

A close-up, low-angle shot of a person's hands holding a smartphone. The hands are dark, and the phone's screen is on, displaying a blurred image of a city skyline at night with lights and skyscrapers. The background is a dark, out-of-focus teal.

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THE MOBILE IMPACT

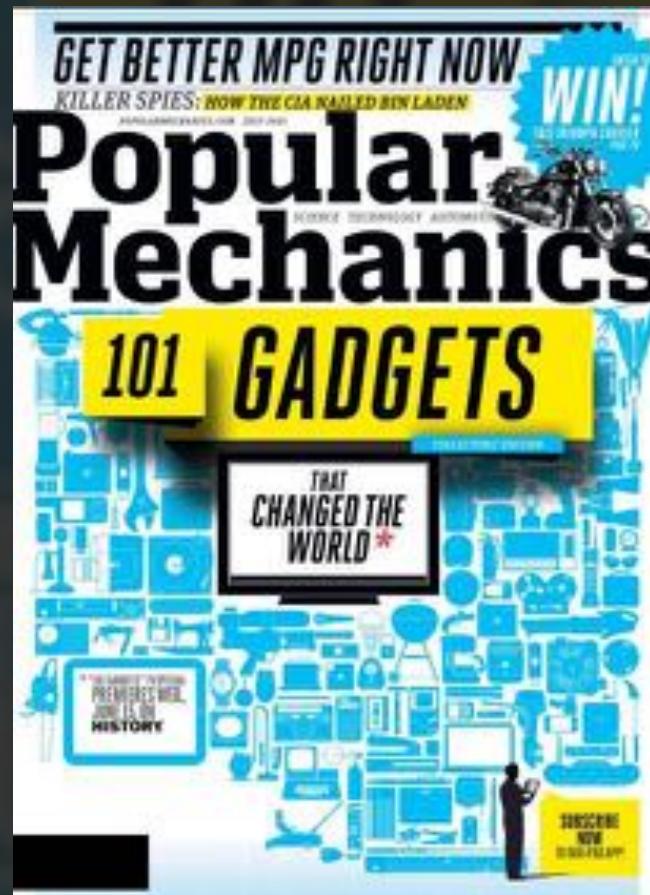


A blurred background image of a city street, likely New York City, showing tall buildings and yellow taxis.

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





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#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???

A person's hand is visible on the left, holding a smartphone. The screen of the phone is blurred, showing a city skyline. The background is a dark, slightly out-of-focus landscape.

- 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

A person's hand is visible holding a smartphone. The phone's screen is on, showing a blurred image of a city skyline. The background of the entire slide is a dark blue gradient.

- 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%



A person is holding a smartphone in their hands, positioned in front of a large solar panel array. The solar panels are arranged in a grid pattern, covering a significant portion of the background. The lighting is dramatic, with strong highlights and shadows on the panels and the person's hands.

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POSITIVE IMPACT?



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A photograph of a man and a woman laughing together. The man, on the left, is wearing a red shirt and has dark hair. The woman, on the right, has long dark hair and is holding a glass of beer. They are in an indoor setting with a bar counter and stools in the background.

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A person's hand is holding a smartphone in a modern, minimalist interior. The background features large windows with a grid pattern, allowing natural light to fill the room. The hand is positioned in the center, holding the phone vertically.

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NEGATIVE IMPACT?



A man in a blue shirt is holding a smartphone in his right hand, looking worried. He is standing outdoors with trees in the background.

