



# Blended Realities

Cultural insights from  
the conversation on  
Twitter.





# Blended Realities is a fast-evolving trend on Twitter.

Here's an in-depth look at one of the conversations shaping culture.

## How we found this trend

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From 1 January, 2016 through 31 December, 2019, billions of Tweets were analysed to uncover the most-used hashtags, then mapped to cluster themes of conversation.

Those themes were then explored to detect the breadth of words used and to surface the everyday conversations. Through both human coding and machine learning, commonplace topics like politics and sports were removed, and significant growth areas and contextual shifts in conversation identified.

With the help of cultural insights experts at CrowdDNA, 18 emerging trends were uncovered.

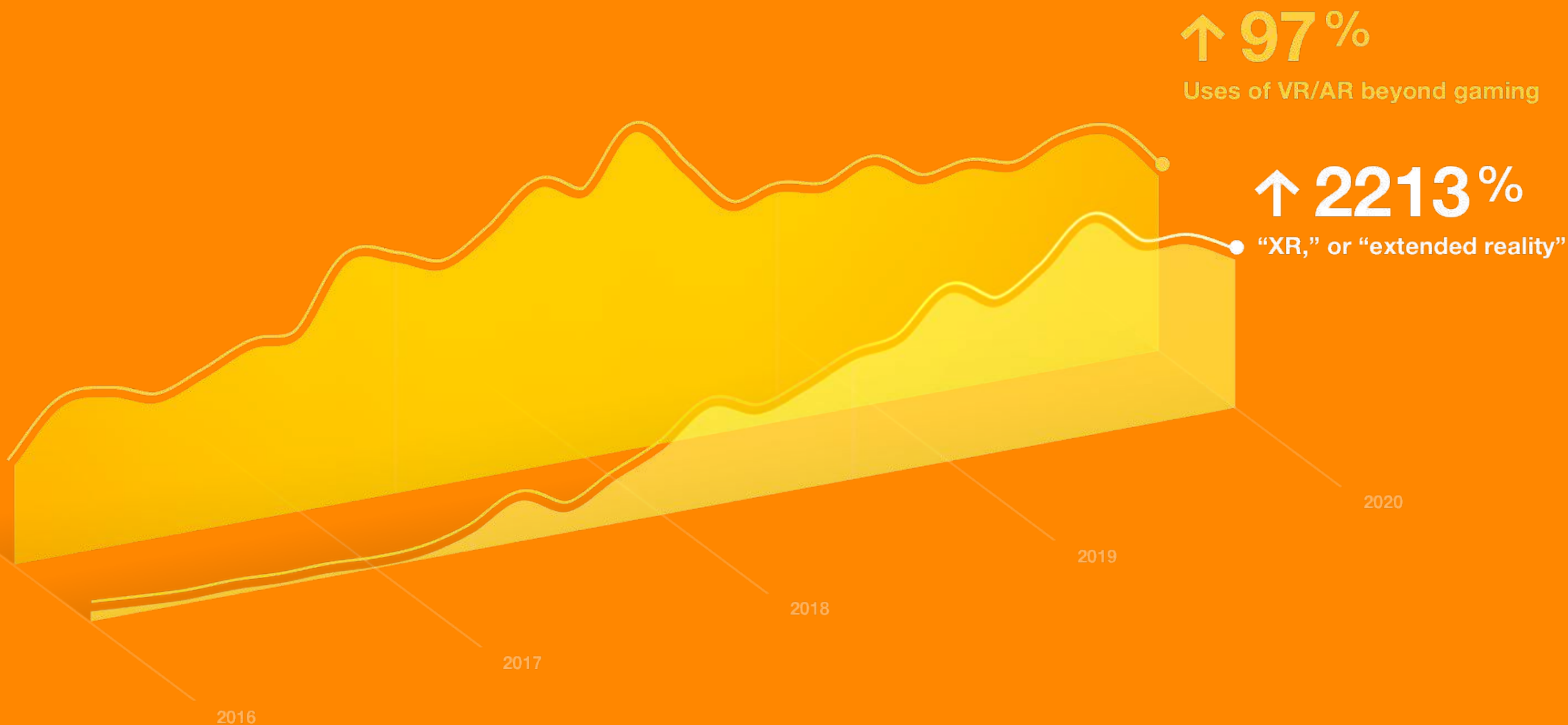
# Beyond Gaming

## Conversation around uses of VR/AR beyond gaming

Early conversation around virtual reality and augmented reality was driven by gaming, but now it's also entering professional life and the public sector, finding applications in education, health, and the military.

## Mentions of terms "XR," or "extended reality"

At the same time, new terms are being created that are inclusive of all mixed reality experiences.







Arstudioz  
@arstudioz



Really, **#VR** is a way to escape the real world into something more fantastic. It has the potential to be the most social **#technology** of all time. **#arstudioz**





# AI and arts

+283%

New technologies are helping artists break borders and innovate further. Automation is streamlining music creation with **#HipHopCulture** as a key genre, while fiction writing is getting a boost from AI. Even coding is beginning to be handled by artificial intelligence.





