



🐦 Birdseye Report | Industry Deep Dive

Tech

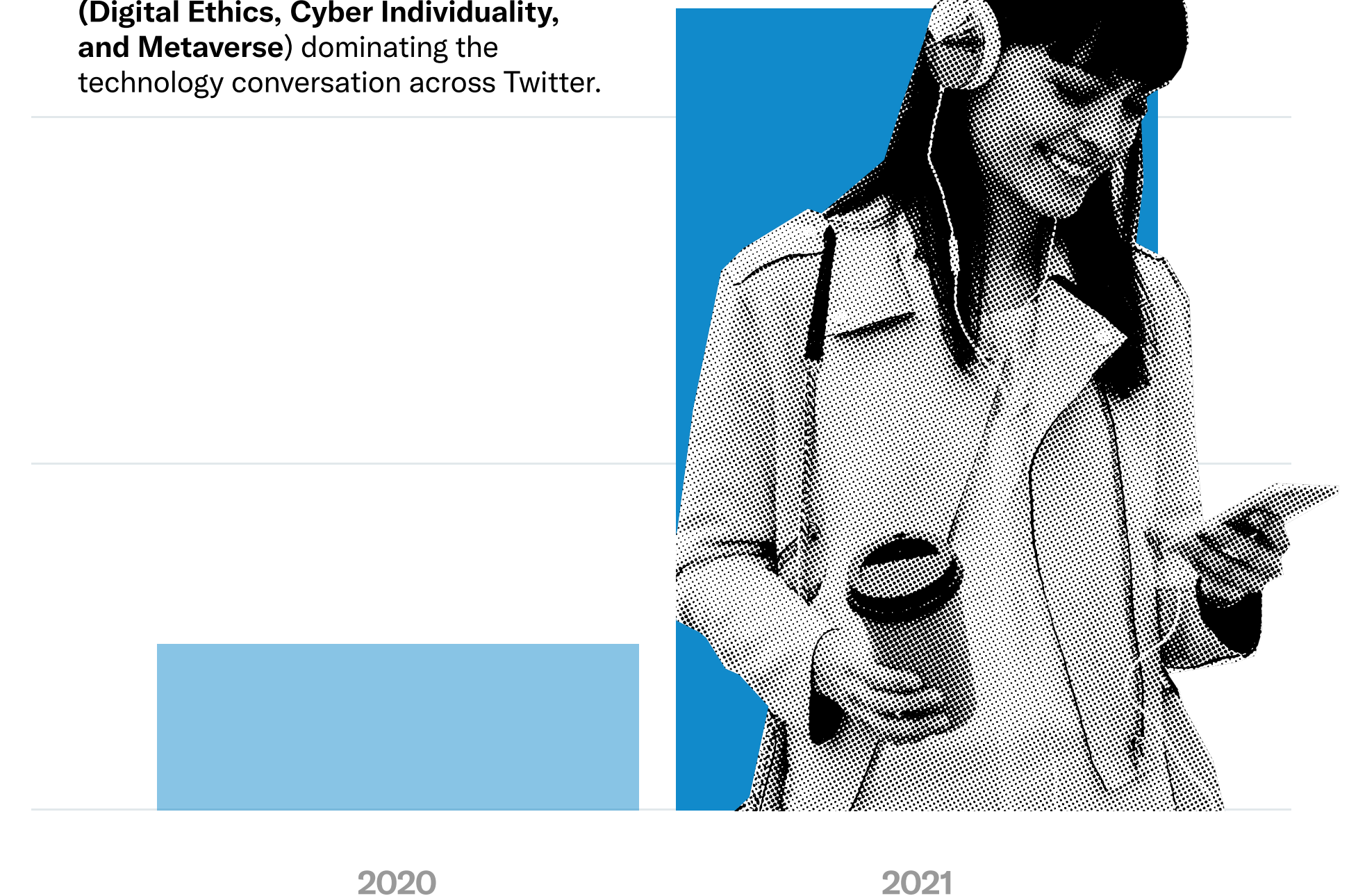
Presented by Sprinklr

Consumers are in control

Powerful technology was once only accessible to the largest enterprises. Now, that technology and that power is in the hands of consumers. The barriers to connection, creation, and community have fallen, and brands are no longer gatekeepers, but collaborators. In 2022 and beyond, every company is a tech company and every customer is the author of their own unique digital life.

+3,587%

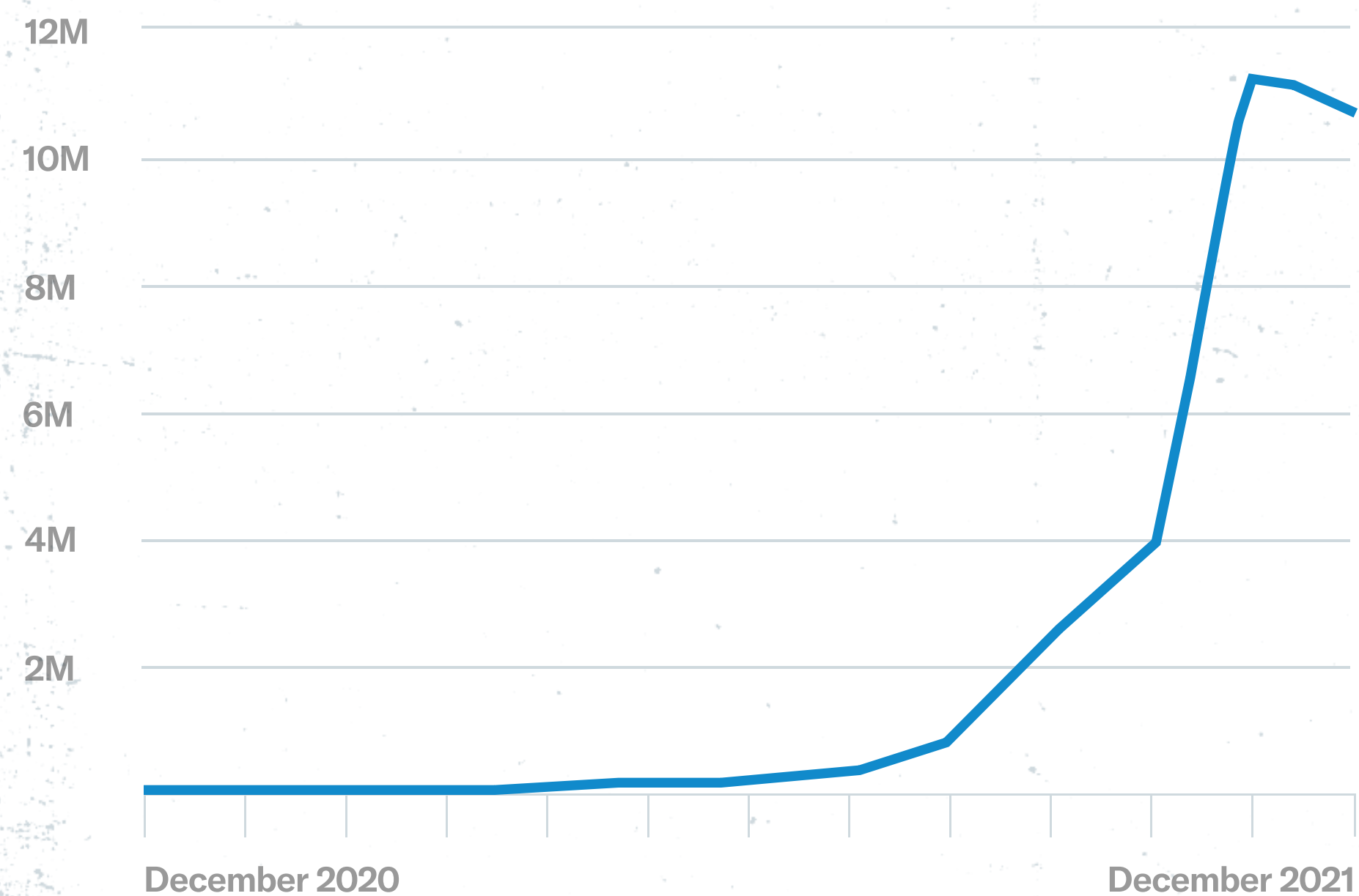
YoY growth for the three trends
**(Digital Ethics, Cyber Individuality,
and Metaverse)** dominating the
technology conversation across Twitter.



