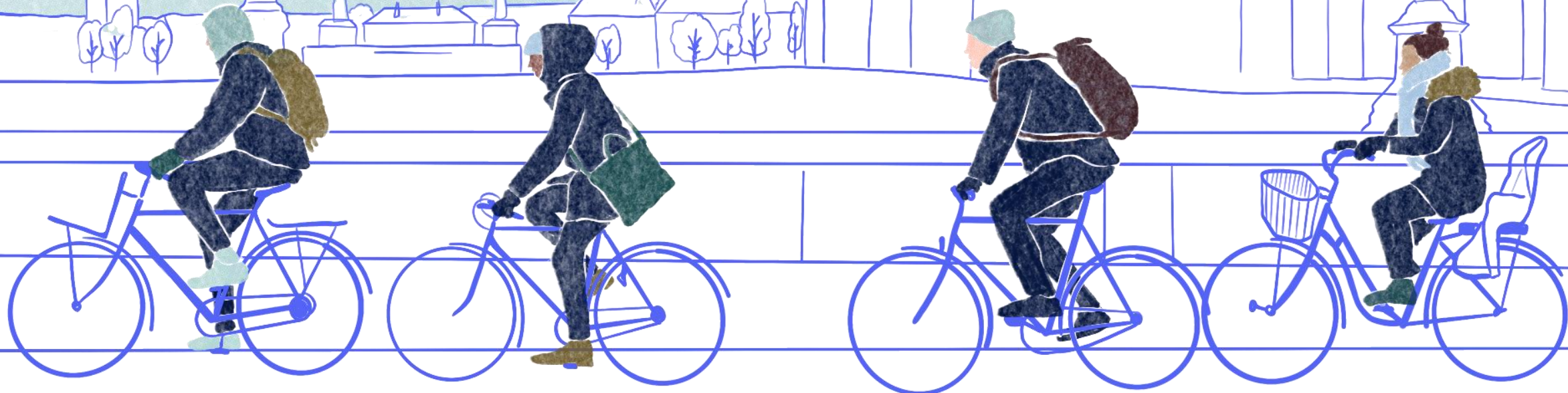


Copenhagen Review of Communication

10 tendenser og deres konsekvenser for Kommunikation lige nu
Timme Bisgaard Munk





► ESSAY

Fridgescaping: Vi flygter ind i køleskabet!

🔗 af [Manou Messmann](#) januar 09, 2025



► ANALYSE

Hvad betyder et farvel til grønland for danmark som brand ?

🔗 af [Jannek K. Sommer](#) januar 08, 2025



► DEBAT

Skal du have nye bryster?

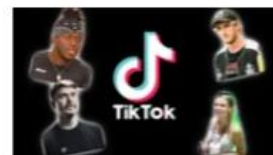
🔗 af [Copenhagen ROC](#) januar 08, 2025



► NYHEDER

Værd at læse, vide, se og forstå om kommunikation

🔗 af [Timme Bisgaard Munk](#) januar 15, 2025



► ANALYSE

TikTok Trends 2024: The Main Meme Character Now

🔗 af [Copenhagen ROC](#) januar 12, 2025



► ANALYSE

It Ends With PR: Lively/Baldoni-skandalen er en påmindelse om hvordan man IKKE skal gøre

🔗 af [Mikkel Skov Petersen](#) januar 11, 2025



SENESTE INDLÆG



► NYHEDER

Værd at læse, vide, se og forstå om kommunikation

🔗 af [Timme Bisgaard Munk](#) januar 15, 2025



Folk der rykker: hvor, hvem og hvorfor

af [Timme Bisgaard Munk](#)



► ANALYSE

TikTok Trends 2024: The Main Meme Character Now

🔗 af [Copenhagen ROC](#)



► ANALYSE

It Ends With PR: Lively/Baldoni-



• ANALYSE

Hvis vi ikke sidder med ved bordet, er vi på menuen

Som det udtrykkes af en anonym kommunikationschef, som ofte bliver udelukket og glemt: "Hvis vi ikke sidder med ved bordet, er vi på menuen. Dem som bliver spist først, når kampen om ressourcer spidser til".

by [Timme Bisgaard Munk](#) Opdateret oktober 18, 2024

I alt for mange år har k-afdelingen været som computerspillets non-player-character. En statist og redskab for andre - men nu skal afdelingen se sig selv som computerspillets hovedperson 🎮

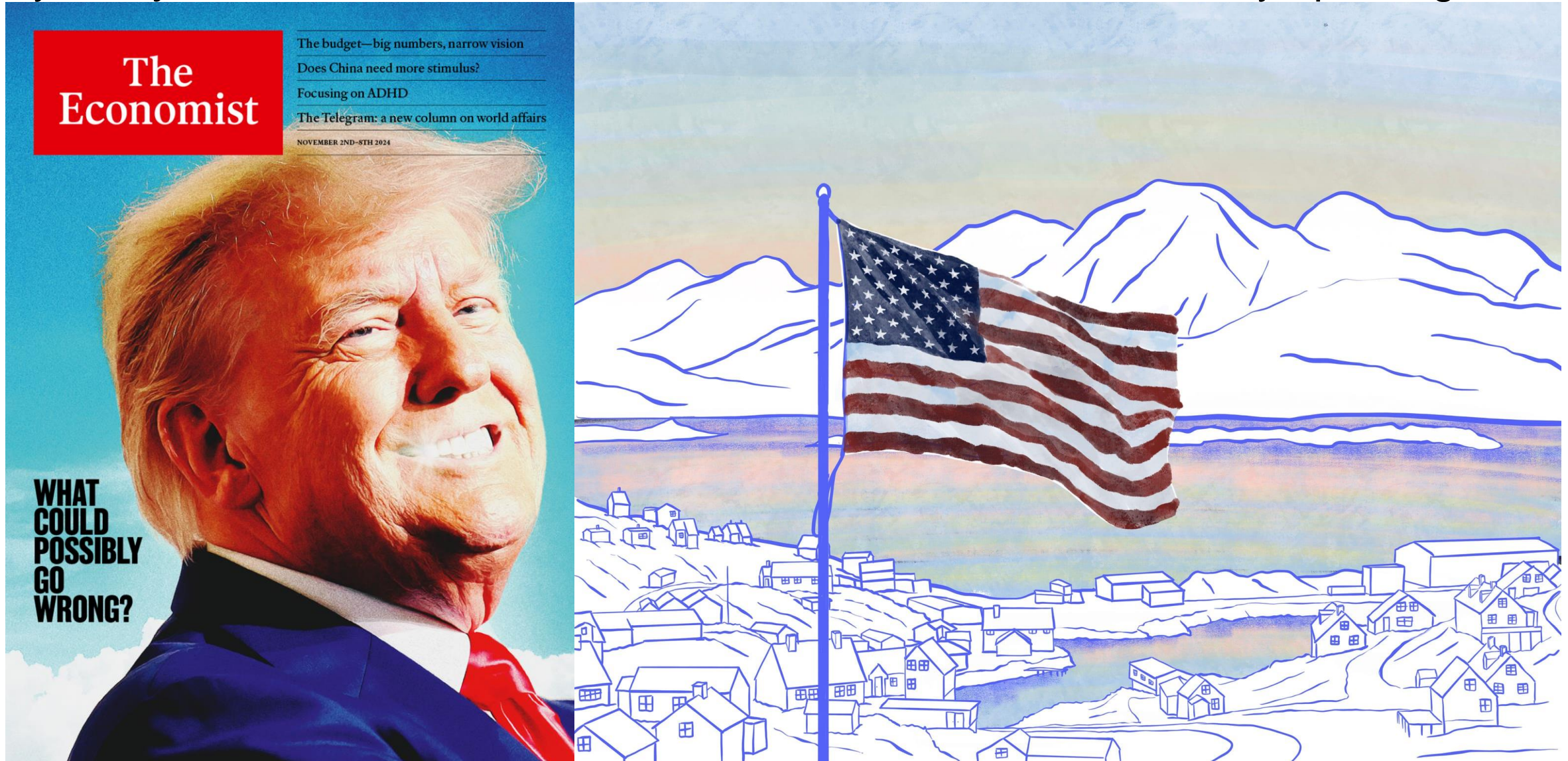
Konklusionen er derfor klar: kommunikationsfolk er ikke gode nok til at kommunikere hvordan og hvorfor, de gør en værdifuld forskel.

Agenda: 10 tendenser og deres konsekvenser for Kommunikation

- En verden af deals og europa er en dårlig deal
- Det Nye Regime: "Trumpomuskovia"
- Frygt er vinder strategien
- Greenlash
- The end of woke
- Personligheder, kulter, parasociale relationer, nyhedsinfluencere og 'influencer-ificeringen' af nyheder
- Bliv Metakreative Meta model DJ
- Deep Utopia is the real utopia: The future is already here – it's just not evenly distributed
- The Age of Average ->Think different - Design different
- Attention Is All You Need - Inattention Is All You Got

En verden af deals og europa er en dårlig
deal

Bytte- bytte købmand: det transaktionelle world of the deal er det nye paradigme



Det Nye Regime: "Trumpomuskovia"



"Trumpomuskovia": Forståelse af det Nye Regime

Timothy Snyder, december 2024

Centrale Kendetegn

- Nyt forfatningsmæssigt regime under udvikling
- Penge fortrænger borgerne i magtstrukturen
- Domineret af to personligheder
- Stærke russiske forbindelser og indflydelse

Strukturelle Elementer

- Oligarkisk magtdynamik
- Personlighedsbaseret politisk kontrol
- Indbygget ustabilitet
- Potentielle interne magtkonflikter

Kritiske Implikationer

Regimet repræsenterer et fundamentalt skift fra demokratiske normer til personlighedsstyret oligarkisk styre, kendetegnet ved ustabilitet og potentielle interne brudlinjer, der kan føre til systemisk sammenbrud.



▪ ESSAY

Fra teknoliberalisme til teknotalitarisme: Silicon Valleys mørke drejning

by [Peter Svarre](#) Opdateret oktober 30, 2024

Undrer du dig også over, at det førhen så frihedselskende og liberale Silicon Valley har taget en mørk drejning, hvor ledende teknologibosser pludselig bekender sig til totalitære ideologier og støtter op om Donald Trumps alt andet end teknologiforelskede MAGA-bevægelse? Hvordan udviklede Silicon Valleys summer-of-love-vi-skal-redde-verden-med-teknologi-utopi sig til en mørk antidemokratisk og teknotalitær bevægelse, der hylder den stærke leder?

Når en innovativ teknologientreprenør som Elon Musk, der har skabt verdens bedste elbiler, pludselig forelsker sig i en fossilelskende, narcissistisk, megaloman præsidentkandidat, kan det umiddelbart fremstå dybt besynderligt, men i virkeligheden er Musks sykofantiske forelskelse i Trump et udtryk for det dybe ideologiske skift, der er gået igennem Silicon Valley de sidste 5-10 år.

Frygt er vinder strategien fra Trump til Mette: The strategy of fear is to convince us that we are underestimating it so that we will fall prey to the paralysis of overestimating it.



End Of Europa

Hvis Europa forbliver på sin nuværende kurs, vil dens fremtid også være italiensk: en forfaldende, omend smuk, gældstynget, åben open air museum for amerikanske og kinesiske turister.

Europa falder ikke bare bagud i fremspirende teknologier - det er slet ikke med i kapløbet.

Europa kommer snart til at ligne det sene Habsburg-imperium. Det sakker bagud både økonomisk og teknologisk, sidder fast i bureaukrati og domineres af melankolske minder om tidligere storhed.

Paradoksalt nok håber en femtedel af alle økonomer, at den dystre situation kan vise sig at være en skjult velsignelse, da situationen måske bliver så slem, at Europa til sidst vil påbegynde de nødvendige reformer.

Europe's economic apocalypse is now

Stagnation, flagging competitiveness, Donald Trump.
The continent is facing "an existential challenge."

