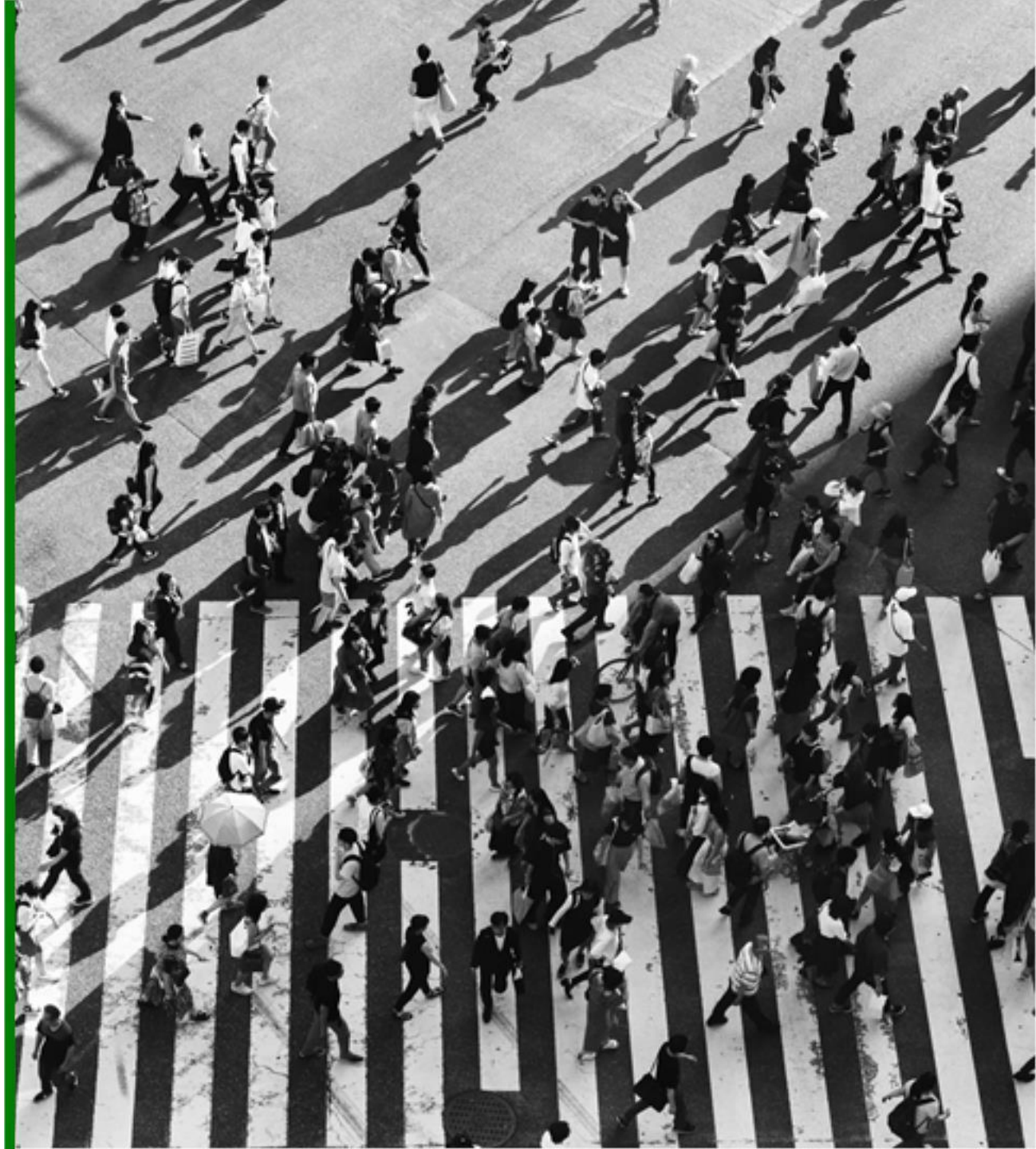




Lux for Consumer Insights

TRENDS (3X)

Optimizing Joy: Rewriting the Rules of Indulgence (US, France, and China)



Executive Summary

Today's consumers rarely indulge without a story to support it. Status cues, self-improvement narratives, and moments of speculative joy are being used to justify pleasure in a world that demands productivity and control. Enjoyment becomes acceptable when it signals growth, taste, or future payoff. For brands, success means embedding products within these narratives and turning every indulgence into something that feels earned, rational, and socially legible.

We ask:

- What does pleasure mean in today's cultural climate — and how are associations with indulgence, control, guilt, and celebration evolving?
- How do consumers describe and justify indulgent experiences?
- What associations emerge between pleasure and concepts like productivity, health, or self-discipline?
- Where does unregulated enjoyment feel acceptable, excessive, or socially risky?



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- 2** Key Consumer Themes
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Culture Overview



Consumers believe pleasure is most meaningful when it feels intentional, socially legible, emotionally rewarding, and easy to justify as part of becoming the person they want to be.

The culture of Pleasure sits in the Established stage of development. Currently, a maximum of **701M** consumers (**183.6M in the US, 490.7M in China, 26.5M in France**) are showing interest in this topic, and this number is poised to **grow by 5.4% in the next 1-2 years**.

Strategic Implications

Beauty and personal care: Turn self-improvement into a pleasurable ritual. Devices, premium textures, and elevated everyday formats should make optimization feel seamless and rewarding, so efficacy is experienced not as discipline alone but as a satisfying upgrade to daily life.

Food and beverage: Design indulgence that can explain itself. Products that balance enjoyment with function, moderation, or earned reward will travel further than pure treat positioning, especially when they help consumers feel sharp, intentional, and still fully included in pleasure.

Retail and commerce: Engineer excitement through contained risk. Flash sales, surprise formats, and live shopping should create adrenaline and anticipation without feeling chaotic, giving consumers emotionally charged moments that still feel navigable, fair, and worth acting on.

Entertainment: Frame immersion as deserved intensity. Consumers are drawn to experiences that heighten suspense, deepen participation, and create reward cycles they can emotionally enter on purpose, whether through betting adjacencies, bingeable formats, or competitive play.

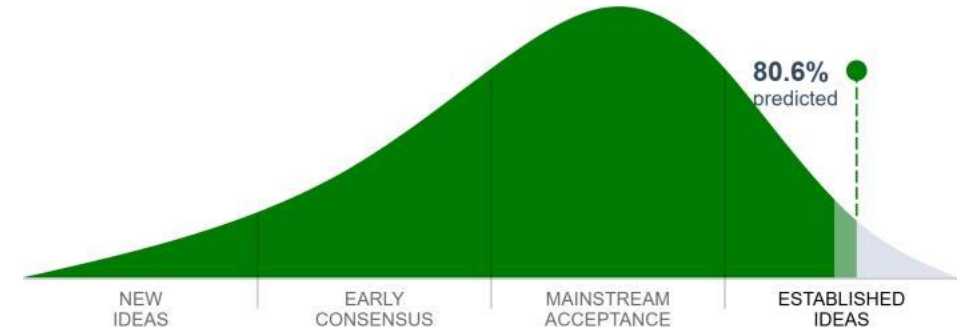
Culture Overview

As consumers become more deliberate about how and why they pursue enjoyment, brands have an opportunity to shape pleasure as something that feels both expressive and justified within everyday life. The strongest opportunities lie in creating experiences that not only feel exciting in the moment but also signal taste, reinforce a sense of progress, and carry a rationale consumers can stand behind. Whether through socially visible choices, moments of anticipation that heighten emotional payoff, or formats that combine enjoyment with perceived benefit, pleasure is increasingly tied to identity and intention. The brands that resonate most will be those that make enjoyment feel credible, rewarding, and aligned with who consumers believe they are.

Maturity Curve for Future of Pleasure

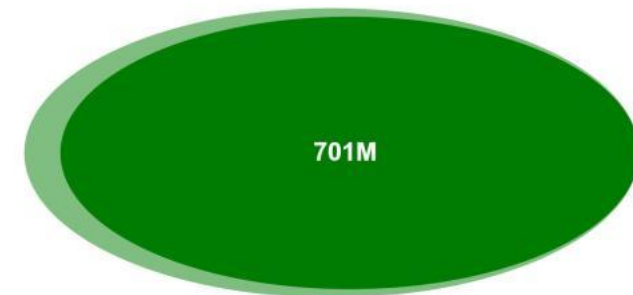
Maturity Curve

76.3%
current



This topic scores **76.3%** on the maturity curve and is expected to expand to **80.6%** in 12-24 months.

This culture is currently relevant to **701M** people and is expected to grow by **5.4%** in 12-24 months.



