

2030 Socio-Cultural Trend Analysis

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Research Approach


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1. Compile a list of reputable sources
 2. Scan sources for relevant, current, and interesting topics
 3. Compile all information
 4. Identify similarities and crossovers between topics and group topics accordingly
 5. Accumulate additional sources
 6. Continue filtering, grouping sources and researching new sources
 7. Identify trends supported by sources
 8. Continue looking for new sources to support trend
 9. Consolidate information and articulate via presentation

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Self Conscious

At the end of COVID, mass consumerism came back in full swing. People could finally spend money on activities and all those things they wanted. But in the wake of buying everything they wanted and more, people have begun to be more conscious in what they consume, literally in some cases. Everything from home decor to the plates and cups we eat with are becoming more of a conscious choice rather than a snap decision.



Beige Moms

Although beige moms are known for making every aspect of their life “Instagram friendly”, some are more concerned about what toxins color can hide. The original beige mom movement seems to be making headway in pointing out how “children’s toys are recalled or labelled toxic due to paint.”



Lemon8

Mic-no-plastics

While plastics have provided us the bliss of convenience for a long time, emerging studies are making people reconsider their relationship with the miracle material. Microplastics found in various human fluids such as blood and breast milk indicates a “widespread contamination of people’s bodies.” Consumers are now looking for ways to minimize their exposure to plastics in their daily lives.



NewsMedicalNet

Toxic Tampons

Tampons have been a preferred menstrual product among women for years. However, a new study found that tampons tested from a variety of brands contain nearly 16 toxic metals. While the health effects of what these metals in tampons does to women’s bodies hasn’t been heavily studied, women are becoming increasingly more conscious of the period products they use and consume. This has inspired women to investigate more into what goes into their other products.



ce&n

Conscious Friends

Social interactions have always had their nuances, but what happens when we call everyone a friend? Thus emerges the “medium friend”; someone that more people are finding are not worth the effort to stay in touch with. Many find that the energy required to keep up these flaky and awkward relationships can be better spent with closer friends.

A horizontal row of colorful beads in various colors (red, orange, yellow, green, blue, purple, pink, etc.) with the letters B-L-I-S-T in the center, set against a light pink background.

New York Times

Montessori Schools

As more and more parents are seeing the effects of technology on “iPad kids”, parents are becoming increasingly concerned with technology and social interaction in the classroom. While montessori schooling itself is not very new, more parents are leaning towards its philosophies to combat habits set with iPads.



Imprint Pediatric
Therapy

Sanchez 3

The Real World, Digitally

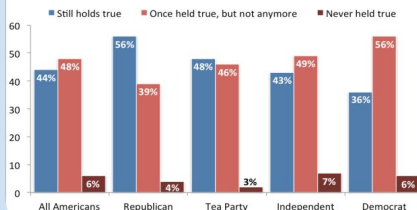
The omnipresence of the digital world is changing how people treat their physical lives. New languages, etiquette standards, and workplace practices are being modified and adapted to fit a world in which we exist both digitally and physically.



The Death of the American Dream

The “work to live” mindset is leading to an increase of digital nomadism and remote work as younger generations struggle to survive in a high-cost-of-living, low-pay economy. The American Dream is no longer having a nice house and a family; now, it’s being financially stable for the least amount of time and effort possible so that our personal lives can take priority.

The American Dream - "If you work hard, you'll get ahead" by Political Affiliation



Source: Public Religion Research Institute, PRRI/RNS Religion News Survey, November 2011 (N=1,002)

Dennis Bogue

The Right to Remain Silent

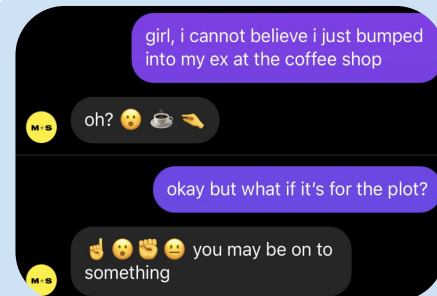
In a highly-politicized world with news instantly available, people feel like they need to have an opinion on everything. Opinions are shared faster and with a larger audience than ever before, causing more engagement (positive and negative) with others. Debates about how much we should share on the Internet are becoming divisive enough that certain social media sites have started banning words.



