

New Lenovo study reveals Indian youth believe technology will bridge empathy gap in society

Report also highlights importance of technology for self-learning, involvement in social and community issues

November 12, 2020, Bangalore – Indian youth are optimistic about the role of technology devices and services in creating empathy, fostering community involvement, and strengthening relationships, according to a new global survey by technology leader Lenovo. The “[New Realities: Empathy and Technology](#)” report aims to find how technology can help increase understanding and deepen empathy in times when factors are pulling people apart rather than bringing them together. The study also highlighted the importance of technology in areas like self-learning and highlighted the need for technology companies to live up to their public responsibilities.

This new global research study surveyed more than 15,000 people in eight languages across 10 global markets: Brazil, China, France, Germany India, Italy, Japan, Mexico the UK, and the US. Key findings from the report highlight the importance of Lenovo’s vision to leverage smarter technology to drive positive change.

- **Empowering Younger Generations:** Optimism for technology bridging the empathy gap is felt widely in younger generations. About 68% of Indian youth feel that they have become empathetic towards their communities, and 79% of Indian respondents overall showed an increase in feelings of empathy than in the past.
- **Managing Social Issues:** About 64% young Indian respondents believe technological advancement has made it easy for them to understand and get involved in social issues and causes they care about. These tech innovations also aid in lending access to a wide range of perspectives and voices in the society.
- **Strengthening Relationships:** Indian respondents believe that communication capabilities have had a positive impact on the ability of young Indians to not only connect with family members (84% of Gen Z and 90% of Millennials, and 87% of Indians overall) but also strengthen their relationship and engage with those who care about similar global issues (54% of Gen Z and 64% of Millennials, and 64% of Indians overall).
- **Self-Learning:** 92% of Indian respondents of all ages say they feel more comfortable with their personal tech capabilities after COVID-19, and are more appreciative of what it has to offer.
- **Reliance on Smart Devices:** As per the research report, 73% of all Indian survey participants believe that the tech devices and services have increased empathy in society, with smartphones and social media being the most valuable during COVID-19. More than 60% of young Indian respondents believe that activists and youth leaders have relied extensively on technology and smart devices for creating awareness and educating people for the better.
- **Corporate Responsibility:** About 59% Indian survey respondents believe tech companies have the potential to help address major societal issues especially in the post-COVID-19 world, compared to 44% of global participants

When asked about their familiarity with emerging technologies, survey respondents believe that artificial intelligence (54%), Internet of Things (50%) and 5G (43%) have the greatest potential to address global issues.

Dilip Bhatia, Chief Customer Experience Officer at Lenovo commented, “*Technology is not only embracing but now facilitating empathy on a global scale – and it’s clear that when it comes to building empathy in communities, Indians have a clear vision of how technology can contribute. This new study also gives new strength to our ongoing resolve to foster responsible behaviour and bring smarter*

technology to all. We see this every day through the eyes of young people like Ashwini Doddalingappanavar, who starred in our new 360-degree film.”

The research comes off the heels of Lenovo's [New Realities artistic project](#), a 360-degree film series which shines a light on 10 diverse, young women from 10 different markets who have the shared dream of raising awareness about global social issues and empower empathy through technology to ultimately make the world a better place. Supported by ARRAY, Ava DuVernay and Girl Up, founded by the United Nations Foundation, New Realities embarks on 10 journeys via immersive 360-degree storytelling, filmed amidst the current climate, and giving a voice to young, female changemakers in Brazil, China, France, Germany, India, Italy, Japan, Mexico, UK and US.

The research builds on Lenovo's journey toward understanding the power of empathy, which began in 2019 with the [“This is Life” global campaign](#) and uncovered that people believe smarter technology has the power to make people more empathetic, allowing them to experience the world through the eyes of others and connect across languages, cultures, and geographies like never before.

To access the New Realities: Empathy and Technology Report, please visit www.lenovo.com/newrealities.

About New Realities: Empathy and Technology Report

This new global research study surveyed more than 15,000 people in eight languages across 10 global markets: Brazil, China, France, Germany India, Italy, Japan, Mexico the UK, and the US. The survey respondents are all aged 18 years and above, comprising of Genz, Millennials, Mid-lifers, etc. The research builds on Lenovo's journey toward understanding the power of empathy, which began in 2019 with the [“This is Life” global campaign](#) and uncovered that people believe smarter technology has the power to make people more empathetic, allowing them to experience the world through the eyes of others and connect across languages, cultures, and geographies like never before.

About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is a US\$50 billion Fortune Global 500 company, with 63,000 employees and operating in 180 markets around the world. Focused on a bold vision to deliver smarter technology for all, we are developing world-changing technologies that create a more inclusive, trustworthy, and sustainable digital society. By designing, engineering, and building the world's most complete portfolio of smart devices and infrastructure, we are also leading an Intelligent Transformation – to create better experiences and opportunities for millions of customers around the world. To find out more visit <https://www.lenovo.com/in> follow us on LinkedIn, Facebook, Twitter, YouTube, Instagram and read about the latest news via our StoryHub.

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