

# Glossary According to The-First-to- Know (Summary of Concepts, Frameworks, Terminology and Types)

**7<sup>th</sup> year itch:** a tool to trace, in stages over a cool cycle, the value shift among Innovators, which leads to an overall ideological shift – occurs, in parallel journeys, underground and overground.

**Alpha:** type of Innovator, umbrella grouping for style leaders, ahead of the consuming crowd.

**Alpha Trend Setter:** trend setter, effortlessly cool, whose word of mouth is powerful – falls under Alpha Innovators and consists of three types (DILLIGAF, Impresario, Opinion Former), each consecutively positioned at the start of the-first-to-know innovation diffusion continuum.

**Bearded hipster:** see hipster, bearded.

**Bubbling up:** stage in underground journey (in the 7<sup>th</sup> year itch) that refers to the early formation of a future zeitgeist scene – occurs in parallel with milking it, overground.

**Cool:** mindset shared by Innovators (Alphas, in particular) as well as elusive tool used to create currency, based on instinct and contradiction, which allows for cyclical change.

**Cool cycle of reinvention:** paradigm shift (in consumption), which occurs as a result of an ideological shift among Innovators that has been validated by Early Adopters.

- Cool Hunter:** professional interested in following trend setters – possesses variegated degrees of knowledge about cool currency, which can result in losses among traders in cool currency, who have unwittingly relied on a less well informed Cool Hunter.
- Corporate cool:** selling tool in guise of tactics based on emulating cool, which are devised to attract the Early Adopter and spread new ideas further outwards, in order to reach critical mass.
- Cultural insight:** multi-disciplinary market research and insight generating approach that looks at the context in which mainstream consumers make decisions, to which the-first-to-know model is a new addition (by focusing exclusively on under-the-radar scenes and grassroots movement, who act as precursors of change).
- DILLIGAF:** type of Alpha Trend Setter.
- Diffusion platform:** Type of Maverick that acts as a distribution channel for ideas that do not fit the mould, and, in doing so creates a new niche market category.
- Early Adopter:** greatest asset on the innovation diffusion for acting as a gateway to the Early Majority.
- Hipster:** wannabe fashion follower.
- Hipster, bearded:** commercialised version of the New Premium Consumer (Early Adopter of cool cycle: 1997–2007).
- Impresario:** type of Alpha Trend Setter.
- Influencer:** current marketing tool that relies on individuals with social following to spread the relevant word of mouth across social media networks and platforms.
- Innovation diffusion:** process of adoption of ideas that are perceived as new by members of a social system in stages of adopter-types.
- Innovator:** the first category on the innovation diffusion continuum, consisting of two main types (Alphas and Mavericks). They influence Early Adopters and as such they are desirable but often elusive and difficult to reach.
- Macro climate:** the status quo as perceived by Innovators, against which they react by offering an alternative vision, based on a shared set of values.
- Mainstreamisation:** process of idiosyncratic ideas becoming the norm, starting from the Early Adopter, by going up the innovation diffusion curve, reaching critical mass and sliding down until reaching overkill.

**Maturity:** commotion underground (in the 7<sup>th</sup> year itch) getting increasingly more attention and following among Early Adopters (bored with overground trends, en route to overkill).

**Maven:** marketing and communication industry professional, ahead of the curve in relation to the mainstream brand market.

**Maverick:** type of Innovator (visionary; invents new solutions to existing problems).

**Micro Influencer:** Influencer, who generates (online) communities of interest based on trust.

**Milking it:** stage in overground journey (in the 7<sup>th</sup> year itch) when zeitgeist scene is in demand – occurs in parallel with bubbling up underground.

**Nouveau hip:** using cool to sell expensive labels, without any grounding in authentic street kudos.

**Opinion Former:** type of Alpha Trend Setter.

**Overkill:** a once innovative trend that reached saturation point (its Laggard stage), resulting in demand for new ideas in the mainstream (by which time, the new underground movements that followed the underground 7<sup>th</sup> year itch journey would be at their peak, ready to oblige).

**Reinvention:** stage in overground journey (in the 7<sup>th</sup> year itch) when fresh codes are used to refresh established marketing tactics – occurs in parallel with spilling over underground.

**Scene:** term used loosely to characterise the marginal and bohemian ways of life of the non-conformist types, as a means of forging collective expressions of underground or alternative identity as well as asserting their cultural distinctiveness from the mainstream (above all, refers to Alpha Trend Setters).

**Sign of the time diffusion platform (SOTT):** Powerful Taste Maker, with instrumental role in crossing the chasm between Innovators and Early Adopters, so as to make idiosyncratic ideas palatable for a wider market.

**Spilling over:** stage in underground journey (in the 7<sup>th</sup> year itch) when the first signs of a new scene breaking through are visible among the most cutting-edge trend followers – occurs in parallel with reinvention overground.

**Street kudos:** a currency that is earned on the street on the basis of which an individual accumulates cool credentials.

**Taste Maker:** purveyor of cool, last category of Alpha on the-first-to-know

innovation diffusion continuum, positioned before the Early Adopter.

**The first to know:** being cool, ahead of the consuming crowd.

**The-first-to-know innovation diffusion model:** method (research approach and framework) for identifying small signs of big (societal) change early on by focusing on the process of creation and diffusion of new ideas among Innovators and their transition towards the Early Adopter.