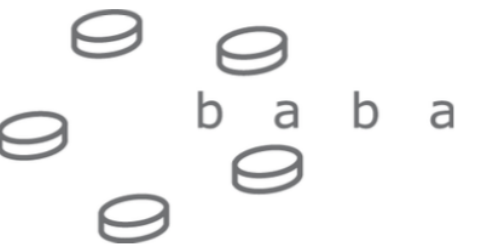




# EXPLORATION ON THE WORD **#FUTURE**

April, 2nd 2020

[babaconsulting.com](http://babaconsulting.com)

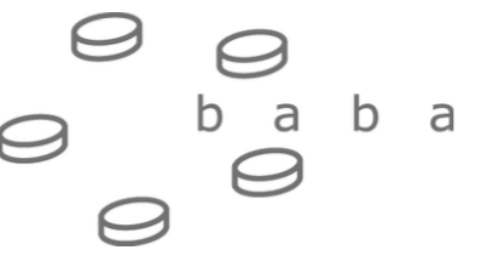


## Context

#Future is an open question now more than ever.  
During such shifting times, we project ourselves in the future,  
the imaginative place of any uncertainty:  
for some a hopeful scenario, for others a paradox.

## Objective

We at baba have run a web listening in order to identify the  
most relevant insight in the current conversations.  
What does #future mean today?



## Methodology

The web listening has been run through a software tool: **Brand24**.  
The meaning of #future/#futuro has been investigated in Italians' conversations from March 3rd to April 2nd.

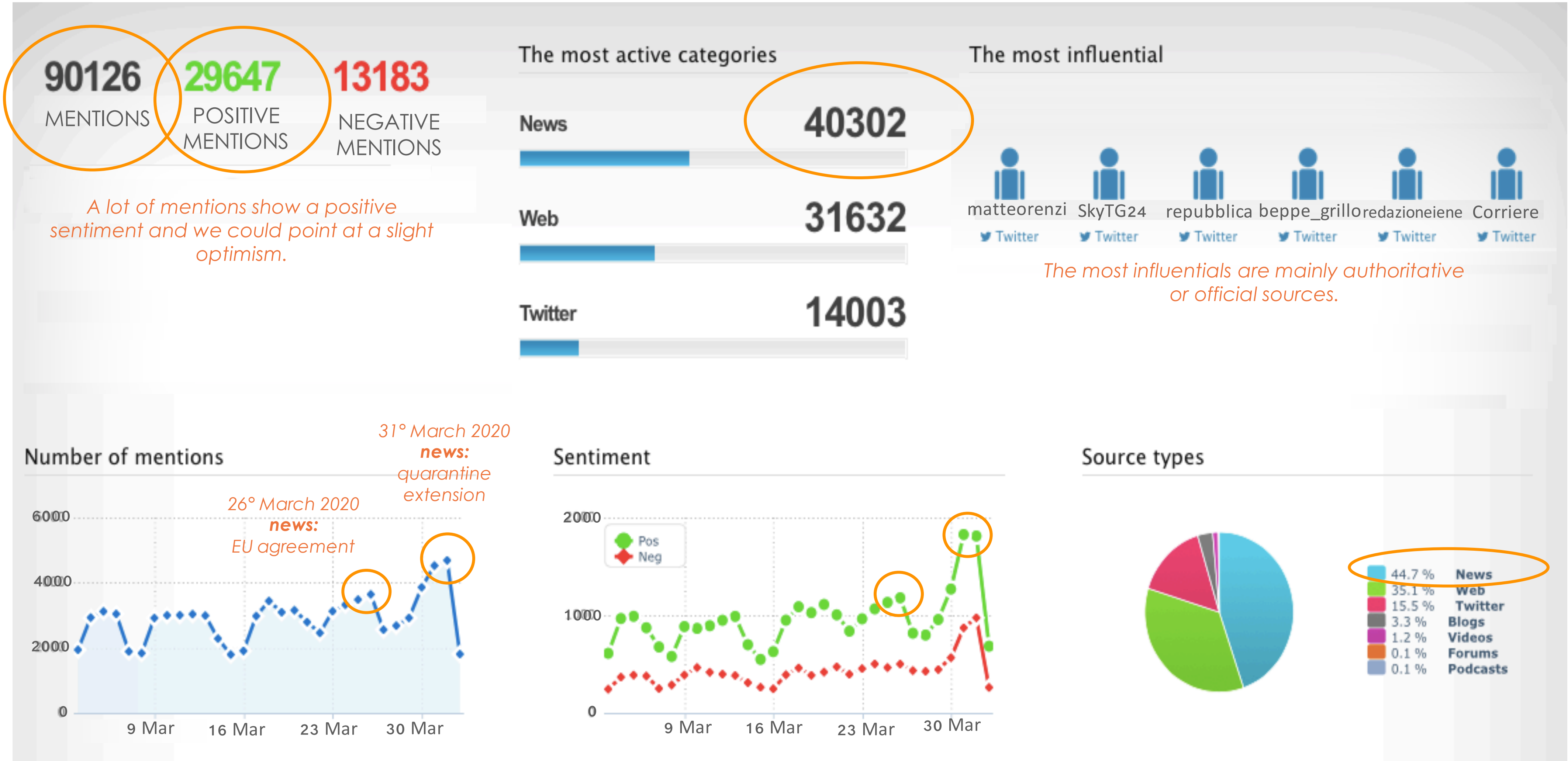
Conversations were analyzed from sources such as:  
Twitter, YouTube, blogs, news websites, forums.

