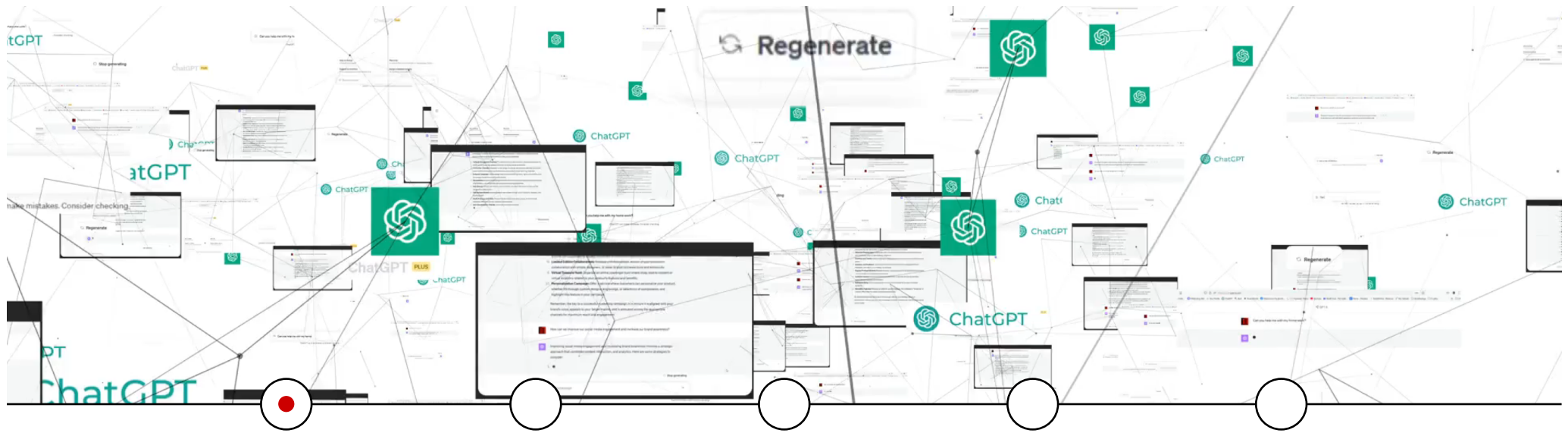




FUTURE OF HUMANITY

2024 TREND REPORT // Adi Yoffe



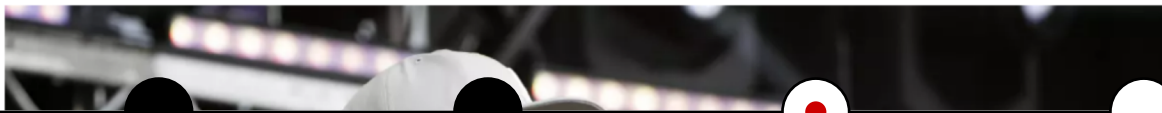


December
2022

ChatGPT was
launched by OpenAI

CALIFORNIA

Rapper 50 Cent is shaking his head over L.A.'s zero-bail policy: 'Watch how bad it gets'