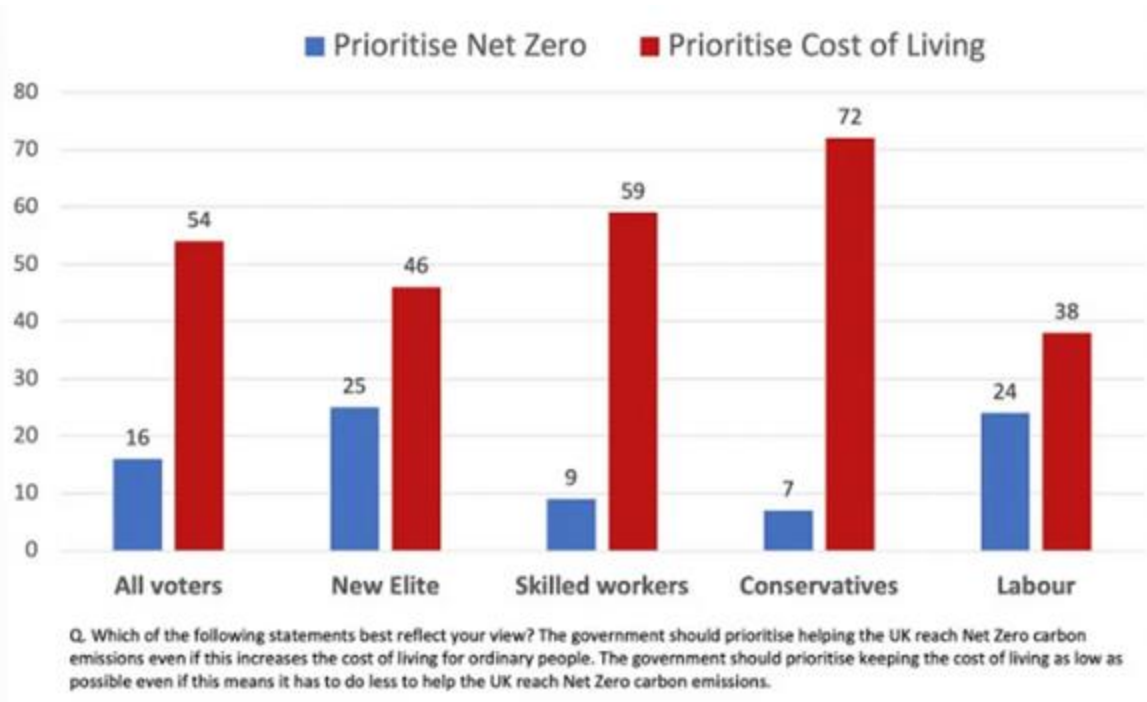


Greenlash

Greenlash: We don't want an eco-dictatorship, God created the sea, the Frisian and the coast. The green movement is a dictatorship in disguise.



Greenlash & The Net Zero Backlash: The rise of new populism, where immediate concerns about living costs are prioritized over the climate crisis.



You talk about the end of the world while we are talking about the end of the month

En ny antiklimapopulisme vokser frem i Europa. The Net Zero Backlash er navnet. At stoppe den folkelige klimaskepsis kræver sin kommunikation.



Thomas Piketty:
the lower class pays for
the top's CO2
consumption: Lots of
people, and the more
socioeconomic
disadvantaged groups,
feel that it's all against
them.
Poorly targeted policies
on energy around the
world place a greater
burden on poor people,
for whom energy, food
and housing take up far
larger shares of
household budgets than
for the well-off



Germany [+ Add to myFT](#)

‘Outraged and furious’: Germans rebel against gas boiler ban

Green policy forcing homeowners to install heating systems powered by renewables dubbed the ‘heat hammer’



Germans are worried about the enormous cost of switching from gas or oil-fired boilers to heat pumps and the tight deadlines the bill imposes. “People are outraged and furious,” they can’t understand why it has to happen so quickly.”

“They’re asking way too much of families like ours,” said Biert.



The carbon emissions of the **richest 1%** cancel out the benefits of **1 million wind turbines**

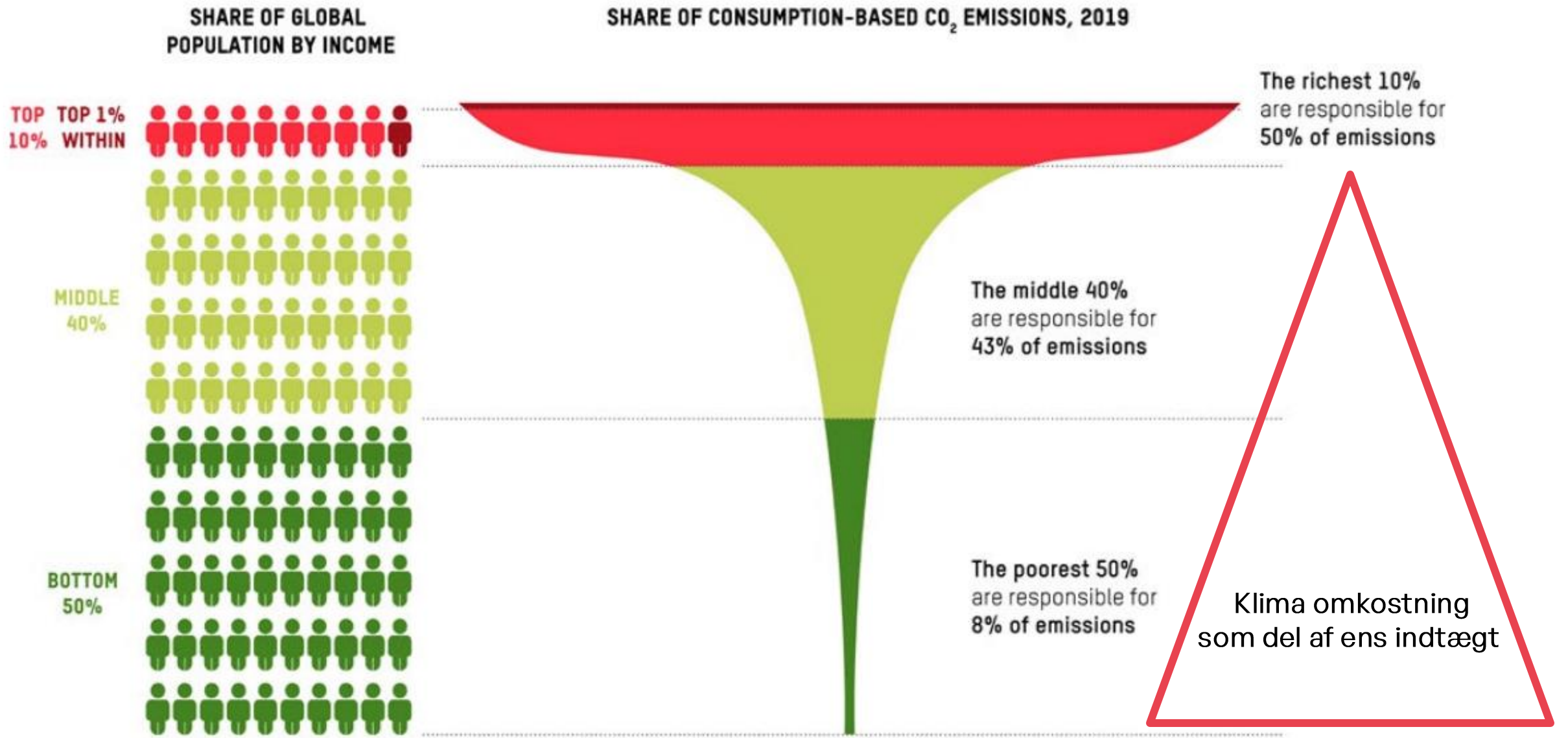


Figure 1.1 Global income groups and associated consumption emissions in 2019. Source: Oxfam and SEI.

The end of Woke
Hyper masculinity er zeitgeist

Wokelash, ANTI-LGBT & dead of DEI

Is DEI dying? Here's the list of companies that have rolled back the 'woke' policies

List of firms dialing back diversity, equity and inclusion initiatives continues to grow in 2025



Meta drops DEI initiatives while Amazon scales them back

Meta will no longer have a team focused on diversity and inclusion.



FILE – Meta CEO Mark Zuckerberg speaks during the tech giant's Connect developer conference in Menlo Park, Calif., Sept. 27, 2023. [Photo: Godofredo A. Vásquez, File/AP Photo]



BY ASSOCIATED PRESS 1 MINUTE READ

Joining companies such as [John Deere](#) and [Walmart](#), [Facebook](#), and [Instagram's](#) parent company [Meta Platforms Inc.](#) is getting rid of its diversity, equity, and inclusion program that includes hiring, training, and picking vendors, a company spokesperson confirmed on Friday.

Hyper masculinity er zeitgeist

Zuckerberg Says Most Companies Need More 'Masculine Energy'

- Rogan interview is latest in sign of shift toward Trump
- CEO says Biden staffers would 'scream' and 'curse' about Covid



Personligheder, kultur, parasociale relationer,
nyhedsinfluencere og 'influencer-ficeringen' af
nyheder

Video is taking over from text

% of UK teenagers who use each platform



Source: FT analysis of Ofcom Media use and attitudes reports

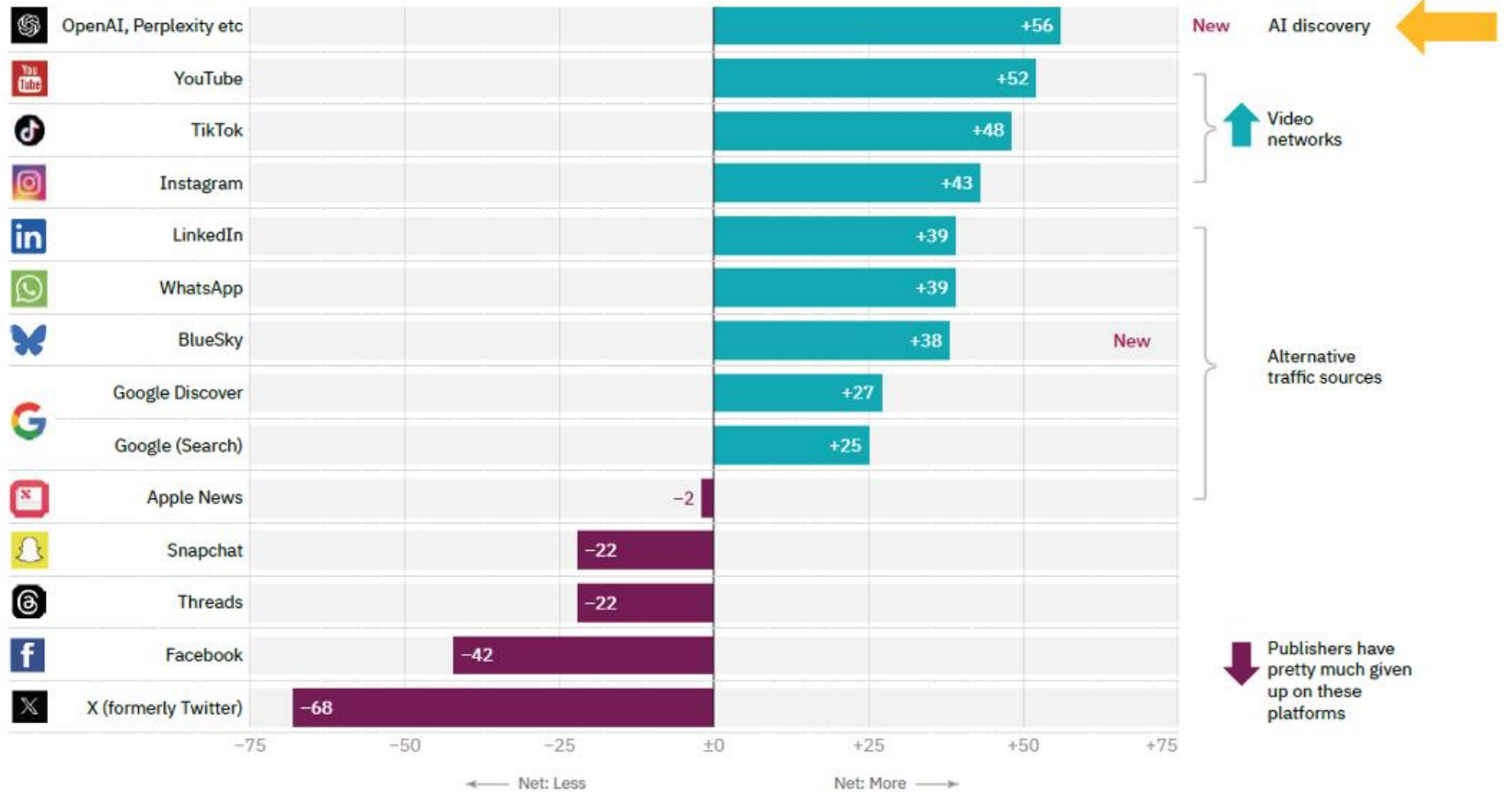
FT graphic: John Burn-Murdoch / @jburnmurdoch

© FT

Co

Where publishers plan to put more and less effort in 2025

Net difference between proportion planning to put more effort/less effort into each platform



“More people watched the US election in America on YouTube in terms of results, analysis and opinions than watched on cable or broadcast for the first time ever And how did Trump win? Well, a large part of it was doing all the YouTubers and streamers.

