

A photograph of three young men in white short-sleeved shirts and dark trousers sitting at a dark wooden picnic table outdoors. They are looking at papers on the table. The background is a lush green field. The text 'Lenovo Presents' is overlaid on the left side of the image.

Lenovo Presents

THIS IS LIFE Report

Lenovo

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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.



“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



Wellbeing

A large portion of survey respondents around the world believe that technology makes them feel younger, healthier and more emotionally connected to one another, suggesting a growing relationship between technological innovations and wellbeing. In fact, on average, global respondents said using tech makes them feel 11 years younger. However, it's not just our age where we feel benefits, respondents also felt smart devices are having a positive impact on helping to improve their overall health, especially mental health.

The research suggests that this sentiment is felt world-over, across genders and ages. In fact, older

generations believe that using technology helps them to connect better with younger people as well as feel livelier and more knowledgeable. This is especially evident when it comes to the role smart devices (from PCs and tablets to smart home assistants and more) play in terms of relationships with family and friends. When asked to compare technologies available today, to those of 20 years ago, in terms of their ability to help them feel more connected to what is going on in the lives of the people they care about, over two-thirds answered it's "getting better". While three quarters said technology is improving their ability to stay in touch with family and friends who live far away.



“While older people are stereotyped as being technophobic or inept at staying on trend, this research points to the fact that maintaining currency in the digital space helps people feel more youthful, more connected to young people and youth culture, which in turn is a social currency for feeling valued and a sense of belonging or in ‘the know’.

“It’s this tech knowledge, which is driving the perception of feeling younger, without having to revisit the angst of our adolescence!”

- PSYCHOLOGIST AND FOUNDER OF DIGITAL NUTRITION, JOCELYN BREWER



40%



11 years

70%



67%



OF PEOPLE GLOBALLY SAY TECHNOLOGY MAKES THEM FEEL “A LOT” OR “SOMEWHAT YOUNGER.” THE BIGGEST PERCENTAGE WAS IN CHINA, WITH 70% SAYING TECHNOLOGY MADE THEM FEEL MORE YOUTHFUL

ON AVERAGE, PEOPLE THAT USE TECH FEEL 11 YEARS YOUNGER

THE COUNTRY WHERE MOST RESPONDENTS SAID TECHNOLOGY MADE THEM FEEL MORE YOUTHFUL WAS IN CHINA, WITH 70% AGREEING. THIS COULD BE DUE TO TECHNOLOGIES’ ABILITY TO BUILD CONNECTIONS BETWEEN GENERATIONS, ESPECIALLY THOSE WHO MIGHT HAVE ONCE FELT DISCONNECTED FROM TECH-SAVVY YOUNGSTERS.

(OVER TWO-THIRDS) OF RESPONDENTS IN THE SURVEY STATED THEY WERE OPTIMISTIC ABOUT THE FUTURE OF TECHNOLOGY AND THE ROLE TECH CAN PLAY IN OUR LIVES AND SOCIETY, ESPECIALLY IN WELLBEING, WITH 67% BELIEVING DEVICES ARE CURRENTLY HAVING A POSITIVE IMPACT ON THE ABILITY TO IMPROVE THEIR OVERALL HEALTH.

Empathy

Interestingly, our THIS IS LIFE report also revealed that a large proportion of people feel that technology has the power to make us more understanding, tolerant, charitable and open-minded, with nine out of ten respondents stating that technology plays a large role in their day-to-day lives.

Although we might presume the main ways in which technology impacts our lives is by helping us achieve our daily tasks – such as emails, streaming and so on – the research found that in many cases technology is having a strong impact on our human values. While over a third of global respondents believe smart devices such as PCs,

tablets, smartphones and VR are making people more open-minded and tolerant, another third said technology is making us more understanding and empathetic.

It is likely that the rise of social media and video sharing platforms are key to this, allowing people to connect with those from other countries and cultures, gaining an insight into their lives through social content. The window into the world of other peoples' lives through technology is also a key contributor of the majority of respondents who believe technology makes us more 'curious'.



“In many ways, society is becoming more polarized as many of us are surrounded by those who share similar views and opinions. This can reinforce both rightly and wrongly held views and lead to living in somewhat of an echo chamber. We believe smarter technology has the power to intelligently transform people’s world view, putting them in the shoes of others and allowing them to experience life through their eyes – leading to a greater understanding of the world and the human experience.”

