

THE #NEWNORMAL



A Monthly Uncovering & Mapping of Digital
Insights & Trends

[June 2020 Edition](#)

THE #NEWNORMAL EDITION

As the whole world is longing to go back to normal, we're faced with the reality that we need to adapt to a new normal.

What does this new normal mean? & how are people talking about it online?



THE
#NEWNORMAL
EDITION

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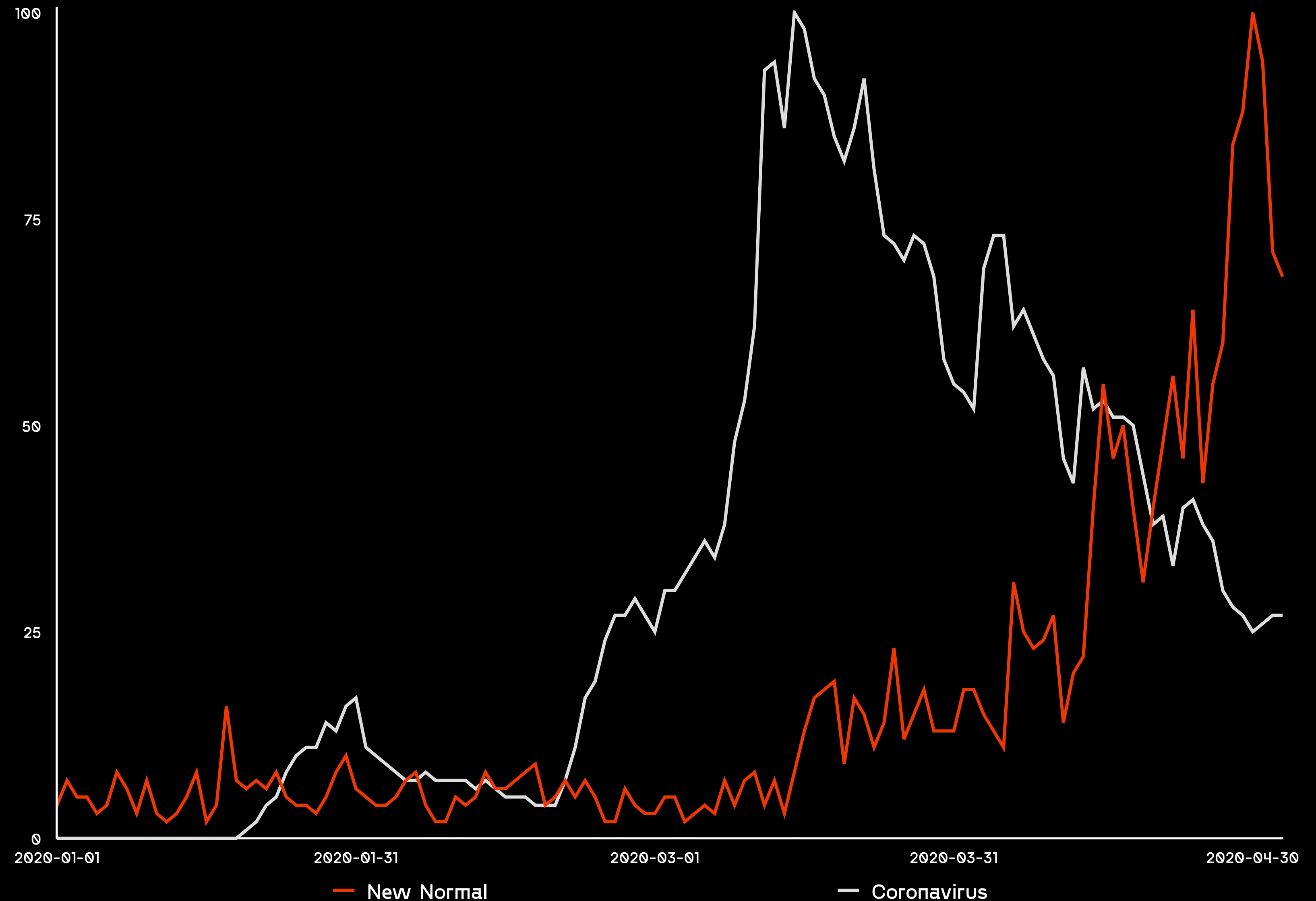
Overview

ON THE NEW NORMAL



For starters, people are increasingly using the term **NEW NORMAL** in their Google Searches.

Of course in absolute numbers the searches for coronavirus are more than the new normal, but interestingly at the same time **when the searches about the virus start slowing down, those about the new normal start taking off.**



News websites are also becoming obsessed with the *NEW NORMAL*

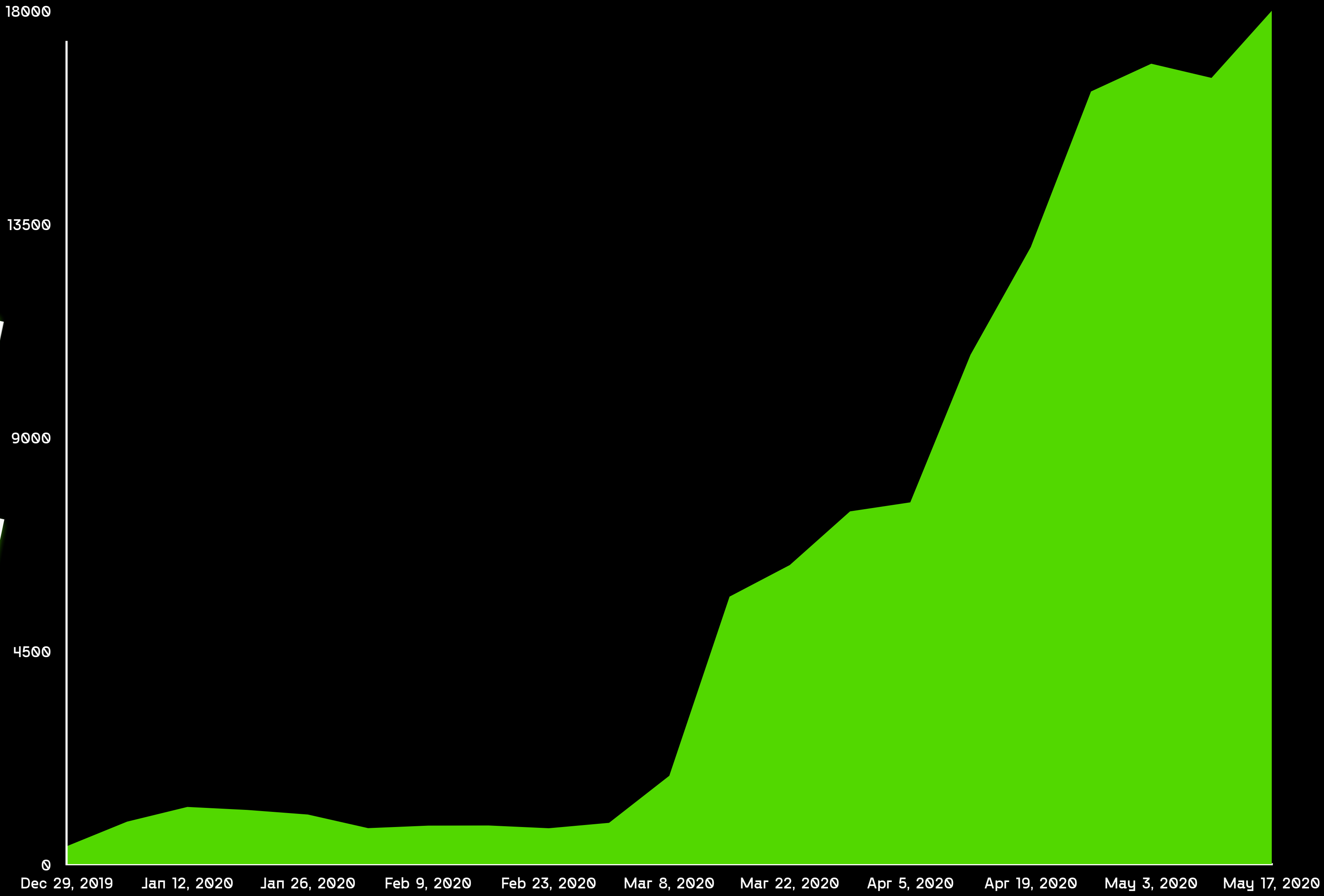
When Covid-19 has disappeared, what will be the new normal?

The New Normal: daily life after Covid 19

The new normal is getting old fast

The New Normal In Air Travel. Adapting To Change.

From the New York Times and CNN to Egyptian Streets and Ahram Online, news websites have been increasingly discussing and speculating about the post-pandemic “New Normal”.



News Websites

And on Twitter #NEW NORMAL is booming!

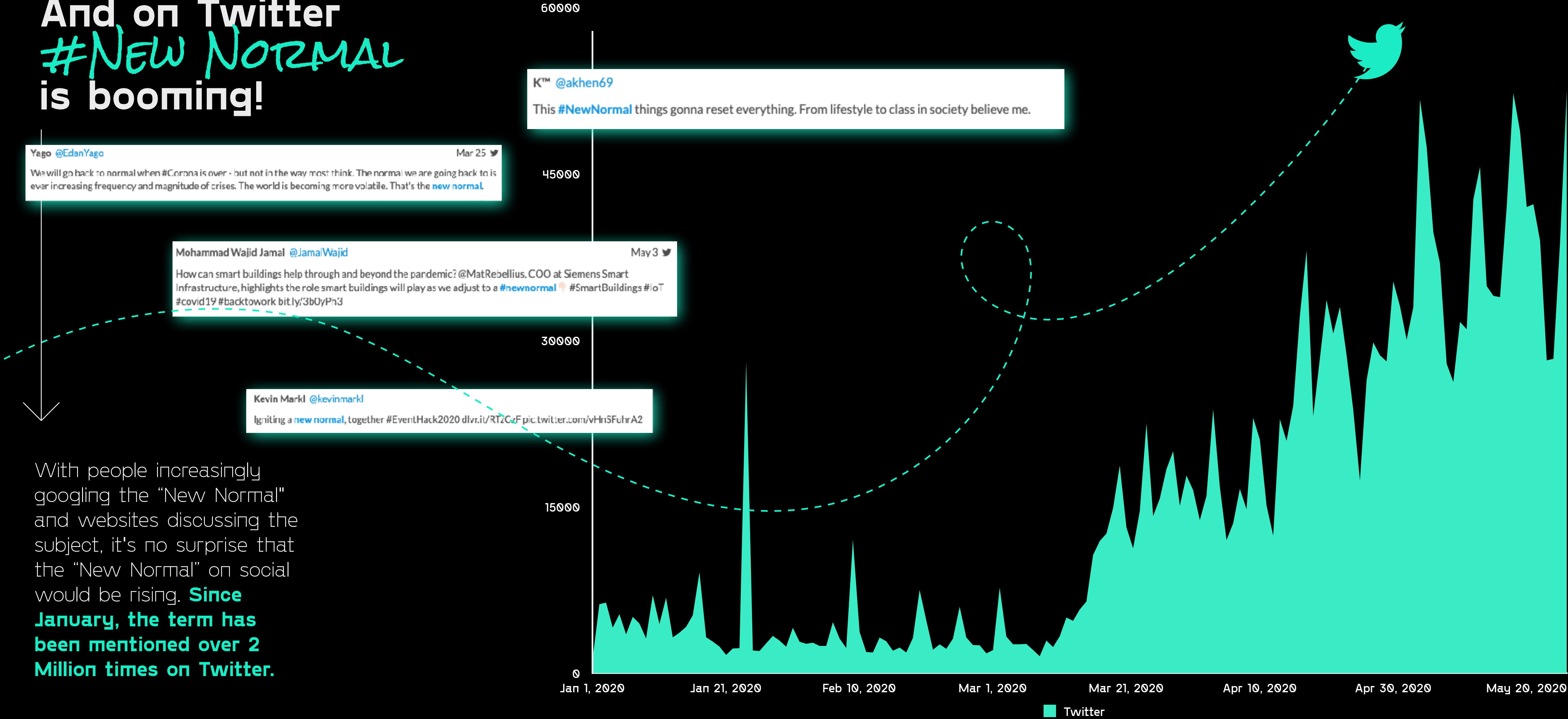
Yago @EdanYago Mar 25
We will go back to normal when #Corona is over - but not in the way most think. The normal we are going back to is ever increasing frequency and magnitude of crises. The world is becoming more volatile. That's the **new normal**.

Mohammad Wajid Jamal @JamalWajid May 3
How can smart buildings help through and beyond the pandemic? @MatRebellius, COO at Siemens Smart Infrastructure, highlights the role smart buildings will play as we adjust to a **#newnormal** #SmartBuildings #IoT #covid19 #backtowork bit.ly/3b0yPn3

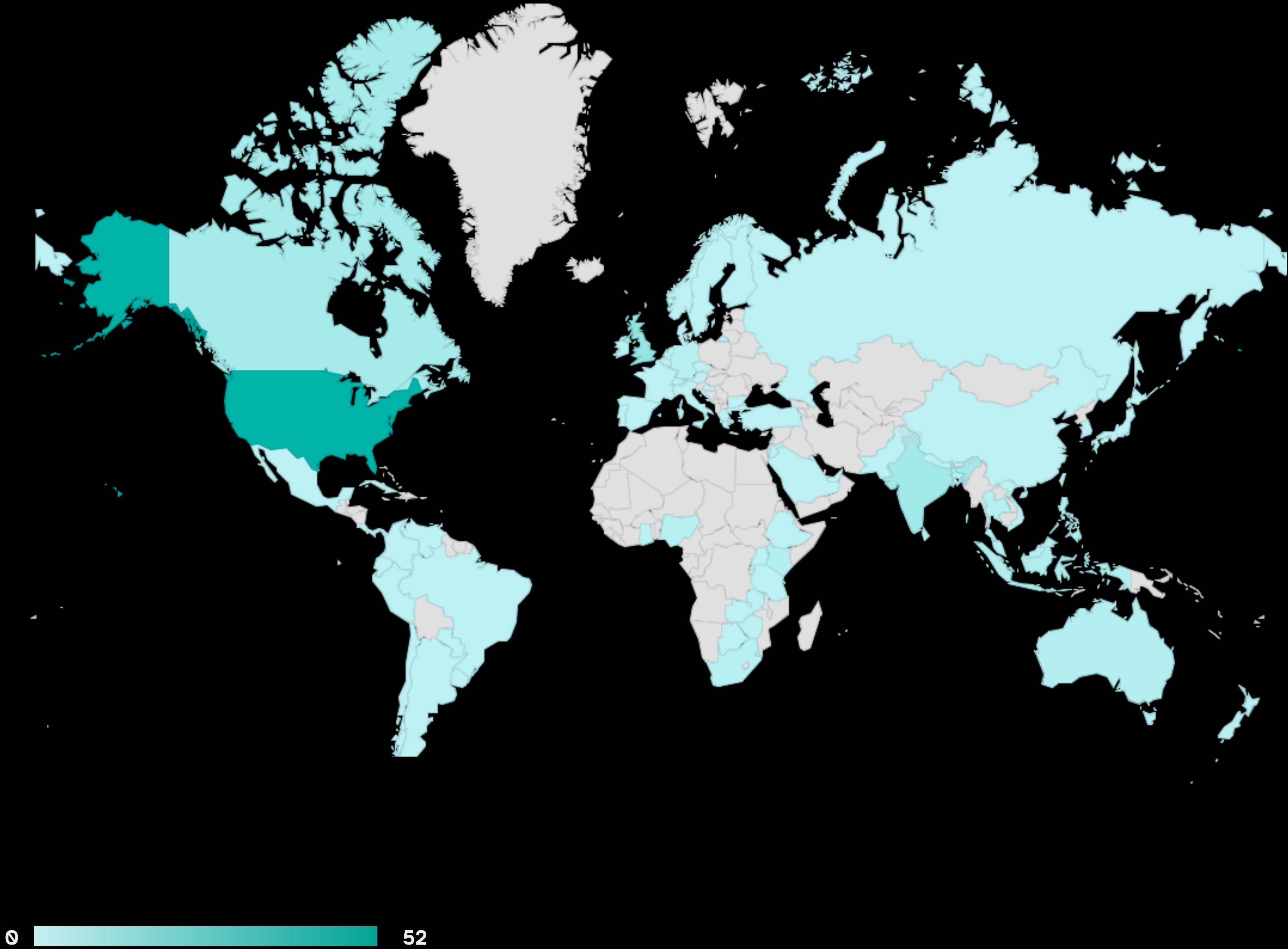
Kevin Markl @kevinmarkl
Igniting a **new normal**, together #EventHack2020 dlvr.it/RT2CzF pic.twitter.com/vHnSFuhrA2

K™ @akhen69
This **#NewNormal** things gonna reset everything. From lifestyle to class in society believe me.

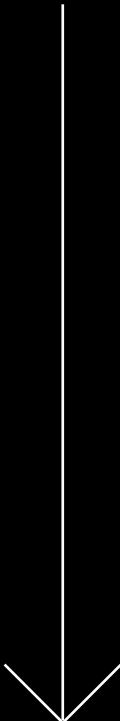
With people increasingly googling the “New Normal” and websites discussing the subject, it's no surprise that the “New Normal” on social would be rising. **Since January, the term has been mentioned over 2 Million times on Twitter.**



