

THE AGE OF CURIOSITY

Discovery has always been a pioneer and an explorer. We've visited the depths of the oceans and outer space. It's this spirit that led us to commission Discovery Insights, a series of research reports about the future of television, as well as Species, the biggest ever survey of European men, and She, an international report on women's happiness.

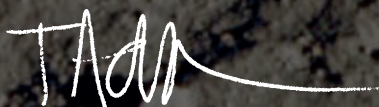
These reports generated a great deal of interest in the media, shaped our programming and were of tremendous use to our business partners. This time, we decided to do something equally compelling but radically different.

For our latest report, we took a leap in the dark. Why, we wondered, do people consume non-fiction media at all? What attracts them, and what brings them back again and again? It's the kind of big, so-obvious-that-nobody-has-asked-it question that we've always loved. So we surveyed 2,100 people in seven countries, from South Africa to Russia.

The answer surprised and delighted us. Overwhelmingly, people weren't inspired to seek knowledge for hard-headed self-improvement. Instead, it was all about sparking and satisfying their curiosity.

At Discovery, we're lucky to work with some of the world's most intrepid trailblazers who are driven by a fierce desire to discover the unknown, and to have an audience hungry for new stories and new knowledge. Now for the first time we all have the tools to satisfy every urge to know more about the world.

Welcome to the Age of Curiosity.



Tanya Adlam

Vice President of Research,
Insights and Innovation
Discovery Networks Central & Eastern
Europe, Middle East and Africa

 **Discovery**
NETWORKS CEEMEA™

SURVEY METHOD

2,100 people aged between 16 and 55 who watch non-fictional video content completed our online survey over the period of May – June 2015. We engaged 300 people in each of the countries taking part: Germany, Poland, Romania, Russia, Saudi Arabia, South Africa and Turkey.

People's responses to attitudinal statements as well as data about their viewing behaviour were included in a regression analysis that enabled us to identify the five modes of curiosity.



STORIES BEHIND THE DATA

We supplemented our robust quantitative results with 10 qualitative media-diaries in Germany, Poland, Romania, Russia and South Africa, completed in April 2015. Two people in each country were asked to keep a media diary over 3 days and then remotely interviewed to debrief their diaries with them. The qualitative work was used to inform our quantitative findings and gave people the freedom to express their opinions and feelings in their own words.

Additional desk research and 5 interviews with experts explored the quantitative data in more detail and helped contextualize our findings to create a highly robust and comprehensive study.



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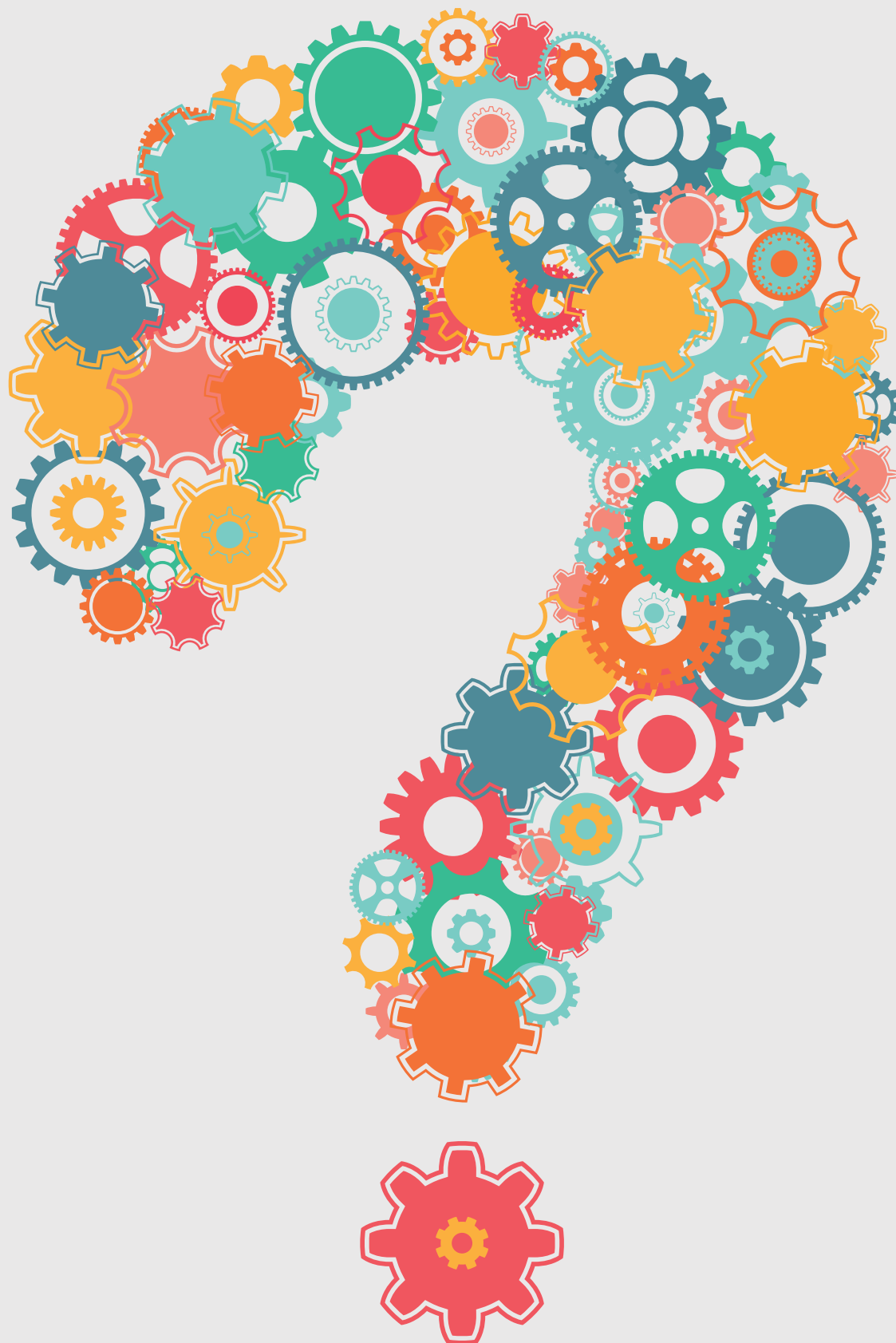
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// INTRODUCTION



CURIOUSER AND CURIOUSER

Once, we had too little information and the people who controlled the information, controlled the world. Knowledge was power.

Then we had too much, we were overloaded with information. Knowledge became stress. Our research suggests that era is passing as well.

We've discovered a new attitude that's spreading around the world, one where knowledge is pleasure. Welcome to the Age of Curiosity.

The citizens of the Age of Curiosity aren't drowning in a sea of information; they're splashing around playfully in it. They're admired by their peers, unafraid of the future, making the most of the opportunities presented to them by every medium. They are the New Renaissance People.

And while the original Renaissance was brought about by a few geniuses and the princes who bankrolled them, anybody can take part in this one. You just need to engage all the different modes of curiosity.