● 701M People ● 738.6M 5.4% Predicted People





Key Consumer Themes



Here are the four themes relevant to Future of Pleasure:

- 1 Status Cues**
Future of Pleasure = amplifying enjoyment by communicating status and distinction to others.
- 2 Risk-Charged Exhilaration**
Future of Pleasure = creating cycles of risk and reward that feel emotionally engaging and controlled.
- 3 Prioritizing Self-Optimization**
Future of Pleasure = delivering both gratification and functional payoff to support ongoing self-improvement.
- 4 Justified Rewards**
Future of Pleasure = embracing narratives that justify reward and supports a sense of self-validation.



Status Cues

Future of Pleasure = amplifying enjoyment by communicating status and distinction to others.



Future of Pleasure = amplifying enjoyment by communicating status and distinction to others.

CORE BELIEF

- **Consumers believe that** pleasure becomes more meaningful when it reflects who they are to others, amplifying enjoyment through what it signals about their taste, awareness, and standing. They believe that when pleasure is visible and recognized, it affirms their sense of refinement and belonging, turning personal satisfaction into something socially validated and elevated.

MANIFESTATIONS

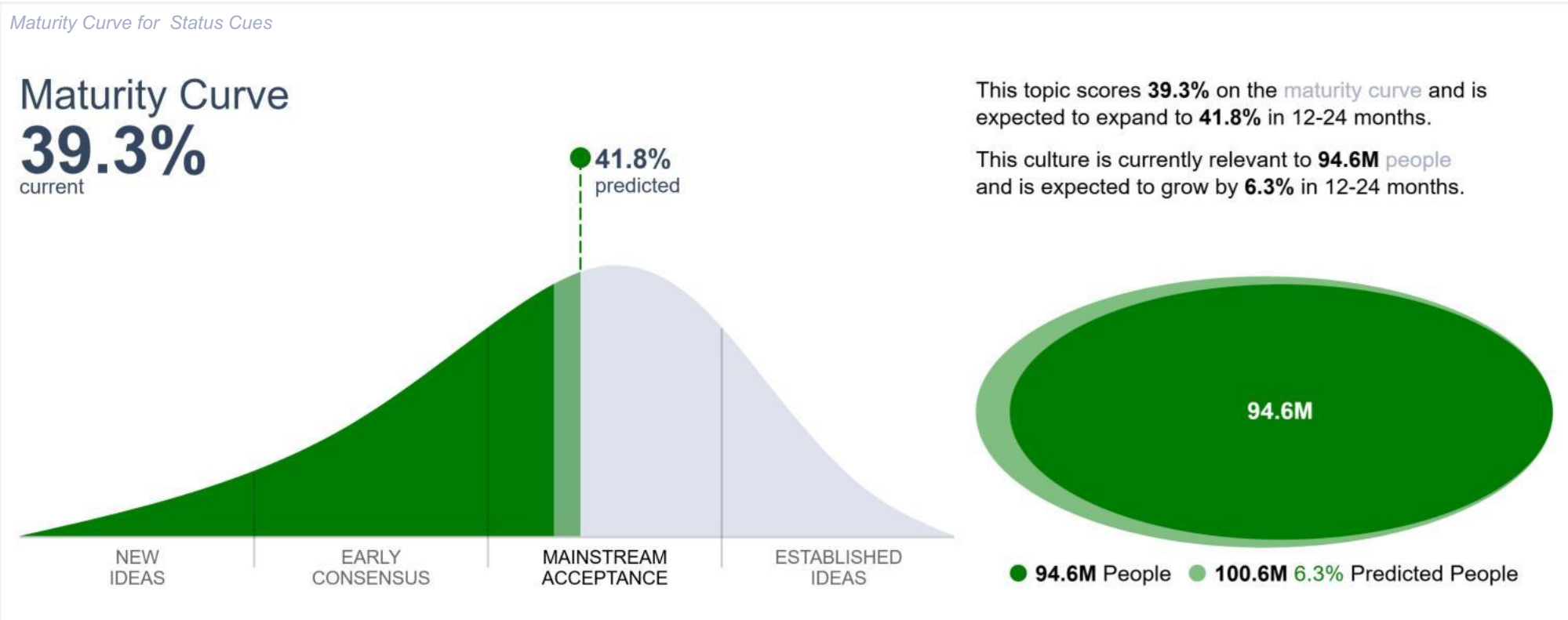
- **Consumers associate pleasure with status in ways that feel measured, seeking refined items that signal recognizable quality and taste without seeming flashy or excessive.** E.g. They mention wearing Alo or Lululemon as a way to feel polished and up to date, even in casual routines, enjoying how it reflects a sense of effortlessness. They also talk about skincare brands like Aesop as something that transforms ordinary habits into small rituals, where the texture and design create a moment that feels refined, with the distinctive smell acting as a subtle social signal that others can recognize and validate.
- **They are drawn to trendy flavors to demonstrate they're up to date, where pleasure comes as much from showing what's current as from the taste itself.** E.g. In the US and France, consumers highlight their awareness of emerging Asian ingredients like ube (aka purple yam), expressing excitement for drinks such as the Starbucks Iced Ube Coconut Macchiato or Ube Coconut Latte as a way to signal cultural fluency and relevance. In China, they discuss experimental coffee creations like Luckin Coffee's Pineapple Americano on social media, using these novel combinations to show curiosity, trend awareness, and openness to new taste experiences.
- **Many consumers discuss deriving pleasure from adopting visible, high-commitment fitness lifestyles that signal discipline and alignment with aspirational ways of living.** E.g. They talk about training for marathons or competing in Hyrox as proof of pushing personal limits while demonstrating consistency and mental strength. They say that sharing race medals, performance stats, and training rituals becomes part of the enjoyment, allowing them to make their efforts legible and appreciated by others.

Future of Pleasure = amplifying enjoyment by communicating status and distinction to others.

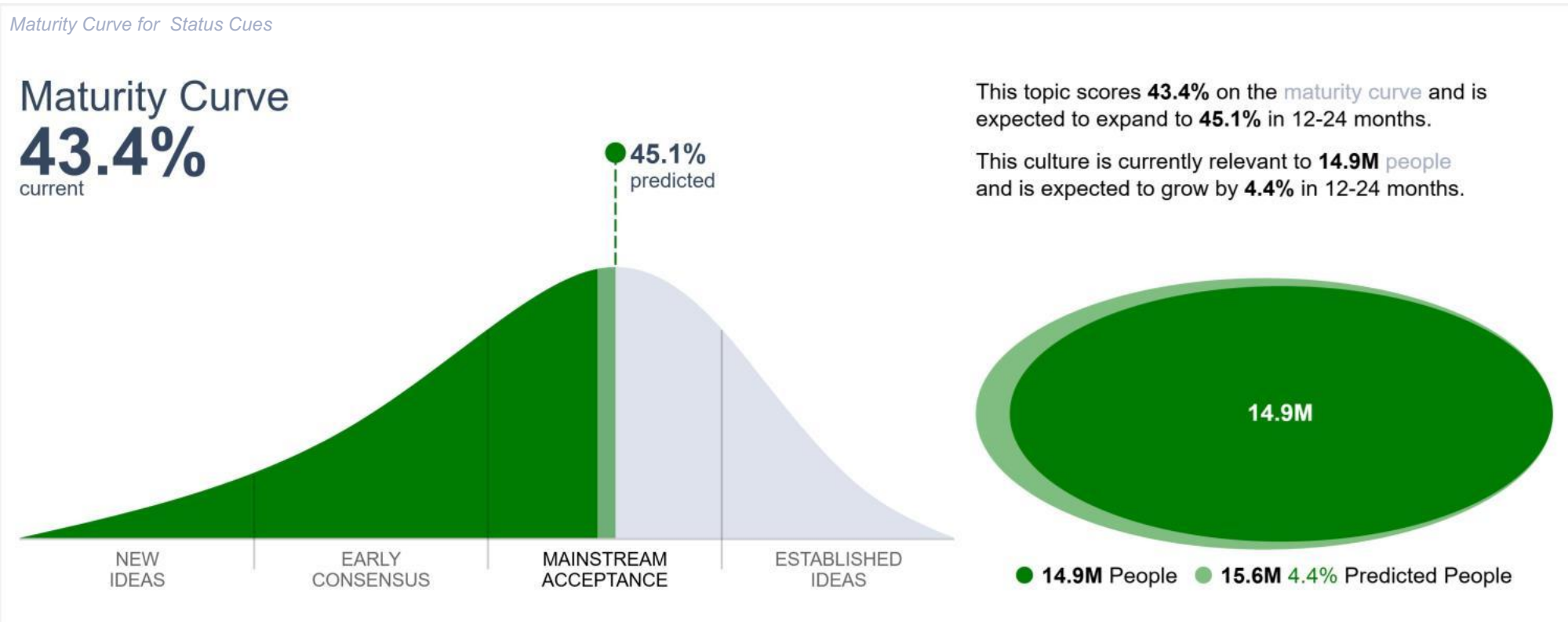
Conversation Topics Decoded

social recognition, recognition, eyes of others, success, achievement, respect, appearance, personal value, receiving praise, fulfillment, admiration, flattery, pride, social validation, satisfaction, expresses something, sense of respect, value of a person, expectations of others, connection with others