Positive/negative analysis is based on an algorithm which recognizes the sentiment, constantly learning with a 93% of accuracy.

INFOGRAPHICS: SOME STATS ON #FUTURE



#future is certainly a thrilling topic to talk about, to image, to discuss about. Audiences are asking and waiting for indications and follow-ups: news are the main sources, in the craving of knowing “what’s next?” and peaks in mentions are related to the main government updates.





## CONTEX OF #FUTURE

### The most recurrent keywords in Italians' conversations



The economic concern is the most evident: #future is linked to technology and market projects, apparently no room for individual projections.  
#future is intrinsically associated to progress, to “more” as compared to past and present, to growth (“sviluppo”, “crescita”), to plans (“progetti”).

ora ancora **previsioni** cosa punto **situazione** proprio mondo far **modo** digitale stati **attuale** grandi altri **italia**  
momento **relazione** grande **dopo** vita quindi emergenza realtà fatto prossimo **innovazione** società prezzo **già** storia  
fine **presente** tipo quando studio guardare altro **stato** sviluppo **essere** sempre proviene nuova così **livello** possibile invece **avere** attraverso nuovo  
**ogni** **coronavirus** articolo **capacità** **lavoro** **oggi** passato base marzo **tutte** **può** rapporto produzione poi molto **crescita**  
meglio nuove **globale** valore parte ben tecnologie anni mai soprattutto **progetti** giorni **mercato** presidente ricerca **persone**  
paese crisi **senza tempo** sembra casa quali insieme obiettivi **produttori** speranza **solo** giorno migliore **prima fare** deve

## #FUTURE SUBJECTS: WHO TALKS ABOUT IT?



The institutional subjects are the most recurrent, but WORK, HOPE and ECONOMY are often discussed by common people too

### **VIRUS**

*News, updates and reflections, to inform and discuss with audiences.*

*Main source of mentions NEWS*

### **WORK**

*Politicians statements, objective news to counterbalance worried and sometimes even dark posts by private profiles.*

*Main source of mentions: WEBSITES*

### **HOPE**

*Often politicians with reassuring and self-confident posts, also people who want to spread positivity.*

*Main source of mentions: BLOGS*

### **TECHNOLOGY**

*Both robots-entusiasts and some still skeptics, mainly who is scared of the massive establishment of technology in human relations.*

*Main source of mentions: NEWS*

### **ECONOMY**

*News and official posts to raise awareness and calm population, but also strong tones by common people and sometimes keyboard warriors.*

*Main source of mentions: NEWS*

### **HEALTH**

*First of all news and journalists reports, but also thankful posts, addressed to healthcare professionals.*

*Main source of mentions: NEWS*

### **SUSTAINABILITY**

*Environmentalists, professionals trying to keep the conversations alive.*

*Main source of mentions: NEWS*



## THE 3 MOST POPULAR MENTIONS With the largest total amount of interaction



As these mentions testify, #future is now about the *public* sphere and refers to the area of the great decisions: for the community, the political agenda, the #future implications of pandemic.  
#future, uncertain like never before, is now meant in a broader sense, rarely related to *personal*, self, individual, but instead committed to look at the bigger picture.