Different modes? Indeed. Our research shows that there are five distinct modes of curiosity. We all naturally lean towards a few of them, but the most extraordinary people display every kind. The good news is, anybody can learn to use all five of them, and become a New Renaissance Person.

In the following pages, you'll learn more about the age of curiosity, its benefits and how you – or anybody – can join in.



POWER OF CURIOSITY

Knowledge has historically been power, monitored by gatekeepers and accessible through privilege. Now, knowledge is pleasure, a luxury that can be obtained using the power of curiosity. Curiosity not only inspires us, but it helps us achieve our goals too. It is a gateway to satisfying our hunger for knowledge, becoming more interesting people and leading fulfilled lives.



KNOWLEDGE IS PLEASURE

Across Europe and the Middle East, people are packing lecture halls. In London, the Science Museum's events are the hottest tickets in town. Millions across the globe are devouring TED talks. Learning has gone beyond self-improvement; it's become a kind of hedonism. The majority of people we surveyed got a buzz out of learning something new (89%); some actually treated it as a kind of legal high.

We found that people are using the internet and social media as mood enhancers, where gaining certain kinds of knowledge energises them or helps them to chill out. They satisfy idle curiosity with "espresso shots" from their phone, getting quick hits of trivia from YouTube or BuzzFeed. They use longer content to relax, sinking into the sofa with a familiar subject, maybe reading something online or watching a longer feature on TV. They might not learn much that's new, but that's not the point. These kinds of topics are the informational equivalent of comfort food.

"The main criteria for choosing my phone was its big screen. I watch a lot of video on it, pranks, DIY, music videos. I click through to related videos, click, click – like on Wikipedia."

Gabriela, 21, Romania

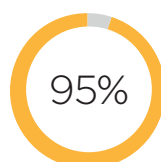
"Almost every day I do the same things, I think for a human being it's good to learn new things. It's a good way to exercise the brain. I feel better about myself if I know I'm not on the same level from year to year."

Anastasia, 29, Russia

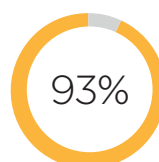
"So often I find myself wiki-binging till late night. I search one thing and end up clicking through multiple articles. Learning new things is addictive in itself."

Lukas, 35, Germany

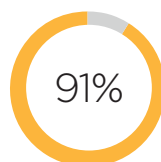
"I GET A REAL BUZZ OUT OF FINDING SOMETHING NEW AND INTERESTING"
% AGREE



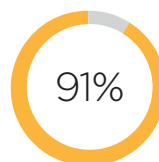
ROMANIA



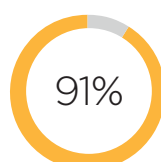
RUSSIA



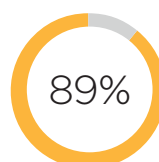
SOUTH AFRICA



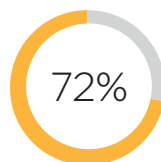
SAUDI ARABIA



TURKEY



POLAND



GERMANY

Sometimes, when the mood takes them, they want to go far outside their comfort zones. There's a particular kind of pleasure in having your worldview expanded. In most countries, an overwhelming number of people sought out new and challenging ideas. Far from being overwhelmed by the amount of data out there, they revel in its diversity. And they admire polymaths far more than experts.

"I ENJOY DEEPENING MY EXPERTISE ON THINGS I FIND INTERESTING"
% AGREE



"I ADMIRE WELL-ROUNDED PEOPLE"
% AGREE



"Sometimes TV and technology can help break my current mindsets. There are things I'd never choose to get involved in or watch – but then when I do I'm positively surprised because I find myself taking something out of them."

Alexandru, 53, Romania

"There aren't too many things we attain on our own, sat in a sofa. Most changes occur alongside other people. When you merge your perspectives, you see other possibilities."

Stefan, 27, Poland

LIFE'S A FEED

People's behaviour in real-life social occasions is starting to resemble their Facebook feeds. As a conversation moves across topics, the smartphones are hauled out. The chat is punctuated with pictures, memes, films and quickly looked up facts –

'Have you seen –'
'Watch this –'
'I don't know... let's find out...'

Far from interrupting conversations, mobile devices are enriching them, providing colour and snippets, dispelling doubts and exposing urban myths. People aren't just consuming information to improve their minds; they're consuming it to improve their social lives.

Curiosity helps you be interesting, but interesting people don't just know things, they think about them and form opinions. It's not enough to know that everything is out there, somewhere. You have to be able to build it into a point of view. In our survey, thinking for yourself came across as the most profound kind of self-expression. Only 40% of people said they didn't have the need to know everything as there was always the internet.

"You have to be curious about an instrument to learn how to play it. Otherwise you'd never get through the laborious process of constant practice."
Stefan, 27, Poland

"I LIKE SNACKING ON DIFFERENT EXPERIENCES AND INFORMATION"
 % AGREE

87%



"I STRIVE TO DEVELOP A COMPLETE UNDERSTANDING OF THE WORLD"
 % AGREE

78%

"I like to learn something that I can use in conversations, where I can show-off with my knowledge. It makes me more confident. I guess it satisfies the top level of Maslow's pyramid for self-actualisation"
Alexandru, 53, Romania



"IT'S A GREAT FEELING TO ANSWER QUESTIONS NO ONE ELSE CAN"
 % AGREE

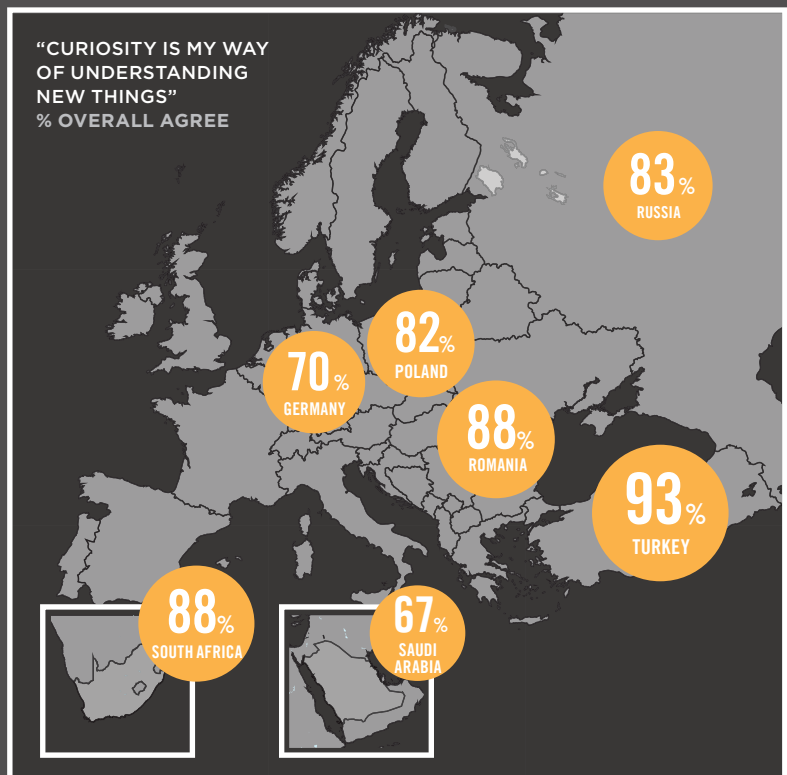
83%

BE CURIOUS, THINK BIGGER

Curious people live in a bigger world and have bigger dreams. The people we spoke to constantly strived to expand their worldview (89%), which in turn fuelled their ambitions. The more curious you are, it seems, the more opportunities you spot, and the bigger the rewards. Curiosity doesn't stop at career opportunities – the more complete your understanding of the world, the more you find ways that society can benefit from your actions.

