



Rediffusion
Consumer Lab

Life On Display



Navonil Chatterjee
Joint President & Chief Strategy Officer, Rediffusion



“Man is least himself when he talks in his own person. Give him a mask and he will tell you the truth.”

- Oscar Wilde

Oscar Wilde's mask is today's Johnny's Display Picture! 'Show me your friends and I will tell you who you are' used to be the old thinking. Today, however, perhaps nothing reveals your character better than your DP. After all, what else is a DP if not a carefully edited, filtered, self-constructed, man-icured or woman-icured window to our souls?

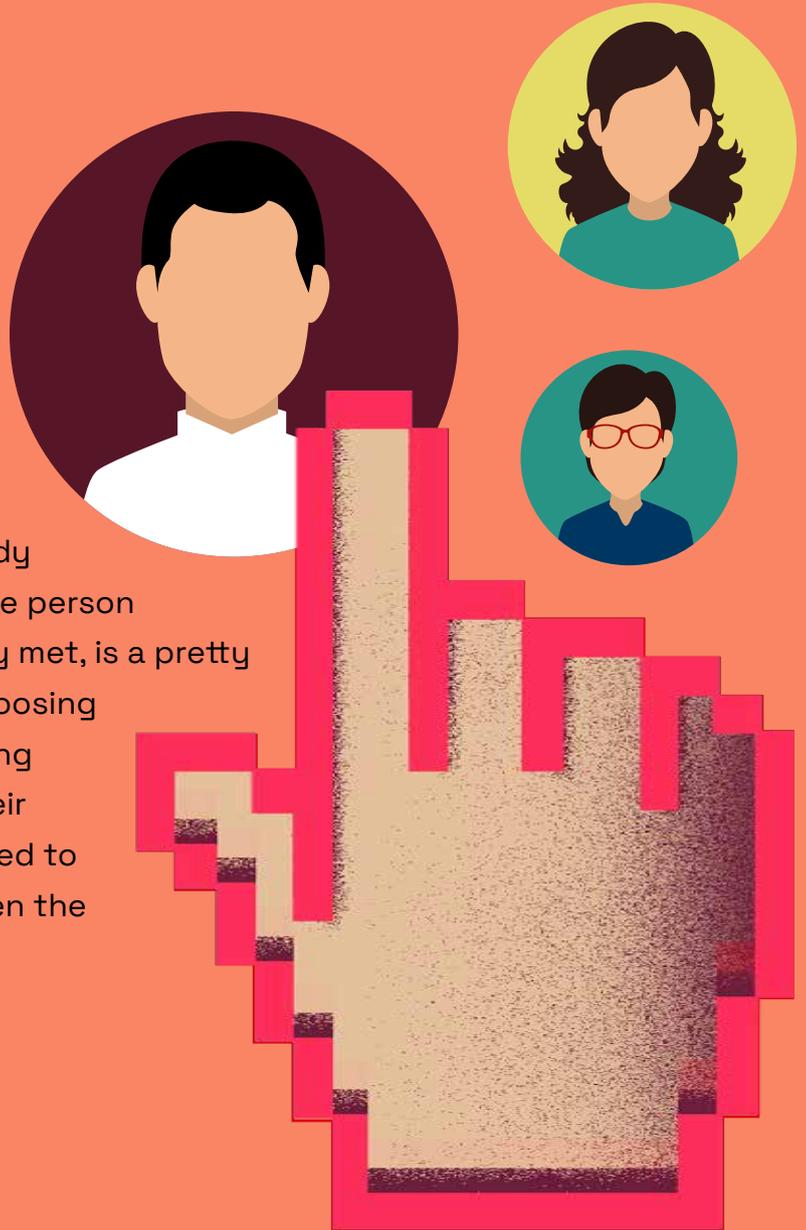


A Sign of the Times

‘Let’s check out that new girl on Facebook’.

‘Let’s look up the new boss on Instagram’.

Nowadays, a quick social media study (otherwise known as stalking), of the person you are going to meet or have newly met, is a pretty common practice - which makes choosing the right DP as important as choosing your clothes. While clothes have their limitations, DPs can literally be altered to project any version of yourself - even the version that does not exist!



