



# INTERNET CULTURE AS A REFLECTION OF SOCIETAL CHANGE

A teal surgical mask is positioned over a view of the Earth from space. The mask's white elastic bands are stretched across the globe, suggesting it is being worn by the planet. The background is the dark void of space.

**CATAPULTED INTO THE FUTURE**

REAL  
FAKE

ECHT  
NEP



**SCREENIFICATION OF THE WORLD**

**REAL  
FAKE**

**ECHT  
NEP**

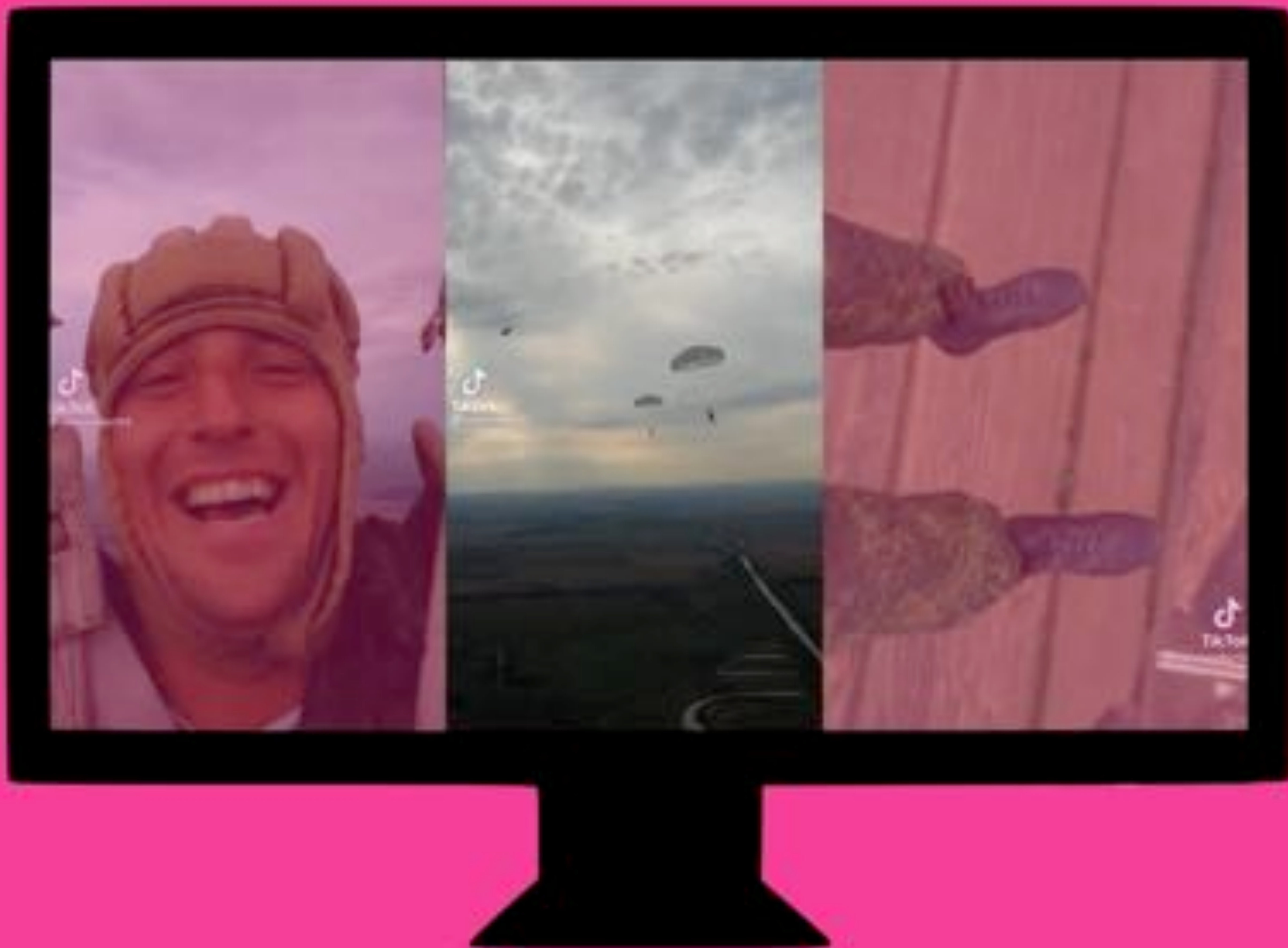




 **TIKTOK WAR**

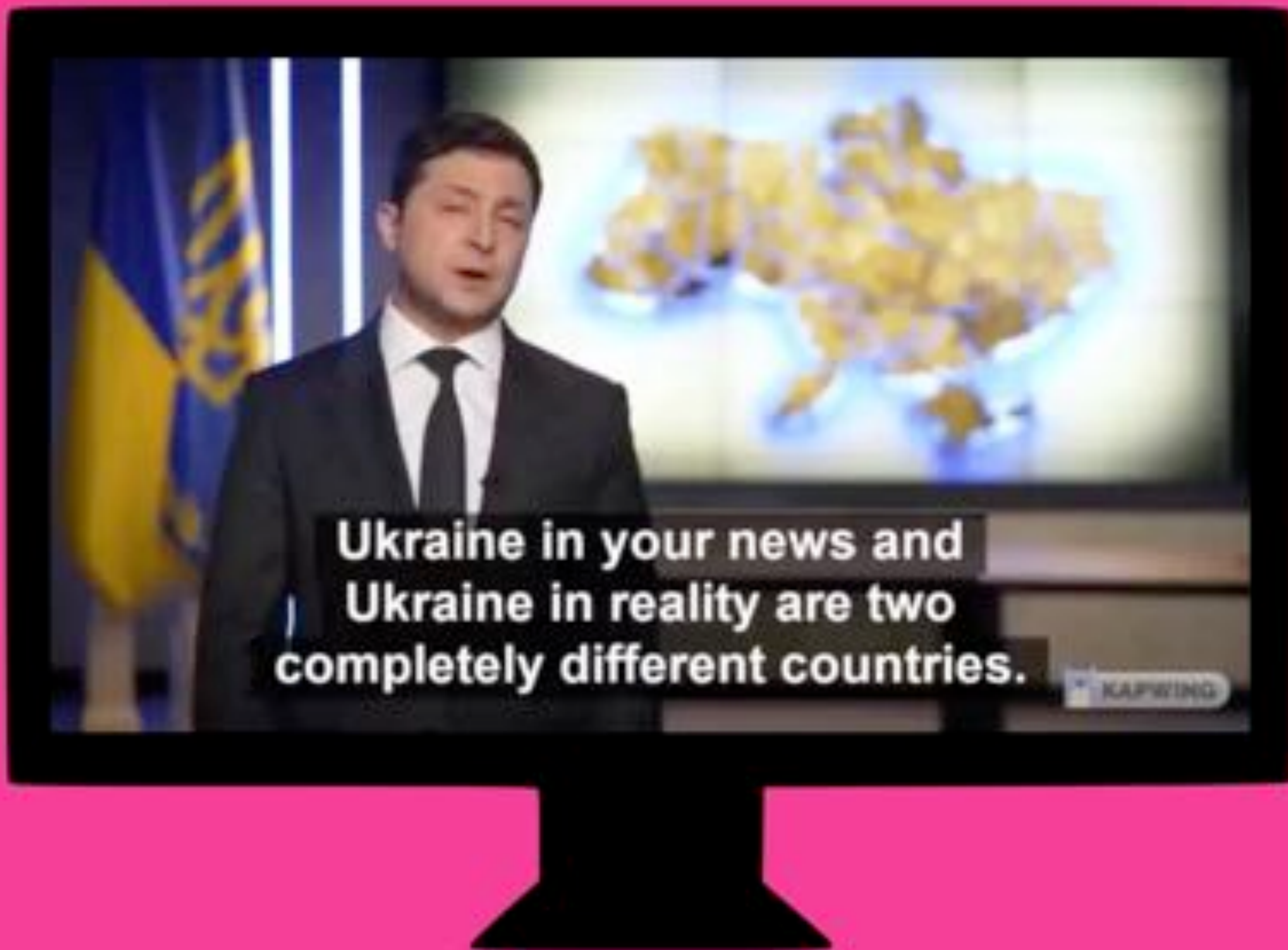
REAL  
FAKE

ECHT  
NEP



REAL  
FAKE

ECHT  
NEP



REAL  
FAKE

ECHT  
NEP

A person wearing a VR headset and holding a VR controller is shown in the background. In the foreground, a hand holds a glowing, spherical object. The scene is dimly lit with blue and purple tones.