“This could be through using smart technology to connect people from diverse backgrounds or allowing you to literally see their world in VR. The more open we are to diversity in the world around us, the more empathetic we can be as human beings – and that is a good thing.”

- DILIP BHATIA, VICE PRESIDENT OF USER AND CUSTOMER EXPERIENCE, LENOVO, COMMENTS



38%



OVER A THIRD BELIEVE
CURRENT
TECHNOLOGY IS
MAKING PEOPLE MORE
OPEN-MINDED AND
TOLERANT BY
ALLOWING US TO SEE
THE LIVES OF PEOPLE
ACROSS THE WORLD

35%



35 PERCENT THINK
TECHNOLOGY IS
MAKING US MORE
UNDERSTANDING

66%



66 PERCENT OF PEOPLE
BELIEVE VIRTUAL
REALITY (VR) HAS THE
POTENTIAL TO
INCREASE
UNDERSTANDING OF
OTHER CULTURES
EVEN MORE

Hey Google, call Grandma

The Workplace

Technology isn't only having a positive impact on our home life. Our research shows people believe smart tech is successfully transforming the workplace, too. Over half agree that it's already helped to create more diverse work environments that are inclusive of all different types of people as well as providing access to better jobs and careers.

However, just more than half of those surveyed said they were concerned advances in technology, such as AI, could become so intelligent that it would "eliminate their jobs". Nevertheless, there is still equally widespread optimism in the potential of such automation.

A slightly higher number of respondents said they are "extremely" or "very interested" in seeing automation in their place of work, especially if this means taking over the more tedious aspects of their jobs. This includes more time-consuming tasks such as paperwork, timesheets and invoices, cleaning, organizing and notetaking.

And when it comes to corporate social responsibility, there's a shared belief among people around the world that technology companies should contribute to the common good, with just under a third stating their main role should be to strengthen economies and create new jobs.

58%



OVER HALF OF PEOPLE BELIEVE TECHNOLOGY IS ALREADY HELPING TO CREATE A MORE DIVERSE WORK ENVIRONMENT - WITH JUST EIGHT PERCENT DISAGREEING

52%



52 PERCENT OF EMPLOYEES ARE HAPPY FOR AI TO TAKE OVER THE "BORING" PARTS OF THEIR JOBS, OVER DOUBLE THE FIGURE THAT ARE AGAINST IT (20 PERCENT)

58%



58 PERCENT BELIEVE TECH HELPS PEOPLE LIKE THEM GET GOOD JOBS AND MAKE CAREERS, WITH EMPLOYEES IN CHINA (75 PERCENT), INDIA (73 PERCENT) AND MEXICO (72 PERCENT) BEING THE MOST POSITIVE REGARDING THE IMPACT TECHNOLOGY CAN HAVE ON THEIR CAREERS.

56%



56 PERCENT BELIEVE TECH IS MAKING IT EASIER TO ADVANCE TO THE NEXT CAREER LEVEL. THIS RANG MOST TRUE AMONG WORKERS IN INDIA (85 PERCENT), MEXICO (74 PERCENT) AND BRAZIL (72 PERCENT).

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“While it’s easy to get caught up in some of the legitimate concerns about technology’s potential impact on workers, it’s even easier to forget how many incredible things that our tech devices are doing to make our jobs easier and more rewarding.”

“The benefits that tech devices enable - from immediate face-to-face conversations with colleagues all over the world to the simplification and automation of tedious tasks - are having a significantly more profound impact on today’s workplace than anything we’ve seen before. The future they will enable promises to make our work environments even more interesting and productive.”

- BOB O'DONNELL, PRESIDENT AND CHIEF ANALYST,
TECHNALYSIS RESEARCH, COMMENTS



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“The next generation workforce, who expect more flexible working methods, have grown up with always-on technology and are driving faster adoption in business environments, thus blurring the distinction between consumer and commercial technology as well as using technology for effective work-life integration. Lenovo’s latest study shows that there is widespread optimism around the unlocked potentials in which smarter technology can help to positively transform the workplace to meet the needs of this future workforce – from smart office set-ups and ultra-portable productivity devices to video conferencing tools. We believe Lenovo’s vision of enriching and enhancing lives – at work and at home – through smarter technology for all is a step in the right direction to meet the requirements of tomorrow’s workforce.”

- DILIP BHATIA, VICE PRESIDENT OF USER AND CUSTOMER EXPERIENCE, LENOVO, COMMENTS



The THIS IS LIFE report will continue to be updated 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.

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