

MIND

EXCLUSIVITY THROUGH CONDUCT

A vision for Mercedes-Benz ownership in 2035

Master Thesis
Harm Cnossen
Mai 2018



APPENDIX

A: CONTEXT FACTORS.

NOTE

this cluster was later
changed to "about
algorithms".

ALGORITHMIC RELIGION				
50	Multinationals and big companies are gaining more power than governments	Political	Trend	Harari, Y. N., 2016. Homo Deus
69	Data can be used to say something about a group, but it is dangerous to project this on an individual	Technological	State	Stephens-Davidowitz, S., 2017. Can Google Predict Who Will Commit Crimes? Big Think
80	We are afraid of new technology, yet at the same time we know that we cannot live without it.	Psychological	Development	Kelly, K. 2017. Tegenlicht; mensen, goden en technologie. 2017
132	Nobody knows what self-learning computers can do or could do in the future	Technological	State	Dijkgraaf, R., 2017. Tijd voor de robotcolumnist From: nrc.nl
145	Any personal information can become sensitive information	Sociological	State	Lacey, S., 2015. The Future of Your Personal Data - Privacy vs Monetization. TEDx Talks
151	The exploitation of AI will be a major battleground for technology providers through 2022.	Economical	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
153	The amount of data that things produce increases exponentially.	Technological	Trend	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
154	In the future, general AI will be applied to any problem	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
155	By 2020, 30% of new development projects will deliver AI through joint teams of data scientists and programmers.	Economical, Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
156	During the next few years, virtually every app, application and service will incorporate some level of AI.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
157	By 2020, augmented analytics will be the dominant driver for data analysis systems.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
158	Intelligent things can operate unsupervised for a defined period to complete a task.	Technological	Principle	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
192	The processing power of computers doubles every two years.	Technological	Development	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
210	Large metropolises invest highly in bicycle infrastructure	Political Demographical	Development	Lieshout, van. M. (2017). Met de wind in de rug. De Volkskrant. Published on November 27, 2017.
212	Internet is being used to follow people online on a huge scale and with great precision	Technological Legislative	Development	Hyppönen, M (2017). We krijgen onze privacy nooit meer terug. Written by Luyckx, D. Published by HP de Tijd on November 28, 2017.
214	Privacy is dead	Psychological	State	Hyppönen, M (2017). We krijgen onze privacy nooit meer terug. Written by Luyckx, D. Published by HP de Tijd on November 28, 2017.
215	Once provided, privacy cannot be reclaimed.	Sociological	State	Hyppönen, M (2017). We krijgen onze privacy nooit meer terug. Written by Luyckx, D. Published by HP de Tijd on November 28, 2017.
223	Net neutrality is decreasing	Economical	Development	Tanghe, N.(2017). Het einde van het internet zoals we dat nu kennen. Published by de Standaard on November 22, 2017.
232	In order to grow, capitalism is constantly looking for new ways to lower costs and increase productivity.	Economical	Trend	Thomas, C (2017). Investeren in Kinderobligaties. Published by De Groene Amsterdammer on November 30, 2017.
234	Large tech companies want to rule out imperfection	Technological Economical	Trend	Exter, F van. (2017). Een vijfkoppig monster vol oplossingen. Published by Vrij Nederland on November 22, 2017.
250	Religion is an all-encompassing story that super-legitimizes human laws, norms and values.	Cultural	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015

251	Economy is a religion	Cultural Economic	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
252	Religion supplies the ethical justification of science and in turn gets influence on the scientific agenda and the execution of scientific discoveries	Cultural Technical Sociological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
253	It is impossible to keep large social order without some form of religion.	Cultural Sociological	State	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
268	The most engaging content creates the most wealth	Economic	Principle	Crockett, M. (2017). How Social Media makes us Angry all the Time. Published by Big Think on October 30, 2017.
296	An information internet exists	Technological	State	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
299	The internet of things is the third industrial revolution	Technological Cultural	Development	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.

POSITIVE PEER PRESSURE HUBS

1	The world is still rapidly urbanising, most of it taking place in Africa and Asia	Demographic	Development	UN (2014). World's population increasingly urban with more than half living in urban areas. retrieved 21/09/16, from http://www.un.org/en/development/desa/news/population/world-urbanization-prospects-2014.html
9	Renewed belief in the importance of community	Sociological	Development	Botsman, R. [Tedx Talks] (2010, May, 31st). TEDxSydney - Rachel Botsman - Collaborative Consumption Author Presents Compelling Case for 21C [YouTube]. Retrieved 21-9-2016 from https://www.youtube.com/watch?v=zpv6aGTcCl8
23	A city road is where society is presented to society	Sociological	Principle	Mellegers, E. (2015, March). Lecture
33	The new idea of capitalist happiness is getting money to pursue meaningful goals for you and your loved ones	Cultural	Trend	Desmet, P. M. A., & Pohlmeier, A. E. (2013). Positive design: An introduction to design for subjective well-being. International Journal of Design, 7(3), 5-19.
64	In the second half of the century, the world will be dominated by cities	Demographic	Development	West, G., 2011. Geoffrey West: The surprising math of cities and corporations. TED talk
66	Cities work as a magnet for creative people.	Demographic	State	West, G., 2011. Geoffrey West: The surprising math of cities and corporations. TED talk
67	Cities are a physical manifestation of human interactions	Sociological	State	West, G., 2011. Geoffrey West: The surprising math of cities and corporations. TED talk
78	Globalization is a key element of our economy	Economic	State	Kaplan, R., 2017. The Truth about Job-Taking Machines, Globalization, and Mexican Trade. From: Big Think. https://www.youtube.com/watch?v=XhuzxgbEIUw
81	We cannot survive without the colony of people/technology.	Psychological	Development	Harari, Y. 2017. Tegenlicht; mensen, goden en technologie. 2017
82	In 50 years, we are all literally part of a huge network.	Technological	Development	Kelly, K. 2017. Tegenlicht; mensen, goden en technologie. 2017
85	In the 21st century, reaching true happiness will be one of the biggest societal issues.	Psychological	Development	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
96	Effectively initiating and pursuing happiness-increasing activities requires commitment and effort.	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.
97	People need external support to be able to invest the time and energy necessary for sustainable behavioural change.	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.
98	People can only change behaviour when they are motivated to do so.	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.
99	People can only change behaviour when they are able to translate their motivation into concrete actions.	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.

NOTE

this cluster has been terminated later in the process due to lack of coherence with the future context and lack of relevance to the domain.

100	People can only change behaviour when there are well-timed triggers to initiate new behaviour.	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.
107	Millennials are driven by purpose and development.	Psychological	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
144	Humans are very vulnerable for social approval	Psychological	State	Harris, T., 2017. How Your Brain Is Getting Hacked: Facebook, Tinder, Slot Machines. From: Big Think. https://www.youtube.com/watch?v=JgkvTRz_Alo
161	In the middle of the 21st century, 66% of the world will be urbanized.	Demographical	Development	United Nations. 2016. Urbanization and Development: Emerging futures. World Cities Report 2016. Accessed on November 14, 2017.
164	Cities offer greater societal freedom.	Sociological	Principle	United Nations. 2016. Urbanization and Development: Emerging futures. World Cities Report 2016. Accessed on November 14, 2017.
165	Current urbanization is unsustainable.	Economical	Trend	United Nations. 2016. Urbanization and Development: Emerging futures. World Cities Report 2016. Accessed on November 14, 2017.
166	As the urban population increases, the land area occupied by cities has increased at an even higher rate.	Demographical	Development	United Nations. 2016. Urbanization and Development: Emerging futures. World Cities Report 2016. Accessed on November 14, 2017.
170	Urbanisation can become an important element of sustainable development.	Demographical	Trend	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
171	The current rate at which urban populations are growing globally is about twice the rate at which the urban share is growing.	Demographical	Trend	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
172	The rate at which urban land cover is expanding is about three times the rate at which the urban share is growing.	Demographical	Development	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
174	Urbanisation eases off as high urban shares are reached.	Demographical	State	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
175	The boundary between rural and urban is increasingly blurred.	Demographical	Trend	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
177	Urban advantages require urban infrastructure, policies and planning that support the transition.	Political	State	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
210	Large metropolises invest highly in bicycle infrastructure	Demographical	Development	Lieshout, van. M. (2017). Met de wind in de rug. De Volkskrant. Published on November 27, 2017.
211	The bicycle is gaining popularity in busy cities.	Cultural	Trend	Lieshout, van. M. (2017). Met de wind in de rug. De Volkskrant. Published on November 27, 2017.
217	Most people need a little bit of pressure in order to start doing something.	Psychological	State	Paassen, D van (2017). Bang voor je baas. Published by Psychologie Magazine on November 16, 2017.
218	Competition enables us to be greater than we are	Psychological	State	Paassen, D van (2017). Bang voor je baas. Published by Psychologie Magazine on November 16, 2017.
221	The total illuminated area on the planet is increasing.	Technological Environmental	Development	Keulemans, M. 2017. Nachten worden steeds lichter. Published by de Volkskrant on November 22, 2017.
229	Their generation peers are the largest competition for millennials.	Sociological Economical	State	Thomas, C (2017). Investeren in Kinderobligaties. Published by De Groene Amsterdammer on November 30, 2017.
238	Village culture still rules	Cultural	State	Alfandary, P. (2015). The myth of Globalization. Published by TEDx Talks on June 5, 2015.
243	If you want to change the world, you start with children. Everything else is iterative.	Cultural Economical	State	Miller, C.(2017). Creativity is the next Revolution. Published by Big Think on November 24, 2017.
247	The power of human collaboration depends on the subtle balance between truth and fiction	Cultural Sociological	State	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
249	In the 21st century, we will come up with more influential stories and more totalitarian religions than ever before	Cultural	Trend	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015

