

Veteran Teen Researcher Announces New Findings on Teens and Technology

— “Modern technology is reprogramming today’s teenagers” —

SAN FRANCISCO, California—Teen research expert [Gary Rudman](#) announced the release of the ***gTrend Report***, an in-depth, qualitative look at the uneven relationship between teens, technology, and society. For this report, Rudman handpicked a panel of over 100 trend-leading teens from across the U.S. to discuss their technology and societal behaviors. Their input was analyzed and filtered through Rudman’s expertise of more than 15 years of face-to-face teen research.

“Modern technology is reprogramming today’s teenager,” said Gary Rudman, veteran teen researcher and president of [GTR Consulting](#). “They’re a part of what I call ‘the Flux Generation.’ They feel they must adopt, adapt and advance as fast as they can. They expect instant gratification in everything they do. They’re dependent upon technology to accumulate social currency, cache every part of their lives, and provide digital disguises to gain more control over their chaotic worlds.”

The ***gTrend Report*** explains what it’s like to be a teen in today’s challenging social and technological environments. With insightful trends, dynamic quotes from teens, and realistic, actionable implications, the ***gTrend Report*** provides critical research for anyone working with or marketing to teenagers.

“Teens used to set the trends and be the revolutionaries. Today, they’re no longer in control; they’re struggling to keep their heads above water as technology and society set the trends and the pace in which teens are forced to adopt them,” said Rudman.

Topics include:

- The Flux Gen
- iJunkies
- The Digital Disguise
- The Chill Challenged
- MTVneer

According to the Pew Internet Life Study, published in June, 2005, 87% of teens are online, and 84% report owning at least one media device — a computer, cell phone or personal digital assistant.

Gary Rudman is president and founder of GTR Consulting and has been studying teen behavior for over 15 years. From 1995 – 2000, he was director of qualitative research for Teenage Research Unlimited (TRU). Clients have included Disney, Nike, Coca-Cola, Virgin Mobile, and Yahoo!. For more information, visit www.gtrconsulting.com or call (415) 713-7852.