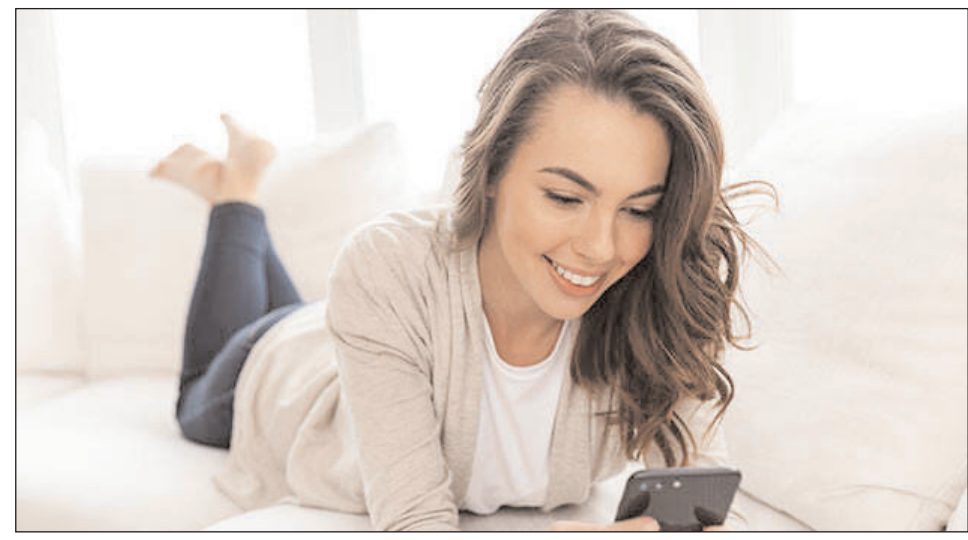


Why Gen Z Can't Get Enough Of New-Age Interactive Platforms



Unlike their predecessors, the millennials and Gen X, the Gen Z find it hard to imagine a world without the internet and social media. While the previous generations have only gradually made their transition to new-age technologies, the Gen Z has never known the 'ways of the analogue world'. For them, the internet is not merely a parallel source of accessing information, it is akin to a personal extension. Staying connected and entertained 24/7 via a plethora of immersive platforms on the World Wide Web has become a basic necessity for the Gen Z. It has quickly

emerged as the most dominant demographic cohort that is driving every consumer trend on the digital landscape, and quite naturally so.

While directing the proliferation of digital and connected technologies, Gen Z is also responsible for re-shaping the overall tech-vista. As a digital-first audience, they are exhaustive in their demand for personalised and bespoke content. Their overarching preference-psyche and varied expectations largely account for the progression curve of the internet and related technologies. Being the foremost digitally-in-

tensive individuals or netizens as they are called, they hold the key to the future of all things digital.

Gen Z is marked with an ever-increasing disposition for hi-engagement interactive content on the internet that it consumes for instant shots of gratification. Studies reveal that 22% of Gen Z could only sustain an hour without internet access. On a similar note, it has also been found that almost 61% of this generation has trouble spending more than eight hours without the internet. Growing up in an ultra-immersive digital world has resulted in a notably higher level of dependency for Gen Z than the older generations.

Another study illustrated that while over 60% of older generations utilised the digital pathways primarily for information, about 61% of Gen Z frequent the internet mainly for entertainment purposes. Therefore, it is no surprise that most content-creating companies and immersive platforms produce specialised content that meets the recreational requirements and indulgence needs of Gen Z audiences. The relentless pace with which digital technology has advanced also holds several subsequent implications. An overtly pronounced dependence on digital modes has vastly decreased Gen Z's inclination for the written word. The rising popularity of social media platforms and ready-made content that are tailored for instant con-

sumption has lowered the later generation's penchant for reading. This even includes modern digital formats such as e-books and audio-books.

Understandably, virtual-entertainment platforms and interactive content-churning companies are taking this into due cognisance. Fed on a constant diet of short-burst content and entertainment options, Gen Z also features relatively lower attention spans. Watching three-hour movies is also a seemingly outmoded phenomenon for them. Thus, several emerging companies are creating a personalized form of content that expertly caters to the needs of this new-age consumer demographic. This involves designing and unleashing an interactive content-stack that is mobile-first, preferably bite-sized, and immersive.

