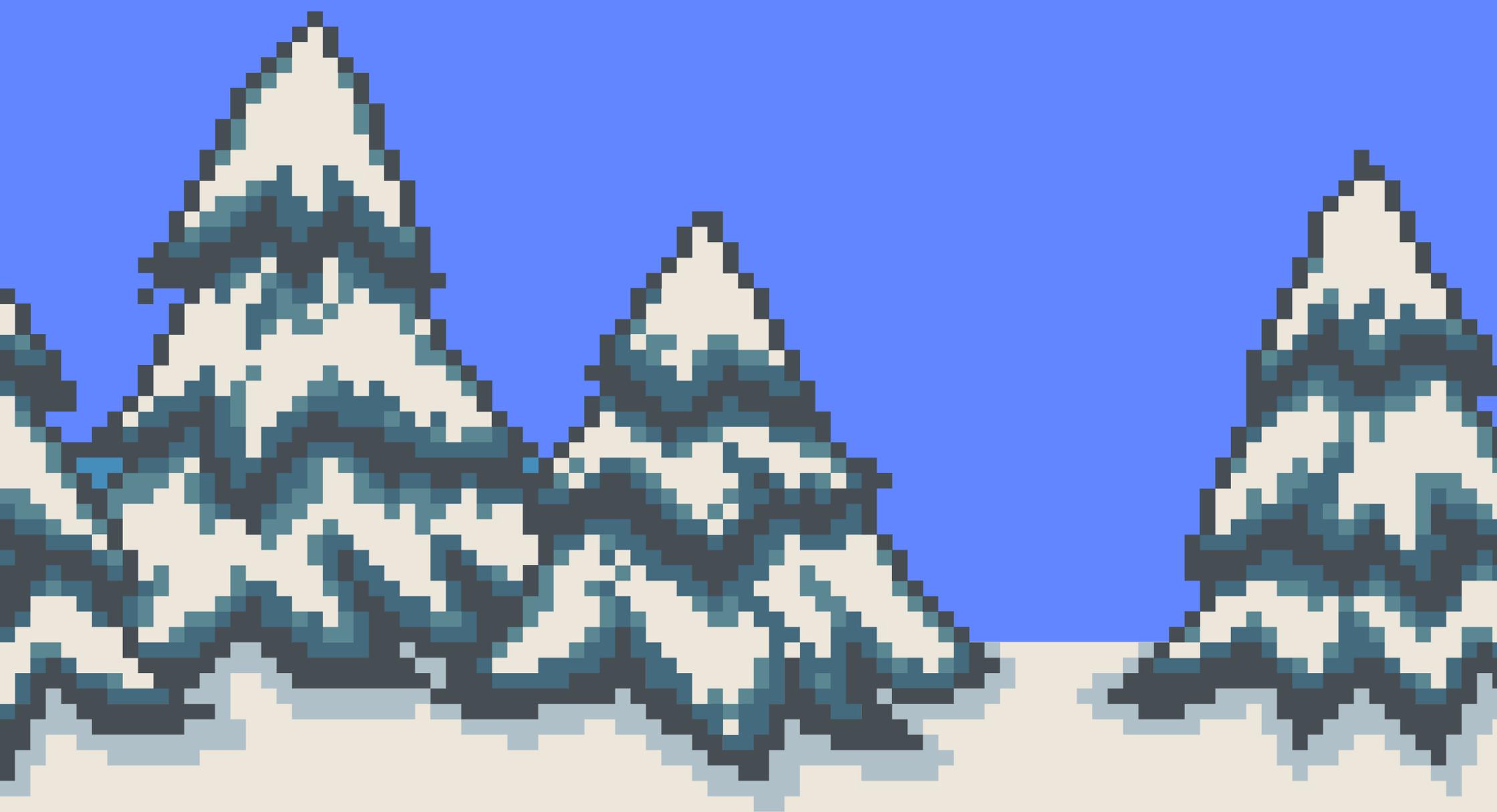


Trends

Re-Indexing



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

Re-Indexing

It's no secret that trust for governmental and corporate bodies has struggled. This has been the subject of thousands of articles across the web.

