

**MUO-E0105 Research
and Inspire 6 cr
Welcome!**

Programme

24.10. Inspiring//Change+Course Intro

31.10. Design-Driven Change

7.11. Long-Term Collective Change

14.11. Changing Values

21.11. Individual Change

28.11. Changing Worldviews

5.12. Presentations



Today, we'll talk about long-term collective changes, of which megatrends are one way of looking at long-term change.

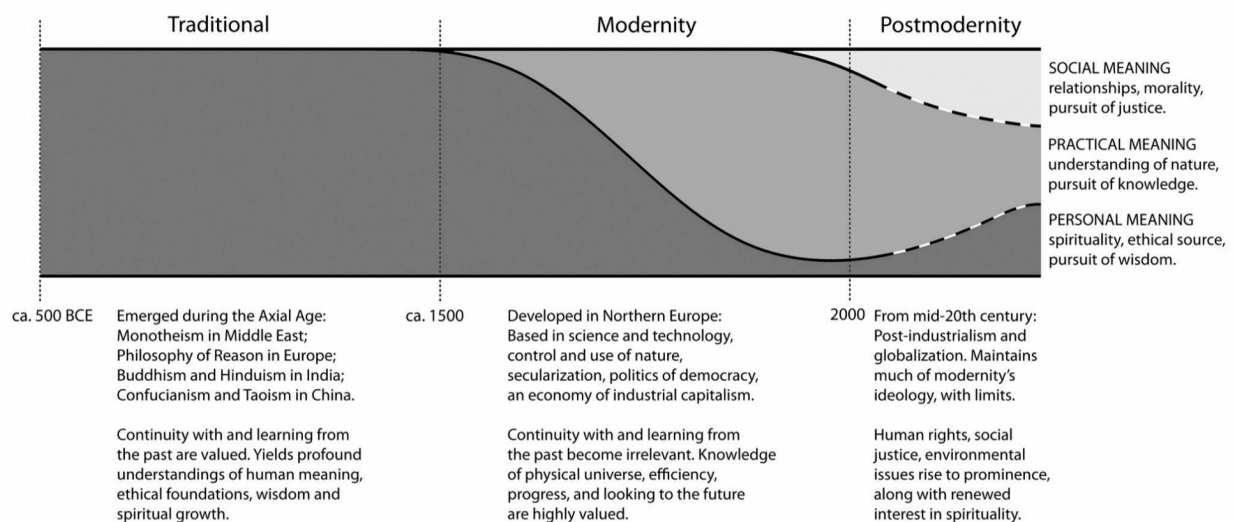
Our aim is to understand megatrend behaviour, and how they influence what happens on this planet and what this means to you, who have to both research and inspire.



Evolution

It seems that humankind is fascinated with evolution, development and progression. For example, Carl Jung, Hegel, Karl Marx.

Photo by Håkon Grimstad on Unsplash



From the design point of view, Stuart Walker's view on collective change is interesting. (Walker 2013)

Traditional: focus on internal growth, internal life

Modernity: focus on the outside world, future, novelty, individualism, external growth

Postmodernity: focus moves to social wellbeing, care for others. Best case: combination of traditional and modern values.

Walker writes that "The finance, business and for example marketing must change. But also design has to change" because current design is too focused on creating things that advance and support external growth.

