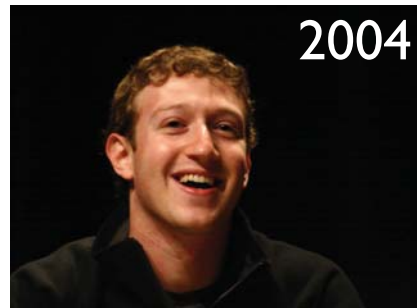
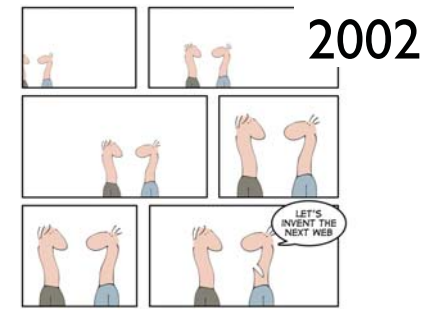


Netlog Generation

Tom Palmaerts  
Trendwatcher / Trendwolves

@palmaerts



2010



generation by keywords

OPTIMISTIC INSTANT  
WIRED LIKES MENTORS  
PERSONAL SUCCESS QUICKLY BORED  
GLOBALEXPECTING  
INDEPENDENT EMPOWERED  
SACRIFICE HOME LIFE BALANCE  
IMPATIENT MOBILE  
MULTI-TASKING  
SHORT-TERM CAREER PERSPECTIVE

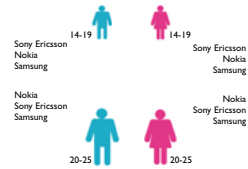
generation by elements



© trendwolves



favorite mobile phone brands



HOW DO YOUNG PEOPLE ARRANGE TO MEET FRIENDS?  
**CALLING** (30%)  
**TEXTING** (20%)  
 VISUALLY (10%)  
 CHATTING (10%)  
 ONLINE (10%)  
 OTHER (10%)

WHAT DO YOUNG PEOPLE USE THEIR MOBILE FOR NOW?  
**TEXT MESSAGING** (30%)  
**CALLING** (20%)  
 LISTENING TO MUSIC (10%)  
 SHOOTING PICTURES/VIDEO (10%)  
 SURFING THE NET (10%)

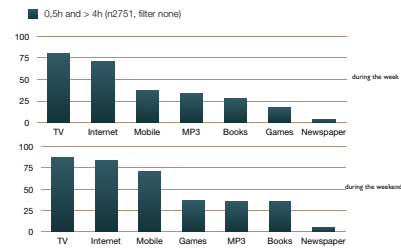
WHAT WOULD THEY LIKE TO USE THEIR MOBILE FOR?  
**WATCHING YOUTUBE** (30%)  
 LIFE PICTURES (10%)  
 LIFE LOGGING PICTURES (10%)  
 ONLINE GAMES (10%)  
 MAKING PAYMENTS (10%)

Media gebruik ouders

	Search	Enjoy	Talk	Do
Old	Word of mouth 5%	Theatre Music 10%	His best friend across the road	Pencil and paper 20%
Industrial	The schedule 5%	Books Film TV 60%	Landline Telephone 5%	V limited
Digital	Google Social Networks	YouTube	Social networks, games	Multiple

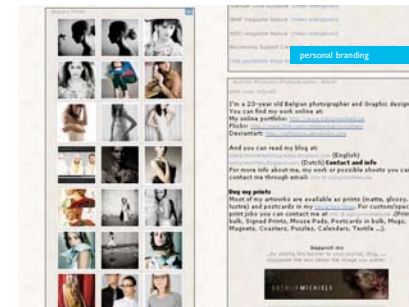
Media gebruik kids

	Search	Enjoy	Talk	Do
Old	Word of mouth 10%	Theatre Music 10%	His best friend across the road 10%	Pencil and paper 10%
Industrial	The schedule	Books Film TV 25%	Landline Telephone	V limited
Digital	Google Social Networks 10%	YouTube 10%	Social networks, games 10%	Multiple 15%



media preferences of young people

**internet** (67%)  
**tv** (22%)  
**radio** (5%)  
**magazines/newspapers** (3%)



I

I am what I share  
 (Charles Leadbeater)

WE is important





Jongeren zijn creatief



Tutorial van Lecktra: 11.555.217 maal bekeken



Vitaminewater



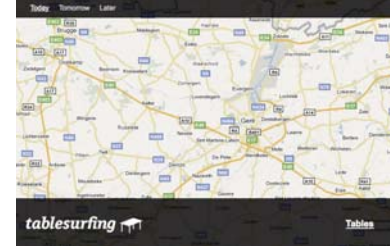
Mobile stories: Albrion bakery



Mini



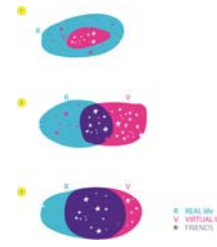
Remote your party



Gathering for real



THE RAVEONETTES IN AND OUT OF CONTROL



Defending

I should be back early March, meanwhile, there's a whole lot of interesting stuff in the previous posts, browse through that and you'll still feel on-point, right?

Hoping, you'll still be here when I return, after the e-congè.

Sincerely yours,

alex

e-holiday



Airplane mode



e-suicide



web<sup>2.0</sup> suicide machine





Print your web



Watch out for the future

