


A woman wearing a grey fedora and a plaid shirt is shown in profile, holding a small globe of the Earth in her hands. The background is a solid orange color.

# People Watch

Citizens of the World

AUGUST 2017

ADSHEL



‘A global citizen is someone who identifies with being part of an emerging world community and whose actions contribute to building this community’s values and practices.’

Global Citizen Initiative, 2012

# WE ARE ONE, BUT WE ARE MANY

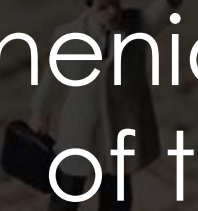
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Historically, distances and borders have kept nations and people apart but now, the proliferation of technology and exponential impacts of social media has obliterated the boundaries and borders of the world. People are now identifying as global citizens rather than holding a fierce affinity with the identity of their home country.

The connection between countries, races and people is continually blurring through not only shared DNA but ideals and a shared consciousness to want better from the world.

In Australia, there is a growing disconnect from a national identity and identification with the global community. There are no signs of this slowing and marketers must adapt, lean in and participate.



A man in a suit and tie, carrying a briefcase, stands on a large, detailed map of the world. He is pointing his right hand towards the horizon. The map shows various continents and countries, with labels like 'FRANCE', 'MEDITERRANEAN', and 'TUNISIA' visible. The background is dark and textured.

“I am not an Athenian or a Greek, but a citizen  
of the world.”

- Socrates  
(As quoted in Plutarch's Of Banishment)



# CITIZENS OF THE WORLD

## FIVE TRENDS IN GLOBAL CITIZENSHIP

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‘For those who've come across the seas  
we've boundless plains to share’

Advance Australia Fair  
Peter Dodds McCormick, 1878

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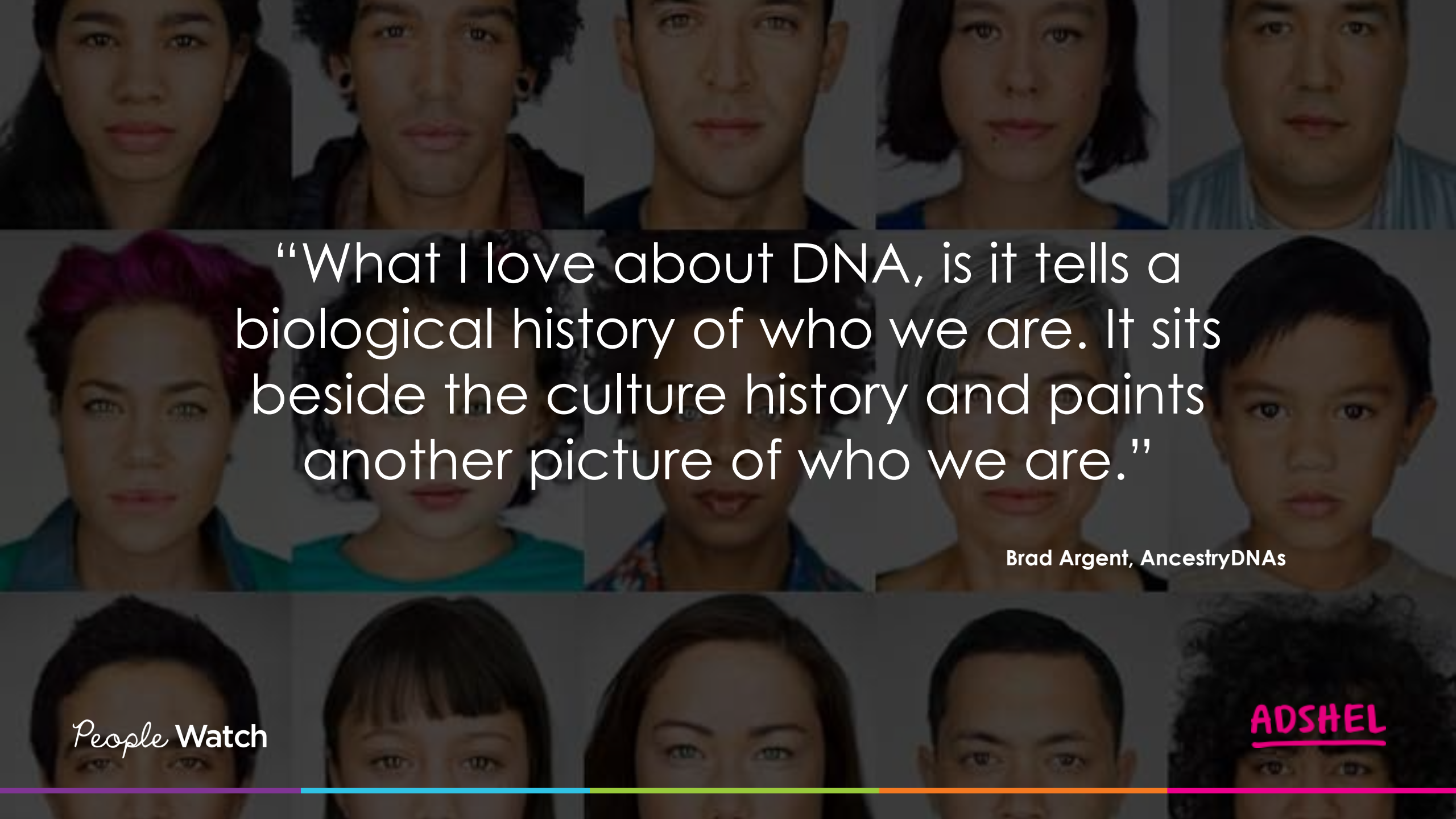
# 1. CHANGING ATTITUDES

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- Younger Australians are becoming less nationalistic and are placing more emphasis on diversity.
- Only **39%** of 18-29 year olds believe there is 'importance of maintaining the Australian way of life' (vs. 64% 40-49 and 67% of those 60-69).
- This attitude is more evident where **85%** of 18-29 year olds believe that Australians should do more to learn about the customs and heritage of immigrant groups (67% 40-49 and 59% of 60-69).
- **65%** of 20 year olds believe that the government should assist ethnic minorities to maintain their own customs and traditions.
- It seems Australian youth will drive social change and encourage a global attitude to citizenship.







