

the**korn**group

# Stepping into their shoes

## Understanding Social & New Media Trends

PREPARED BY:

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**“We see people as we are, not as they are”**

- It’s about looking at things differently
- Stepping into their shoes
- Sometimes the little things count most



**Instinct is good, but needs tempering**



## Selective perception is innate I

**How many chest rotations  
does the guy in the middle  
do?**

"Succeeds wonderfully . . . readers who heed [these] admonitions  
may be rewarded with a clearer view of the world" —*Wall Street Journal*

# THE INVISIBLE GORILLA

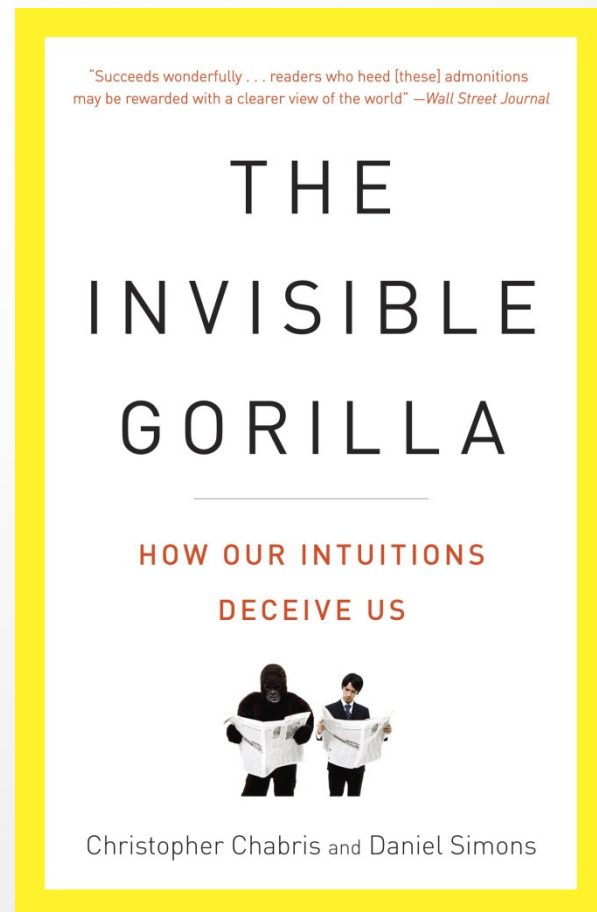
HOW OUR INTUITIONS  
DECEIVE US



Christopher Chabris and Daniel Simons



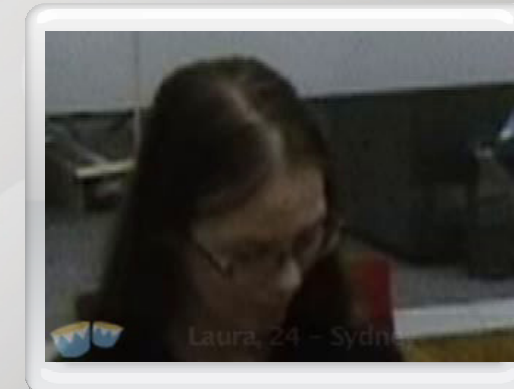
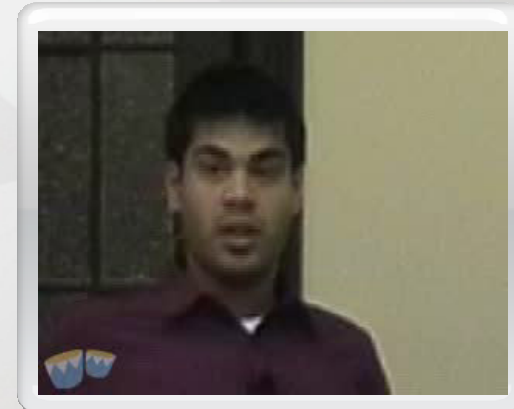
## Selective perception is innate II





## Trend 1: Smart living trend across society

- Applies to organisations & individuals
- In competitive society need for “nous”
- Going straight to the source



Short-cuts to success and cutting corners



## Trend 2: Beating the system

- Response to era of marketing and spin
- Outsmarting retailers and marketers
- Savings & sales more about sense of winning than actual dollars and cents



Letting them feel like they've won



## Trend 3: Transparency & who can you trust?

- People jaded by conflicting information
- Today no social institution trusted at face value
- First instinct is not to believe
- So everyone feels like they have become experts
- Word-of-mouth and word-of-mouse



About being a conduit for trusted sources rather than offering expertise





## Trend 4: Culture of immediacy

- Fast pace across society
- Expectations for immediate response
- Implications for organisations pronounced



New demands, demands new responses





## Trend 5: Social media is an addiction

- Openly admitted to be so
- Information flowing fast so miss out if not constantly updated
- About connectedness & feeling wanted
- Brand communications are often anti-branding & disappoint

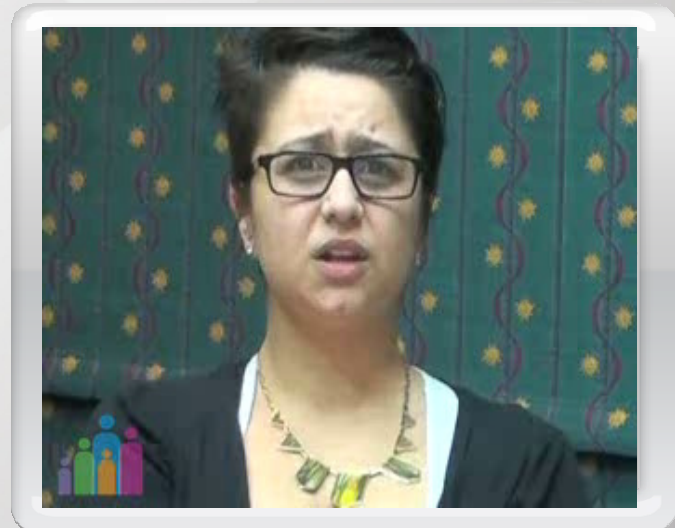


More of a 5<sup>th</sup> limb than a device



## Trend 6: Social media reflects ideal self

- Not who are actually are
- Depicting happy moods and mega social life
- Showing off & photoshopping
- Strong adverse impacts on body image and confidence
- For organisations about reading between the lines



Showcasing ourselves to the world in best light



## Trend 7: Attitudes don't always reflect behaviour

- People exaggerate certain traits
- Want to see themselves in that way
- Eg Believe they buy Australian Made or green products but actually don't
- Healthy cynicism to survey results and what people tell you



Listening with a third ear. What people aren't saying



## Trend 8: Privacy & security concerns

- Technological divide
- Young people are immortal – on and off line
  - *Happy to share information*
  - *Not afraid of revealing details*
- Assume consequences overstated and paranoid
- So location based device appeals to young



A new paradigm is evolving



## Trend 9: Evolving language

- Social lament of decline of language by youth
- Natural evolution towards short-cuts
- Why say a full word when one letter gets point across

LOL  
2EZ  
2MORO  
BTW  
FML



U C. K?



## Trend 10: The growing trend of switching off

- Always being switched on is exhausting
- Trend towards forced switching-off



Perspective & smelling the roses

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