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





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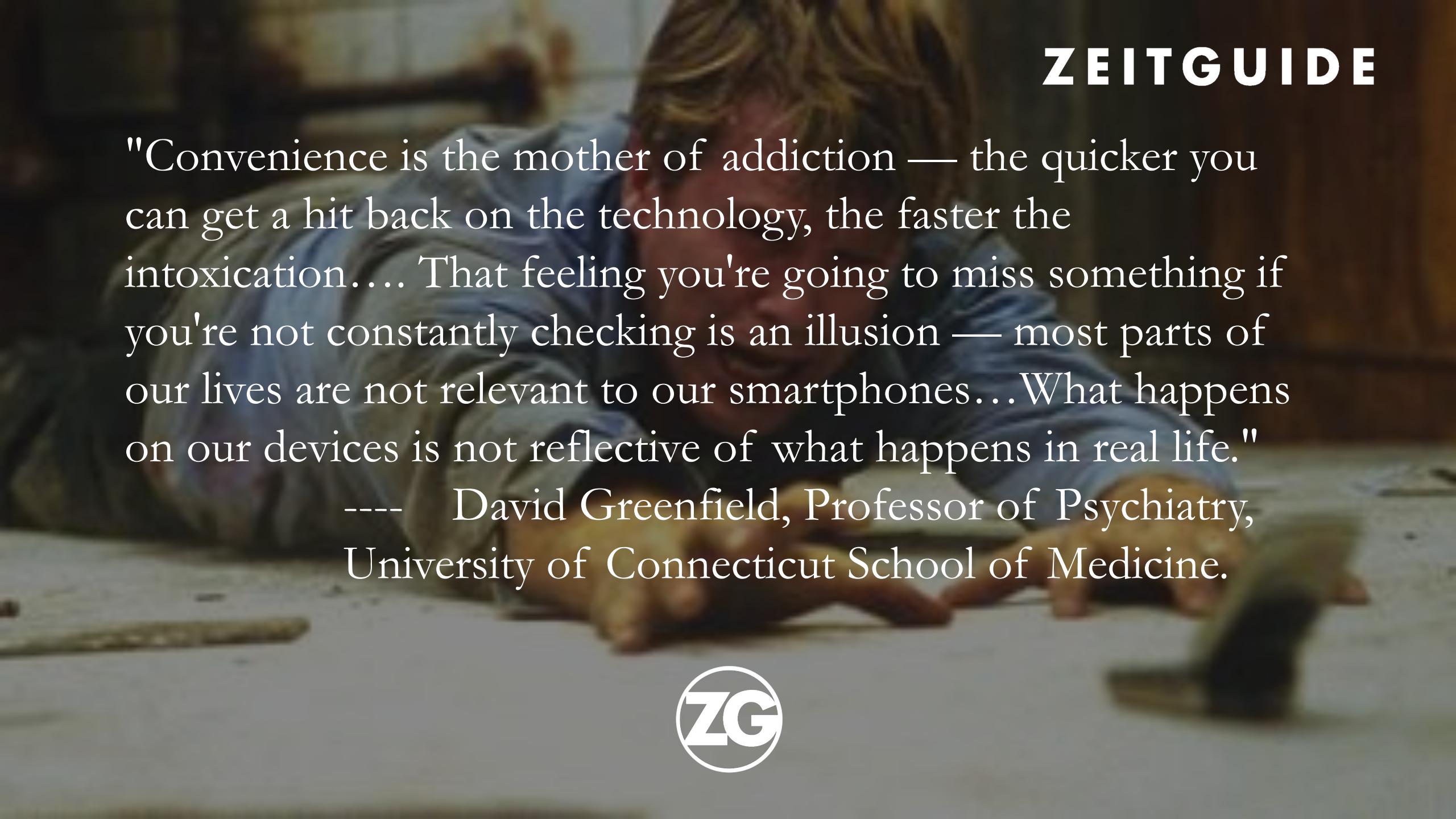


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"Convenience is the mother of addiction — the quicker you can get a hit back on the technology, the faster the intoxication.... That feeling you're going to miss something if you're not constantly checking is an illusion — most parts of our lives are 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 person with long brown hair is lying face down on a bed, looking at a smartphone held in their hands. The scene is dimly lit, with the person's face and the phone being the main light source. The background is out of focus.

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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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GIMME SOME
WIFI ! NOW !

NEW EMAIL ! READ !

ANSWER THIS CALL !

A RESTAURANT /
CHECK IN !

Y-Y-YES
MASTER..

ZG

A person is holding a smartphone in their hands, positioned in front of a large, modern building with a glass and steel structure. The building has a grid-like pattern of windows and a prominent glass roof. The person is wearing a dark, ribbed sweater. The overall image has a slightly desaturated, blue-toned aesthetic.

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FUTURE IMPACT?