# PLAYING WITH REALITY

REAL  
VS  
FAKE

ECHT  
NEP





REAL  
FAKE

ECHT  
NEP

SIMON

SOFIA



REAL  
FACE  
FAKE

ECHT  
NEP

A close-up photograph of a person's hands, wearing a dark suit jacket, holding a glowing crystal ball. The crystal ball is mounted on a dark wooden base and is illuminated from within, creating a bright, ethereal glow. Inside the crystal ball, a reflection of a person in a blue suit and striped tie is visible, mirroring the person holding it. The background is dark and out of focus.

**WHO WOULD HAVE PREDICTED THAT?**



REAL  
FAKE

ECHT  
NEP



REAL  
FAKE

ECHT  
NEP

Ondernemers, welkom bij De Unlimiteds



REAL  
FAKE

ECHT  
NEP

A young girl with dark hair is sitting on a grey couch, wearing a blue hoodie with a large, plush hood that resembles the character Stitch. She is holding a black smartphone in front of her face, looking down at the screen. The background is a plain, light-colored wall. The overall lighting is soft and slightly pinkish.

**GENERATION Z & ALPHA**

**REAL  
FAKE**

**ECHT  
NEP**

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



16.



17.



18.



19.



20.



21.



22.



23.



24.



REAL  
FAKE

ECHT  
NEP





REAL  
FAKE

ECHT  
NEP



REAL  
FAKE


ECHT  
NEP



Look at this and tell me what time it is.

REAL  
FAKE

ECHT  
NEP



FOLK CULTURE (ORAL) ->  
HIGH CULTURE (WRITING) ->  
POP CULTURE (IMAGE) ->  
INTERNET CULTURE (IMMERSIVE)

REAL  
FAKE  
FAKE

ECHT  
NEP

**THE MAJORITY OF GEN Z BELIEVES  
THAT HOW YOU PRESENT  
YOURSELF ONLINE IS MORE  
IMPORTANT THAN HOW YOU  
PRESENT YOURSELF IN PERSON.**



**REAL  
FAKE**

**ECHT  
NEP**

## More Gen. Z consumers say they feel most like themselves 'online' than 'offline'

Percentage of responses by generation:  
Where do you feel most like yourself?




Data: Consumer Trends Survey, powered by touchpoint\*

The New Consumer | Coughlin

REAL  
FAKE

ECHT  
NEP

A woman with dark hair in a bun, wearing sunglasses and a light-colored off-the-shoulder top, is shown from the back. She has two large, intricate tattoos on her upper back. The background is a solid, vibrant pink. The text 'FAKE IS THE NEW REAL' is overlaid in the center in a bold, white, sans-serif font.

