

TECHNOLOGY & HUMAN IDENTITY INFOGRAPHIC

INTRODUCTION: Technology is transforming science-fiction into science-non-fiction, changing the trajectory of human development in unprecedented ways. Our research explores how technology is impacting the three key components of human beings - **the mind, the heart, and the body.**



MIND

Human capacity for critical thought is changing and young minds are especially vulnerable

71% desire more education about how to use technology safely (e.g. not harmful to human development)*



HEART

Our emotional intelligence and interpersonal skills are atrophying, jeopardizing our ability to form critical social bonds

53% believe that technology will have a negative impact on interpersonal skills over the next 50 years*



BODY

Humans negotiate existence in a borderless world, their physical and digital identities coexist and humans and data are interchangeable

75% agree that they are concerned about the impact modern technology will have on future generations*

OUR CONCEPT - HUMANS RENATURED:

We are now at a pivotal inflection point in human history;
we must collectively choose to seize control of technology in order to re-nature our humanity.

MINDLESS > MINDFUL

Information transparency

HEARTLESS > HEARTBEAT

Purposeful consumption

NOBODY > EVERYBODY

Inclusive conversations

*Source: FIT CFMM National Online Survey, May 2019, N = 635, A18-60

FASHION INSTITUTE OF TECHNOLOGY
MASTERS OF PROFESSIONAL STUDIES - COSMETICS AND FRAGRANCE MARKETING MANAGEMENT- CLASS OF 2019

Taous Bellahsene, Katie Berman, Cristina Fernandez, Kaitlyn Forester,
Sophia Gillio, Ariana Parasco, Rebecca Scher, Tracy Taylor, Ashley Touroso