

Trends

# Self-Projections



# Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.



# Setting the scene

## Self-Projections

In Psychology, 'projections' are often negatively defined as the attribution of personal negative traits onto somebody else as a form of self defense.

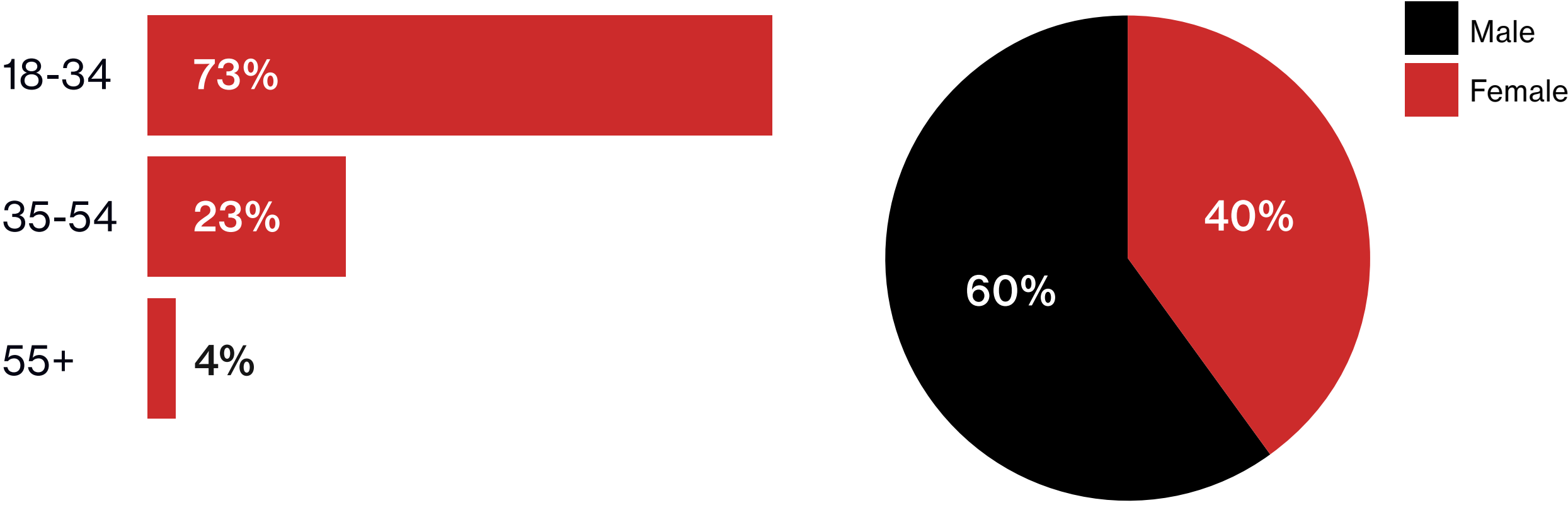
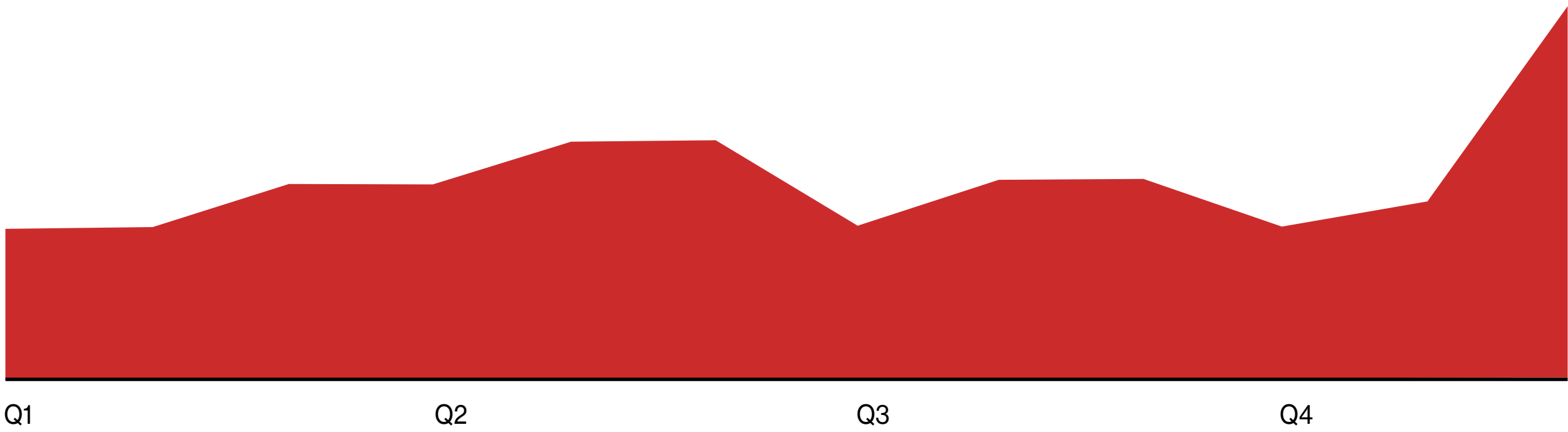
In today's world, Social Media timelines have allowed us to not only manage our interpersonal relationships with other people, but also our past and future selves.