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TRAVEL & EXPERIENCES

May
2023

**The State of California
cancels cash-bail policy
for misdemeanor crimes**



July
2023

Scientists declared it the
hottest month on record



ISRAEL

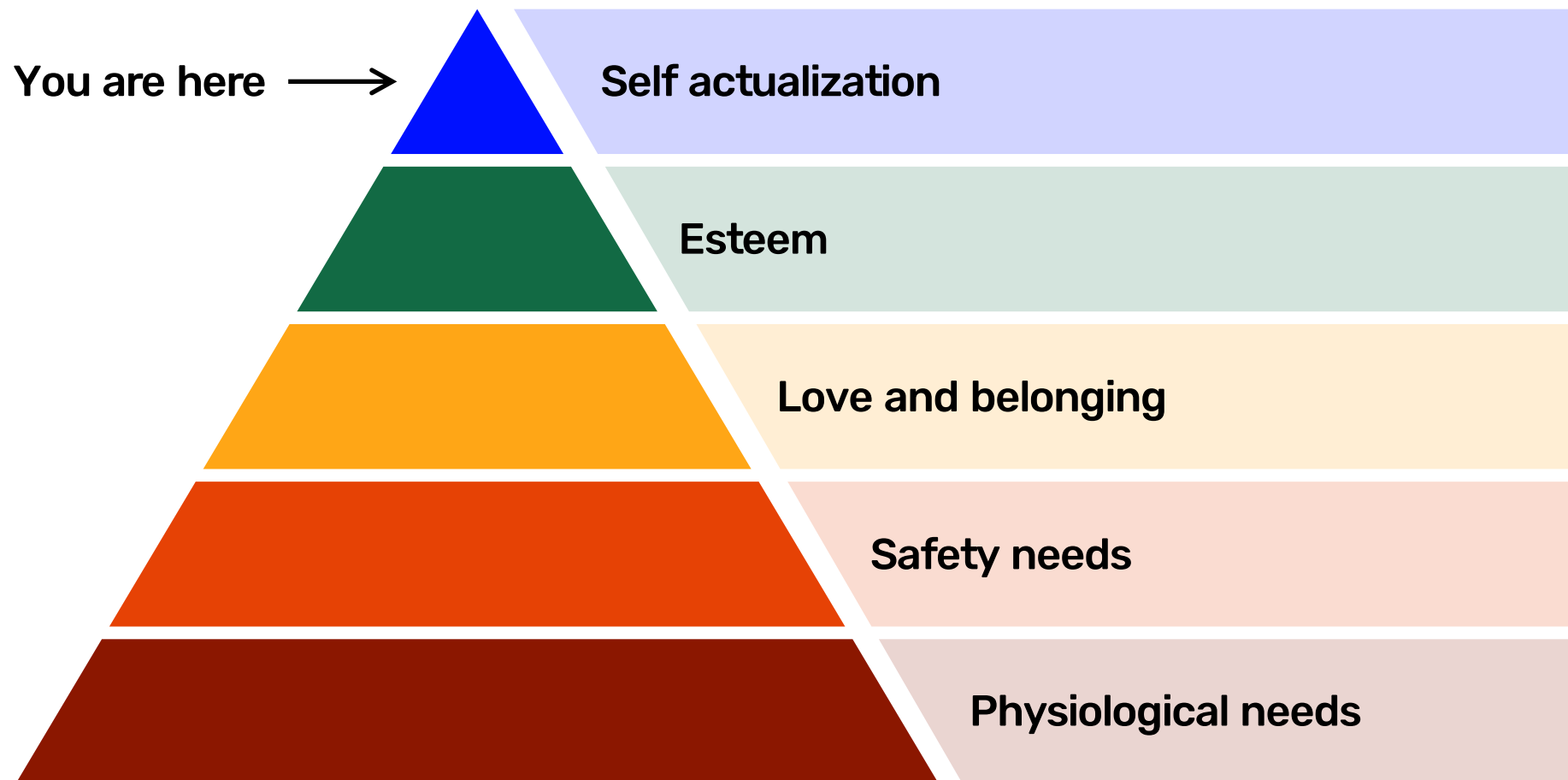
Credit: Hen Vashdi and Ruri Svidler

October 7th
2023

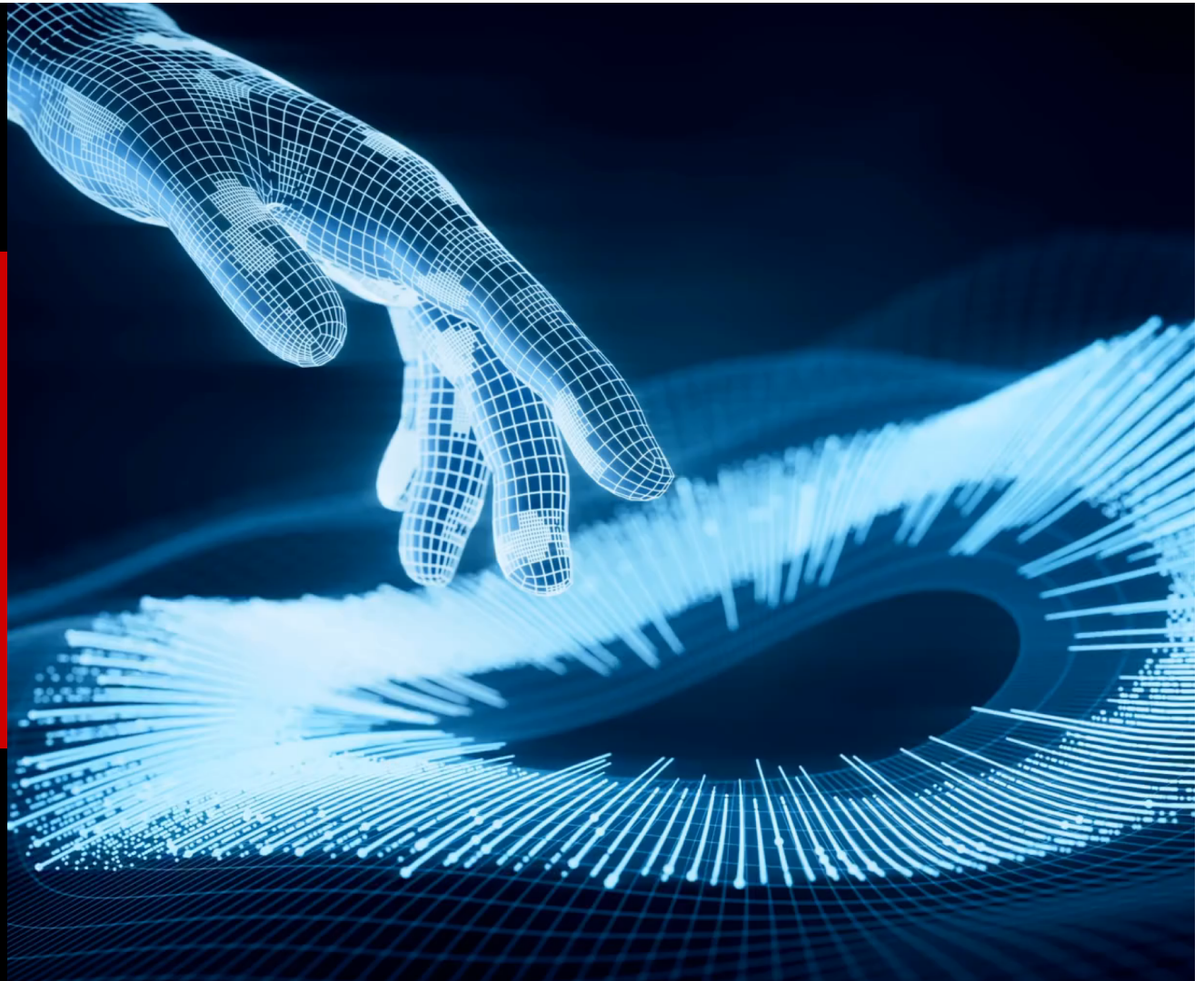
The biggest **and cruelest**
massacre of Jews since the
holocaust

