Research by the Oliver Wyman Forum indicates that Gen Zers actively engage in protective online measures, such as clearing cookies, utilizing anonymous browsers, and encrypting communications. Despite these precautions, we frequently share personal data on social media to achieve more personalized experiences. Additionally, despite widespread recognition of TikTok as a potential national security threat, the platform's popularity remains untouched. A Pew Research survey highlighted that over 40% of Americans who perceive TikTok as a national security risk continue to use the app. As technology only becomes more pervasive in our lives, I believe that our generation will continue to embody the paradox as illustrated above. Privacy concerns will only become more realistic, and even so we will see a lack of user action to reflect these privacy concerns.

References

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