppers to see the environmental impact of their purchases. By automating carbon calculations using life cycle assessment data, the tool tracks emissions data for **over 94 million products throughout their lifecycle**. Since its launch, 240,000 shoppers have accessed product carbon data every month by visiting the tracker.

[Read More](#)

Responding to Global Problems with AI



Education



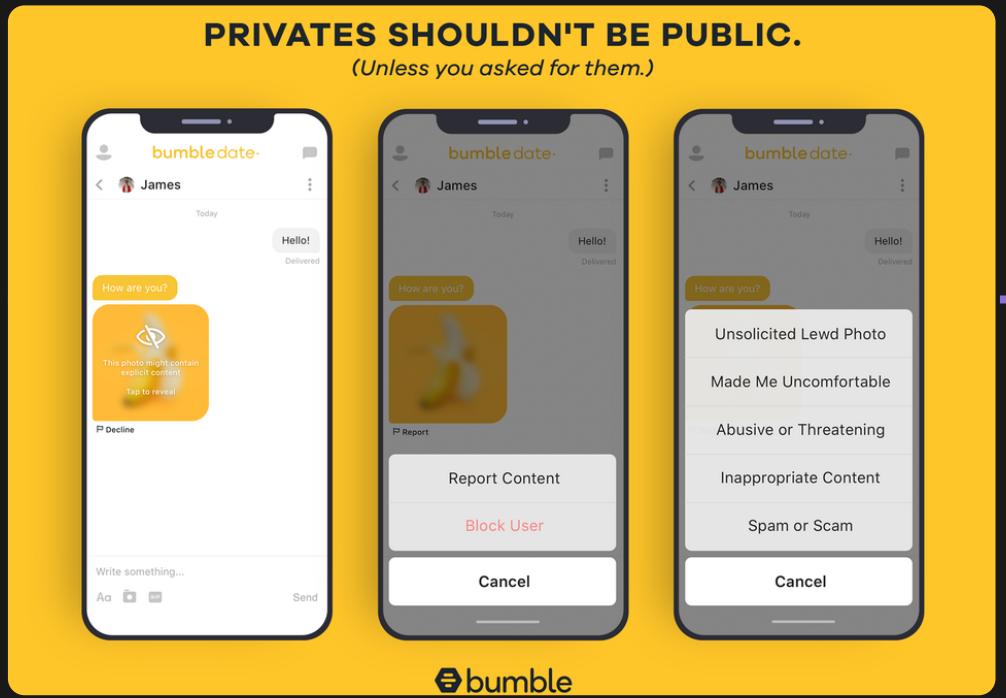
Inner Voice

InnerVoice is an app that uses Microsoft Azure AI to help individuals become better communicators through video self-modeling. The app labels pictures with text and describes them with speech, allowing users to see the relationships between the environment, speech, language, and text.

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Responding to Global Problems with AI



Public Safety

Bumble - Private Detector

Dating app Bumble developed an AI tool called Private Detector to tackle non-consensual photo sharing, following research revealing that 48% of women aged 18 to 24 had received such photos.

Private Detector recognizes nude photos and gives users the ability to give consent to receive the photo. In 2022, they released an open-source version of this AI tool on GitHub. To further its impact, Bumble partnered with the UK government to pass legislation against cyberflashing under its Online Safety Bill.



Read More

Emerging Tools To Solve Global Problems

The ultimate promise of AI technology is to improve. We've rounded up a few.

