# Generation Z turns digital data into income with Verb.AI app



Generation Z is mastering a modern paradox: they’re cashing in on the very data that tech giants have long exploited for free. This phenomenon has been propelled by the launch of Verb.AI, a new initiative from Generation Lab, a youth polling company that has embraced this trend by compensating young users for sharing their digital activities. The mobile application allows Gen Z members to be financially rewarded for something they do in abundance—scrolling through their phones—essentially allowing them to transform their time online into an income stream.

According to reports, Gen Z spends approximately 6.6 hours per day consuming various forms of media, making them the most engaged demographic in today’s digital landscape. This generational obsession with content is not just a pastime; it’s a lifestyle enshrined in their identity. With this backdrop, Verb.AI offers payments of $50 or more monthly for users who allow access to a tracker that creates a “digital twin,” providing in-depth behavioural insights for clients ranging from political groups to venture capitalists. As Cyrus Beschloss, the CEO of Generation Lab, stated, “We think corporations have extracted user data without fairly compensating people for their own data.”

The app's model not only appeals to the financial needs of young people but also speaks to their progressive mindset regarding data privacy. Over 88% of Gen Z is open to sharing personal information with social media companies, a figure significantly higher than that of older generations. Yet, this willingness comes with caveats; younger users are acutely aware of the need for boundaries. A McKinsey study noted that this cohort is more inclined to invest in privacy protections, often deleting data after use or paying for services that ensure their security. This nuance reflects a balanced relationship with technology—one that encompasses both monetisation and a keen awareness of potential risks.

Moreover, Gen Z’s media consumption habits reveal a complex tapestry of behaviours. While they are often seen as ‘doomscrolling,’ the reality is that their consumption includes a wide array of activities, from binge-watching streaming services to continuously interacting on social media platforms. They are willing to spend an average of $97.70 monthly on subscriptions, signifying their commitment to high-quality, curated media experiences. Yet, the overwhelming nature of constant content availability is evident, with nearly two-thirds admitting to feelings of media fatigue.

Experts like Natasha Thapar-Olmos, a psychology professor, stress the importance of understanding the underlying causes of this intense media engagement to develop effective interventions. Rather than merely criticising the behaviour, they advocate for reflection and awareness among users, encouraging them to log their media habits to identify triggers for excessive consumption.

In a broader cultural context, the emergence of platforms like Verb.AI signifies a shift in the digital economy, where user data is no longer seen merely as a commodity but as a negotiable asset. By becoming active participants in data collection rather than passive sources, Gen Z is rewriting the rules of engagement with corporations, ensuring they receive compensation for their contributions to the digital market.

