MARCH 2026

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# Reimagining Deep Tech

## Special Focus #11
## Social Media Observatory

NEXTATLAS

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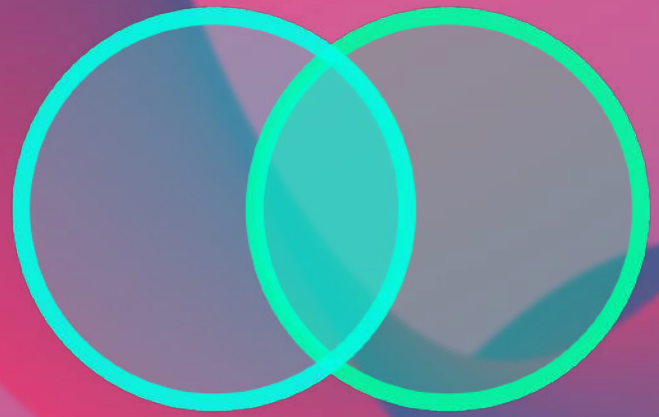
Data Scientists



Insight Strategists

Insight Scientists

# NEXTATLAS

LEVERAGING THE POWER OF THE EARLY ADOPTERS

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# AI-enabled Foresight

## Leveraging the Power of the Early Adopters

## Unbiased Audience Insight

Our proprietary AI pinpoints **innovators** and **early adopters** on social media. This always-on, unbiased AI analysis uncovers emerging innovations before they reach the mainstream

**300K+**
**Early Adopters**

**40+**
**Countries (at global level)**

**15+**
**Analysed Languages**

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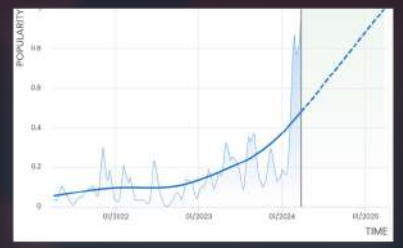
## Perfect Balance of Sources

We sift through millions of social media posts across various platforms to identify potential new early adopters specific to each industry's needs.

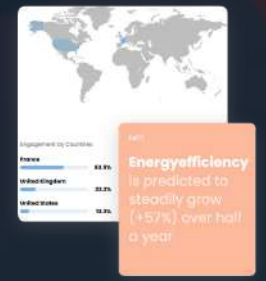



## Discovering Weak Signals Before They Go Mainstream

We identify 'weak' signals of major market shifts to **uncover** untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies to **enrich research outputs**.

## Always-on Predictions

We generate and constantly track future trends and behavioural shifts, delivering **short, medium and long terms predictions** which are always up to date.



# Data Collection

## DATA SOURCES

The data acquisition process involves retrieving information from a variety of social platforms, including YouTube, Instagram, Twitter, and Behance, **leveraging their open APIs to ensure an efficient and transparent procedure**.

Additionally, there is flexibility to incorporate new data sources in response to the dynamic nature of the social media landscape, allowing for **ongoing adaptation and enrichment of the dataset**.

### YOUTUBE

- Global user base
- Video content & comments
- Cross-generational

### BEHANCE

- More than 10 million members, all pertaining the global creative community

### INSTAGRAM

- Worldwide diffusion
- Highly visual
- Cross-industry consumer conversations

### REDDIT

- Worldwide diffusion
- Interest-based micro-communities
- Specific vertical discussions

## GDPR COMPLIANCE

Nextatlas fully respects the privacy of all involved physical persons, as described in the **privacy policies** that are presented to its users, customers and stakeholders (see links below). The collected data has the purpose of enabling Nextatlas to provide its service, Nextatlas does not conduct additional investigations on the data it collects.

Privacy Policy | Author Privacy Policy

The activities of Nextatlas are fully compliant with the **Regulation (EU) 2016/679** ("GDPR", or General Data Processing Regulation):

- Measures are taken **against indiscriminate storage of unnecessary data** or **data retention for longer-than-necessity timespans** (in agreement with the data minimisation principles stated in Art. 25 of the GDPR),
- Data at rest is fully pseudonymised to **minimise leakage of Personally-Identifiable Information** in case of unwanted or malicious data leaks. **Pseudonymisation** of data at rest is achieved by always storing Personally-Identifiable Information in a pseudonymised form on the database. All machines holding the data do not know how to anonymise/deanonymise, a task that is kept strictly separated on machines which do not hold the data.
- Best-practice **system security measures** and **data leak response plan** are implemented to protect the servers from undesired or malicious access.

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# O1 CCIs Community

Social Media Observatory

# O2 Reimagining Deep Tech

Special Focus #11

# O3 Meaningful Machines

Nextatlas Trend

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01

# CCIs Community

## Social Media Observatory

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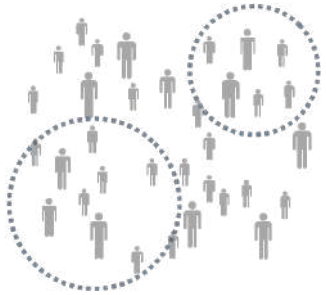
# Our Methodology for ekip

## A. COMMUNITY CREATION

### 01. USER DETECTION

The community is formed by selecting pre-identified users from Nextatlas' early adopters, adding EU policy-related profiles, and then by analysing European creatives' profiles on Behance platform.



### 02. FILTERING PROCESS

User profiles undergo screening to ensure a higher quality of content within the community. To meet the criteria, profiles must not be spammers, should refrain from posting sponsored content, must ensure a substantial amount of content contribution to conversations, and must be located in Europe.

### 03. REGION ANALYSIS

Countries within Europe are segmented into the four identified macro-regions, and the presence of profiles is recalibrated to achieve a balanced representation across the different regions.

### 04. INDUSTRY ANALYSIS

The cultural and creative industry to which each profile belongs is determined.

### 05. FINE TUNING

Additional factors such as gender and the presence of voices representing macro and micro realities are evaluated to ensure diversity

## B. CONTENT EXPLORATION

### 01. CONTENT ANALYSIS

User-generated content within the community is scrutinised employing NLP techniques alongside a proprietary Computer Vision model. This approach allows the extraction of insights from both textual and visual elements.

### 02. CONTENT CLUSTERING

**A. Top-down clustering**

In the top-down approach, predetermined areas of interest are established by associating selected keywords and grouping related content accordingly. This technique aids in exploring the community's perceptions on specific topics.

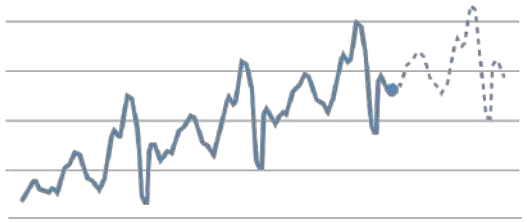
**B. Bottom-up clustering**

The bottom-up approach automatically groups content with similar keywords or shared topics, revealing spontaneously emerging themes from user conversations.

## C. EMERGING THEMES

### 01. THEME ANALYSIS

Upon identifying emerging themes, an in-depth analysis is conducted to pinpoint the key elements of conversations related to the analysed topics. This includes identifying the regions and industries most engaged with these topics.



### 02. INSIGHT GENERATION

Different kinds of information are gathered and subjected to human-curated analysis to unearth meaningful insights and identify compelling directions for further exploration.

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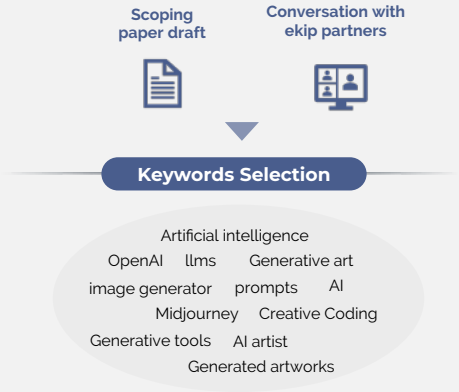
# Our Methodology for ekip

## A. PREPARATORY PHASE

### 01. Keyword Selection

Once the policy area is chosen, a **structured list of keywords** is created to define the boundaries of the policy space. This is derived from **an initial ekip partners' list and preliminary documents**.

