

Culture

META FORESIGHT

FEBRUARY 2023



Rising

2023 trends report

TL;DR:

- In our 2023 trend report, Meta Foresight has distilled over four million global conversations on Facebook and Instagram and learnings from a global survey into 20 key trends.
- To help you understand how they connect, we've mapped the trends—which cover everything from animal attraction to the evolution of work—into four overarching themes: *exploratory identities*, *refined relationships*, *assertive aspirations* and *lived values*.
- We unpack what's driving the trends, why we believe they're sticking and what's next—so you can see what it all means for you and your strategy.
- With so much in flux—from the macroeconomic climate to the roles of marketing and even brands in people's lives—the future may feel uncertain. But understanding what matters to billions of people is a compelling place to start if you believe we shape what comes next. After all, the future we seek won't build itself.

Exploratory identities

01 MY BODY, MY TEMPLE

We're celebrating our bodies through positivity, autonomy and self-expression. *P.6*

02 THE MIGHTY MIDDLE

Middle age is being reinvented (just like retirement was). *P.8*

03 CULTURE CLUB

We're embracing our own—and others'—cultural heritage. *P.10*

04 IT'S ALL INTERSECTIONAL

From gender to ethnicity, we are realizing we are greater than the sum of our parts. *P.12*

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We are embracing local foods globally and growing closer together in the process. *P.14*

Refined relationships

06 WHAT IS LOVE

The quest for love is eternal, even as our methods for finding it are evolving. *P.18*

07 MANY HAPPY RETURNS

Sharing the milestones (and minorstones) of our lives has never mattered more. *P.20*

08 LIKE A DIAMOND IN THE SKY

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As our connections grow into the metaverse, we're truly starting to defy distance. *P.24*

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2023 Trend Map

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Now that we've looked at how and where we work, we're starting to figure out why we work. *P.32*

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15 FINANCIAL LIT

We're realizing that if money makes the world go 'round, then knowledge is literally power. *P.38*

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We're finding uplifting vibes everywhere from short videos to long walks. *P.42*

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WELCOME TO:

Culture Rising 2023

What can today's trending conversations tell us about tomorrow's opportunities? Like all good stories, this one's got layers.

As marketers (and people), we're working through a world of uncertainty and facing down global instability. We're navigating inflationary and recessionary anxiety. This is clearly reflected in the way global conversations are spiking around **frugality** (on Instagram, +485% year over year growth) and **financial intelligence** (IG, +142%). *(Throughout this report, we'll highlight rising conversation topics like **this**, noting whether the growth is happening on Facebook or Instagram and how much the conversation has grown over the past year).* We've also included a glossary with definitions of key topics at the end of the report.

At the same time, people's conversations show an unrelenting quest for **joie de vivre** (FB, +5,834%)¹—the joy of living—and a vibrant world in which the boundaries between different cultures are dissolving (through food, music and more). They also capture how we are redefining **purpose** (IG, +142%) in all its forms: environmental, economic—and, of course, human.¹

And then there's the part of the story that's still unwritten: In a telling sign of these times, the term **TBD** (FB, +34%) is actually trending. That's your opportunity, because you're not just an observer—you're the main character. You get to shape what comes next.

This trend report is intended to guide you on that journey. Meta Foresight has brought to bear our unique understanding of what matters to more than 3.7 billion people who use Meta technologies around the world. We've consulted experts, analyzed over 4 million global conversation trends, fielded a global survey among 21,000 people in seven countries—and triangulated it all through our unique foresight analysis.

This report is where all that work is distilled into 20 trends. As marketing leaders and brand strategists, it's critical for us all to understand these cultural shifts and what's driving them so we can respond to changing values, needs and desires in a way that creates relevance, meaning and growth. We hope this map sparks fresh thinking, new innovations and bolder solutions, so you can meet the future on your terms. Welcome to *Culture Rising 2023*.

Exploratory

CHAPTER 01

CHAPTER 01

identities

The way we see ourselves defines how we see and engage with the world. Yet, identity is increasingly all about the journey. People are exploring identity as they discuss bodily integrity, redefine middle age, embrace fluidity across cultures and demonstrate how food can connect us—be it Snickers salad or stinky tofu.

01 My body, my temple

Around the world, people are redefining their relationships with their bodies, through lenses like positivity, beauty and autonomy.

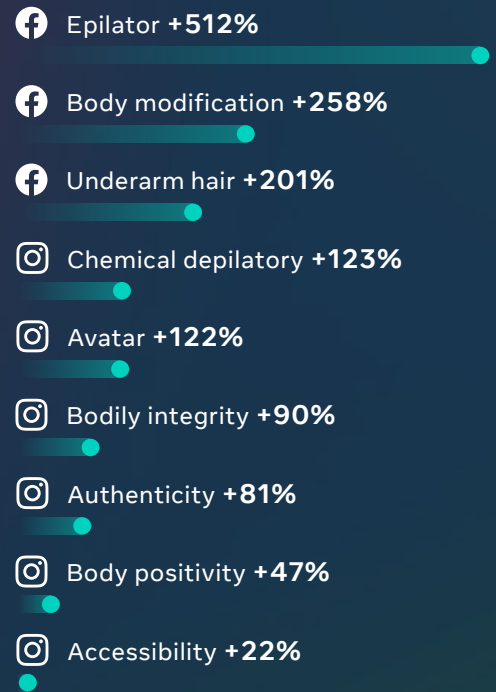
For many, questions of autonomy and **bodily integrity** have been on the rise.¹ To start, more than 1 in 4 people surveyed globally say they engage with the [#BodyPositivityMovement](#) (even higher for women, nonbinary folx, Gen Zers and Millennials).² And with the continued rise of conversation topics like **accessibility** and [#neurodivergence](#), we're seeing growing awareness and more multidimensional narratives around—and by—people with disabilities.¹

The concept of beauty continues to evolve, and body hair is taking center stage as people debate whether to take it (**chemical depilatory**, **epilator**) or leave it (**underarm hair**)—challenging the script on expected gender norms.¹ Conversations around **body modification** are also rising, perhaps because it is, arguably, the most visceral form of self-expression.¹

Even as the very real questions of bodily autonomy play out around the world, the rise in conversation on topics like **avatar** points us toward the future, as our bodily presence extends beyond the physical and into the virtual.¹ Already, 51% of global respondents are interested in buying verch (virtual products from a brand).³ And with **authenticity** on the rise, it'll be essential to place [inclusive representation](#) at the center of your strategy in the physical and in the metaverse.

Rising global conversation topics¹

Year-over-year growth



Gen Zers seek beauty freedom in the metaverse

Among people surveyed globally



In the physical world

46%

of Gen Zers see their appearance as an important part of their identity

But in the metaverse, just

28%

of Gen Zers feel a person's virtual avatar needs to reflect their physical features





02 The mighty middle

People are increasingly seeing middle age as a spring awakening.

While there's no official consensus, middle age is generally considered ages 40–60, placing Gen Xers (and older Millennials) at the center of this life stage. Much like Boomers redefined retirement, Gen Xers are redefining middle age.

The critical reframe? Midlife doesn't have to be a crisis. It's more of a second adolescence—a midsentence—just with less awkwardness and more self-love. Midlifers are choosing to live this as a period of renewal and reassessment. On Facebook, conversation around **middle age** is very much alive, as people find inspiration in the way **a rolling stone gathers no moss**.¹ They are unlocking the power of **self-reflection**—and even **Bodhipakkhiyādharmā** (the qualities conducive to awakening)—with people ages 35–54 overindexing on these discussions compared to younger generations.¹

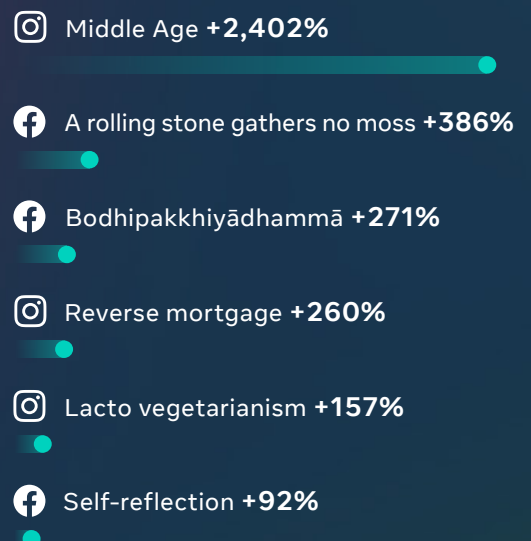
In search of balance and control in their lives, midlifers are reassessing their relationships and revitalizing their careers and finances. They're exercising, socializing, adventuring and seeking new experiences, including vacations. In short, they're taking care of themselves—a strategy with definite staying power. As midlifers extend their timeline for becoming their truest and best selves, expect to see an openness to new mindsets, habits and products as people look for guidance, understanding and acknowledgment whether from friends, creators or brands.



Rising global conversation topics¹

Year-over-year growth

Midlifers (ages 35–54) are more likely than an average Facebook or Instagram user to discuss several key topics



The anatomy of middlescence

Among Gen Xers surveyed globally



Self-discovery

44%

say they engage with their heritage
more than previous generations



Work

39%

recently changed jobs to better align
with their interests and passions



Wellness

54%

exercise to improve their wellness
(more than other generations)



Nature

45%

have been spending more time outdoors

03 Culture club

As people explore their own and others' cultural heritage, what's old is new and what's local is global—from traditional attire to music.

People are looking to understand their place in the world in two ways: While 57% of those surveyed globally say they are seeking to reconnect with their own heritage, 71% are seeking to understand cultures beyond their own.²

So it's no wonder that conversation topics like **Chinese culture**, **Jewish culture**, **Latin American culture** and **Polynesian culture** are on the rise around the world.¹ And while words can get lost in translation, some languages seem to be universal—like music and fashion.

C-pop (Chinese pop) is having a moment, along with **jazz piano**, **Pinoy rock**, **Latin rock** and **Afrobeats**. Interest in traditional clothing—such as the Tibetan **khata** (a type of scarf), Egyptian **jellabiya** (a traditional one-piece garment) or Middle Eastern **keffiyeh** (a checkered scarf)—is also rising around the world too.¹

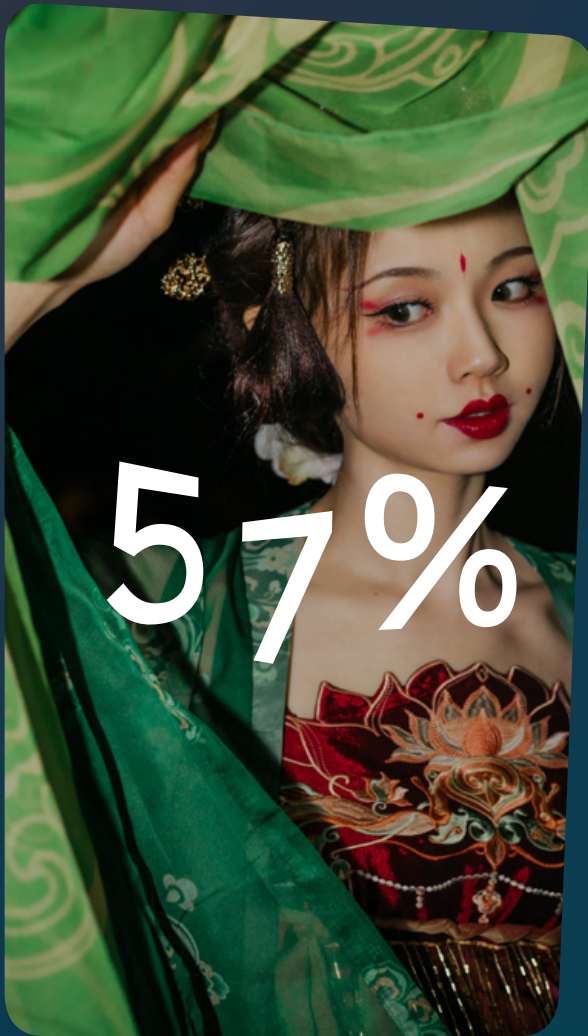
Rising global conversation topics¹

Year-over-year growth

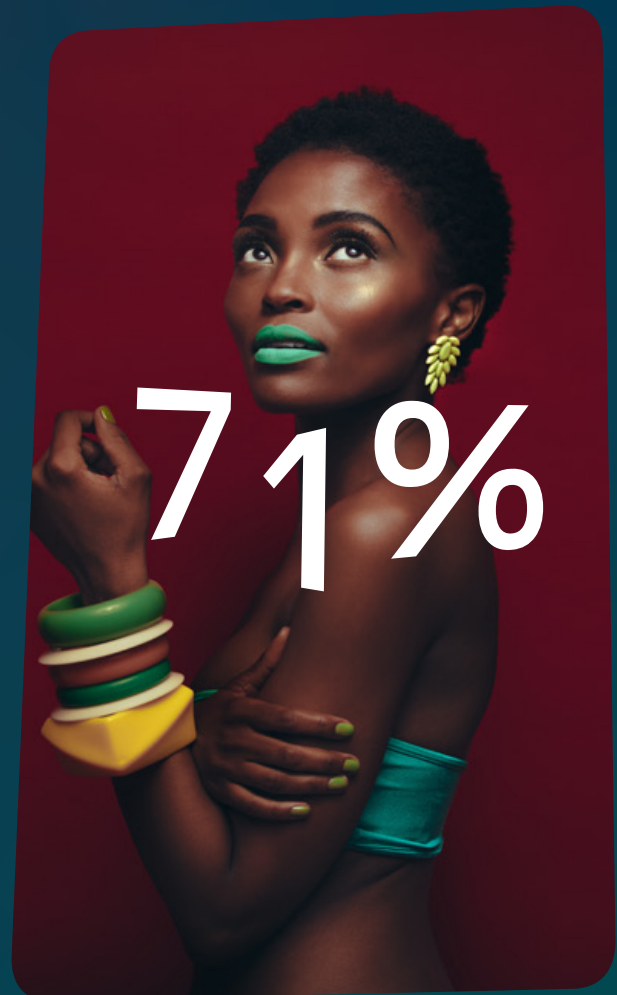


Embracing culture near and far

Among people surveyed globally



are seeking to reconnect with their
own heritage



are seeking to understand cultures
beyond their own

Meta Foresight source: "Global Society & Lifestyle Study" by Mintel (Meta-commissioned survey of 21,000 people ages 18+ in BR, DE, GB, KR, US, VN and ZA, Oct 2022).

04 It's all intersectional

We are many things, and there's richness in every layer. Globally, people rank elements like their gender, heritage, ethnicity, nationality and sexual orientation as being of near equal importance in how they see themselves, and 27% feel their identity is far richer than the experiences of any one group.² Increasingly, people are embracing the idea that their full complexity is so much greater than the individual parts.

