



# The Notebook.

Issue 3 January 2025

In the

**NEWS**

Things we've seen that you might want to know

## What's the deal with Meta's AI profiles?

You might have seen in the news over Christmas that Meta has been creating profiles across Facebook and Instagram which are AI generated. This didn't go down particularly well.



There's more to this though. We need to wind back to when they were actually created – and that's over a year ago in September 2023. They created 23 of them back then. Ones based on celebs like Kylie Jenner and Mr Beast were killed off last summer, but others remained on the site.

So why has it created a storm now? Well, it stems from increased media coverage in the Financial Times and Rolling Stone who picked up on Meta's plans to create more of these AI generated profiles.

Meta's hope is that they'll appeal to Gen Z and the younger demographic that they're struggling to get on their sites.

This reporting, coupled with traction on social media around the issue, led to a swift backtrack (for now). It turns out people don't necessarily want a social media platform full of AI rather than people.

<https://www.rollingstone.com/culture/culture-news/meta-ai-users-facebook-instagram-1235221430/>  
<https://www.theverge.com/2025/1/3/24334946/meta-ai-profiles-instagram-facebook-bots>  
<https://www.businessinsider.com/meta-ai-generated-users-facebook-messenger-instagram-2025-1>

## ITV are hiring for a Head of GenAI Innovation

Ok, probably not that interesting at face value, but they will be tasked with using AI to create new entertainment formats and character development.

<https://filmstories.co.uk/news/itv-looks-to-use-ai-for-creation-and-character-development-in-content-creation>



## Early Research

### Voice Usage Trends

We've been carrying out research into Voice Usage trends globally.

What we've learned? Well, it's gaining traction – a third of people are using voice services (like Alexa, Siri, Google Assistant) on a weekly basis. Two thirds of the younger demographics are using them daily. This is expected to grow massively in the coming years – and people's expectations will change in line with this (consumers expect AI voice to be better than human conversation within a few years)

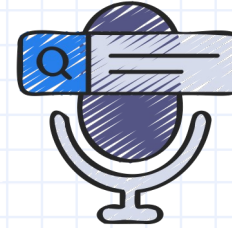
Want to learn more? Check out the research below, or you can listen to the latest trends via a special podcast we've created!

[Read the Research](#)

[nextgen.short.gy/voice-research](https://nextgen.short.gy/voice-research)

[Listen to Insights](#)

[nextgen.short.gy/voice-podcast](https://nextgen.short.gy/voice-podcast)



## CES Wrap



The Consumer Electronics Show (CES) is wrapping up in Las Vegas. It's an annual event where tech companies present new gadgets and ideas, though many never make it to market. For example, [holographic phones in 2018](#) and [modular PCs in 2014](#) never went into large scale production. This highlights how many ideas are tested before one truly great one emerges – which you'll hopefully remember me talking about at the last all hands!



- [Smart Glasses from Halliday](#). They project a digital screen on to the top right corner of your vision displaying messages, mapping directions and media controls. If you want some integrated with ChatGPT then [Solos](#) has those! We're getting towards those smart contact lenses!
- LG are bringing out an [Air Purifier crossed with a cat bed](#). For those who just don't have the space for both a bed and an air purifier, obviously!
- Lenovo showed off a [laptop that has a rollable screen](#) – because bigger screens are better!
- Is the future an electric vehicle that runs off solar power? [Aperta](#) seem to think so - you just need to squeeze in to it first!
- Another space saving idea for you could be a [microwave that has a TV](#) on the front. It has intelligent sensors to microwave your ready meals to perfection!
- Want a TV but not a microwave? How about a [TV that you can literally stick anywhere](#) (with suction cups!)?
- Finally, I don't know about you, but my dog has a lot of toys – and they get everywhere. So I'm eying up [this robot](#) that can vacuum my flat whilst picking up everything for me!



## Grab a free coffee!

The eagle eyed of you might have noticed some sneaky hidden messages in the first two Notebooks. This month, we're doing something different.

Count up how many lightbulbs you can find around this month's issue. First correct answer to Andy J wins a free coffee.



## The Library

We're building out a library of books all to do with design thinking and innovation.

Want to borrow one?

[Check out what we have here!](#)

New this month:



AI and Innovation  
Punk CX  
The Design Thinking Toolbox

Coming soon:  
Monthly issues of Wired Magazine for you to browse through.



## Got an idea?

If you need help with some industry research, or have an idea you'd like help exploring then we want to hear it!

You can now raise requests through Customer Management Intake – select NextGen Discovery as the Request Type