259	<i>You cannot learn to be open for something without a long serie of experiences.</i>	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
262	<i>Globalisation will run alongside a an interest in all things local</i>	Cultural	Trend	What's Next?(2017). Top trends in Society and Culture. Accessed on December 5, 2017 at: https://www.nowandnext.com/top-trends/society-culture/
267	<i>Moral content is the most engaging</i>	Sociological	State	Crockett, M. (2017). How Social Media makes us Angry all the Time. Published by Big Think on October 30, 2017.
271	<i>Guilt arises when our behaviour doesn't suit the expectations that we or others have of us.</i>	Psychological	Principle	Dekeyser, A.S. (2017). Nooit meer onschuldig. Published by de Standaard on December 2, 2017.
275	<i>Our culture is characterized by an urge for responsibility</i>	Cultural	Development	Dekeyser, A.S. (2017). Nooit meer onschuldig. Published by de Standaard on December 2, 2017.
277	<i>Guilt makes us act according to ethical conciousness.</i>	Psychological	Development	Dekeyser, A.S. (2017). Nooit meer onschuldig. Published by de Standaard on December 2, 2017.
281	<i>by 2050, 6,4 billion people will live in cities</i>	Demographical	Development	Johnson, C. (2017). Resilient Cities - Exploring city growth and urban landscapes. Published by AXA ResearchFundLive on July 13, 2017.
297	<i>A logistics internet exists</i>	Technological	State	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
298	<i>A society consists of a communication, energy and a mobility element.</i>	Sociological	Principle	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
302	<i>Humanism considers humans to be the highest authority</i>	Cultural	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015

HOMO ALGORITHMICUS

51	<i>People are learning how to create and design life.</i>	Technological	Trend	Harari, Y. N., 2016. Tegenlicht mensen goden en technologie 2017
53	<i>Humans are trying to upgrade and enhance Homo Sapiens</i>	Technological	Trend	Harari, Y. N., 2016. Tegenlicht mensen goden en technologie 2017
57	<i>In the future there will be a very small elite of either enhanced humans or owners of important algorithms.</i>	Sociological	Trend	Harari, Y. N., 2016. Tegenlicht mensen goden en technologie 2017
62	<i>Algorithms will know you better than you know yourself</i>	Technological	Development	Harari, Y. N., 2016. Tegenlicht mensen goden en technologie 2017
68	<i>Everything that a human can do can be replicated in silicon</i>	Technological	State	Dawkins, R., 2017.
84	<i>In the 21st century, mankind will do everything possible to reach eternal life.</i>	Technological	Development	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
88	<i>If our living conditions improve, our expectations rise with it.</i>	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
91	<i>Mankind will, step by step, upgrade itself to an entire new species.</i>	Technological	Trend	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
94	<i>The more we know, the less we can predict.</i>	Technological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
110	<i>Stengths develop infinitely.</i>	Psychological	Principle	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
113	<i>When millennials see what appears to be a better opportunity, the have every incentive to take it.</i>	Psychological	Principle	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx

115	Millennials get the vast majority of their information from the internet.	Technological	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
130	For generation Z, optimism has been replaced by pragmatism.	Psychological	Trend	Williams, A. 2015. More over millennials, Here Comes Generation Z. New York Times. Published on September 18, 2015. Retrieved on November 13, 2017 from: https://nyti.ms/1UZIA01
136	Human kind may need to leave earth	Technological		Hawking, S., 2016
193	Faster computers design faster computers.	Technological	Principle	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
208	We are heading into an era of abundance in which we are able to uplift all of mankind.	Economical Sociological	Development	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
209	People use mind training to push into abilities that are considered limited to the few.	Psychological	State	Brandford, N (2016). Maslows hierarchy of needs is incomplete - There is a final, forgotten stage. Published by Big Think on December 31, 2016.
224	In the future, robots will be able to feel pain	Technological	Development	Dawkins, R. (2017). A.I. Might run the World better than Humans do. Published by Big Think on September 23, 2017.
235	Imperfection is a base for freedom	Sociological	Principle	Exter, F van. (2017). Een vijfkoppig monster vol oplossingen. Published by Vrij Nederland on November 22, 2017.
256	The percentage of anywhere's is growing	Sociological	Development	Goodhart, D.(2017). Why are Nations so Devided? Trump, Brexit and the Struggle for Status. Published by Big Think on July 16, 2017.

PURSUIT OF HAPPINESS

46	The better our ability to focus, the more satisfied, happy and productive we will be.	Evolutionary	Principle	Newport, C. (2016) 'Deep Work: Rules for Focused Success in a Distracted World' Retrieved January 5, 2016
49	People who value time over money are happier	Sociological	State	Burkeman, O., (2016). 'Why you need to count time, not money' Retrieved 12-10-2016 from: www.theguardian.com
86	Owning more stuff does not make you happier.	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
87	We are truly happy when reality meets our expectations.	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
88	If our living conditions improve, our expectations rise with it.	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
89	People experience happiness when they have pleasant feelings in their bodies.	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
90	Happiness is bad for survival.	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
125	Adding options to people's lives increases expectations.	Psychological	Principle	Schwarz, B. 2007. The paradox of choice. Published by TED on January 16, 2007. Accessed on November 13, 2017 at: https://www.youtube.com/watch?v=VO6XEQIsCoM
139	People make the wrong decisions in the most important aspects of their life (relationships, work, life planning, etc.)	Psychological	State	Bouton, A., 2016. Book of Life. From: bookoflife.com
178	When in a good mood, people evaluate life in general as more satisfying and fulfilling.	Psychological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.
180	When in a good mood, people are kinder to others and to themselves.	Psychological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.

181	<i>When in a good mood, people are more generous.</i>	Psychological Sociological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.
182	<i>When in a good mood, people are more open to new activities and ideas.</i>	Psychological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.
245	<i>People make webs of meaningful things and believe in those webs with heart and soul</i>	Cultural	Trend	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
301	<i>In the 21st century, mankind will do everything possible to reach true happiness</i>	Psychological	Trend	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
302	<i>Humanism considers humans to be the highest authority</i>	Cultural	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
303	<i>Liberalism considers human freedom the highest valued good.</i>	Cultural	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015

VIRTUAL PARADISE PARADOX				
17	<i>People in developed societies are looking for a private, immaterial, and more value driven way of luxury</i>	Sociological	Trend	Adam, N. (2016). Key Success Factors for Automotive Premium Brands in Answer to the Change of Luxury and Societal Changes. International Marketing Trends Conference 2016
25	<i>Travel carries a positive utility</i>	Sociological	State/Principle	Lyons, G. (2015). Transport's digital age transition. J. Transp. Land Use (forthcoming)
47	<i>A consumer's attention is a valuable good for most companies</i>	Economical	Principle	McKinsey&Company (2012). 'Mobility of the Future'.
103	<i>Positive emotions stimulate creative thinking.</i>	Psychological	Principle	Yoon, J.K., Pohlmeier, A.E., Desmet, P.M.A. 2016. When Feeling Good is not Good Enough: Seven Key Opportunities for Emotional Granularity in Product Development.
108	<i>Millennials communicate real-time and continuous.</i>	Technological	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
114	<i>85% of the millennials access the internet from their phones.</i>	Technological	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
126	<i>Clinical depression exploded in the industrial world in the current generation.</i>	Psychological	Trend	Schwarz, B. 2007. The paradox of choice. Published by TED on January 16, 2007. Accessed on November 13, 2017 at: https://www.youtube.com/watch?v=VO6XEQIsCoM
128	<i>Generation Z have embraced anonymous social media platforms.</i>	Technical Sociological	Trend	Williams, A. 2015. More over millennials, Here Comes Generation Z. New York Times. Published on September 18, 2015. Retrieved on November 13, 2017 from: https://nyti.ms/1UZIA01
142	<i>Humans are persuadable</i>	Psychological	State	Harris, T., 2017. How Your Brain Is Getting Hacked: Facebook, Tinder, Slot Machines. From: Big Think. https://www.youtube.com/watch?v=JgkvTRz_Alo
149	<i>Augmented reality will provide more natural and immersive interaction with the digital world.</i>	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
150	<i>Virtual reality will provide a more natural and immersive interaction with the digital world.</i>	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
160	<i>By 2020, digital twins will exist for billions of products.</i>	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.

