

# The future of search is social

The shift to a human-centered and opinion-driven landscape

The search landscape is shifting rapidly as Gen-Z manifests their needs into search behaviors: Gen-Z's trust advice and information from real people above all, over institutions or celebrities.

Gen-Z craves trust, authenticity, and human connection in their online presence, shifting the search journey to a human-centered and opinion-driven landscape.

As the first digitally native generation, Gen-Z has organically found deep personal relationships online to offset a loss in human connectivity IRL and skepticism toward traditional tech companies and media. They turn to online spaces where human connectivity is naturally embedded in the culture, like Reddit.

Reddit is a core pillar in the Gen-Z path to purchase.

**3X** more likely

To share content discussed in a comment thread from Reddit.

Ranked higher than other social platforms:



**5X** more likely

To create a Gen-Z "superfan" of a product or brand through a Reddit thread than comment threads on other social platforms:



**5/5** rating

On our scale, identifying Reddit as the most engaging and useful forum. Ranked higher than other social platforms:



Gen-Z seeks Reddit's nuanced & conversational content for decision making.

➔ **20%** more helpful to read a comment thread on Reddit than TikTok

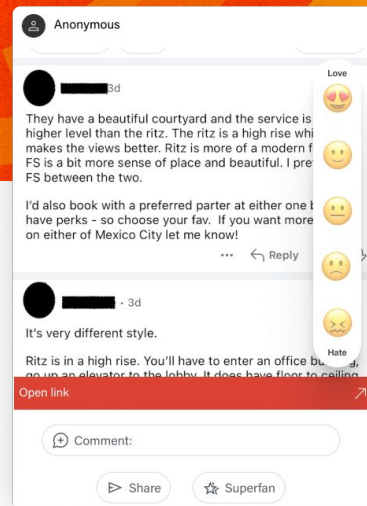
➔ **40%** more helpful to read a comment thread on Reddit than Instagram

"Love how detailed the responses are and how they talk about **the good and the bad**. That's what I like to see when it comes to buying something for myself."

Zoe, 22

Abirami, 20

"This comment section is extremely thorough and you can tell it's users being **vulnerable with their experiences and advice**. It also feels like more of a **conversation**, rather than random comments that don't connect to each other at all. I would trust this the most out of the examples above."



We inputted comment sections from Reddit, Instagram, and TikTok into the AmbassCo Feed (pictured above). See full methodology below in footer.