On Instagram, hashtags associated with [#intersectional](#) tend to focus on themes like feminism, equality, activism, LGBTQ+ pride, women's rights and social justice.¹ Conversation also shows people growing weary of public displays of entitlement, such as ***manspreading*** and instead engaged in active discussion around ***women's empowerment*** and ***#TransWomen***.¹

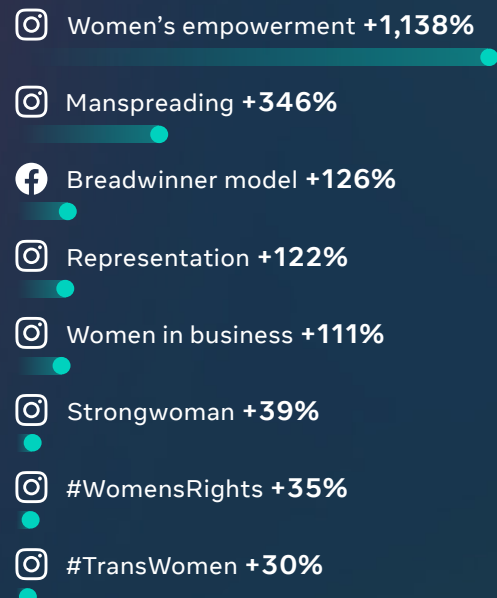
There are signs of progress: 1 in 3 people surveyed globally agree that traditional gender roles are less and less relevant, and 62% agree the world is growing more inclusive for LGBTQ+ individuals.² But progress can always be reversed. Notably, just 28% of people surveyed globally feel they are adequately represented in the media. When it comes to inclusive ***representation***, it's clear that much work remains to be done.²

Brands are just beginning to understand their opportunities to connect with more types of people, as they move [beyond bias](#) and explore how [diversity can unlock discovery](#).



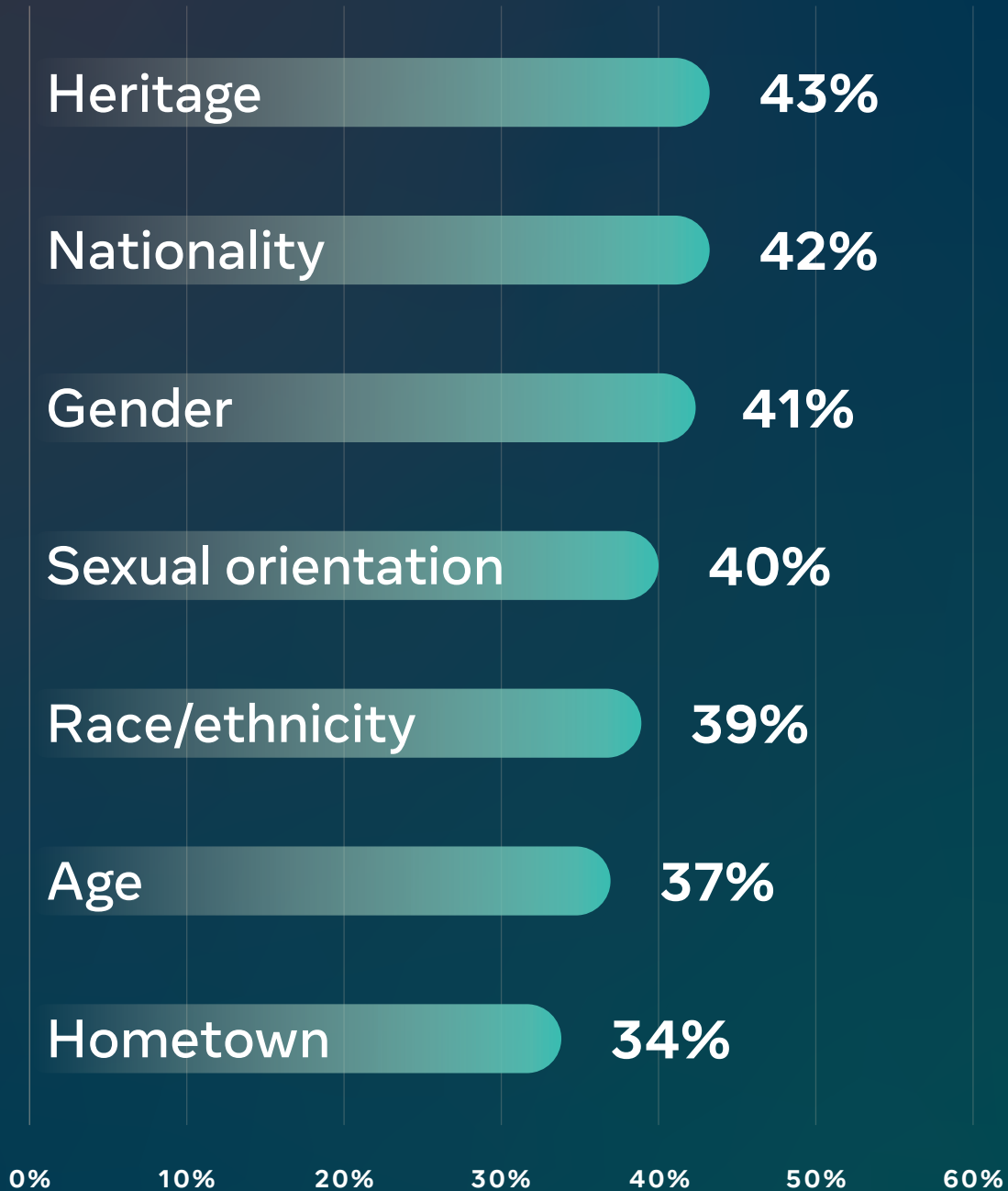
Rising global conversation topics¹

Year-over-year growth



This is us

People globally say there are many elements that come together to define how they see themselves





05 Diners without borders

Food is emerging as the ultimate cultural ambassador—a source of global exploration, cultural connection and creative expression.

How do people deepen their understanding of other cultures? For 40% of global respondents, food is an increasingly powerful pathway. And these culinary adventures are having a profound impact: 43% of people say exploring foods from other cultures has actually shaped their worldview.²

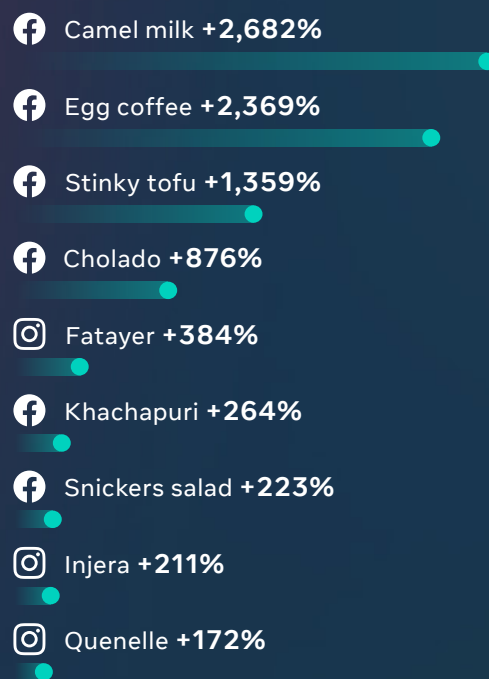
Across Facebook and Instagram, interest in local foods is sizzling at a global level. And these culinary conversations are often remarkably specific. A taste of what's on the rise includes [nacatamal](#) (a type of Nicaraguan and Honduran tamale), [cholado](#) (a fruity Colombian dessert beverage), [khachapuri](#) (Georgian cheese bread), [fatayer](#) (a Middle Eastern hand pie), American [Snickers salad](#), French [quenelle](#) (a three-sided scoop of soft or poached food) and Ethiopian [injera](#) (a pancake-like flatbread eaten as a staple).

People will continue to see food as a means of global exploration and an outlet for culinary creativity. Stay tuned for mashups and hybrid creations. Also, while 28% of people surveyed globally say they like to be the first to discover new cuisines (so they can tell their friends), Millennials make this a particular point of pride.² Creators will also continue to gain clout as we enter a creator renaissance—especially with 37% of people saying they follow a food content creator to discover new recipes and cuisines.²



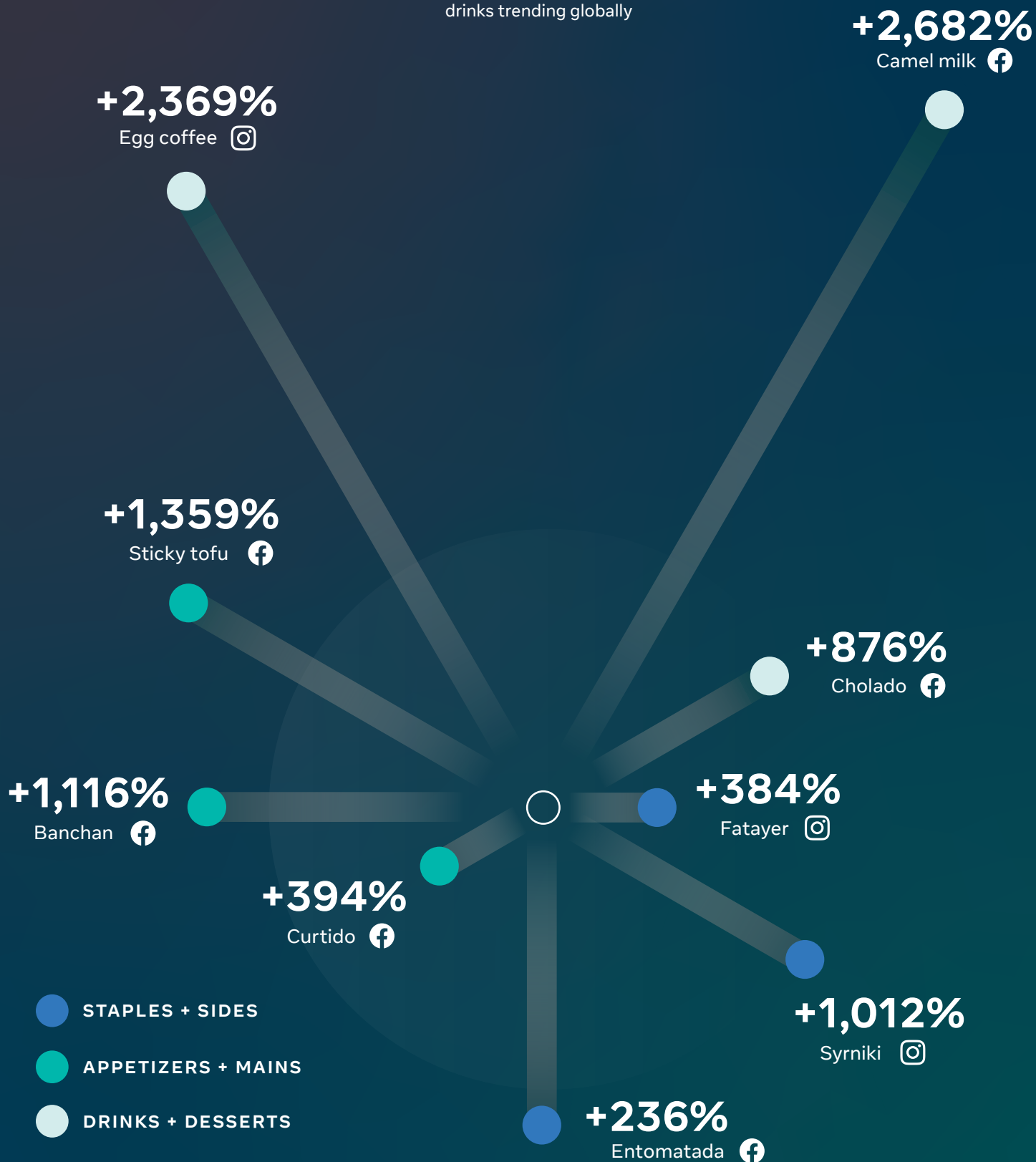
Rising global conversation topics¹

Year-over-year growth



Delectable world

Some of the top regional foods and drinks trending globally



Meta Foresight source: Facebook and Instagram data, global, comparison of Sep-Nov 2022 vs. Sep-Nov 2021.

What it means for brands

Culture Rising 2023

Provocation

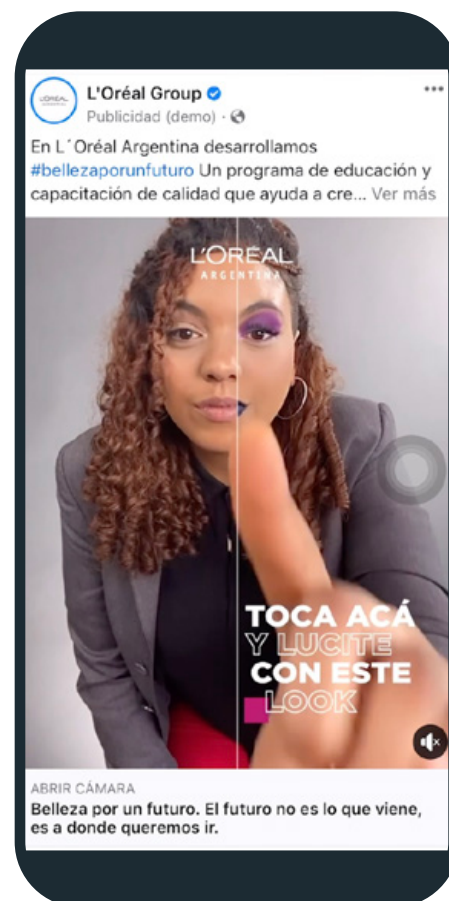
ELEVATE DIVERSE VOICES.

As people explore and expand their sense of self, brands need to ensure people feel seen, represented and supported. In marketing, this can mean striving for authentic representation across diverse audiences, amplifying the voices of underrepresented communities or using [automation](#) to connect with people more personally. But the most powerful moves often go beyond campaigns, becoming initiatives that solve real-world problems and unlock new opportunities.

Inspiration >>>

L'ORÉAL (Argentina)

“Beauty for a Future” shows how increased visibility can unlock opportunity. This campaign enabled aspiring makeup professionals with limited economic resources to use AR to demonstrate their skills, bringing them closer to their goal of gaining employment within the beauty industry.



Refined

CHAPTER 02

CHAPTER 02



relationships

People's relationships are the very core (if not the definition) of happiness. While this truth remains eternal, the types, shapes and ways we connect are always in flux. People are putting their whole journeys out there, whether they're going on a blind date or declaring their love. They're counting down and celebrating life's moments, looking to the stars for guidance, leveraging new tech to feel closer than ever and caring about their animal friends (both near and far).

06 What is love

Relationship conversations tell us that romance is alive and well—and changing.