The workplace is changing fast and the most successful people find those changes fascinating rather than frightening, are racing to evolve their skills and are enjoying the race. And the more these efficacious people know, the more they want to know. We've all heard it said that we begin life as curious children, and then become less interested in the world as we become older and more set in our ways. Our survey challenges this perception. We found that curiosity levels are at their highest at two points: around student age, and then again as most people's careers and earning capacity peaks in the years between 46 and 55.

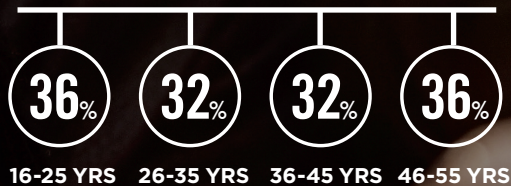
"CURIOSITY IS MY WAY OF UNDERSTANDING NEW THINGS"
 % OVERALL AGREE



Curiosity leads people into new personal passions as well, from picking up musical instruments later in life to mastering new sports. When you begin something new, it's always disheartening to face the steep learning curve but as Stefan, a young trumpet enthusiast from Poland told us, "You have to be curious about an instrument to learn how to play it. Otherwise you'd never get through the laborious process of constant practice."

Leading a fulfilled life in an age of change takes energy and a huge portion of that energy is intellectual. That's not something you can get from a can of Red Bull. Instead, curiosity seems to be the fuel that pushes New Renaissance People forward. And unlike most fuels, there seems to be an infinite supply of curiosity, and it's completely free.

"I WAS FEELING INQUISITIVE AND CURIOUS"
% AGREE



83%

"THE MOST VALUABLE CONVERSATIONS ARE WHEN I FIND OUT SOMETHING NEW"
% AGREE



40%

"THERE'S NO NEED TO KNOW EVERYTHING, THERE'S ALWAYS THE INTERNET"
% AGREE

"I CONSTANTLY STRIVE TO IMPROVE MY WORLD VIEW"
% AGREE



THE RISE OF GENERALISM



We now have more tools to feed our curiosity than ever before. TV, tablets, laptops, mobile phones and radio are all windows on the world around us. Can something so freely available actually be valuable any more? Absolutely. To the modern generalist, it's more valuable than ever.

THE POWER OF GENERALISM

You can learn just about anything online today: quilting, baking – even how to overthrow a dictator.

Ahmed Maher was not a professional politician, but he helped to start a revolution. After the Tunisian police arrested and beat him, he went online and set up The Academy of Change. He drew young people to him, curious to learn how their country could be run differently, and keen to know how the regime could be non-violently changed. They discovered an online game called A Force More Powerful that simulates various peaceful strategies for overturning governments. They played it obsessively. Then they rallied thousands of like-minded people by utilising social media and did it for real.

For previous generations, a few publishers and television channels were the gatekeepers to information. They guaranteed quality, but they also restricted our view of the world. Voices from the fringe struggled to be heard. While quacks and extremists were denied a platform, other legitimate opinions were also stifled.

Now Al Jazeera is reporting news from the perspective of the Arab world, and has become a respected global voice. Fashion bloggers like IgobyFrankie and ManRepeller are forcing traditional fashion editors to shuffle up and make room on the front row at runway shows, and we all trust consumer reviews of products over the ones we read in the media.

“There’s always truth in the fringes, and whereas previously it was difficult to seek out those extremes, now we have free access to it.”

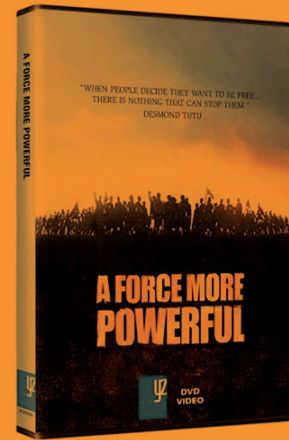
Dr. Vikram Mansharamani,
Global Equity Investor

**“I NEVER HAVE TROUBLE FINDING
SOMETHING NEW ”**
% AGREE

73%

**“I HEAVILY RELY ON MY TECH DEVICES AS
POINTS OF REFERENCE ”**
% AGREE

68%



A Force More Powerful –
the simulation developed by Breakaway Games in 2006, built on nonviolent strategies and tactics used successfully in conflicts around the world.

BREAKING OUT OF THE ECHO CHAMBER

Of course, if all your news comes from the fringes, you run the risk of becoming an extremist yourself. We've heard a great deal about the 'social media echo chamber': when all your information comes from social media feeds, you're more likely to have your world view reinforced, and you'll be blinkered from facts that run contrary to the prejudices of you and your friends.

Curiosity bursts that bubble. Eighty-one percent of our participants make a point of cross-checking their sources of information. We ask questions about the information we receive – and can have them answered as never before. Only 34% of people said they back away from something too strange or unfamiliar. Living in a bubble, it seems, may be comfortable, but it can also be unstimulating.

"I MAKE A POINT OF CROSSCHECKING SOURCES OF INFORMATION"
% AGREE

81%

"It's not that the Internet doesn't have the potential to open our minds to new information, other people and other worlds. It's that all too often this potential lies untapped. In the future the people who are better at exploiting it will find themselves at an increasing advantage"

Ian Leslie, author of *Curious: The Desire to Know & Why*

IT'S ALL ABOUT JOINING THE DOTS

Specialists know a lot about a little. Generalists know a little about a lot. In the 1990s, the great biologist and science writer EO Wilson worried that two centuries of science had fragmented and specialised knowledge so much that big discoveries were being overlooked. Scientists started to broaden their knowledge and look for breakthroughs by combining disciplines. Medical doctors are now working with CERN physicists to look for radically new ways of detecting cancer. Biologists, psychologists and programmers are working together to develop artificial intelligence.

Where science led, employers have followed. Specialist knowledge is a commodity. Understanding the big picture, it seems, is now the key to a successful career according to the captains of industry.

Dr. Vikram Mansharamani is an author, advisor and academic who is highly critical of overspecialisation in business. He says, "In a world where facts are commoditised and information is available to all, it's not about how much information you can cram into your head, but rather how we use the information and contextualise it in terms of meaning. Having a broad perspective will prove far more useful in this highly dynamic global and interconnected world."

