WELCOME TO THE 2024 VICE GUIDE TO CULTURE.

This work acts as our cultural audit on the evolving needs of youth consumers and forces of change shaping their lives.

As curious researchers and strategists, this guide was created with equal parts data, instinct, and storytelling. We drew inspiration from proprietary research, dove into our editorial catalogue, and stayed in conversation with our 40,000 global youth insights community along with our extensive network of journalists, creators, and tastemakers.

We hope you enjoy reading this year's codes as much as we enjoyed writing them.
WE HAVE ACCESS TO INSIGHTS OTHERS DON’T HAVE

CULTURE
Predictions drawn from those immersed in, shining a spotlight on, and creating culture; working alongside Editors, Producers, Creators, Talent.

CONTENT
Insights drawn from how our audience engages with VMG across platforms; content analytics, topic analysis, search terms, reader comments, topic adjacencies, campaign analytics, etc.

CONSUMERS
First-person insights from an ongoing dialogue with VMG’s audience and a global youth insights community 40,000 strong: VICE Voices, Mad Chatter, VMG Youth Census, Reader Polls, Voicemails, UGC, etc.
A BAROMETER ON EVOLVING NEEDS, NORMS, & VALUES OF YOUTH

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**Prototype the Future**
Linearity was lost in favor of radical exploration

**Know Thyself**
Self-love was usurped by a quest for self-knowledge

**Creativity Is Power**
Creativity migrates from a skill to a characteristic wielded in new ways

**Radical Intimacy**
Vulnerability becomes an asset and disrupts domains of strength

**Life Lessons**
Influence is wielded by creators and supersedes even the savviest marketers

**A Symphony of Sense**
Multisensory modalities and experiences go mainstream

**Local Seeds**
Local becomes the new global, giving way to new subcultures and talent

**Design for Disfluency**
Cultural cohesion is trumped by cultural disfluency

**Surreal Escapes**
Surrealism surges as a way to escape from the chaos

**Spaces for Nuance**
A new cry for life in the gray, with an acceptance of nuance

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**In Pursuit of Pause**
Deceleration trumps acceleration as the dominant signal of well-being

**Reclaimed Heritage**
Recognizing and retelling narratives offers deeper, more diverse POVs

**Insourcing**
A demand for ownership and control puts Gen Z in the driver’s seat

**Feel Me**
New forces of relief are at play – both cathartic and performative

**Sovereignty of Self**
Identities become borderless and untethered

**New Frontiers**
Brave new virtual worlds are being piloted based on a rising hope punk

**Rise of the Anti-Hero**
Championing amoral misfits and rebelling against social scripts

**Hyper Pragmatism**
Pragmatism and intentionality rises in opposition to tone-deaf excess

**Open Beta**
A culture of experimentation and innovation is on the rise

**Neo-Hedonism**
In search for everyday, guilt-free pleasures

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CODE 1 Life in Narrative
CODE 2 Pink Rethink
CODE 3 Personal Purpose

(Exploration)
CODE 4 Curiosity as Practice
CODE 5 Present Tense
CODE 6 Healthful Pleasures
CODE 7 Weird Horizons

(Allies)
CODE 8 Fan Rule
CODE 9 Networked Futures
CODE 10 Empathetic AI

(Identities)
CODE 10 Empathetic AI
We're always eager to share our work. To access a copy of this year's cultural audit, email us:

INSIGHTS@VICE.COM