

Digital messed up Society

Understanding the (future) digital era



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+32 495 65 50 90

Flat

World

Business

creating value in a digital world



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20/10/2020 - **Introduction, understanding digital society**

25/11/2020 - Understanding digital society - presentations & debate (online)
- Trends, trendwatching & trends-lating (online)

16/12/2020 - Digital evolution

13/1/2021 - Group & individual coaching (online)

25/1/2021 - Final presentation & evaluation

Today's timing

- 09h00 - welcome & kick-off
- 09h30 - Introduction
- 10h30 - Digital Society (1)
- 12h00 - lunch break
- 13h00 - Digital Society (2)
- 15h30 - Assignment introduction





'Despacito' is the first video to 5 billion YouTube views - and it has six other records

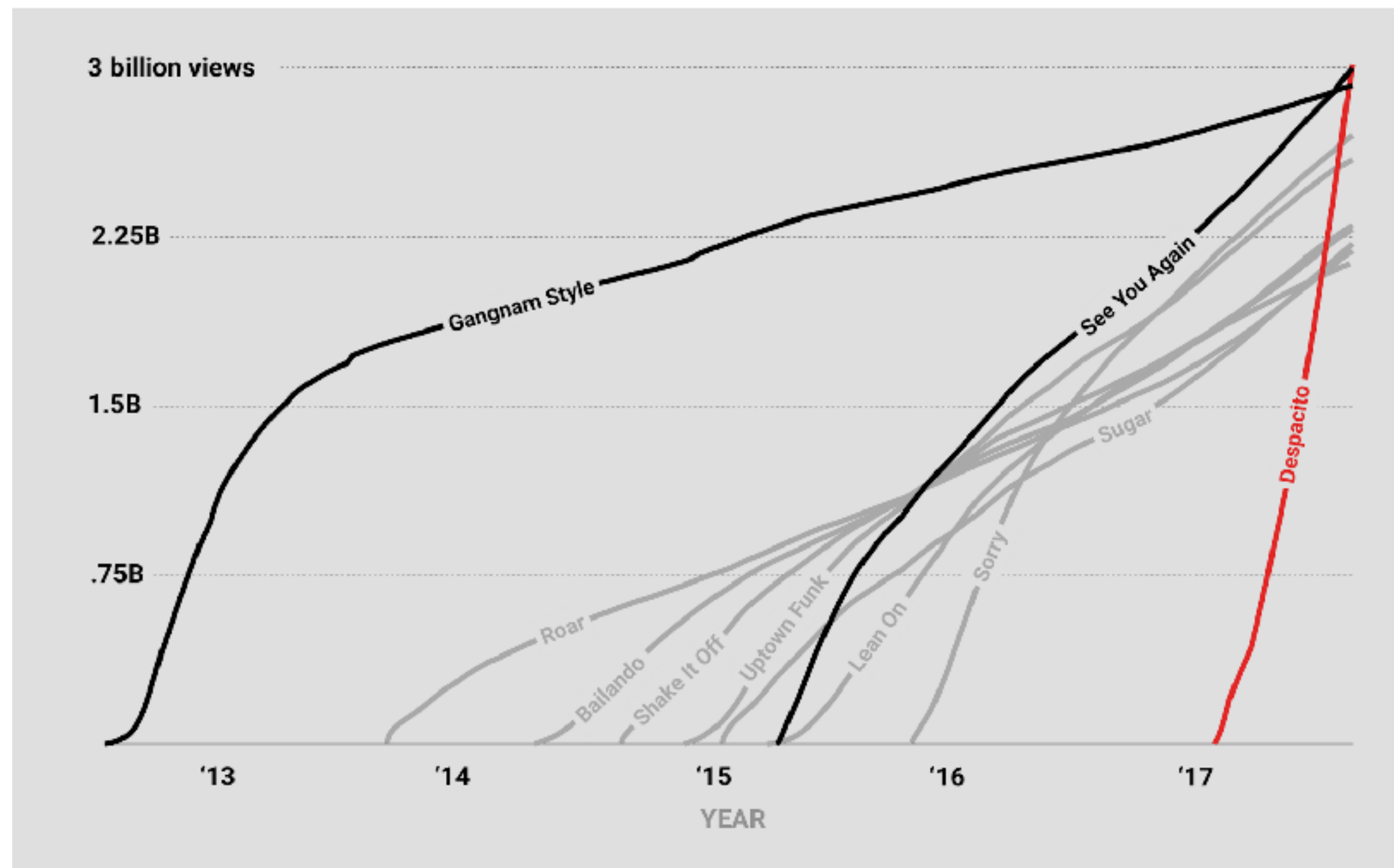
By Kristen Stephenson | Published 05 April 2018



Top 10 videos on YouTube by cumulative views, as of August 4, 2017



YouTube's Most Viewed Videos, '12-'17

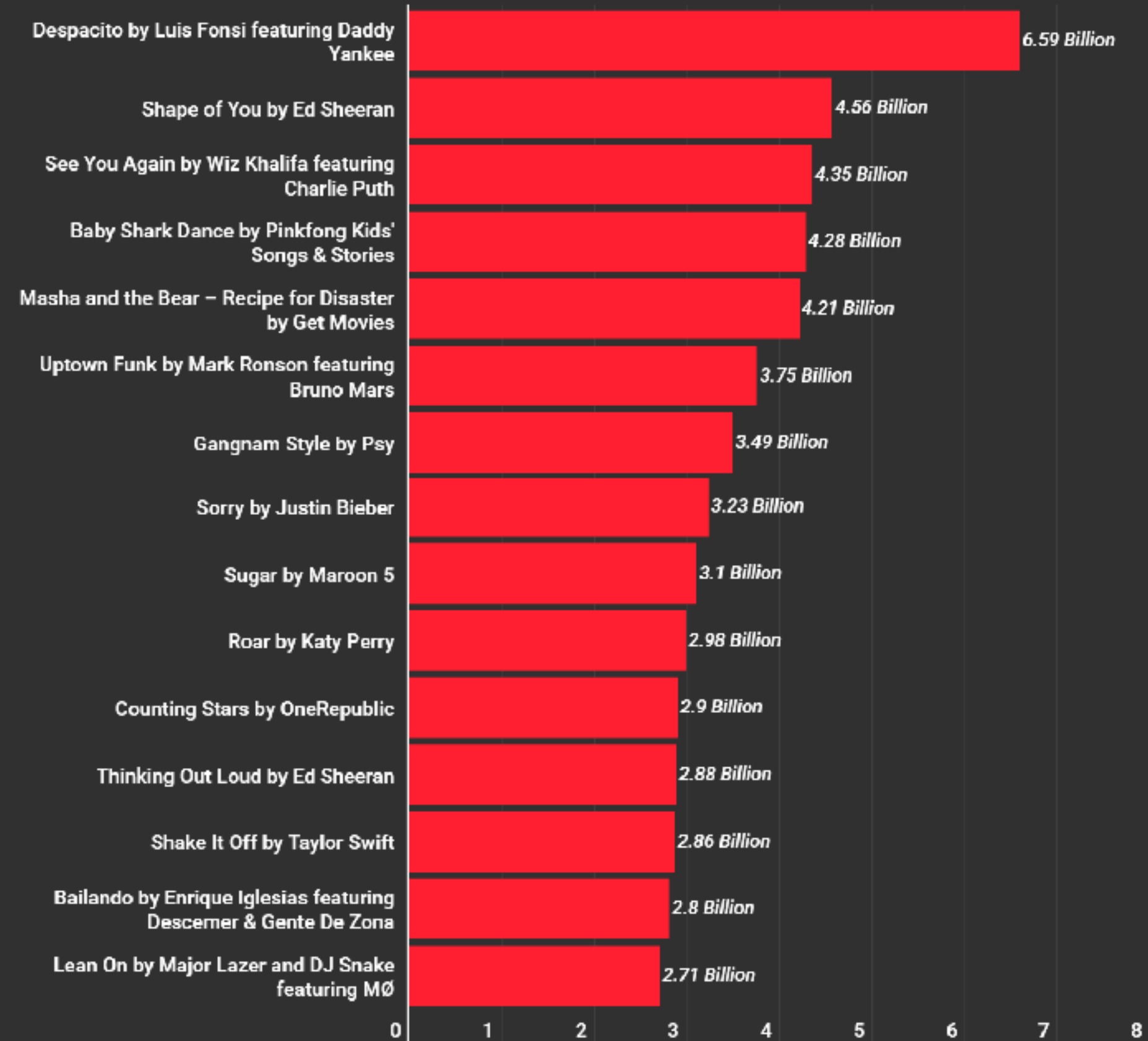




'Despacito' is the first video to 5 billion YouTube views - and it has six other records

By Kristen Stephenson | Published 05 April 2018

These Are the 15 Most Viewed YouTube Videos of All Time, Globally



Source: Social Blade / Wikipedia



MOU - 2 BILLION
DOU - 20 MILLION

5 Billion movies watched per day
1 Billion mobile views per day
500h of movie uploaded per min.

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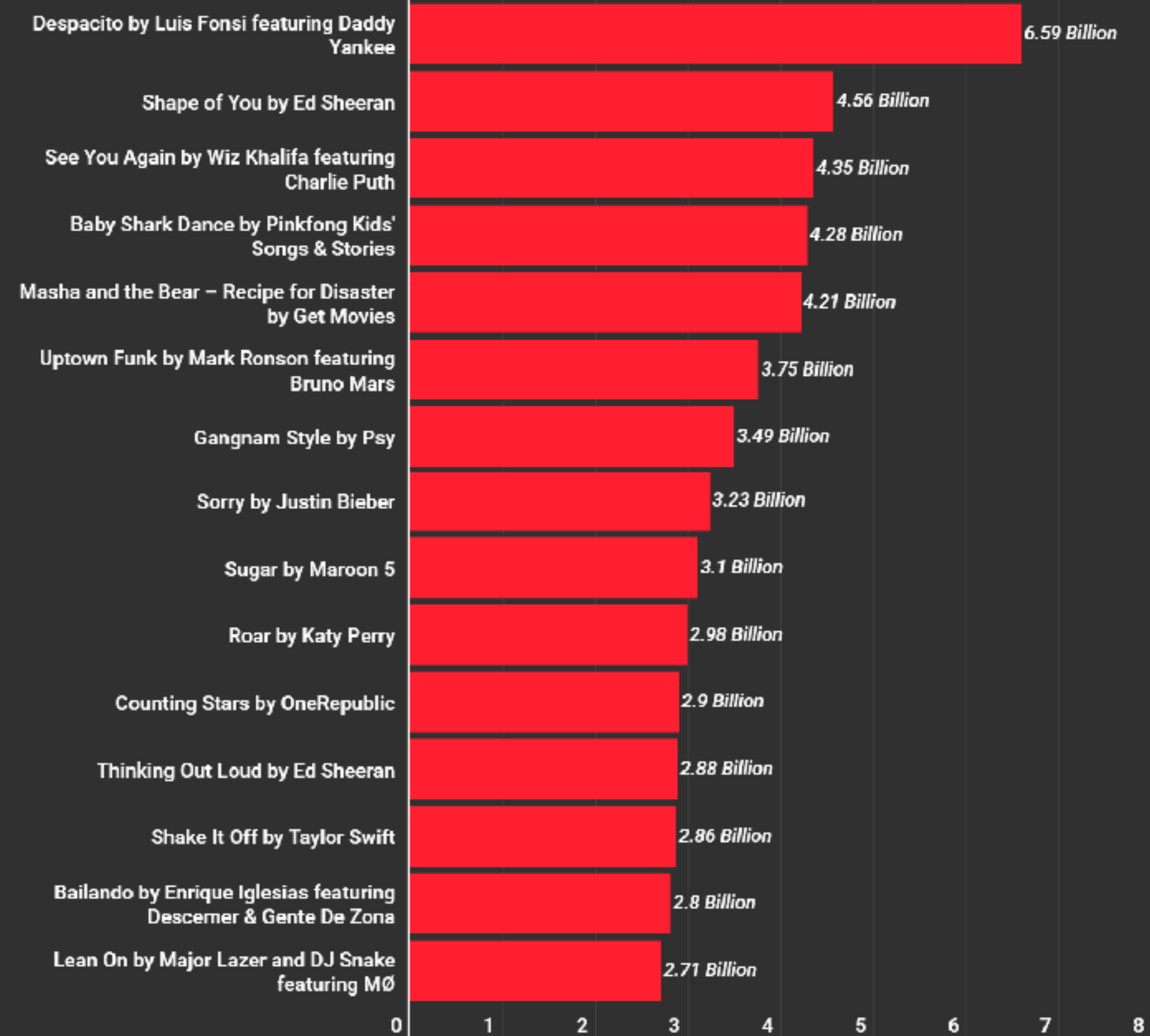
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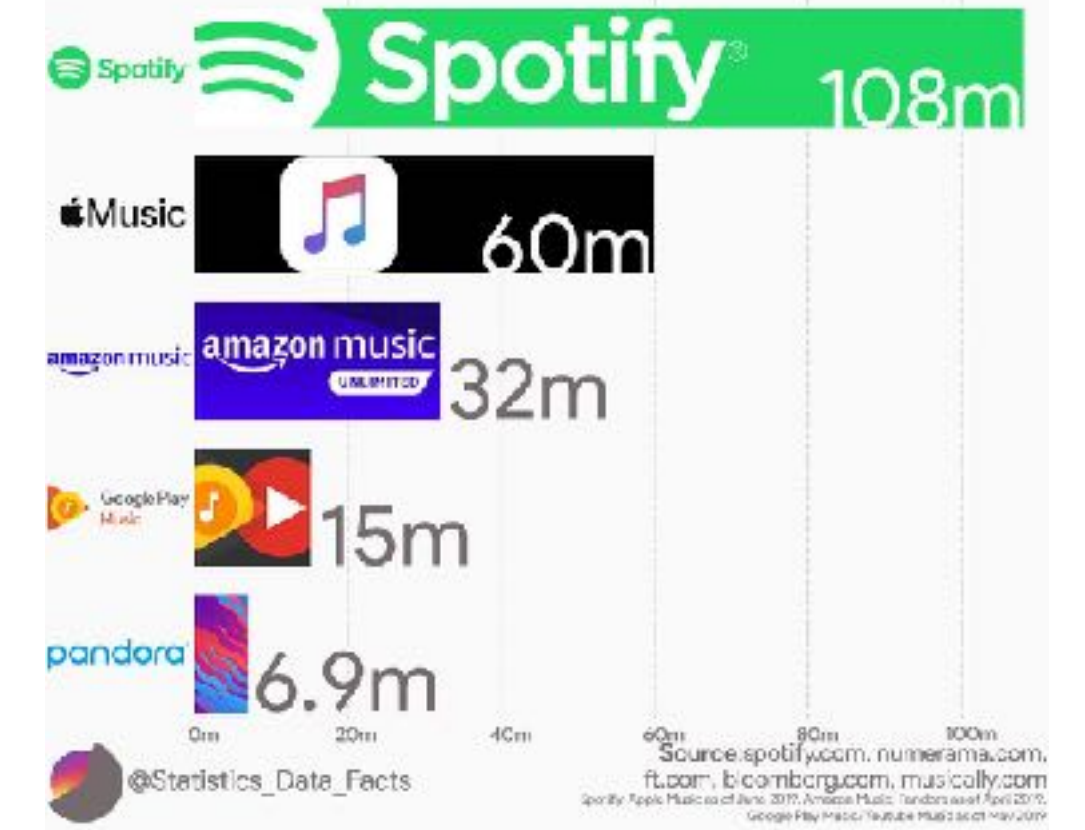
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Source: Social Blade / Wikipedia

DIGITAL INFORMATION WORLD

Number of paid music streaming subscribers worldwide



Overall Q1 Apps by Worldwide Downloads





Why VR Headsets on Russian Cows Are Nothing to Moo About

OBSERVER
3/12/2019



Russian cows get VR headsets 'to reduce anxiety'

BBC
27/11/2019



Someone is putting VR headsets on cows, and we want to know why

THE VERGE
26/11/2019



Real virtual reality or just fake moos?



Hong Kong is using tracker wristbands to geofence people under coronavirus quarantine

March 20, 2020

Covid-19: Only a third of Hong Kong's quarantine tracking bracelets are working, government admits

WEARABLES 🔒

Saturday, 21 Mar 2020

6:05 AM MYT

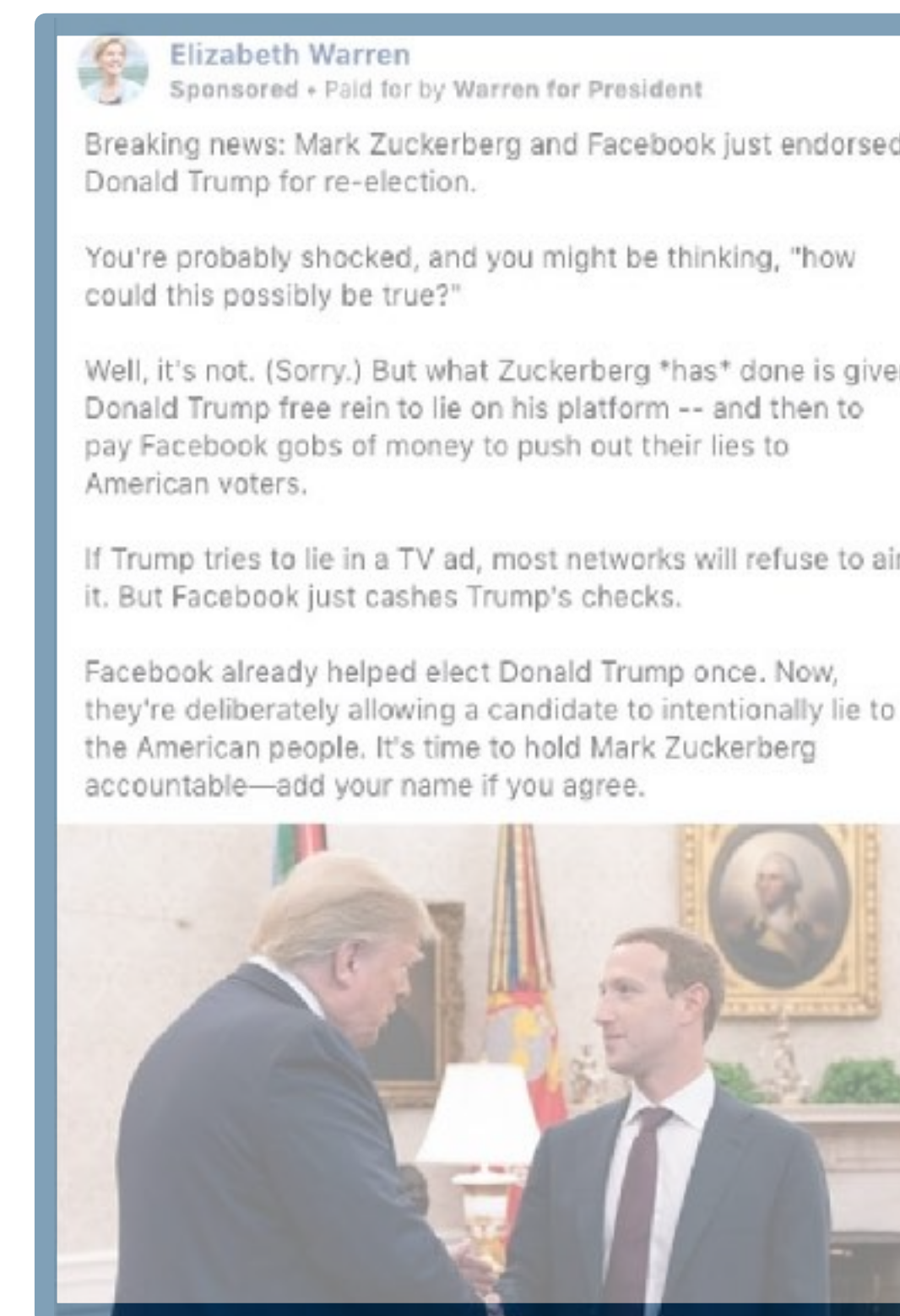
By Kanis Leung



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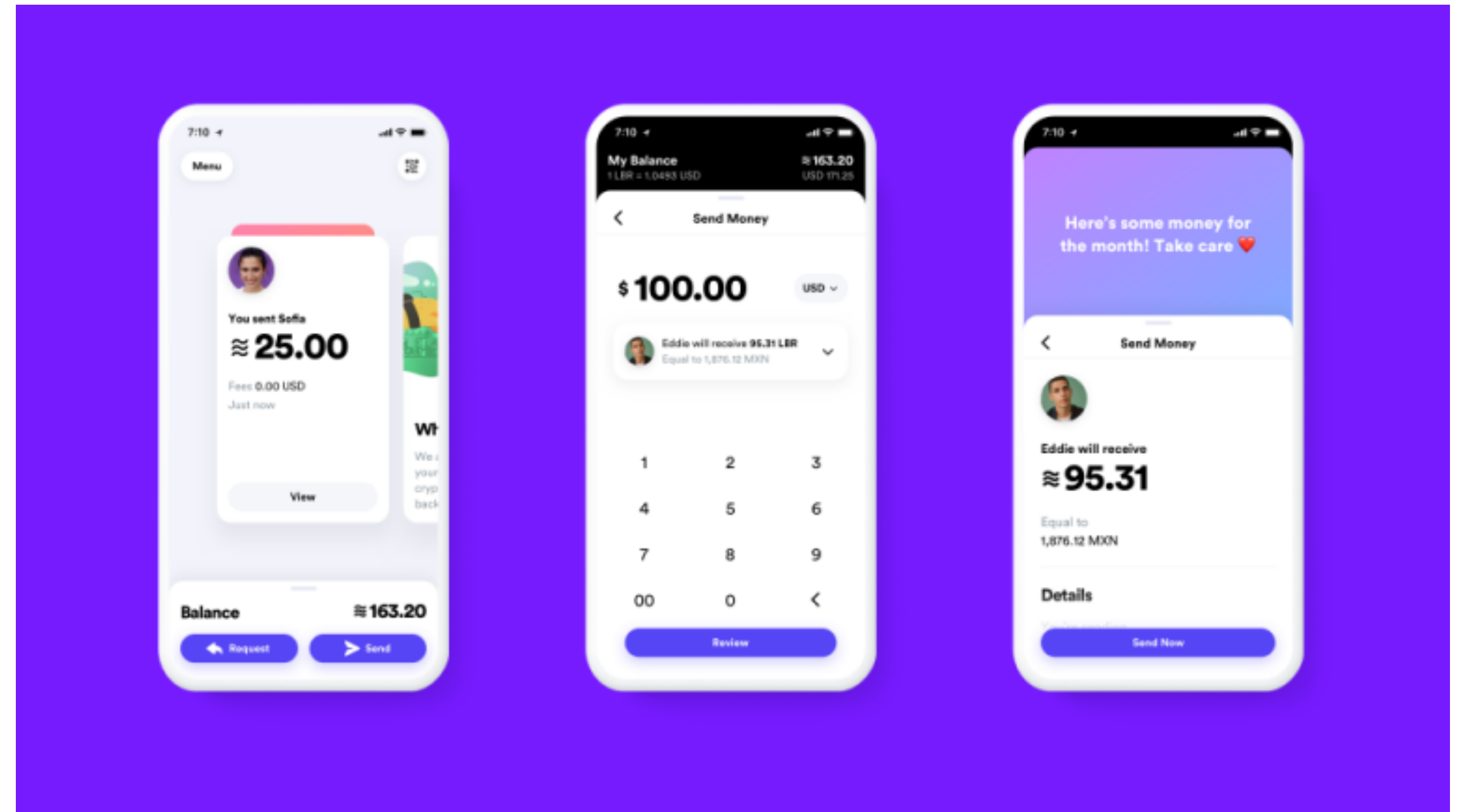
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Apple Card's Gender-Bias Claims Look Familiar to Old-School Banks





 **libra**



 **libra**



American voters,

If Trump tries to lie in a TV ad, most networks will refuse to air it. But Facebook just cashes Trump's checks.

Facebook already helped elect Donald Trump once. Now, they're deliberately allowing a candidate to intentionally lie to the American people. It's time to hold Mark Zuckerberg accountable—add your name if you agree.





libra



libra

How the wheels came off Facebook's Libra project

Support for Mark Zuckerberg's mission to reshape global finance is slipping away slowly but surely

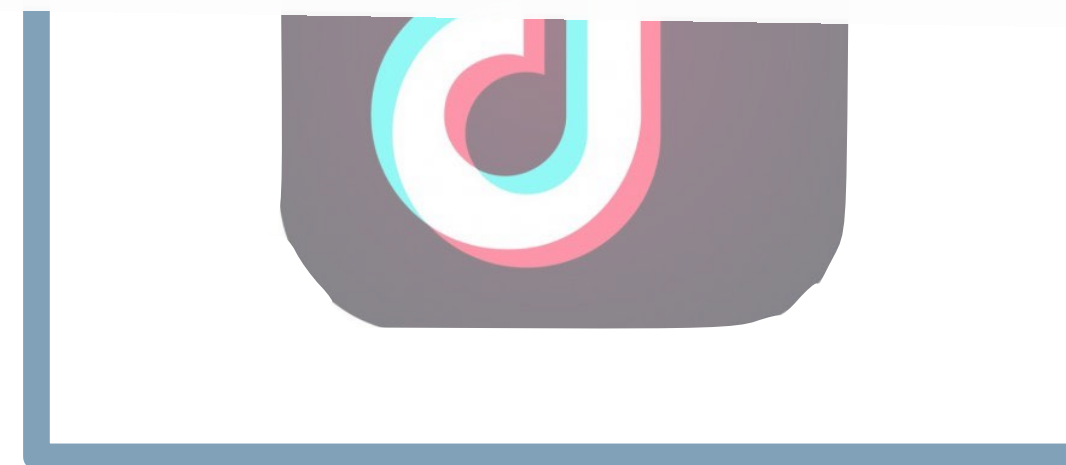
Elizabeth Warren
Sponsored • Paid for by Warren for President

Facebook's Libra cryptocurrency faces new hurdle from G7 nations

If Trump tries to lie in a TV ad, most networks will refuse to air it. But Facebook just cashes Trump's checks.

Cryptocurrencies

Facebook's Libra Is 'Neat Idea That'll Never Happen,' Dimon Says



USV Union Square Ventures

ANDRESSEN
LOROWITZ

How the wheels came off Facebook's

novi

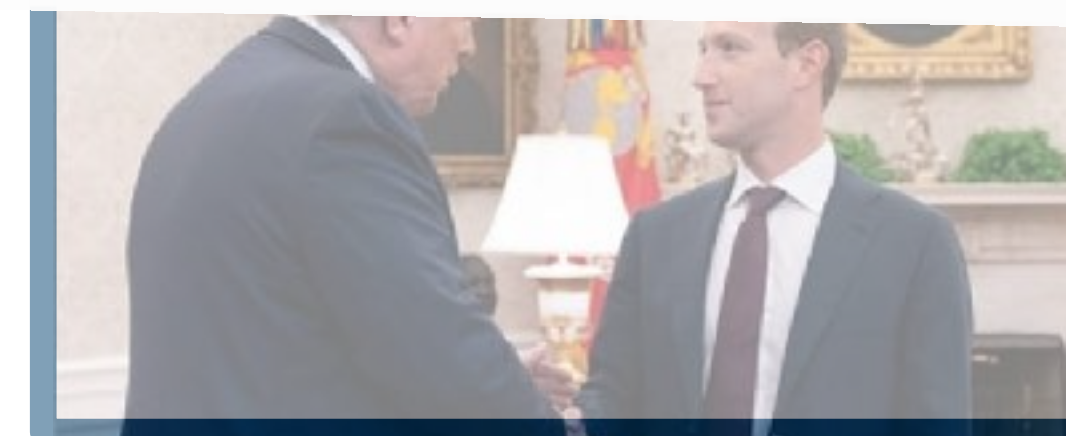
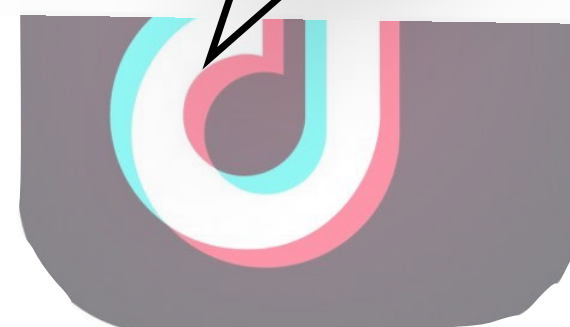
TechCrunch, 26/5/2020