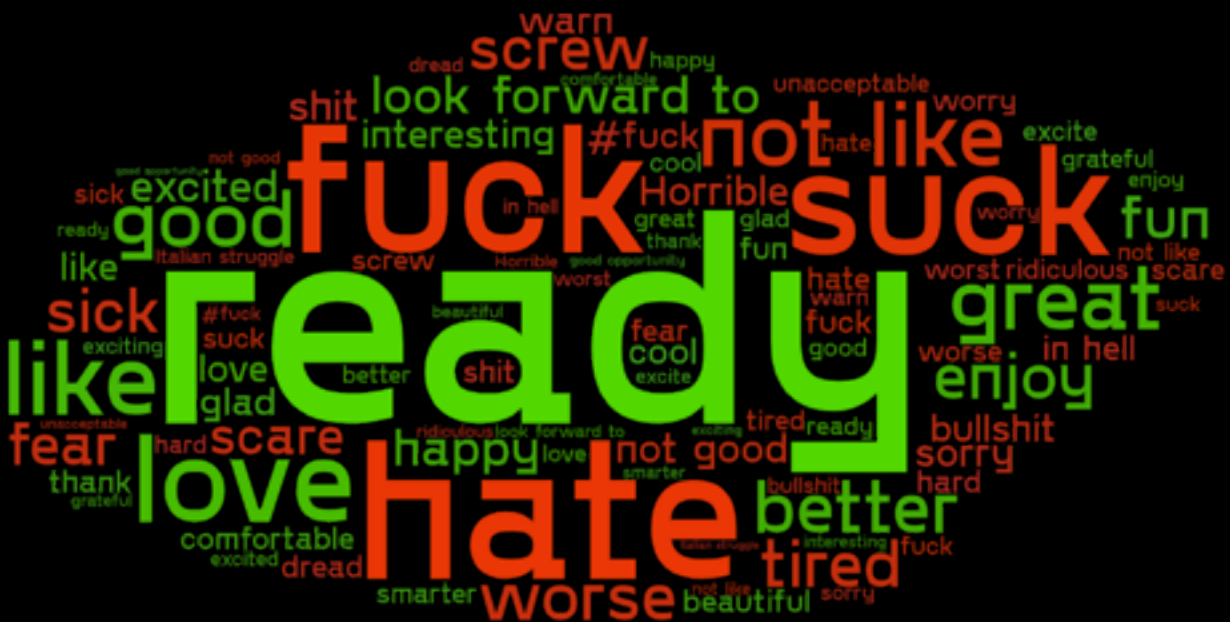
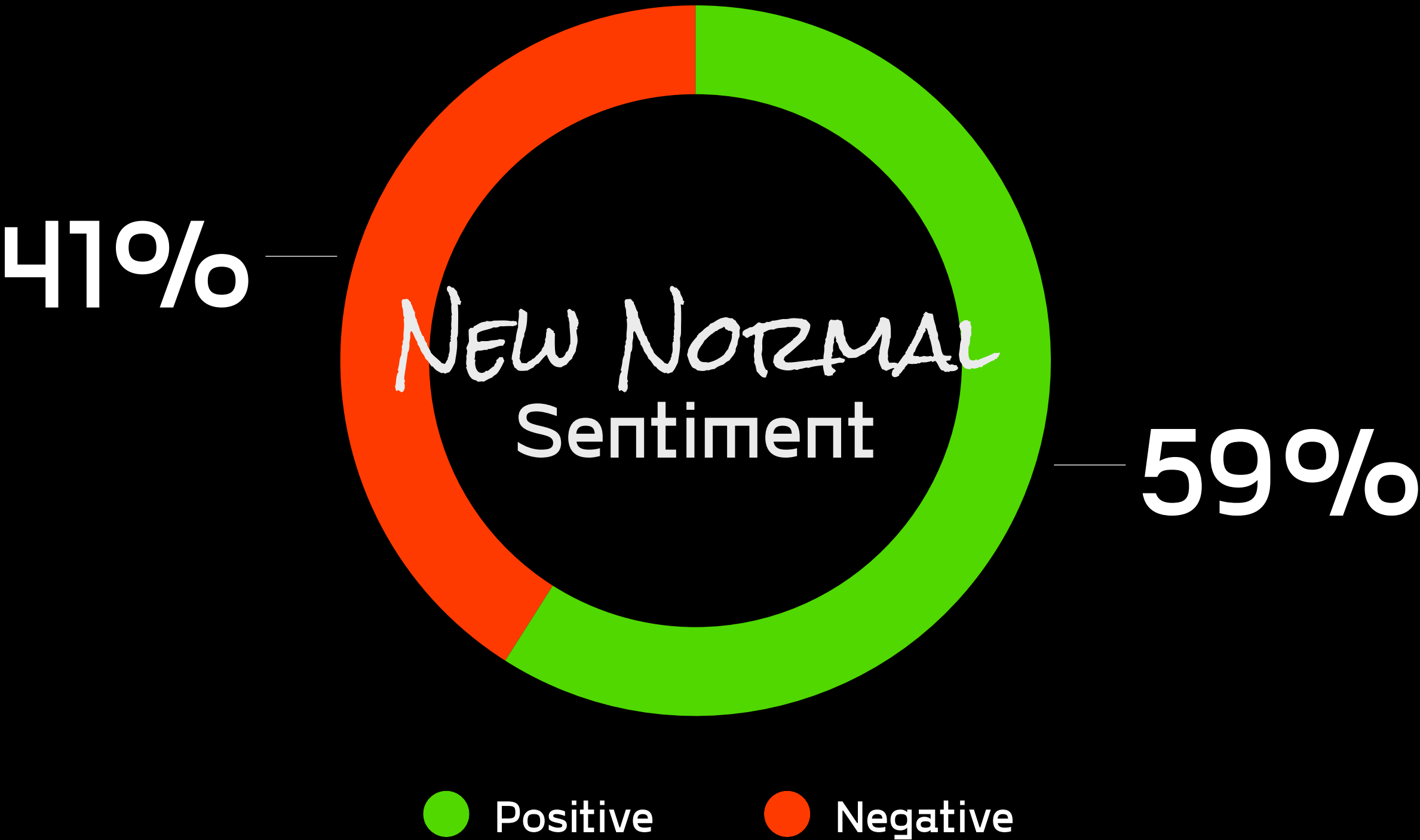
This Heat Map shows the mentions of *NEW NORMAL* or *#NEWNORMAL* in different countries on Twitter.



People are displaying mixed reactions to the notion of a *NEW NORMAL*



While some are 'ready' and 'cannot wait' for a new normal, others 'reject', 'hate', and do 'not want' a new normal. **But perhaps surprisingly, sentiment seems more positive about a 'new normal'**



Emotional Sentiment Drivers

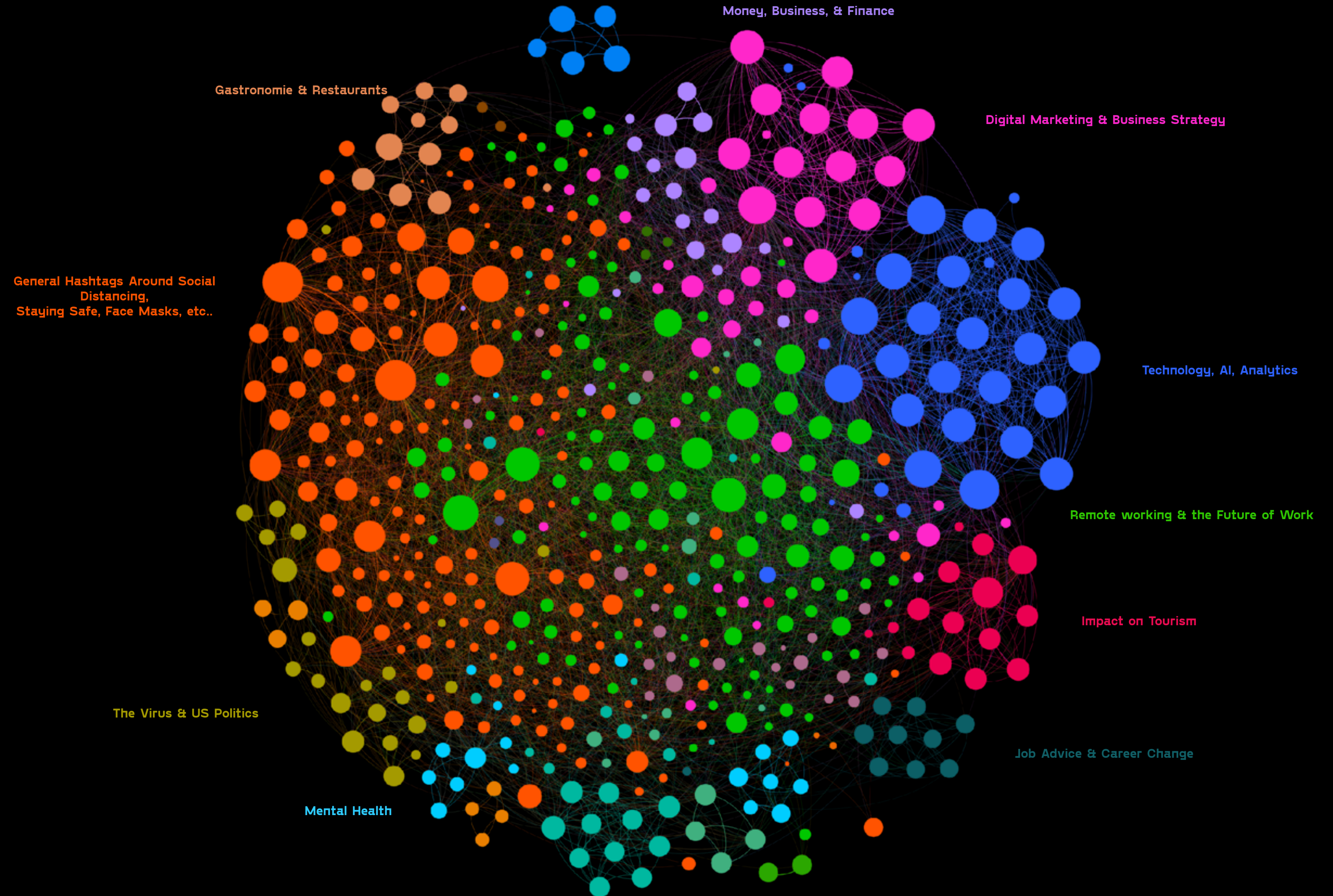


Behavioural Sentiment Drivers

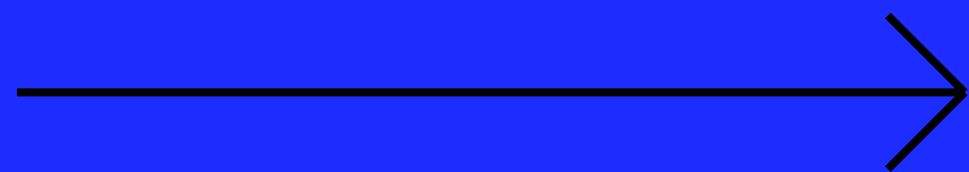
So we've seen a boom in interest, and a somewhat positive outlook. Now, let's examine the contexts in which people are using **#NEW NORMAL** on social media.



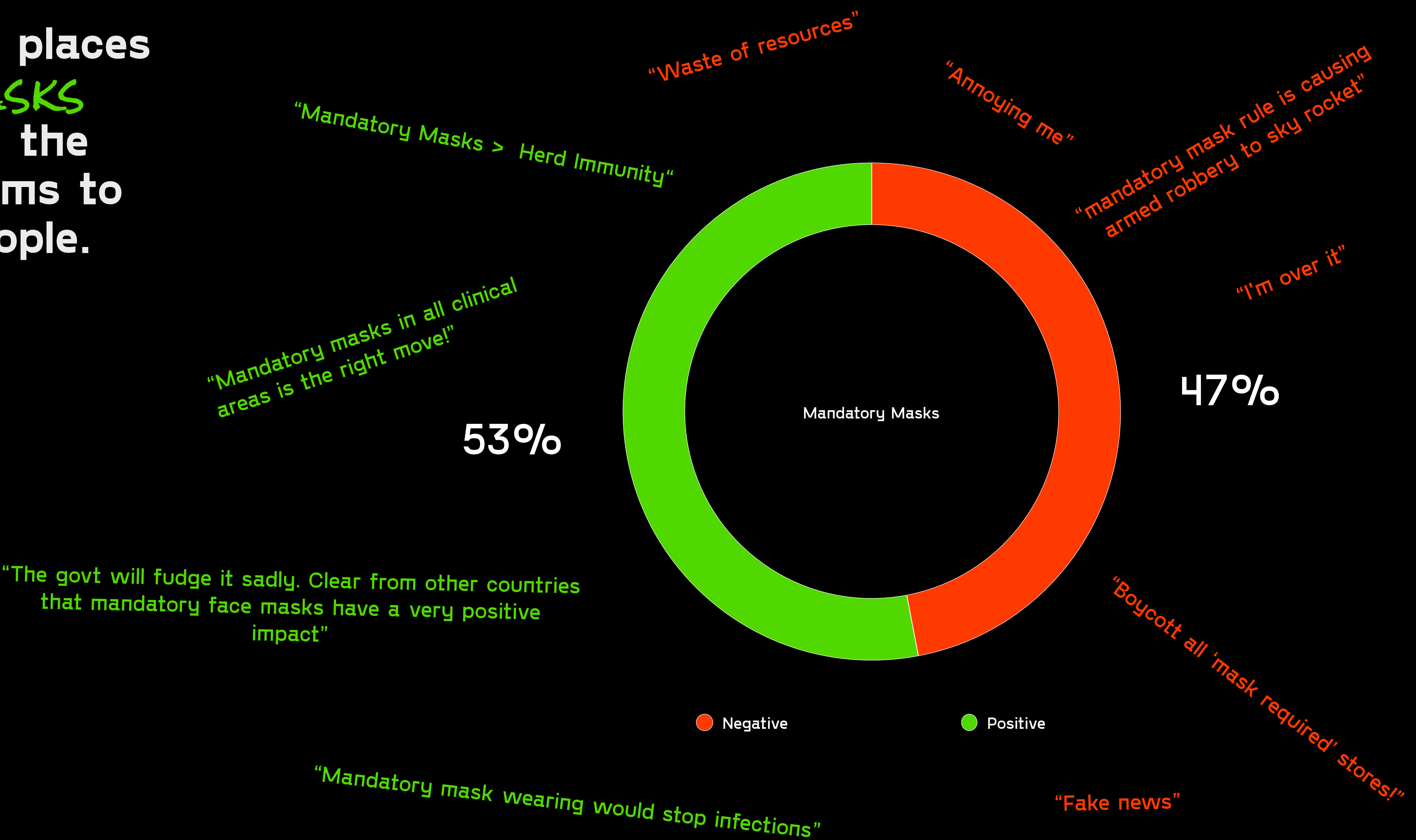
On Twitter,
#NEWNORMAL
conversations are
diverse – from
business and
technology to
mental health and
face masks.



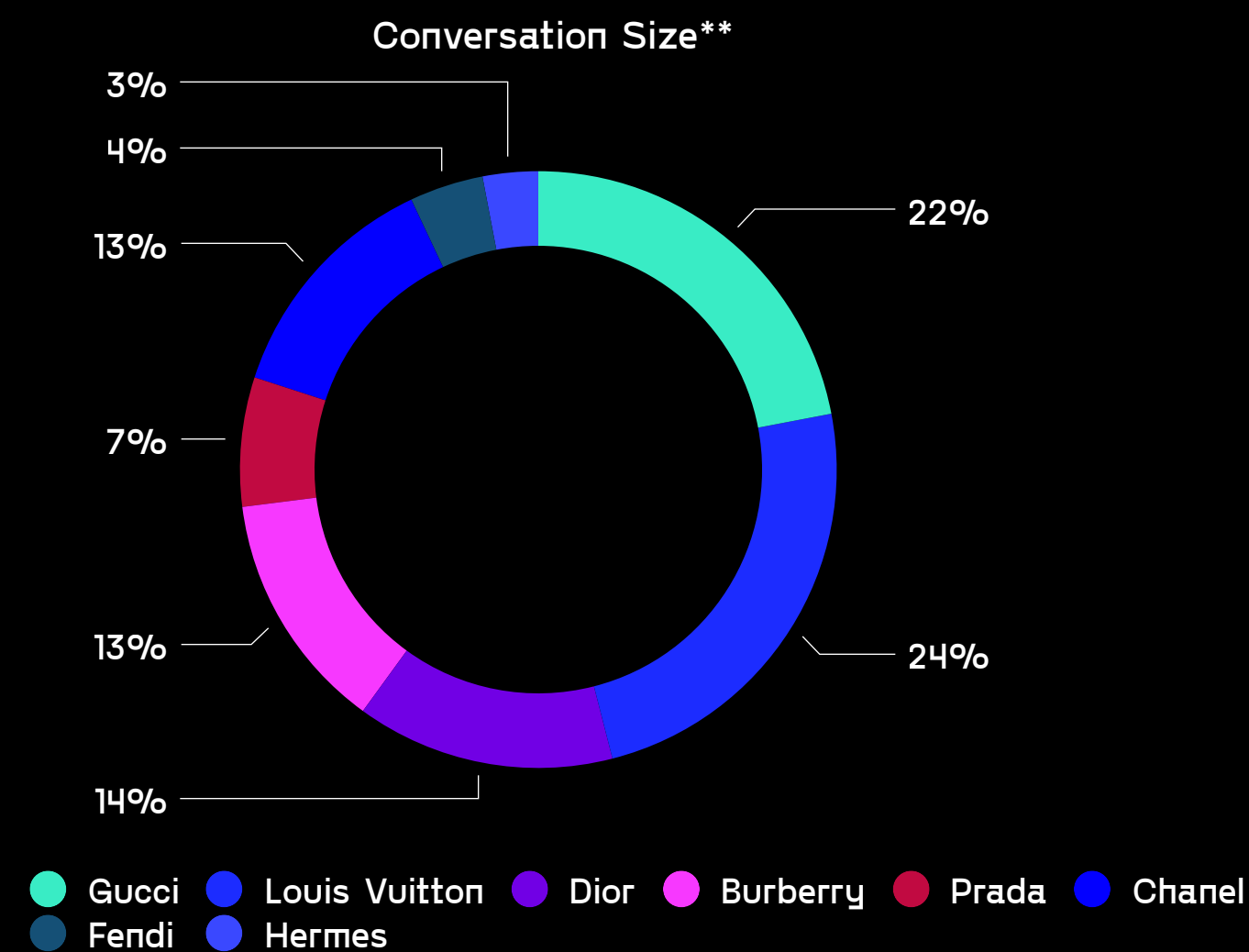
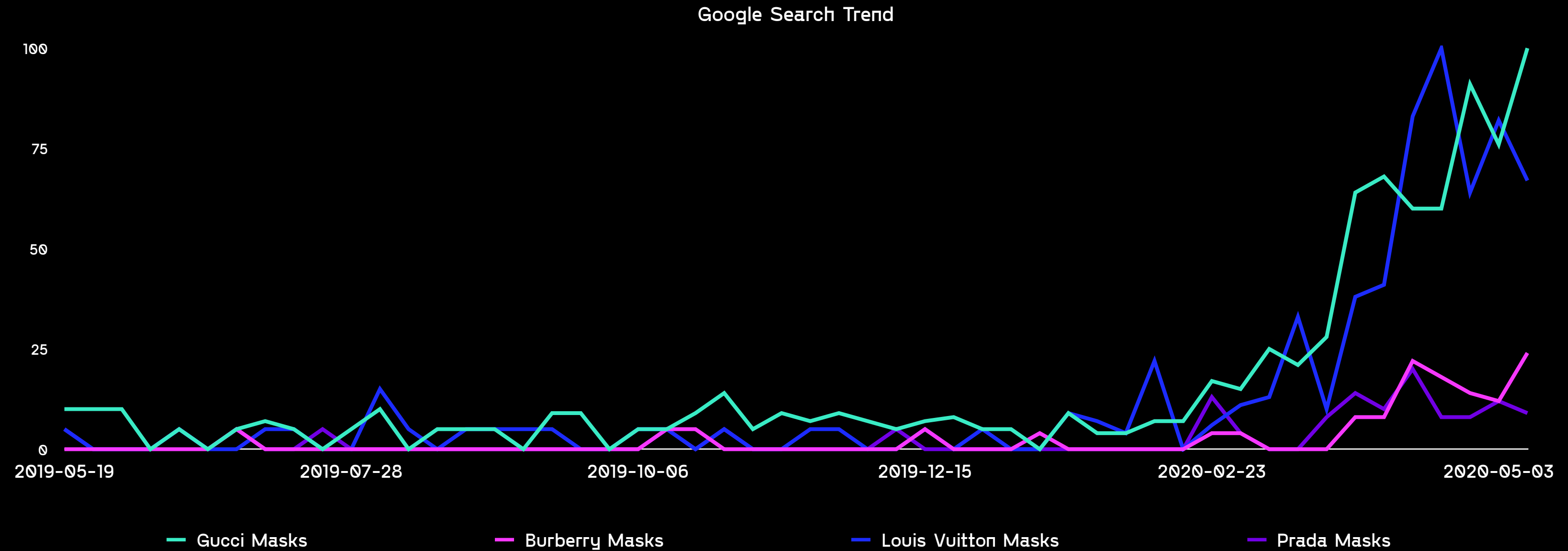
Masks & THE NEW NORMAL



With many places making MASKS mandatory, the subject seems to polarise people.



It's not surprising for searches of MASKS to be soaring. But Gucci masks?



Although these premium brands do not necessarily produce any such masks. Based on Google Trends a growing number of people seem to look forward to that.