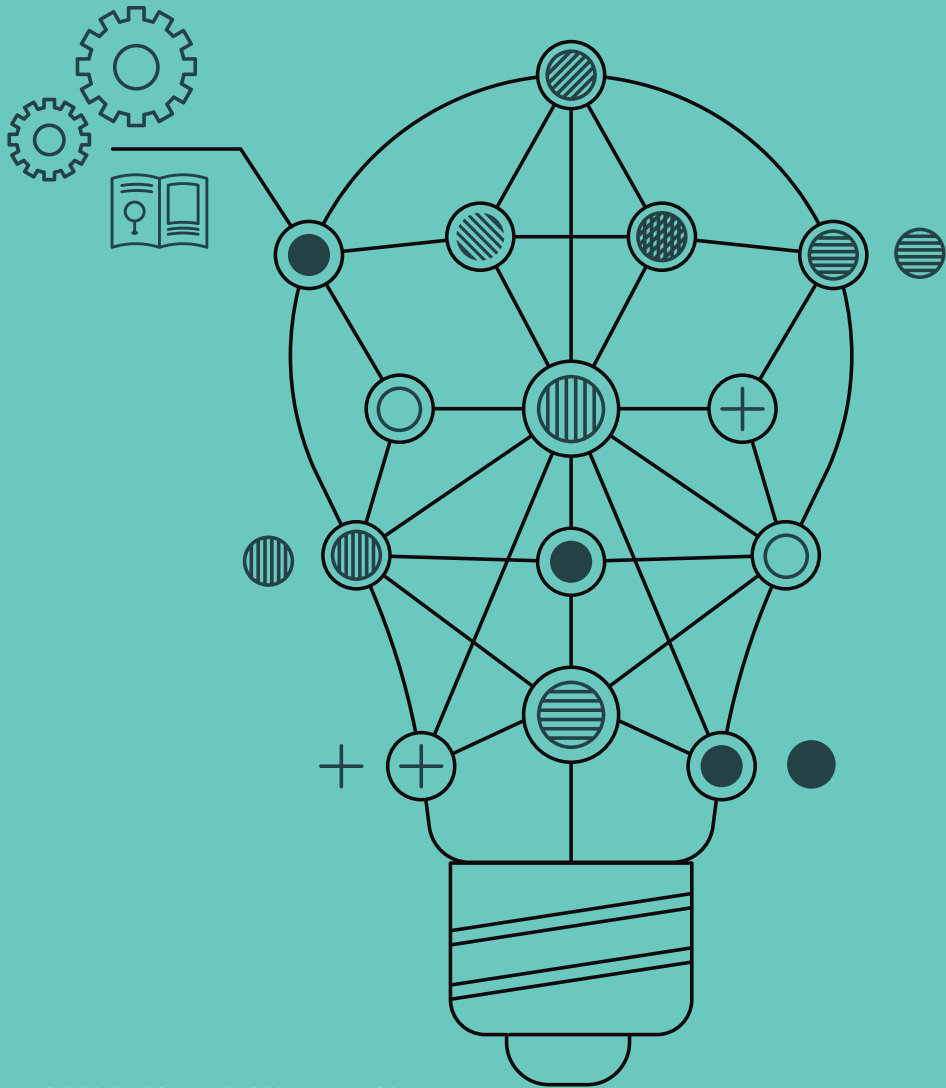
We leave the final words to billionaire Charlie Munger, a partner of Warren Buffett. "If the facts don't hang together on a latticework of theory, you don't have them in a useable form." Renaissance people are constantly hanging new facts on that latticework, and altering the structure as they go.

"Becoming very specific and narrow leads you to believe that everything should be seen through your lens. It makes it more difficult to see adjacent but relevant ideas, making your approach narrower and less innovative. Technology enables us to look outside of specialist knowledge by applying more diverse lenses."

Dr. Vikram Mansharamani,
Global Equity Investor

"In the workplace, we are being asked to collaborate a lot more with others. The people who thrive in that environment are those who have their own specialism but know a little bit about what everyone else does. They're better at talking to other people, better at joining the dots"

Ian Leslie, author of *Curious: The Desire to Know & Why*



"I LIKE TO THINK OF MYSELF AS SOMEONE WITH GOOD GENERAL KNOWLEDGE"
% AGREE



"IT'S EASIER TO UNDERSTAND THINGS WHEN I CAN CONNECT THE DOTS"
% AGREE





THE NEW RENAISSANCE PEOPLE: LIFE & WORK

People admire breadth of knowledge rather than depth. Being well-read is important, as is having a wide professional experience – if you have a portfolio career you're more admired than having followed a single career path. It's all about seeing a bigger picture, living in a wider world. Anybody can be a specialist – you need to be an intelligent generalist to impress.



**RICHER PERSONAL LIVES**

Curiosity can make you a better person. The people we spoke to told us so, and our experts agreed. Curious people aren't just great thinkers or readers. They're great listeners, too. Writer Kate Monro puts it like this: "We naturally gravitate to curious people – they give you a lot of attention, ask us a lot of questions. They make us feel good about ourselves. We become the recipients of their curiosity." Ian Leslie, author of a book on curiosity, says it succinctly: "Curious people are a little more alive."

The New Renaissance Person uses their curiosity to build links with other people. It makes them interesting to interact with, whether that's at a dinner party, in a romantic relationship or with friends: 83% told us that discovering together is the best way to bond, while 82% said that they enjoy discovering new things with people.



"You can become a better man if you work as an accountant but know a lot about wine, or growing flowers. You're more competent with more bits of random knowledge. To vote, to light a fire, you never know when that knowledge will come in handy – that's why it's good to accumulate as much of it as possible."
Alexandru, 53, Romania

Curiosity helps us live in a wider world as well. 81% of people surveyed, said that it felt great when their passions benefit society as a whole. They understand that their actions can have consequences far beyond the things they can see and touch.

It's not always about hard facts and figures. A single image can change their lives. Gabriela, a 21 year old in Romania, said: "My father once saw a picture of a turtle stuck in a six-pack plastic ring. We now cut those things up before we throw them out because recycling is almost non-existent in my country."



"Curiosity is a very attractive characteristic. Curious people are a little more alive – they take pleasure in life rather than shuffling through its corridors."
Ian Leslie, author of *Curious: The Desire to Know & Why And Why Your Future Depends On It*.

"DISCOVERING TOGETHER IS THE BEST BONDING EXPERIENCE"
% AGREE

83%

"I ENJOY DISCOVERING NEW THINGS WITH OTHERS"
% AGREE

82%

"IT'S A GREAT FEELING WHEN MY PASSIONS BENEFIT THE WIDER SOCIETY"
% AGREE

81%

"My father once saw a picture of a turtle stuck in a 6-pack plastic ring. We now cut those things up before we throw them out because recycling is almost absent in my country."
Gabriela, 21, Romania

**CAREERS: IT'S WHAT YOU
KNOW AND WHO YOU KNOW**

When it comes to careers, a winding road now beats a steady path. Many of the people we spoke to described themselves with hyphens: Artist-photographer-PR executive; teacher-writer; salesperson-fashion blogger. Economic headwinds have stopped a generation from achieving their dreams. It doesn't mean they've abandoned those dreams, they may simply have found other means to achieve them. Career coach Evelyn Cotter says, "One job for life sounds hilarious now. Since the recession, it's become more acceptable to be agile, to move and to explore."