**FAKE IS THE NEW REAL**

**REAL  
FAKE**

**ECHT  
NEP**



David Smith

REAL  
FAKE

ECHT  
NEP

8221



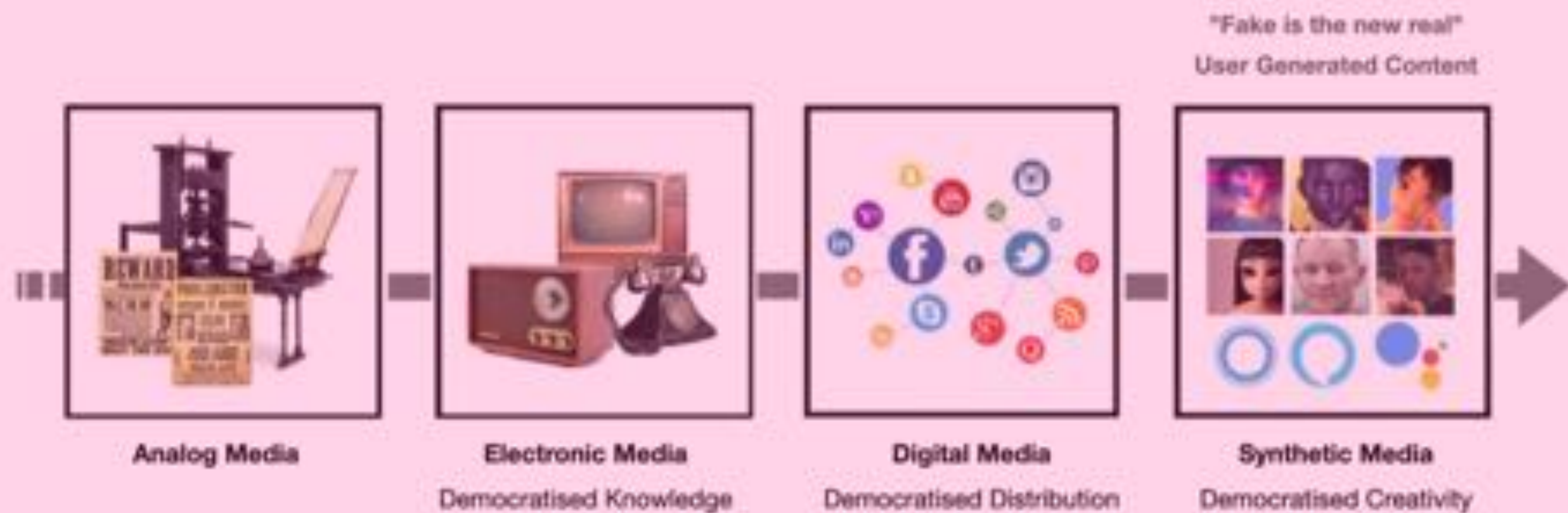
CLOSING  
BELL

DR. GABRIEL CHIU  
BEVERLY HILLS PLASTIC SURGERY INC.