NY Times



The immediacy of digital communication calls for faster responses, leading to shorter words and phrases. The global interconnectivity of the internet is also causing the rise of emojis as a new lingua franca; older generations often struggle to communicate online as new dialects are formed by digitally native generations.



MoversShakers

Lammi 5

Say “Thank You!”

Generations Z and Alpha are “digital natives” – they’ve been surrounded by technology their whole lives. We don’t have any etiquette rules to fall back on to help navigate these digital spaces, but digitally-native generations are creating them. Generation-specific etiquette actions are entering the mainstream and becoming a new normal.

Gen Z etiquette at school

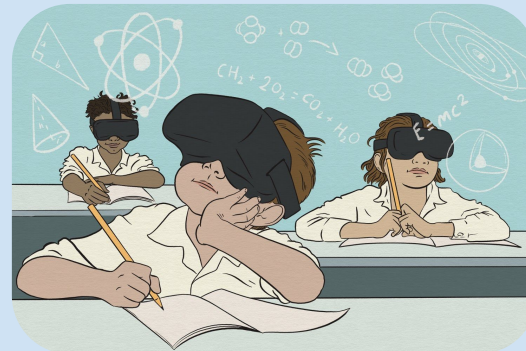
1. Looking away when the photo album opens
2. Asking permission before doing the bad behavior
3. If there are snacks, you must share them



[@misswhitebio on TikTok](#)

Immersive Education

Schools and universities are investing in cutting-edge technology to enhance their students’ education. Tools like AR/VR technology, generative AI, and digital gamification are completely changing the educational landscape, leading to a generation of students who use immersive technology as an educational supplement to their real lives.



[Stanford University](#)

Reconnecting with our Roots

Fueled by pervasive advertising, societal pressure to attain wealth, and the need to show status through possessions, America continues to be controlled by hyper consumerism.

1. The traditional dupatta and kameez have been rebranded as a scandinavian summer dress which continues to colonize south asian culture.
2. Women have been opting for botox at increasingly younger ages.
3. Americans have been continuously upgrading to bigger cars as a indicator of class whilst simultaneously contributing to more dangerous car accidents.

This leads to a desire for **self-fulfillment** as opposed to materialism and conspicuous consumption. Reconnecting with our Roots encourages individuals to understand themselves deeply and identify their unique values and aspirations. This trend emphasizes introspection, **mindfulness**, and a meaningful life.



Skinimalism

Skinimalism refers to a minimalistic approach to skin care, focusing on fewer products in one's skincare routine. It emphasizes using only what is necessary.



Homogenize with Nature

Public art that immerses the viewer in nature has become increasingly popular. This allows the viewer to fully integrate themselves in nature. It is a great example of how humans can coincide with the Earth.



Slow Living

Puerto Narino, located on the banks of the Amazon River in Colombia, is an experiment in sustainable living. It is an effort to return to slow living without motor vehicles and the bustle of the city.



Underconsumption Core

As a response to tiktok hauls and overconsumption many tik tok users have resonated with the opposite and purchase only what it necessary.



Sourdough

The growing trend of making sourdough bread at home highlights a desire for greater control over one's diet and a preference for clean eating.



Thought Starters...

Self Conscious

- What if conscious buying incentivized companies to make products that last?
- What if plastics in products were integrated less and less, especially in daily use products?
- What if conscious behavior inspired transparency between businesses and consumers?

The Real World, Digitally

- What if it becomes so common to live and work in different countries that people become “physical citizens” of one country and “digital citizens” of another?
- What if standardized testing moves to an AR/VR simulation environment to test students’ skills in real-life scenarios?
- What if “Online English” was added to high school curriculums as a foreign language elective?

Reconnecting with our Roots

- What if consumers only purchase one of each product?
- What if consumers rely on their community to provide services for free rather than traditional paid services? Ex. rideshare apps, haircuts, movers
- What if businesses could rely on community to market and sell products rather than third party technology such as Amazon and Instagram?

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