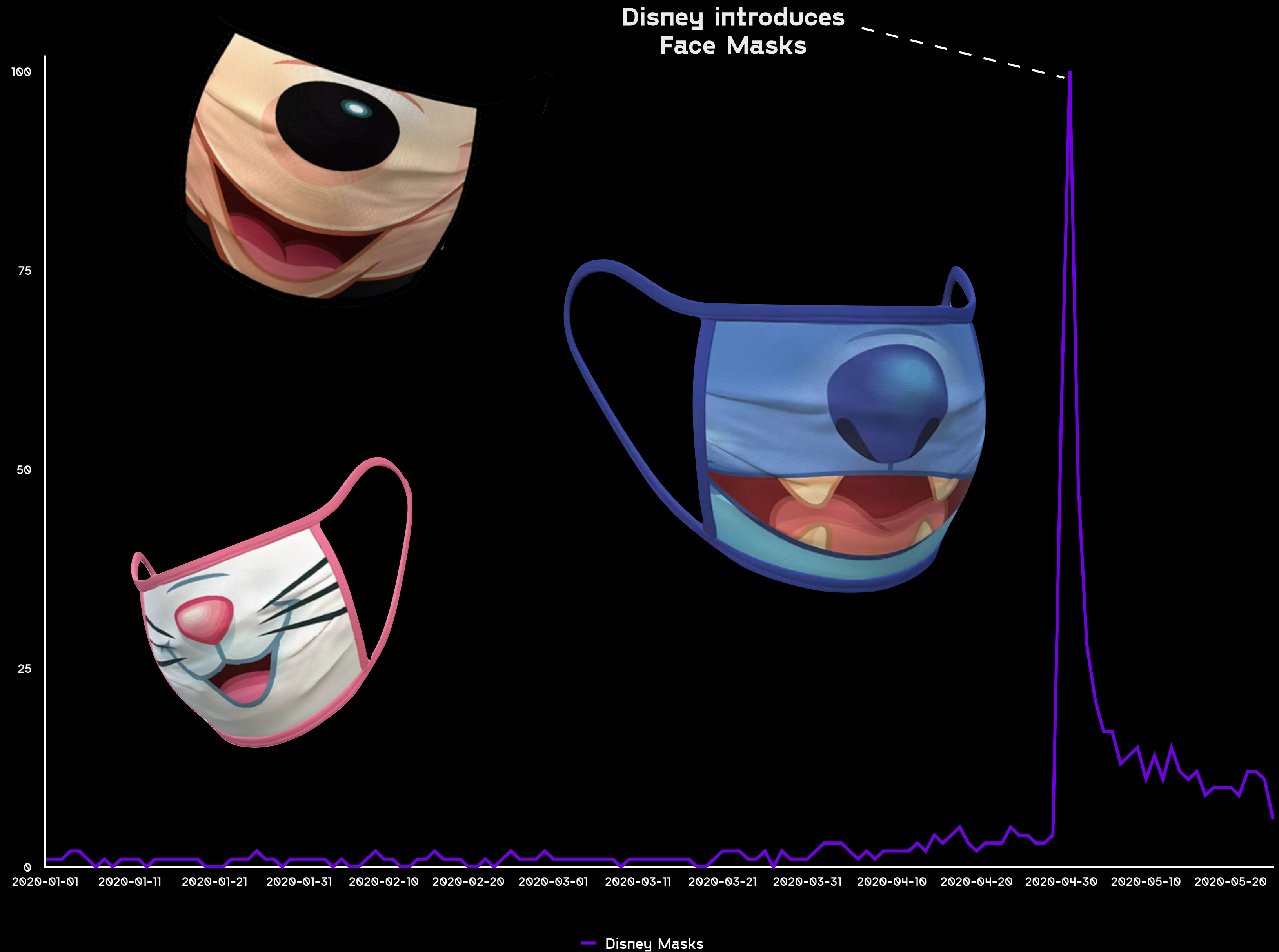
*Google search trends for branded facemasks

**Twitter Conversations and sentiments around branded facemasks. Data analyzed on Netbase. (January to 24th of May 2020).

NEW NORMAL FACE MASKS



On a cuter note,
Disney Face masks
made a short-lived
pinnacle on Google
Searches after the
announcement of
their release.

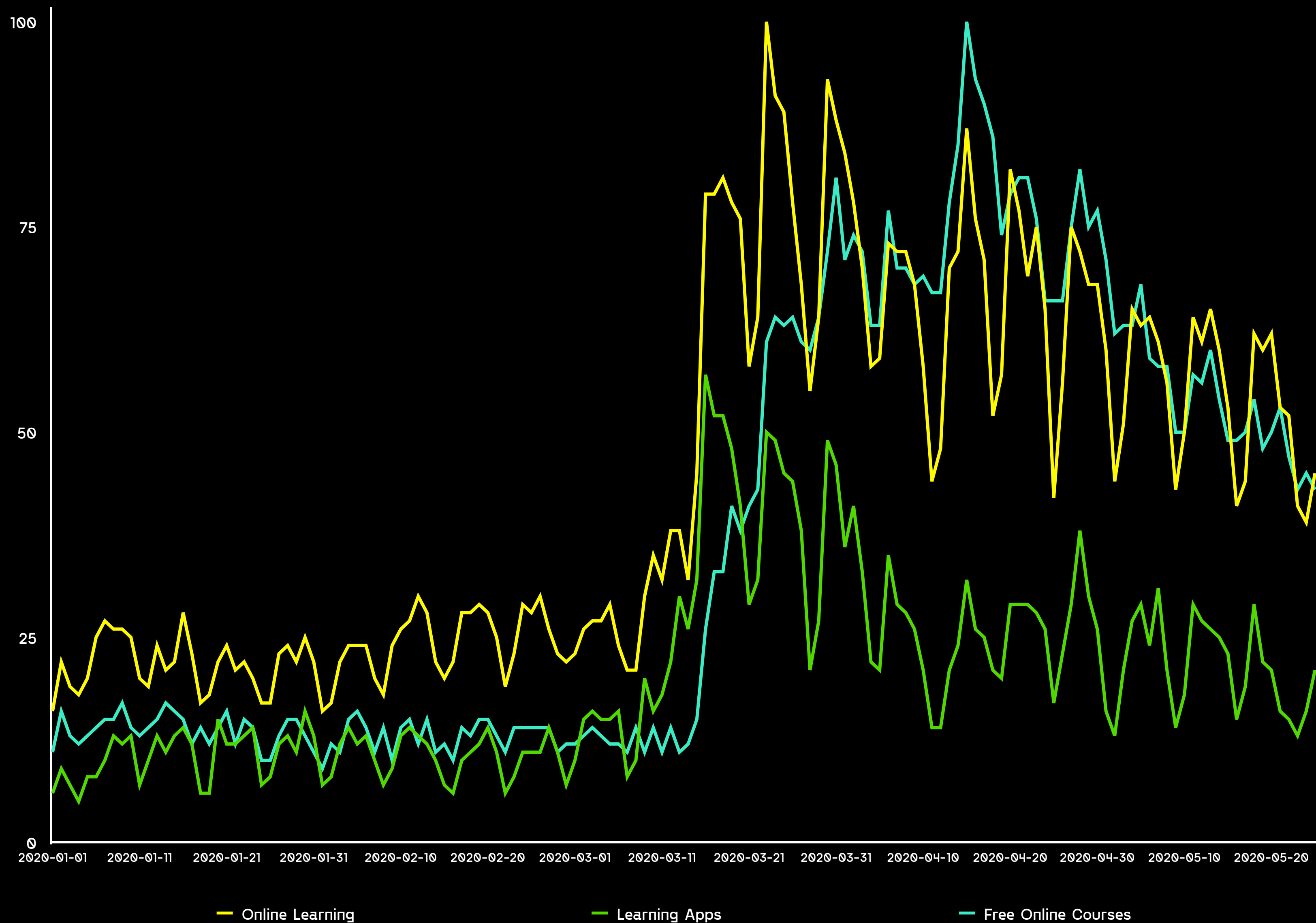


Education & THE NEW NORMAL

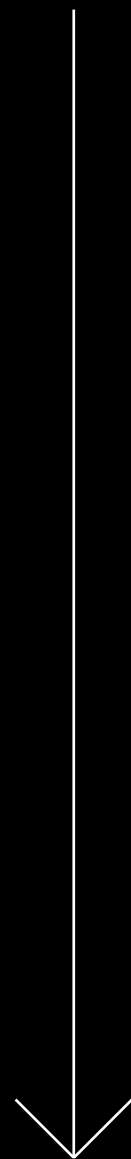


A Skyrocketing interest in **ONLINE LEARNING** & **LEARNING APPS**

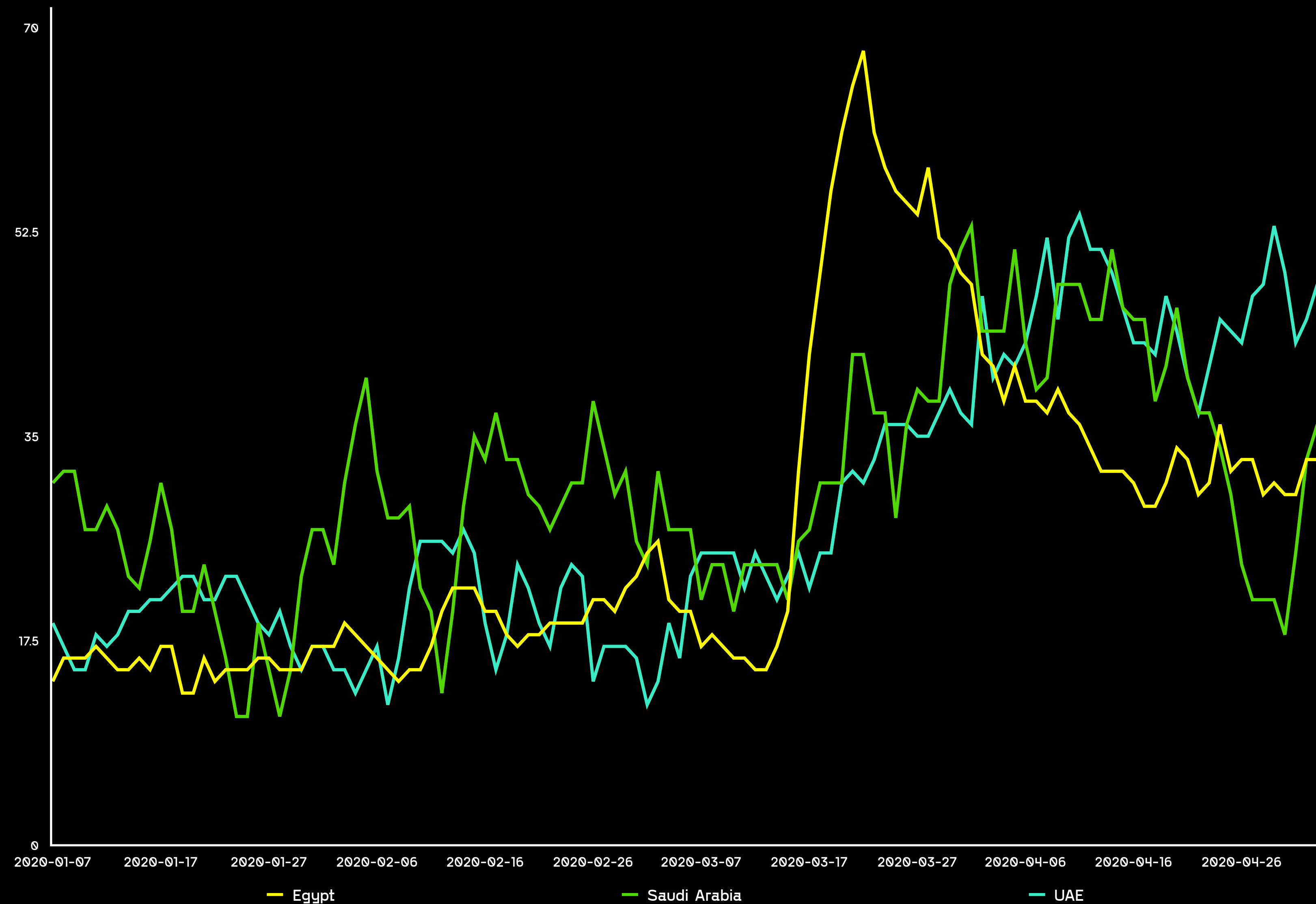
Parallel to this interest, countless conversations & debates are taking place among academic institutions & education experts about the future of learning and the role of technology. (See page 20)



Online learning platform **Coursera** seems to be getting popular in the region.

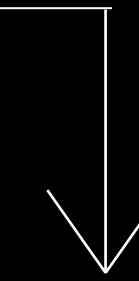


Coursera the world-wide learning platform, seems to be getting even more popular in the region. **Especially with the notable rise in interest in Egypt and UAE starting mid March.**



"MIT@GOOGLE, ISTANFORD, HARVARDXFACEBOOK"
"HYBRID ONLINE-OFFLINE DEGREES"

According to many, we should expect some serious changes in higher education.



HIGHER EDUCATION | MAY 11, 2020

The Coming Disruption Scott Galloway predicts a handful of elite cyborg universities will soon monopolize higher education.

By James D. Walsh

Forbes

10,273 views | May 14, 2020, 08:38am EDT

Nine Ways To Reimagine Higher Education



Ann Kirschner Contributor

TechRepublic



Hybrid model: The new normal for education will be a mix of online and in-person classes

Sources:

"Hybrid model: The new normal for education will be a mix of online and in-person classes" (Techrepublic)

"The Coming Disruption" (New York Mag)

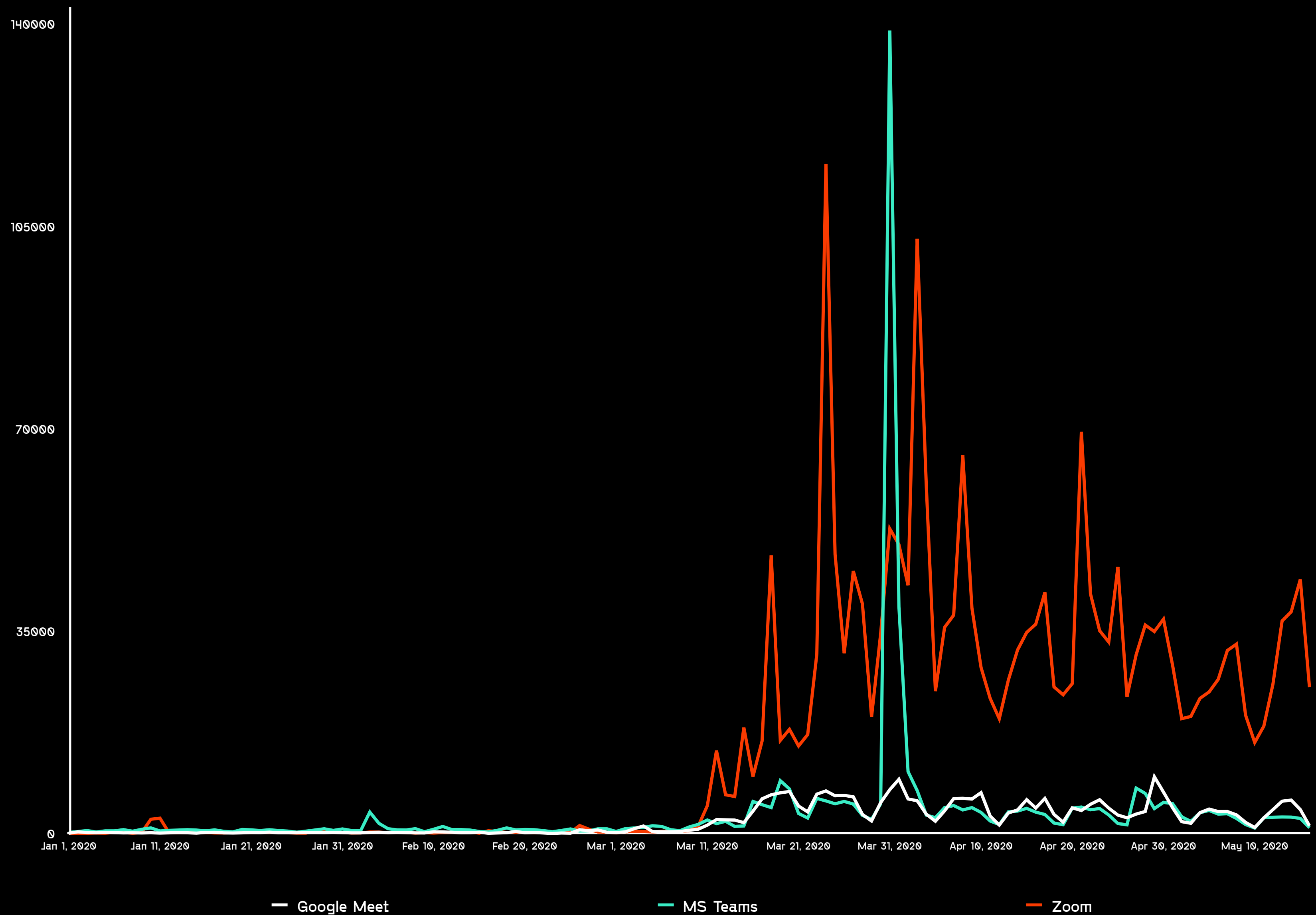
"Nine Ways to Reimagine Higher Education (Forbes)