People are pursuing their [#RelationshipGoals](#), with terms like *boyfriend* and *girlfriend* spiking.¹ And the rise of *meet-cute* shows people continuing to draw inspiration from romantic comedies.¹

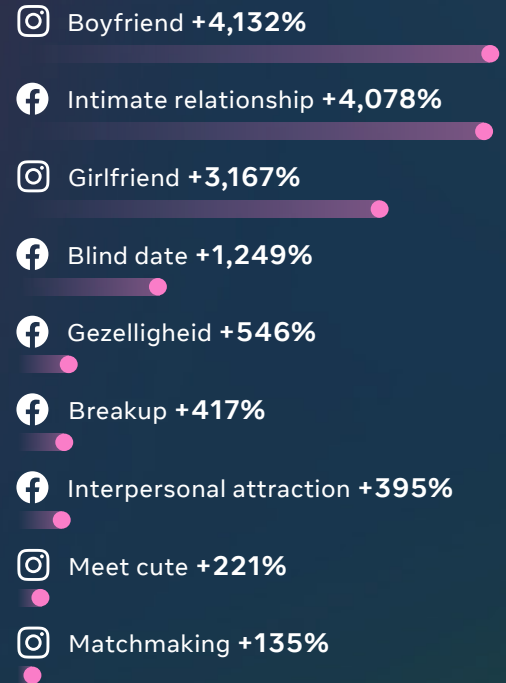
As for methods, the stigma against online dating is on its way out, with just 23% agreeing that relationships that start online are less successful than those that start in person.²

The art of *matchmaking* is showing solid growth on Instagram and conversation is spiking around both *speed dating* and the infamous *blind date*.¹

It's not all a bed of roses: 36% of those surveyed globally feel that dating today has gotten much harder than in the past.² Maybe that's why some people are finding a third way: 1 in 5 people surveyed globally would strongly consider having a platonic life partner as opposed to a romantic life partner.²

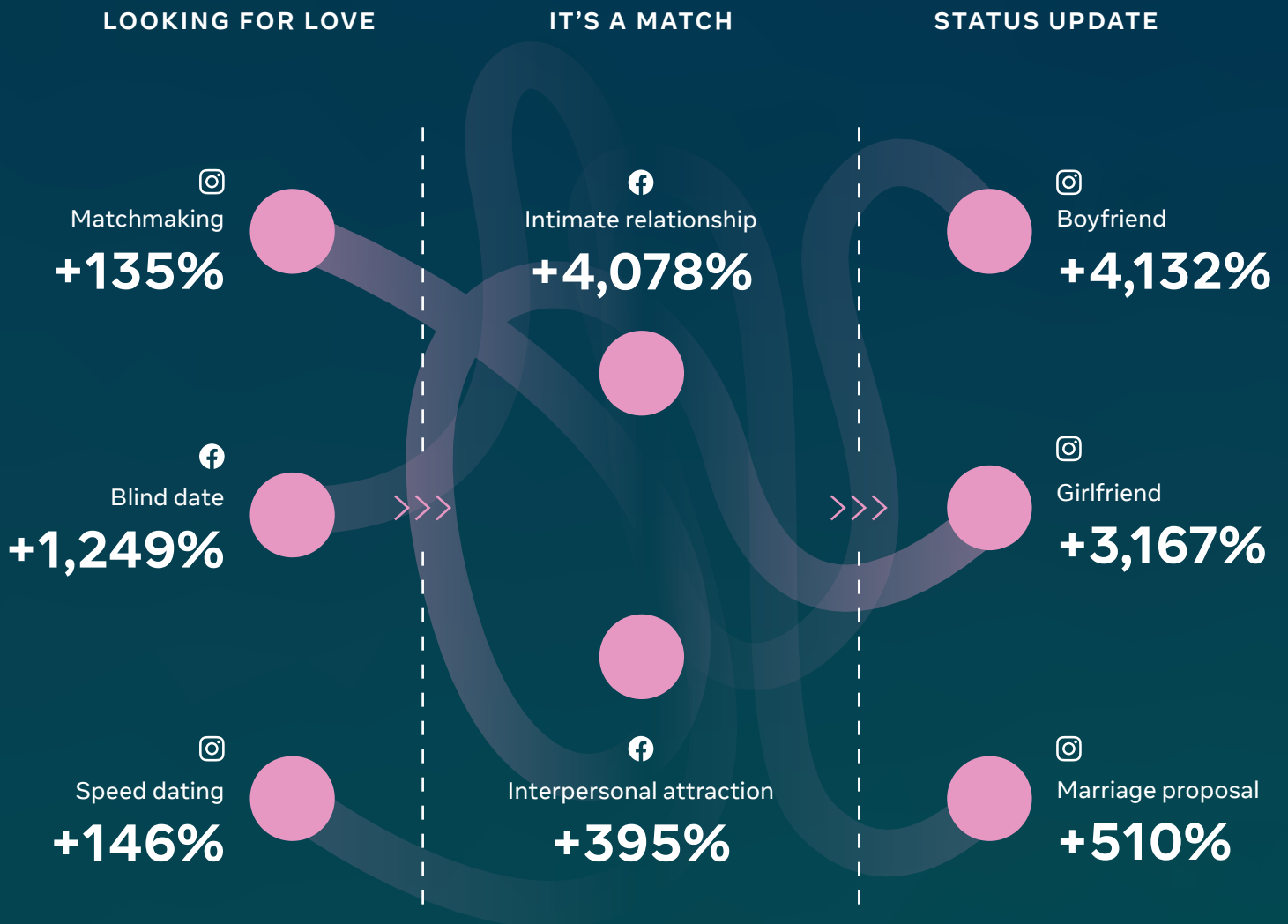
Rising global conversation topics¹

Year-over-year growth



Love is a journey

according to our trending topics



Meta Foresight source: Facebook and Instagram data, global, comparison of Sep-Nov 2022 vs. Sep-Nov 2021.

07 Many happy returns

People are showing a growing appreciation for events and moments of all kinds.

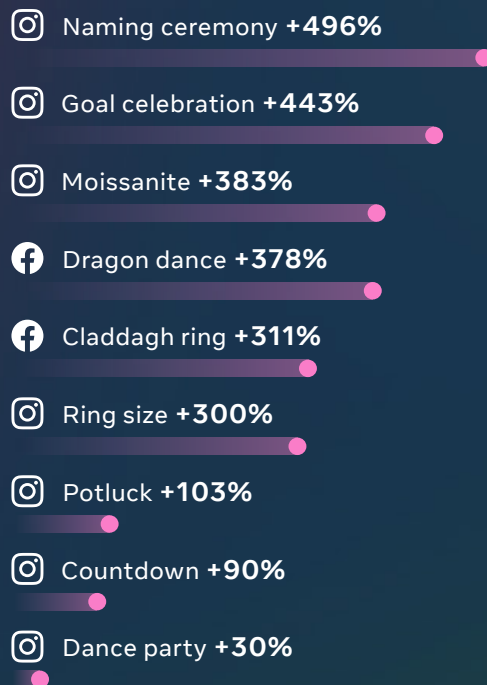
With absence having made many hearts grow fonder, people have a reinvigorated appreciation for life's big milestones and small moments—especially as shared experiences. Indeed, recent research tells us that [creating new memories](#) is a defining factor in whether our relationships will continue to thrive.⁴

Perhaps the clearest demonstration of this is the growth of the term **countdown** on Instagram, with people getting hyped about the next big milestone—or even the next minorstone, like a **potluck**.¹

On Facebook and Instagram, people are looking to celebrate their long-term commitments, too, with conversations on the rise about whether **moissanite** is the new diamond, how to figure out their **ring size** and getting advice on what kind of **engagement party** to throw. It makes sense that this is so important for so many, given that 2 in 3 people said in a global survey that relationships with close friends and family have a positive impact on their overall wellness.²

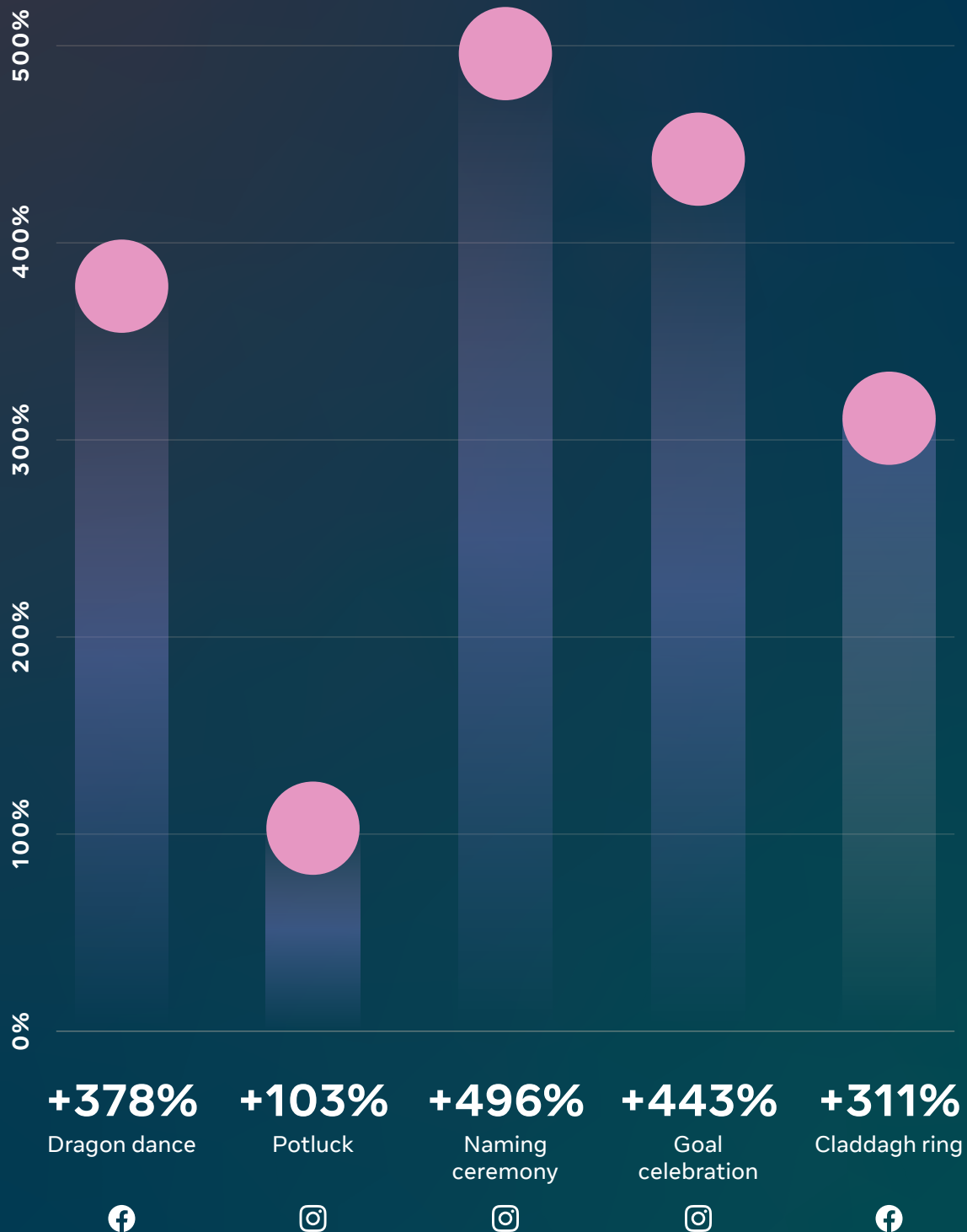
Rising global conversation topics¹

Year-over-year growth



“Let’s celebrate!”

according to our trending topics



Meta Foresight source: Facebook and Instagram data, global, comparison of Sep-Nov 2022 vs. Sep-Nov 2021.

08 Like a diamond in the sky

Sparked by science and spirituality (and sometimes both), our relationship with the skies is expanding.

In last year's report, we saw conversations around "space debris" start to emerge. But this year, something deeper is happening as people seek to find their place in the universe—both literally and metaphorically.

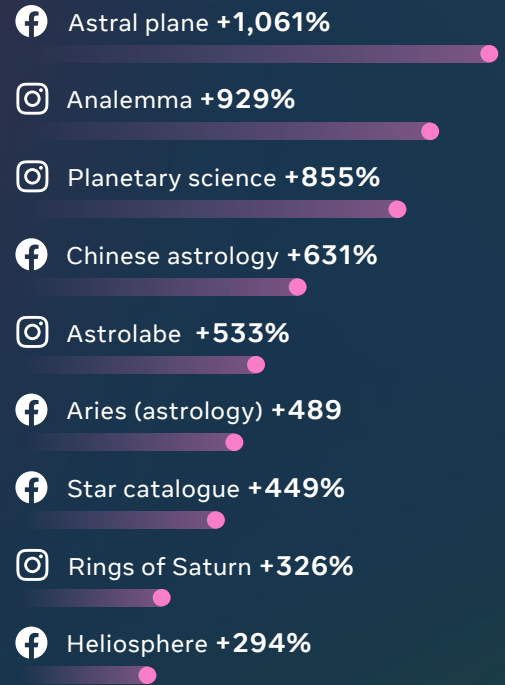
Whether scientific or spiritual, astronomical or astrological—people are looking to the skies for answers. Perhaps in uncertain times, the cyclical continuity of celestial bodies—whether generally via the **astral plane** or through specific practices of **Chinese astrology**—offers a source of comfort.¹

Recent, stunning new images of space, e.g., of the **rings of Saturn**, have captivated the world's imagination in powerful ways.¹ An expanding set of **VR experiences** is bringing space closer. Physicists report that just when they think they've understood something, they discover something completely surprising, either in or outside the **heliosphere**.¹ Could that make space the last place where anything is possible? Perhaps this thought gives people hope.

Sometimes people also just need to experience a sense of awe. Research shows it can even be an important component of happiness.⁵ And the surest way is to experience the glory of nature—whether down here or throughout the **star catalogue**.¹

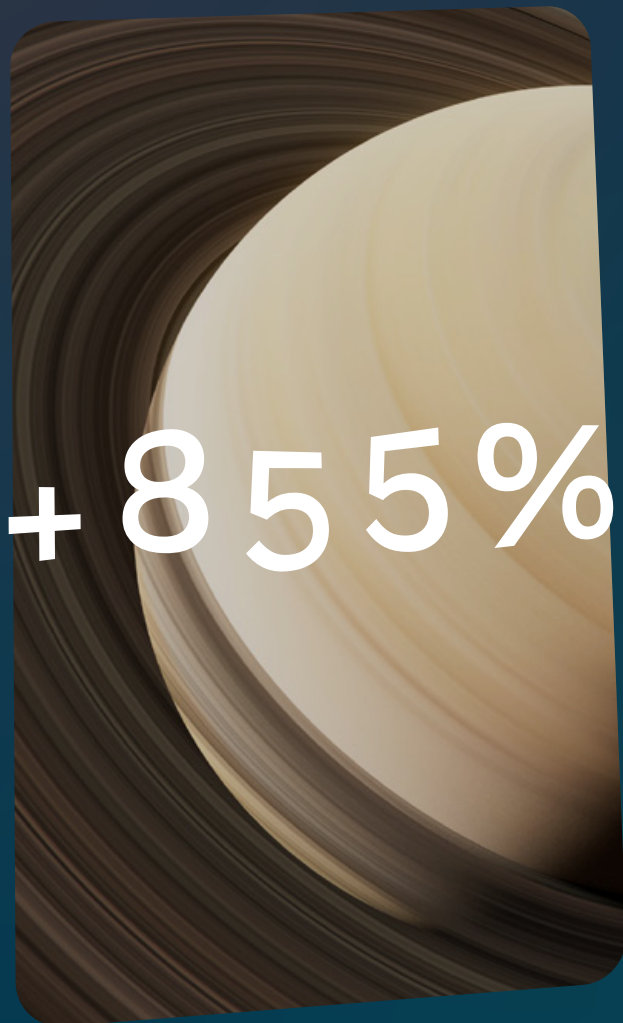
Rising global conversation topics¹

Year-over-year growth



Looking to the stars

according to our trending topics



growth in conversations about
planetary science



growth in conversations about
Chinese astrology



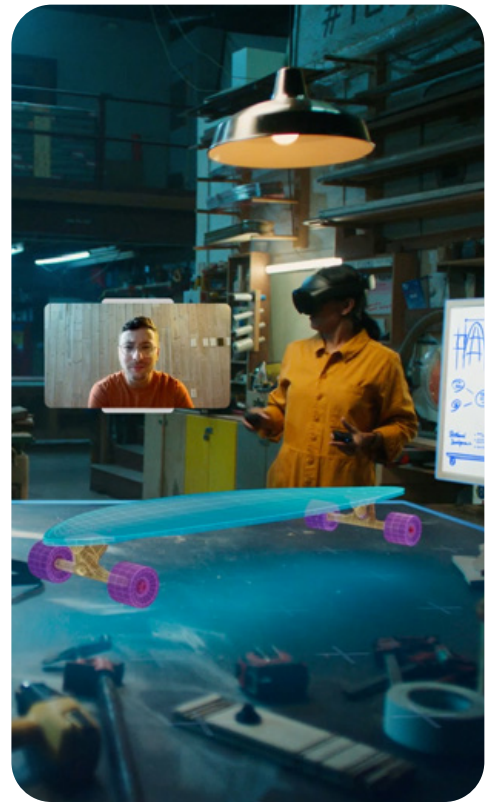
09 Augmented connections

People are increasingly making new connections and exploring new representations of themselves in virtual spaces.