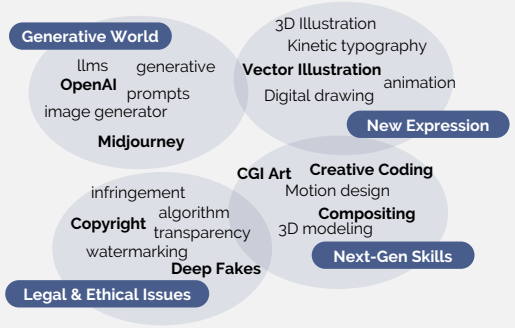



#### Industry-focused policy areas

If the policy area focuses on a specific industry (e.g., "Inclusivity in the Gaming Industry"), an **industry-based taxonomy** is created and applied as a filter for the topic-specific terms


### 02. Clustering

To refine the analysis, both **qualitative and quantitative clustering techniques** are applied to categorise discussions in a manner that best addresses the research questions.




These clusters represent **distinct yet interconnected subtopics** within the broader policy domain.

### 03. Data Filtering

Keywords are employed to filter and extract conversations that are relevant to the policy area.

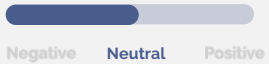

## B. DATA ANALYSIS

Within each identified cluster, a data analysis is conducted to extract meaningful insights from user posts. Specifically, the analysis determines:

- **User Information**: The regional provenance and CCI (Cultural and Creative Industries) sector of users engaged in discussions.


- **Most Related Keywords**: Identification of the most frequently occurring keywords in conversations within each cluster.


- **Sentiment Analysis**: Calculation of the average sentiment score of posts within each cluster, offering insights into the overall attitude (positive, negative, or neutral) toward the topic. This helps to highlight potential pain points or emerging needs.




- **Post Selection**: A curated set of posts is extracted based on their relevance to the topic. The higher the number of selected keywords present in a post, the more on-topic it is deemed.

> *AI-generated art is coming at us at a remarkable speed.*
>
> JOURNALIST, WESTERN

> *Every AI product should have a label that allows anyone to know its origin.*
>
> JOURNALIST, SOUTHERN

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# Our Methodology for ekip

## C. REPORT

### Qualitative Evaluation

The collected data is examined both in absolute terms (e.g., the most engaged CCIs on the topic) and in relative terms (e.g., which CCI sectors are most relevant to specific clusters through **over-index analysis**). A qualitative evaluation is conducted to ensure that the insights derived are relevant to the overarching research questions.

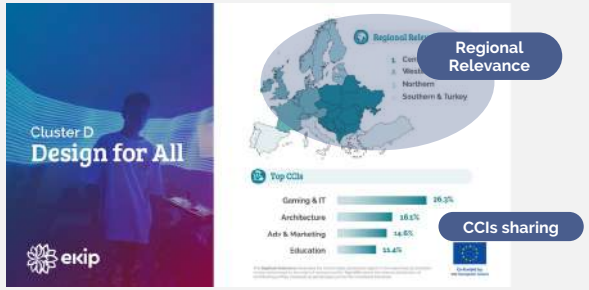
For each cluster, 3 slides summarise the main findings and data

### Slide A

The first slide contains a **concise summary** of the main findings of the cluster, designed to facilitate independent interpretation of the data.


### Slide B

In the second slide, **regional relevance** and **top CCIs** are illustrated




### Slide C

Key conversations that highlight **emerging needs** or relevant viewpoints are combined with trending tags and sentiment analysis. This slide is designed to unpack the key insight.


## D. TREND CORRELATION

**A trend from the Nextatlas platform** is selected based on its values and significant implications for the analysed policy area. The trend data, derived from the Nextatlas community, provide an opportunity to explore **consumer perspectives**.

The following elements are reported:

- **Main Metrics:** Timeline of the trend, key components, industries involved, and top tags associated with the trend.


- **Business Case Studies:** Integration of real-world case studies relevant to the CCI industry, showcasing practical applications of the trend.


- **"What's New?" Section**: A synthesis of the main findings, highlighting potential future implications and emerging dynamics within the policy area.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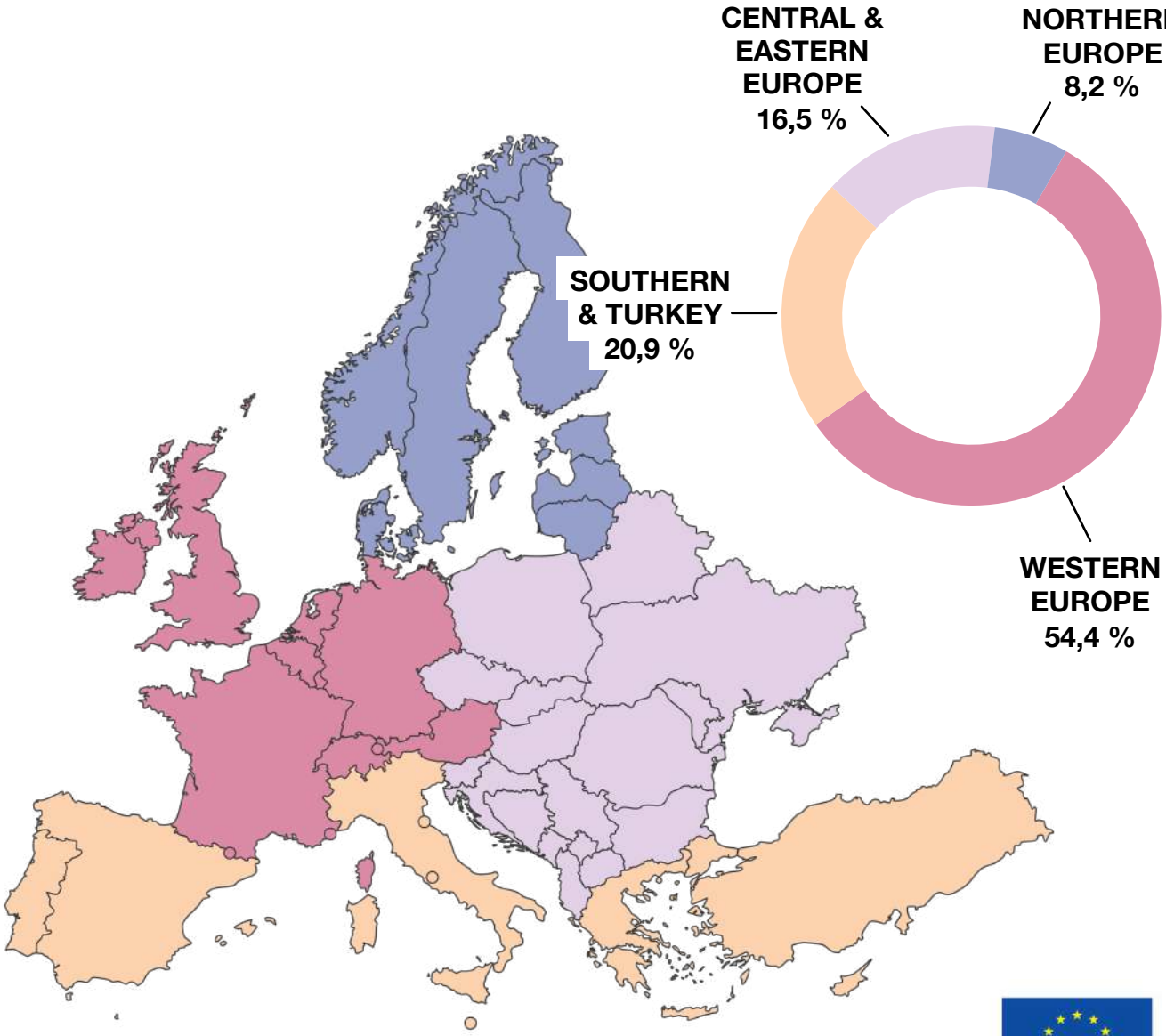
# Regional Distribution

10K+ profiles observed
across various platforms




The ***"Regional Distribution"*** pertains to the profiles within the established creative community