Work & THE NEW NORMAL

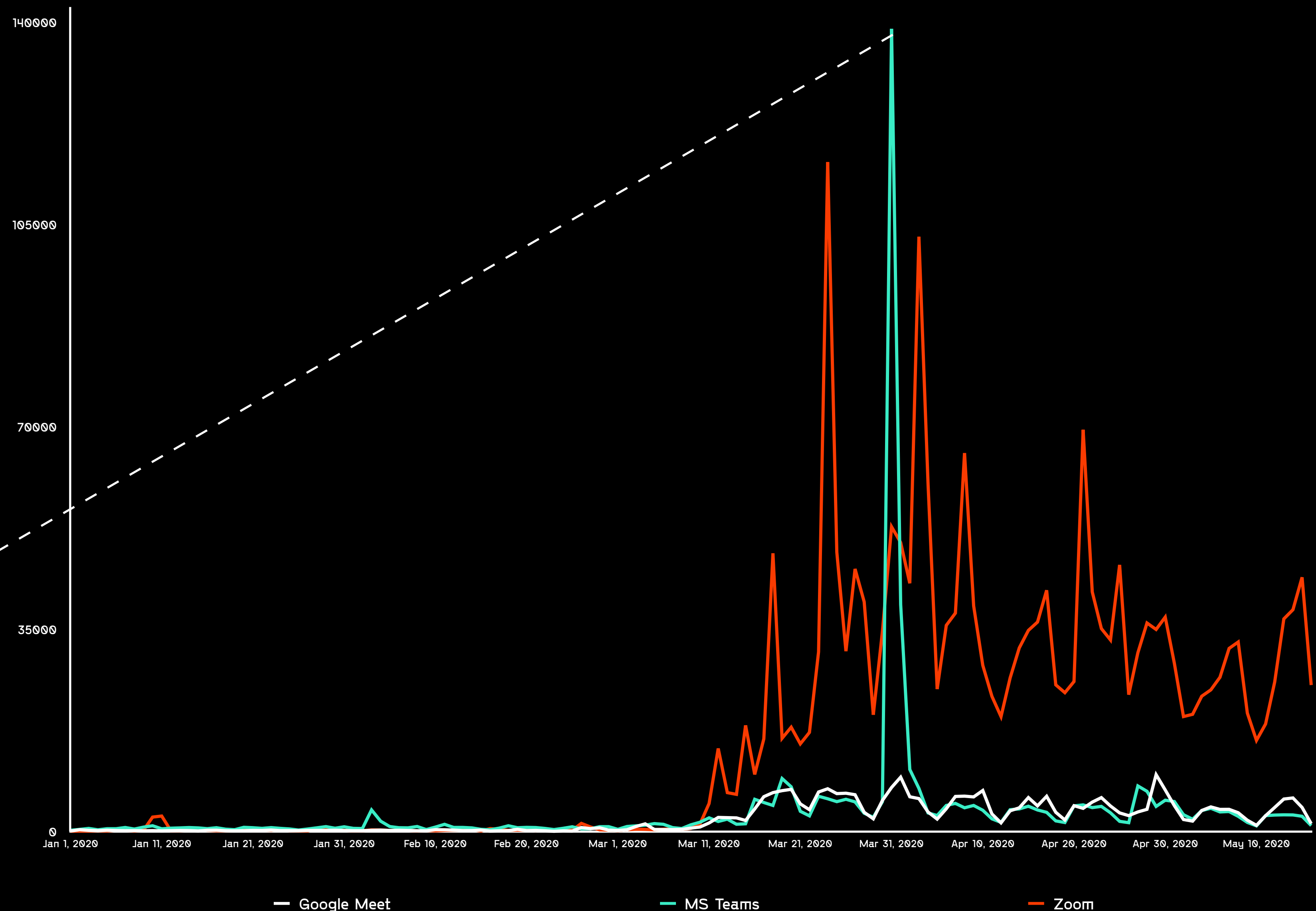
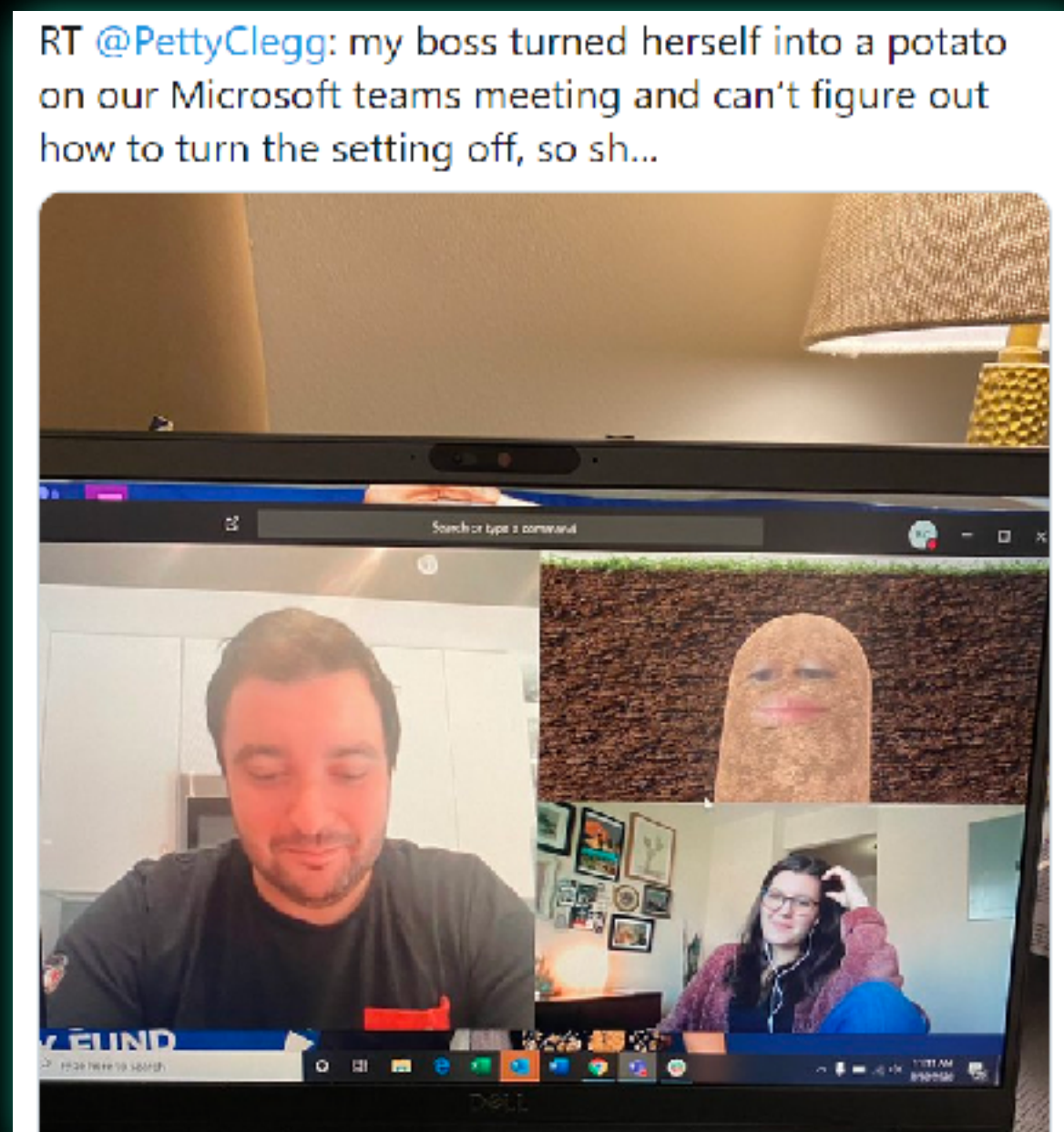


If we talk about
work, we have to
start with
VIDEOCONFERENCING!

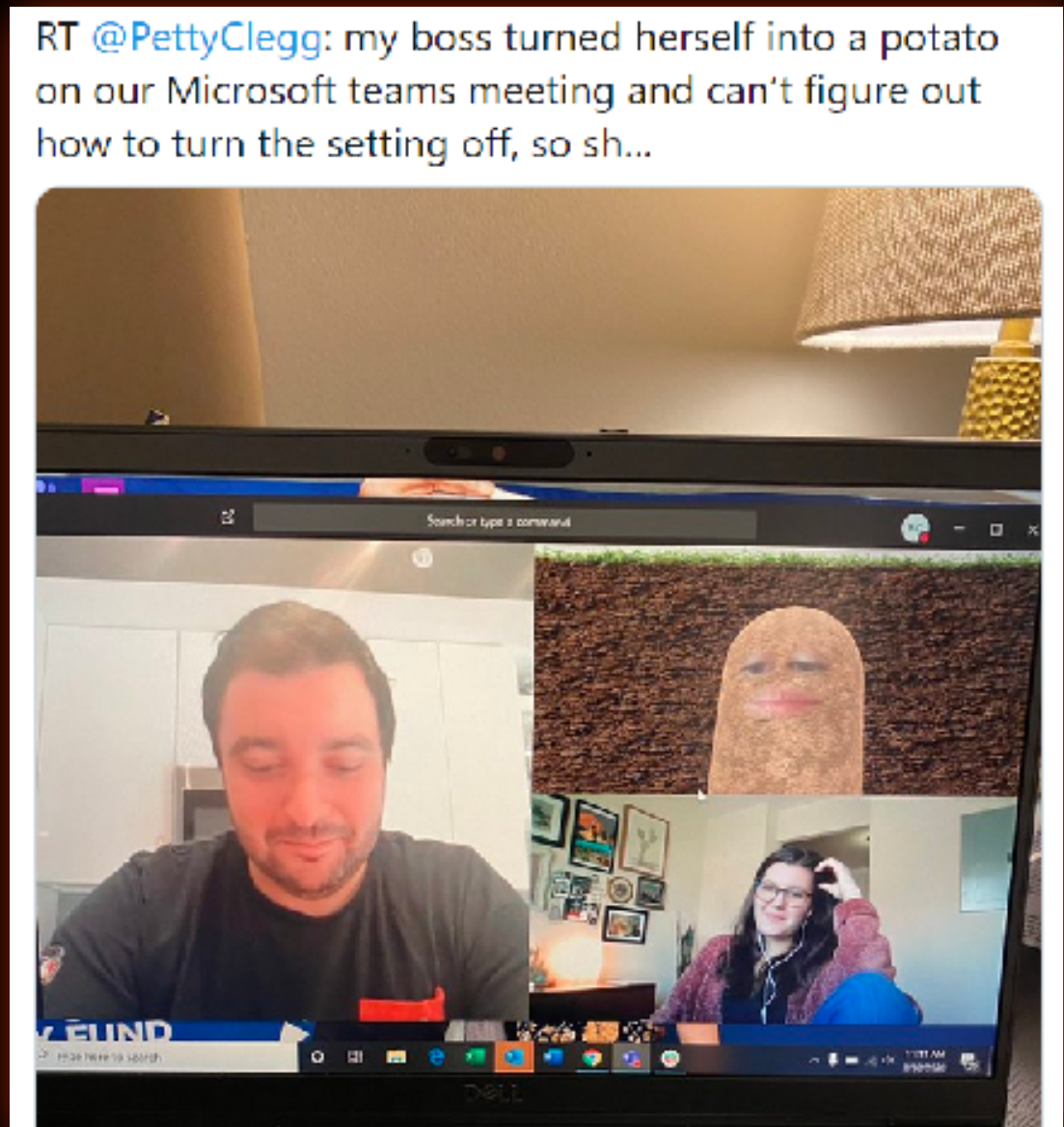
**Conversations mentioning zoom
on Twitter are particularly notable.** While
conversations mentioning Google Meet are much
lower in volume.



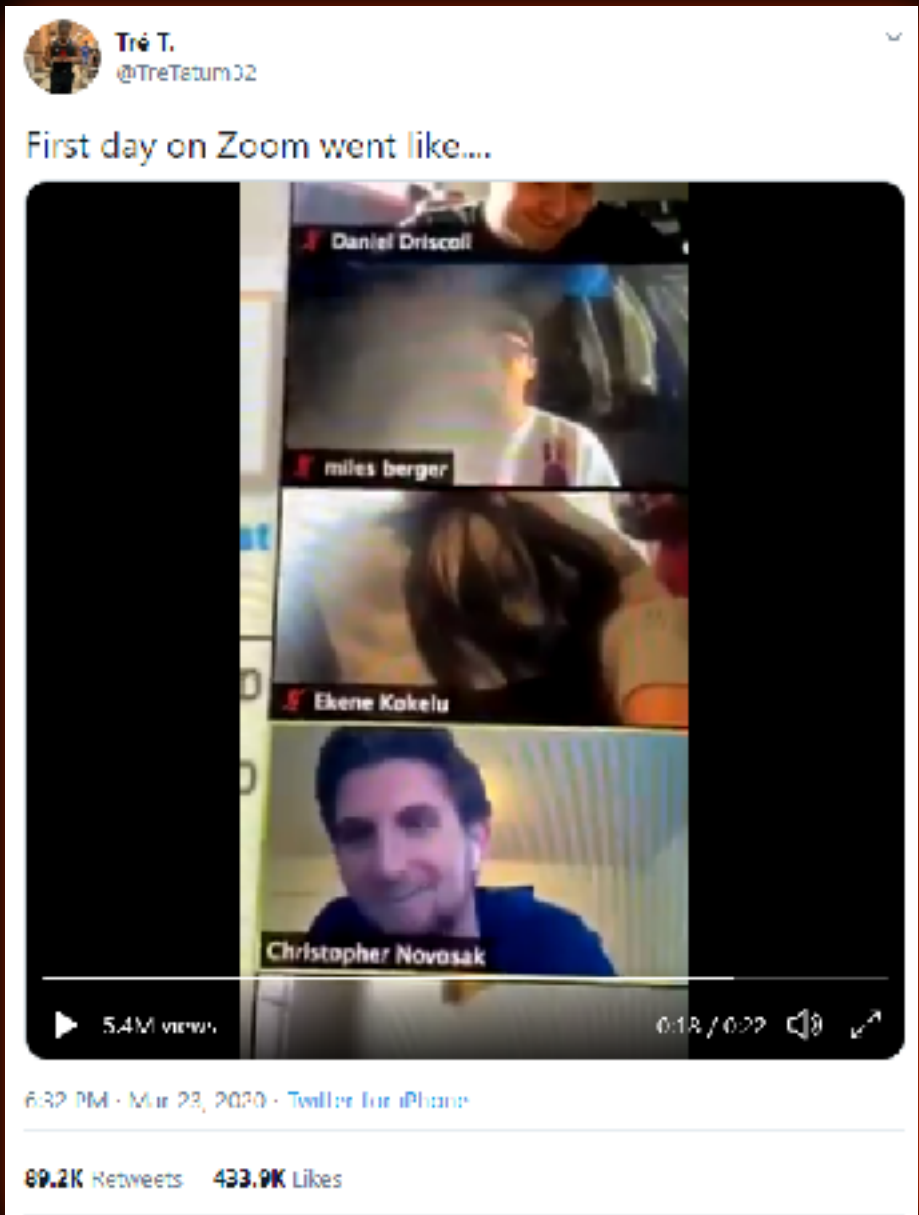
While **MICROSOFT TEAMS** conversations are generally limited, one single tweet mentioning the platform went viral like crazy.



And just for fun, here are the *FIVE MOST POPULAR TWEETS* mentioning different videoconferencing platforms



1 Boss turning herself into a potato by mistake



2 Smoking a bong on day 1



3 Dan making a Zoom background of him walking in on himself



4 Teacher mistaking 4/20 for a holiday



5 Fellow Zoom-er doing the world some good

Is **REMOTE WORKING** really becoming the new normal? Here are some interesting perspectives about the subject.

TECH

Twitter tells employees they can work from home ‘forever’

PUBLISHED TUE, MAY 12 2020 • 1:18 PM EDT UPDATED TUE, MAY 12 2020 • 1:18 PM EDT

Megan Graham
@MEGANCGRAHAM

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PowerPost • Analysis

The Technology 202: Remote work could be here to stay for some tech workers

By Cat Zakrzewski
May 13

TC

Work From Home is dead, long live Work From Anywhere

crichon / 4:05 pm
May 18, 2020
Comment

Forbes

Billionaires Innovation Leadership Money Business Small Business Lifestyle

10 views | Jun 1, 2020, 07:00am EDT

Five Ways To Empower Wellness In Remote Working

Nicole Dunn
Forbes Council Member
Forbes Business Council COUNCIL POST | Paid Program
Small Business

Harvard Business Review

MANAGING YOURSELF

5 Ways to Demonstrate Your Value — Remotely

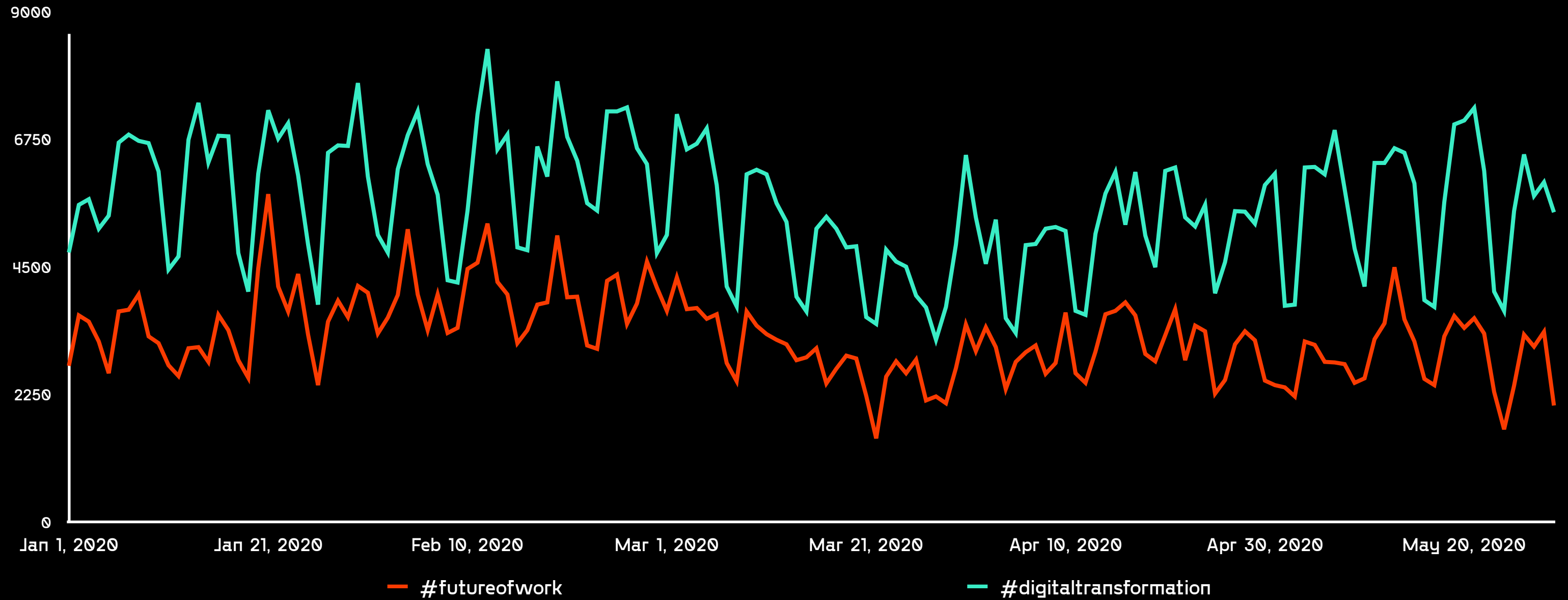
by Elizabeth Grace Saunders
June 01, 2020

Summary Save Share Comment Print

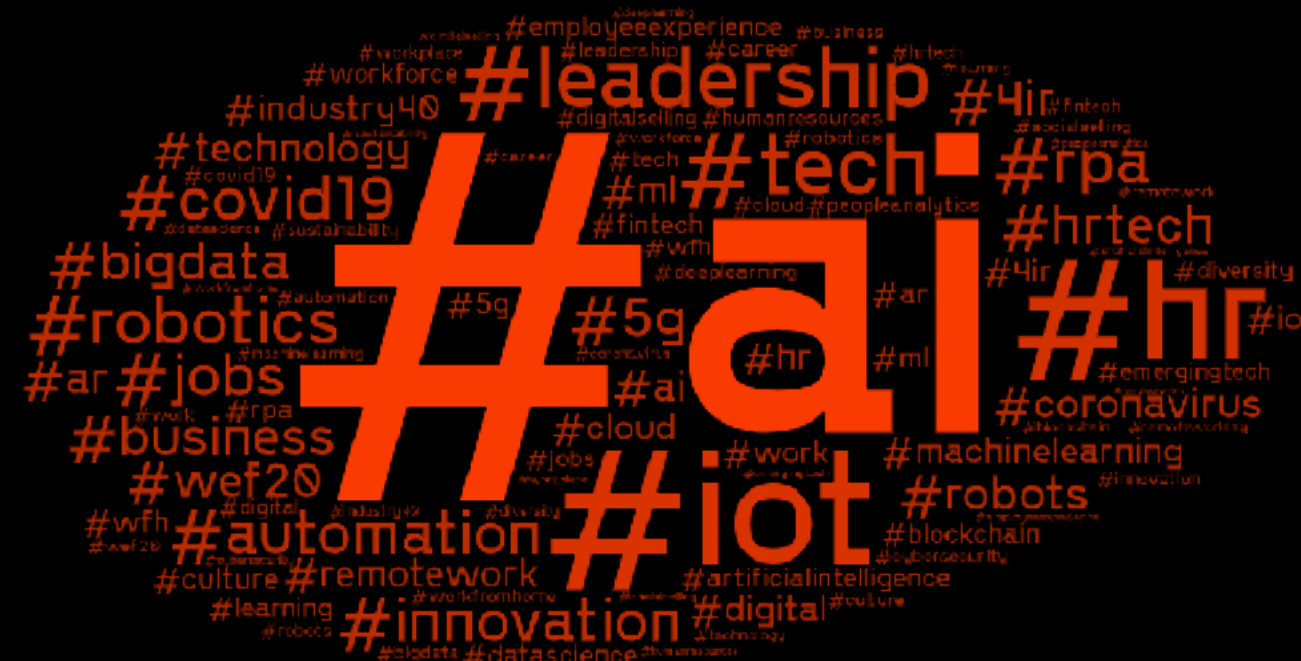
Sources:
“Five Ways to Empower Wellness in Remote Working” (Forbes)
“Twitter Tells Employees they can work Remotely#” (CNBC)
“Five Ways to Demonstrate your Value - Remotely” (Harvard Business Review)
“Work From Home is Dead, Long Live Work From Anywhere#” (TechCrunch)
“The Technology 202: Remote Work Could Be Here to Stay for Some Tech Workers#” (PowerPost)

So how are people discussing the future of work on social?