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libra

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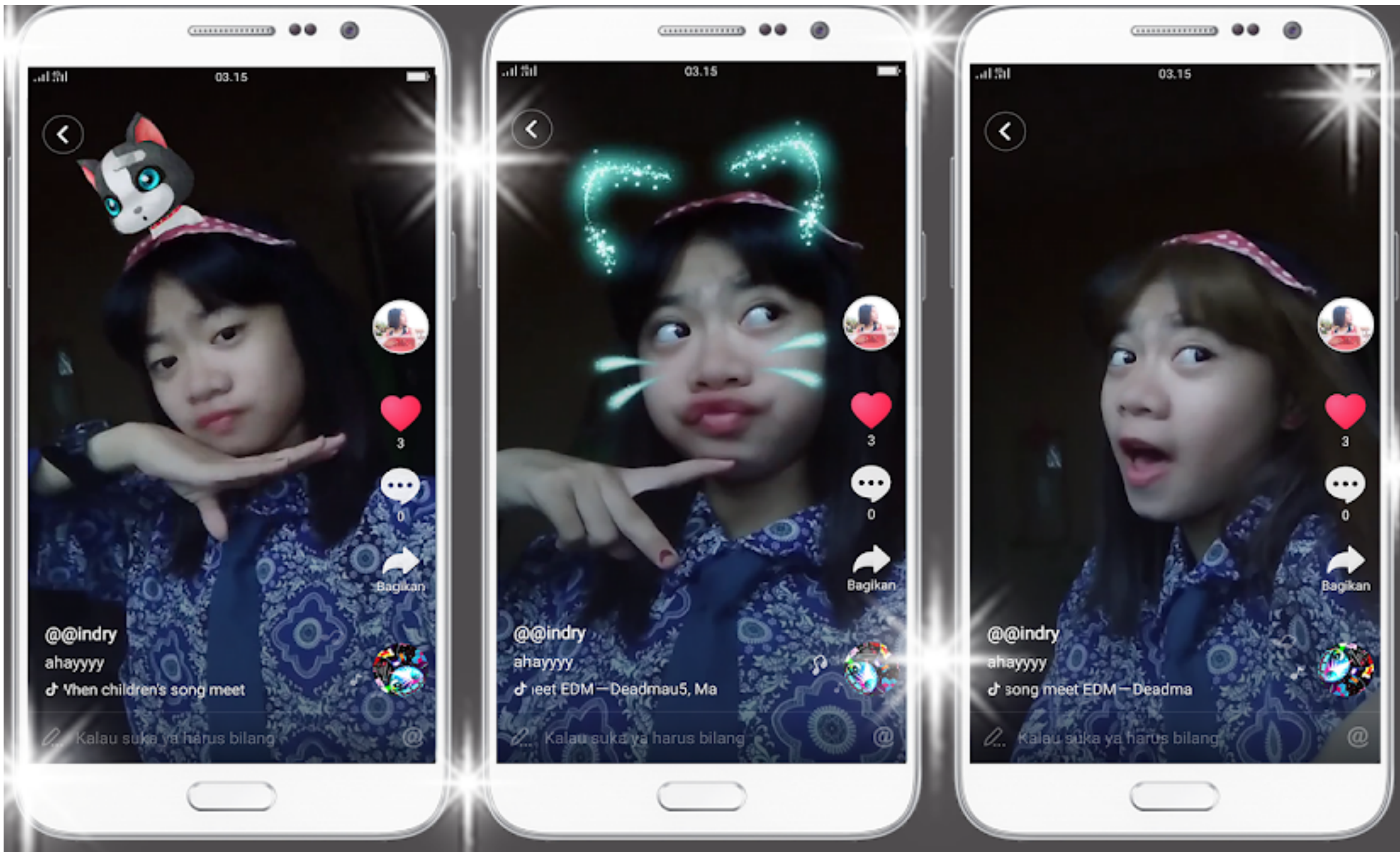
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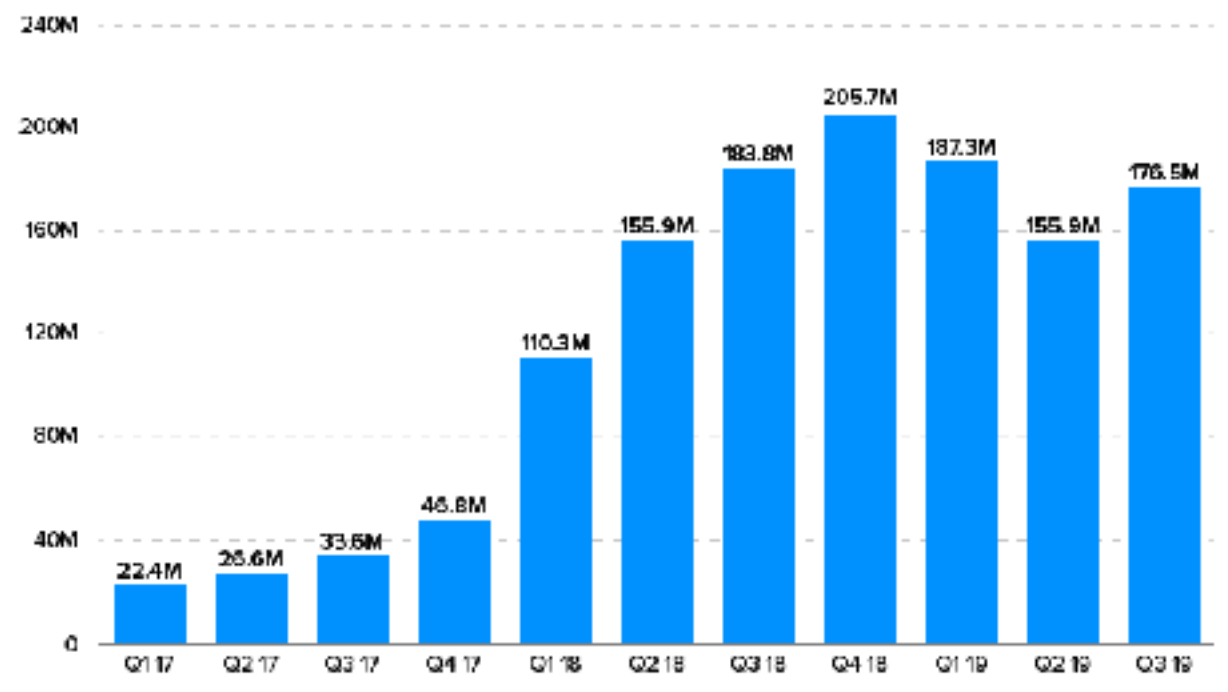
World

Business

creating value in a digital world



TikTok Global Downloads by Quarter



Source: Sensor Tower Store Intelligence

Overall - Worldwide



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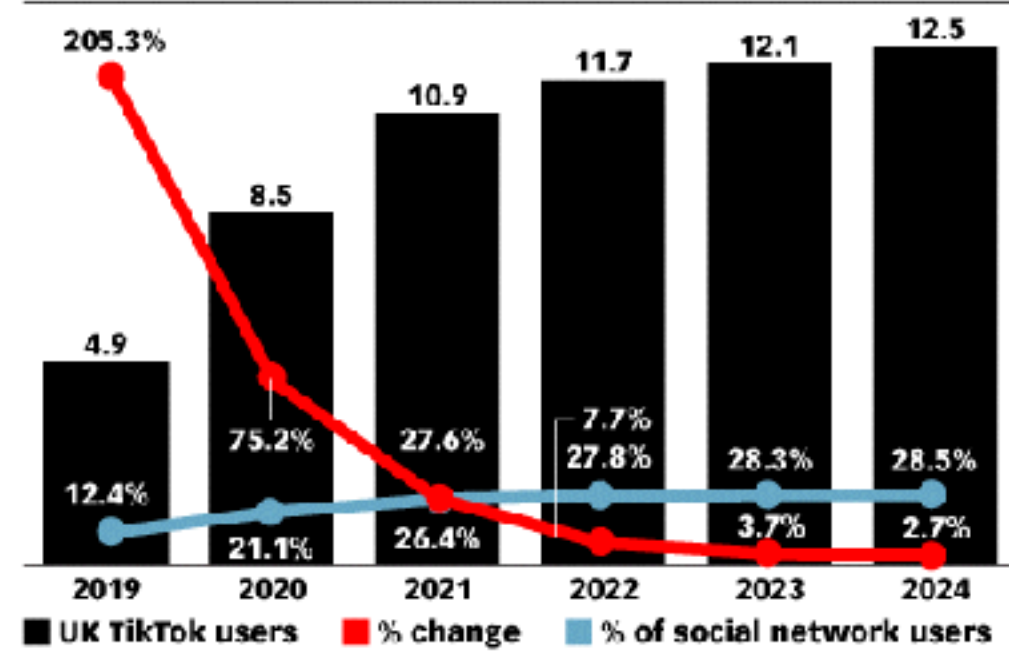
TikTok Audience Age Demographics

Ages	Ages	Ages	Ages	Ages
10-19	20-29	30-39	40-49	50+
39.9%	26.1%	10.2%	16.8%	6.5%

Source: data from App Ape Lab 2018 analysis

UK TikTok Users, 2019-2024

millions, % change, and % of social network users

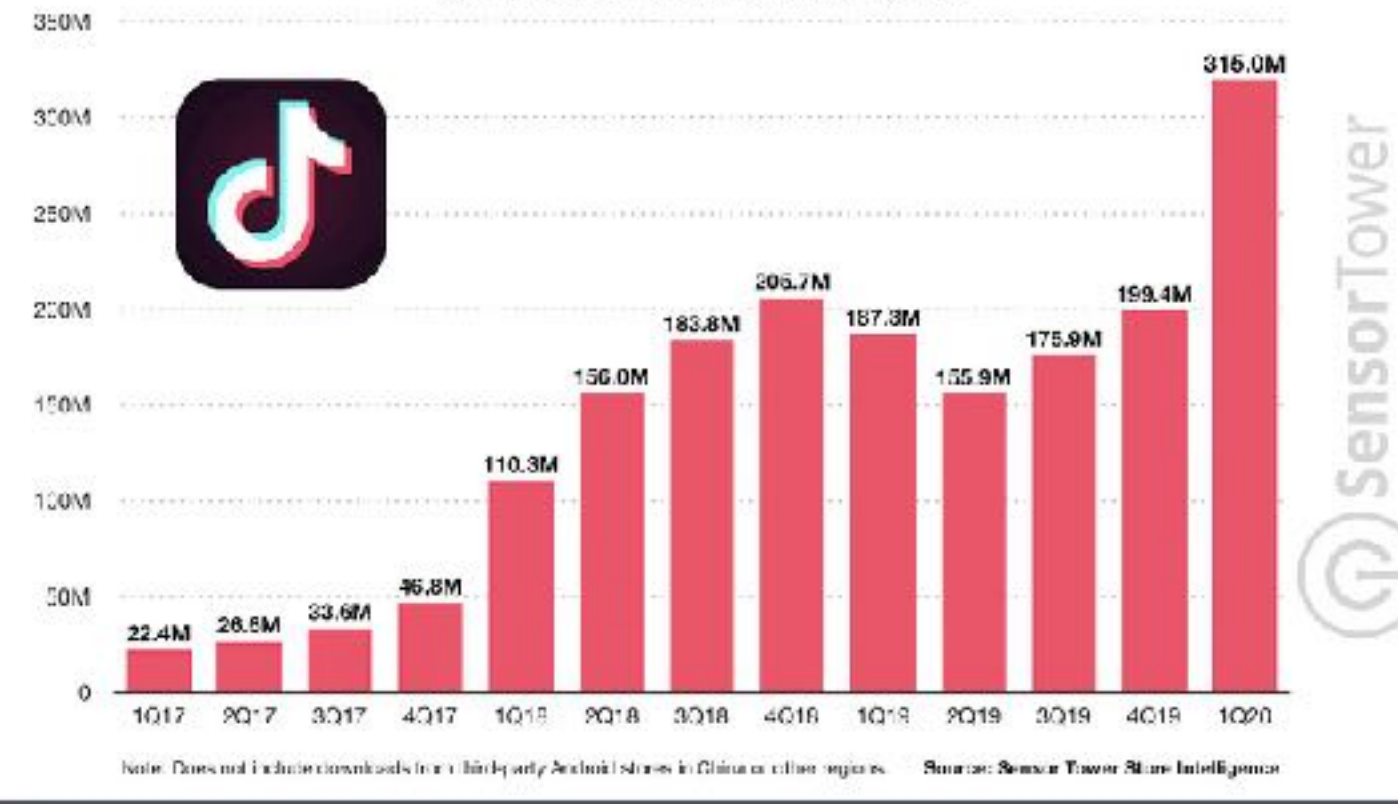


Note: internet users who access their TikTok account via any device at least once per month
Source: eMarketer, Sep 2020

257973

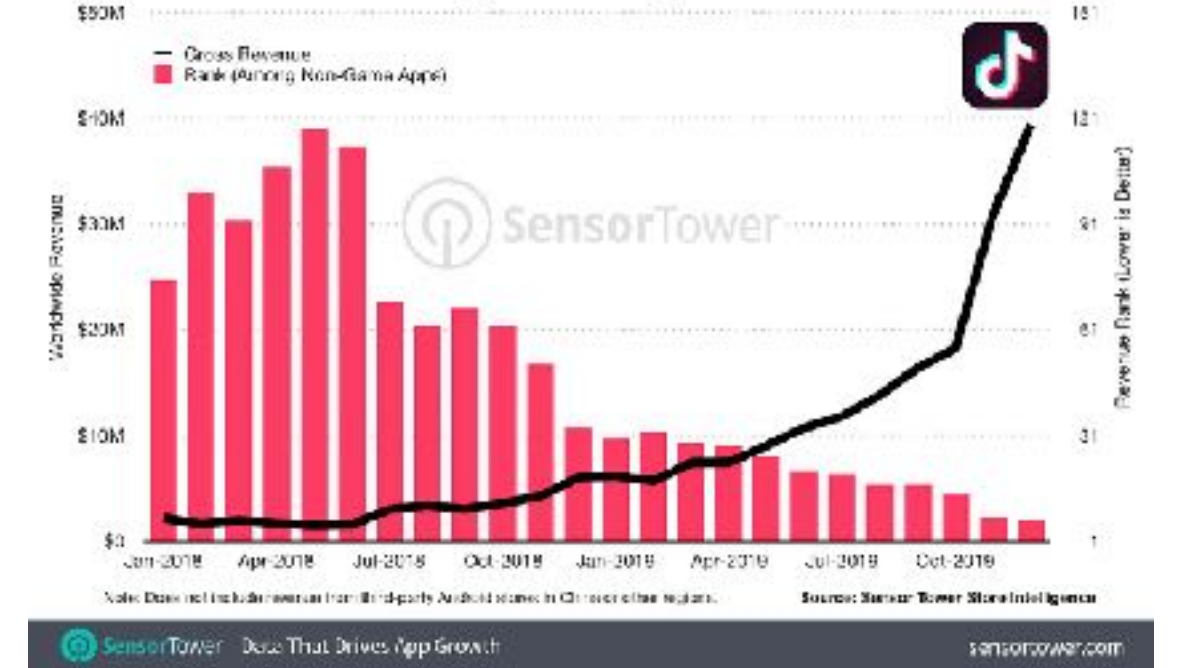
www.eMarketer.com

Global Downloads by Quarter



Note: Does not include downloads from third-party Android stores in China or other regions. Source: Sensor Tower Store Intelligence

TikTok Ranking and Revenue by Month Since 2018



SensorTower Data That Drives App Growth

sensortower.com



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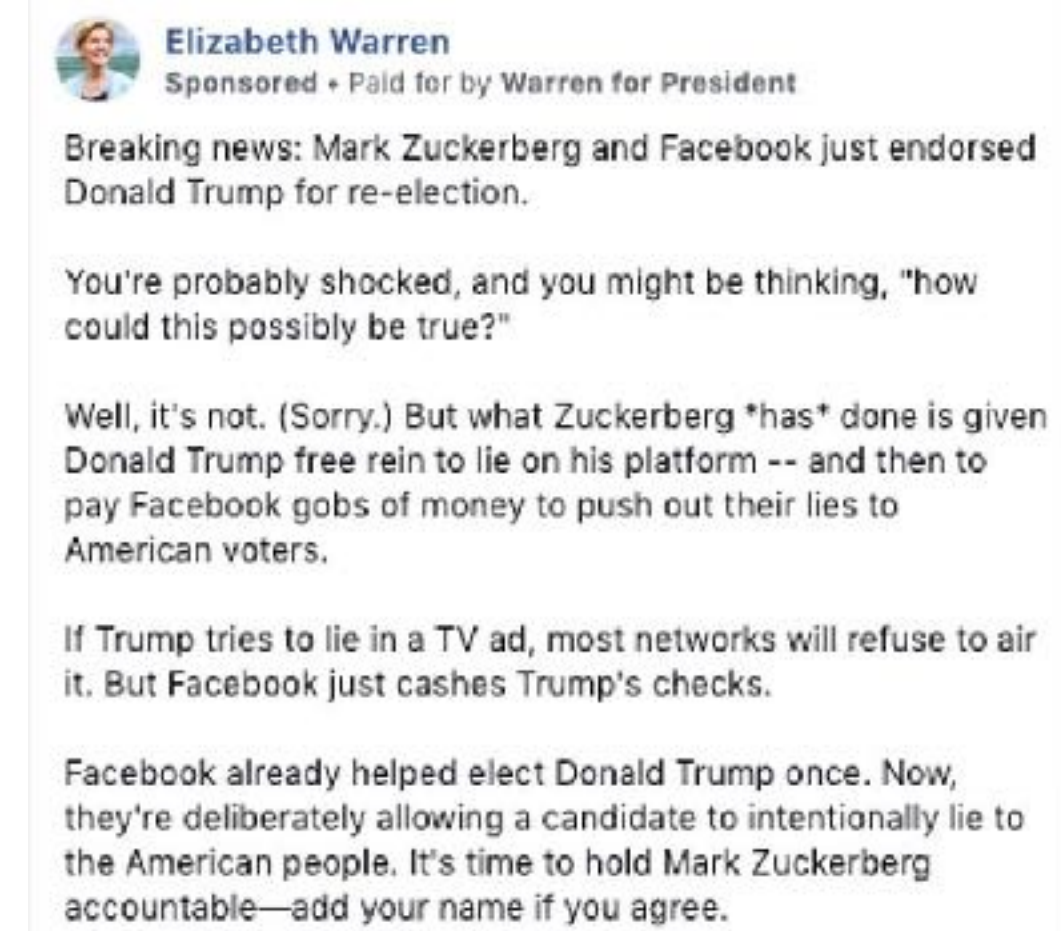
World

Business

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73%

worry about false information or fake news being used as a weapon





Fake news?!
We're just
getting started!



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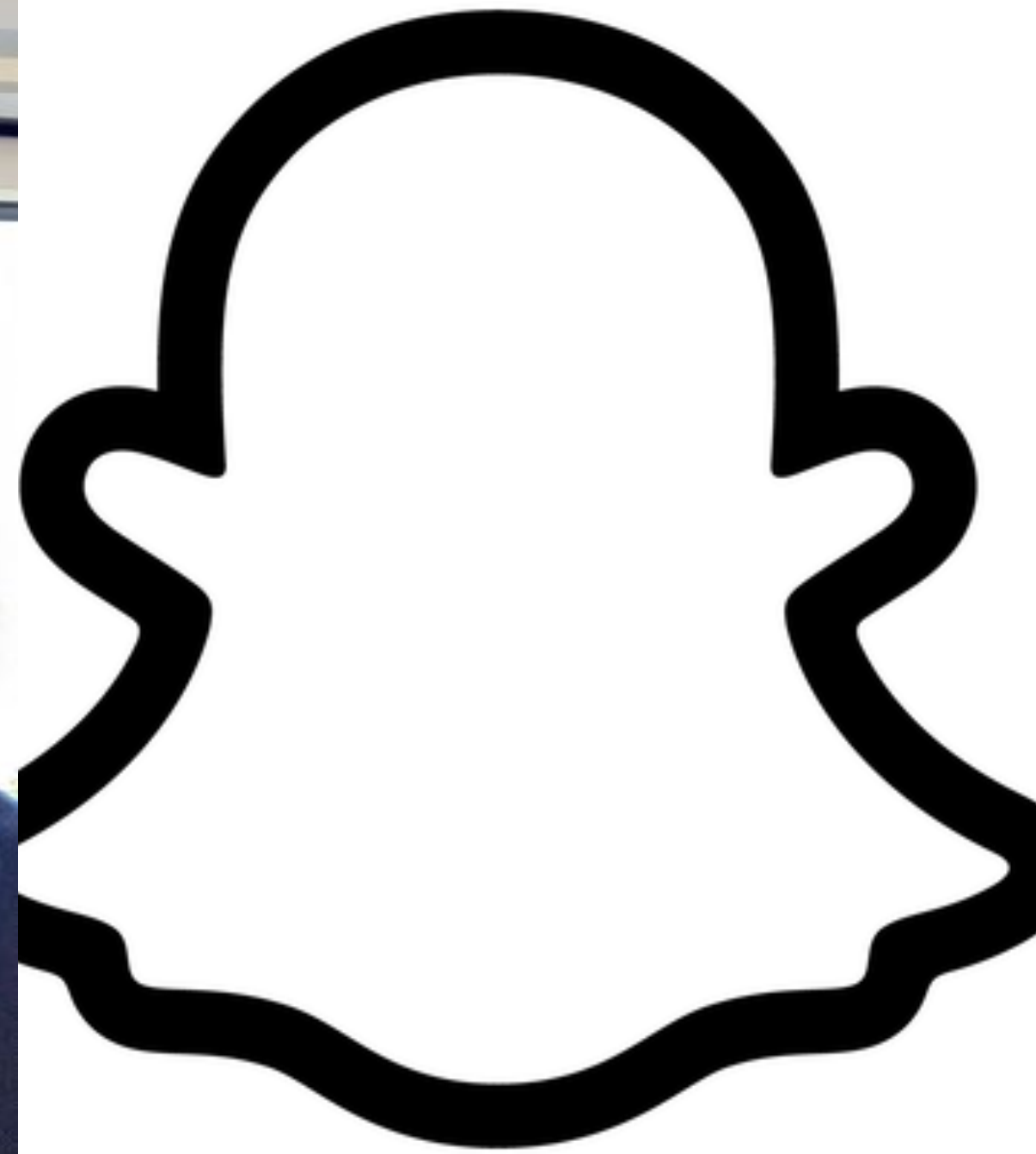
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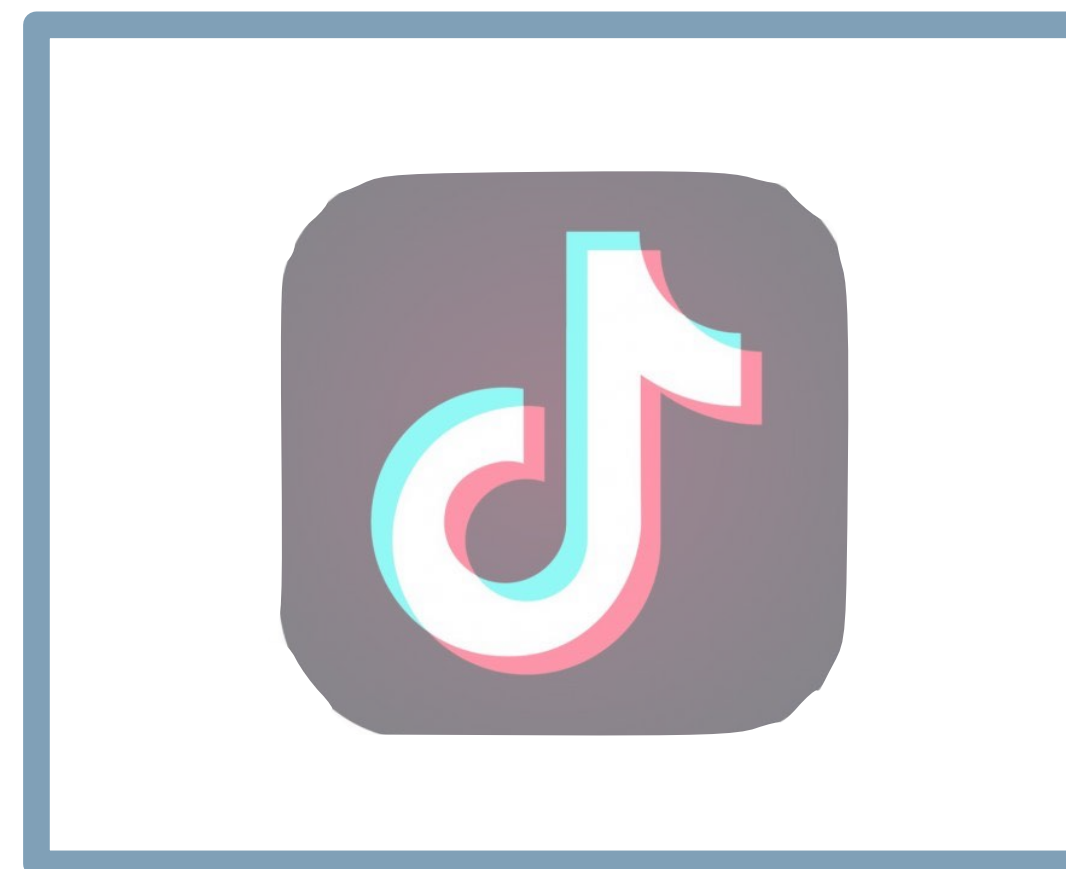
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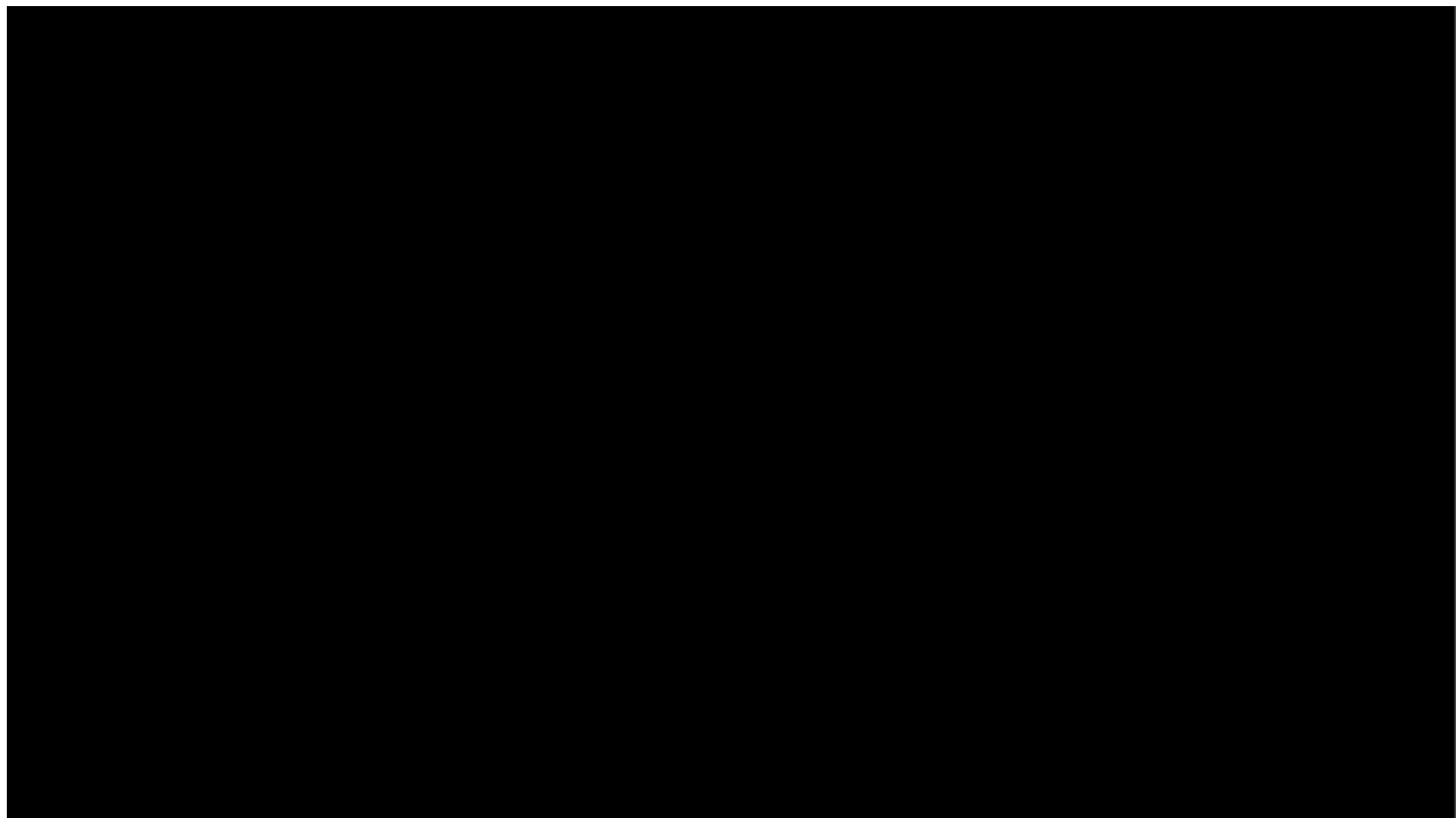
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ORIGINAL

Technology

Google makes deepfakes to fight deepfakes



26 September 2019



MAN OF S

Facebook wants to combat deepfakes by making its own

by RAVIE LAKSHMANAN — 24 days ago in FACEBOOK



k ebook

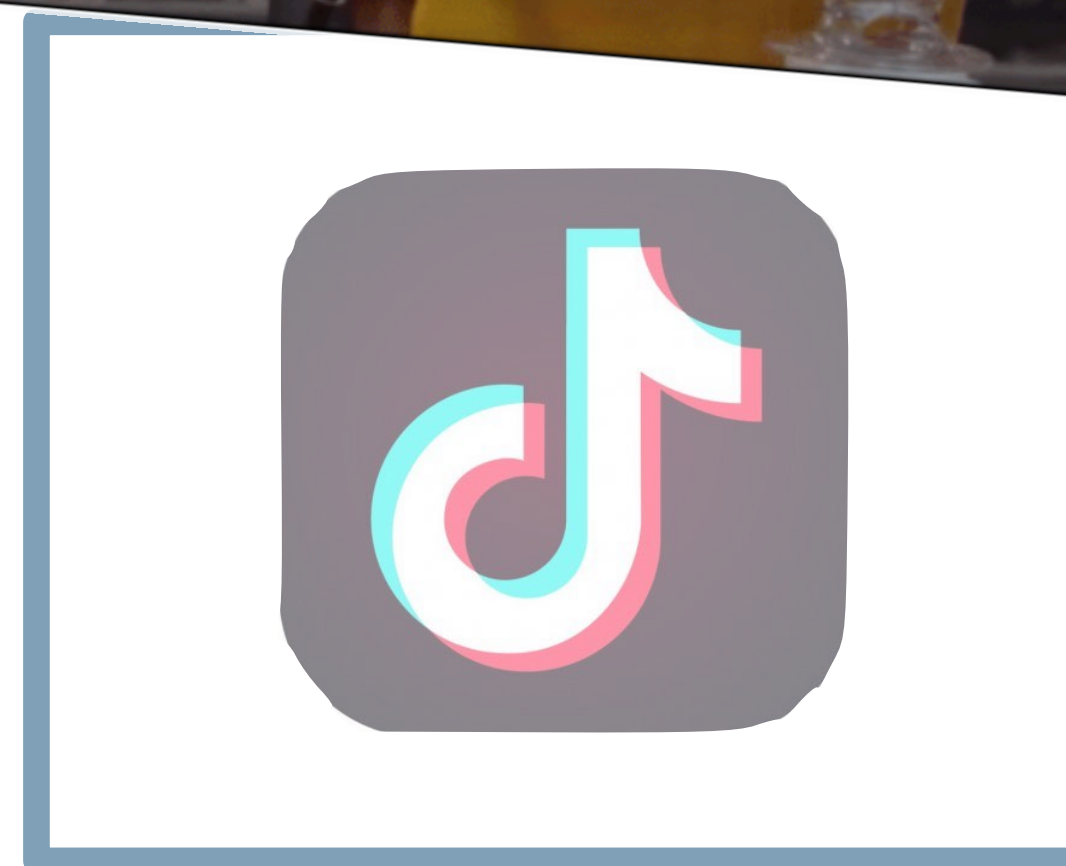
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red + Paid for by Warren for President
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Read CA's latest press releases



Data drives all we do.

Cambridge Analytica uses data to change audience behavior. Visit our [Commercial](#) or [Political](#) divisions to see how we can help you.

A blue rectangular graphic with the word "fakebook" in white lowercase letters. A small white lowercase "k" is positioned above the "a". A red "x" is placed over the "a" in "fakebook".



