

Generation AI ✨

Youth perspectives on the digital future

SEPTEMBER 2025





TABLE OF CONTENTS

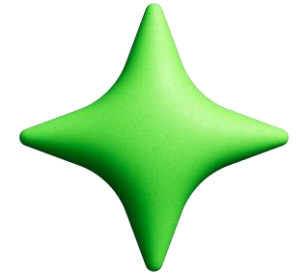
03 Executive summary

07 Hope and hesitation

15 Gen Z on AI

25 Roadmap for the future

29 Conclusion



PREFACE

Learning from Gen Z

The future of work, and the future of communities and learning, belongs to Gen Z. They are not sitting back allowing others to define solutions to their generation's greatest challenges. They are impacting the world they will inherit. Their values, creativity, and lived experiences with AI are influencing how technology should serve humanity.

This report is our effort to listen carefully to those voices. Through a blend of survey data and qualitative insights, we explored how young people around the world perceive AI, not just as a tool, but as a force that will influence their careers, their cognition, and their communities. What we found is both surprising and inspiring. Gen Z is more optimistic than anxious, more curious than cautious, and more ready than ever to engage with AI critically and creatively.

When designing for the future, we have a choice. We can build AI that replaces people, or we can build AI that empowers them to reach their greatest potential. At ServiceNow and Comic Relief US, we choose empowerment. We believe that the most powerful innovations are those built with empathy, purpose, and inclusion. Whether we are developing new technologies and learning pathways or driving social change, our shared mission is to ensure that all young people are not just prepared for the future, but they are helping shape it.



Michele Ganeless

CEO
Comic Relief US



Jayney Howson

SVP, Global Learning
and Development
ServiceNow



Let's get to work.

To Gen Z:

Your insights are shaping how we build, teach, and lead.

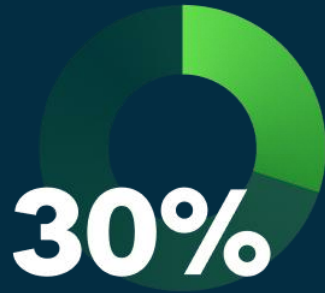
To business leaders:

This report is a guide to understanding and engaging with the generation that will define the next era of innovation. Let's build AI, and a future of work, that reflects the best of what people can do.

Introduction

Gen Z makes up 30% of the world's population.

They will inherit a world transformed by the rapid spread of artificial intelligence (AI). Although Gen Z is the generation most affected by these technologies, it remains largely excluded from the spaces where the future of AI is being shaped. This report seeks to amplify global Gen Zers' voices, capturing their hopes, fears, and expectations about AI. Our goal is to inform the responsible development of AI that meets their complex needs.



Our research combines a global survey of more than 1,000 adult Gen Zers (ages 18 to 27) with deep qualitative insights drawn from analysis of in-depth conversations between young people. Overall, our respondents believe AI has the potential to deliver significant social and environmental benefits. They generally trust in its ability to make fair, unbiased decisions. However, this optimism is tempered by deep wariness about AI risks.

Above all, our respondents fear AI could erode human intelligence, creativity, and critical thinking. Put simply, many young people worry that "AI is making us stupid." Unlike the media's emphasis on job losses or rogue superintelligent machines, cognitive decline most strongly shapes Gen Zers' concerns about AI.



Key findings

01

Cautious optimism dominates

Gen Zers see potential in AI but have concerns about its risks.

Over 60% of those surveyed believe AI will have a positive impact on society.



02

Less affluent regions are more positive about AI

Lower income regions tend to have a more positive view of AI, and when they have access to digital technologies, they use them more than people in higher income regions.

Seventy-nine percent of South Asian Gen Zers report daily AI usage, compared to only 31% in North America.



03

Age influences perception

Younger adult (ages 18 to 21) respondents are more skeptical about AI and less engaged with it than older age groups (ages 22 to 27).

Only 38% of 18- to 21-year-olds use AI daily, compared to 51% of older Gen Zers.

04

Gen Zers fear cognitive decline

More than job losses, the environment, or decision-making bias in AI, cognitive decline is a key concern.

Of the nine strongest concern themes in conversations, six relate to anxieties about AI use causing human capabilities to atrophy.

05

Greater trust correlates to greater support for regulation

Gen Zers in science, IT, and finance show the most positive views of AI. They are also the strongest supporters of increased regulation, with 74% in favor.

Methodology

This report represents a research collaboration between ServiceNow and Comic Relief US. We fielded a global survey and hosted in-depth, one-on-one conversations between young adults (ages 18 to 27) who were either early in their careers or poised to enter the job market.

Research topics included knowledge of AI, frequency of AI use, and concerns, benefits, and opportunities associated with AI. We let participants define “AI” in their own terms. In the vast majority of cases, they used it to mean generative AI.

Conversation participants were randomly paired and engaged in three 10-minute conversations. Recordings of these conversations were hosted by Natter, a digital conversation platform that used AI to code key statements and sort them into themes. An experienced social science researcher then reviewed the analysis against the raw transcripts. With the exception of the "GenZ speaks" profiles, names used in this report have been changed to preserve the anonymity of research participants.