Candidates who have jumped from one profession or industry to another, are becoming desired by employers. "The current climate favours adaptable people," says Kate Monro. Previous generations had

CVs. The New Renaissance People have online portfolios that showcase more than simply professional experience. Evelyn Cotter says, "They use technology to show that they are genuinely passionate and curious. Portfolios enable people to sidestep from one career to another."

Many New Renaissance People think of their careers as an adventure – and 63% of them consider themselves to be adventurous people. Part of that adventure is keeping on the cutting edge. More than half thought it was extremely important that they kept up with the latest fashions and trends. They're also natural networkers: 56% said they talk to a lot of different people at parties. Networking, both on and offline, is critical to the portfolio career, our experts told us. And curiosity is critical to networking.

"Think of any natural networker: he or she is a curious person. They like to learn and to meet new people; they ask questions for sheer enjoyment, without any agenda," says Evelyn Cotter.

If the New Renaissance People are so desirable in the workplace, it follows that we may soon have a generation of highly curious leaders. Our survey told us that could be a very good thing: over 90% of people thought that understanding cause and effect were critical. Curiosity may help keep our next captains of industry engaged in the wider world, especially the environment.

**"IT'S IMPORTANT TO UNDERSTAND
CAUSES AND EFFECTS"**
% AGREE

90%

"One job for life sounds hilarious now. Since the recession, it's become more acceptable to be agile, to move and to explore."

**Evelyn Cotter, Career Coach and
Founder of Seven Career Coaching**

"People use technology to show that they are genuinely passionate and curious. Portfolios enable people to sidestep from one career to another."

**Evelyn Cotter, Career Coach and
Founder of Seven Career Coaching**



“CHARACTERISTICS MOST ADMIRIED IN OTHERS”
TOP THREE PER COUNTRY

GERMANY



WELL READ	56%
EXTENSIVE SOCIAL GROUP	37%
ENVIRONMENTALLY FRIENDLY	32%

POLAND



ENTREPRENEURIAL	53%
WELL READ	40%
STRUCTURED CAREER PATH	36%

ROMANIA



ON TOP OF CURRENT AFFAIRS	41%
WELL READ	40%
VARIED PROFESSIONAL EXPERIENCE	38%

RUSSIA



ARTISTIC	51%
WELL READ	50%
VARIED PROFESSIONAL EXPERIENCE	36%

SOUTH AFRICA



WELL READ	50%
ENVIRONMENTALLY FRIENDLY	35%
ENTREPRENEURIAL	34%

SAUDI ARABIA



VARIED PROFESSIONAL EXPERIENCE	39%
WELL READ	32%
ENVIRONMENTALLY FRIENDLY	27%

TURKEY



ENTREPRENEURIAL	40%
WELL READ	38%
WELL TRAVELLED	37%

Eclectic eclecticism

The actual traits our sample admired in others varied quite widely, but a clear theme runs through them: eclecticism. Well read, well travelled people with wide-ranging careers appear again and again: the very picture of a Modern Renaissance Person.

“CHARACTERISTICS MOST ADMIRIED IN OTHERS”
TOP FIVE OVERALL

43% 

WELL READ

31% 

ENTREPRENEURIAL

30% 

WELL
TRAVELLED

29% 

VARIED
PROFESSIONAL
EXPERIENCE

27% 

ENVIRONMENTALLY
FRIENDLY



5

MODES OF CURIOSITY

The world seems noisier than ever. Yet some people are able to find method in the madness. Far from finding it overwhelming, they are nourished and entertained by the diversity. We discovered that there's no single trick to accomplishing intuitive comprehension. New Renaissance People, it seems, have a repertoire of techniques for putting the world's information to work for them. They combine a child-like wonder at the unknown with steely discipline to focus when necessary. The real key is in applying a mixture of modes to help navigate the abundance of information available and have fun doing so.

Because, yes, there are different modes of curiosity.
Five, to be precise.





1

FACT FARMING



Sea otters hold hands when they sleep. Rule-breaking cops in Thailand have to wear Hello Kitty patches. Bananas are berries. Sometimes we accumulate trivia just for the heck of it. Knowledge for knowledge's sake has a special buzz of its own. Our inquisitive nature rewards us when we find out anything new, whether it's useful or not. Neuroscientist Dr. Matthias Gruber explains why something that sounds like work can actually be so pleasurable. "It's not so much the joy of finding out the answer that motivates us. From an evolutionary perspective, in order to survive you had to find out new things. When we puzzle over a question we're interested in, we get a strong feeling of want and an energetic rush. It's much stronger when we're still searching than when we actually find the answer."

2

PHONE A FRIEND -
OR A STRANGER

The pursuit of knowledge isn't a solitary occupation. New Renaissance People don't just Google every answer - they aren't afraid to ask around. They'll reach out to a friend or even a stranger on the internet, who can provide more colour or context for them. The success of Quora and Yahoo! Answers testifies to our hunger for explanations from real people. Research has shown that discovering with others correlates with keeping the brain young. Neurologist Emily Rogalski researched 'SuperAgers' - people over 80 with the cognitive abilities of 40 year-olds and found that they were all socially curious: involved in their communities, travelling or learning new languages.

3

UNDEMANDING DOWNTIME



Sometimes it's pleasurable to go over familiar territory. Wandering around a museum to see exhibits that are like old friends. Watching a documentary about a subject you already know, just mulling things over. We don't always need to push the boundaries of our knowledge, says author Ian Leslie, "Our curiosity ebbs and flows. We'll make an effort to acquire new knowledge but then zone out and let it sink in. A lot of great thinkers talk about the benefits of taking solitary walks, no headphones allowed." In an age of overstimulation, New Renaissance People make sure they spend time digesting.

4

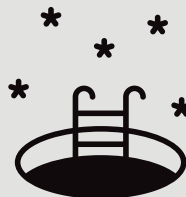
WORLDLY INVESTIGATIONS



The best knowledge comes from our own experiences of the world. Belief systems are strange things: most people accept the Copernican orbits of the planets without ever trying to verify them; few of us can walk past a 'wet paint' sign without feeling the urge to check it with our finger. New Renaissance People like to see for themselves, often by travelling, volunteering or investigating nature. They look for moments where their perceptions meet reality.