194	<i>The world's masses will be able to live in completely holographic worlds.</i>	Technological Sociological	Development	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
220	<i>Companies and households switch to more efficient, economic and precise LED lighting.</i>	Technological Environmental	Development	Keulemans, M. 2017. Nachten worden steeds lichter. Published by de Volkskrant on November 22, 2017.
240	<i>Cultural shocks have become virtual</i>	Cultural Technical	Development	Alfandary, P. (2015). The myth of Globalization. Published by TEDx Talks on June 5, 2015.
242	<i>Giving children the tools to create self-expression will serve them and prepare them for anything that comes next</i>	Cultural Sociological	State	Miller, C.(2017). Creativity is the next Revolution. Published by Big Think on November 24, 2017.
265	<i>Life catching (upload photo's, video's etc on the internet).</i>	Cultural Technological	Trend	What's Next?(2017). Top trends in Society and Culture. Accessed on December 5, 2017 at: https://www.nowandnext.com/top-trends/society-culture/
286	<i>People fear losing the wealth they have been accustomed to</i>	Political Cultural	Trend	Shuster, S. (2016). European Politics are Swinging to the Right. Published by TIME on September 22, 2016.
304	<i>Media displays a perfect life</i>	Cultural	Trend	Osborn, A. (2017). Why are millennials so stressed? Is it Quarter Life Crisis? Published by TEDx Talks on January 23, 2017.
305	<i>Stress has risen under millennials</i>	Psychological	Trend	Lindholm, O.F. (2015). How the media affects youth. Published by TEDx Talks on February 10, 2015.
3	<i>Social networks will accompany people throughout their daily activities</i>	Technological	Trend	Friedrich, R, Peterson, M, Koster, A & Blum, S. (2010). The rise of Generation C, Implications for the world of 2020. Page 10
306	<i>The youth is the loneliest group of our society</i>	Cultural	State	Homan, M.(2016). Vrienden genoeg, op Facebook dan. Published by Paper Magazine.
307	<i>Loneliness is the number one cause of premature death.</i>	Evolutionary	State	Homan, M.(2016). Vrienden genoeg, op Facebook dan. Published by Paper Magazine.
2	<i>Wireless devices emerge as the dominant tool for trade, entrepreneurship and internet access for the masses</i>	Technological	Trend	Friedrich, R, Peterson, M, Koster, A & Blum, S. (2010). The rise of Generation C, Implications for the world of 2020. Page 7
22	<i>Time not driving will be spent consuming media</i>	Sociological	Trend	Corwin, S., Jameson, N., Pankratz, D. and Willigmann, P. (2016). The future of mobility: What's next?. [online] DU Press. Available at: http://dupress.deloitte.com/dup-us-en/focus/future-of-mobility/roadmap-for-future-of-urban-mobility.html?id=us:2el:3pr:prwhatnext.eng:cons:091516 [Accessed 22 Sep. 2016].
32	<i>Electronization reduces the meaning of space.</i>	Sociological	Trend	Mellegers, E. (2016, May). Lecture
36	<i>People enjoy novelty</i>	Evolutionary	Principle	Hekkert, P. (2016, March). Lecture
45	<i>Our brain is programmed to perceive new things, which reduces our ability to focus.</i>	Evolutionary	Principle	Newport, C. (2016) 'Deep Work: Rules for Focused Success in a Distracted World' Retrieved January 5, 2016
127	<i>Generation Z loses interest quickly.</i>	Psychological	Principle	Williams, A. 2015. More over millennials, Here Comes Generation Z. New York Times. Published on September 18, 2015. Retrieved on November 13, 2017 from: https://nyti.ms/1UZIA01
146	<i>Personal data is worth a lot of money</i>	Economical	State	Lacey, S., 2015. The Future of Your Personal Data - Privacy vs Monetization. TEDx Talks
198	<i>The retail store is becoming digitalized.</i>	Economical Technological	Development	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.

BIG BRAIN LUXURY				
6	<i>By 2020, more than half of employees at large corporations will work in virtual project groups</i>	Economical	Development	Friedrich, R, Peterson, M, Koster, A & Blum, S. (2010). The rise of Generation C, Implications for the world of 2020. Page 12
16	<i>In order to achieve changes in behaviour you have to target and intervene on the socially embedded foundations of the action</i>	Sociological	Principle	Spurling, N., McMeekin, A., Shove, E., Southerton, D., Welch, D., 2013. Interventions in Practice: Re-framing Policy Approaches to Consumer Behaviour [online]. Available at: http://www.sprg.ac.uk/uploads/sprg-report-sept-2013.pdf (accessed December 2013).

18	Young people value investing in experiences over investing products	Sociological	Trend	Brightside (2016). Why young people don't buy cars and apartments anymore. [online] Available at: https://brightside.me/inspiration-psychology/why-young-people-dont-buy-cars-and-apartments-anymore-238710/ [Accessed 22 Sep. 2016].
19	Luxury is desirable	Sociological	State	Adam, N. (2016). Key Success Factors for Automotive Premium Brands in Answer to the Change of Luxury and Societal Changes. International Marketing Trends Conference 2016
20	Luxury is still about the pursuit of exclusivity and differentiation	Cultural	State	Adam, N. (2016). Key Success Factors for Automotive Premium Brands in Answer to the Change of Luxury and Societal Changes. International Marketing Trends Conference 2016
21	time, experiences, and quality of life are the most important immaterial luxury values	Sociological	State	Adam, N. (2016). Key Success Factors for Automotive Premium Brands in Answer to the Change of Luxury and Societal Changes. International Marketing Trends Conference 2016
30	People think of time as one of their most important and valuable assets in life	Sociological	State	Caan, J., 'Why time is one of bussines owner's most valuable assets' (2015). Retrieved from: www.theguardian.com on 28-09-2016
37	People are emotional about things and events that matter to them	Evolutionary	Principle	Desmet, P. M. A., Hekkert, P. (2009). Special issue on design & emotion research. International Journal of Design, 3(2)
59	We value things that we own higher than things we don't own	Psychological	State	Ariely, D., 2008. Predictibly irrational
71	When you create something yourself, you value it more (also if you just think you created it)	Psychological	State	Sharot, T., 2017. Why We Fear What We Can't Control: Airplanes, Hospital, Old Age. From: Big Think. https://www.youtube.com/watch?v=2YNzpoYogU
77	If you can access an intangible (things that don't have mass) anytime and anywhere, there is no need to own them any more	Economical	Trend	Kelly, K., 2017. Why Buy Things You Only Use Once? Enter the Subscription Economy. From: Big Think. https://www.youtube.com/watch?v=7-81VXT_4Lc
102	Tangibility helps to recall experiences.	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.
121	Impulse purchases and big-ticket purchases have notably increased among millennials.	Economical	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
179	When in a good mood, people are more inclined to remember positive life events.	Psychological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.
200	We are heading into an era of unlimited, virtually cost free clean energy.	Technological	Development	Wadwha. V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
231	Education is an individual investment that has to pay out later.	Economical	Development	Thomas, C (2017). Investeren in Kinderobligaties. Published by De Groene Amsterdammer on November 30, 2017.
273	As we achieve them, norms continue to shift.	Cultural	Development	Dekeyser, A.S. (2017). Nooit meer onschuldig. Published by de Standaard on December 2, 2017.
290	Marginal costs are dropping to zero, making products virtually free	Economical	Development	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
291	Marginal costs are the additional costs of producing a single unit or service after the fixed costs are covered.	Economical	Principle	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
292	The capitalist paradox is that freemiums will stimulate people to buy premiums	Economical	Principle	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
293	If more and more sources of information are available for free, the attention span to upgrade to premium is not there anymore.	Economical	Development	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.
294	People are more and more producing their own energy and physical goods	Economical	Trend	Rifkin, J. (2014). Jeremy Rifkins on the Fall of Capitalism and the Internet of Things. Published by Big Think on April 22, 2014.

149	Augmented reality will provide more natural and immersive interaction with the digital world.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
150	Virtual reality will provide a more natural and immersive interaction with the digital world.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.

