



Sander Duiivestein

The Internet of You



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

CATAPULTED INTO THE FUTURE

REAL
FAKE

ECHT
NEP



SCREENIFICATION OF THE WORLD

REAL
FAKE

ECHT
NEP



How public influence and trust has evolved over time

What do you want to be when you grow up?

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

"An astronaut"

"Bill Gates"
"Mark Zuckerberg"

"A YouTuber"

REAL
FAKE

ECHT
NEP



GENERATION Z & ALPHA

**REAL
FAKE**

**ECHT
NEP**



REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



Look at this and tell me what time it is.

REAL
FAKE

ECHT
NEP

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



16.



17.



18.



19.



20.



21.



22.



23.




24.



**REAL
FAKE**

**ECHT
NEP**



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

REAL
FAKE

ECHT
NEP

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



**REAL
FAKE**

**ECHT
NEP**

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

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



Data: Consumer Trends Survey, powered by foris®

The New Consumer | Cogniflow

REAL
FAKE

ECHT
NEP

SNAPCHAT DYSMORPHIA



REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



Sometimes people draw this juxtaposition

REAL
FAKE

ECHT
NEP



REALITY IS THE NEW PLATFORM

REAL
FAKE

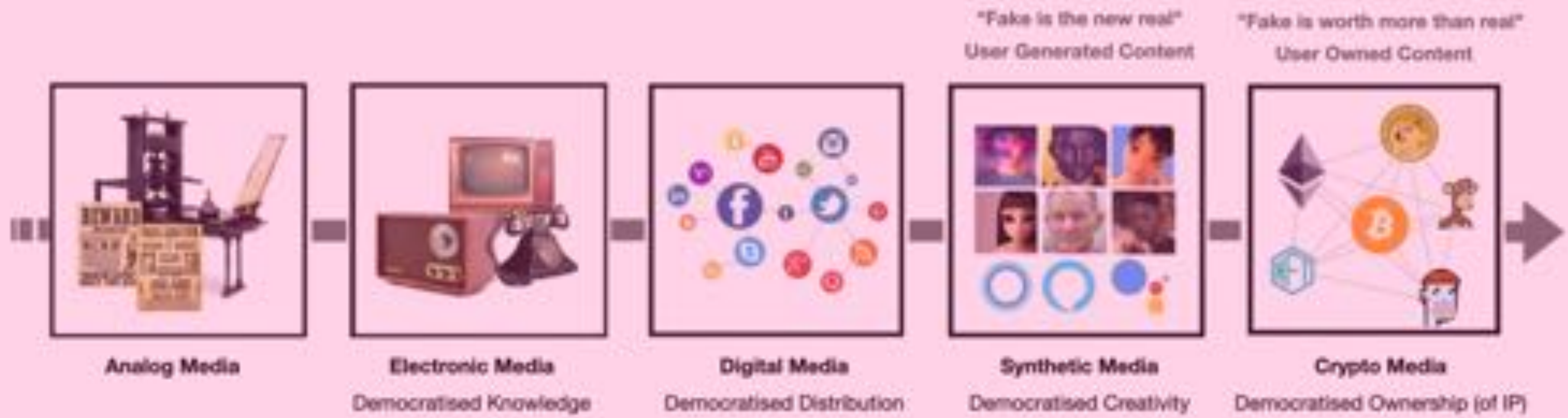
ECHT
NEP

A computer monitor with a black frame and stand. The screen shows a virtual environment with a light blue sky and a grey floor with perspective lines. Two stylized human figures are standing on the floor, facing each other. A small, glowing blue robot is positioned between them. The text "FROM STORYTELLERS TO REALITYBUILDERS" is overlaid on the bottom half of the screen in large, white, bold, sans-serif font with a black outline.

