

A photograph of three young men in white short-sleeved shirts and dark trousers sitting at a black picnic table outdoors on a grassy field. They are looking at papers on the table. The man on the right is seen from the back, while the other two are seen from the side. The background is a bright, green grassy area.

Lenovo Presents

THIS IS LIFE Report

Lenovo

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Lenovo

THIS IS LIFE: Everyone Can

Welcome to the Lenovo THIS IS LIFE report.

As a leading, global brand, Lenovo is best known for its products, from PCs to smart devices. But we believe we represent much more than just the laptop on your desk or the smart display in your home.

We are a brand at the intersection of technology, humanity and culture, on a journey that begins and ends with people: the people who make the products and those who use them. We want to understand these people, our customers, better, so that we can not only make products and solutions that are more personal and relevant but so we can also lead with innovation that can reach and help people around the world.

Why? Because we think technology is a great equalizer that can dramatically improve the quality of a person's life through a click or a swipe. While algorithms and smart technology are integrated into every aspect of our lives, they're constantly evolving, removing barriers that emerge due to a person's social characteristics, geographic location or physical and sensory abilities.

But we wanted to know how people really feel about this; how you perceive and understand technology; your experiences and expectations. So, we surveyed over 15,000 technology users in 10 of the world's biggest markets: United States, Mexico, Brazil, China, India, United Kingdom, France, Germany, Italy and Japan to uncover what they think about innovations that not only Lenovo but the whole technology industry is responsible for.

The goal? To live up to what we call "Intelligent Transformation," our vision of the future.

What Is Intelligent Transformation?

Intelligent Transformation is Lenovo's vision of the future.

It's a transformation that closes the gap between the promise of technology and its actual delivery across every aspect of life that matter to people, across health, education, wellbeing, work, relationships, family or security. In a bid to make technology more human, Lenovo aims to learn from innovations in areas such as Artificial Intelligence (AI), augmented and virtual reality (AR/VR), 5G, smart computing and emerging technologies, and make smarter decisions to improve lives and work, helping to make society safer and healthier. It's about creating technology that works for everyone while seeking to improve the areas of our lives which we value most.



What We Learned About Technology From People Around The World

Our research uncovered tensions in the perceptions of people across the globe. We found people recognize the ways in which technology has not only transformed their own daily lives but also impacts entire industries such as health care, education and work/careers, enabling powerful, global connections regardless of language, culture or age.

Generally, people globally are optimistic about the role technology is set to play in our lives and societies going forward. But they also feel that in some ways, the full promise of technology has yet to be fulfilled, and the path forward remains uncertain. This is where Lenovo can step in and lead the industry in Intelligent Transformation to help make lives better through smarter technology.

One of the main areas we have identified technology is having the greatest impact is in education.



Education & Parenting

Our THIS IS LIFE survey revealed education around the world has been positively transformed thanks to smarter technology becoming more accessible to all empowering modern generations to grow into independent learners. The general population also stated that technology will be extremely important in solving future challenges in education.

While a number of parents demonstrated concern that their children may be becoming too dependent on technology and may not be learning the necessary social skills they require, most trust that technology is aiding future generations to be “more independent learners and problem solvers”. This is down to how innovations and smart devices such as VR are being used to create inclusive and immersive learning environments, and helping to further support students facing physical, social or cognitive disabilities.

Our global survey further revealed how parents of today depend on tech, too. More than half admitted that they have, at least once, looked something up online and then pretended they already knew the answer when helping their child with schoolwork. Likewise, it was encouraging to see a substantial majority of working parents said current and new technologies are encouraging more parents to remain in the workforce. This is in part due to the personal benefits they feel technology provides to enable them to stay more connected with their families whilst at work.

73% 

(ALMOST THREE-QUARTERS) OF RESPONDENTS TRUST TECHNOLOGY IS AIDING FUTURE GENERATIONS TO BE MORE INDEPENDENT LEARNERS AND PROBLEM SOLVERS

75% 

(THREE-QUARTERS) OF PARENTS SAY THEIR KIDS ARE MORE LIKELY TO LOOK SOMETHING UP ONLINE THAN ASK THEM FOR HELP WITH SCHOOLWORK. THE COUNTRIES WHERE THIS WAS MOST PREVALENT WERE INDIA (89 PER CENT) AND CHINA (85 PER CENT)

60% 

OF PARENTS SAY THEY HAVE, AT LEAST ONCE, LOOKED SOMETHING UP ONLINE AND THEN PRETENDED THEY ALREADY KNEW THE ANSWER WHEN HELPING THEIR CHILD WITH SCHOOLWORK. THIS WAS MOST COMMON WITH STEM SUBJECTS SUCH AS MATHEMATICS (45 PERCENT) AND SCIENCE (38 PERCENT) FOLLOWED BY GEOGRAPHY (36 PERCENT) AND FOREIGN LANGUAGES (35 PERCENT).

84% 

OF WORKING PARENTS BELIEVE TECHNOLOGY IS HELPING THEM TO REMAIN IN THE WORKFORCE DUE TO THE PERSONAL BENEFITS IT BRINGS WHILE ALSO ENABLING THEM TO STAY MORE CONNECTED WITH THEIR FAMILIES.

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“Not only has much of the curriculum taught across the globe been revamped and updated in recent decades, but pedagogy and ways of learning has shifted as well. Many parents regularly report feeling unequipped to help their children with aspects of study beyond moral support and emotional encouragement to achieve in school.”

“Parenting in a digitally saturated world can pose additional challenges for modern families, as educational technology might feel quite foreign to their own experiences of learning and socializing. Parents might feel overwhelmed and confused about how to best support their children to develop the academic, social-emotional skills that help them achieve life success as well as satisfaction. They are seeking practical and positive support that balances the value of technology to support learning and avoiding sources of distraction.”

- PSYCHOLOGIST AND FOUNDER OF DIGITAL NUTRITION,
JOCELYN BREWER



The THIS IS LIFE report will continue to be updated over the next five months with key data and insights from global experts. These insights will reveal further information from our global research survey into areas including health care, life and the workplace. To keep informed, please continue visiting this page for further reading.

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