18-27

Age range

1,165

Survey participants

54

Conversation participants

(from ServiceNow and the Comic Relief Youth Advisory Council's global network)



Hope and hesitation



Gen Zers are cautiously optimistic about AI

Previous research on AI attitudes has consistently shown that young people are more positive about AI than older generations.¹ Similarly, the adult Gen Zers in our study were overall upbeat about the present-day and possible future impact of AI. However, a sizeable minority expressed concern and skepticism about AI or remained neutral.

Overall, Gen Zers' attitude toward AI may best be described as *cautiously optimistic*.

Both sides now

Trouble ahead?

29%

of respondents are concerned about AI

21%

of respondents are skeptical about AI

~1/3

of respondents disagree or strongly disagree that AI will create more jobs than it will eliminate

62%

of respondents think AI will have a positive or very positive impact on society

Most common feelings about AI

- | | |
|------------------|---------------------|
| 1. Curious (48%) | 3. Inspired (41%) |
| 2. Excited (44%) | 4. Optimistic (39%) |

64%

of respondents have a fair amount or a lot of faith in AI's ability to make fair and unbiased decisions

53%

of respondents think AI will have a positive or very positive effect on the environment

GenZ speaks



Melanie Welch

Senior Specialist, Office of the Chief People Officer Experiences, ServiceNow

What excites you about AI?

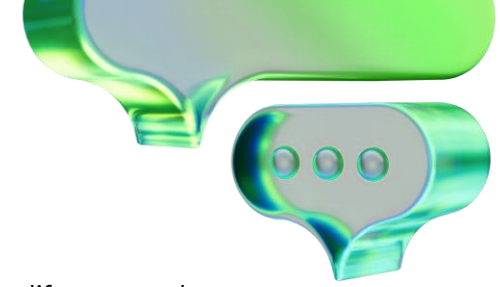
What excites me most about AI is its potential to simplify every day, repetitive tasks, creating efficiencies and freeing up valuable time for more meaningful work. It can also provide some great thought starters and inspiration when you are stuck in a problem and not sure what to do next.

What concerns you about AI?

I worry about becoming too dependent on AI and losing my own creativity. I also question how AI will shape jobs and roles in the future, and what career paths will look like in an era where technology evolves so quickly, and employees must constantly adapt. AI accuracy is also a concern of mine, specifically when it comes to checking the credibility of the sources it is pulling from.

What opportunities do you see for yourself and your generation in the AI era?

I see opportunities in all aspects of life to use AI as a partner whether it is creating efficiencies at work, providing advice for parents, or helping think through personal conflicts. I am really interested to see how AI will impact different industries, and what regulations will look like regarding the data and information that users are putting into AI platforms.



Is AI eating our brains?

Cognitive decline is an overlooked concern

Conversational data from young people revealed concerns about AI that were absent in the survey. When asked to discuss possible concerns relating to AI, the topics most often raised focused on how such technologies may be leading to overreliance on AI and a diminishment of human capacities and capabilities, such as:

- Problem-solving and cognitive skills
- Creativity and original thought
- Emotional intelligence and human-to-human bonds

Of the nine strongest AI concern themes, six related to anxieties about the potential of such technologies to attenuate human capacity.

Overreliance

Dependence

Stripping us of our ability to think

Making us stupider

It's like a drug, creating a dependence for tasks like thinking and problem-solving.

AI anxieties

Some voiced concerns that relying on ChatGPT and other large language models for emotional support and counseling on complex interpersonal matters could weaken social bonds over time.



"It's like we don't have our own thoughts anymore. We constantly ask ChatGPT: What do you think of this? How should I frame this?"

Jane, software developer, North America



"I use AI for everything. Even if I need to speak with someone, sometimes I feel that I prefer to speak with the ChatGPT because it doesn't judge me."

Clara, finance professional, Europe



AI ANXIETIES

AI in education



Young adults were especially worried about AI reducing cognitive skills in education. Many expressed anxieties about students no longer learning critical skills, such as reading and independent thought, as they rely on generative AI to write essays, generate text summaries, and provide quick answers.

Many young people were particularly worried that relying on AI could hinder the development of critical skills in important fields such as medicine.



If your [university] supervisor is not up to date with AI models, you can generate a simple dissertation, submit it to the lecturer, and the lecturer will not even be able to detect whether this is AI or human written.”

Abdul, student, West Africa

Fear of the new

Throughout history, people have worried that new technologies might cause human cognitive decline.

Socrates famously argued that writing would degrade human memory. The novel, a literary form that demands time and studied concentration to consume, was initially received with fears about its atrophying effect on morality and attention spans.ⁱⁱ

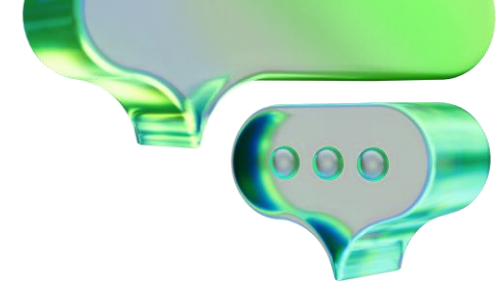
However, the fact that new technologies often spark moral panic does not necessarily mean these anxieties are always unfounded.