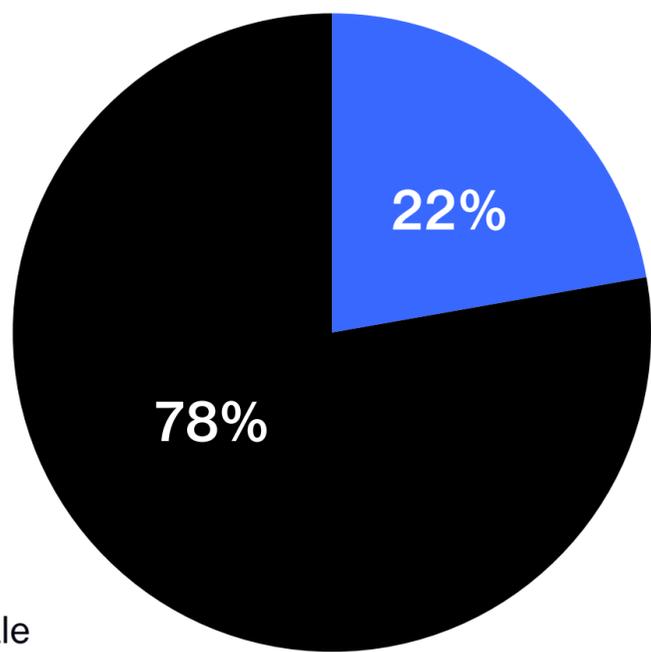
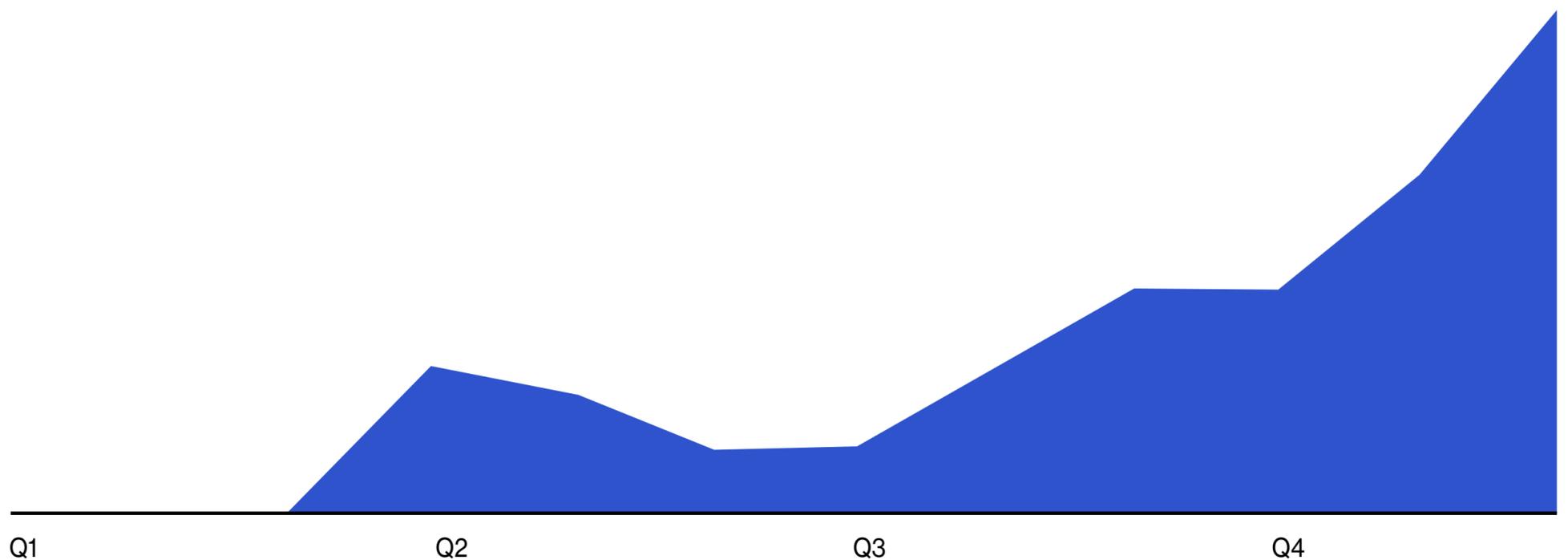
We also know that Web 3.0 is a relatively new piece of terminology that aims to change the way we interact and use the internet for good.