Just last week, I had a patient

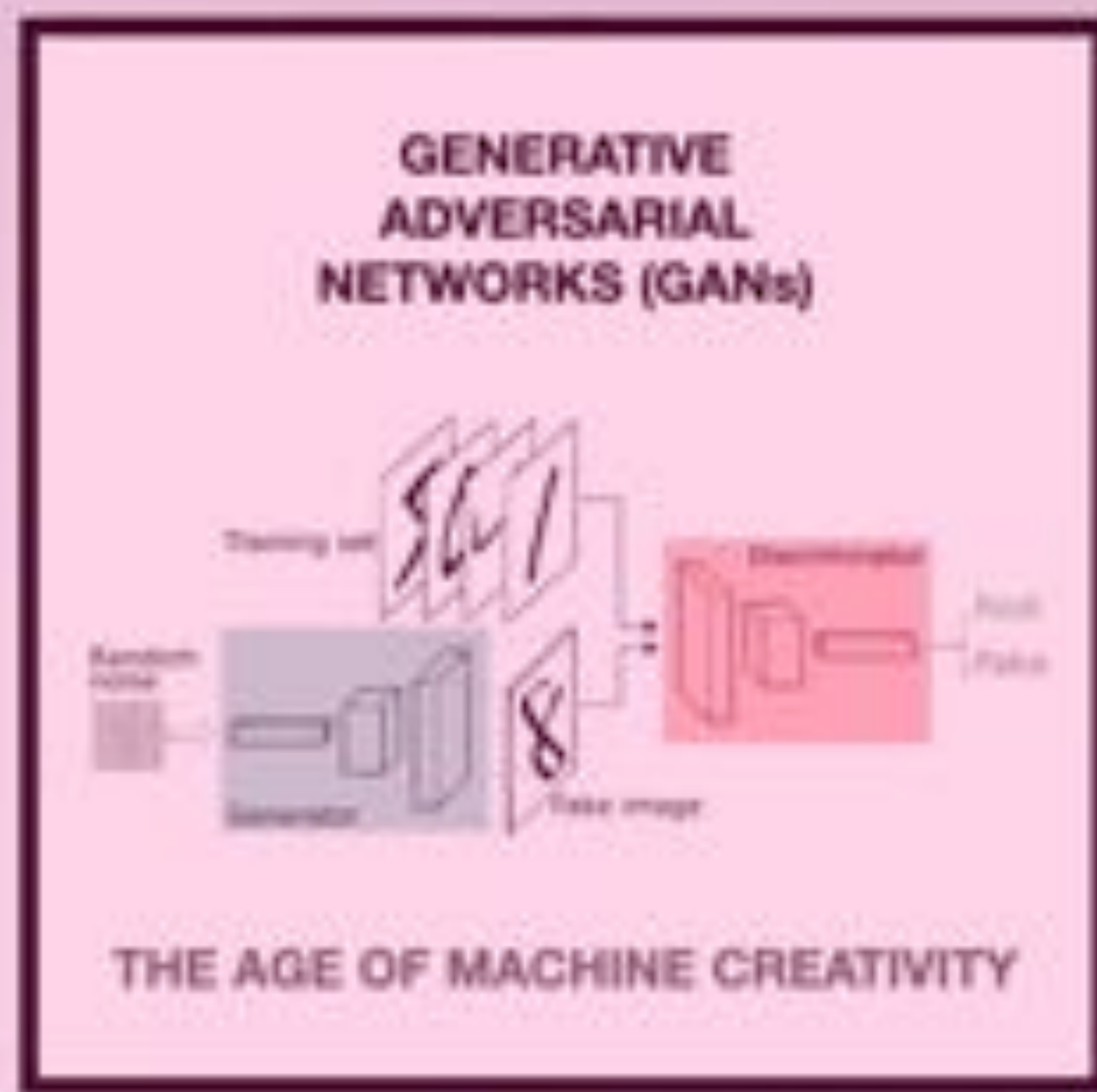
CNBC

ECHT  
NEP



**REAL  
FAKE**

**ECHT  
NEP**



**REAL  
FAKE**

**ECHT  
NEP**

REAL  
FAKE

ECHT  
NEP



Midjourney



Dall E-2



Stable Diffusion



*“film still, portrait of an old man, wrinkles, dignified look, grey silver hair, peculiar nose, wise, eternal wisdom and beauty, incredible lightning and camera work, depth of field, screenshot from a hollywood movie”*