Fingerspelling



Learn American Sign Language with machine learning

Hayden.AI



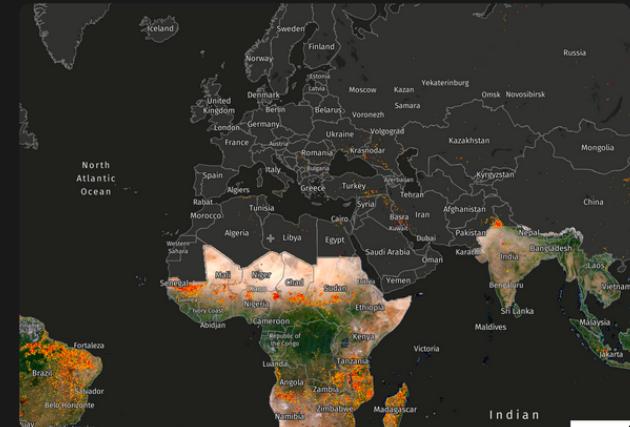
Cutting-edge AI for smarter cities

NEKO Health



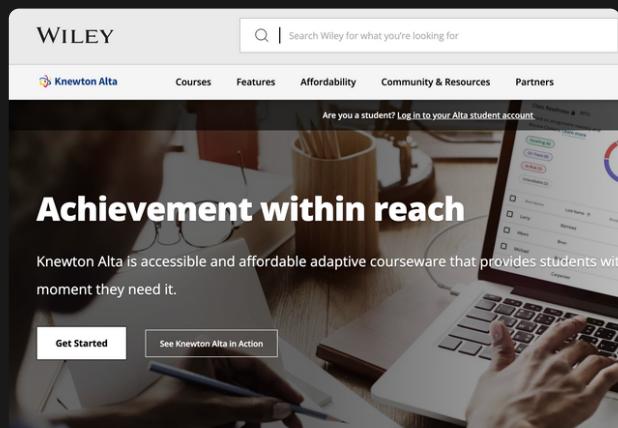
Instant results monitoring your health with full body scans

Global Forest Watch



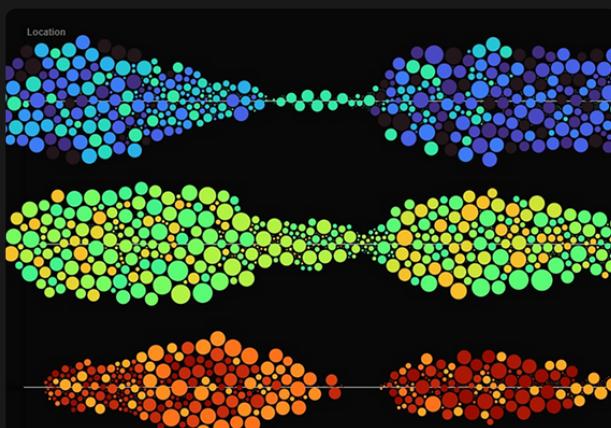
Provides data, tools, and tech to safeguard forests

Knewton



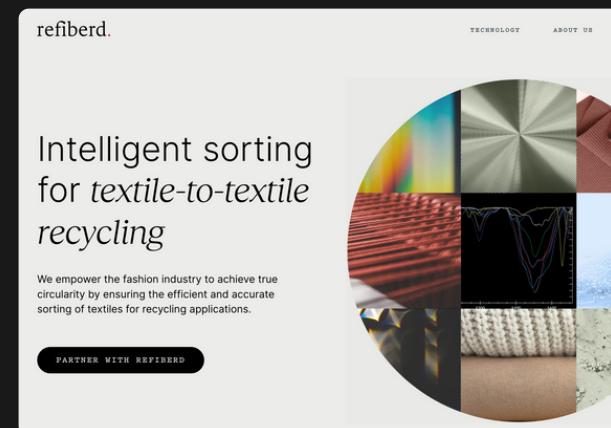
Adaptive learning platform that provides personalized course materials for students

World Hive Network



Gather data analyzed by AI to identify patterns for early bee survival interventions

Refibرد



Utilize AI and robotics for precise textile sorting, ensuring efficient recycling

Earth Data NASA+ IBM



Discover insights in NASA Earth science data



Ayana Elon

Founder,
Black Girl AI

Ayana's AI Picks:

- > [Latimer](#)
- > [Notion](#)
- > [Feelix by Sonavi Labs](#)