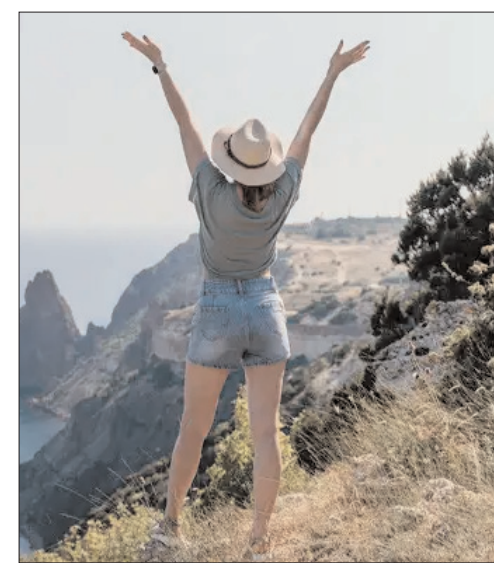
By adeptly weaving together different multi-media elements like sound, images, video, text, etc through cutting-edge innovation and tech-platforms, numerous next-gen players are making high-quality content that perfectly fits the bill of the fussy Gen-Z audience. These interactive content-curating companies are also blending in multiple smart and new-age features like auto-simulations, decision trees and role-playing in their offerings to extend an entirely new genre of immersive content. This not only speaks to the consumer at various levels but also lends



them a feeling of real-time participation. Unsurprisingly, this class of befitting and experiential high-engagement content is gaining vast precedence over other content-formats.

Virtual entertainment, interactive platforms and an immersive choice of content that has always been the forte of Gen Z is now witnessing a stark rise throughout the popular culture. Confined to their homes and tired after the day's deeds, these new-age content vistas are the only solace for a vast number of individuals. Therefore content-creators are always on the lookout to incorporate the latest new-age elements to captivate their tech-savvy audiences. The race towards generating the most engrossing and original content is now entering its most interesting phase. After all, digital is the chosen script for the future.

Seven Cool Sustainable Travel Ideas Every Indian Woman Needs to Adopt



Adopting eco-friendly habits while travelling can make a significant difference as we move towards more conscious living. Here are seven cool ways Indian women can make their travels more sustainable – without sacrificing fun!

Support Local Businesses

One of the easiest ways to travel sustainably is by supporting local businesses. When you shop at local markets and have your meals at family-run eateries, your money helps fuel the local economy and reduce your carbon footprint. Look for businesses that prioritise eco-friendly practices – whether it's a café that sources its ingredients locally or a boutique hotel that reduces plastic waste. This approach also adds a touch of authenticity to your travel experience, making it feel more personalised and culturally rich.

Choose Eco-Stays And Homestays

Give eco-stays and homestays a chance! Not only do these accommodations offer a more immersive travel experience, they also tend to have a smaller environmental impact. Many eco-stays are designed with sustainability in mind, utilising renewable energy sources, water-saving technology, and green building materials. Opt for homestays run by locals, where you'll often find organic food,

minimal waste, and a deeper connection to the local culture. It's like staying with extended family but without the awkward small talk!

Pack A Zero-Waste Travel Kit

One of the biggest culprits when it comes to environmental impact during travel is single-use plastic. Whether it's water bottles, toiletries or food packaging, it all adds up. The solution? A zero-waste travel kit. Stock it with essentials such as a reusable water bottle, bamboo cutlery, cloth napkins, and a steel or glass straw. You could even carry reusable zip-lock bags for snacks and toiletries. Not only will you reduce waste, but you'll also feel like a sustainable travel pro every time you whip out your eco-friendly kit!

Create A Capsule Wardrobe For Travel

One of the best things you can do for both the planet and your suitcase is adopt a capsule wardrobe for travel. It's all about packing a few versatile pieces that you can mix and match. The benefits? Less luggage weight means a smaller carbon footprint (lighter flights, lower fuel usage), and you'll avoid the impulse to buy disposable, fast-fashion items on the go. Choose high-quality, durable clothes, and make a statement by wearing pieces that reflect local craftsmanship.

Travel Slow: Stay Longer, Explore Deeper

In this era of weekend getaways and whistle-stop tours, slow travel is a refreshing idea. It's simple: stay in one place for longer, immerse yourself more in the local culture, and explore mindfully. Slow travel helps reduce your carbon footprint by minimising the frequent use of transportation while allowing you to form deeper connections with the place and its people. Plus, it takes away the pressure of cramming everything into a tight schedule. Who needs the stress of ticking off tourist spots when you can sip chai with the locals?

Opt For Public Transport And Carpooling

Ditch the cabs and rental cars; public transportation is where it's at! Not only is it a more eco-friendly way to get around, it also adds to the adventure quotient of your trip.