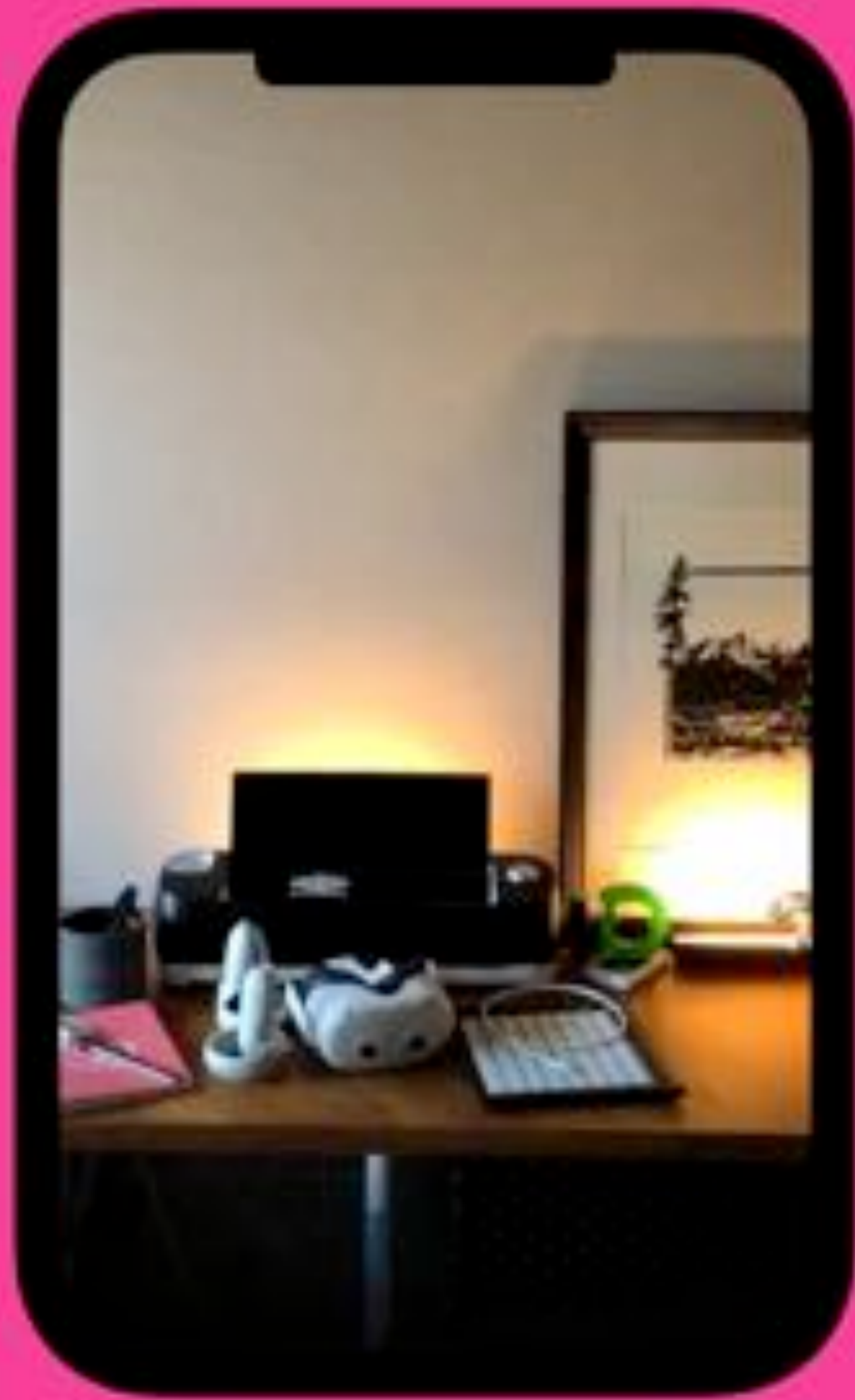
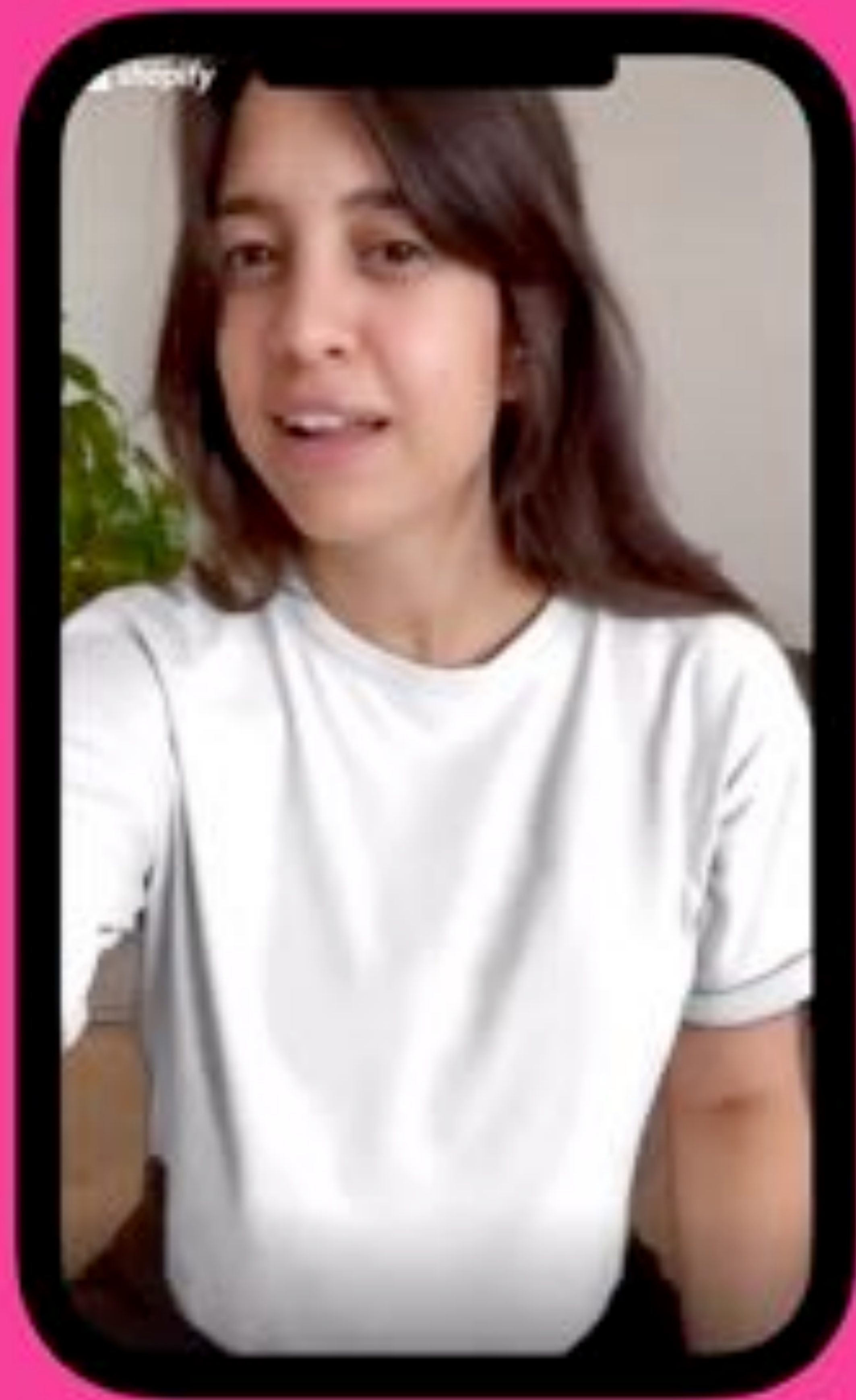
REAL  
OR  
FAKE