What does this mean for the contemporary notion of living work, daily life and conventional consumption?

This week, we observe a societal 're-indexing' of normative working life and culture.

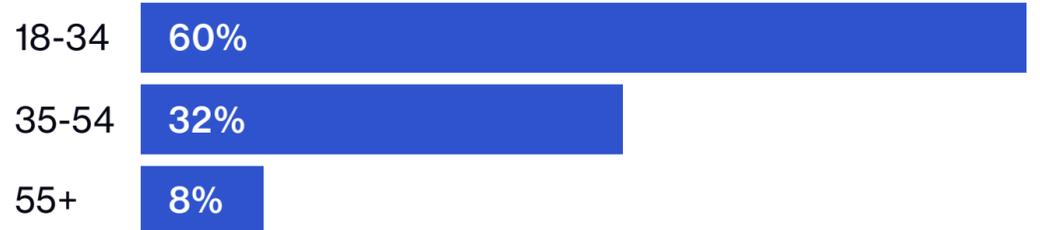
Rapid growth in Charitable NFTs allures to the fact that for some, money isn't everything

charitable nft: 1H to 2H **355.32%** growth*



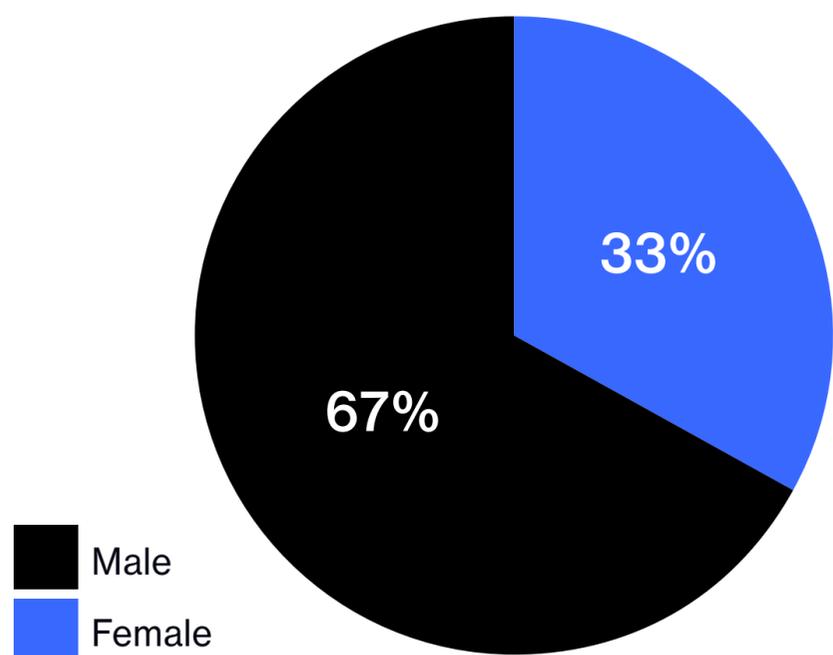
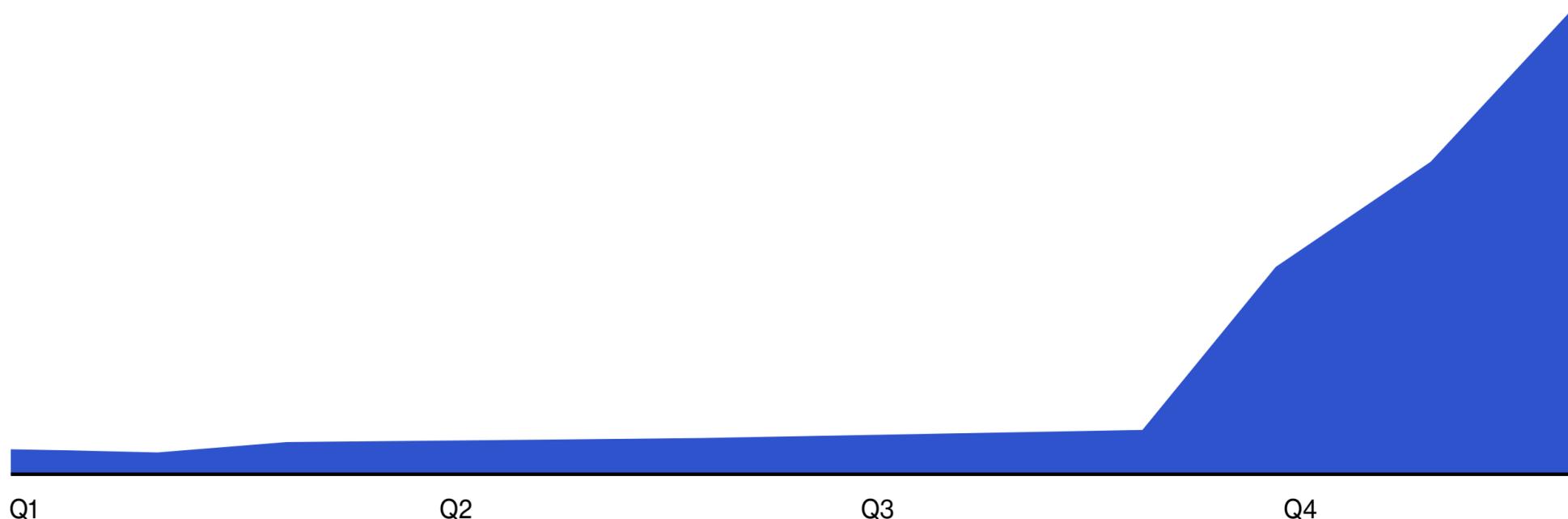
Male
Female