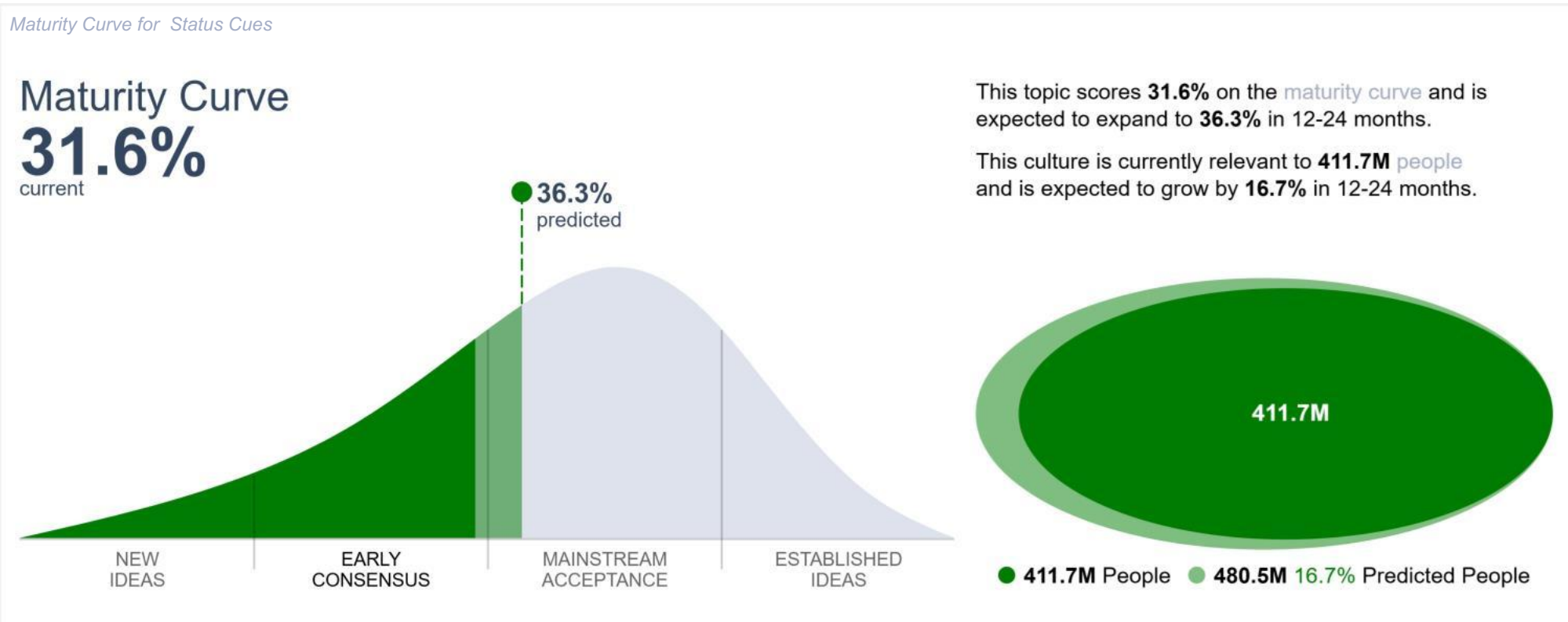
In the US, the culture is anticipated to grow quickly toward the peak of the Zone of Innovation in the next 1-2 years.



In France, the culture is expected to keep growing steadily within the Zone of Innovation in the near future.



In China, the culture is projected to grow fast into the Zone of Innovation in the next few years.



Risk-Charged Exhilaration

Future of Pleasure = creating cycles of risk and reward that feel emotionally engaging and controlled.



Future of Pleasure = creating cycles of risk and reward that feel emotionally engaging and controlled.

CORE BELIEF

- **Consumers believe that** in a time when life feels uncertain, pleasure comes from engaging in risks they can choose, manage, and emotionally navigate on their own terms, providing just enough thrill without the promise of real, long-term harm. They think that speculative experiences allow them to create contained cycles of anticipation and reward, where unpredictability feels exciting rather than threatening because it is self-directed and ultimately within their control.

MANIFESTATIONS

- **Consumers feel a heightened sense of excitement when purchasing blind boxes, where pleasure is driven by anticipation and the surprise of the unknown.** E.g. They describe buying Pop Mart blind boxes, such as The Monsters × FIFA Series, as chasing the thrill of unpredictability, turning each purchase into a moment of discovery. They emphasize the unboxing as the most enjoyable part, where the reveal delivers an emotional rush and a feeling of being rewarded by chance.

- **These consumers are excited about sports betting because it makes every match feel more immersive, turning suspense and prediction into part of the fun.** E.g. In the US, they are attracted to platforms like DraftKings or Underdog to play fantasy football, enjoying the thrill of building teams and tracking performance week by week. They mention apps like Betclic in France or state-sanctioned programs like China Sports Lottery to bet on soccer, finding enjoyment in live, in-game wagers that heighten match intensity.
- **They discuss the heightened pace and spontaneity in flash sales, where the pressure to decide quickly transforms shopping into a more stimulating and rewarding experience.** E.g. They view Amazon Prime Day Lightning Deals as high pressure moments where countdown timers, limited stock, and the risk of missing out push them to decide instantly, heightening the satisfaction of securing a deal just in time. In China, they feel a similar adrenaline rush during livestream shopping on platforms like Taobao (淘宝), where real time offers, host driven momentum, and fleeting discounts create a fear of missing out that makes the experience feel interactive, competitive, and emotionally charged.



Future of Pleasure = creating cycles of risk and reward that feel emotionally engaging and controlled.

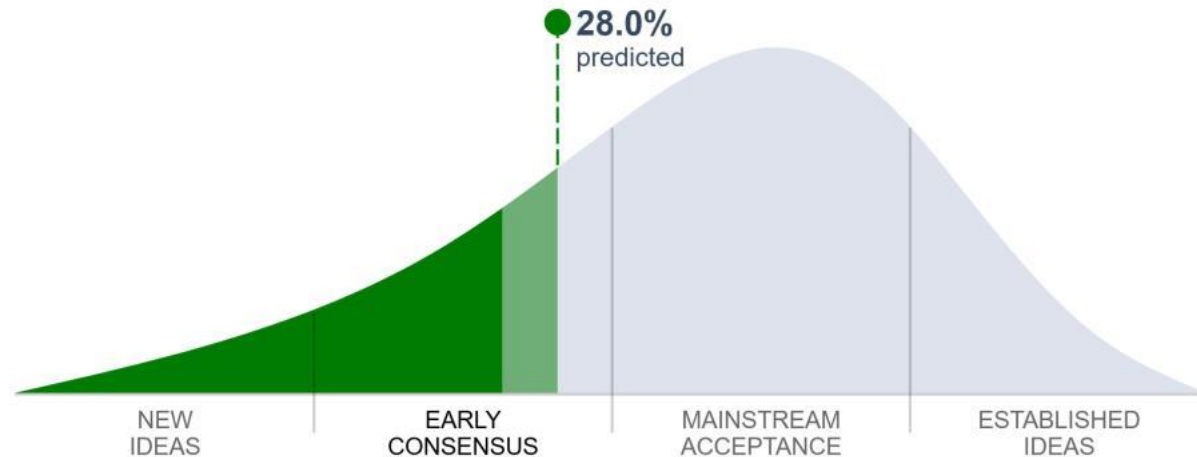
Conversation Topics Decoded

strong desire, quest for victory, real feeling, determination, gives pleasure, human desire, novelty, expectation, patience, ball of play, increases pleasure, nice experiences, reward, possibilities, gives people joy, right stimulus, immediacy, feeling of control, satisfying experience, emotional involvement

In the US, the culture is expected to grow substantially and become more mature in the **Early Consensus** stage in the next few years.

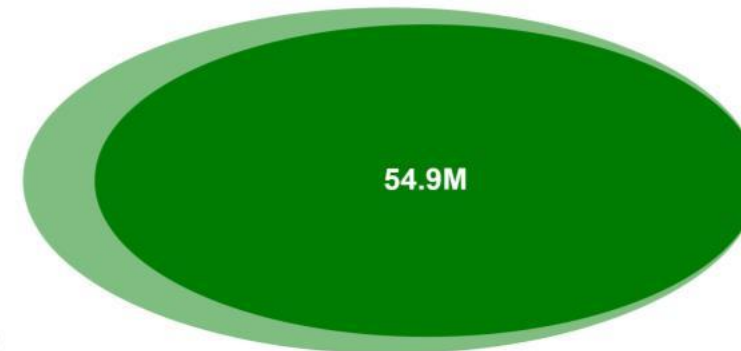
Maturity Curve for Risk-Charged Exhilaration

Maturity Curve
22.8%
current



This topic scores **22.8%** on the maturity curve and is expected to expand to **28%** in 12-24 months.