Red Lab Tab

The importance of DPs having been unquestionably ascertained, we at Red Lab (Rediffusion Consumer Laboratory) delved deep into an exhaustive study of different types of DPs across WhatsApp, Instagram, Facebook, etc. At the very onset, we were intrigued by the sheer variety of strategies adopted by different people to make a statement about themselves. And so, we promptly set about to decode, analyse and cluster DPs into different sub-groups. One broad way to classify them, we noted, was to distinguish them basis whether a DP was reflecting the current sentiment or mood of the person or whether it represented the person in relative perpetuity. Depending on that, we will look at different types of DPs that fall under these two broad categories:

Perpetual Mindset and Current Mood.

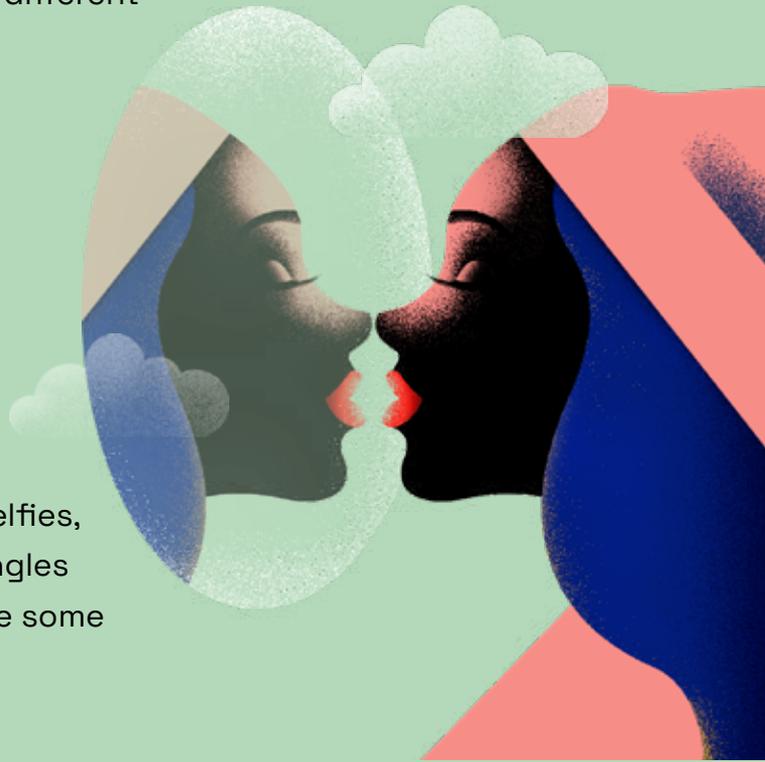
1. Perpetual Mindset

Here, we are talking about DPs that basically don't change their character every now and then. That is not to suggest that the picture itself may not change; even if the pictures change, they are all in the same zone. What this connotes is that the person is very clear about his or her likes, beliefs and priorities, be they genuine or even projected likes or priorities. For example, if you are a Manchester United fan and want to flaunt it, your DP will always reek of Man U, though the exact player, jersey, stadium or match images may change. In short, there is an 'Always Like This' element to these DPs. The different sub-species of this broad group are as follows:

A

Main Apni Favourite Hoon DP

Giving Geet from Jab We Met a run for her money, this DP epitomises self-love and is a hallmark of the self-obsessed. Close-ups, selfies, same picture clicked from eight different angles and uploaded as DPs one after the other, are some tell-tale signs to recognise this lot.



B

The Proud Parent DP



These are about those doting parents who love just about everything their children concoct or do and capture it both for posterity, as well as current use as their DP. The pictures vary from those of their children to the 'wonderful creations' of their children – so what if their child's sketch of the cat is looking more like a rat – the pride is always constant!