It's easy to think of the *metaverse* as a story of technology, but really, it's a story about people trying to feel more connected when they physically can't be in the same space. As today's digital connections increasingly move into the *metaverse*, people will truly start to defy distance via *smartglasses* and other developments.¹ People around the world are optimistic about emerging technology, with 45% agreeing that it will make their lives easier (including how they connect with each other).² This is even more pointed among early adopters, with 63% of global respondents expressing a desire for better ways to connect with people online beyond existing video technologies.⁶

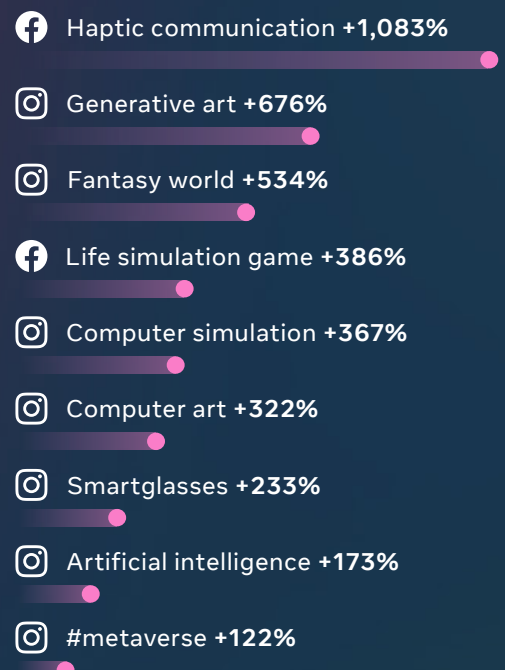
A spike in conversations around topics like *life simulation games* and *fantasy worlds* shows people are already engaging with each other in virtual and hybrid spaces, and the rise of terms like *generative art* and *haptic communication* shows what the future may hold.¹

When it comes to the metaverse, diverse creators are already *leading the charge* in building next-gen experiences. Their skill sets and perspectives mean these creators are uniquely positioned to help brands resonate with new audiences and build more immersive and participatory experiences. From the start, it's imperative to think of how new technology can be built so it's more inclusive than what came before—such as amplifying *indigenous talent* through *AR*.



Rising global conversation topics¹

Year-over-year growth



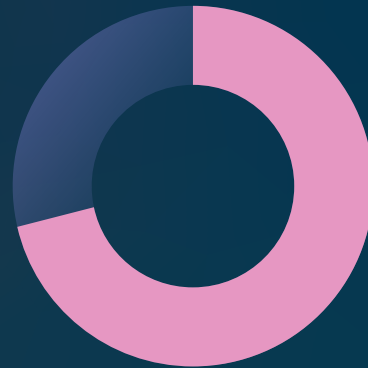
Missed connections: The case for the metaverse

Among early tech adopters surveyed globally



63%

wish there were a better way to
connect with people (beyond
video, etc.)



71%

wish there were a way to have
more engaging community
experiences online



61%

wish there were a way to have
more immersive experiences with
their favorite creators



69%

wish there were a way to work
remotely while still benefiting from the
social connection and collaborative
power of being in person

Meta Foresight source: "Seven Tensions Global Study" by GWI (Meta-commissioned survey of 5,686 early adopters and 5,455 non-early adopters ages 18-64 in BR, CA, DE, FR, GB, IN, JP, KR, MX, US and ZA), Oct 2022. Early adopters defined based on technology adoption life cycle.

10

Animal attraction

Why admire animals online when you can adore them within your own home?

Conversations about the exotic animals of the world reflect people's admiration from afar: There's the [tarsier](#), [tamarin](#), the [coati](#) and [caracal](#), and even the [tigon](#) (an interbreeding of a tiger and a lion).¹ Could this be related to concerns about preserving these animals' natural habitats?

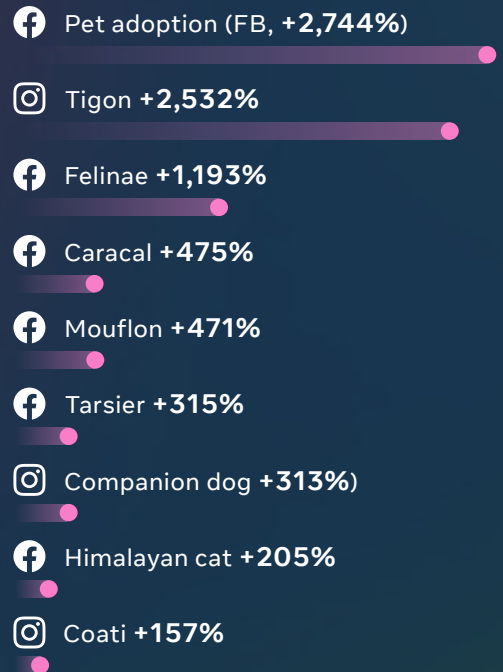
Many are looking to bring a furry (or scaly) friend home, with conversations trending around terms like **pet adoption** and **companion dogs**.¹ And pet parents are truly embedding animals as family members, with all the worries—like around **pet insurance**—that entails.¹

Creatures and critters are impacting how we discuss our minds: [#AnimalMemes](#) are increasingly serving as a relatable and safe way to talk about mental health. In parallel, our pets' holistic health continues to be important for people, with wellness retreats and meal subscription services—both for their four-legged friends—being staples for the modern pet experience.



Rising global conversation topics¹

Year-over-year growth



A French Bulldog with light brown and white fur is wearing a light-colored hoodie. The dog is looking over its shoulder towards the camera. The background is a solid blue color with white text listing various Instagram hashtags. The hashtags are arranged in a grid-like pattern, with some overlapping the dog's body. The text includes: #pet, #nature, #cute, #dog, #cat, #pets, #love, #cats, #photography, #photooftheday, #instagood, #wildlife, #petstagram, #catsofinstagram, #catlover, #art, #naturephotography, #dogs, #dogsofinstagram, #catstagram, #animallover, #happy, #tagram, #wildlifephotography, #glover, #pets, #cat, #dog, #cats, #day, #in, #am, #lover, #art, #photography, #dogs, #catstagram, #photography, #pet, #cat, #pets, #love, #photooftheday, #petstagram, #catlover, #art.



What it means for brands

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Provocation

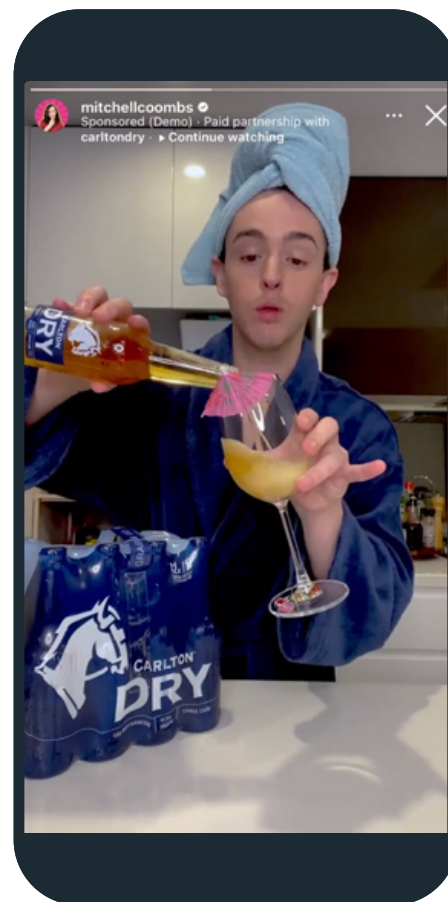
EXPAND YOUR CIRCLE.

Just as people are refining and reexamining their key relationships, isn't it time for brands to do the same? Whether your brand is looking to resonate with new audiences, develop an innovative AR experience or dial up your authenticity factor, consider [diverse creators](#) a natural starting point—being sure to give them the creative freedom to do what they do best. Beyond this, it's also worth exploring co-creating with a [community](#) or partnering up with subject matter experts or even like-minded brands.

Inspiration >>>

CARLTON DRY

To drive relevance with a younger audience in Australia, the brand expanded its own social circle. They collaborated with a diverse group of creators, leveraging the language of Reels to connect authentically and inclusively—ultimately refining their relationship with Gen Zers.



Assertive

CHAPTER 03

CHAPTER 03

Aspirations

Our hopes, dreams and #goals motivate us to keep on keeping on. Whatever the macroenvironment, it's really not in our nature to dream smaller. Globally, we are asserting (and often acting on) new aspirations around mental wellness, meaningful work, home improvements, nonstop fitness, money matters and more.

11 Popular psychology

Now that people realize their mental wellness matters as much as their physical health, they're putting in the work to maintain it.

We've reached a tipping point: People surveyed globally now report that their mental/emotional health is equally important as—if not more important than—physical health. Globally, Gen Zers report struggling more than other generations with mental health challenges,² and increasingly they're dismantling the stigma around seeking help—the number of Instagram posts mentioning **therapy** jumped by more than 53 times year over year.¹

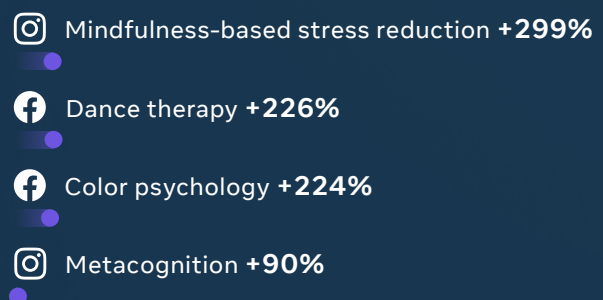
People surveyed globally are taking various actions to support their mental wellness: 1 in 3 attend talk therapy,

participate in app therapy or take a self-help class.² And conversations on Facebook and Instagram reveal the breadth of therapeutic approaches people are discussing: They're seeking ways to regulate or balance their thoughts and feelings (**metacognition** and **mindfulness**), embracing **#neurodivergence**, finding moments of self-reflection, exploring ecopsychology and even looking to shimmy their troubles away while deepening their self-awareness (**dance therapy** and **biodanza**).

On Instagram, the rise of hashtags like **#MentalFitness** and **#MentalFitnessCoach** show people are serious about their minds. On Facebook, people are not just talking about mental wellness but banding together to maintain it. For example, the Facebook Group **Tales of Nigerians** gives the Nigerian diaspora a place for emotional and mental health support.



Rising global conversation topics¹ Year-over-year growth



My therapy is ...

Some of the top conversation topics associated with therapy on Facebook



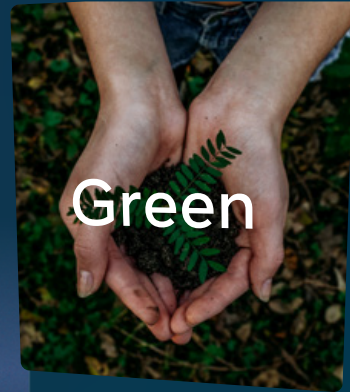
Touch

- Massage
- Spa
- Reiki

- Self-care
- Manicure
- Pedicure



Self-care



Green

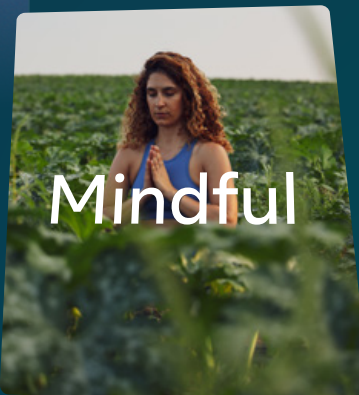
- Natural environment
- Compost
- Recycling



Holistic

- Yoga
- Ayurveda
- Alternative medicine

- Meditation
- Self-awareness
- Inner peace



Mindful



Active

- Behavior
- Recreational therapy
- Equine-assisted therapy

12 Why work

As workers and companies continue to negotiate terms of their relationship with each other, things continue to be in flux for both of them as they grapple with existential questions around the nature of work.

Globally, 41% of people surveyed say that doing meaningful, fulfilling work is more important to them than ever before.² Critically, 34% say they now expect more out of work than they used to—and this is especially pronounced among Millennials and Gen Zers.²

In the world of work, a lot of things are in flux. Growing pains include figuring out how to collaborate, build culture and foster inclusion while navigating a mix of remote, in-person and hybrid work. And then there's the underpinning existential question of “why?” Regardless of whether it's on screen or IRL, why do we show up every day? Why haven't we found our *ikigai*—our sense of *purpose*—yet? A satisfying response will likely sit at the intersection of life purpose, work purpose, personal passion and payable skills. It's a lot to ask. Or is it? An average person will dedicate 90,000 hours of their life to work.⁷ From *tǎng píng* (a movement against being overworked) to “toxic productivity,” a new conversation is emerging in response to overwork, *burnout* and a languishing sense of everyday joylessness.¹

Just as morale is down, entrepreneurship is up, with 37% of Millennials saying they now have dreams of starting their own business (and, overall, 60% of people in South Africa and 41% in Brazil are saying the same).² Even as power shifts evolve in the worker-employer dynamic, employers may want to be mindful about how people are discussing *employee morale* and *retention*.¹

Rising global conversation topics¹

Year-over-year growth

 Deindustrialization **+600%**

 Split shift **+464%**

 Employee retention **+385%**

 Talent management **+319%**

 Job **+229%**

 Employee morale **+166%**

 Purpose **+142%**

 Burnout **+73%**



The Evolving Workplace: An Executive Briefing



Among people surveyed globally

FEELING FLIGHTY

Just **1 in 2** people say they definitely plan to stay at their current job, and **52%** have dreams of starting their own business or becoming an influencer or creator.

WORKING TOWARDS MEANING

41% agree that doing meaningful, fulfilling work is more important than ever.

INCLUSION IS IMPERATIVE

Given a more diverse workforce than ever, **56%** say it's important for their company to offer employee resource groups for underrepresented staff members.

MANAGERS CAN MAKE THE DIFFERENCE

74% say having a supportive or reliable manager is important to them.

13 Multipurpose dwellings

People are deciding it's time to get their house in order—in more ways than one.

For the 70% of people surveyed globally who value flexibility in their work location, home sweet home is so much more than that—public office and private refuge (maybe even gym and daycare, the list goes on...).