A number of recent studies suggest that AI can in fact diminish cognitive ability.ⁱⁱⁱ One recent Massachusetts Institute of Technology study showed (using measurement of the brain's electrical activity and linguistic analysis) that research participants who relied on generative AI to write essays exhibited lower cognitive engagement than those who did not, and subsequently continued to perform worse in similar tasks even when not assisted by AI.^{iv}

In general, anxieties about cognitive decline have not featured prominently in survey-based research on public sentiment about AI.^v This may reflect wider narratives in news and entertainment media, which have until quite recently focused on a different set of concerns surrounding AI, including bias, impact on jobs, and the dangers of superintelligent machines.

The rich qualitative data of the present study suggests that Gen Zers are concerned about issues such as job losses, environmental degradation, and machine bias. To put it crudely, however, their deepest fear is that AI will make us “stupid.”





GenZ speaks



Abdulbasit Salahudeen Mikail

Youth Advisory Council lead for Comic Relief US, founder of Sustainable Participatory Development and Climate Resilience Initiatives (SPiD). Based in Zaria, Kaduna State, Nigeria.

What excites you about AI?

AI has had an incredible impact on my life. It serves as a learning platform and provides me with rich information and insights in diverse areas. It helps me make informed decisions in my daily work and keeps me updated on recent developments.

What concerns you about AI?

Safety and data privacy, spreading misinformation and propaganda, and overdependence of young people on AI — avoiding doing deep learning, working with their brains, and losing human connections

What opportunities do you see for yourself and your generation in the AI era?

To help the grassroots communities access relevant information about health, education, climate change and other areas to ease their day-to-day lives. To help solve the most pressing social challenges with innovative solutions.

Age Region Settlement type Cognitive frame



Gen Zers on AI: It's complicated

Gen Zers are both optimistic and skeptical. Four specific variables seem to have a powerful effect in determining their heterogeneous attitudes toward AI:

Age shapes perception

Most research has shown that younger generations tend to have more positive attitudes toward AI and use it more frequently than older ones.^{vi} However, this study separates Gen Zers into specific age groupings, revealing significant age-dependent variability. This granular approach yields an important insight: Younger adult Gen Zers (ages 18 to 21) are more skeptical about AI compared to older cohorts (ages 22 to 24 and 25 to 27) and utilize these technologies less frequently.

While Gen Z as a whole believes that AI will be good for society, the level of faith in this proposition increases with age: 53% for 18- to 21-year-olds, 63.31% for 22- to 24-year-olds,

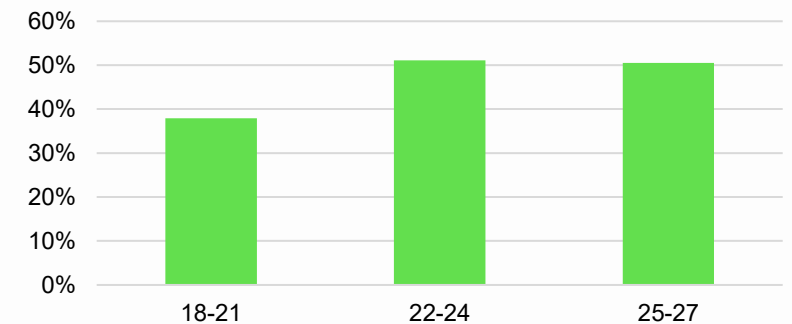
and 68% for 25- to 27-year-olds. Similarly, 18- to 21-year-olds are less likely to trust AI to make unbiased decisions or to believe young people will benefit most from it.

Although Gen Z is perceived as a generation of digital natives, those who are 18 to 21 use generative AI less often than older peers. Only 38% of 18- to 21-year-olds use the technology daily, compared to 51% of older Gen Z cohorts. Because increased AI usage strongly correlates with more positive attitudes, this provides one possible explanation for the less optimistic attitudes of very young adults: They're simply engaging with AI less compared to older Gen Zers.

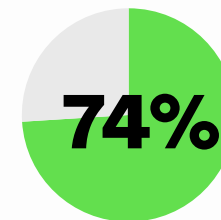


Daily generative AI use by age group

How often, if at all, do you use ChatGPT, DeepSeek, or similar generative AI tools?

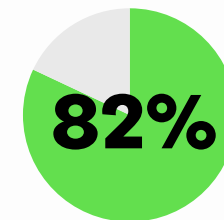


Who will reap the benefits?



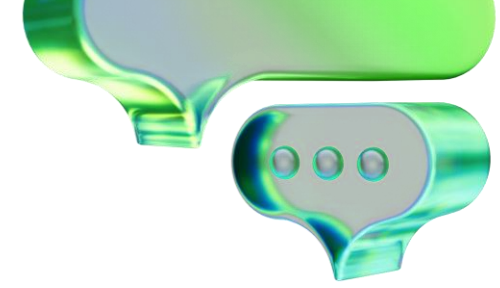
of 18- to 21-year-olds

vs.



of 25- to 27-year-olds

believe young people will benefit the most from AI



GenZ speaks



Lubumbe Jeremiah Mulanda

Development specialist, change-maker and youth leader from Lusaka, Zambia

What excites you about AI?