**We thought we were at the TOP
of Maslow's hierarchy of needs**

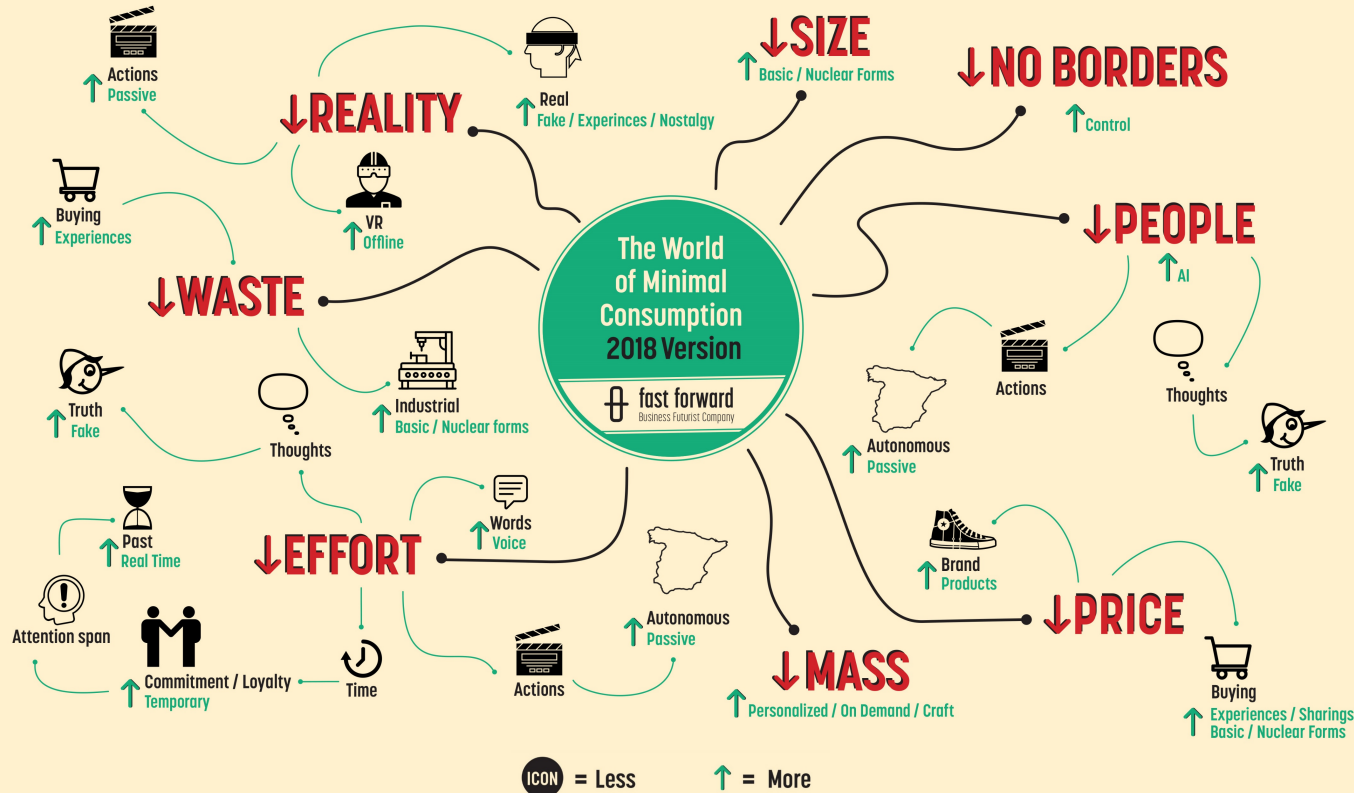




**We had the
privilege of living
in a thriving
global, tech
savvy world**



The Minimal Consumption Trend Map (Since 2014)

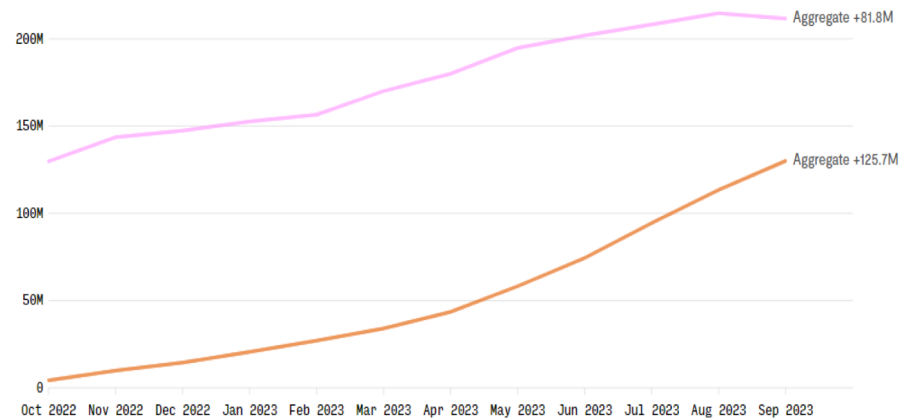


We mastered minimalism

Chinese shopping apps surge

Monthly active SHEIN and TEMU users over the past 12 months in their top 15 markets.