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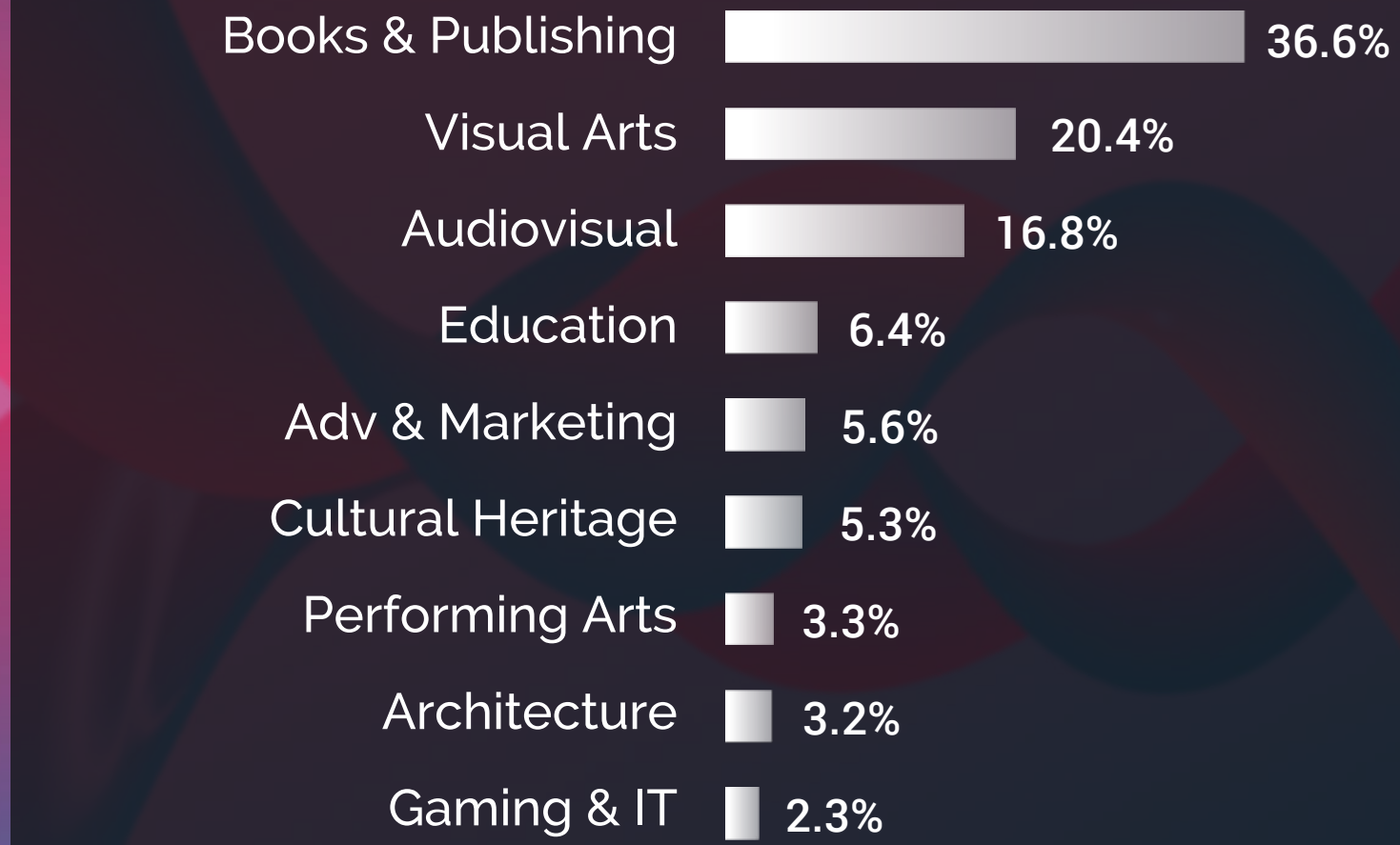
# Creative & Cultural Industries




The ***"Industry Distribution"*** pertains to the profiles within the established creative community

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02

# Reimagining Deep Tech

Special Focus #11

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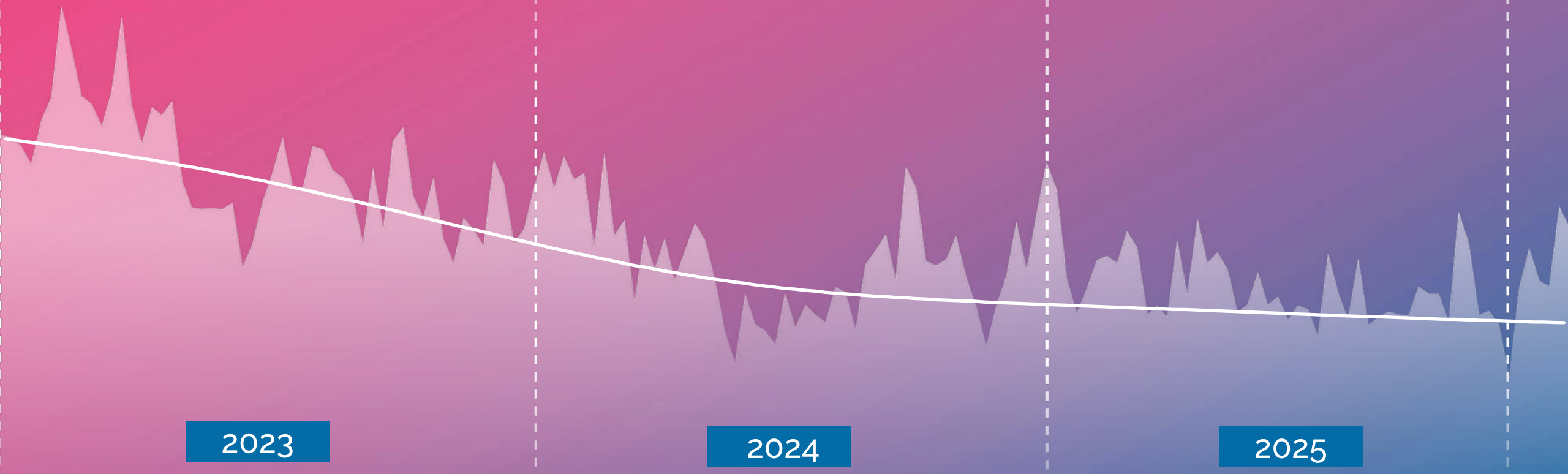
# Reimagining Deep Tech

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The ***" Timeline"*** graph shows the relative interest in this topic in our creative community posts

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# Reimagining Deep Tech

Creative AI
Creative Incubator
Creative Coding
Transmedia Haptic
Digital Fabrication
Interactive Installations
Research Lab

Tech 4 Good Co-creation
Learning Tech AI skills
Future Scenarios
Creative Economy Tech Skills
Art Science Collaboration

Commercialisation gap
Barriers Digital Divide
Tech Inequality Testing
Cultural Acceptance
Instrumentalisation
Tech Misalignment

Meaningful Tech
Explainability
Ethical Tech Public Value
Socially Relevant
Long Term Thinking
Civic Tech Human Centered

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# Reimagining Deep Tech

Cluster A

## Where Tech Meets Art

Creative AI
Creative Incubator
Creative Coding
Digital Fabrication
Interactive Installations
Research Lab

Cluster B

## The Friction Layer

Commercialisation gap
Barriers
Digital Divide
Tech Inequality
Testing
Cultural Acceptance
Tech Misalignment

Cluster C

## Co-creative Opportunities

Tech 4 Good
Co-creation
Learning Tech
AI skills
Future Scenarios
Art Science Collaboration

Cluster D

## Human-Centred Tech

Meaningful Tech
Explainability
Ethical Tech
Public Value
Thinking
Civic Tech
Human Centered

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Cluster A

# Where Tech Meets Art

Conversations in this cluster revolve around the moment when deep tech stops being abstract and becomes something creative practitioners actually work with. Discussions reflect a broad and genuinely active debate about **how advanced technology is being absorbed into the daily practice of artists, designers, architects, and cultural producers.**

Some practitioners **use technology as a critical mirror** to read beneath the surface, question inherited assumptions, and make visible what systems reproduce without awareness. Others engage with it as **generative material**, opening territories of expression and fabrication that simply did not exist before. The CCI community has moved past the adoption debate and into a more **sophisticated, practice-led relationship with deep tech.**

**Gaming & IT** and **Visual Arts** dominate the conversation, reflecting a community where technical fluency and creative sensibility are already deeply intertwined.
The debate is most active in **Central and Eastern Europe.**

