

A young man with curly hair is looking down at his smartphone. He is wearing a dark jacket. The background is dark with some bokeh lights, suggesting an outdoor night setting. The text is overlaid on the left side of the image.

The Annual Topics & Trends Report from Facebook IQ

See the conversations on the cusp of going mainstream in 2018

facebook IQ

Introduction: From Niche to Norm

Welcome to *The Annual Topics & Trends Report*—Facebook IQ's first-ever review of some of the conversations on the rise in 2017 that are poised to go mainstream in 2018.

Due to the size of the Facebook platform, we have a unique vantage point to see which conversations are growing at scale and taking hold, and which are simply a flash in the pan. Our findings are grounded in real data and real insights from the 2 billion people across Facebook.

The trends we feature are starting to take hold and enter the mainstream. This is not necessarily their point of conception, but rather as they are going from niche to norm.

We've curated our findings into seven categories: Beauty & Fashion, Commerce, Culture, Entertainment, Food & Drink, Mind & Body, and Technology. In each, we reveal the larger trends taking shape across business models, social norms, personal health and digital experiences, to name a few. For each trend, we share our data and larger findings as to how these conversations are taking shape.

These are the trends people are talking about, that the market is ready for and you should consider, as you think about creative planning and product development.



Methodology

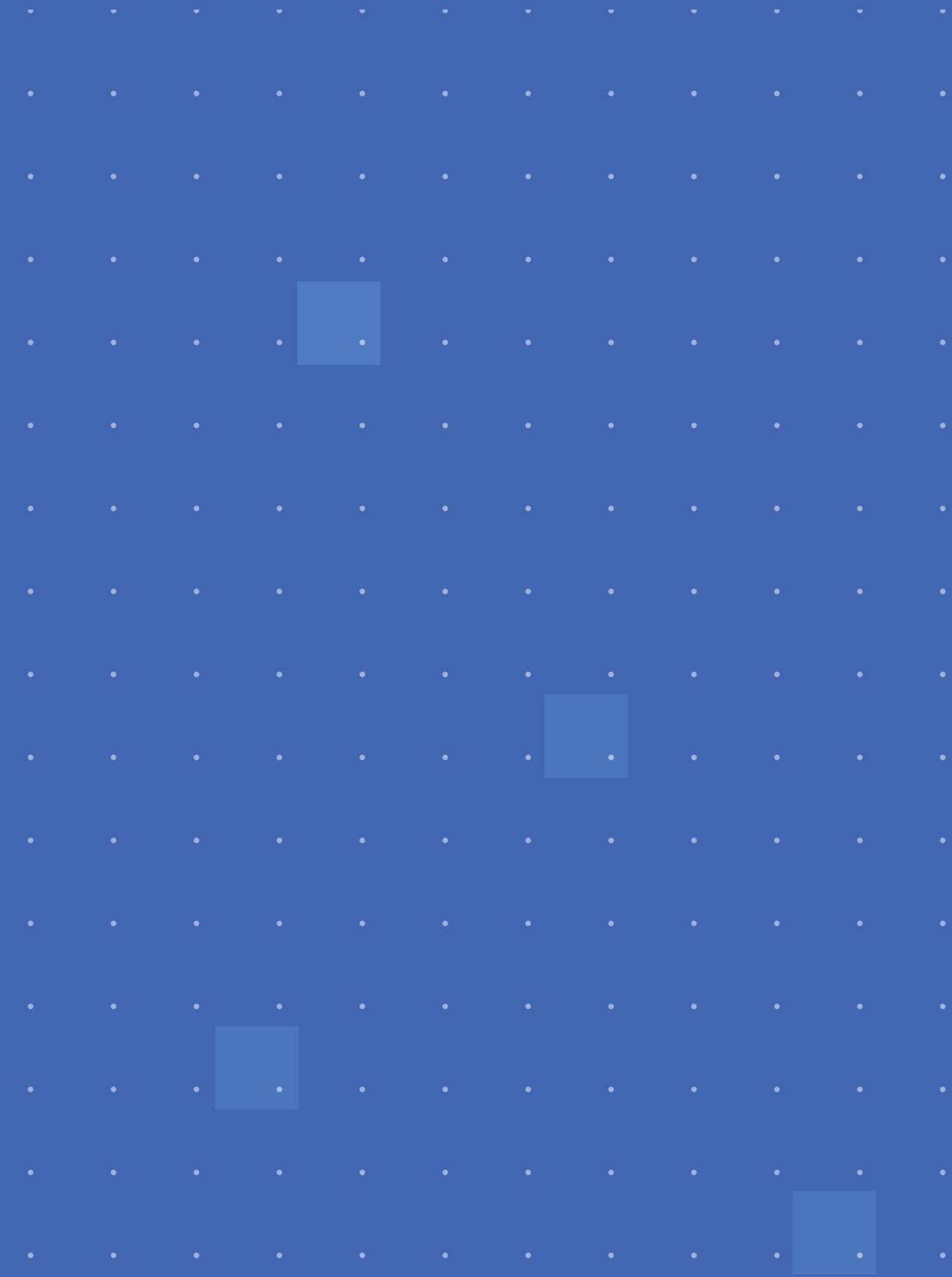
We've curated the trends featured in this report by first identifying themes across conversations we've covered throughout 2017 in both "Topics to Watch" and "Hot Topics," our two popular monthly features.

In "Topics to Watch," we regularly shine a spotlight on topics of conversation that we have seen grow consistently looking across 12 months. These topics follow similar volume, variance and other measures of conversation consistent with past topics that have displayed long-term growth. We therefore expect them to continue to grow.¹ In "Hot Topics," we highlight topics of conversation that drive disproportionately high volume in a particular month, for example, celebrities in the news, current events and holidays.

When researching the validity of these findings, we uncovered other rising conversations that supported these connections, indicating larger trends emerging in culture. Our findings are backed by Facebook IQ audience and vertical studies and third-party research.

For each trend, we share conversation data, which is US-only and includes users ages 18 and older.

¹ Based on early testing, we found that 8 of the 10 topics we identified in the past grew as predicted.



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Beauty & Fashion

Throughout history, beauty and fashion mirror larger changes in culture. Now is no different. People are rewriting the rules of what is considered beautiful and traditional ideas of gender, and discovering new routes to individuality.

Beauty (Non) Secrets

Real people have taken their place alongside big brands and experts to rewrite the rules of beauty.² Today, regular people and celebrities alike openly share their authentic selves. And fashion and beauty retailers have been making headlines for foregoing air-brushing in their catalogues and showing the blemishes and stretch marks on their models.³

There was once a time when beauty transparency just meant DIY makeup videos and a no-makeup selfie. But now, people openly discuss everything online, from skin augmentation to hair removal, bringing to light previously taboo topics. One example: Since January 2016, online conversation has grown around *cryolipolysis*—a cooling treatment for the reduction of body fat, *hair removal* and tattooed or *permanent make-up*.⁴

As people grow comfortable sharing the lengths they go to in the name of beauty, they showcase the many, sometimes painful steps involved.

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

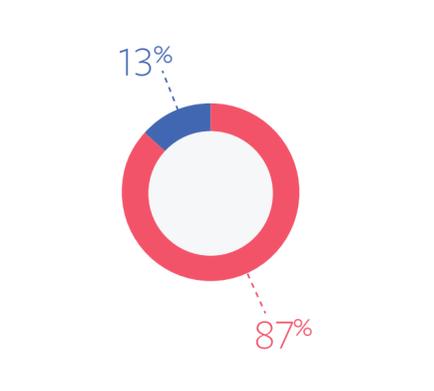
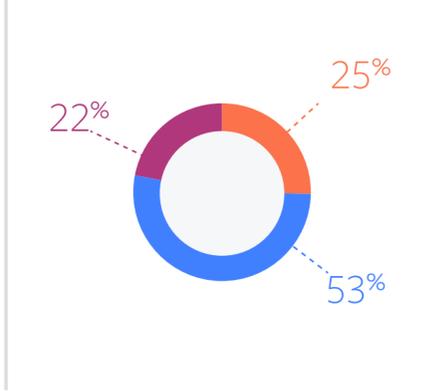
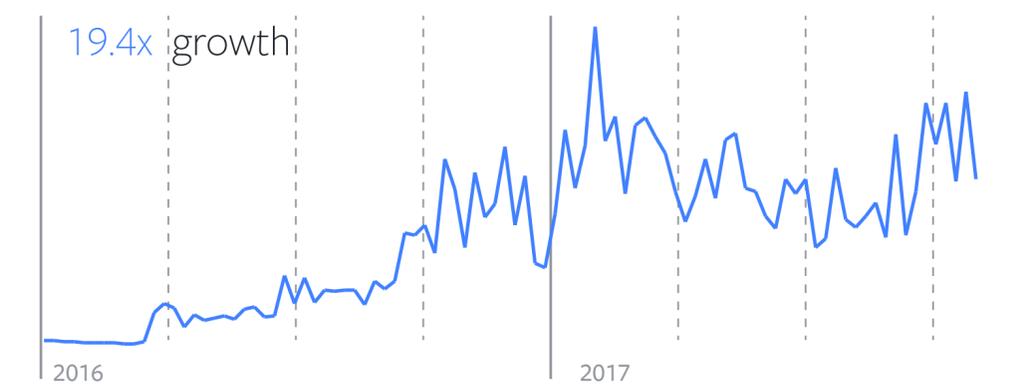
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

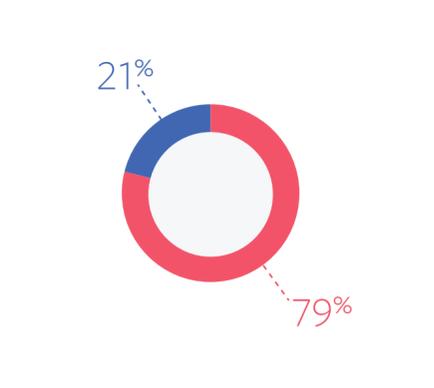
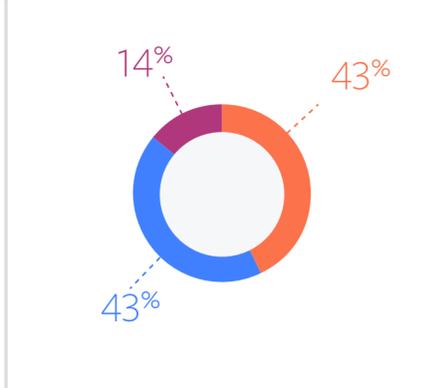
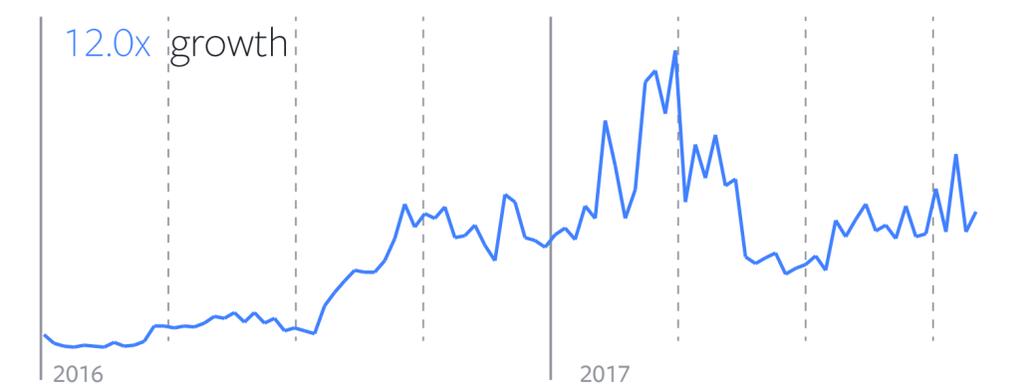
GENDER (Jul–Sep 2017)

● male ● female

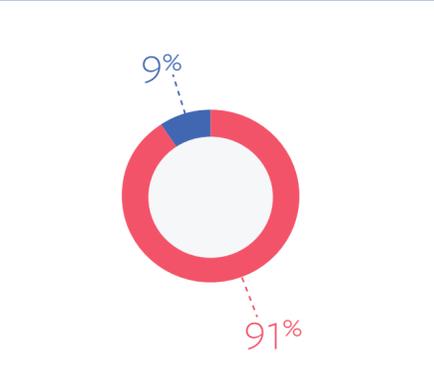
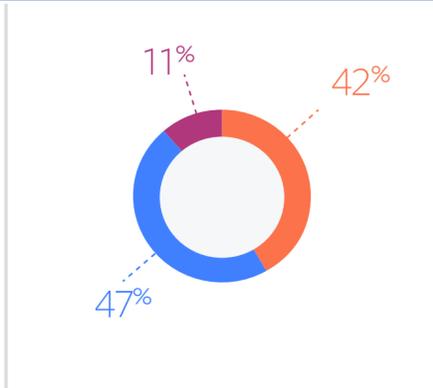
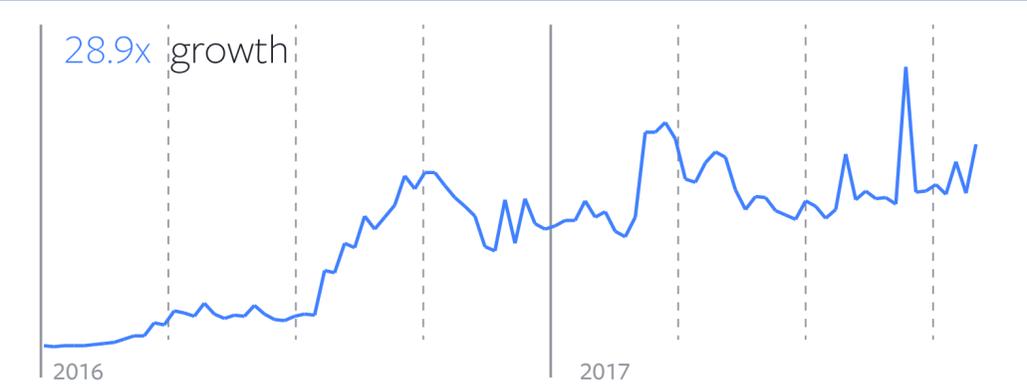
Cryolipolysis



Hair Removal



Permanent Make-Up



² "The New Mobile Primer for Beauty," Facebook IQ, June 16, 2016.
³ Hayley Richardson, "This massive online retailer is letting its models have stretch marks," *New York Post*, June 30, 2017.
⁴ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: Cryolipolysis, Hair Removal, Permanent Makeup

Uniform Not Wanted

Decades are often remembered by the shape of their jeans: People wore capris in the 50s, bell bottoms in the 60s and 70s, pegged jeans in the 80s, boot cuts in the 90s and skinnies in the aughts. While many fashionistas will say that skinnies are over, no single, new style has taken their place. Since January 2016, online conversation has grown around *bell bottoms*, *capri pants* and *mom jeans*.⁵ Three of the top five terms associated with jeans on Instagram are *ripped jeans*, *high-wasted jeans* and *mom jeans*.⁶

Social media has democratized fashion. While many aspiring fashionistas follow celebrities and editors, some also follow self-proclaimed experts, like their stylish friends.⁷ That could explain why so many styles, versus a single uniform, are popular today. Whereas once, fashion was dictated by gatekeepers providing a single vision, today, people have an endless supply of inspiration. In turn, they have permission to wear the styles that best suit them, not what everyone else is wearing.

“Anyone can showcase and share their own style. I think of [Instagram] as choose-your-own-beauty adventure.”—**Eva Chen**, Head of fashion partnerships at Instagram⁷

⁵ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

⁶ Instagram data, from July 2017–August 2017, 18+, US only.

⁷ “The Power of Passions: A Close-up of the Fashion World on Instagram,” *Facebook IQ*, September 4, 2017.