This culture is currently relevant to **54.9M** people and is expected to grow by **22.8%** in 12-24 months.

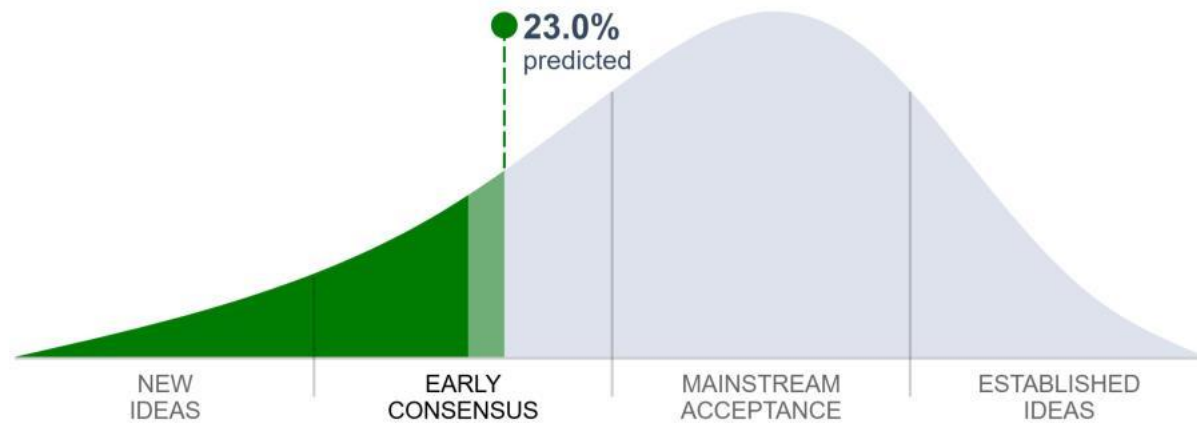


● 54.9M People ● 67.4M 22.8% Predicted People

In France, the culture is predicted to witness significant growth in the Early Consensus stage in the next few years.

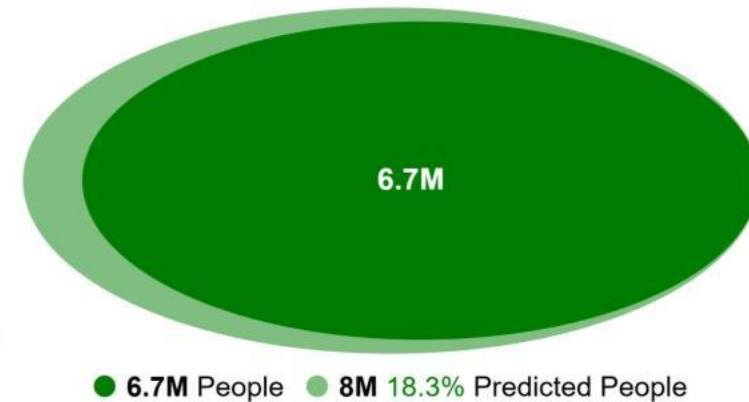
Maturity Curve for Risk-Charged Exhilaration

Maturity Curve
19.6%
current



This topic scores **19.6%** on the maturity curve and is expected to expand to **23%** in 12-24 months.

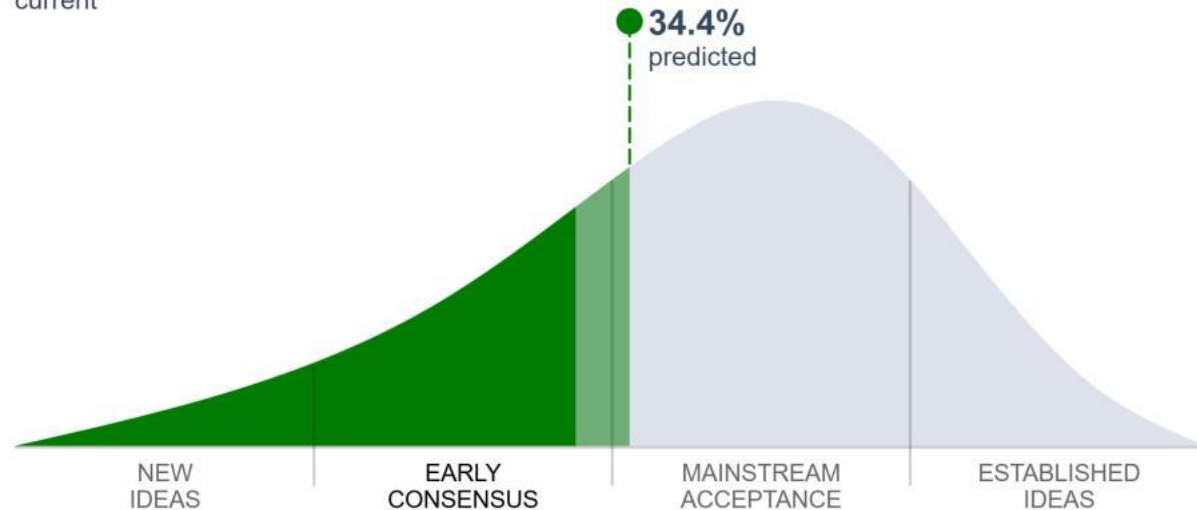
This culture is currently relevant to **6.7M** people and is expected to grow by **18.3%** in 12-24 months.



In China, the culture is anticipated to see strong growth and move into the Zone of Innovation in the next 1-2 years.

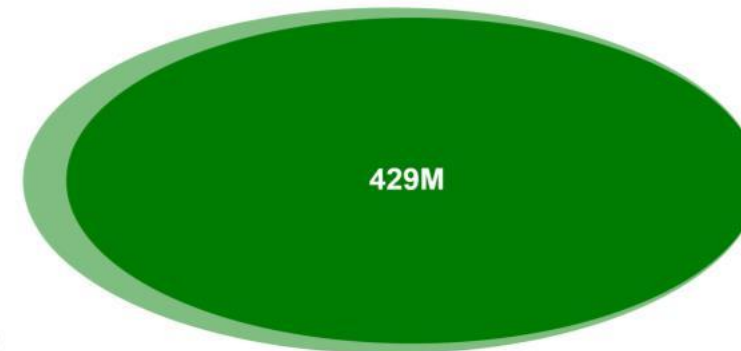
Maturity Curve for Risk-Charged Exhilaration

Maturity Curve
29.7%
current



This topic scores **29.7%** on the maturity curve and is expected to expand to **34.4%** in 12-24 months.

This culture is currently relevant to **429M** people and is expected to grow by **8.3%** in 12-24 months.



● 429M People ● 464.6M 8.3% Predicted People

Prioritizing Self-Optimization

Future of Pleasure = delivering both gratification and functional payoff to support ongoing self-improvement.



Future of Pleasure = delivering both gratification and functional payoff to support ongoing self-improvement.

CORE BELIEF

- **Consumers believe that** pleasure feels most worthwhile when it aligns with the person they want to become, making enjoyment more acceptable when it is purposeful and tied to self improvement rather than excess. They think that the most satisfying choices are those that turn indulgence into a smart upgrade, where gratification feels productive by delivering immediate enjoyment while supporting longer term improvement.

MANIFESTATIONS

- **Consumers feel a sense of satisfaction when using cutting-edge devices that combine ease of use with performance, making self-improvement feel seamless and intuitive.** E.g. They appreciate the CurrentBody Skin LED Light Therapy Face Mask for delivering a quietly enjoyable moment where the soft, enveloping warmth and gentle light create a calming, almost spa-like sensation on the skin, making the experience feel inherently soothing and restorative.
- **They mention moving toward mindful drinking, where pleasure comes not from excess, but from balancing enjoyment with intention and feeling at their best.** E.g. They see nonalcoholic beers like Heineken 0.0 or Corona Cero as a way to stay included in drinking occasions while remaining sharp, enjoying the taste and ritual without the aftereffects. In the US and France, they also gravitate toward adaptogen drinks like De Soi or French Mush, where the experience feels refined while supporting focus, balance, and sustained performance, aligning pleasure with personal optimization.
- **Consumers feel uncertain about whether products that promise functional benefits can also deliver genuine enjoyment, questioning if these choices will feel satisfying enough to sustain.** E.g. They seek formats that soften the seriousness of supplementation, favoring experiences that feel enjoyable rather than purely functional. Chinese consumers gravitate toward options like Myprotein protein powder in milk tea flavors, turning routine intake into something treat-like. In the US, they favor products like Barbells protein soda, which feel light and refreshing, blending benefits with enjoyment.