PRIVILEGE OF WORKING				
5	The business world is digitizing, destroying long-successful existing business models	Economical	Development	Weill, P. and Woerner, S. L. (2015). Thriving in an Increasingly Digital Ecosystem. MIT Sloan Management Review
14	Robots, Software & Automation will change jobs not always replace them. Competences of people will be applied elsewhere.	Socio/Ecological	Development	Alexander, L. (2016). Robots Won't Take Your Job--Just Parts Of It. [online] Fast Company. Available at: https://www.fastcompany.com/3063848/the-future-of-work/robots-wont-take-your-job-just-parts-of-it [Accessed 22 Sep. 2016].
52	Due to the increase of robotics and automation technology, there is a good change the government have to pay for peoples living, resulting in a basic income.	Sociological, Economical, Political	Development	Elon Musk (2017)
54	The future of work is increasingly flexible, casual, various and scarce	Economical, Sociological	Development	Gideon Haigh (2016), "Basic income for all: a 500-year-old idea whose time has come?". Retrieved 21-02-17 from: https://www.theguardian.com/business/2016/nov/11/basic-income-for-all-a-500-year-old-idea-whose-time-has-come
56	The richest will gain more from new technology then poorer sections of the society, resulting in a widening inequality.	Sociological	Development	UBS (2016), "Extreme automation and connectivity: The global, regional, and investment implications of the Fourth Industrial Revolution"
72	Social jobs' are the least likely jobs to get automated	Technological	State	McAfee, A., 2017. One Type of Job That AI, Robots, and Machines Can't Actually Automate. From: Big Think. https://www.youtube.com/watch?v=S3Wg413uMi4
74	The emerge of the knowledge economy is mainly beneficial for the highly qualified people	Sociological	State	Goodhart, D., 2017 Why Are Nations So Divided? Trump, Brexit, and the Struggle for Status. From: Big Think. https://www.youtube.com/watch?v=3ex3TPdsBsY
79	The definition of work will become more flexible. The industry you begin in will very likely not be the industry you end in.	Economical	Trend	Kaplan, R., 2017. The Truth about Job-Taking Machines, Globalization, and Mexican Trade. From: Big Think. https://www.youtube.com/watch?v=KhuxzgbEIUw
104	Positive emotions stimulate inductive reasoning.	Psychological	Principle	Yoon, J.K., Pohlmeier, A.E., Desmet, P.M.A. 2016. When Feeling Good is not Good Enough: Seven Key Opportunities for Emotional Granularity in Product Development.
111	Everyone in the world wants a good job.	Economical	Principle	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
112	For millennials, a job is no longer a job. It's their life as well.	Sociological Economical	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
159	Swarms of intelligent things will work together.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
191	When exponential technologies converge, you get industry disruption.	Technological	Principle	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
225	People need Elite people to do their jobs	Sociological	State	Dawkins, R. (2017). No, Not all opinions are equal-elitism, lies and the limits of democracy. Published by Big Think on August 24, 2017.
227	Of the employees under 34, a third works on a flex base.	Economical	Development	Thomas, C (2017). Investeren in Kinderobligaties. Published by De Groene Amsterdammer on November 30, 2017.
228	Millennials are the most shaken down cohort of all times.	Sociological Economical	State	Thomas, C (2017). Investeren in Kinderobligaties. Published by De Groene Amsterdammer on November 30, 2017.

230	Millennials know that it pays out if they invest their time in a productive future	Psychological	State	Thomas, C (2017). Investeren in Kinderobligaties. Published by De Groene Amsterdammer on November 30, 2017.
254	A knowledge economy is by definition beneficial to the highly qualified	Political Sociological	Principle	Goodhart, D.(2017). Why are Nations so Devided? Trump, Brexit and the Struggle for Status. Published by Big Think on July 16, 2017.
283	About a quarter of western society consists of well-educated people that accept social change with ease	Demographical Sociological	State	Goodhart, D.(2017). Why are Nations so Devided? Trump, Brexit and the Struggle for Status. Published by Big Think on July 16, 2017.
308	New jobs that have been created are genuinely better compared to the old ones	Economical	Development	Ford, M.(2017). How we'll earn money in a future without jobs. Published by TED on November 16, 2017.
309	In theory, we can always adapt in ways that remain relevant to the economy	Economical Sociological	State	Ford, M.(2017). How we'll earn money in a future without jobs. Published by TED on November 16, 2017.
310	New intelligent technology is capable of adapting	Technological	Development	Ford, M.(2017). How we'll earn money in a future without jobs. Published by TED on November 16, 2017.

LOSS OF IDENTITY				
3	Social networks will accompany people throughout their daily activities	Technological	Trend	Friedrich, R, Peterson, M, Koster, A & Blum, S. (2010). The rise of Generation C, Implications for the world of 2020. Page 10
11	People are attracted to 'authenticity'	Sociological	State	Van Dijk, S (2016)
13	Due increased availability, cars are losing their power as status symbols	Economical	Development	Adam, N. (2016). Key Success Factors for Automotive Premium Brands in Answer to the Change of Luxury and Societal Changes. International Marketing Trends Conference 2016
21	time, experiences, and quality of life are the most important immaterial luxury values	Sociological	State	Adam, N. (2016). Key Success Factors for Automotive Premium Brands in Answer to the Change of Luxury and Societal Changes. International Marketing Trends Conference 2016
31	Modern cars feel like an appliance	Cultural	State	Matin, J. [Petrolicious]. (13-9-2016). This Alfa Romeo Giulietta Sprint Is Driving In Stereo. Retrieved on 13-9-2016 from https://www.youtube.com/watch?v=jtp0MGGH-go
38	Algorithms shape our entire life experiences	Technological	Principle	Taneja, H., (2016). 'The need for algorithmic accountability'. Retrieved on 28-09-2016 from techcrunch.com
40	People's perception of truth is strongly influenced by searchengines	Economical	Principle	Wieringa, T., (2016) 'Internet bevestigt onze diepe domheid.' form: https://web.papermagazine.nl/6b9977a8-ec3c-4009-8f43-4a85df3ddc0f/article/28d5b459-9131-49df-bd3d-5f5fc5347eef
75	Manufacturing jobs that used to require a lot of experience and thus gave protection and status are now automated	Technological	Development	Goodhart, D., 2017 Why Are Nations So Divided? Trump, Brexit, and the Struggle for Status. From: Big Think. https://www.youtube.com/watch?v=3ex3TPdsBsY
83	Every day there is something that chips away at our understanding of ourselves.	Psychological	State	Kelly, K. 2017. Tegenlicht; mensen, goden en technologie. 2017
116	Millennials/People rely on the internet and smartphones to manage their social life online.	Technological Sociological	Trend	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
122	The value of an artwork is rooted in its assumptions about the human performance underlying its creation.	Psychological	Principle	Bloom, P. 2011. The origins of pleasure. Published by TED on July 27, 2011. Accessed on November 13, 2017 at: https://www.youtube.com/watch?v=RPicL1AWrs8&t=12s
133	We are already making important decisions with help of algorithms	Technological	State	Dijkgraaf, R., 2017. Tijd voor de robotcolumnist From: nrc.nl
143	Tech companies are using persuasive techniques as ways to get your attention	Technological	Trend	Harris, T., 2017. How Your Brain Is Getting Hacked: Facebook, Tinder, Slot Machines. From: Big Think. https://www.youtube.com/watch?v=JgkvTRz_Alo
149	Augmented reality will provide more natural and immersive interaction with the digital world.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
150	Virtual reality will provide a more natural and immersive interaction with the digital world.	Technological	Development	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.

199	<i>A computer's ability to recognize human faces has exceeded human's ability to recognize human faces.</i>	Technological	Development	Wadwha, V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
237	<i>Social media are means to spread disinformation</i>	Technological Cultural	State	Exter, F van. (2017). Een vijfkoppig monster vol oplossingen. Published by Vrij Nederland on November 22, 2017.
263	<i>Identity is shaped by what you do and how you live</i>	Psychological Cultural	Principle	What's Next?(2017). Top trends in Society and Culture. Accessed on December 5, 2017 at: https://www.nowandnext.com/top-trends/society-culture/
272	<i>In this day and age, we don't have a consistent identity anymore.</i>	Cultural	Development	Dekeyser, A.S. (2017). Nooit meer onschuldig. Published by de Standaard on December 2, 2017.
310	<i>New intelligent technology is capable of adapting</i>	Technological	Development	Ford, M.(2017). How we'll earn money in a future without jobs. Published by TED on November 16, 2017.
209	<i>People use mind training to push into abilities that are considered limited to the few.</i>	Psychological	State	Brandford, N (2016). Maslows hierarchy of needs is incomplete - There is a final, forgotten stage. Published by Big Think on December 31, 2016.