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Cluster A

# Where Tech Meets Art

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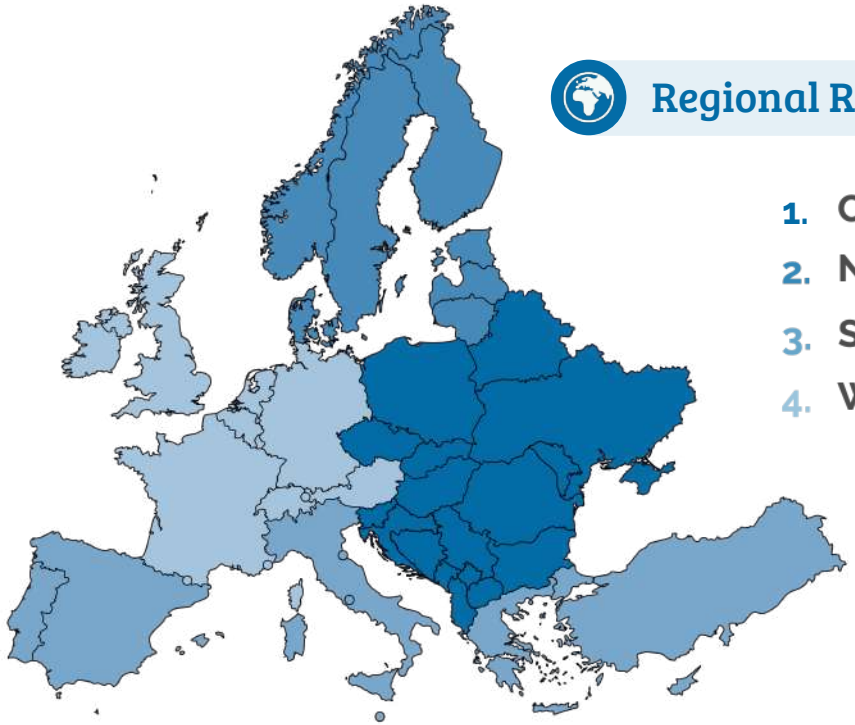
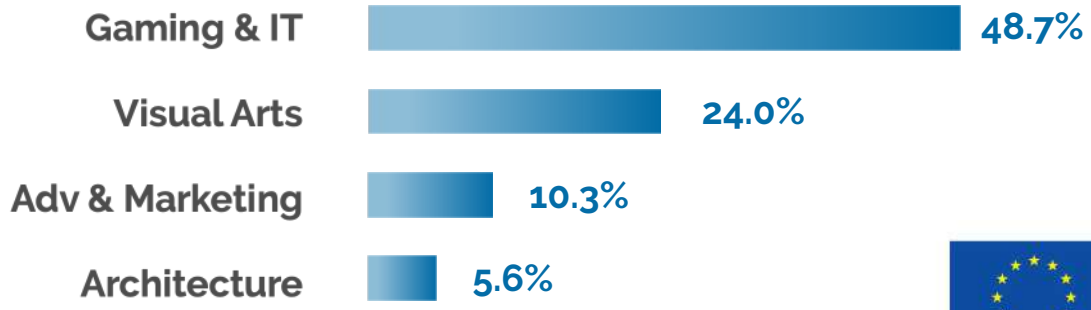
## Regional Relevance



1. Central and Eastern
2. Northern
3. Southern and Turkey
4. Western

## Top CCIs




The ***Regional Relevance*** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. ***Top CCIS*** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.

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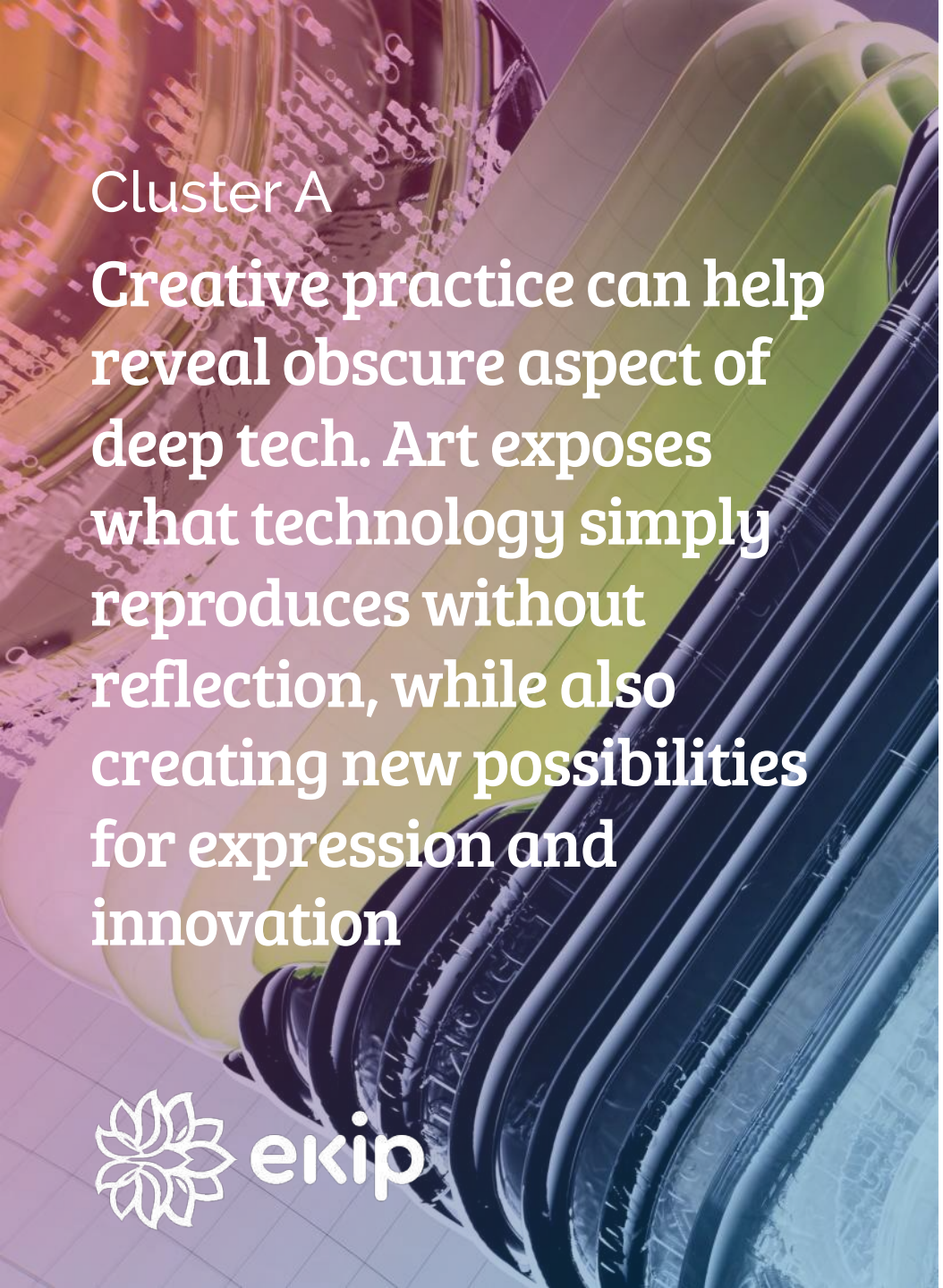

Cluster A

# Creative practice can help reveal obscure aspect of deep tech. Art exposes what technology simply reproduces without reflection, while also creating new possibilities for expression and innovation

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## Key Concept & Tags

Design Exploration
Algorithm-based Process
Advanced Tech
Creative Technology
Digital Fabrication

## Posts' Sentiment

Negative | Neutral | **Positive**

## Emerging Conversations

> (Inter)Faces of Predictions brings together traditional East Asian practices of facial analysis, Western theories of physiognomy, and **contemporary facial recognition technologies**. He takes an analysis of his own face to demonstrate how historical beliefs and **modern algorithm-based processes each reproduce similar prejudices and stereotypes**.

**ART MUSEUM, WESTERN**

> In 2 weeks time, I'll be hosting a panel discussion with @_mizumasa at @arebyte about **his robot performance work** 'Struggle of Seeds'

**CURATOR, WESTERN**

> **Explainable AI** isn't just a challenge for data scientists. **It's also a design challenge** and a core pillar of trustworthy, effective AI products. (He) offers practical guidance and design patterns for building explainability into real products.

**WEB DEVELOPER AND DESIGNER MAGAZINE, WESTERN**

> KLISBio is an Italian biomedical startup that **transforms raw silk into medical devices using advanced technology**.

**BIOMEDICAL STARTUP, SOUTHERN & TURKEY**

***Key Concepts & Tags*** are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the ***Sentiment*** of the post is. The chart shows the average sentiment of the relevant posts.