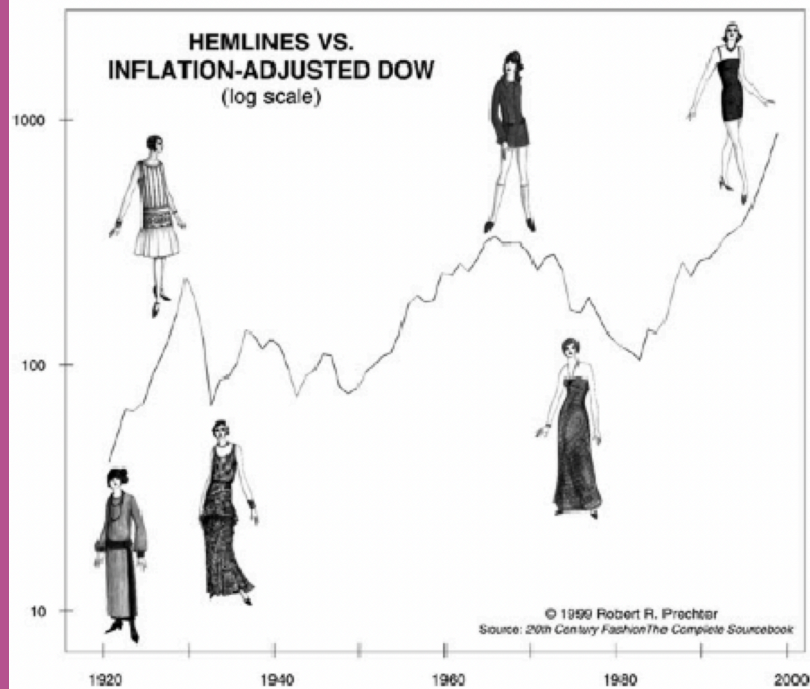
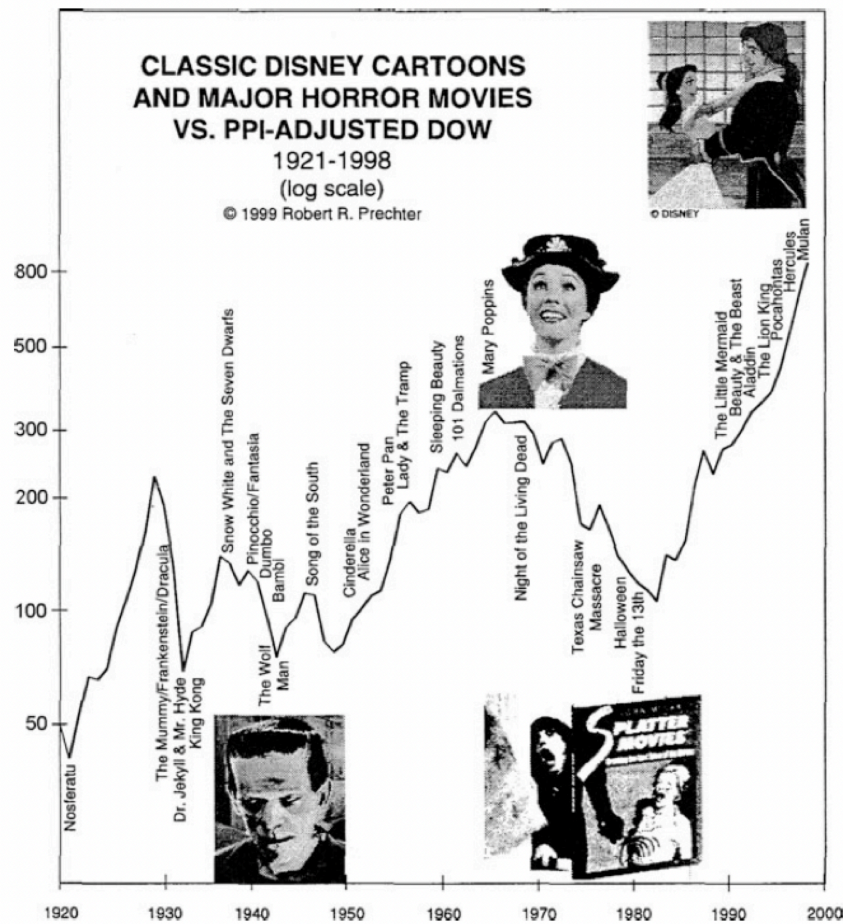


Figure 3.1 The skirt length indicator, 1920–2000.

Casti, J.L., 2010. Mood Matters. From Rising Skirt Lengths to the Collapse of World Powers, Springer.

The hemline follows the stock index.
Economic decline makes hemlines longer.



Casti, J.L., 2010. Mood Matters. From Rising Skirt Lengths to the Collapse of World Powers, Springer.

