



FACEBOOK IQ

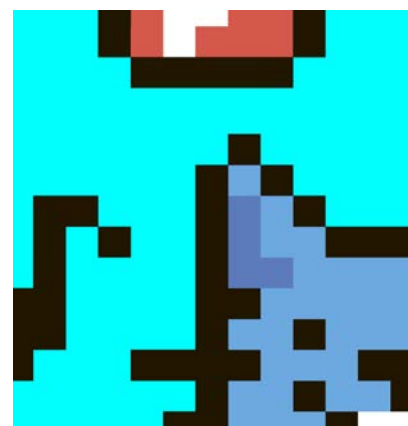
# Culture Rising

FEBRUARY 2022



2022

TRENDS REPORT



# What just happened? What's next?

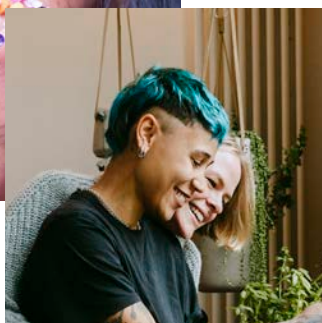
Discover a foresight-driven framework  
for understanding our changing culture.



# Trend map

## 01 Diversifying identities

- Genderevolution
- Historical reckoning
- Celebratory activism
- Rawthenticity
- Rethinking ability



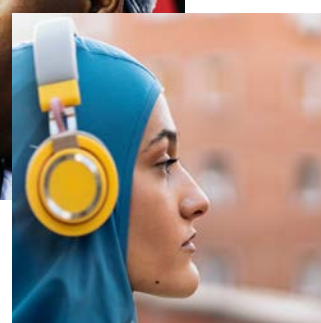
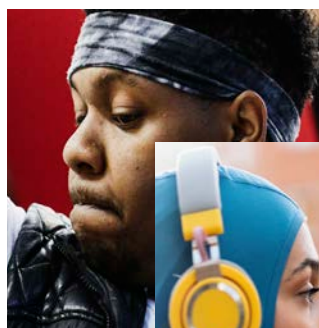
## 02

### Relationships renegotiated

- New techquilibrium
- Meet you in the metaverse
- The new look of love
- Nanocommunity
- Collective creativity

## 03 Greater expectations

- Alternative education
- Flexiwork
- Digitally enterprising
- Cryptoinclusion
- Creator culture



## 04

### Expanding values

- Global passions, local purchases
- Sonic boom
- Instant shopification
- Ultimate wellness
- Planet positive

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# Introduction

Dramatic events wire and rewire our lives. They help shape who we are and what we become. Major transitions like the emotional gauntlet of high school, military deployment or a backpacking trip can have a profound impact on self-understanding and a life's direction.

The COVID-19 pandemic does that too. It's a stress test for everyone, a soul-shaping moment that underscores the need for resilience, agility and human connection. Will we ever take a hug for granted again? Or a live concert with friends? This global health crisis helped us realize how much we mean to each other.

The physical, mental and spiritual effects of the coronavirus pandemic have been profound. In our latest global foresight

survey, we found out that the future ain't what it used to be: 37% of the respondents say the pandemic spurred them to reevaluate their purpose and priorities in life, while 41% said that if they had a do-over, they'd choose a different career. And 65% now expect more out of work and life.<sup>1</sup>

These are just a few of the startling statistics that animated *Culture Rising: 2022 Trends Report*, formerly known as the *Topics and Trends Report*. We reinvented our approach this year, adopting a new foresight methodology that helped us divine the deeper cultural trends below the data, revealing not only where we've been but where we may be going.


Along the way, we learned that COVID-19 sparked new behaviors

and brought more social awareness to issues that have been playing out for generations. More people are demanding a recognition and accountability of history while championing equality with a desire for historically marginalized voices to be heard. People are expressing themselves in more authentic ways. Brand choices are increasingly an expression of personal values. And while technology plays a growing role in connecting us and energizing social movements, people have also grown more mindful of their screen time and the power of in-person connection.

As marketing leaders and brand strategists, it's critical to understand these cultural shifts and what's driving them so we can intelligently respond

to changing values, needs and desires. That's where this foresight comes in. *Culture Rising: 2022 Trends Report* explores four major global themes, as well as 20 related trends, that we feel represent some of the most significant cultural changes ascending around the world in the past year. We've gleaned these from analyzing our aggregated and anonymized company user data as well as an original 12-market global study that indicates signals of change (there's more on that methodology below). The research provides a cultural forecast for the next 12–18 months. We hope it provides both understanding and inspiration for action.

**Let's rise together.**



This global health crisis helped us realize how much we mean to each other

# Foresight methodology

Our foresight approach—unveiled for the first time with this report—is a unique way to systematically think about the future.

We combine original research and forecasting with insights that are deeply grounded in analysis of social media conversations and behavioral signals like hashtags used around the world.

When we analyzed our data and applied our foresight methodology, four key themes emerged: diversifying identities, relationships renegotiated, greater expectations and expanding values. Within each theme, five trends were identified. The result is a novel way of viewing the world that shows how people will connect, create and consume in the next few years. In doing so, *Culture Rising* helps empower strategic decision makers to move more confidently into the future.



## What's Shifting?

### Signal gathering

is based on our proprietary on-platform data and is designed to identify rising trends worldwide.

Facebook and Instagram data:

- 600,000 unique conversation topics
- Anonymized, aggregated insight into the shifting behaviors of 3.5B+ people
- Look back over the past 15 months (conversation topics) and 24 months (hashtags)

## What's Sticking?

### Drivers survey

uncovered the dynamics behind the shifts.

Commissioned survey with the Mintel market research firm of 36,000 people across 12 markets in six continents:

- **Asia-Pacific:** Australia, India, South Korea, Thailand
- **Europe, Middle East, Africa:** Germany, Nigeria, Poland, UK
- **Latin America:** Brazil, Mexico
- **North America:** Canada, US

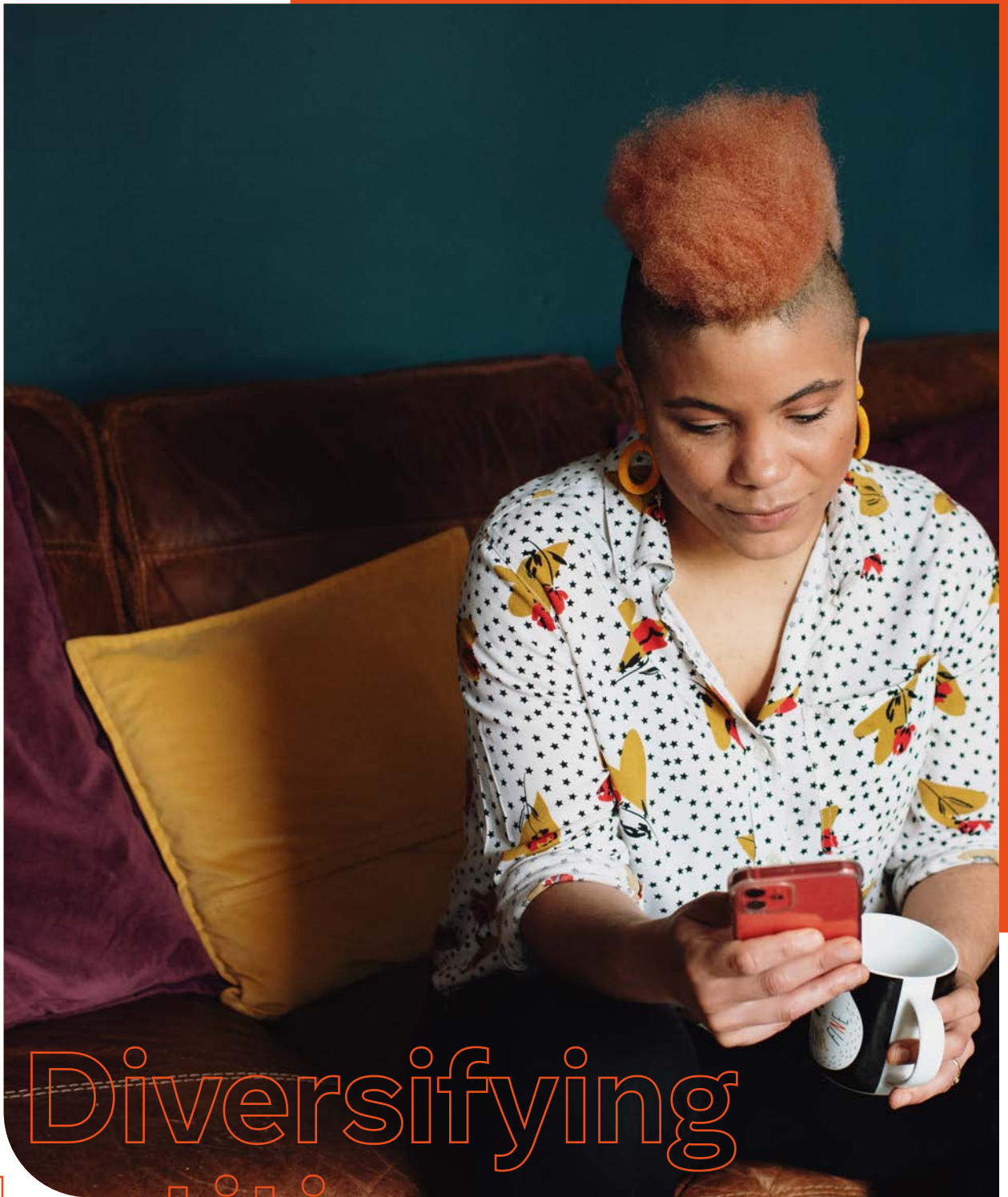
## What's Next?

### Plausible futures

were revealed through data triangulation and expert analysis.

Determined the trends that are most likely to move from niche to norm, becoming essential to tomorrow's business strategies:

- In-house and external subject-matter experts
- In-market local experts



# 1. Diversifying identities

Authenticity and self-expression expand and evolve, creating new and more fluid identities. In the process, the things that divide us can also bring us together.



01

# Gender revolution

People assert themselves in rich and multifaceted ways. Multiple forms of self-expression germinate and blossom, bringing with them more fluid identities. Rising conversation about *gender roles*, *gender symbols* and gender-neutral language reflect a gender evolution in full bloom. Globally, nearly half of survey respondents say traditional gender roles are increasingly less relevant—especially Gen Z and Millennials.<sup>1</sup> Most people say that the traditional male household role (breadwinner, no housework) feels anachronistic. The global conversation is as varied as the world itself and despite our differing views, *#Love* conquers all—it’s the most used hashtag on Instagram.<sup>2</sup> In many of the markets analyzed, rising conversations focus more on gender equality, while in some Western markets they tend toward *gender fluidity*. This discussion is driven by the young: A quarter of Gen Z respondents expect their *gender identity* to change at least once in their lifetime.<sup>3</sup> This gender blending shows up in mindsets and language. For example, in English, people are increasingly embracing (and discussing) “*they*” as a gender-neutral *pronoun* for a *nonbinary* individual.

## Rising conversation topics (global growth 2020–2021)<sup>2</sup>:

### Gender symbol

📈 +2,855%

### Gender role

📈 +113%

### Pronoun

📈 +110%

### Gender-neutral language

📈 +68%

### Singular “they”

📈 +57%

### Gender equality

📈 +40%

### #Trans

📈 +29%

### #Nonbinary

📈 +26%

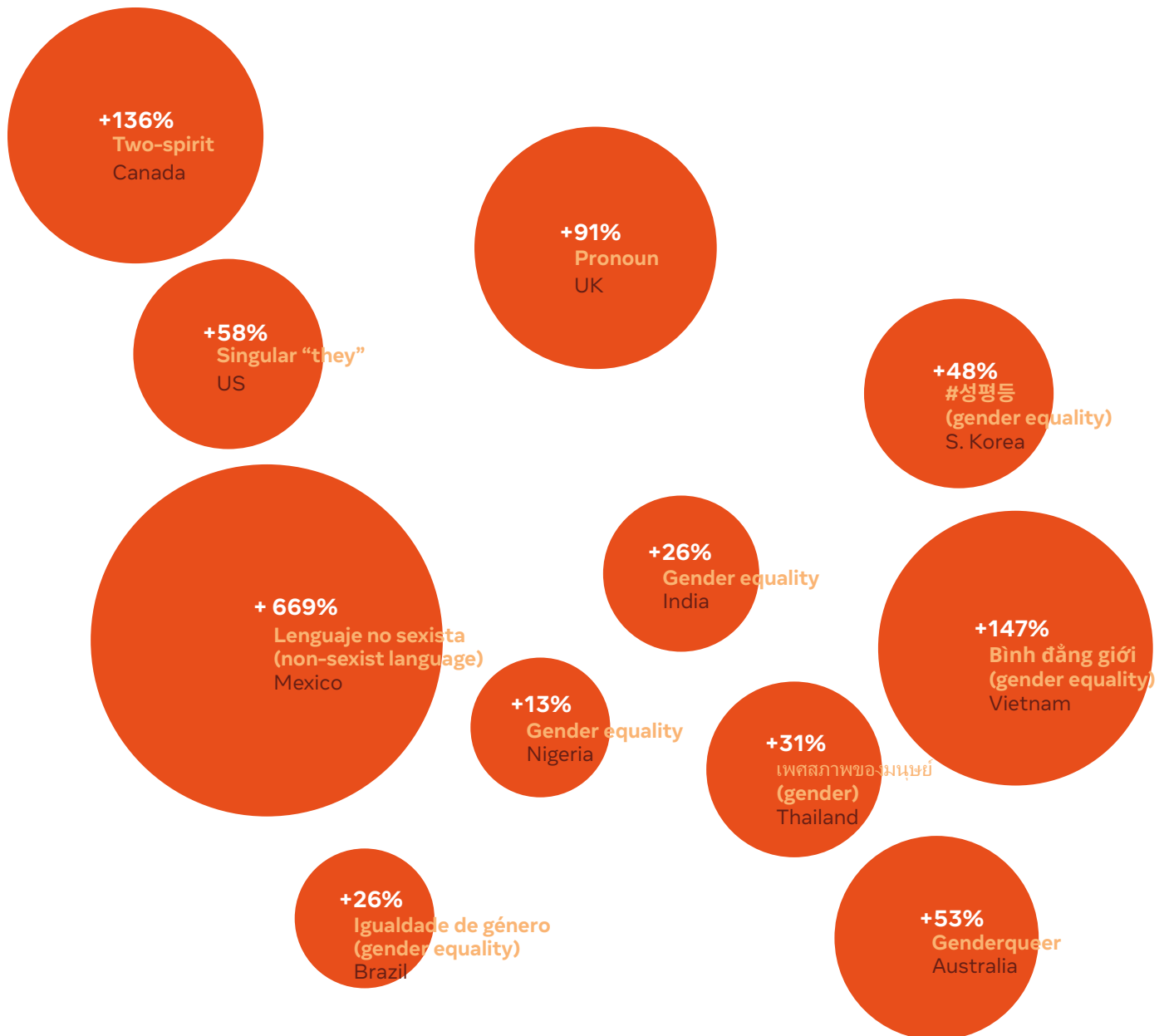
### Gender identity

📈 +22%

## What’s Next

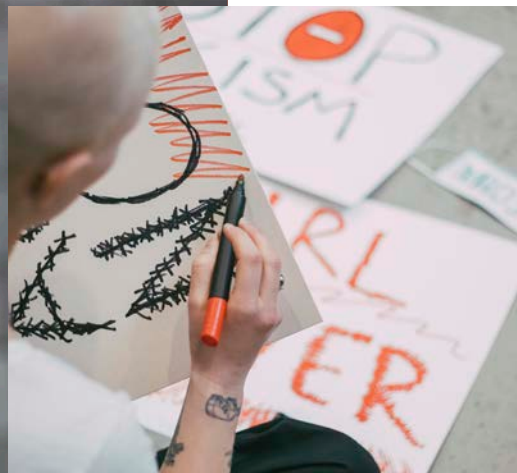
More gender-neutral product marketing and products. Many fashion-forward brands already design clothes and makeup with gender neutrality in mind.