Why the TikTok era spells trouble for the establishment

Populism is the winner in the shift from traditional to social media and from text to video and audio

JOHN BURN-MURDOCH

Added



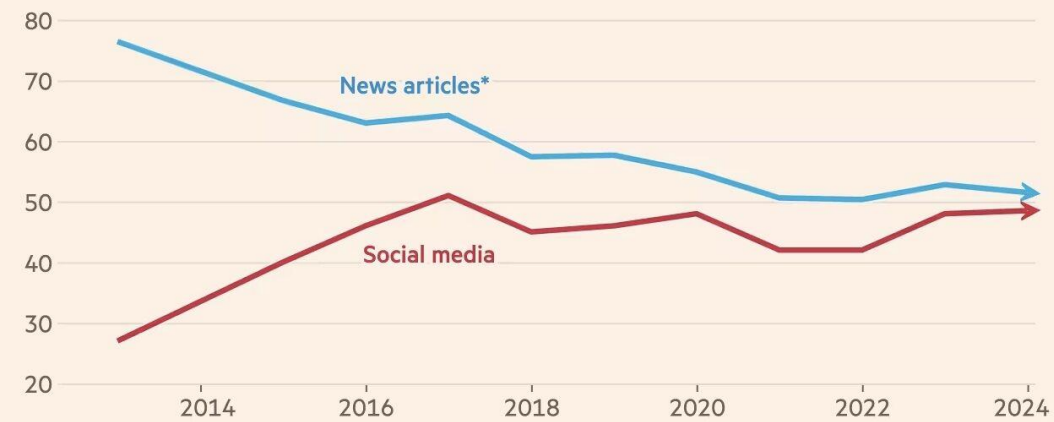
Platforms such as TikTok and Instagram now dwarf Facebook, X and Bluesky among young people © FT montage

Creator-fication of news: news influencers is the new news on youtube



People are now as likely to get their news directly from social media as from reading a news article

% of US adults who get news from different sources



*Includes online and print
Sources: Reuters Digital News Report; Cooperative Election Study
FT graphic: John Burn-Murdoch / @jburnmurdoch
© FT

These platforms are fundamentally different. Text-based social media still favoured mainstream journalism, partly because pithy writing helps — and the chronological feed rewarded news.

With the pivot to video, the balance tilts the other way. On TikTok and Instagram, the currency is charisma, energy and delivery: being first is less important than being hyper-engaging.

Copenhagen Review of Communication

Republicans, young adults now nearly as likely to trust info from social media as from national news outlets

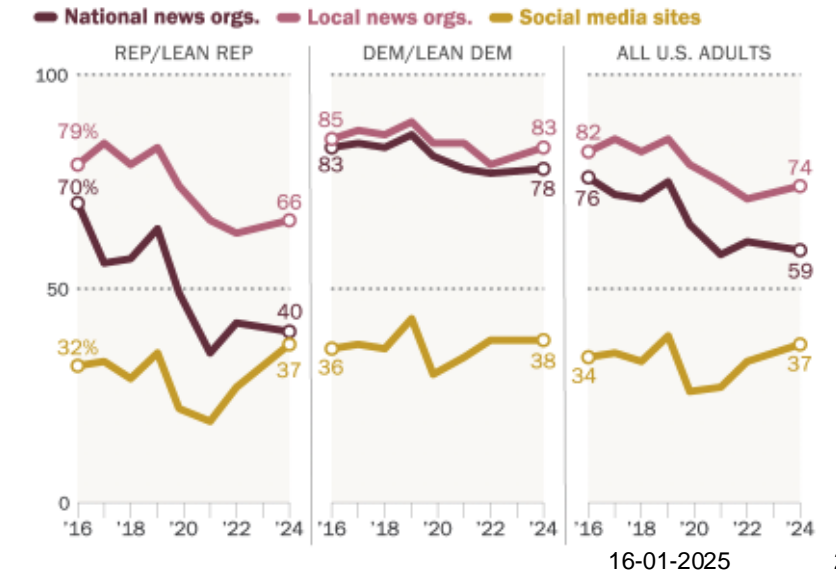
BY KIRSTEN EDDY

Republicans are now nearly as likely to trust the information that comes from social media sites as they are to trust information from national news organizations, according to a new Pew Research Center survey. The same pattern appears among young adults.

Today, 37% of Republicans and Republican-leaning independents say they have a lot of or some trust in the information that comes from social media sites. This is nearly on par with the 40% of Republicans who express this level of trust in national news organizations. Their trust in national news outlets is now 30 percentage points lower than it was in 2016.

Republicans have become more likely to trust information from social media sites in recent years

% who say they have a lot of/some trust in the information that comes from ____, by party



Note: In 2016, trust in information from social media was only asked of and based on internet-using U.S. adults. For the question on trust in the information from social media sites, the examples used have changed over time; for more detail on the specific wording

Parasocial relationships are the name of the game : Parasociale influencers er indholdsskabere, der opbygger en ensidig relation til deres publikum, hvor følgere føler en personlig forbindelse uden gensidig interaktion.

They're a business, not your friend.



Everything is a personality
cult, and maybe just a cult.
You have to cultivate your
own, no matter how small.

Personalities, cults, Parasocial Relations, News influencers, and the 'Creator-fication' of news

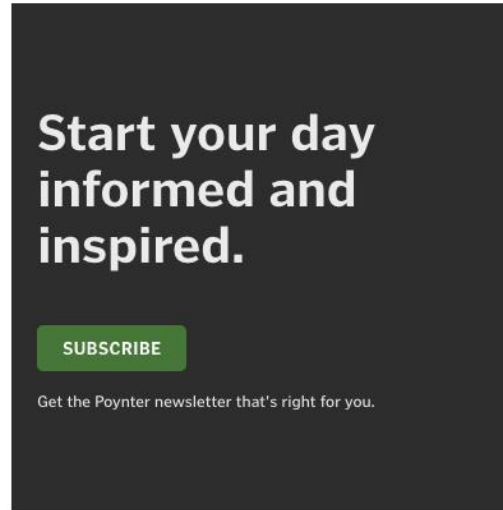
“Everything is going away from legacy media to personal-brand media. Some of the biggest stars in the world are not attached to any networks or newspapers like they used to be when I grew up. Thanks to the internet and social media, they work for themselves.” Piers Morgan

Everything is a personality cult, and maybe just a cult. You have to cultivate your own, no matter how small. To do so you must always be relatable, but also ideally aspirational. Just don't get too out of the reach of your cultists.

Parasocial relationships are the name of the game. When people call for a Joe Rogan of the left, it seems like they don't realize that one of the reasons he is so powerful is that he is many of his listeners' best friend. People spend hours and hours a day with him; his show and its extended universe have become an on-demand loneliness killing service. The power (and value) of that relationship is unmatched.

Opinion | How journalism needs to adapt to the rise of news influencers

Journalists should explore ways to mimic influencers' strategies to engage audiences — and bring their foundational skills with them



While this marks a shift in how audiences consume media— it doesn't signify the end of traditional journalism.

In fact, it's quite the opposite. It presents an opportunity for journalists and media organizations to adapt and thrive in a new media environment. In other words, they can steal the audiences back or, at the very least, share them.

It's time to think of the rise of news influencers as not a threat to journalism but a call to action.

Simply pushing out content with a singular point of view is no longer effective. Instead, media organizations should consider exploring ways to mimic influencers' strategies to engage audiences... But how?

Journalists can start by taking a page from the public relations playbook. A story's life can be extended beyond a news site's digital walls when the reporter shows up on other platforms, including emerging social media platforms after the story is published. They can go on a podcast, do an AMA on Reddit or create a short video for TikTok

Bliv Metakreative Meta model DJ

Fotografiet er maleriets dødsfjende

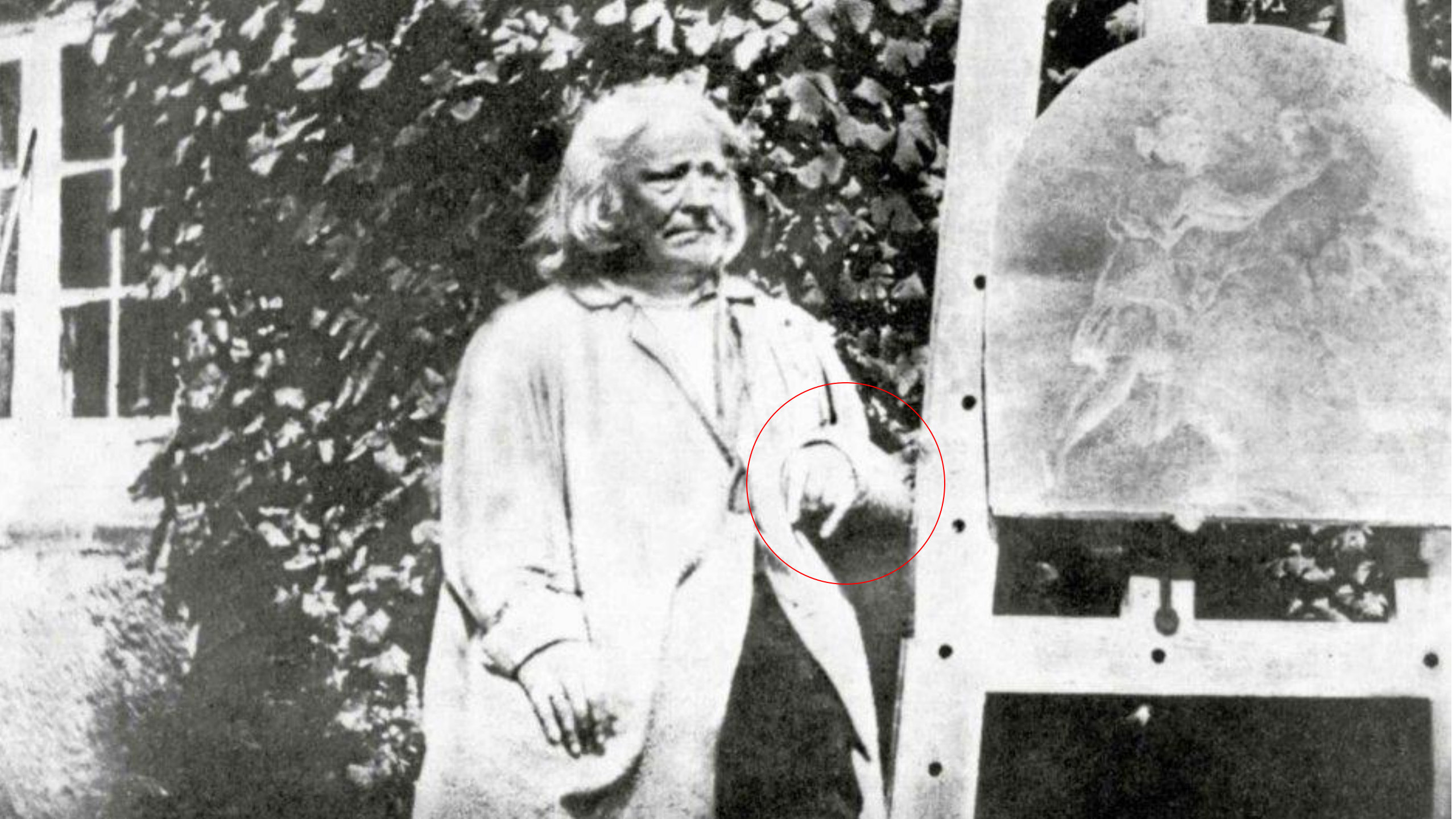
En kunstart for de mislykkede, dovne og uduelige unge mennesker, som ikke var gode nok til at male.