The data above is based on global Twitter conversations related to digital ethics, cyber individuality, and metaverse. YoY is defined as the period of December 19, 2020 – December 19, 2021 versus the previous 365 days (December 19, 2019 – December 19, 2020). See Methodology for details.

The YoY period references Dec 19, 2020 – Dec 19, 2021 vs. Dec 19, 2019 – Dec 19, 2020. See Methodology for details.

Trended volume of Twitter conversation related to digital ethics, cyber individuality, and the metaverse



In this new paradigm, people are rewriting the rules of digital citizenship, blurring the lines between the virtual and the tangible, and reimagining a more curated, inclusive, and personalized culture. They look to technology and tech brands to facilitate, accelerate, and participate as partners as they invent a new, better world. To deliver on these expectations, tech brands need to tap into customer sentiment across myriad channels and deliver a seamless, unified experience in real time, or risk falling behind more nimble competitors.

In the following report, we dive deep into the three trends that will help define the tech experience for consumers in 2022.

Gender makeup of people posting about the top trends

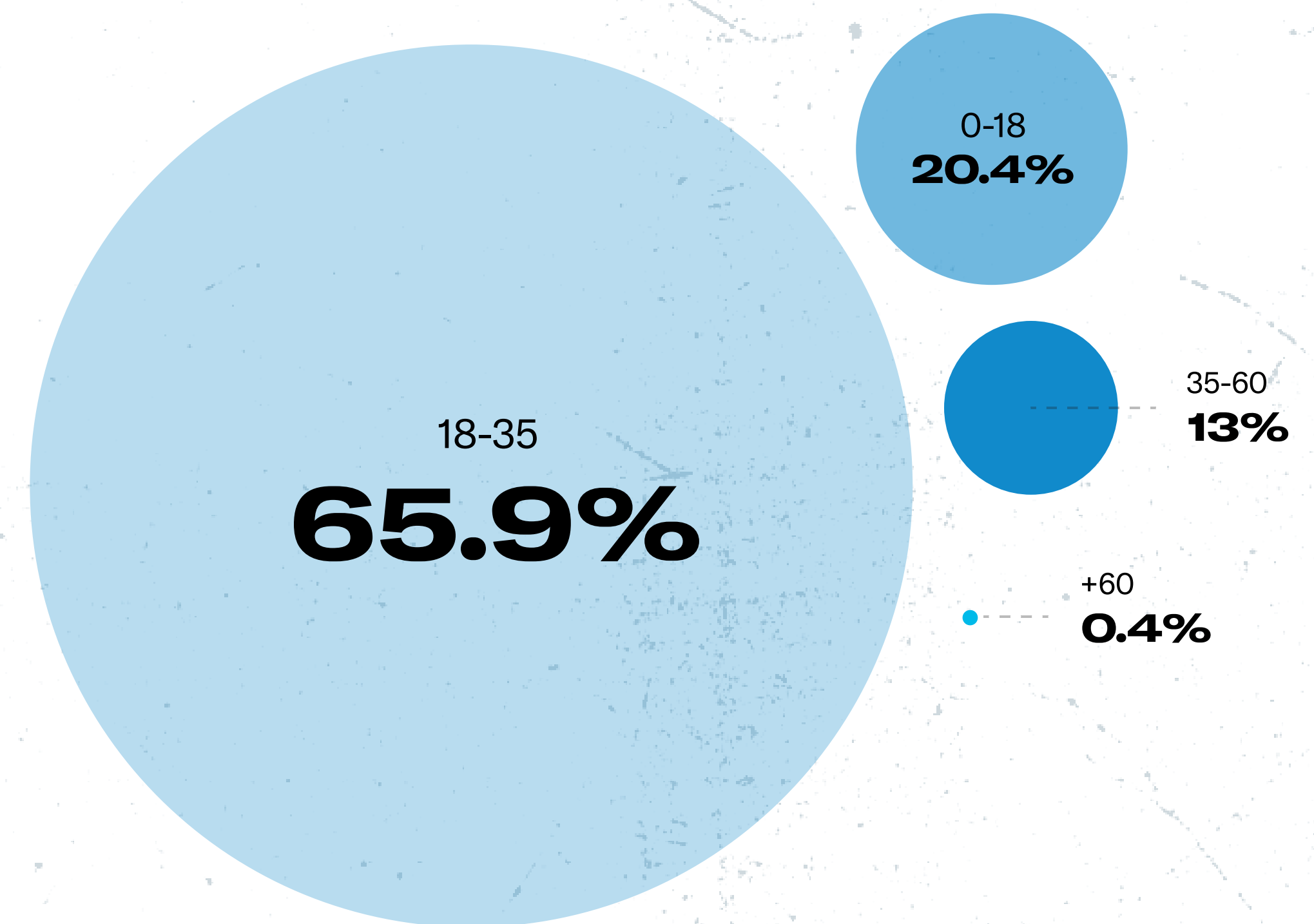
~13.5M

YtD mentions, male

~5.5M

YtD mentions, female

Age category breakdown of Tweets related to digital ethics, cyber individuality, and metaverse



The charts above are based on global Twitter mentions of keywords related to digital ethics, cyber individuality, and metaverse from December 19th, 2020 to December 19th, 2021. See Methodology for details.

Trends to watch

To be the accelerant of change, the tech industry must have a unified understanding of the customer that reaches across all digital channels to tap into these trending conversations.

01 Digital ethics

In a virtual world, good citizenship transcends traditional boundaries. People expect technology and the tech industry to create a more equitable, accessible, sustainable, and inclusive way of life. They also expect agency and transparency, claiming ownership of personal data and intellectual property.

02 Cyber individuality

Web3, a new generation of internet capabilities and services, gives people digital independence and more ways than ever to find their social circle, calling, or happy place. Technology empowers self expression, helps individuals coalesce into communities around shared interests, and allows people to live and work exactly where and how they choose.

03 Into the metaverse

Rapid advances in augmented and virtual reality promise even greater immersion into parallel digital worlds, breaking new ground for more tactile, sensory digital experiences.