“What I love about DNA, is it tells a biological history of who we are. It sits beside the culture history and paints another picture of who we are.”

Brad Argent, AncestryDNAs

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## 2. IT'S IN OUR DNA

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- Australians have global citizenship in their DNA.
- Australia is becoming more multicultural with **26%** of Australians born overseas.
- **47%** of Australians also have either one or both parents born overseas.
- England, New Zealand, China and India rank as the main immigrating countries with most common ancestries in Australia being English **25%**, Australian **23%**, Irish **8%**, Scottish **6%** and Chinese **4%**.
- Those in agreement that 'accepting immigrants from many different countries makes Australia stronger' increased over the years - from **62%** in 2013 to **67%** in 2016.



"Coming together is a beginning. Keeping together is progress. Working together is success."

- Henry Ford



# 3. IN SOCIAL WE STAND

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- Terrorism, climate change, world poverty and social injustices are shared issues, not just for those immediately impacted.
- Now, the 17 million Australian monthly active Facebook users can discuss and share information with friends easily all over the globe.
- Australians can alert and amplify issues they are passionate about from sharing petitions, social-issue profile frames to alerts for friends travelling near incidents.
- Facebook is just one of hundreds of social mediums growing global citizenship by uniting users to make a difference with a shared consciousness.
- Facebook's 2 billion users are the equivalent to the population of the largest country on earth.

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Source: Nato 2016 | [Huffingtonpost.com.au](http://Huffingtonpost.com.au) | CIA World Facebook | Facebook



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“Our ancient experience confirms at every point that everything is linked together, everything is inseparable.”

— Dalai Lama

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## 4. MORE FRIENDS (than Kevin Bacon)

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- Sorry Kevin Bacon, you've been dethroned as the King of connectedness.
- Our collective 'degrees of separation' have actually shrunk over the years. A study conducted in 2011 found that we needed only **3.74** acquaintance links to connect to everyone in the world.
- While the 'Six Degrees of Separation' concept was really just a theory, improvements in modern technology have made us more connected than ever especially the exponential impact of social media.
- In 2016, using user data, Facebook found that people are actually connected by even fewer links – on average, only **3.57**. Take that Kevin Bacon!

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Source: Facebook Research 2016



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“I continue to marvel at the growth of video games while believing in their potential to serve a positive social, political and economic force.”

- Professor Jeffrey E. Brand  
(Professor, Communication and Media and Associate Dean of Engagement)  
Digital Australia 2016



# 5. VIRTUALLY GLOBAL

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- From Everquest to World of Warcraft to Runescape, the immersive virtual reality gaming community is 200 million worldwide and climbing.
- This channel for connecting players all over the world, to unite and fight for common virtual causes has over five million active players in Australia alone.
- Pokemon Go, is in 129 countries with the app downloaded over **750 million** times since launch.
- eSports is increasing in popularity in Australia, drawing large international crowds at each event.
- 10,000 keen gamers gathered at Sydney Olympic Park in May to watch the top 40 gamers from around the world take part in the IEM Sydney.
- eSports, gives marketers a chance to reach the difficult to reach Gen Y & Z audiences.

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Source: Cnet 2017 | iTunes 2017 | Fox Sports 2017 | [www.steamspy.com](http://www.steamspy.com)



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What's next?

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# WHAT'S NEXT?

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- 'Cultural homogenization' is bringing about shared ideas and values, allowing us to become more accepting.
- The pace at which issues, causes and grievances are shared with the global community are speeding up with no signs of slowing.
- Inaction through major social issues may impact attitudes towards how people can individually and as a collective enact change.
- Inversely, if positive change can be attributed to collective global action, this will in turn drive the growth in affinity with global citizenship.
- The idea of a person being a global citizen will mean just being a 'citizen'.

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# SO WHAT?

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What does this mean to marketers and their brands?


- Younger Australians are moving away from a national identity which will make the idea of what makes audiences “Australian” more complex.
- Marketers should be careful not to rely on the use of traditional Australian clichés. It will mean less over time, until completely irrelevant.
- There is an opportunity to lead the development and discussion of what it means to be Australian to different audiences.
- The adage, think globally and act locally will be more critical than ever before when marketing to younger audiences.

*People* **Watch**



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“The man of the future will be of mixed race. Today's races and classes will gradually disappear owing to the vanishing of space, time, and prejudice. The Eurasian-Negroid race of the future will replace the diversity of peoples with a diversity of individuals..”

Richard von Coudenhove-Kalergi, 1925

A woman wearing a grey fedora and a plaid shirt is shown in profile, holding a globe. The background is split into orange and white sections.

# Thank you

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watch in 2017 contact us today

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