






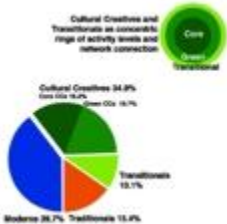






VISUAL	SCRIPT / AUDIO	TOTAL TIME
Intro Title. (5 seconds)	The Cultural Creatives: A Sociological Discovery	0:05
 <p>Change in civilization speeding up: 0:04-0:25 (21 seconds)</p>	Subtitle: Dr. Paul H. Ray, anthropologist and sociologist	0:26
 <p>(6 seconds)</p>	In 1987, sociologist Paul H. Ray discovered that a new subculture had appeared in American society / Intro Music: Infinity.wav	0:32
 <p>(9 seconds)</p>	In 2000, he finally published the results of his studies along with psychologist Sherry Ruth Anderson, in a book entitled "The Cultural Creatives: How 50 Million People Are Changing the World"	0:41
 <p>(11 seconds)</p>	In their book, Ray and Anderson would reveal that, along with the two subcultures already known in American population —traditionals and moderns—, a new subculture had emerged since the 1960's	0:52

 <p>(5 seconds)</p>	<p>They called them the Cultural Creatives</p>	<p>0:57</p>
 <p>Traditional, moderns and cultural creatives: 0:25-1:21 (56 seconds)</p>		<p>1:53</p>
 <p>(7 seconds)</p>	<p>Cultural Creatives were already a 26% of the adult population in the U.S. in 2000. That is, 50 million people!</p>	<p>2:00</p>
 <p>Graphic CC 2008 (7 seconds)</p>	<p>Only eight years later, the Cultural Creatives comprised 35% of American society, increasing their number by more than 1% every year</p>	<p>2:07</p>

 <p>(12 seconds)</p>	<p>But not only that. Several studies conducted later in Europe, Japan, Australia, New Zealand, Canada, Brazil or India have shown that the percentage of Cultural Creatives is similar or higher in other parts of the world</p>	<p>2:19</p>
 <p>Cultural creatives: distinct value systems: 0:04-0:50 (46 seconds)</p>		<p>3:05</p>
 <p>Cultural creatives: distinct value systems: 1:05-1:20 (15 seconds)</p>		<p>3:20</p>
 <p>(5 seconds)</p>	<p>But, who are the Cultural Creatives?</p>	<p>3:25</p>

 <p>New world view - converging of realities: 0:04-0:56 (52 seconds)</p>		4:17
 <p>(5 seconds)</p>	Are you a Cultural Creative?	4:22
 <p>New world view - converging of realities: 2:45-3:02 (17 seconds)</p>		4:39
 <p>Creative Commons license (3 seconds)</p>		4:42
<p>Credits (9 seconds)</p>	<p>Paul H. Ray videos by: Future Studies / Licensed under CC-BY in https://vimeo.com/freedomlab Music: "Infinity" by The Tinkerbell Effect / Licensed under CC-BY in</p>	4:51

Course: AWIP15

Learning pathway: 6th
Topic: Cultural Creatives

Title: Alternative Social Views
User Group: AWIP learners

	<p>https://soundcloud.com/thetinkerbellect/infinity-chill-out Photos: Eric Fischer, Vincent Desjardins, LaDawna Howard, Evert F. Baumgardner, National Archives and Records Administration, Walker Evans, Library of Congress, Wikimedia Commons, editrix, Jon Bunting, David Shankbone Edited by Grian A. Cutanda</p>	
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