C

The Bod Squad DP

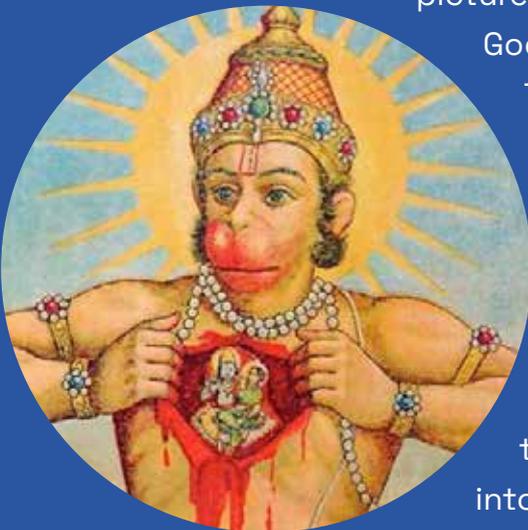


For them, the treadmill trends! Whether they spend four hours or four minutes in the gym, they want everybody to know about it. Otherwise, it is such a ‘waist’ of an effort, right? The men sporting these DPs are almost always found shirtless in a gym background, with their bulging muscles, flat tummy and toned body staring right back at you. This DP type normally belongs to the ‘Always Like This’ category, unless of course it is being used to show an ex, the hot-bod transformation that you have had post a break up!

D

The God Squad DP

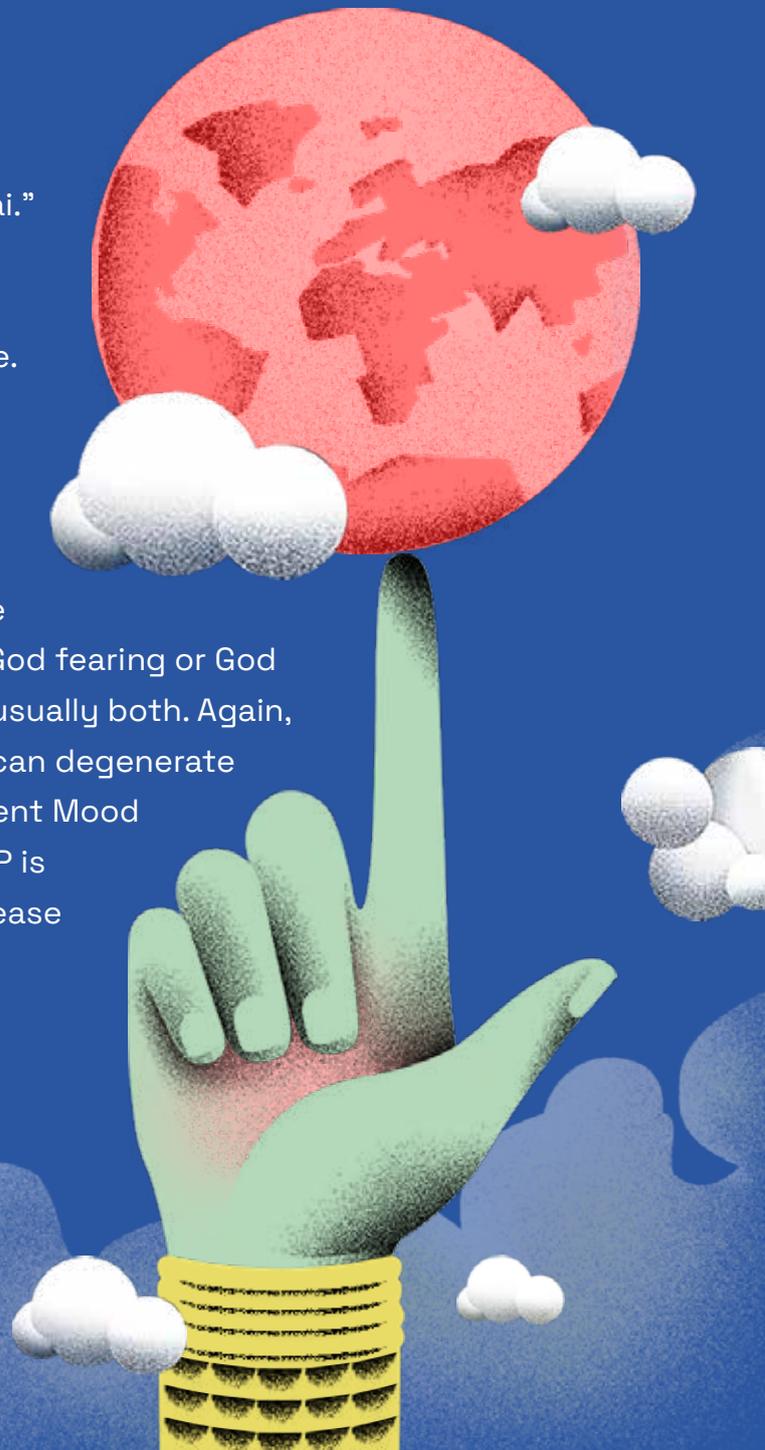
“Kabhi kabhi lagta hai apunich bhagwaan hai.”
 May be that is why instead of their own



picture, they put
 God’s picture.