LOSS OF AUTONOMY				
15	<i>Driven cars become less time efficient, relative to autonomous cars.</i>	Economical	Principal	Lindsey, R. (2004). Existence, uniqueness and trip cost function properties of user equilibrium in the bottleneck with multiple user classes. Transportation Science 38(3) page 293 - 314.
24	<i>Driving a car, you are the master of your own life</i>	Sociological	Principle	Mellegers, E. (2015, March). Lecture
39	<i>The influence of algorithms is not transparent</i>	Technological	Principle	Taneja, H., (2016). 'The need for algorithmic accountability'. Retrieved on 28-09-2016 from techcrunch.com
58	<i>Autonomy is the feeling of having choices.</i>	Psychological	State	Rock, D., 2009. A sense of autonomy is a primary reward or threat for the brain. From: www.psychologytoday.com
60	<i>It feels deeply upsetting when Autonomy is taken away from us</i>	Psychological	State	Rock, D., 2009. A sense of autonomy is a primary reward or threat for the brain. From: www.psychologytoday.com
63	<i>Experiencing a lack of control raises stress levels</i>	Psychological	State	Rock, D., 2009. A sense of autonomy is a primary reward or threat for the brain. From: www.psychologytoday.com
70	<i>Giving people the feeling of control, is experienced as motivating and associated with reward</i>	Psychological	State	Sharot, T., 2017. Why We Fear What We Can't Control: Airplanes, Hospital, Old Age. From: Big Think. https://www.youtube.com/watch?v=2YNzpoEYogU
93	<i>Modern economy relies on constant growth to sustain itself.</i>	Economical	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
101	<i>Intrinsic motivation is facilitated by environments that support feelings of autonomy and competence.</i>	Psychological	Principle	Desmet, P. M. A., Sääksjävi, M.C. 2016. Form matters: Design Creativity in Positive Psychological Interventions.
106	<i>Negative emotions stimulate attention to details.</i>	Psychological	Principle	Yoon, J.K., Pohlmeier, A.E., Desmet, P.M.A. 2016. When Feeling Good is not Good Enough: Seven Key Opportunities for Emotional Granularity in Product Development.
123	<i>Too much choice creates paralysis.</i>	Psychological	Principle	Schwarz, B. 2007. The paradox of choice. Published by TED on January 16, 2007. Accessed on November 13, 2017 at: https://www.youtube.com/watch?v=VO6XEQIsCoM
131	<i>Generation Z places heavy emphasis on being mature and in control.</i>	Psychological	Principle	Williams, A. 2015. More over millennials, Here Comes Generation Z. New York Times. Published on September 18, 2015. Retrieved on November 13, 2017 from: https://nyti.ms/1UZIA01
147	<i>With using services, you give providers of these services access to your data</i>	Technological	State	Lacey, S., 2015. The Future of Your Personal Data - Privacy vs Monetization. TEDx Talks
152	<i>AI delivers increasingly autonomous systems.</i>	Technological	Principle	Cearley, D.W., Burke, B., Searle, S., Walker, M.J. 2017. Top 10 Technology Trends for 2018. Gartner. Published on October 3, 2017. Accessed on November 14, 2017.
188	<i>The government forces technology companies to collect data from their users</i>	Technological	State	Snowden, E., 2014. TED talk
241	<i>Generation Z is really comfortable with choice</i>	Cultural	State	Miller, C.(2017). Creativity is the next Revolution. Published by Big Think on November 24, 2017.

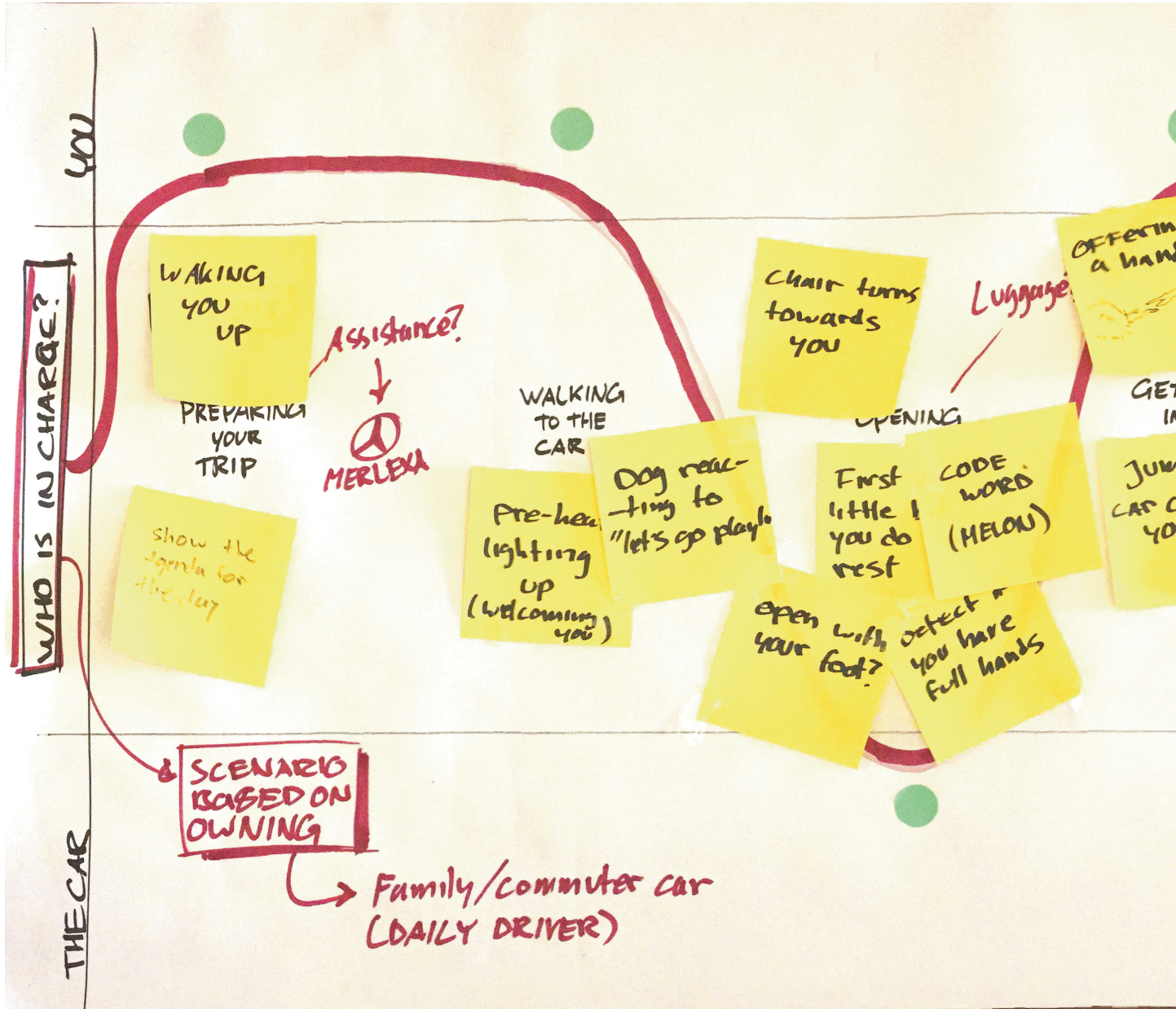
246	According to the algorithmic ideal, human faith lies in the hands of the system rather than humans	Cultural Technical	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
255	Socio-cultural politics, stressing security and identity are replacing socio-economical politics	Political	Development	Goodhart, D.(2017). Why are Nations so Devided? Trump, Brexit and the Struggle for Status. Published by Big Think on July 16, 2017.
302	Humanism considers humans to be the highest authority	Cultural	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015