O1

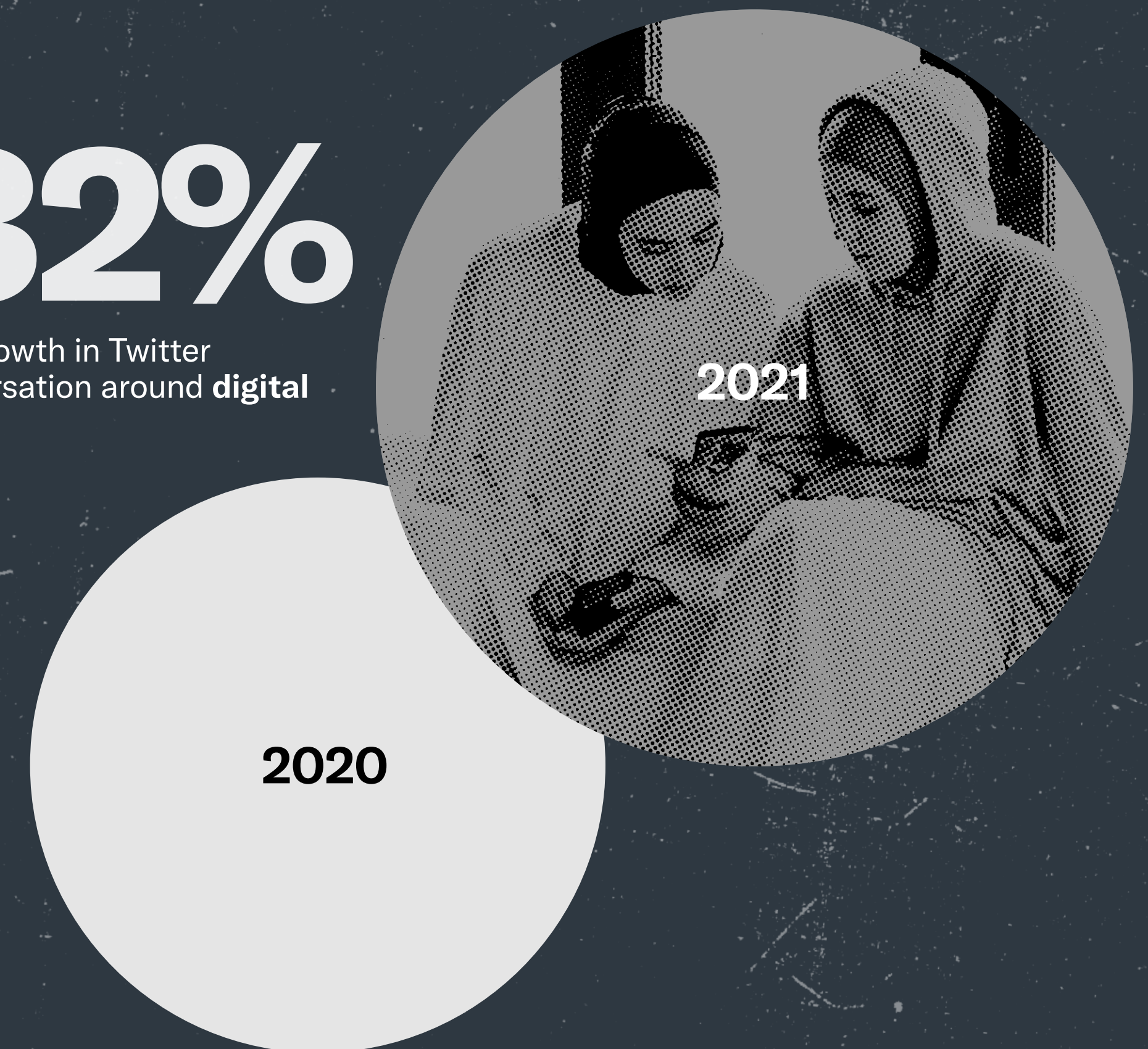
Digital ethics

Fueling the future of social, environmental, and cultural change

Technology has created a truly borderless world and brought us all into closer contact with people of diverse backgrounds and cultures. It's also given us a clearer view of the enormous challenges we face as a global community: inequality, powerlessness, environmental destruction, and social division.

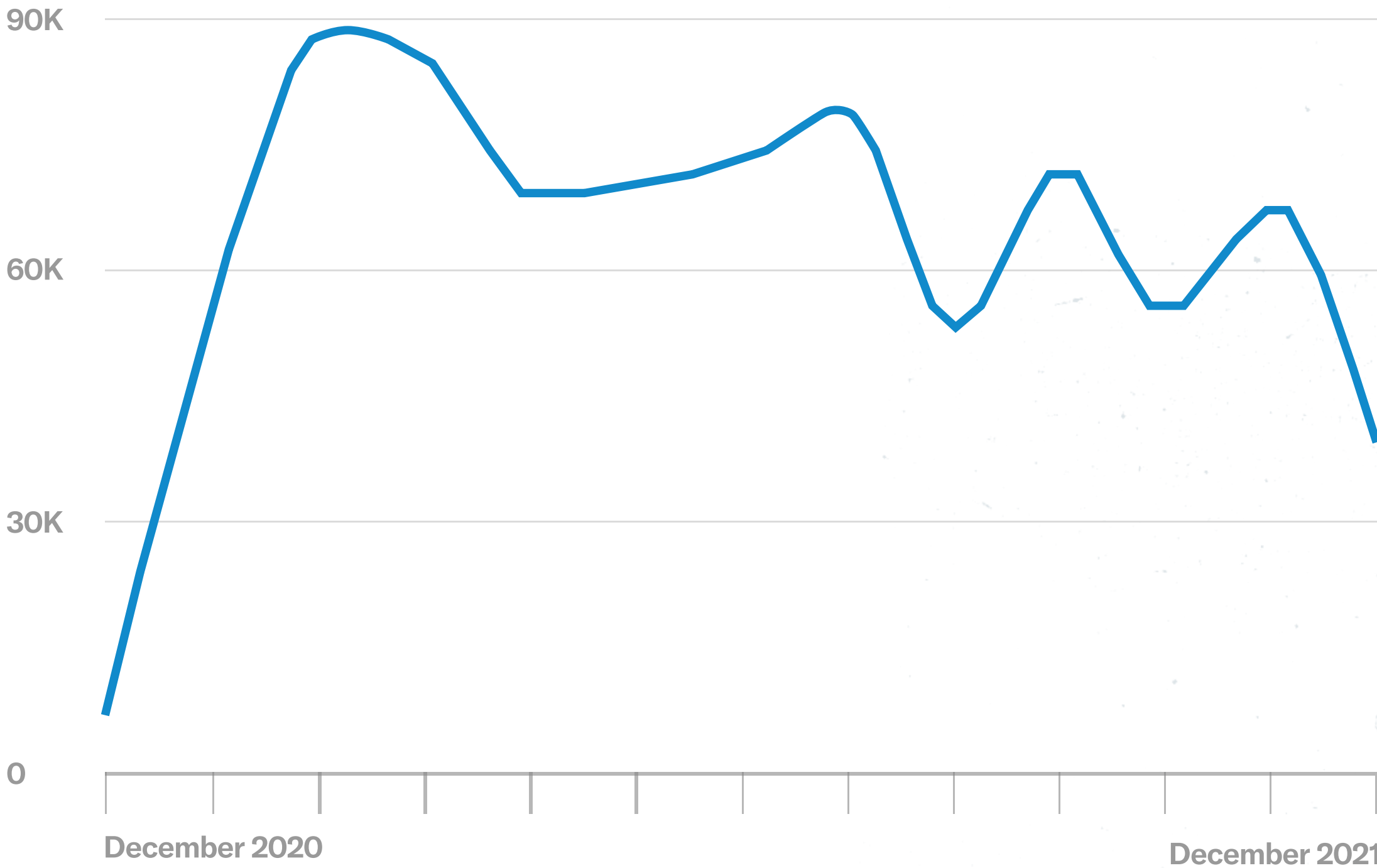
+32%

YoY growth in Twitter conversation around **digital ethics**



The data above is based on global Twitter conversations related to digital ethics. YoY is defined as the period of December 19, 2020 – December 19, 2021 versus the previous 365 days (December 19, 2019 – December 19, 2020). YTD is defined as January 1, 2021 – December 19, 2021. See Methodology for details.

