

1. Blurring Realities

1.1 From external to internal filters	16
1.2 From post-truth to post-lie	19
1.3 Post-photoshop era	22
1.4 Blurring self-identity	28
1.5 Conspiracy culture	34
1.6 Double proof for the fact checkers	37
1.7 Loving black & white in a gray world	40

2. Trust Pendulum

2.1 Implosion of trust	50
2.2 Personal & informal trust	53
2.3 Bridging trust gaps	58
2.4 The open-source attitude	64
2.5 Be a pico influencer	68
2.6 Culture of appreciation & empathy	72

3. The ‘You know Me’ Society

3.1 Nothing on me	82
3.2 Digital James knows you	86
3.3 I know how you feel	90
3.4 Use my data! Fast forward to the past	98
3.5 Privacy paradox	100
3.6 My data, my € \$ ¥ £	103
3.7 <i>Black Mirror</i> vs. Singularity University	106

4. Digital Balance

4.1 Hate: from technophobia to algorithm aversion	114
4.2 Love: digital addiction	118
4.3 Phubbing – ignoring people	126
4.4 The Future: counter trend, digital butlers & apathy	129
4.5 Digital balance as a luxury	132
4.6 Practicing patience in a world that's speeding up	138
4.7 The future of human work	140

5. Future Ethics

5.1 Who's responsible for this?	152
5.2 Jumping into the ethics vacuum	155
5.3 Ethics in the workplace	158
5.4 Moral licensing, purpose washing, and cancel culture	166
5.5 Puritanism fallacy	172
5.6 Indirect activism & nudge the nudgers	174

6. Mental Surplus

6.1 The normalizing of mental health	186
6.2 Gen Z: anxious activists	188
6.3 Mental health & technology	192
6.4 Suffering from home	198
6.5 Creating a mental surplus	204

Acknowledgements	214
References	218