

Campaign: Alphabet Inc. (Opening of Google Gemini Labs in LA Public Libraries)

OWNED MEDIA
Data Mining & Audience Profiling Research Report

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This report was authored to synthesize secondary research conducted for the strategic development of the Gemini Labs campaign, opening across all Los Angeles Public Libraries. The report will specifically focus on the profiling of the target audience. The findings outlined in the report will directly inform the development of creative briefs, which will spearhead the production of advertising and public relations materials.

Following this report, the target audience will be broken down into two age groups. Ages 7-12 (elementary + early middle school) and 13-17 (middle school + high school). Given that the age group spans two generations (Gen Z and Gen Alpha) and the fact that these age groups have a significant difference in their educational journey, the research was conducted considering both age groups for any subtle differences. That said, given the findings, this does not imply a difference in campaign strategy, but more so a shift in language and storytelling adaptation.

Demographics (In the LAUSD)

LAUSD is the 2nd largest school district in the U.S., according to Fingertip Facts for Los Angeles Unified. With a total estimated enrollment of 549,487 students (Budget Services and Financial Planning Division et al., 2025).

According to a report by the Los Angeles Almanac, the LAUSD student body is predominantly Latino, making up 72.7% of the pupils.

Within the district, there are 160 languages spoken other than English, according to data from LAUSD (Budget Services and Financial Planning Division et al., 2025). Among those who are learning English, 88% speak Spanish, according to the same data from LAUSD.

Based on data from the National Center for Education Statistics, parents of children who are currently in public schools in the LAUSD with less than a high school education make up 31.3% of the population served by LAUSD. Another 22.8% only have a high school diploma, making that 54.1% (more than half) of the parents of these kids (*ACS-ED School District Profile 2018-22*, 2022).

Insights: The data tells us of a majority-minority student population, with low to middle income, paving the way for unique storytelling. Storytelling based on community, free resources, and equal

opportunity narratives for access to technology and career advancements. This aligns well with the brand storytelling and Google's goals to empower everyone everywhere and make their technologies useful to humanity's advancement in education, science, and technology (*Google.org: Google's Philanthropy*, n.d.).

Psychographics (Motivation, Identity, and Values)

For this portion, the age segments previously introduced (ages 7-12 and 13-17) will be used to further segment the target audience. This portion will be a broader look at behaviors for these age groups. The subsequent part of the report will dive deeper into more pointed behaviors relevant to our target audience in the LAUSD.

Gen Z (target ages 13-17): This generation is the first true mobile-native generation (Berens et al., 2023). Gen Z is a generation that blends identities. It is a digitally immersed generation with some nostalgic preferences, such as going to the library (Berens et al., 2023). According to the report by the American Library Association in 2023, 58% of Gen Z and Millennials purchased a book in a bookstore within the last twelve months. More than a third (35%) of those made the purchase when browsing at a store. Reported by Albanese from Publishers Weekly, Gen Z “are gamers, readers, writers, and fans who are comfortable with malleability between media categories and forms.” Also notable is the fact that Gen Z would pick a book with images over one that doesn't have any by 59%, and much higher among Black (69%) and Latinx (73%) communities (Berens et al., 2023). However digitally fluent, Gen Z is not AI fluent (Noel, 2024).

This generation is motivated by self-expression, skill-building, and social identity/belonging (Francis & Hoefel, 2018). In the same ALA report from 2023, researchers found that Gen Z finds teen lounges in libraries to be safe, comfortable spaces that promote relaxation, mental, and social well-being, a notable insight for the promotional purposes of the Google Gemini Labs. In further analysis, research also found that Gen Z values authenticity, inclusivity, and creativity, another significant insight in the development of strategic promotion of the labs in LA Public Libraries (Francis & Hoefel, 2018).

Gen Alpha (target ages 7-12): This generation is the first AI and touchscreen-native generation (Furman & Dolen, 2026). According to the PwC Generation Alpha Survey of 2026, 89% of 13-14-year-olds have their own smartphone. 97% of 7-14-year-olds say they decide what to buy independently, at least some of the time (Furman & Dolen, 2026). The same data shows that on average, these kids spend 3.6 hours of recreational screen time, which is double the time they spend outdoors or reading. All, to make it very clear that technology is not something that this generation thinks about; it's simply part of life, much like any other necessity.