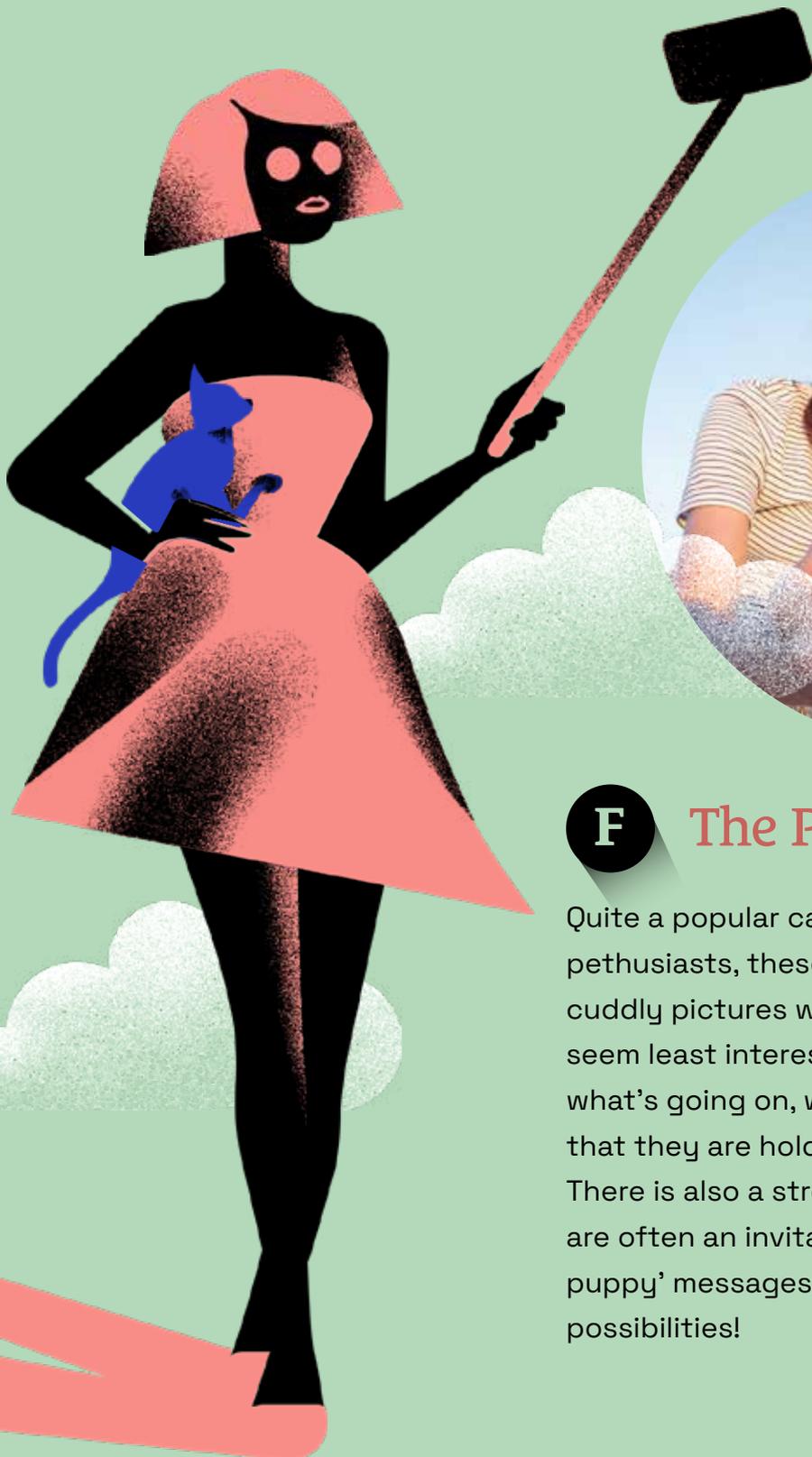
The ones
 having
 this
 kind of
 DPs are
 either God fearing or God
 loving - usually both. Again,
 this type can degenerate
 into the Current Mood

category, if the DP is
 being used as a temporary strategy to appease
 their chosen God for a much-needed boon!