En dum, blind og imbecil fascination, som invaderer kunstens hellige territorium.

En sammensværgelse farvet af lige dele hævn og hjerteløshed. Ja, det burde forbydes.

Sådan skrev Charles Baudelaire i et åbent brev i 1859.





FEAR OF THE NEW Technology is not that dangerous !?)

A TECHNO-PANIC TIMELINE

Back in 360 B.C., Plato worried about the (then) relatively new technology of writing. He worried that people would rely too much on the written record to remember it. Plato's complaint may be the oldest. Of course, the reason people worry about it. Which probably makes this the best when it comes to the topic of techno-panics. But it certainly wasn't the last.

Plato: Writing will kill memory

Well-known lecturer on scientific subjects, Dionysius Lardner predicts that the recent invention of the STEAM ENGINE will cause asphyxiation when traveling through train tunnels at a speed of 20 miles per hour. When that does happen, other "experts" warn of "irreversible" shock when passengers rush through tunnels at 30 mph. That doesn't happen either.



News-paper produce lonely people



Author, poet, and philosopher Henry David Thoreau suggests that just because communication is now faster via the TELEGRAPH doesn't mean people have anything important to say. Perhaps Thoreau prefers handwritten letters... since his family had a pencil factory (thanks, Conrad Gesner!).

Photography means death of paintings



Telegraph creates nervous disorder



Neurologist George M. Beard charges that both NEWSPAPERS and the TELEGRAPH create "nervous disorders" by exposing people to "the sorrows of individuals everywhere."

Did you hear about the TELEPHONE? It could make you deaf... and the electric current might kill you!

The radio means death of conversations



The telephone makes you deaf



The computer and the www makes us dumb



In *Computer Power and Human Weakness*, Weizenbaum compares the computer as "a dull start-up button" on the Weizenbaum, one of the world's first programmers, may be feeling more regret than fear.

1494

Scribe Johannes Trithemius rails against the invention of the PRINTING PRESS in his treatise, "In Praise of Scribes." He believes printing will make books too disposable: "The word written on parchment will be harmful" to the brain, he claims. But Gesner isn't scared of writing if done with a pencil (which he invents in 1565).

Information overload

Printing press bad for quality



1545

1775

The newly popular NEWSPAPER starts replacing church sermons as the chief way people get their information, according to French statesman Chrétien-Guillaume de Malesherbes. On the positive side, he sees print as a new kind of public speaking that can reach a more "dispersed people," but he also ponders a vision of isolated citizens reading in "sullen silence."



1830s



1839

photography an "admirable discovery."

1854

Author, poet, and philosopher Henry David Thoreau suggests that just because communication is now faster via the TELEGRAPH doesn't mean people have anything important to say. Perhaps Thoreau prefers handwritten letters... since his family had a pencil factory (thanks, Conrad Gesner!).

1881

Phonograph is bad for ear and music

from their seats when a train, tram, or car seems to bear down on them.



1896

With the invention of MOTION PICTURES, trains are scary once again.

1900s

The telephone makes you deaf

1906

The undisputed leader of marching band music, John Philip Sousa predicts the PHONOGRAPH will ruin people's ear for the subtleties of live music. "The nightingale's song is delightful because the nightingale herself gives it forth," he warbles. Sousa also foresees that fewer people will learn to play instruments since a record provides folks with "readymade [music]... in their cupboards."

1920s

1950s

TELEVISION becomes America's new choice for home entertainment and opponents of the

Television destroys everything

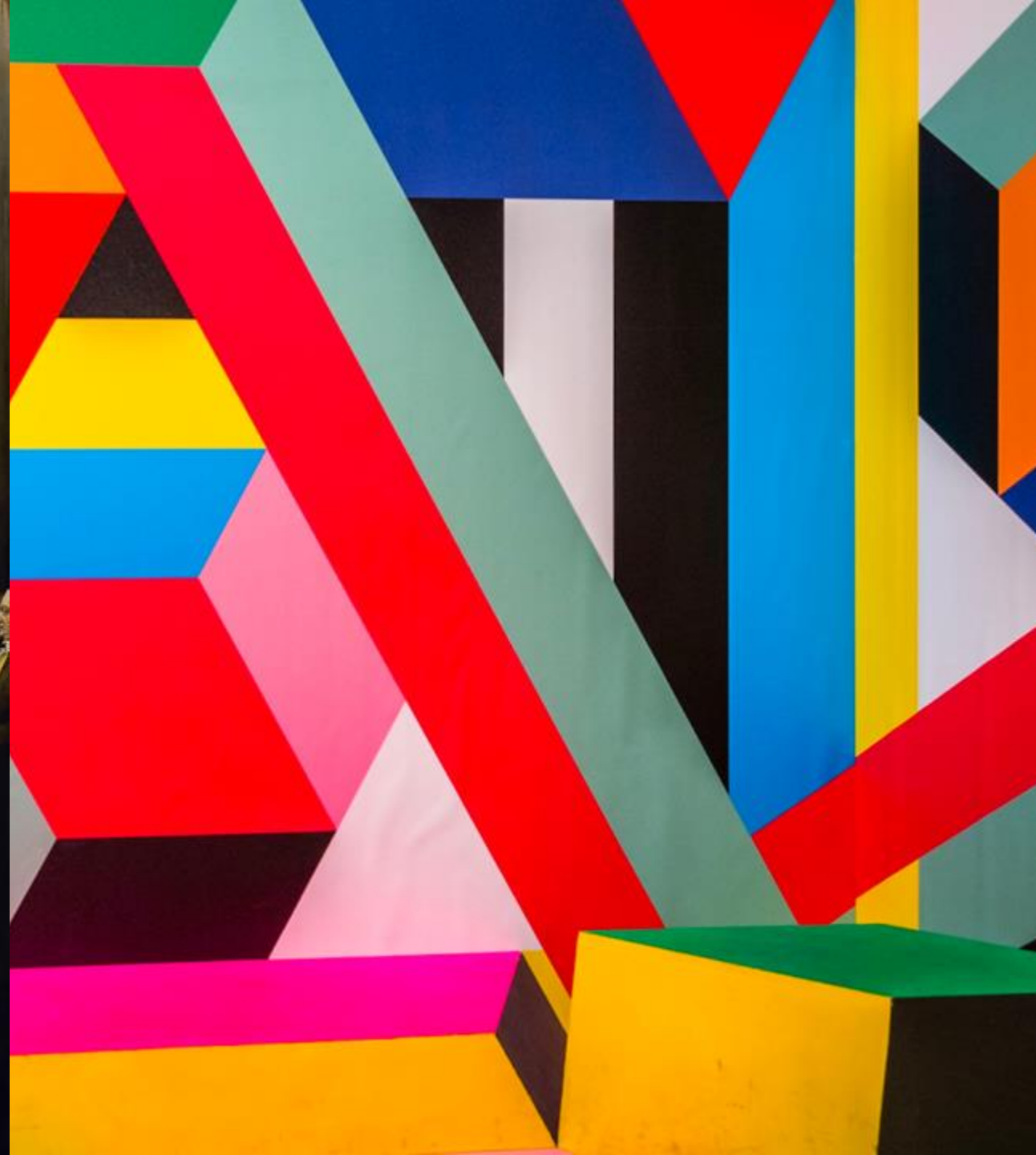
1976

Social critic Nicholas Carr compares "the cognitive effects of the INTERNET with those of an earlier information technology, the printed book." Unlike the internet—which he thinks "scatters our attention"—books are in focus. "Unlike the page promotes contemplativeness."



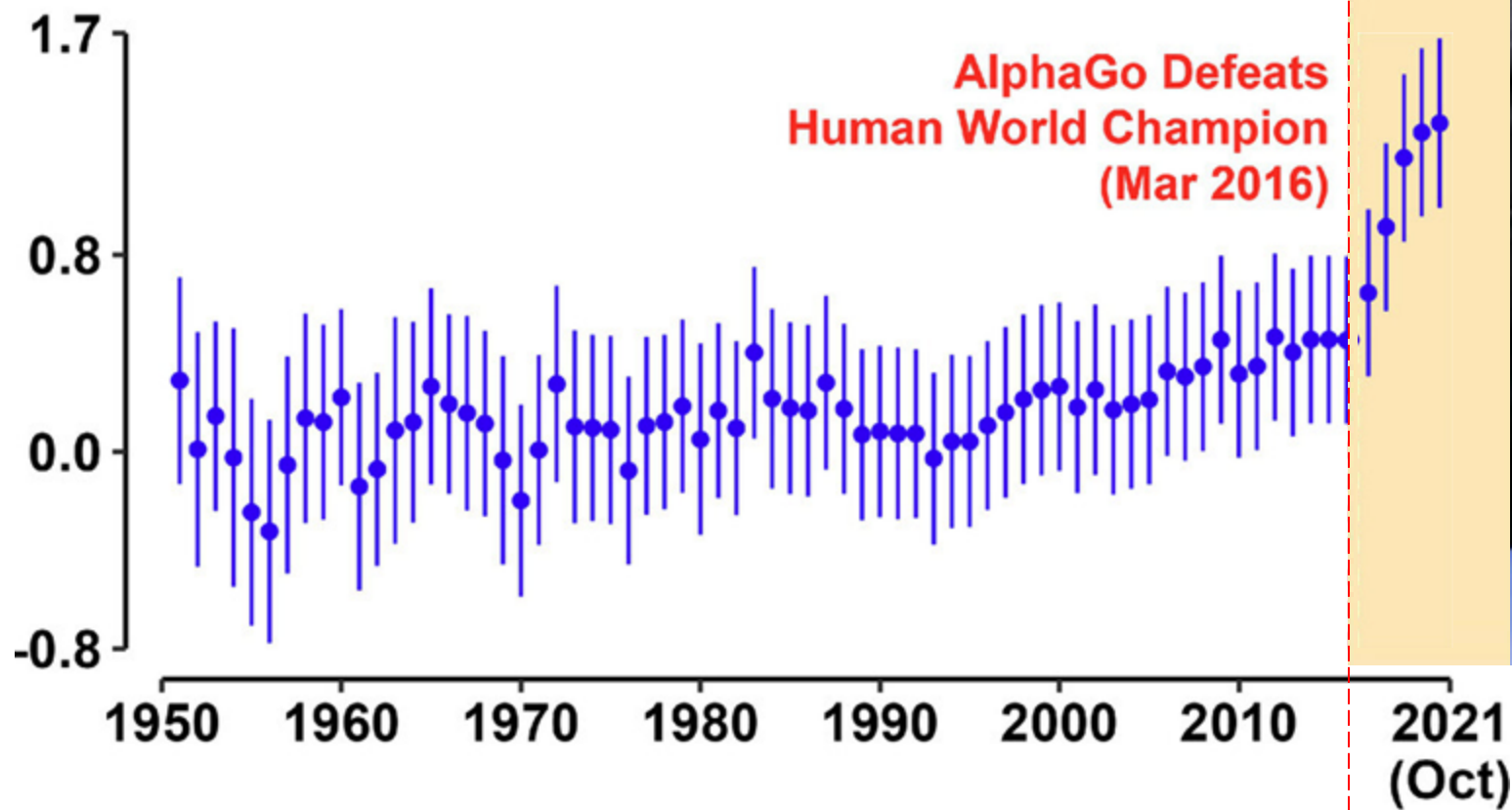
2010

...you might remember—assuming your memory hasn't been ruined by writing—that was NOT what Conrad Gesner (that old pencil pusher) contemplated back in 1545, when he blamed books for causing the same kind of scattering!