At different times, different kinds of movies are popular. John Casti (2010) argues that our taste in movies follows the same pattern as the stock index: when the economy is doing good, feel-good Disney movies are popular, and when the economy is going down, people watch horror movies. The same goes with at least the use of car colours and architecture of the skyscrapers. The higher the social mood, the taller buildings cities wish to build.

Social mood ... Collective behaviour

In a more general sense, there appears to be a pattern in how social mood swings. (Casti 2010)

Social mood is rising: Hope, family themes, good guy heroes, healthy hobbies, marriage, peace

Mood peak: Hubris, upbeat, unrealistic designs

Social mood is declining: Fear, anti-heroes, destructive actions, divorce, war

Mood bottom: Despair, depression, dying, insecurity, loneliness, loss of confidence

The point: swings of social mood are reflected in the stock index, and that's why the stock index can be used to track social mood. This is an interesting and, I think, realistic argumentation. It would be easy to think that when bad things happen, people get upset, but Casti argues that it is the other way around: bad things happen because people are upset.

John Casti is a controversial figure, accused of bad academic behaviour. In *Mood Matters*, he's open about focusing on just proving his point with evidence that favours his argumentation.

Top Trailers



Lore



Friend Request



Mark Felt: The Man
Who Brought Down
the White House

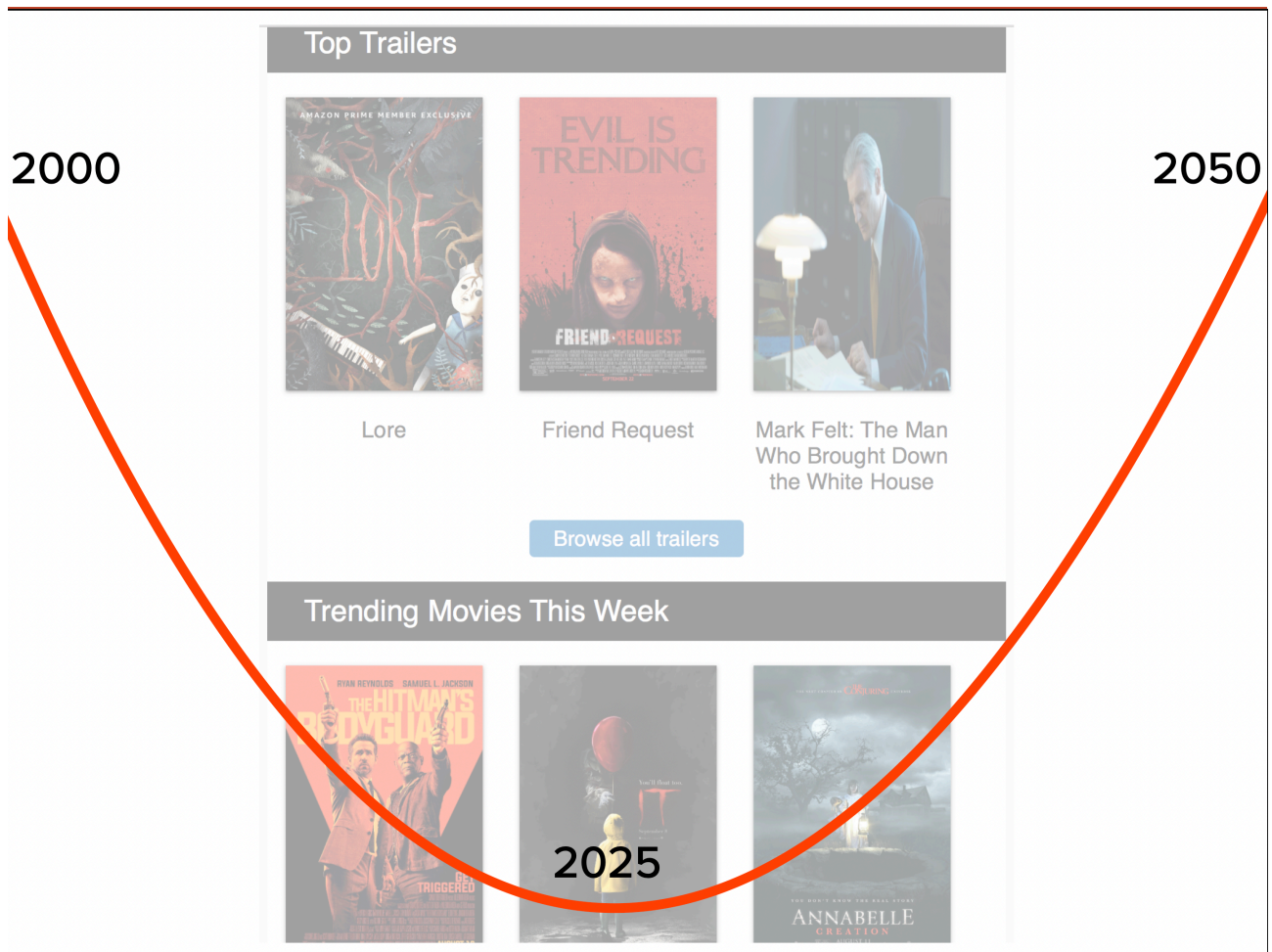
[Browse all trailers](#)