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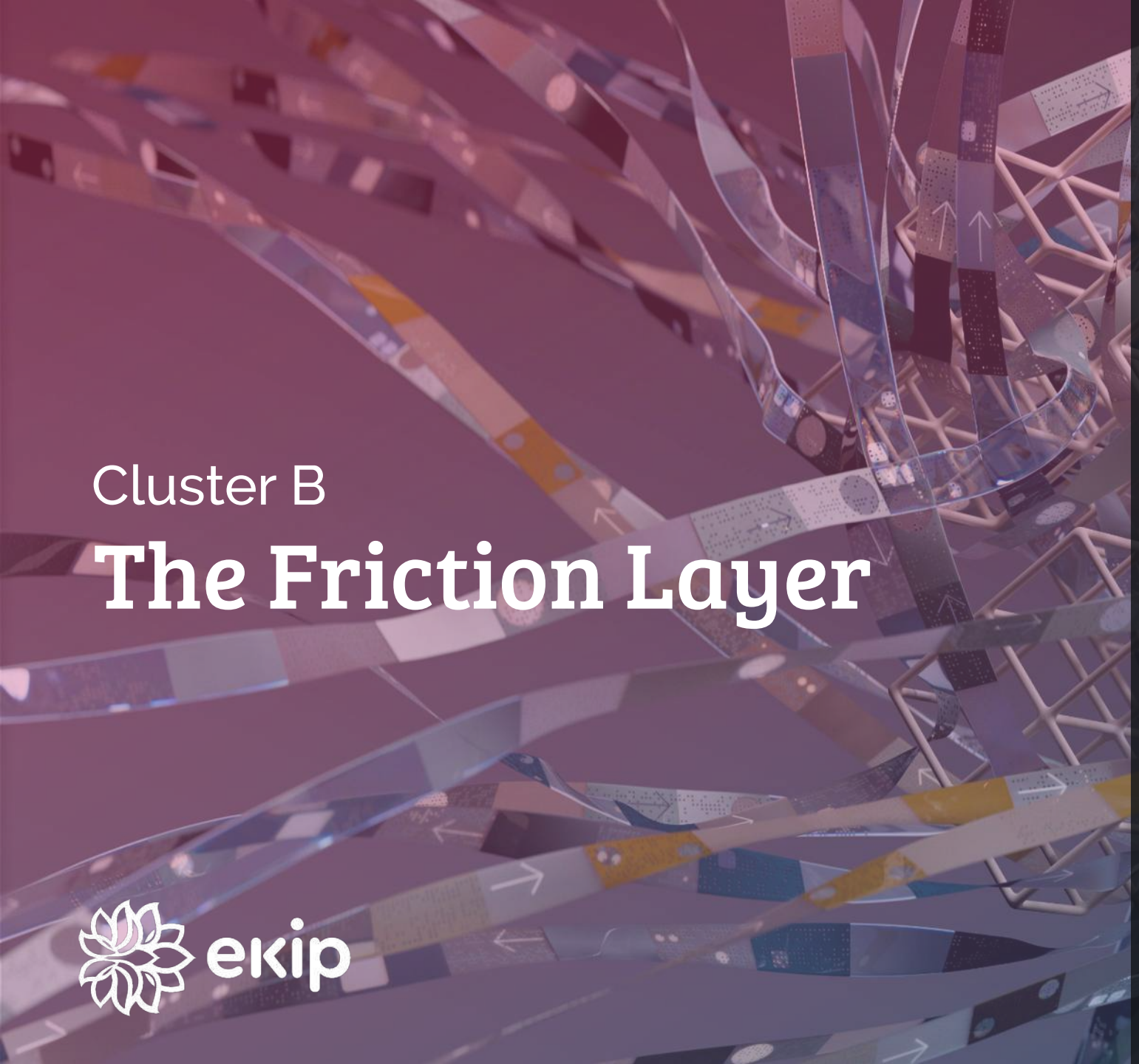

Cluster B

# The Friction Layer

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This cluster maps the friction points, barriers, and unresolved tensions at the intersection of deep-tech and creative industries, surfacing conversations around the innovation gap, market barriers, and end user disconnection. It is where the discourse turns cautionary and critical.

The dominant finding is that **deep tech's core challenge is not technical capability but purposeful distribution**. The conversation reveals a structural incentive problem: in the current economic model, there is no built-in motivation for technology developers to embed cultural, artistic, or humanistic knowledge at the point where systems are designed and trained. Without that embedding, innovation risks becoming structurally sophisticated yet socially irrelevant.

**Education leads the conversation**, followed by Gaming & IT, reflecting communities professionally engaged with knowledge transmission, skills gaps, and the downstream consequences of technological displacement.
The debate is most active in **Western Europe**

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Cluster B

# The Friction Layer

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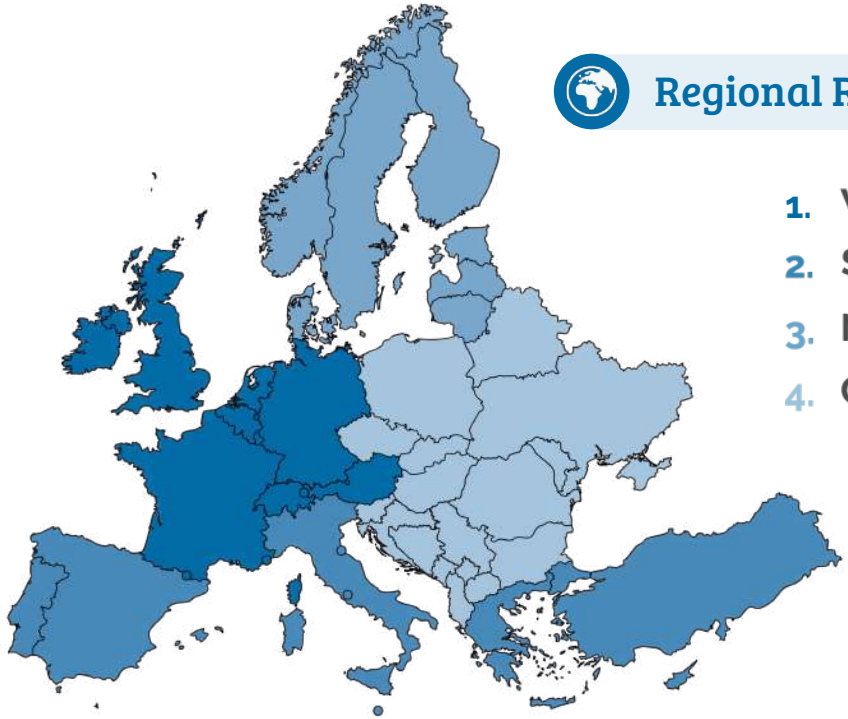
## Regional Relevance



1. Western
2. Southern and Turkey
3. Northern
4. Central and Eastern

## Top CCIs


The ***Regional Relevance*** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. ***Top CCIS*** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.

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Cluster B

# Deep tech's core challenge is not just technical capability but purposeful distribution. Without incentives to embed cultural and human knowledge at the point of development, innovation risks becoming structurally sophisticated yet not addressing real life problems

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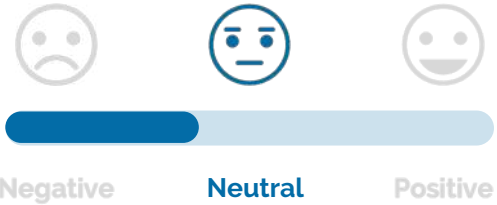
## Key Concept & Tags

Real Problem
Innovation Gap
Market Barriers
End User Problem
Competitive Solution

## Posts' Sentiment




## Emerging Conversations

> I guess that's the real problem—in a capitalist society, **there's no incentive for LLM companies to have people who care about art train the machines**, a world where these algos are useful for making beautiful art might be possible, but in *this* world the money rots everything
>
> **WRITER, WESTERN**

> The mission of this program is to prepare community and information technology leaders through innovative, high-quality program, initiatives and services **directed to the needs of learners and employers**
>
> **UNIVERSITY, WESTERN**

> I've worked at several companies like that, and you are right, there are differences, namely, that the **key technology does not exist in an applicable form.**
> Here's a little secret: tech is about distribution. Sure, you can build a fusion reactor, but if you have no way of getting it out there and selling it, you're cooked. **Start ups are about that pairing of novel technology, and end user problem**. You can't do one without the other.
>
> **SOFTWARE DEVELOPER, WESTERN**

***Key Concepts & Tags*** are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the ***Sentiment*** of the post is. The chart shows the average sentiment of the relevant posts.

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Cluster C

# Co-creative Opportunities

This cluster captures the enabling conditions and growth potential emerging from the intersection of deep tech and creative industries. It is where practitioners and institutions articulate **what a productive alignment between the two sectors could look like and what it could deliver.**

The central finding is both encouraging and cautionary: the **opportunity space is rich and positively charged, but deeply fragmented.** CCIs are already acting as innovation translators. Yet without a shared agenda or common institutional infrastructure, these efforts remain isolated experiments rather than a coherent European innovation force.

Conversations are well spread between different sectors, from **IT to Cultural Heritage**, showing that the engagement is genuinely cross-sectoral rather than concentrated in a single discipline.
The debate is most active in Western Europe, followed by Central & Eastern Europe.