**Estimated Fixed Effect of Each Year on
Median DQI of Each Player in Each Year
for Decisions That Differ From AI Decisions**







EDUARDO NAVAS

THE RISE OF METACREATIVITY

AI Aesthetics After Remix



Eduardo Navas definerer metacreativity som remix ved at kombinere elementerne af remix og sampling med brugen af parametre.

Remix indebærer at tage eksisterende materialer og omdanne dem til nye former, mens **sampling** fokuserer på at bruge dele af eksisterende værker i nye produktioner.

I metacreativity anvendes parametre til at styre denne proces, hvor kunstnere bruger digitale teknologier til at skabe værker, der bygger på og transformerer tidligere materialer.

Deep Utopia is the real utopia

The future is already here – it's just not evenly distributed

David Graeber



BULLSHIT
JOBS



AI

**CLIENT
EXPECTATIONS**

**CLIENT
BUDGET**

ChatGPT stole one of my clients that brought in up to \$2,000 a month. I don't want to be cynical, but the writing is on the wall.

Elle Hardy Dec 1, 2023, 5:10 AM ET

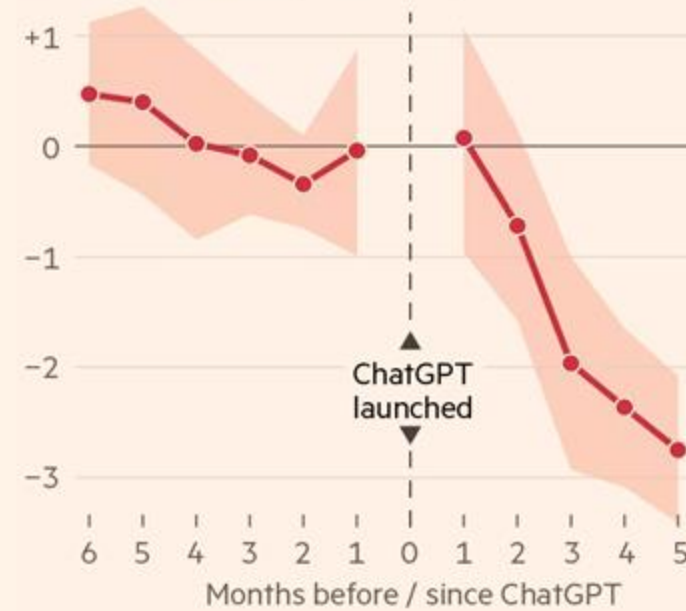
Download the app



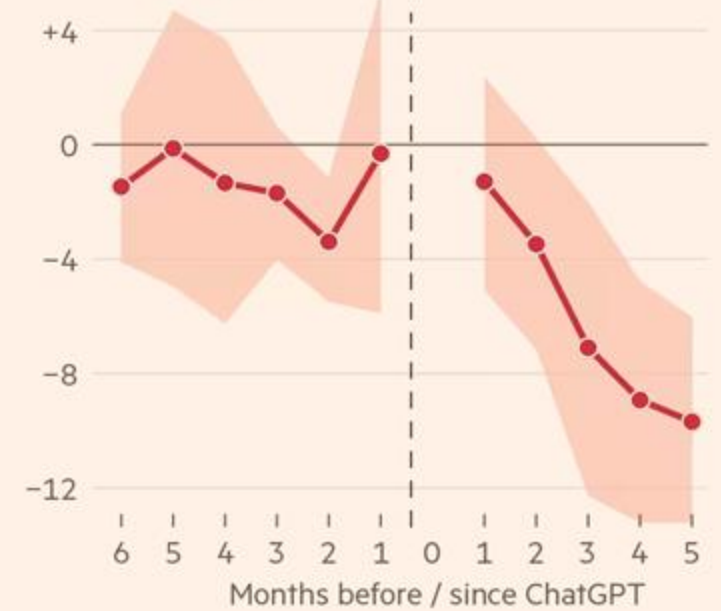
Generative AI is already taking white collar jobs and wages in the online freelancing world

Change in employment and earnings from writing and editing jobs on an online freelancing platform after the launch of ChatGPT

% change in monthly freelance jobs ...



... and earnings



Source: *The Short-Term Effects of Generative AI on Employment: Evidence from an Online Labor Market* (Hui et al, 2023)
© FT

Nye muligheder opstår, når andre forsvinder. Reallokationsmekanismen redder os allesammen

Det er ikke så meget anderledes i dag, end da Henry Ford fordrev kareten med sine biler.

Nye muligheder opstår, når andre forsvinder
Det er ikke nyt, at teknologi rykker rundt på arbejdsmarkedet. Det kaldes *reallokationsmekanismen*.

Behovet for arbejdskraft forsvinder ikke, fordi nogle opgaver kan automatiseres. De bliver blot flyttet.

Fx Internettet har gjort, at bankerne har brug for færre og færre mennesker til at sidde i kassen. Til gengæld ansætter de langt flere rådgivere, der kan hjælpe kunderne med deres pensionsopsparing og aktieinvesteringer. De bliver blot relokeret.



Det er ikke nyt, at teknologi rykker rundt på arbejdsmarkedet. Her ses Henry Ford i 1896 på sin Ford Quadricycle, der havde to gear og en topfart på 32 kilometer i timen. © Foto: Spooner & Wells, Newsweek.

DEEP UTOPIA

LIFE AND MEANING IN A SOLVED WORLD



Nick
Bostrom

“If you just zoom in on an average person in a wealthy country — a middle-class American, or whatever — and see how much discomfort and pain and limitation and then decay there is, it’s not even some kind of beautiful, melancholy, tragic moments that have greater significance and cause a spiritual awakening, but just kind of boring headaches and like feeling kind of dissatisfied because, you know, you have some medical condition or are bored at the eight hours you have to spend at work every day — the kind of grind of everyday life. This kind of misery is not theatrical, and it’s not Shakespearean. It’s bloody annoying, and most people would be happier without it.”

Nick Bostrom



Social-first
everything

OS

virkeligheden

Social-first everything

Meme Culture are Main Stream Culture Now
The Monopoly on Attention

Social as the only the self
brand connection acurator of s an extension of
social media self

Transmedia storytelling has become individualized

Social-first everything

Social media has gained a monopoly on attention. People are building lives based on the content they consume.

Social media now operates like a 'curator of the self' – and it's a movement that brands should pay close attention to.

SOCIAL-FIRST INFORMATION

SOCIAL-FIRST LANGUAGE

SOCIAL-FIRST EXPERIENCE

SOCIAL-FIRST POLITICS = PARASOCIAL = MAGA

Elon Musk 

@elonmusk

Chief Twit

 Twitter HQ 





Elon Musk  

@elonmusk

Subscribe



Let that sink in



5:35 AM · Nov 6, 2024 · **136.9M** Views

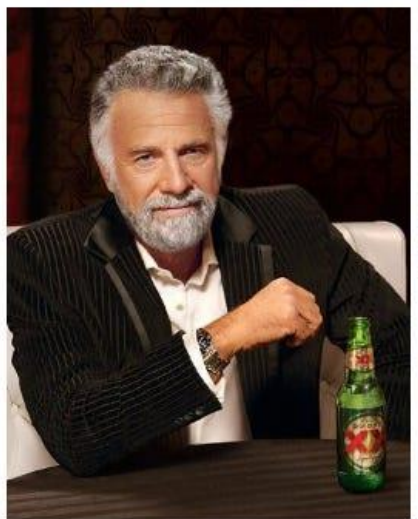
 66K

 257K

 2.2M

 47K





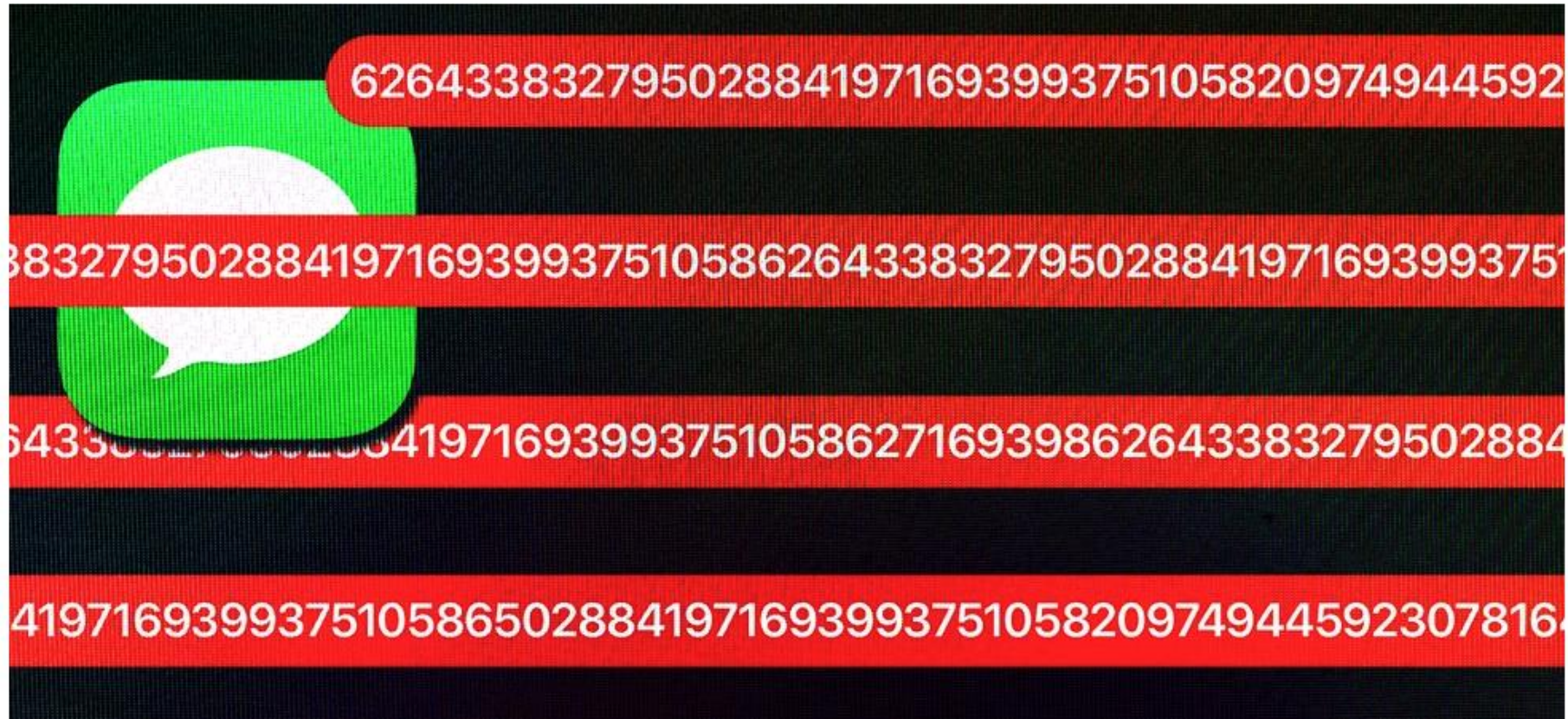
Dark social
Age of the Group Chat

privacy and exclusivity are the new social luxuries

Group-Chat Culture Is Out of Control

The most social social media these days is ... texting. And it's gotten overwhelming.