# Beyond the binary: Global gender conversations run the gamut from **gender equality** to **gender fluidity**



## Facebook IQ source:

Hashtags are based on Instagram data, global, Jan 2020–Dec 2021.  
Conversation topics are based on Facebook global data, Jul 2020–Sep 2021.



02

## Historical reckoning

All around the world, people and cultures have struggled to come to terms with unfair and cruel pasts, seeking to better reconcile historical injustices in the hopes of building a more inclusive tomorrow. These conversations touch on issues ranging from *rights* (+59% YoY) in Australia to *accountability* (+87%) in Canada to *colonialism* (+87%) in the UK and *reparations* (+41%) in the US.<sup>2</sup> Many people are seeking to have meaningful conversations about these painful issues, honing their *racial literacy* as they come to realize “ally” is a verb. These conversations can be challenging but are critical and include growing talk about *Indigenous people* and *advocacy*, as well as critiques of *#WokeWashing*. Globally, 42% of respondents say their nationality, ethnicity, country of origin or race matters more to their identity now than a year ago. Gen Z and Millennials believe this most strongly.<sup>1</sup> This rising historical identity connection is especially pronounced among younger generations in countries where colonialism marginalized local cultures.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Indigenous people

f +157%

#### #WokeWashing

@ +103%

#### #DiversityAndInclusion

@ +85%

#### Racial literacy

f +84%

#### Advocacy

f +78%

#### #BIPOC

@ +55%

#### Justice

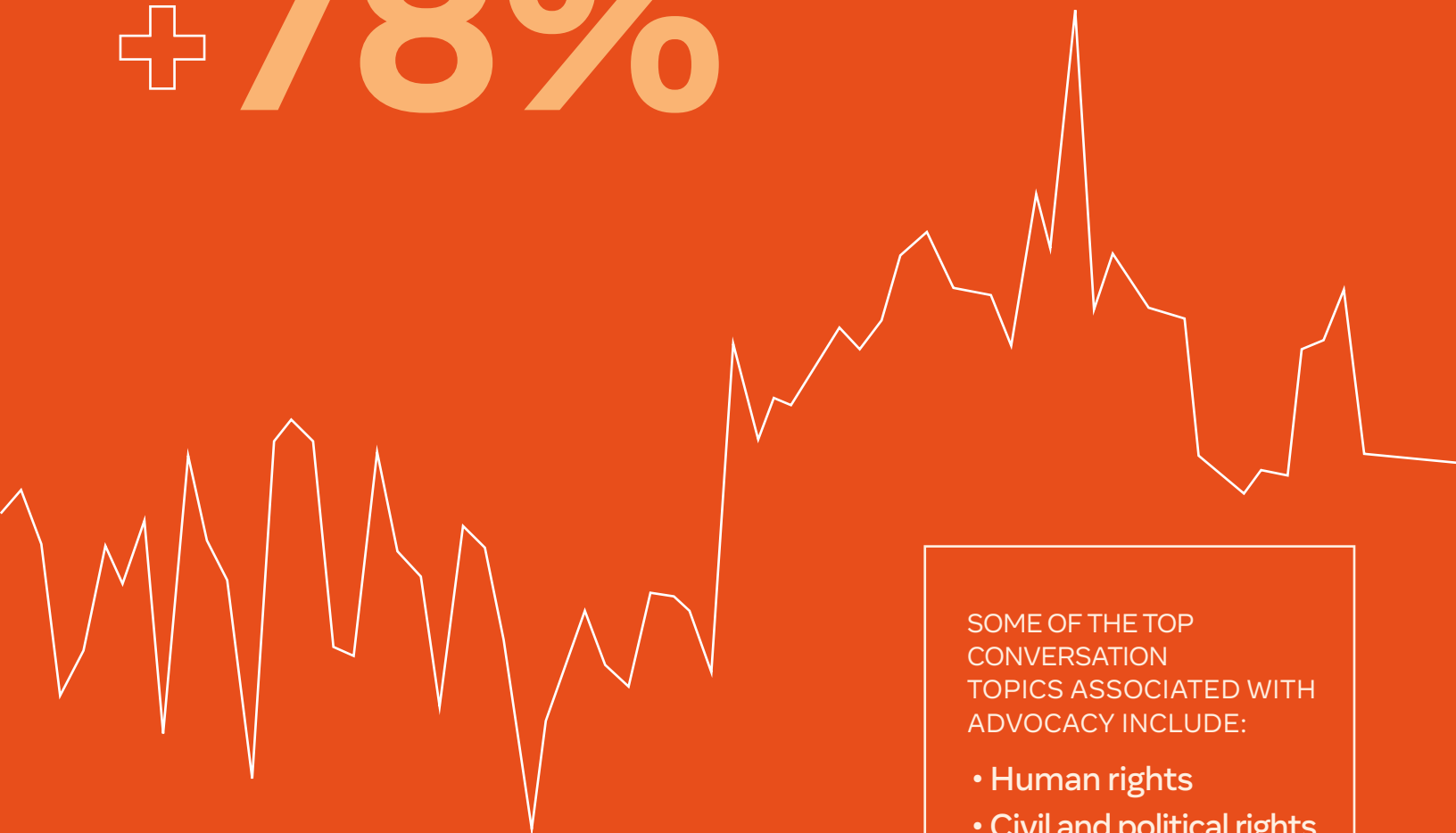
f +28%

### What's Next

People—and the societies they live in—will continue their journeys of historical reckoning and how to build better futures. How can brands respond? Rise to consumers' expectations by leading with meaningful action, followed by purposeful statements. Picture big entertainment companies educating viewers about racist content in their old films and beauty brands continuing to offer an ever-wider selection of multicultural products that can appeal to BIPOC (Black, Indigenous, people of color) communities.

# Global conversation growth (YoY) for Advocacy

+78%



SOME OF THE TOP  
CONVERSATION  
TOPICS ASSOCIATED WITH  
ADVOCACY INCLUDE:

- Human rights
- Civil and political rights
- Police
- Minority group
- Education
- Health

Q3 2020

Q4 2020

Q1 2021

Q2 2021

Q3 2021

**Facebook IQ source:**  
Facebook data, global  
English language,  
Jul 2020–Sep 2021.



03

## Celebratory activism

People are finding joy in parts of their identity that once remained hidden, from bisexual pride to cultural heritage. Globally, 47% of respondents say society is more inclusive now than a year ago—especially Gen Z and Millennials.<sup>1</sup> More than ever, people are openly talking about *LGBTQ+ pride*, *Asian pride*, *Black History Month*, *National Hispanic Heritage Month* and other cultural celebrations. Technology is playing a key part in this rise of empowerment, through social media movements such as *#LovelsLove*, facilitating purchase choices (with *#BlackOwnedBusiness* trending), amplifying boycotts, protests and signature campaigns. This activism helps to drive growing acceptance and inclusion, though the rate of change varies widely across societies. There are still big challenges ahead, but change isn't just coming—it's already in motion.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

**#BlackHistoryMonth**

📈 +568%

**Asian pride**

📈 +154%

**National Hispanic  
Heritage Month**

📈 +131%

**Gay pride**

📈 +112%

**Bisexual pride flag**

📈 +95%

**#BlackOwnedBusiness**

📈 +62%

**#LovelsLove**

📈 +42%

**#WomenEmpowerment**

📈 +33%

### What's Next

Many brands already embrace celebratory activism. Many others will discover power and purpose in moving from token gestures to transformative action, making marketing a force for good. Brands will more openly embrace activism, partnering with relevant communities and using their voices to amplify pride, encourage acceptance and drive real change.

## Growing use of hashtags heralds growing awareness

#DiversityAndInclusion

+ 85%

#LovesLove

+ 42%

#BlackOwnedBusiness

+ 62%

#Intersectional

+ 33%

**Facebook IQ source:**  
Instagram data, global,  
Jan 2020-Dec 2021.



04

## Rawthenticity

There was plenty of time for honest self-reflection when COVID-19 swept the globe. Pandemic-driven lockdowns and other safety measures unlocked new layers of realness. The quest for *authenticity* led to rawthenticity—an embrace of the unvarnished self. People repudiated things like traditional beauty standards, helping lead to new forms of acceptance and more inclusive *representation*. Increasingly, public discourse refers to new topics like *body positivity* and *fat acceptance*.<sup>2</sup> In South Korea, the #일반인모델 (*ordinary person model*, +95% year-over-year) is emerging.<sup>2</sup> The desire for change is also fueled by frustration. Globally, 33% of respondents feel overlooked because of their identity. In countries such as India, Thailand and Nigeria, an especially high share say they experience discrimination due to their gender, religion, ethnicity, race, sexual orientation, employment or age.<sup>1</sup> A social movement has been sparked, with ostracized groups emerging and gathering strength.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Authenticity

👤 +130%

#### Body positive movement

👤 96%

#### #BodyPositivity

📈 +85%

#### #RepresentationMatters

📈 +65%

#### #BodyActivist

📈 +27%

#### Fat acceptance movement

👤 +19%

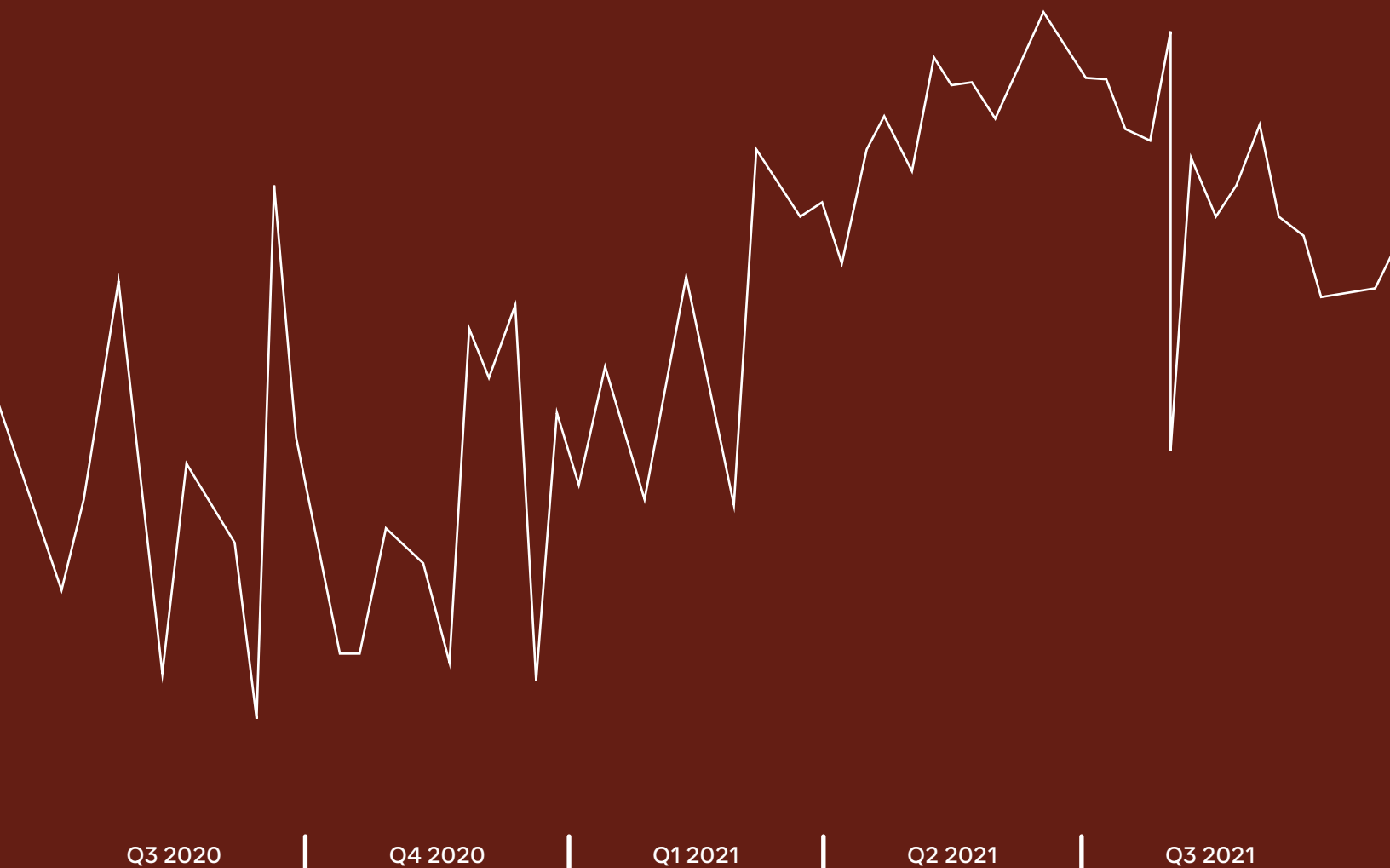
### What's Next

People continue to demand that media and advertising be inclusive, representative and real. Brands in sectors such as beauty and fashion may lead the way by launching campaigns that celebrate nontraditional standards, but the opportunity to show your audience you *really* see them has relevance that transcends industry.