Players such as [The Giving Block](#) allow artists and purchasers alike to donate cryptocurrencies to charities, with some artists promising to share half of their payment with charities in rural communities or educational settings.



Antiwork highlights a growing need to rebel, or at least vent about conventional working norms

antiwork: 1H to 2H **572.83%** growth*

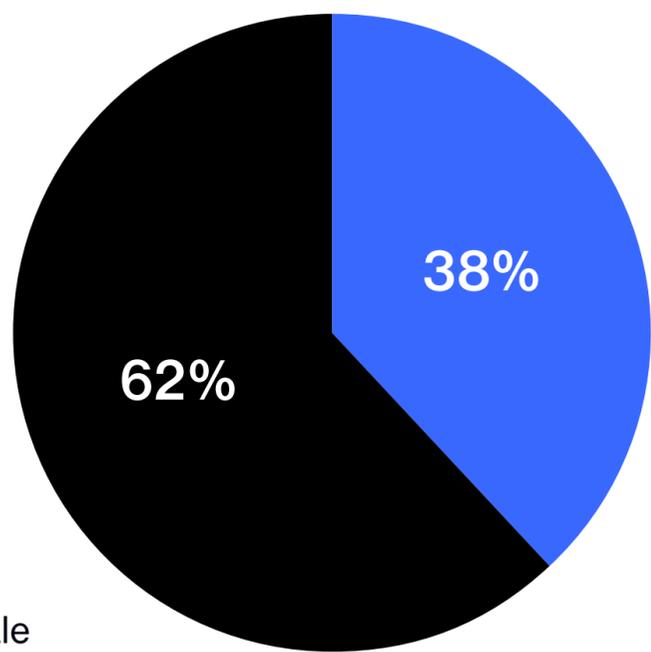
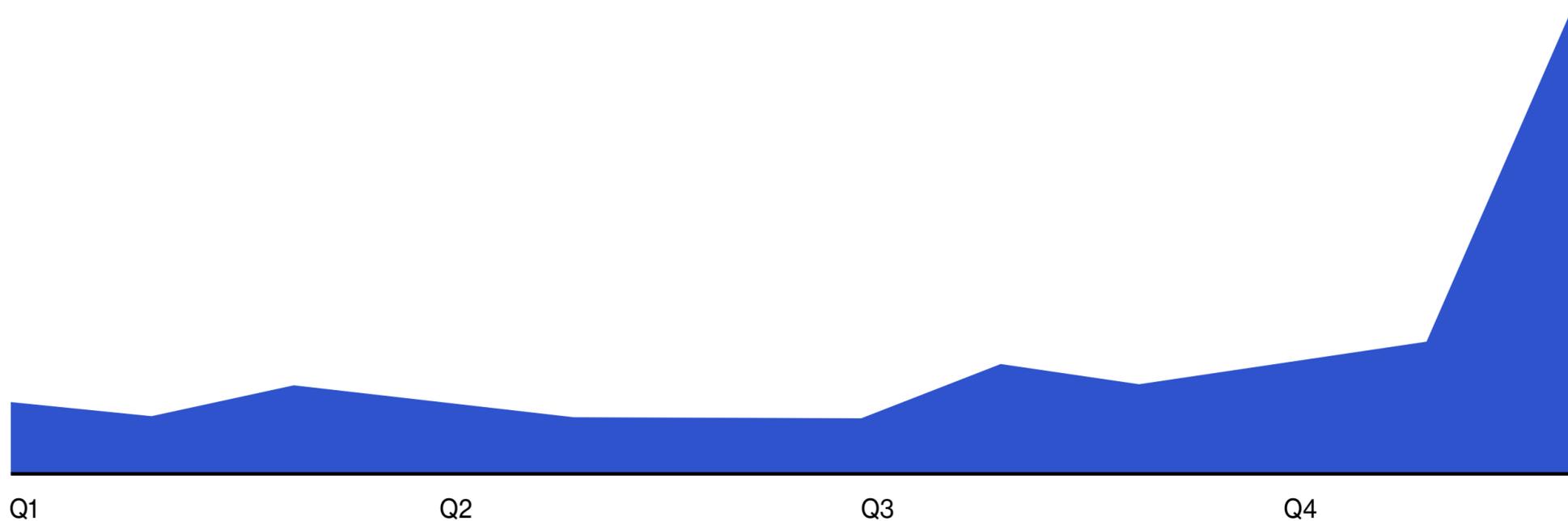


Disillusioned workers unite under the 'Antiwork' **SubReddit**, which has been trending across the platform, with a view to make unemployment the norm for all, 'not just the rich!'



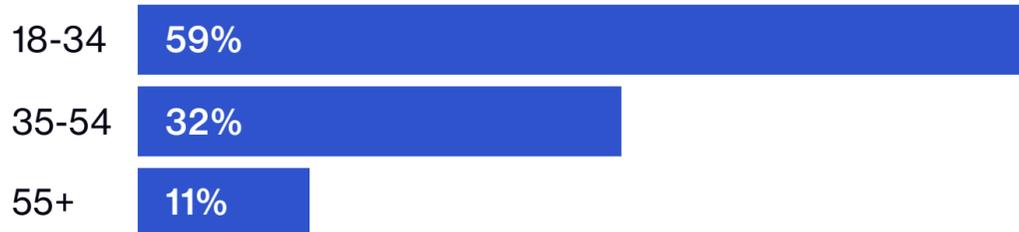
Growth in **AI Art** searches infers a new interest and curiosity around non-human creativity

ai art: 1H to 2H **128.68%** growth*



Male
Female

While some remain curious about non-human art, there are other **services** that claim to use AI to supercharge 'human' art by mirroring different styles and techniques of acclaimed artists throughout time.



Key brand takeaways

1

Sharing is caring

Charitable NFTs, and the wider Web 3.0 movement point to evidence of a growing need to do 'good' throughout web participation, and even everyday life.

Brands that are genuine in their attempts to do well will be more likely to resonate with consumers.



Key brand takeaways

2

Find your passion

Interest in the likes of AI Art shows that large corporations and Big Tech do not have to be the enemy.

Ensure that technology (or any brand for that matter) is used for good, inspiring creativity or through other avenues throughout overall consumer experiences to regain the trust of those disillusioned with the status quo.



**Get in touch with
us for the full report.**