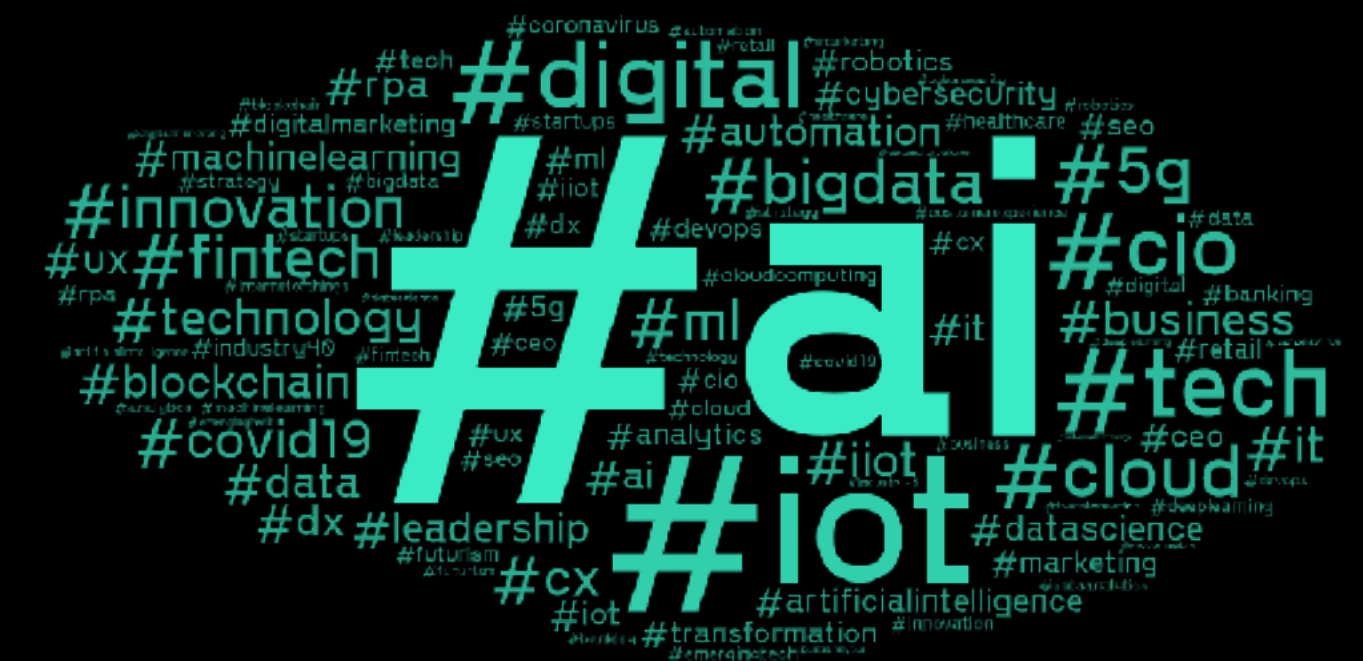
We looked at
#FUTUREOFWORK
&
#DIGITALTRANSFORMATION
to get an idea



With subjects associated with both hashtags being quite similar (e.g. Artificial Intelligence, Internet of Things, Blockchain, Automation), it's fair to say that in addition to remote work, the #futureofwork remains in #digitaltransformation.

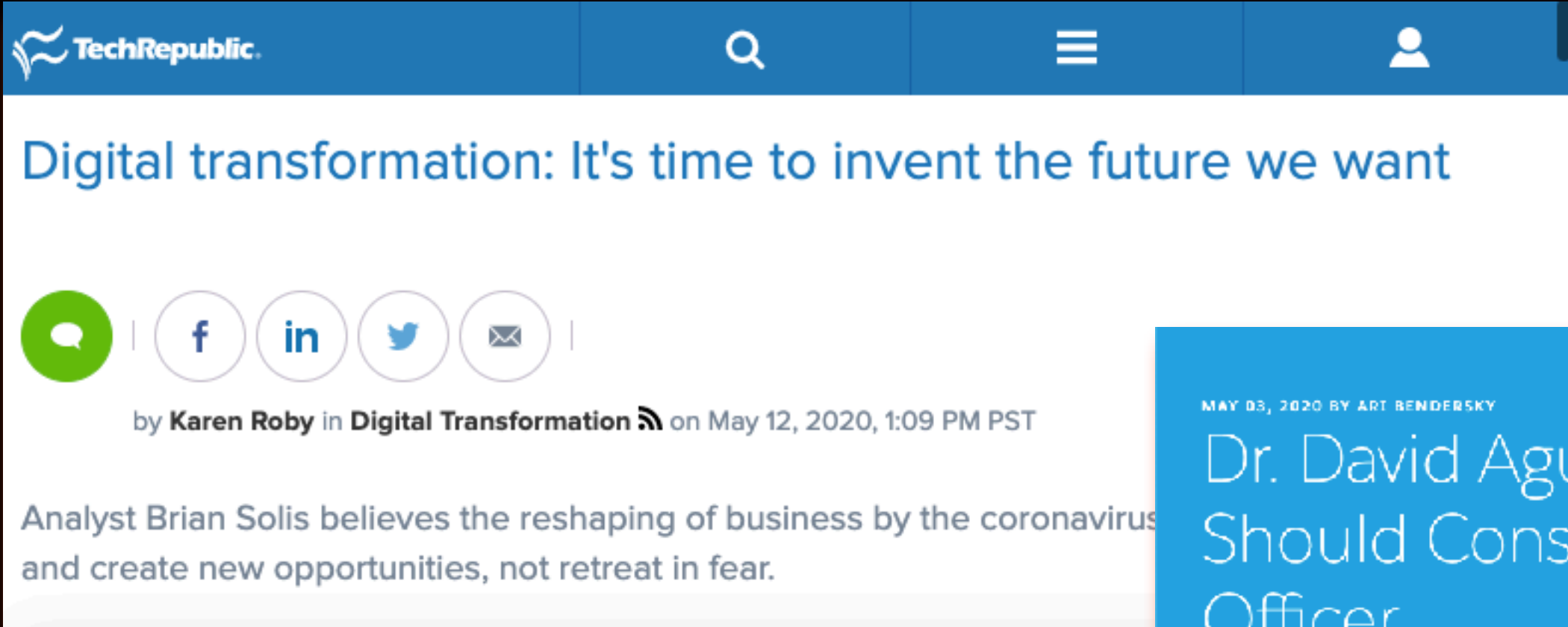
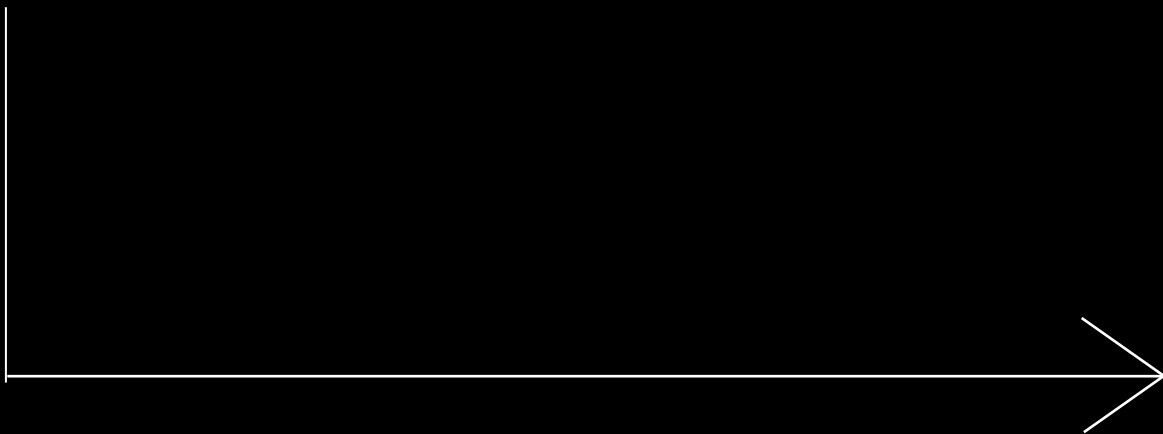


#Futureofwork-Related Hashtags



#digitaltransformation-Related Hashtags

The Pandemic seems to be accelerating
#DIGITALTRANSFORMATION
Here are some interesting articles about the topic.



Sources:
"How Covid-19 is shaping digital transformation" (techradar)
"Digital transformation: It's time to invent the future we want" (TechRepublic)
"Events are going digital should your company follow?" (Forbes)
"Why Companies should consider a Chief Health Officer" (Salesforce Blog)

Where do Twitter users get their #FutureOfWork insights from? Well, plenty of sources.

Zoom in to find out!

Hashtag Topics

fintech
digitalhealth
wearabletech
healthtech
digitaltransformation
blockchain
deeplearning
emergingtech
privacy
ai
womenintech
entrepreneurs
edtech
ecommerce
gigeconomy
5g
gamification
megatrends
banking
universalbasicincome
ar
iot
technology
hrtech
management
economy
remotework
remoteworking
marketing
leadership
analytics
worktrends
employeeexperience

Sources

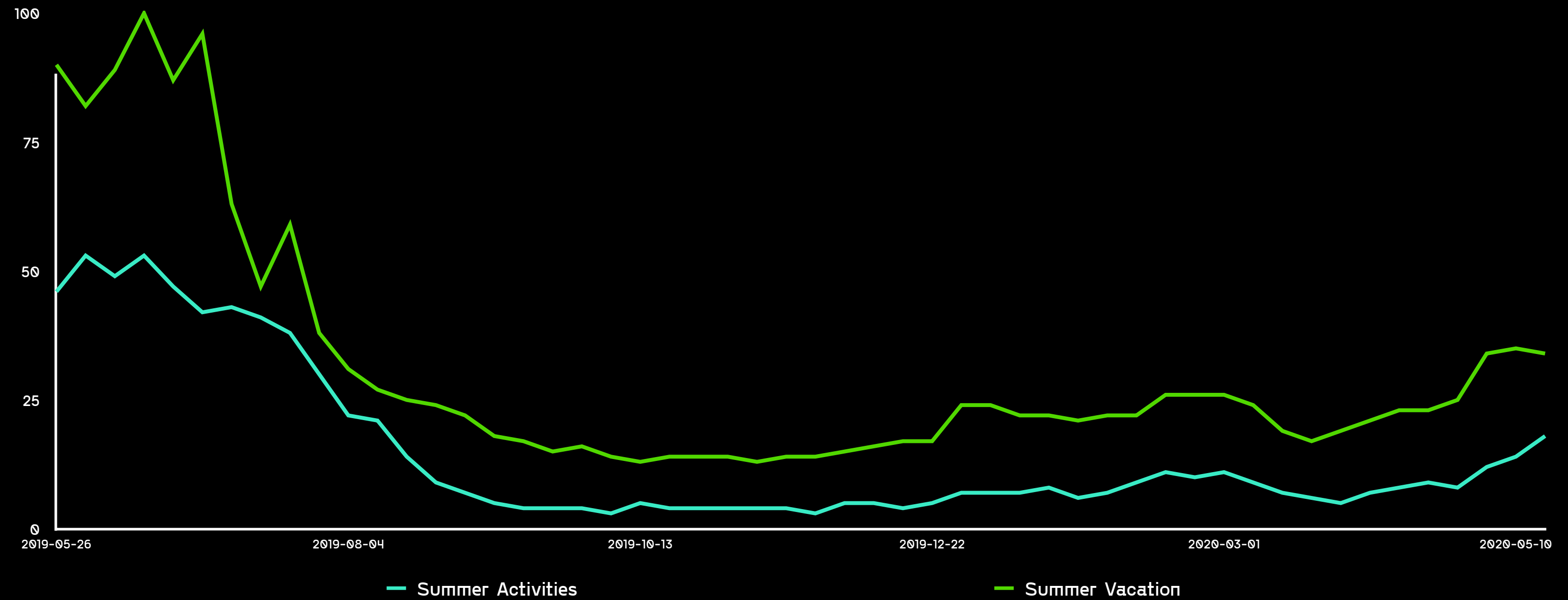
www.hrexchangenetwork.com
www.bbc.co.uk
www.mercer.com
www.psychologytoday.com
www.youtube.com
medium.com
www.automationreadiness.eiu.com
www.npr.org
www.technologyreview.com
www.strategy-business.com
www.businessinsider.com
sifted.eu
www.cnbc.com
www.wired.com
www.weforum.org
www.economist.com
www.inc.com
www.thestar.com
www.3.weforum.org
www.trustradius.com
sloanreview.mit.edu
www.vox.com
www.pwc.com
www.digitalhrtech.com
www.ft.com
blockchaintrainingalliance.com
www.artiba.org
www.visualcapitalist.com
hrexecutive.com
thefinancialbrand.com
www.technative.io
www.zdnet.com
hbr.org
www.theguardian.com
www.shrm.org
www.wsj.com
www.forbes.com
www.brookings.edu
www.bloomberg.com
www.theverge.com
www.nytimes.com
theconversation.com
futureofwork.webex.com
virtualsummit.webex.com
www.cnn.com
www.entrepreneur.com
www.raconteur.net
www2.deloitte.com
talentculture.com
www.fastcompany.com
www.hrmorning.com
techcrunch.com
www.techrepublic.com
qz.com
www.linkedin.com

While linkedin, World Economic Forum, & Forbes are obviously among the main sources, there are many other sources that are more associated with specific industries & topics of interest.

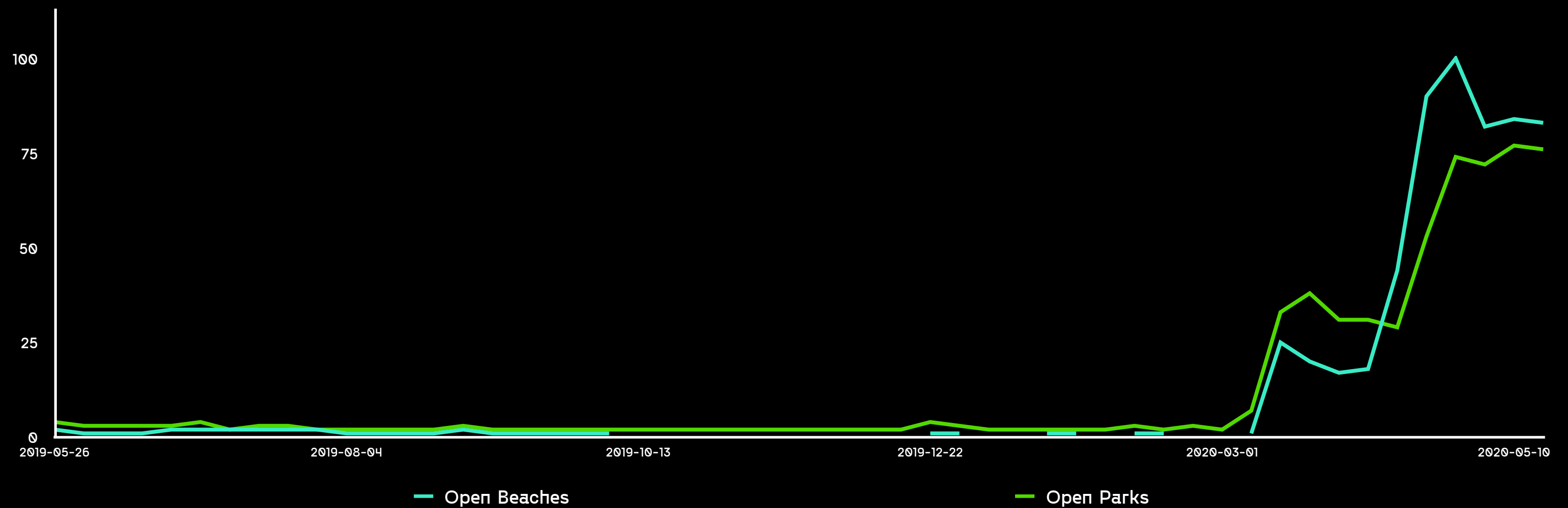
Summer & THE NEW NORMAL



People aren't giving up on the **Outdoors!**
This summer – searches for open beaches & parks are skyrocketing.



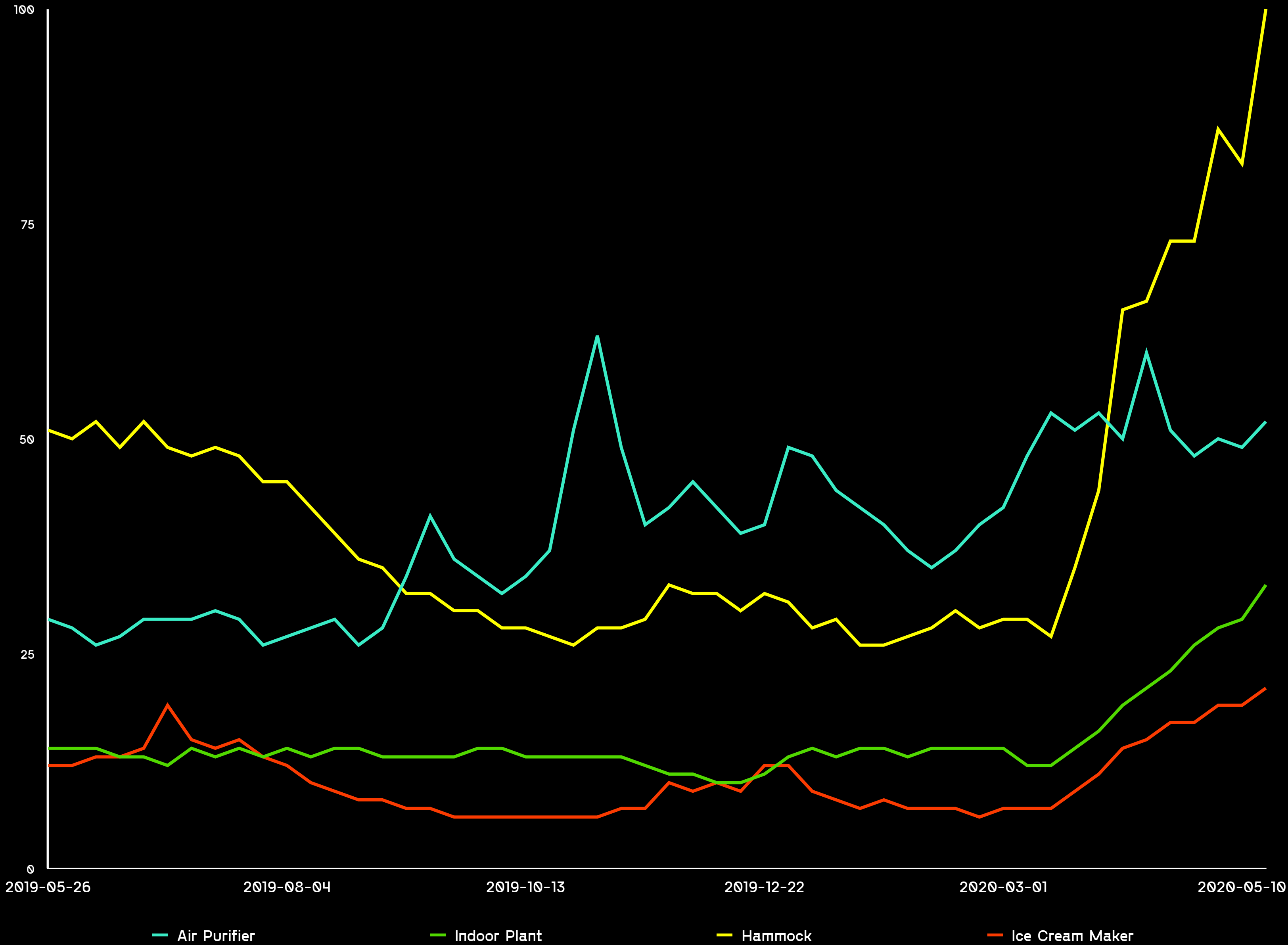
Generic searches for summer activities and vacations have dropped significantly in 2020 compared to 2019. Yet people aren't giving up on going outside. **Searches for open beaches and parks rose strongly in May.** Beach searches are driven primarily by countries with beaches (obviously), including the US, UK, Australia, South Africa, and the UAE.



Others try to bring the *OUTDOORS* at home.