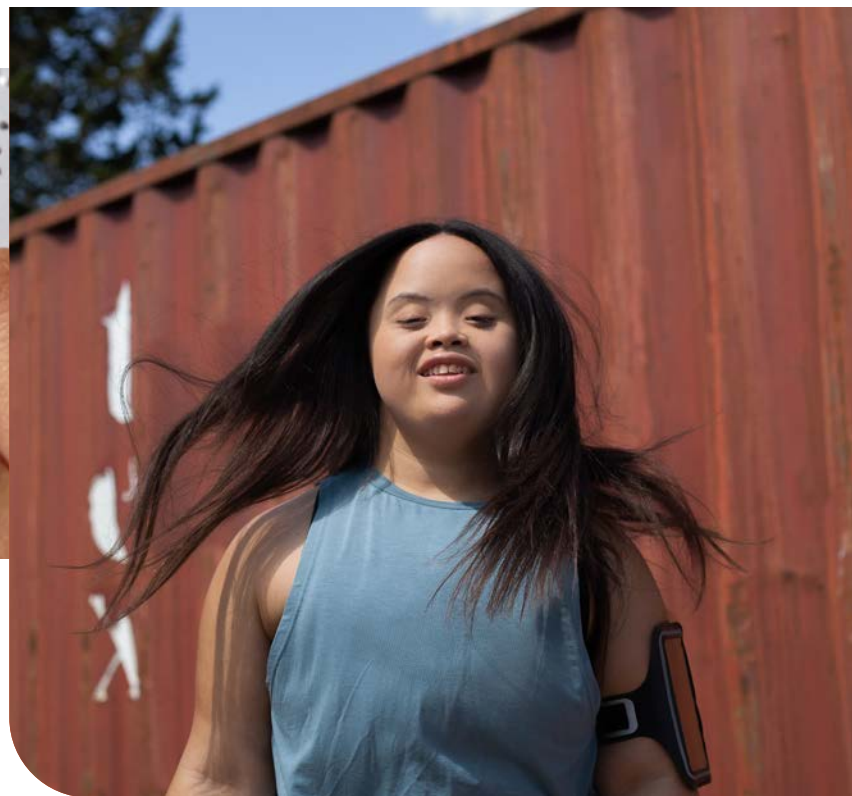
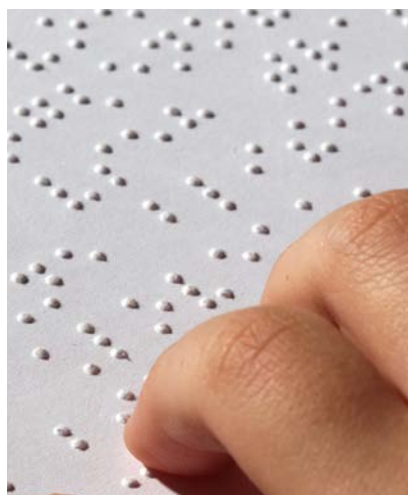
Global conversation growth (YoY) for

# Body positive movement

# +96%



**Facebook IQ source:**  
Facebook data, global  
English language,  
Jul 2020–Sep 2021.



05

## Rethinking ability

From a growing awareness of neurodiversity to *people-first language* that leads with the individual rather than a condition (e.g., “people with disabilities”), the world is increasingly working toward greater accessibility for all—through products, services and beyond. And while topics like *people-first language* can lead to debate, perhaps what matters most is that the debate is being had. Increased awareness and empathy are seen in rising conversations about *accessibility*, *Braille* and *disabled sports*.<sup>2</sup> Globally, 64% of those surveyed agree that they try to make things easier for others who are different from them (particularly Millennials, Gen Zers and parents).<sup>1</sup> There is a broader understanding of social exclusion of people with disabilities. Globally, 69% of respondents are concerned about discrimination due to physical or mental disabilities.<sup>4</sup> One result: Major fashion publications and brands embrace a model with Down syndrome, major companies serve up prominent campaigns featuring employees with disabilities and an entertainment brand showcases people on the autism spectrum in their quest to find love.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Neurodiversity

📈 +207%

#### Braille

📈 +196%

#### Disabled sports

📈 +165%

#### #Accessibility

+100%

#### #AutismFriendly

+53%

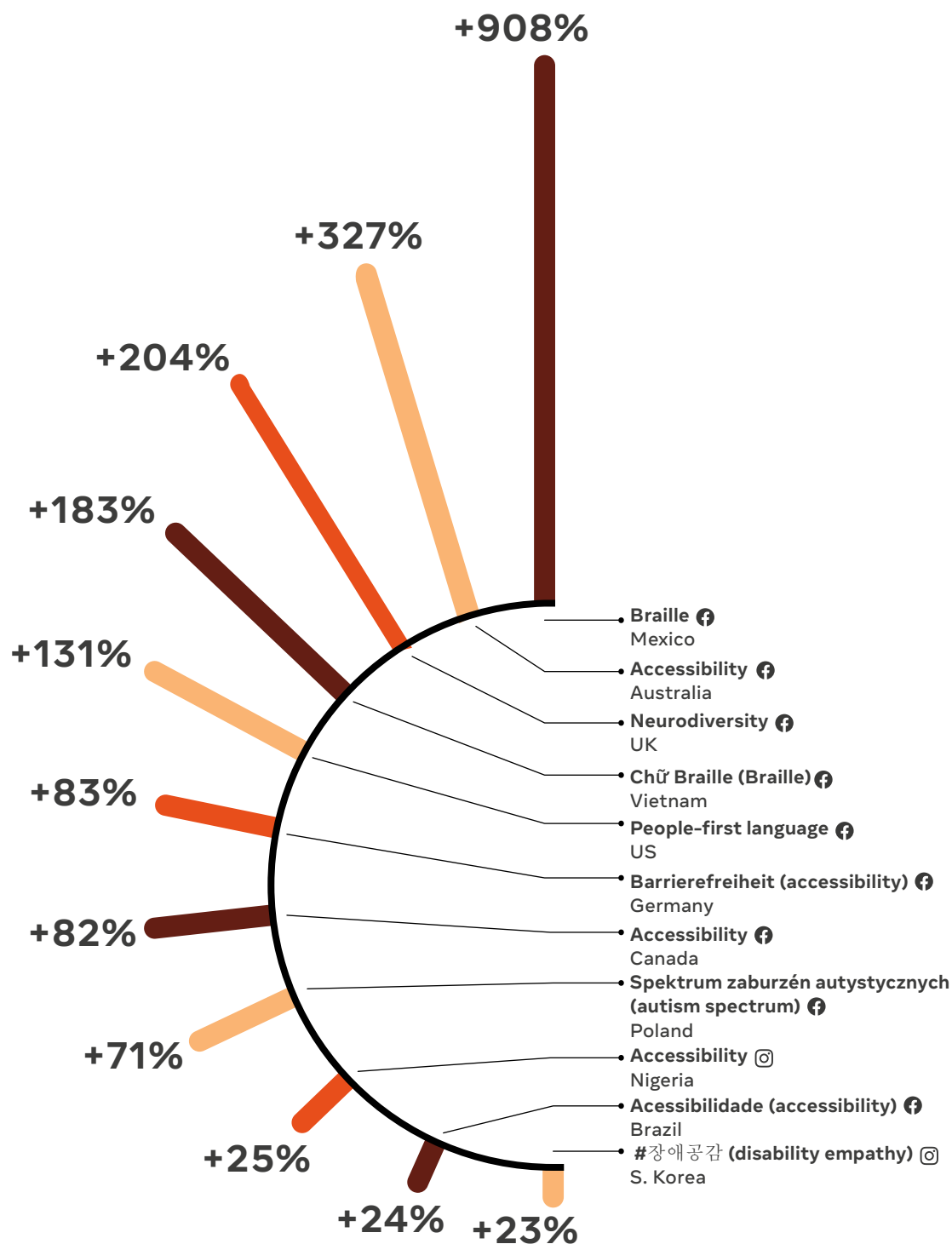
#### People-first language

📈 +20%

### What's Next

Awareness and understanding of PWD (people with disabilities) continues to rise—including around those disabilities that may not be immediately apparent. Brands embrace more inclusive advertising and practices, and the media make PWD increasingly visible as consumers express growing concern for the disabled community. Society shifts from not seeing to mindfully accommodating—working to make available for PWDs the patterns of everyday life that so many may have taken for granted. Tangible actions and outcomes are expected to follow.

Global conversation shows a growing awareness of topics ranging from **accessibility** to **neurodiversity**



**Facebook IQ source:**  
Hashtags are based on Instagram data, global, Jan 2020–Dec 2021.  
Conversation topics are based on Facebook and Instagram data, global, Jul 2020–Sep 2021.

## BRAND INSPIRATION

# Champion inclusivity



Closeup celebrated the magic of coming together at Pride in AR. (Brazil)



Andar offers “leggings for all” and proved it by championing body positivity. (South Korea)

## HOW CAN YOU CHAMPION INCLUSIVITY?

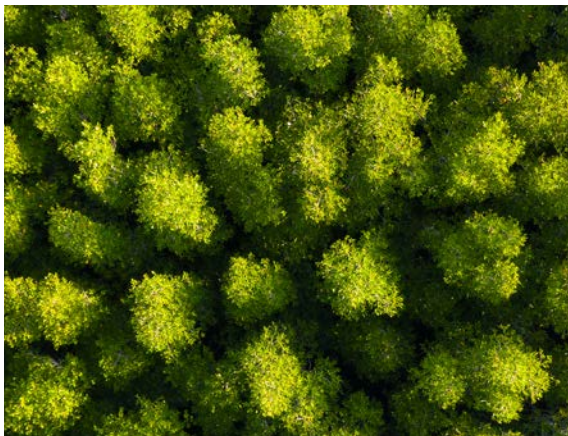
Stay curious: Talk to people whose experiences can expand your own perspective. Partner with people in the communities you want to represent to ensure it’s authentic, inclusive representation.

And remember that change starts at home. How will you cultivate a radically inclusive culture at work today?



## 2. Relationships renegotiated

The value of human connection has never been greater, but the shape of modern relationships is more flexible—from how people engage with their devices to the ways they meet, love, interact and create with one another.



06

## New techquilibrium

With daily tech immersion, people are increasingly mindful of the time they spend on devices. Across generations, incomes and family structures, people are also seeking better ways to balance and integrate screen time with the richness of everything happening *#IRL*. People's interest in innovations like *haptic technology* and *virtual assistants* (via *artificial intelligence*) is rising. Increasingly, tech companies are also owning the issue, releasing new features that help people better manage their screen time—and some people's growing mindfulness can inspire them to relook at their digital diet or even go temporarily *off the grid*. It all reflects a growing and ongoing effort to attain a new equilibrium in the way we use increasingly powerful and ever-evolving technology.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

Virtual assistant

📈 +165%

Online and offline

📈 +153%

Haptic technology

📈 +39%

Off the grid

📈 +31%

Artificial intelligence

📈 +30%

### What's Next

Tech companies continue to offer more ways to control and manage technology. Emerging markets see growing device usage, while mature markets lead the charge for digital balance. When it comes to our relationship with our devices, time well spent becomes the goal. And, as new tech paradigms like the metaverse emerge, today's balancing act gives way to integration so intuitive that our technology practically fades into the background.

# Our relationship status with tech? **It's complicated**

Among people surveyed globally



66%

say they **get  
excited** about  
new technology



65%

wish technology  
were **easier** to use  
and understand

**Facebook IQ source:**

"Global Foresight Study" by Mintel (Meta-commissioned survey of 36,000 people ages 18+ in AU, BR, CA, DE, GB, IN, KR, MX, NG, PL, TH, US), Oct 2021.



07

## Meet you in the metaverse

Building has begun on the successor to the mobile internet, an immersive and interconnected universe of digital worlds where you feel present with other people who may be miles apart. It will take years for the *metaverse* to come to fruition, but people are increasingly talking about building blocks of the future like *virtual reality*, *augmented reality* and the *virtual economy*. Millennials, parents, males and emerging markets like Nigeria are the most optimistic about what could be the next game changer.<sup>1</sup> The ongoing global pandemic has already underscored the need for more immersive technology that can help us connect more authentically from a distance. Gaming is an area where many experts say the appeal of the metaverse is undeniable, and it's already home to avatars in social spaces with built-in *virtual economies* and other building blocks of our immersive future.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Metaverse

📈 +689%

#### Oculus

📈 +154%

#### 360-degree video

📈 +131%

#### Virtual economy

📈 +85%

#### Virtual reality headset

📈 +42%

#### #VR

📈 +47%

#### #VirtualReality

📈 +47%

#### #AugmentedReality

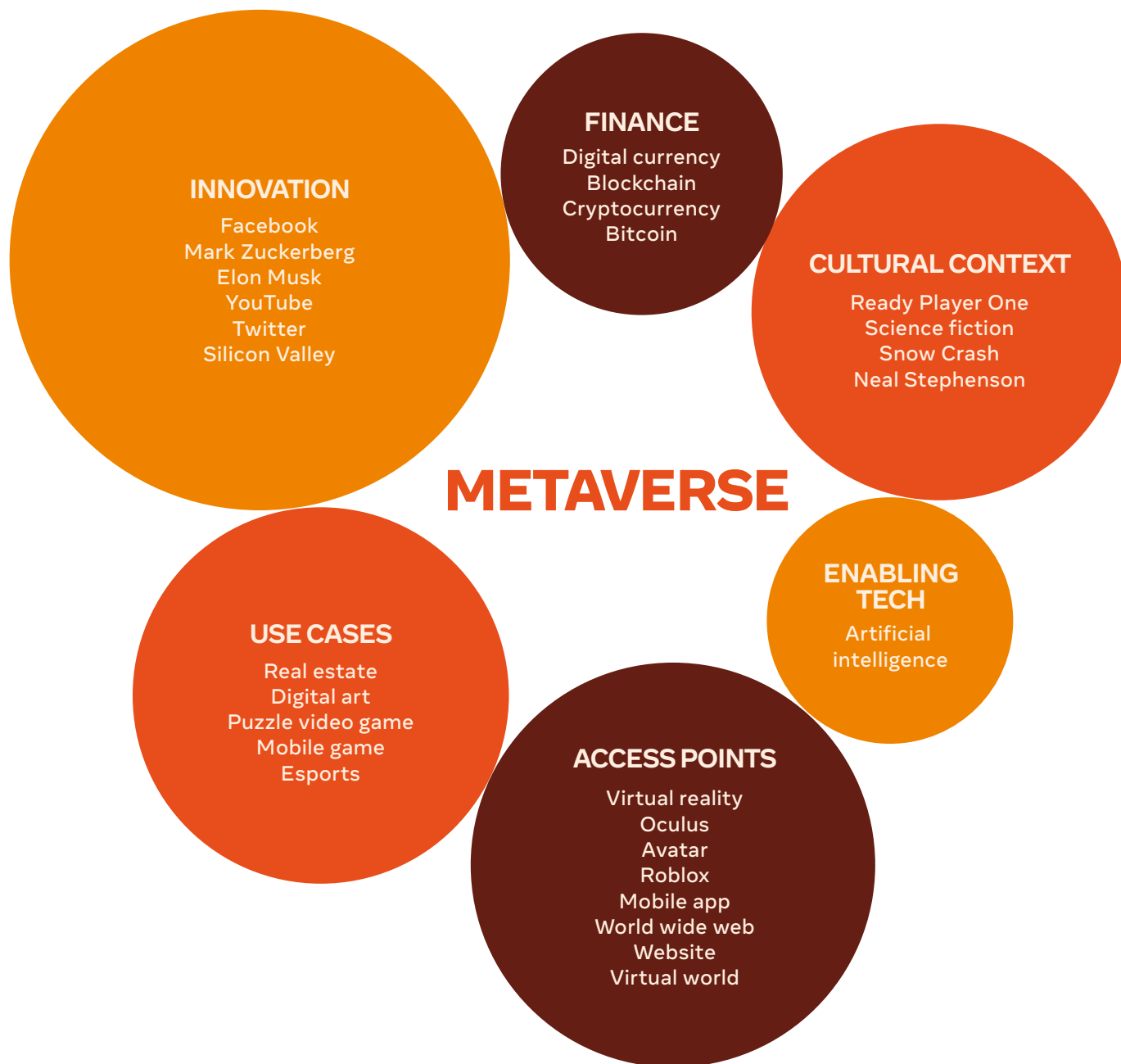
📈 +43%

### What's Next

It's still early days (remember the first mobile phones?). But over time, innovations lead to usable, practical and ultimately delightful products. Major brands increasingly respond to people's hunger for more interactive and immersive experiences. Important conversations, which are underway, seek to help ensure the metaverse grows into a fair, equitable and open place that can unlock opportunity for all.

