

The Intern Podcast

How Younger Millennials and Older Gen-Zers Interact with Digital

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eMarketer Editors

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We let the eMarketer interns take over the studio for a day so they could explain their digital behaviors to the world. Are these younger folks using Facebook the way they used to? What do they use each of the social media platforms for? What do they think about digital advertising? How do their spending habits vary?