Are Unspoken Expectations Killing Your Relationship? An Expert Weighs In...

If you've ever caught yourself waiting for your partner to read your mind, you're not alone! Many relationships stumble under the weight of what isn't said. Whether it's figuring out who should text first or expecting them to plan the perfect date night, these silent expectations can slowly chip away at the foundation of your relationship. The result? Misunderstandings, resentment, and sometimes, a breakup.

But don't fret—you're in good company! We chatted with relationship expert Shahzeen Shivdasani about how these hidden assumptions could be causing issues and how to address them before things go south. Read on to discover how to clear the air and get your relationship back on track.

Assumptions Based On Gender Roles

In many Indian households, traditional gender roles are still distinguished. A woman might expect her partner to handle all financial decisions while she takes care of the home. If these expectations aren't discussed as the relationship becomes more serious, resentment can build over time as both partners may have different visions for the relationship. Ensuring that both partners are on the same page from the start is crucial.

Emotional Disconnect

When emotional desires or needs go unspoken in a relationship, it creates distance. This could involve wanting more physical intimacy, scheduling regular date nights, or even reducing screen time. If you withhold this information and expect your part-



ner to figure it out, it will lead to frustration and disappointment.

Remember, your partner isn't a mind reader; discussing your desires is the only way to grow and stay connected.

Family Expectations

In Indian culture, families play a significant role in serious relationships. Unspoken expectations about the roles you and your partner will play in each other's families can cause resentment and anger. For instance, if a girlfriend expects her boyfriend to engage more with her family by attending dinners and outings but doesn't communicate this, unmet expectations can lead to conflict. Open dialogue about family roles is vital to maintaining harmony on both sides.

Effective Communication

Lastly, it's important not just to communicate but to ensure that your communication is effective. Avoid sounding accusatory or nagging your partner.

Be patient and explain your needs maturely. If they struggle to respond maturely, that's a different issue, but your goal should be to express yourself in a way that doesn't make them feel attacked. For example, use "I" statements like "I would appreciate more help with the dishes" instead of "You never help around the house."

Relationships are a dance we do together. So always remember, it's not just about learning the steps—it's about moving in sync with your partner, even as the music changes.

Winter skin care: Keep your skin in top shape through the cold, dry winter

The harsh cold climate and dry indoor air during winter can leave skin in less-than-ideal shape. Use these tips for winter skin care so you can keep your skin healthy moisturized and looking good all season long.

Winter skin care tips

Caring for skin during winter takes just a little extra time and effort because the conditions are rather extreme for our tender protective barrier. Skin gets exposed to the elements: cold air whipping wind sun reflecting off snow. Low humidity is common in colder climates stealing moisture from skin every second of every day. And indoors it's blasted with dry heat.

It's no wonder our skin often



ends up dry flaky and itchy. And once dryness starts skin can more easily crack and bleed. A woman in a winter coat and hat.

These tips will help you prevent that uncomfortable unsightly result and keep your skin healthy and happy through the winter months.

Keep the moisture you have. The natural oils your skin produces also help protect it and keep it healthy. It's a good idea to avoid long baths and showers and you shouldn't wash your body too frequently either. When you do use warm not hot water. After bathing or showering pat dry and moisturize your damp skin.

Add moisture to your home. To counter the drying effects of indoor

heat the Mayo Clinic suggests running a humidifier. You can use a portable or tabletop model or one that integrates with your existing heating system. Moisture in the air will be absorbed by your skin.

Add moisture from the inside out. Increasing your water intake will help hydrate your skin.

Don't forget sunscreen. Just because it's cold outside doesn't mean the sun isn't affecting your skin says Bingham Memorial Hospital. The sun reflecting off snow means UV rays are hitting you from additional angles. Moisturize your skin thoroughly. Switch to an oil-based moisturizer in the winter; your skin will appreciate it. Consider overnight deep moisturizer treatments which

can help particularly dry areas like hands feet elbows knees and lips. Cover with cotton gloves and socks to hold the moisture in all night long.

Switch your cleanser. It's a good idea to trade in your current body wash for a more moisturizing hydrating cleanser in winter particularly if your usual choice contains drying ingredients like glycolic or salicylic acid. Tone and moisturize within 30 seconds of finishing cleansing to avoid further dehydration. Take extra care. Winter skin is more fragile so if you have a skin condition like eczema or psoriasis be sure to avoid any irritants or allergens that you know flare your condition.