Air purifiers, indoor plants, hammocks, and ice cream makers – searches for these items have been growing steadily since last April. **Google searches for hammocks in particular grew by over 200% between March and May.**

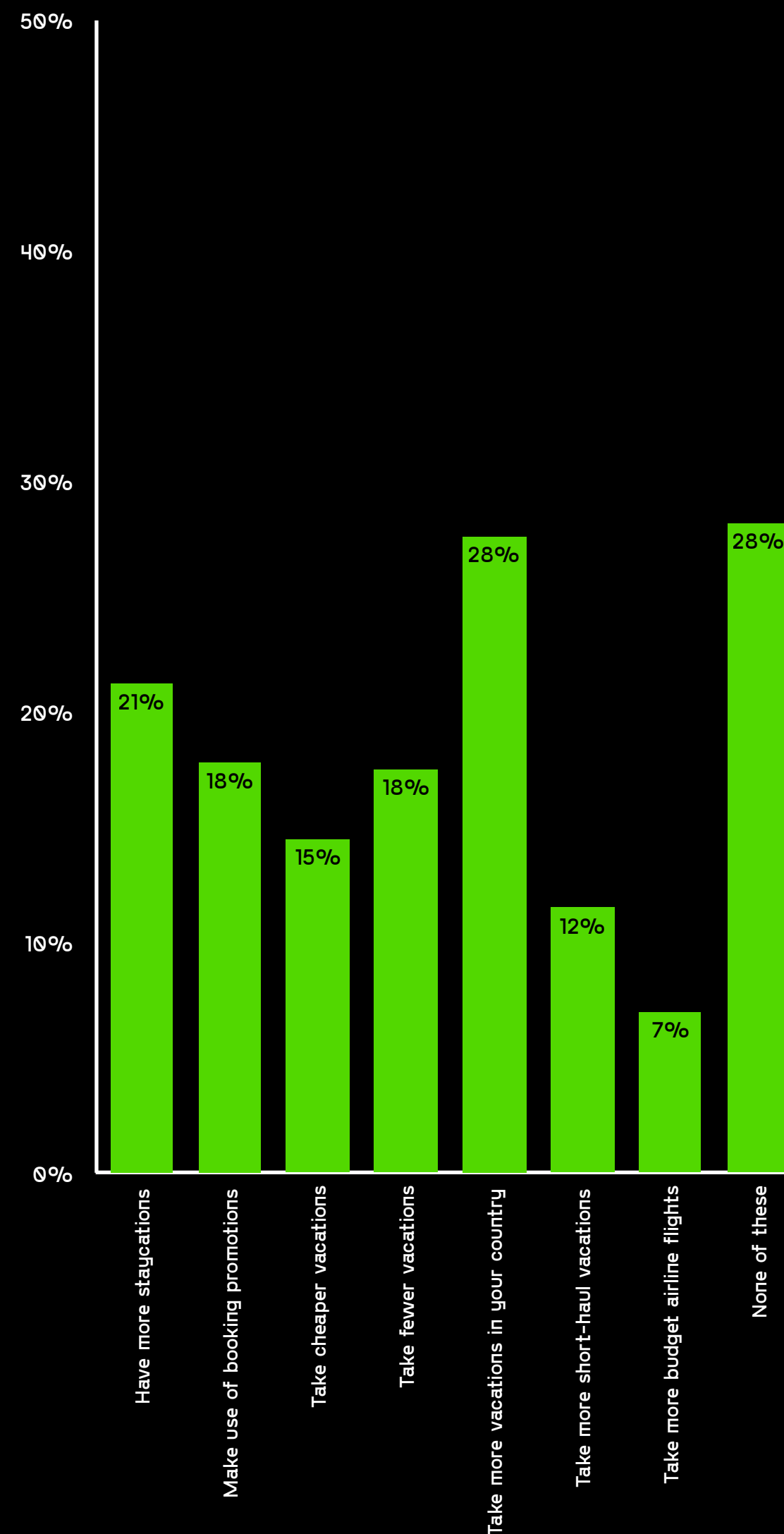


Summer or not, people are looking forward to taking a good vacation, but attitudes towards leisure are expected to change.

People are planning to take more vacations in their own countries. With less visits to crowded places like bars and cinemas.

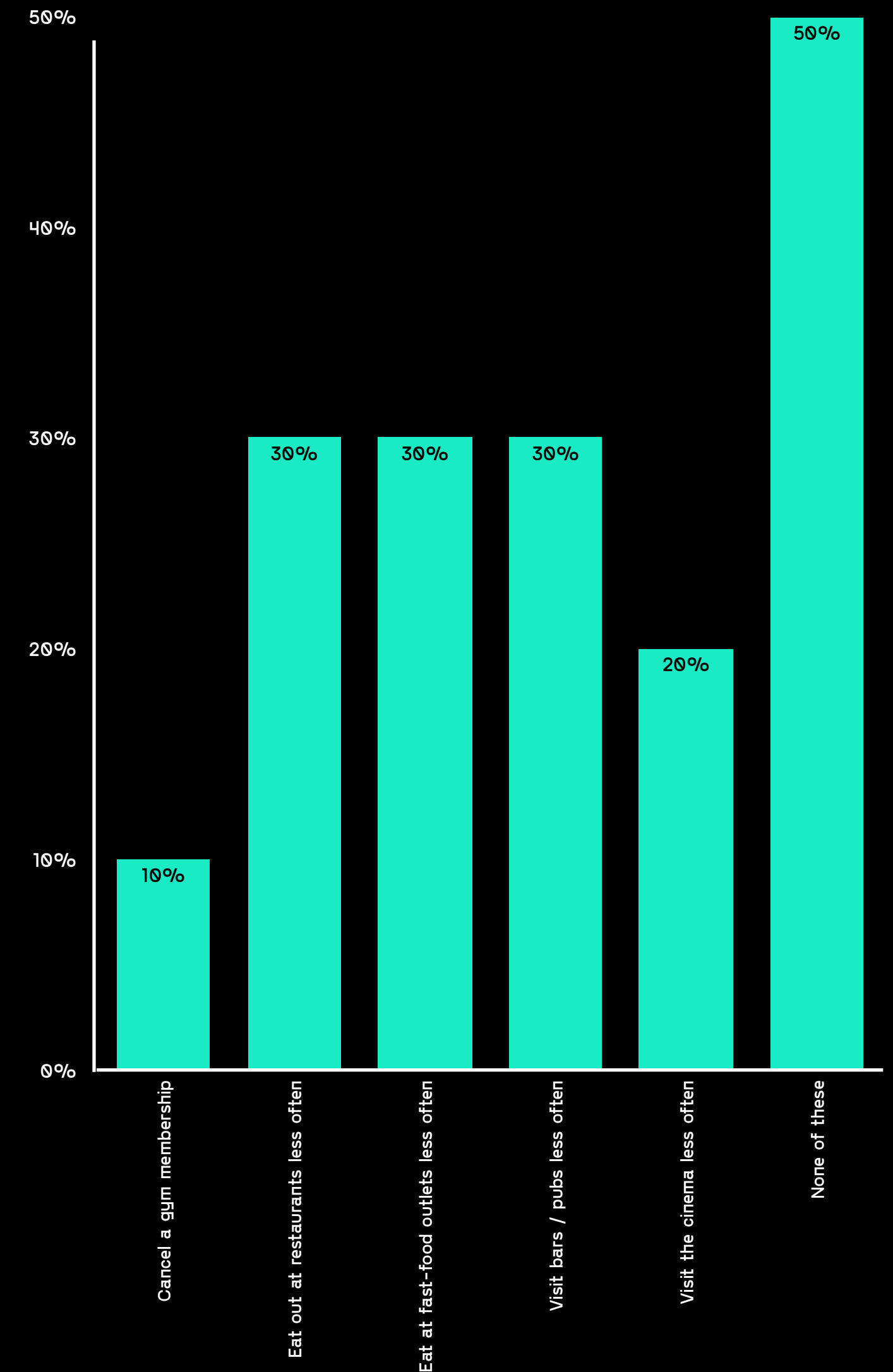
VACATION BEHAVIOUR

After the Outbreak Is Over, Do You Think You Will Do any of the Following?

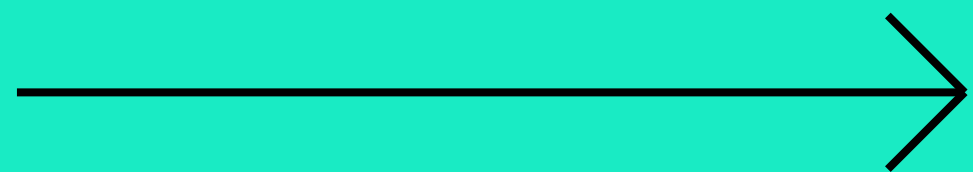


LEISURE BEHAVIOUR

After the Outbreak Is Over, Do You Think You Will Do any of the Following?

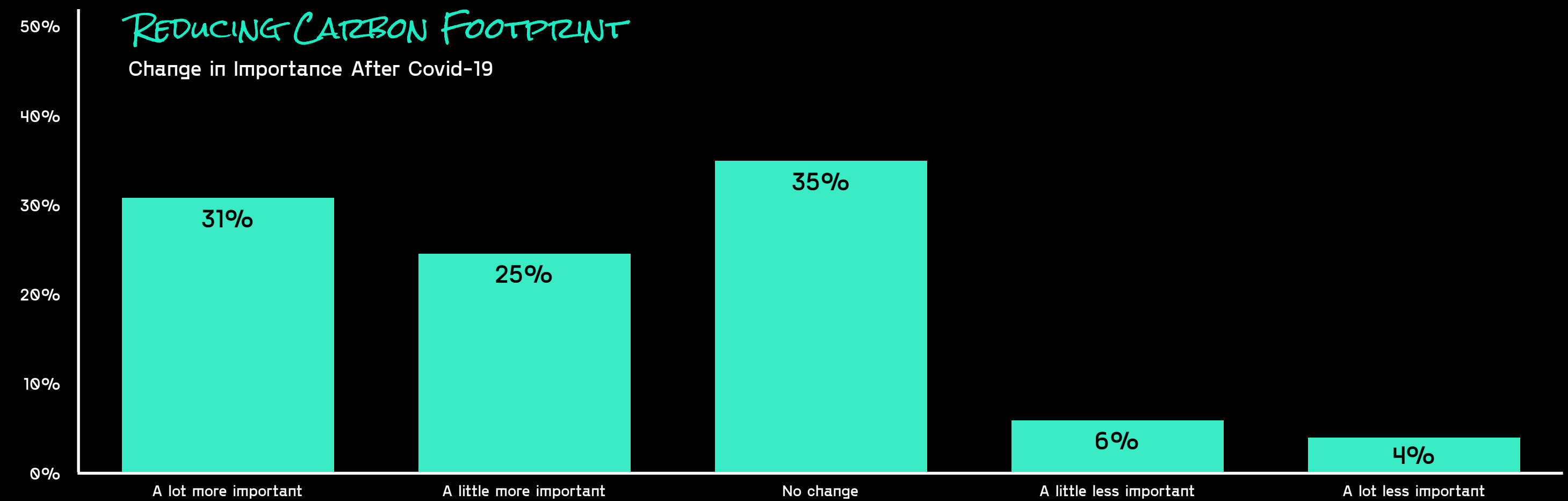
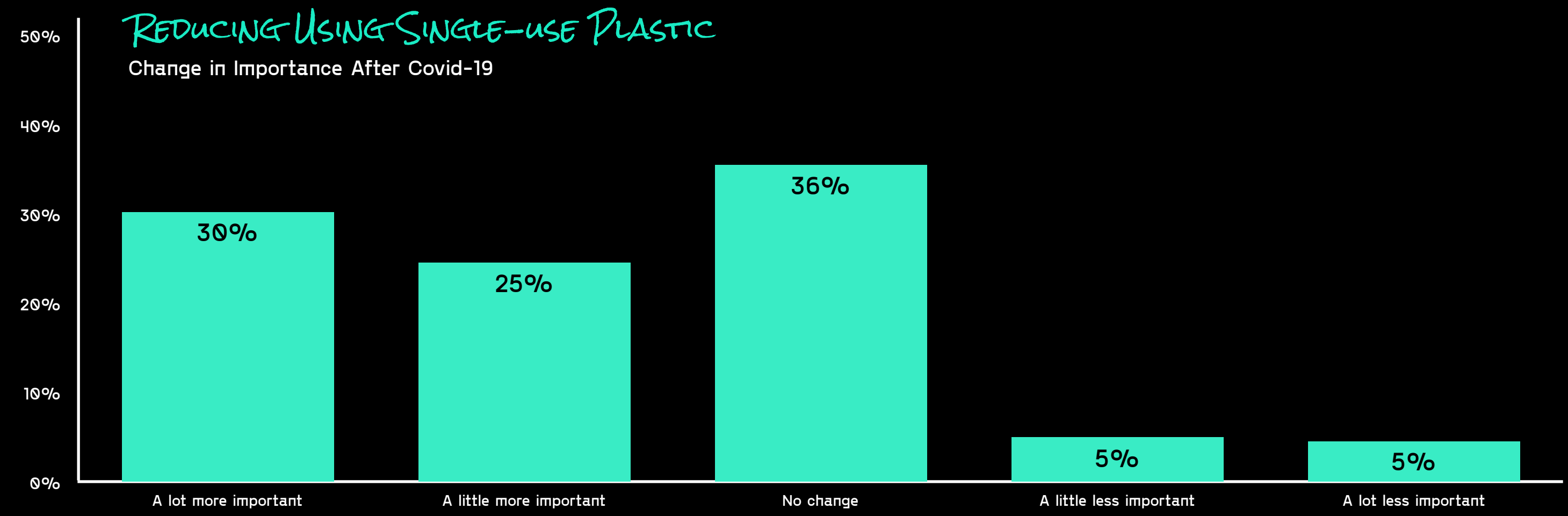


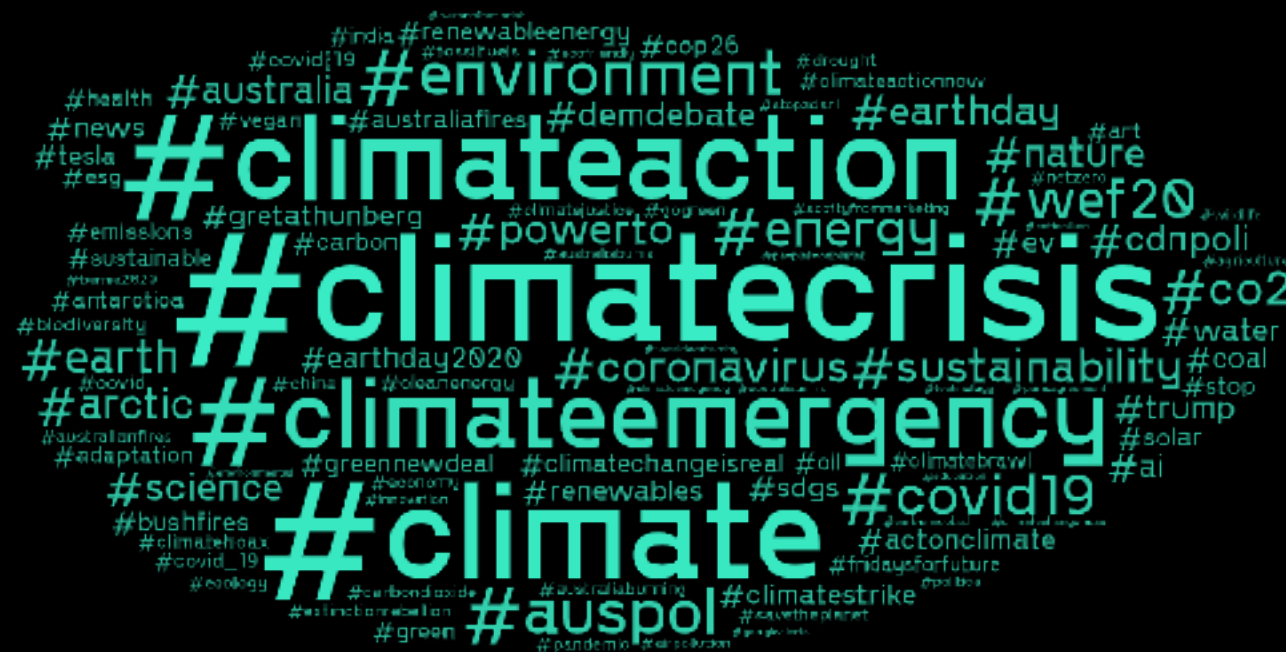
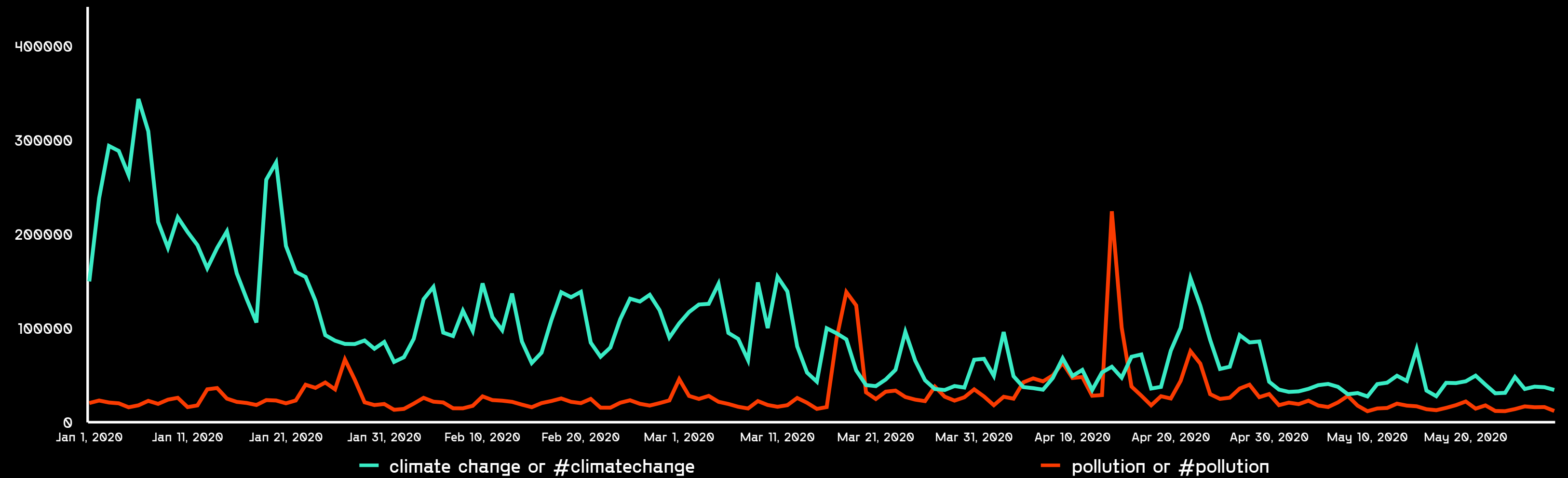
Environment & THE NEW NORMAL



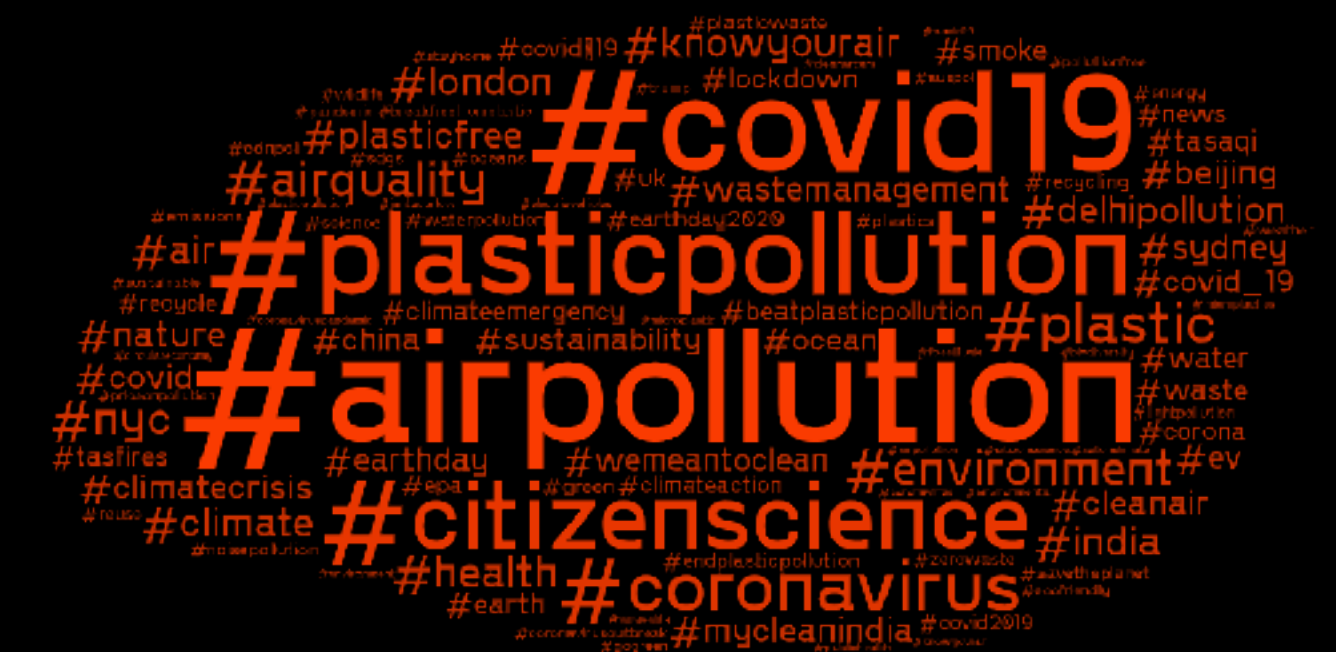
How are attitudes towards SUSTAINABILITY changing?