# Immersive entertainment

+210%

Conversation is focused on immersive entertainment like VR arcades that transport us into fantasy worlds, as well as cutting-edge exhibitions and theatre, which are becoming more immersive.





# Medical XR

+150%

Mixed reality technology and AI is allowing breakthroughs and techniques that weren't previously possible. The conversation is strongly linked to wearable tech that can track patients remotely and noninvasively, while AR is discussed in relation to accuracy of surgery.





# Mixed reality in education

+111%

Mixed reality enables students to be completely immersed in a learning environment. Language learning is especially enhanced, while #XR is helping students with dyslexia and autism safely experience situations they might struggle with in real life.





# Immersive retail

+67%

**#RetailTech** is transforming the way we shop, both online and in stores, and conversation is tied to **#InternetOfEverything** and innovations that focus on improving logistics, customer experience, personalisation, and convenience.





# Hashtags used in Blended Realities Tweets

#AR  
#VR  
#AI  
#IoT  
#AugmentedReality  
#MR  
#tech  
#VirtualReality  
#BigData  
#XR  
#innovation  
#blockchain  
#Robotics  
#technology  
#MachineLearning  
#digital  
#MixedReality  
#fintech  
#ML  
#ArtificialIntelligenc

## Virtual business

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VR and AR are increasingly being applied to business, helping streamline experiences and improve professional services. Much of this discussion is tied to machine learning and robotics, particularly in the #FinTech world.

## What's next

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Innovation is a key component of conversation around Blended Realities. Conversation around AI is beginning to highlight the technology's creative potential, while conversation around AR teases the technology's real-world applications.

## Connected world

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People are beginning to explore extended reality's applications to #IoT and #BigData, while daily appliances become smarter and more tailored to individual needs. Conversation around #Blockchain focuses on the secure movement of information over the internet.