AI has had positive impact as my work has become increasingly effective and efficient. I use AI as a tool for learning and to boost my creativity too!

What concerns you about AI?

Ethics and regulations of data collection.

What opportunities do you see for yourself and your generation in the AI era?

Enhanced creativity, work done in record time to solve complex problems and issues.



The influence of culture and region

Young adults in lower income regions such as South Asia report the highest trust in AI, especially compared to higher income regions such as North America. When young adults in less affluent regions have access to necessary technologies, such as computers and smartphones, they also use generative AI more than their peers in higher income countries.

Global AI preparedness indices consistently rank the U.S., followed by other developed economies, as leading the world in readiness to adopt AI (e.g., [IMF AI Preparedness Index](#), [Oxford Insights' Government AI Readiness Index](#)). These indices measure AI readiness primarily in terms of digital infrastructure, expertise, and regulatory frameworks. However, they tend to omit other important attitudinal factors that will likely shape how AI is adopted in the coming years.

The U.S. may lead the world in technological infrastructure and innovation, but it's a laggard compared to less affluent countries in our study, which report more engagement with AI and more readiness to accept new AI technologies. When young adults in less affluent regions have access to necessary technologies, such as computers and smartphones, they tend to use generative AI more than their peers in higher-income countries.



THE INFLUENCE OF CULTURE AND REGION

The digital divide

Our survey was conducted online, which means all participants had access to some level of internet connectivity. This sample is not reflective of global averages. According to the [Pew Research Center](#), internet usage among adults is higher in more affluent countries such as the U.S. (95%) and lower in less affluent countries such as India (56%).

These findings should not be interpreted as minimizing technological disparities between more and less affluent regions. However, they indicate that respondents in less affluent regions who do have access to digital technologies show considerable engagement with AI, in both knowledge and use. This observation underscores the potential of technological innovations to reduce inequalities in access to education, healthcare, and information around the world.

South Asia

79%

of young people in South Asia report using generative AI daily

1%

of young people in South Asia have never used generative AI

87%

of young people in South Asia claim to know "a lot" or "quite a lot" about generative AI

United States

31%

of young people in the U.S. report using generative AI daily

14%

of young people in the U.S. have never used generative AI

63%

of young people in the U.S. claim to know "a lot" or "quite a lot" about generative AI

THE INFLUENCE OF CULTURE AND REGION

Geography matters

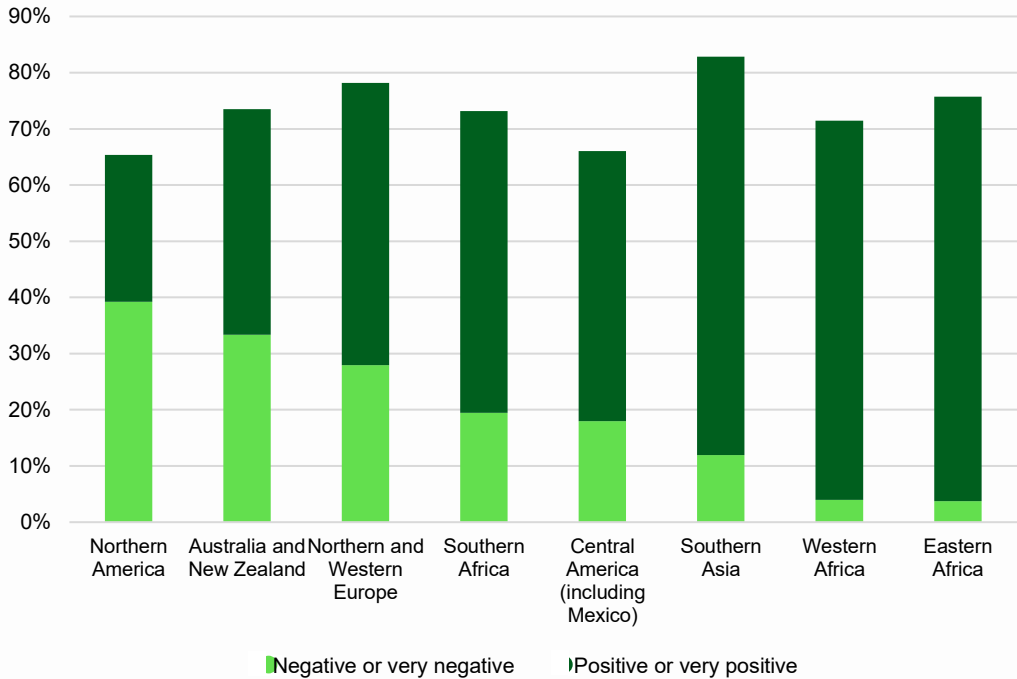
Young people in less affluent regions, such as South Asia, West Africa, and East Africa, exhibit the highest levels of AI optimism and trust in AI. They're most likely to believe that AI will:

- Have a positive impact on society**
- Create rather than replace jobs**
- Make fair and unbiased decisions**
- Benefit the environment**

Similarly, they are also most open to AI evaluating employee performance at work. In comparison, for each of these areas, young people in North America, followed by those in Australia and New Zealand, report the most negative attitude of any region.

Perception of AI's environmental impact is more positive in less affluent regions

Do you think advancements in AI will have a positive or negative impact on the environment?