# The future is many things to many people

These are some of the top conversation topics associated with the metaverse:



**Facebook IQ source:**

Conversation topics are based on Facebook data, global, Jul 2020–Sep 2021.



08

## The new look of love

*#Love* conquers all—it's the most used hashtag on Instagram. But it also means different things to different folks. On the one hand, 33% of global respondents reported the widespread shutdown due to the pandemic actually had a positive effect on their romantic relationships,<sup>1</sup> with *wedding vow renewal ceremony* trending.<sup>2</sup> At the same time, love itself continues to grow and permute—leading to new forms of connection, so much so that *throuple*, *polyamory* and *nonmonogamy* are hot topics in pockets of the world. Case in point: In the US, conversations around *nonmonogamy* are trending up (+40% YoY). In Australia, it's all about *polyamory* (+31%). And conversations around *poliamor* (polyamory, +12%) in Mexico and *relacionamiento abierto* (open relationship, +19%) in Brazil are also rising.<sup>2</sup> This evolution is linked to the Millennial-driven mindset shift that has higher expectations of love and connectedness. For example, there's increased discussion of dating coaches, as people take a more deliberate approach to achieving their *#RelationshipGoals*. This corresponds with more liberal views of monogamy. Some 22% of heterosexual US adults surveyed say they're interested in an open relationship.<sup>5</sup> Further, research reveals that another catalyst behind this movement is middle-aged women rediscovering themselves after a divorce—they may even throw a *divorce party* to celebrate. It's part of a pervasive development termed “middlescence,” a period of major physical, emotional and identity shifts. But don't mistake this for a midlife crisis. It's more of a renaissance—or a second adolescence, but this time, with all the benefits of wisdom.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

Dating coach

📈 +196%

Wedding vow renewal ceremony

📈 +145%

Divorce party

📈 +87%

Dating

📈 +58%

*#Throuple*

📈 +68%

Nonmonogamy

📈 +40%

*#OpenRelationship*

📈 +62%

*#Polyamory*

📈 +44%

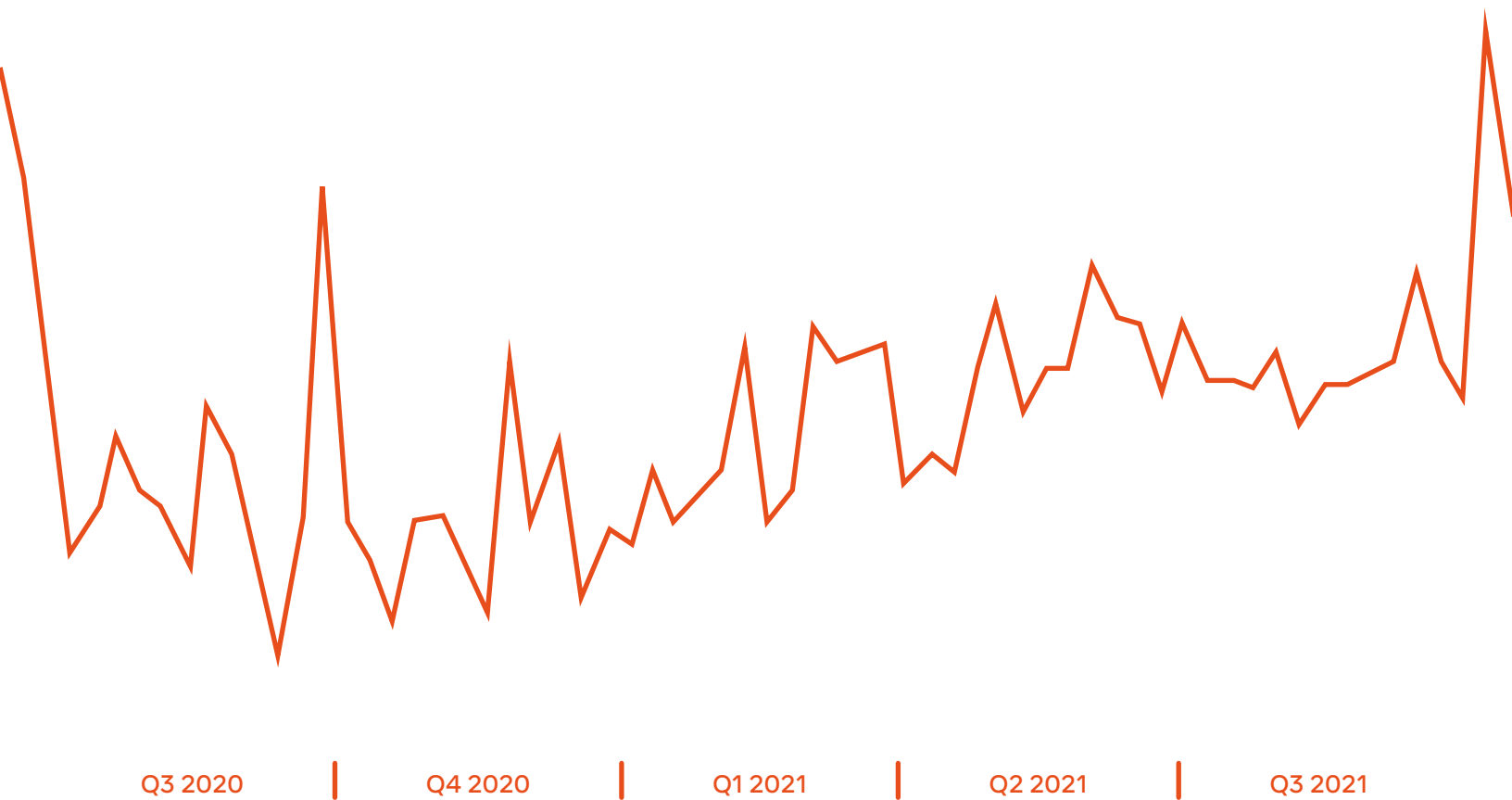
### What's Next

There's a quiet sexual revolution being led by nontraditional leaders that will evolve over the next few years and lead some to rethink societal boundaries.

Global conversation growth (YoY) for

# Nonmonogamy

# +40%



**Facebook IQ source:**  
Facebook data, global, Jul  
2020–Sep 2021.



09

## Nanocommunity

*Community* is as old as humanity itself, but it's evolving and being reinvented as people seek more flexible ways to connect with like-minded people. The isolating effect of the pandemic reminds us of the deep human need for connection, and millions have turned to nanocommunities—such as the 600M people who are members of a Facebook Group they consider meaningful in their life.<sup>6</sup> But these specialized online gathering places are not limited to Facebook Groups and can readily take on less formal shapes—such as Instagram hashtags, email newsletters and podcasts—welcoming people's interest in diverse topics like *#Crochet*, *#Baking*, *#NatureLovers* and *#CrystalHealing*. In these digital nooks, conversations, often among strangers, can be remarkably honest and supportive. People are eagerly connecting around areas once stigmatized, like *mental health*. Emerging markets ranked significantly higher than established markets in embracing these new nanocommunities. Millennials and Gen Zers are much more likely than Boomers to say they found support groups in these new places.<sup>1</sup>

### Rising conversation topics (global growth YoY)<sup>2</sup>:

**#MentalHealth**  
📈 +66%

**#CrystalHealing**  
📈 +105%

**#BakersOfInstagram**  
📈 +79%

**#NailsOfInstagram**  
📈 +66%

**Support group**  
👤 +59%

**#BlackGirlMagic**  
📈 +50%

**#NatureLovers**  
📈 +43%

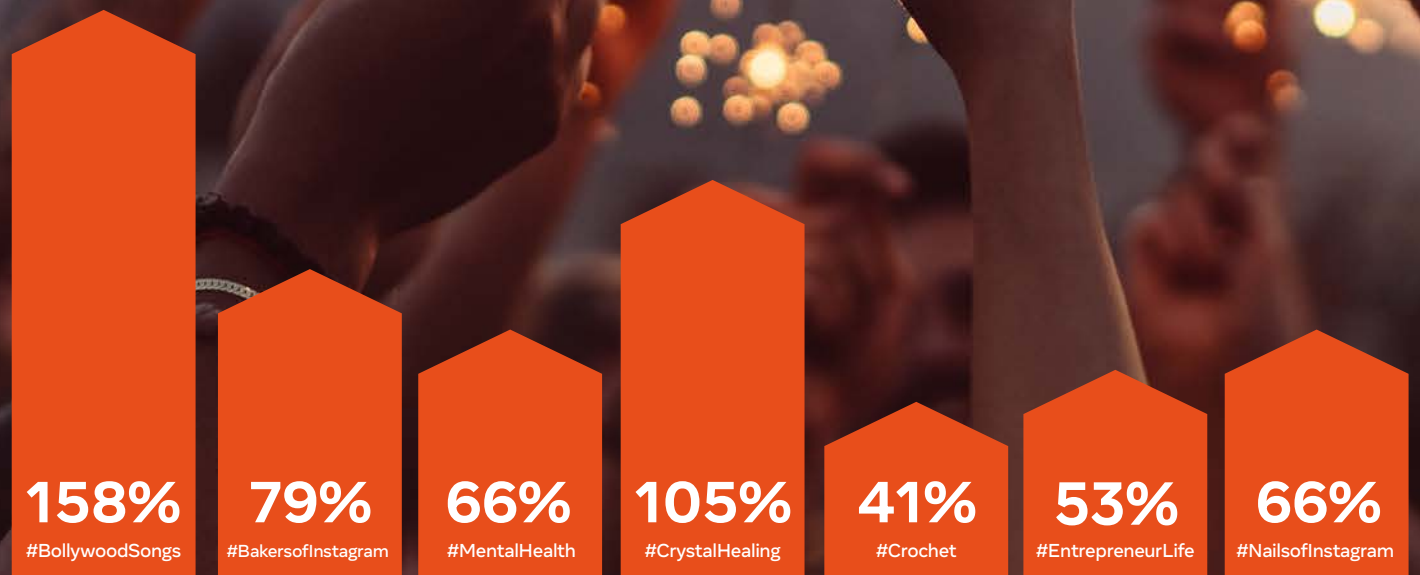
**#CatLife**  
📈 +41%

**#Crochet**  
📈 +41%

### What's Next

More people will continue to seek deep connections and open conversations with like-minded people, most of whom they will never meet in person, in nanocommunities. This goes beyond small talk to more intense conversations around areas once stigmatized, like the state of one's mental health.

# People are finding their crew through nanocommunity



**Facebook IQ source:**  
Instagram data, global,  
Jan 2020–Dec 2021.



10

## Collective creativity

People have always watched and imitated others. Social *mimicry* is how we learn to speak, grow—and even dance. But in a mobile-first world, where short-form video (like Instagram *Reels*) serves as a universal language, our ancient impulse is gaining new creative wings. Whether you're reimagining a skateboard trick, revealing an [#OOTD](#) or responding to a [#DanceChallenge](#), you're just one Remix button away from turning an act of imitation into a moment of co-creation. The online world is a vibrant environment of imagination and collective idea generation. Why draw inspiration from one person when you can learn from thousands? Why compete in a [#DanceChallenge](#) when you can start your own? Ten years ago, online remixes/reinterpretations were often limited to professionals and targeted at mass audiences. Today, it's never been easier to showcase your skills and share them across the world. If you've got a smartphone, you've got a video editing studio right in the palm of your hand. And if you're ready to [#ReelItFeelIt](#), you might just discover a new sense of belonging and inspiration. You might just find perfect strangers who share your playful, competitive spirit and drive to push culture forward.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

[#Reel](#)

📷 +633%

[Social dance](#)

👤 +203%

[#Remix](#)

+98%

[#DanceChallenge](#)

+62%

[Mimicry](#)

👤 +11%

### What's Next

People continue to seek ways to forge connections with popular movements through mimicry and collaboration, even if on a small or temporary scale. In the future, new forms of collective creativity will happen not just between individuals, but also between people and [artificial intelligence](#).

# People are co-creating in entirely new ways

**+633%**

#Reel

**+98%**

#Remix

**+62%**

#DanceChallenge

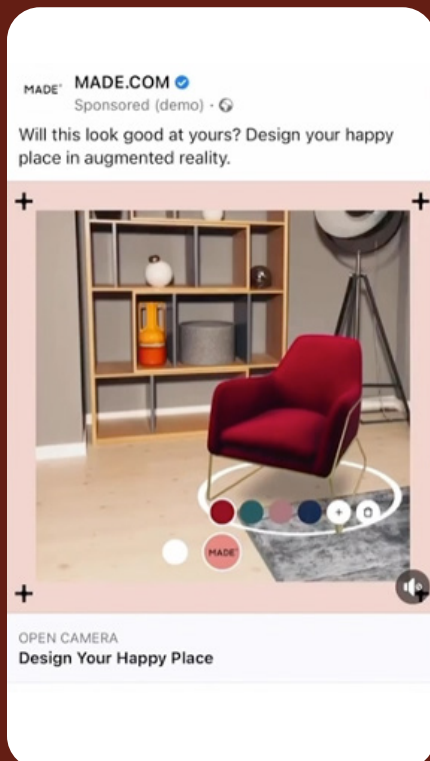
**Facebook IQ source:**  
Instagram data, global, Jan  
2020–Dec 2021.

