

Lauren deLisa Coleman

Socio-economic Digitalist - Media Personality



LdC Brief

Lauren deLisa Coleman - the leader in tracking and deciphering social change convergence with pop culture & emerging tech

In these fast-paced, tightly scheduled days, here's a quick look at digi-socio developments and mini forecast you can use in the new "leaderful" era:

Brief for November -

Emoji Evolution - Remember what fun it was using **Yahoo!** emoticons within emails when they first appeared back in the day? Well, get ready for pictograph usage 2.0. One of the hot, new forms of communicating in hipper, younger circles is what I'm calling emoji-speak. It's all about communicating in symbols via screen with just a few letters of the Roman alphabet sprinkled here and there (and now that the **emoji** gods have been encouraged to create racially inclusive images, this will be even more interesting to watch). Who needs encryptions when you're basically using modern-day hieroglyphics? LOL. Sure, younger and marginalized demographics have always had their own signs, slang and symbols to both differentiate and lock-out those considered un-cool; but communicating almost solely in pictographs cranks it up a notch because within with emoji-speak, there are cultural codes within cultural codes and meaning within meaning depending on various subsets. Even the **NSA** might find itself a bit challenged with this one. Stir and mix with the future of ephemeral content, and we just may have ourselves quite a wild ride.

I, Spy - Speaking of the NSA, one cannot help but notice the volume growing around concerns about "spying." From German Chancellor **Angela Merkel** proudly showing her new, encrypted mobile phone after allegations that the U.S. has been listening in on its allies to the recent "Stop Spying" rally in D.C. (complete with Hollywood celeb attendance); concern about unauthorized observation is the order of the day. As if on-cue, the upcoming, Pierre **Omidyar**-backed media venture was announced just a couple of weeks ago. While the venture's form is not entirely clear, it seems safe to say that it may have something to do with investigation, watching the watchers, and more, given that the journalist who broke the **Snowden** story will be at the helm of the publication. But in this quest for privacy and race to expose, might we be forgetting another very important element? Just who is minding the store when it comes to rules around subpoenas regarding Tweets, posts and more? Further, is monitoring students' private social chatter and reprimanding them for it (a la **Orwell**) acceptable? It just may be time to widen the conversation the bit.

Jay Z Gets Scrooged - Almost no sooner than the luxe department store **Barneys New York** nearly sent up fireworks announcing its partnership with **Jay Z** to co-design items for holiday sales, did the public dowse the sizzle. Seems that customers resembling the rougher side of whom Mr. Carter refers to in lyrics decided to actually shop at the store; but it seems security guards didn't think they could afford certain items in their shopping bags. Cries and protests (complete with a Change.org campaign) have ensued. The issue many people have is not solely with the store but more specifically, Jay Z, himself. Now, the artist-mogul says that he's being "demonized." However, this (his **Samsung** deal being #1) is strike 2 for Carter because he does not seem to understand that social capital is becoming even more important than designing \$50,000 watches. His fans continue to call him to be more social responsible. Since they don't seem to see compliance, they are beginning to take shots wherever they can. Naturally this has all been magnified due to the 24/7 digital availability of opinion and news. Smart CEOs will pay attention here and think hard regarding the future of **social good, popular culture and emerging technology** (my specialty) and how it can affect sales and market share.

Just fyi, I kick off my bi-monthly fireside chat series for the **Columbia U. Alum Association** with key players in the digital journalism/media space. First up, a heavy hitter from "POLITICO." Megan Chan and I will be chopping it up about the future of political coverage and reader trends as it intersects with the digital space. I'll be interviewing her in front of a live audience, and will include the link on the CU site on the next LdC Brief for ya.

Check in with you next month! In the meantime...

LdC Index - My top 3 picks in Digi-Socio Coolness

In -Demand Red



Hackathon for Change



Curves Ahead



A Note From Lauren:

Welcome to the 9th LdC Brief. I'm sending this to give to tips and insight to perform at an even higher level, but if you'd prefer not to receive these emails — please feel free to unsubscribe below. Conversely, if you know someone that might enjoy these updates — do share (links below). Don't hesitate to [contact me](#) personally about anything you'd like... I do my absolute best to respond to all correspondence. If you'd like to follow me on Twitter and more I've included those links below as well. Happy November!



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