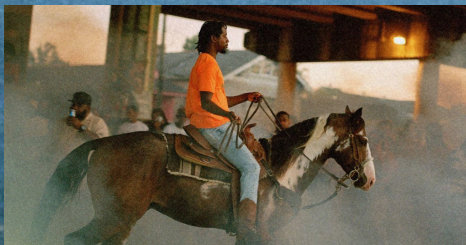


VICE

(2024)

THE VICE GUIDE TO CULTURE





FROM ROBOTS TO FANS: TEN CULTURE CODES TO KEEP YOU IN LOCK STEP WITH YOUTH CULTURE



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.

VICE **INSIGHTS**



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.

VICE MEDIA
GROUP

WE HAVE ACCESS TO INSIGHTS OTHERS DON'T HAVE



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

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

NEW FRONTIERS

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

CULTURE

(2024)

CODES

(Identities)

CODE 1 *Life in Narrative*

CODE 2 *Pink Rethink*

CODE 3 *Personal Purpose*

(Allies)

CODE 8 *Fan Rule*

CODE 9 *Networked Futures*

CODE 10 *Empathetic AI*

(Exploration)

CODE 4 *Curiosity as Practice*

CODE 5 *Present Tense*

CODE 6 *Healthful Pleasures*

CODE 7 *Weird Horizons*



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We're always eager to share our work. To access a copy of this year's cultural audit, email us:

INSIGHTS@VICE.COM