## BRAND INSPIRATION

# Connect experientially



**Sephora Collection** launched during the pandemic, when stores were closed and people couldn't sample the scents. So Sephora tried sensorial AR, working with a neuroscientist to develop visuals that triggered scent memories. (France)



**MADE.com** brings the store to your living room, thanks to the magic of augmented reality and a 3D online viewer that enables customers to virtually place products offered by the design brand in their homes. (UK)

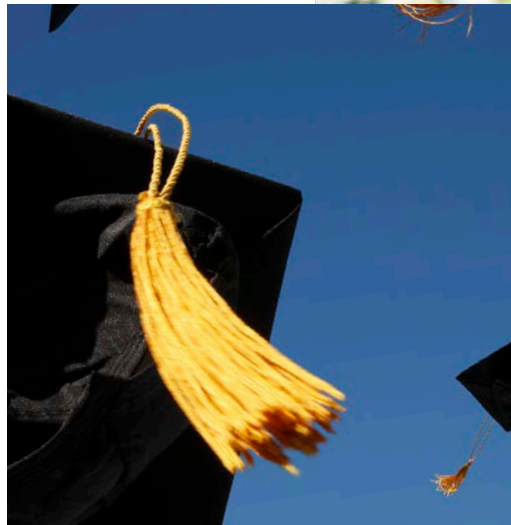
## HOW CAN YOU CONNECT EXPERIENTIALLY?

People haven't run out of attention. They just need a good reason to spend it on you. People may not remember what you say, but they'll always remember how you make them feel. Whether it's an interactive poll, an AR ad or a fully immersive VR experience, have a little fun and take chances so you spark an emotional response with your audience.



# 3. Greater expectations

Our dreams have gotten bigger. So have our expectations and our digitally enabled opportunities. People will redefine what success means and how they achieve it. We're reappraising traditional education and hybrid work, while pursuing new careers and joining the creator economy.



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## Alternative education

The old concept of traditional education is being rethought and rebuilt. The pandemic undoubtedly accelerated the move to virtual learning. However, this digital leap was more challenging for some schools than others, and many students experienced educational (and social) disruptions along the way. Indeed, parents, educators and students were all challenged in their own ways. Consequently, many people, especially Gen Zers, found themselves reappraising the value of traditional classrooms.<sup>1</sup> More than ever, *lifelong learning* is considered essential. People place a higher value on alternative education and focused *master class* learning that happens outside the classroom. Stats show a direct link between college degrees and higher incomes. However, the easy availability of “learn as needed” upskilling options (e.g., nanodegrees, microcredentials, paid web-based tutors and online *free education* videos) contrasted with the high cost/long duration/uncertain ROI of advanced degrees makes the argument to skip college more compelling for some. Globally, the majority of Baby Boomers still place a high value on higher education. In contrast, Gen Zers are more inclined to explore their options, assessing the ROI of their educational investment and embracing life itself as a journey of ongoing learning.<sup>1</sup>

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Workforce development

📈 +377%

#### Graduation

📈 +185%

#### Work experience

📈 +87%

#### Master class

📈 +56%

#### Financial literacy

📈 +54%

#### Career counseling

📈 +48%

#### Lifelong learning

📈 +47%

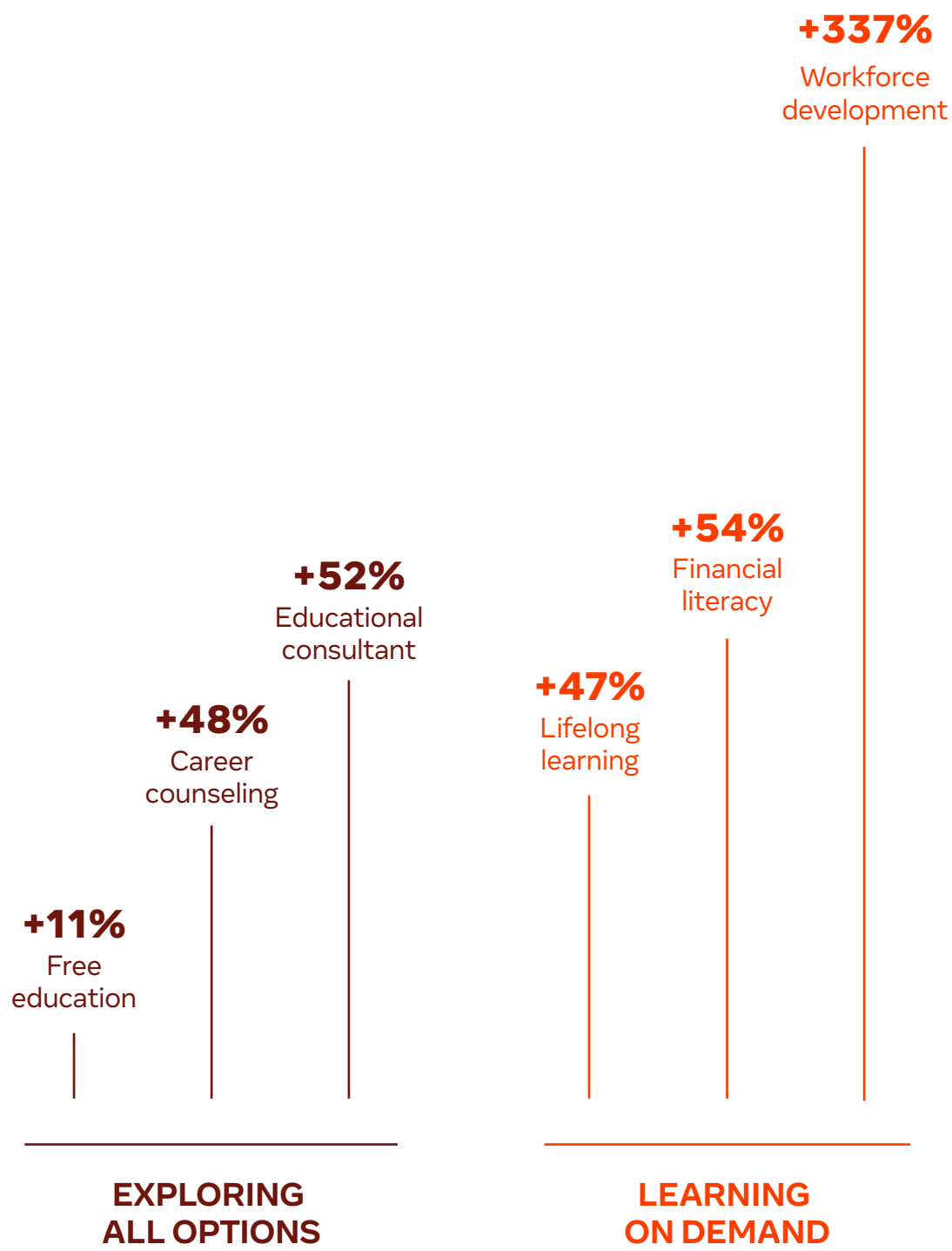
#### Free education

📈 +11%

### What's Next

A tipping point may be approaching in formal higher education. Emphasis on reskilling and new home-based learning approaches will grow, especially as Gen Z, Millennials, and Gen X broaden their knowledge for new career opportunities. Meanwhile Gen Zers are already reshaping the future of both education and work in the process.

People are increasingly discussing a wider range of educational options



Facebook IQ source:  
Facebook data, global,  
Jul 2020–Sep 2021.



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## Flexiwork

During the pandemic, many people experienced an epiphany of what really matters: work-life balance. When faced with this reality, it's no longer enough to work for a paycheck and live for the weekend. Time may be money, but many people will agree that autonomy is priceless. For white-collar workers, the workplace is no longer just a sea of gray cubicles in a corporate office. Work happens wherever people are given the space to be *productive*. Remote *work from home*? Back to the office? *Hybrid*? The future is distributed, and work-life integration and balance is paramount. Video meeting fatigue and (occupational) burnout grew when boundaries between work and home blurred. But commute times shrunk or disappeared too.<sup>7</sup> An immediate benefit: 40% experienced positive impacts on their *work-life balance*.<sup>1</sup> On a broader scale, meaningful work is more important than ever, a feeling shared across income groups—and especially by Millennials and Gen Z.<sup>1</sup> One COVID meme buster: People aren't moving all over the world to work remotely. Just the opposite: There has been an historically low mover rate.<sup>8</sup> But everyone values the freedom to choose how and where they work.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Hybrid event

📈 +761%

#### #PaidTimeOff

📈 +236%

#### Occupational burnout

📈 +125%

#### Work-life balance

📈 +68%

#### Work from home

📈 +57%

#### #ZoomFatigue

📈 +58%

#### #Productivity

📈 +48%

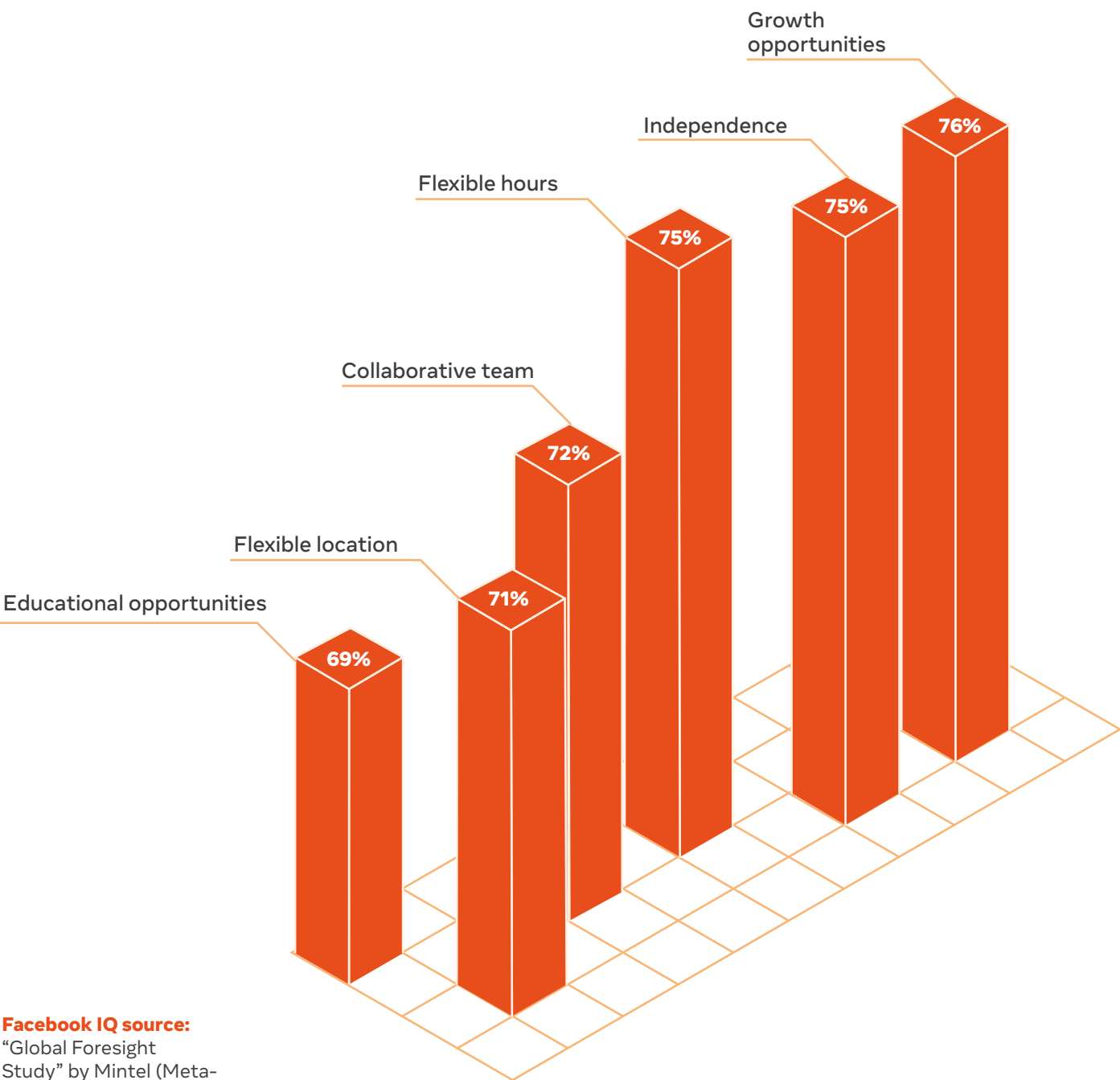
#### Time management

📈 +33%

### What's Next

Having proven that business can stay productive while working from home, fully distributed workforces are here to stay and will continue to evolve as management and workers optimize the new hybrid workplace. Still, the need for human contact and in-person collaboration will drive a return to offices as people navigate into a hybrid future.

Global workers surveyed increasingly say **autonomy, flexibility and choice** are key



**Facebook IQ source:**  
“Global Foresight Study” by Mintel (Meta-commissioned survey of 36,000 people ages 18+ in AU, BR, CA, DE, GB, IN, KR, MX, NG, PL, TH, US), Oct 2021.