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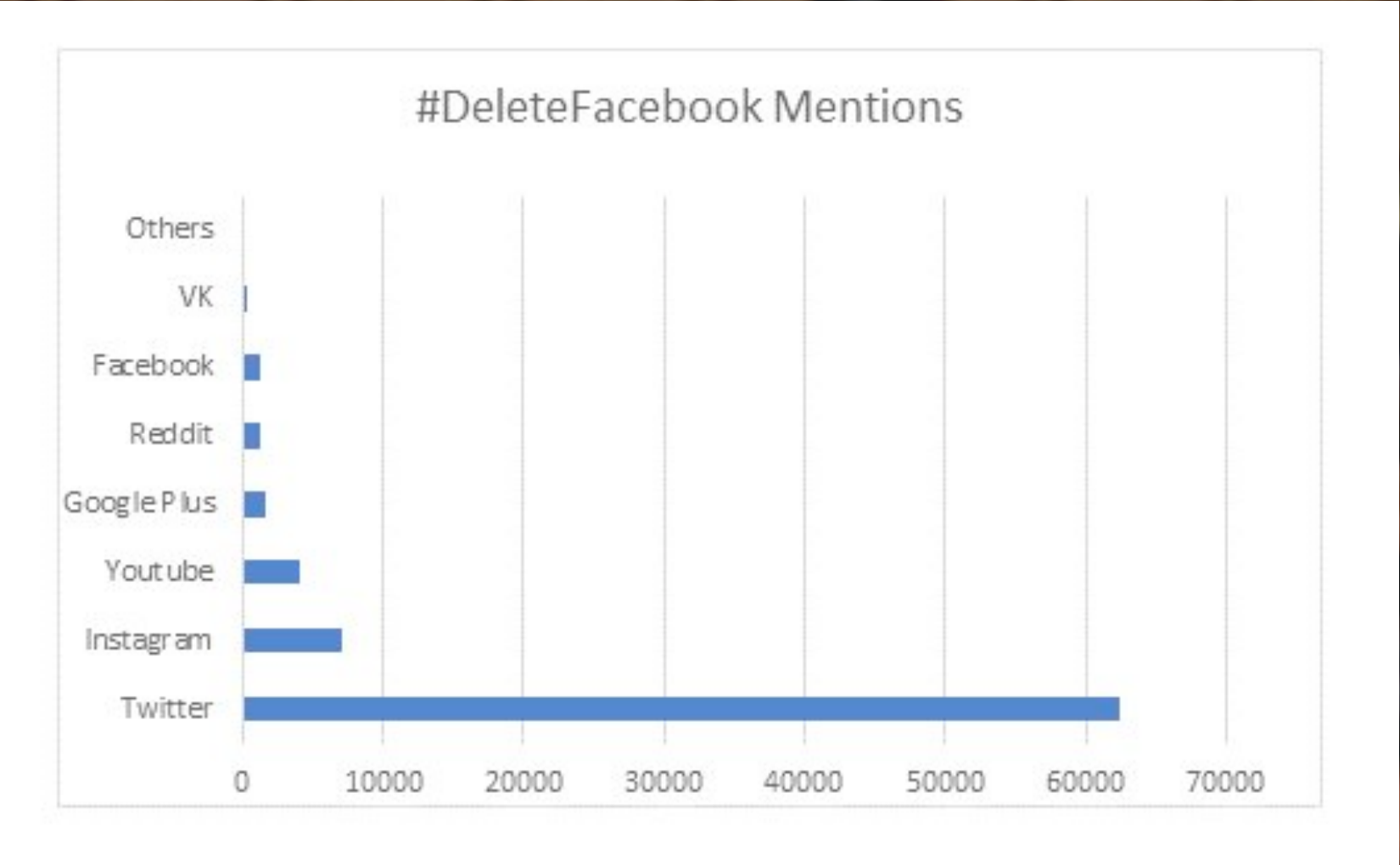
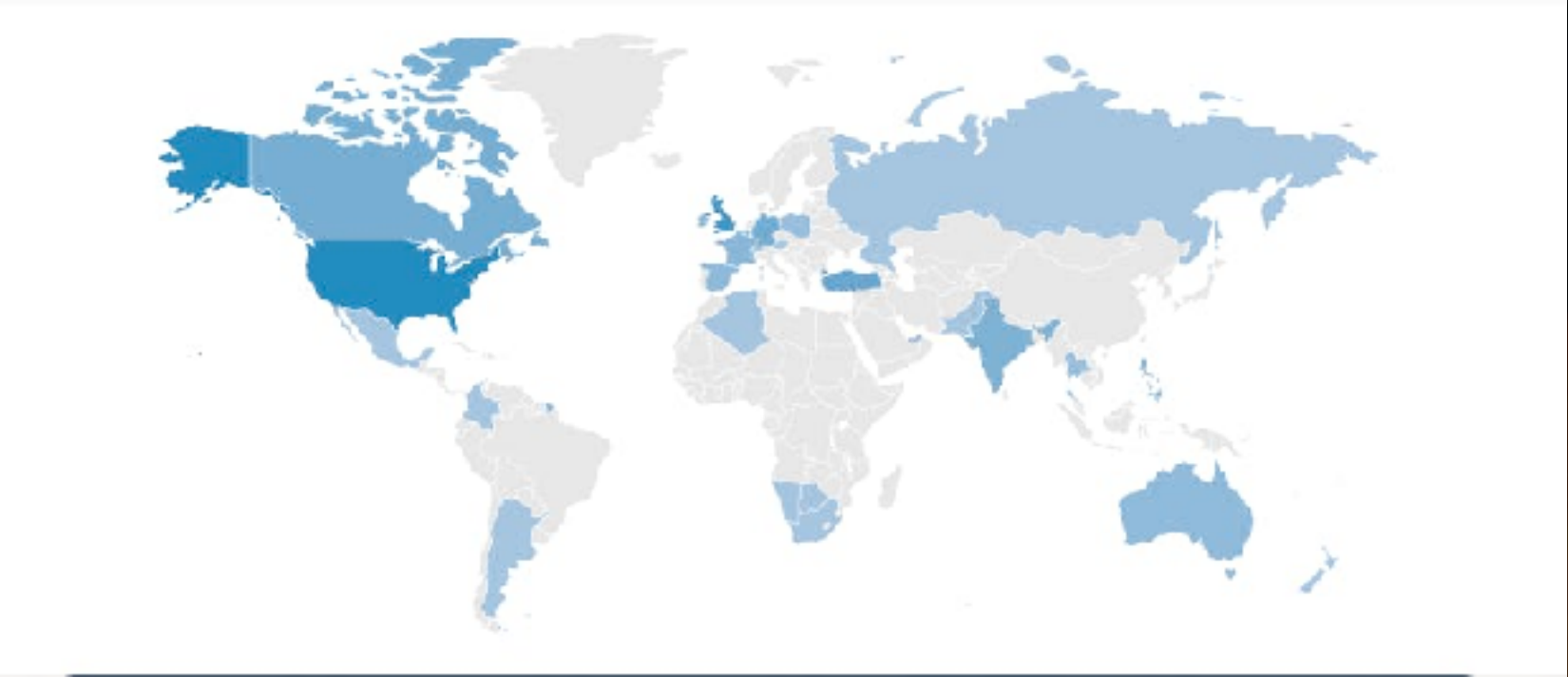
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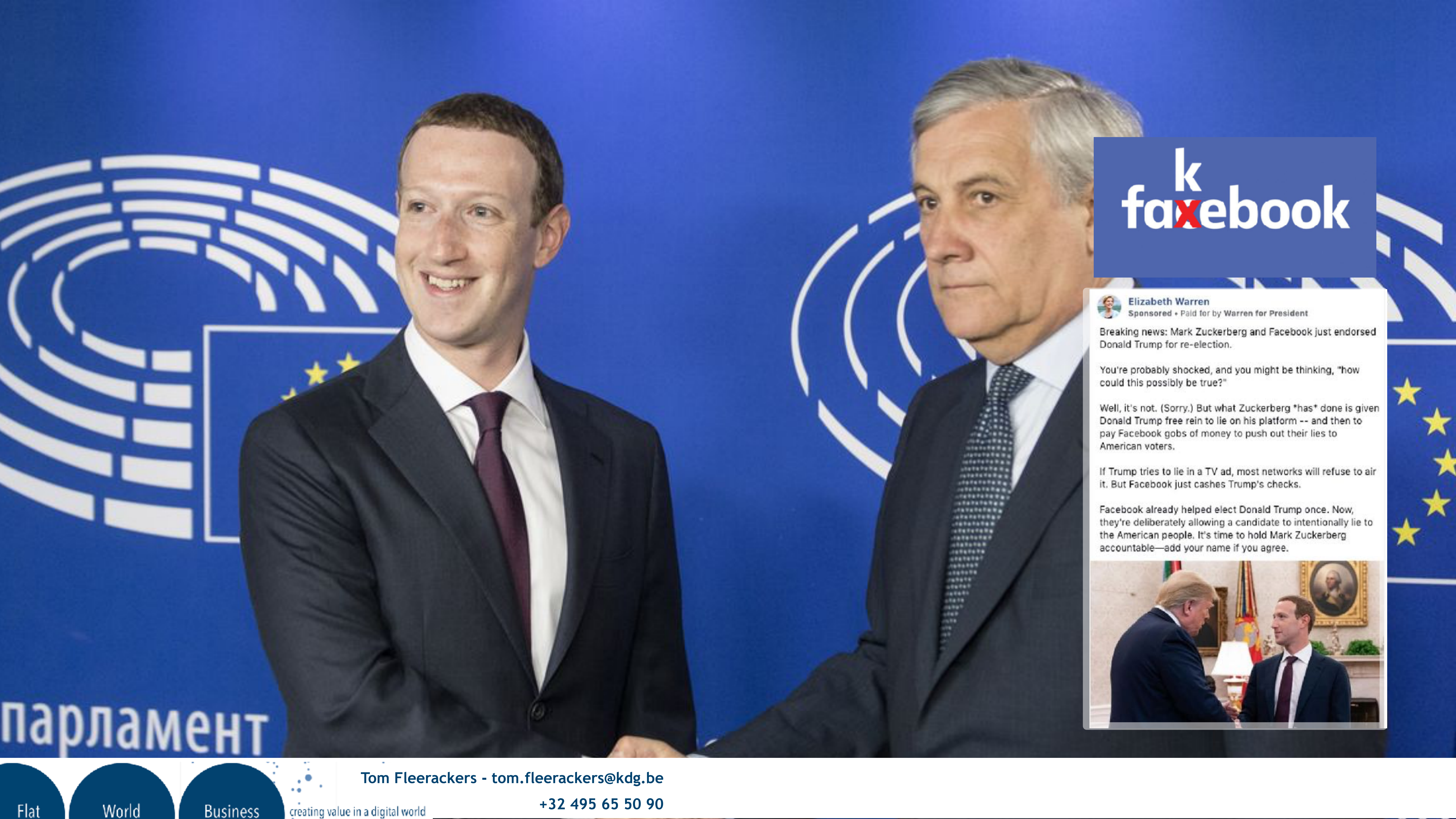
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k
fakebook



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парламент

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Flat

World

Business

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It's a **VUCA** world.



A dramatic, dark sky with swirling clouds and a bright light source breaking through at the bottom right, creating a lens flare effect.

Volatility

Uncertainty

Complexity

Ambiguity



Vibrant

Unreal

Crazy

Astounding



**We're living
in fascinating
times!**

Does anybody know this guy?!



Does anybody know this guy?!



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Does anybody know this guy?!

Elon Musk: Tesla's Updated 'Summon' Feature Will Make Your Car Follow You 'Like A Pet'

Gizmodo, November 2nd, 2018



Mobility on demand



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Technology is shaping our lives





Technology is shaping our lives
whether we like it or not!

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World

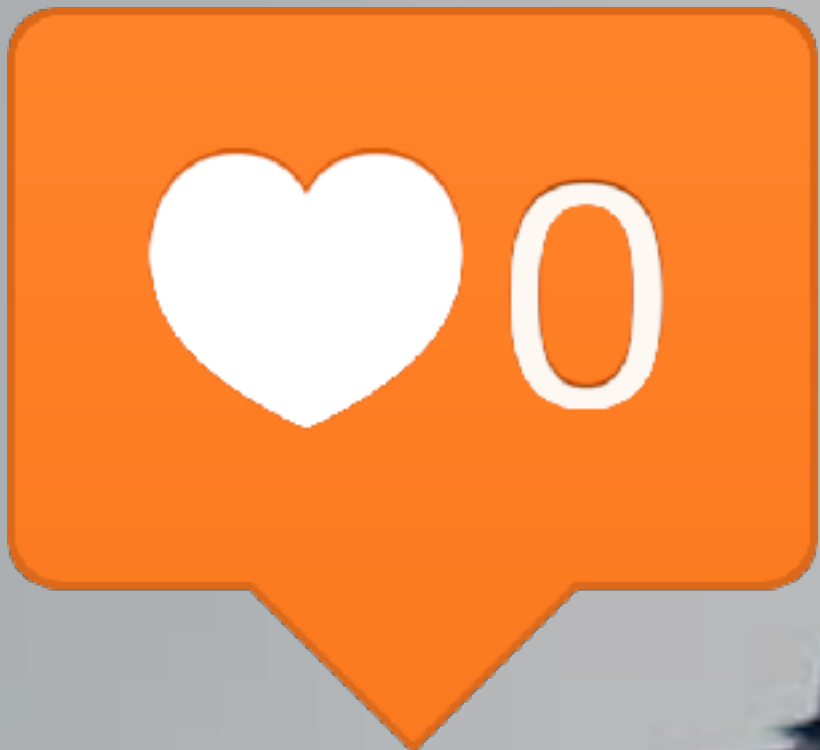
Business

creating value in a digital world

Technology is shaping our lives
whether we like it or not!



Technology is shaping our lives
whether we like it or not!



Technology is shaping our lives
whether we like it or not!

The Chicago Tribune logo is displayed in a blue, gothic-style font. The background of the slide features a wooden shelf with books and a green plant hanging from the right side. Below the shelf, a stack of blue books with a silver paperweight is visible on the left, and an Amazon Echo smart speaker stands in the center. To the right of the speaker is a white decorative object with a gold-colored top and a framed photograph of a man.

Police land Amazon Echo data in quest to solve murder

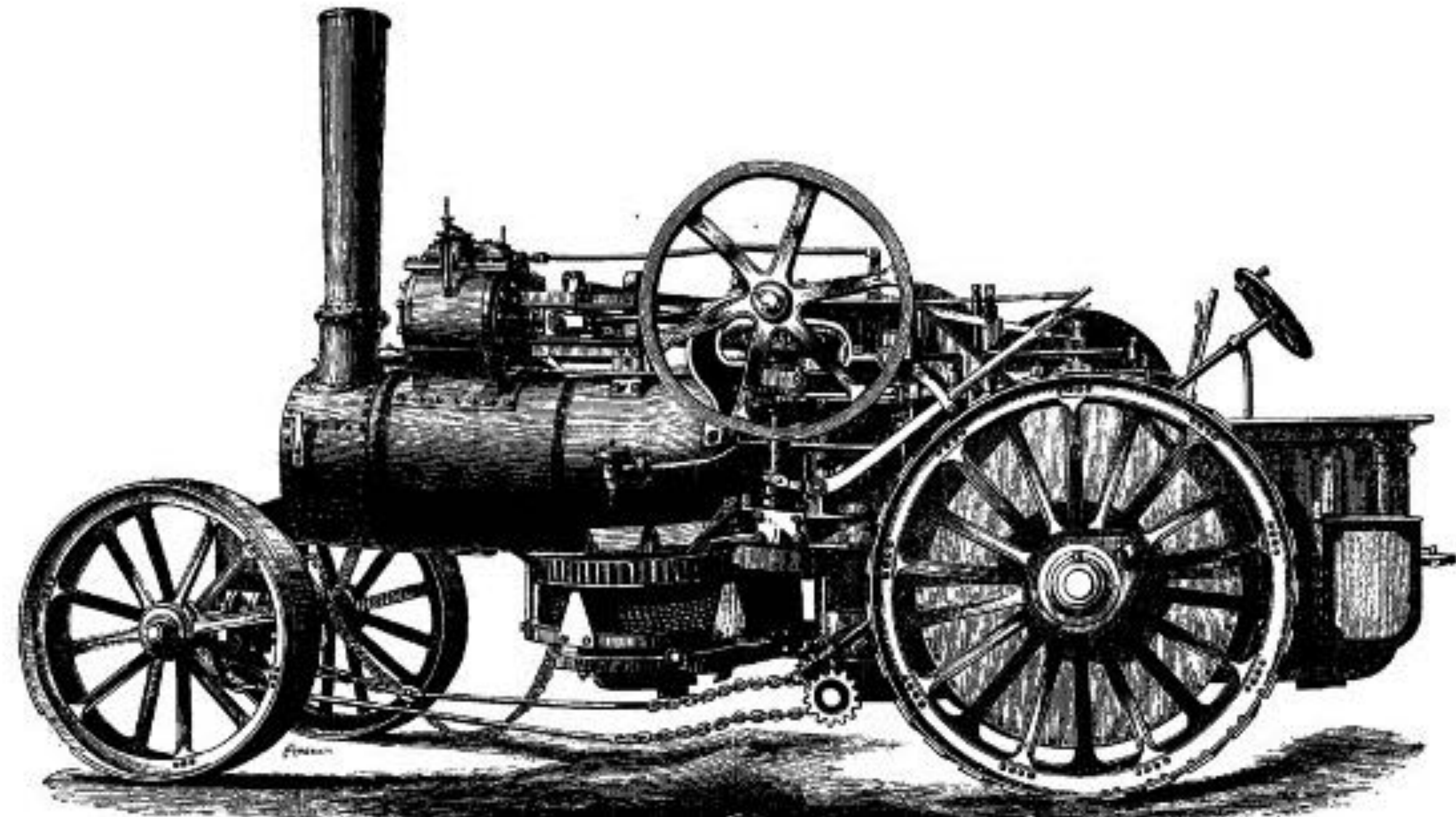
March 7, 2017

But technology has been shaping our lives for over decades!



Technology is considered to be a thing
that humans **have** and humans **do**





Technology is
a body of knowledge devoted to creating tools,
processing actions
and extracting of materials.

Today it's all about digital technology.

Digital technology is a two base process.
Digitized information is recorded in binary code of combinations of the digits 0 and 1, also called bits, which represent words and images.

Marshall McLuhan

1967

*“We shape our tools,
and (later) our tools shape us”*



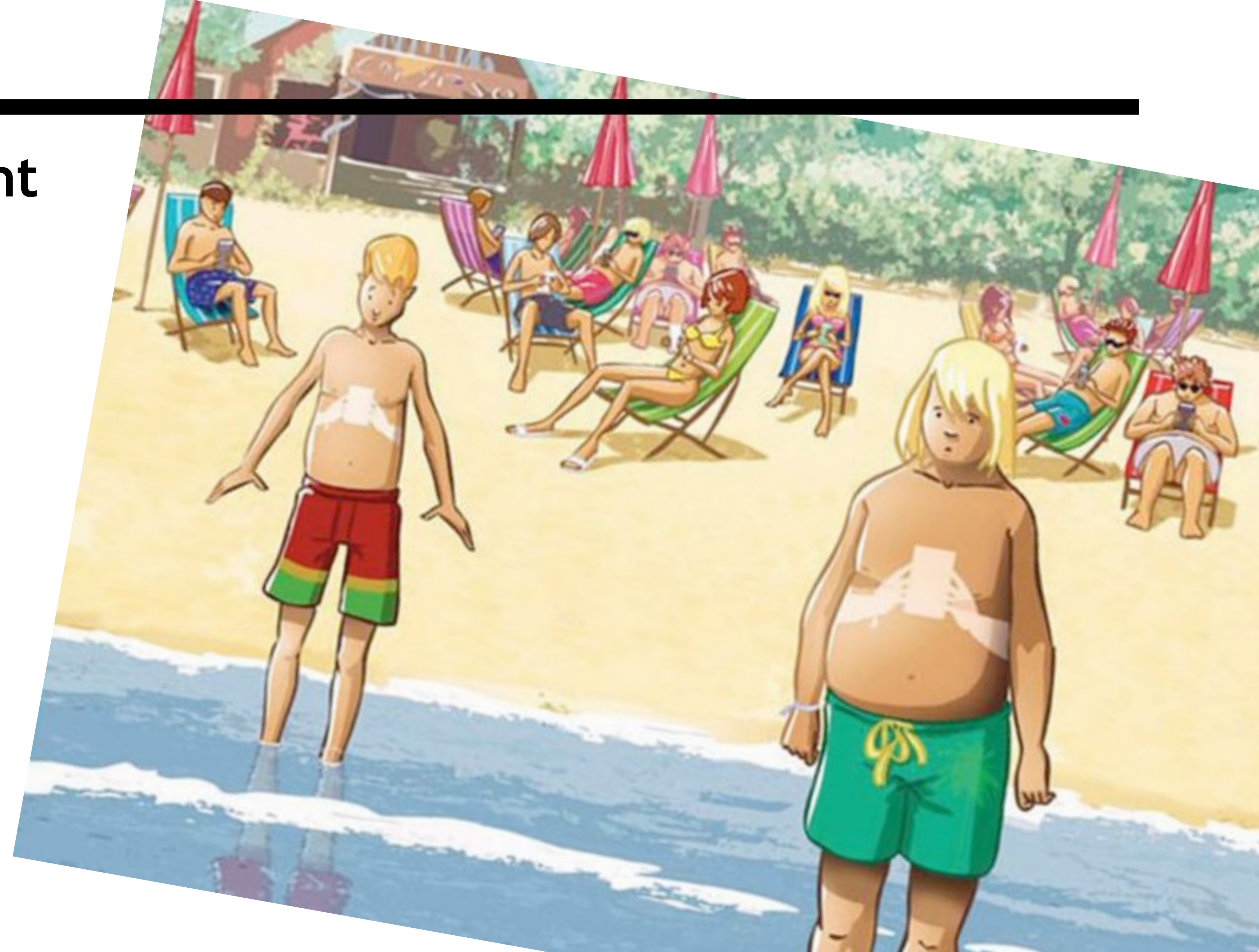


*“We shape our tools,
and (later) our tools shape us”*



Technology is what humans **are**.

Although we might want to change some of these new habits?!



Although we might want to change some of these new habits?!

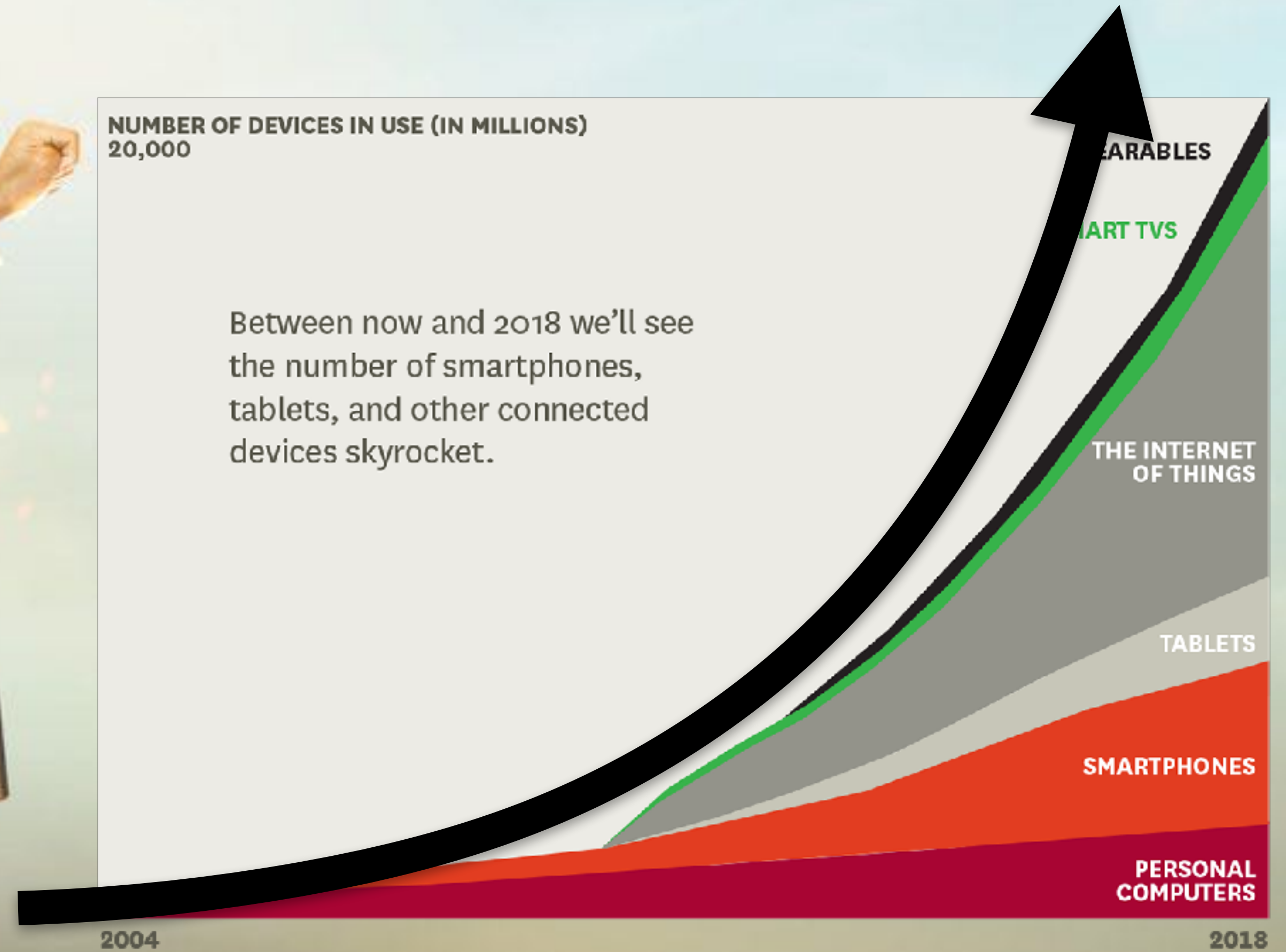


...we ain't seen nothing yet!

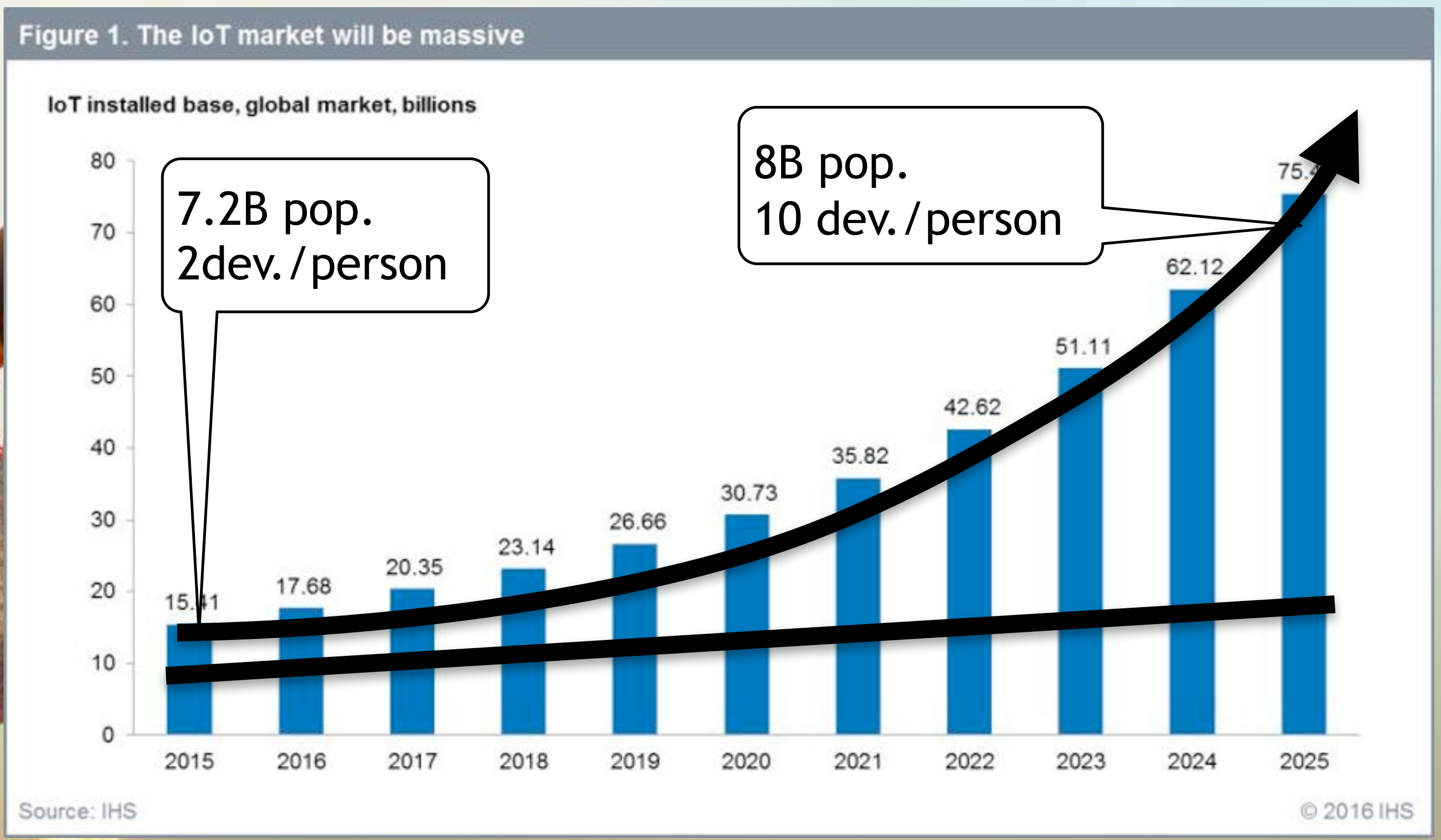


NUMBER OF DEVICES IN USE (IN MILLIONS)
20,000

Between now and 2018 we'll see the number of smartphones, tablets, and other connected devices skyrocket.



...we ain't seen nothing yet!