Trending Movies This Week



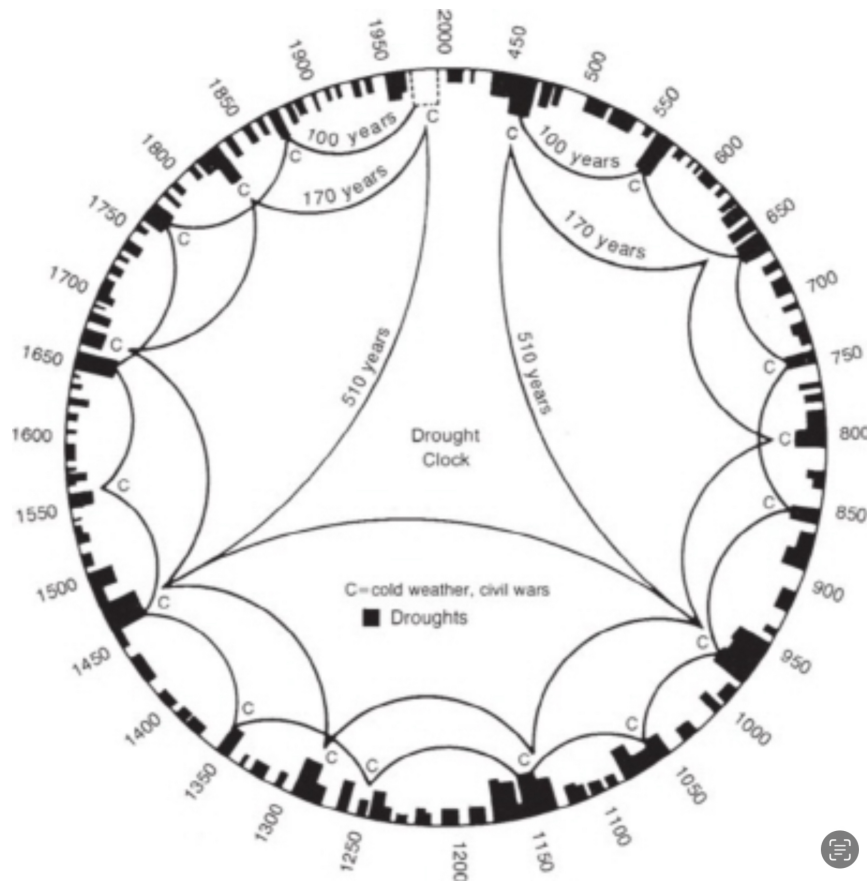
My Netflix recommendations a couple of years ago.

(for the record, cosy British crime fiction is the scariest I watch)



According to Casti, mood swings follow 50-year pattern. It takes 50 years to go from one Mood peak to the next. The previous Mood peak in 2000, the next Mood Bottom in 2025.