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: Bell bottom, Capri Pants

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

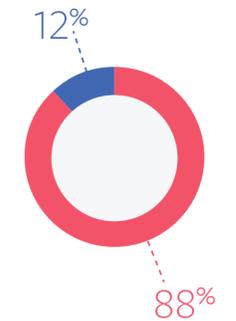
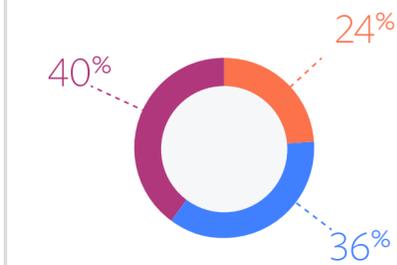
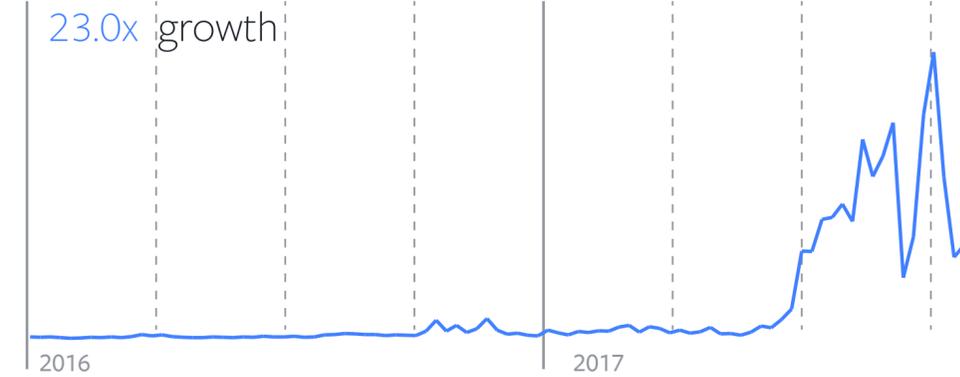
AGE (Jul–Sep 2017)

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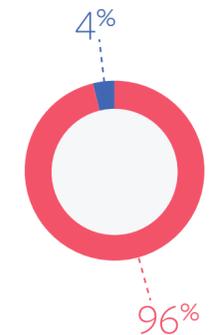
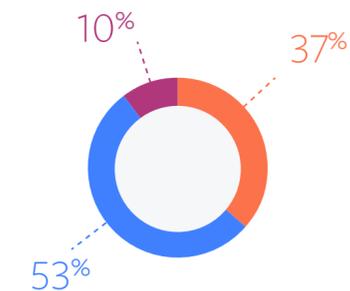
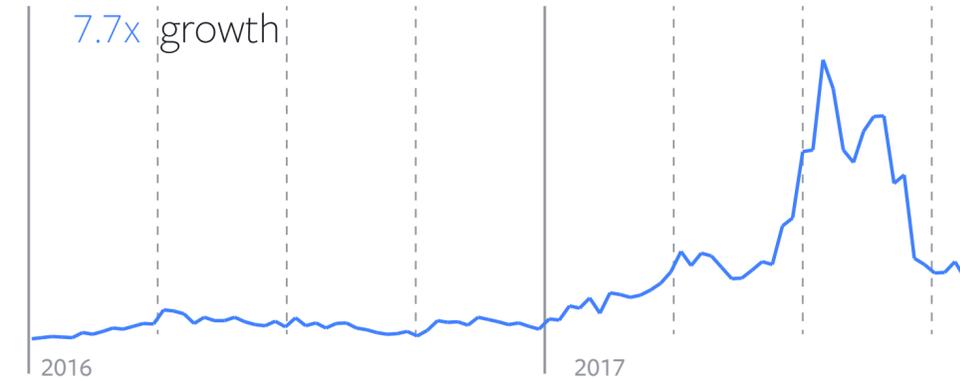
GENDER (Jul–Sep 2017)

● male ● female

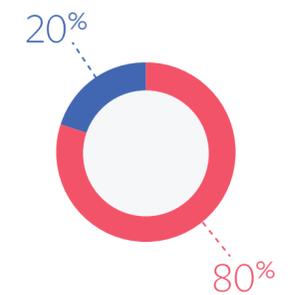
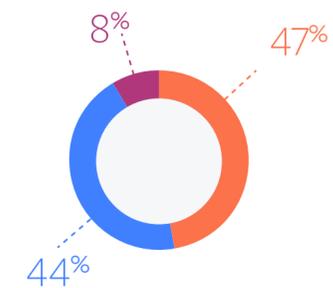
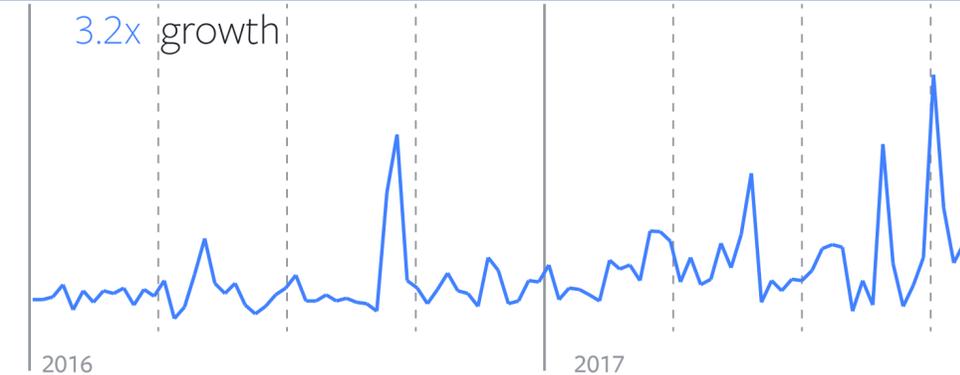
Bell Bottoms



Capri Pants



Mom Jeans



Wo/men's Wear

Could men wearing skirts be on the horizon? In the “box-pleat rebellion” of 2017, over 30 male students in Devon, England wore skirts to protest a school policy mandating trousers during the hot summer.⁸ This may have been a stunt, but “...the ease with which they adopted the garment, and the geniality of the reaction ... suggested a breaking down of traditional dress prejudice,” according to the *New York Times*.⁹

Androgynous or unisex clothing also made headlines and runways, with gender-fluid menswear lines taking center stage at Spring 2018 fashion week.¹⁰ Since January of 2016, online conversation has grown around *androgyny*, *boyfriend fashion* and *unisex*.¹¹

Fashion has always reflected cultural shifts. Shorter hemlines followed the women’s right to vote. Miniskirts were a symbol of the sexual revolution. Given that 56% of people surveyed in the US say traditional gender roles are becoming increasingly irrelevant,¹² women in menswear and men in skirts may be on the frontlines of the next cultural revolution.

“Masculinity doesn’t come from clothes. It comes from something inside you. Men and women can wear the same clothes and still be men and women. It’s fun.”—**Jean Paul Gaultier**⁹

⁸ Richard Adams, “Exeter school’s uniform resolve melts after boys’ skirt protest,” *The Guardian*, June 23, 2017.
⁹ Vanessa Friedman, “Lessons From the Great Male Skirt Rebellion of 2017,” *The New York Times*, June 26, 2017.
¹⁰ Jess Cartner-Morley, “Who wears the skirt? Anyone. The fashion world goes gender-free,” *The Guardian*, June 22, 2017.
¹¹ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).
¹² “Tech Transformations for 2016 and Beyond,” *Facebook IQ*, January 13, 2016.

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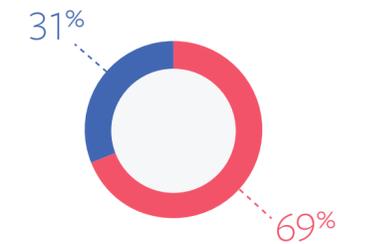
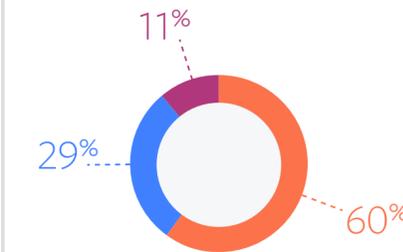
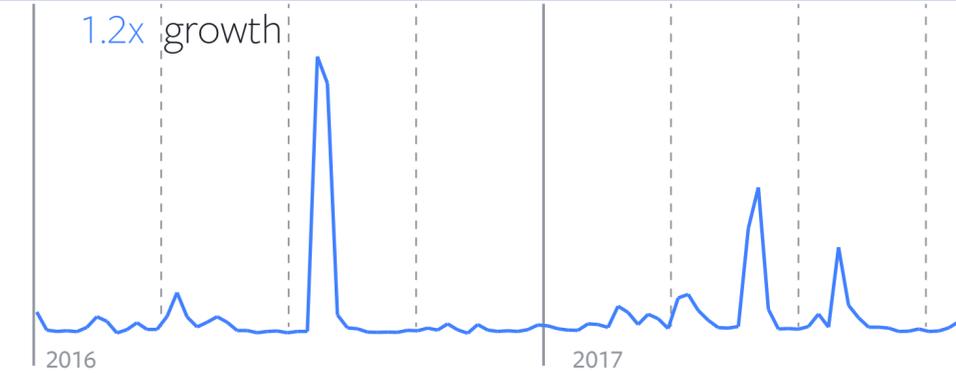
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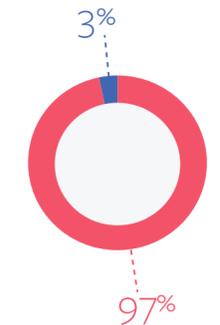
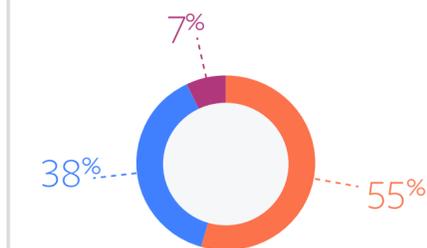
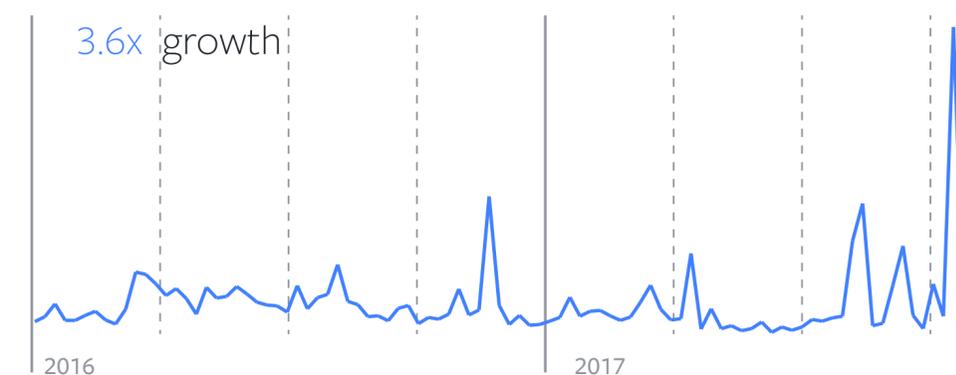
GENDER (Jul–Sep 2017)

● male ● female

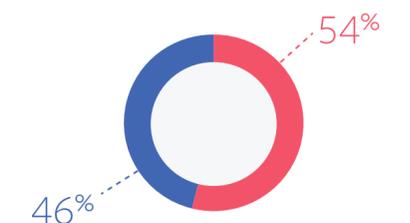
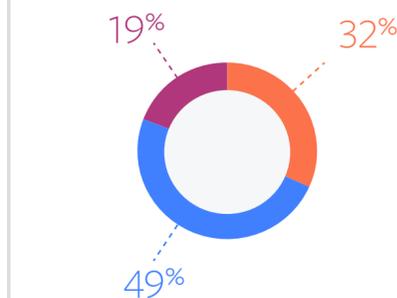
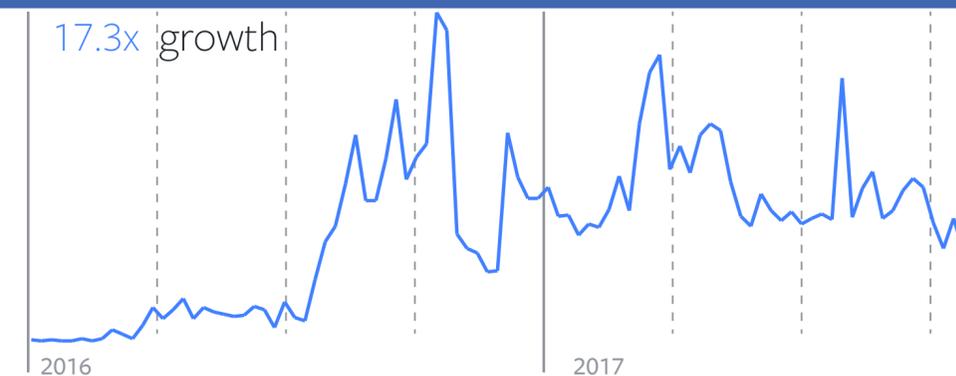
Androgyny



Boyfriend Fashion



Unisex





Commerce

Personalization and simplification will matter more than ever in commerce. Just as people embrace new shopping models that bring ease into their lives, new forms of currencies are on the rise that will introduce new kinds of choices.

Choice Simplified

Category disrupters that specialize in only a few products or designs—in some cases even just one—are thriving.

A company selling mattresses in a box garnered a lot of attention in 2017. Among the insights that led to its success: Avoid the confusion of “paradox of choice.”¹³ Initially, they only sold one model. This one-size-fits-all approach, where companies offer a limited range of models, is spreading into toothbrushes, meal replacements, even water filters.¹⁴ The media is heralding these products’ innovative supply chains and lifestyle marketing. But their success may have another explanation: Today’s shoppers, faced with limitless options online, are rewarding companies that help take the pain out of choice.¹⁴ Since January 2016, conversation has grown across *decision-making* and *information overload*.¹⁵

Today, people are finding ways to remove decision fatigue and add simplicity to their everyday lives, whether that means buying multiples of the same article of clothing for every day of the week, streamlining meal prep or outsourcing menial tasks.¹⁶ Is it any wonder that shoppers are looking for that same simplicity in their shopping journey?

¹³ Trent Gillies, “Casper has a plan to make buying a mattress simple, and help you (and your dog) rest easier,” CNBC’s “On the Money,” March 12, 2017.
¹⁴ Erin Griffith, “How Casper Flipped the Mattress Industry,” *FORTUNE*, August 23, 2017.
¹⁵ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).
¹⁶ Andrew Medal, “4 Things You Can Outsource to Help You Fight Decision Fatigue,” *Entrepreneur*, April 4, 2017.

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Previous Topics to Watch: memory foam

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

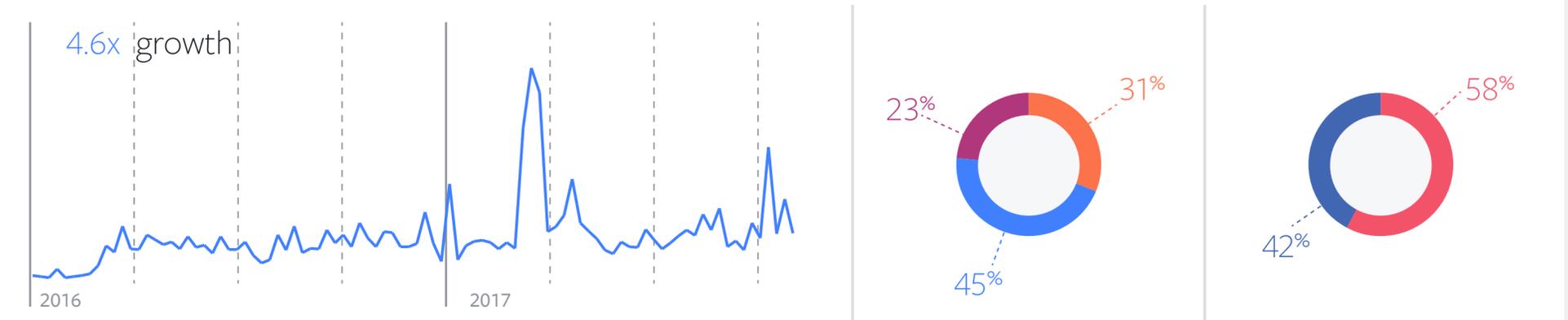
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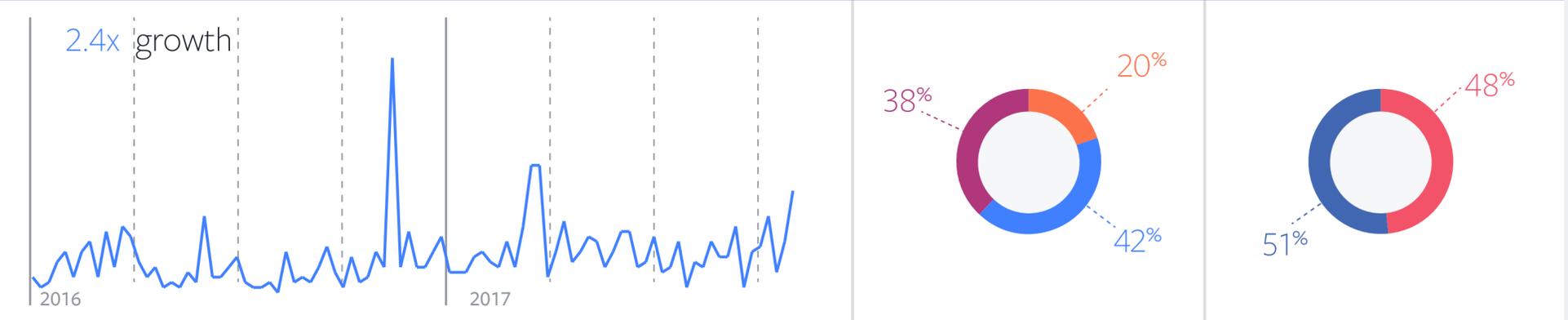
GENDER (Jul–Sep 2017)

● male ● female

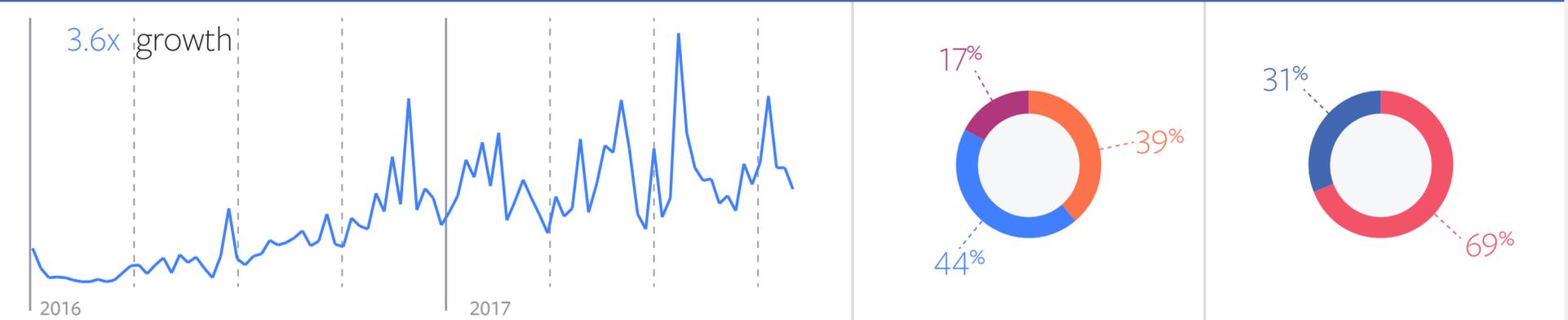
Decision-making



Information Overload



Memory Foam



Make It About Me

Monthly, weekly, even daily, people receive boxes of makeup, clothes and meal kits curated just for them. And since January 2016, online conversation has grown around *subscription business models*.¹⁷

Why would people pay for products they didn't pick? Simplifying decision-making plays a role. But it's more than that. MRIs have shown the brain's pleasure center lights up when an event isn't anticipated.¹⁸

Not surprisingly, the space is about to get even more competitive, as large-scale retailers enter it,¹⁹ off the back of highly publicized startups and their IPOs. Personalization, rooted in data, could be the key to success with this model.²⁰ Among North Americans surveyed, more than 3 in 4 have chosen, recommended or paid more for a brand that provides a personalized service or experience.²¹ Companies can collect data about what kind of products shoppers browse, keep or return to improve box deliveries.