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Cluster C

# Co-creative Opportunities

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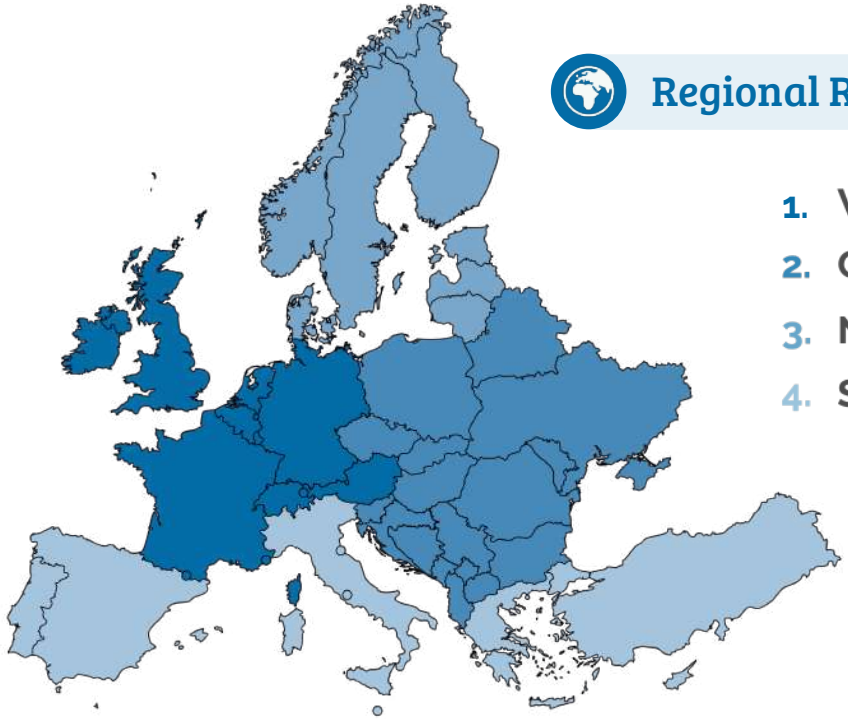
## Regional Relevance



1. Western
2. Central and Eastern
3. Northern
4. Southern and Turkey

## Top CCIs


The ***Regional Relevance*** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. ***Top CCIS*** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.

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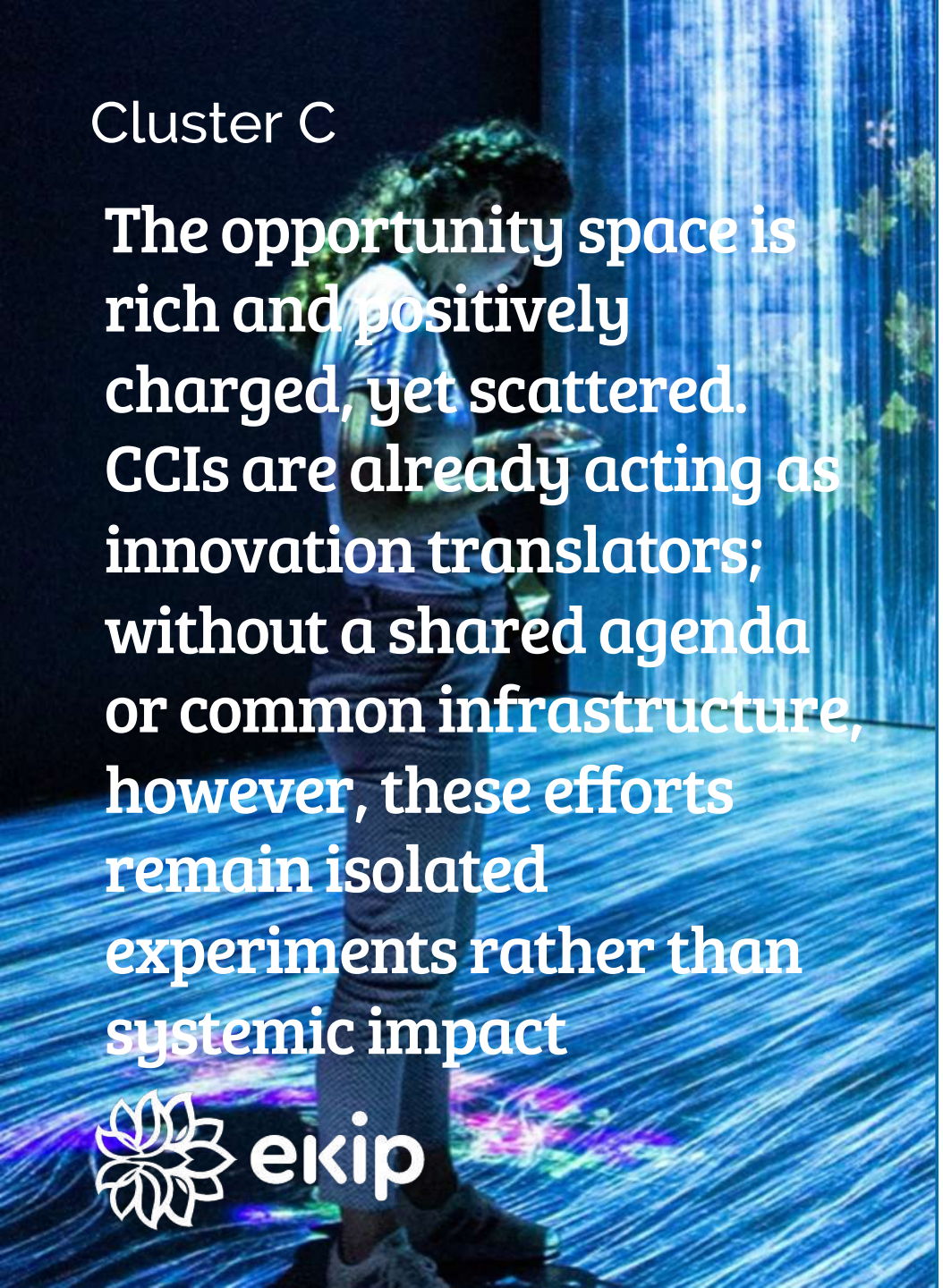

Cluster C

# The opportunity space is rich and positively charged, yet scattered. CCIs are already acting as innovation translators; without a shared agenda or common infrastructure, however, these efforts remain isolated experiments rather than systemic impact

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## Key Concept & Tags

Data Tech
Creative Entrepreneurship
Knowledge Transfer
European Competitiveness
Design Thinking

## Posts' Sentiment

Negative | Neutral | **Positive**

## Emerging Conversations

> Oura came to us with one core problem — users were overwhelmed by raw health data, but couldn't turn it into real daily action.
> We redesigned the experience into a clear, intuitive mobile flow **that translates biometrics into simple, meaningful insights.** Health, finally understandable.
>
> **UX AGENCY, CENTRAL & EASTERN**

> What role do artists and cultural institutions play in shaping advanced technologies? Could they be central **to delivering innovation that truly serves the public interest?**
>
> **DESIGN UNIVERSITY, WESTERN**

> Future Art Ecosystems is a project for building 21st-century cultural infrastructure that **supports art and advanced technologies for the public good.**
> Each quarter we host an online Community Call, an informal opportunity to convene the wider FAE community and exchange insights.
>
> **ART GALLERY, WESTERN**

> **AI is not something to master, but something to listen to.** [The artist] reflects on retraining AI as an act of reframing beauty, questioning how aesthetic systems are encoded, reproduced, and normalized.
>
> **ART MAGAZINE, WESTERN**

***Key Concepts & Tags*** are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the ***Sentiment*** of the post is. The chart shows the average sentiment of the relevant posts.

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Cluster D

# Human-Centred Tech

This cluster captures the **normative and societal framing around deep-tech** — responsible tech, ethical AI, algorithmic transparency, long-term thinking, and the governance of technology through human and cultural values.

Practitioners are not asking whether technology can be governed by human values; they are actively working out the mechanisms through which it could be. The posts reveal a growing civic expectation that AI must be co-created with real people, that algorithms must serve people rather than the other way around, and that **the cultural and humanistic layer CCIs can provide is not decorative but foundational**

Gaming & IT leads followed by **Education**, Advertising & Marketing, and Cultural Heritage — a broad, cross-sector profile that reflects the universal nature of the values conversation. **Western practitioners** keep leading the discussion, followed by Northern ones.