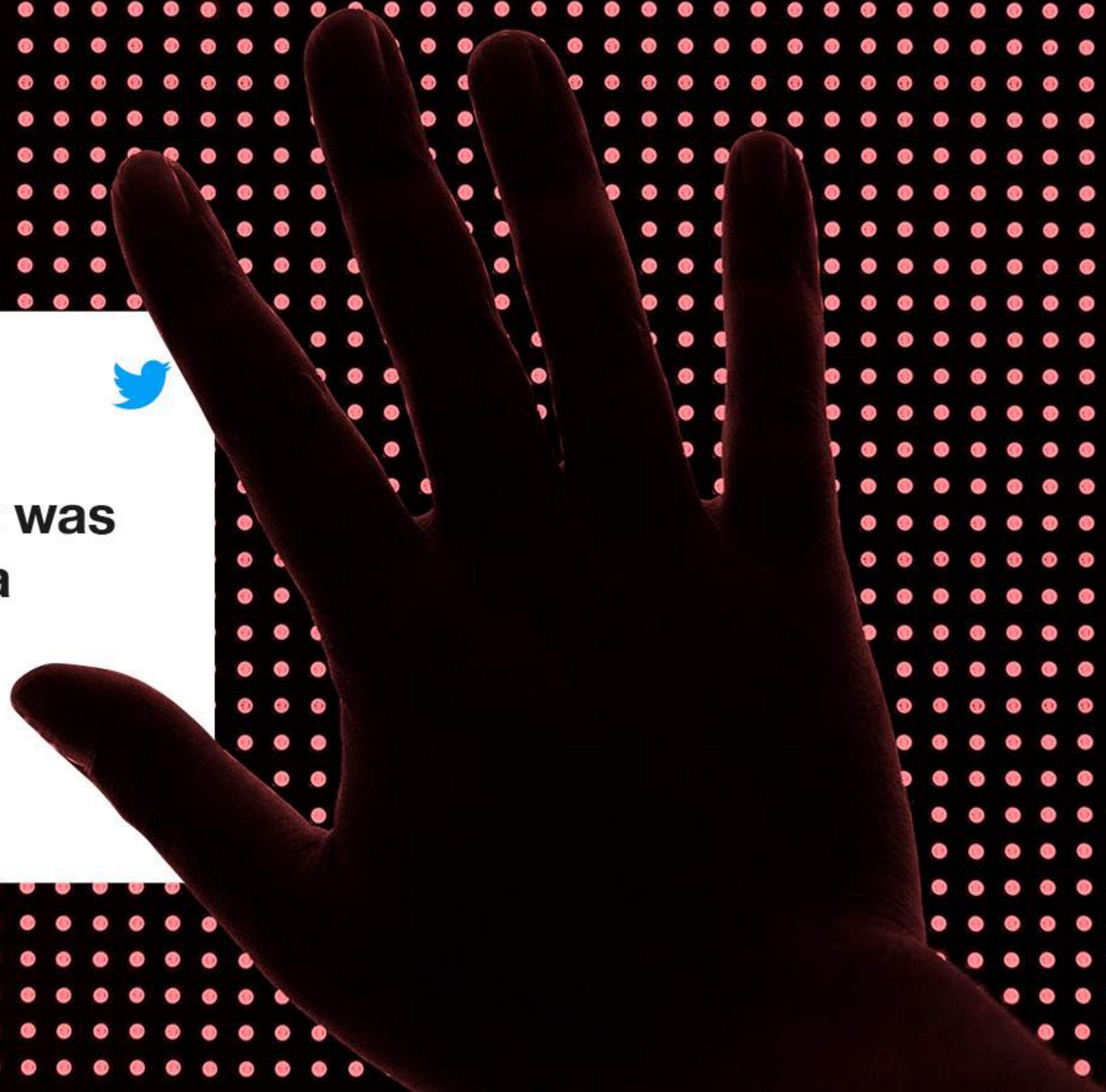




**Shmouf**  
@shmouflon



**I think my fav TeamLAB exhibit was the LED room. Disorienting in a wonderful way, and everything danced.**

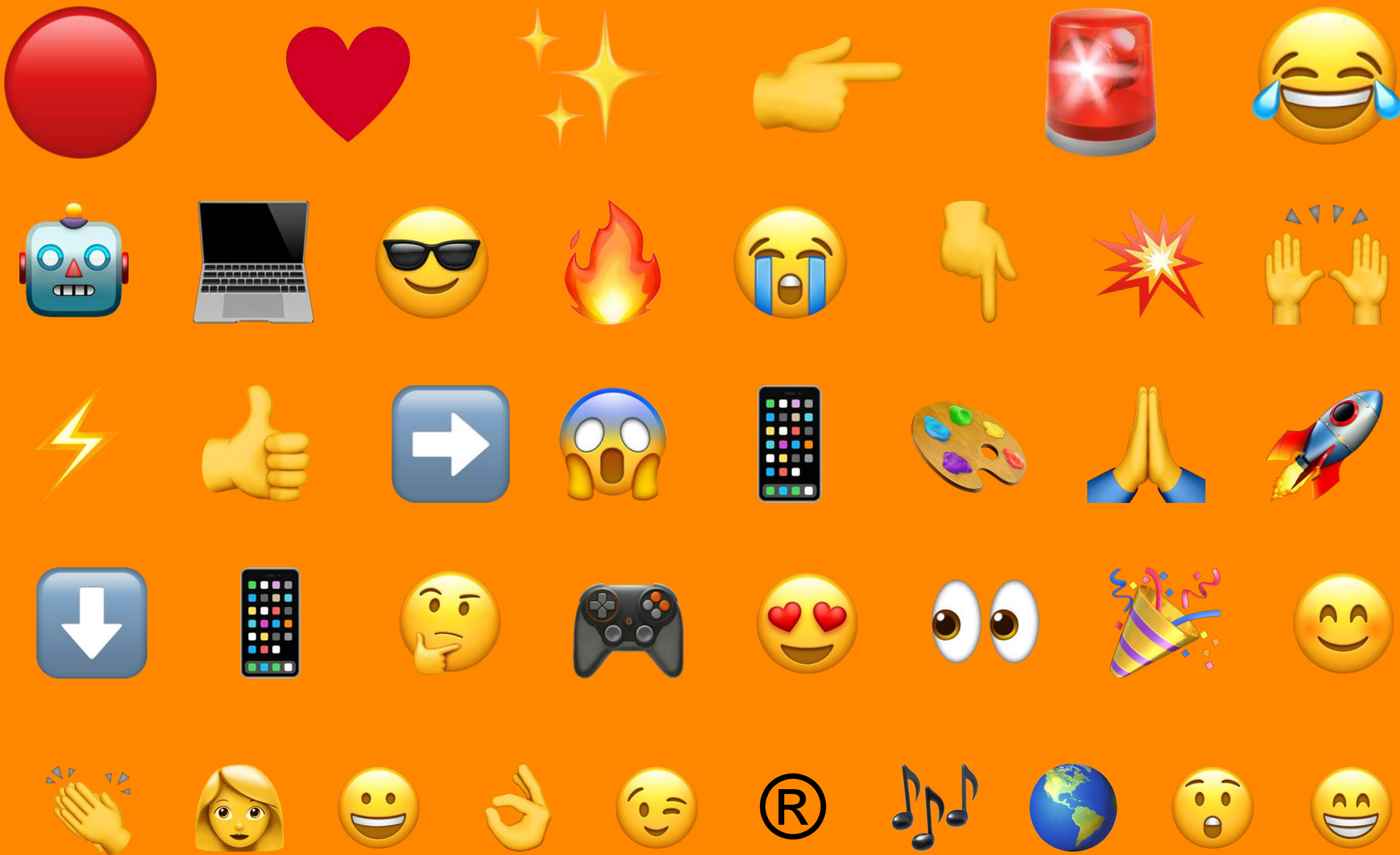




# Emoji used in Blended Realities Tweets

Sentiment & tone \_\_\_\_\_

Emoji used in the conversation around Blended Realities convey feelings of disruption and concern, but there are also symbols of celebration and amazement, with multiple nods to technology.





# How to use this trend in your next campaign

How can your brand become more immersive, interactive, and tangible? Participate in the conversation by inviting your audience to engage and experiment along with you.