Digital Food Life: Consumers' coming of age mirrors key milestones in the digital timeline











1990



1993



1995



1997



1998



1999





2000



2003

1980

1984

"We're all addicted, on Facebook. We're constantly connected to

"Technology is a shadow. dancing partner, time sinkthere is an addictive quality."

- Jenni (42, New York City)

each other or entertainment. I like the convenience — everything is at the tap of my phone: food, appointments, directions. But I wish I could lay off the phone, but I just can't."

- Anita (41, Oakland)

"I like to be on the cutting edge of technology...I don't want to be married & buried, a fuddy-duddy. Everyone says I act way younger than my age."

- Eduardo (37, Chicago)

"I can't go anywhere without my phone, because I feel like an emergency might happen, and I don't have the capability to text, to check email, use my apps, have access to the Internet. When I do forget, it feels like something's missing. Once you start using it, you just can't stop."

Charlene (37, San Francisco)

"Technology is distracting. Life is more interesting and intimate. I feel like I'm swimming to keep up with all the new technology comina out."

Nish (34, San Francisco)

Buycott

2013

2001

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∕o∖ airbnb

fitbit





2009



2010

MUNCHERY





2011

"My phone is a computer that fits in my hand" - Andrea (36, Seattle)







2004

2005

2006

2007

"My phone is everything. I am attached to my phone. Every piece of my info is from diaital sources."

Drew (30, Seattle)

"My phone is everything. Without it I'm lost."

- Rachel (30, San Francisco)

"It's unacceptable to not know something that you've been curious about."

- Jon (29, New York City)

"My phone is a lifeline for me. To the point that I have battery issues. My whole day revolves around keeping my phone charged."

- Hillarie (25, Seattle)

"Without my phone, I need to plan, rely on others. Now we meet up when we're nearby and I can call Uber or Lyft when I need a ride."

Alexis (20, Seattle)

2012

"A day without my phone is nerve-rackina to not be able to communicate with a group of people simultaneously."

2014

- Alex (19, Boston)

"My phone is an easy button. I can order food, get service, give feedback... because companies can track me. I can pay with my phone. My generation is instant, Someday Burger King will deliver hamburgers in drones."

- Taylor (24, Seattle)