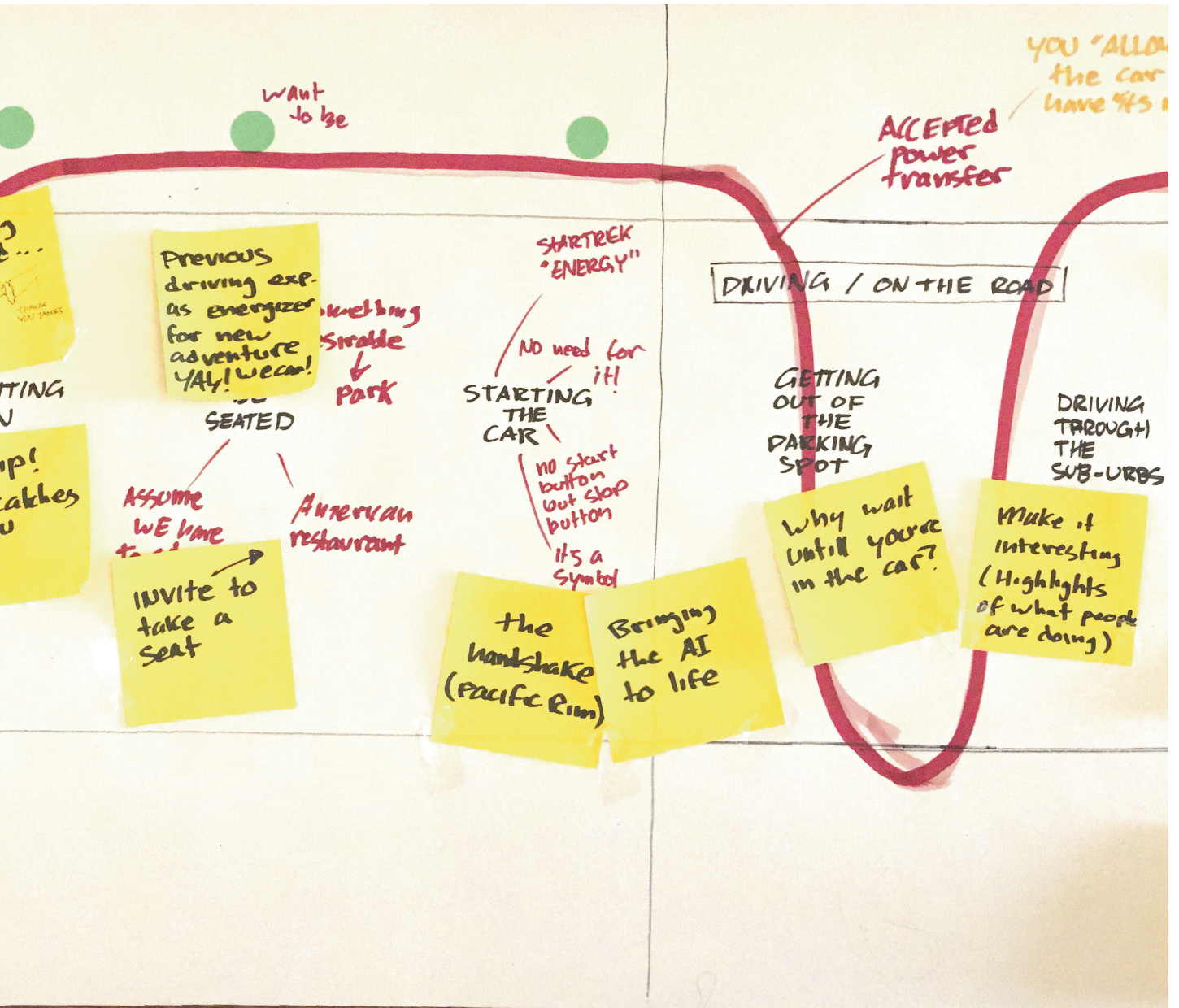
CATCH-UP ANXIETY				
55	People who are not enhanced (and stay ordinary humans) will lose their economic and political power and control over life.	Sociological	Trend	Harari, Y. N., 2016. Tegenlicht mensen goden en technologie 2017
61	Having a perception of choice is important for well being	Psychological	State	Rock, D., 2009. A sense of autonomy is a primary reward or threat for the brain. From: www.psychologytoday.com
73	People who identify themselves as part of a group or bound to a certain place, have a hard time accepting social change (e.g. migration)	Sociological	State	Goodhart, D., 2017 Why Are Nations So Divided? Trump, Brexit, and the Struggle for Status. From: Big Think. https://www.youtube.com/watch?v=3ex3TPdsBsY
92	Scientific research develop quicker than mankind can imagine.	Technological	Development	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
95	People fear change because they fear the unknown.	Psychological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
105	Negative emotions stimulate detection of problems.	Psychological	Principle	Yoon, J.K., Pohlmeier, A.E., Desmet, P.M.A. 2016. When Feeling Good is not Good Enough: Seven Key Opportunities for Emotional Granularity in Product Development.
109	Weakness never develops into strengths.	Psychological	Principle	Gallup. 2016. How Millennials want to work and live. Retrieved on November 13, 2017 from: http://news.gallup.com/reports/189830/millennials-work-live.aspx
137	Homo sapiens always develops violent hatreds towards foreigners and strangers	Psychological	State	Bouton, A., 2016. Book of Life. From: bookoflife.com
148	Any scientific discovery, meant to do good will be used to do bad.	Technological	Principle	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
176	Many of the traditional distinctions between urban and rural cultures, lifestyles and enterprises are eroding or reforming.	Demographical Sociological Cultural	Trend	McGranhan, G., Satterthwaite, D. 2014. Urbanisation concepts and trends. Working paper, published on June 2014. Accessed on November 15, 2017.
183	Moods have a broad influence on ones's perceptions, judgements and behaviour.	Psychological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.
184	Moods represent positive and negative frames of mind, that subtly influence our responses to all we encounter.	Psychological	Principle	Desmet, P.M.A. 2015. Design for Mood: Twenty Activity-Based Opportunities to design for Mood regulation. Published on August 31, 2015. Accessed on November 15, 2017.
189	Governments use terrorism as a motive to invade the privacy of citizens	Technological	State	Snowden, E., 2014. TED talk
195	People become data.	Technological Sociological	Development	Wadwha. V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
205	There will not be enough jobs for all human beings.	Demographical Economi	Development	Wadwha. V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
206	If you have nothing to do, you feel depressed.	Psychological	State	Wadwha. V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.
207	The cultural gap between "haves" and "have-nots" is growing.	Sociological	Development	Wadwha. V (2017). Your life in 2027: a look at the future. Published on November 20, 2017 by Big Think. Accessed on November 21, 2017.

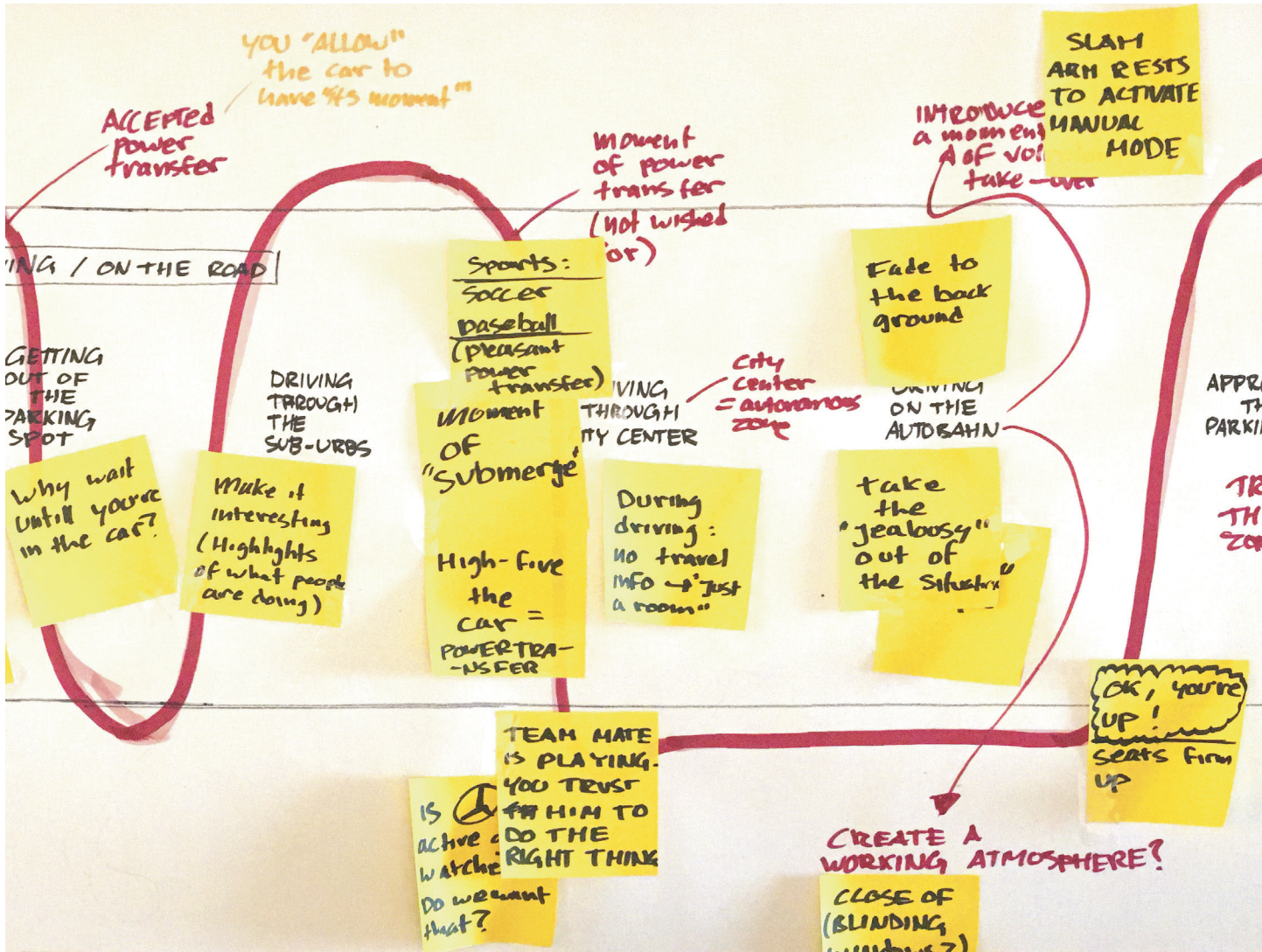
213	<i>Smartphones are being used to follow people online on a huge scale and with great precision</i>	Technological Legarelatieve	Development	Hyppönen, M (2017). We krijgen onze privacy nooit meer terug. Written by Luyckx, D. Published by HP de Tijd on November 28, 2017.
233	<i>Software is surpassing humans</i>	Technological	Development	Exter, F van. (2017). Een vijfkoppig monster vol oplossingen. Published by Vrij Nederland on November 22, 2017.
236	<i>The theology of technology is extremistic</i>	Technological Cultural	Trend	Exter, F van. (2017). Een vijfkoppig monster vol oplossingen. Published by Vrij Nederland on November 22, 2017.
244	<i>We want to believe that our lives matter objectively</i>	Psychological	State	Harari, Y.N. (2017). Homo Deus. Translation by Dutch Foundation of Literature. Original published by Harvill Secker in 2015
257	<i>It is logically impossible for everyone to become an anywhere (join the upper professional class)</i>	Sociological Economical	Principle	Goodhart, D.(2017). Why are Nations so Devided? Trump, Brexit and the Struggle for Status. Published by Big Think on July 16, 2017.
260	<i>Insecurity fuels an interest in nostalgia</i>	Psychological Sociological	State	What's Next?(2017). Top trends in Society and Culture. Accessed on December 5, 2017 at: https://www.nowandnext.com/top-trends/society-culture/
261	<i>Insecurity fuels a growth in narcissism</i>	Psychological Sociological	State	What's Next?(2017). Top trends in Society and Culture. Accessed on December 5, 2017 at: https://www.nowandnext.com/top-trends/society-culture/
264	<i>People are subjected to multiple truths</i>	Cultural	Trend	What's Next?(2017). Top trends in Society and Culture. Accessed on December 5, 2017 at: https://www.nowandnext.com/top-trends/society-culture/
284	<i>About half of the western society consists of lower-educated people that value familiarity and security, resulting in a reluctance to serve social change</i>	Demographical Sociological	State	Goodhart, D.(2017). Why are Nations so Devided? Trump, Brexit and the Struggle for Status. Published by Big Think on July 16, 2017.
285	<i>Right-wing populism is rising</i>	Political	Trend	Shuster, S. (2016). European Politics are Swinging to the Right. Published by TIME on September 22, 2016.
287	<i>The core of populism is a concerted anti-establishment posture.</i>	Political	State	Taylor, A (2016). The global wave of populism that turned 2016 upside down. Published by the Washington Post on December 19, 2016.

