

Introduction

9

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

5. Future Ethics

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

6. Mental Surplus

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

Acknowledgements	214
References	218