Future of Pleasure = delivering both gratification and functional payoff to support ongoing self-improvement.

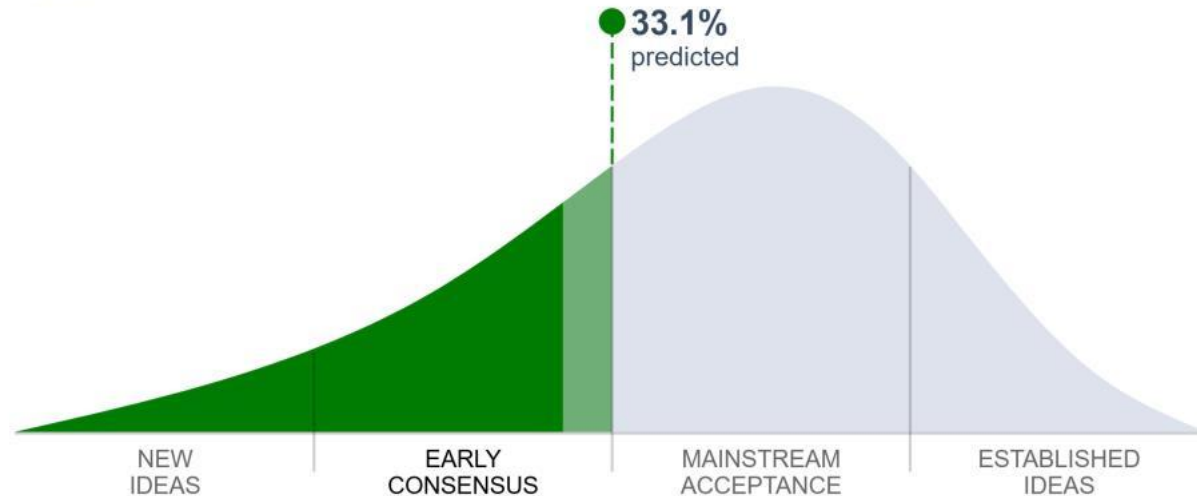
Conversation Topics Decoded

conscious nutrition, balanced lifestyle, relaxation, healthy mind, mental clarity, stress relief, nourishing, good energy, releases endorphins, routine, improves digestion, mental space, physical benefits, comfort, importance of self, enjoy food, lifestyle, perfect balance, sense of ease, mindful practices

In the US, the culture is projected to experience remarkable growth and enter the Zone of Innovation in the near future.

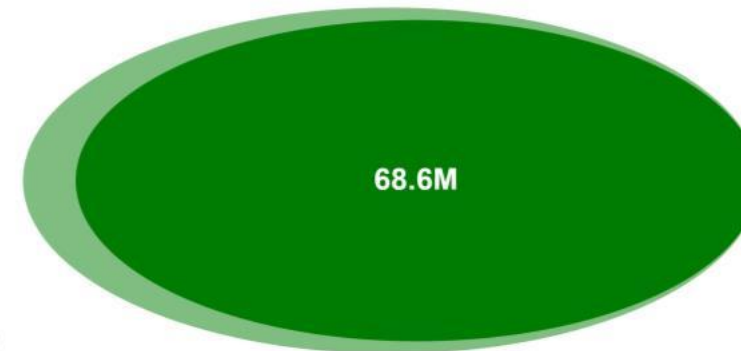
Maturity Curve for Prioritizing Self-Optimization

Maturity Curve
28.5%
current



This topic scores **28.5%** on the maturity curve and is expected to expand to **33.1%** in 12-24 months.

This culture is currently relevant to **68.6M** people and is expected to grow by **16%** in 12-24 months.

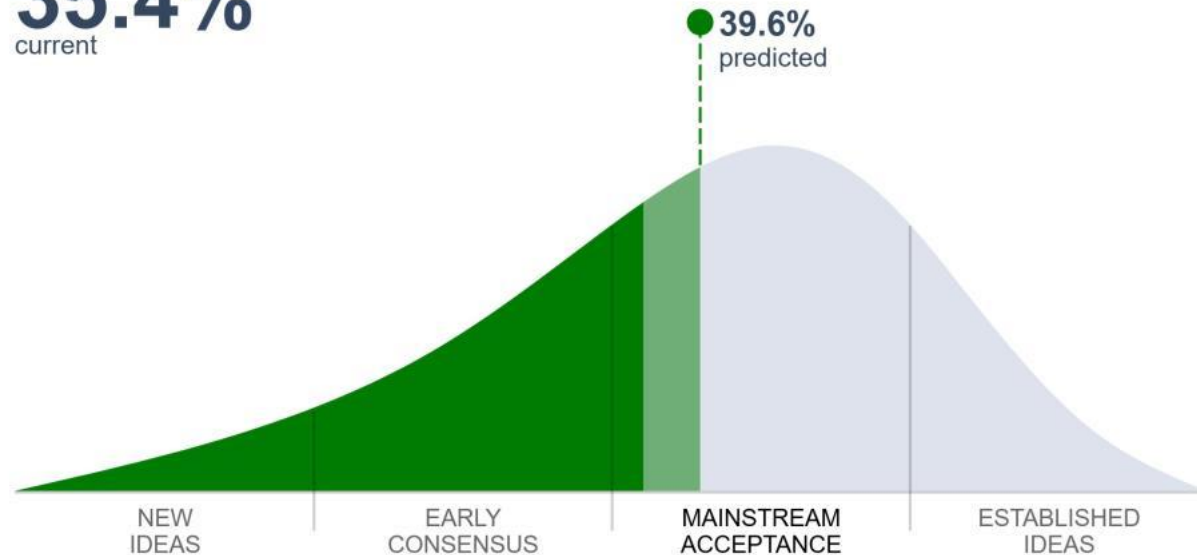


● **68.6M** People ● **79.6M** 16% Predicted People

In France, the culture is anticipated to continue its fast growth in the Zone of Innovation in the next 1-2 years.

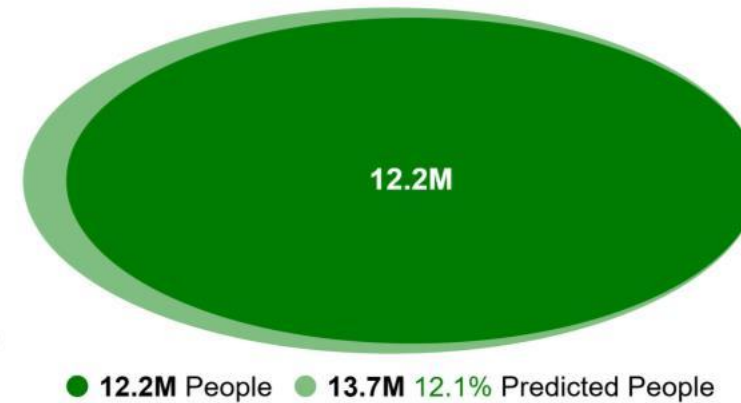
Maturity Curve for Prioritizing Self-Optimization

Maturity Curve
35.4%
current



This topic scores **35.4%** on the maturity curve and is expected to expand to **39.6%** in 12-24 months.

This culture is currently relevant to **12.2M** people and is expected to grow by **12.1%** in 12-24 months.

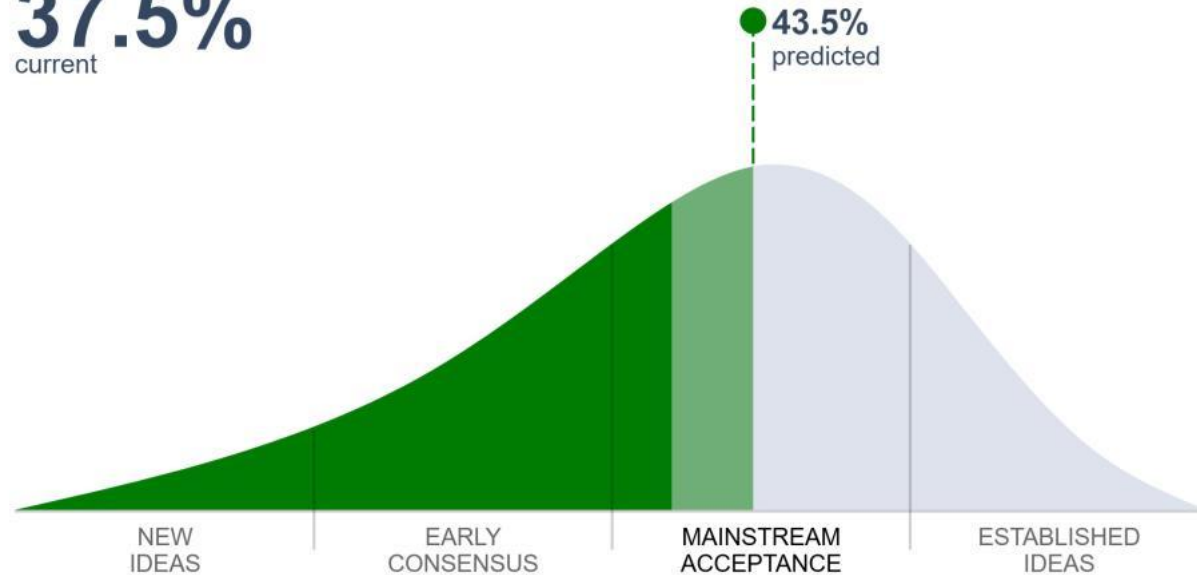


In China, the culture is anticipated to grow quickly in the Zone of Innovation and become relevant to more than 442M consumers in the next few years.