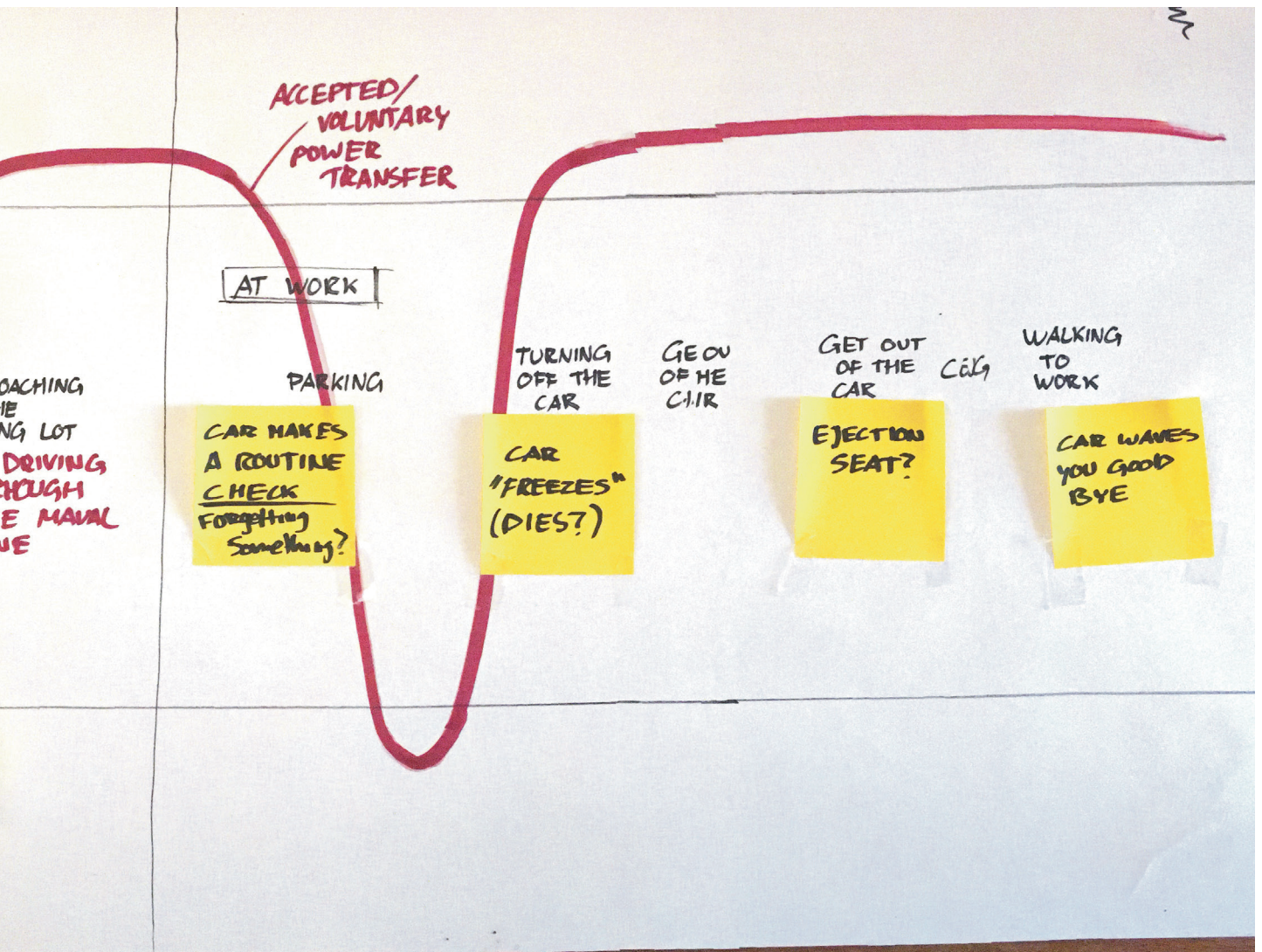
B: TIMELINE EVOLUTION AND IDEATION

Timeline, version 1

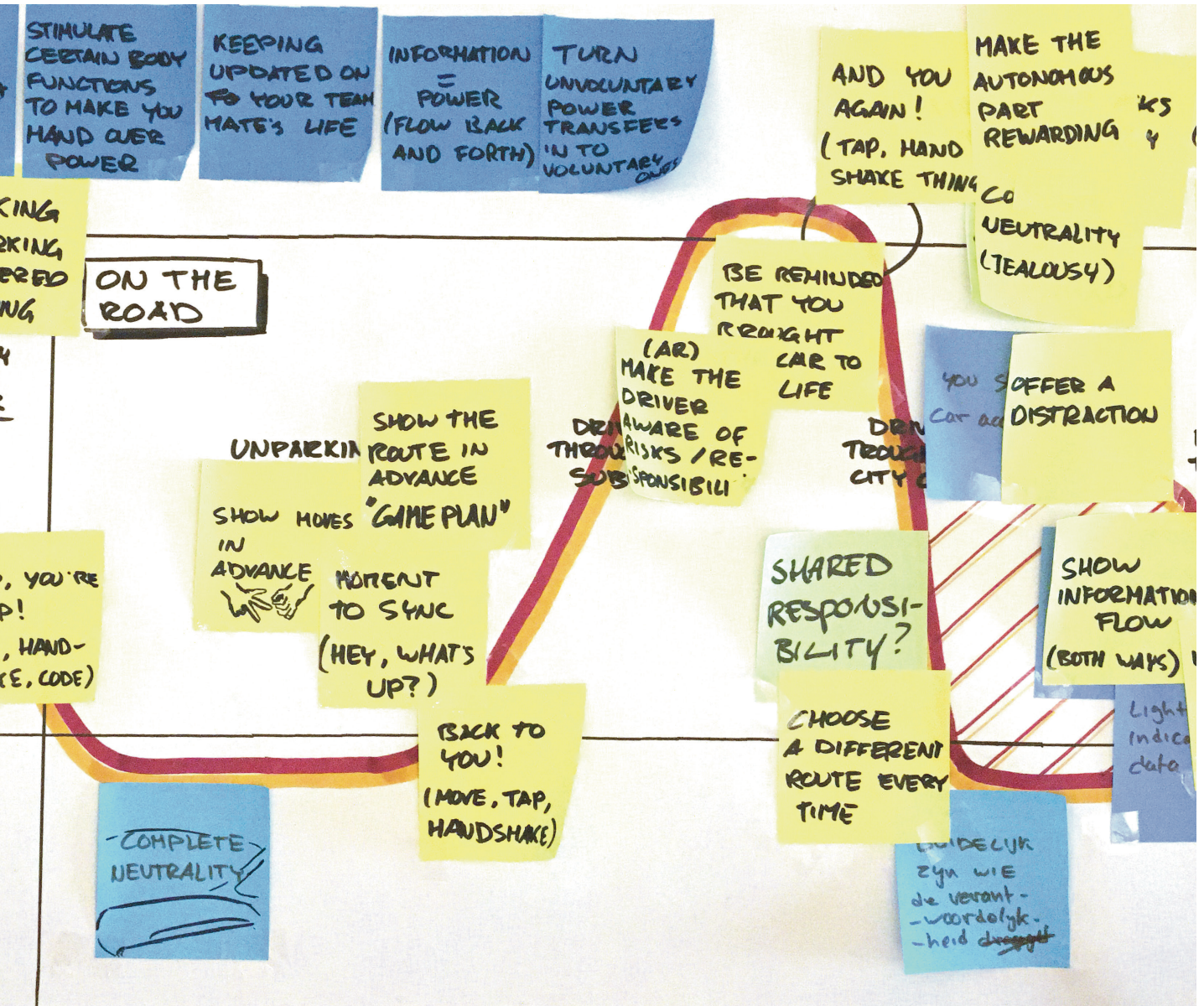


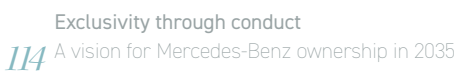


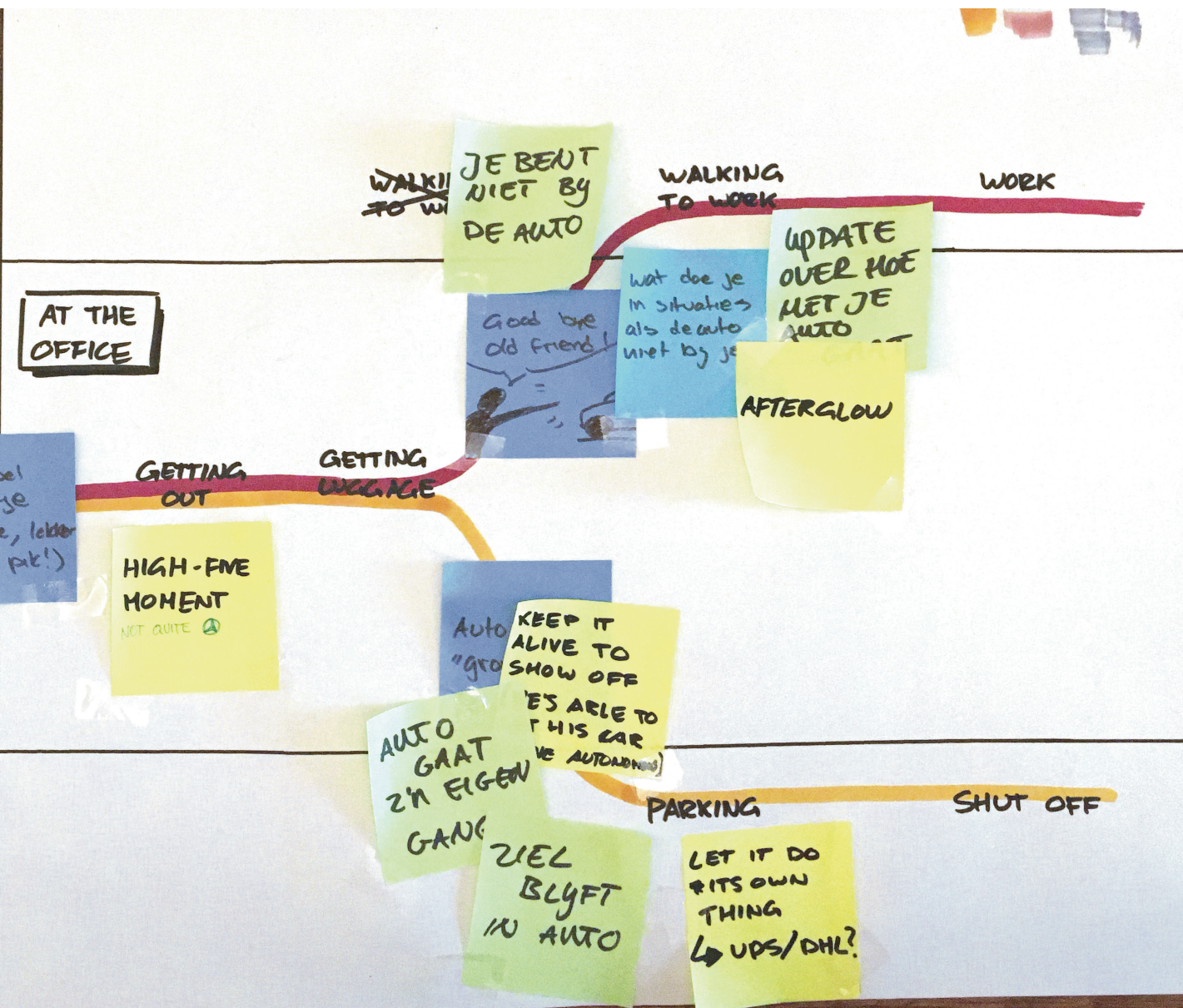


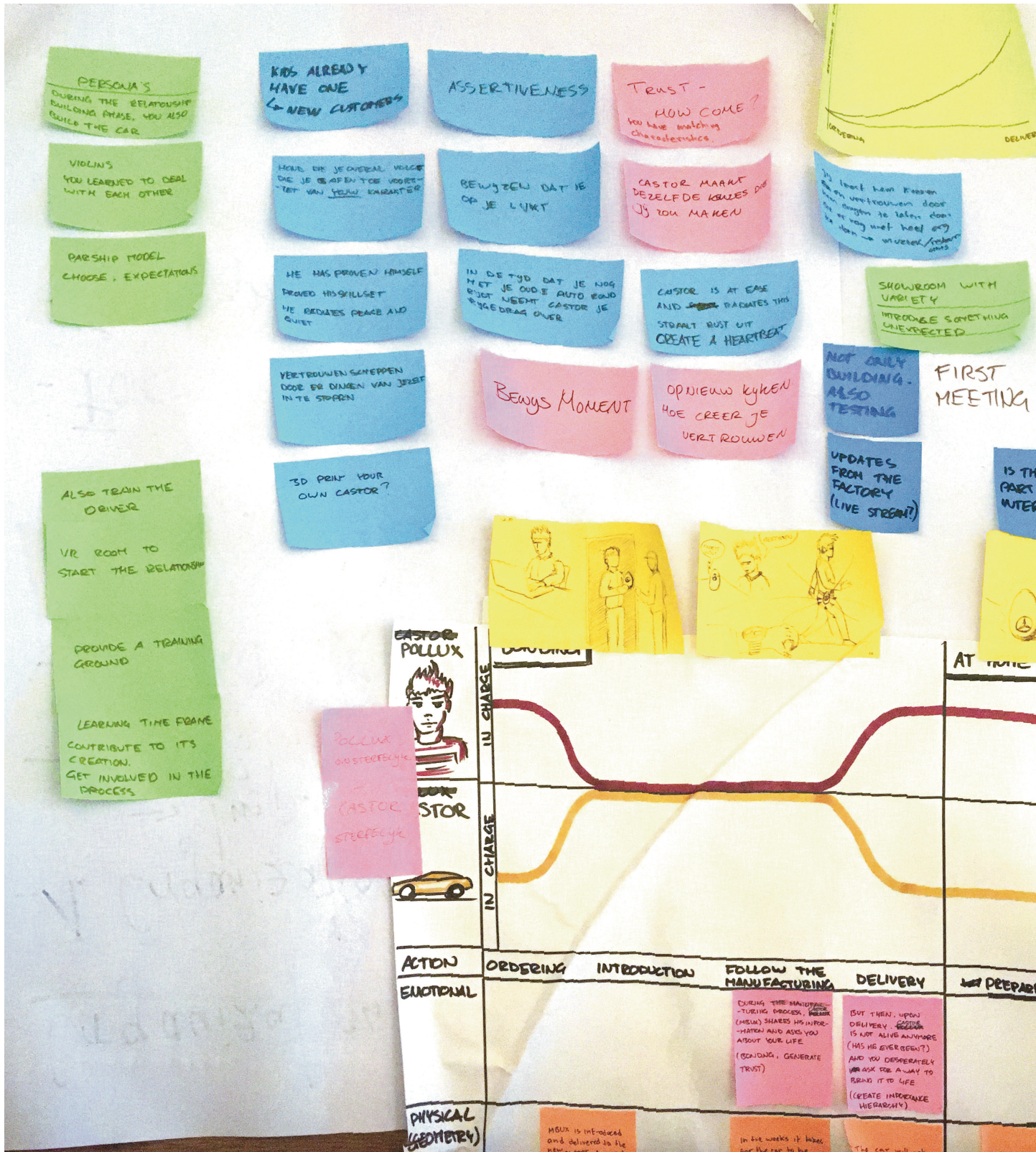