People might delight in not knowing what's in the box—but they want to know they'll like it.

¹⁷ Facebook data, from January 2016–October 2017; 18+, US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).
¹⁸ Julia Sommerfield, "Human brain gets a kick out of surprises," MSNBC, accessed December 4, 2017, <http://www.ccn.emory.edu/Publicity/MSNBC.HTM>.
¹⁹ Richard Kestenbaum, "Subscription Businesses Are Exploding With Growth," *Forbes*, August 10, 2017.
²⁰ Andria Cheng, "Stitch Fix IPO: It's About the Data, not the Fashion," *Emarketer Retail*, October 20, 2017.
²¹ "Top Tech Investments," *Forrester*, May 2017.

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Previous Topics to Watch: data management, e-commerce, subscription business model

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

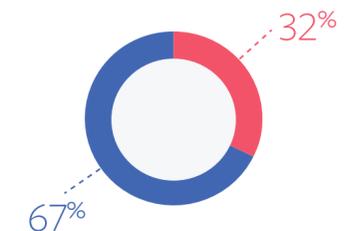
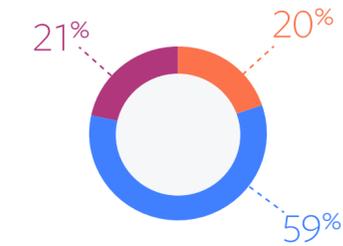
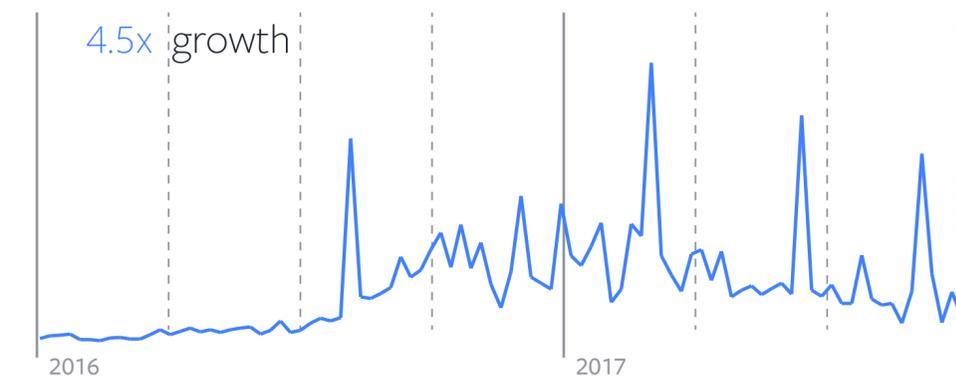
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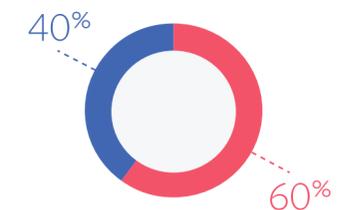
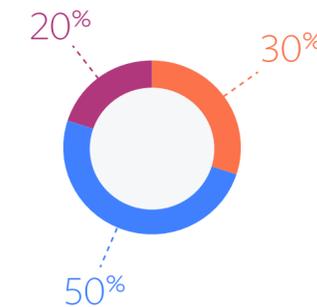
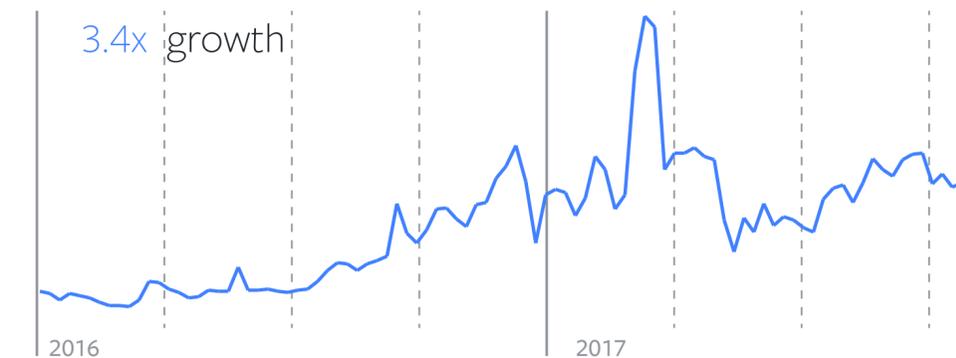
GENDER (Jul–Sep 2017)

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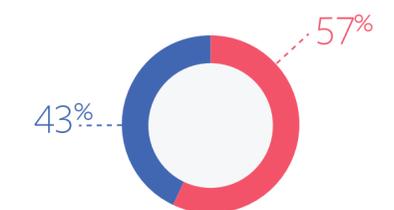
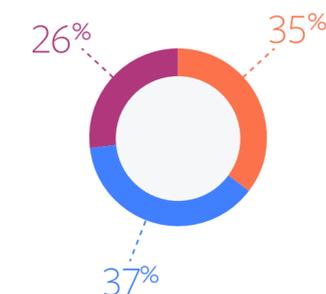
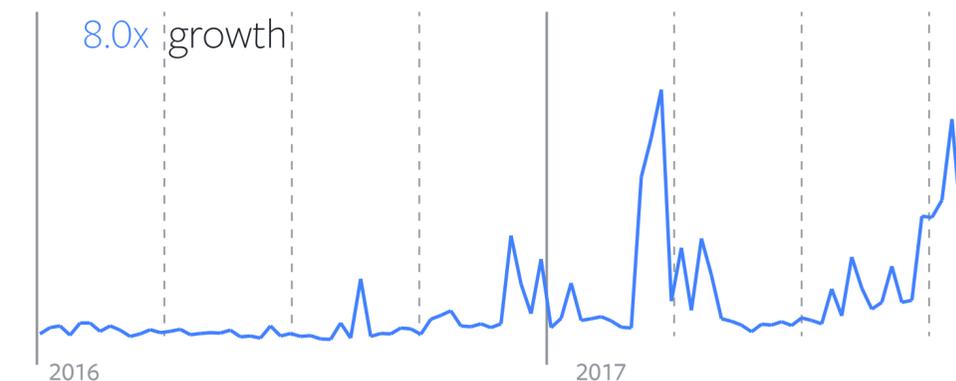
Data Management



Ecommerce



Subscription Business Model



The Rise of Cryptocurrency

Formerly in the domain of the dark web, digital currency made headlines in 2017—and now appears poised for the mainstream.

Initial Coin Offerings (ICOs) are in the early stages of legitimizing digital currency. They are a new way of fundraising for companies, enabled by blockchain, the same supply-and-demand technology behind bitcoins. In an ICO, investors can exchange digital “tokens” for things like services, equity or products. ICOs are booming, raising millions of dollars, attracting both celebrity and tech investors. The industry remains unregulated, run by domain experts rather than mainstream investors.²²

That may be about to change. Digital currency is quickly growing in public consciousness. Since January 2016, online conversation has grown around *blockchain, cryptocurrency and digital currency*.²³ New apparatuses for regulating certain forms of cryptocurrency are beginning to take shape.²⁴

While many caution of a bubble,²⁵ if digital currency goes mainstream, we will have seen a very unusual adoption curve—from criminals to tech titans to soccer moms.

²² Rob Price, “Weed, Times Square, and Floyd Mayweather: How cryptocurrency mania is creeping into the mainstream,” *Business Insider*, September 1, 2017.
²³ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).
²⁴ “Congress Is Reportedly Drafting a Bill That Will Mainstream Digital Currency,” *Futurism*, August 1, 2017.
²⁵ Brad Jones, “Bitcoin Surges Past \$11,000 as Bubble Warnings Can’t Cool Market,” *Bloomberg*, November 28, 2017.

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Previous Topics to Watch: blockchain

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

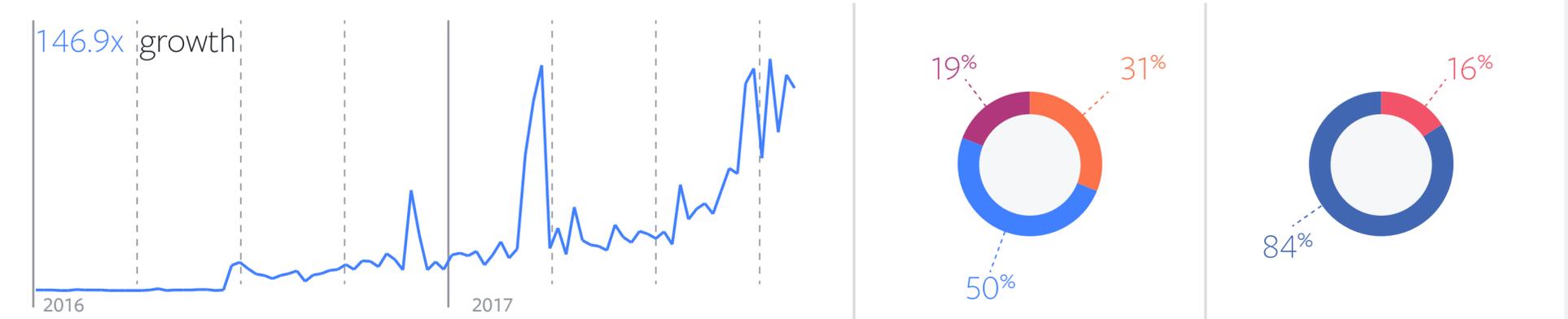
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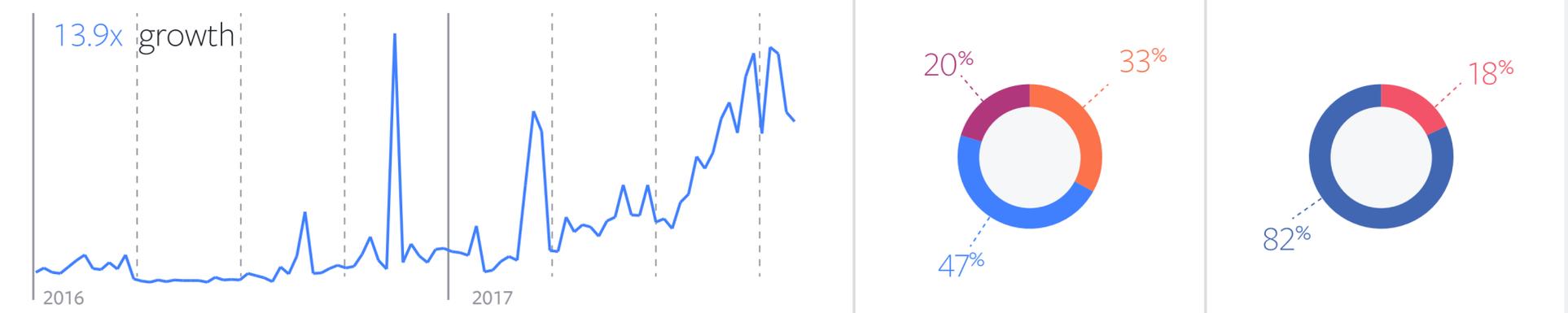
GENDER (Jul–Sep 2017)

● male ● female

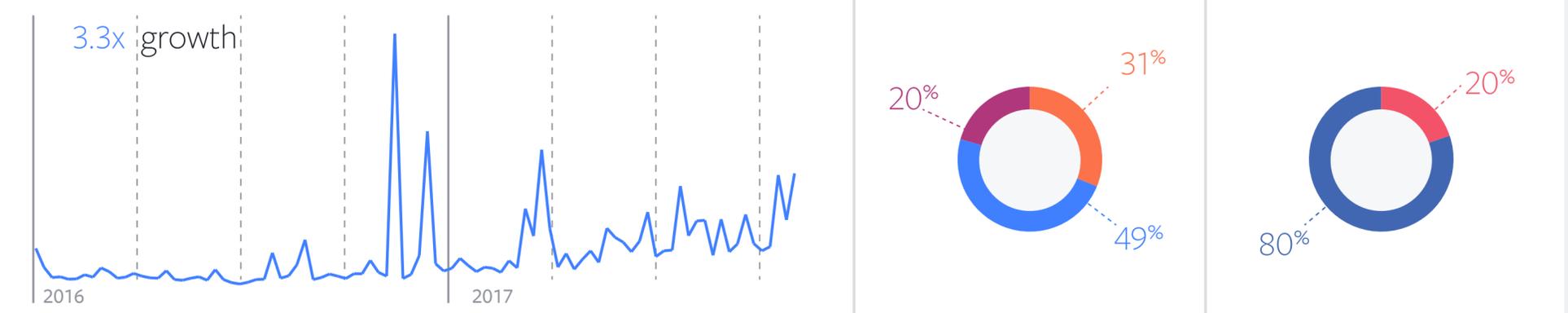
Blockchain



Cryptocurrency



Digital Currency





Culture

Accepted norms are taking a radical shift: Empowerment has become a rallying cry, every day can be a holiday, and Eastern celebrations are making their way West.

Empowerment Marketing

Sex used to sell, but today, female empowerment sells better. In 2017, a movie about a female superhero broke box office records,²⁶ while a famed British television series²⁷ cast the first woman (and 13th actor) in the title role since the show's launch in 1963.

A 2017 Facebook IQ study showed women were on average 1.85x more likely to be interested in watching a movie trailer after seeing an ad featuring an image of a woman dressed as a firefighter versus an image of a woman dressed in revealing clothing. It also found 75% of women surveyed said they believed the most important thing brands can do to promote gender equality is to stop portraying women as sex symbols. And 51% of women and 45% of men surveyed say they prefer to shop from a brand that promotes gender equality.²⁸

Since January 2016, online conversation has grown across the terms *gender role*, *women's empowerment* and *Wonder Woman*.²⁹ This demand for gender positivity is expanding beyond pop culture and entertainment.

²⁶ Brent Lang, "'Wonder Woman' Breaks Records: Biggest Live-Action Box Office Hit by Female Director," *Variety*, June 23, 2017.

²⁷ Facebook IQ featured Dr. Who as a Hot Topic.

²⁸ "Gender Representation in Ads," Facebook IQ survey of 1,547 people in the US ages 18+ recruited by Qualtrics, June 2017. All respondents were smartphone and Facebook users.

²⁹ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

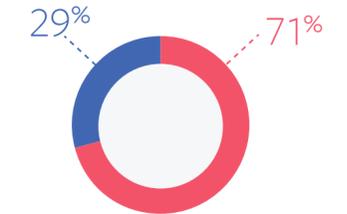
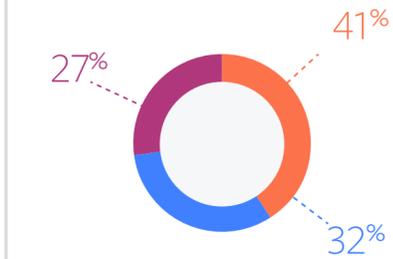
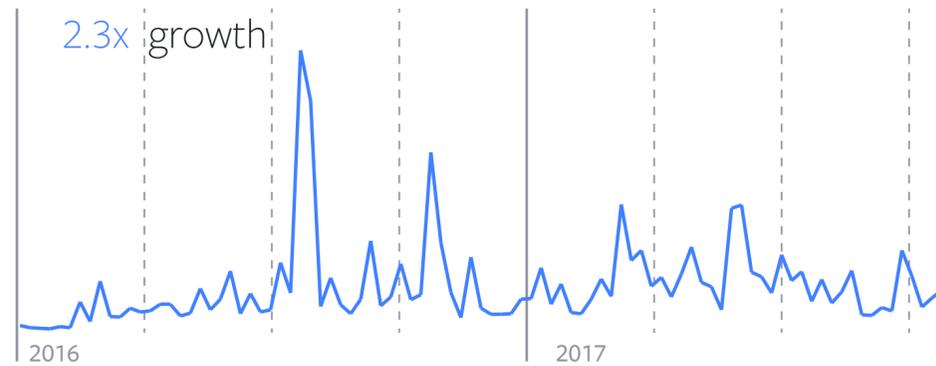
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

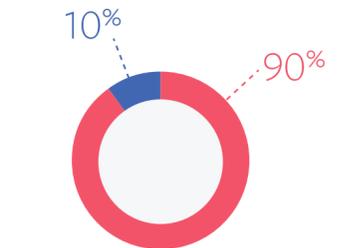
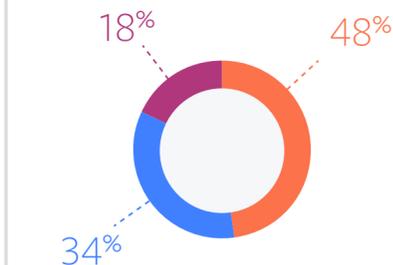
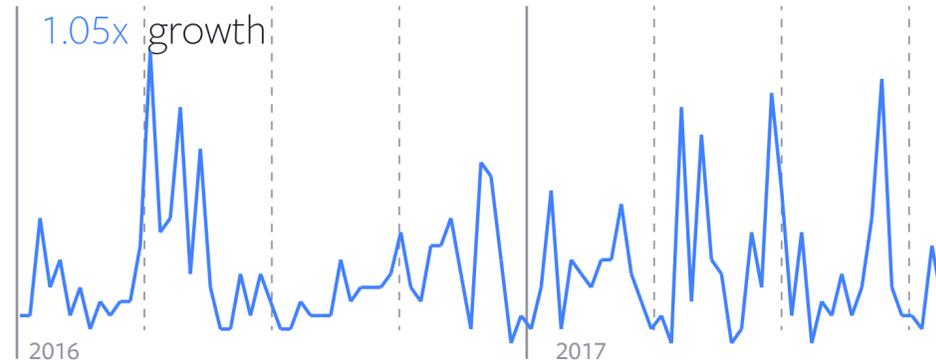
GENDER (Jul–Sep 2017)

● male ● female

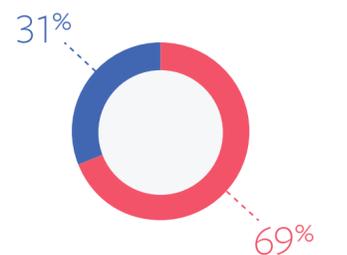
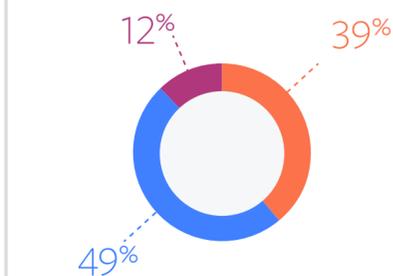
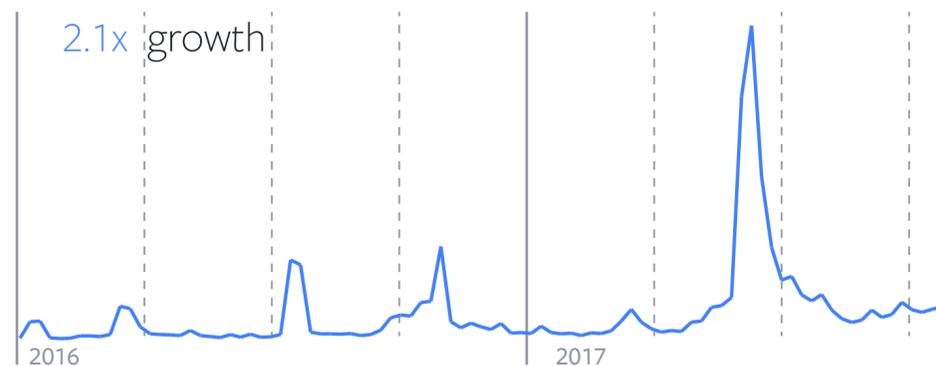
Gender Role



Women's Empowerment



Wonder Woman



National Day of Whaaat?