This week, we explore some of the trends and behaviors that highlight potential self-projections, both from a positive and negative standpoint.



# #inmymind allows users to express a deeper sense of self and self image, that is hidden from social media

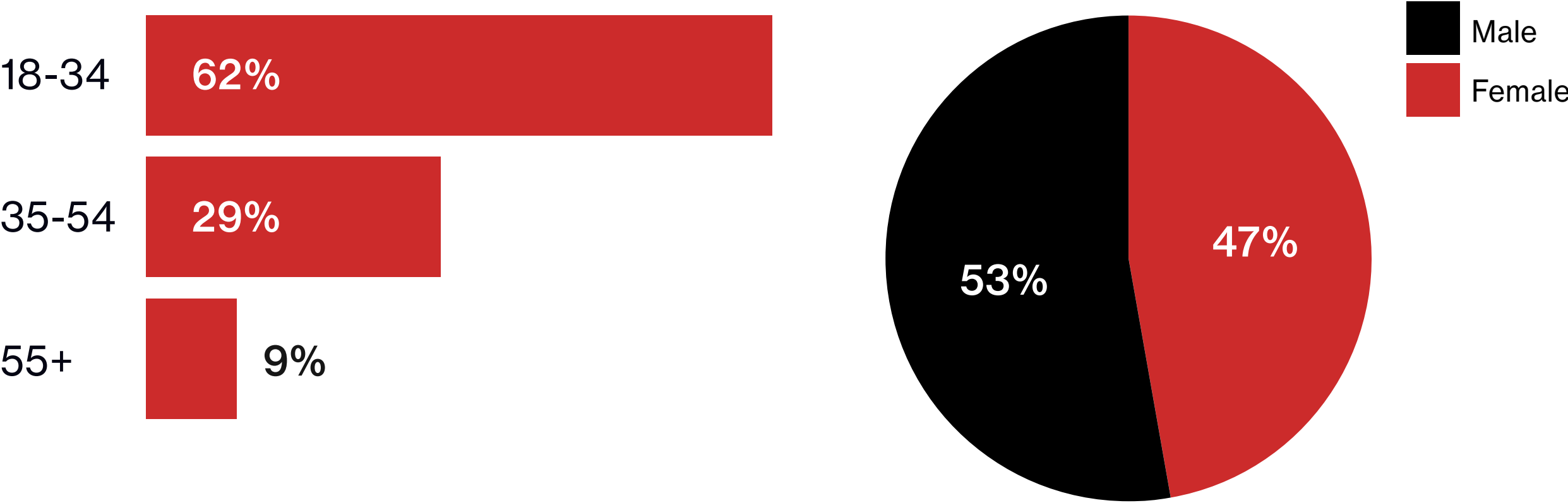
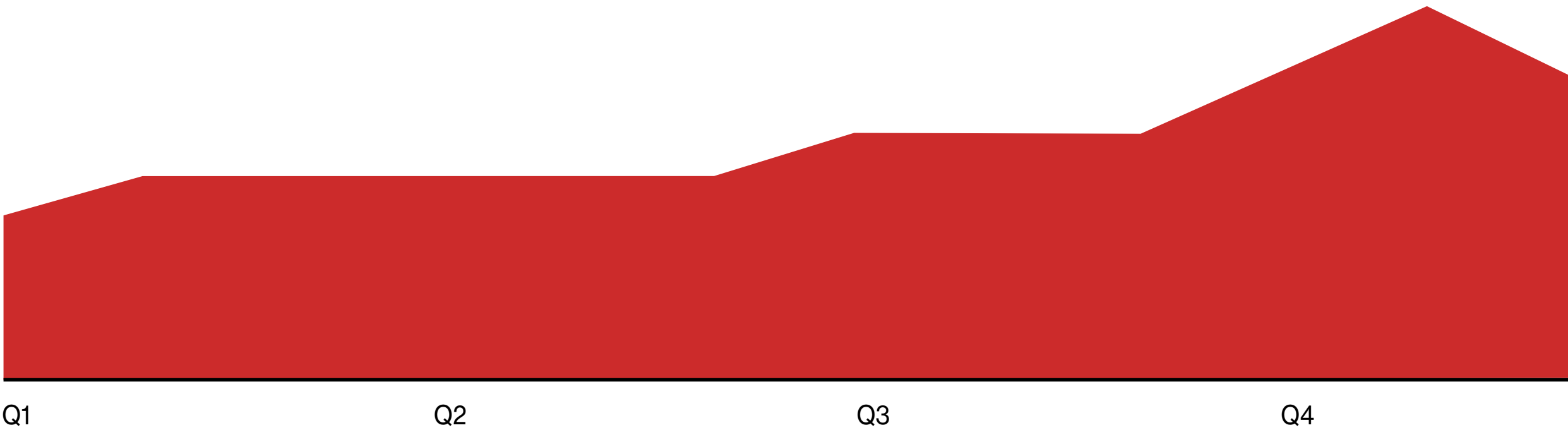
in my mind tiktok: 1H to 2H 5.56% growth\*