As Verb.AI seeks to attract 5,000 users by fall, it epitomises the entrepreneurial spirit of Generation Z, who, faced with surveillance and data monetisation by larger entities, prefer to take control and profit from their digital lives. In a world where "selling plasma" is akin to monetising personal data, it seems that Generation Z is not only savvy but also significantly ahead in navigating the complexities of their digital environment.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://nypost.com/2025/05/20/tech/gen-z-found-ingenious-way-to-cash-in-on-endless-doomscrolling/> - Please view link - unable to able to access data
2. <https://www.axios.com/2025/05/20/gen-z-data-privacy-generation-lab-verb-ai> - Gen Z is increasingly embracing a new side hustle: selling personal data. Unlike previous generations, many young individuals are more willing to share their data, recognizing it as an opportunity for monetary compensation rather than a privacy risk. Generation Lab, a youth polling company, is capitalizing on this trend with the launch of Verb.AI. This platform pays users $50 or more monthly to install a phone tracker, enabling data-driven insights into user behavior. Clients, such as political advocacy groups, can use an AI-style interface to query specific demographics, leading to more accurate data than traditional polls. This approach reflects Gen Z’s perception of data sharing as part of the digital experience. While they freely share data online, Gen Z and millennials also value digital security, often paying for privacy tools or deleting data after usage. This highlights a nuanced balance between data monetization and security consciousness among young users. ([axios.com](https://www.axios.com/2025/05/20/gen-z-data-privacy-generation-lab-verb-ai?utm_source=openai))
3. <https://www.statista.com/statistics/1537787/media-consumption-time-generation-us/> - A study of media consumption in the United States concluded in August 2024 found that Generation Z respondents spent the largest number of hours daily consuming media—6.6 hours. The Silent Generation spent less than five hours on daily media consumption. ([statista.com](https://www.statista.com/statistics/1537787/media-consumption-time-generation-us/?utm_source=openai))
4. <https://www.nysscpa.org/news/publications/nextgen/nextgen-article/survey-gen-z-consumes-the-most-media-daily-compared-to-other-generations-111124> - The survey found that Gen Z consumes the most media daily by generation, with an average of 6.6 hours per day. Gen Zers are also the most likely to consume 15 or more hours of media daily (11%). Millennials consumed 6.3 hours per day and were second most likely to consume 15 or more hours of media daily. According to the report, this trend went downward as the survey participants got older. ([nysscpa.org](https://www.nysscpa.org/news/publications/nextgen/nextgen-article/survey-gen-z-consumes-the-most-media-daily-compared-to-other-generations-111124?utm_source=openai))
5. <https://www.adgully.com/40-of-gen-z-spends-over-5-hrs-daily-consuming-digital-content-147848.html> - Integrated marketing agency Mavericks has released its latest research report, titled ‘The Attention Game’. This comprehensive report equips Chief Marketing Officers (CMOs), Corporate Communications Leaders, and content creators with the critical insights and strategies they need to win consumer attention in today’s ever-distracting digital landscape. ‘The Attention Game’ dismantles a common misconception—short-form content, while widely consumed for its quick and convenient nature, falls short in building trust compared to its long-form counterparts. The report reveals that 31% engage with long-form content during work breaks and 26% in early mornings, indicating key opportunities for targeting in-depth narratives during specific, carved-out times. This is a game-changer for marketers seeking to build lasting credibility and spark deeper audience engagement. The report delves into the evolving nature of consumer attention spans, revealing how they impact consumption habits and overall behavior. This trend extends beyond content—it hints at a potential broader societal shift towards quicker, easily digestible experiences across various aspects of life. Key findings: Trust in Long-Form Content: Consumers perceive long-form content as more accurate and reliable than short-form content. 34% of respondents find long-form writing more credible and engaging than any other format. Mornings for Deep Dives: 23% of long-form content consumption happens in the mornings, suggesting a dedicated audience for in-depth reading at the start of the day. Long-Form Dominates Entertainment & Information: A significant 41% and 43% of users prefer long-form videos and written content for entertainment and information, respectively, highlighting a strong preference for engaging narratives. Gen Z’s Content Marathon: A whopping 40% of Gen Z spends over 5 hours daily consuming content, showcasing their immersive digital engagement. Content with a Double Play: Marketers are encouraged to invest in high-quality, long-form content to establish trust and credibility, balancing it with short-form content to capture immediate attention. ([adgully.com](https://www.adgully.com/40-of-gen-z-spends-over-5-hrs-daily-consuming-digital-content-147848.html?utm_source=openai))
6. <https://www.askattest.com/blog/research/gen-z-media-consumption> - Gen Z has grown up with the ability to access content instantly, across a range of digital platforms, so they expect media that’s fast, accessible, and tailored to their schedules—more so than older generations. This is evident when looking at what form of media they typically engage, with close to 1 in 3 saying they never watch linear TV or traditional TV and the majority (72.9%) spending more than an hour watching a paid-for subscription service and streaming services (such as Netflix). This highlights a clear preference for subscription-based services, which offer convenience and personalized viewing experiences. As a result, on-demand streaming platforms such as Netflix, Hulu, and Disney+ are far more appealing in terms of media they are willing to pay for, with a majority 4 in 5 (82%) willing to pay for these services. Streaming music services also capture significant interest, with 2 in 3 (67.6%) of Gen Z subscribers indicating a willingness to pay. However, less than 16% are interested in news, magazine subscriptions, or e-books, demonstrating that traditional and text-heavy media content holds limited appeal. ([askattest.com](https://www.askattest.com/blog/research/gen-z-media-consumption?utm_source=openai))
7. <https://destinate.net/top-100-gen-z-marketing-statistics-for-2025/> - Gen Z consumes an average of 7.2 hours of entertainment media per day. ([destinate.net](https://destinate.net/top-100-gen-z-marketing-statistics-for-2025/?utm_source=openai))