-Publication
-Data Visualization
-Projection Display

DIGITAL WAVE

The generation gap between parents and children is an eternal topic. Entering the Internet age, a new term has emerged - Digital Gap, manifested in the gap between parents and children in the adoption, use and understanding of new media. So, what is the impact of the emergence of the Internet on the generation gap?
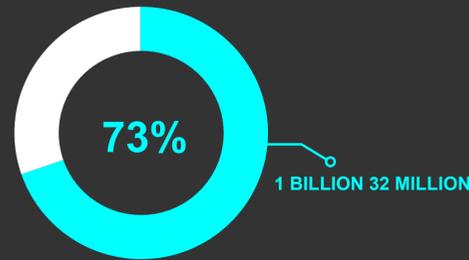
This project visualizes the digital generation gap between parents and children in the form of two information rivers to express what state the generation gap in the new era has become under the wave of the Internet era.

Project 04

STARTING POINT

The penetration rate of the Internet is increasing year by year, and we can quickly obtain the latest information through the Internet every day.

73%

1 BILLION 32 MILLION

Internet Penetration Rate in China in 2021

小红书

But in daily life, we use the same software, but the content I browse with my parents is very different.
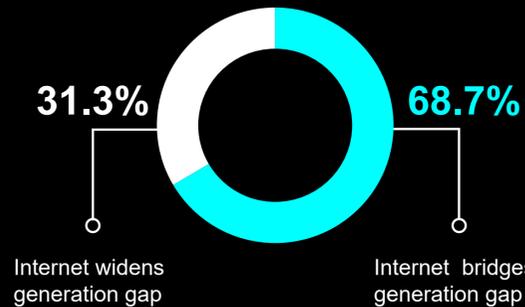
Parents' browser page

Cleaning
decorate
cure life
Green plant
documentary
house

My browser page

Cute outfit
toy collection
art exhibition
illustration
designer bag
fall in love

What is the impact of the internet on the generation gap?

RESEARCH

I asked over 100 people about their thoughts on the impact of the Internet on the generation gap.

31.3%   **68.7%**

Internet widens generation gap

Internet bridges generation gap

POINT 1- Internet Bridges Generation Gap

the Popularity and Development of the Internet

People of different ages and regions can equally receive huge amounts of information.
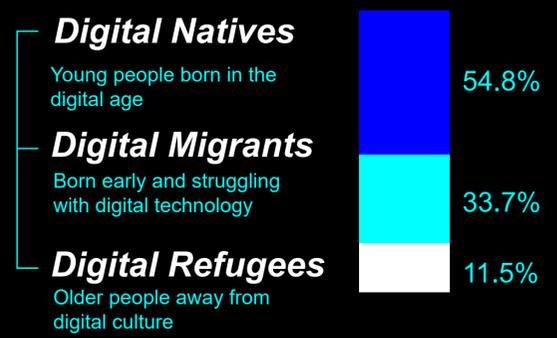

Digital Feeding

Younger generations teach older generations about the use of digital products.

POINT 2- Internet Widens Generation Gap

Internet User Group Structure

Digital Natives
Young people born in the digital age
54.8%

Digital Migrants
Born early and struggling with digital technology
33.7%

Digital Refugees
Older people away from digital culture
11.5%

Internet users of different generations have different efficiency in accessing online information
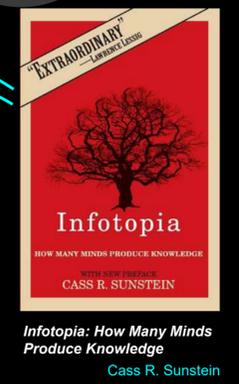
Information Cocoon

Proactive
- **Selective Psychology**
- **Information Filtering**
- **Picky about Information**

Passive
- **Algorithm Recommendation**

The information field people pay attention to is habitually guided by their interests and influenced by algorithmic recommendation technology, thus shackling themselves in a "cocoon room" like a silkworm cocoon.
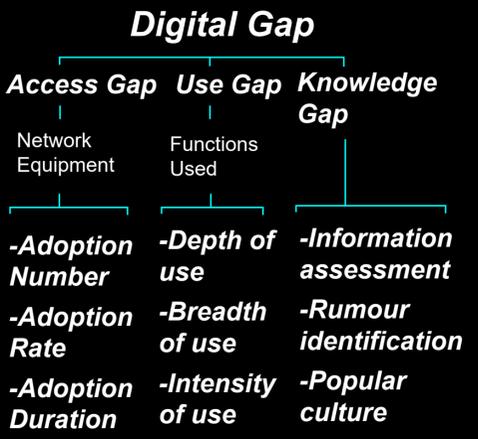
Echo Chamber Situation