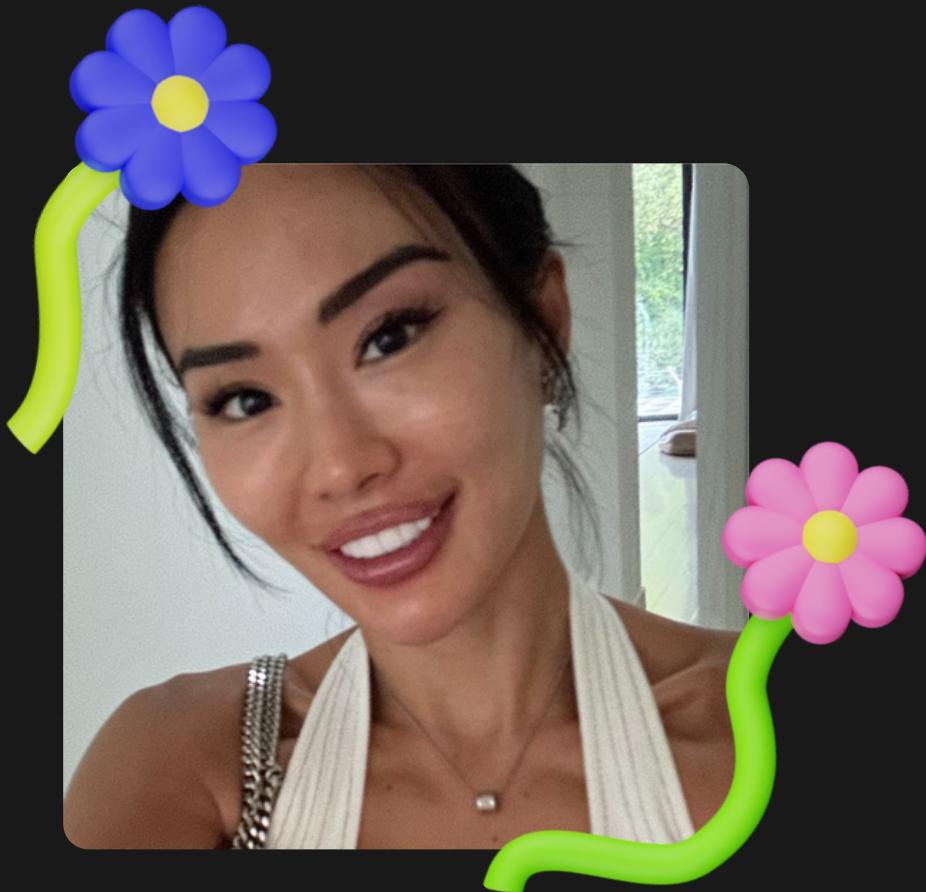
What Webby Judges Think

"AI-powered technology can optimize human creativity and ingenuity in several ways."

AI will optimize business strategies, provide targeted support for adaptive learning systems, and develop applications that will empower people with disabilities. It will also help scientists and researchers find solutions to challenges that were previously considered too great to be overcome.

Inclusivity is the Future

For the full vision of what AI can be to be realized, we have to encourage individuals from diverse backgrounds and experiences to participate in the AI space so that different perspectives can be shared. Doing this will make certain that AI technologies are developed for all, with empathy and inclusivity.



Erica Luna Lee

Co-Founder,
→ WomenOfAI.org &
Stealth Startup

What Webby Judges Think

"AI can make meaningful progress in enabling people to make decisions based on data rather than bias and personal preference."

Ideally, AI makes the world a more meritocratic society and discrimination, hate and war are reduced as humans see each other as one team with unlimited access to resources and knowledge if they collaborate instead of create conflict.

What Erica Looks for in AI Tools

Any tool that securely stores someone's data and provides answers in an accessible way that's easy to use. ChatGPT is having data privacy issues, and is mostly accessible in English. I'm optimistic for future startups and new product lines from larger companies to innovate.

Conclusions



AI is moving fast, but it isn't out of reach. New AI innovations have sparked fear, but it has also stoked great optimism.

Partnering With AI Can

- > Help us discover new modes of productivity
- > Amplify human creativity
- > Create personalized experiences to build customer relationships
- > Solve global issues and create an impact

So step onto the track and **join the race with the best of the Internet.**

"The key to winning the race is not to compete against machines but to compete with machines. Fortunately, humans are strongest exactly where computers are weakest, creating a potentially beautiful partnership."