So, what are they doing on these devices? Streaming videos and increasing, and going on social media. The PwC survey outlines that YouTube, along with other gaming and streaming services, plays a huge part of their time spent, with TikTok growing in popularity by age (Furman & Dolen, 2026).

In the PwC survey, Gen Alpha is found to be one of the most influential consumers in a household. Given this naturally social and technology-forward lifestyle, it comes as no surprise that Gen Alpha is influencing billions in household spending. And if that wasn't enough, among younger teens, 38% say they used AI tools for fun, empowering Gen Alpha with even more tools to shape the consumer landscape at an age group previously ignored by brands (Furman & Dolen, 2026).

Gen Alpha is becoming an influential consumer base at a much earlier age than previous generations. This age group should be carefully communicated to and treated with the same level of thoughtfulness as Gen Z and Millennials. Gen Alpha sees technology and media as part of life, so getting their attention will require unique and entertaining storytelling through channels that they value and frequent. They are motivated by fun and playful learning. They listen when a brand earns their attention and the trust of their parents by creating experiences that respect both the child's voice and the parent's authority (Furman & Dolen, 2026).

Insights: Though these are two separate age groups, there are merging traits that inform valuable insights for the promotion of Gemini Labs in LA Public Libraries. These two seemingly different age groups do not like to separate learning, entertainment, and social interactions. It is important to make

these two age groups feel like they are being creative, a part of something that is participatory or communal, and encouraging self-expression.

Behavioral Insights

Given the specificity of the promotion, further research and analysis were necessary to understand the nuances among these age groups in behaviors around learning, libraries, technology, AI, and social media.

Learning: Both Gen Z and Gen Alpha are very visual learners. As previously discussed, Gen Z prefers picture books over text-heavy books, and similarly, young teens show a preference for YouTube as a primary learning tool (Faverio et al., 2025) (Albanese, 2023). The Gemini Labs should be promoted as interactive, fun, and creative spaces. These labs should be promoted with the active learning style of these age groups in mind, with the student in control of the learning process. Consider the Gemini Labs as an alternative to YouTube learning, where learning is approached for both fun and entertaining purposes, and the lesson plan is derived from student curiosity.

Library: Knowing that young people are still very interested in going to the library, it is important to lean on the specific reasons why that is. For many, the library offers a safe space where students can study, access the internet, and learn about AI and technology in a fun and creative environment where kids can have the potential to learn and play at the same time (Berens et al., 2023). This is an opportunity to make the library look more appealing beyond being trusted and accessible; now, the library can also become a connected hub of innovation (Berens et al., 2023). This is a crucial component to get right, especially among younger Gen Alpha, who don't have the same connection to nostalgia as Gen Z.

Technology: Given that 95% of teens have access to smartphones, many still rely on access via shared or school-provided devices (Faverio et al., 2025). This is amplified among lower-income communities like that of LAUSD, and especially among younger kids who have lower screen time (3-5 hours/day) than that of Gen Z (6-7 hours/day) (Rideout et al., 2021). It is important to consider that even

though these age groups have a high digital fluency, there is still unequal access to more advanced tools like AI, which often require higher-performing hardware and software.

Artificial Intelligence: According to a study by Rew Research Center, 9 in 10 of the teens asked about AI chatbots knew of their existence, demonstrating a high awareness of AI among teens (McClain et al., 2026). The study also found that there was a high usage of these AI tools in schoolwork, but still showed limited understanding of the full capabilities of the tools among younger teens (McClain et al., 2026). Among the older (Gen Z), research shows that they still lack significant AI literacy, “identifying shortfalls, such as whether AI systems can invent facts (44% out of 100) (Noel, 2024). This serves as a great opportunity for Gemini Labs to bridge the gap in the AI era for these generations. These labs can connect this awareness with empowerment to learn the depths of AI tools in ways that improve AI literacy and expand the skills of the students who will soon lead careers in an AI-forward environment. They don’t need to be told AI is useful; they need permission and guidance to feel empowered and learn to use it well.