Trended volume of Twitter conversation related to digital ethics



But people have seen that technology can also combat these forces. When data is “the new oil,” control of that data is power; advances in tech like distributed databases afford data privacy and help put that power back in the hands of individuals. Direct contact with brands and institutions through social channels helps digital citizens leverage their influence and demand a commitment to societal good. And when a lack of access to technology accelerates inequality, customers look to the tech industry to bridge the digital divide.



Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic on Twitter?

Twitter conversation YoY growth, 2021 vs. 2020

Conversations related to
sustainability in tech

+51%

Conversations related to **data**
transparency and consent

+39%

Conversations related to
carbon neutrality in
technology

+192%

Conversations related to
ai bias & ethics

+25%



Turn insights into action

01 **Be proactive with honest customer engagement**

Customer sentiment has moved beyond just the quality of your product or services, so authentic messages that take a position on important issues, demonstrate a commitment to customer safety and privacy, and represent good corporate citizenship will resonate most. Wear your values like a badge of honor so your customers never have to wonder what you stand for.

02 **Innovate with tools to empower good**

Provide features, applications, or interfaces that amplify action on social values. Listen to your customers across all digital channels so you can give them the tech they need to be their best selves.

03 **See the human beyond the data**

Don't make your customers feel like they (or their personal data) are a product. Embrace business practices like opt-in data consent or residuals from data use to re-humanize your customers and create more meaningful, enduring connections.



02 Cyber individuality

It's easier than ever to empower and express yourself with Web3

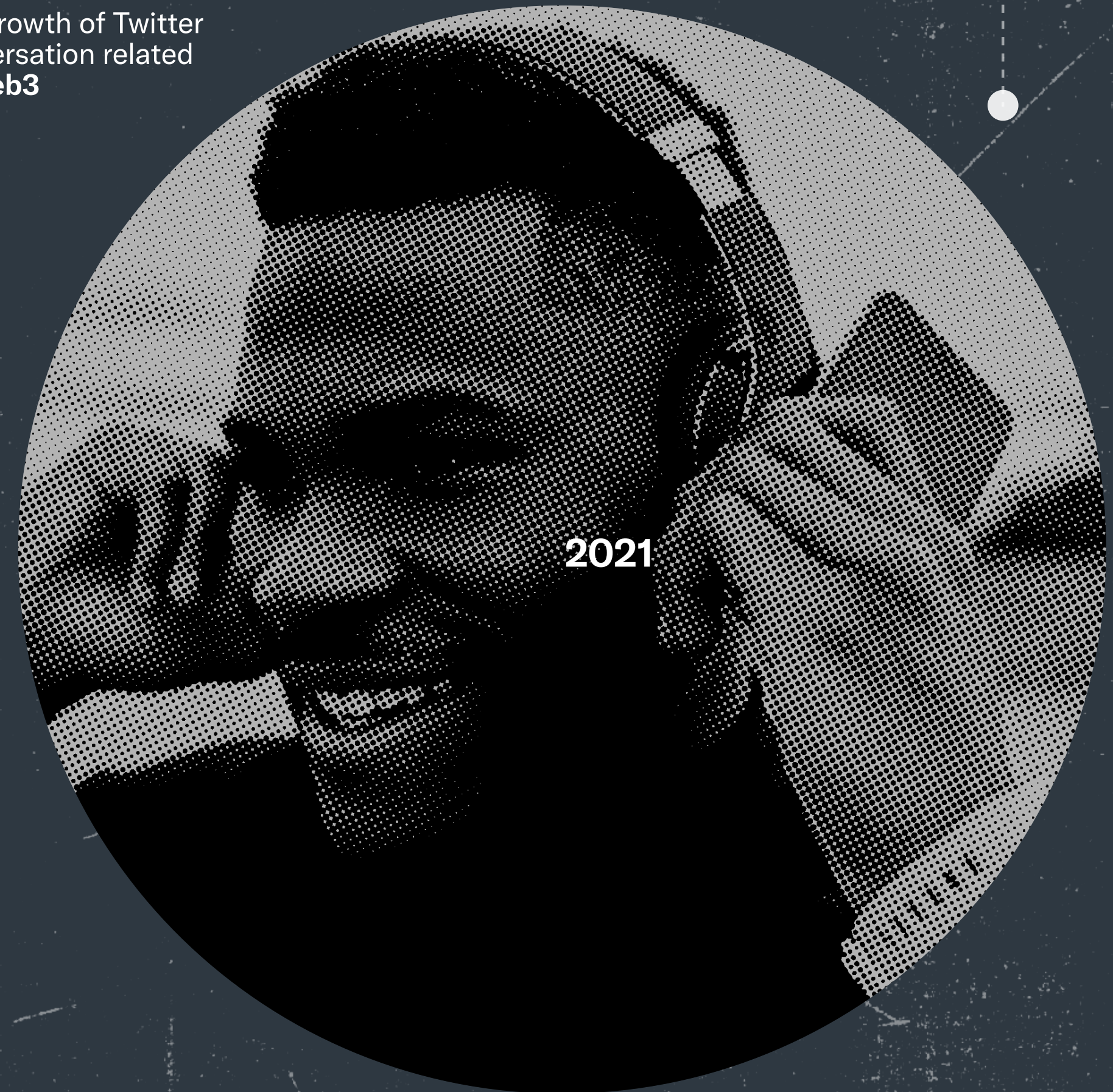
Web1 created the digital information age, while Web2 saw the rise of platforms that controlled and profited from personal data. In 2021, Web3 liberated individuals from these intermediaries and fueled a surge in creative and commercial opportunity that is toppling traditional gatekeepers in fields like finance, music, film, art, and wellness. With the decentralization of data and content, users no longer rely on traditional channels to govern their virtual existence — they can create, share, and consume in micro-worlds that reflect their personal values and tastes. They can also find support and enrichment in like-minded communities of peers and create new markets for their own intellectual property.

