

# New voices, new sources

Foresight Spring Gathering  
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# Issue

Novelty factor

Blurred realities

The under or misrepresented

# So, what is next?

Social media

Niche markets

The voices of the future

# tumblr.

Micro blogging

Create an identity

Less structured



# reddit

Comments and links

Anonymous

More structured

# User profile

Age: 69% 18 - 34

Gender: 53% Fem

Location: 42% US

Political views:

Liberal

Age: 58% 18 - 29

33% 30 - 49

Gender: 69% Male

Location: 56% US

Political views:

41% Liberal

38% Moderate

21% Conservative

tumblr.



reddit

# How to do it?

Select interests

Picnic lunch

#picnic lunch

#picnic #lunch

Search for:

Post and blogs

**tumblr.**

Front page

Search for:

- r/... subreddits
- Posts
- Comments



**reddit**

# How to do it?

## Sharing

- [Food Assembly](#)
- [NYT article](#)

## UBI

- [Mental Health](#)
- [Pets](#)

tumblr.

## Sharing

- [Japan Airbnb](#)

## UBI

- [Cool Cousin](#)
- [Crowdshipping](#)
- [r/UniversalBasic...](#)



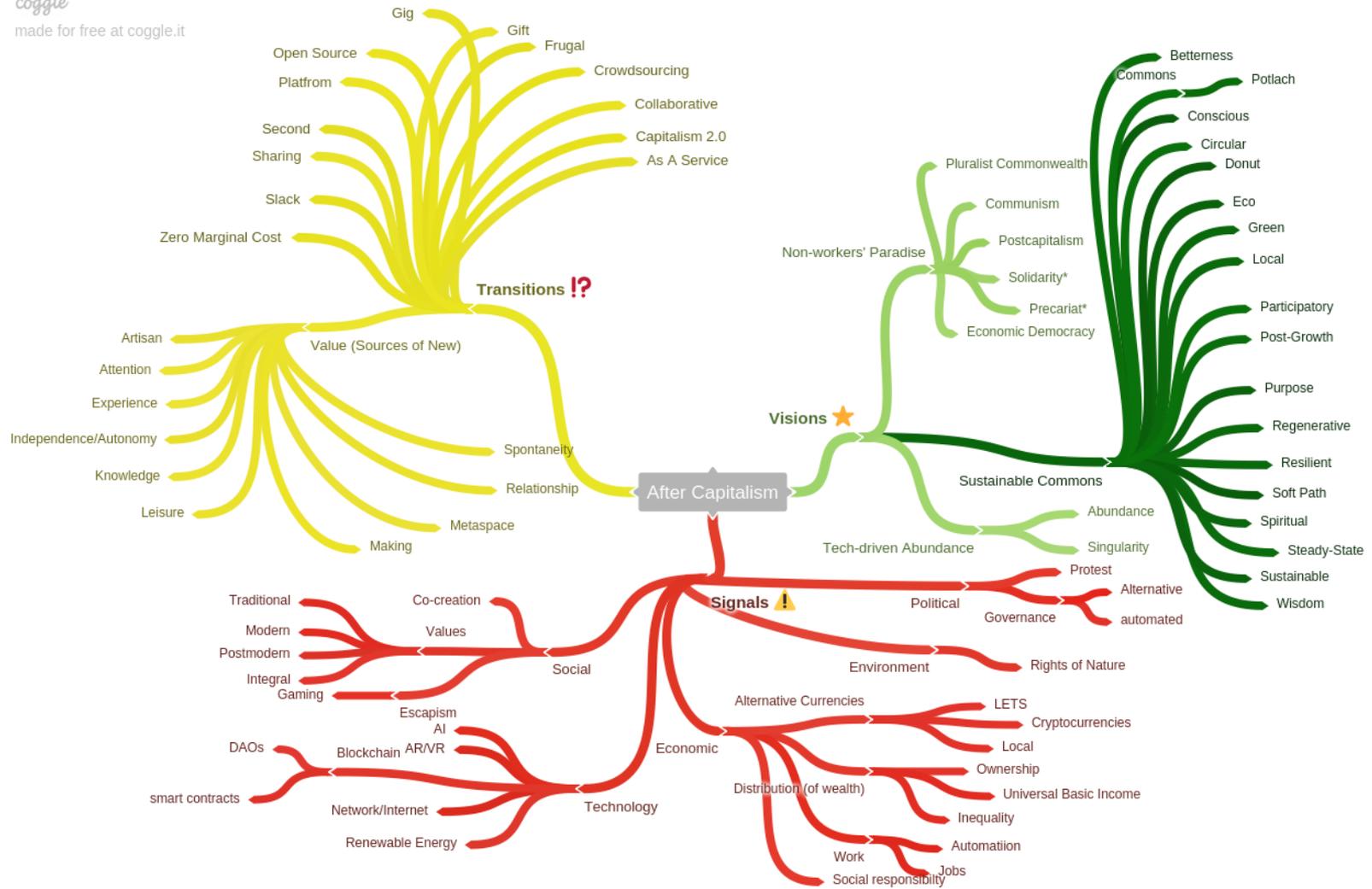
reddit

# Conclusions

Object – Subject – Sources

Strategy overtime

Fringe



**Thank you**

**Questions?**

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