Discussions also reveal a new appreciation for old school ingenuity, such as [vernacular architecture](#) (buildings inspired by traditional expertise vs. modern architecture). This blending of ancient wisdom and new techniques can further sustainability—which is especially top of mind for Millennials

(more so than other generations), including in their home improvement-related ambitions.¹ Interestingly, it's the youth of the world driving this conversation, with people ages 18–44 crafting 75% of **home improvement** posts on Facebook.¹ And while many Millennials (e.g., in the US) have historically delayed milestones like home ownership, they're increasingly putting down roots and now account for 43% of home buyers—which is more than any other generation.⁸

Conversations around [gezelligheid](#), a Dutch concept that sits somewhere between “comforting” and “convivial” (basically hygge but more social), show the home as a sanctuary. Similarly, [color psychology](#) is also guiding people to manifest the vibes they seek—think of it as an immersive meditation. And bringing a flair for the dramatic, people are discussing their [#royalcore](#) infused dreams for their dwellings, touching on everything from [secret passages](#) to [hedge mazes](#).¹

Rising global conversation topics¹

Year-over-year growth

 Cement board +849%

 Gezelligheid +546%

 Home improvement +535%

 Vernacular architecture +311%

 Hedge maze +287%

 Home construction +240%

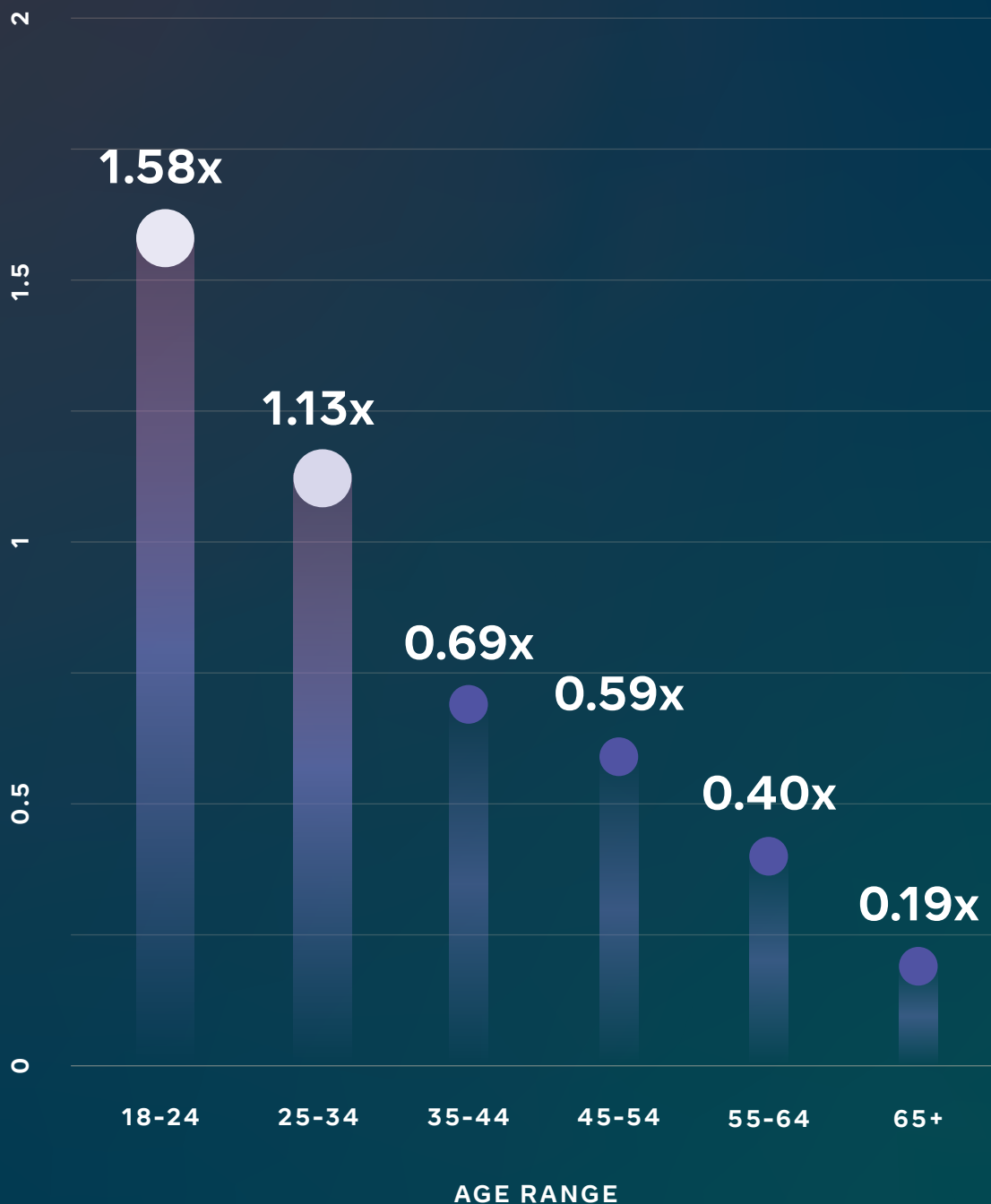
 Rope light +114%

 Secret passage +59%



Home improvement

People **34 and younger** overindex on the volume of conversations about home improvement on Facebook



14 Sleep like you mean it

The new pursuit of wellness is a full-time commitment—every sleeping moment counts.

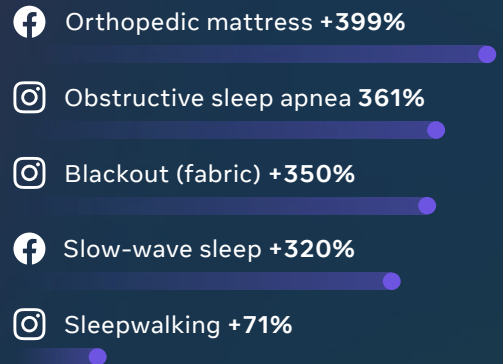
There's a lot happening with fitness as people explore new forms of exercise—from [VR workouts](#) to mashups like [sandboarding](#).¹

But the biggest wellness headline might actually be ... sleep. Sleep is the new headline in total wellness. Whether this is being driven by the increased trackability of one's sleep, people's growing appreciation for their mental wellness, intense D2C mattress marketing or something else is as much a mystery as sleep itself (we know we need it, but science is not 100% clear on the specifics of why). One thing we can say for sure is that people are actually losing sleep over climate change: Recent research has shown that warmer nighttime temperatures actually harm people's ability to sleep.⁹

People are talking about **slow wave sleep**—the restorative deep sleep thought to aid in memory consolidation.¹ They're discussing the challenges of **sleep apnea**.¹ And people are exploring all kinds of potential solutions for improving their sweet slumber. These include an **orthopedic mattress** option for those with injuries or discomfort or in need of joint support. This can certainly be complemented by a set of **blackout** curtains, which perhaps brings us as close to mastering time as a person can get.¹

📈 Rising global conversation topics¹

Year-over-year growth



The rise of sleep

Growth of the use of the hashtag #sleep or #sleepy in an Instagram Reel

+99%
YoY growth





15 Financial lit

People are embracing that knowledge is power—especially in money matters.

Finance is often a story about numbers, and here are a few to start: With 60% of global survey respondents feeling very or extremely concerned about economic changes over the next year, people are worried about being able to pay their bills on time, maintain their standard of living, save enough for retirement and even pay for emergencies.² Some 91% of people surveyed globally express concern around the economy, and 54% report that financial resources are the biggest barrier to being able to achieve their life goals.²

Adding to these worries is the fact that just 31% of those surveyed say they feel in control of their finances.² That's leading many to take matters into their own hands, with 20% of people surveyed globally saying they have taken it

upon themselves to learn about financial literacy—a trend especially pronounced in Brazil, South Africa and Vietnam²—and increase their investment into their **financial intelligence**. And people in groups that have been historically excluded are particularly enthusiastic about ensuring that their communities are educated on money matters. Just look at the new wave of creators emerging around this topic, like [@TheBrokeBlackGirl](#) and so many more.

To that end, it all seems to be about literacy right now. People are getting serious about how they're discussing these issues, opportunities and challenges, whether the conversation covers a potential **installment loan**, their **slush fund** aspirations or the broader **student debt** debate.

Rising global conversation topics¹ Year-over-year growth

 Installment loan **+1,671%**

 Frugality **+486%**

 Financial management **+465%**

 Credit rating **+351%**

 Slush fund **+282%**

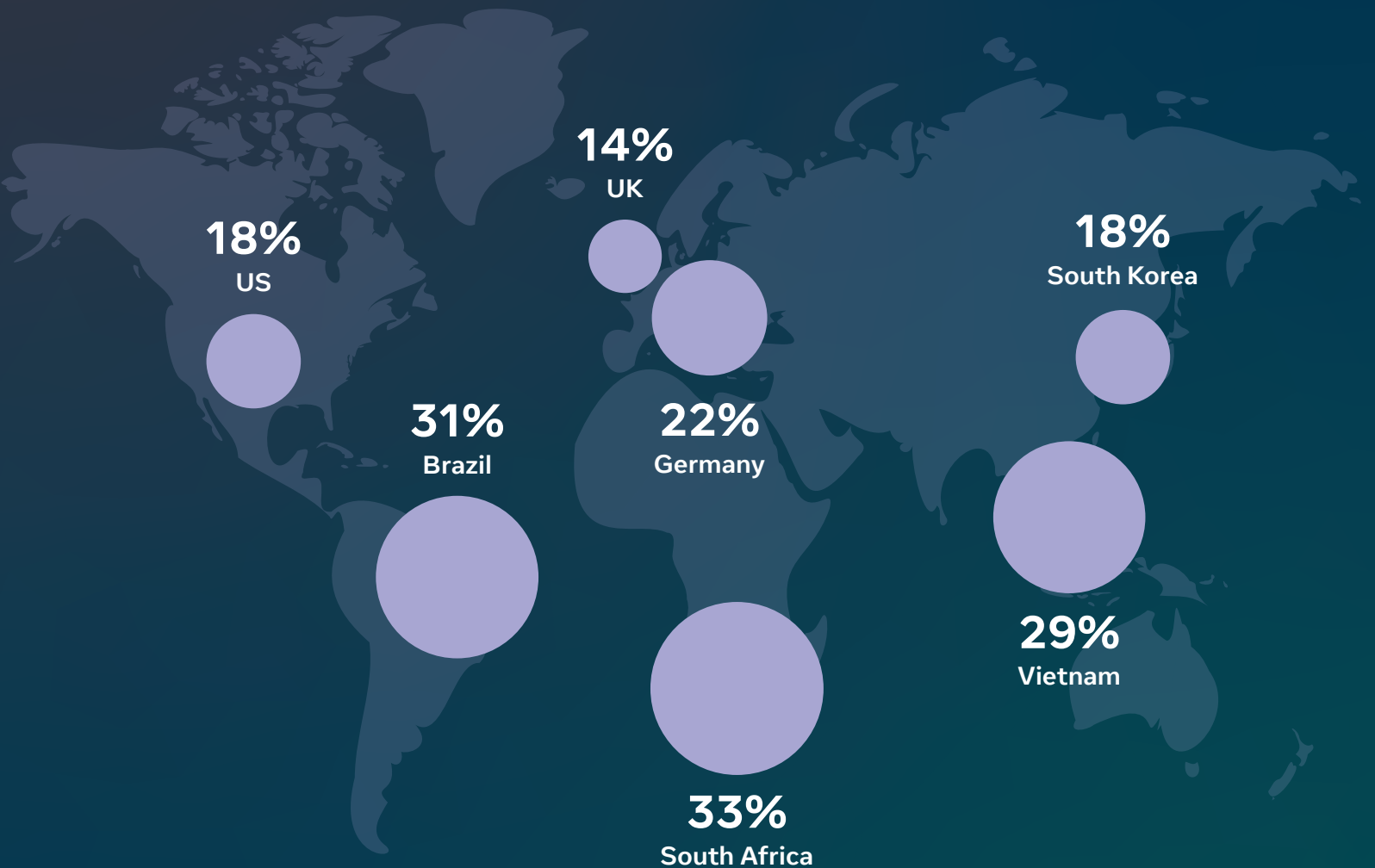
 Bad debt **+189%**

 Financial intelligence **+142%**

 Student debt **+100%**

Knowledge is power

In anticipation of economic change, Millennials surveyed around the world have started educating themselves on financial literacy



What it means for brands

Culture Rising 2023

Provocation

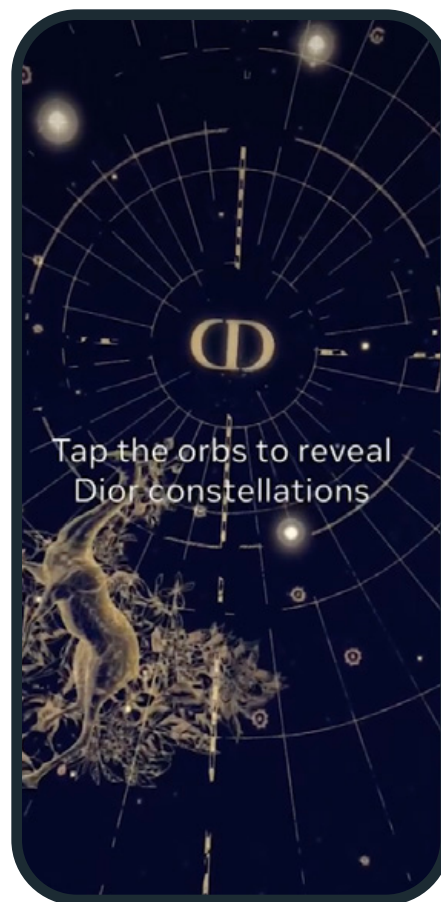
EVOKE MAIN CHARACTER ENERGY.

In trying times, we could all use a little boost. People seek inspiration from many sources, including brands. You can draw inspiration from your brand's expertise, the causes you champion or your unique personality. Uplift with entertainment or enlighten with expert tips, from money matters to mental wellness. You can fuel main character energy across the marketing funnel by meeting people where they are, whether in [short-form video](#) or instant [messaging](#).

Inspiration >>>

DIOR BEAUTY

In building "The Atelier of Dreams," DIOR Beauty created a world of enchantment around its limited edition 2022 Holiday makeup collection. Through a set of immersive [AR](#) experiences, the brand put DIOR Beauty shoppers at the center of the constellation, inspiring beauty as aspirational as the stars around them.



Lived

CHAPTER 04

CHAPTER 04

Values

When we act on our values, we show others what matters to us. People's values are evolving, along with the dedication to living them. We're seeking new comfort in old places, calling for action around basic rights, saving time (when shopping) and navigating planetary anxiety.

16 Comfort and joy

These days, hobbies and activities are pretty much a lifestyle.

With so much to worry about globally and locally, how are people finding their uplifting vibes, moments of joyful distraction and the space for self-care?