The rural-urban divide



While limited research has been carried out regarding how settlement type (rural, semi-urban, urban) affects AI attitudes, few studies address this relationship in a global context or specifically in relation to Gen Z.^{vii} This study finds a strong global correlation between settlement type, AI attitudes, usage, and knowledge among young adults globally.

Young adults in rural areas display lower AI usage, less knowledge, and more negative attitudes than their urban counterparts. This suggests the need for strategic efforts by technology companies, civil society, and governments to ensure that young people living in more remote, rural communities, who already suffer from lower internet connectivity, are not left behind by the AI revolution.

As we move from rural to more densely populated, semi-urban areas and finally into larger towns and major cities, AI knowledge and usage both rise. Twenty-four percent of young adults in rural areas report using generative AI daily, compared to 52% in urban areas. In the same vein, 59% of young adults living in rural areas claim to know “quite a lot” or “a lot” about AI, compared to 71% in semi-urban areas and 77% in urban areas.

A similarly positive correlation can be found in the relationship between population density and optimistic attitudes, with 44% of young adults in rural areas believing that developments in AI will be good or very good for society, compared to 66% of those living in urban areas.

24% vs 51%

Twenty-four percent of young adults in rural areas report using generative AI daily, compared to 52% in urban areas

59% vs 71%

59% of young adults living in rural areas claim to know “quite a lot” or “a lot” about AI, compared to 71% in semi-urban areas and 77% in urban areas

44% vs 66%

44% of young adults in rural areas believe that developments in AI will be good or very good for society, compared to 66% of those living in urban areas





The mindset factor

AI perceptions are strongly influenced by the mindsets that people bring to the table. In fact, the same person might see things in different ways, depending on where they are or what's going on. Drawing loosely from the work of psychologist Carol Dweck, two key frames that often make a big difference in how AI is perceived can be labelled as a fixed mindset and a growth mindset.^{viii}

During conversations, young people framed the benefits and risks of AI in often distinctly individual terms, centering on the impact of such technologies on human capacity, including cognitive skills, critical thinking, and creativity. However, whether this impact was seen as negative (cognitive decline) or positive (a boost to creativity) depended on the particular way in which young people framed their own intelligence.

Those with a negative view tended to see their cognitive capacities as fixed and unable to adapt to AI, whereas those with a more positive perspective saw their intelligence as malleable, able to grow with the help of new technologies. Some individuals even oscillated between both frames over the course of several conversations.

Instead of seeing AI as something to fear or compete with, it's helpful for young people to approach it with an open mind and a growth mindset—just like in school, where students are encouraged to keep learning and stay flexible. The present study's rich conversational data shows that when young people look at AI as a tool for learning and growing, they're more likely to use it to benefit themselves and their communities.

FIXED MINDSET

From a fixed mindset perspective, human intelligence and capacity are understood as essentially static and unable to change or adapt. This mindset suggests an inevitably zero-sum relationship between AI and humans. According to this framing, artificially intelligent machines will tend to replace or usurp human roles and skills.

“AI was supposed to supplement human thinking, but we are currently in a situation where artificial intelligence has replaced it.”

Louis, nonprofit worker, Southern Africa

GROWTH MINDSET

In contrast, a growth mindset sees human cognitive skill and capacity as supremely adaptable, able to grow, develop, and learn from new challenges and situations. In this light, people start to see AI as a helpful tool that can boost their skills, rather than a set of technologies that threaten to replace or compete with them.

“We may not have had time for creative activities in the past... But with AI, hopefully, it can take up some of the tasks that are really time-consuming, and then that gives us the space to do arts or hobbies or sports, whatever we would actually want to do if we had the time.”

Alice, finance employee, North America

Wanted: AI guardrails

Despite their optimism, Gen Zers favor tighter regulation of AI

Over 65% of Gen Zers agree that governments should be regulating AI development more aggressively. This survey-based insight is supported by in-depth insights from conversations. Eighty-four percent of conversation participants expressed concerns regarding inadequate global regulation of AI, potential misuse of the technology for malicious purposes, and unrestricted corporate access to sensitive personal data.

During conversations, young adults talked often about the dangers of people unwittingly handing over deeply personal information, such as family photos and tax returns, to generative AI models. Other conversations focused on the risk of criminals and malicious actors using AI to create fake images, videos, and accounts to carry out scams, stir political unrest, or perpetuate other nefarious activities.



It feels like sometimes AI is this thing that just has access to everything. And I think that we should be protected a little bit more, especially in terms of security... It's like you're constantly being watched, and this has a Big Brother vibe to it... There's this, like, creepy thing that has its eyes all over you all the time."

Anna, technology company employee, U.S.



Over 65% of Gen Zers agree that governments should be regulating AI development more aggressively



Careful optimists

Our survey found that optimism about AI is highly correlated with support for stronger regulation of AI.

In short: Young AI enthusiasts are most focused on ensuring that these powerful technologies are governed appropriately.

By occupation:

Young people working in science and engineering, IT, software development, business, finance, and insurance report the strongest positive attitudes toward AI. These occupational groups are also among those most in favor of stronger government regulation: On average, 74% back stricter regulation of AI. This is a bit higher than the overall average of 66%. Support for stricter regulation drops to just above 50% among unemployed participants, a segment that also tends to have some of the most negative views about AI of any group of young adults in the labor market.