10/22

+1,869%

YoY growth of Twitter conversation related to **Web3**

2020

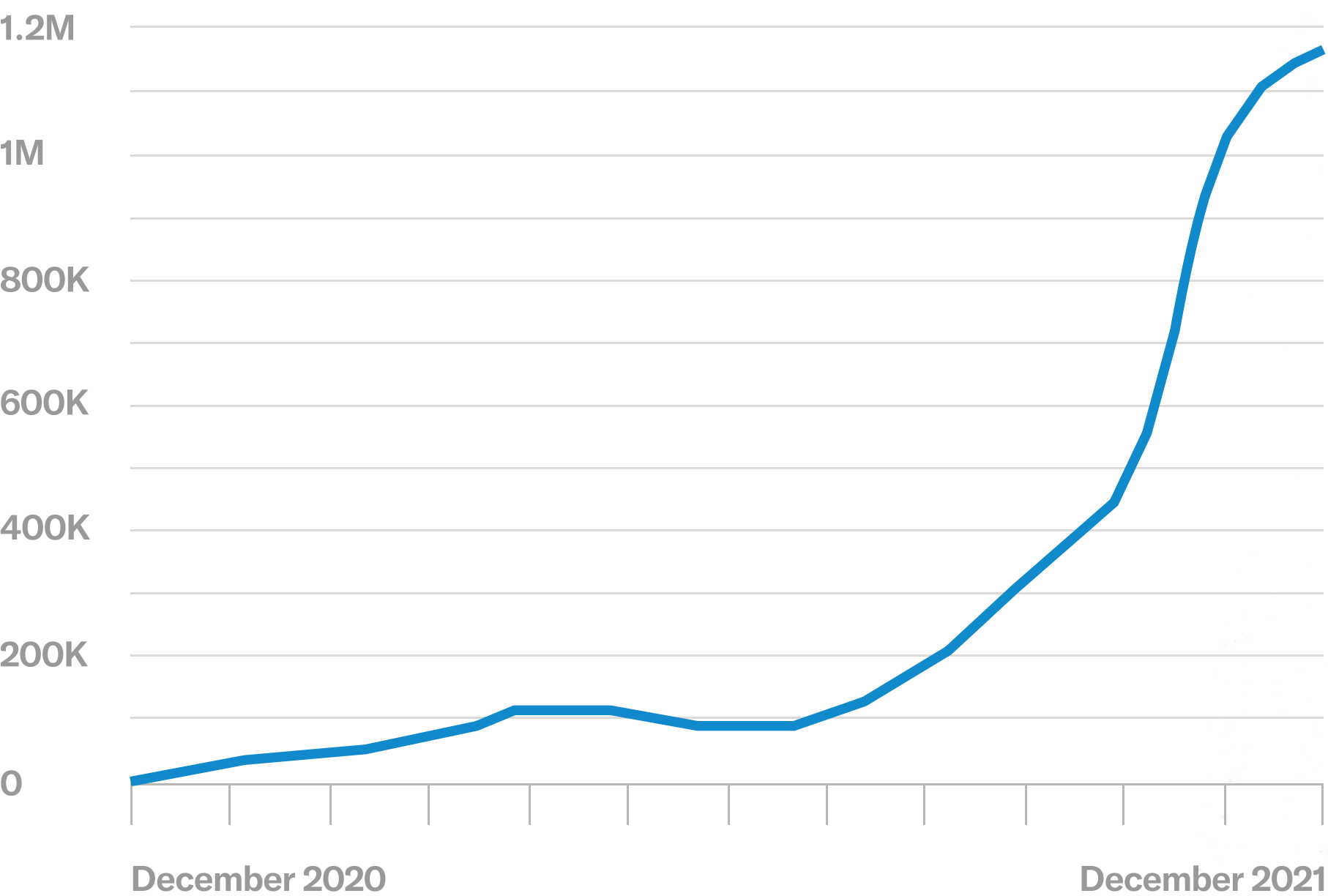


2021

The data above is based on global Twitter conversations related to Web3.

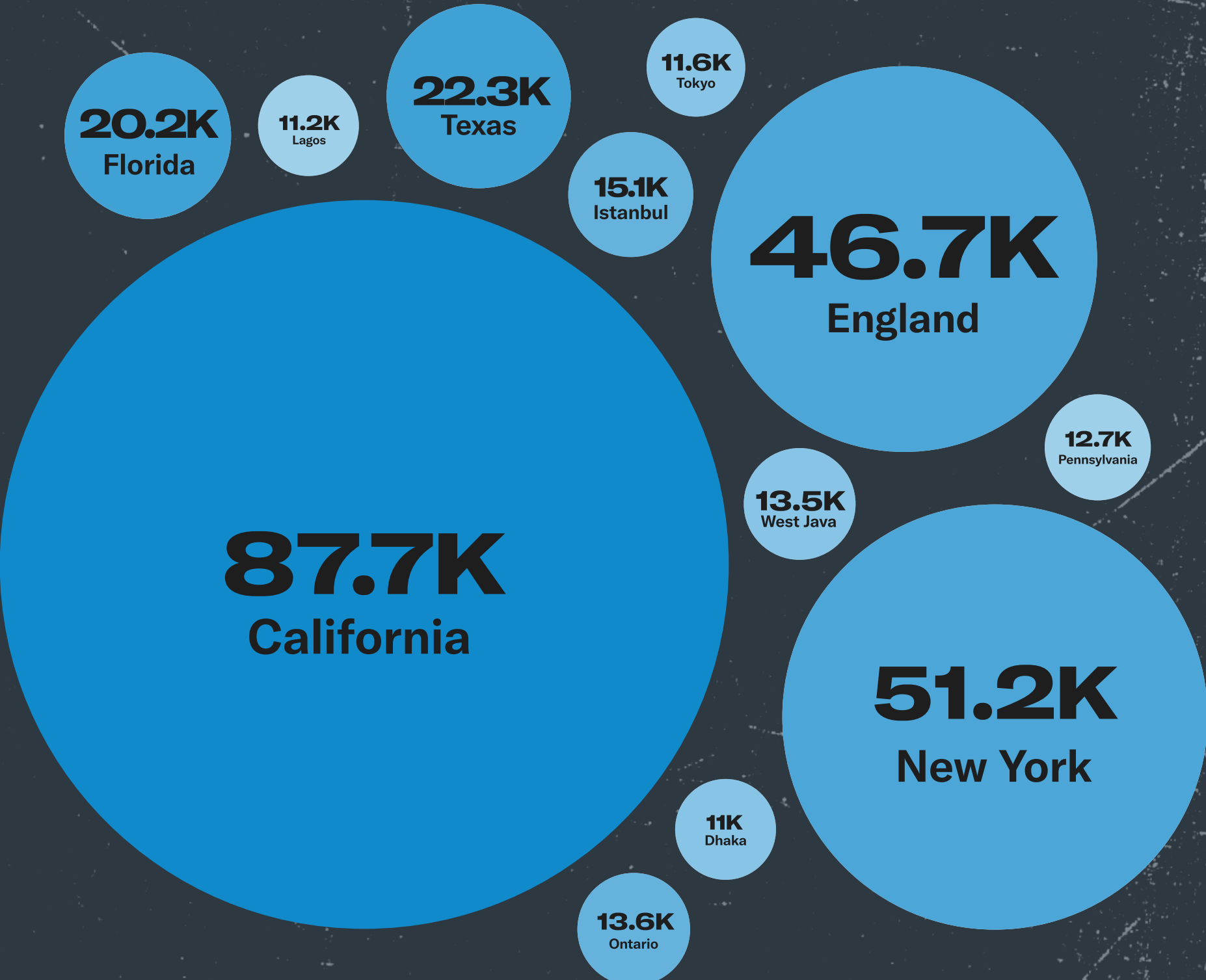
YoY is defined as the period of December 19, 2020 – December 19, 2021 versus the previous 365 days (December 19, 2019 – December 19, 2020). YTD is defined as January 1, 2021 – December 19, 2021. See Methodology for details.

Trended volume of Twitter conversation related to Web3



In this context, tech brands play the role of partners and facilitators. They provide the digital foundations to empower ownership of creative output, foster the personal branding of individual users, enable the crowd-sourcing of everything from health to start-up capital, and offer scale to micro-communities.

Web3 Tweets by location





Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic on Twitter?

Twitter conversation YoY growth, 2021 vs. 2020

+171%

Conversations related to **blockchain**

This shows that users are recognizing blockchain as essential for creating new markets, profiting from intellectual property, building trust, and acting with autonomy.

+8.8K%

Conversations related to **non-fungible tokens (NFTs)**

This change shows how creativity, commerce, and ownership of output converge as essential features of a Web3 world.