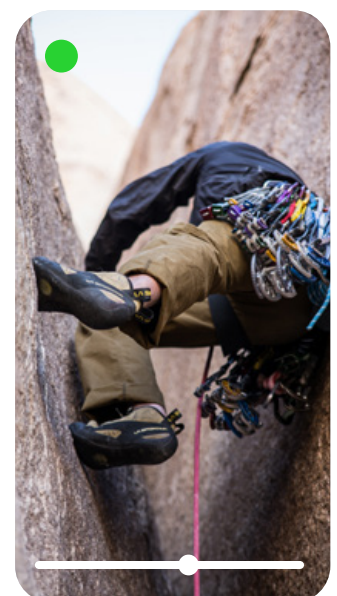
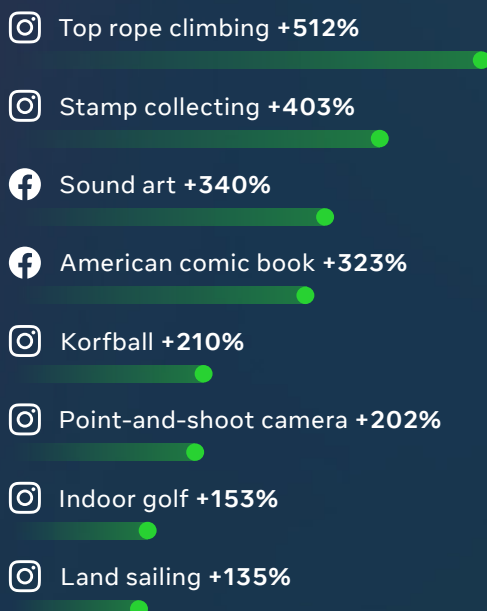
A quarter of people surveyed globally say they've taken up a new hobby in the past six months.² And people's conversations tell us their approaches and activities are as diverse as they are. We see people looking to **land sailing**, focusing on **fundraising**, spending time **stamp collecting** and scouting out **sound art**.

At a generational level, globally, Gen Z stands out: They tell us skin care, makeup and fitness trends are the most popular—for entertainment, self-expression and mental well-being. When it comes to sharing, authenticity is caring, as reflected in the [#PhotoDump](#) trend. And speaking of Instagram, some of the top interests associated with [#instagood](#) include [#photography](#), [#art](#), [#fashion](#), [#style](#), [#nature](#), [#travel](#), [#beauty](#), [#life](#), [#food](#) and [#music](#).¹

But it's not just the hashtags. The Reels that people create and share reflect uplifting moments in people's lives. Whether they're focused on [#InspirationReels](#) or expressing through short-form video their new [korfball](#) and [top rope climbing](#) skills, people are sharing the vibes through this medium far and wide.¹

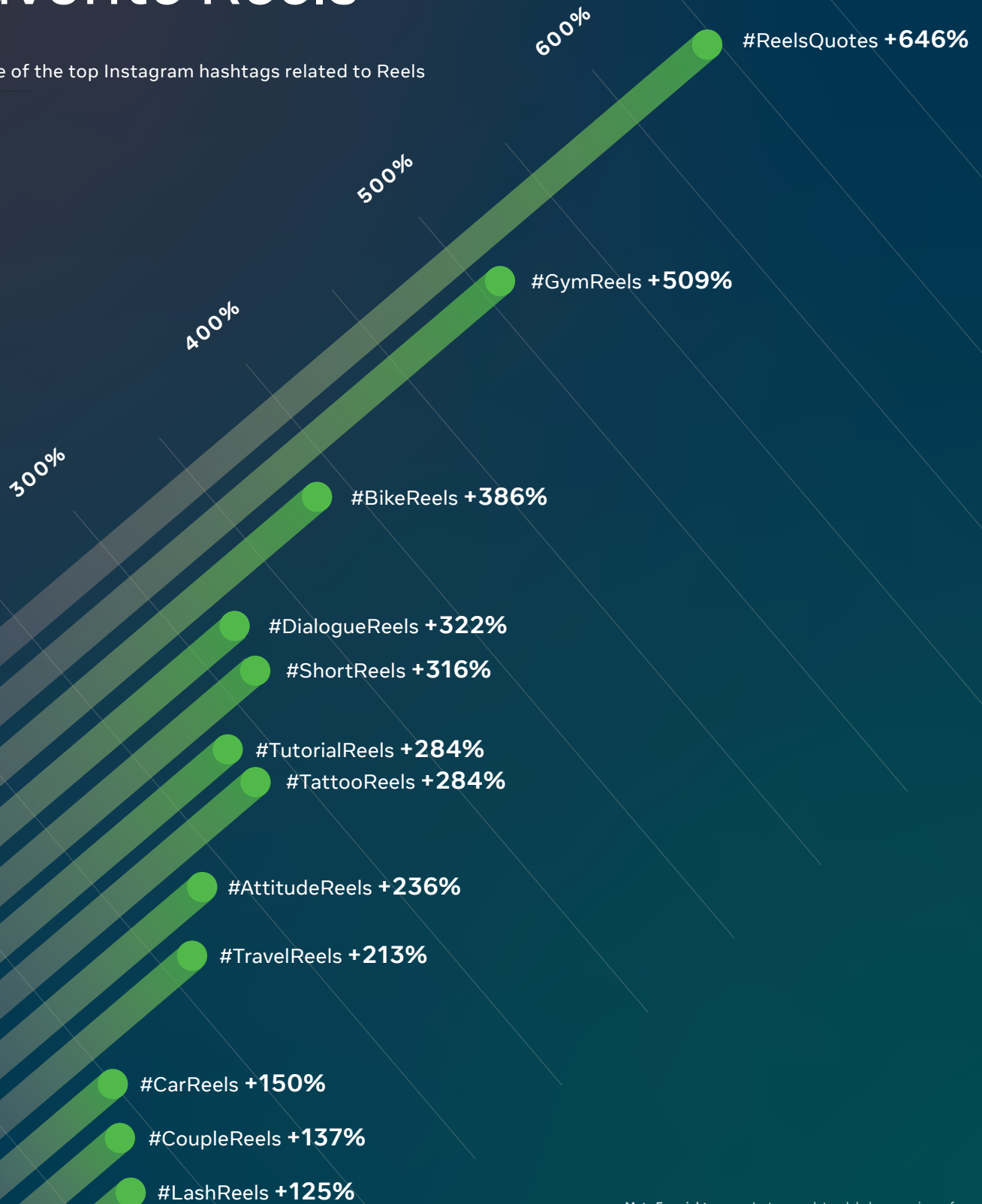
Rising global conversation topics¹

Year-over-year growth



These are few of my favorite Reels

Some of the top Instagram hashtags related to Reels



Meta Foresight source: Instagram data, global, comparison of Sep-Nov 2022 vs. Sep-Nov 2021.

17 Retrocore

People have often looked to the past for inspiration, but the world seems to be grabbing onto the '80s, '90s and '00s with the tenacity of a Trapper Keeper.

Globally, 2 in 5 Gen Zers surveyed have a fondness for '90s music and entertainment and 42% for '00s music and entertainment. What to wear? Take a cue from the 1 in 5 Gen Zers globally who say they find inspiration in '90s trends.² You don't even have to look to people's conversations to see this retrocore in action.

We see people are (re-)connecting with fond memories through **video game collecting**, with some almost fetishizing the physical versions of games and displaying boxes with great pride, as seen on Facebook (in conversation and in [Groups](#)). Raves are making a return as Gen Zers look for ways to let off steam, according to the 2023 Instagram [trend report](#).¹⁰ It seems [#ThrowbackThursday](#) now extends all weekend, with people planning to party like it's 1999. Perhaps you've already heard of their rekindled love for the **point-and-shoot camera** that lets them photograph sans smartphone or **electropop** and **electroacoustic music** to get the vibe right.¹

Luckily, even if we have **99 problems**, it's safe to say nostalgia ain't one. Going back in time brings good vibes: Nearly half of people surveyed globally (60% in the US) say they find comfort in embracing retro trends.²

📈 Rising global conversation topics¹

Year-over-year growth



Good vibes only

People—and Gen Z in particular—are looking to previous decades for inspiration and comfort

Among people surveyed globally



Nearly 1 in 2

say they find comfort in embracing retro trends



2 in 5

Gen Zers have a fondness for '90s music and entertainment



1 in 5

Gen Zers find interest in general '90s trends



42%

of Gen Zers surveyed have a fondness for 2000s music and entertainment

18

Ally is a verb

Some issues are political. Others are simply a question of right and wrong—such as [#HumanRights](#). The world is moved by universal causes, and people are championing them and driving change like never before.

The specific issue at hand can vary: It can be about seeking retribution for history's wrongs, shining a light on the truth about historical events or championing equality for all in today's society. Whatever the case may be, people are engaging around showing up for **demonstrations** and **protests** against **oppression** and in support of **minority groups** and others with **social vulnerability**.¹

People are willing to be bold to bend the arc of history toward justice, whether they're focused on **social integration**, a **political movement** they care about or even a specific organization like the **Anti-Defamation League**.¹ And they recognize that allyship is more than a status—it's rooted in everyday action.

As people become increasingly worried about the financial climate, there is a real risk that attention will turn away from our collective pursuit of greater equality. In fact, these are the moments when unification matters most. We have also seen that progress can be reversed (as well as advanced). Building a world that works for everyone must be a perpetual effort.



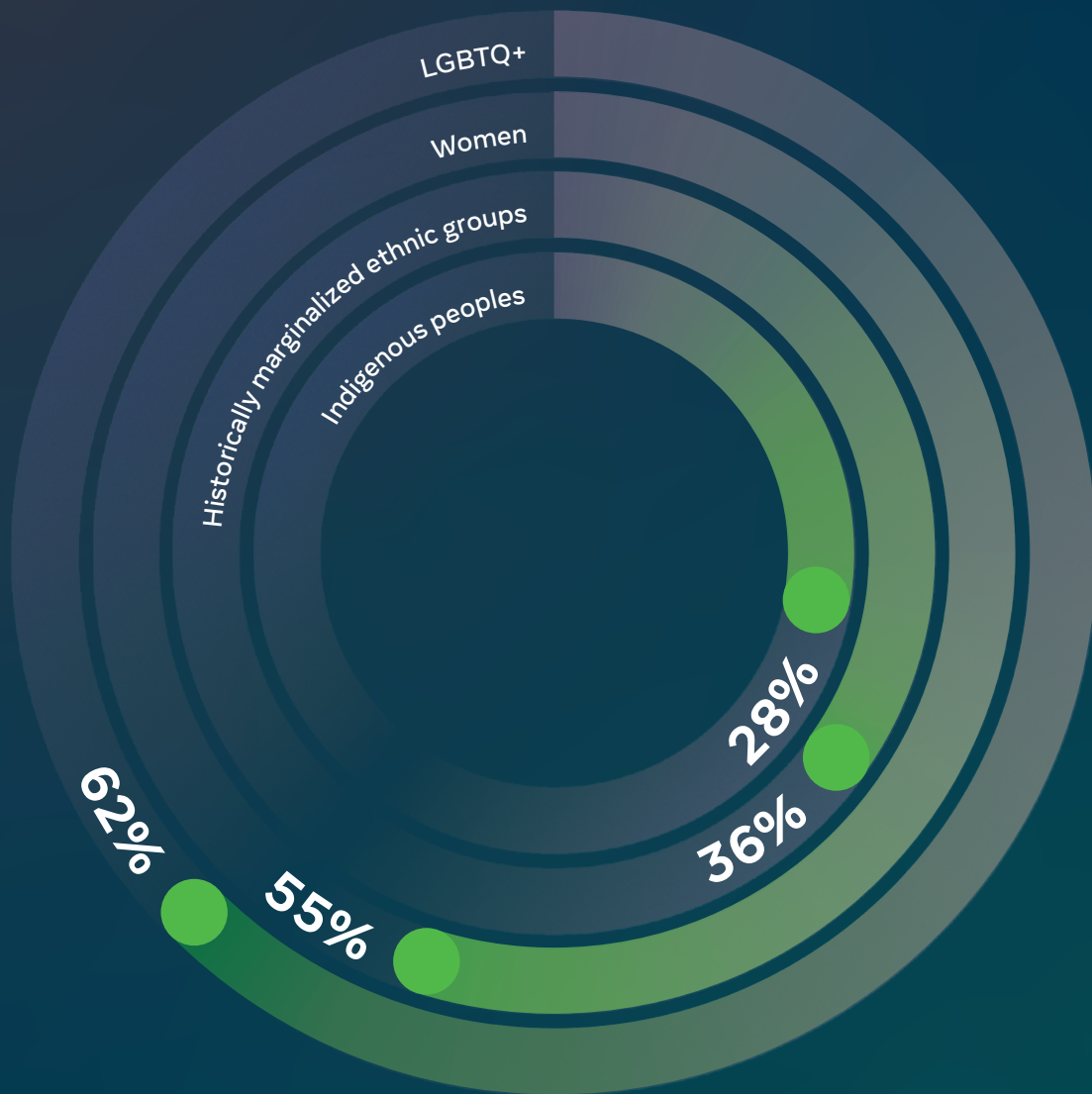
Rising global conversation topics¹

Year-over-year growth



Bending towards justice

People surveyed globally feel these groups' rights have expanded in recent times





19 Brand new friend

When people are shopping, their expectations of brands increasingly resemble those of a best friend.

While it's true that consumer expectations are continuously rising, it's deeper than that. People increasingly want brands to act like a BFF by understanding their values and showing this (through **social proof**), communicating on the same wavelength (using platforms like **instant messaging** and **chatbots**) and making things together (collabs and **user-generated content**).¹

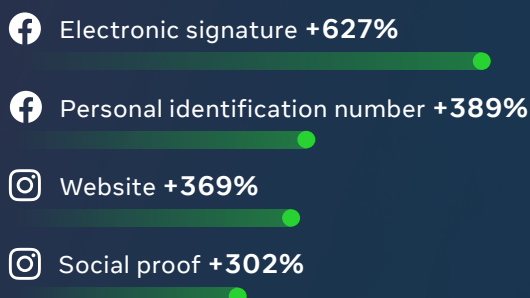
Consumers may be demanding, but at least they're clear. Global early adopters surveyed want their brand BFFs to always be available (virtually): Some [69% of those surveyed](#)

say they'd like a brand to be present in the virtual world,³ and conversations related to **websites** are most strongly associated with how to replace them with more immediate experiences like WhatsApp and Instagram.¹

People want their brand friends to bring some magic too: They're looking for experiences that are immersive and seamless (**self-checkout**, one-click purchasing).¹ People are also looking for a sense of certainty anywhere they can find it and will gravitate toward brands that help them "de-risk" their purchases—be that through creators and testimonials, experiential demos (e.g., with AR, VR), policies (returns/exchanges), storytelling (heritage, provenance, values, sustainability), information (e.g., easy feature comparison), available support (e.g., chat) or speed (faster shipping).



Rising global conversation topics¹ Year-over-year growth



“Best friend” brands feel ...

Rising conversation topics reveal emerging expectations

Personal



Early Access
+60%



User-generated content
+326%



Chatbot
+188%

Effortless



Digital distribution
+681%



Self-checkout
+122%



#phygital
+13%



Loyalty marketing
+190%



Give-away shop
+191%

Ethical



Representation
+122%



Women in business
+111%



Sincerity
+192%

Fulfilling

Meta Foresight source: Facebook and Instagram data, global, comparison of Sep-Nov 2022 vs. Sep-Nov 2021. Hashtags are based on Instagram data.

20 Planetary paradox

As conversations about the environment continue to heat up, anxiety is on the rise—but what about action?

Planetary problems have become personal—from a jump in heating bills to increasing difficulties obtaining potable water. Fully 73% of global consumers report that climate change is important to them personally, and many report having experienced a natural disaster or abnormal weather, ranging from extreme temperatures (40%) to frequent/more severe storms (27%), flooding (22%), drought (19%) and forest fires (14%) in the past year.² On Instagram, we have seen spikes in conversation around flood and water scarcity—a troubling development as water is one of our most basic needs.¹ Globally, 43% of respondents tell us these environmental events disrupt their lives, reporting impacts on both their mental health (46%) and physical health (22%).² This is most acute in emerging markets surveyed, like Brazil and Vietnam.