Maturity Curve for Prioritizing Self-Optimization

Maturity Curve

37.5%
current



This topic scores **37.5%** on the maturity curve and is expected to expand to **43.5%** in 12-24 months.

This culture is currently relevant to **402.6M** people and is expected to grow by **10%** in 12-24 months.



● 402.6M People ● 442.9M 10% Predicted People



Justified Rewards

Future of Pleasure = embracing narratives that justify reward and supports a sense of self-validation.



Future of Pleasure = embracing narratives that justify reward and supports a sense of self-validation.

CORE BELIEF

- **Consumers believe that** pleasure is not something to feel bad about, but something to justify through personal narratives that make indulgence feel deserved, structured, and aligned with their sense of self-worth. They believe that having a clear rationale allows them to experience pleasure as a conscious choice rather than a lapse, where giving themselves permission affirms that their wants matter and becomes part of the enjoyment itself.

MANIFESTATIONS

- **Consumers see a cheat day as a deliberately set moment of enjoyment, shaping indulgence into something they can anticipate and savor rather than something impulsive.** E.g. They see planned moments of indulgence, like ordering a Quarter Pounder with added cheese from McDonald's or a big bucket of fried chicken from KFC, as something earned after consistent effort, such as sticking to workouts or maintaining disciplined eating habits, allowing them to enjoy familiar favorites without undermining their overall progress.

- **They feel a sense of escape when binge-watching and video gaming offer immersive breaks that help them decompress from the pressures and monotony of the daily grind.** E.g. They discuss binge-watching reality TV on platforms like Netflix, such as Love Is Blind, as easy to slip into and difficult to step away from, where continuous episodes make the experience feel satisfying and time well spent. In China, they talk about gaming in small pockets of time, such as playing Honor of Kings (王者荣耀) on the metro during long commutes, finding enjoyment in moments that make routine travel feel less tedious.
- **Many consumers talk about buying pre-owned luxury pieces as a way to enjoy quality and craftsmanship while staying mindful of spending in uncertain times.** E.g. They appreciate platforms like The RealReal or Vestiaire Collective, where they can access designer brands such as Chanel or Louis Vuitton at a lower entry point, framing the purchase as a self reward that feels like a thoughtful, well deserved gift to themselves while still enjoying prestige without the full financial weight.

Future of Pleasure = embracing narratives that justify reward and supports a sense of self-validation.

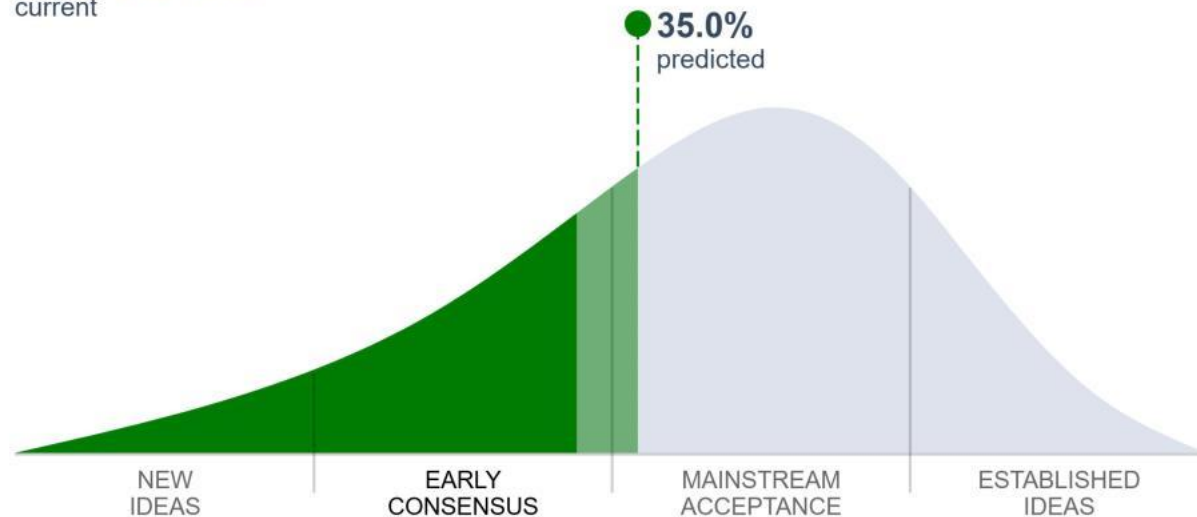
Conversation Topics Decoded

things in moderation, exhilarating, escapism, favourite foods, joy in life, indulge, forms of pleasure, crave excitement, wholesome things, kind of entertainment, do hobby stuff, favourite things, romance trope, taste buds, enjoyment, escape from reality, taste

In the US, the culture is anticipated to grow significantly and leap into the Zone of Innovation in the next 1-2 years.

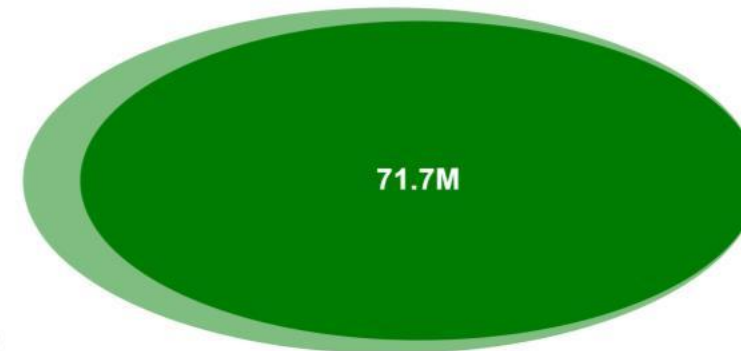
Maturity Curve for Justified Rewards

Maturity Curve
29.8%
current



This topic scores **29.8%** on the maturity curve and is expected to expand to **35%** in 12-24 months.

This culture is currently relevant to **71.7M** people and is expected to grow by **17.6%** in 12-24 months.

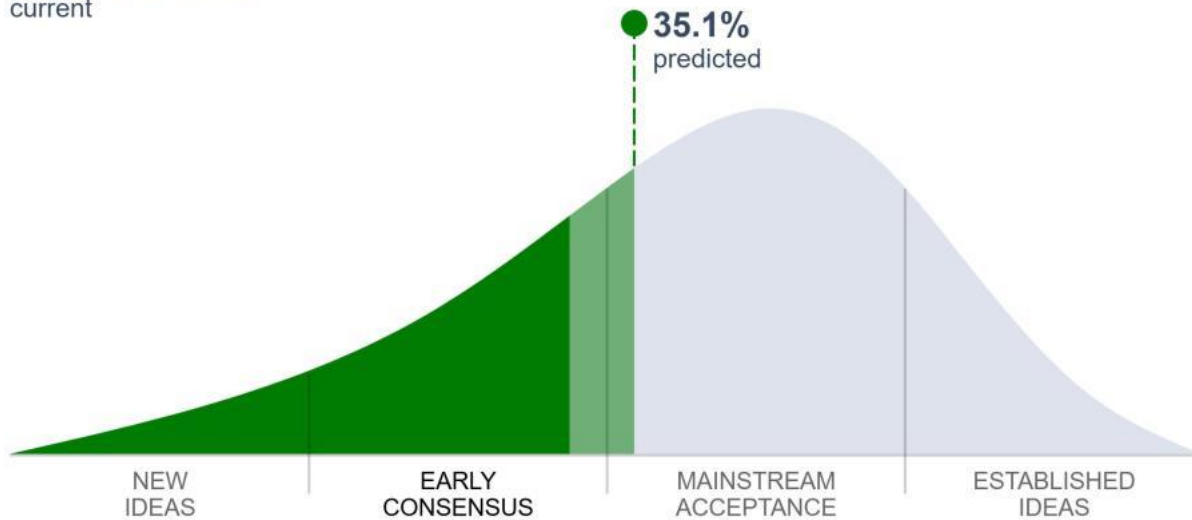


● 71.7M People ● 84.3M 17.6% Predicted People

In France, the culture is predicted to grow quickly and advance to the Zone of Innovation in the near future.

