

# From Nerdy to Norm

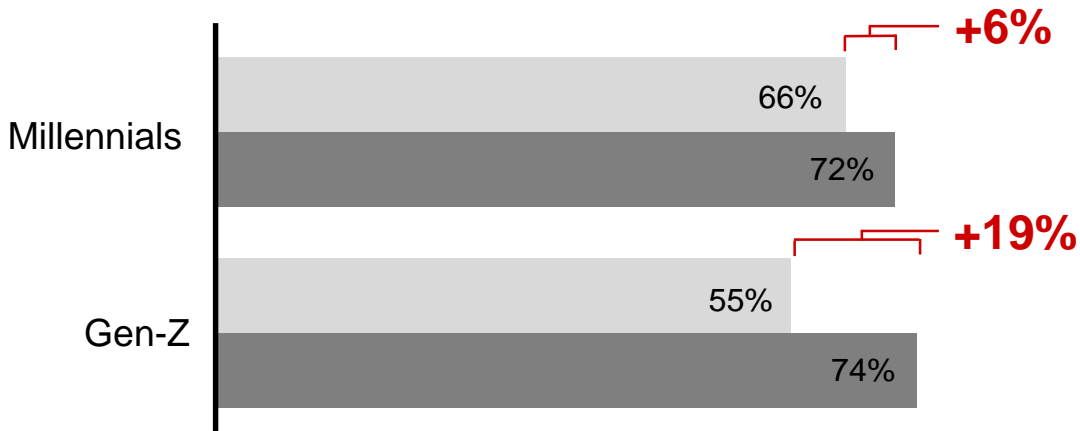
## Gen-Z Connects via Gaming

Whistle previously [established](#) that Gen-Z males are attracted to activities for the competition. For gaming, there's an even deeper layer – playing and watching is *the way they socialize*.

### Connecting With Friends

Unlike Millennial males, gaming for Gen-Z is **less a way to measure up** against their friends - and **more a point of connection**, camaraderie and companionship. For Gen-Z, **gaming is the new 'going to the mall'**.

- It is important that I am better than my friends at the video games we play
- Playing video games helps me to stay connected with my friends

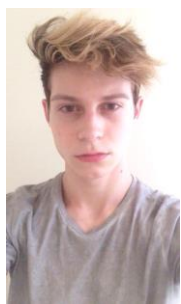


### Building Online Communities

Gen-Z males also **differentiate** in their propensity to **watch video games**. More than 3 in 4 do so, **a 25% increase over their Millennial counterparts**.



And, while previous generations connected online via the chat room, **today's generation uses video game streaming platforms such as Twitch to build online communities and friendships**.



▲ Ian, 16

“I'm part of a community on Twitch, and so there's a lot of people I know. You can watch your video of interest - for me, my gaming - while talking to people in the Twitch chat, and I think that's a cool element.”



This increased social engagement has deepened the role that gaming plays in their lives.

**68%** of Gen-Z males now say that gaming is an important part of their personal identity

**For More Information**  
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