### 1°→ HEALTH (mass contagion)



### 2°→ European POLITICS (foreign affairs)



### 3°→ Economic/work POLITICS (national)



# TOPICS FOR #FUTURE



Given that, we have deepened our research by looking for associations with #future, from the most popular #future mentions and from the trend topics.

We have choosen the most relevant for the present moment and the most popular.

#FUTURE

mentions 90126  
social media interaction 102 530  
social media shares 19880  
social media likes 82650

Stats comparison with the main topic #future

## VIRUS

mentions: 45071  
social media interaction 38728  
social media shares 8078  
social media likes 30698

## ECONOMY

mentions: 2452  
social media interaction 1400  
social media shares 311  
social media likes 1089

## WORK

mentions: 5389  
social media interaction 10631  
social media shares 2201  
social media likes 7341

## HEALTH

mentions: 2391  
social media interaction 3254  
social media shares 724  
social media likes 2530

## HOPE

mentions: 5220  
social media interaction 6660  
social media shares 1046  
social media likes 5614

## SUSTAINABILITY

mentions: 1010  
social media interaction 520  
social media shares 174  
social media likes 346

## TECHNOLOGY

mentions: 3845  
social media interaction 926  
social media shares 343  
social media likes 567

### Highlights:

VIRUS and WORK have the highest social interaction rate: their audiences are more engaged to these themes, comparing to others, as they are highly sensitive. HEALTH and HOPE unlock reactions involving emotional contents. TECHNOLOGY stays strongly associated to a wishful better living, but it's intersting that its rational connotation comes after the feelings involvment of HOPE

SUSTAINABILITY, the topic that just few months ago embodied the #future itself, now seems to have been left aside, an not connected to the present situation.





## MEANINGS AND RELEVANT MENTIONS FOR #FUTURE

To quit the emergency (VIRUS), the survival leverages are the emotional equipment (HOPE) as well as the renewal of pragmatic interactions (WORK)

### VIRUS

Now, for the entire world, #future is a place out of the current situation: in there, we project ourselves as better beings (also because we will have learned important lessons)



### WORK

One of the main concern, for everybody.  
Even the most individualist topic among the associations to #work, refer to the community.



### HOPE

Is the key to unlock our, so uncertain, #future, the condicio sine qua, that rhymes with optimism, for living the anxious present.





## MEANINGS AND RELEVANT MENTIONS FOR #FUTURE



TECHNOLOGY could provide answers and solutions to the great dilemma for Italian system, the maintaining of ECONOMY and HEALTH need to find an adjustment and a beneficial coexistence.

### TECHNOLOGY

Technology is what already takes us to the future and now it is releasing ease, at service of the fight against the emergency.