Erik Brynjolfsson

Director, Stanford Digital Economy Lab

Andrew McAfee

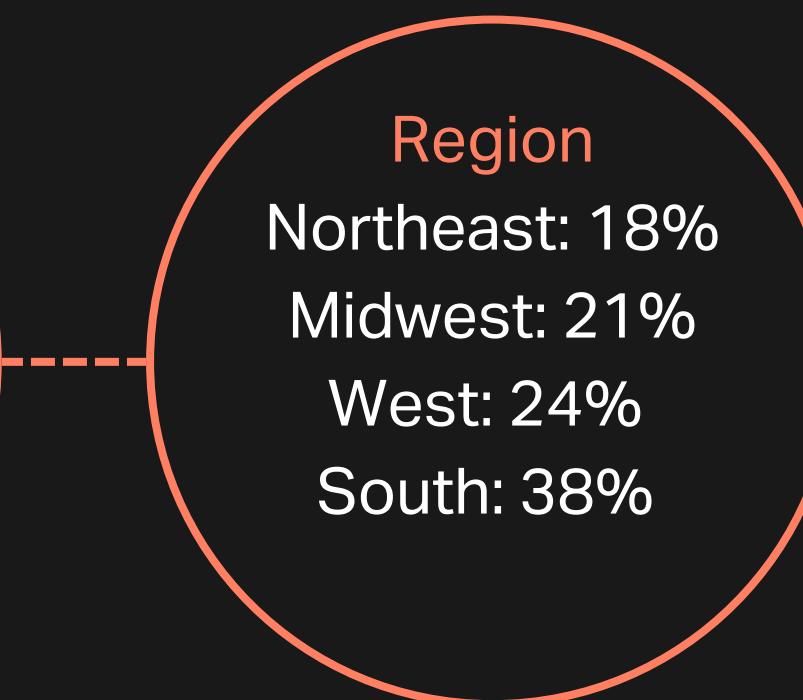
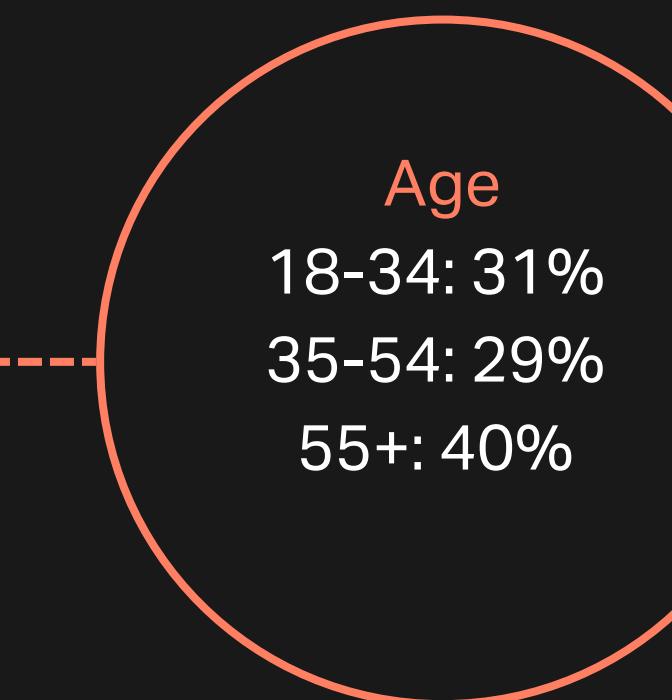
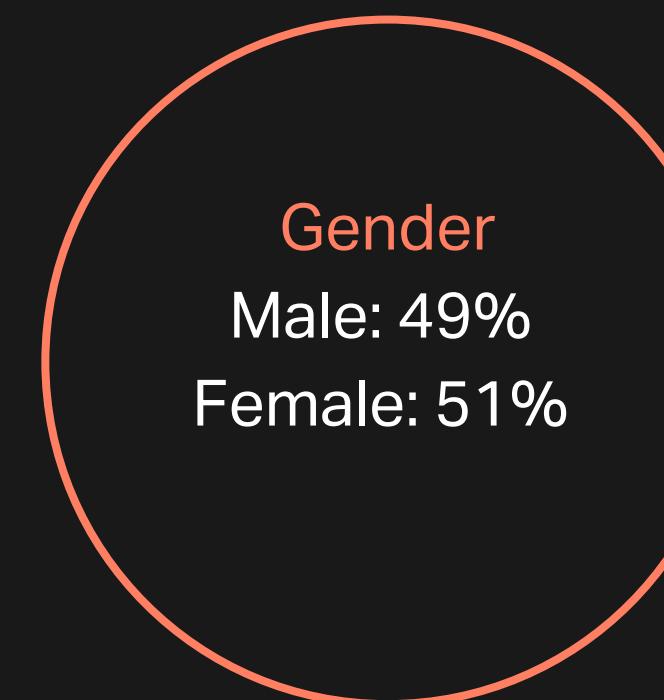
Co-Founder and Co-Director,
MIT's Initiative on the Digital Economy



Survey Methodology

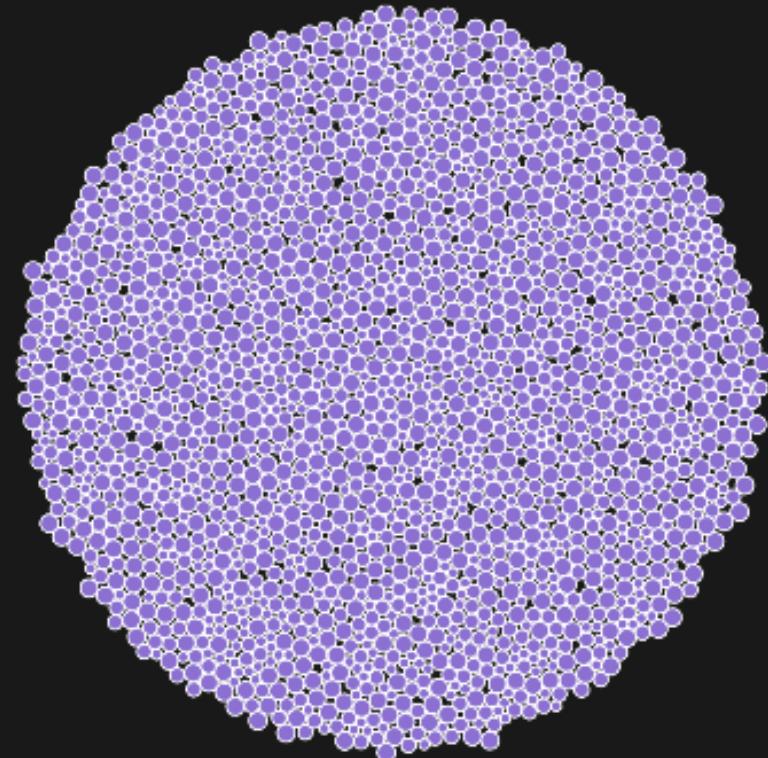
About the Survey: We conducted a survey of 2,000 consumers across the U.S. in partnership with YouGov, one of the world's largest market research and data analytics firms for polling global public opinion. We set out to understand how Americans think about the impact of AI on their lives, the frequency of their use AI and what they see as opportunity areas. The report dives into key findings from the survey and explores key use cases.