By age:

Attitudes toward AI are more negative among younger cohorts (ages 18 to 21) compared to older ones (ages 22 to 27). Yet older cohorts are more likely to back more aggressive AI regulation, with 68% being in favor, compared to 59% of those in the 18-to-21 age range.

By geography:

Young people from North America consistently express the most negative attitudes toward AI and are the least supportive of stronger regulation, with only 51% being in favor. Conversely, young people in South Asia, who have the strongest positive attitudes toward AI, are also most in favor of government regulation (84%), followed by West Africa (76%).

By familiarity:

Young adults who use generative AI most frequently, and report the highest levels of AI knowledge, are also most in favor of stronger government regulation. Seventy-three percent of young people who use generative AI daily support more aggressive regulation, compared to an average of only 51% for those who use it less than monthly or have never used it. Similarly, 73% of young people who report knowing “a lot” about AI back stricter regulation, compared to 41% of those who claim to know “hardly anything.”

A roadmap for the future





Get started today

Based on our research findings, we developed practical guidance and clear next steps for young adults, business leaders, and policy makers seeking to navigate the AI landscape. Our goal is to empower individuals and organizations to make informed, responsible decisions about AI usage, deployment, and governance.



TAKE ACTION

Gen Z adults

Cultivate a growth mindset toward AI

Embrace AI as a tool to enhance, but not replace, your creativity, decision-making, and emotional intelligence. Use it to free up time for passion projects and deeper learning. Consider growing your AI skills and exploring a future in tech using resources such as the free courses and certifications available at [ServiceNow University](#).

Balance AI use with human skill development

Avoid overreliance on technology. Practice tasks such as writing, problem-solving, and interpersonal communication without AI to maintain and grow your cognitive and emotional capacities.

Engage in civic dialogue about AI regulation

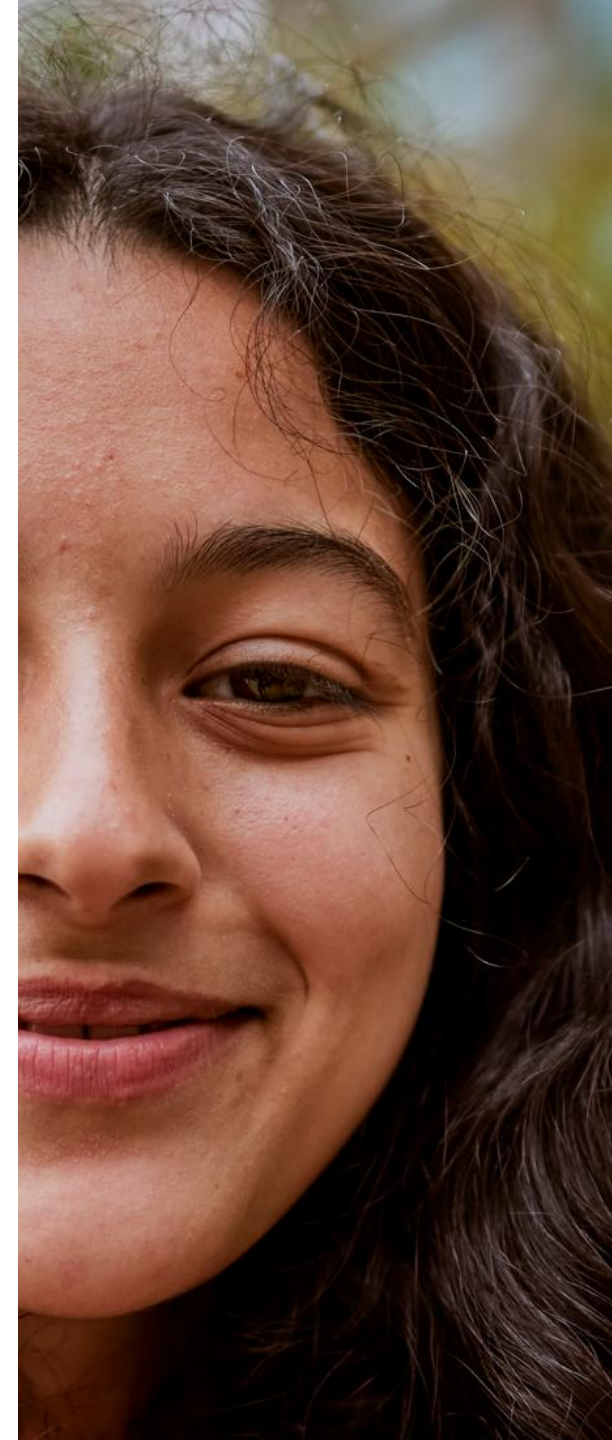
Be a champion for responsible AI development. Participate in forums, youth councils, or online platforms. Reach out to your local and national governments to voice concerns about misinformation, fraud, and ethical use. Advocate for more comprehensive AI data privacy and security regulations.

Explore AI creatively and responsibly

Use generative AI tools to experiment with art, music, writing, and coding, but also reflect on how these tools shape your thinking and values. Make sure to take into consideration the personal data you are sharing and how that data might be used.