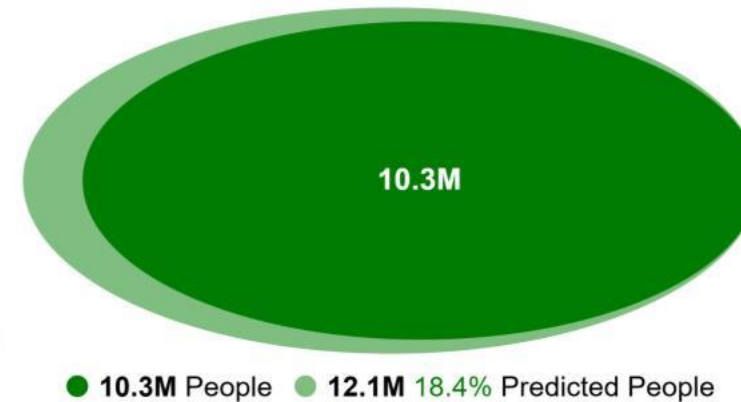
Maturity Curve for Justified Rewards

Maturity Curve
29.6%
current



This topic scores **29.6%** on the maturity curve and is expected to expand to **35.1%** in 12-24 months.

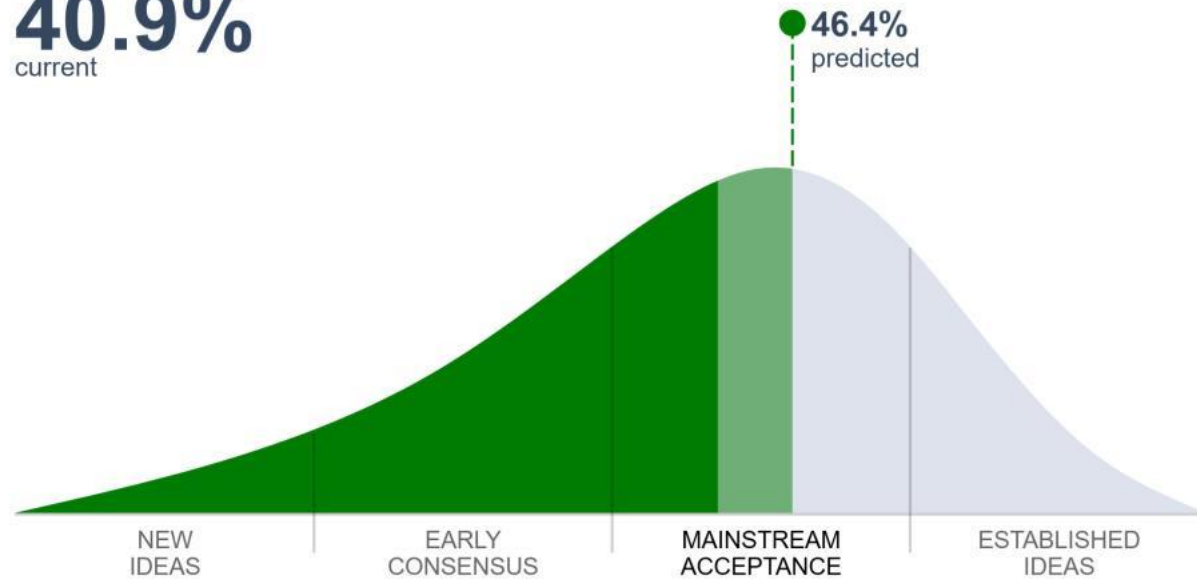
This culture is currently relevant to **10.3M** people and is expected to grow by **18.4%** in 12-24 months.



In China, the culture is expected to keep growing in the Zone of Innovation in the next few years.

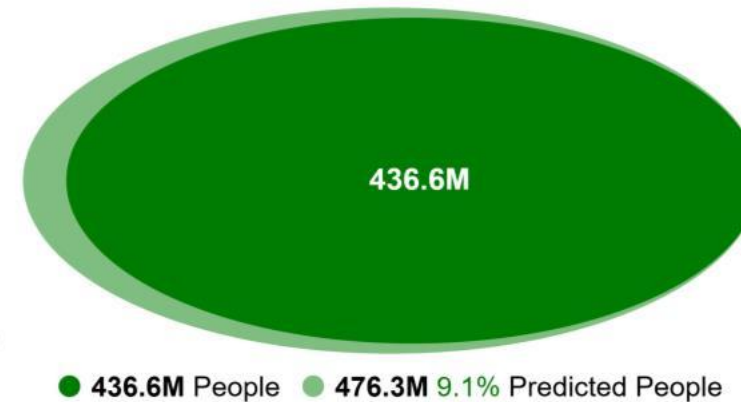
Maturity Curve for Justified Rewards

Maturity Curve
40.9%
current



This topic scores **40.9%** on the maturity curve and is expected to expand to **46.4%** in 12-24 months.

This culture is currently relevant to **436.6M** people and is expected to grow by **9.1%** in 12-24 months.





Zone of Innovation



Current & Future State: Where consumer conversations are heading



HOW TO INTERPRET

Through more than 200 benchmarking experiments, Lux Research has learned that the key time to launch a solution into market is when a demand space falls between 33% - 55% on the maturity curve. That is, it ideally falls in the mainstream acceptance stage of maturity.

When we look at demand spaces and their predictions through Lux Research, we recommend focusing on those opportunities that will fall into the zone of innovation in the future (through the prediction capability). This ensures that we prioritize those opportunities that will not only fall within the zone of innovation but also provide us the runway needed (time) to bring something powerful into market in a timely manner.



US, French, and Chinese Consumers Compared



US, French, and Chinese Consumers Compared

US	France	China
<p>Status Cues: US consumers share the belief that pleasure signals status, but they experience it most through visibility and performance, where enjoyment feels amplified when it is shared, recognized, and clearly legible to others. They talk about making their taste and effort visible, using trends, fitness achievements, and curated choices to show they are current, disciplined, and in control. Pleasure feels expressive and outward, tied to being seen and validated.</p>	<p>Status Cues: French consumers align with the idea that pleasure reflects status, but they frame it through restraint and cultural fluency rather than overt display. They say enjoyment feels more elevated when it is subtle, measured, and quietly understood by others who share the same codes of taste. Pleasure is less about showing and more about signaling refinement through knowing what is appropriate, where distinction comes from discernment rather than visibility.</p>	<p>Status Cues: Chinese consumers also see pleasure as a reflection of status, but they experience it through dynamism and trend participation, where enjoyment comes from demonstrating awareness and engagement with what is new and evolving. They talk about showing curiosity and openness through emerging flavors, novel products, and socially shared experiences. Pleasure feels active and forward-looking, tied to staying relevant and signaling that they are part of what is next.</p>
<p>Risk-Charged Exhilaration: US consumers embrace risk as a source of pleasure, but they experience it through intensity and immediacy. They describe enjoyment as something that builds through rapid interaction and shifting moments, where the pace itself amplifies emotion. Pleasure feels more immersive and collective, driven by the energy of real time engagement and the sense of being part of something unfolding.</p>	<p>Risk-Charged Exhilaration: French consumers agree that pleasure can come from engaging with uncertainty, but they frame it most as a way to make everyday experiences feel more stimulating and mentally engaging. They say adding an element of risk makes things feel less passive and more participatory, turning moments of leisure into something that feels earned, dynamic, and personally involving.</p>	<p>Risk-Charged Exhilaration: Chinese consumers also share the belief that risk can enhance pleasure, but they experience it through moderation and emotional pacing rather than intensity. They say the enjoyment comes from controlled unpredictability, where suspense adds flavor without tipping into excess or loss of control. Speculative pleasure feels measured and intentional, shaped by a desire to keep experiences balanced and satisfying rather than overwhelming.</p>
<p>Prioritizing Self-Optimization: US consumers share the belief that pleasure should support</p>	<p>Prioritizing Self-Optimization: French consumers agree that pleasure aligns with</p>	<p>Prioritizing Self-Optimization: Chinese consumers also see pleasure as part of becoming a</p>