For a long time, many people have been stuck in a planetary paradox: To put it in marketing terms, they have had a high

level of awareness about environmental issues but have not been able to move into the consideration or action phases of the funnel.

Now, however, that may (finally) be changing. Globally, 74% of consumers report that finding renewable/sustainable energy sources is important to them—making it a potential rallying cry to all get behind.² And Millennials are more aware of the impact of climate change on their personal lives—and they are also more aware of their own impact on the environment (with nearly 50% wishing they had less impact).² To that end, it's not surprising that conversations around **electric potential**, **green vehicles** and **biodegradable waste** abound on Facebook and Instagram.¹ Could this finally be one of Millennials' moments to shine?

Given that the planetary problem is all of ours to solve, people will continue to expect brands to be part of the solution. This can take many forms: Developing products that are both budget- and planet-friendly, amplifying consumers' knowledge around the behavioral shifts that will make the biggest difference and taking steps to reduce their own environmental impact.



Rising global conversation topics¹ Year-over-year growth

 Ecovillage +1,132%

 Agritourism +627%

 Smart meter +517%

 Electric potential +407%

 Biodegradable waste +290%

 Green vehicle +278%

 Bicycle-sharing system +273%

 Energy transformation +218%

Sustainable conversations cluster around lifestyle, energy and water

Water



Water

+80%



Water scarcity

+47%

Lifestyle



Sustainable city

+2,143%



Agritourism

+627%



Bicycle-sharing system

+273%



Biodegradable waste

+290%



Ecovillage

+1,132%

Energy



Electric potential

+407%



Energy transformation

+218%



Green vehicle

+278%



Smart meter

+517%

What it means for brands

Culture Rising 2023

Provocation

EXERCISE YOUR VALUES.

As the role of what it means to be a modern brand evolves, people increasingly see you as a member of the community—be it global, local or digital. This presents a dual opportunity to contribute. People increasingly expect a brand to know what it stands for and to live those values, from sustainable production to inclusive marketing. And people are increasingly open to brands helping them close the gap to living their own values—especially without compromising on price.

Inspiration >>>

TARGET

From the retailer's inclusive marketing to their community-created products from queer designers to the Take Pride experience (a queer-affirming space built in Horizon Worlds), Target's commitment is a powerful demonstration of how building brand awareness and championing ongoing allyship can go hand in hand.



Meta Foresight Sources

1. Facebook and Instagram data, global, comparison of Sep-Nov 2022 vs. Sep-Nov 2021. Hashtags are based on Instagram data.
2. “Global Society & Lifestyle Study” by Mintel (Meta-commissioned survey of 21,000 people ages 18+ in BR, DE, GB, KR, US, VN and ZA, Oct 2022).
3. “Retail Future of Shopping” by Ipsos (Meta-commissioned survey of 30,653 people ages 18+ in AU, BR, CA, DE, FR, GB, IN, JP, KR, MX, TH and US), Mar 2022.
4. “Future of Relationships” Meta-commissioned study by Kantar, US only, Dec 2021.
5. “Awe makes us happier, healthier and humbler” by USA Today, Jun 2021.
6. “Seven Tensions Global Study” by GWI (Meta-commissioned survey of 5,686 early adopters and 5,455 non-early adopters ages 18–64 in BR, CA, DE, FR, GB, IN, JP, KR, MX, US and ZA), Oct 2022. Early adopters defined based on technology adoption life cycle.
7. “Why You Should Stop Trying to Be Happy at Work” by HBR, Jul 2019.
8. “NAR Report Shows Share of Millennial Home Buyers Continues to Rise” by National Association of Realtors, Mar 2022.
9. “Rising temperatures erode human sleep globally” by Kelton Minor et al., OneEarth, May 2022.
10. “Music Report” by YPulse (survey of 1,500 people ages 13–39 in CA and the US), Oct 2022.

Glossary

99 problems - the third single released by American rapper Jay-Z in 2004 from The Black Album.

A rolling stone gathers no moss - a proverb, first credited to Publilius Syrus, who in his Sententiae states, "People who are always moving, with no roots in one place or another, avoid responsibilities and cares."

Accessibility - the design of products, devices, services, vehicles, or environments so as to be usable by people with disabilities.

Advocacy - an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

Afrobeat - an umbrella term to describe popular music from West Africa and the diaspora that initially developed in Nigeria, Ghana, and the UK in the 2000s and 2010s.

Agritourism - any agriculturally based operation or activity that brings visitors to a farm or ranch.

American comic book - a thin periodical originating in the United States, on average 32 pages, containing comics.

Analemma - a diagram showing the position of the Sun in the sky as seen from a fixed location on Earth at the same mean solar time, as that position varies over the course of a year.

Anti-Defamation League - an international Jewish non-governmental organization based in the United States specializing in civil rights law.

Aries (astrology) - the first astrological sign in the zodiac, spanning the first 30 degrees of celestial longitude ($0^\circ \leq \lambda < 30^\circ$), and originates from the Aries constellation.

Artificial intelligence - intelligence—perceiving, synthesizing, and inferring information—demonstrated by machines, as opposed to intelligence displayed by non-human animals and humans.

Artificial life - a field of study wherein researchers examine systems related to natural life, its processes, and its evolution, through the use of simulations with computer models, robotics, and biochemistry.

Astral plane - a plane of existence postulated by classical, medieval, oriental, and esoteric philosophies and mystery religions. It is the world of the celestial spheres, crossed by the soul in its astral body on the way to being born and after death, and is generally believed to be populated by angels, spirits or other immaterial beings.

Astrolabe - an ancient astronomical instrument that was a handheld model of the universe.

Atari 2600 - a home video game console developed and produced by Atari, Inc. Released in September 1977, it popularized microprocessor-based hardware and games stored on swappable ROM cartridges, a format first used with the Fairchild Channel F in 1976.

Authenticity - the degree to which a person's actions are congruent with their values and desires,

despite external pressures to social conformity.

Avatar (computing) - a graphical representation of a user or the user's character or persona.

Bad debt - a monetary amount owed to a creditor that is unlikely to be paid and for which the creditor is not willing to take action to collect for various reasons, often due to the debtor not having the money to pay, for example due to a company going into liquidation or insolvency.

Banchan - small side dishes served along with cooked rice in Korean cuisine.

Bicycle-sharing system - a shared transport service where bicycles are available for shared use by individuals at low cost.

Biodanza - a system of self-development utilizing music, movement and positive feelings to deepen self awareness.

Biodegradable waste - any organic matter in waste which can be broken down into carbon dioxide, water, methane, compost, humus, simple organic molecules by micro-organisms and other living things by composting, aerobic digestion, anaerobic digestion or similar processes.

Blackout (fabric) - a foam-backed, opaque fabric used to block out light invented by Pablo Davila. Blackout fabrics are most commonly found in hotel rooms as curtain linings or drapery fabrics, blocking much of the light that would otherwise enter through a window when the curtains are closed.

Blind date - a social engagement between two people who have not met, usually arranged by a mutual acquaintance.

Bodhipakkhiyādhammā - in Buddhism, qualities (dhammā) conducive or related to (pakkhiya) awakening/understanding (bodhi), i.e. the factors and wholesome qualities which are developed when the mind is trained (bhavana).

Bodily integrity - the inviolability of the physical body and emphasizes the importance of personal autonomy, self-ownership, and self-determination of human beings over their own bodies.

Body modification - the deliberate altering of the human anatomy or human physical appearance.

Body positivity (movement) - a social movement focused on the acceptance of all bodies, regardless of size, shape, skin tone, gender, and physical abilities, while challenging present-day beauty standards as an undesirable social construct.

Boyfriend - a male friend or acquaintance, often specifying a regular male companion with whom a person is romantically or sexually involved.

Breadwinner model - a paradigm of family centered on a breadwinner, "the member of a family who earns the money to support the others." Traditionally, the earner works outside the home to provide the family with income and benefits such as health insurance, while the non-earner stays at home and takes care of children and the elderly.

Breakup - the termination of a relationship.

Burnout (occupational) - a syndrome resulting from chronic work-related stress, with symptoms characterized by "feelings of energy depletion or exhaustion; increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and reduced professional efficacy."

C-pop - an abbreviation for Chinese popular music, a loosely defined musical genre by artists originating from mainland China, Hong Kong and Taiwan (the Greater China region).

Camel milk - milk from female camels. It has different nutritional characteristics from cow milk, but the proportions of nutrients can be highly variable based on a number of factors, including type and age of camel, climate, what it eats, and milking method. It can be used to make products such as yogurt and ice cream, but is not so easily turned into butter or cheese.

Caracal - a medium-sized wild cat native to Africa, the Middle East, Central Asia, and arid areas of Pakistan and northwestern India.

Carbon paper - sheets of paper which create one or more copies simultaneously with the creation of an original document when inscribed by a typewriter or ballpoint pen.

Cassiopeia (constellation) - a constellation in the northern sky named after the vain queen Cassiopeia, mother of Andromeda, in Greek mythology, who boasted about her unrivaled beauty.

Glossary

Cawl - a national dish of Wales; a soup or broth made from recipes calling for lamb or beef with leeks, potatoes, swedes, carrots and other seasonal vegetables.

Cement board - a combination of cement and reinforcing fibers formed into sheets, of varying thickness that are typically used as a tile backing board.

Chatbot - a software application used to conduct an online chat conversation via text or text-to-speech, in lieu of providing direct contact with a live human agent.

Chemical depilatory - a cosmetic preparation used to remove hair from the skin.

Chinese astrology - based on the traditional astronomy and calendars, a type of astrology that has a close relation with Chinese philosophy (theory of the three harmonies: heaven, earth, and human), and uses the principles of yin and yang and concepts that are not found in Western astrology, such as the wuxing (five phases), the ten Heavenly Stems, the twelve Earthly Branches, the lunisolar calendar (moon calendar and sun calendar), and the time calculation after year, month, day, and shichen (double hour).

Chinese culture - one of the world's oldest cultures, originating thousands of years ago, prevailing across a large geographical region in East Asia and is extremely diverse and varying, with customs and traditions varying greatly between provinces, cities, and even towns as well. Chinese culture exerts profound influence on the philosophy, virtue, etiquette, and traditions of Asia.

Cholado - an icy beverage with fresh fruit and sweetened condensed milk traditional from Jamundi, in the region of Valle del Cauca, Colombia.

Chowder - a thick soup prepared with milk or cream, a roux, and seafood or vegetables.

Claddagh ring - a traditional Irish ring in which a heart represents love, the crown stands for loyalty, and two clasped hands symbolize friendship.

Coati - a diurnal mammal native to South America, Central America, Mexico, and the southwestern United States.

Color psychology - the study of hues as a determinant of human behavior.

Companion dog - a dog that does not work, providing only companionship as a pet, rather than usefulness by doing specific tasks.

Computer art - any art in which computers play a role in production or display of the artwork.

Computer simulation - the process of mathematical modelling, performed on a computer, which is designed to predict the behavior of, or the outcome of, a real-world or physical system.

Countdown - a sequence of backward counting to indicate the time remaining before an event is scheduled to occur.

Credit rating - an evaluation of the credit risk of a prospective debtor (an individual, a business, company or a government), predicting their ability to pay back the debt, and an implicit forecast of the likelihood of the debtor defaulting.

Curtido - a type of lightly fermented cabbage relish.

Dance party - a social gathering where dancing is the primary activity.

Dance therapy - the psychotherapeutic use of movement and dance to support intellectual, emotional, and motor functions of the body.

Deindustrialization - a process of social and economic change caused by the removal or reduction of industrial capacity or activity in a country or region, especially of heavy industry or manufacturing industry.

Demonstration (political) - an action by a mass group or collection of groups of people in favor of a political or other cause or people partaking in a protest against a cause of concern; it often consists of walking in a mass march formation and either beginning with or meeting at a designated endpoint, or rally, in order to hear speakers.

Digital economy - a portmanteau of digital computing and economy, and is an umbrella term that describes how traditional brick-and-mortar economic activities (production, distribution, trade) are being transformed by Internet, World Wide Web, and blockchain technologies.

Dragon dance - a form of traditional dance and performance in Chinese culture.

Ecopsychology - an interdisciplinary and transdisciplinary field that focuses on the synthesis of ecology and psychology and the promotion of sustainability.

Ecovillage - a traditional or intentional community with the goal of becoming more socially, culturally, economically, and/or ecologically sustainable.

Egg coffee - a Vietnamese drink traditionally prepared with egg yolks, sugar, condensed milk and robusta coffee.

Electric potential - the amount of work

energy needed to move a unit of electric charge from a reference point to the specific point in an electric field.

Electroacoustic music - a genre of popular and Western art music in which composers use technology to manipulate the timbres of acoustic sounds, sometimes by using audio signal processing, such as reverb or harmonizing, on acoustical instruments.

Electronic signature - data that is logically associated with other data and which is used by the signatory to sign the associated data.

Electropop - a hybrid music genre combining elements of electronic and pop genres.

Employee morale - the morale of employees in a workspace environment. It is proven to have a direct effect on productivity.

Encebollado - a fish stew from Ecuador, where it is regarded as a national dish.

Energy transformation - the process of changing energy from one form to another.

Engagement party - also known as a betrothal party or fort, is a party held to celebrate a couple's recent engagement and to help future wedding guests to get to know one another.

Entomatada - a typical Mexican dish made of a folded corn tortilla which has first been fried in oil and then bathed in a tomato sauce made from tomatoes, garlic, onion, oregano, chile serrano (optional) and salt.

Epilator - an electrical device used to remove hair by mechanically grasping multiple hairs simultaneously and pulling them out.

Fantasy (psychology) - a broad range of mental experiences, mediated by

the faculty of imagination in the human brain, and marked by an expression of certain desires through vivid mental imagery.

Fantasy world - a world created for/from fictional media, such as literature, film or games. Typical fantasy worlds involve magic or magical abilities, nonexistent technology and, sometimes, either a historical or futuristic theme.

Fatayer - a meat pie that can alternatively be stuffed with spinach, or cheese such as Feta or Akkawi.

Felineae - a subfamily of the family Felidae. This subfamily comprises the small cats having a bony hyoid, because of which they are able to purr but not roar.

Financial intelligence - the gathering of information about the financial affairs of entities of interest, to understand their nature and capabilities, and predict their intentions.

Flood - an overflow of water (or rarely other fluids) that submerges land that is usually dry.

Frugality - the quality of being frugal, sparing, thrifty, prudent or economical in the consumption of consumable resources such as food, time or money, and avoiding waste, lavishness or extravagance.

Fundraising - the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies.

Generative art - a type of art that in whole or in part has been created with the use of an autonomous system that is generally non-human and can independently determine features of an artwork that would otherwise require decisions made directly by the artist.

Glossary

Gezelligheid - a Dutch word which, depending on context, can be translated as 'conviviality', 'coziness', 'fun'.

Girlfriend - a female friend, acquaintance or partner, usually a female companion with whom one is platonically, romantically, or sexually involved.

Goal celebration - the practice of celebrating the scoring of a goal, both in sports and figuratively.