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## Digitally enterprising

As the pandemic flipped work and commerce upside down, small and medium businesses (SMBs), *entrepreneurs* and dreamers used digital tools to sustain their shops and grow their aspirations. For SMBs, e-commerce was critical in their fight for survival. They have been increasing digital tool use across a range of purposes, with the largest increases seen in advertising and in selling goods and services. Indeed, 69% of SMBs worldwide reported that digital tools positively impacted their business during the pandemic.<sup>9</sup> Consequently, conversation about *digital marketing* and *social media marketing* saw healthy spikes. The crisis also lit a fire under those who dream of starting their own business, whether out of opportunity or necessity. However, starting their own business remains a great aspiration for many, with global conversation around *entrepreneurship* rising dramatically,<sup>2</sup> and 56% of global survey respondents saying that it remains a dream of theirs.<sup>1</sup> Specifically, the aspiration to become an entrepreneur is highest among Millennials, Gen Zers and parents.<sup>1</sup> But the journey to this dream may be paved with extra work, as many people hedge their bets by taking on side hustles (like renting their cars or extra rooms in the house) or maintaining other full-time employment.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

Digital marketing

📈 +79%

#SocialMediaMarketing

@ +78%

#SupportSmallBusiness

@ +61%

Entrepreneurship

@ +56%

Female entrepreneurs

📈 +54%

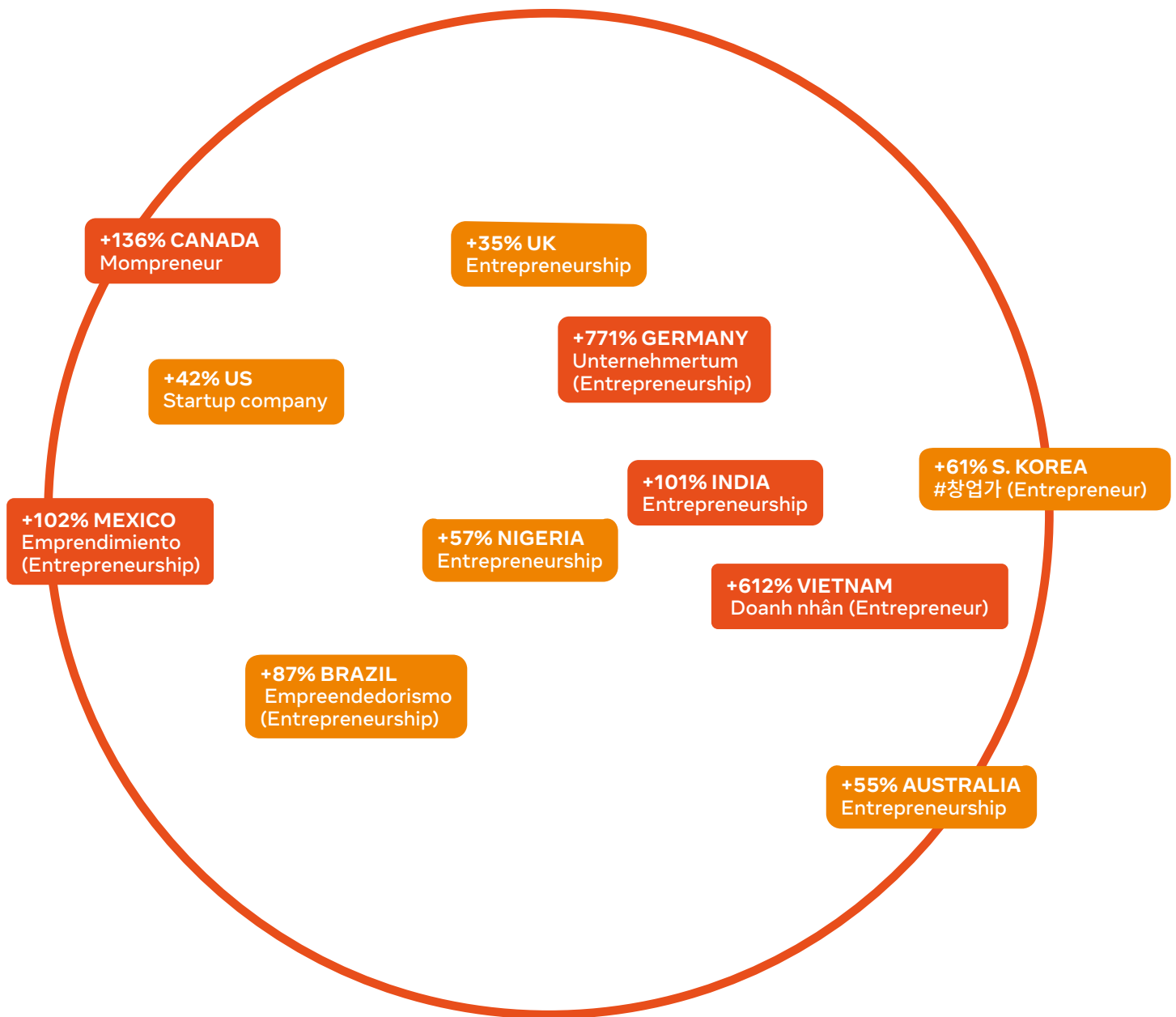
#EntrepreneurLife

@ +53%

### What's Next

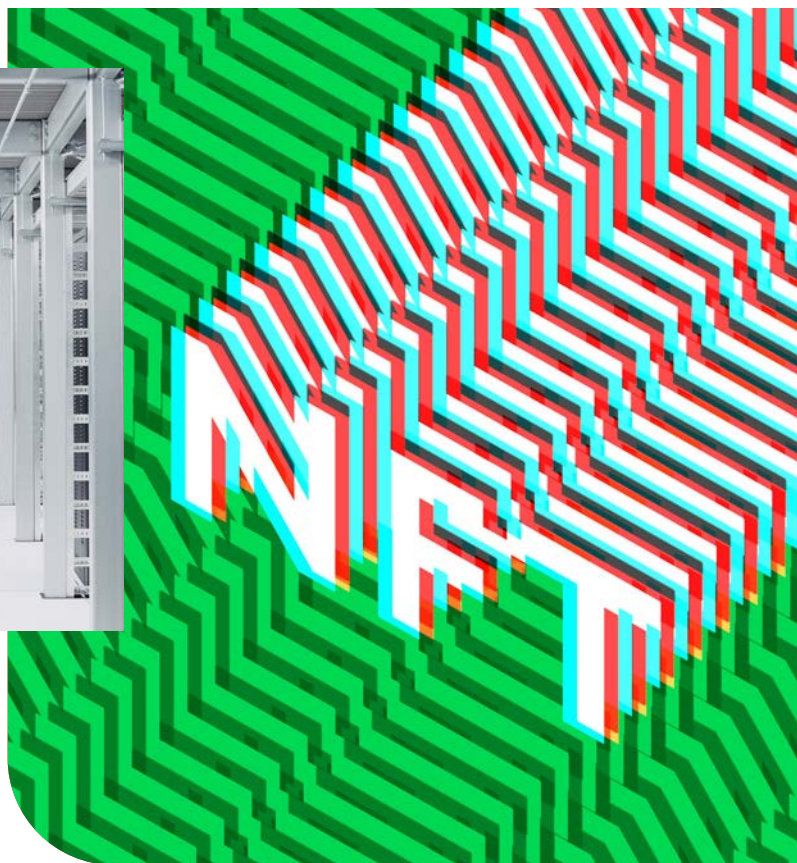
Traditional brick-and-mortar stores embrace a **hybrid model** that more tightly integrates digital with physical, as in-store shopping returns while e-commerce remains strong. The power of entrepreneurs continues to grow, as technology disrupts a growing number of industries and creates more opportunities for innovation.

# Globally, conversation around **entrepreneurship** is on the rise



## Facebook IQ source:

Hashtags are based on Instagram data, global, Jan 2020–Dec 2021.  
Conversation topics are based on Facebook data, global, Jul 2020–Sep 2021.



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## Cryptoinclusion

New forms of currency and digital assets are creating more interest in how these technologies can lead to more *financial inclusion* for people. Cryptocurrency is digital currency powered by blockchain technology, whereby transactions are verified and records maintained by a decentralized system. Globally, 49% of respondents believe cryptocurrency to be the future of money.<sup>1</sup> Today, cryptocurrency is often associated with exciting opportunities—with interest driven largely by Millennials, many of whom have been excluded from traditional paths to building their financial futures. In countries like the US and South Korea, for example, Millennials have the lowest rates of homeownership, highest recent increases in debt and lowest wealth at their age compared with previous generations. The true potential of cryptocurrency, however, has yet to be fully realized. Cryptocurrency may unlock financial inclusion for unbanked and underbanked people around the world—making, for example, the transfer of money as easy as sending a message. Also powered by blockchain technology are NFTs (nonfungible tokens), which have seen an explosion of interest and online conversation. Often associated with digital files like art, photos, videos and audio, NFTs offer their owners a unique certificate of authenticity and ownership. Their rise has been fueled by an influx of creativity, rising valuations and that timeless human desire to own something singular and scarce.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### #NFT

📈 +11,480%

#### Fungibility

📈 +1,171%

#### Cryptocurrency

📈 +194%

#### Token coin

📈 +163%

#### Blockchain

📈 +103%

#### #CryptoEconomy

📈 +78%

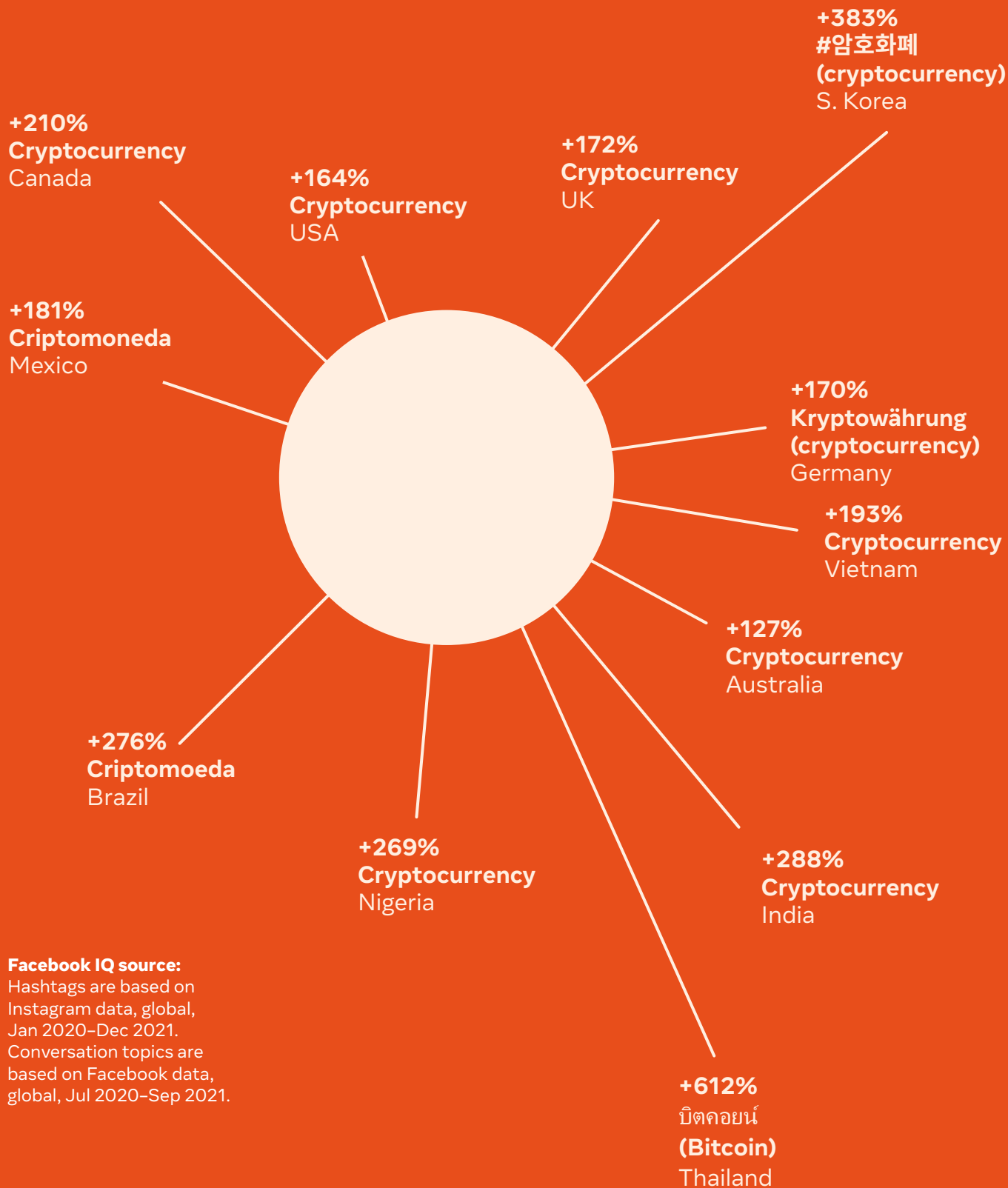
#### Financial inclusion

📈 +15%

### What's Next

The trend line is clear that digital assets are on the rise. A creator economy, boosted by the metaverse, built around NFTs and other digital assets emerges, blending the economic rules of rare goods (scarcity, provenance, historic significance) with rules of creator economy (timeliness, virality).

# Conversation around **cryptocurrency** is soaring around the world





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## Creator culture

The trope of the starving artist may have had its moment because the future will be written by creators. Creativity has been unleashed, driven by social networks, affordable and powerful software and hardware and the belief that everyone can be clever and inventive. Most successful *creators* remain Millennials and Gen Z, and their audience sees their *social selling* success as highly relatable and attainable. Now, creators can take their large follower counts, the *social influence* that comes with it—and their built-in authentic appeal—and become a *brand ambassador* or *microinfluencer*. It's also an attractive career choice: 40% of survey respondents aspire to be a successful influencer or creator.<sup>1</sup> Not surprisingly, it's strongest with Gen Z and weakest with Baby Boomers. Emerging markets (Nigeria, Thailand, India, Brazil) have the highest aspiration.<sup>1</sup>

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### #MicroInfluencer

📈 +384%

#### Influencer marketing

📈 +147%

#### Brand ambassador

📈 +131%

#### Social influence

📈 +91%

#### #Creator

📈 +76%

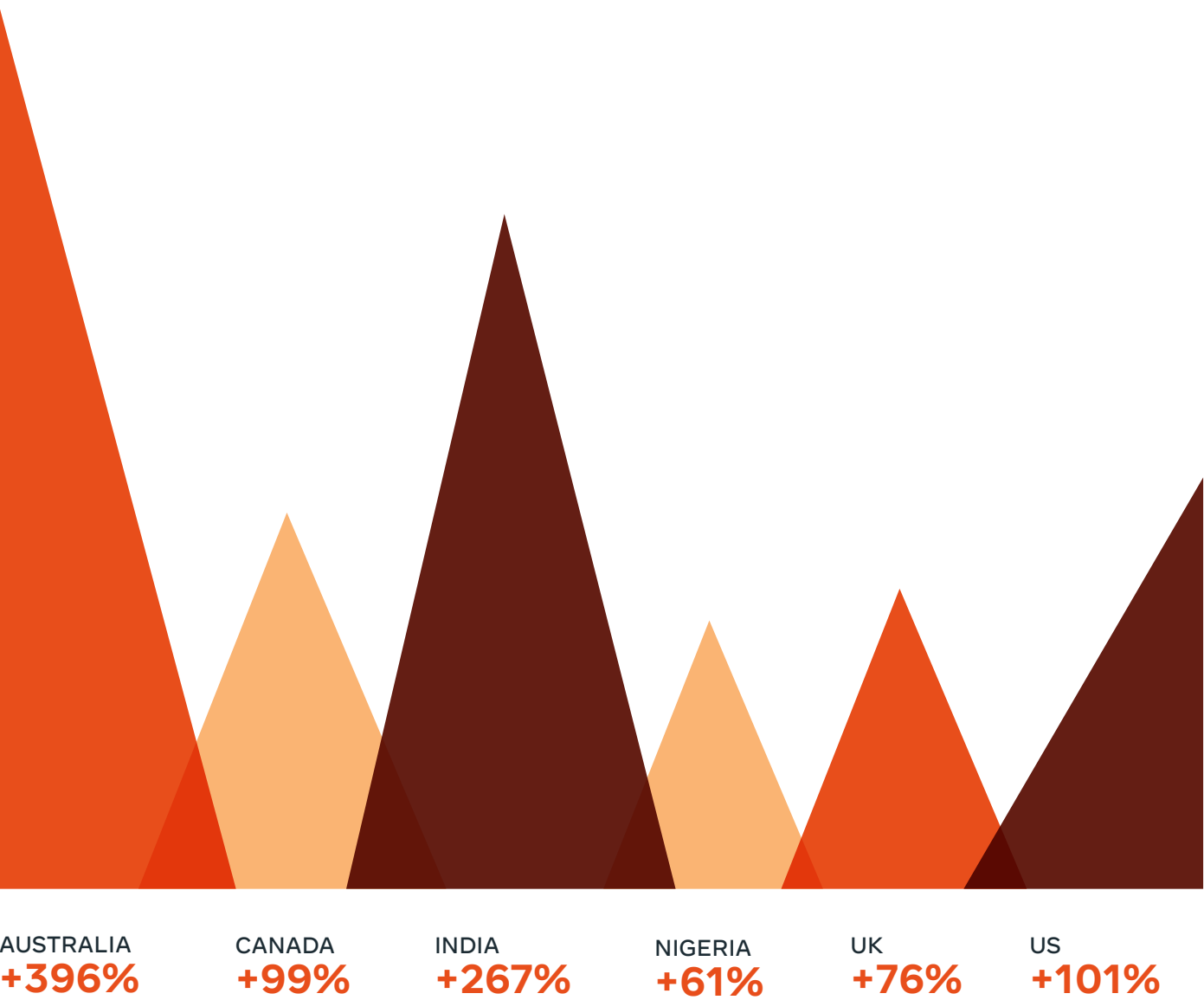
#### Social selling

📈 +31%

### What's Next

Creator culture continues to flourish, as more people can transform a hobby into an economically viable full-time role. The most successful will build the next big brand or be a celebrity spokesperson who can serve as a bridge between brands and diverse communities. Both new and established creators are open to innovation and disruption in their quest for economic success. For some creators, their appeal is relatability, so authenticity will remain key as they continue to partner with brands.