By country ☐ Aggregate



Source: Data.ai

Minimal Time

More than half of Amazon Prime packages were delivered on the same day or the next in 60 of the largest U.S. metro areas

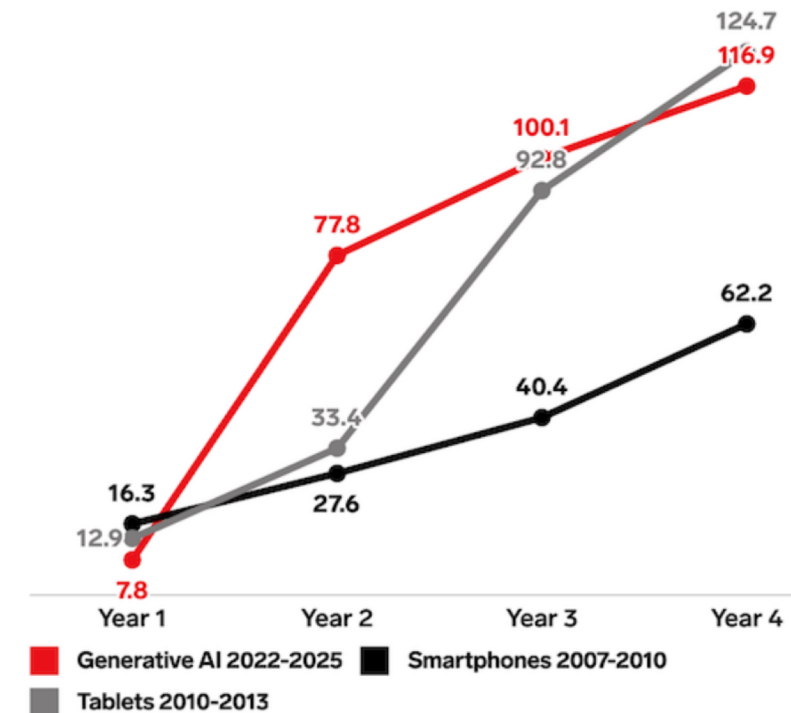
Minimal Price

52% of global retail e-commerce is bought through retailers of the AliBaba group


Generative AI Has a Steeper Initial Adoption Curve Than Other Recent Technologies

millions of US users

This is why, we
FELL IN LOVE
WITH AI



Note: individuals of any age who use each technology at least once per month; Year 1 for smartphones corresponds with the June 2007 release of the iPhone; Year 1 for tablets corresponds with the April 2010 release of the iPad; Year 1 of generative AI corresponds with the November 2022 release of ChatGPT
Source: Insider Intelligence, June 2023



**"Invisible devices should
feel so natural to use that
almost forget about their
existence"**

Imran Chaudri, Humane AI



**We have decided not
to talk about certain
things**

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Volume 72, Issue 5
May 2022

Article Contents

JOURNAL ARTICLE

Six Principles for Embracing Gender and Sexual Diversity in Postsecondary Biology Classrooms

Ash T Zemenick, Shaun Turney, Alex J Webster, Sarah C Jones, Marjorie G Weber

BioScience, Volume 72, Issue 5, May 2022, Pages 481–492,
<https://doi.org/10.1093/biosci/biac013>

Published: 16 March 2022





Just like the algorithm



there are only two sides



“There were nearly **300** videos on TikTok of people suggesting the al-Qaeda leader’s writing gave them a new perspective on U.S. foreign policy, namely America’s staunch support for Israel.” (Politico)



In a hyper-personal, passive, real-time world, a new generation of activists who feel free to express themselves on any subject or social matter, without investigating or understanding its complexity.