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Cluster D

# Human-Centred Tech

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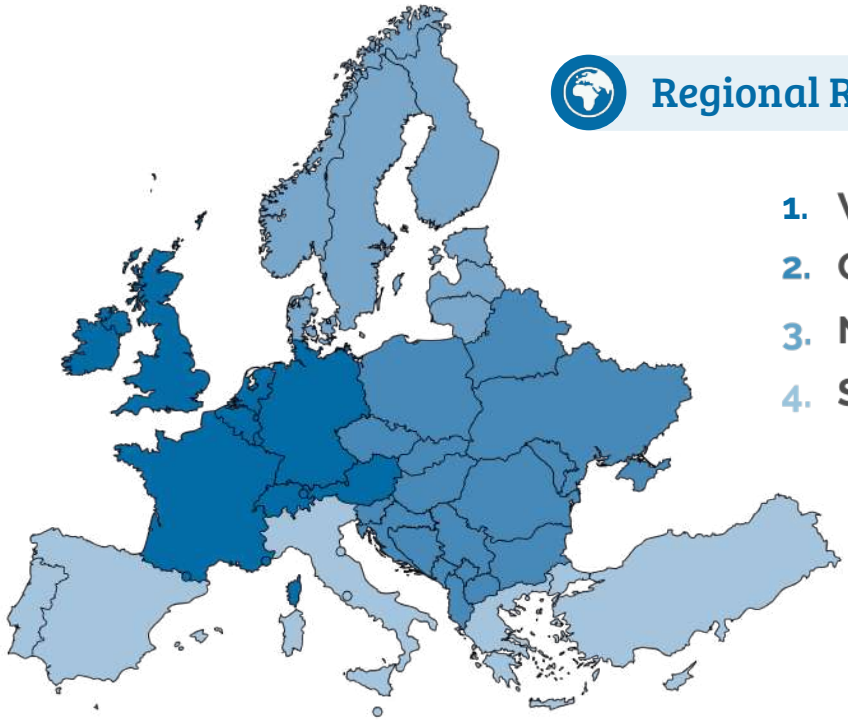
## Regional Relevance



1. Western
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4. Southern and Turkey

## Top CCIs


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Cluster D

# CCIs hold the potential to make technology more intentional, bringing the human layer that transforms deep tech from a system that shapes people into one that is shaped by them

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## Key Concept & Tags

Socially Relevant
Long Term Thinking
Responsible Tech
Tech Ethics
Algorithmic Transparency

## Posts' Sentiment

Negative | Neutral | **Positive**

## Emerging Conversations

> **The challenges of working with artificial intelligence are not only technical, but also deeply human.** They require people to reflect on their own assumptions, biases, and learning processes - which is both inspiring and liberating
>
> **LIBRARY, EASTERN & CENTRAL**

> Algorithms shape what you see, buy and believe online. Thanks to the #DSA and the European Centre for Algorithmic Transparency, we're opening the black box behind them to **make sure that algorithms work for people, not the other way around.**
>
> **INSTITUTION, WESTERN**

> I'm aware that there's a lot of different ideas here, and I'm aware that these are just potential ideas - more like proof of concept, rather than fully-fleshed out proposals. But **my hope is that work on these areas** - taking them from inchoate to tractable - **could help society to keep its options open, to steer any potential lock-in events in better directions, and to equip decision-maker with the clarity** and incentives needed to build a flourishing, rather than a merely surviving, future.
>
> **WRITER, WESTERN**

> We need to **examine who is really steering this technology** – it is so important that #AI is co-created with real people.
>
> **UNIVERSITY, WESTERN**

***Key Concepts & Tags*** are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the ***Sentiment*** of the post is. The chart shows the average sentiment of the relevant posts.

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# 03

# Meaningful Machines

## Nextatlas Trend

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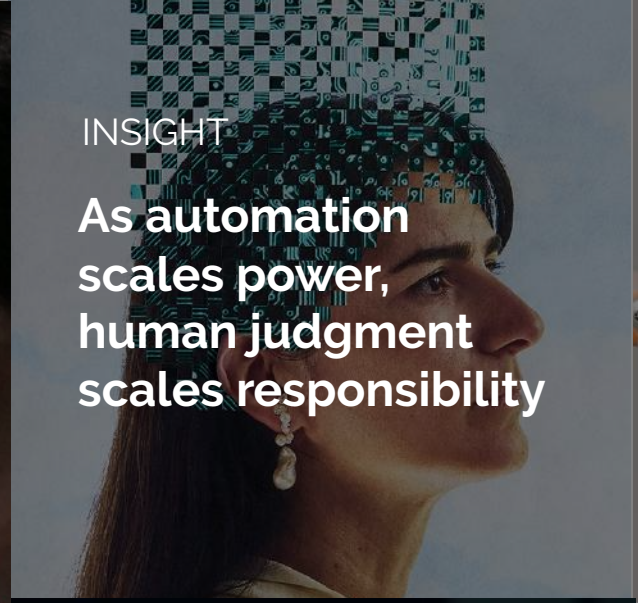
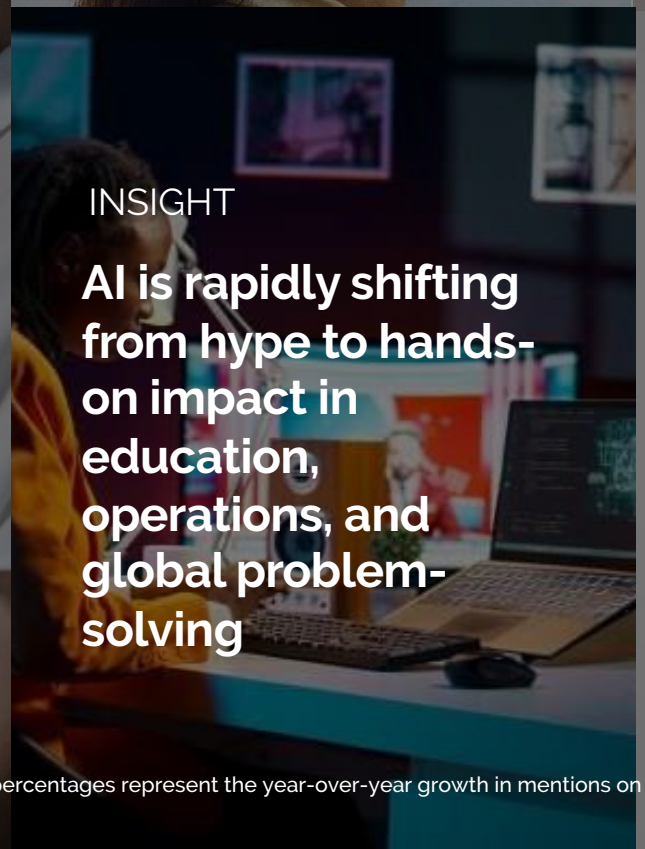
# Meaningful Machines

In the current technological moment, **capability has exploded faster than meaning.** As computational power expands into every domain of life, innovation is no longer judged solely by performance or scale, but **by its ability to produce human, social, and ecological value.** In this emerging paradigm, meaning becomes the missing layer that reconnects technological possibility with collective purpose.



INSIGHT

**As automation scales power, human judgment scales responsibility**



INSIGHT

**AI is rapidly shifting from hype to hands-on impact in education, operations, and global problem-solving**

INSIGHT

**Human intuition and emotional intelligence are becoming the defining layer that gives technological intelligence real-world meaning**

**+71%**
**Tech Ethics**

INSIGHT

**The focus on real-world tasks sets a new benchmark for innovation, shifting progress from reasoning to reliable action**

**+84%**
**Real World Tasks**

The highlighted percentages represent the year-over-year growth in mentions on social media for the indicated concepts and tags

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KEY TAKEAWAYS

# Meaningful Machines

**01.**
The central tension is no longer technological feasibility but **existential relevance:** the question of why these capabilities should exist in the first place. When technology can theoretically solve almost any problem, **the real scarcity becomes direction**

**02.**
**Technologies are expected to demonstrate their place within broader human narratives:** healing ecosystems, augmenting human creativity, strengthening social infrastructure, or redefining forms of care and connection.