5

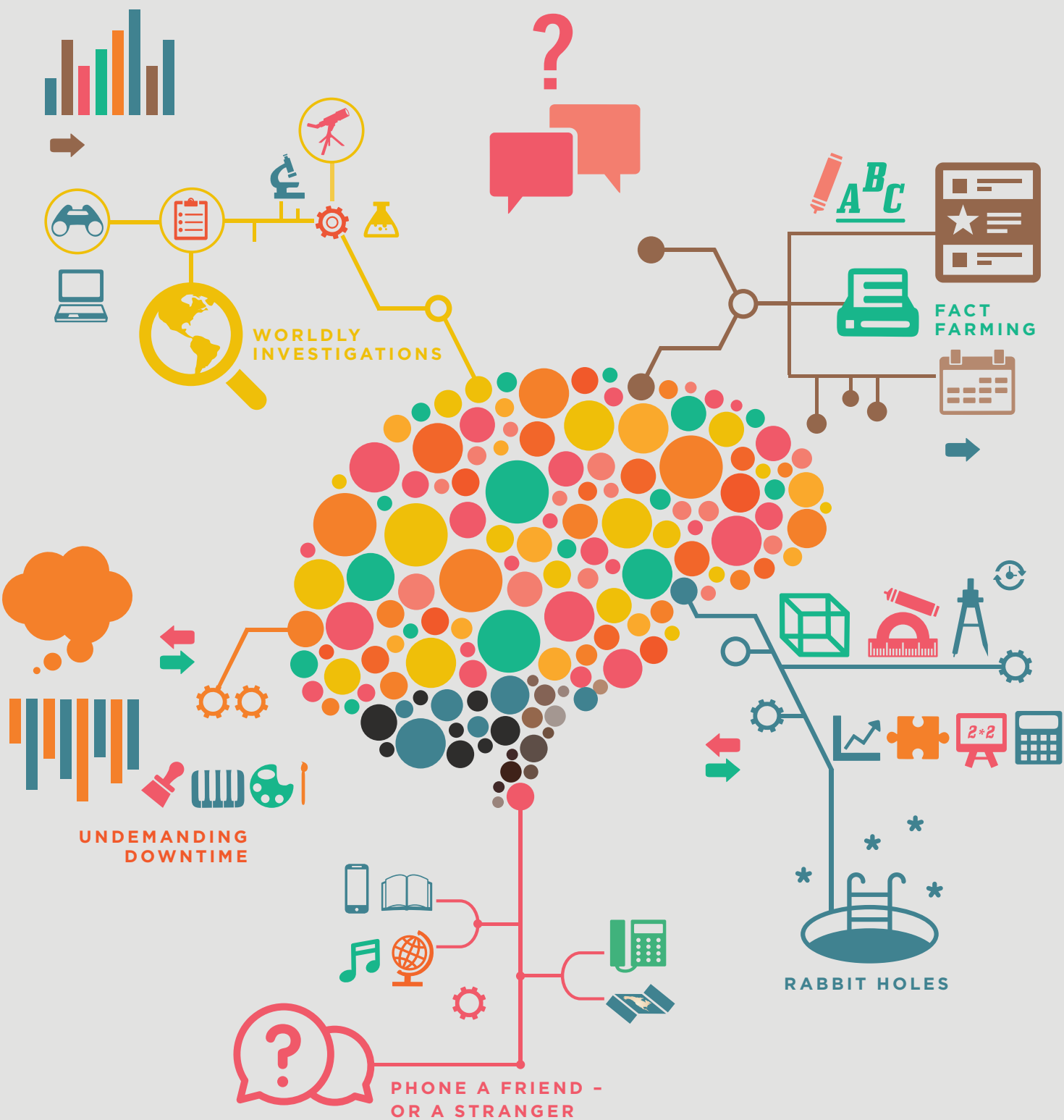
RABBIT HOLES

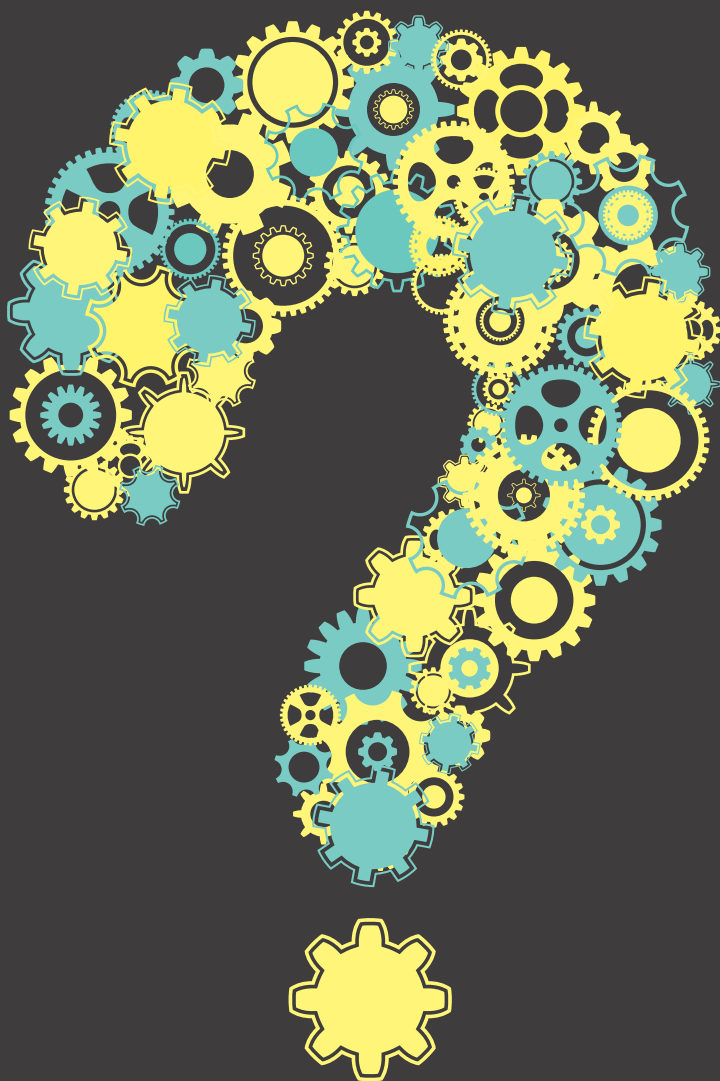


Have you ever followed a trail of enquiry through countless links on Wikipedia, moving onto specialist books, looking for documentaries on the subject? Then you've fallen into a rabbit hole of knowledge, or what psychologist Matthias Gruber calls *situational curiosity*. "You get hung up on a small detail you want to find out more about," he says, "and if the answers happen to open up more questions you pursue it further. This is how a specific curiosity turns into an interest." For our renaissance people, interests can turn into passions, into hobbies and even into new careers.

**Favourite Rabbit Holes on Wikipedia**

WikiGalaxy is a 3D web experiment created by computer scientist Owen Cornec. It visualises Wikipedia's 100,000 most popular articles as a galactic web of information in 500 thematic nebulae.





SPARKING AND SATISFYING CURIOSITY

The New Renaissance People know how to navigate the world of information overload – what are they curious about, and how do they access it? Here, we dig deeper into the content people are consuming – and what it is that’s still lacking in their information diet.

WHAT ARE THE CURIOUS PEOPLE CURIOUS ABOUT?

Not surprisingly, the answer is very, very broad; curious minds don't really recognise boundaries or subject labels. People regularly switch between topics online and on TV: 83% of those we surveyed said they enjoy watching a variety of different genres.

Current affairs, nature, science and history were almost equal at between 10-13%; life stories and adventures both came in at 6% of curious viewing occasions. It's interesting to note that discoveries in the natural and technological world are just as important in the Age of Curiosity as politics and world events. This isn't reflected in news programming today, which tends to treat nature and science as 'colour stories' near the end of a bulletin, rather than as headlines.