ECHT  
OF  
NEP



REAL  
OR  
FAKE

ECHT  
ODER  
NEIN



REAL  
FAKE

ECHT  
NEP





**HOLLYWOOD TO THE HOME**

REAL  
FAKE

ECHT  
NEP

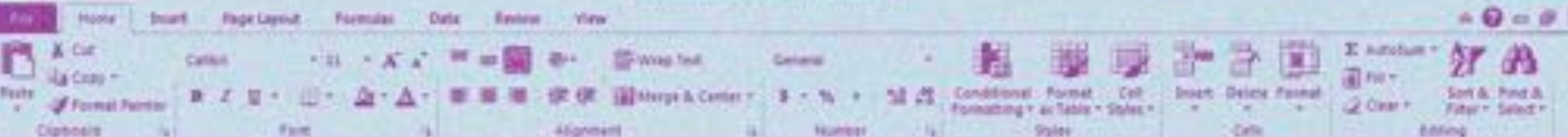


**HOLLYWOOD TO THE HOME**

**REAL  
FAKE**

**ECHT  
NEP**





INDEX pulls data based on coordinates



INDEX MATCH



IN 5 MIN?



How public influence and trust has evolved over time

What do you want to be when you grow up?

<b>INSTITUTIONS</b> 1950s-1990s	<p>The mass market used to believe in governments, unions, banks, political parties, other mainstream institutions</p> 
<b>CORPORATIONS</b> 1990s-2010s	<p>Then the power and trust shifted towards big corporations</p> 
<b>INDIVIDUALS</b> 2020s+	<p>The future is about individuals, 'creators', celebrity brands, celebrity politicians/companies</p> 

"An astronaut"

"Bill Gates"  
"Mark Zuckerberg"

"A YouTuber"

