

GLOBAL TRENDS

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jaredRESEARCH

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Four Global Trends

This quick sketch outlines four key global trends and identifies unique combinations of lifestyle, geography and community that reflect and create trends for 2015 and 2025.

1. **New communities** within and beyond the nation-state
2. **Mixing virtual and real** discovery and relationships
3. **Smart spaces** provide connection, productivity, expression and community
4. **Sustainable lifestyle** connects the material and the “immaterial”

1. New communities

- » Transnational affiliations based on ethnicity, religion, underground subcultures, sexuality, and global mass and user-generated media
- » Fueled by mobile devices, cameraphones, blogs, traditional media, internet amateur video

Examples: YouTube, Sudoku, SMS, Bollywood, Orkut, Skype, Sex & the City, Instant Message

Agents: Expatriates, anime fans, kids, consumers of video streaming and pirated DVDs



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2. Mixing Virtual and Real

- » From intimate friend networks to mass political movements, “logging in” and “showing up” create and reinforce social groups
- » Technology becomes more mainstream, invisible and pervasive

Examples: MoveOn.org (a liberal-left US political movement), My Space (largest US teen community website), World of Warcraft, NeoPets

Agents: Teenagers, political activists, giant media companies, immigrants, gamers, governments



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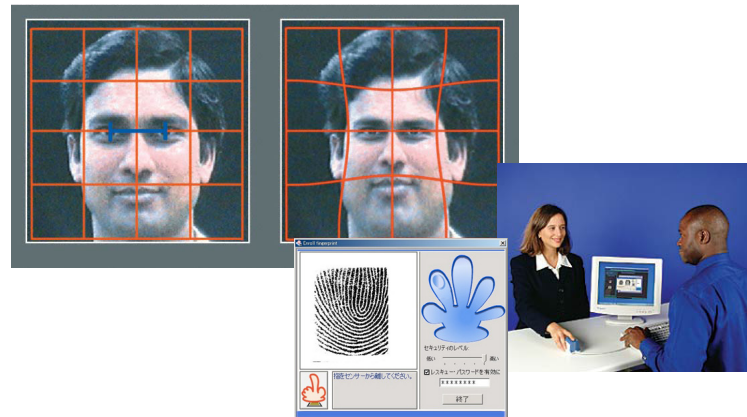
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3. Smart Spaces

- » Technology moves from “desktop” to portable devices and then to ambient sensors, displays in walls, bridges, sidewalks
- » Embedded in everyday environments, technology becomes more pervasive and less visible

Examples: Automobiles, FastTrack/Octopus card (SF, Hong Kong), city-wide WiFi, health and wellness technology, RFID tags, biometric identification, “calm technology”

Agents: Visa and other financial transaction companies, U.S. Homeland Security, auto and air travellers, consumer durables manufacturers, Intel and other chip manufacturers



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4. Sustainable Lifestyles

- » Spiritual desire to connect with Earth intersects with renewed energy shortages and environmental crises
- » Necessity and creativity drive sustainable innovation, including green cities and peer-to-peer networks

Examples: Slow food, “work-life balance,” Toyota Prius, green architecture, user-generated multi-media, computer clusters

Agents: Luxury brands, corporate detractors, neutra-ceutical companies, environmental activists, urban and national governments (including China), concerned parents, youth, seniors



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Global Trend Leaders

The research methodology is to sample globally in unexpected combinations of lifestyle, geography and community.

Research results will identify global trends that are quietly emerging across the globe.

Lifestyle	Geography	Communities	
Luxury	Central Asia, Brazil, Russia	Expatriates, immigrants	Oil executives in Central Asia, Russians and Brazilians in Europe and US, Arab investors in China. How to create home in a new land?
Mass market	China	Teens	Urban Chinese teens are the largest global teen market, enthusiastic tech adopters and cost-conscious. What global trends will they create?
Upward mobility	India	Young adults	Call center workers are educated, upwardly mobile and plugged into distant cultures and geographies. How to stay plugged-in?
New aging	Europe, US, Japan	Lesbian, gay	The First World experiences unprecedented aging of population and worker shortages. Intel creates health technology for new retirement communities. How to age better?

New media reflect and create new communities of belonging and new ways of living across the world.

About Jared Braiterman PhD



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Education

Stanford PhD,
Anthropology, 1996

Harvard BA,
Social Studies, 1986

Languages

Chinese

Portuguese

Spanish

Japanese

French

Contact

jared@jaredRESEARCH.com

www.jaredRESEARCH.com

+1.415.551.2263