While the medium doesn't dictate the subject, it does seem to affect attention. When asked whether their attention is engaged from start to finish, the kind of screen and the genre mattered a lot. On-demand video got the highest rate of completion, with 57% saying they watched a video from start to finish. Broadcast TV was lower at 30%. Genre mattered too. Adventures, docu-dramas and thrillers were most compelling with 65%, 64% and 63% watching to the end

respectively. Nature was lower at 28%. New Renaissance People look for counter-intuitive ideas that dare to rock the boat: 'new facts' (34%) and 'worldly perspective' (27%) were the top elements people enjoyed about factual programmes. But only 18% of our respondents said the last programme they'd seen had inspired them to view things in a different light. That's quite low, given the need. There's definitely room for more punchy and challenging programmes.

They also love a broad perspective that helps them see how what they've learned fits into the big picture, and how it affects them. "I like documentaries that explain things as they are now," says Ricky in South Africa. "Like understanding 9/11 and how it has changed air flights forever for you and me."

NON-FICTION VIDEO HAS A ROLE TO PLAY

Our study found that people satisfy and spark their curiosity through non-fiction video.

REASONS FOR TURNING TO FACTUAL VIDEO % AGREE

SATISFY MY CURIOSITY

51%

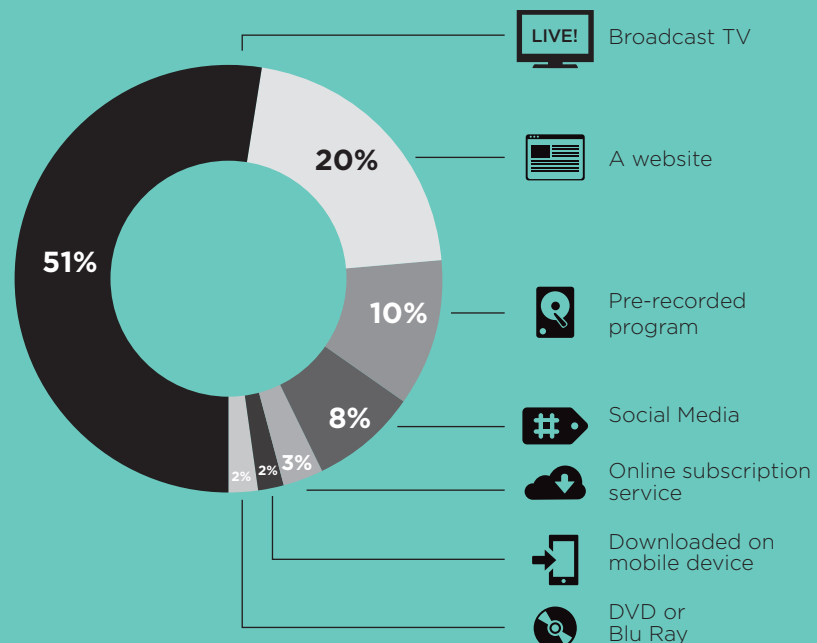
SPARK MY CURIOSITY

46%

TYPE OF PROGRAMMES PEOPLE TURN TO IN A CURIOUS OR INQUISITIVE MOOD %

CURRENT AFFAIRS	13%
NATURE	12%
SCIENCE	11%
HISTORY	10%
LIFE STORIES	6%
ADVENTURE	6%
CRIME & INVESTIGATION	5%
MUSIC	5%
TRAVEL	4%

PLATFORM PEOPLE TURN TO IN A CURIOUS OR INQUISITIVE MOOD %



WHAT THEY LOOK FOR

Interestingly, when people found themselves in a curious or inquisitive mood, for 51% the first port of call was still television – and broadcast television, at that. When we asked why, they told us that they appreciated the unexpected.

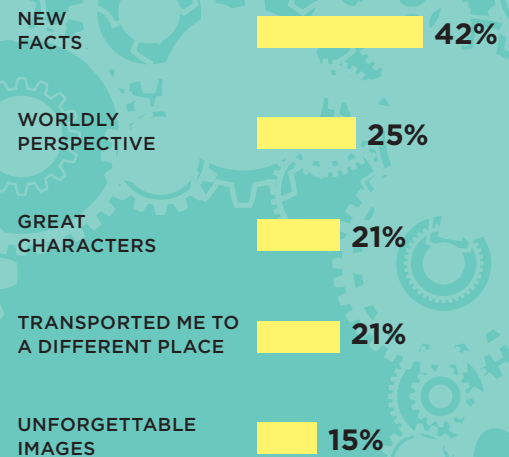
Twenty-six percent of people watched something that caught their interest while browsing, and only 8% watched whatever came up when they switched the TV on. “You can’t really filter or customise what’s on broadcast TV or choose from multiple programs on a given topic, in the same way as online. But if you’re lucky enough you can tune into something you’d never have thought of searching for,” said Stefan from Poland.

People wanted to empathise with others very different from themselves, and to learn from their perspectives. Twenty-one percent said ‘great characters’ were their number one reason for watching non-factual programming. Ricky in

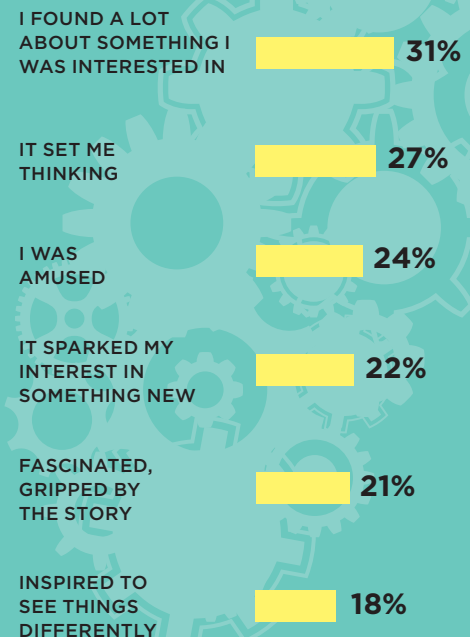
South African told us “TV brings me closer to people I’d never come across in my everyday life: multi-millionaires or head chefs. You can learn a lot from their experiences and through observing how they deal in various situations.”[3]

The New Renaissance has evolved the aesthetics of media. With the proliferation of online video platforms and social media, New Renaissance People have come to trust the grainy, lo-res style of citizen reporters on the ground. High definition, big production values can seem a little too slick, a little distanced from the raw truth. Lukas in Germany told us, “Independent videos you can now find online are more real. They’re raw, the bare bones. It’s a new and interesting style – which would never have made it through the editorial rounds of mainstream TV.”

TOP ELEMENTS ENJOYED WHEN WATCHING A FACTUAL PROGRAMME %



FEELINGS EVOKED BY WATCHING A FACTUAL PROGRAMME %



DEPARTURES, NOT DESTINATIONS

Media moguls might like to think of their properties as destinations for audiences. That's not how New Renaissance people see them. Media, for them, are springboards that send them off in new directions.

Our survey showed people aren't just interested in the way they feel while they watch factual content. They want to be inspired to think and do things afterwards, and video often fulfills that need. 46% of people we surveyed said factual content sparked their curiosity. Programmes don't need to have the final word on a subject – actually, it may be better if they don't.