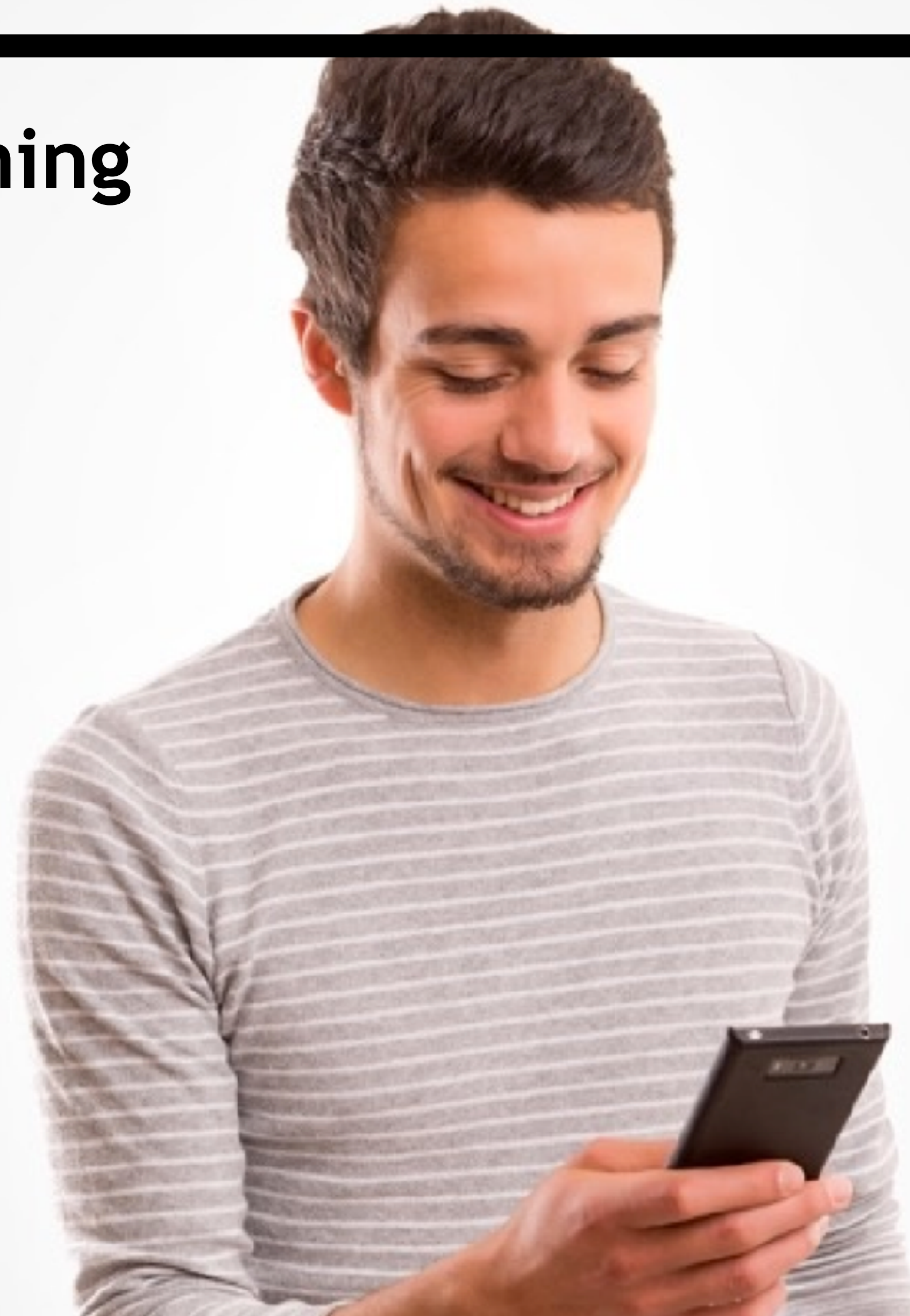


The internet will disappear!

“When everything is connected, the internet as we know it will be gone. You won’t need to push a button (safari, explorer) anymore to be online. Connectivity will be like oxygen: all around!”



Humans are becoming digital



Humans are becoming hybrid



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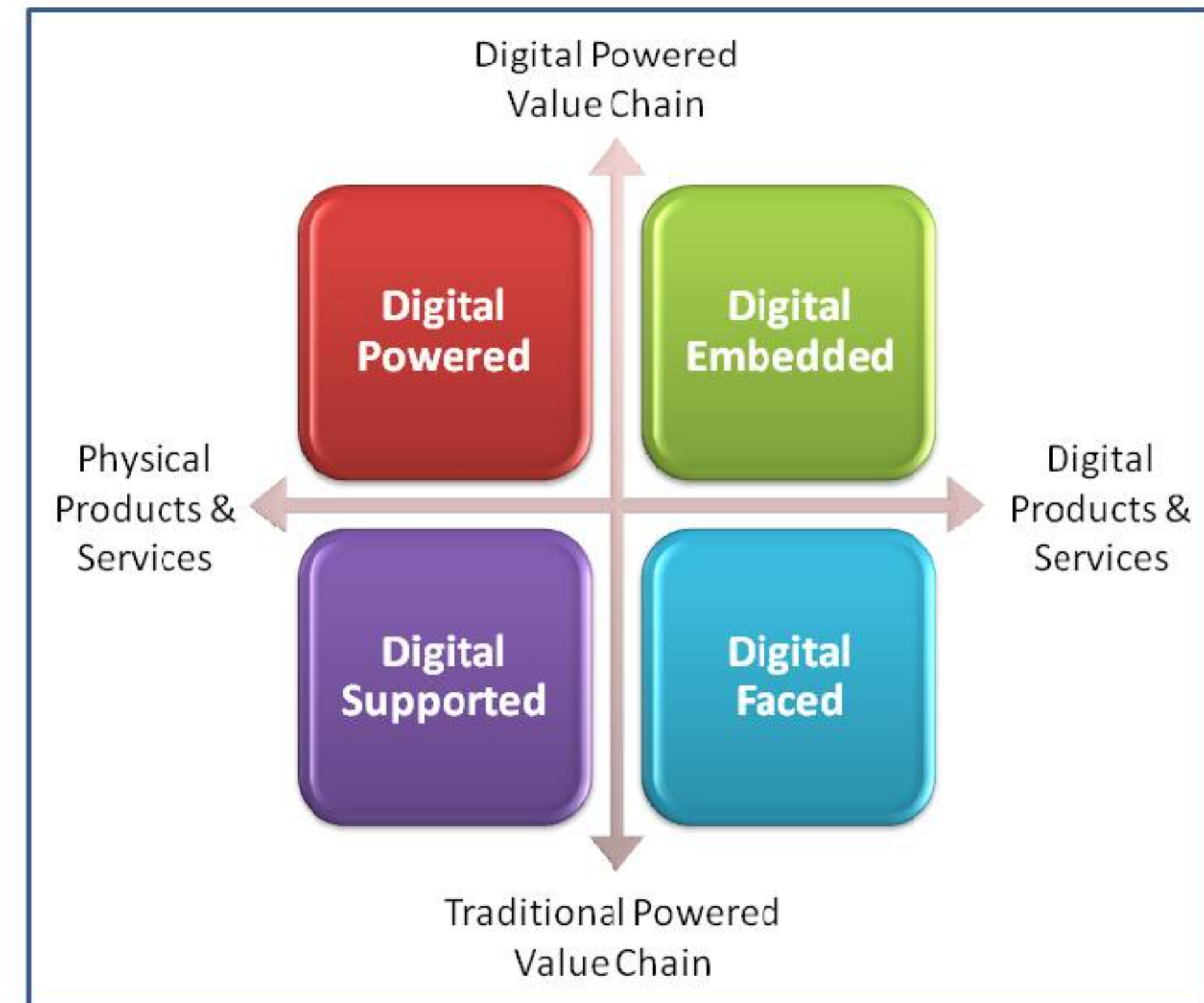
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Digital Darwinism

The evolution of society and technology and its impact on behavior, expectations and customs.

Digital economy

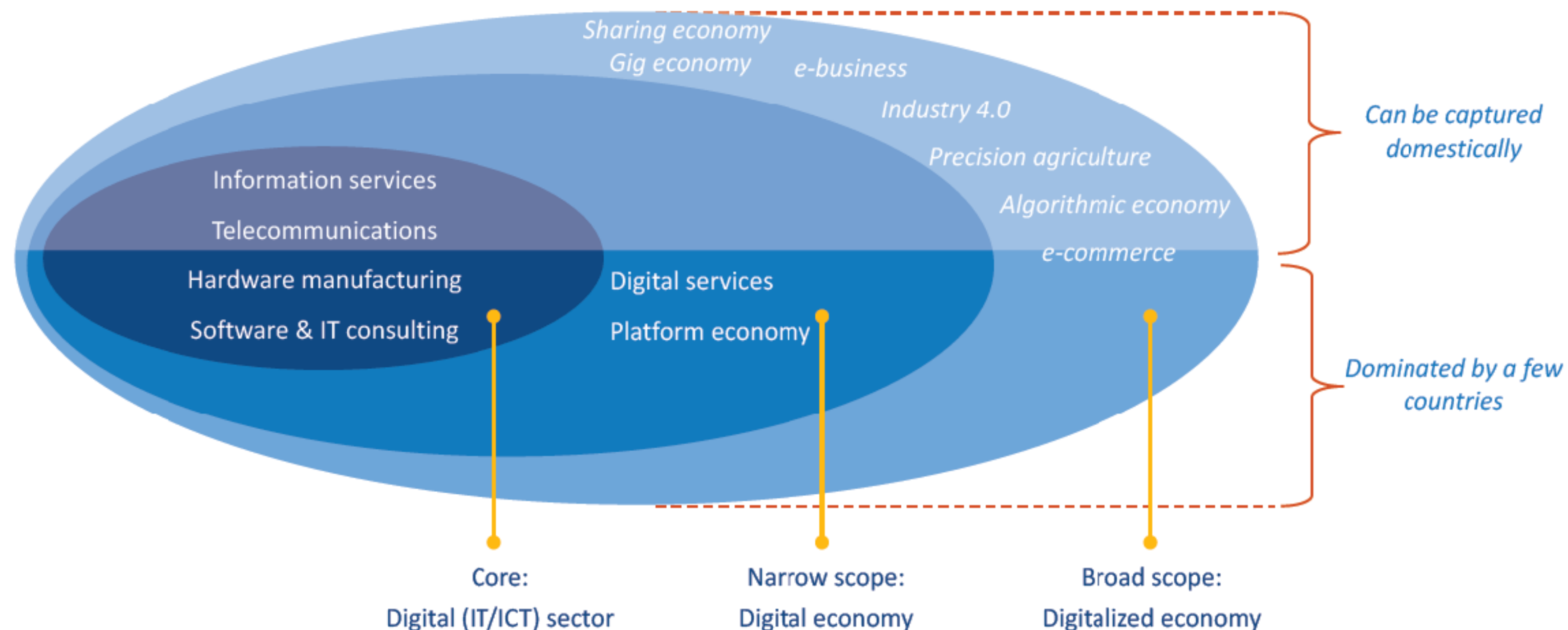
Digital Value Add of Economic Activities



The METISfiles, 2014

Digital economy

=The “digital economy” is a term for all of those economic processes, transactions, interactions and activities that are based on digital technologies. (More than just the internet-economy)

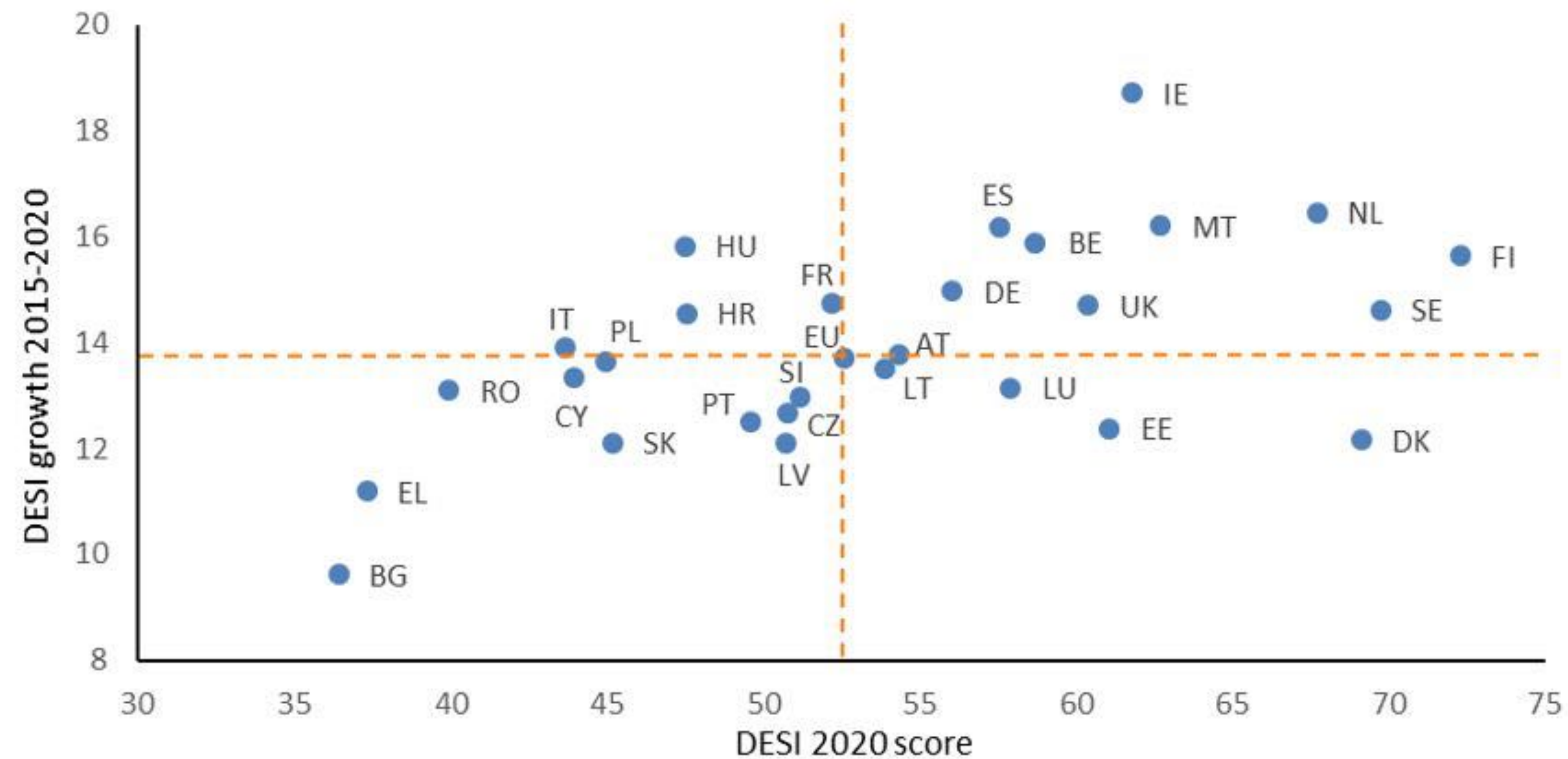


Source: Rumana Bukht and Richard Heeks, 2011

Digital economy

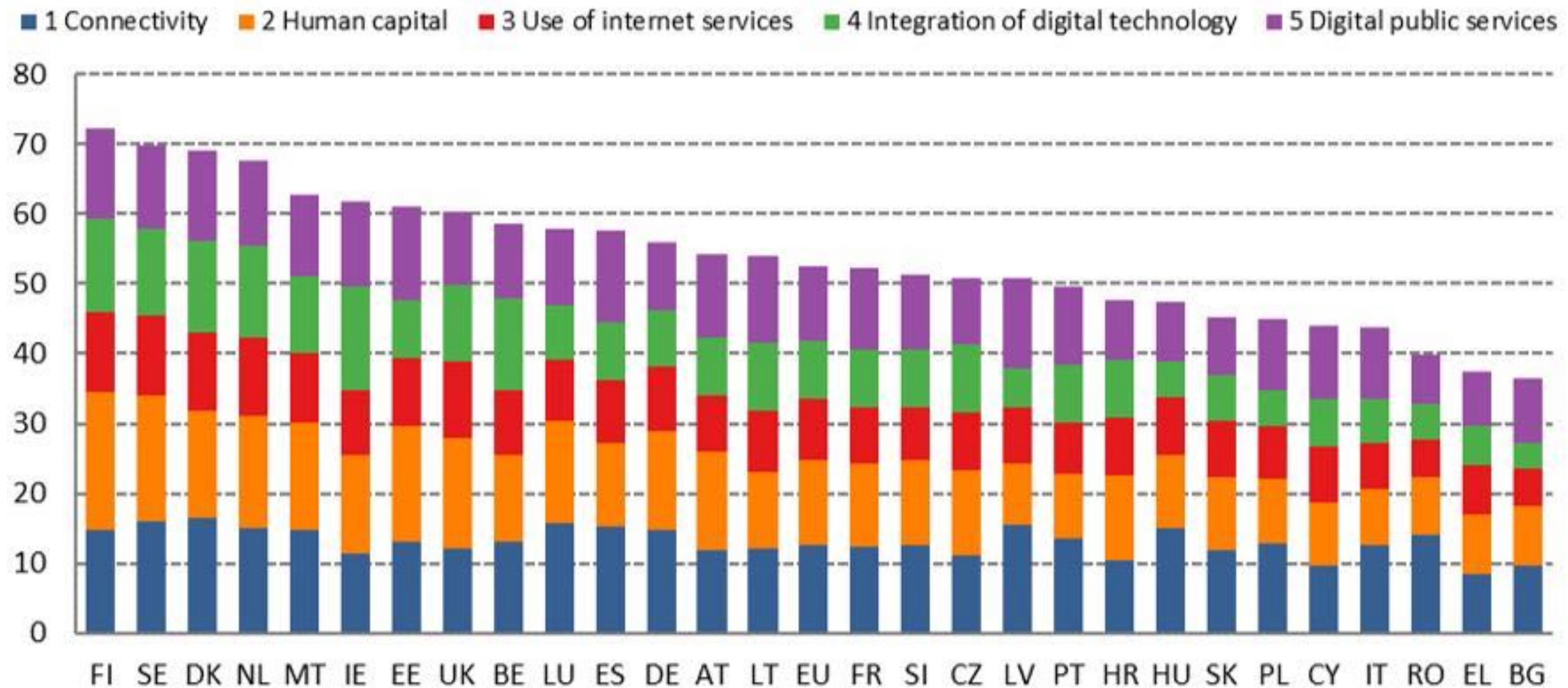
Digital economy & society score (DESI - score)

1 Connectivity	Fixed broadband take-up, fixed broadband coverage, mobile broadband and broadband prices
2 Human capital	Internet user skills and advanced skills
3 Use of internet	Citizens' use of internet services and online transactions
4 Integration of digital technology	Business digitisation and e-commerce
5 Digital public services	e-Government



Digital economy

Digital economy & society score (DESI - score)



Our digital world

Digital natives

“A person born or brought up during the age of digital technology and so familiar with computers and the Internet from an early age.”

Prensky, 2001

So they are digital immigrants then?



Natives vs immigrants

% agree

source: Microsoft research - Canada (2015)



18 to 24



65+

When nothing is occupying my attention,
the first thing I do is reach for my phone.

77%

10%

I check my phone at least every 30min.

52%

6%

The last thing I do before I go to bed is
check my phone.

73%

18%

I often use other devices while watching TV.

79%

42%

I watch more TV programs through catch-up
streamed TV than live.

74%

13%

The generation guide



Greatest Generation
Born: 1901 - 1924



Silent Generation
Born: 1924 - 1945



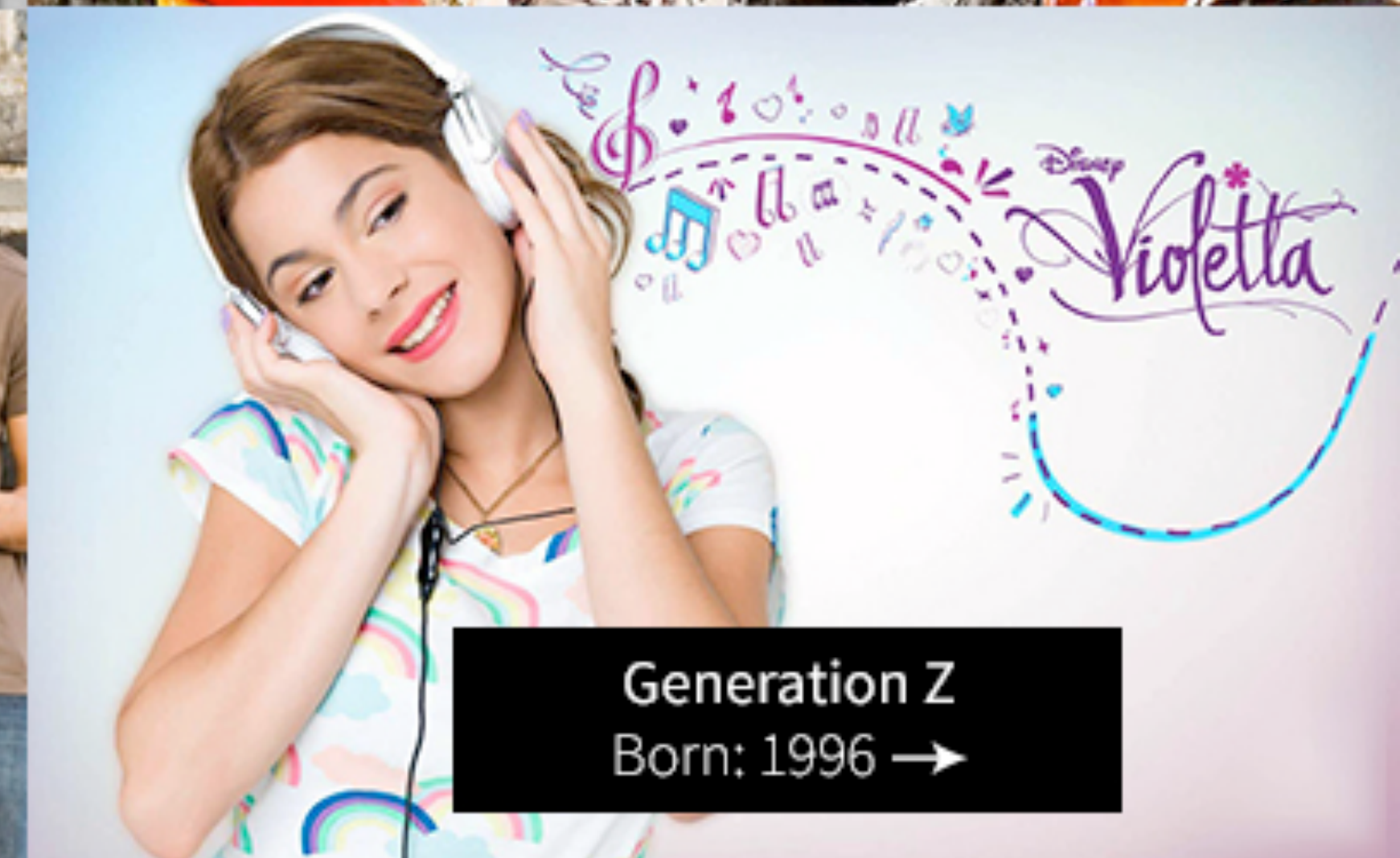
Baby Boomers
Born: 1946 - 1964



Generation X
Born: 1965 - 1976



Millenials / Gen Y
Born: 1977 - 1995



Generation Z
Born: 1996 →

The generation guide



Classic Generation

*“What I have works fine,
I don’t get all the internet stuff”*



The generation guide



Baby Boomers
Born: 1946 - 1964



Generation X
Born: 1965 - 1976

Converted Generation

*"I like some of this digital stuff,
I just need someone to show me"*

The generation guide



Digital Generation

"I can't imagine my life without being connected"



Millenials / Gen Y
Born: 1977 - 1995

The generation guide



Rupture Generation

“Why can’t I swipe? I don’t want to wait!”



Generation Z
Born: 1996 →

Meet Generation Y (aka)



Millennials

Meet Generation Y

Tech Savvy

Meet Generation Y



Family Centric

Obama's New Boss / Syria face-off / McCain vs. Brzezinski / PLUS: Summer's best movies & more

MAY 20, 2013

TIME

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists who still live with their parents

Why they'll save us all

BY JOEL STEIN

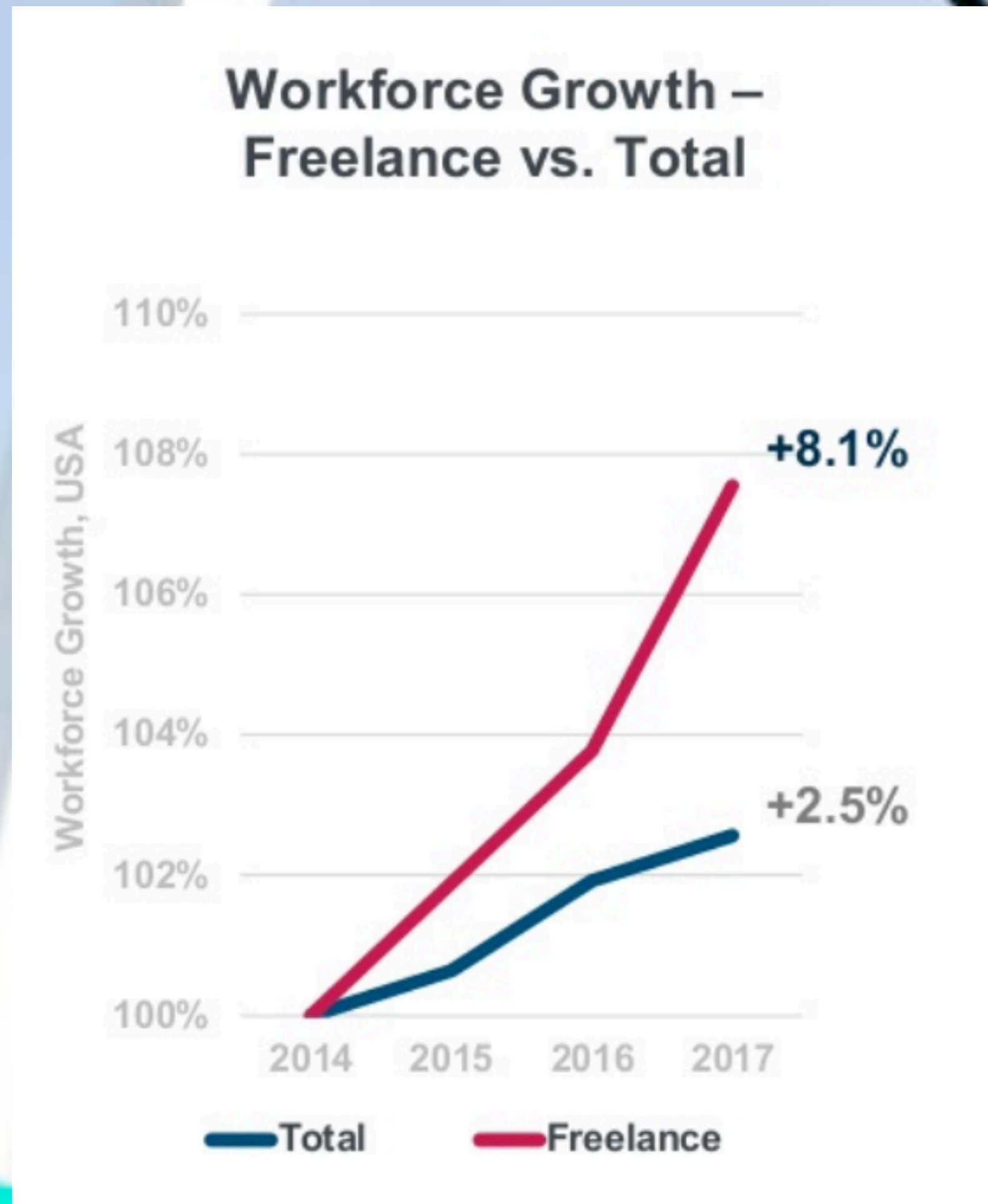


Meet Generation Y



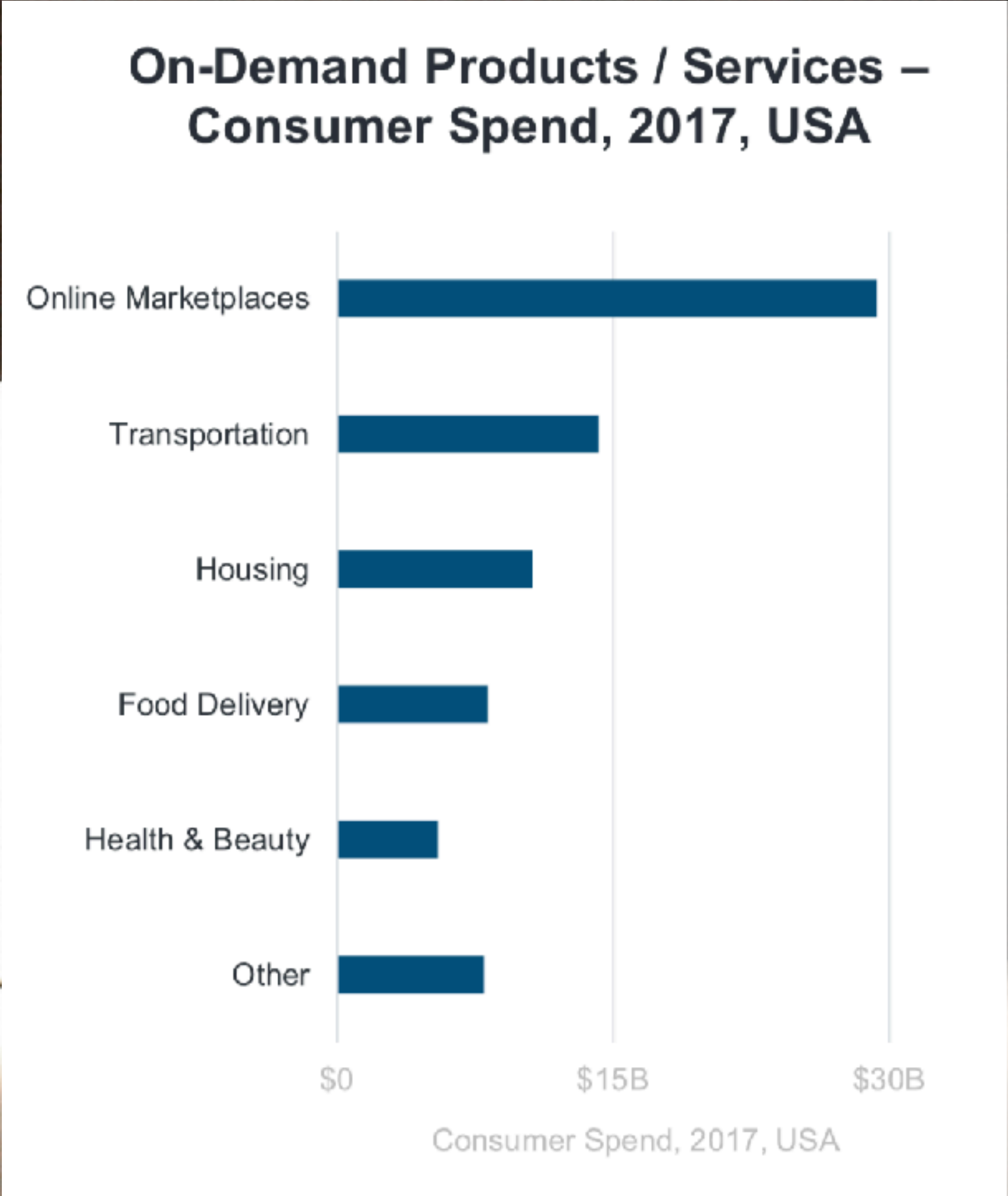
Achievement Oriented

Meet Generation Y



Achievement Oriented

Meet Generation Y



Instant Gratification

Meet Generation Y

Team Oriented

Meet Generation Y

Attention Craving

Meet Generation Z (aka)



iGeneration

Meet Generation Z (aka)



 **Generation**

Meet Generation Z
The generation connected
before they were born!



