

Some values and hot buttons based on people's attitude to innovation

Among the *Enthusiasts*:

A desire to transform the smallest quotidian rituals and activities. Needing stimulation in order to bring out their best, to express their potential and creativity. A need for play, for fun, to transform daily experiences into games.

Among the *Detractors* :

Feeling socially excluded, a lack of control over their lives, unable to live with change, with the world today, etc.

- Very strong
- Strong
- Weak
- Very weak

OPENNESS TO CHANGE 169
PERSONAL CREATIVITY 168
BETTERMENT 166
INTUITIVE POTENTIAL 164
GAMIFICATION 162
ENTHUSIASM FOR TECHNOLOGY 159
QUANTIFIED SELF 135

SOCIAL DISCONNECT 139
AVERSE TO CHANGE 137
AIMLESSNESS 132
FATALISM 132
CIVIL DISOBEDIENCE 131
AUTONOMY-EMPOWERMENT 75
CONTROL OF DESTINY 71

(*) The indices are calculated by comparing the groups analyzed to the total population