+534% **+166%**

Conversations related to **cryptocurrency**

Conversations related to **digital individualism**

Turn insights into action

O1 **More modular, customizable, and subscription-based offerings**

Give customers what they want — the ability to purchase only the capability they need, for however long they need it with tech that combines out-of-the-box functionality with increased configurability and optionality.

O2 **Personalize your brand**

Empower individual expression and personal connection by being authentic. Your brand should reflect the felt needs of many, but engage with the intimacy of a one-on-one conversation.

O3 **Build digital infrastructure**

Consumers have more autonomy over traditional business services like distribution, marketing, and fundraising than ever before. But they still rely on tech brands to provide digital roads and bridges to achieve scale, connect with other nodes of the digital economy across geographies and cultures, and foster more equitable access to technology itself.



03 Into the metaverse

Erasing the lines between physical and digital

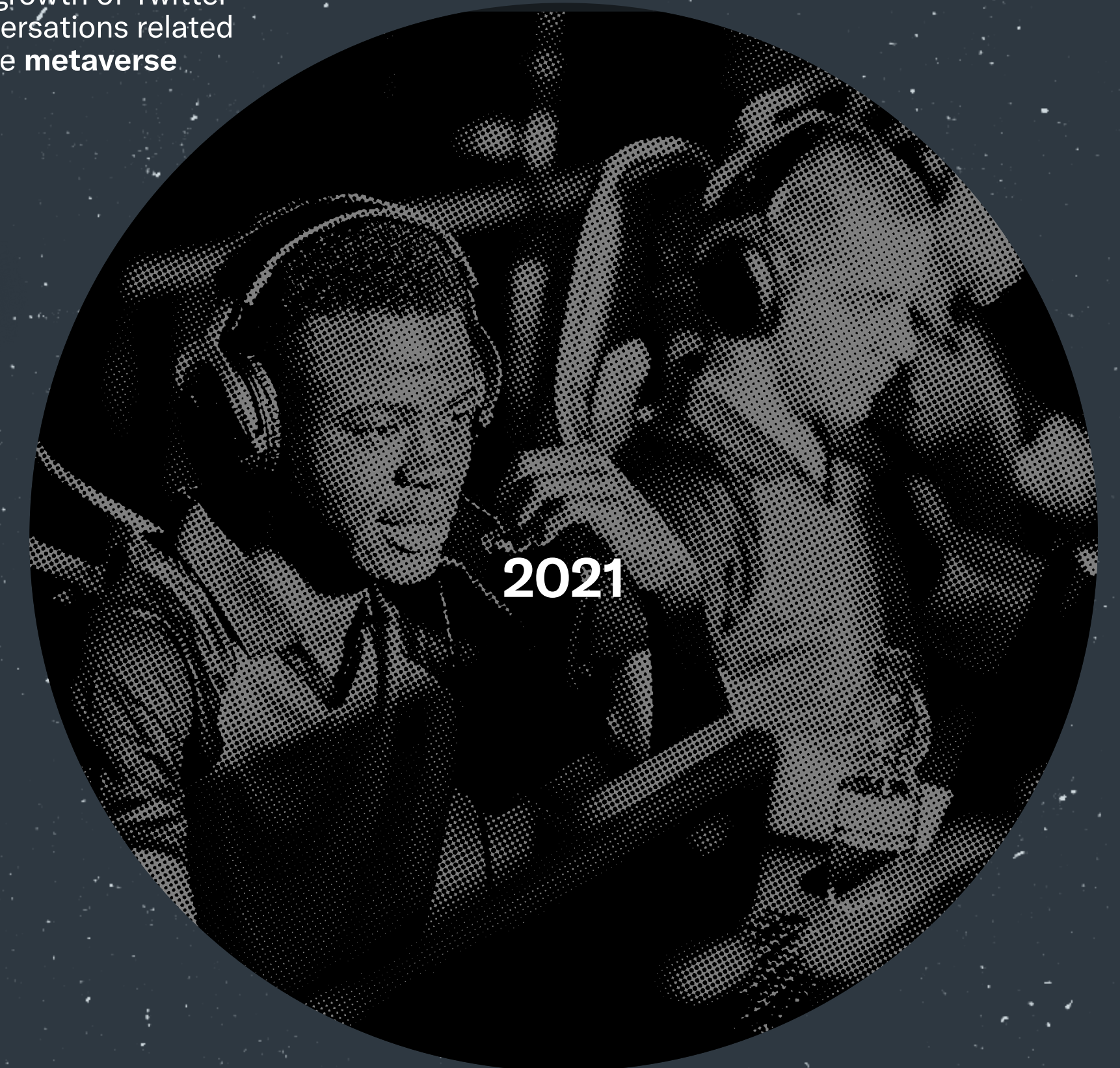
For years, smart technology has incorporated information about the way we live into the products and services we experience. But huge strides in augmented and virtual reality tech mean that the physical world is not just influenced by data inputs, but replaced by them. The metaverse promises an entirely immersive world that creates infinite potential for new experiences.

+19,425%

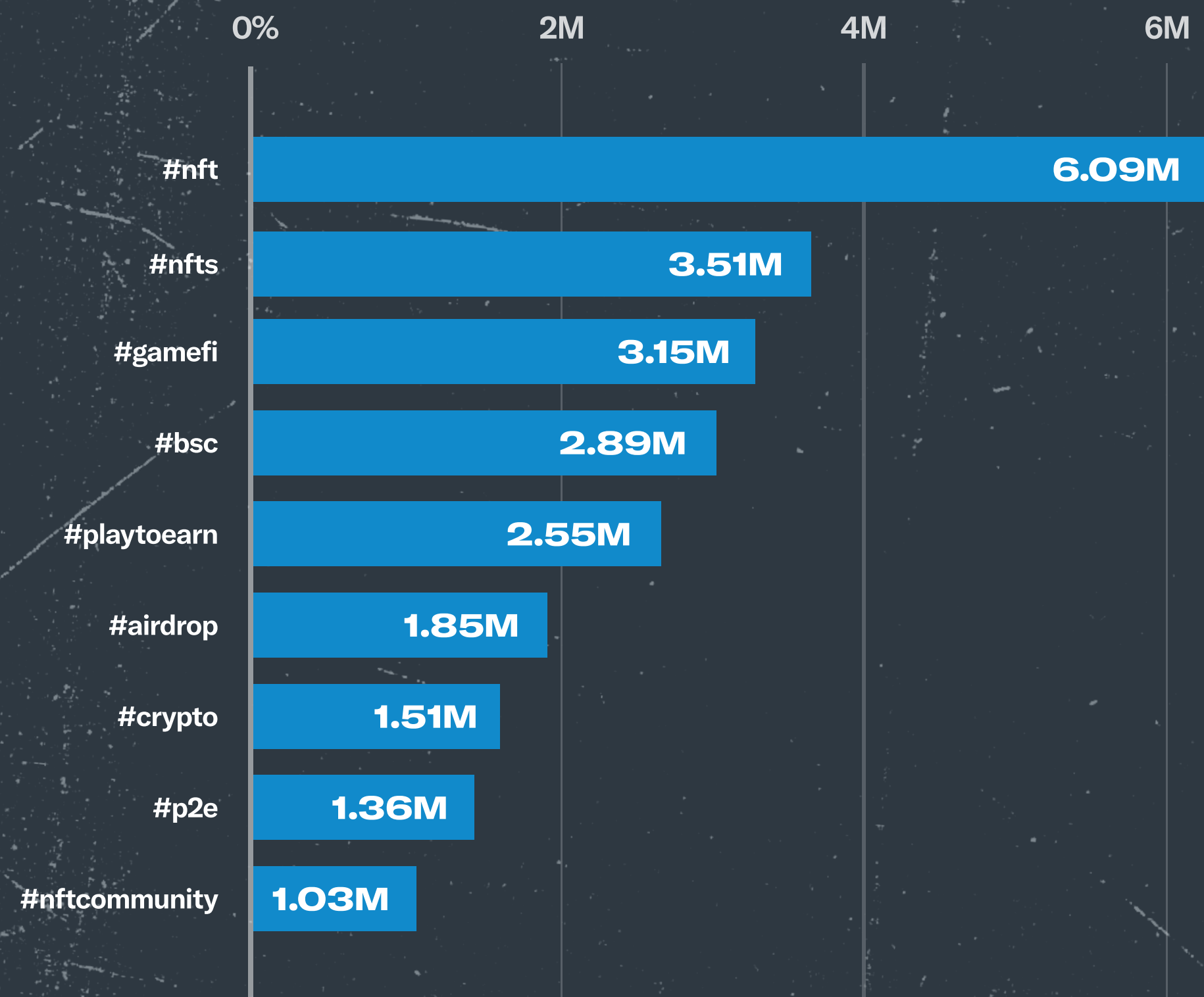
YoY growth of Twitter
conversations related
to the **metaverse**