Meet Generation Z

Technoholics

Meet Generation Z

Lack situational awareness

Meet Generation Z

Human Connections

Meet Generation Z

They prefer



over



Human Connections

Meet Generation Z



Emoji talk

Meet Generation Z

Global mindset

Meet Generation Z

26% of 16-18 year olds is volunteering

Make a difference

A young woman with long brown hair, wearing a white knit beanie with a pom-pom and black-rimmed glasses, is smiling and looking to her left. She is standing in a clothing store, with her hand touching a black sequined garment hanging on a rack. The background is filled with various colorful clothing items, creating a vibrant and busy atmosphere.

Meet Generation Z

Local Reality

Meet Generation Z

**All communication
All connection**

Meet Generation Z



Mobile

Meet Generation Z





BUT

Does age define digital savviness?

N
O



Meet

Generation



Gen C is a powerful new force in consumer culture.

65% is under 35, but **they span generations**
empowered by technology.

Google Meet gen C - 2013



Everybody can be a member of Gen C, wether you're born as a member of Gen X, Y or Z as long as they choose to active 'digital natives' who love digital media.





They are familiar with **technology**.





They rely on **mobile** communication.





They want to remain in **contact.**





They are **content** **centric**.





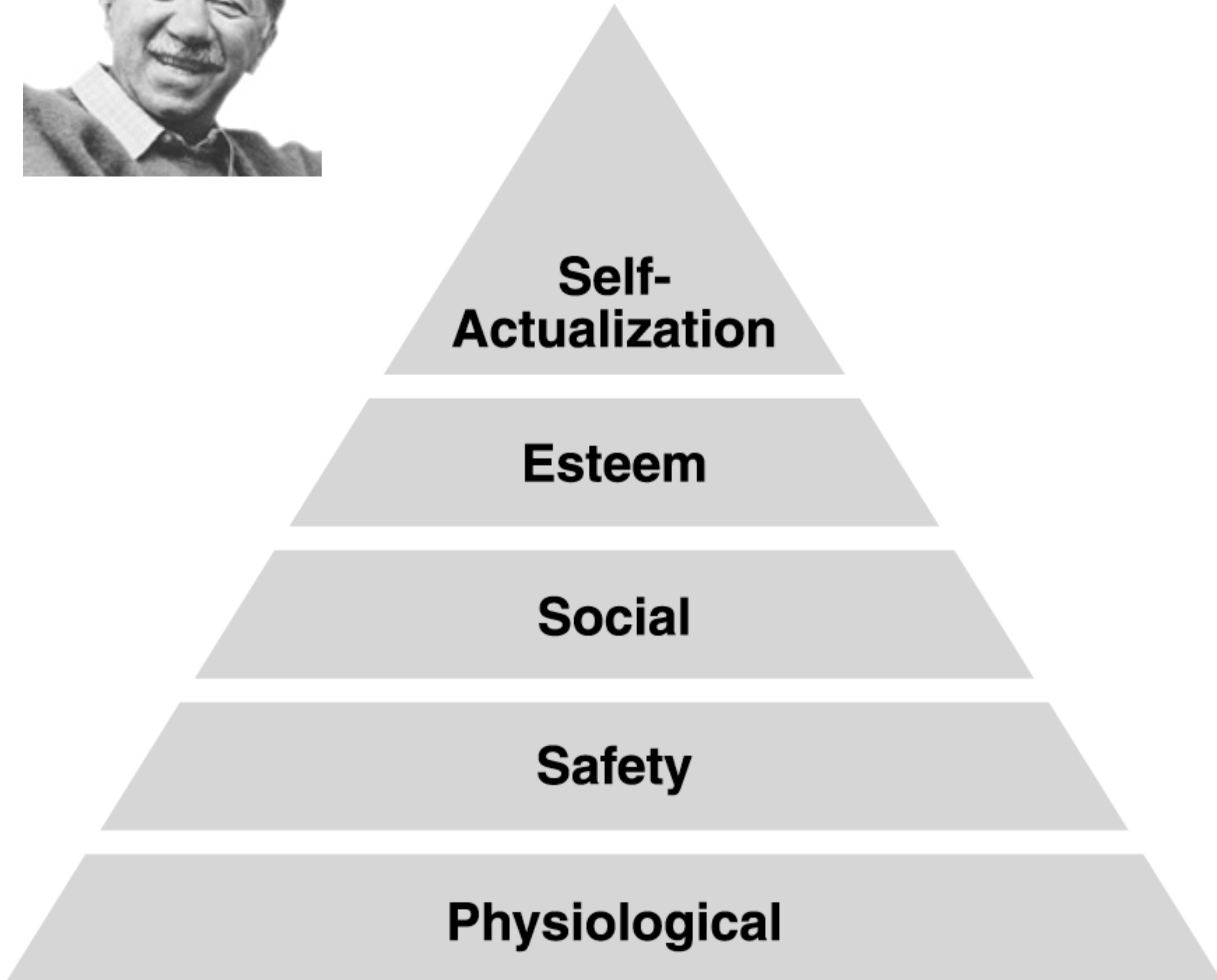
They seek **control** over their world.



A new hierarchy of needs....



1943 - Maslow

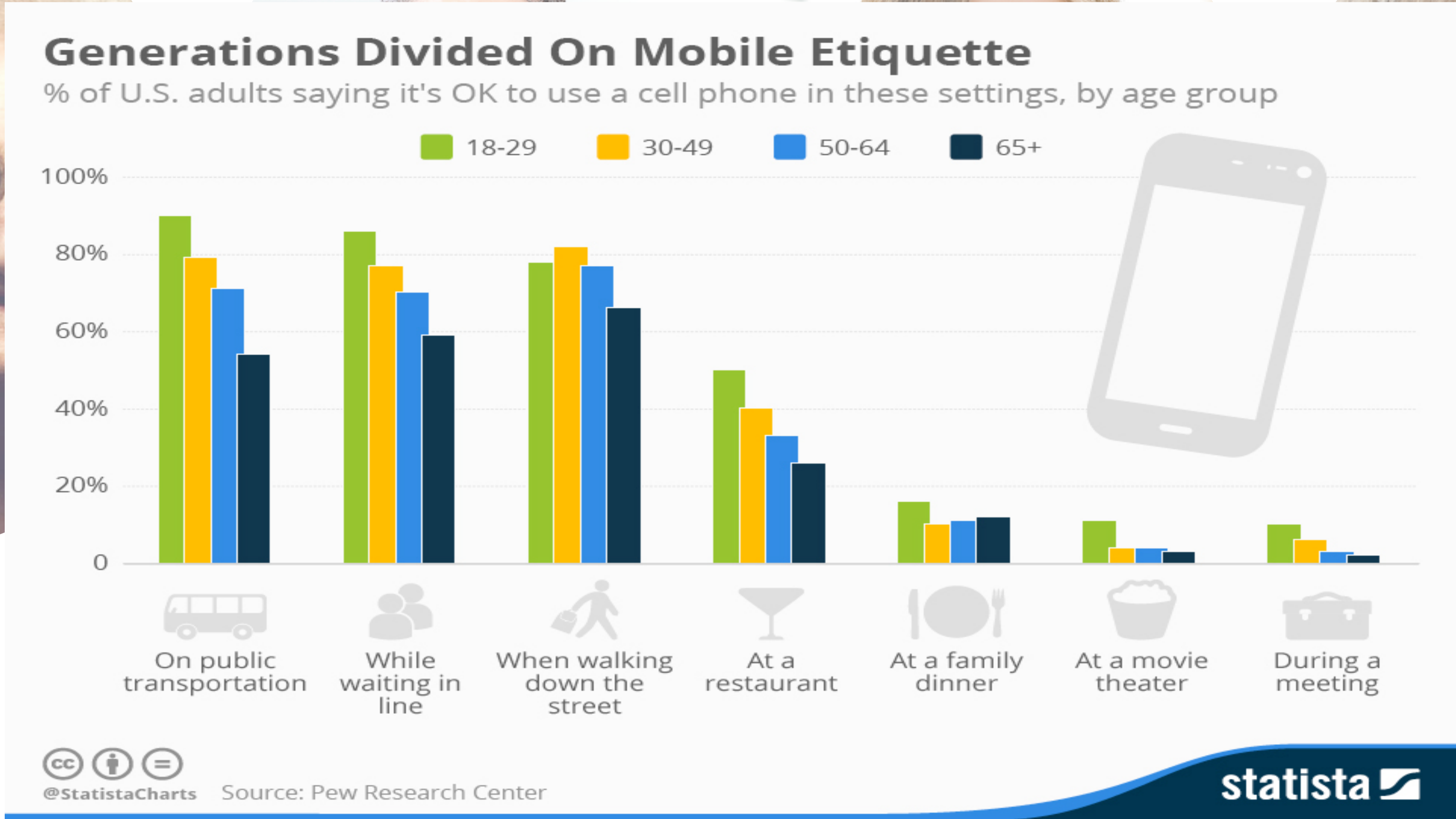
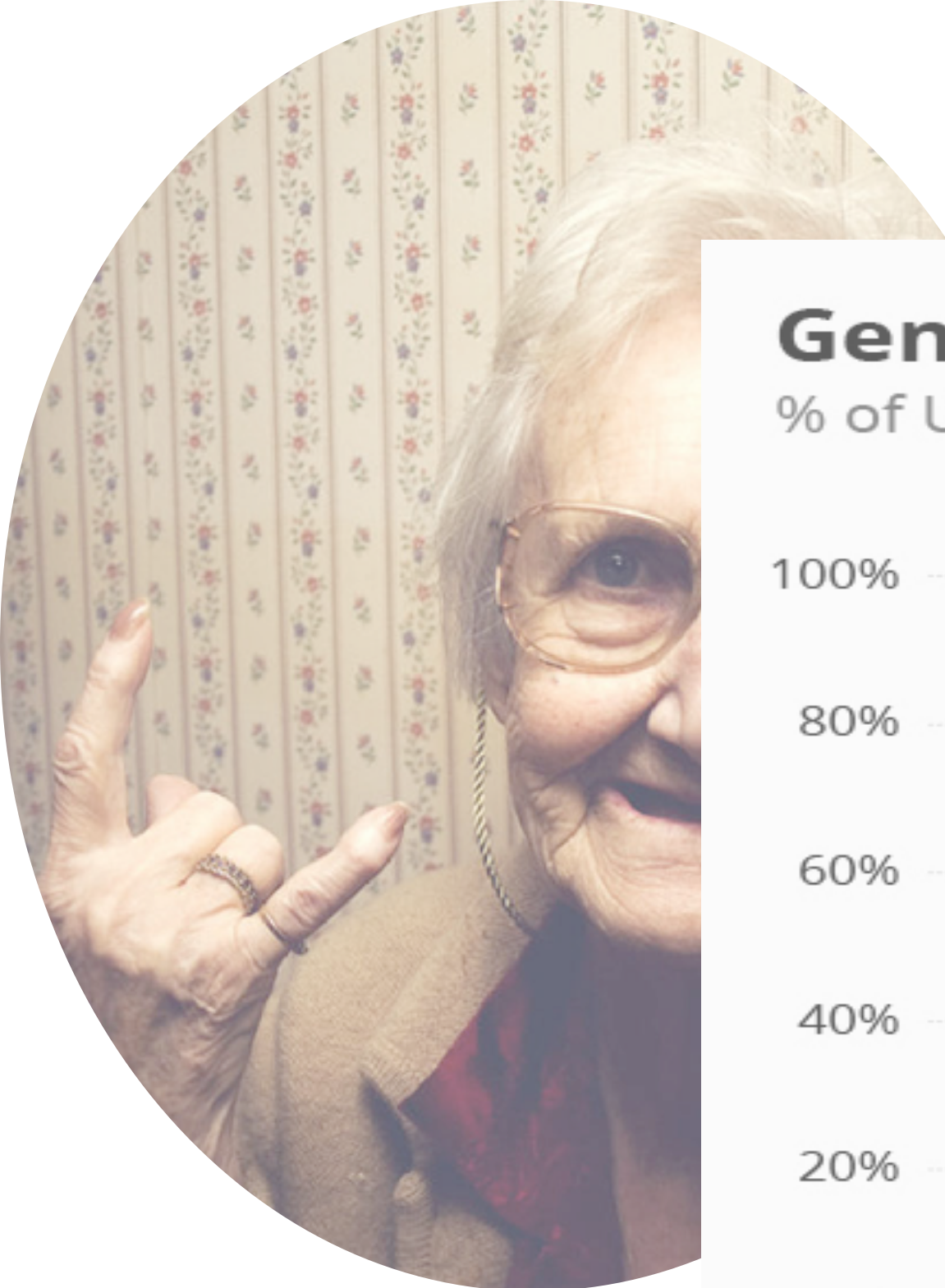


2013 - ...





Intergenerational conflict



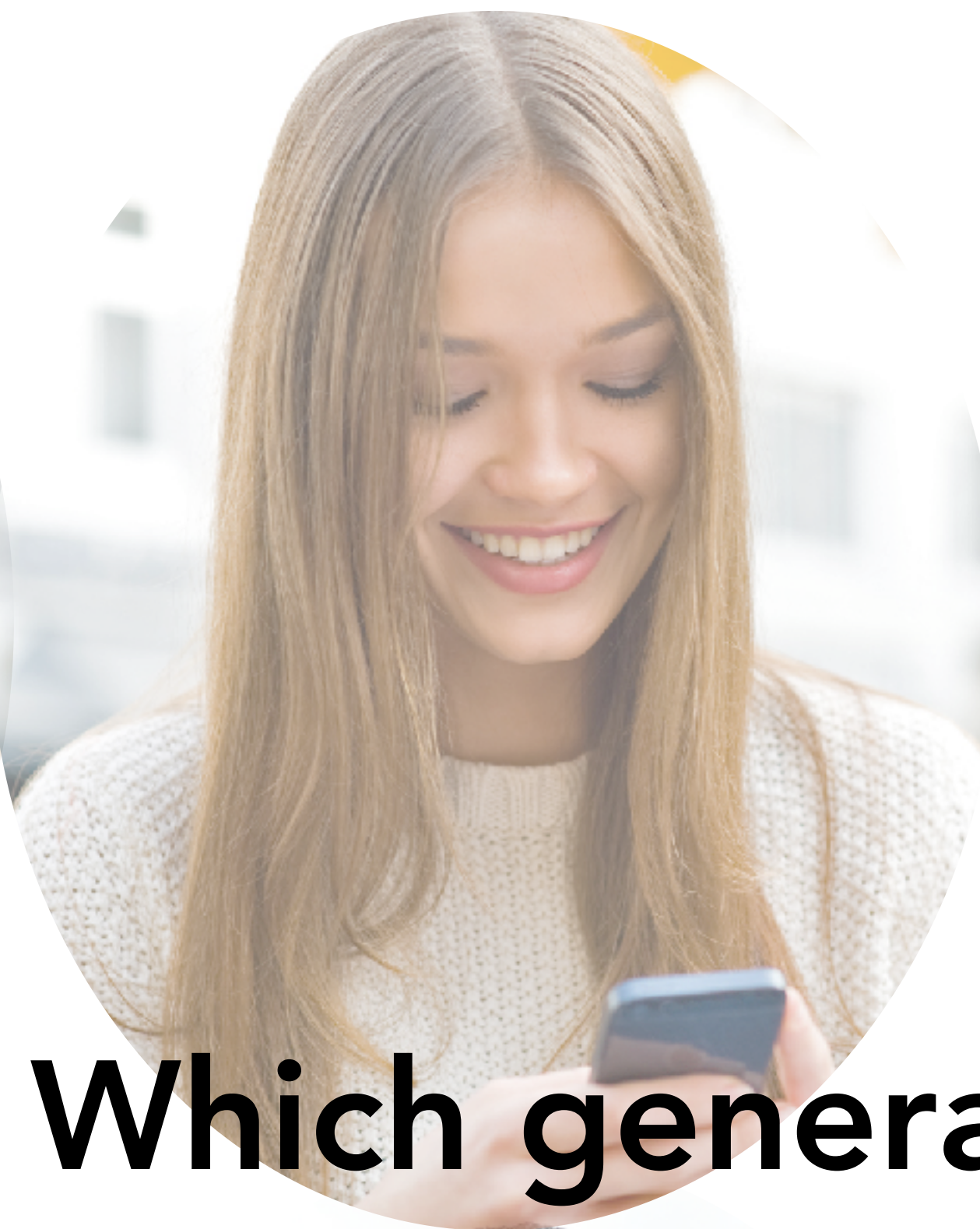
Intergenerational conflict



IN-generation conflict



IN-generation conflict

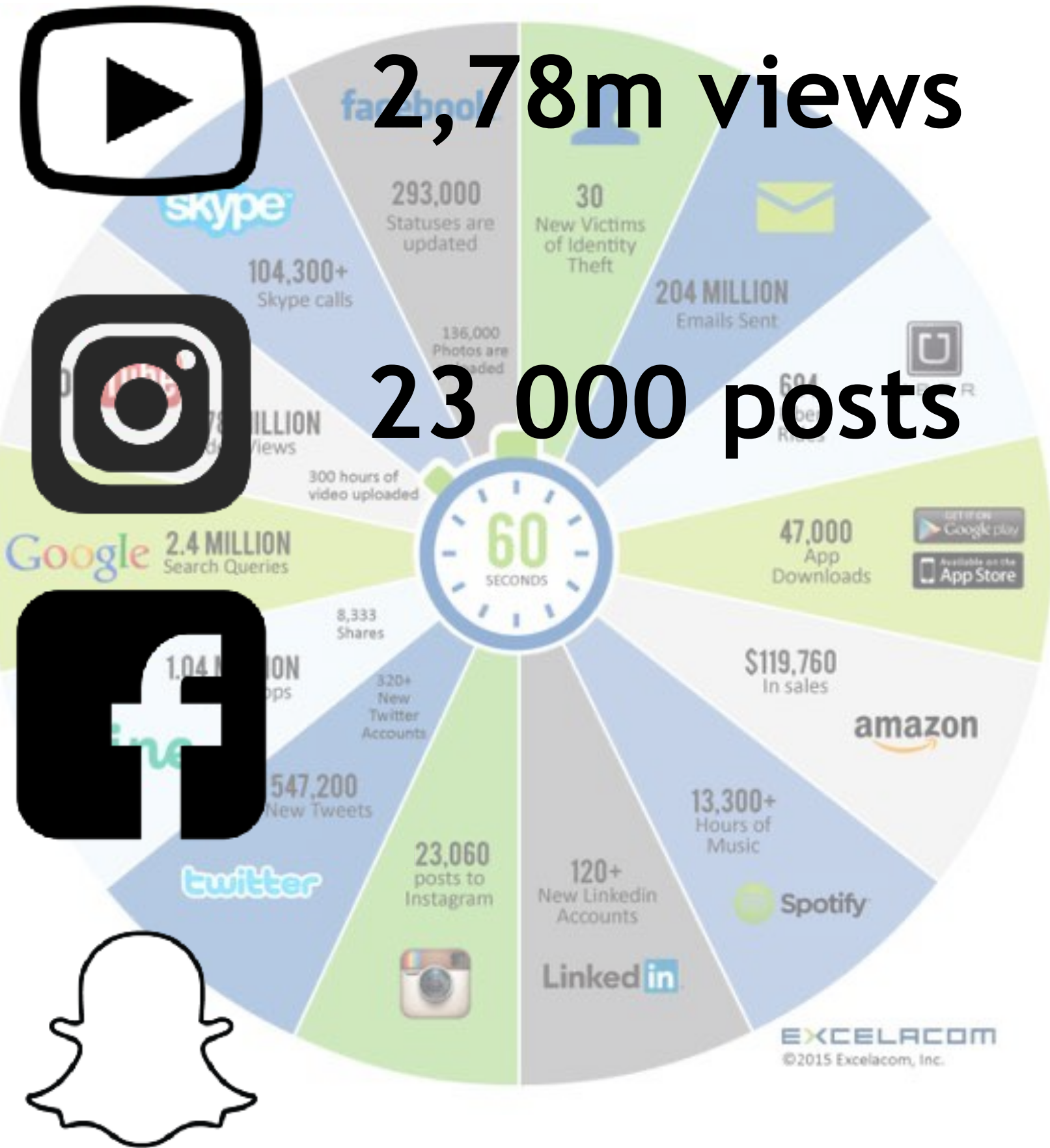


Which generation are you?

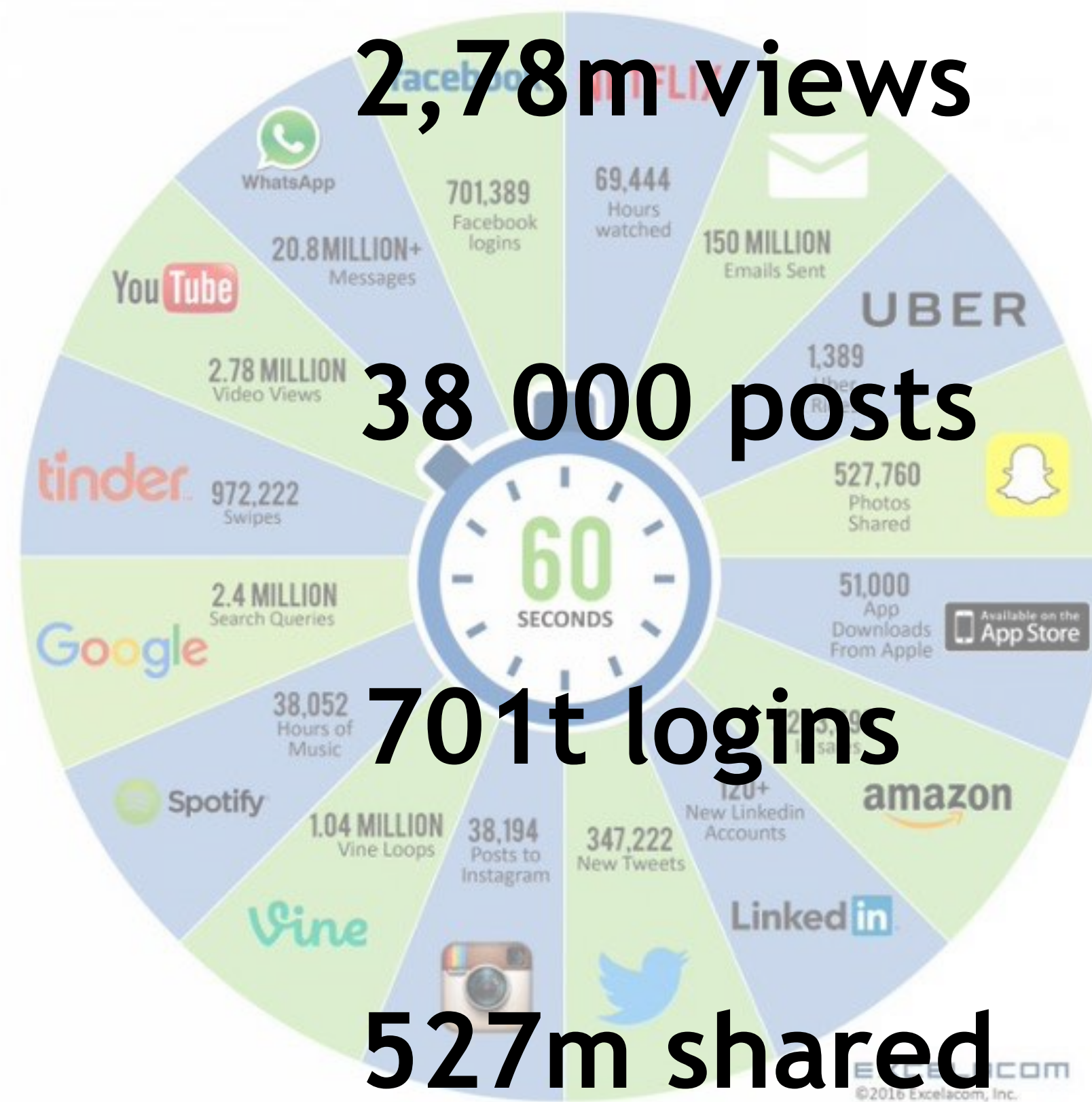


Meanwhile...