Methodology: The survey was conducted with members of the YouGov Plc panel who agreed to participate. Panelists were randomly selected from a base sample and sent a survey link via email. The sample was defined by quotas and weighted to ensure it represented the population being surveyed. The sample profile was derived from census data or industry-accepted data. Invitations to surveys do not expire, and respondents can be sent to any available survey.



Survey Methodology

We teamed up with YouGov to survey US adults on their thoughts about AI, and how they are applying it in their daily lives. ➔ Click the arrow to learn more about the survey respondents.

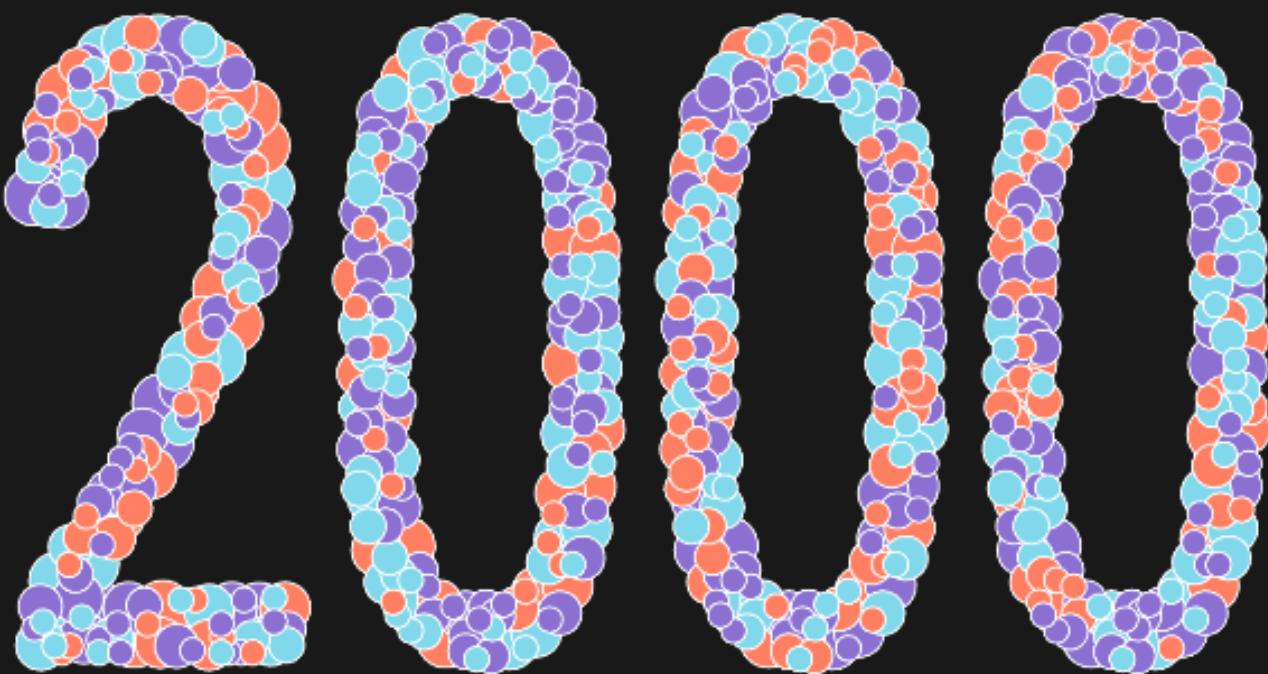
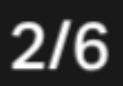


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Over 2,000 US adults participated in the survey.