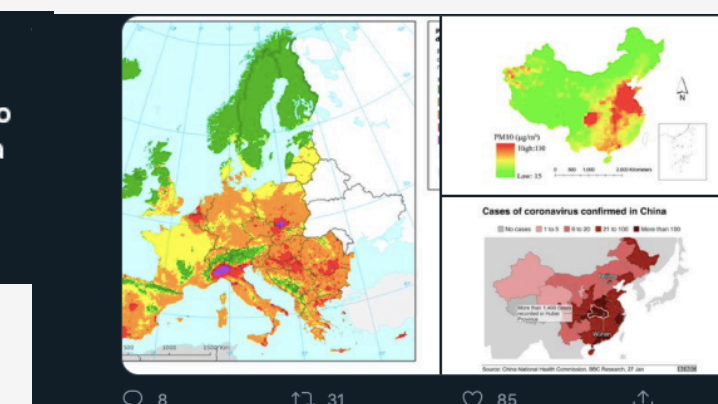
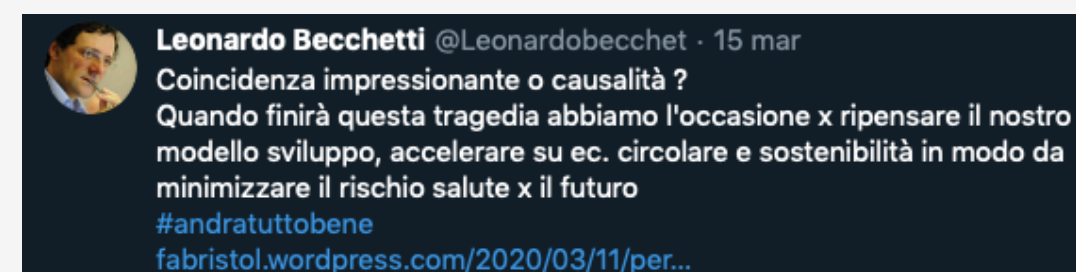
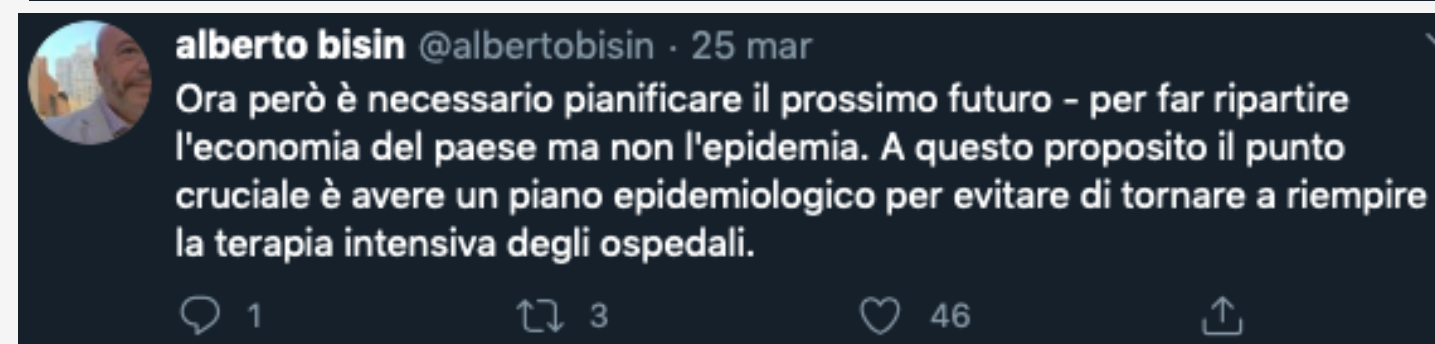


### SUSTAINABILITY

The reduction of human impact is coming back on the stage, still not enough

### ECONOMY

Italian economy is now the crucial and likewise vital point, besides health issue.



### HEALTH

The other side of delicate balance of the Italian situation (stopping the contagion vs. economic stagnation). Pandemic awakes the collective awareness of the global asset of health and sanitary system.



## #FUTURE Final takeouts



1.

The conversational scene on #future splits in two, both referring about “what’s next?” concretely after the shutdown and anxiously relating to #future in a broader sense.

The topic provides a lot of discussions among political parties and associations, and those discussions are framed in a collective context, as a community argument.

Surprisingly, the discussions about another urgent, global issue as sustainability is pausing, not considered among the necessary elements of the next rebalancing.

2.

The pandemic becomes a divide that urges to find alternative scenarios able to rapidly subvert what it was not suitable before the Coronavirus, to give meaning to the time we are experimenting now so hardly.

3.

The scenario of #TOFIGHT (scenario. 2, see the Trend Monitor® 2020-21 map) and its two related trends *contending/crashing* could provide the answers to this urgency to restructure.

After the emergency that has revolutionised all the sectors of our society, entering the #future should mean to draft a new world able to prevent and sustain the present crisis and the ones to come (environment and economy, above all).

