

HYPE AS A SCALE

LEVEL 5

SOON / INCONCRETE

CULT CONSTRUCTION

OTHERING

The technology has become a group identity for its boosters. Claims are exclusively utopian, and critics are painted as defenders of the old, to be left behind.

LEVEL 4

SOON / CONCRETE

LEAVING REALITY

MAGICAL THINKING

The technology has left grounded reality and takes on magical properties. The problems it is expected to solve simply by existing are growing in number and scale while criticism gets ignored as minor hurdles, to be overcome soon.

LEVEL 3

SOON / CONCRETE

THE FUTURE SHIFT

UTOPIAN FUTURES

The technology is the key to a utopian future or the avoidance of a dystopic one. Claims are solely focussed on the “potential” of the technology, less its benefits in the present.

LEVEL 2

IMMEDIATE / TOMORROW

OVERSELLING THE PRESENT

EXAGGERATED RETURNS

The effects and impact of an existing technology are greatly exaggerated and oversold but still informed by its real capabilities. The focus lies on the returns to come by investing now.

LEVEL 1

IMMEDIATE / NOW

BASE LEVEL HYPE

MARKETING CLAIMS

This is your standard marketing speak. They're focused on what an existing technology can do for you almost immediately. Though exaggerated, they're still grounded in reality.