Green vehicle - a road motor vehicle that produces less harmful impacts to the environment than comparable conventional internal combustion engine vehicles running on gasoline or diesel, or one that uses certain alternative fuels.

Hamonado - a Filipino dish consisting of meat marinated and cooked in a sweet pineapple sauce.

Haptic communication - branch of nonverbal communication that refers to the ways in which people and animals communicate and interact via the sense of touch.

Hedge maze - an outdoor garden maze or labyrinth in which the "walls" or dividers between passages are made of vertical hedges.

Heliosphere - the magnetosphere, astrosphere, and outermost atmospheric layer of the Sun.

Himalayan cat - a breed or sub-breed of long-haired cat similar in type to the Persian, with the exception of its blue eyes and its point coloration, which were derived from crossing the Persian with the Siamese.

Home construction - the process of constructing a house, apartment building, or similar residential building generally referred to as a 'home' when giving consideration to the people who might now or someday reside there.

Home improvement - the process of renovating or making additions to one's home.

Ikigai - a Japanese concept referring to something that gives a person a sense of purpose, a reason for living.

Indoor golf - an umbrella term for all activities in golf which can be carried out indoors.

Injera - a sour fermented pancake-like flatbread with a slightly spongy texture, traditionally made of teff flour.

Installment loan - a type of agreement or contract involving a loan that is repaid over time with a set number of scheduled payments; normally at least two payments are made towards the loan.

Instant messaging - a type of online chat allowing real-time text transmission over the Internet or another computer network. Messages are typically transmitted between two or more parties, when each user inputs text and triggers a transmission to the recipient(s), who are all connected on a common network.

Interpersonal attraction (as a part of social psychology) is the study of the attraction between people which leads to the development of platonic or romantic relationships.

Intersectional(ity) - an analytical framework for understanding how aspects of a person's social and political identities combine to create different modes of discrimination and privilege.

Intimate relationship - an interpersonal relationship that involves physical or emotional intimacy.

Isaw - a popular street food from the Philippines, made from barbecued pig or chicken intestines.

Jacobean architecture - the second phase of Renaissance architecture in England, following the Elizabethan style. It is named after King James VI and I, with whose reign (1603-1625 in England) it is associated.

Jazz piano - a collective term for the techniques pianists use when playing jazz.

Jellabiya - a loose-fitting, traditional Egyptian garment from the Nile Valley.

Jewish culture - the culture of the Jewish people, from its formation in ancient times until the current age. Judaism itself is not a faith-based religion, but an orthoprax and ethnoreligion, pertaining to deed, practice, and identity.

Job - intentional activity people perform to support the needs and wants of themselves, others, or a wider community.

Joie de vivre - is a French phrase often used in English to express a cheerful enjoyment of life, an exultation of spirit.

Keffiyeh - a traditional headdress worn by men, particularly in the Middle East.

Khachapuri - a traditional Georgian dish of cheese-filled bread.

Khata - a traditional ceremonial scarf in Tibetan Buddhism and in tengerism.

Korfbal - a ball sport, with similarities to netball and basketball.

Lacto vegetarianism - a diet that abstains from the consumption of meat as well as eggs, while still consuming dairy products such as milk, cheese, yogurt, butter, ghee, cream, and kefir.

Landless Workers' Movement - a social movement in Brazil, inspired

by Marxism, generally regarded as one of the largest in Latin America with an estimated informal membership of 1.5 million across 23 of Brazil's 26 states.

Landsailing - overland travel with a sail-powered vehicle, similar to sailing on water. Originally, a form of transportation or recreation, it has evolved primarily into a racing sport since the 1950s.

Latin American culture - the formal or informal expression of the people of Latin America and includes both high culture (literature and high art) and popular culture (music, folk art, and dance), as well as religion and other customary practices.

Latin rock - a term to describe a subgenre blending traditional sounds and elements of Latin American and Hispanic Caribbean folk with rock music.

Leadership studies - a multidisciplinary academic field of study that focuses on leadership in organizational contexts and in human life.

Life simulation game - a subgenre of simulation video games in which the player lives or controls one or more virtual characters (human or otherwise).

Maghrebi mint tea - a North African green tea prepared with spearmint leaves and sugar.

Manspreading - a pejorative neologism referring to the practice of men sitting in public transport with legs wide apart, thereby covering more than one seat.

Matchmaking - the process of matching two or more people together, usually for the purpose of marriage, in which case the matchmaker is also known as a marriage broker.

Meet-cute - in film and television, a scene in which

the two people who will form a future romantic couple meet for the first time, typically under unusual, humorous, or cute circumstances.

Metacognition - an awareness of one's thought processes and an understanding of the patterns behind them.

Metaverse - a hypothetical iteration of the Internet as a single, universal, and immersive virtual world that is facilitated by the use of virtual reality (VR) and augmented reality (AR) headsets. In colloquial usage, a "metaverse" is a network of 3D virtual worlds focused on social connection.

Middle age - the period of age beyond young adulthood but before the onset of old age.

Mindfulness - the practice of purposely bringing one's attention to the present-moment experience without evaluation, a skill one develops through meditation or other training.

Mindfulness-based stress reduction - an eight-week evidence-based program that offers secular, intensive mindfulness training to assist people with stress, anxiety, depression and pain.

Minority group - a minority group can simply be understood in terms of demographic sizes within a population: i.e. a group in society with the least number of individuals is therefore the 'minority'.

Moissanite - naturally occurring silicon carbide and its various crystalline polymorphs. It was introduced to the jewelry market as a diamond alternative in 1998 after Charles & Colvard (formerly known as C3 Inc.) received patents to create and market lab-grown silicon carbide gemstones, becoming the first firm to do so.

Glossary

Mouflon - a wild sheep native to Cyprus, the Caspian region from eastern Turkey, Armenia, Azerbaijan, and Iran.

Munchkin cat - a breed of cat characterized by its very short legs, which are caused by genetic mutation.

Nacatamal - a traditional dish found in Nicaragua and Honduras similar to the tamal and to the hallaca.

Naming ceremony - a stage at which a person or persons is officially assigned a name.

Neurodivergence/ neurodiversity - refers to diversity in the human brain and cognition, for instance in sociability, learning, attention, mood, and other mental functions.

Oppression - malicious or unjust treatment or exercise of power, often under the guise of governmental authority or cultural opprobrium.

Orthopedic mattress - a mattress designed to support the joints, back and overall body.

Personal identification number - a numeric (sometimes alpha-numeric) passcode used in the process of authenticating a user accessing a system.

Pet adoption - the process of transferring responsibility for a pet that was previously owned by another party such as a person, shelter, or rescue organization.

Pet insurance - a form of insurance that pays, partly or in total, for veterinary treatment of the insured person's ill or injured pet.

Philately - the study of postage stamps and postal history.

Pinoy rock - the brand of rock music produced in the Philippines or by Filipinos.

Planetary science - the scientific study of planets (including Earth), celestial bodies (such as moons, asteroids, comets) and planetary systems (in particular those of the Solar System) and the processes of their formation.

Point-and-shoot camera - a still camera designed primarily for simple operation.

Polished concrete - a multi-step process where a concrete floor is mechanically ground, honed and polished with bonded abrasives in order to cut a concrete floor's surface. It is then refined with each cut in order to achieve a specified level of appearance.

Political movement - a collective attempt by a group of people to change government policy or social values.

Polynesian culture - the culture of the indigenous peoples of Polynesia who share common traits in language, customs and society.

Potluck - a communal gathering where each guest or group contributes a different, often homemade, dish of food to be shared.

Protest - a public expression of objection, disapproval or dissent towards an idea or action, typically a political one.

Purpose - the end for which something is done, created or for which it exists. It is part of the topic of intentionality and goal-seeking behavior.

Quenelle - a mixture of creamed fish or meat, sometimes combined with breadcrumbs, with a light egg binding, formed into an egg-like shape, and then cooked.

Race (human characterization) - a categorization of humans based on shared physical or

social qualities into groups generally viewed as distinct within a given society.

Raksi - the Nepali term for a traditional distilled alcoholic beverage in Nepal, India (Darjeeling, Sikkim) and Tibet.

Ramune - a Japanese carbonated soft drink.

Representation (social) - a system of values, ideas, metaphors, beliefs, and practices that serve to establish social order, orient participants and enable communication among the members of groups and communities.

Retention (employee) - the ability of an organization to retain its employees and make sure the sustainability of employees.

Reverse mortgage - a mortgage loan, usually secured by a residential property, that enables the borrower to access the unencumbered value of the property.

Ring size - a measurement used to denote the circumference (or sometimes the diameter) of jewelry rings and smart rings.

Rings of Saturn - the most extensive ring system of any planet in the Solar System.

Rope light - a decorative lighting fixture, featuring small light bulbs linked together and encased in a PVC jacket to create a string of lights.

Sanctuary city - municipal jurisdictions, typically in North America, that limit their cooperation with the national government's effort to enforce immigration law.

Sandboarding - a boardsport and extreme sport similar to snowboarding that involves riding across or down a sand dune while standing on a

board, either with both feet strapped in or while standing loose, without bindings.

Secret passage - hidden routes used for stealthy travel, escape, or movement of people and goods. They are sometimes inside buildings leading to secret rooms.

Self-checkout - a mechanism for customers to complete their own transaction from a retailer without needing a traditional staffed checkout.

Self-reflection - the ability to witness and evaluate our own cognitive, emotional, and behavioral processes.

Service quality - a comparison of perceived expectations (E) of a service with perceived performance (P). A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive.

Sleep apnea - a sleep disorder in which pauses in breathing or periods of shallow breathing during sleep occur more often than normal.

Sleepwalking - a phenomenon of combined sleep and wakefulness. It is classified as a sleep disorder belonging to the parasomnia family. It occurs during slow wave stage of sleep, in a state of low consciousness, with performance of activities that are usually performed during a state of full consciousness.

Slow-wave sleep - often referred to as deep sleep, consists of stage three of non-rapid eye movement sleep. It usually lasts between 70 and 90 minutes and takes place during the first hours of the night.

Slush fund - a fund or account used for miscellaneous income and expenses.

Smart meter - an electronic device that

records information such as consumption of electric energy, voltage levels, current, and power factor.

Smartglasses - eye or head-worn wearable computers that offer useful capabilities to the user that often include displays that add information alongside or to what the wearer sees.

Snickers salad - a dessert salad consisting of a mix of Snickers bars, Granny Smith apples, whipped cream and often pudding or whipped topping served in a bowl.

Social integration - the process during which newcomers or minorities are incorporated into the social structure of the host society.

Social proof - a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behavior in a given situation.

Social support - the perception and actuality that one is cared for, has assistance available from other people, and most popularly, that one is part of a supportive social network. These supportive resources can be emotional (e.g., nurturance), informational (e.g., advice), or companionship (e.g., sense of belonging); tangible (e.g., financial assistance) or intangible (e.g., personal advice).

Social vulnerability - one dimension of vulnerability to multiple stressors and shocks, including abuse, social exclusion and natural hazards. Social vulnerability refers to the inability of people, organizations, and societies to withstand adverse impacts from multiple stressors to which they are exposed.

Sound art - an artistic activity in which sound is utilized as a primary medium or material.

Glossary

Speed dating - a formalized matchmaking process which has the purpose of encouraging eligible singles to meet large numbers of new potential partners in a very short period of time.

Split shift - a type of shift-work schedule where a person's work day is split into two or more parts.

Stamp collecting - the collecting of postage stamps and related objects.

Star catalogue - an astronomical catalogue that lists stars.

Sticker album - a book in which collectable stickers are stuck into designated sections.

Stinky tofu - a Chinese form of fermented tofu that has a strong odor.

Strong woman - a woman who performs feats of strength in a show or circus, or a woman who competes in strength athletics. Traditionally, strongwomen have had a special appeal, as women involved in demonstrated feats of strength were exceptions.

Stroopwafel - a thin, round waffle cookie made from two layers of sweet baked dough held together by caramel filling.

Student debt - a form of debt that is owed by an attending, formerly withdrawn, or graduated student to a lending institution, or to a financial institution.

Sustainable city - a city designed with consideration for social, economic, environmental impact (commonly referred to as the triple bottom line), and resilient habitat for existing populations, without compromising the ability of future generations to experience the same.

Syrniki - fried Eastern

Slavic quark (curd cheese) pancakes.

Talent management - the anticipation of required human capital for an organization and the planning to meet those needs.

Tamarin - a squirrel-sized New World monkey from the family Callitrichidae in the genus Saguinus. They are the first offshoot in the Callitrichidae tree, and therefore are the sister group of a clade formed by the lion tamarins, Goeldi's monkeys and marmosets.

Tǎng píng - a lifestyle and social protest movement in China beginning in April 2021. It is a rejection of societal pressures to overwork, such as in the 996 working hour system, which is often regarded as a rat race with ever diminishing returns.

Tarsier - a haplorhine primate of the family Tarsiidae, which is itself the lone extant family within the infraorder Tarsiiformes. Although the group was once more widespread, all of its species living today are found in Maritime Southeast Asia, specifically the Philippines, Malaysia, Indonesia, and Brunei.

TBD - "to be decided" (also "to be announced"); a placeholder term used very broadly in event planning to indicate that although something is scheduled or expected to happen, a particular aspect of that remains to be fixed or set.

Thalassotherapy - the use of seawater as a form of therapy.

Therapy - the attempted remediation of a health problem, usually following a medical diagnosis.

Throwball - a non-contact ball sport played across a net between two teams of nine players on a rectangular court.

Tigon - the hybrid offspring of a male tiger (*Panthera tigris*) and a female lion (*Panthera leo*).

Top rope climbing - a style in climbing in which the climber is securely attached to a rope which then passes up, through an anchor system at the top of the climb, and down to a belayer at the foot of the climb.

Trans woman - a woman who was assigned male at birth. Trans women have a female gender identity and may experience gender dysphoria, distress brought upon by the discrepancy between their gender identity and sex assigned at birth. Gender dysphoria may be treated with gender-affirming care.

Trinitron - was Sony's brand name for its line of aperture-grille-based CRTs used in television sets and computer monitors.

Underarm hair - also known as axillary hair, is the hair in the underarm area (axilla).

User-generated content - any form of content, such as images, videos, text, testimonials, and audio, that has been posted by users on online platforms such as social media, discussion forums and wikis.

Vernacular architecture - building done outside any academic tradition, and without professional guidance.

Video clip - generally short videos, most of the time called memes, which are short videos of silly jokes and funny clips, most of the time coming from movies or any entertainment videos such as YouTube.

Video game collecting - the hobby of collecting and preserving video games, video game consoles, and related memorabilia.

Water scarcity - the lack of freshwater resources to meet the standard water demand.

Website - a collection of web pages and related content that is identified by a common domain name and published on at least one web server.

Women in business - a phrase that considers the historical exclusion of women in leadership roles, particularly in the field of commerce, business and entrepreneurship. Today, the phrase advocates for increased participation of women in the business, aiming to diversifying the workforce and those who contribute to the development of ideas.

Women's empowerment - may be defined in several ways, including accepting women's viewpoints, making an effort to seek them and raising the status of women through education, awareness, literacy, and training.

Women's rights - the rights and entitlements claimed for women and girls worldwide. They formed the basis for the women's rights movement in the 19th century and the feminist movements during the 20th and 21st centuries.

Zip drive - a removable floppy disk storage system that was introduced by Iomega in late 1994

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