Slightly more than half of respondents say reduction of single-use plastics and carbon footprints are becoming more important. The rest see no change in importance while 10% see these issues as even less important today.





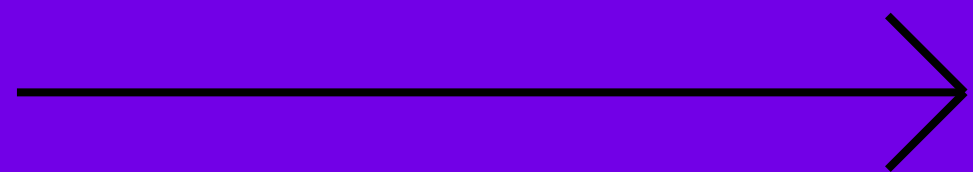
Climate Change-Related Hashtags



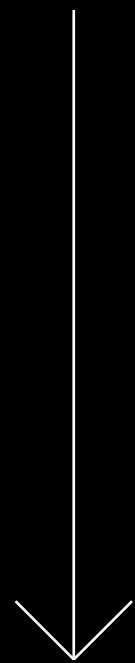
Pollution-Related Hashtags

This raises an important question, **Are we becoming too excited about quick wins and ignoring the bigger picture?**

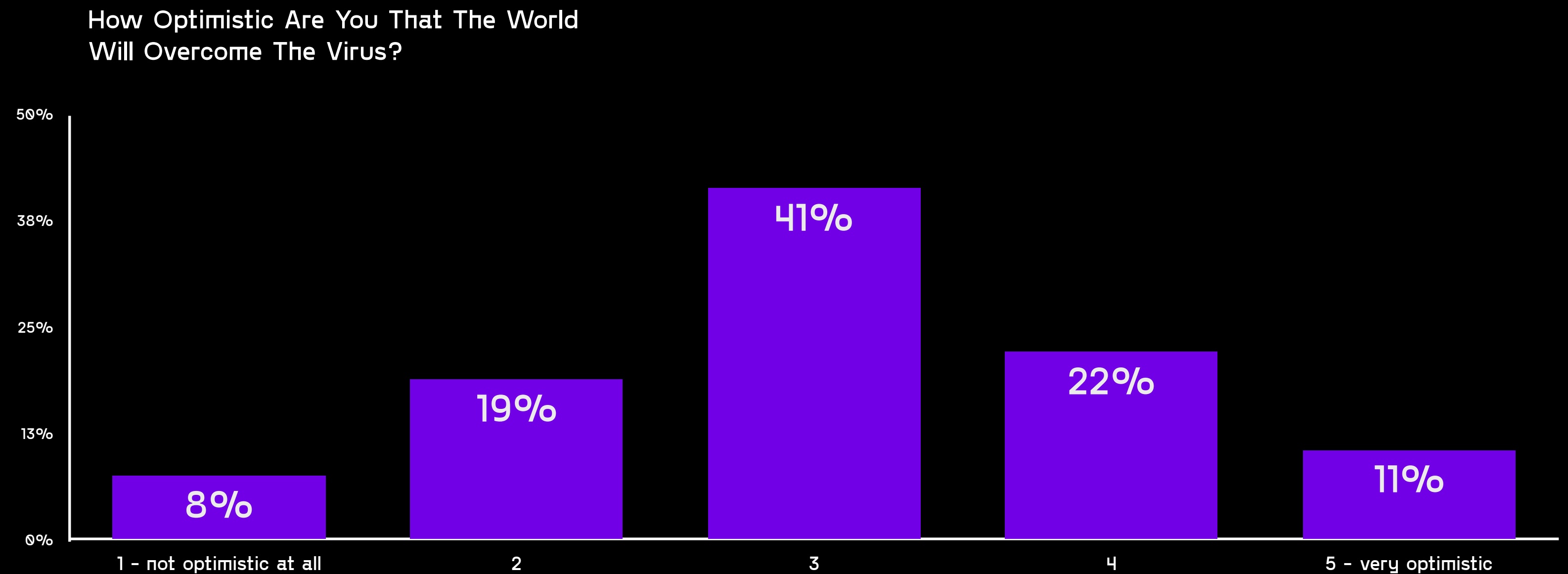
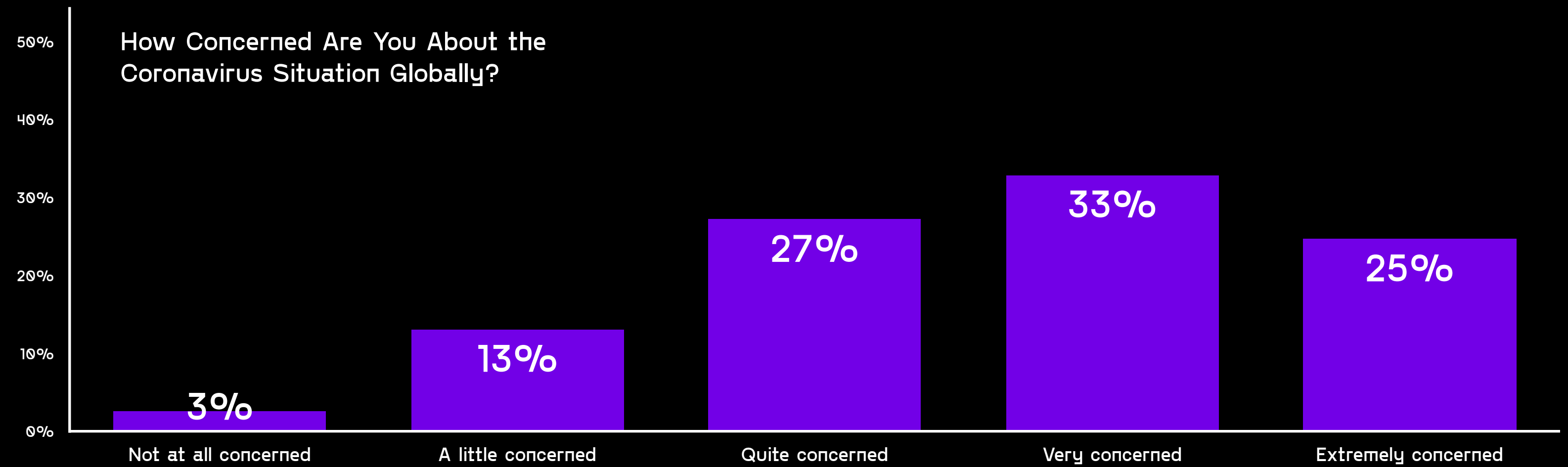
Mental Health, Spirituality & THE NEW NORMAL



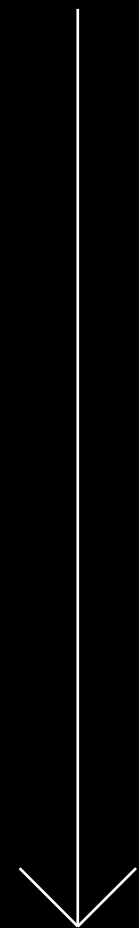
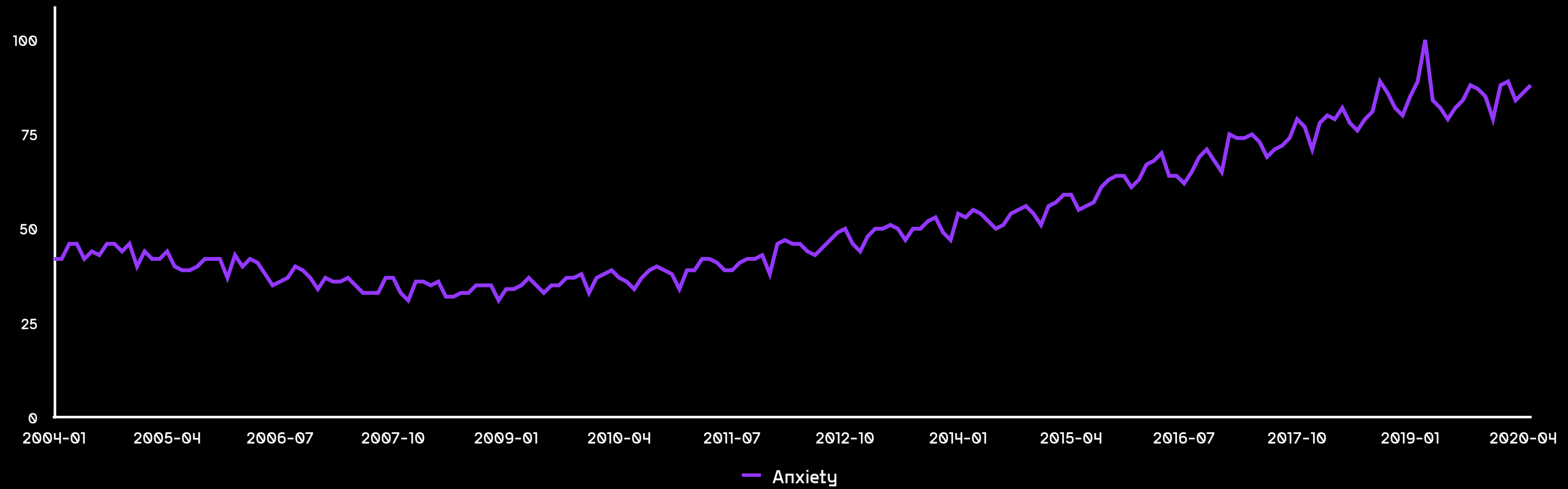
First of all, people remain quite concerned about the pandemic and not as optimistic as one would have hoped.



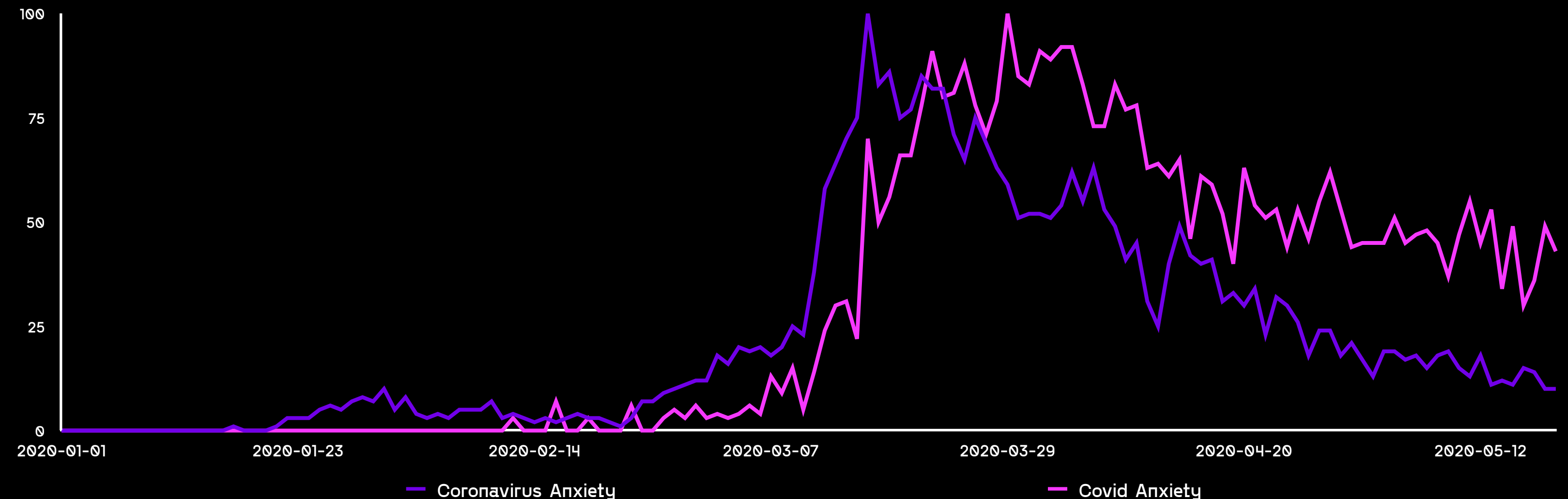
In a study by the GlobalWebIndex, 58% of respondents say they are extremely concerned about the virus situation. **When asked how optimistic they are that the world will overcome this pandemic on a scale from 1 to 5, only 33% gave it a 4 or 5.**



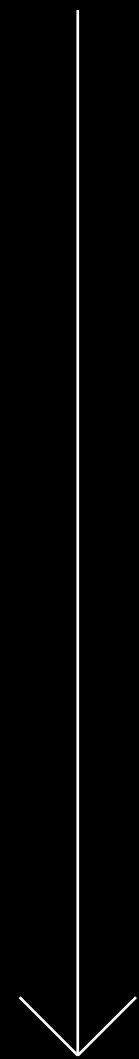
ANXIETY remains an important topic of interest – though searches directly related to the virus are dropping.



While searches related to anxiety and the virus peaked in mid to end March and are now slowing down, let's keep in mind that interest in **anxiety as a general topic has been seeing steady growth over the past ten years.**

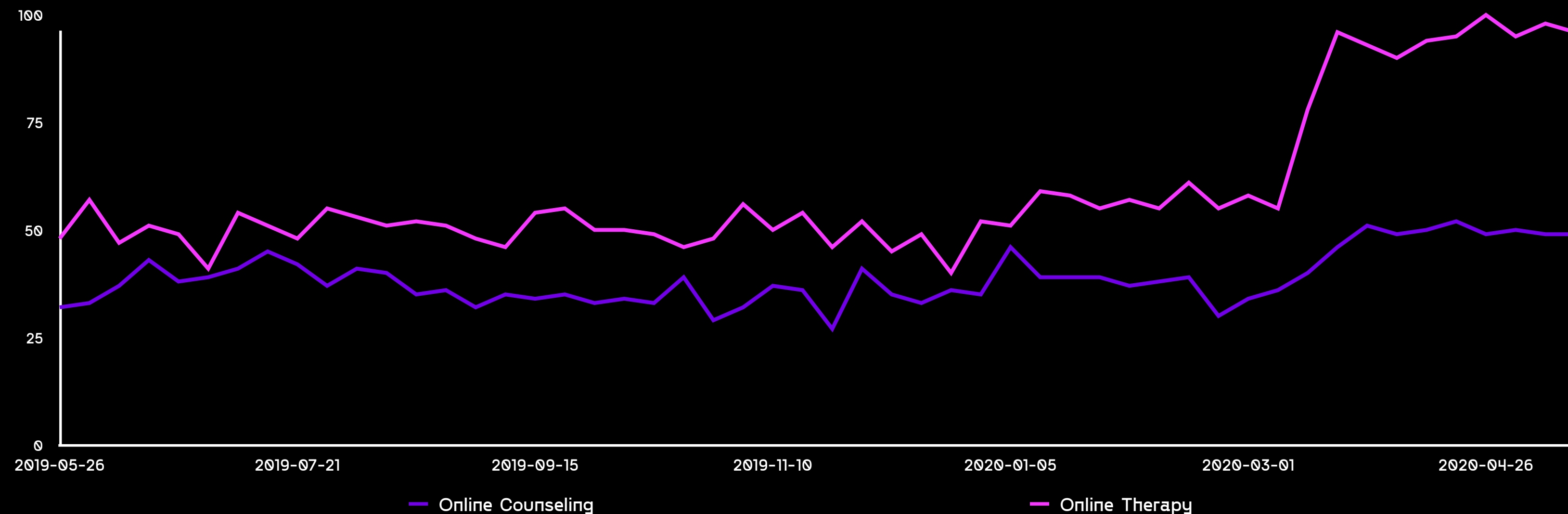
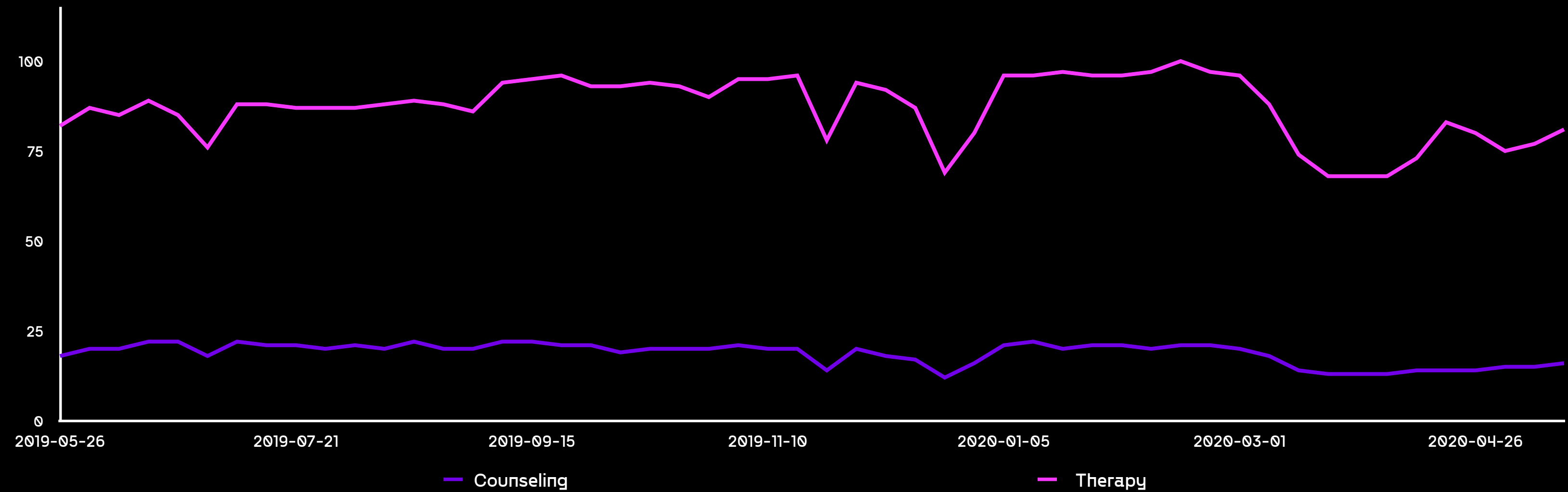


We're working online and learning online, why not do *ONLINE THERAPY?*

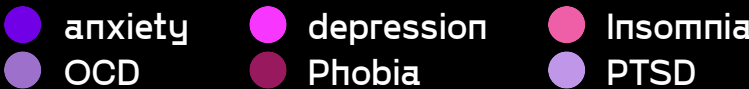


Interest in “online therapy” and “online counseling” on Google is taking off. While “therapy” and “counseling” have much higher search volumes in absolute numbers, the trend is interesting:

Searches for online therapy and counseling jumped in mid March and haven't dropped since.