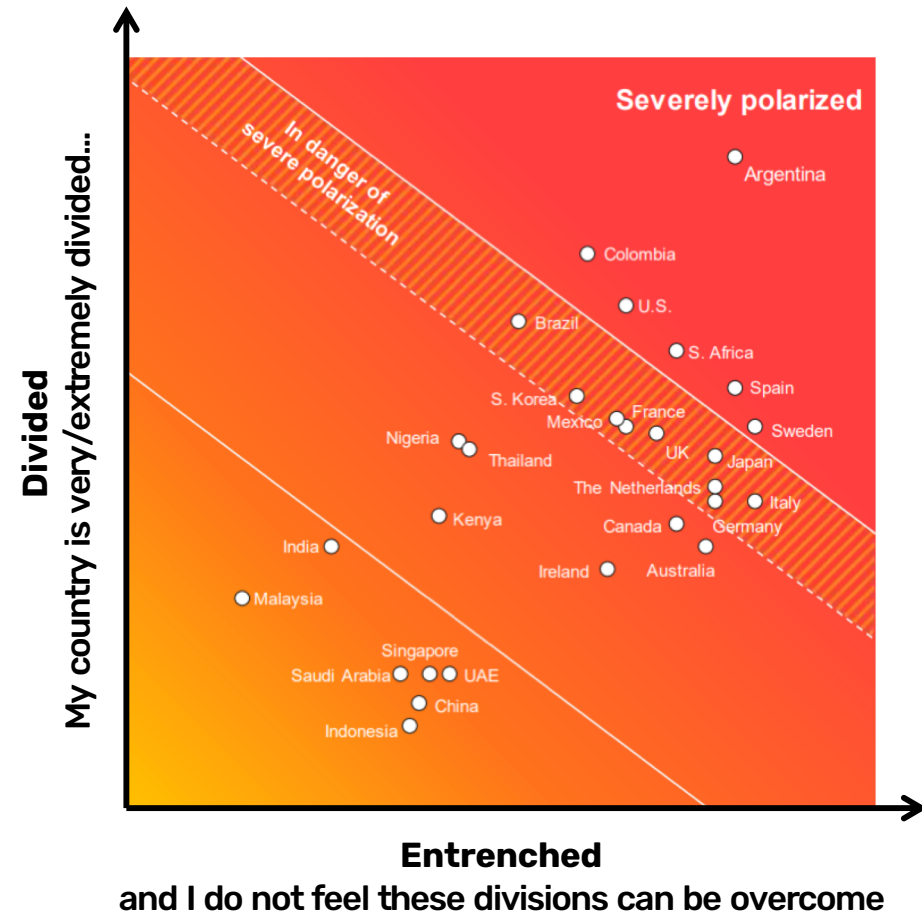
**We live in a reality where there's
a tension between polar values**



**Where each side thinks
that it is the superior side**

Growing polarization to the verge of entrenched societies

Source: Edelman Trust Barometer



AVOIDING

friction the physical

AVOIDING

friction with emotions

AVOIDING

friction with facts



Avoiding friction with reality

I
BLAME
TECHNOLOGY!

Which **d i s t a n c e s**
us from the basics
of humanity



The war in Israel affected western cities around the world

“There is a pervasive sense that everyone is hurting, aggrieved, and misunderstood and no longer pretending to share a common reality”.

NEW YORK **TORN UP AND APART**

FEARS,
PROTESTS,
POSTS,
FIRINGS,
DOXINGS,
LOST
FRIENDSHIPS,
VIGILS, AND
BETRAYALS.
THE CITY
SINCE
OCTOBER 7.

“On the streets of Europe, the Israeli-Palestinian conflict is testing some of the Western world’s most basic tenets: the rights to peaceful assembly and freedom of speech”

According to the French Interior Ministry 1247 antisemitic incidents occurred since October 7th and more than 1,000 incidents in the UK

73% of Jewish students and **44%** of non-Jewish students have experienced or witness antisemitism on campus during the school year

33% of Jewish students don’t feel emotionally safe



People attend a pro-Israel rally at Brandenburg Gate in Berlin on Sunday. (Annegret Hilse/Reuters)