Non-fiction video plays an important role in setting people thinking (27%) and sparking their interest in something new (22%). The journey doesn't end with the final scene. Of course, there's now a vast amount of information they can dive into when something does make them sit up and take note.

THINGS PEOPLE DID AFTER WATCHING A FACTUAL PROGRAMME %

I CARRIED ON
THINKING ABOUT THE
TOPIC

27%

I DISCUSSED IT WITH
OTHERS

26%

I RECOMMENDED IT
TO SOMEONE ELSE

24%

I EXPLORED THE
TOPIC OF THE VIDEO
FURTHER

13%

DUAL SCREENING: WHAT'S REALLY GOING ON?

Dual screening certainly happens, and it happens a lot. We've heard a great deal about this phenomenon, watching TV while sitting with a tablet or smartphone. The explanation that often accompanies this is that people are interacting with the programme they're watching. We found almost no evidence of this. Only 24% of people were on a second screen while watching factual content, but mainly checking social media (37% of those double screening) or browsing the web for things irrelevant to what they were watching (28% of those double screening). They save their further investigations into a subject for after the end of the programme.

THINGS PEOPLE DID ALONGSIDE WATCHING A FACTUAL PROGRAMME %



I was on my
smartphone



I was on
my laptop



I was on
my tablet

...OUT OF WHICH:



9%

Posting what I was
watching on social
media



7%

Exploring the
topic of the video
further

CURIOUS CULTURES

DOES NATIONALITY AFFECT CURIOSITY?

Our survey showed that people from every nation get a buzz out of finding something new and interesting - but their cultures seem to affect how they do that, and how they feel about their general knowledge. How does your country affect your curiosity? How might you compensate for it?

Poles are the most self-reliant. Only 20% of them say that it's OK not to know something, because you can always check online. They're busy exploring and experiencing things for themselves, perhaps at times forgetting the invaluable need for some time-off - they are the least likely to be caught in an undemanding downtime mode.

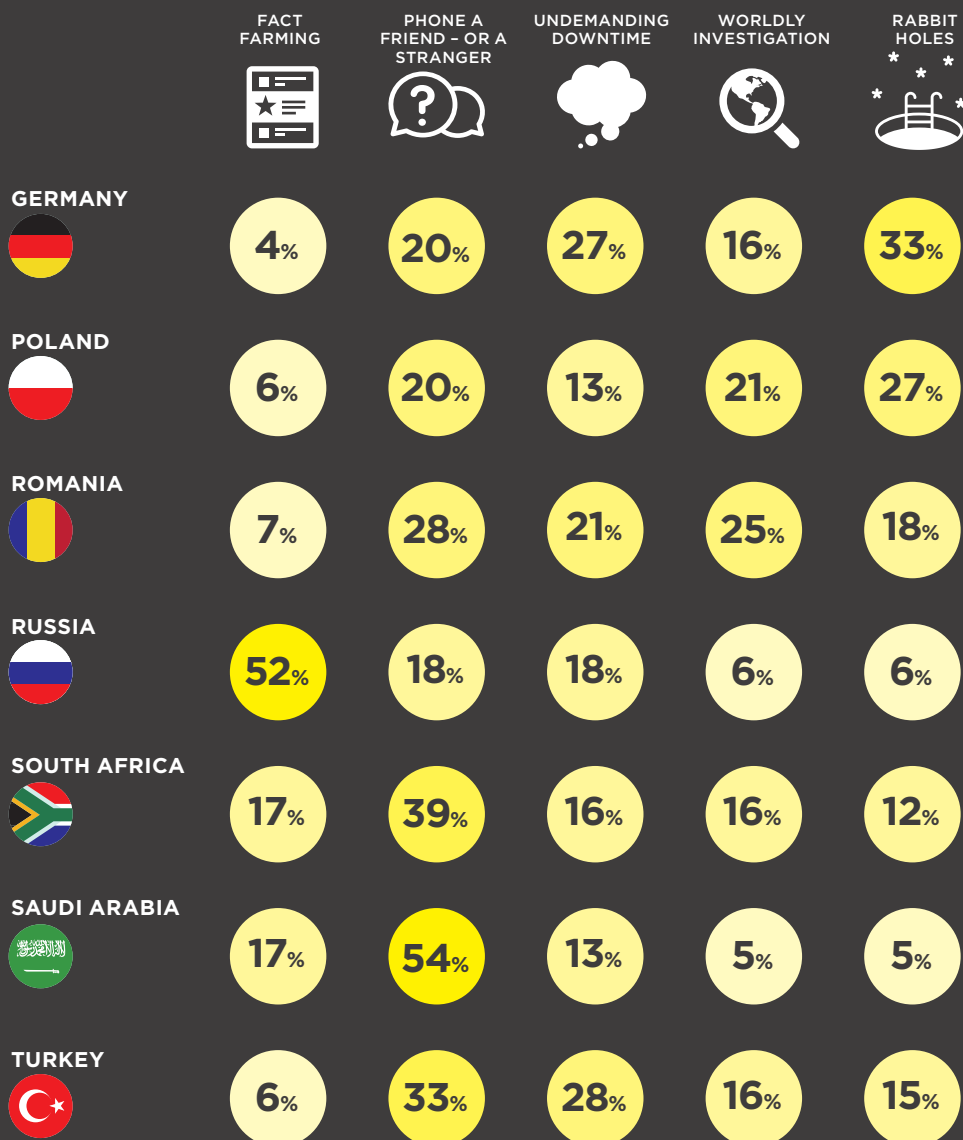
Russians are trivia fans, who admire deep thinkers. They look up to experts, but also are the most likely to find themselves farming for new facts just for their own sake. Yet Russians, at 60%, are the least likely to think of themselves as having good general knowledge - perhaps in the spirit of the Socratic paradox 'I know that I know nothing.'

Saudis and Turks are the most likely to make an effort to add to their store of knowledge daily. And together with South Africa, they also like to learn socially. Phoning a friend or a stranger is the most often employed mode of curiosity in all of the three nations- which may well be the key factor in facilitating their daily pursuits.

Germans on the other hand are more solitary, deeper thinkers. They enjoy discovering things with others to a lesser extent and prefer diving into rabbit holes over snacking on information. At 51%, they are also the most likely to trust the Internet to supplement their brains.

Romanians are the most balanced of any nationality in their modes of curiosity. Being able to successfully alternate between the modes is perhaps the reason why they get so much pleasure from their discoveries and intellectual pursuits. A whopping 95% of them said they get a real buzz from finding something new and interesting.

PEOPLE'S MOST RECENT MODE OF CURIOSITY %





I LIKE TO THINK
OF MYSELF AS
SOMEONE WITH
GOOD GENERAL
KNOWLEDGE

THERE'S NO
NEED TO KNOW
EVERYTHING,
THERE'S ALWAYS
THE INTERNET

I'M NOT
CONTENT
UNLESS I FEEL I
HAVE LEARNED
SOMETHING
EACH DAY

I GET A REAL
BUZZ OUT
OF FINDING
SOMETHING
NEW AND
INTERESTING

I ENJOY
DISCOVERING
NEW THINGS
WITH OTHERS