By Faith Hill



Privacy and exclusivity are the new social luxuries

95% of content-sharing activity occurs on dark social. This shift from public to private sharing can partly be attributed to the stress and anxiety from social media's pressure to be perfect. In this context, privacy and exclusivity are the new social luxuries.

The average adult is now part of 30 active group chats and the way we're communicating as a nation is evolving, with group chats now surpassing 1-2-1 conversations

Instragram is not linkedin, but Linkedin is instagram
Social Sorting. X-ODUS & Sociale Convergens



LINKEDIN



FACEBOOK



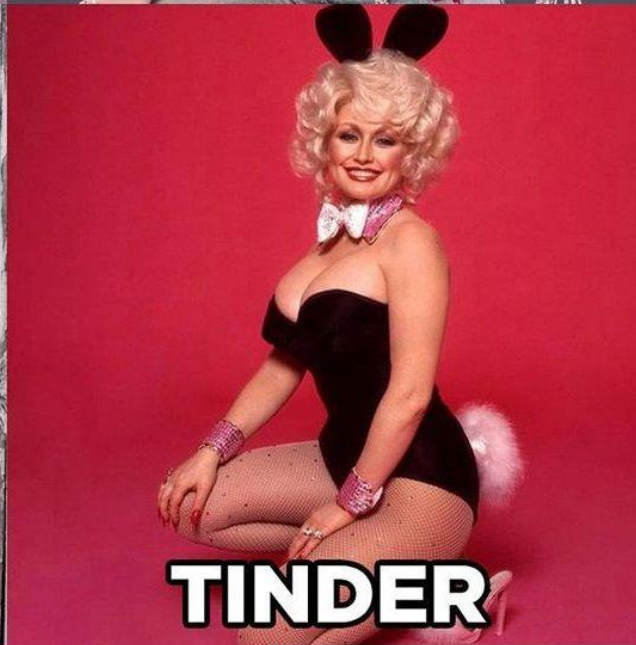
LINKEDIN



FACEBOOK



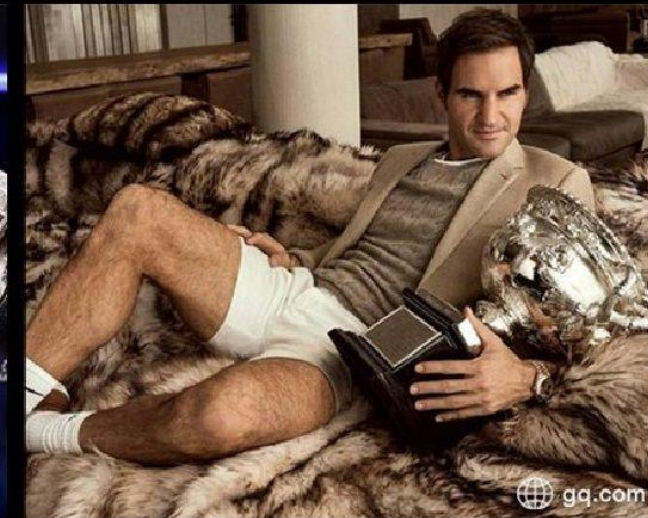
INSTAGRAM



TINDER



INSTAGRAM



TINDER



Social Sorting. X-ODUS & Sociale Convergens

LinkedIn is becoming more like Instagram, with frequent posts, personal updates and increased engagement. Meanwhile, Instagram is taking on LinkedIn's work/life feel as more work connections view your personal life in Stories.

Seismic shifts are shaping the use of major social networks and newer platforms. Users are rethinking their choices: which networks to use? How to use them? Who to follow?

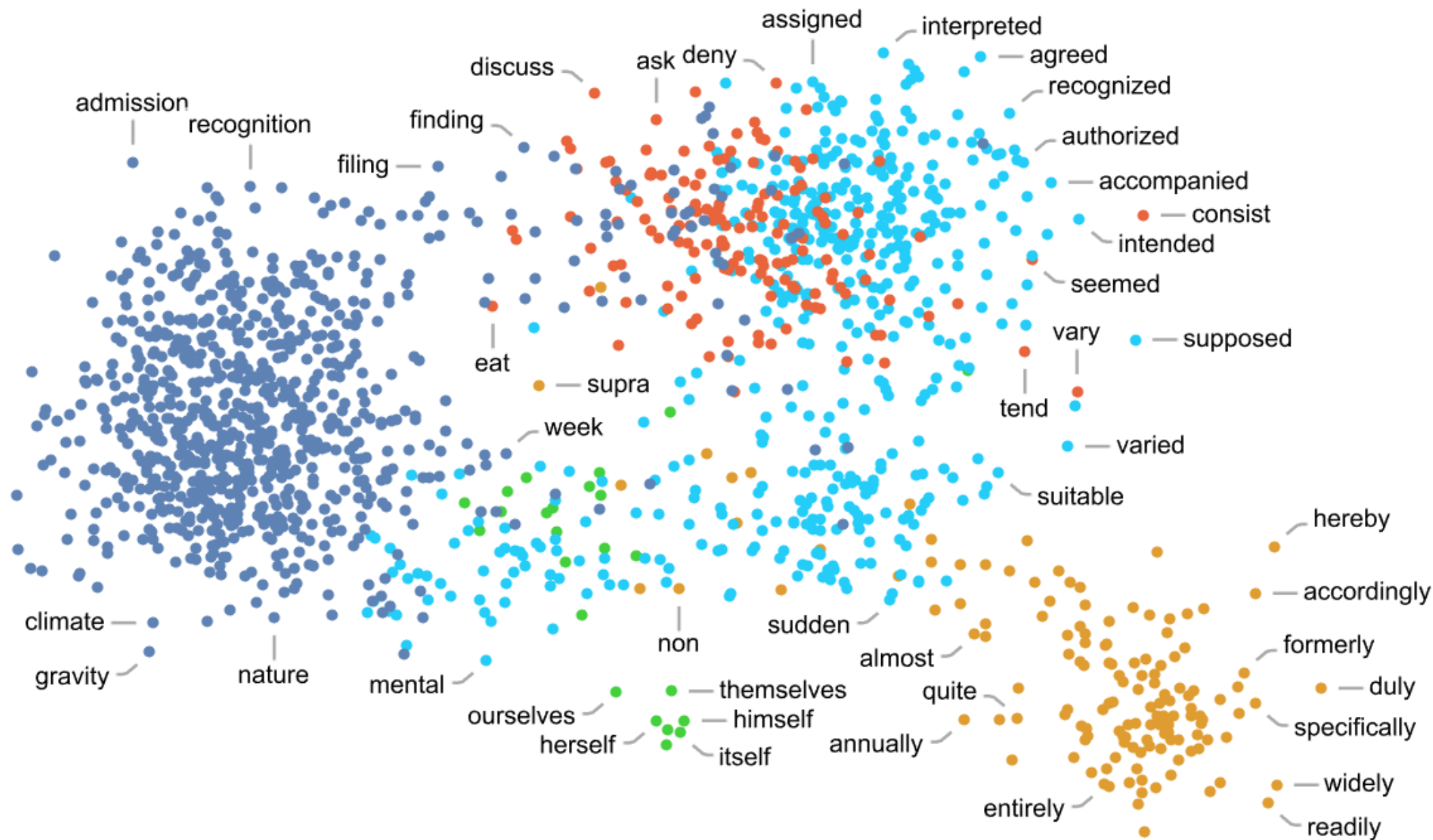
Brands face similar 'sorting' decisions: where should ad spend be allocated? What platforms present an issue for brand reputation? And which networks are priorities for community-building?

A perfect storm is brewing: users are being buffeted by rapid developments in the social media ecosystem (like Twitter/X's decline), the fast growth of alternatives, tightening regulation of teen social media usage, and new laws for social media safety.

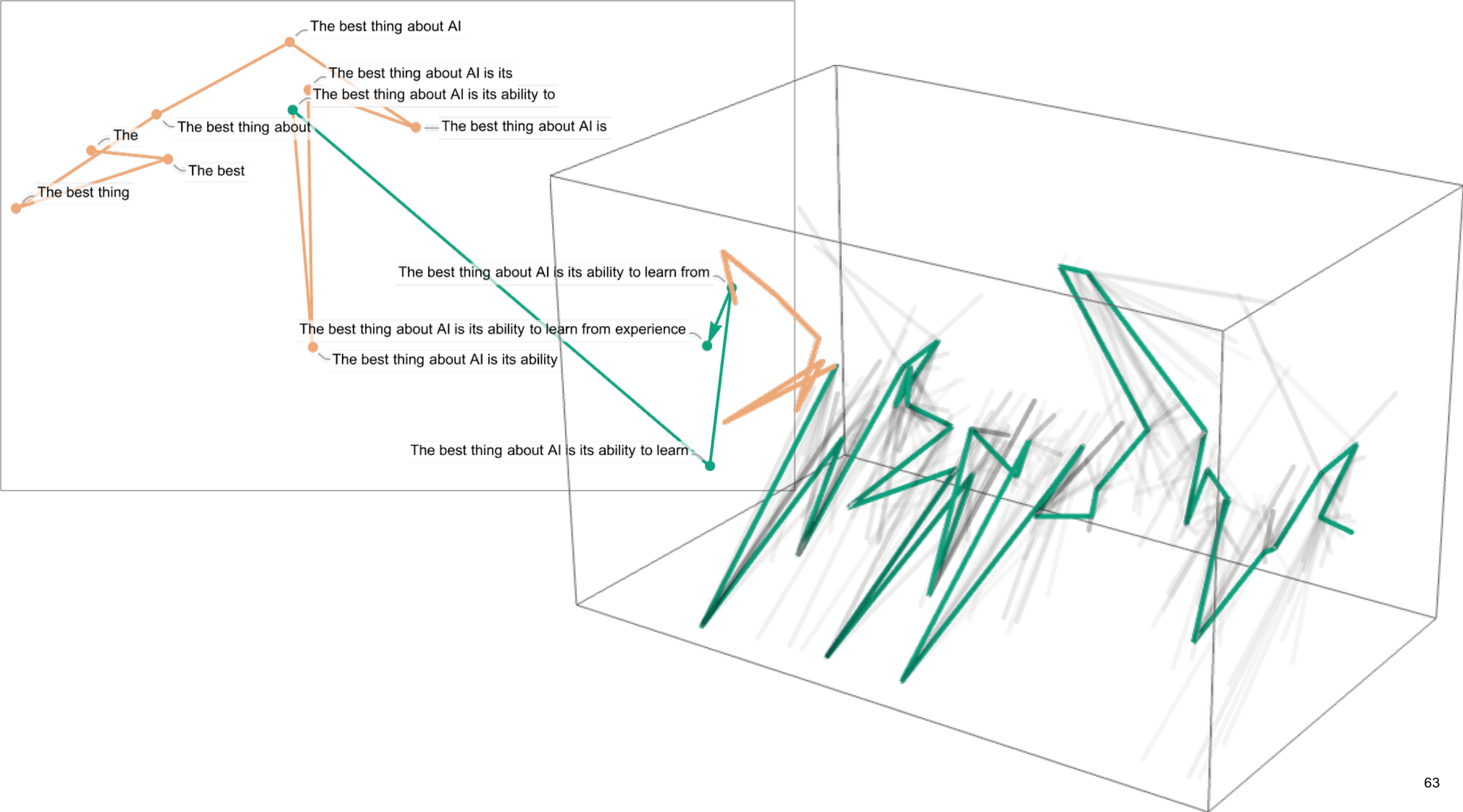
The Age of Average -> Think Different -> communicate Different