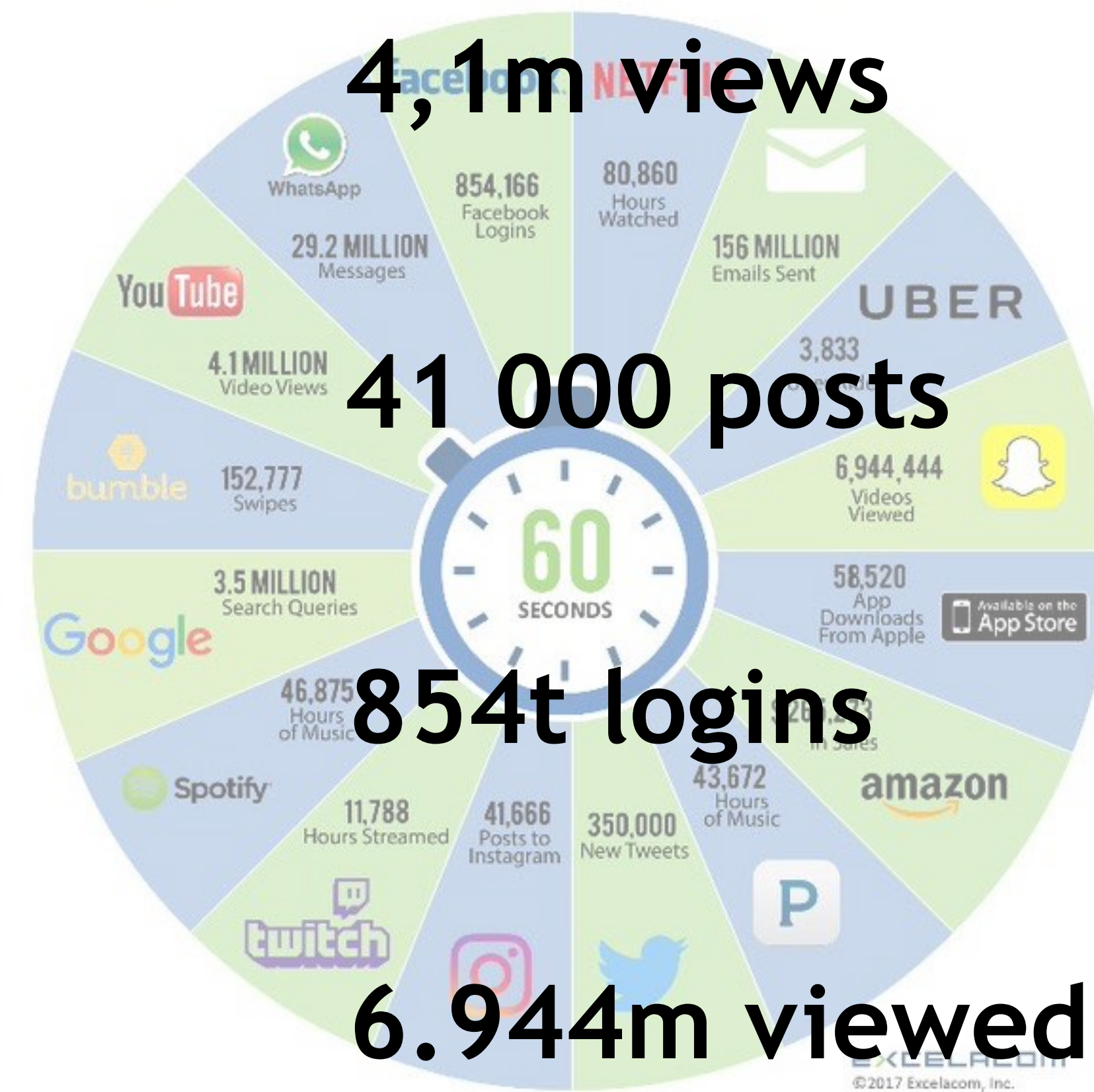
...in one online minute



2015

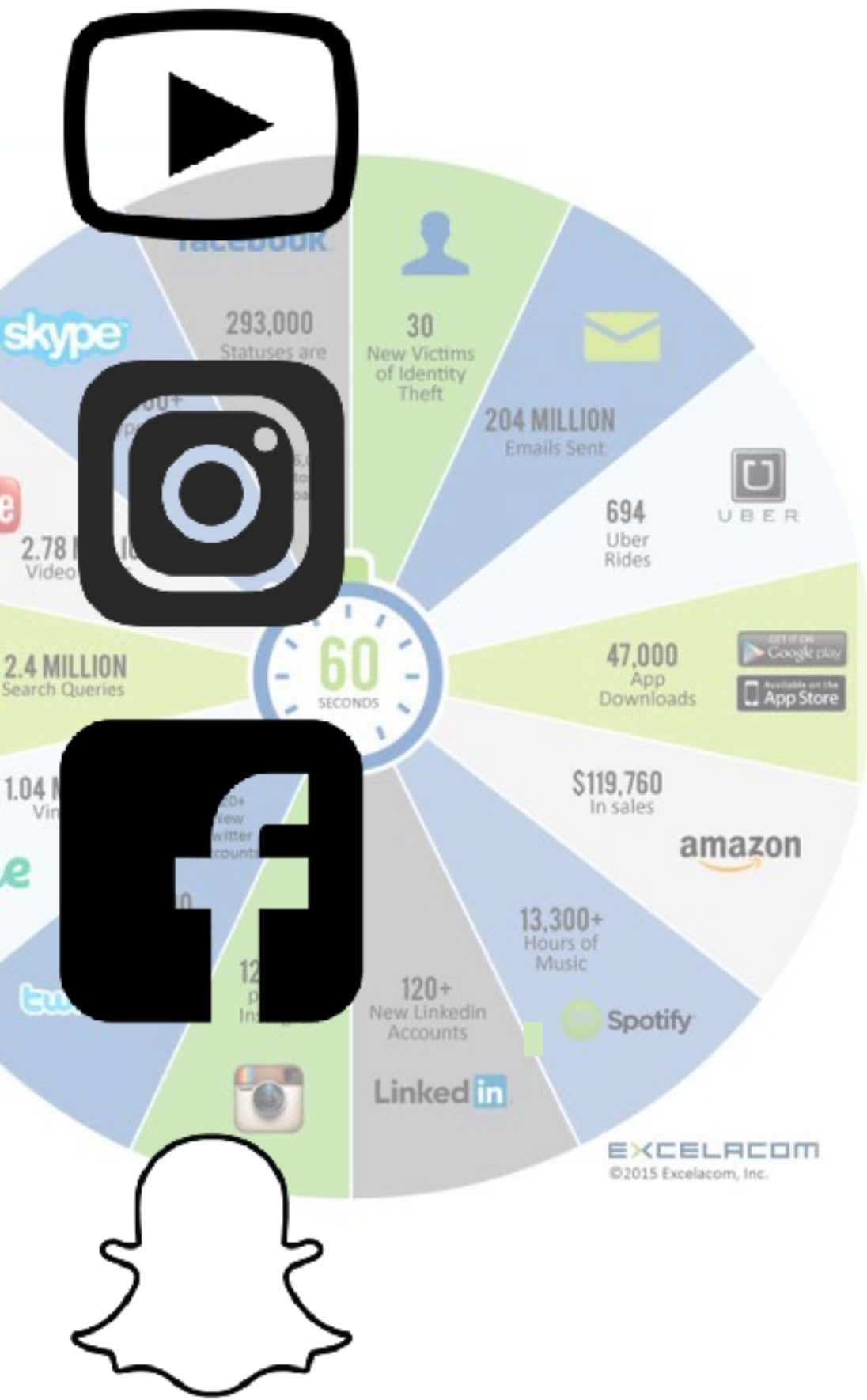


2016

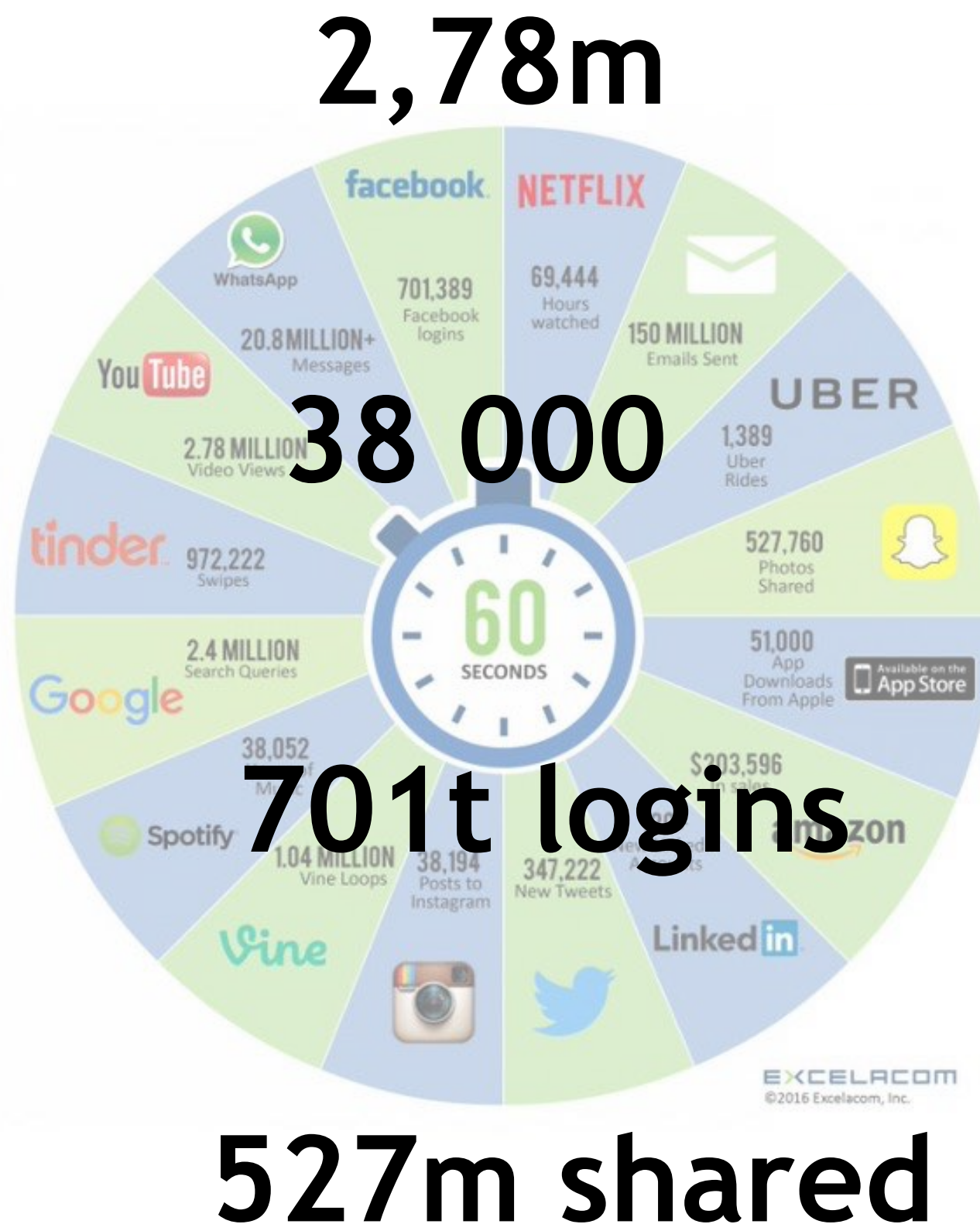


2017

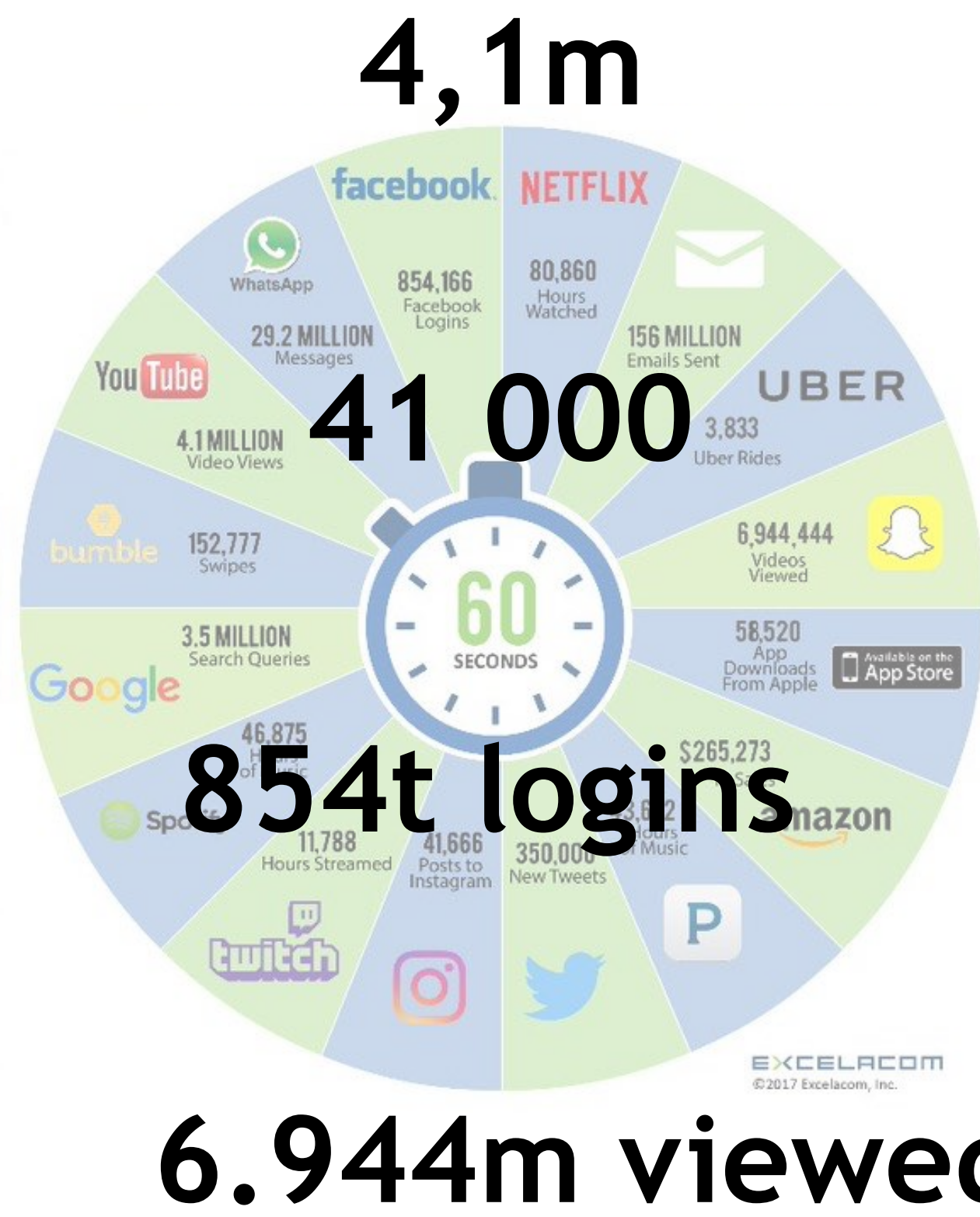
...in one online minute



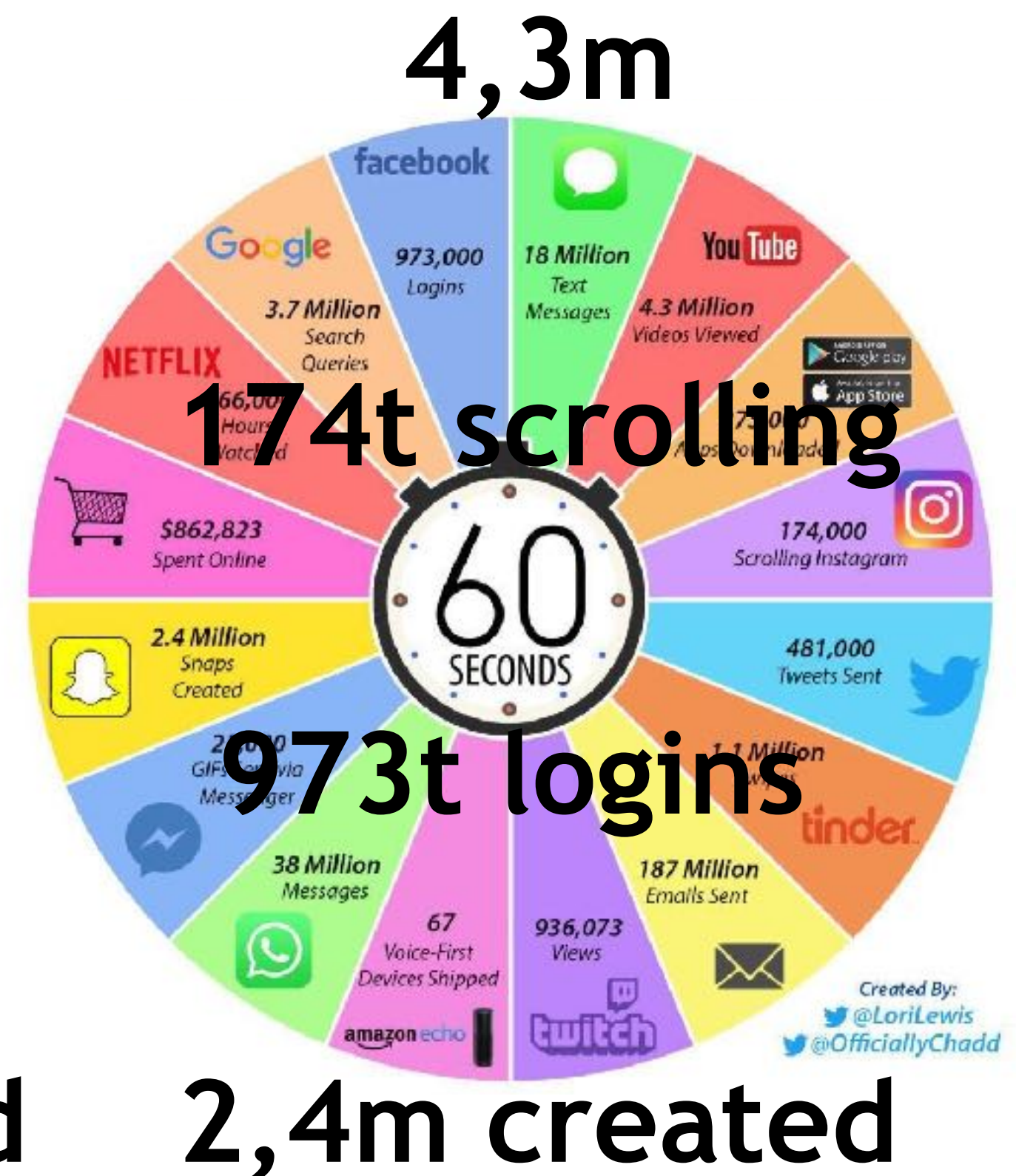
2015



2016

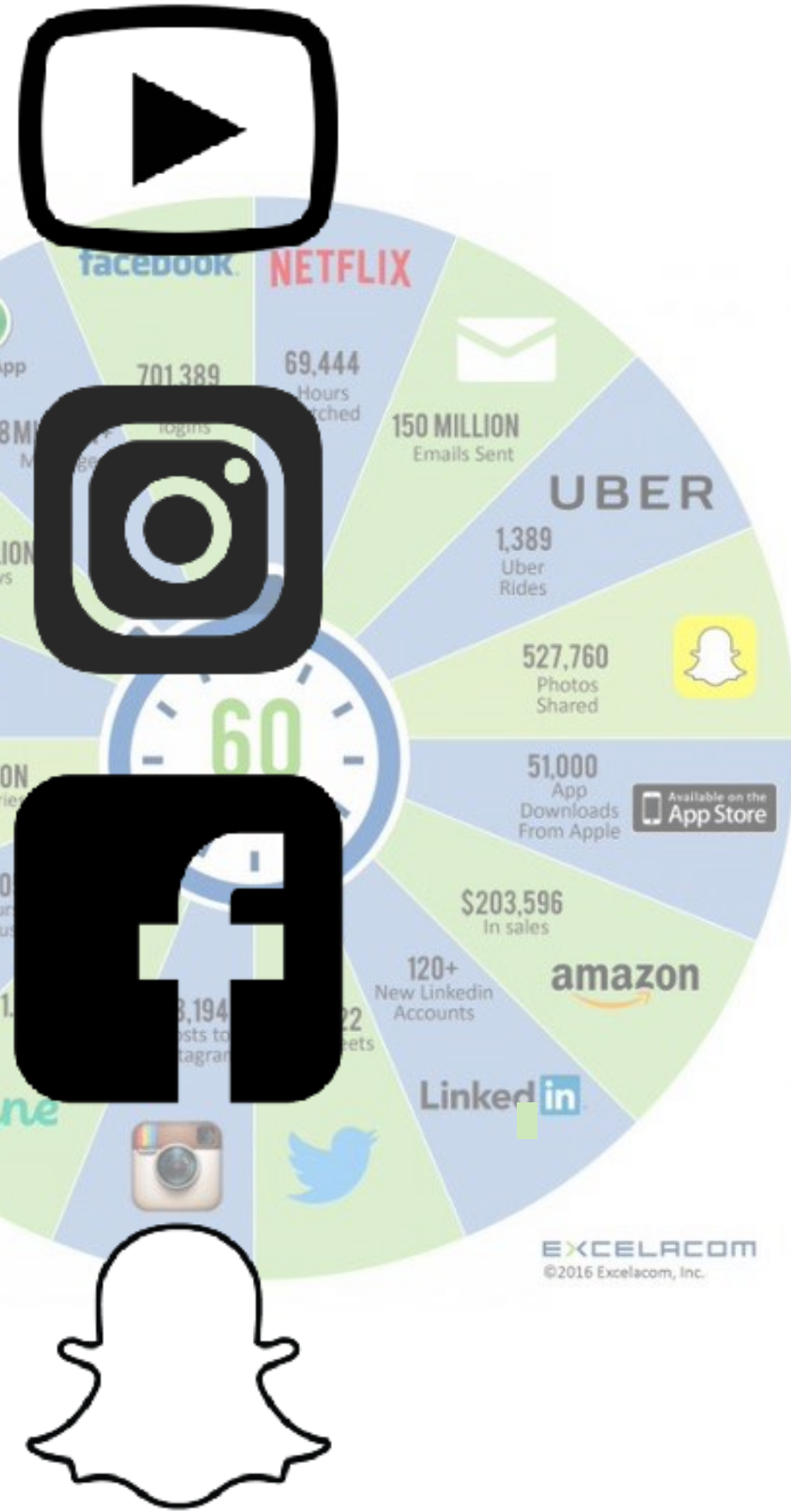


2017

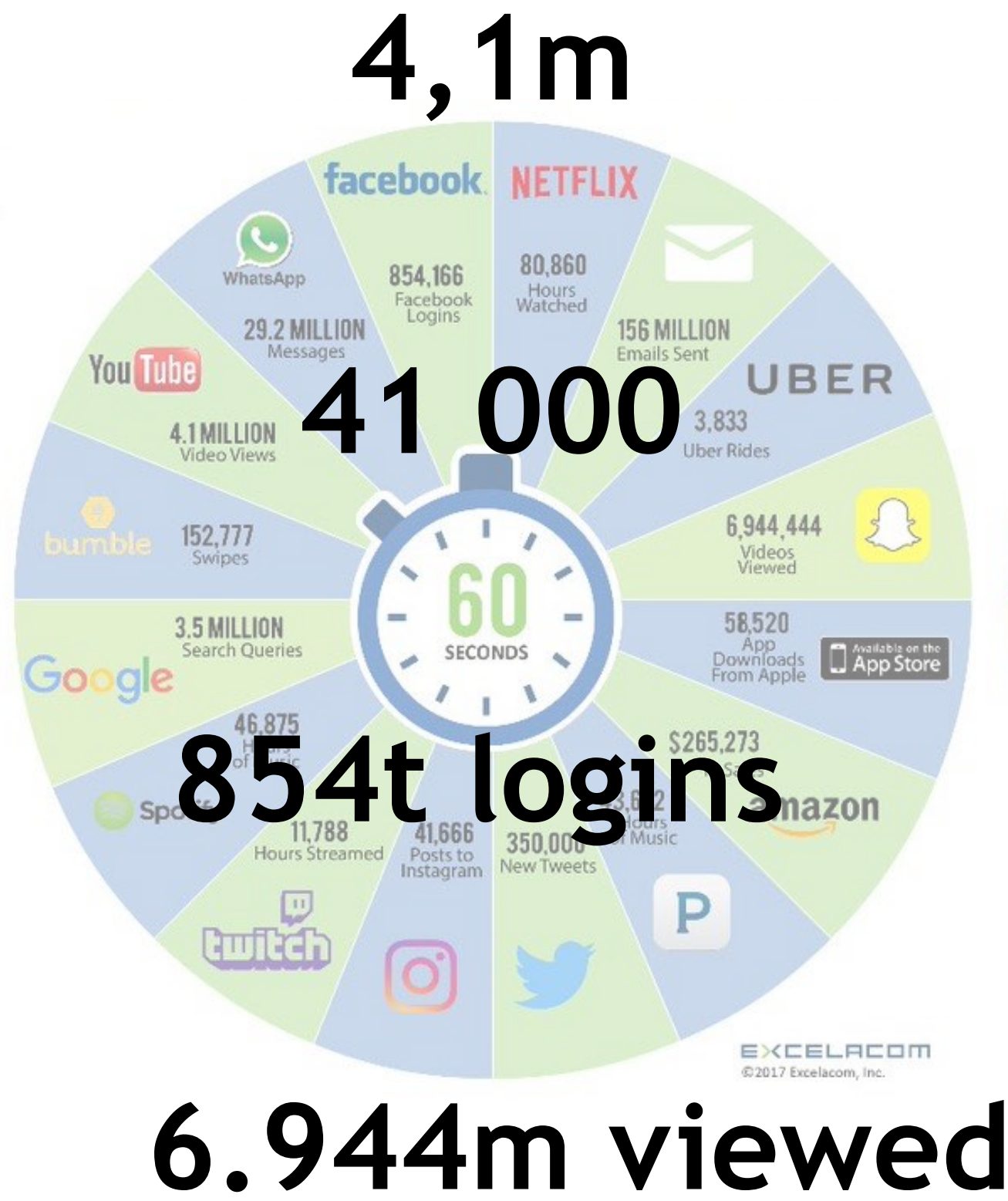


2018

..in one online minute



2016



2017



2018



2019

We are living in the (digital) information age!

We are living in the (digital) information age!

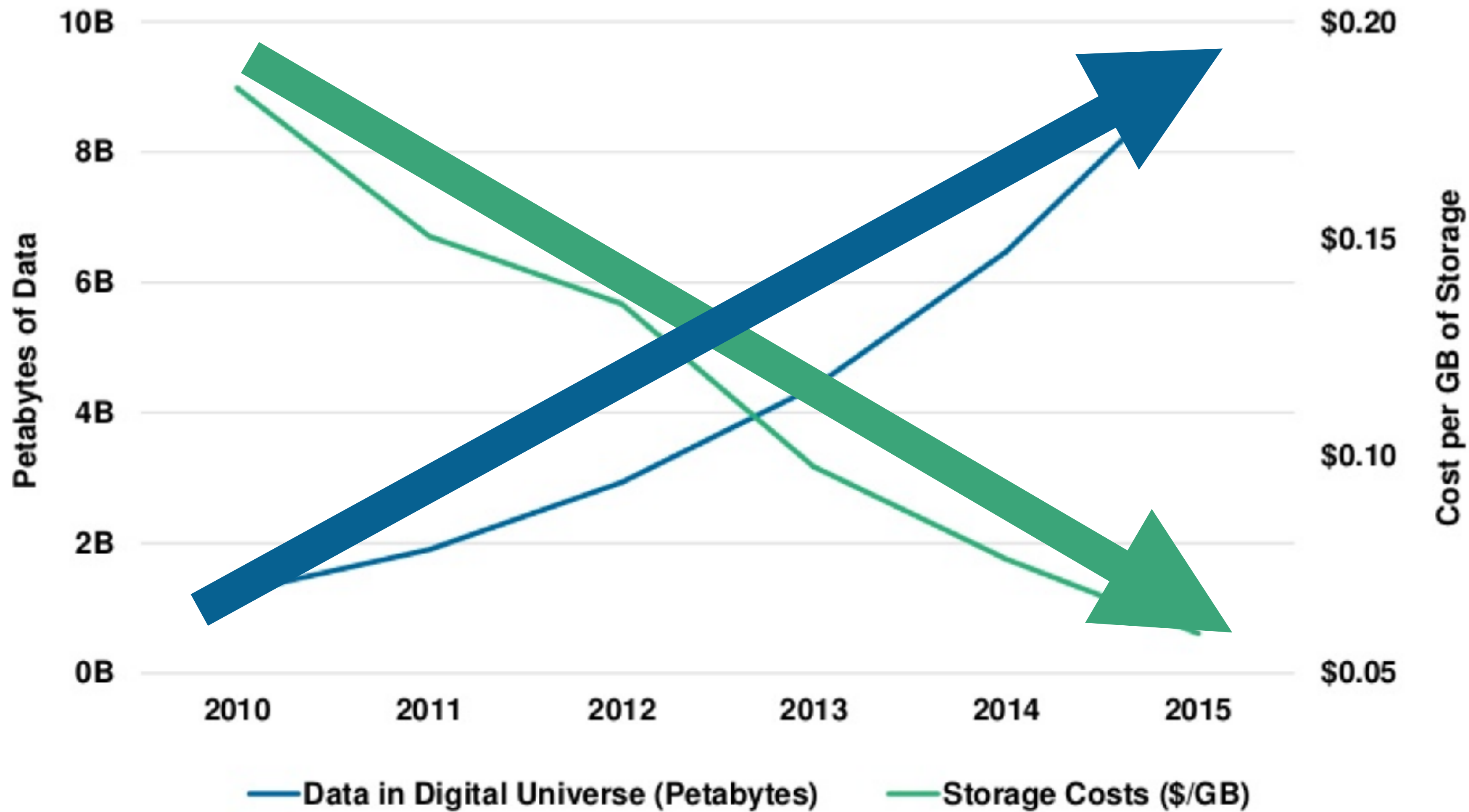


5MB - \$120.000



64GB - \$60

We are living in the (digital) information age!



We are living in the (digital) information age!

“Between the birth of the world and 2003, there were 5 exabytes of information created. Now we create 5 exabytes every two days...”

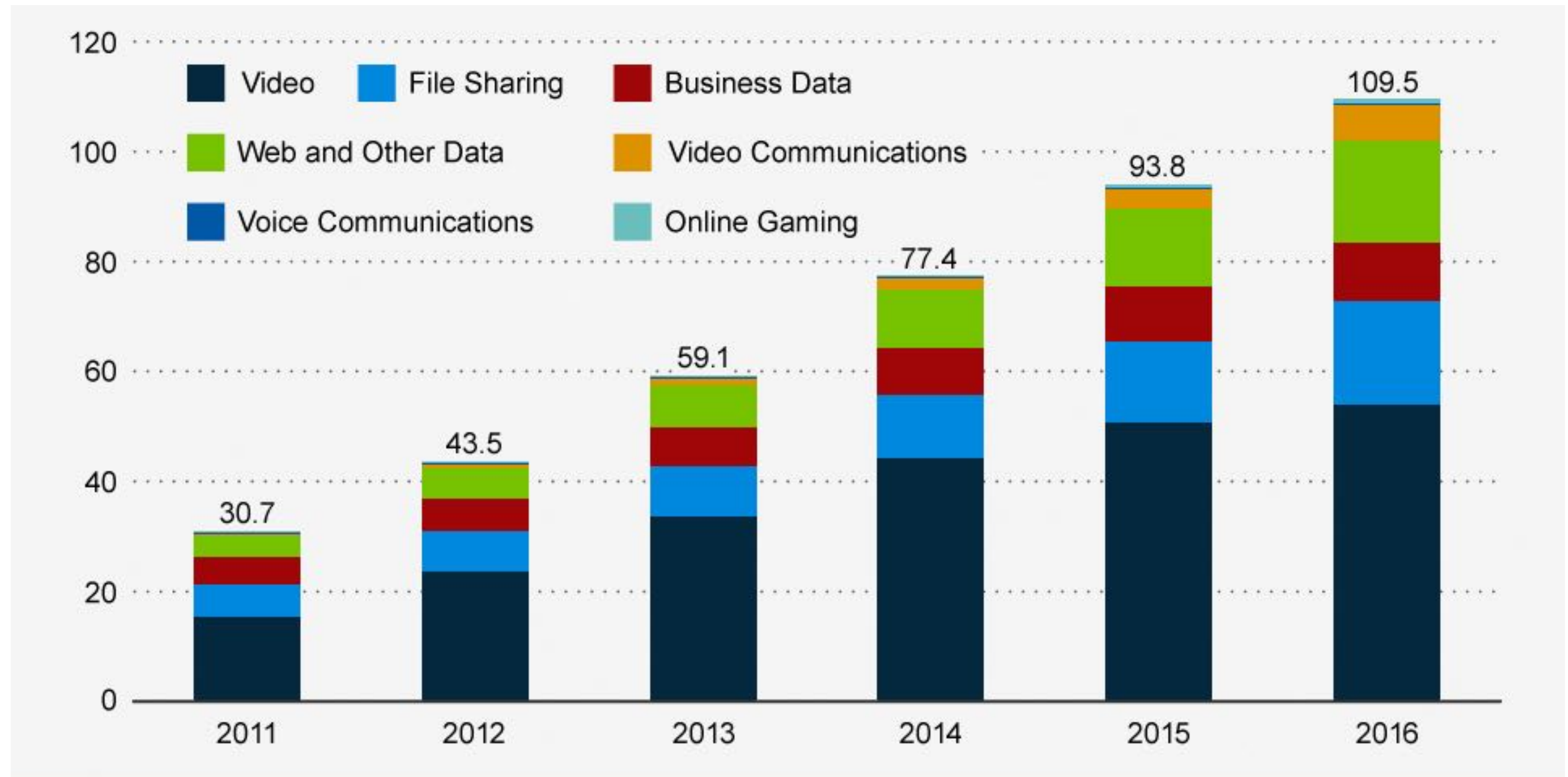


We are living in the (digital) information age!

Year	Global Internet Traffic
1992	100 GB per day
1997	100 GB per hour
2002	100 GBps
2007	2000 GBps
2014	16,144 GBps
2019	51,794GBps

Source: Cisco VNI, 2015

We are living in the (digital) information age!