Its time to

interact with reality

Its time to

**go back to the
basics of humanity**

**To adapt
behaviors that
give concrete
emotional value**



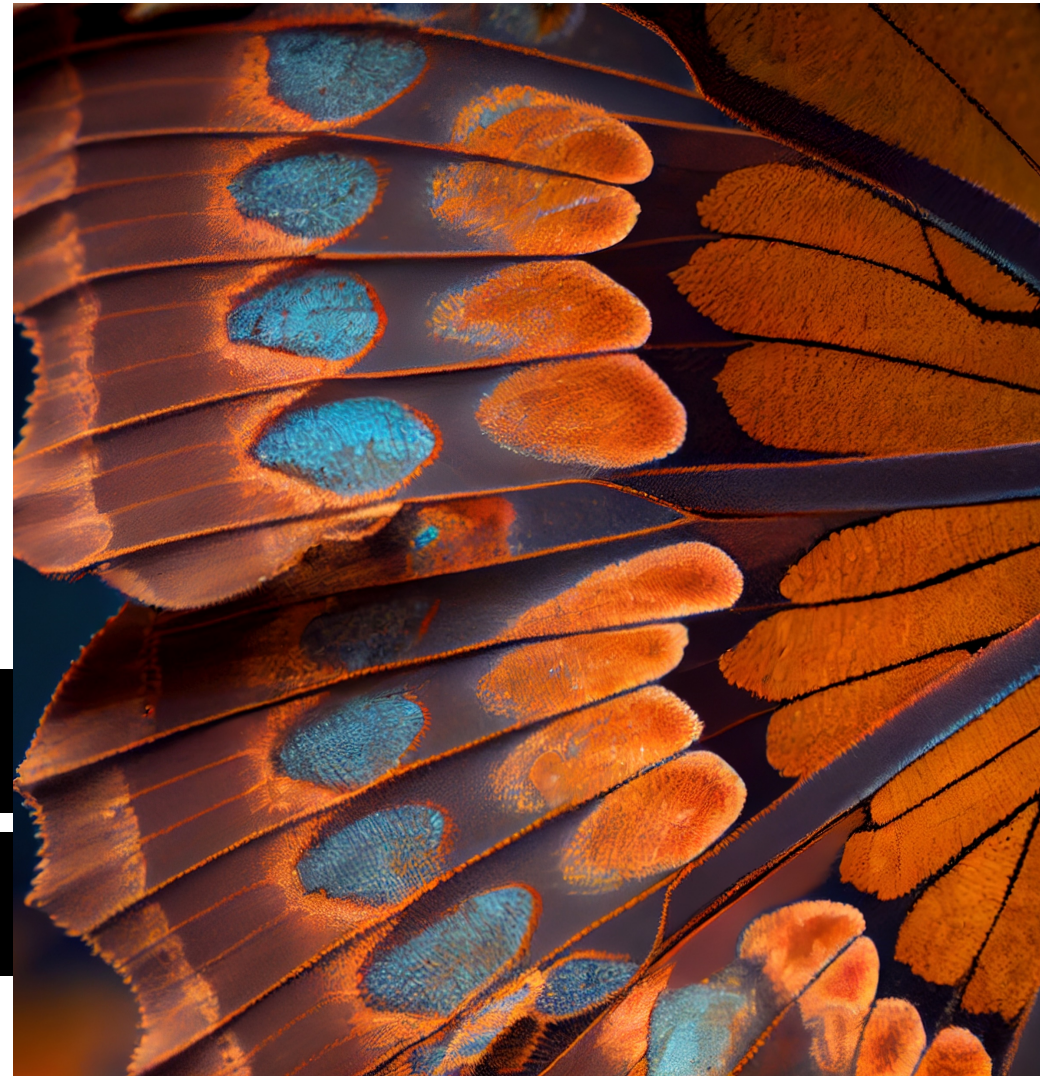
Close

We want a closer and more intimate experiences

Major values:

Real

Clear & Define



A photograph of a suburban street at sunset. The sun is low in the sky, creating a warm, golden glow. The street is paved with asphalt and has double yellow lines. On the right side of the street, there are several houses with light-colored siding and dark roofs. A small car is parked on the street. There are trees and lawns in front of the houses. The overall scene is peaceful and residential.

In tourism, in marketing
and in agriculture
consumers are developing
a hyperlocal interest