Bridge the urban-rural divide

If you're in a rural area, seek out digital literacy programs and AI learning resources. If you're in an urban area, support initiatives that extend access to underserved communities.



TAKE ACTION

Business leaders and policymakers

Design AI tools that support human flourishing

Prioritize features that enhance creativity, emotional intelligence, and social connection. Avoid designs that encourage passive consumption or dependency.

Include youth voices in AI governance and design

Create advisory panels or feedback loops that include Gen Zers' perspectives on AI ethics, regulation, and product design.

Invest in youth-centered AI education and access

If you don't have access to the internet, you don't have access to AI. Prioritize fair and equal access to the internet so everyone can benefit from AI. Partner with schools, nongovernmental organizations, and community groups to provide AI literacy programs—especially in rural and underprivileged regions. Explore ways your organization can advance the principles of the United Nations' [Global Digital Compact](#).

Frame AI as a growth opportunity in workforce planning

Communicate how AI can augment roles rather than eliminate them. Support reskilling and upskilling programs that prepare young employees to partner effectively with AI. Offer training programs to help young people skill up.

Support transparent and inclusive regulation

Collaborate with governments and civil society to develop clear, enforceable AI policies. Address concerns about misinformation and digital safety proactively. Work with young people and get their feedback on policy recommendations and regulations.



Conclusion ✨



Tempered hope

Gen Zers' relationship with AI is neither naïvely enthusiastic nor uniformly resistant. Their cautious optimism is shaped by diversity of experience and context. They see clear potential for AI to deliver social and environmental benefits. Their greatest concern is AI eroding human intelligence, creativity, and social connection.

Their cautious trust in AI is accompanied by a desire for more robust AI regulation. This reflects another unexpected finding: Optimism about AI does not diminish demands for accountability. Rather, it strengthens their force.

Gen Z makes up nearly one-third of the world's population. Their voices must help shape the trajectory of AI. Meeting their expectations while addressing their concerns will require collaboration across industry, government, and civil society. Given thoughtful use, deployment, and governance, AI can be a force that augments human capacity, supporting creativity, resilience, and opportunity for the generation that will define our shared future.



Appendix



Endnotes

- ⁱ Gillespie, N., Lockey, S., Curtis, C., Pool, J., & Ali Akbari. (2023). Trust in Artificial Intelligence: A global study. The University of Queensland; KPMG Australia. <https://doi.org/10.14264/00d3c94>
- Monmouth University Poll. (2023). Artificial Intelligence Use Prompts Concerns: Most expect ChatGPT will be used for cheating.
- ⁱⁱ Dames, N. (2007). The physiology of the novel: Reading, neural science, and the form of Victorian fiction. Oxford university press.
- Furedi, F. (2016). Moral Panic and Reading: Early Elite Anxieties About the Media Effect. Cultural Sociology, 10(4), 523–537. <https://doi.org/10.1177/1749975515626953>
- Plato. (2011). Plato: Phaedrus (H. Yunis, Ed.). Cambridge University Press.
- ⁱⁱⁱ Ahmad, O., Maliha, H., & Ahmed, I. (2024). AI Syndrome: An intellectual asset for students or a progressive cognitive decline. Asian Journal of Psychiatry, 94, 103969. <https://doi.org/10.1016/j.ajp.2024.103969>
- Gerlich, M. (2025). AI Tools in Society: Impacts on Cognitive Offloading and the Future of Critical Thinking. Societies, 15(1), 6. <https://doi.org/10.3390/soc15010006>
- Zhai, C., Wibowo, S., & Li, L. D. (2024). The effects of over-reliance on AI dialogue systems on students' cognitive abilities: A systematic review. Smart Learning Environments, 11(1), 28. <https://doi.org/10.1186/s40561-024-00316-7>
- ^{iv} Kos'myna, N., Hauptmann, E., Yuan, Y. T., Situ, J., Liao, X.-H., Beresnitzky, A. V., Braunstein, I., & Maes, P. (2025). Your Brain on ChatGPT: Accumulation of Cognitive Debt when Using an AI Assistant for Essay Writing Task (Version 1). arXiv. <https://doi.org/10.48550/ARXIV.2506.08872>
- ^v Department for Science, Innovation and Technology and Centre for Data Ethics and Innovation. (2023). Public attitudes to data and AI: Tracker survey (Wave 3). <https://www.gov.uk/government/publications/public-attitudes-to-data-and-ai-tracker-survey-wave-3/public-attitudes-to-data-and-ai-tracker-survey-wave-3>
- Lee, H.-P. (Hank), Sarkar, A., Tankelevitch, L., Drosos, I., Rintel, S., Banks, R., & Wilson, N. (2025). The Impact of Generative AI on Critical Thinking: Self-Reported Reductions in Cognitive Effort and Confidence Effects From a Survey of Knowledge Workers. Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems, 1–22. <https://doi.org/10.1145/3706598.3713778>
- ^{vi} Dreksler, N., Law, H., Ahn, C., Schiff, D., Schiff, K., & Peskowitz, Z. (2025). What Does the Public Think About AI? Overview of the Public's Attitudes Towards AI and a Resource for Future Research. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.5108572>
- ^{vii} O'Shaughnessy, M. R., Schiff, D. S., Varshney, L. R., Rozell, C. J., & Davenport, M. A. (2023). What governs attitudes toward artificial intelligence adoption and governance? Science and Public Policy, 50(2), 161–176. <https://doi.org/10.1093/scipol/scac056>
- ^{viii} Dweck, C. (2006). *Mindset: The New Psychology of Success*. Random House.