In the background: planetary climate. For example, psychologist Raymond Wheeler (in Casti 2010) argues that "human behaviour is not built up piece by piece from elementary primitives, but it is *an integrated pattern of responses to the individual's environment.*" This view forced Wheeler to consider whether swings or changes in the environment might play a determining role in the way people behave, which made him look at the role of climate variation in human affairs. (Casti 2010)



Wheeler discovered strong correlations between weather cycles and historical factors such as types of governments, wars, cultural styles, and human achievements. More specifically, he discovered a 100-year cycle, divided into four almost equal parts, indicating that humankind has behaved differently during periods of warm-wet, warm-dry, cold-wet and cold-dry weather.

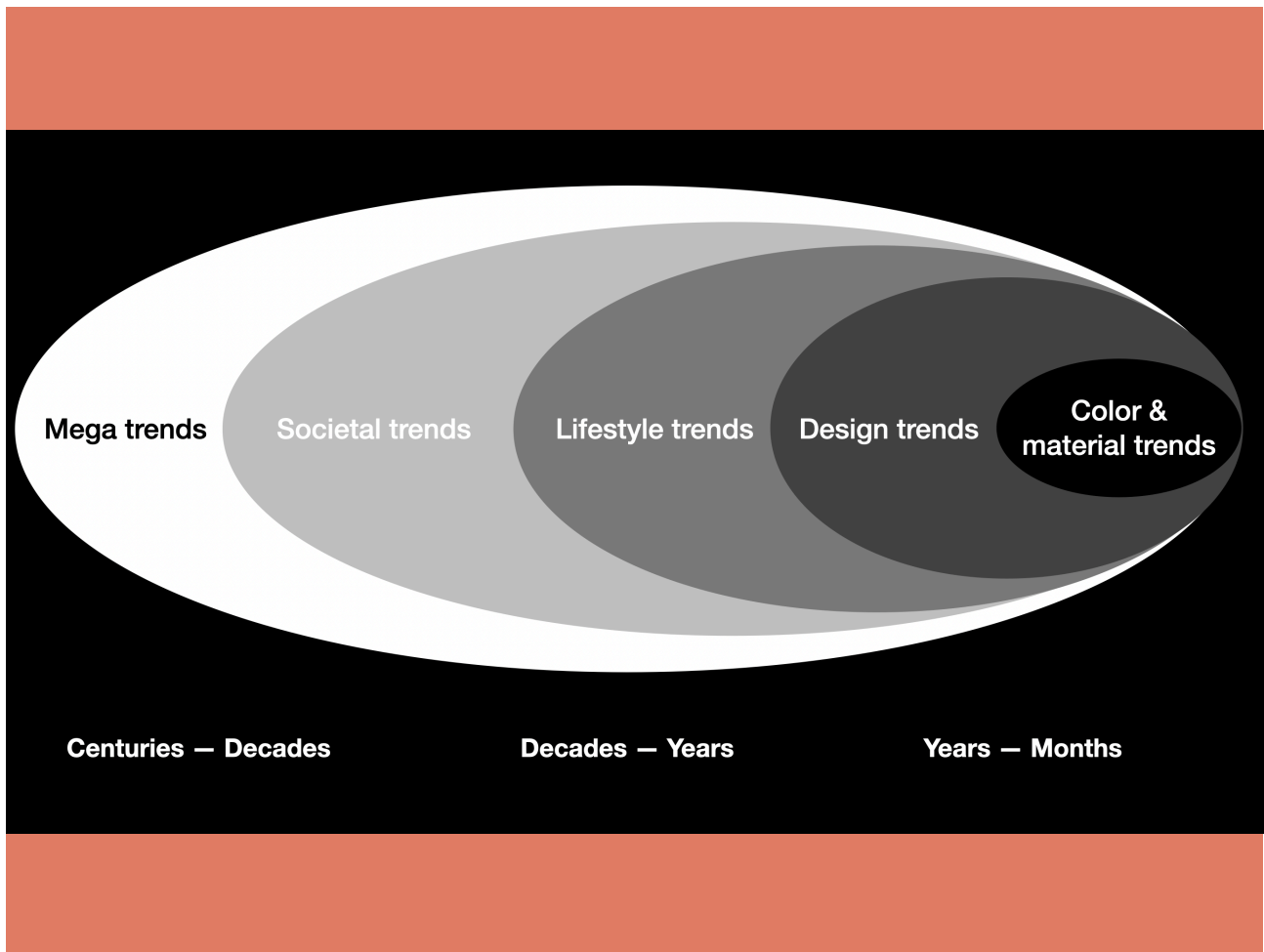
To illustrate his argument, Wheeler created the "Drought Clock". For example, most international wars are fought during warm periods, and civil wars occur during cold-dry times. The Clock also shows that a major cold-dry period with political anarchy takes place about every 510 years. At the time Casti's book was published in 2010, the planet had started to enter a major cold-dry era: a time of great civil unrest, lower agricultural productivity, and social revolution. When people are hungry, they get angry.