Features
- **Segregation and lack of communication**
- **Polarisation of views**
- **Homogenisation of views**
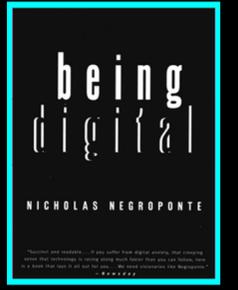- **Duplication of information**

In cyberspace, people often come into contact with relatively homogeneous groups of people and information. When they hear similar comments, they tend to regard them as the truth, unknowingly narrow their vision and understanding, and remain complacent.

Infotopia: How Many Minds Produce Knowledge
Cass R. Sunstein

Digital Gap

Digital Gap

Access Gap	Use Gap	Knowledge Gap
Network Equipment	Functions Used	
-Adoption Number	-Depth of use	-Information assessment
-Adoption Rate	-Breadth of use	-Rumour identification
-Adoption Duration	-Intensity of use	-Popular culture

"The real cultural divide is going to be generational."

Being Digital
Nicholas Negroponte

PRIMARY RESEARCH

To understand the generation gap between parents and children, I designed related questions based on three categories of digital generation gaps. I searched for nearly 20 families to interview and collect data.
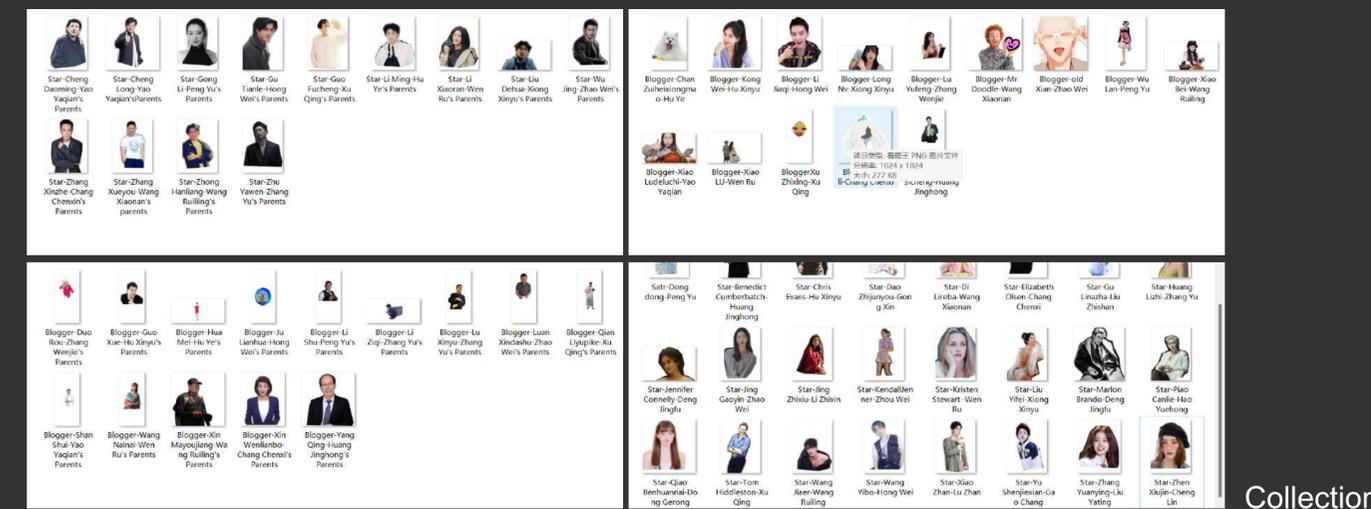
Step 1: Curated Questionnaire

Access Gap
- 1. Most frequently used network devices
- 2. Hours of internet use per day