Comic Relief US

Comic Relief harnesses the power of comedy to break the cycle of intergenerational poverty, helping children and young people build brighter futures. It does this through humor-fueled initiatives that inspire people to give and enables them to move children and young people out of poverty. Comic Relief partners with community organizations that are uniquely equipped to help kids affected by poverty and to provide young people with the necessary tools, skills, and opportunities to create the change they want to see in their lives and in the world.

The Youth Advisory Council (YAC) is one way they do that. Comic Relief launched the YAC with a vision: to meaningfully engage young people in their work, especially those from communities impacted by poverty and injustice. Every year, eight trailblazing young leaders are selected from across the globe to work alongside the Comic Relief grantmaking team and participate in a training and leadership program. The group also administers [The Juntanza Fund](#), an initiative that invests in youth-led organizations making a difference in their local communities.

A special thank-you to our Youth Advisory Council Leads for their contributions, which helped shape this research, the report, and the recommendations for youth, business leaders, and policymakers



ServiceNow Global Impact and Sustainability

At ServiceNow, our purpose remains unwavering: We make the world work better for everyone. Our AI-enabled platform continues to redefine how our customers use technology to digitally transform their businesses while freeing up people to do their best work.

Guided by our purpose, our culture extends beyond traditional business metrics. We drive sustainable, fair, and ethical growth while pioneering technological solutions that serve our global stakeholder communities. Our corporate sustainability commitments remain central to our vision as we shape the future of enterprise technology together with our customers, partners, investors, suppliers, communities, and employees.

Learn more about our commitment to expanding our global impact:
www.servicenow.com/company/global-impact.html

Our values



Wow our customers



Create belonging



Win as a team



Stay hungry and humble

Authors and contributors

AUTHORS



Dr. Rahul Rose

Research Consultant,
University of Copenhagen



Dr. Rahul Rose teaches anthropology at the London School of Economics and serves as a research consultant on Copenhagen University's Distract Project. He carries out ethnographic research with young people in India and Britain, looking at their relationship with new digital technologies.



Lyndsay Harris-Kyei

VP, Global Impact and
Sustainability, ServiceNow



As the head of global impact and sustainability at ServiceNow, Lyndsay Harris-Kyei leads the company's social impact strategy and initiatives, environmental sustainability, and regulatory requirements and reporting. She drives initiatives with a strong focus on data-driven impact, strategic collaboration, and seamlessly integrating sustainability into the company's core business strategy.



Richard McGill Murphy

Director, Thought Leadership
Research Innovation,
ServiceNow



Richard McGill Murphy is the director of thought leadership research innovation at ServiceNow.. He leads a research and publishing program that studies how emerging technologies are shaping the future of work.



Sarah Struble

Senior Manager, Thought
Leadership Research
Strategy, ServiceNow



Sarah Struble is the senior manager for thought leadership research strategy at ServiceNow. She develops research programs that investigate key business issues and translates data into practical, actionable insights.

RESEARCH CONTRIBUTORS

Comic Relief US Youth Advisory Council Leads

Abdulbasit Salahudeen Mikail, Bahía Gatti, Fatima Batool,
Lubumbe Jeremiah Mulanda, and Thomas Kingsley Justice Lebbie

Julie DeGarmo

Director, Corporate Partnership Development, Comic Relief US

Jessica Thompson-Castillo

Program Manager, Youth Advisory Council, Comic Relief US

Tríona Byrne

Director, Global Impact and Investments, ServiceNow

Marley Pavlin

Project Manager, Global Impact and Sustainability, ServiceNow

René Stranghoner

Director, Head of Thought Leadership Research, ServiceNow

Evan Volness

Research Analyst, Thought Leadership Research Strategy, ServiceNow

ACKNOWLEDGEMENTS

A special thanks to Jessica Buckley, head of brand content, and Sheila Dowd, director of thought leadership editorial. Thank you to all the ServiceNow colleagues who helped bring this research to life, especially Evan Ramzipoor, Rich Cohen, Ryan Breen, Sheryl Domingue, Mary Mangione, and Abi Hobson.



ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human-centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes.

For more information, visit servicenow.com.

Comic Relief US is committed to breaking the cycle of intergenerational poverty. It harnesses the power of entertainment to drive positive social change, mobilizing donors of all ages through powerful content-driven campaigns and events. To date, the nonprofit has raised over \$436 million, positively impacting more than 35 million children and young people in the U.S. and around the world. Donations are invested in grantee partners and social impact programs that ensure children are safe, healthy, educated, and empowered, and that address the root causes of poverty in the most impacted communities. Comic Relief US, also known as Comic Relief, Inc., is a registered U.S. 501(c)(3) public charity.

For more information about Comic Relief US and its impact, visit www.comicrelief.org.