



Online & Digital Media News – One in four Canadian teens using ChatGPT

Source:: Broadcast Dialogue

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MTM Jr.'s latest study of media consumption amongst Canadian kids, aged 2-17, finds three in four teens (72%) are aware of generative AI tools like ChatGPT and one in four (25%) are using them on a monthly basis. In its sixth year, the study finds Snapchat is maintaining its popularity, with almost half of kids aged 7-17 (48%) having used it in the past month and 80% of users doing so on a daily basis. For the first time, MTM Jr. asked teens about their Snapchat scores and found that over half can identify what their "Snapscore" is. Video games also remain a staple for most kids, with four in five (79%) having played one in the past month.