US, French, and Chinese Consumers Compared

<p>self-improvement, but they frame it most as a way to stay productive while still enjoying themselves. They say enjoyment feels more acceptable when it helps them perform better or stay on track, turning indulgence into something that feels efficient and forward-moving. Pleasure becomes something they optimize, where feeling good and doing well are expected to happen at the same time.</p>	<p>self-improvement, but they experience it through balance and refinement rather than productivity. They say enjoyment should feel intentional and measured, where the goal is to feel good without excess or disruption. Pleasure is less about performance and more about maintaining a sense of harmony, where being at one's best comes from knowing how to enjoy without overdoing it.</p>	<p>better version of themselves, but they frame it through practicality and integration into daily routines. They say enjoyment feels most satisfying when it fits seamlessly into what they already do, making self-improvement feel continuous rather than effortful. Pleasure becomes something embedded and sustained, where small, consistent choices help them feel they are progressing while still enjoying the process.</p>
<p>Justified Rewards: US consumers believe that pleasure needs to be justified, but they approach it as a form of self-management. They say enjoyment feels right when it fits into a larger system of discipline, where moments of indulgence are planned, contained, and balanced against effort. Pleasure becomes something they organize and regulate, making it feel controlled rather than excessive.</p>	<p>Justified Rewards: French consumers also believe indulgence should be justified, but they experience it through a sense of proportion rather than structure. They seem to rely less on rules and more on instinct, where pleasure feels acceptable when it does not tip into excess or disrupt balance. Enjoyment is guided by taste and restraint, with permission coming from knowing when enough is enough.</p>	<p>Justified Rewards: Chinese consumers align with the idea that pleasure should be justified, but they frame it as something that must coexist with ongoing demands and responsibilities. They say enjoyment feels most appropriate when it can be contained within everyday life, offering brief moments of relief without interrupting forward momentum. Pleasure becomes something quietly integrated, where small allowances help sustain a sense of self within a structured environment.</p>



Methodology



Using this Report

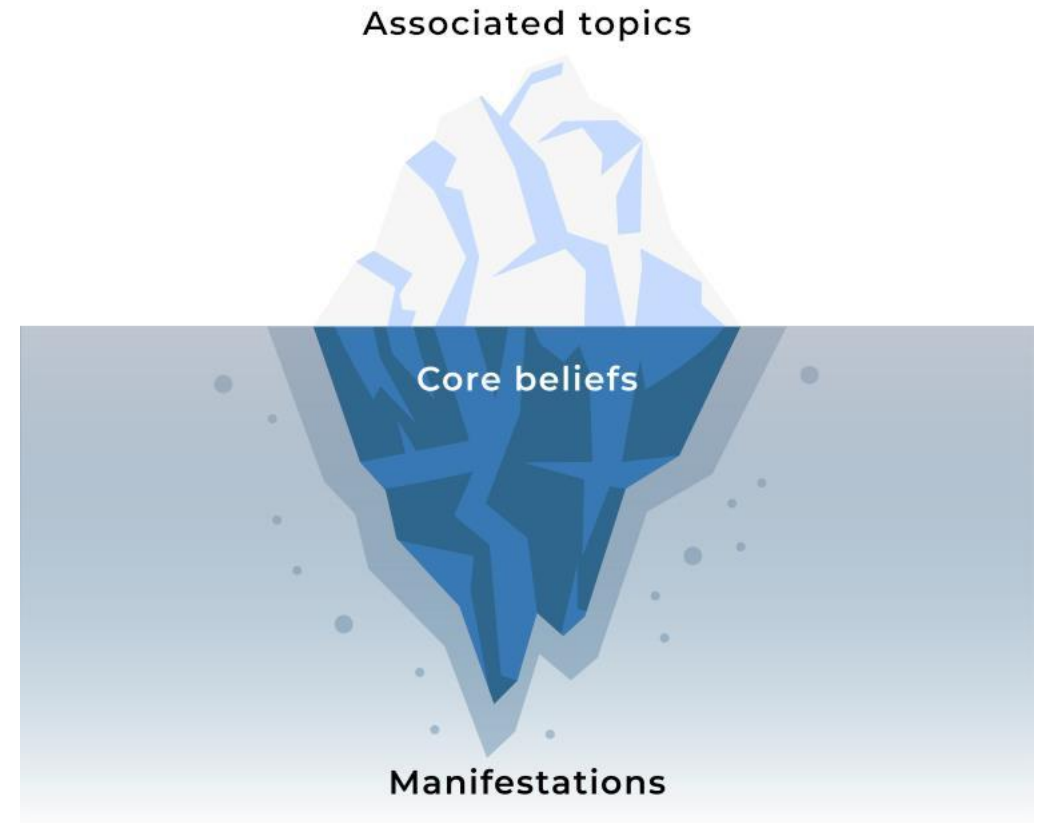
The question we examine in this report concerns the culture being established in consumer conversations. Our work is to decode meaning from the topics consumers associate to determine how they truly understand your subject.

At the top of the iceberg are those associated topics. They are helpful and provide guidance, but they reveal only about 30% of consumers' understanding.

The middle of the iceberg contains the dominant core beliefs that shape how consumers interpret the culture.

The bottom of the iceberg houses the manifestations of those beliefs—the behaviors, opinions, and solutions consumers adopt. Because manifestations shift frequently while core beliefs remain steady, strategies built on manifestations alone chase fleeting trends. Strategies grounded in core beliefs achieve consistency and clarity—both in execution and in how consumers perceive the brand. Yet core beliefs also require careful navigation; misalignment can collide with a belief system and damage a brand.

This is why Lux employs a deep anthropological model to study meaning within culture.



How does it work?

Contextual Intelligence: The key to Lux's approach to Consumer Insights

"We need to go beyond mentions to understand what people mean when they say things, because human-centric insight is at the root of all successful innovation." - Marisa Kopec, Lux Research President

Lux's predictive anthropology—our proprietary method combining structural anthropology and big data—reveals and predicts how consumer beliefs evolve.

Unlike social listening, which tracks mentions, structural anthropology shows that meaning emerges from how people use language in context. Lux analyzes the relationships between words, ideas, and trends over time, mapping how meanings shift.

This deeper approach uncovers consumers' core beliefs around any topic or trend—going beyond surface-level analytics to deliver real foresight.

THIS IS A BIG DATA ETHNOGRAPHIC ANALYSIS

This analysis is the result of Lux's algorithm studying consumer conversations and product reviews online.

100,000+

TOPIC INSIGHTS

Our predictive anthropology architecture and trained anthropologists have examined thousands of meanings consumers create around your topic to deliver deep ethnographic insights.

20,000+

UNIQUE INDIVIDUALS

Our predictive anthropology architecture has conducted an ethnographic analysis of thousands of individuals to quantify your search terms.



3X Market examined
March 2025 - February 2026



Where our data comes from

Lux’s predictive anthropology decodes what topics truly mean to consumers—their symbolic and cultural significance, not just mentions. For example, chocolate cake isn’t only “cake”; it represents irresistibility, celebration, aesthetic expression, and being a crowd-pleaser.

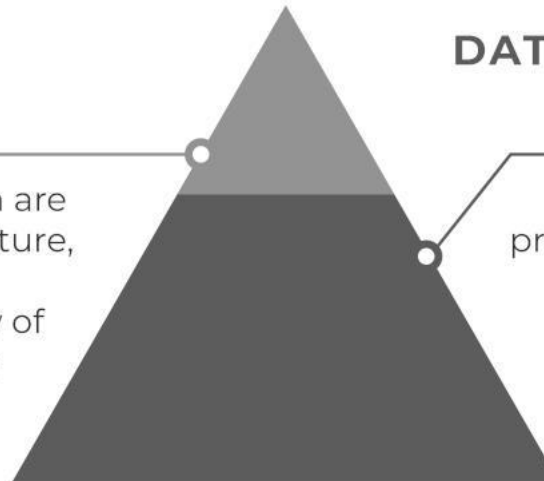
This decoding identifies the shared meanings that form themes, helping businesses understand how consumers relate to a topic—critical for innovation, messaging, and strategy.

DATA FROM FACEBOOK, INSTAGRAM, TWITTER

Platforms like Facebook or Instagram are not only a tiny piece of the overall picture, they also enable short/low quality interactions and give a distorted view of culture. Which is why it doesn’t meet our quality criteria for big data ethnographic analysis.

DATA FROM PRODUCT REVIEWS, NEWS, FORUMS, YOUTUBE, BLOGS, ETC.

In order to enable real ethnographic analysis, our predictive anthropology architecture scrapes consumer interactions on platforms that enable pseudonymity and long-form conversation. Platforms like forums, blogs, comments under YouTube videos, news sites etc. make up our data sources. They also account for 95% of the activity on the internet.



ABOUT LUX

Our mission is to advise leaders about commercially viable science and technology to enable sustainable innovation. We deliver research and advisory services to inspire, illuminate, and ignite innovative thinking that reshapes and grows businesses. Using quality data derived from primary research, fact-based analysis, and opinions that challenge traditional thinking, our experts focus on finding truly disruptive innovations that are also realistic and make good business sense.

The “Lux Take” is trusted by innovation leaders around the world, many of whom seek our advice directly before placing a bet on a startup or partner — our clients rely on Lux insights to make decisions that generate fantastic business outcomes. We pride ourselves on taking a rigorous, scientific approach to avoid the hype and generate unique perspectives and insights that innovation leaders can’t live without.



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