Social Media: YouTube and TikTok dominate social media usage among teens ages 13-17 (Anderson et al., 2025). Notably, also Instagram and Snapchat. This tells a story about content preferences, such as short-form video, “how-to” videos, creator-led content such as game streams, and trends like challenges. This also indicates that these young students like to scroll and discover, instead of searching and surfing the web. It is therefore important to consider tone and authenticity when reaching teens on these platforms. Content must feel organic and fun, with thoughtful and trend-aware storytelling.

How Do We Get LAUSD Students Excited About Gemini Labs in the Library?

Answering the primary research question: We mustn’t make the Gemini AI Labs teachers or say that we will be teaching AI. We must position the Gemini Labs as tools for creativity or an easy shortcut to success, where students can also hang out and have fun experimenting. These labs should feel like a club, much like other social spaces where young teens go to relax, study, identify, and tap into their innovation. In these labs, we take the YouTube “how-to” video energy to the next level.

This can be achieved with 3 unique storytelling angles.

The Creativity Story: Position Gemini as the creative superpower for art, music, stories, and videos. This story aligns with Gen Z and their strong desire to build identity. It also taps into the playful behavior of younger Gen Alpha, where kids are encouraged to explore and let their creativity soar.

The Life Hack Story: This angle positions Gemini as the ultimate study tool that can help with your homework and teach students skills they would otherwise not learn. This appeals to some of the academic pressures of AI and the permission hurdle, described by young students. This is especially strong in the LAUSD, where students are still navigating a resource gap.

The Library Reframing Story: Since young people are frequenting the library but still have a limited view of its potential and resources, here lies a perfect chance to retell the story of the library. The library is the original Google! And now, the library is a place of AI infrastructure, which gives library goers the chance to “level up.” The library is a tech hub of information where innovation starts. The library is a community of high-tech resources. The library has “leveled up.” This directly challenges the outdated perception of what the library is. It bridges the gap between the physical and digital world and gets young people more excited about the library. Leaning into Google Gemini branding will play a big part in that, making library goers feel like they are going to a place of modern tech as opposed to a place that only has pages filled with boring text.

Why Will It Work?

Taking this approach will resonate with the target because it leans into the identity formation of these age groups. Google Gemini Labs, promoted as an expression tool, allows these young students to be empowered to learn on their own terms in interactive, visual, and non-linear ways. The stories also lean into some key factors of this demographic by being aware of the access gap and other local community needs. And finally, the promotional communication will talk like the target, leaning on the creator mindset, which shows and does not tell.

Research Overview

Research Methods Used to Inform Brand Storytelling

To develop a campaign that resonates with Gen Alpha (7–12) and Gen Z (13–17) in LAUSD, quantitative and qualitative research methods were likely used to understand youth behavior, motivations, and media habits.

Social Listening and Trend Analysis

Social listening across platforms like TikTok, YouTube, and Instagram helps identify how young audiences communicate, what content they engage with, and which trends are relevant. Research from Pew (2023) shows that the majority of teens actively use these platforms, making them critical spaces for understanding tone, format, and cultural relevance. This insight allows brands to frame AI as a creative and engaging experience, rather than a technical tool.

Usage Analytics and Behavioral Data

Analyzing how young users interact with digital tools provides insight into real behaviors. Studies from Pew (2024) and Common Sense Media show that while teens are increasingly using AI, many lack a deeper understanding of its capabilities and ethical implications. This gap helps shape messaging that focuses on empowerment and skill-building, positioning Gemini Labs as a place to learn by doing.

Surveys and Secondary Research

Large-scale studies from Pew, Common Sense Media, and McKinsey provide data on youth motivations, including a strong emphasis on creativity, identity, and self-expression. These insights help guide storytelling that aligns with how young audiences learn and engage, particularly through visual, interactive, and socially driven content.

Ethnographic and Community-Based Research

Observing students in environments like schools and libraries helps identify real-world behaviors and barriers to access. In LAUSD, where a large percentage of students come from lower-income households (LAUSD Fingertip Facts, 2023–2024), this method highlights the importance of free, accessible technology spaces. It reinforces the role of libraries as community hubs for learning and exploration.

By combining these methods, brands can create storytelling that is both data-driven and culturally relevant. For Gemini Labs, this ensures the campaign positions AI as accessible, creative, and empowering, aligning with the needs and behaviors of its target audience.