Creating a US national holiday requires an act of Congress.³⁰ But *celebrating* a holiday does not. So, while many people celebrate holidays like Christmas and Memorial Day, others come together online over more surprising moments.

In recent years, new holidays have become annual events.³¹ On International Talk Like a Pirate Day, revelers greet friends throughout the day with an “Arrgh!” National Doughnut Day officially honors those who served doughnuts to soldiers during World War I, but manifests mostly with people filling their feeds (and bellies) with doughnuts.

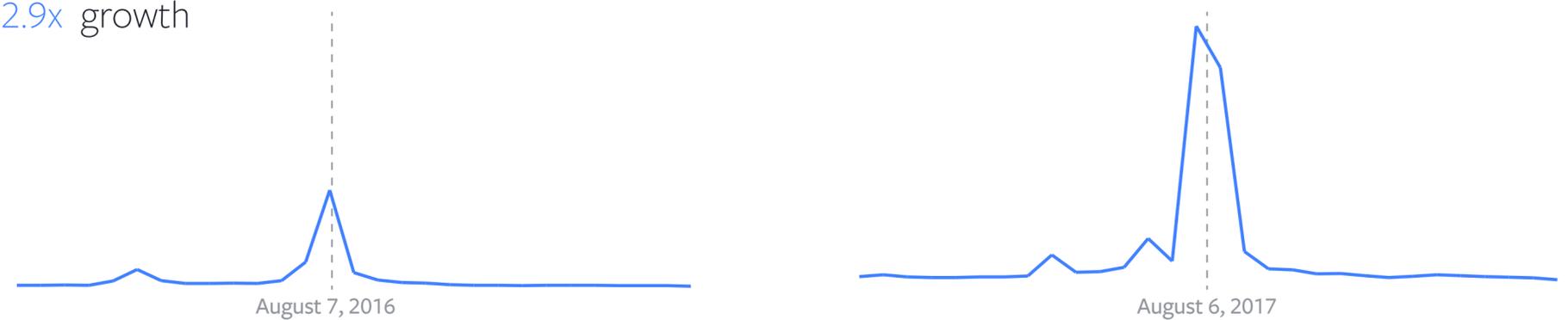
Every year, new specialty holidays gain in popularity. In 2017, conversation around *Friendship Day*, *International Coffee Day* and *World Naked Gardening Day* grew compared to 2016.³¹ In the US, Friendship Day in August, originated by a greeting-card business, now also brings people together online. In September, the culinary community rejoiced over International Coffee Day: Pictures of cappuccino art and “everything is better with coffee” truisms filled feeds, while businesses offered patrons complimentary cups of joe. And World Naked Gardening Day in May has become an annual tradition that celebrates weeding and planting flower beds in the buff.³²

People are coming together to celebrate life’s simple pleasures.

CONVERSATION FROM YEAR TO YEAR (from 15 days before to 15 days after the event date) Growth rate compares year-over-year volume of conversation the week during the event

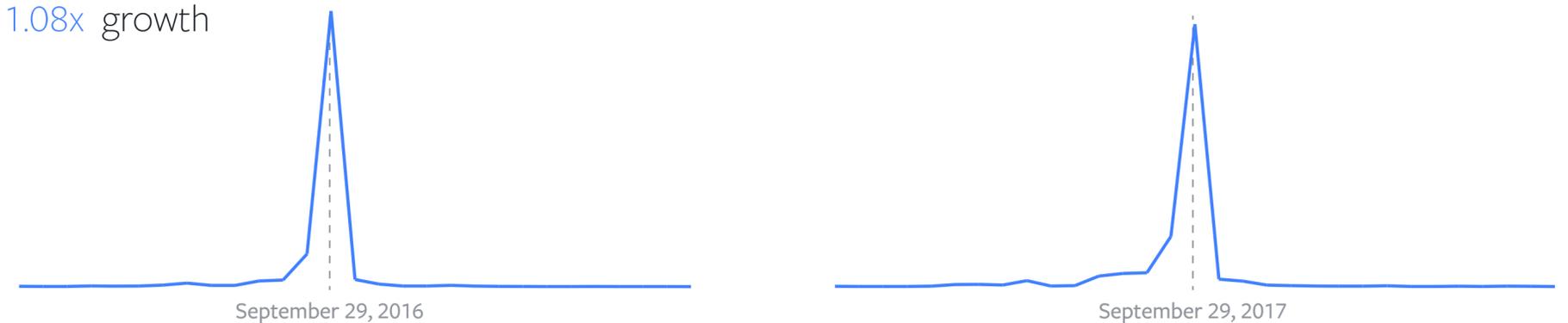
Friendship Day

2.9x growth



International Coffee Day

1.08x growth



World Naked Gardening Day

2.7x growth



³⁰ Jacob R. Straus, “Federal Holidays: Evolution and Current Practices,” *Congressional Research Service*, May 9, 2014.

³¹ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

³² Adario Strange, “World Naked Gardening Day is a Nature Loving Feast for the Eyes,” *Mashable*, May 6, 2017, accessed 12.11.17.

Chart Source: Conversation From Year to Year: Facebook data, from from 15 days before to 15 days after the event date, 18+, US only. Growth rate compares year-over-year volume of conversation the week during the event (2016 compared to 2017).

Previous Hot Topic: International Coffee Day, International Talk Like a Pirate Day, National Doughnut Day

West, Meet East

In the United States, people celebrate holidays from all over the world—this is true for religious, secular and, increasingly, shopping holidays. And now, Americans are celebrating “11/11” on November 11, Singles’ Day. While it started in China to celebrate those who are single, online retailers have co-opted the day. It’s become one of the biggest online shopping days in the world, surpassing Cyber Monday in sales in 2016.³³

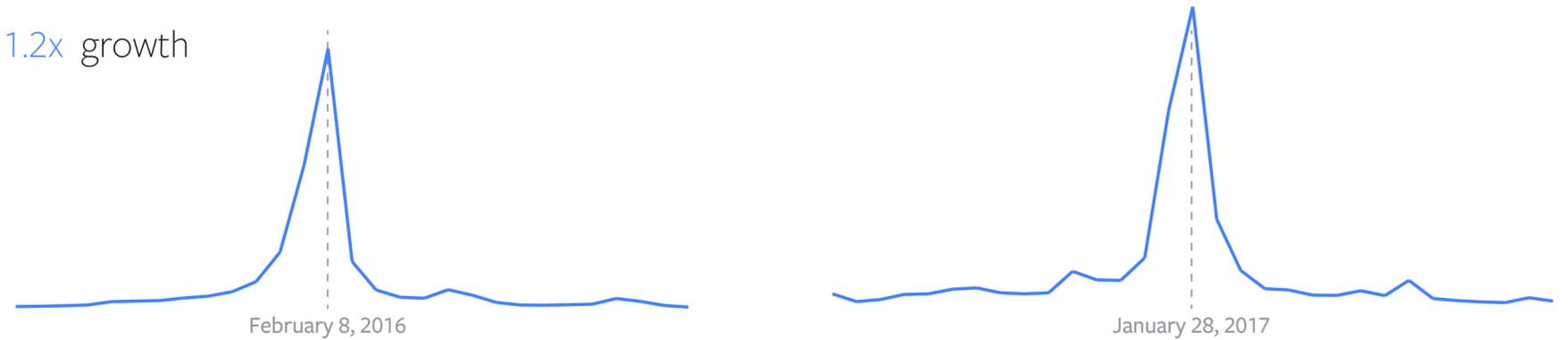
Other Eastern holidays are making their way to the United States as well. From 2016 to 2017, online conversation grew across *Chinese New Year* or *Lunar New Year*, in addition to *Singles’ Day*.³⁴

The global impact of Western retail holidays, like Black Friday, is well documented: Originated in the US, Black Friday was celebrated by 1 of 3 people in the world in 2016, up from 1 of 4 in 2015.³³ Instead of moving from West to East, holidays are now moving from East to West.

CONVERSATION FROM YEAR TO YEAR (from 15 days before to 15 days after the event date) Growth rate compares year-over-year volume of conversation the week during the event

Chinese New Year

1.2x growth



Lunar New Year

1.9x growth



Singles’ Day

7.7x growth



³³ “Facebook 2016 Holiday Study” by Ipsos Marketing (Facebook-commissioned online study of 20,824 people ages 18+ across 17 markets (AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, PL, TH and the US)), January 2017.

³⁴ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation From Year to Year: Facebook data, from from 15 days before to 15 days after the event date, 18+, US only. Growth rate compares year-over-year volume of conversation the week during the event (2016 compared to 2017).



Entertainment

Paradigms will continue to shift in entertainment as science goes viral, console and PC gamers move to mobile and the “water cooler” spills into social.

Get Your Geek On

People are coming together on Facebook to geek out. In 2017, conversation around the *American Eclipse* soared, as what was a scientific phenomenon became a cultural event.³⁵

Animated, funny videos also brought to life academic concepts—and they went viral. In 1924, David Hilbert introduced the concept of the “Infinite Paradox of the Grand Hotel.” In 2017, an animated short brought his theory to life, receiving over 8 million views on Facebook. Similarly, “The History of the World from Start to Finish,” which covers 4.5 billion years of world history in 19 minutes, garnered over 9 million views.³⁵

When concepts and theories previously reserved for lecture halls get repackaged like mass entertainment, even science can go viral.

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

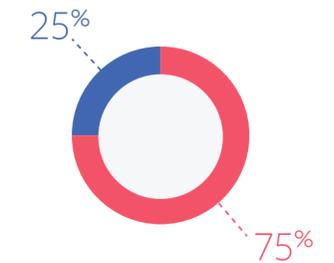
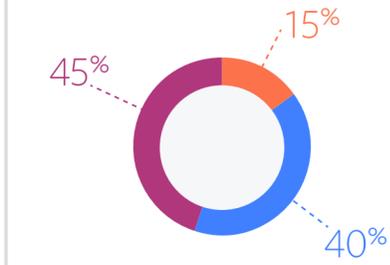
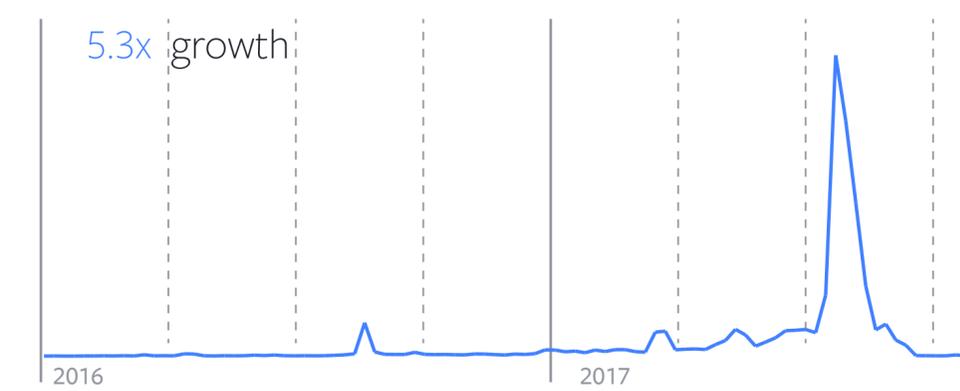
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

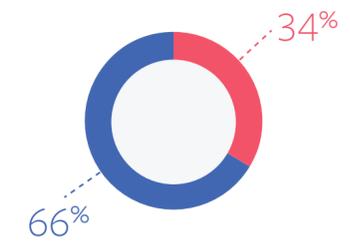
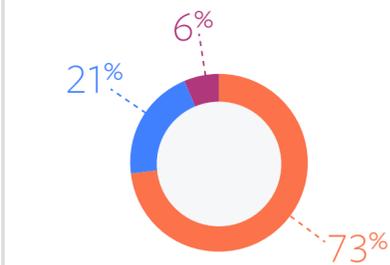
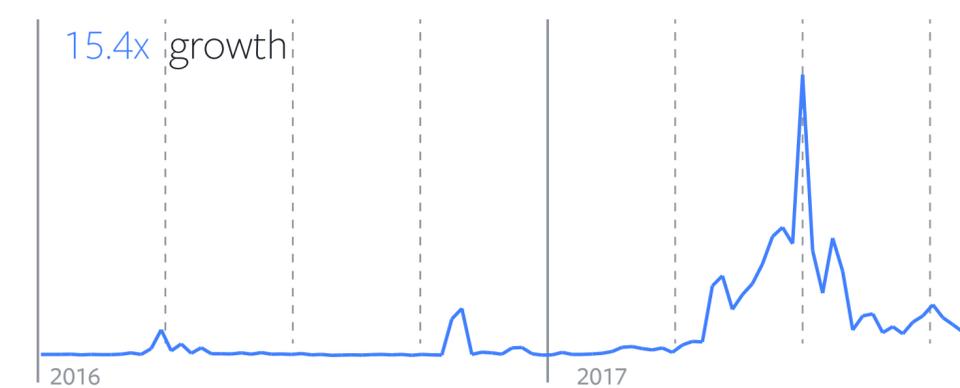
GENDER (Jul–Sep 2017)

● male ● female

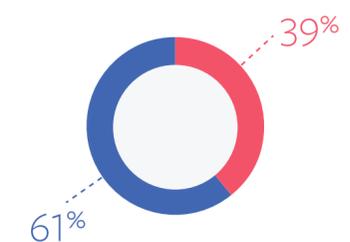
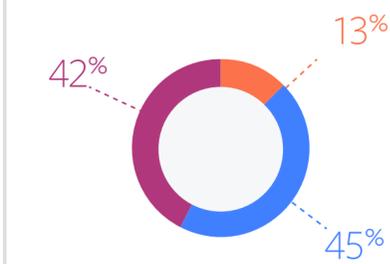
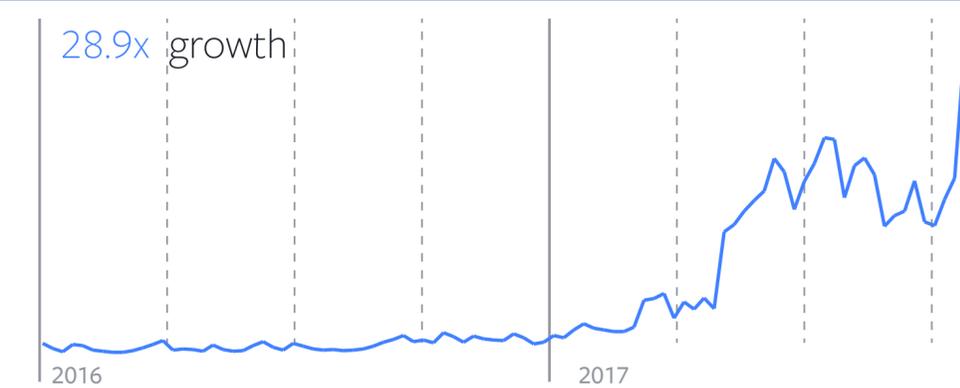
American Eclipse



Hilbert’s Paradox Of The Grand Hotel



History of the World



³⁵ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: American Eclipse, Hilbert’s Paradox of the Grand Hotel, History of the World

Midcore on Mobile

As mobile technology improves (with better graphics and larger memory capacity), more sophisticated games are being designed for mobile. This is opening a space for a new kind of gamer: the midcore gamer.³⁶ Many are former “hardcore gamers” (those who tend to play longer sessions on consoles or desktops), who don’t have the time to game that they once did. They’re looking for free-to-play experiences on mobile that they can play in minutes versus hours.³⁷ Unlike mobile games for casual gamers, midcore games allow players to level up a character, require more strategy and offer a sense of competition.³⁸

Games that cater to midcore mobile gamers include *Massively Multiplayer Online games (MMOs)*, *Role-Playing Games (RPGs)* and *adventure games*. Conversations about these game categories have been rising since January 2016³⁹, affirming many lead developers’ prediction: Midcore gamers playing on mobile may be the future of gaming.³⁸

³⁶ “Top 10 Real-Time Multiplayer Mobile Games,” *GameSparks*, accessed December 4, 2017.
³⁷ Jeff Grub, “What the hell is a midcore? The 11 terms every mobile gamer & developer need to know,” *VentureBeat*, January 27, 2015.
³⁸ H.B. Duran, “The Mobile Midcore: What It Means And Why Developers Say It’s The Future,” *Alist Daily*, April 12, 2016.
³⁹ Facebook data, from January 2016–October 2017; 18+, US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: adventure game