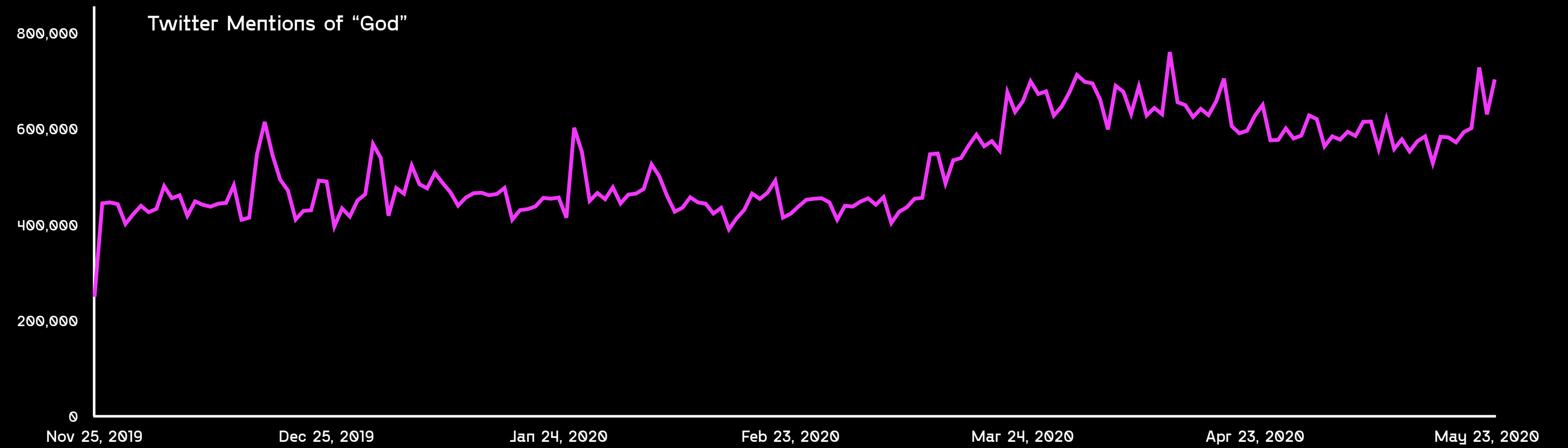


Therapy Online

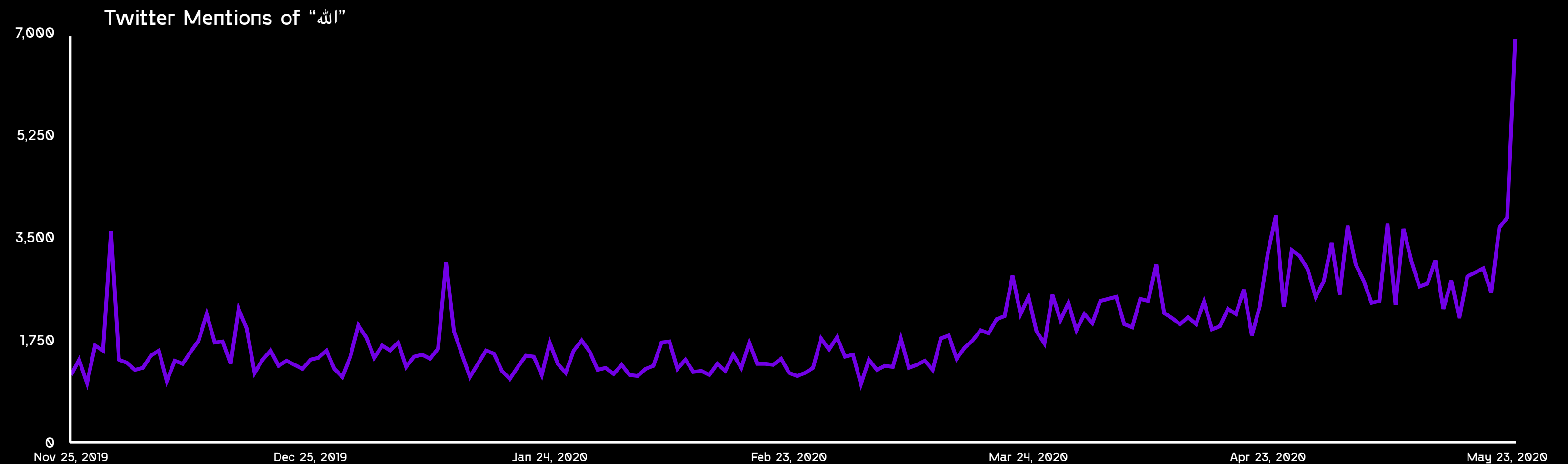


Twitter jumped in March. **Anxiety and depression are the two most mentioned issues together with**

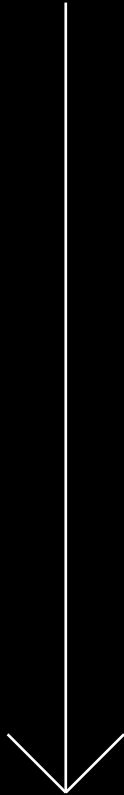
Are we becoming more religious and spiritual? Mentions of **God** and **الله** on Twitter see a rising trend.



Mentions of the word "God" Twitter start rising in March and peak at around 760k per day, while mentions of "الله" also see a rising trend at roughly the same time. Although certain peaks are related to Ramadan and "Eid el Fitr", a general upward trend is still visible.



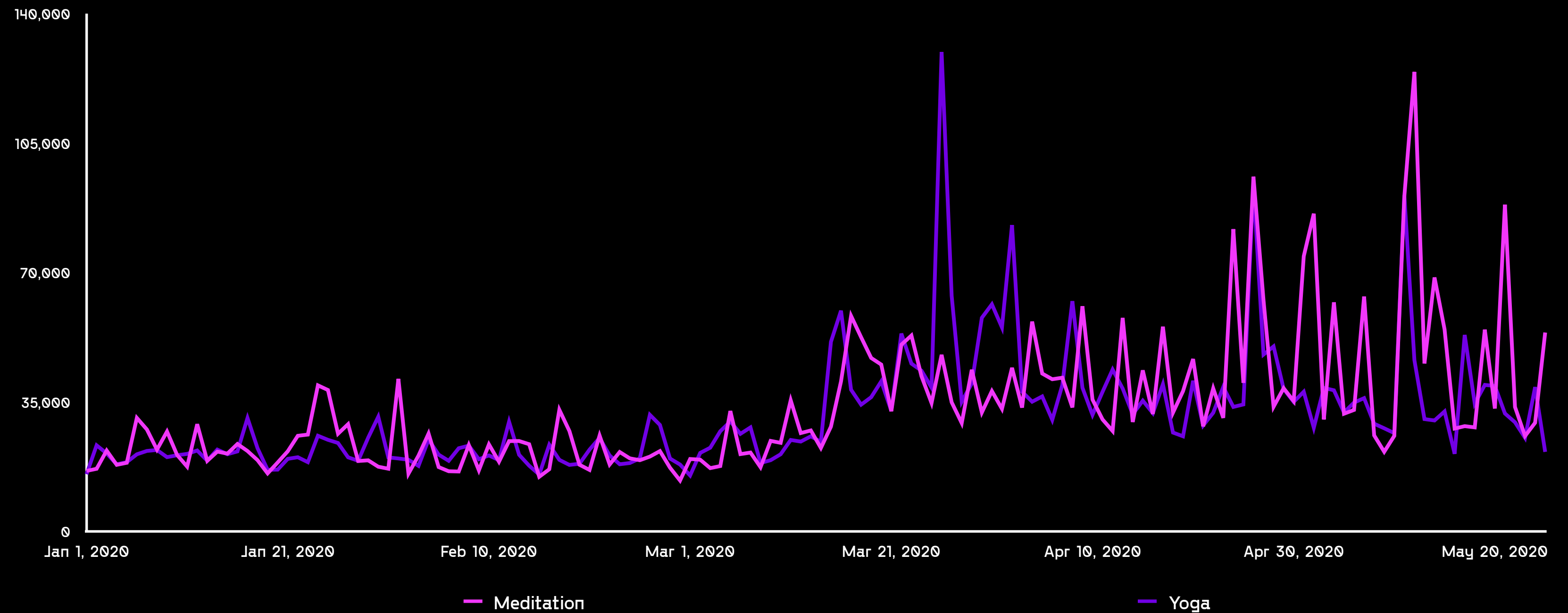
When it comes to who will help our mental health during quarantine based on Google, **PUPPIES** beat **KITTENS**



Searches for puppies jump in March with the top related terms including “puppies for sale” and “puppies near me”. A slight upward trend is also notable for kitten searches though not comparable to puppy love.



Some of us need
puppies, others just
MEDITATION & YOGA



Mental health is as crucial as physical health. **People world-wide are becoming more interested in Mediation and Yoga, as an escape and a way to preserve their sanity.**

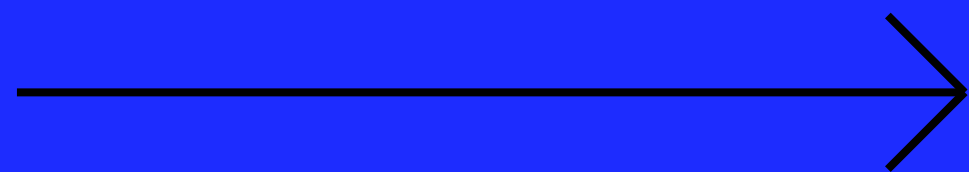


Meditation-Related Hashtags

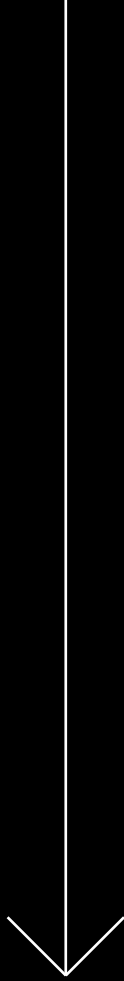


Yoga-Related Hashtags

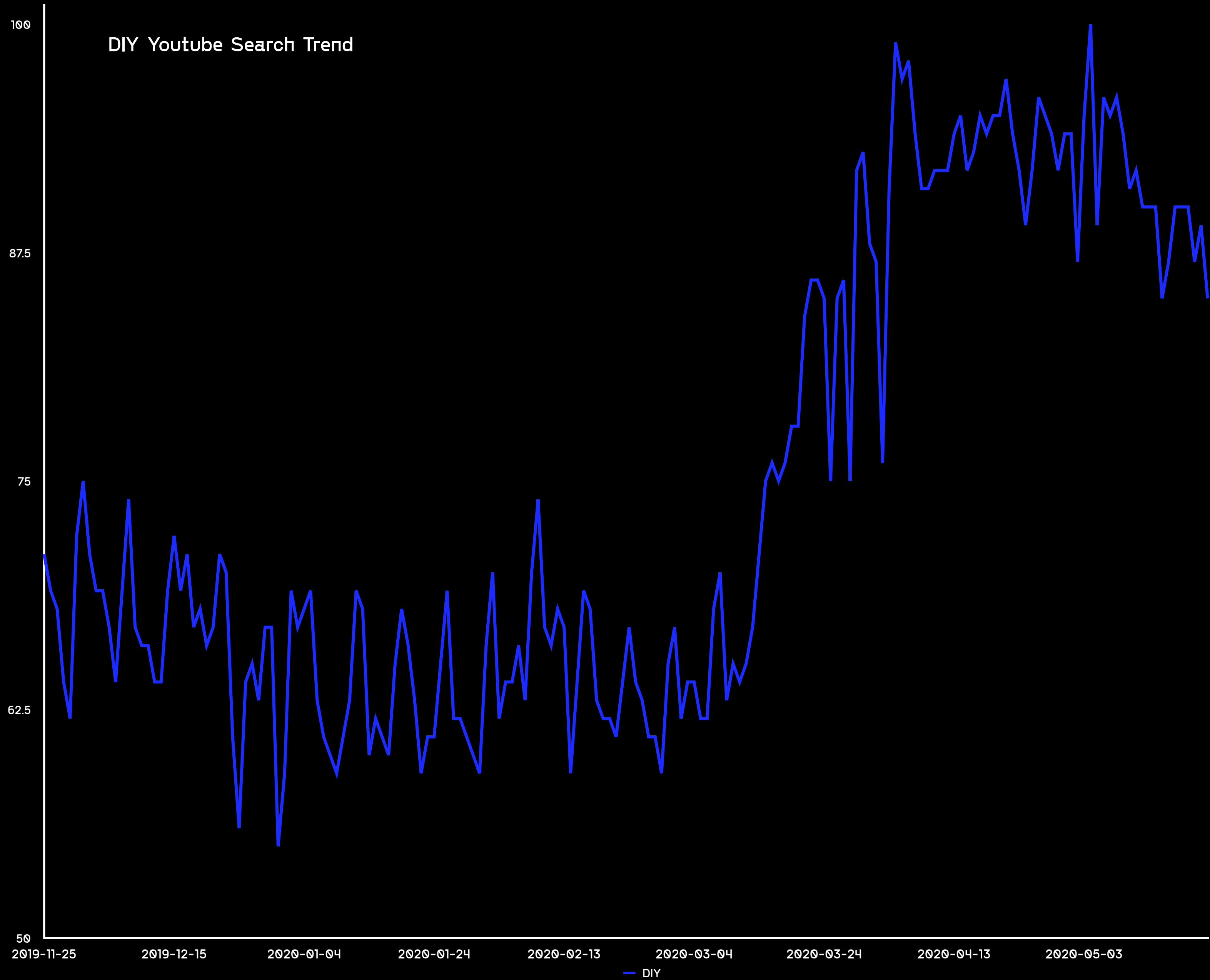
DIY & THE NEW NORMAL



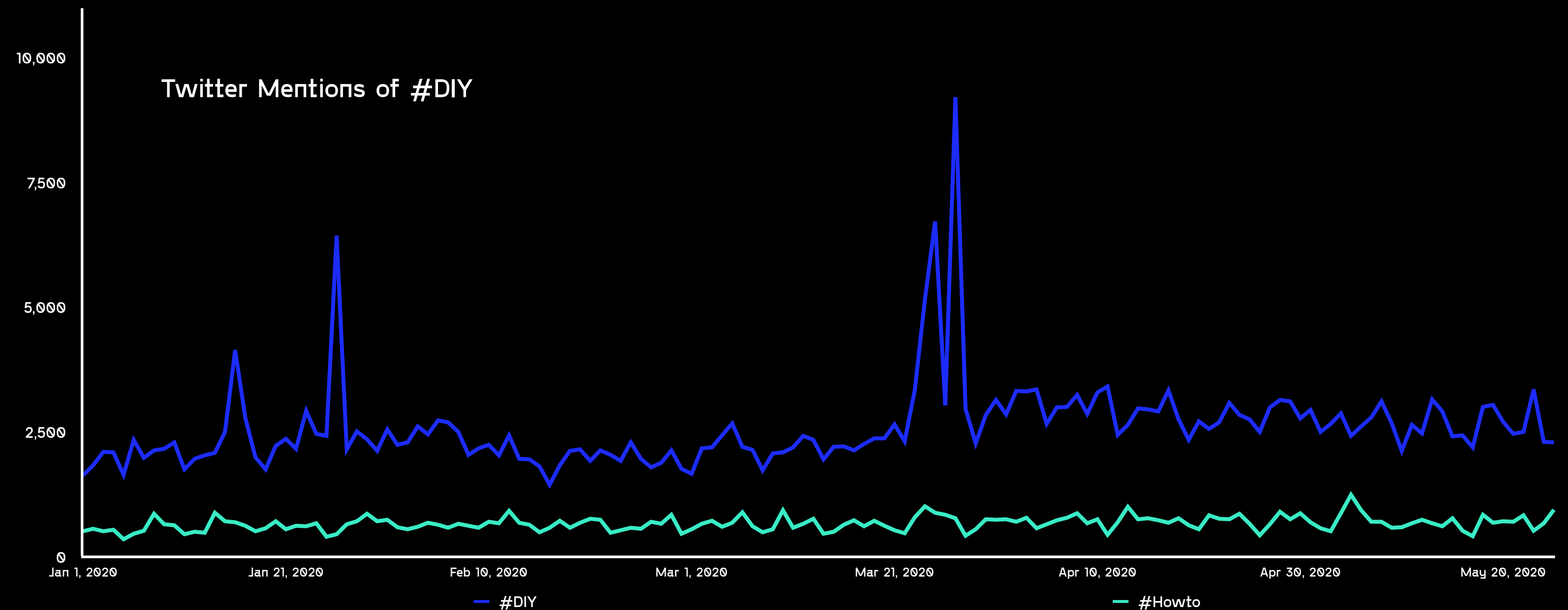
Not surprisingly,
Youtube is the
ultimate platform
for *DIY VIDEOS*,
with DIY searches
rising strongly as of
March.



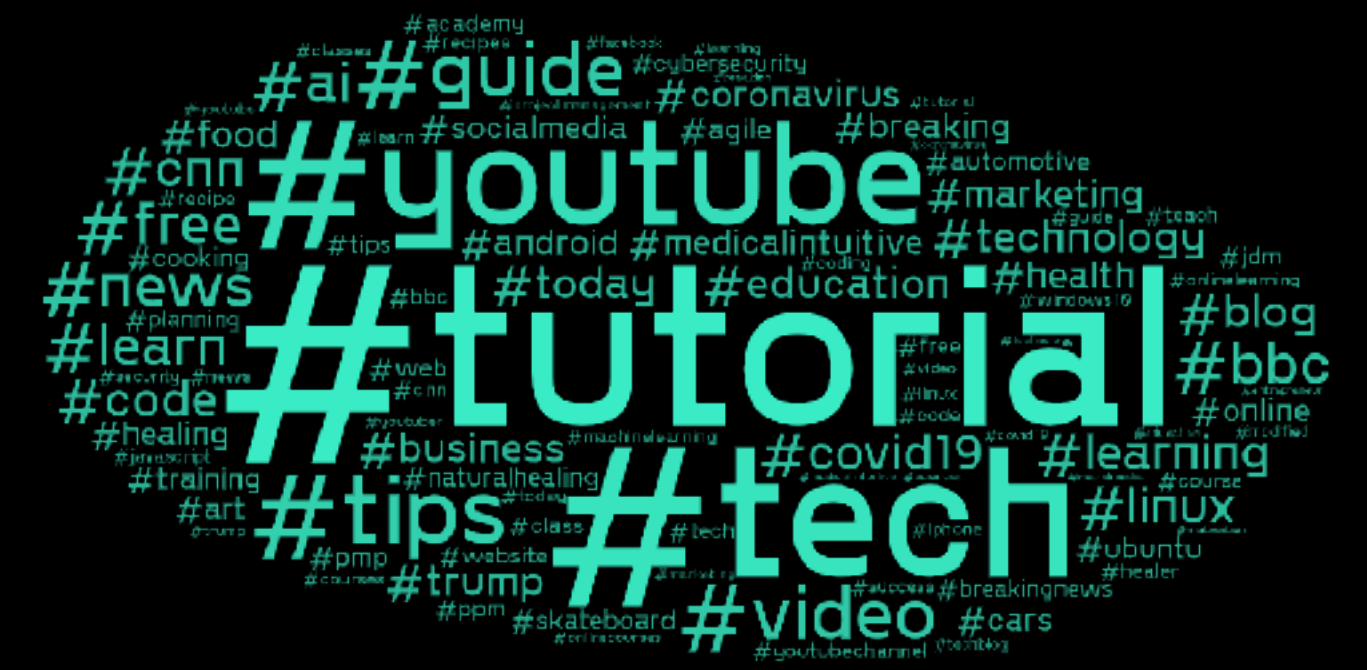
From DIY Facemasks, to home-fixes.
**More people are discovering their
experimental and creative side.**



With extended lockdown periods **#DIY** is becoming more and more popular.



Perhaps it's triggered by the need to to feel confident in one's ability to "make" things ourselves, given the uncertainty that surrounds us. interestingly, **#DIY is used in relation to softer skills like carfts, and art, while #howto is more used in conjunction with tech-related subjects.**



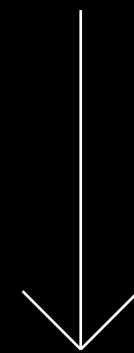
Finally, here's a photo of Domino Park in Brooklyn, New York in May 2020.

Photo by: Marcella Winograd

Is this the *NEW NORMAL* Of hanging out?



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