

10 MEGATRENDER

SOFIA ULVER-SNEISTRUP EK.DR LUNDS UNIVERSITET, KONSUMTIONSFORSKARE OCH
TRENDANALYTIKER

10 MEGATRENDER

...som ger “status”

EXPLODERANDE MEDELKLASS

2010:

1,845 miljarder

0,5 i Asien

EXPLODERANDE MEDELKLASS

2030:

4,884

miljarder

3,2 i Asien!

LEJONEKONOMIER

URBANISERING

**2010:
50% av jordens
befolkning**

URBANISERING →
ENSAMHUSHÅLL

2010:
50% av dessa

love seats



GET PAID TO BE A FRIEND!

We are now accepting Friend applications worldwide!
Earn Up To \$50 Per Hour! Plus Free Meals, Free Concerts, Free Sporting Events, & More!



Party!



Enjoy Life!



Make Friends!



Get Paid!

GET PAID TO BE A FRIEND. Be your own Boss, set your own hours, set your price, work when you want to and keep 100% of the money you make! [Now accepting new applications worldwide!](#) This is the ultimate job!

What is RentAFriend.com? RentAFriend.com is a unique website that allows people to place free profiles on RentAFriend.com to advertise their friendship. RentAFriend.com is NOT a dating website, rather it's a website where people can "Rent Your Friendship". It's the first and only website where you can rent out your friendship and get paid.

Hyr en vän



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LIVE THE LOCAL SPIRIT WITH A LOCAL FRIEND

Experiencing a new city with a local friend makes us feel at home. It brings us the confidence of making the right choices, so we can relax and enjoy the local spirit. Now, if you don't have yet a local friend at your travel destination, you can always rent one!

Your local host will design and propose a personalized itinerary based on cool and charming places to visit, according to your personal interests.

DISCOVERING A NEW CITY IS ENTIRELY UP TO YOU...

You can make the most of your day, visiting only those



Hyr en vän

10 MEGATRENDER SOM GER STATUS

1.

AUTENTICITET(SWASHING)



- Turist
- Ironisk postturist
- Ikke ironisk postturist



Tachdirt



Hassan



Hassans hus



Salong



Icke-turist?

Autentiskt miljonprogram
Autentisk svensk bonde
Autentiskt svenskt kök

.

2. PROSUMERISM & MEDSKAPANDE

- Göra själv
- Crows sourcing
- Bjud-in-kampanjer
- Göra själv men
- Annans helhetsansvar

3. TRANSFORMATIONSKULTUR

Radikala makeovers

ROBIN SHARMA
NATIONAL BESTSELLER

THE MONK

A SPIRITUAL FABLE ABOUT

WHO SOLD

FULFILLING YOUR DREAMS AND

HIS FERRARI

REACHING YOUR DESTINY



Sadla om

lonely planet

THE CAREER BREAK BOOK

*Swap your briefcase for a
passport and live your dream*



Sadla om

THE INTERNATIONAL BESTSELLER

eat

pray

love

One Woman's Search for Everything

ELIZABETH GILBERT

Dromresan

4. NEOINDIVIDUALISM

5. SNÄLLHET(SWASHING)

6. HYBRIDITET & EKLEKTICISM



Tagwacore



Extrem discount



Extrem Premium

7. DELNINGSKULTUR

PWYW – Wiensk allt-du-kan-äta Pakistansk Buffet (!)

PWYW- Videospel

PWYW – “Scenic BoatTour”

PWYW – Nöjesparksfoton

PWYW – DJ album

627 600

downloads

PWYW – DJ album

Forskare: (Gnezy, Gnezy & Nelson 2010)



PWYW – DJ album

Forskare: (Gneezy, Gneezy & Nelson 2010)

\$ 1,47

vinst per kund

PWYW – DJ album

Forskare: (Gneezy, Gneezy & Nelson 2010)