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

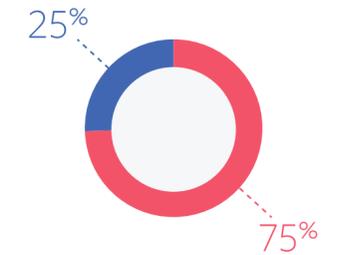
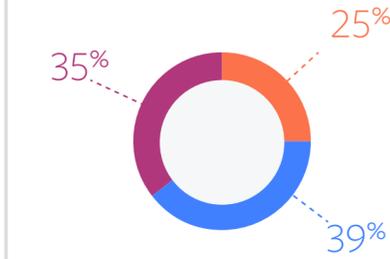
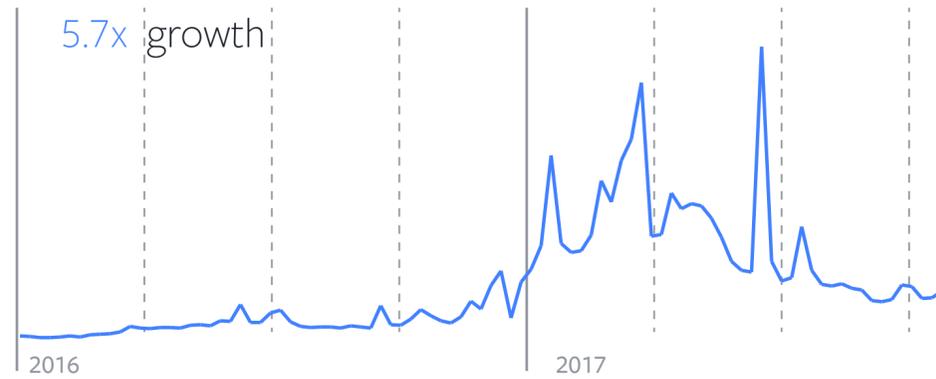
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

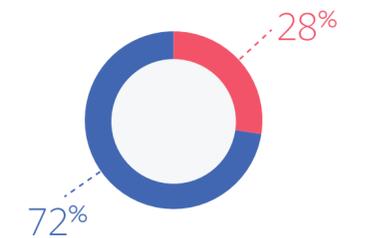
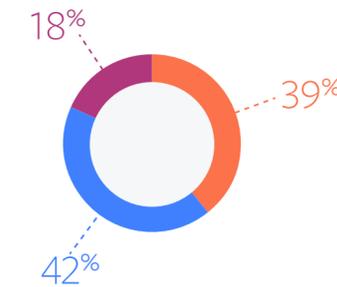
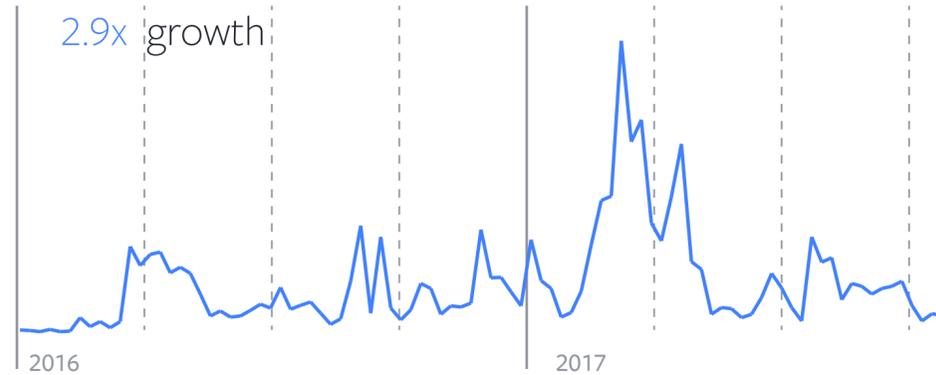
GENDER (Jul–Sep 2017)

● male ● female

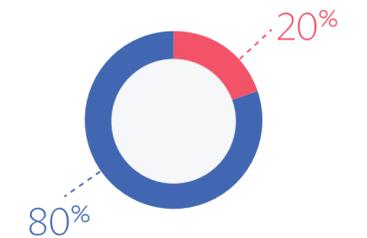
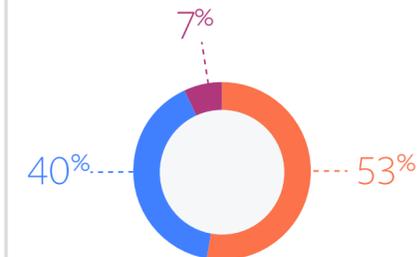
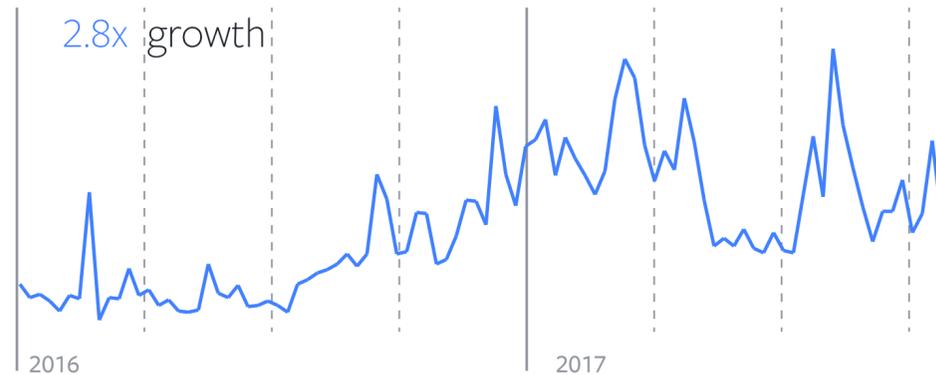
Adventure Game



Massively Multiplayer Online Game



Role-Playing Game



The New Water Cooler

The water-cooler effect is still in full force. Even though streaming services allow people to watch their favorite programs whenever they want, people are still streaming them—and talking about them—at release. By some accounts, 15.8 million Americans watched the first episode of the second season of Netflix’s *Stranger Things* by the third day of its release, which would put it on par with some of the largest televised sporting events of the year.⁴⁰ Conversation on Facebook around the show also concentrated around its release, a pattern we’ve seen across other streaming shows.⁴¹

The “water cooler” has shifted to social platforms. Millennials, 71% of whom say their preferred platform is streaming, are on average 1.24x more likely to post about streaming shows compared to other topics.⁴²

Even when they have the option to watch on their own time, people still want to be a part of the conversation when it happens in real life.

40 David Z. Morris, “Nielsen Says *Stranger Things* Is a Big Hit. But Netflix Says Their Numbers Are Upside Down,” *FORTUNE*, November 5, 2017.

41 Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

42 “My Show on My Schedule,” Facebook IQ, December 2016 (Qualtrics-fielded survey of 2,126 men and women ages 18–70 in the US and Canada who watch movies and shows for a minimum of 30 min per day on TV or Streaming, at least 6 times a week).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Hot Topics: Orange is the New Black, *Stranger Things*

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

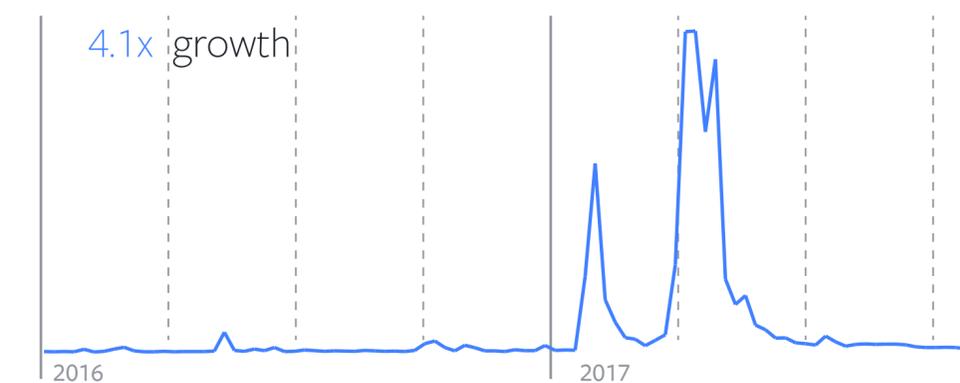
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

GENDER (Jul–Sep 2017)

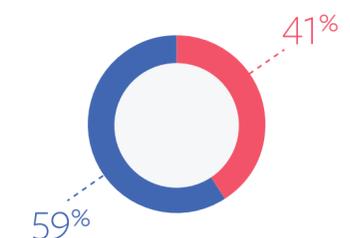
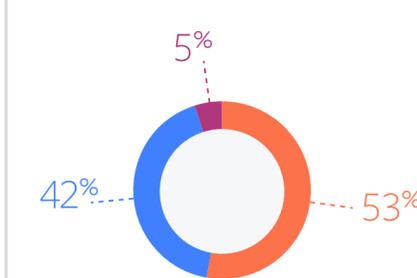
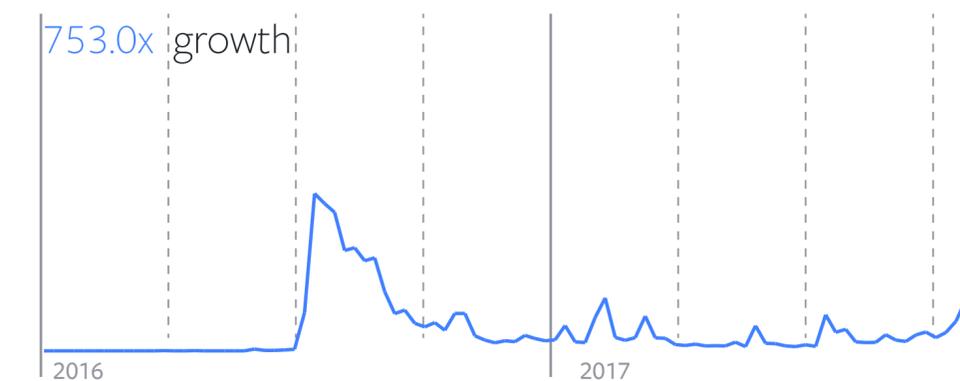
● male ● female

13 Reasons Why

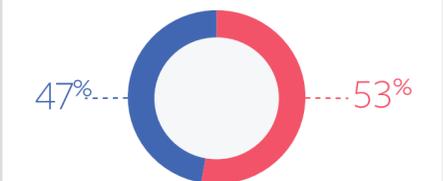
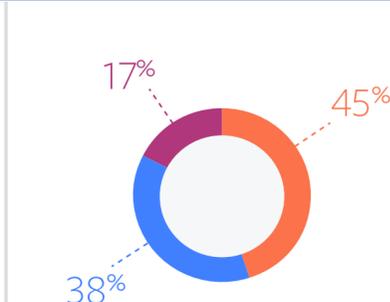
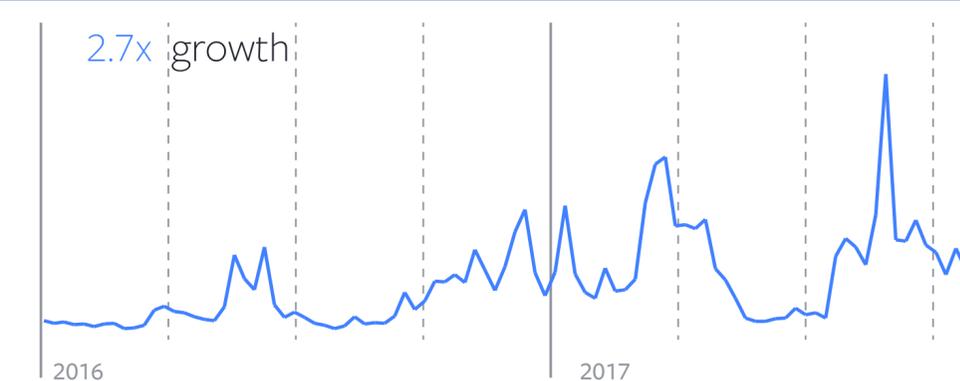


Demographic data not available for time frame that drove the majority of this conversation.

Stranger Things



Streaming Media





Food & Drink

Palettes are expanding, food delivery finds new formats and diners are eating with their eyes. In food and drink next year, people will crave the adventurous, the convenient and the spectacular.

Adventures in Eating

Interest in international cuisine and flavors is on the rise. Since January 2016, online conversation has grown across *Bangladeshi* and *Indian cuisines*, for example. The latter were especially prominent: *Dosas*, *shawarmas* and *South Indian Cuisine* all trended in conversation.⁴³

Not surprisingly, Chinese and Mexican foods remain among the most popular international foods eaten in the US.⁴⁴ But far beyond their fast food incarnations, we've seen conversations increase on dishes like *chicken feet*, a Chinese delicacy, and *adobada*, a dish common in Mexico, but lesser known in the US.⁴²

Historically, people have been more likely to try international foods at restaurants.⁴³ For the first time in US history, Americans are spending more money dining out than in grocery stores,⁴⁵ perhaps driven by expanding palettes and adventurous eaters.

43 Facebook data, from January 2016–October 2017; 18+, US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

44 "International Food Trends: Spotlight on Flavor US," *Mintel*, March, 2017.

45 Derek Thompson, "The Paradox of American Restaurants," *The Atlantic*, June 20, 2017.

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: Adobada, Bangladeshi Cuisine, Chicken Feet

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

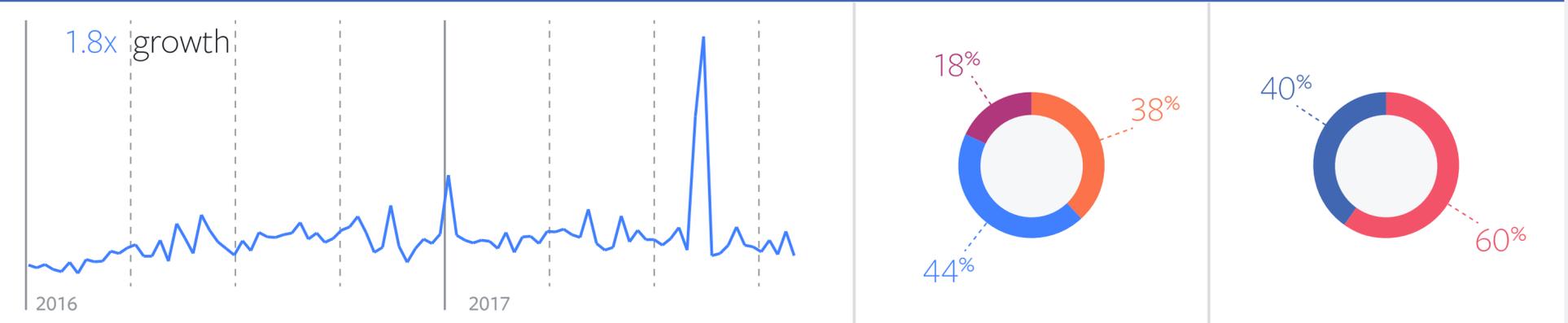
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

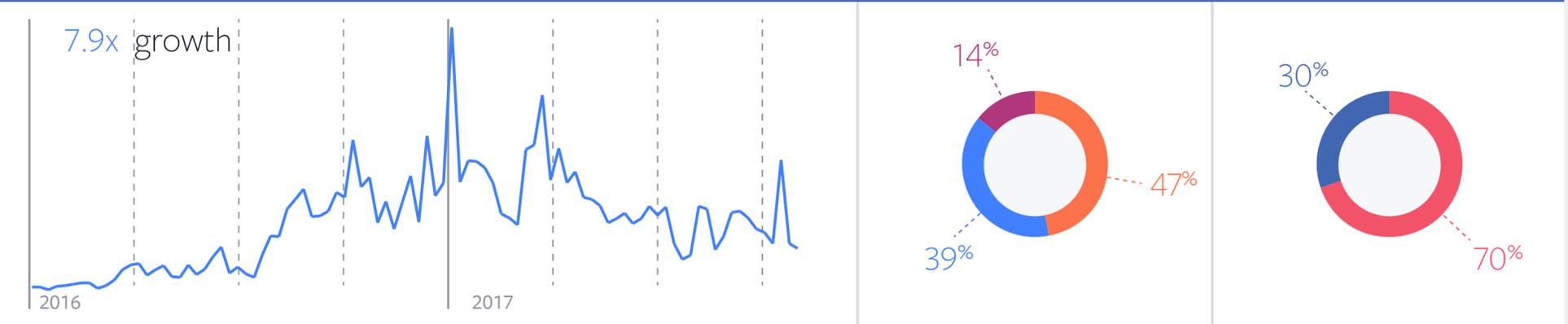
GENDER (Jul–Sep 2017)

● male ● female

Adobada



Bangladeshi Cuisine



Chicken Feet



Convenient Formats

People care about convenience, especially when it comes to food and drink. People are even willing to pay up to 11% more for each layer of convenience added to the food purchase journey, according to one 2017 study.⁴⁶

New food businesses are meeting the demand for quick and easy. For example, meal kits are on the rise: Over 1 in 5 US consumers are interested in trying a meal kit.⁴⁷ Between 2014 and 2016, the number of people who said they've purchased groceries online and would do so again more than doubled.⁴⁸ Since 2016, conversation has grown across *online food ordering* and *online grocer*.⁴⁹

Old industries are adapting to these new expectations. Take the wine industry, where *vino veritas* is rising in conversation.⁴⁹ As Millennials, now over the age of 21, embrace wine culture, they do so on new terms. To appeal to these young adults, winemakers have introduced innovative products and distribution models, like wine in cans and home delivery through apps.⁵⁰

When people move faster, so does how they get their food.

