

April 10, 2020 - The Friday Surge: We all need somebody to lean on.



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. I also try to make it fun and interactive. Thanks for reading!

*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

In this issue:

Emerging technology survey - vote for your favorite

YouTube Mood Boosters

Infographic - Americans are optimists despite uncertainty

The survey says...

[eMarketer's Victoria Petrock](#) recently compiled results about emerging technologies, that have been slow to receive support, which could generate new interest given the realities we are facing today:

- **Delivery drones** - [Gartner](#) forecasts a growth of over 500% in the number of delivery drones that will be operational between now and 2023.
- **Worker robots** - In 2019, a study conducted by [Sykes](#) revealed that while two-thirds of US employees believed that robots could assist them in their jobs, approximately one-third of employees feared being replaced by them. However, attitudes toward worker robots may shift, especially with regard to some industries such as healthcare.
- **Telemedicine/Asynchronous care** - While 39% of physicians reported to [Sanford Medicine](#) that they were using telemedicine in 2019, usage of this technology and asynchronous care apps are likely to gain a substantial number of new users.
- **Biometrics and Thermal Imaging** - While [Pew Research Center research indicates that many people have raised concerns about facial recognition](#), it's likely that this

technology and others like it will also receive new attention.

- **5G** - Many people now working from home have been experiencing bandwidth issues which 5G may resolve, greatly facilitating this new style of work.
- **Virtual reality** - While many have been socially isolated as a result of COVID-19, virtual reality devices have the potential to provide greater human connectedness.
- **Voice tech** - After hearing daily "no touch" messages, voice tech may also experience growth as a safer way to interact with devices.

Which of these technologies do you foresee having the greatest impact on your life? Please vote for one:

[Delivery drones](#)

[Worker robots](#)

[Telemedicine/asynchronous care](#)

[Biometrics/Thermal imaging](#)

[5G](#)

[Virtual reality](#)

[Voice tech](#)

Next week I'll provide the results!

The survey says...

Last week I mentioned to you that I cited a study of US consumers, [reported by Yahoo! and conducted by Channel Factory](#), that indicated 80% were watching You Tube videos to improve their moods. Respondents had been asked which types of videos they had been watching most often. Here are the results:

Entertainment-related - 48%

Music - 48%

Comedy - 33%

DIY - 31%

Cooking-related - 29%

Good things

Check out this [infographic](#), courtesy of [Research America](#). A study conducted by this company indicates that:

- The vast majority of Americans feel that the restrictions that have been imposed on us have been appropriate.
- More than half (54%) agree that people will have better appreciation for what's really important in life, and that new advancements will be made in medicine (52%).
- Nearly four in ten say their work will be much or somewhat better after this crisis passes.

A tribute

A wonderful musician left us this past week, but we have some iconic classics, including this [one](#).

Marketing musings

"Don't be pushed around by the fears in your mind. Be led by the dreams in your heart." - Roy T. Bennett

Older editions of this newsletter can be found [here](#).

[Unsubscribe](#) | [Update your profile](#) | 6 SNOWBERRY CT, OLNEY, MD 20832-1545