**FROM STORYTELLERS TO
REALITYBUILDERS**

REAL
FAKE

ECHT
NEP



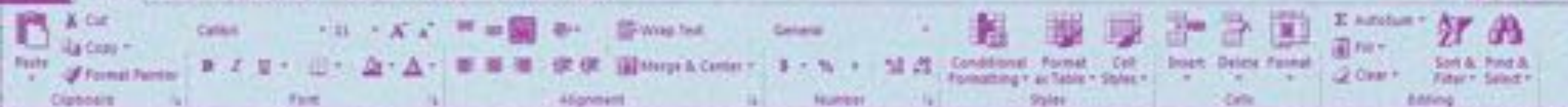


HOLLYWOOD FROM HOME

REAL
FAKE

ECHT
NEP

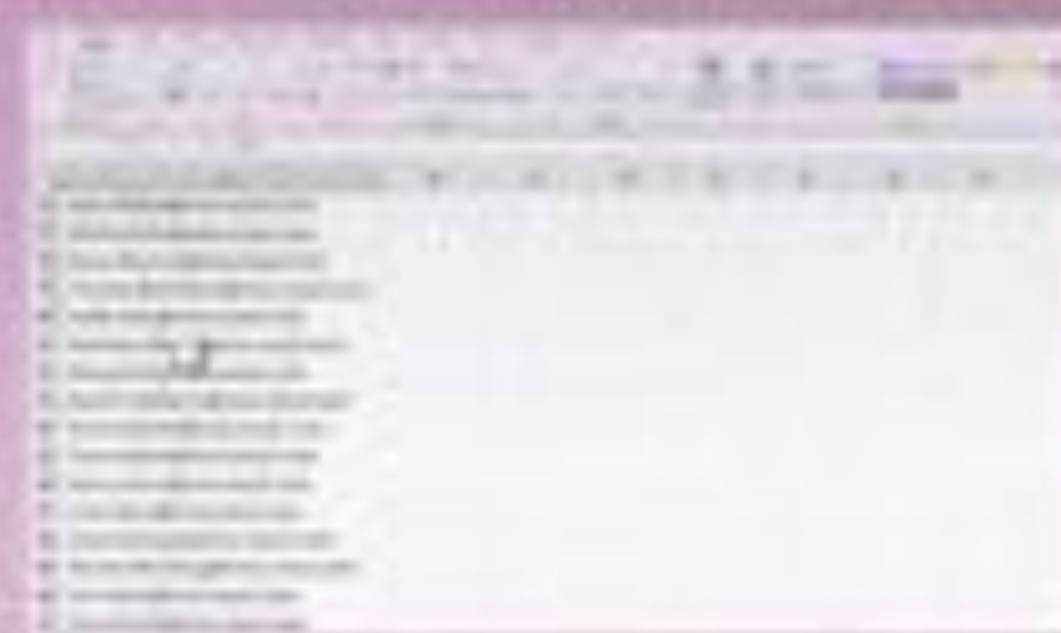




INDEX pulls data based on coordinates

	1	2
1		
2		
3		
4		

=INDEX(A1:B4,3,2)
ARRAY ROW



**REAL
FAKE**



**ECHT
NEP**

Web 1.0: 1990 - 2005

Web 2.0: 2005 - 2020

Web3: 2020 -

*read
information
marketization
pages*

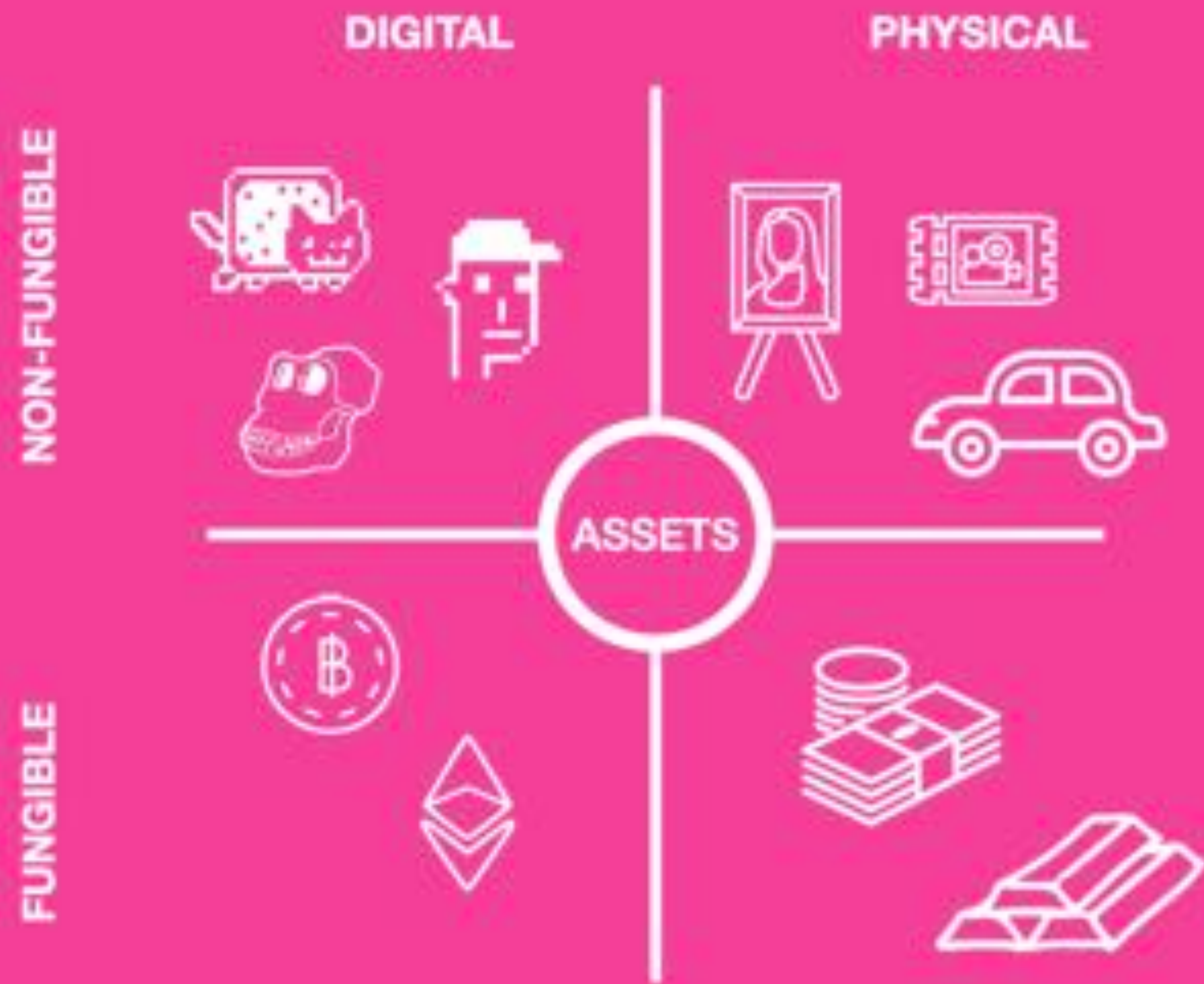
*write
people
monetization
apps*

*own
value
securitization
places*



REAL
PAKE

EGM
NEP



**REAL
FAKE**

**ECHT
NEP**



THE FINANCIALIZATION OF EVERYTHING

REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



ENTER

THE

RING

REAL
FAKE

ECHT
NEP



THE EMBODIMENT OF THE INTERNET

REAL
WORLD
FAKE

ECHT
NEP



FROM PAGES TO PLACES

REAL
FAKE

ECHT
NEP



REAL
FAKE

ECHT
NEP



YOU ARE THE STORY

**REAL
FAKE**

**ECHT
NEP**



**THE NEXT 10 YEARS ARE LIKELY TO
BRING MORE CHANGES TO HUMANITY
THAN THE PAST 300 YEARS**

A large, bright pink piggy bank is positioned on a sandcastle on a beach. The piggy bank is tilted, with its head resting on the sandcastle. The background shows a cloudy sky and some trees. The overall scene is surreal and humorous.

DON'T BE AFRAID TO EXPERIMENT

REAL
FAKE

ECHT
NEP