Use Gap
- 1. Frequently used shopping apps
- 2. Frequently used transport apps
- 3. Frequently Used Social apps
- 4. Frequently Used entertainment apps
- 5. Softwares usually used for learning
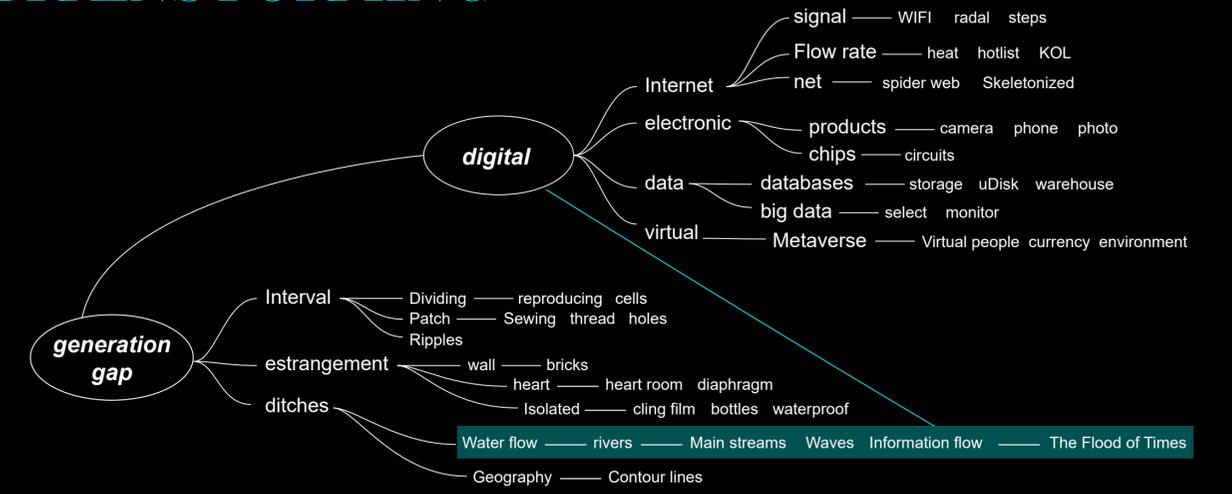- 6. Softwares usually used for office

Knowledge Gap
- 1. Your Shopping Cart List
- 2. A song that is often on a single loop
- 3. A favourite celebrity often seen online
- 4. Favourite TV show or movie to watch online
- 5. What are the frequently used emojis
- 6. Your social avatar
- 7. Your favourite blogger
- 8. What Internet buzzwords do you know

Step 2: Interviewing and Collecting

face-to-face

online audio-video chat

互联网是否合适加于女与
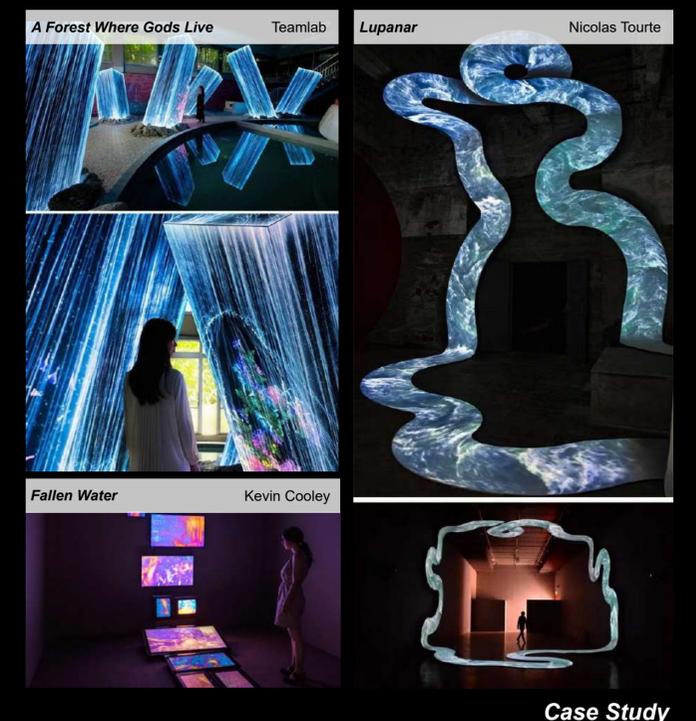父母之间的数字代沟...

通话中断 93:50

Collection

BRAINSTORMING

IDEA

You and I are both caught up in the tide of the times. In the context of the Internet era, the generation gap has gradually evolved into a new state. What exactly does this generation gap look like?

I want to visualize the digital generation gap between parents and children in the form of two information rivers. The rolling flow represents that we are swept forward and adapt to the changing times.

A Forest Where Gods Live   Teamlab

Lupanar   Nicolas Tourte

Fallen Water   Kevin Cooley

Case Study

EXPERIMENTS

DIGITAL WAVE

Both parents and children are entangled in the digital wave, but the digital lifestyle and browsing content of parents and children are very different. Children often surf more widely, just like the deep sea, so light blue represents parents and dark blue represents children.

Parents Part

Children Part

PUBLICATION

WAVE PROJECTION DISPLAY

Video Link

https://youtu.be/tlnssy6UgVg