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## # Key Concept & Tags

Complex Tasks
Human Help
Real World Tasks
Practical Use Case
Tech for Good

## Top Industries

Technology
Architecture & Spaces
Education

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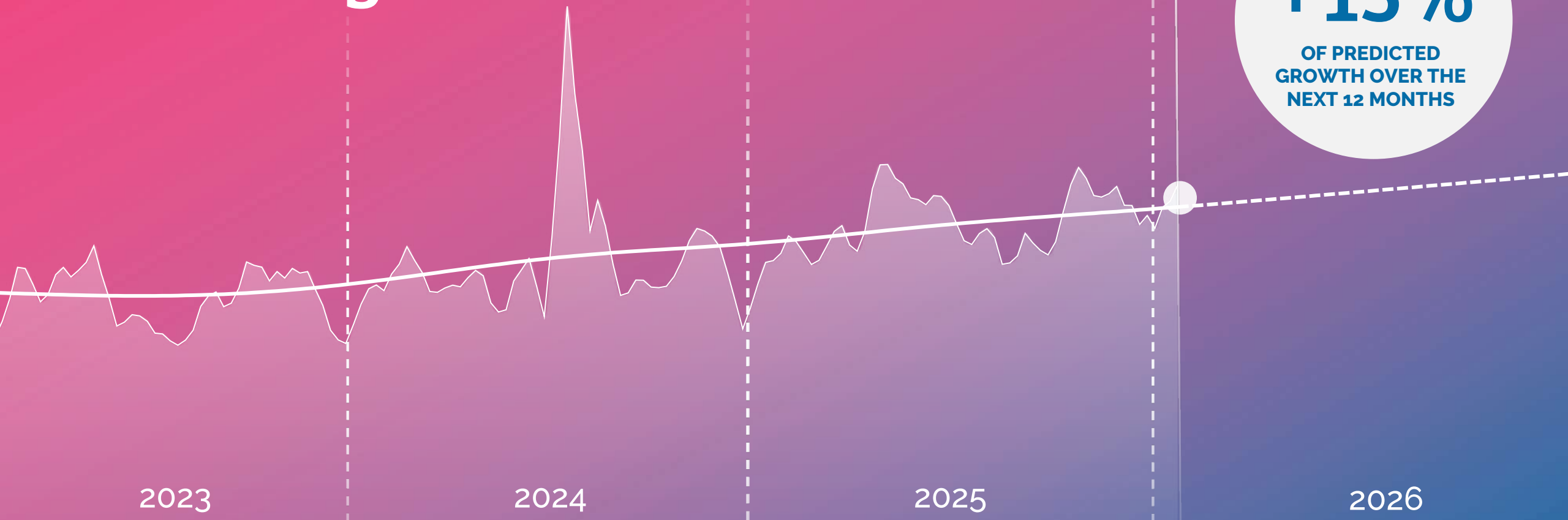
TIMELINE

# Meaningful Machines

**+15%**

**OF PREDICTED GROWTH OVER THE NEXT 12 MONTHS**




The ***" Timeline"*** graph shows the relative interest in this topic in Nextatlas' community posts

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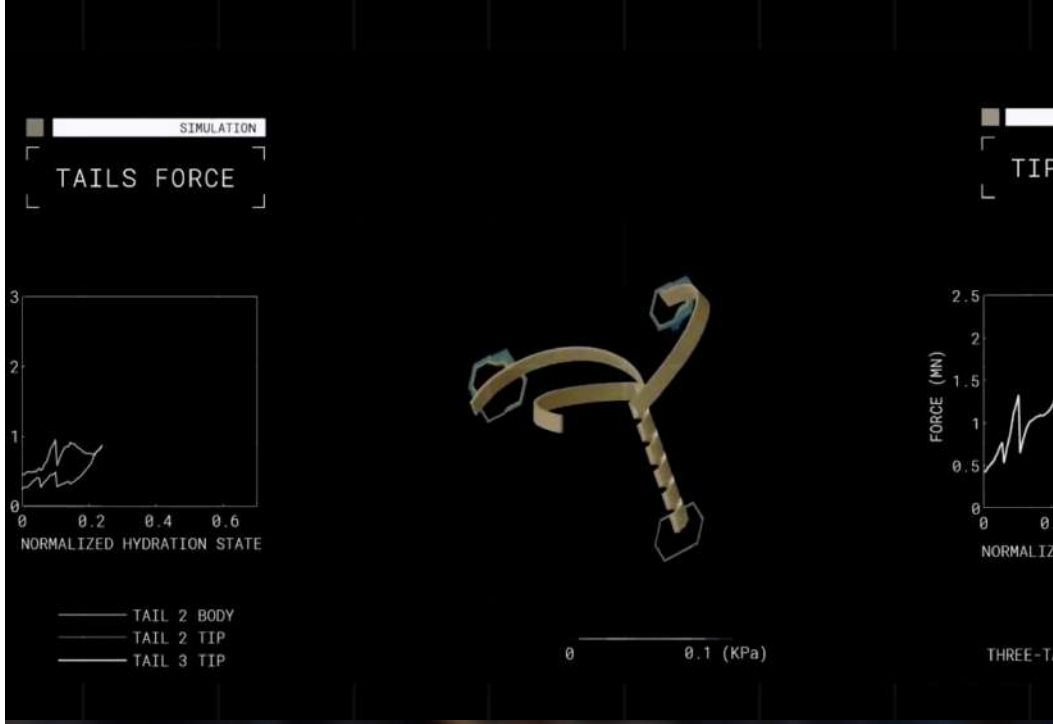
CASE STUDY

# E-seeds: When Biomimicry Turns Technology into Ecological Repair

A compelling illustration of this shift is the development of **E-seeds, biodegradable seed carriers** created by researchers at Carnegie Mellon University and UC Berkeley. Inspired by the self-burying mechanism of Erodium plants, these **small devices use hygromorphic materials that twist and drill themselves into the soil when exposed to moisture**, ensuring seeds are planted at the optimal depth after being dispersed by drones or aerial systems. Rather than demonstrating technological sophistication for its own sake, E-seeds show **how advanced engineering can be directed toward ecological restoration**. By increasing the success rate of aerial reforestation in degraded or fire-damaged landscapes, the technology transforms computational design, biomimicry, and material science into tools for regenerating ecosystems.

https://engineering.berkeley.edu/news/2025/11/material-intelligence/

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CASE STUDY

# T-Mobile builds real-time AI translation directly into its network

T-Mobile is introducing a **network-level AI live translation system** that enables real-time multilingual conversations during phone calls without requiring special apps, devices, or setup. The feature embeds an AI translation agent directly into the telecom network**, allowing callers to speak naturally while the system detects the languages being used and instantly translates the conversation** across more than 50 languages.

T-Mobile's live translation highlights how advanced AI capabilities can be deployed to **solve everyday human challenges** such as language barriers, mobility, and global connectivity. Rather than showcasing AI for novelty or efficiency alone, the system focuses on **enabling understanding and communication between people who would otherwise struggle to interact.**

https://www.cnet.com/tech/mobile/the-clicks-communicator-keyboard-layouts-for-arabic-french-german-korean/

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CASE STUDY

# Radio Time Machine: AI Supporting Memory and Wellbeing in Elder Care

The Radio Time Machine, developed by TBWA\HAKUHODO, is an AI-powered device designed to **support emotional wellbeing and cognitive stimulation among elderly people** in care facilities. Inspired by reminiscence therapy, the system uses **generative AI to recreate era-specific radio broadcasts combining historical news, popular music, and an AI-generated host voice**. Users interact with the device through a physical dial resembling a 1950s–60s radio, selecting a specific year between 1950 and 2025. By reconnecting individuals with their past through immersive sensory experiences, the technology strengthens social interaction between residents and caregivers while **supporting cognitive engagement.**

https://lbbonline.com/news/TBWA-HAKUHODO-AI-Powered-Radio-Time-Machine | https://www.tbwahakuhodo.co.jp/en/news/260305-rtm/



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WHAT'S NEXT?

# Meaningful Machines

**01. CAPABILITY BECOMES A COMMODITY**
As foundation models converge and raw AI performance **becomes increasingly accessible and undifferentiated**, the real competitive frontier will shift to what organisations can do with the meaning layer. **Legitimacy**, built through cultural embeddedness, community authorship, and demonstrated social value, **can become the new barrier to entry.**

**02. LEGIBILITY GAP**
As deep technologies move from labs into everyday life a structural disconnect is widening. The systems that will most profoundly reshape human experience are also the **least culturally legible to the people they affect.** CCIs are uniquely positioned to close this gap: not by simplifying complexity, but by building the shared vocabularies, rituals, and narratives.

**03. AUTHORSHIP BATTLE**
As AI systems are increasingly trained on human cultural output without explicit consent or participation, a slow-burning crisis of authorship is building beneath the surface. **The next frontier of deep-tech governance** could not be about data privacy or algorithmic bias alone — **it will be about who gets to shape the cultural imagination that machines inherit and reproduce**

**04. MEANING FATIGUE**
As "human-centred", "responsible", and "purposeful" technology become dominant institutional languages, these terms are already showing signs of semantic exhaustion — deployed so broadly that they begin to lose critical force. The next tension could be **between genuine meaning and its simulation.**

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# Thank you

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