2/6

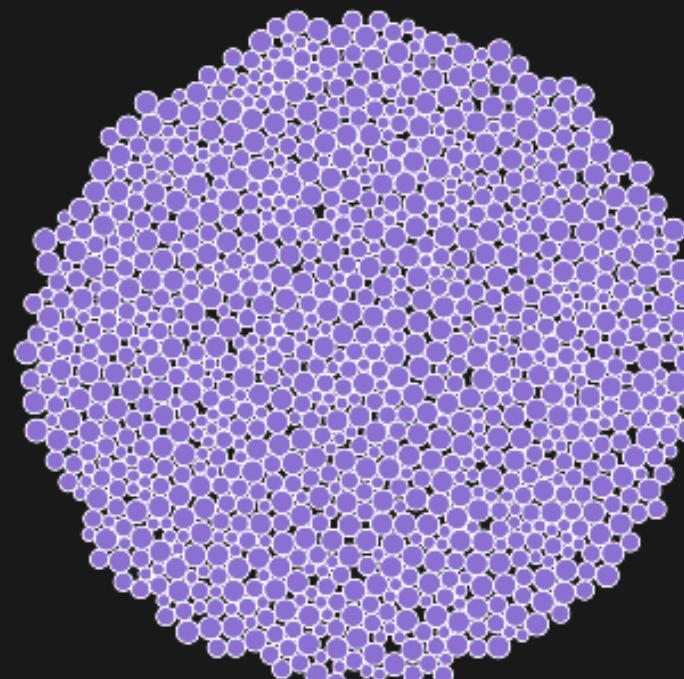


Survey Methodology

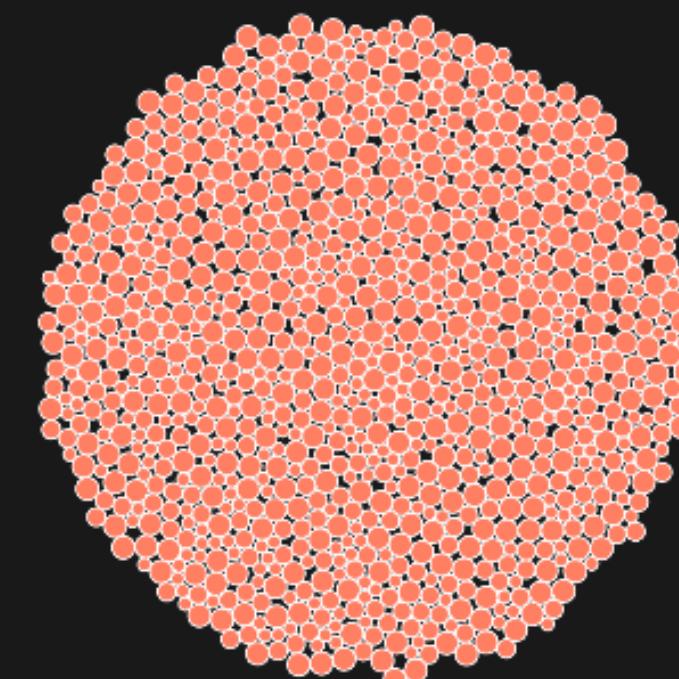
51% were female, 49% male.

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Female Male



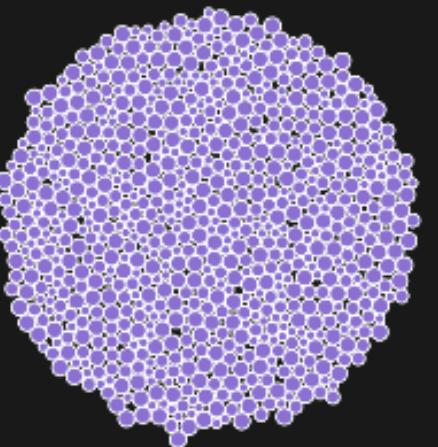
Female



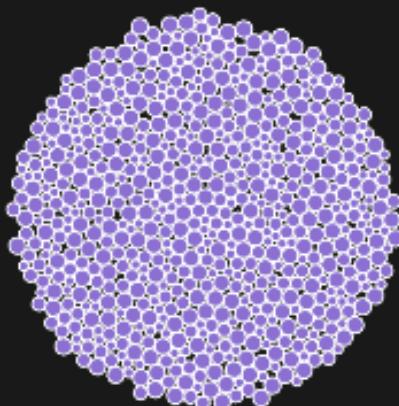
Male

Roughly a third of respondents came from each age group.