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

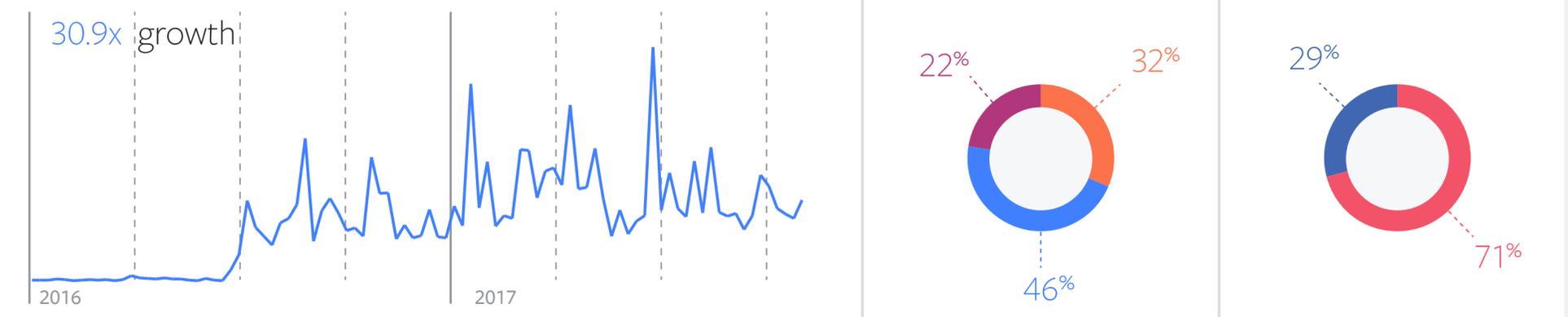
GENDER (Jul–Sep 2017)

● male ● female

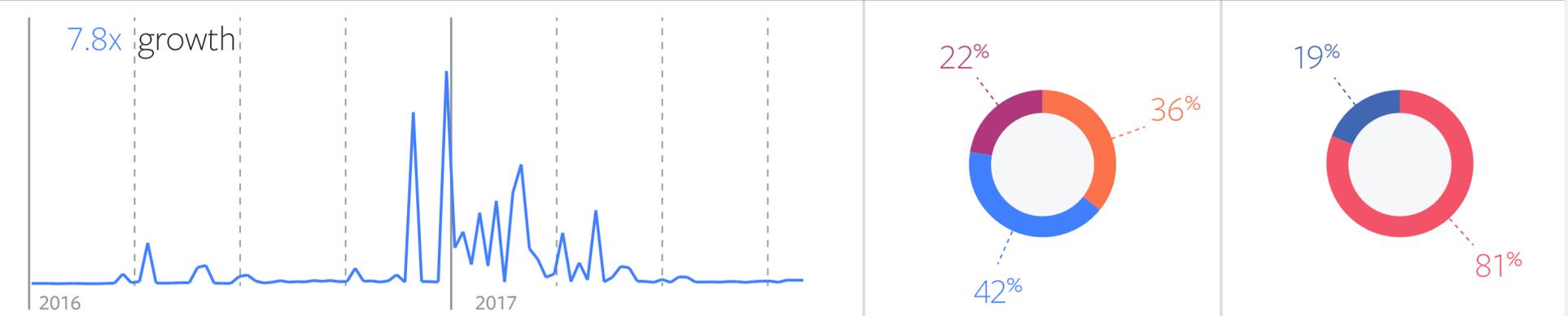
In Vino Veritas



Online Food Ordering



Online Grocer



46 "Food and Drinks Trends," Lux Research/JWT, 2017.

47 "Grocery Retailing," *Mintel*, November 2017, US only.

48 "Grocery Retailing," *Lightspeed/Mintel*, November 2016, US. Survey of 1,829 (2014 report), 1,919 (2015 report) and 1,952 internet users (2016 report) aged 18+ who are responsible for grocery shopping in household.

49 Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

50 Madeline Stone, "One of Napa Valley's most important entrepreneurs explains why millennials are changing the wine business for good," *Business Insider*, October 28, 2016.

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: in vino veritas

Picture-Perfect Food

People are dining out more, and chronicling their experiences by posting pictures of their dishes. In fact, 69% of Millennials take a photo (or a video) of their food before eating.⁵¹ Since January 2016, online conversation has grown across *food photography*.⁵² And whether it's FOMO or peer pressure, 66% of "frequent diners" said that, when it comes to fast-food restaurants they want to go to, it helps to see their friends' Instagram photos and videos.⁵³

In turn, some restaurants have introduced new criteria to inform how they build their menus and design their restaurants: photo-worthiness. A new kind of restaurant expert is emerging: one who promises to enhance the photo appeal of everything, whether it's dishes, drinks, sugar packets or bathroom wallpaper.⁵⁴

Even what we eat is changing based on Insta- (or photo) appeal. Colorful cuisines are popping:⁵⁵ Since January 2016, conversation has grown around *cotton candy* and *milkshakes*.⁵²

Suddenly, the most important sense in the dining experience is the eyes, not the mouth.

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

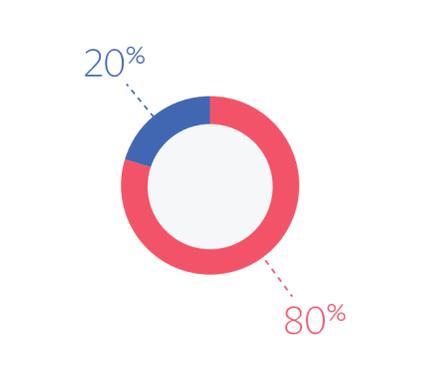
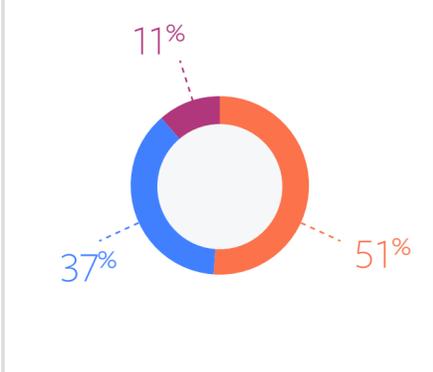
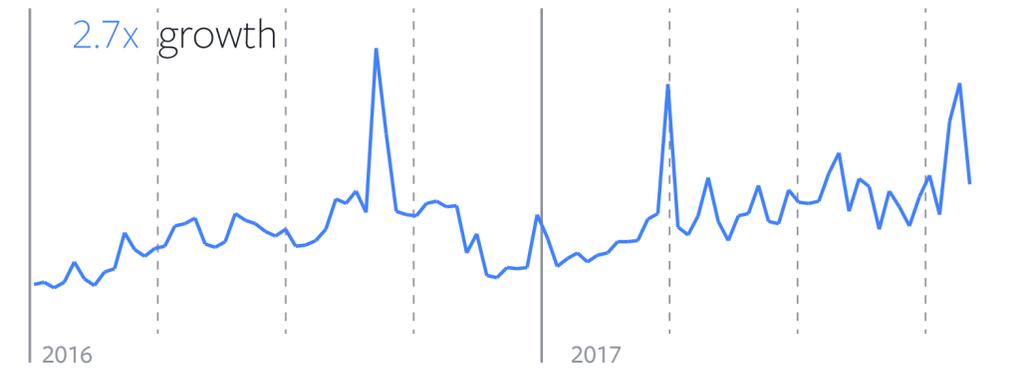
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

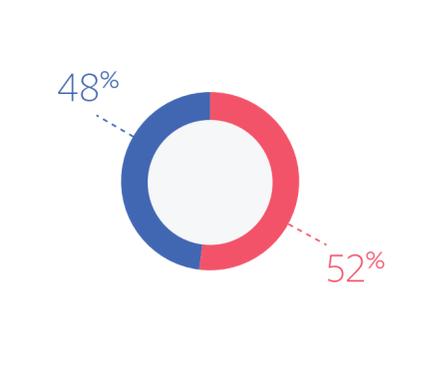
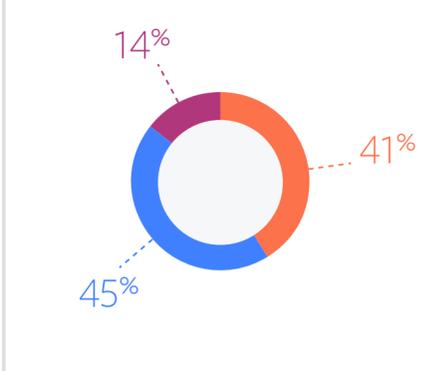
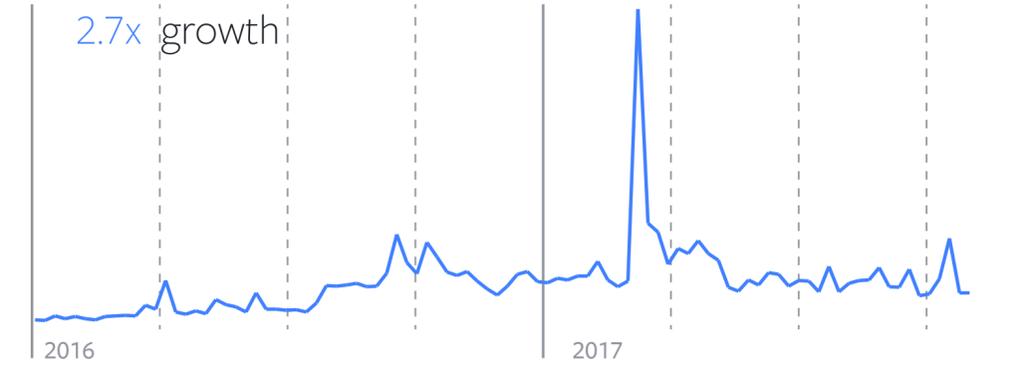
GENDER (Jul–Sep 2017)

● male ● female

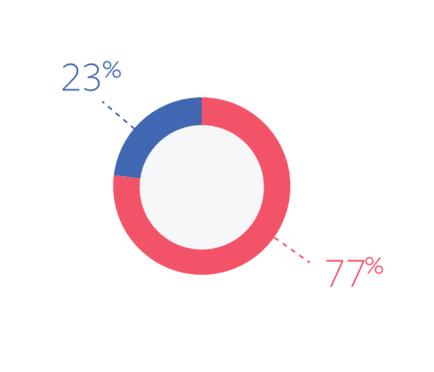
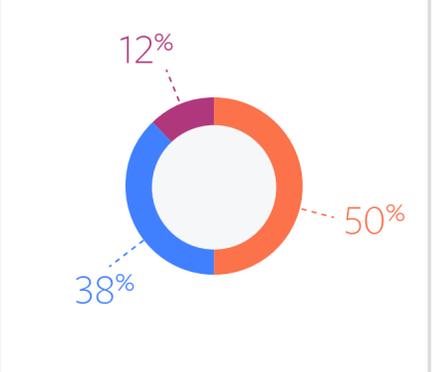
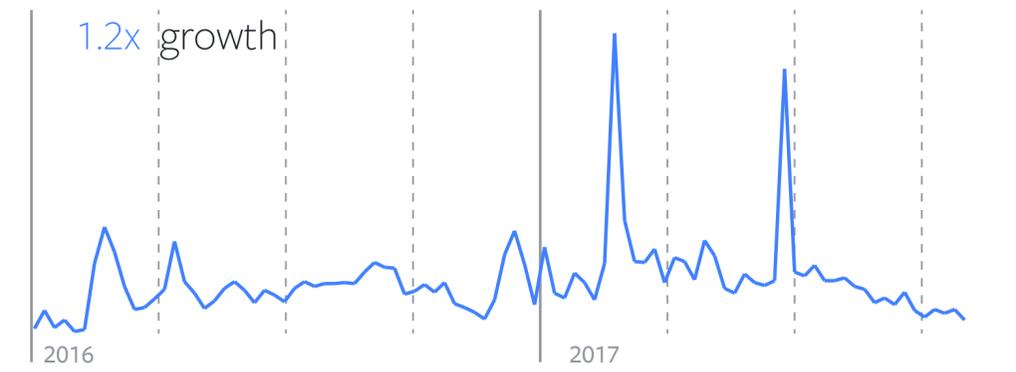
Cotton Candy



Food Photography



Milkshake



⁵¹ Jenna Amatulli, "An Obnoxious 69 Percent Of Millennials Take Photos Of Food Before Eating," *Huffington Post*, March 1, 2017.
⁵² Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).
⁵³ "The Mobile Diner: The Role of Tech in Dining Out," Facebook IQ, (Qualtrics-fielded survey of 1,701 people ages 18–51 in the US), Oct 2016. "Frequent Diners" go to fast-food restaurants at least 2x/week and have been in a fast-food restaurant in the last 7 days.
⁵⁴ Casey Newton, "Instagram is Pushing Restaurants to be Kitschy, Colorful, and Irresistible to Photographers," *The Verge*, July 20, 2017.
⁵⁵ Francine Roettger, "65 Of The Most Instagrammable Food Spots In NYC," *Buzzfeed*, June 15, 2017.

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.



Mind & Body

When it comes to health, mindfulness will matter more than ever. Rather than focusing on just the physical, people are taking holistic approaches to finding internal peace, healing their bodies and strengthening relationships at work.

A “New Age” for Pain

While historically, Western Medicine seemingly had ignored holistic, alternative or New Age practices, today many believe these practices can help reduce stress, often an underlying pain trigger.

In response to changing pain-management guidelines, some hospitals and doctors now recommend starting treatment with a more holistic approach, in some cases using prescription drugs only as a last line of defense.⁵⁶ Case in point, for patients with nonradicular low back pain, the American College of Physicians (ACP) recommends that physicians and patients start with non-drug therapies, including acupuncture, mindfulness-based stress reduction, tai chi and yoga. This is in contrast to ACP’s prior published guidelines for treatment of lower back pain, which did not assess mindfulness-based stress reduction.⁵⁷

Perhaps not coincidentally, since January 2016, online conversation has grown around *acupuncture*; *myotherapy*, which incorporates trigger point therapy, soft tissue massage and body manipulation; and *reiki*, a Japanese technique for stress reduction, administered through palm or hands-on healing.⁵⁸

People are finding alternative ways to feel better.

⁵⁶ Andrea K. McDaniels, “Doctors are using alternatives to addictive opioids to help patients deal with pain,” *Baltimore Sun*, February 18, 2017.
⁵⁷ “American College of Physicians issues guideline for treating nonradicular low back pain,” American College of Physicians, February 14, 2017, downloaded December 4, 2017.
⁵⁸ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: myotherapy, reiki

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

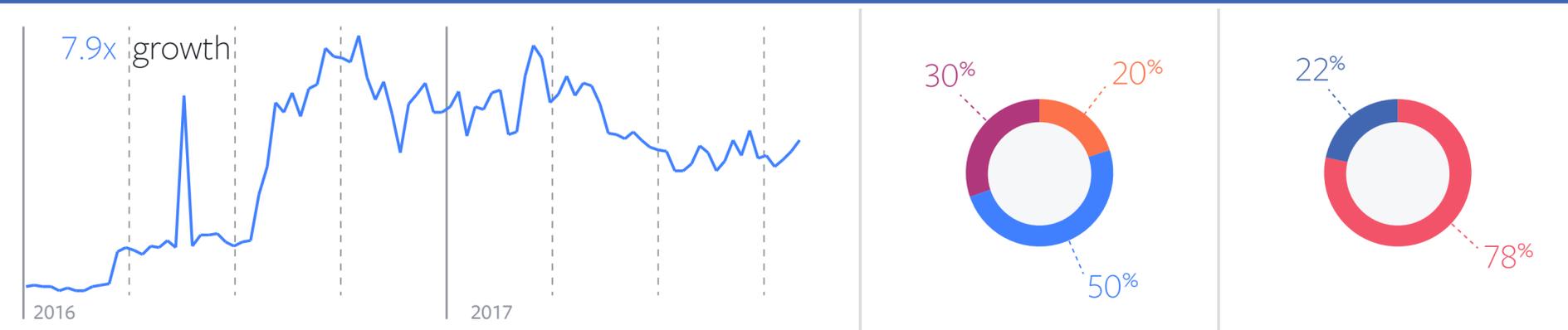
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

GENDER (Jul–Sep 2017)

● male ● female

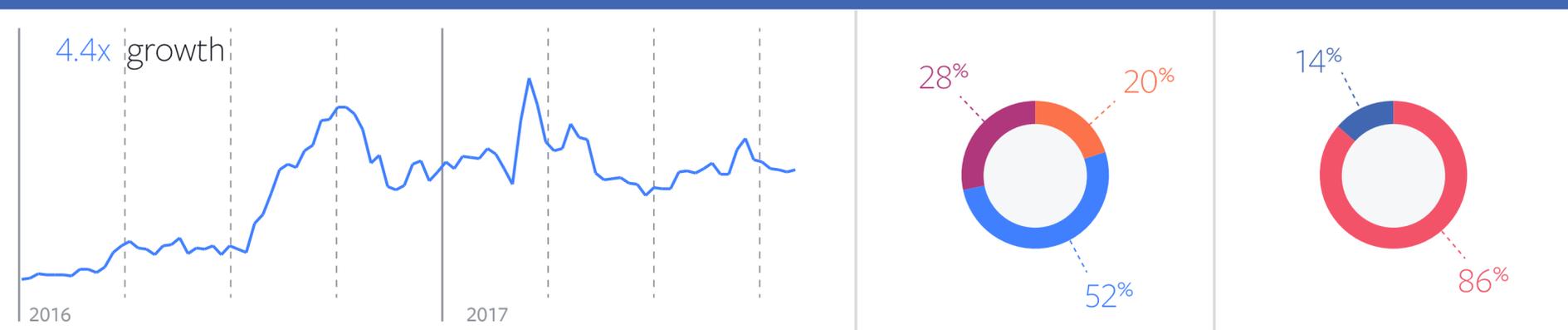
Acupuncture



Myotherapy



Reiki



Industry of Calm

People are stressed out: 44% of the American workforce loses sleep every night because they are worrying about work, and 38% of adults say they overeat because of stress.⁵⁹ People also increasingly realize that managing stress is just as important as working out or eating well. Even younger people, with seemingly less responsibility, are concerned with stress: 66% of US men (ages 18-24) surveyed say they are most concerned about stress as a health issue.⁵⁹

That might be why interest in mindful practices is rising. Since January 2016, online conversation has grown across *chakra*, *introspection* and *meditation*.⁶⁰ Meanwhile, the CDC published a 2017 study about the prevalence of yoga among US workers.⁶¹

Businesses are now in the business of keeping people calm, producing: adult coloring books; Japanese shouting vases, which turn the loudest screams of frustration into a mere whisper; and gadgets designed for nervous fidgeters, to name a few.⁵⁹ Regardless of which practice—or which activity—people choose to help them find calm in their lives, they are turning to social media to discover new outlets for stress management.