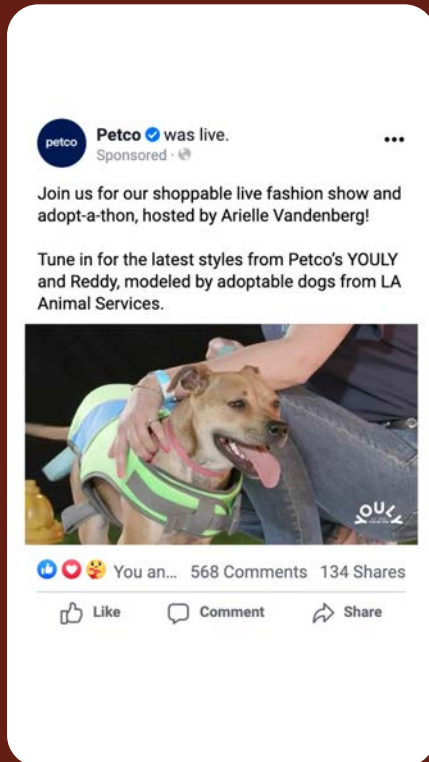
Global YoY growth in  
Facebook conversation  
around **influencer marketing**



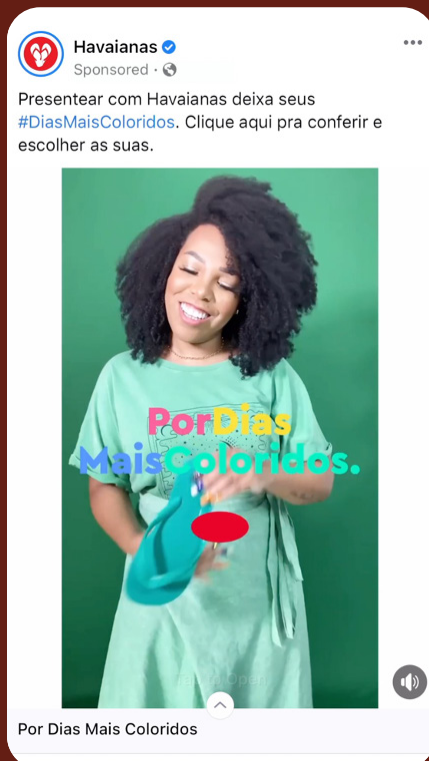
**Facebook IQ source:**  
Facebook data, global,  
Jul 2020–Sep 2021.

## BRAND INSPIRATION

# Collab for success



**Petco** hosted a live pet fashion show and an adopt-a-thon using Facebook Live Shopping, harnessing the power of collaboration and the cuteness of dogs. (US)



**Havaianas** partnered with a set of diverse creators and found that higher inclusivity led to higher conversion rates. (Brazil)

## HOW CAN YOU COLLAB FOR SUCCESS?

If you want to go fast, go alone. If you want to go far, find a friend. No matter your business objective, there's a strong chance you can do it better with a partner. It could be a set of diverse creators, members of an underrepresented community, a Spark AR developer, an NGO or even a like-minded brand.



# 4. Expanding values

What we value shapes who we are and how we behave. Look out for next-level sustainability, global tastes, local community and total wellness. Our shopping habits are no longer just self-expression—for many, it's an act of self-preservation.



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## Global passion, local purchase

Shoppers support businesses close to home—even as they see the whole world as their cultural and culinary marketplace. Globally, 58% of respondents say they make an effort to *shop local* even when it's more expensive.<sup>1</sup> At the same time, 62% consider themselves a *global citizen*, a broad term that refers to awareness, affinity and/or engagement of worldwide events, products and culture. Millennials feel it the most strongly, followed by Gen Z.<sup>1</sup> Social media certainly helps create borderless cultures. Most users follow accounts by topic, without regard to country borders. On a good day, the increasingly global village that we inhabit fuels cultural exchange, understanding and engagement. These discussions cover everything from *omakase*, an elaborate chef-selected sushi dinner, to the latest *Bollywood songs* and movies. Another powerhouse: South Korea. It's a top cultural exporter, and some of its biggest films, TV shows and musical acts attained global popularity. One result of both *K-love* and the country's growing influence: 26 Korean words were added to the Oxford English Dictionary due to cultural significance.<sup>10</sup>

### Rising conversation topics (global growth YoY)<sup>2</sup>:

Global citizenship

📈 +357%

#BollywoodSongs

📈 +158%

Omakase

📈 +106%

#VocalForLocal

📈 +61%

#ShopLocal

📈 +55%

K-love

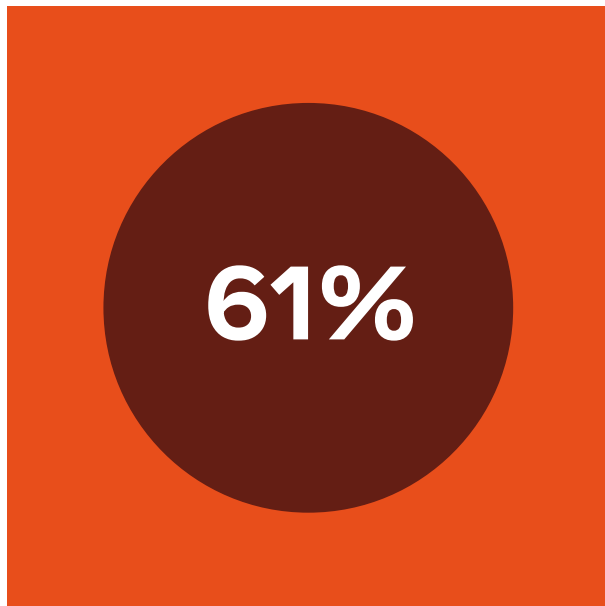
📈 +19%

### What's Next

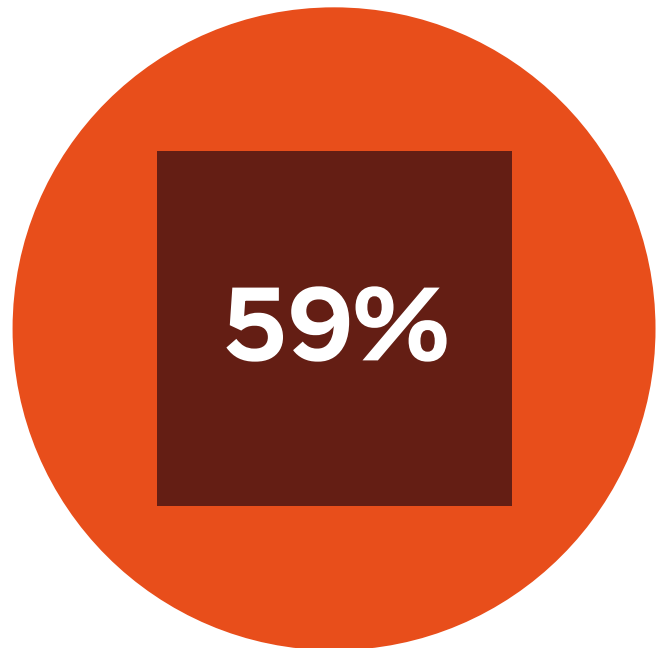
Consumers seek global culture that's locally made/ sourced (food, furniture, clothing). Regional pride and consumer distrust of distant agribusiness practices also raised the demand for local, small-farm produce.

# People are embracing the duality of being global citizens and local champions

Among people surveyed globally



of respondents consider themselves global citizens



make an effort to shop locally, even if it's more expensive

## Facebook IQ source:

"Global Foresight Study" by Mintel (Meta-commissioned survey of 36,000 people ages 18+ in AU, BR, CA, DE, GB, IN, KR, MX, NG, PL, TH, US), Oct 2021.



17

## Sonic boom

The human voice, the oldest form of storytelling, touches us in new ways, helping with everything from convenience (*smart speakers*) to calmness (*music therapy*) while it allows us to multitask (drive/bike/work). *Podcasting* is growing rapidly and has achieved a wider audience during the pandemic; news, comedy and true crime are top draws.<sup>11</sup> There is also soaring interest in soundmojis and apps that offer a kaleidoscope of real-time content and conversation.<sup>2</sup> The power of sound is being explored through *ASMR* (autonomous sensory meridian response), which focuses on audio importance and sensory impacts, especially in noise-polluted areas like cities and offices.<sup>12</sup> Video and screen immersion led to a renewed emphasis on high-quality audio. This helped ignite a vinyl record rebirth in urban centers (NYC, LA) in the mid-2000s, which sparked interest in hi-fi audio and *audio editing software*.<sup>13</sup>

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Podcast

📈 +117%

#### Audio editing software

📈 +106%

#### Smart speaker

📈 +42%

#### #ASMR

📈 +34%

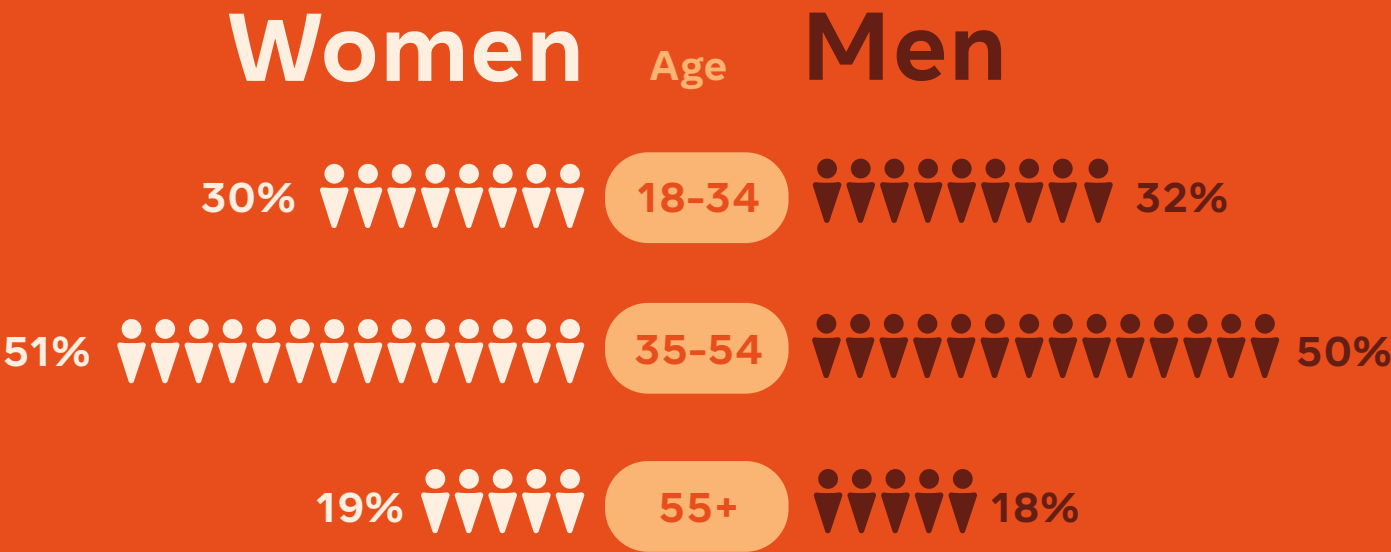
#### Music therapy

📈 +30%

### What's Next

The immersive appeal of audio grows as we increasingly feel mental and visual fatigue from screens. Continued adoption of hi-fi audio in smartphones, smart speakers, headphones and car audio enable increased audio creativity. Brands are starting to jump on the audio bandwagon, but it's just beginning.

People are increasingly discussing podcasts on Facebook, with Gen Xers leading the way



**Facebook IQ source:**  
Facebook data, global,  
Jul 2020-Sep 2021.



18

## Instant shopification

Once upon a time, two-day shipping was considered fast. But with more and more people shopping at the speed of life, is two-hour delivery becoming the new standard? Shoppers' shifting expectations are even more fundamental though: With online and offline boundaries blurring, many shoppers expect that if they can see it, they should be able to buy it—whether that's shopping via website, mobile app, messaging app, photo with a product tag or live shopping broadcast. The groups most open to new shopping experiences are parents, higher income groups, married couples and women.<sup>1</sup> Pair this with the rise of shoppable surfaces, an increase in *live shopping*, one-click *mobile payments*, *layaway* plans, flexible financing (like *#BuyNowPayLater* options, which are most popular with Gen Z and Millennials<sup>14</sup>), *free shipping* and *same-day delivery*. Increasingly, shopping is effortless and for those considering an *impulse purchase*, resistance is futile.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### QR code

f +223%

#### #LiveShopping

@ +90%

#### #BuyNowPayLater

@ +96%

#### Layaway

f +74%

#### Mobile payment

f +42%

#### Free shipping

f +36%

#### #SameDayDelivery

@ +34%

#### Impulse purchase

f +16%

### What's Next

Today's consumers see no difference between online and offline channels—it's all just shopping. And people demand the best of online and offline in every commerce interaction. Growing expectations for the interconnectivity of these channels—and the shoppability of every surface—challenge retailers to find ways of offering the convenience and immediacy of online within brick-and-mortar environments and conveying the in-store experience of touch and trust in online environments. People will increasingly expect that if they can see it, they can shop for it.