1 Byte = 1 grain of rice



1 Kilobyte = 1 bowl of rice

1 Byte = 1 grain of rice



1 Megabyte = 8 bags of rice
1 Kilobyte = 1 bowl of rice
1 Byte = 1 grain of rice



1 Gigabyte = 3 trucks of rice
1 Megabyte = 8 bags of rice
1 Kilobyte = 1 bowl of rice
1 Byte = 1 grain of rice



-
- 1 Terabyte = 2 container ships
 - 1 Gigabyte = 3 trucks of rice
 - 1 Megabyte = 8 bags of rice
 - 1 Kilobyte = 1 bowl of rice
 - 1 Byte = 1 grain of rice



-
- 1 Petabyte = covers Manhattan
 - 1 Terabyte = 2 container ships
 - 1 Gigabyte = 3 trucks of rice
 - 1 Megabyte = 8 bags of rice
 - 1 Kilobyte = 1 bowl of rice
 - 1 Byte = 1 grain of rice



MANHATTAN

-
- 1 Exabyte = covers west coast USA
 - 1 Petabyte = covers Manhattan
 - 1 Terabyte = 2 container ships
 - 1 Gigabyte = 3 trucks of rice
 - 1 Megabyte = 8 bags of rice
 - 1 Kilobyte = 1 bowl of rice
 - 1 Byte = 1 grain of rice



-
- 1 Zetabyte = fills Pacific Ocean
 - 1 Exabyte = covers west coast USA
 - 1 Petabyte = covers Manhattan
 - 1 Terabyte = 2 container ships
 - 1 Gigabyte = 3 trucks of rice
 - 1 Megabyte = 8 bags of rice
 - 1 Kilobyte = 1 bowl of rice
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-



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Infobese



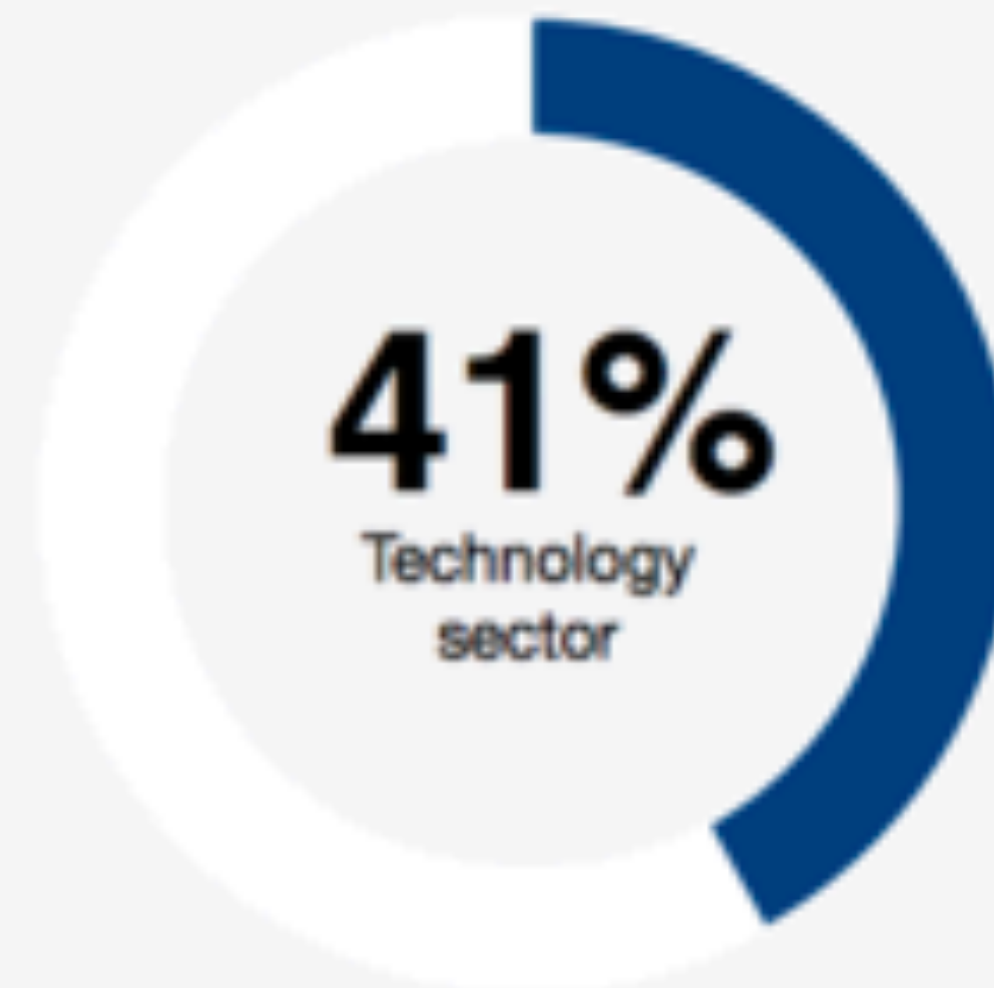
Infobese

16-18yr olds are the first victims of the social media explosion

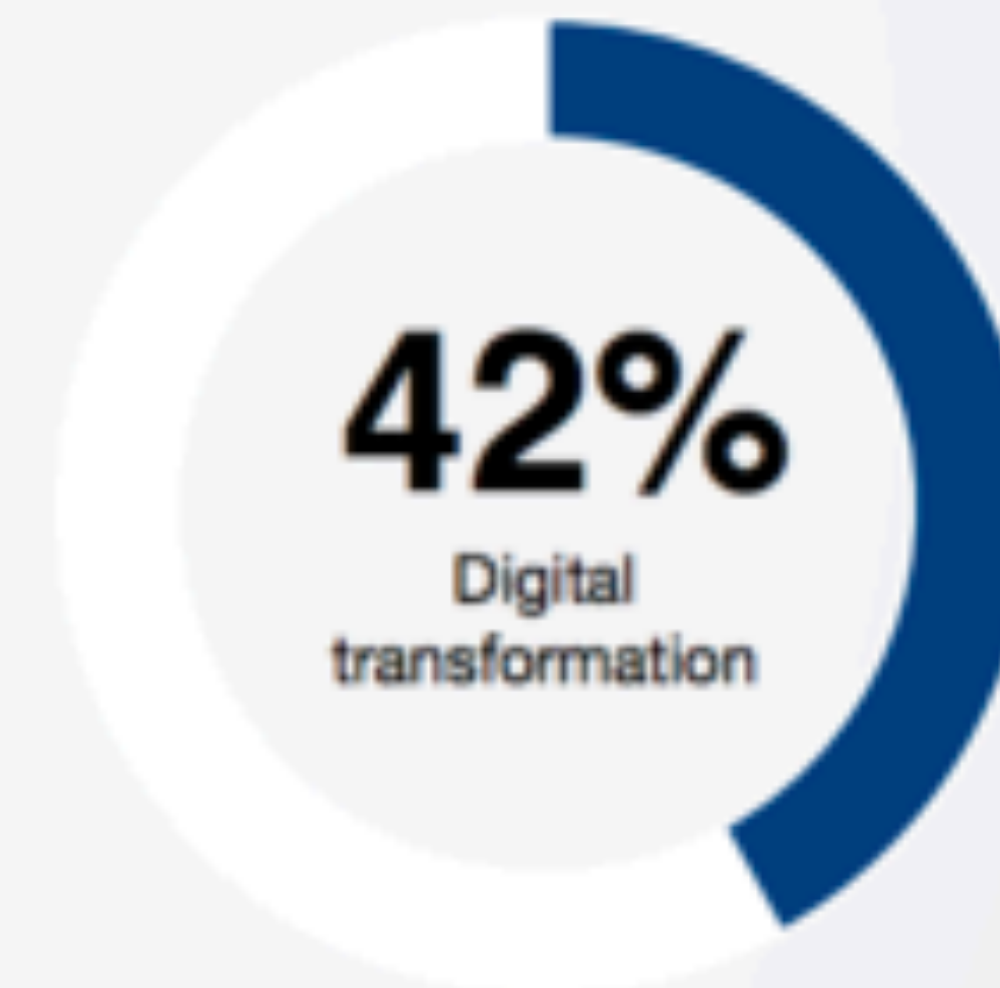
Percent of UK 16 to 18 year-olds who believe change is too fast



General Population: 44%



General Population: 35%



General Population: 41%



books
plays
journals



television
radio
movies



video games
computers
walkmans



email
texting
Internet



web 2.0
social media
smart phones

How our brain works



How our brain works



Reflective brain
one thing at a time
away from reality



Reflex brain

now
all senses

Archivering brain
just doing nothing

How our brain works



Reflective brain
one thing at a time
away from reality

Reflex brain
now
all senses

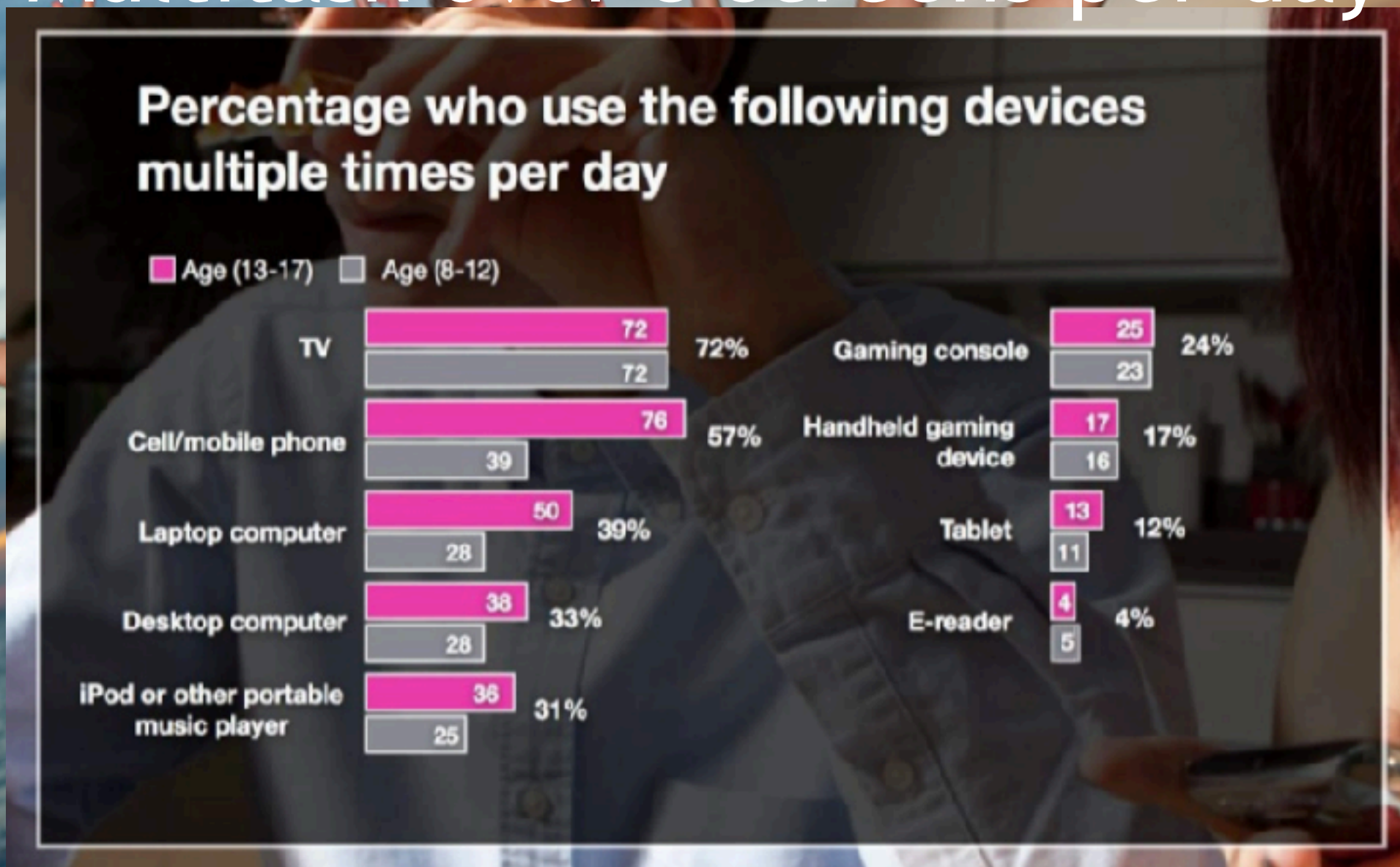
Archivering brain
just doing nothing

How our brain works

NO multitasking



Multitask over 5 screens per day



Gen Z

Old

Task Switching

Neuroplasticity is the idea that our brain physically changes depending on the demand we place on it.



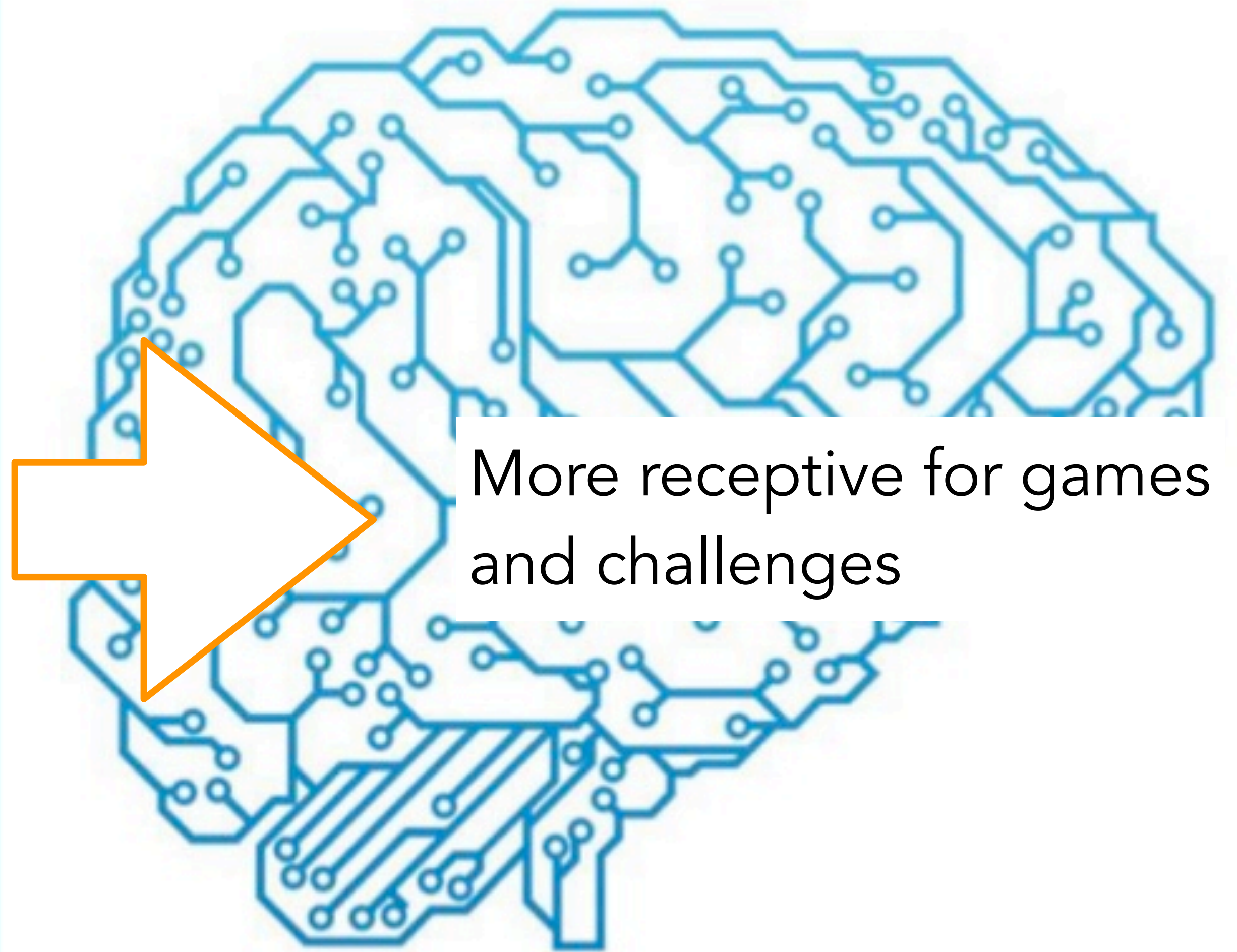
Digital technology is re-wiring our brain.

The digital native brain

Great fluid intelligence

Great multitask ability

Ability to engage in a wider range of activities and contexts



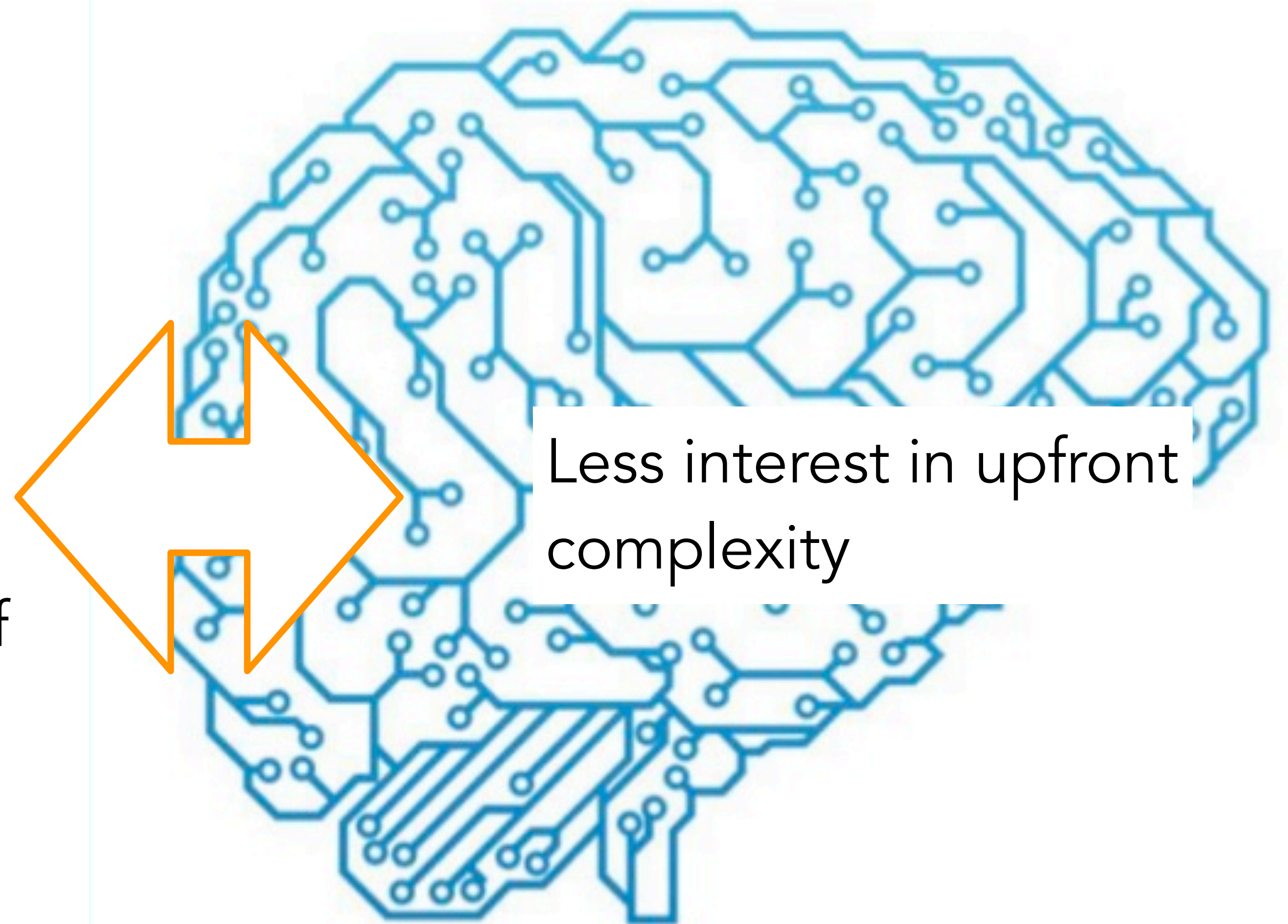
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Digital technology is re-wiring our brain.

Neuroscience shows that social sharing activities reward the centre of the brain, releasing dopamine.

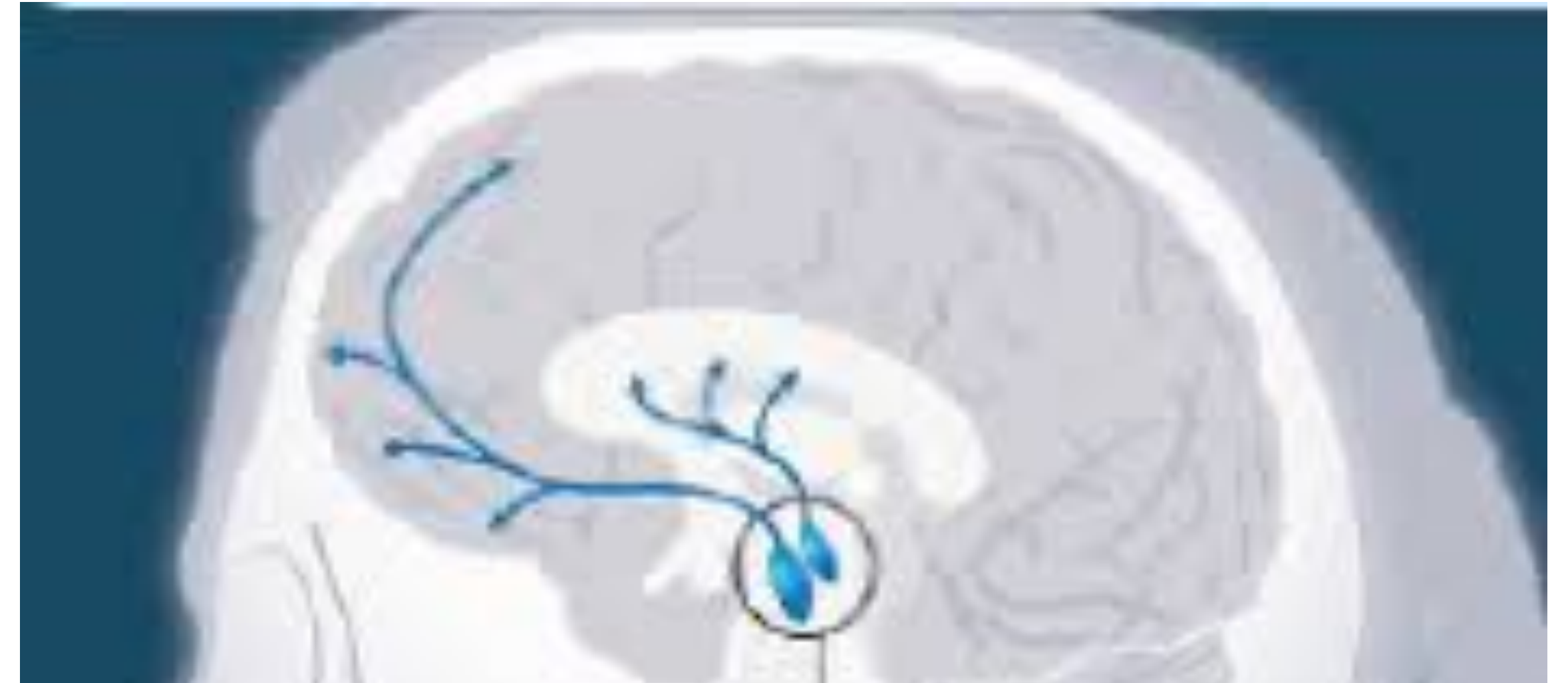


Same pleasure (seeking) feeling when getting food, exercise or sex

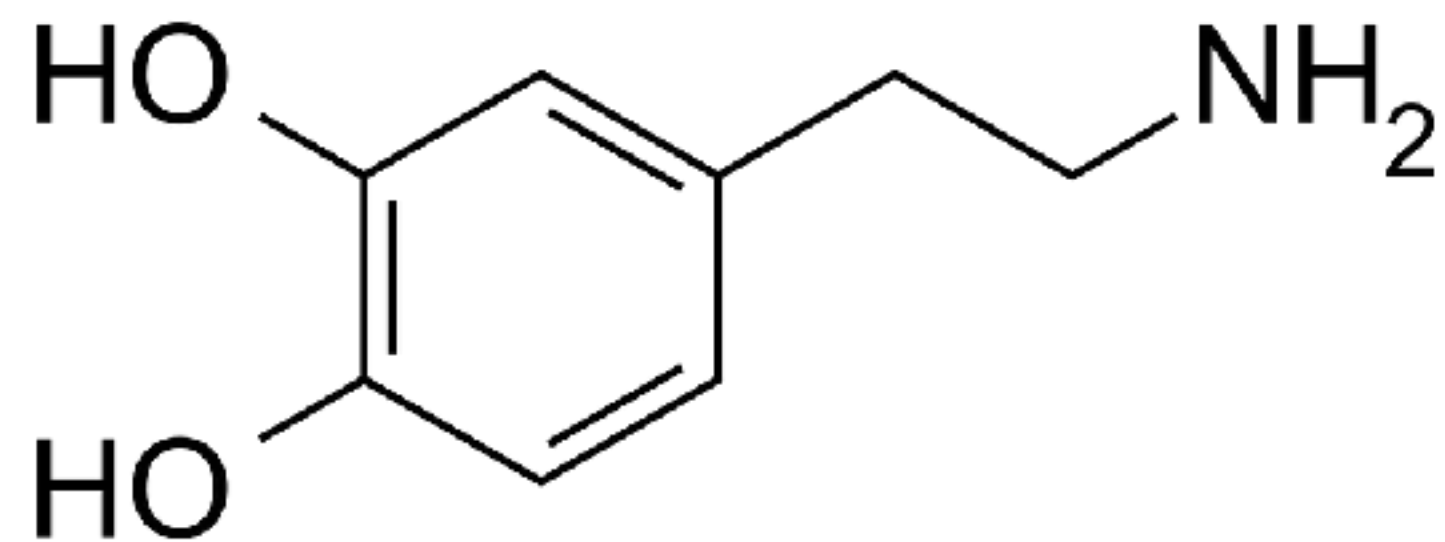


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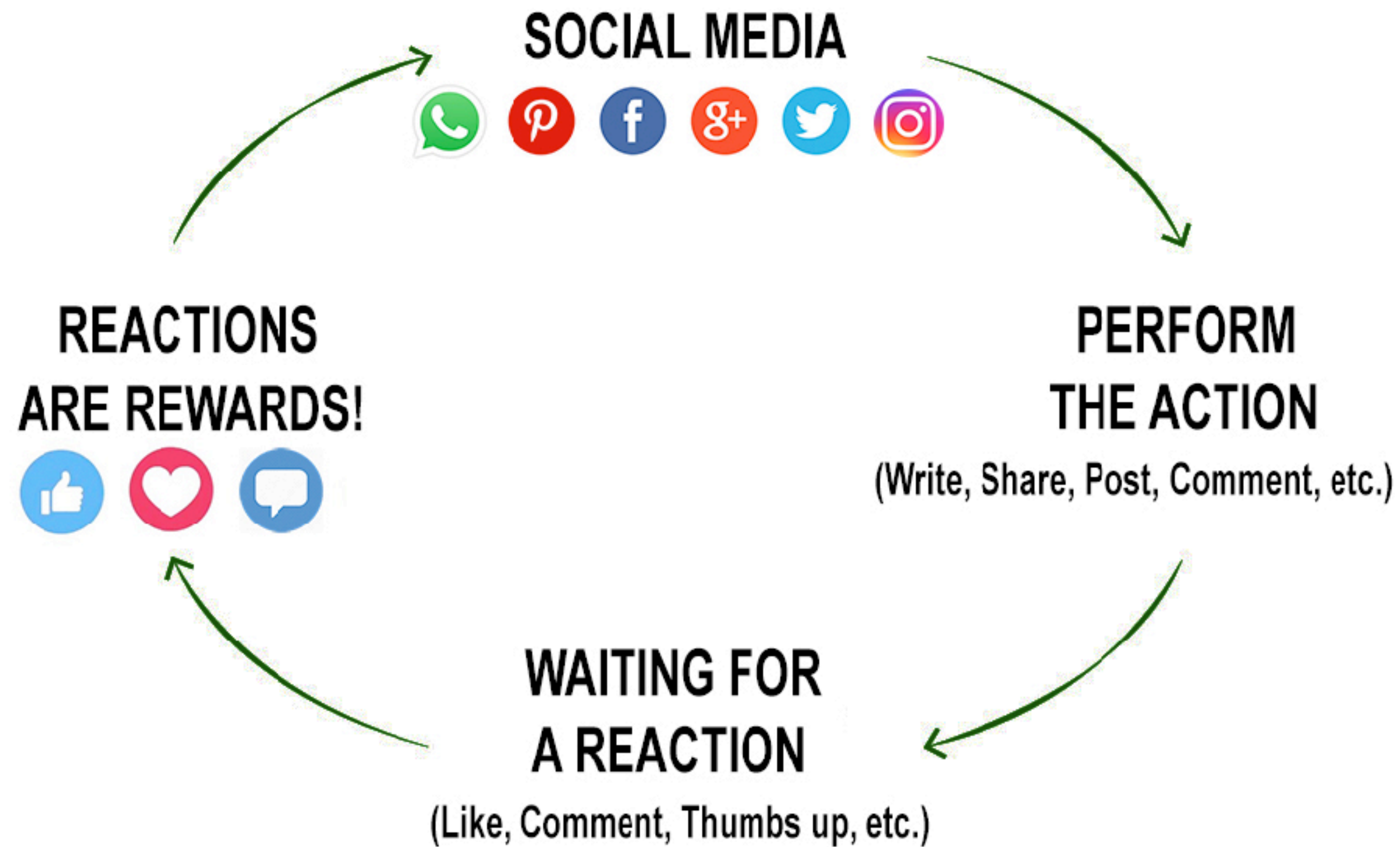


Same pleasure (seeking) feeling when getting food, exercise or sex



Digital technology is re-wiring our brain.

Dopamine aka the 'like' drug

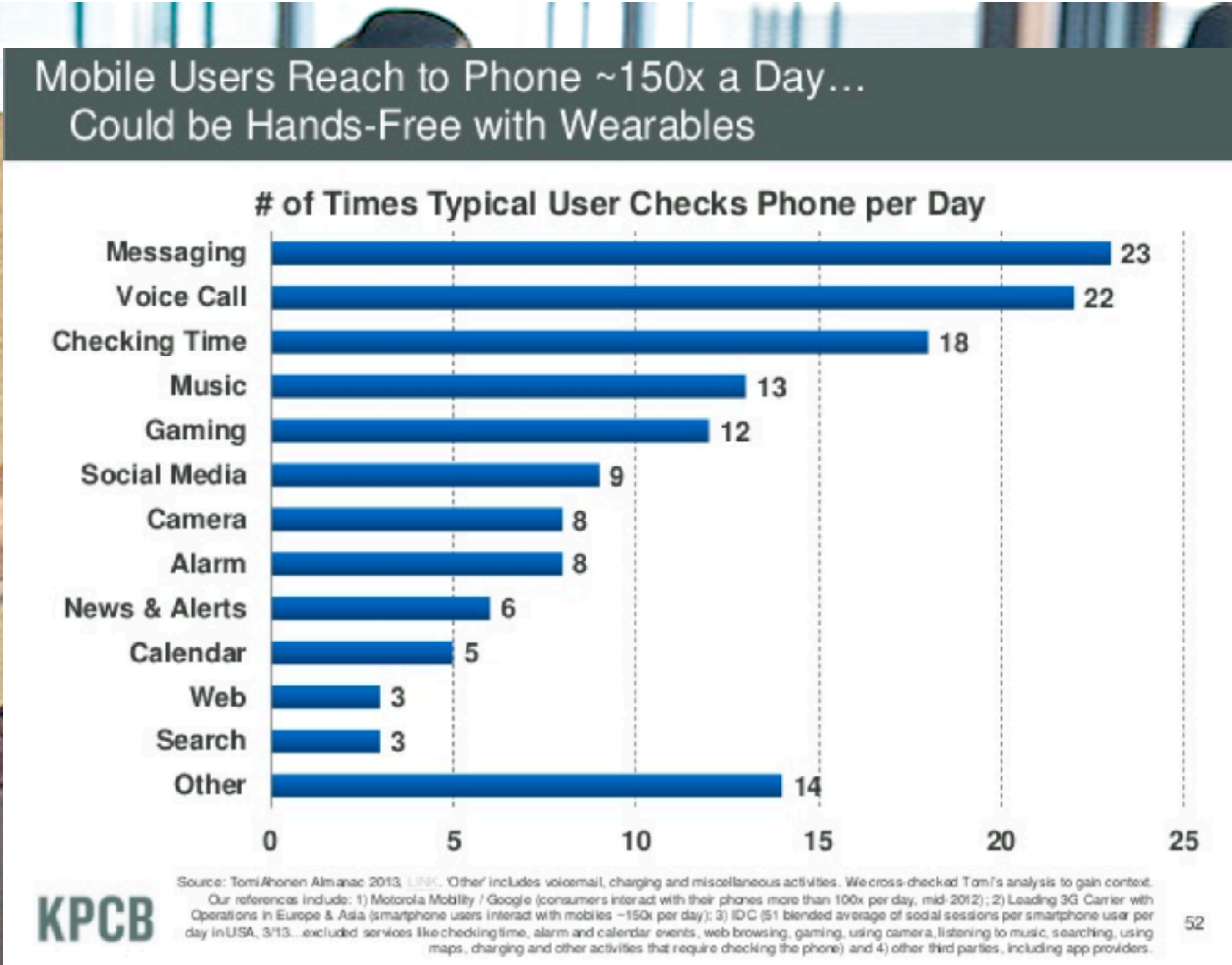


Digital is a(n) (addictive) drug!



DIGITAL
— WAVE —
DETOX

How many times do you touch your mobile phone a day?



How many times do you touch your mobile phone a day?



How many times do you touch your mobile phone a day?



Would you prefer your a WiFi-connection over sex?

