

Maria

YOUNG
UNEMPLOYED
URBAN

Likes: going out, music, dinners, clubs

Dislikes: serious topics, obligations

Follows: : lifestyle influencers, beauty routines, TikTok trends

Politics: “That’s not my thing”

Daniel

IT STUDENT
GAMER
INTROVERT

Likes: video games, Discord,
meme pages

Dislikes: small talk, sports,
politics

Follows: : gaming streamers,
tech YouTube channels,
forums

Politics: uninterested,
“I can’t change anything anyway”

Anna

YOUNG MOM

30+

SUBURBAN

Likes: recipes, parenting tips, DIY hacks

Dislikes: nightlife, negative news

Follows: parenting bloggers, cooking channels, Instagram moms

Politics: trusts what her community shares

David

FITNESS ENTHUSIAST
25 WORKS AT AGYM

Likes: training, supplements,
self-improvement

Dislikes: "laziness,"
mainstream media

Follows: fitness influencers,
motivational podcasts,
biohacking trends

Politics: only interested when
it relates to sports or health

Elena

ACTIVIST 22
ENGAGED STUDENT

Likes: protests, volunteering,
books on social change

Dislikes: apathy, consumerism

Follows: NGOs, activists,
independent media

Politics: highly engaged,
critical of authorities

Luca

CORPORATE MANAGER

35

CAREER-FOCUSED

Likes: business seminars,
networking, luxury travel

Dislikes: “wasting time,”
cheap stuff

Follows: LinkedIn gurus,
business books, motivational
quotes

Politics: focused on economy
and business climate

Nina

ARTIST

28

FREELANCER

Likes: galleries, indie films,
alternative music

Dislikes: mainstream,
conservative views

Follows: : cultural portals,
independent authors, creative
workshops

Politics: progressive, but often
skeptical toward institutions

Marko

HIGH SCHOOLER,
TIKTOK GENERATION

Likes: short clips,
challenges, sneaker culture

Dislikes: long texts, serious
topics

Follows: TikTok
trendsetters, meme pages,
e-sports teams

Politics: completely outside
his world

Sara

RETIRED WOMAN

65+

RURAL ENVIRONMENT

Likes: gardening, homemade recipes, family photos

Dislikes: modern “chaos,” alienation

Follows: Facebook groups with acquaintances, local news, recipes

Politics: trusts “what everyone is saying” in her circle

Leo

TECH GEEK

29

STARTUP SCENE

Likes: innovation, AI, crypto, gadgets

Dislikes: bureaucracy, slow decision-making

Follows: tech podcasts, startup investors, crypto Twitter

Politics: follows global trends more than local issues

Tamara

FASHIONISTA 24
DESIGN STUDENT

Likes: second-hand shopping, fashion editorials, vintage aesthetics

Dislikes: fast fashion criticism, “boring” people without style

Follows: fashion influencers, Pinterest boards, TikTok haul videos

Politics: only if related to sustainable fashion

Adrian

CAR ENTHUSIAST

33

MECHANIC

Likes: tuning, races,
YouTube carreviews

Dislikes: cyclists in traffic, city
crowds

Follows: car forums,
car-spotting profiles, F1 streams

Politics: only interested in fuel
prices and road tolls

Clara

TRAVEL BLOGGER

27

DIGITAL NOMAD

Likes: exotic destinations, couchsurfing, adventures

Dislikes: static jobs, bureaucracy, conservative environments

Follows: travel vloggers, couchsurfing, communities, Instagram nomads

Politics: focused on global issues (climate, human rights)

Peter

TRADITIONALIST

45

PUBLIC SECTOR EMPLOYEE

Likes: stability, family values, football

Dislikes: experiments, “new ideas, change

Follows: sports broadcasts, national media, church portals

Politics: conservative, follows domestic politics and “what the state says”

Sofia

ECO-ACTIVIST

19

HIGH SCHOOLER

Likes: zero waste, recycling, cycling, veganism

Dislikes: plastic, industrial production,,fast food

Follows: eco-NGO profiles, zero waste blogs, activist TikTok accounts

Politics: advocates for climate justic and youth activism



BURST THE BUBBLE



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