⁵⁹ “2017 Trend: Damsels in De-StressBase,” (1,831 internet users aged 18+ who experienced body pain in the past year), *Mintel*.

⁶⁰ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

⁶¹ “Prevalence of Mindfulness Practices in the US Workforce: National Health Interview Survey,” Centers for Disease Control and Prevention, January 5, 2017.

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Previous Topics to Watch: introspection

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

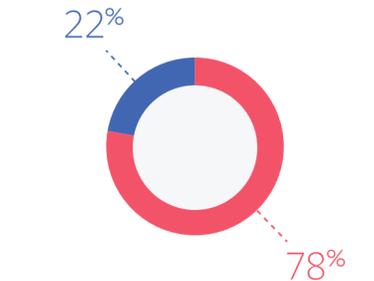
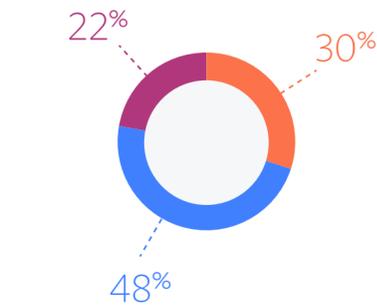
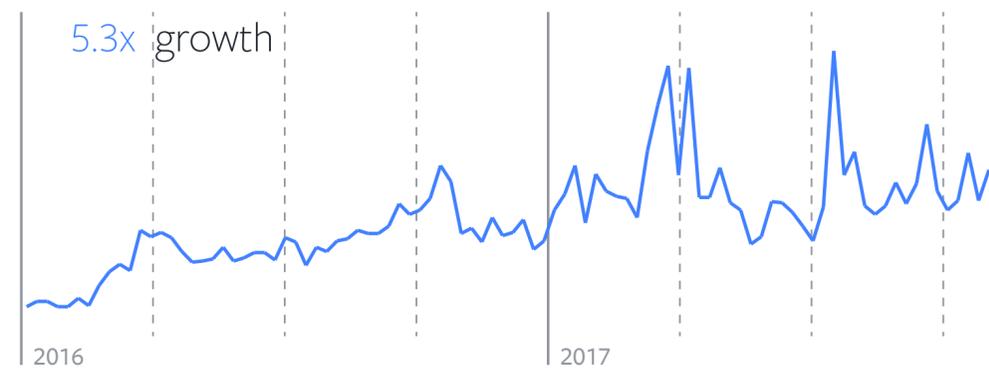
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

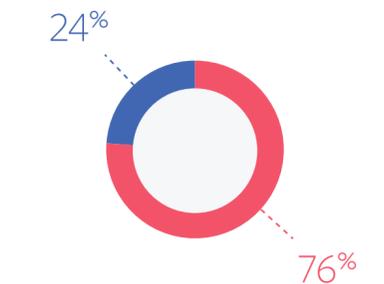
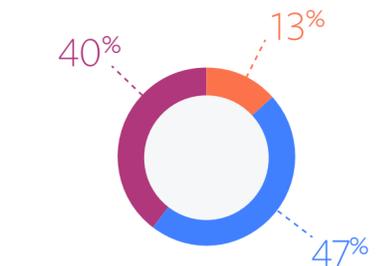
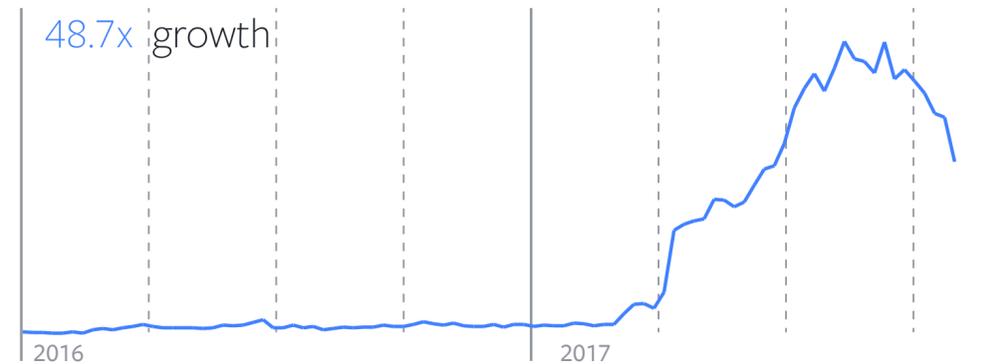
GENDER (Jul–Sep 2017)

● male ● female

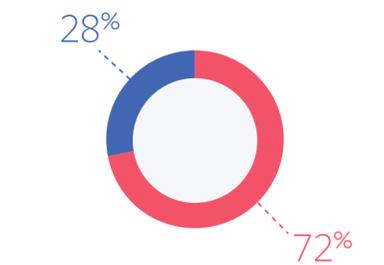
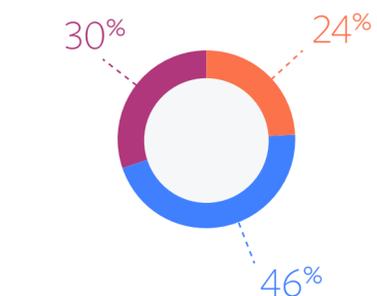
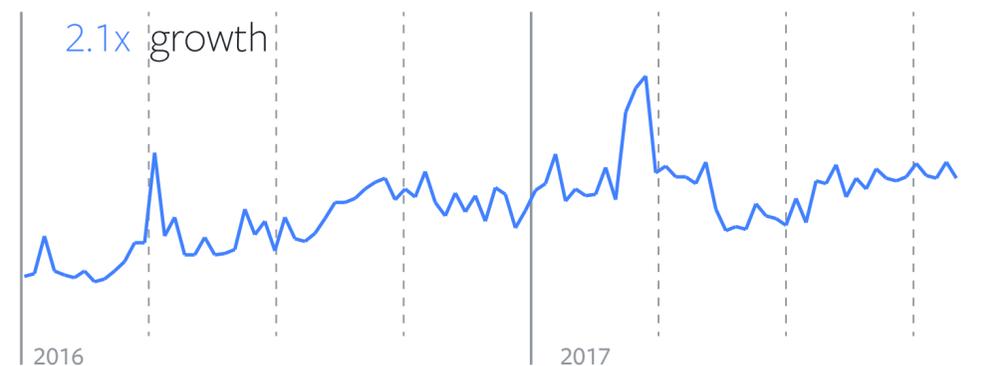
Chakra



Introspection



Meditation



Personality at Work

By 2020, Millennials will make up half the global workforce.⁶² With this major demographic shift, the culture of work will evolve to align with Millennial values.⁶³ Signs of this shift have been in place for a while, as seen by the increase in shared work spaces, work-life integration and casual attire.

Of the C-suite leaders surveyed, 70% say that the expectations of this younger generation will drive greater autonomy and collaboration.⁶¹ This new focus on individual accountability and collaborative work styles means that teams matter more than ever—both the ability to build effective teams and to work on them. Personality tests that identify strengths, passions, and even conflict-resolution styles help people become more self-aware and can even be used to create higher-performing teams.

As of 2015, workplace personality assessments overall were considered a 2-billion-dollar industry.⁶⁴ Most Fortune 500 companies reported using them and in 2017, one of the world's largest financial institutions announced it will embed personality tests into its hiring practices.⁶⁵ Since January 2016, online conversation has grown across the *Enneagram of Personality*, *Myers-Briggs Type Indicator* and *personality*.⁶⁶

The path to Next-gen⁶² work could see greater emphasis on the role of personality at work, affecting how companies build teams, train and hire.

⁶² "Transitioning to the Future of Work," Deloitte, September 2016 (Facebook-commissioned survey of 245 global c-suite executives).

⁶³ "Shifts for 2020: Blurring Boundaries," Facebook IQ, April 20, 2017.

⁶⁴ Eliza Gray, "Questions to Answers in the Age of Optimized Hiring," Time Magazine, June 11, 2015.

⁶⁵ Olivia Oran, "Goldman to use 'personality test' for hiring decisions," Reuters, August 9, 2017.

⁶⁶ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: Enneagram of Personality

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

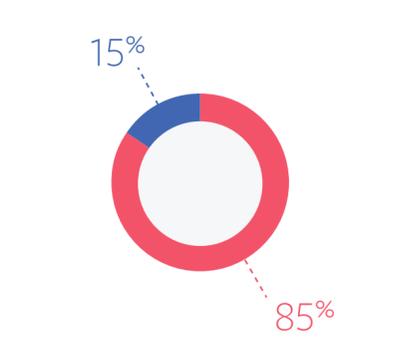
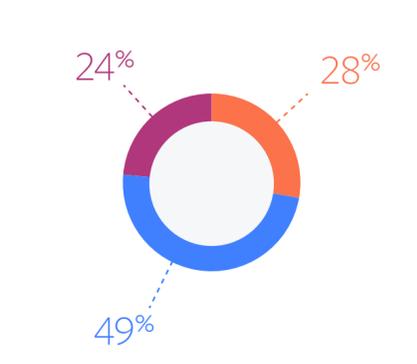
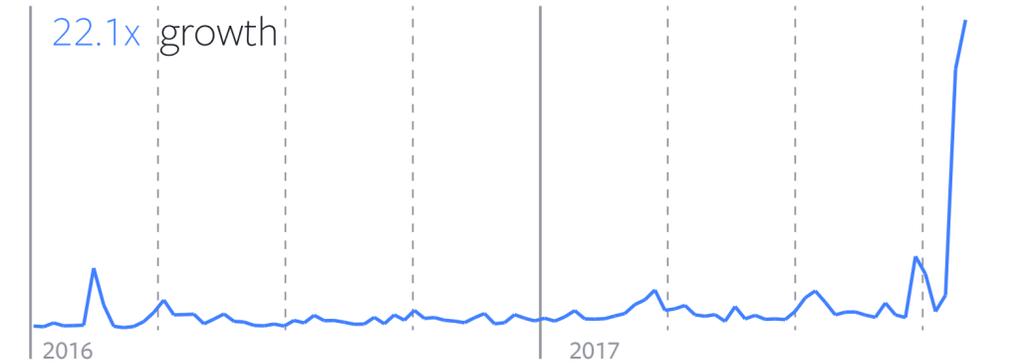
AGE (Jul–Sep 2017)

● 18–34 ● 35–54 ● 55+

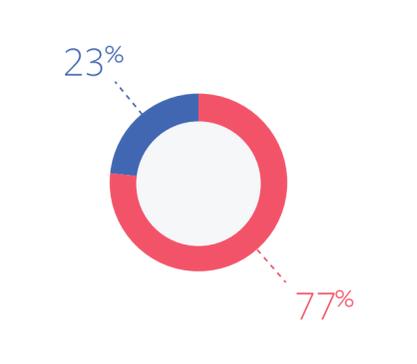
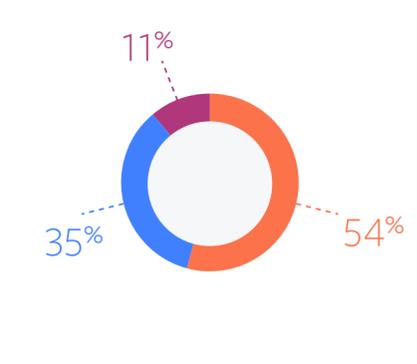
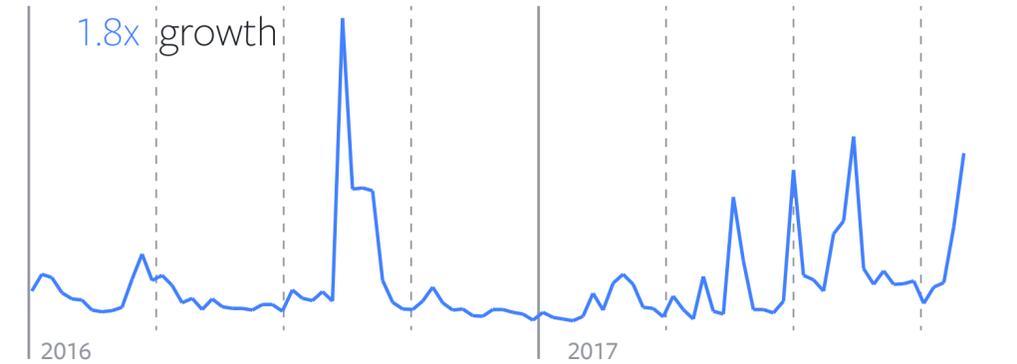
GENDER (Jul–Sep 2017)

● male ● female

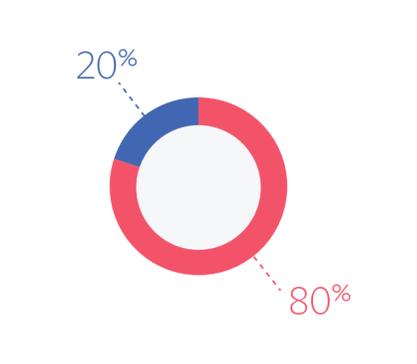
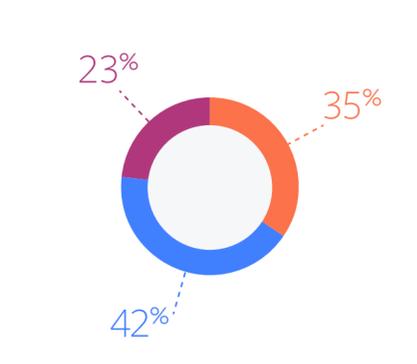
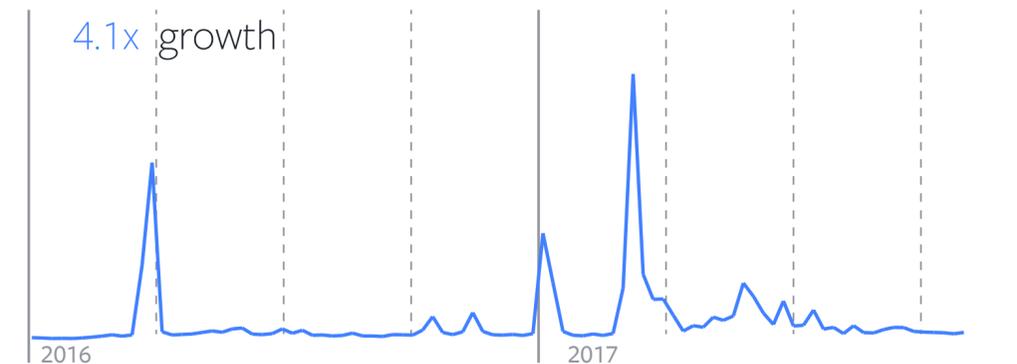
Enneagram of Personality



Myers-Briggs Type Indicator



Personality





Technology

As people anticipate the promise of a future inspired by sci-fi, they are already using advanced technologies in their everyday lives, even if they don't realize it. The future of technology is now.

Everyday AR

Augmented reality (AR) offers a real view of a physical environment that has been “augmented” or enhanced by computer-generated elements, such as graphics, videos, sounds or GPS data. Businesses are already using this feature: Realtors, for example, use augmented reality to virtually stage empty homes in online listings.

Everyone with a mobile phone can live in an augmented reality. Developer tools now entering the market may make this the year augmented reality goes mainstream. It’s predicted that soon people will be able to use their phones to instantly translate a menu or measure a sofa. Since January 2016, online conversation on Facebook has grown across topics like *augmented reality*, *alternate reality games* and *mixed reality*.⁷³

Millions of people have already experienced augmented reality when playing real-world video games. Some may still feel that AR is the stuff of early tech adopters or gamers, but it’s already part of our collective cultures and memories. Every day, people use the camera filter in Instagram Stories to imbue a little magic into their reality.