2020

2021

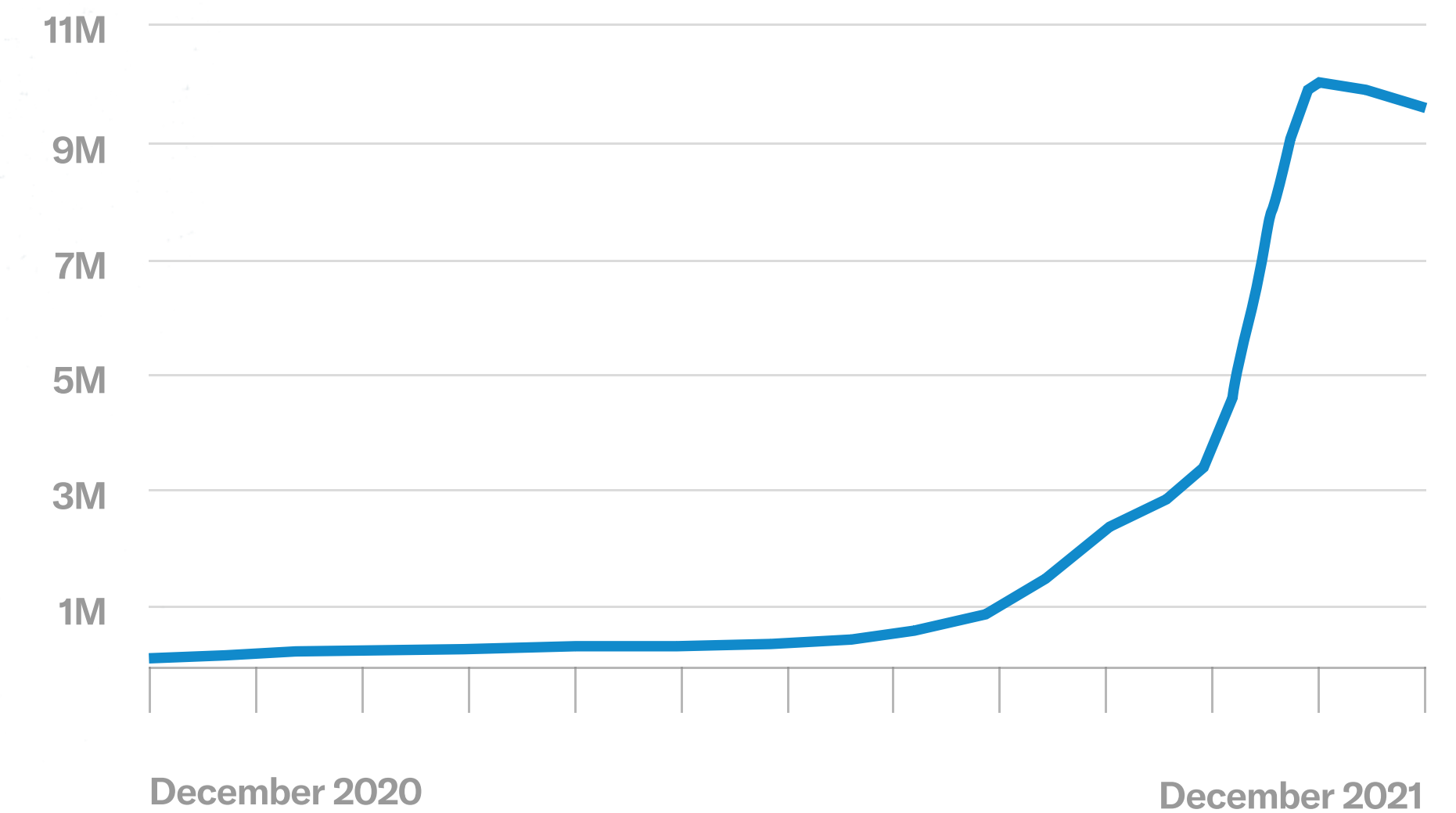


Top hashtags used in metaverse-related tweets

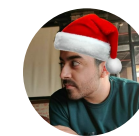


Along the way to this new world, people will increasingly demand experiential relationships with the brands they use. Customers want to touch, see, smell, hear, and even emotionally engage with their chosen products and services.

Trended volume of Twitter conversation related to metaverse



The data above is based on global Twitter conversations related to metaverse from December 19th, 2020 to December 19th, 2021. See Methodology for details.



Aryan Kochhar
@aryan_kochhar

How marketing and sales will be completely changed with the Metaverse? A thread

8:30 AM · Nov 13, 2021 · Twitter for Android

99 Retweets 6 Quote Tweets 465 Like



Aryan Kochhar @aryan_kochhar
Replying to @aryan_kochhar

The line between marketing and sales will become blurry with metaverse coming into the picture.

1

1



Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic on Twitter?

Growth in Twitter conversation, 2021 vs. 2020

Conversations related to
internet of things (IoT)

+56%

Conversations related to
immersive technology

+62%

Conversations related to
virtual real estate

+483%

Conversations related to
social commerce

+56%

The data above is based on global Twitter conversations related to metaverse. YoY is defined as the period of December 19, 2020 – December 19, 2021 versus the previous 365 days (December 19, 2019 – December 19, 2020). YTD is defined as January 1, 2021 – December 19, 2021. See Methodology for details.

Turn insights into action

01 Create immersive digital experiences

Even remotely, customers expect a sensory, tactile experience from your brand. Invest in immersion that brings the touch and feel of the showroom into the living room.

02 Be present in the metaverse

As more of life is lived in virtual spaces, your brand's presence in that world will be increasingly important. Being where your customers are may sound intuitive, but you'll need a better way to understand the virtual-reality landscape as new platforms, interfaces, and online worlds emerge. Create Twitter campaigns that are in dialogue with this transition so your brand is seen as a thought leader.

03 Beware of burnout

The metaverse is uncharted territory for everyone, not just your brand. These trends make it clear that your customers will be spending more and more time in virtual spaces, but it's unclear what kinds of unintended consequences for health and safety may arise. Help support a wellness-first transition to this new paradigm by building off ramps to the physical world into your virtual technology.