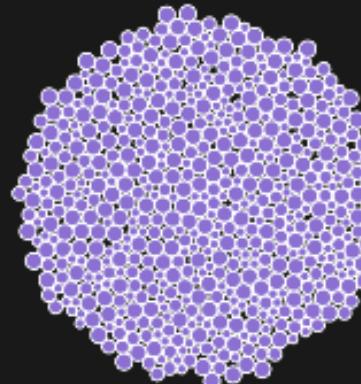
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55+



18-34

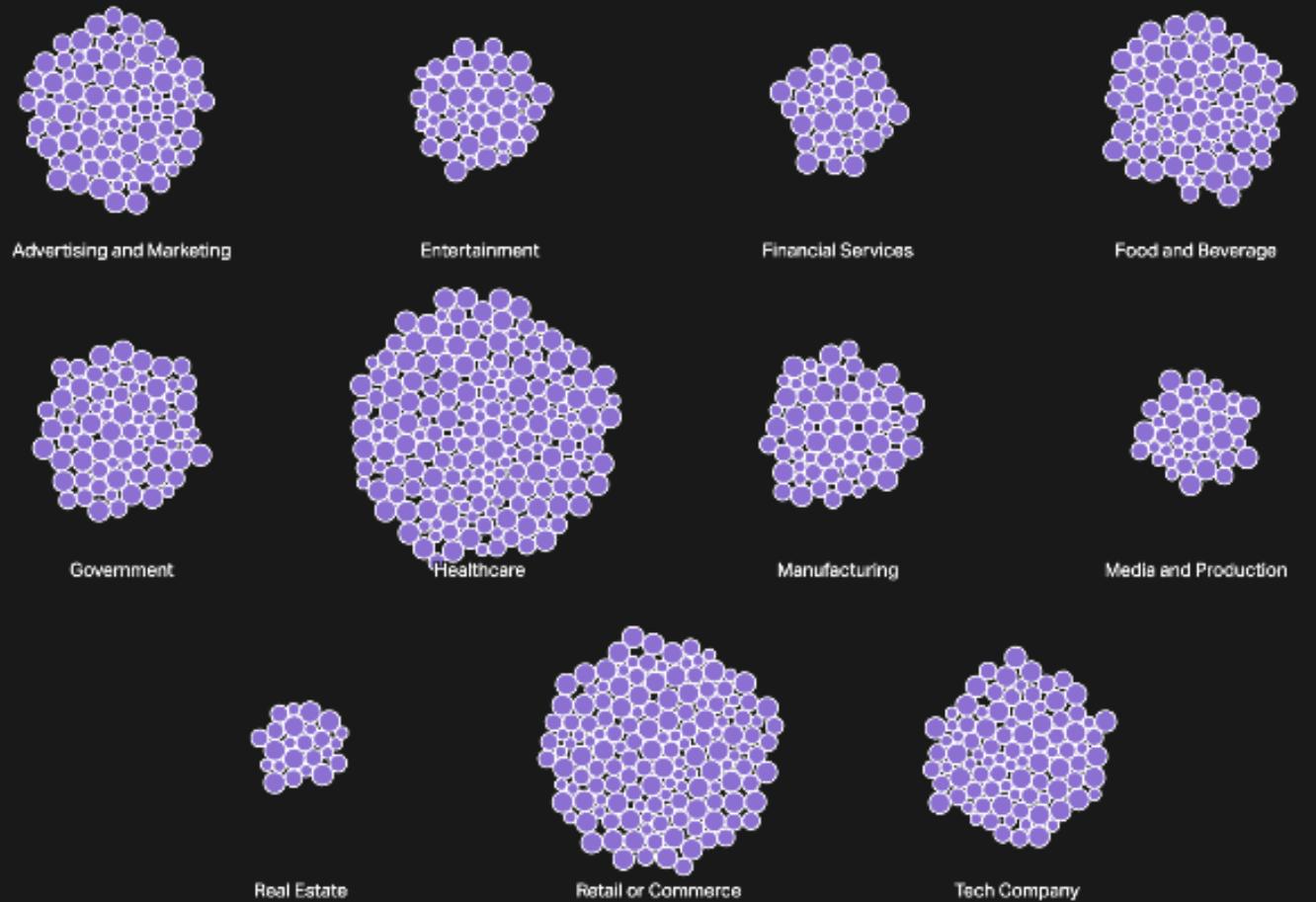


35-54

Survey Methodology

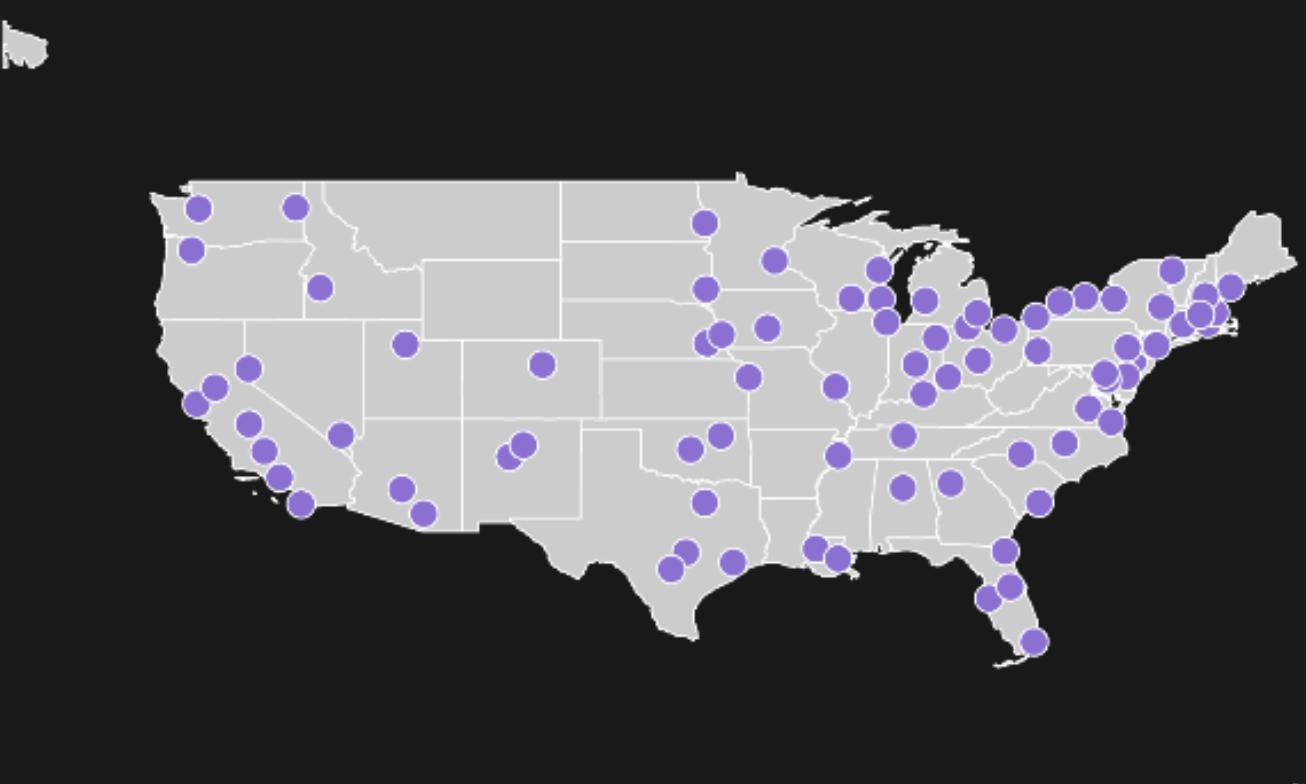
They are from different industries

5/6 ◀▶



And from all over the United States.

6/6 ◀▶



Thank You To Contributors

Marian Croak

VP of Engineering, Responsible AI
& Human Centered Technology
Google

Bhavin Shah

Founder & CEO
Moveworks

Ray Martin

CEO, Americas
YouGov

Jonathan Harley

Head of Strategic Partnerships
Canva

Ayana Elon

Founder
Black Girl AI

Erica Luna Lee

Co-Founder
WomenOfAI.org

Thank You To Our Partners

Canva

At its heart, Canva is a tool for creatives and creativity. As the leading global visual communications platform, its community has rapidly grown to over 170 million people in more than 190 countries who are now using Canva every month to unlock their creativity and achieve their goals. From presentations, social media graphics, posters, videos and more, anyone can easily take their ideas and create something beautiful.

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Part of the Canva family, Flourish is a data visualization tool that helps everyone tell better stories with data. Thousands of content creators and organizations worldwide use Flourish to inform millions of viewers each day. With interactive, embeddable visualizations and stories that require no coding, it has never been easier to present your data. Simply import your data, select a template, and publish it directly to your website or Canva presentation.

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YouGov is an international online research data and analytics technology group, offering unparalleled insight into what the world thinks. YouGov's innovative solutions help the world's most recognized brands, media owners and agencies to explore, plan, activate and track better marketing activities. With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, they have one of the world's largest research networks of 24+ million registered panel members in over 55 markets.

About The Webby Awards

The Webby Awards Is the Leading International Award Honoring Excellence on the Internet.

Established in 1996 during the Web's infancy, The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS)—a 3000+ member judging body. The Academy is comprised of Executive Members—leading Web experts, business figures, luminaries, visionaries, and creative celebrities—and Associate Members who are former Webby Winners, Nominees, and other Internet professionals.

Questions about the research? Email **Nick Borenstein**, General Manager of the Webby Awards, at nick@webbyawards.com

Final Entry Deadline: Friday, Dec 15, 2023
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