Illustration: The Drought Clock years 400-2000 by Raymond Wheeler (Casti 2010)



Media, esp speculative fiction, often describe fictional or exaggerated changes in megatrends. For example, Margaret Atwood's Handmaid's Tale is drawing together, sometimes exaggerating, features from many existing different cultures and societies.

Visuals: Still from the Handmaid's Tale, Season 2, episode 1. Photo: George Kraychuk/Hulu



Unlike other trends, megatrends don't follow patterns, but they are also very slow.

Illustration: Heidi Paavilainen



Unlike other trends, descriptions and identification of megatrends are largely based on statistics and factual data. For example, the first identification/recognition of megatrends was based on a large amount of newspaper headlines by John Naisbitt & team in 1982.

Megatrends are like strong undercurrents in the ocean, impacting the changes in social, cultural, economic, and technological domains. Individuals, companies, and industries are typically powerless to alter the flow of change. Reading the current of change means identifying trends that have a long-term impact on how people live.

A quick search brings forward several lists of the most important megatrends, such as shifts in global economic power, urbanisation, climate change/resource scarcity, digitalisation, and ageing societies.

Photo by Vidi Drone on Unsplash



In Finland, research and funding agency Sitra is one of the authors that publish their view on megatrends.

Sitra follows PESTE framework = tracking changes in political, economic, societal, technology, ecology/ethics/environment realms. Sitra's report Megatrends 2023 and the respective Megatrend Cards are published in Finnish, Swedish and English. Highly recommended!

In the slide, a summary of key insights. The black-and-white is a negative or pessimistic view, and the more colourful one takes an empowering and inspiring point of view.

(The difference in size is accidental, caused by the software I'm using for presentations, iA Presenter)

Illustration: Sitra

The Apple Empire

It's 2050. Some people are still remembering Apple. Those old-timers tell stories about how Apple was admired and copied and how it drove commerce and well-being. It was a time when life was digital.



Let's try to get at least a surface notion of a megatrend thinking. Here's the background story:

It's 2050. Some people are still remembering Apple. Those old-timers tell stories about how Apple was admired and copied and how it drove commerce and well-being. It was a time when life was digital.

Rapala Imperium

In 2050 life is different. Rapala, a Finnish lure company, is dominating markets and mind sets like Apple used to.

What would this mean?



In 2050, life is different. Rapala, a Finnish lure company, dominates markets and mindsets like Apple used to. What would that mean?

Rapala Imperium

Why are changes happening?

Who are driving the change?

How are people living differently?

What designs are people using?



Why are changes happening?

Who are driving the change?

How are people living differently?

What designs are people using?

"CASUALISATION"

In groups of 2 or 3

1. Map what "Casualisation" might mean
2. Map its counter-trends



Thanks, Tack, Kiitos!

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Tutoring on Wednesday afternoon!

Photo by Matthew Fournier on Unsplash

Literature

Brannon, E. L., & Divita, L. (2015). *Fashion forecasting. 4th edition*. New York: Fairchild Publications.

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