What this means for tech brands

Based on the trends we've discussed, here's how we recommend you leverage those insights into strategies that will help you better connect with your customers in 2022.

01 **Share your values and personality**

Who you are and how you operate are as important to your consumers as your product or service. Tech brands need to share a distinct point of view, take a clear stand on important issues, and act with transparency. Because your customers see you as partners, they want to know you and speak to you directly on the channels they use and trust most.

02 **Be a unifier**

As individual customers curate unique digital ecosystems, the experiences that used to connect them become increasingly fragmented. Unifying brands synthesize these fragmented perspectives across disparate platforms and communities to restore a seamless experience that is both personal and collective. To get there, AI must be a foundational part of your brand identity so you can source myriad data, distill shared insights, and take action to unify.

03 **Build the bridge across the digital divide**

Tech puts new modes of creativity and the ability to make an impact directly in the hands of doers and difference-makers. But there is still a gap between this power and genuine scale, platforms to amplify important voices, and digital safety. Show your customers that you understand their goals and dreams by providing the means to achieve them.

Speed up to stay in the game

Acceleration has always been a keyword for the tech industry. In 2021, tech consumers fueled this acceleration with the expectation of digital autonomy and instant responses from brand partners. Technology has given a voice to every individual and community, and they are using it to demand social change, express their true selves, and build new frontiers of experience. As we look to 2022, these trends show no signs of slowing down. The only question for tech brands is: can you keep up?

Consumers now engage with brands 24/7 across a broad digital landscape, generating oceans of unstructured data that reveal essential insights into motivations, preferences, and expectations. Customer-centric companies tap into these insights to deliver personalized experiences at scale. [Learn more about how Sprinklr's unified customer experience management \(Unified-CXM\) platform helps you put the customer first so your brand can win, no matter what trends arise.](#)





Behind the work

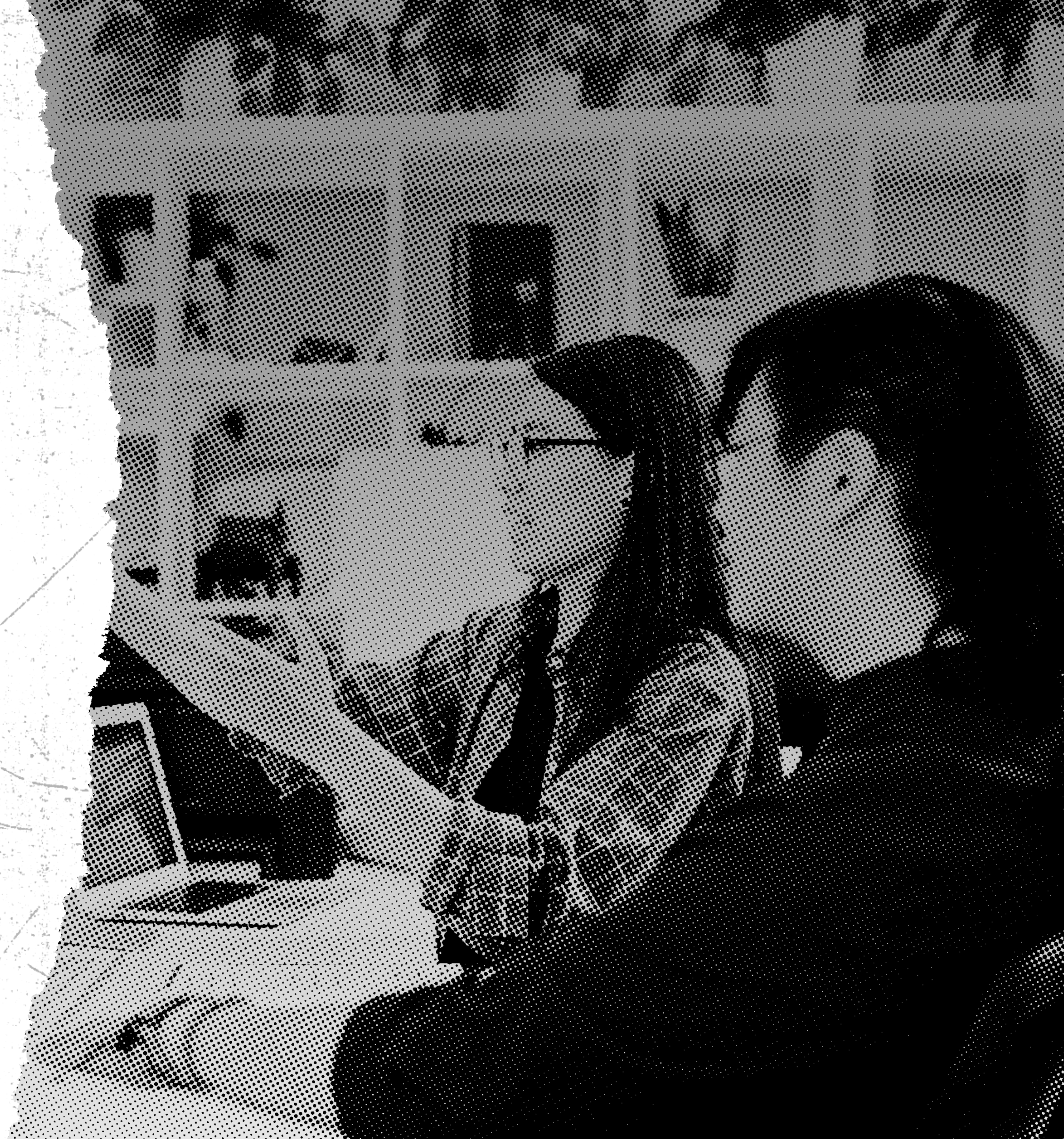
As the only unified customer experience management platform (Unified-CXM), Sprinklr helps the world's biggest companies make their customers happier across 30+ digital channels — using industry-leading AI to create insight-driven strategies and better customer experiences.

Sprinklr partners with brands in the tech industry and beyond to understand the true voice of the customer with context-rich, real-time insights from conversations across the full spectrum of social media, messaging apps, and other digital channels. Sprinklr offers a suite of tools to support your organization with customer care, research, sales, engagement, marketing, and advertising.

[Learn more](#)

Methodology

The data presented in this report was sourced from the Twitter Firehose via [Sprinklr's Quick Search Listening Explorer](#) product. The data was captured using keywords related to digital ethics, web3, metaverse, digital sustainability, carbon neutrality, data transparency, cryptocurrency, NFTs, AI bias, AI ethics, internet of things, blockchain, social commerce, and many variations of these words/phrases. Year-over-year (YoY) growth percentages encompass all Tweets, Retweets, and quote Retweets from the last 365 days (December 19, 2020 – December 19, 2021) compared to the previous 365 days (December 19, 2019 – December 19, 2020). Year-to-date (YtD) volume of mentions encompass all Tweets, Retweets, and quote Retweets from January 1, 2021 – December 19, 2021. Trends were identified from Twitter conversations using detailed research queries for industry-related keywords. All queries were written in English. Data sourced by these queries was global and had no language or location filter.





About the Twitter Official Partner Program

Twitter Official Partners are best-in-breed companies with unparalleled access to world-class technology. Expanding possibilities on and off our platform, our partners ensure exceptional experiences for brands.

In order to earn and maintain the Twitter Official Partner badge and to ensure high-quality experiences for businesses, all our partners are vetted for excellence and must consistently meet our high performance standards.

Learn more about [the program](#) and our [Official Partners](#), or reach out to us at officialpartner@twitter.com to begin working with a partner.