People increasingly expect that if they can **see it**, they can **shop it**

## OMNISURFACE ACCESS

QR code

**+233%**

#LiveShopping

**+59%**

Customer experience

**+60%**

## NO PAYMENT, NO PROBLEM

Layaway

**+74%**

#BuyNowPayLater

**+63%**

Impulse purchase

**+16%**

## FABULOUS FULFILLMENT

Online and offline

**+153%**

Free shipping

**+36%**

#SameDayDelivery

**+17%**

## PROMISING FUTURE

User experience design

**+73%**

Virtual economy

**+85%**

#DroneDelivery

**+64%**

**Facebook IQ source:**

Facebook data, global,  
Jul 2020–Sep 2021.





19

## Ultimate wellness

People are increasingly striving to nurture their whole selves. Remarkably, many now report that mental health has surpassed physical health in its importance to total wellness and general *attitude*.<sup>15</sup> Much of that change came from the extreme stresses brought on by the pandemic. Globally, 37% of respondents say they reassessed and reprioritized what matters most to them during the pandemic (with women and Gen X reporting the most *self-reflection*).<sup>1</sup> The World Health Organization now recognizes mental health as a major global health concern. Still, many in low- and middle-income countries receive no treatment for mental health issues. As mental health is more openly discussed, conversations about *self-reflection*, *self-love* and *mindfulness* increase. This desire for ultimate wellness has led to people embracing new omnidirectional *fitness motivation* strategies (e.g., working out in VR), nontraditional healthcare, an embrace of natural ingredients (and nature itself)—as well as the desire to give back through *fundraising* or being a *volunteer* for a cause you care about.<sup>2</sup> Alternative wellness approaches such as botanicals, acupuncture, meditation, energy healing, nature therapy and yoga are also skyrocketing.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Attitude

f +262%

#### #Volunteer

@ +256%

#### Authenticity

f +130%

#### Fundraising

f +111%

#### Mindfulness

f +77%

#### Self-love

f +73%

#### Self-reflection

f +42%

#### #Wellness

@ +36%

#### #FitnessMotivation

@ +32%

### What's Next

Mind-body health and work-life balance become prominent among consumers. Alternative lifestyles and stress-reduction techniques emerge as a priority for optimal health.

# There are many paths to modern **wellness**



## Facebook IQ source:

Hashtags are based on Instagram data, global, Jan 2020–Dec 2021.  
Conversation topics are based on Facebook data, global, Jul 2020–Sep 2021.



20

## Planet positive

Growing concerns about climate change have spurred more people to believe that reducing our carbon emissions to net zero is paramount. Globally, 69% of respondents believe brands should care about the environment and provide *sustainable living* products for consumers and *sustainable tourism* options for leisure activities.<sup>1</sup> That's a big change from just a few years ago and has to do with an increasing visceral awareness of climate change; the steady drumbeat of news about increasing droughts, floods, heat, wildfires and melting glacial ice can change minds. One big sign of that awareness: *Electric vehicle* sales have grown.<sup>16</sup> Meanwhile, consumer electronics companies extend smartphone lifecycles, support trade-ins and recycling and focus on yearly service updates instead of new products. *Upcycling*, in which unwanted or waste materials are transformed into new goods, is also on the rise. More consumers view secondhand clothing as desirable, a trend aligned with the rise of the *circular economy*.<sup>17</sup> Businesses are moving away from the “take, make and waste” model. Our future demands it.

### Rising conversation topics (global growth YoY)<sup>2</sup>:

#### Electric vehicle

📈 +238%

#### Sustainable tourism

📈 +178%

#### Circular economy

📈 +152%

#### Sustainable fashion

📈 +147%

#### Space debris

📈 +133%

#### Greenwashing

📈 +124%

#### Sustainable living

📈 +60%

#### Sustainable design

📈 +59%

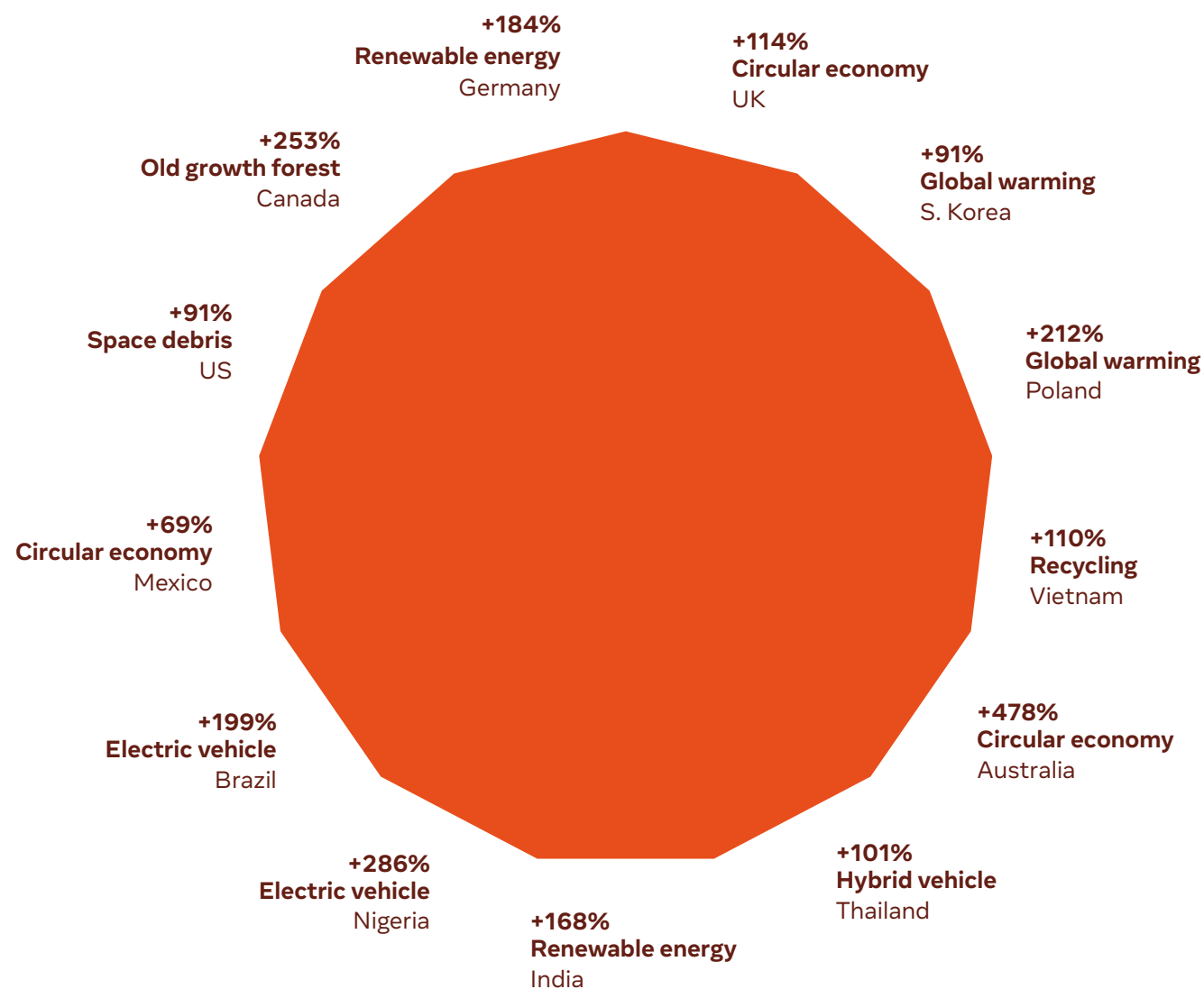
#### Upcycling

📈 +24%

### What's Next

Sustainability in operations and products continues to grow in importance. Forward-thinking companies increasingly adopt stances that push beyond neutrality (e.g., shifting from “carbon neutral” to “carbon positive” means removing additional carbon dioxide from the environment). As Millennials approach their peak spending years, they will be holding businesses to account. Companies must back up words with concrete actions to reduce emissions or risk accusations of greenwashing—or better yet, start with action and follow with words.

# Conversations around **sustainability** are rising around the world



**Facebook IQ source:**  
Hashtags are based on Instagram data, global, Jan 2020–Dec 2021.  
Conversation topics are based on Facebook data, global, Jul 2020–Sep 2021.

## BRAND INSPIRATION

# Collide purposefully



**Corona** turned plastic into currency during Ocean Week. The brand accepted plastic waste as a form of payment, and for every six-pack purchased, Corona and Parley committed to clean one square meter of a local beach. (Mexico)



**Goodwill** advocated for their mission of reuse, recycling and giving back to the community using the dance and body positivity focus of influencer Eric Cavanaugh. (US)

## HOW CAN YOU COLLIDE YOUR TRENDS?

No trend is an island. Want to see real magic? Bring a few trends together. For example, combine e-commerce and entertainment and you get live shoppertainment! Combine social good with diverse creators and you've got a campaign that will resonate with new folks in new ways. The possibilities are endless. The future is unwritten. GROW ON and build it.

# How to use this foresight

We hope you've enjoyed this report and our forecast of how people will connect, create and consume in the next three to five years. More importantly, we hope you're inspired. Here's a few suggestions for how to incorporate Culture Rising into your organization, so you can move more confidently into the future.

**Commit to purpose.** Consumers are increasingly looking to businesses to solve society's problems. Adapting to cultural trends is an opportunity—only if approached authentically. Conviction is key but nowadays action is everything. To avoid accusations of #Wokewashing or #Greenwashing, it's best to act first before you advertise it.

**Champion inclusivity.** Talk to people whose experiences can expand yours to help ensure authentic, inclusive representation. And remember that change starts at home. Are you cultivating a radically inclusive culture at work?

**Connect experientially.** People haven't run out of attention. They just need a good reason to spend it on you. People may not remember what you say, but they'll always remember how you make them feel. Whether it's an interactive poll, an AR ad or a fully immersive VR experience, have a little fun and take chances so you spark an emotional response with your audience.

**Collab for success.** If you want to go fast, go alone. If you want to go far, find a friend. No matter your business objective, there's a strong chance you can do it better with a partner. It could be a set of diverse creators, members of an underrepresented community, a Spark AR developer, an NGO or even a like-minded brand.

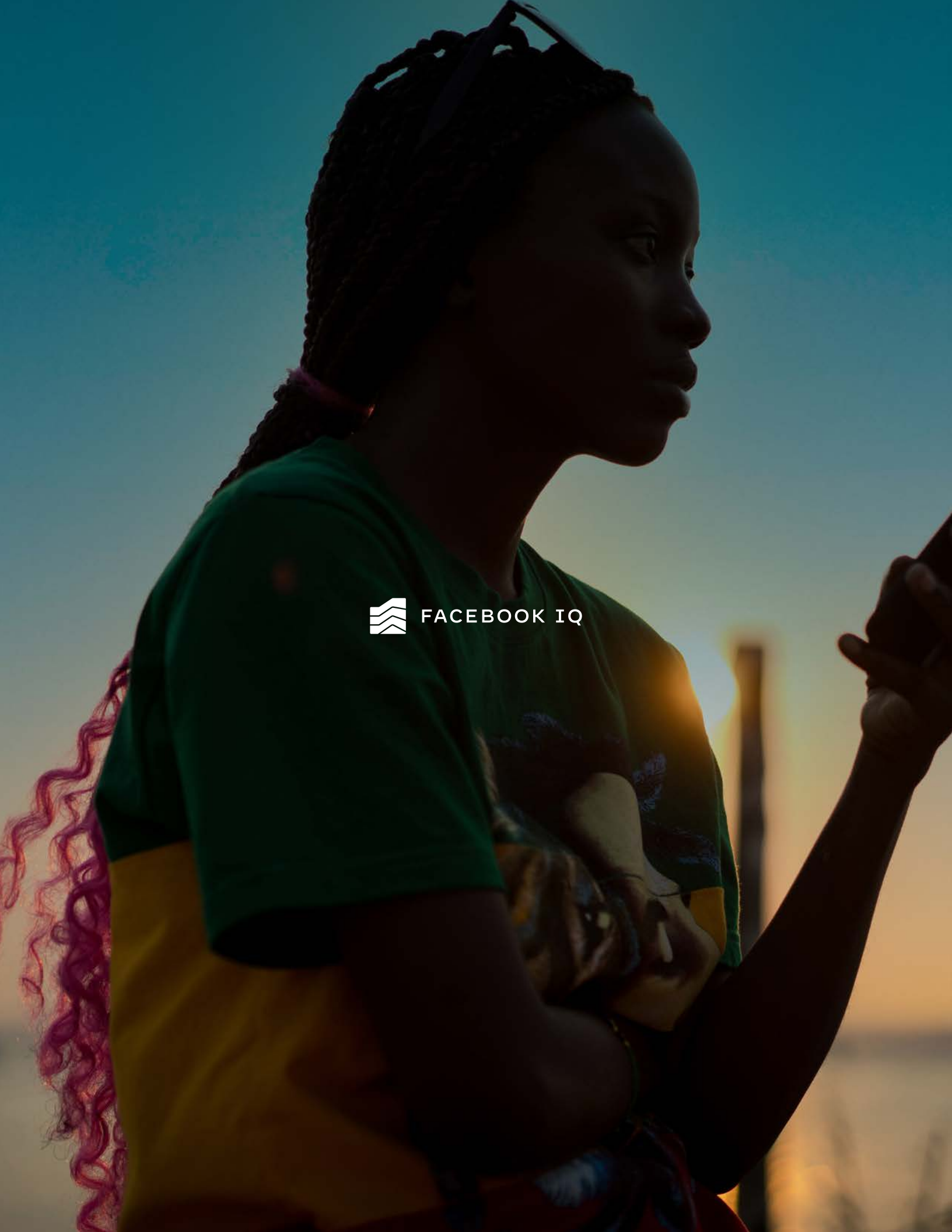
**Collide your trends.** No trend is an island. Want to see real magic? Bring a few trends together. For example, combine e-commerce and entertainment and you get live shoppertainment! Combine social good with diverse creators and you've got a campaign that will resonate with new folks in new ways. The possibilities are endless. The future is unwritten. GROW ON and build it.

Check out the Facebook IQ site for shareable trends and deeper foresight:  
[fb.me/2022trends](https://fb.me/2022trends)



# Sources

1. “Global Foresight Study” by Mintel (Meta-commissioned survey of 36,000 people ages 18+ in AU, BR, CA, DE, GB, IN, KR, MX, NG, PL, TH, US), Oct 2021.
2. Hashtags are based on Instagram data, global, Jan 2020–Dec 2021 (comparison of Jan–Dec 2020 vs. Jan–Dec 2021). Conversation topics are based on Facebook global data, Jul 2020–Sep 2021 (comparison of Jul–Sep 2020 vs. Jul–Sep 2021).
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FACEBOOK IQ