

THE OPINION GENERATIONS

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THE OPINION GENERATIONS

The Underlying Infrastructure
of Society



The Opinion Generations

1950 – 1975

EFFICIENCY

PROGRESS

ENGINEERS
Techniques

« Zero Risk »



The Opinion Generations

1950 – 1975

Oil
Shock

1975 – 2000

EFFICIENCY

PRECAUTION

PROGRESS

ETHICS

ENGINEERS
Techniques

MANAGERS
Words

« Zero Risk »

« Global Village »



The Opinion Generations

1950 – 1975

Oil Shock

1975 – 2000 « 9/11 »

2000 – 2025

EFFICIENCY

PRECAUTION

TRANSPARENCY

PROGRESS

ETHICS

ENGAGEMENT

ENGINEERS
Techniques

MANAGERS
Words

LEADERS
Money

« Zero Risk »

« Global Village »

« Liquid World »

The Opinion Generations

1950 – 1975	Oil Shock	1975 – 2000 « 9/11 »	2000 – 2025 ?	2025 – 2050?
EFFICIENCY		PRECAUTION	TRANSPARENCY	GOVERNANCE
PROGRESS		ETHICS	ENGAGEMENT	POWER
ENGINEERS Techniques		MANAGERS Words	LEADERS Money	CHIEFS Rules
« Zero Risk »		« Global Village »	« Liquid World »	« My Home »



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40 : stability
15 : rebellion



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40 : stability

15 : rebellion

40 : disruption

15 : fears

May 68

Berlin, URSS



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40 : stability 15 : rebellion		40 : disruption 15 : fears	40 : shrinkage 15 : anchors	
May 68		Berlin, URSS	finance, migrants	



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40 : stability 15 : rebellion		40 : disruption 15 : fears	40 : shrinkage 15 : anchors	40 : belonging inclusion/conflict?
May 68		Berlin, URSS	finance, migrants	



Thank You.