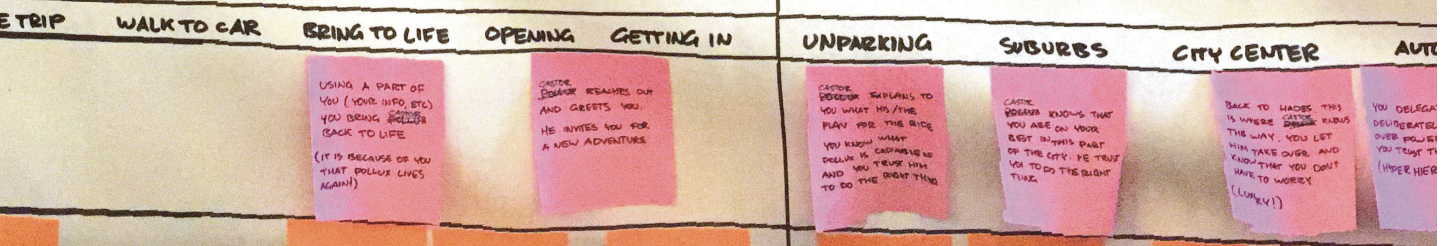
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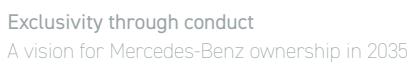


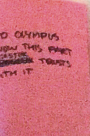












D: STYLEBOARDS

The following styleboards were created as inspiration for the form giving process.