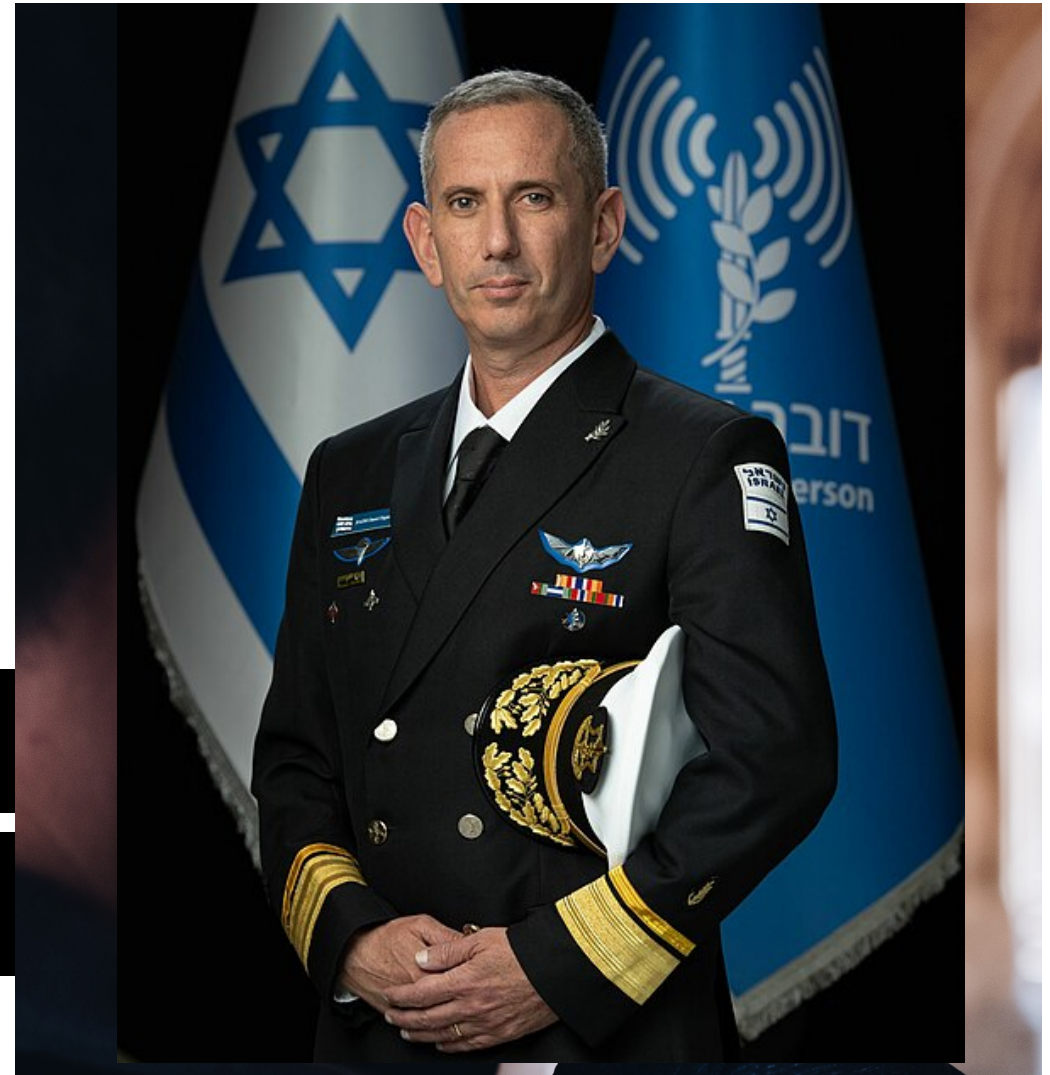
Original:

**Consuming from
the source**

Major values:

Everlasting

Trust & Confidence



The Content Authenticity Initiative is a collaboration of organizations to provide media transparency and reliable content





Collaborating

The whole is greater
than the sum of its
parts

Major values:

Belonging

Togetherness



saalt

Rael

August

CORA

DIVA



the HoneyPot[®]
company

LOLA



“We think that it is bullsh so we have come together as collaborators, rather than competitors, to collectively take a stand against the tampon tax”**

Industrial collaboration for a safer use of AI

The AI Alliance

A community of technology creators, developers and adopters collaborating to advance safe, responsible AI rooted in open innovation.

FUTURE OF HUMANITY

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BACK TO THE BASICS OF HUMANITY

BY **INTERACTING** WITH BASIC EMOTIONAL
NEEDS

COLLABORATING

CLOSE

ORIGINAL





Thank you!

Adi Yoffe 
Business Futurist
adi@spotrend.com



SCAN ME