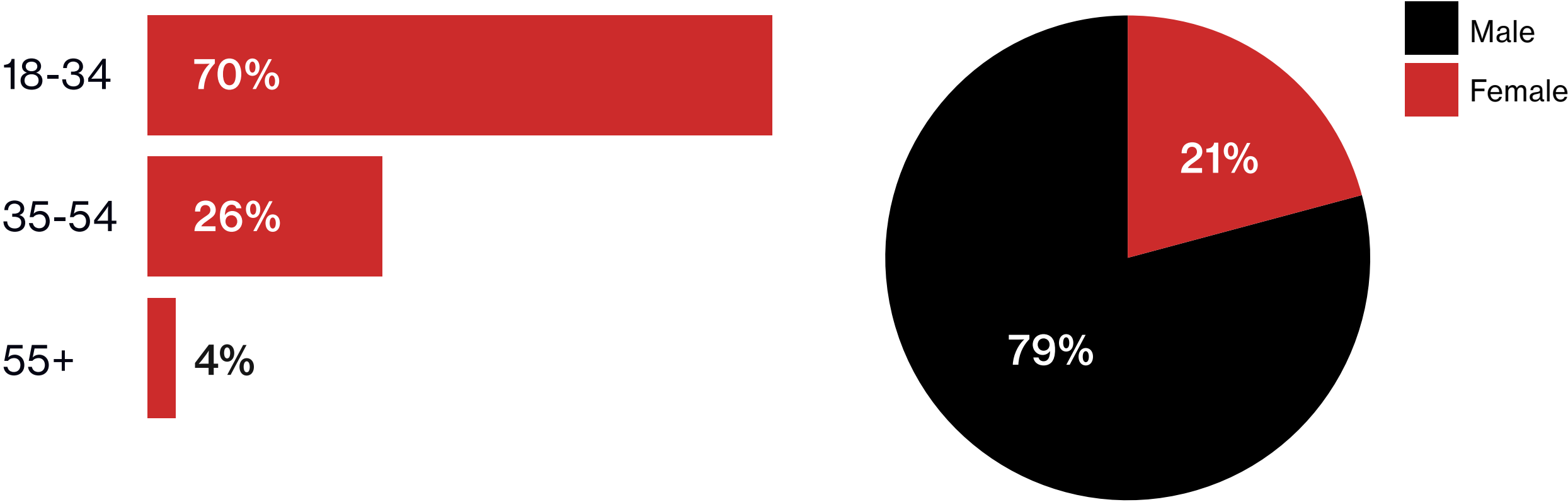
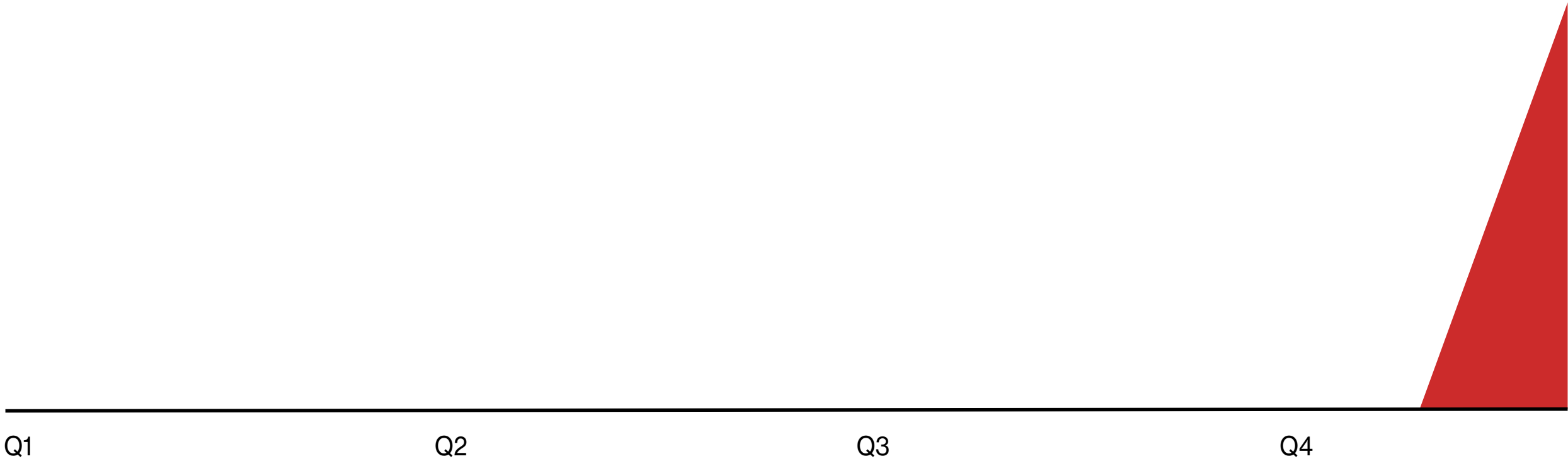
# Growth in #GRWM highlights an increasing comfort with the repetitive nature of lockdown life

grwm meaning: 1H to 2H 46.11% growth\*



# The growth of the subreddit **Tik Tok Cringe** shows that self-expression will always have a feedback loop

reddit tiktokcringe: 1H to 2H **239900.00%** growth\*



# Key brand takeaways

1

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## Feel free to let-go

Tik Toks emergence as a new modern day Soapbox highlights a need for users to self-project themselves in ever increasing and creative ways.

It's becoming far more important for brands to establish encourage self expression and creativity, letting "go" of their message and allowing people to create anything with it.



# Key brand takeaways

2

## Choose a side

Cringe-Dance-Tutorials or “Okay Boomer” Narratives.

As with most manifestations in contemporary life, the current spectrum in social media usage allows little room for mediation in the middle...

Brands really looking to build a relationship with their target consumer would do well to double down on their position in order to really resonate with their intended audience.





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us for the full report.**