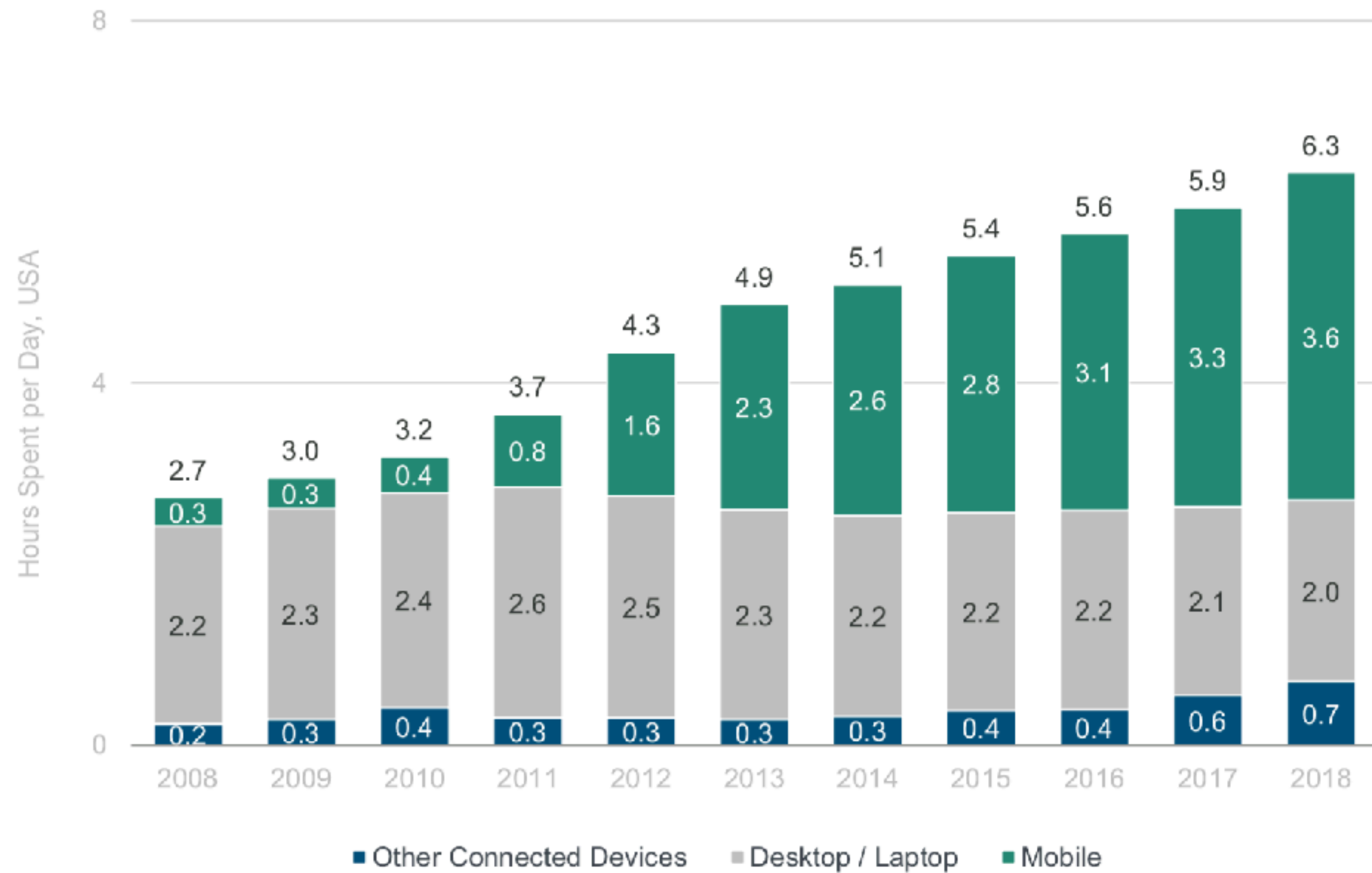
A photograph of a woman with blonde hair looking down at a smartphone. A man's hands are visible on her shoulders. The image is overlaid with large white text.

21% would



We never look up anymore.

Daily Hours Spent with Digital Media per Adult User, USA



We never look up anymore.

Phone sessions: Average vs. heavy user

Elizabeth B.
25, Chicago, IL



Lori L.
45, Grandville, MI



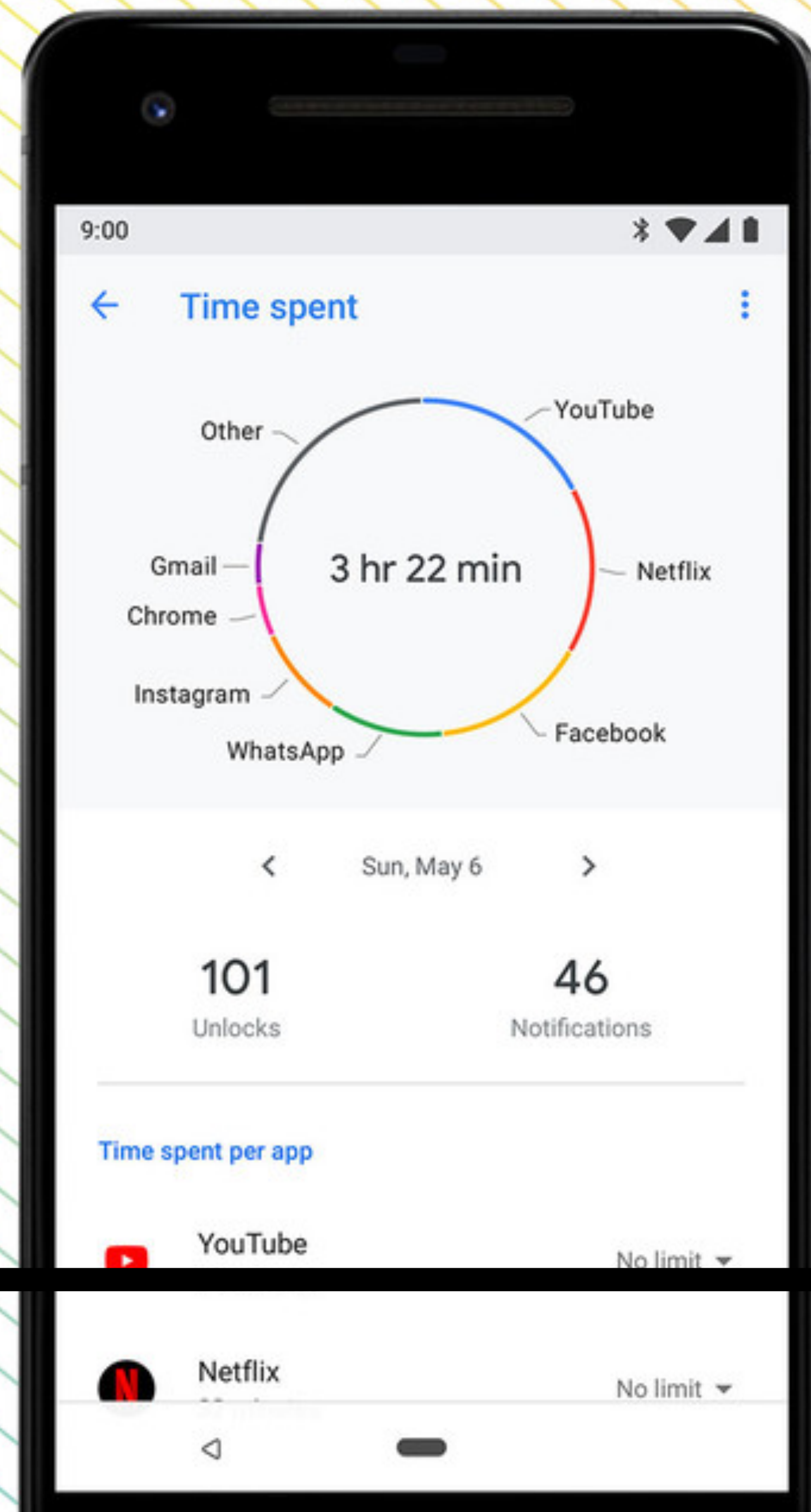
We never look up anymore.



#U.S. JULY 28, 2017 / 10:50 PM / 3 MONTHS AGO

Honolulu targets 'smartphone zombies' with crosswalk ban

We never look up anymore.



We never look up anymore.

86 uses the smartphones
while multi-tasking with
% other media



17%



51%



52%



34%



43%



28%



16%

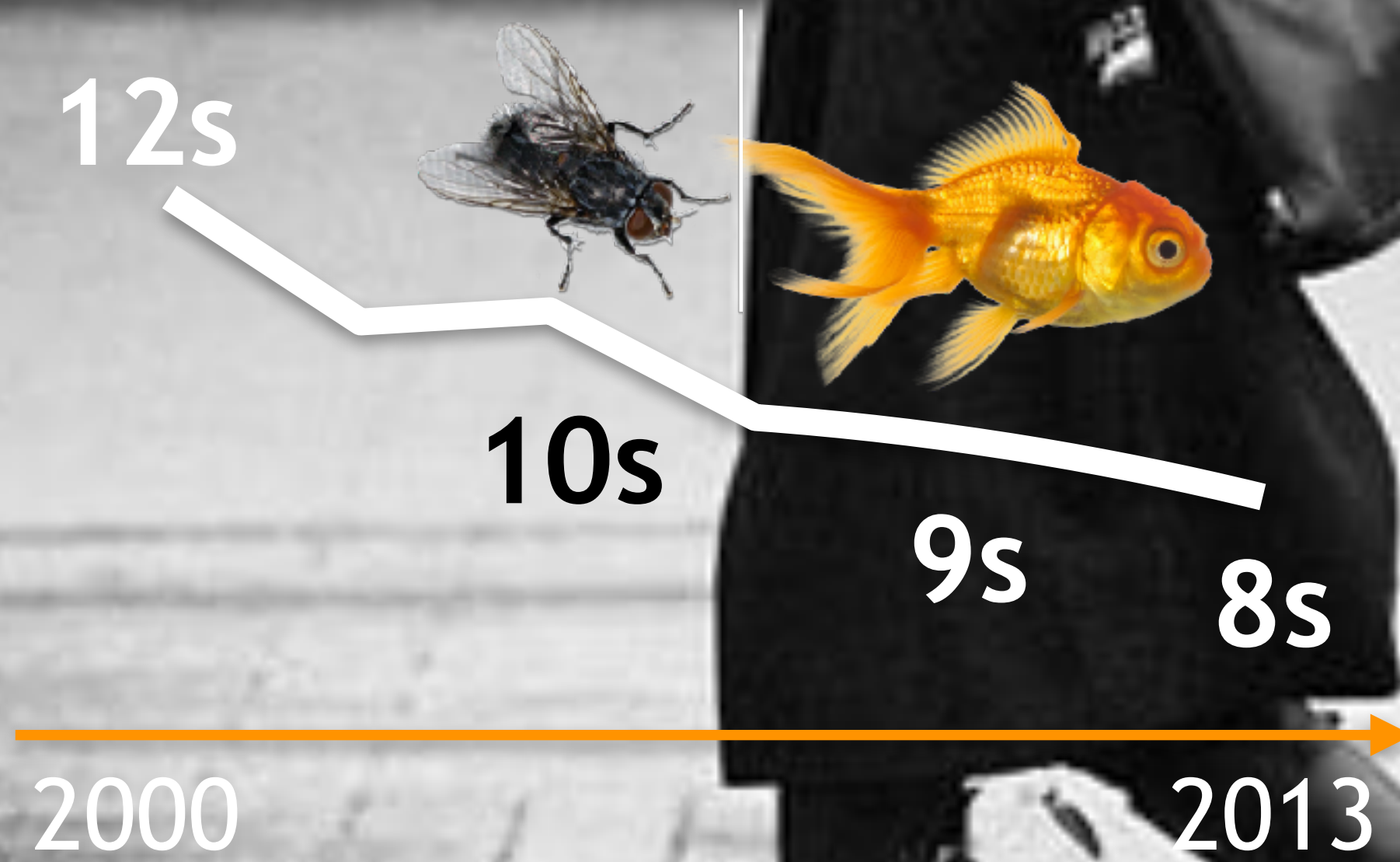
We never look up anymore.

**Long-term focus erodes with
increased digital consumption,
social media usage
& tech savviness**

We never look up anymore.

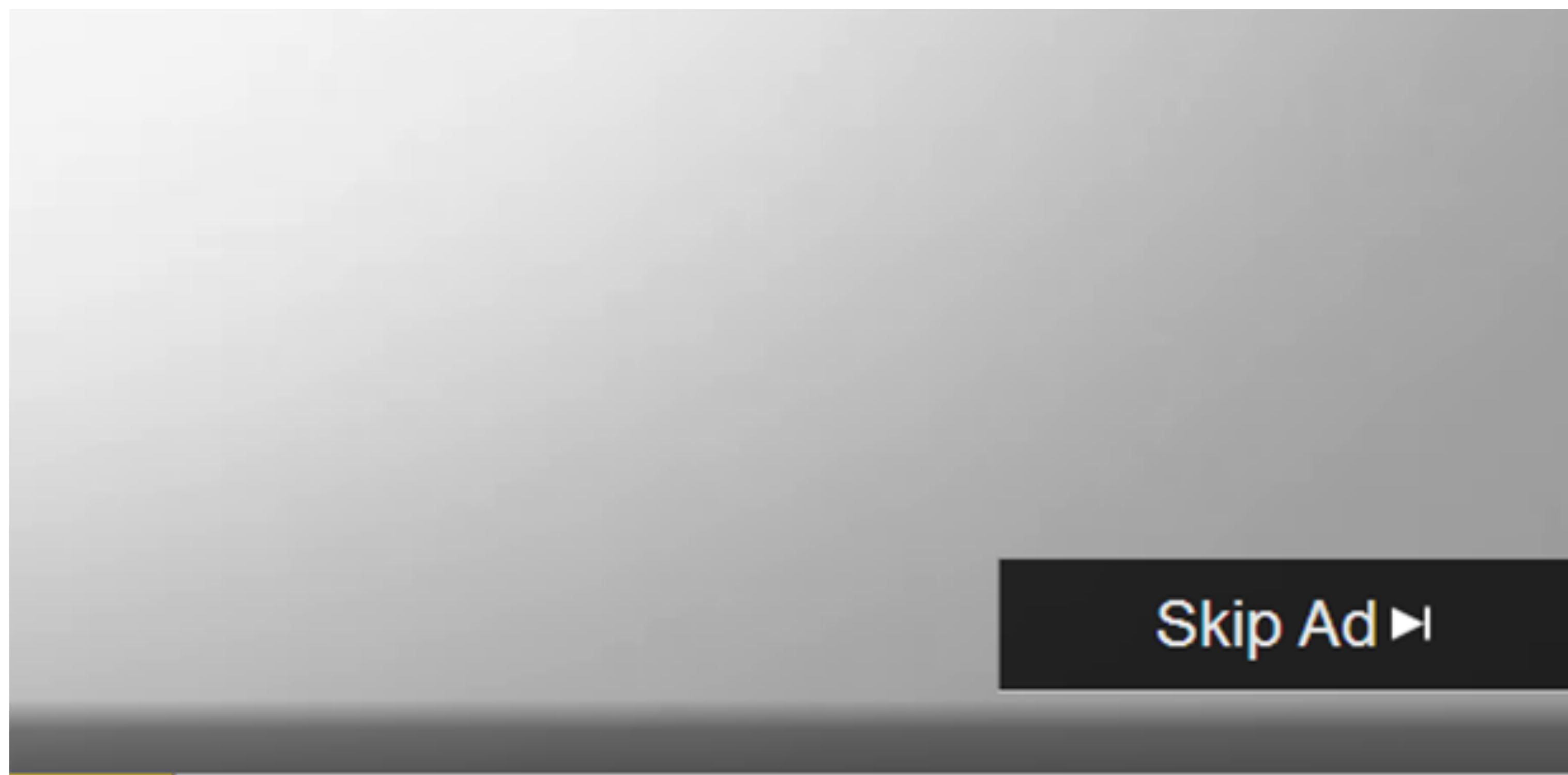


Long-term focus erodes with increased digital consumption, social media usage & tech savviness



We never look up anymore.

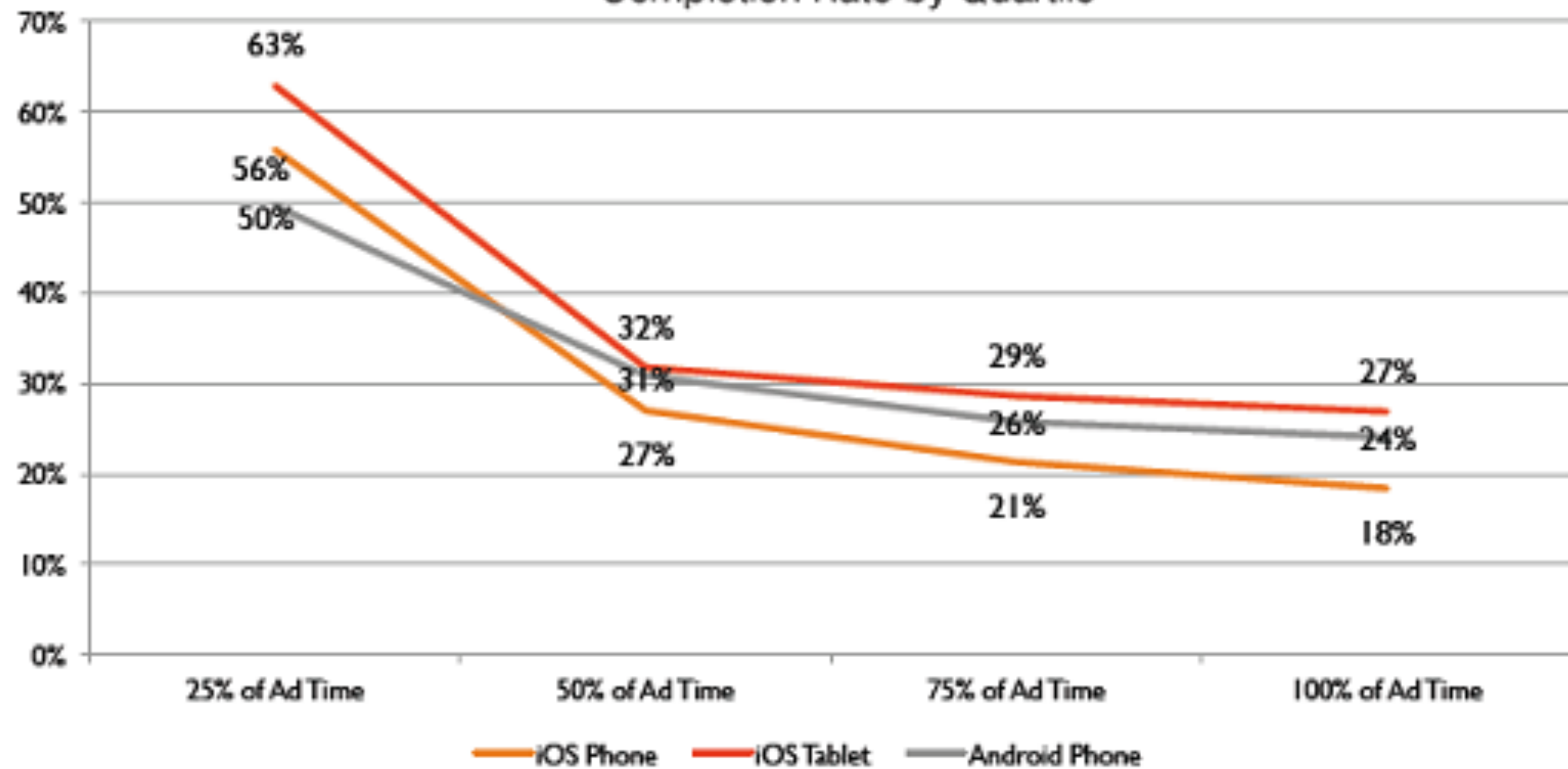
5 seconds
You **Tube**



Fame

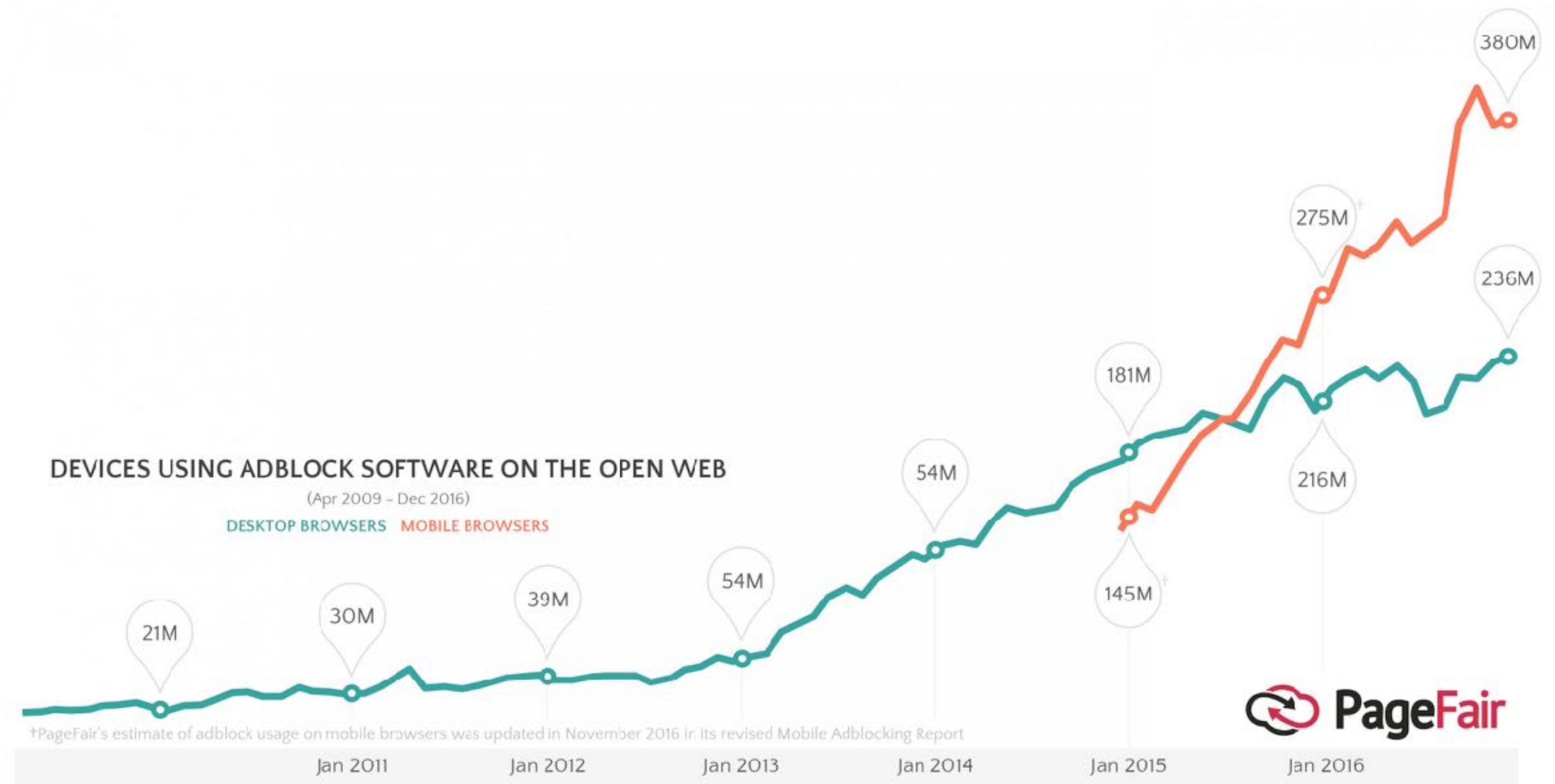
5 seconds
You Tube

Completion Rate by Quartile



Fame

5 seconds 

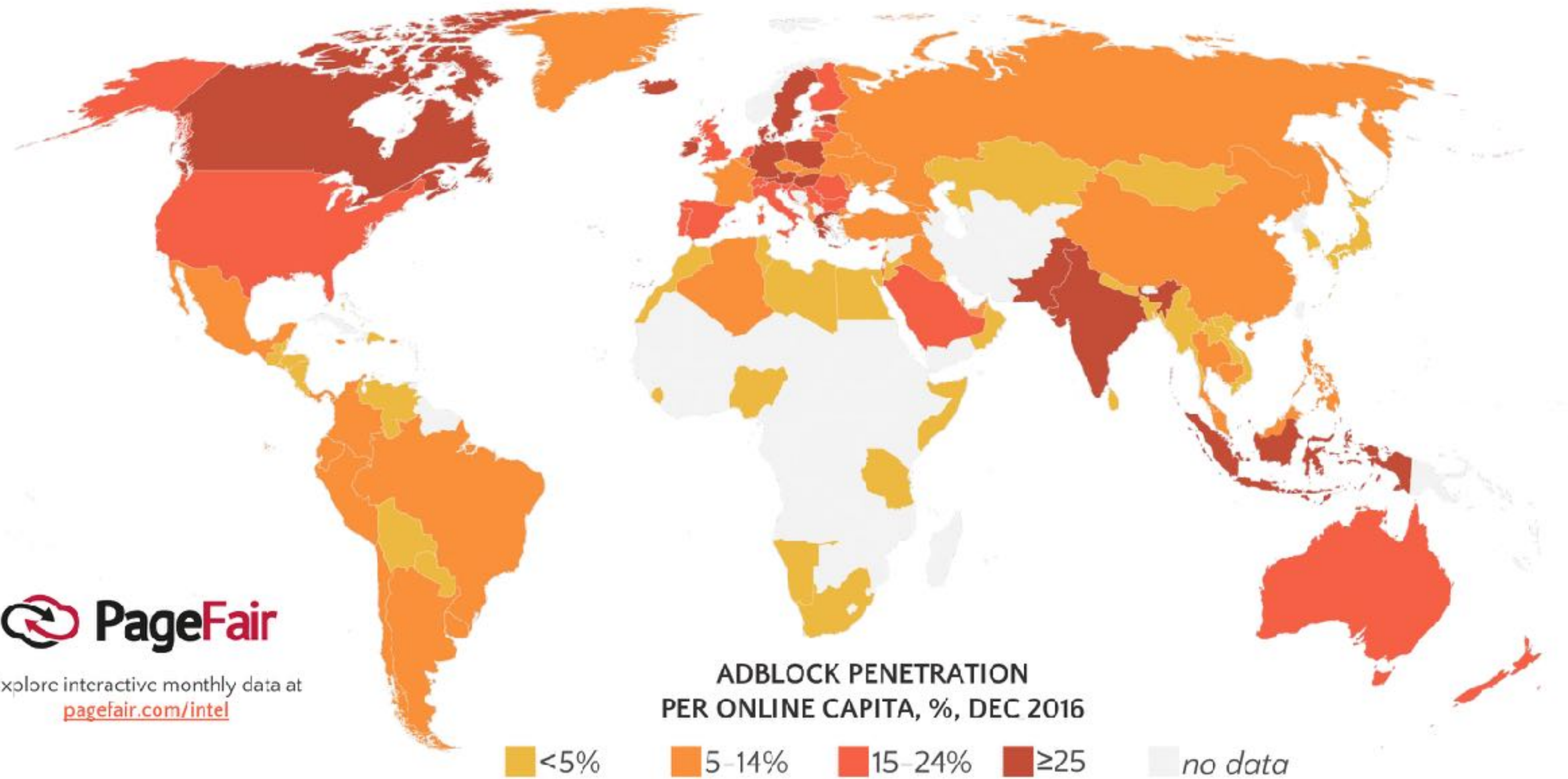


Blocking your fame

5 **You Tube**
seconds



Explore interactive monthly data at pagefair.com/intel



Blocking your fame



Digital is a(n) (addictive) drug!



FOMO

Fear of Missing out

A pervasive apprehension that others might be having rewarding experiences from which one is absent

A man with brown hair and glasses is looking directly at the camera with a wide-eyed, surprised expression. His right hand is raised to his mouth, with his fingers spread. The background is a plain, light-colored wall. A thick black horizontal line is positioned at the top of the image.

FOMO

Fear of Missing out

a desire to stay continually connected with what others are doing



FOMO

Fear of Missing out

a desire to stay continually connected with what others are doing

69%

of millennials, 2019

56%, 2013



FOMO

Fear of Missing out

a desire to stay continually connected with what others are doing

- 1 you check your phone 24/7
- 2 you want to know everything
- 3 you postpone
- 4 you experience stress and have difficulties concentrating
- 5 you have sleeping problems

A man with brown hair and glasses is looking directly at the camera with a wide-eyed, surprised expression. His right hand is raised to his mouth, with his fingers spread. The background is a plain, light-colored wall. A thick black horizontal bar is positioned at the top of the image.

1 Social Media

2 Loneliness

3 Anxiety

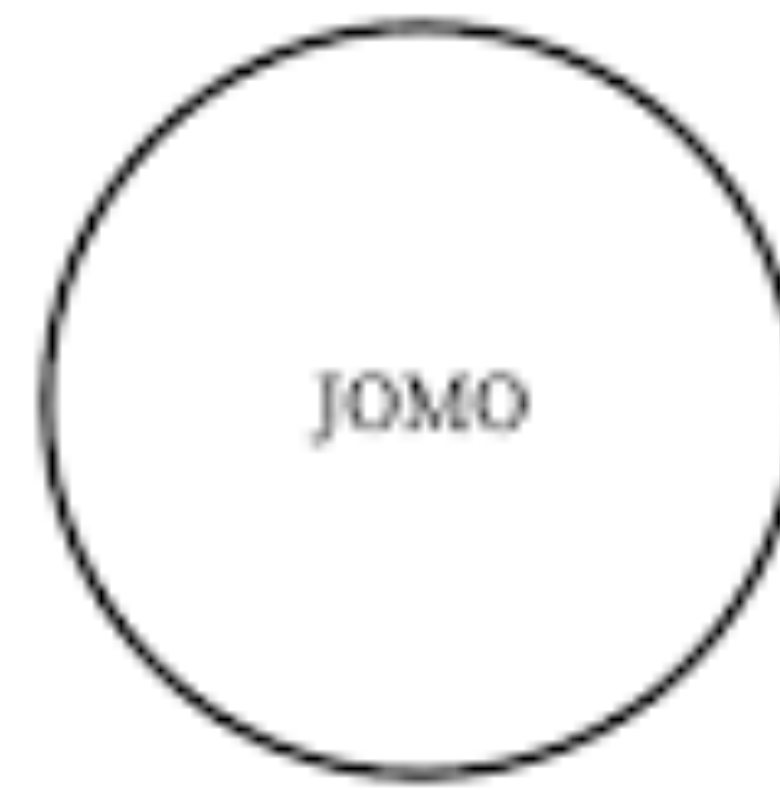
FOMO

Fear of Missing out

a desire to stay continually connected with what others are doing

FoMo

Fear of Missing out



Joy of Missing out

1 Reflect

2 Disconnect

3 Reconnect

The art of doing less

JoMo



53%

are anxious about their phone.

NoMo(phobia)

the intense, irrational fear of being out of mobile phone contact



9%

feels stressed when their phone is off.

NoMo(phobia)

the intense, irrational fear of being out of mobile phone contact



DIGITAL
—  —
DETOX