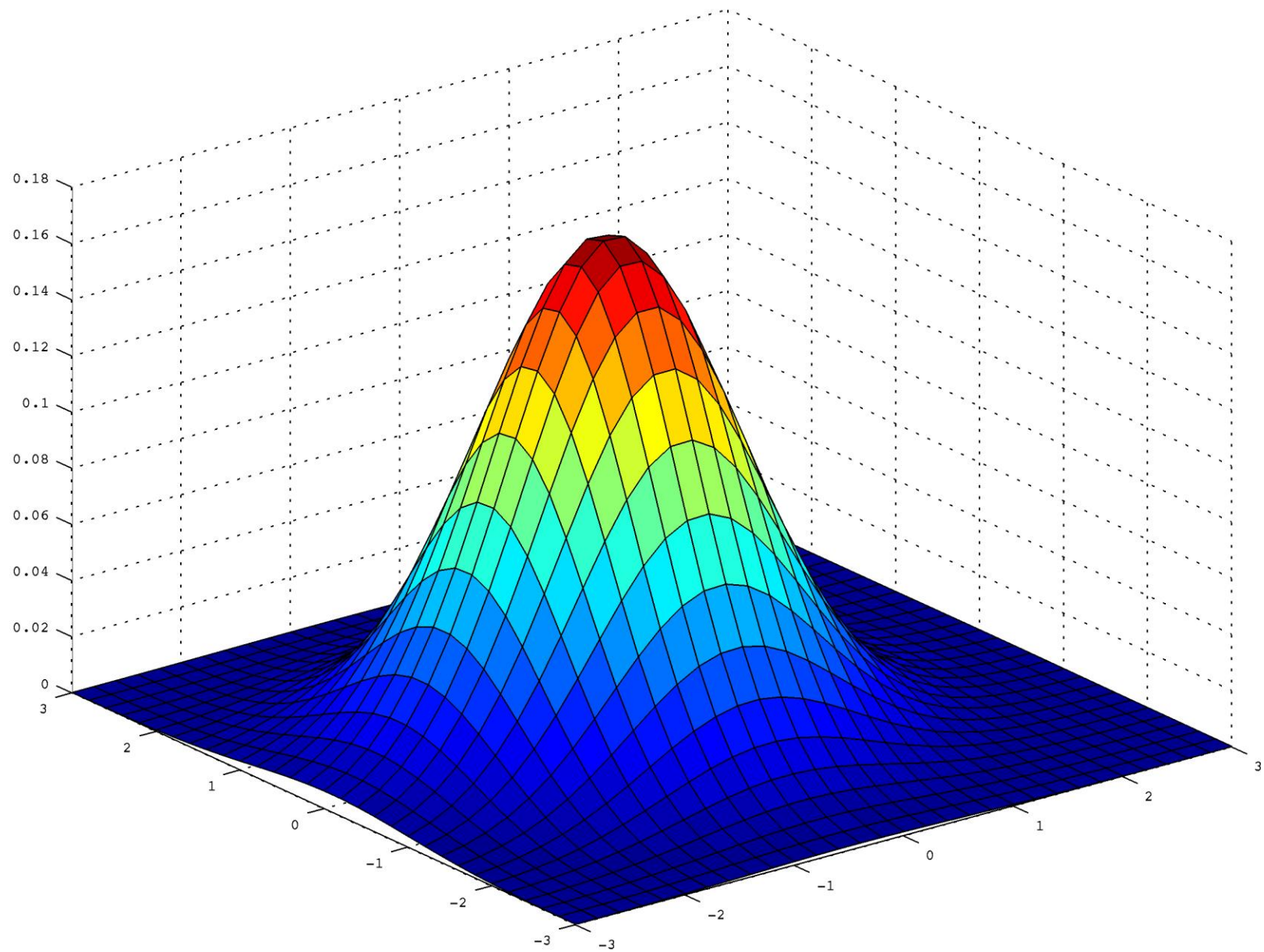
The best thing about AI is its ability to

learn	4.5%
predict	3.5%
make	3.2%
understand	3.1%
do	2.9%



■ noun ■ verb ■ adjective ■ adverb ■ pronoun





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SUBTLE
ART OF
NOT
GIVING
A F*CK**

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GARY JOHN BISHOP

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Dr Michael Bennett and Sarah Bennett

**BUSY
AS
F*CK**

(biz-ee-az-fahk) *adj.*
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Karen Nimmo
Clinical psychologist

*The
Life-Changing
Magic of
Not Giving
a F*ck*

How to stop spending time you don't have
doing things you don't want to do
with people you don't like

Sarah Knight

CAROLINE DOONER
AUTHOR OF
*THE F*CK IT DIET*

**TIRED
AS
F*CK**

BURNOUT AT THE
HANDS OF DIET, SELF-HELP,
AND HUSTLE CULTURE







Think Different -When the world zigs. Zag.

But it's not all bad news. I believe that the age of average is the age of opportunity.

It's time to cast aside conformity. It's time to exorcise the expected. It's time to decline the indistinguishable.

For years the world has been moving in the same stylistic direction. And it's time we reintroduced some originality.

Or as the ad agency BBH says.

When the world zigs. Zag.

Attention Is All You Need - Inattention Is All You Got

Informationsinflation

AI medfører, at kommunikationens værdi falder. AI gør det muligt for enhver at skabe og sprede tekst, video og billeder i realtid på diverse platforme.

Dette overskud gør det vanskeligere at afsætte tid og ressourcer til at filtrere og evaluere den hastigt voksende strøm af indhold



I N F L A T I O N

Information inflation

The proliferation of AI-generated content is devaluing communication.

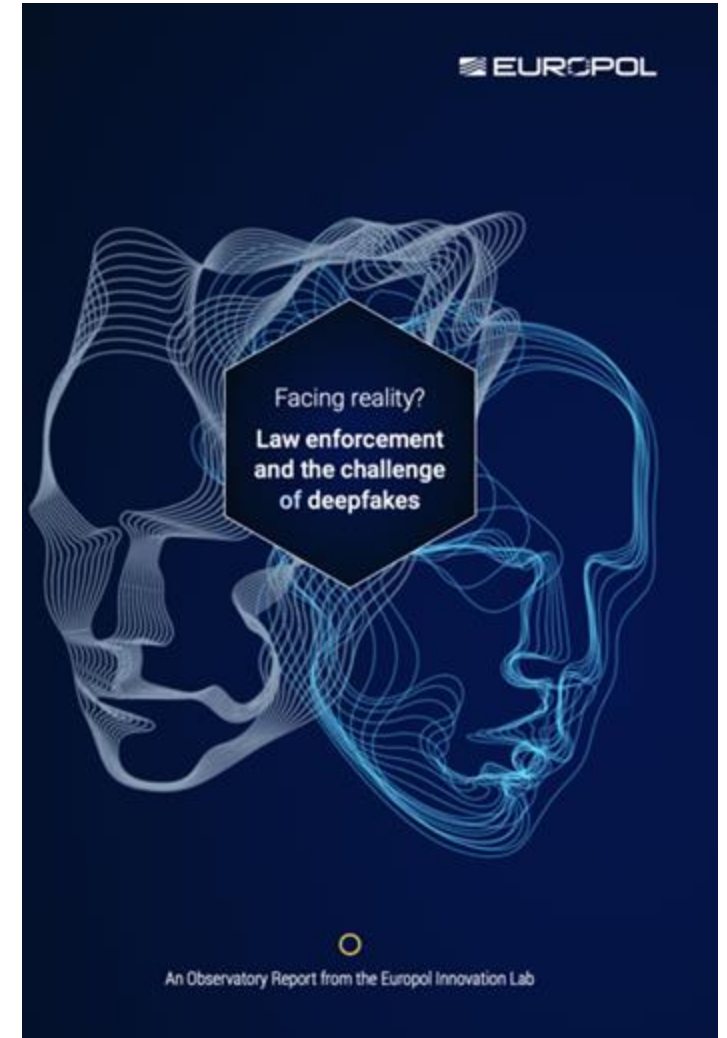
As AI empowers anyone to produce and disseminate text, video, and images instantaneously across multiple platforms, the overwhelming volume of content makes it increasingly challenging to dedicate time and resources to filtering and assessing its quality.



Det døde internet

1. real content generated by real people dominated.
2. fake content generated by real people to deceive (think fake reviews, Cambridge Analytica, etc.).
3. Finally, the era of fake content created by AI.

Experts estimate that as much as 90 % of online content may be synthetically generated by 2026.



K- Strategi i en tid med overflod af kommunikation. Sådan overlever vi, når AI gør kommunikation billigere og mere tilgængelig

- Hvilke af vores nuværende kommunikations løsninger vil kunderne og medarbejderne selv kunne klare med AI uden os?

Ligesom rejsebureauer har oplevet, at kunder nu selv kan planlægge rejser via AI, skal virksomheder være forberedt på, at AI kan overtage nogle af deres services. Rejsebureauer har måttet omstille sig til at tilbyde unikke oplevelser i stedet.

- Hvilken ekspertise skal vi udvikle for at forblive foran AI?

Virksomheder må fokusere på at udvikle kompetencer, som AI ikke kan matche. For eksempel må læger, i takt med at AI bliver bedre til diagnosticering, styrke deres menneskelige kompetencer som empati og tværfagligt samarbejde.

- Hvilke aktiver kan vi opbygge for at forblive konkurrencedygtige som fag og medarbejder?

Fokuser på varige konkurrencefordele som brands, kunderelationer og fysiske aktiver. Eksempelvis vil evnen til at forstå kundebehov gennem dybdegående research blive vigtigere end selve produktdesignet, som AI kan håndtere.

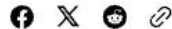


ANALYSE

Dopamine Culture Eats Content for Breakfast

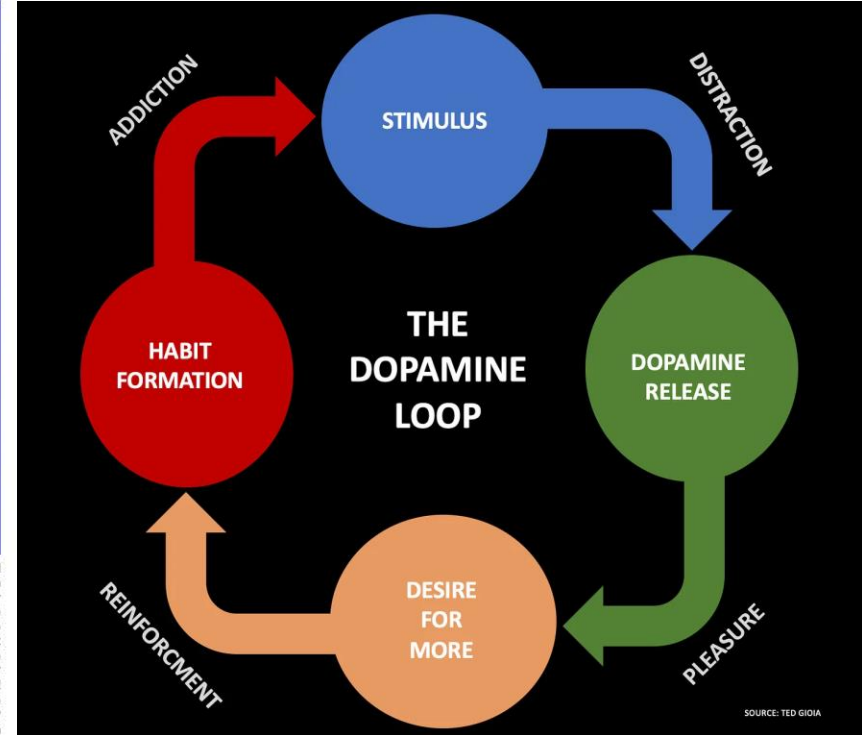
Er du allerede fristet til at scrolle ned for at se, hvad det næste er? Så velkommen i dopamin-kulturen! Du har ingen tålmodighed, og du er ikke alene.

by [Judy Hermansen](#) Opdateret december 13, 2024



Hvis det hele lyder lidt junkie-agtigt, er det ikke helt ved siden af. Det er en afhængighed af stimuli, som går lige i krybdyrhjernen og udløser et dopamin-fix, der gør dig glad i låget. Hjernens belønningssystemer er skræmmende primitive, men effektive. Og du vil bare have mere, så du hopper på det igen og igen....