\$ 935 124

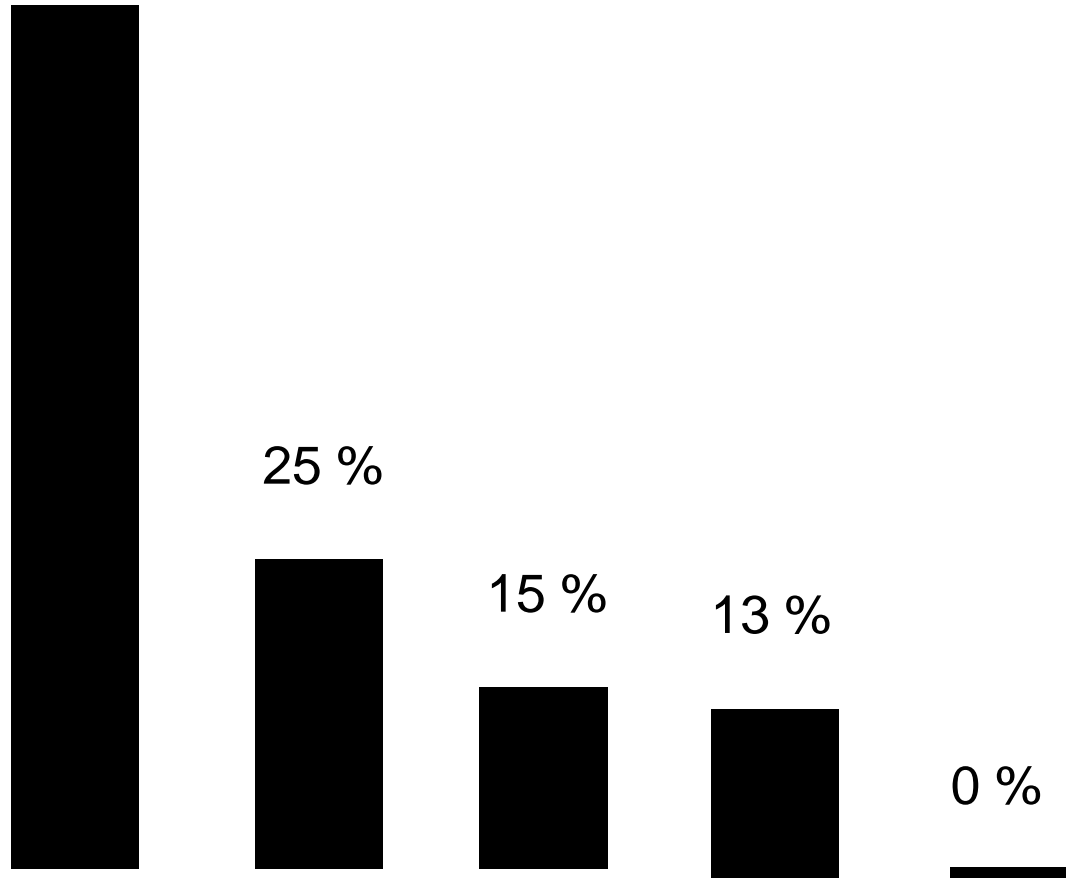
total vinst

PWYW – DJ album

Forskare: (Gnezy, Gnezy & Nelson 2010)

73 %

PWYW – % kunder som betalar minsta möjliga



Både vinst- och välgörenhetsskapande

Kunder som köper tidigare betalar mer

“Long tail”-effekt

Folk betalar mindre när observerade (!)

Ingen betalar 0 när välgörenhet läggs till

PWYW - Sammanfattning

Forskare: (Gneezy, Gneezy & Nelson 2010)

8. FILTERERINGSKONST (OCH PERSONKULTEN)

ude,

I was poisoned here

Out of this world!!!

Can you really trust tripadvisor?

NEWS SHOW
why we plan
is that, as

'G... of the track, the "g" is the...
ments of trip advisor, the...
world's largest travel review...
platform, which only makes...
the following all the more...
alarming. Log on to its website and type...
the words "poison" or "terrorism" and the

in 2011 (the three defendants were an...
and to describe hotel or restaurant staff...
with servers, waiters and receptionists...
"There is a real risk of getting raped...
here," says one reviewer of a hotel in...
blowin', the proprietor... is one of the...
more (and) good, please" and another of...
been 13,424, around 11,000 and the 6...
2,210) - information that has an...
available maps on the website that...
overrated, but also it can be more...
without a shred of evidence. Because of...
the words "inspired" and "inspiration" of the...
travel agency" and "inspiration" of the

Vem är avsändare

The Best of 2010

100
Inspired
Travel
Blogs

Tydlig avsändare

Tablet.

Hotels

Private Sale

Guides

Talk

Tunes

Global Nomads™

The Latest

Destinations

Features

Interviews

Photo Contests

Features

2010: Laurent's Year In Travel

By The Editors | December 28th, 2010



Globala Nomader

9. KAWAIIIFIERING OCH ANNAN
POPKULTURMAKT

10. FREUD(!)

1. AUTENTICITET(SWASHING)
2. PROSUMERISM & MEDSKAPANDE
3. TRANSFORMATIONSKULTUR
4. NEOINDIVIDUALISM
5. SNÄLLHET(SWASHING)
6. HYBRIDITET & EKLEKTICISM
7. DELNINGSKULTUR
8. FILTRERING
9. KAWAIIIFIERING
10. FREUD(!)

TACK FÖR MIG

A handwritten signature in black ink, appearing to read 'Sofia Ulver', written in a cursive style.

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