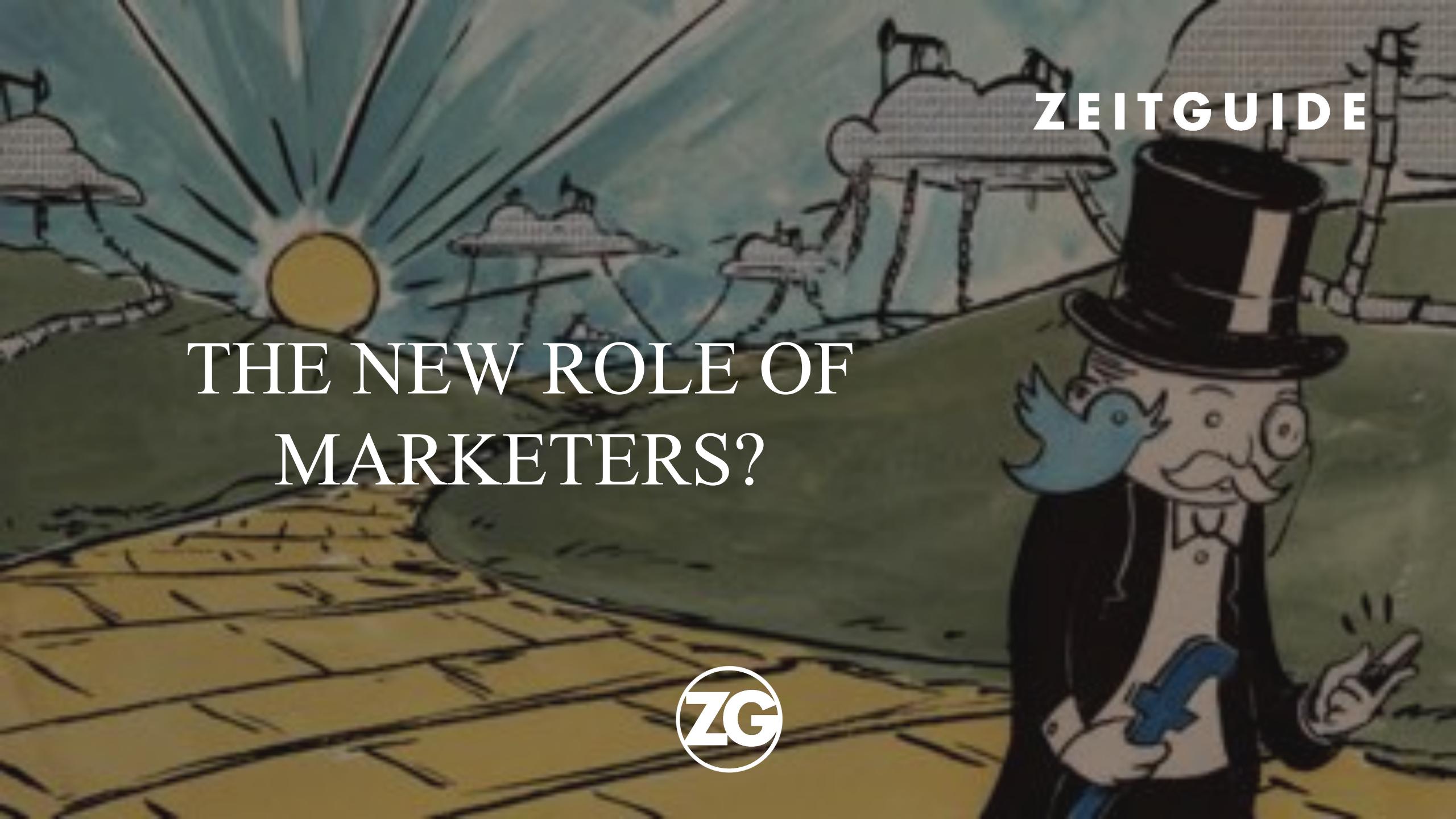




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THE MEDITATION APP

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A colorful illustration of a landscape. In the foreground, a yellow sun with radiating lines is rising over a green field. A train with several carriages is moving along tracks that curve into the distance. On the right side of the image, a man with a white mustache and a top hat is standing. He is wearing a dark suit and a white shirt with a blue bow tie. A small blue bird is perched on his shoulder. The background features a blue sky with some clouds and a distant building.

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THE NEW ROLE OF MARKETERS?



A close-up, slightly blurred photograph of a person's hands holding a smartphone. The hands are positioned as if the person is looking at the screen. The background is a dark, out-of-focus city skyline with lights, suggesting an urban environment at night.

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





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Entertainment