Du har ingen tålmodighed og ingen har ingen tålmodighed længere. For 20 år siden målte forskere den gennemsnitlige opmærksomhed til 2 halvt minut. I 2012 var den nede på 75 sekunder. I 2018 var den nede på 47 sekunder! Gad vide hvor langt nede den er i dag? Photo by Danist Soh / Unsplash



Accelerating dynamics of collective attention

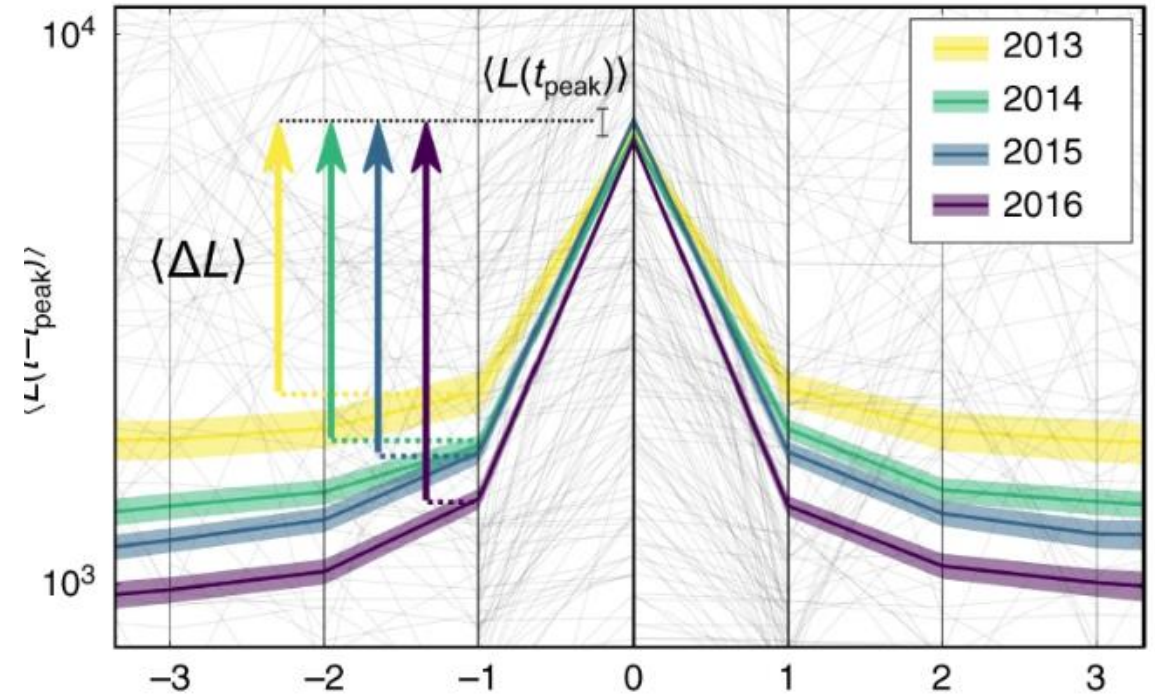
[Philipp Lorenz-Spreen](#), [Bjarke Mørch Mønsted](#), [Philipp Hövel](#)  & [Sune Lehmann](#) 

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Abstract

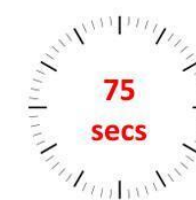
With news pushed to smart phones in real time and social media reactions spreading across the globe in seconds, the public discussion can appear accelerated and temporally fragmented. In longitudinal datasets across various domains, covering multiple decades, we find increasing gradients and shortened periods in the trajectories of how cultural items receive collective attention. Is this the inevitable conclusion of the way information is disseminated and consumed? Our findings support this hypothesis. Using a simple mathematical model of topics competing for finite collective attention, we are able to explain the empirical data remarkably well. Our modeling suggests that the accelerating ups and downs of popular content are driven by increasing production and consumption of content, resulting in a more rapid exhaustion of limited attention resources. In the interplay with competition for novelty, this causes growing turnover rates and individual topics receiving shorter intervals of collective attention.



Duration of Attention Span



2004



2012

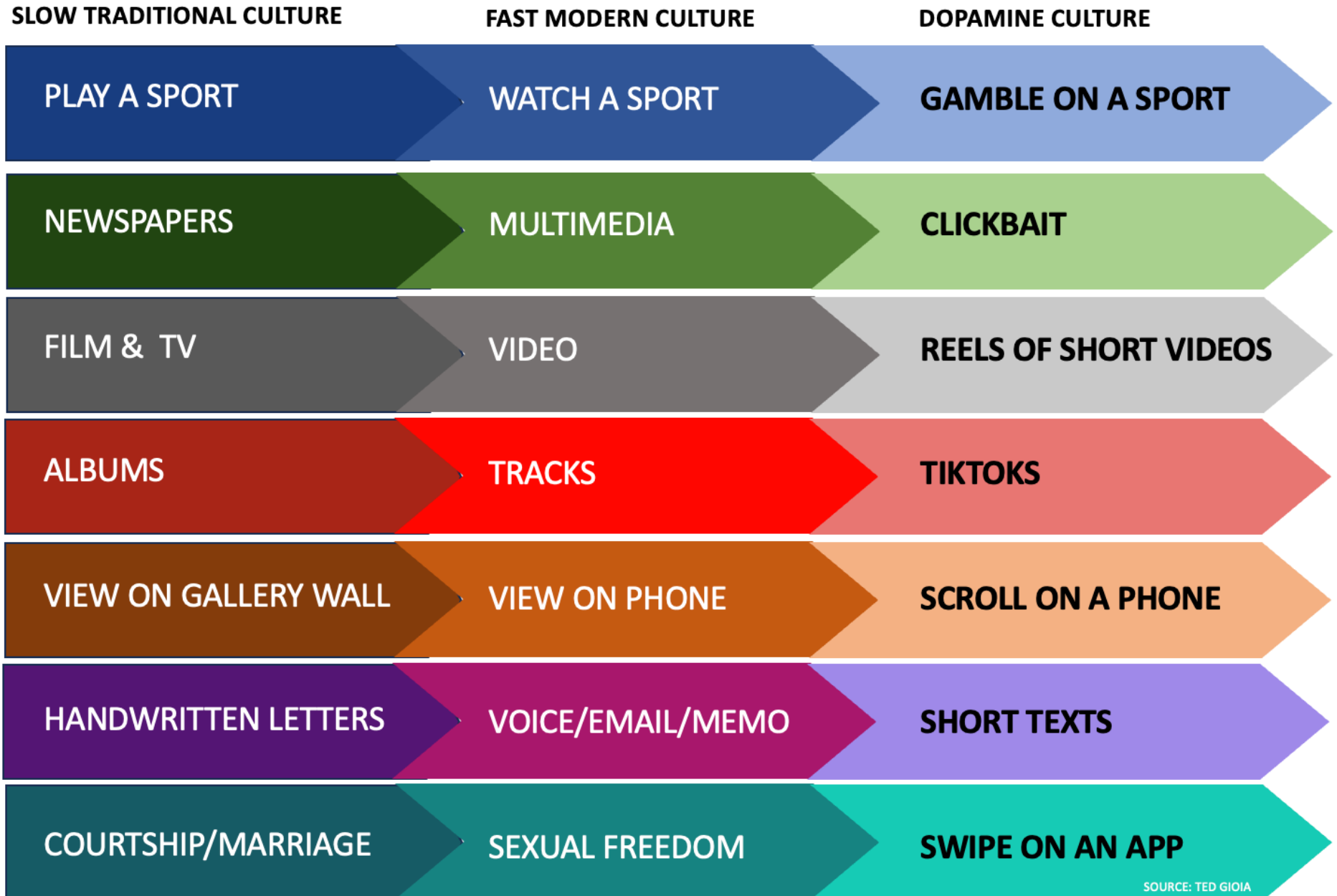


2018



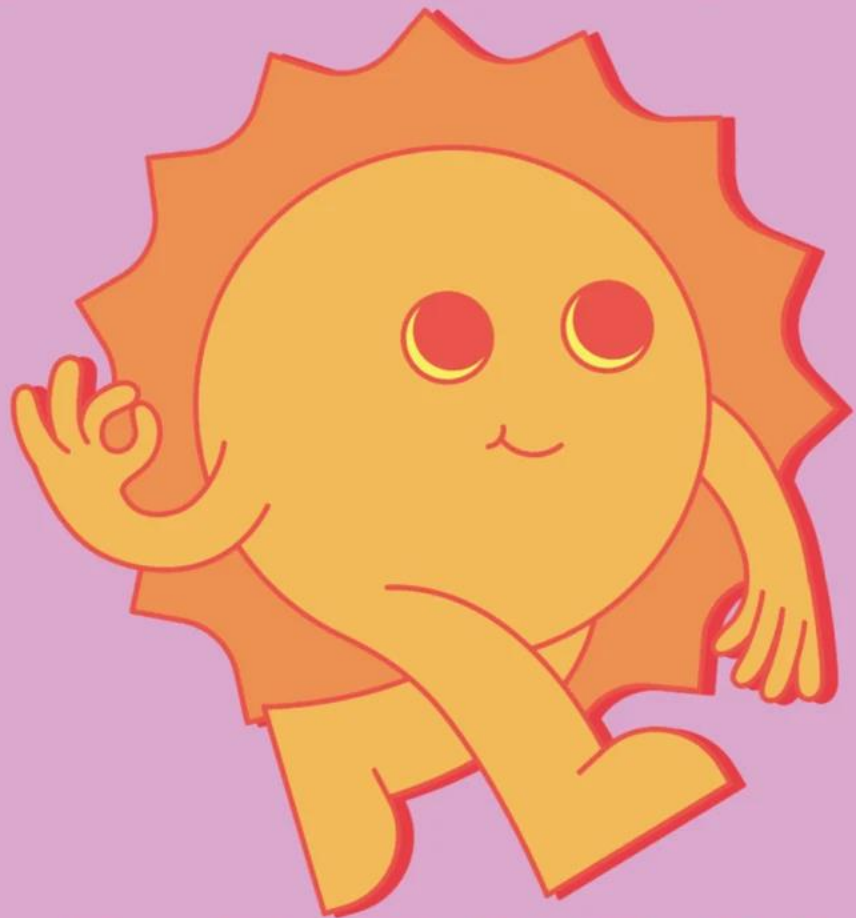
2023

The Rise of Dopamine Culture



SOURCE: TED GIOIA

DOPAMINE



DESIGN

DOPAMINE DESIGN HAS ARRIVED





SOCIAL-FIRST POLITICS = DOPAMINE POLITICS = PARASOCIAL = HYPER POLITICS = MAGA

Hyper politik refererer til en intensiveret form for politik, hvor kommunikation og strategi domineres af digitale platforme og konstant medieopmærksomhed.

Det indebærer ofte korte, polariserede budskaber designet til at vække stærke følelser og skabe engagement online.

Hyperpolitik fokuserer mere på iscenesættelse og virale effekter end på dybdegående politisk substans.



Copenhagen Review *of* Communication

Q&A