⁷³ Facebook data, from January 2016–October 2017; 18+, US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

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CONVERSATION OVER TIME (Jan 2016–Oct 2017)

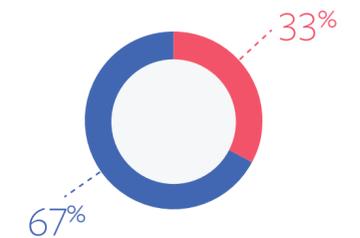
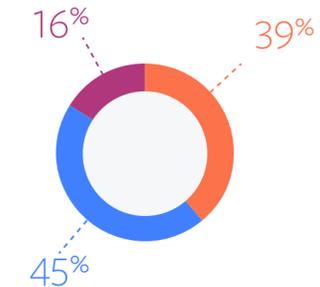
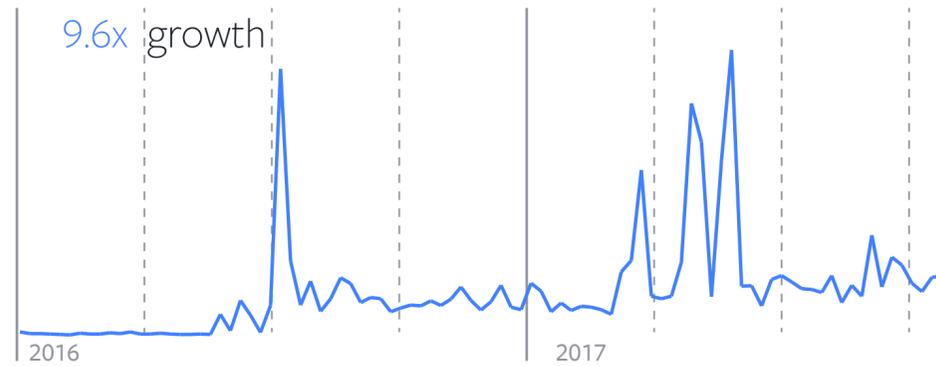
AGE (Jul–Sep 2017)

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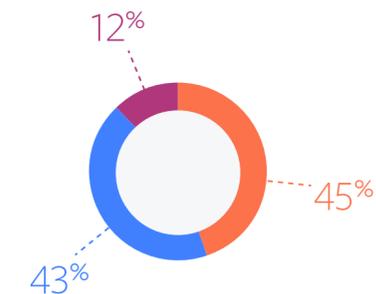
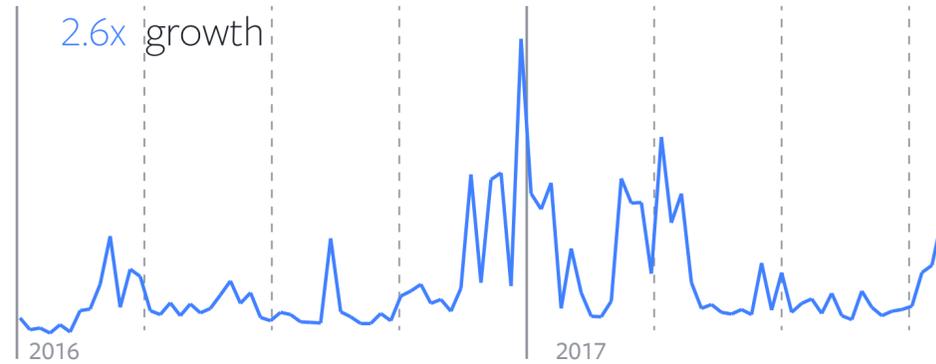
GENDER (Jul–Sep 2017)

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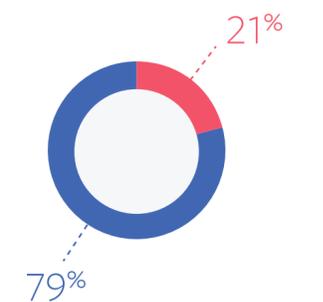
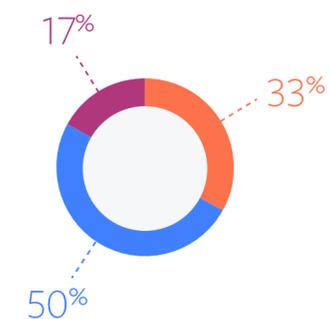
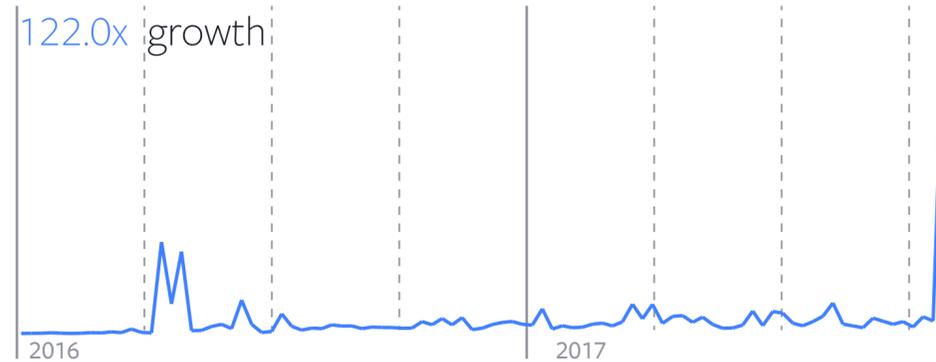
Augmented Reality



Head Mounted Display



Mixed Reality



Friendly-bots

People’s fascination with artificial intelligence is growing. Since 2016, conversation has grown around *artificial intelligence*, *deep learning* and *computer programming*.⁶⁹ Attitudes towards AI are also evolving: While some may be wary of it, there is growing anticipation for what a future with artificial intelligence could look like.

In the US, 1 in 5 internet households already has at least one IoT device, with smart speakers being the most common.⁷⁰ Other increasingly common devices include connected thermostats and in-home digital assistants.

As much as people are talking about a connected future, they are actually living in a connected present. Artificial intelligence affects everyday life, from autocorrecting messaging to dubbing video content. Businesses increasingly use AI as part of customer services, using messenger bots to respond to routine queries.⁷¹ A recently released app even uses artificial intelligence to narrate physical surroundings for the visually impaired.⁷²

The future is here.

⁶⁹ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).

⁷⁰ “Smarter and More Connected: The Emerging Landscape of IoT and Connected Devices,” *Comscore*, May 2017.

⁷¹ “More Than a Message: Messaging Means Business,” *Facebook IQ*, December 1, 2016.

⁷² Libby-Jane Charleston, “Artificial Intelligence Is Helping Blind People To See,” *Huffington Post*, November 16, 2017.

Chart Source: Conversation over time: Facebook data, from January 2016–October 2017, 18+, US only. Growth rates compare average weekly volume of last month to average weekly volume of first month (October 2017 over January 2016). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, from July–September 2017, 18+, US only.

Previous Topics to Watch: computer program, deep learning. Previous Hot Topic: artificial intelligence.

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

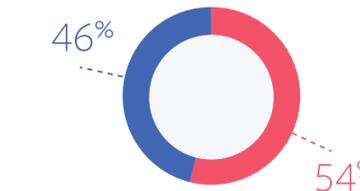
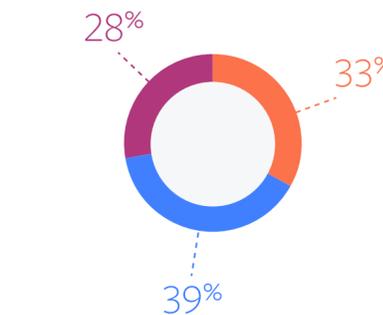
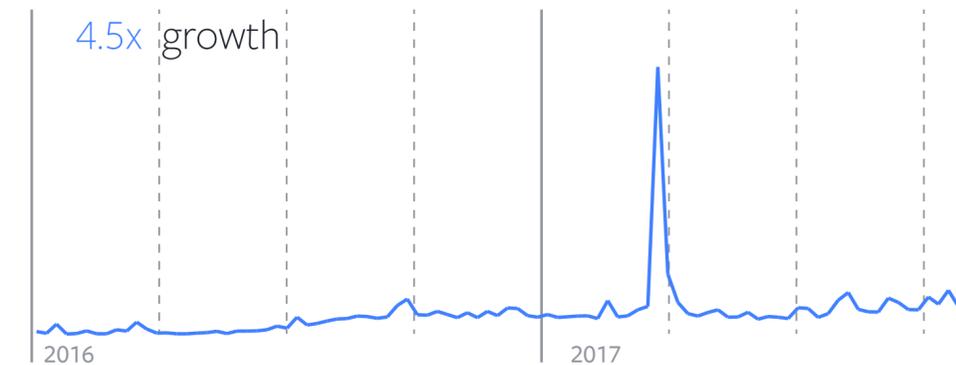
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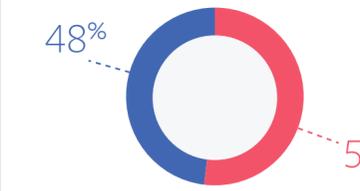
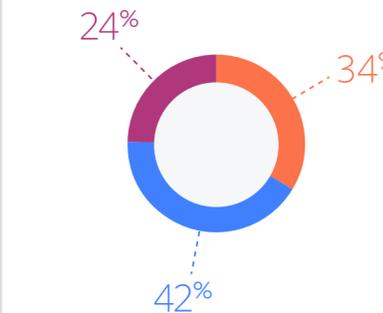
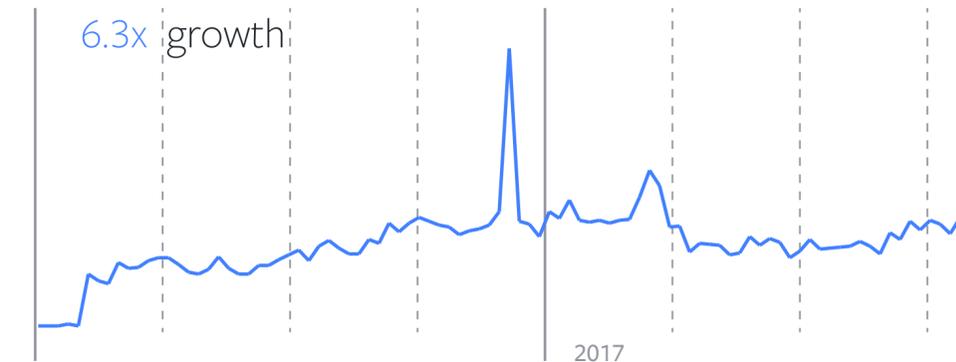
GENDER (Jul–Sep 2017)

● male ● female

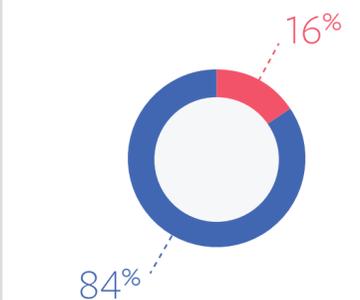
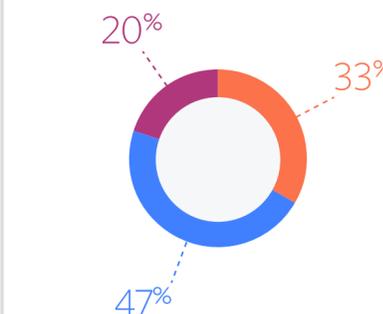
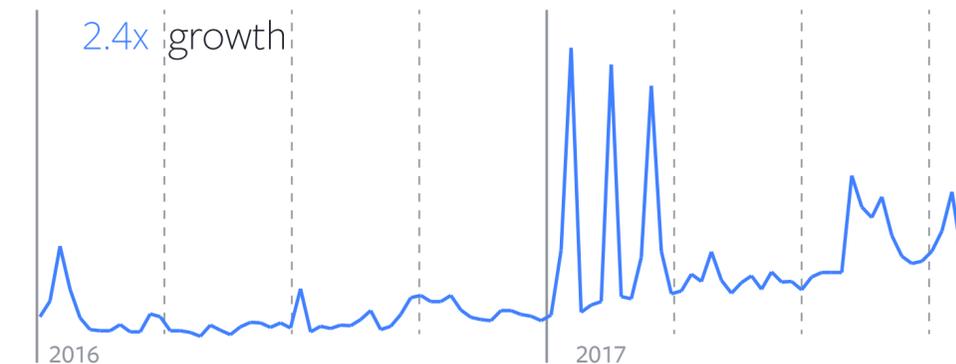
Artificial Intelligence



Computer Program



Deep Learning



The World, Customized for Me

Imagine a room that changed temperature, lighting or music the minute you entered. In the near future, people will come to expect their immediate surroundings to adjust to their personal preferences, all without having to ask.

New technologies and developer tools are making this possible. Proximity marketing uses short-range technologies like Bluetooth to send people messages on their phones based on their locations, and it's becoming more commonplace. Meanwhile, new developer tools may mean the potential for phones to "talk to" a responsive local environment. Barriers to these technologies' widespread adoption are fading. For one, wireless headsets require Bluetooth now, and as demand for wireless headsets grows, more people will likely leave Bluetooth on by default. This will benefit proximity marketing's adoption, as well as other similar programs that connect with and inform the local environment.

Since January 2016, online conversation has grown around *Bluetooth*, *headsets* and *proximity marketing*.⁶⁷ We may be closer than ever to a world run by a personal Mobile Command Center.⁶⁸

⁶⁷ Facebook data, from January 2016–October 2017; 18+; US only. For more information on methodology, go to [The Annual Topics and Trends Report from Facebook IQ](#).
⁶⁸ "Shifts for 2020: Mobile Command Center," *Facebook IQ*, October 12, 2017.

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Previous Topics to Watch: headset, proximity marketing

CONVERSATION OVER TIME (Jan 2016–Oct 2017)

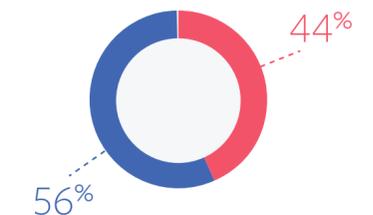
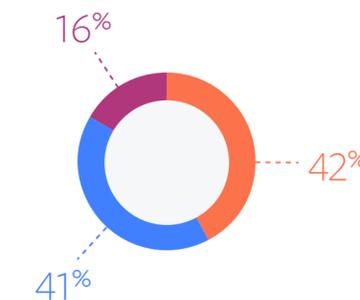
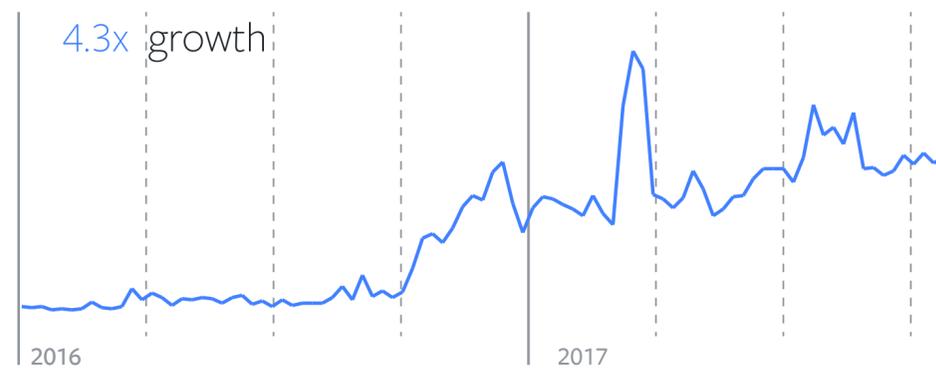
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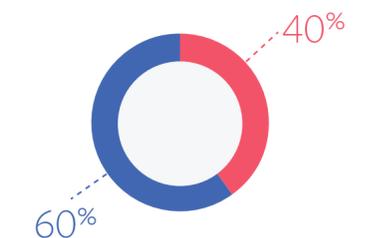
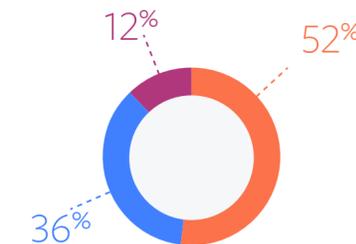
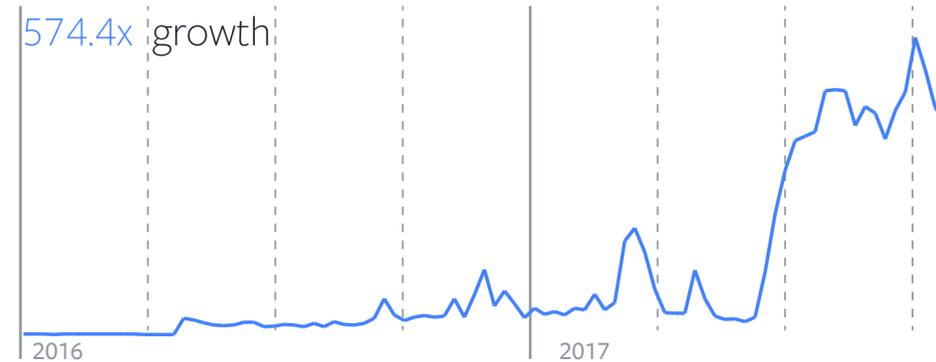
GENDER (Jul–Sep 2017)

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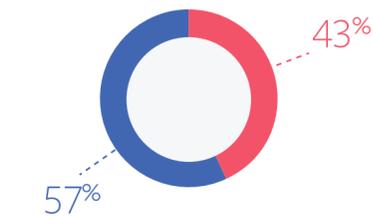
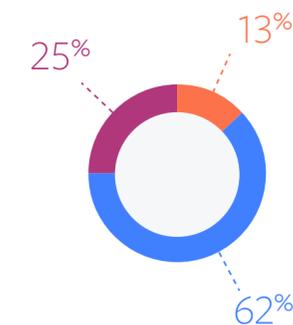
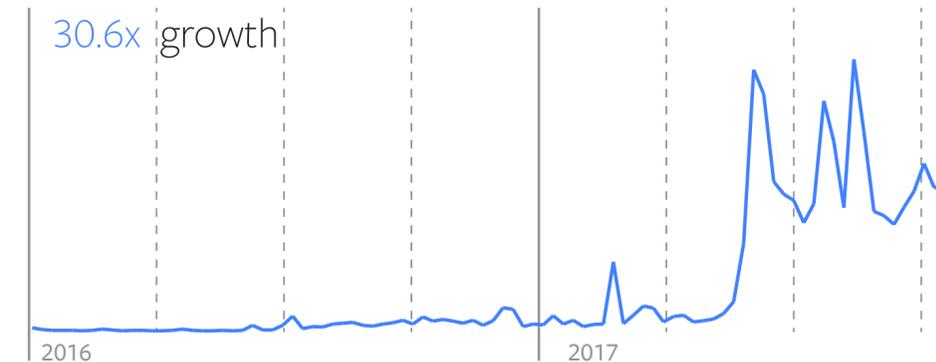
Bluetooth



Headset



Proximity Marketing



Looking for More?

To discover 20 shifts changing the world, check out the Facebook IQ series **Shifts for 2020.**

To see how messaging is changing the landscape of business, check out **More Than a Message: Messaging Means Business.**

To learn more about Empowerment Marketing, check out **How Gender-Positive Ads Pay Off.**

To see how Singles' Day is impacting the rest of the world, check out **Mobilizing Holiday's Spare Moments.**

For more on some of the topics and trends we covered in specific verticals, see these studies:

Entertainment:

- **My Show on My Schedule: How Streaming Has Changed the Game**

Food:

- **Cooking Up a Crave: The Role of Mobile in Fast Food Dining**
- **Three shifts in food culture as seen through Facebook and Instagram**