REAL  
FAKE

ECHT  
NEP



REAL  
FAKE

ECHT  
NEP

**Web 1.0: 1990 - 2005**

*Centralized*

*read  
information  
marketization  
pages*

*Companies*

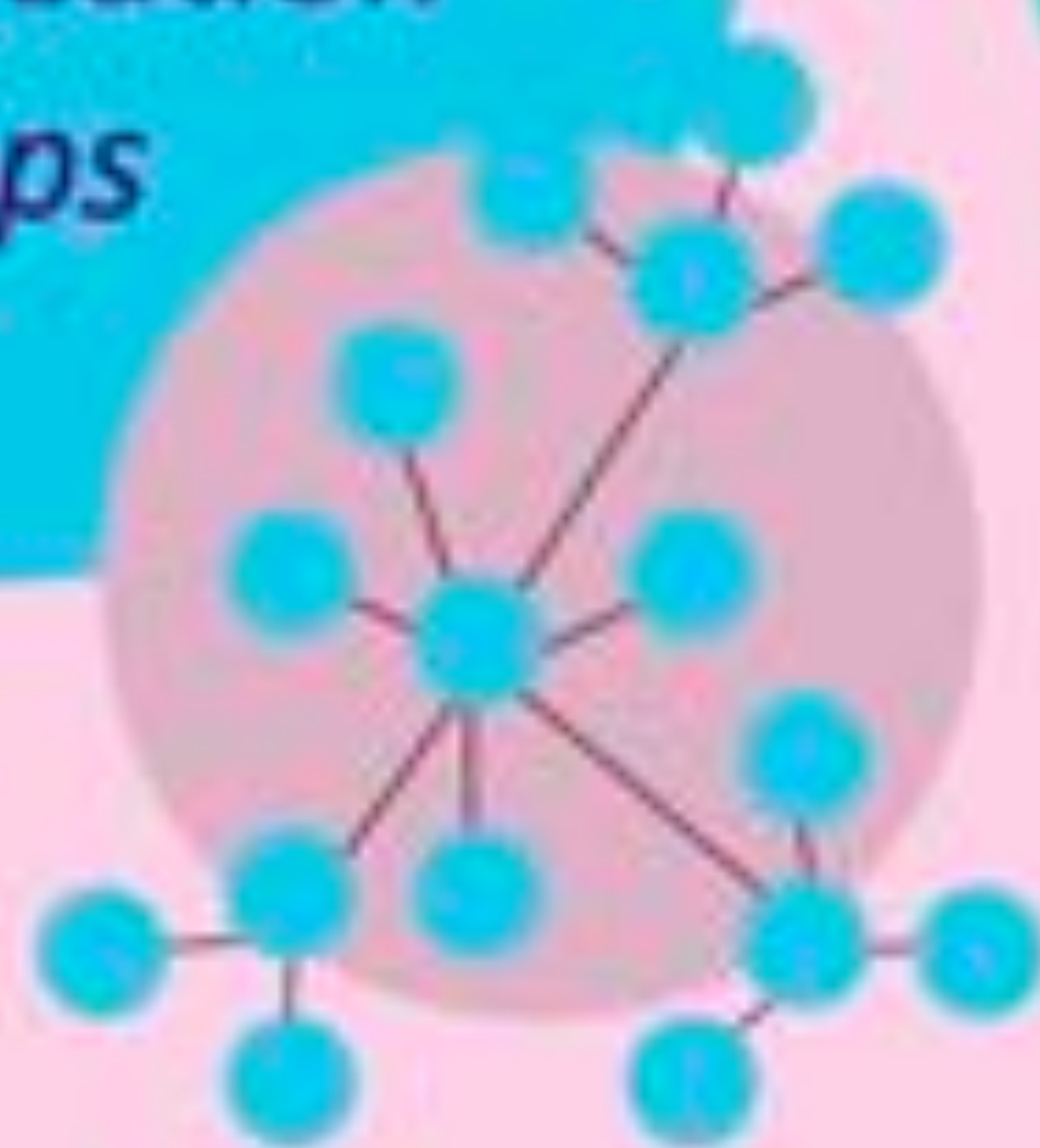


**Web 2.0: 2005 - 2020**

*Decentralized*

*write  
people  
monetization  
apps*

*Platforms*



**Web3: 2020 -**

*Distributed*

*own  
value  
securitization  
places*

*Networks*



**REAL  
FAKE**

**ECHT  
NEP**



ENTER

THE

NEVER GET

REAL  
FAKE

ECHT  
NEP





**WHO WOULD HAVE PREDICTED THAT?**

A group of young women are dancing at a party. The scene is lit with vibrant pink and blue lights. In the foreground, a woman in a black top is seen from the side, looking towards another woman in a white top. To the right, a woman in a silver sequined top is smiling and dancing. In the background, a woman in a black top is visible. A large, reflective silver ball is suspended in the air on the right side of the frame. The overall atmosphere is lively and social.

**GENERATION Z AND ALPHA**

**NEW BEHAVIOUR, NEW VALUES & NEW NORMS**

**DIGITAL TRANSFORMATION IS TOO SLOW**

A large, bright pink piggy bank is the central focus of the image. It is positioned on a sand dune, with its body partially buried in the sand. The piggy bank has a classic shape with a coin slot on its back and a small tail. The background consists of a sandy beach, some green trees on the right, and a cloudy sky. The overall scene is outdoors.

**DON'T BE AFRAID TO EXPERIMENT**

REAL  
FAKE

ECHT  
NEP

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sogeti  
part of Capgemini

Real Fake

Book



Weekly  
Newsletter

