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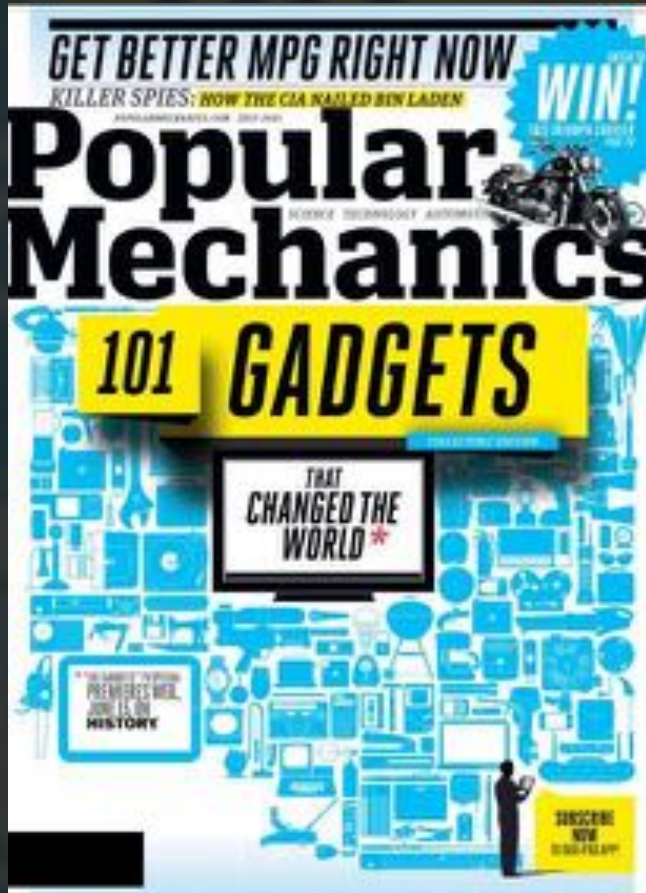
THE MOBILE IMPACT



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ZEITGUIDE studies the IMPACT
our constantly changing culture
has on business and society.





#01 Smartphone

#02 Radio

#03 Television

#04 Hypodermic Syringe

#05 Personal Computer

#06 Portable Air Conditioner

#07 Telephone

#08 Phonograph

#09 Alarm Clock

#10 Light Bulb



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How has Mobile Changed Our Lives?



Do You Still Own These???

1. Address Books
2. Alarm Clocks
3. Watches
4. Cameras
5. Calendars
6. Maps
7. Compasses
8. Flashlights
9. Music Players
10. Photo Albums



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PHONE CALLS do not even make the
TOP 10 of the most common uses of our
smartphones.



THE TOP 10 DAILY USES OF OUR SMARTPHONES

1. Text 88%
2. Email 70%
3. Facebook 62%
4. Camera 61%
5. News 58%
6. Online Shopping 56%
7. Weather 54%
8. WhatsApp 51%
9. Banking 45%
10. YouTube 42%



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POSITIVE IMPACT?



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NEGATIVE IMPACT?





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NOMOPHOBIA - fear of being
without your smartphone -
affects 40% of the population.



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 Fake news

FAKE



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"Convenience is the mother of addiction — the quicker you can get a hit back on the technology, the faster the intoxication.... That feeling you're going to miss something if you're not constantly checking is an illusion — most parts of our lives are not relevant to our smartphones...What happens on our devices is not reflective of what happens in real life."

---- David Greenfield, Professor of Psychiatry,
University of Connecticut School of Medicine.



A man with blonde hair, wearing a blue shirt, is lying on his stomach on a light-colored floor. He is looking down with a distressed expression. A smartphone is lying on the floor near his hands. The background is blurred, showing what appears to be a wooden cabinet or door.

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Around 11% of people in Western countries are thought to suffer from some form of **technology addiction.**





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FUTURE IMPACT?





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THE NEW ROLE OF MARKETERS?



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YOU HAVE THE POWER
TO SHAPE A POSITIVE FUTURE
FOR YOUR CONSUMERS



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ZEITGUIDE STUDIES

Innovation & Transformation
Customer Experience
Startupification
Cultural Resonance
Advanced Advertising
Omnichannel Media
Brand Safety
Future of Retail
Cryptocurrency
Blockchain
AI
Global Consumers
Emerging Platforms
Entertainment