E The Family Man DP

Forget ISI, RAW, secret agents, Manoj Bajpayee and the lot. This is your regular Joe Family Man. And his DP will always have pictures of his family. End of story. Not gripping enough? Boring? Well, that's all part of the family!

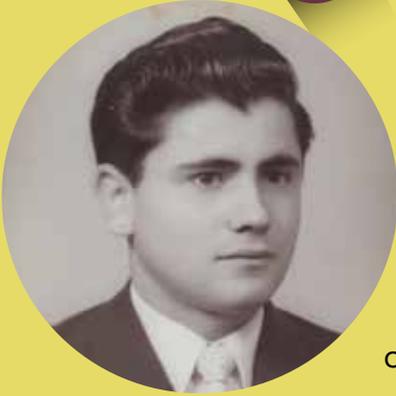


F The PeTA-Perfect DP

Quite a popular category representing the pethusians, these DPs are characterised by cute, cuddly pictures with your pets where the animals seem least interested and have no idea about what's going on, while the posers give the vibes that they are holding on to the love of their lives! There is also a strong possibility that these DPs are often an invitation to 'Aww, such a cute puppy' messages that are themselves laden with possibilities!

G

Abhi Bhi Main Jawaan Hoon DP



This group comprises the forever young oldies - older men/women who still put pictures of their younger selves as their DP. While their youth has long gone, the memory of their youth is too precious still for this type to let go. So, they cling on to the illusion of their invincibility over time, living in denial all the time. But let's not be too harsh on them - after all, dil toh bachcha hai ji!

H

The PDA Couple DP



Lovey-dovey, corny, sappy pictures of couples at scenic locations qualify for entry into this category.

The cornier

the picture, the higher the assumed love in the relationship. This DP is a great way to tell the world that you are in love and are already taken! Funnily enough, a lot of the times, if you check the DP of their partners, it is also a couple photo; sometimes, even the same photo! Unfortunately, in these apparently ek-duje-ke liye relationships, the public display lasts longer than the real affection!



I

The Fan-tastic DP



What's life without a little bit of emulation and adulation, right? This is a group representing the fanatics of this world – SRK fan, MSD fan, Narendra Modi fan, Barcelona fan, CR7 fan, Star Wars fan, Ironman fan – in fact, almost anything that anyone can be a fan of. And of course, these heroes and role models make for fan-tastic display pictures!



“I know for sure, what we dwell on, is who we become.”

- Oprah Winfrey

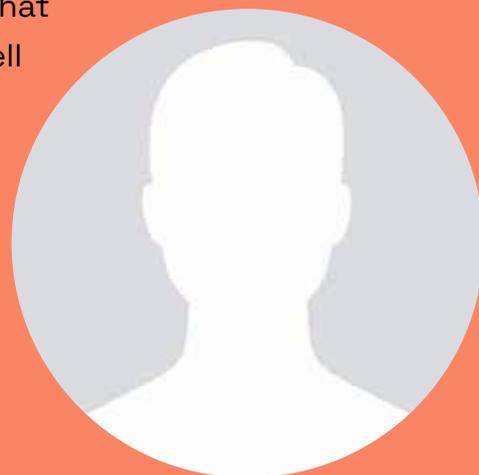
Oprah’s quote above best reflects the state of mind of the Perpetual DP profilers. Their obsession with that one thing – whether it be a certain celebrity or pet, for example – leads to that part of their identity eventually becoming their whole identity! Thankfully, the second broad type of DPs that fall under Current Mood, do not suffer from that kind of intense identity complex.

2. Current Mood

Certain DPs are time bound and reflect just the current mindset or mood of the profiler. It is not a statement of relative perpetuity, but one stemming from a certain sense of immediacy. For example, you may be a pethusiast, but something in your life may trigger a reason for you to change your usually pet picture DPs to something else through which you want to communicate what is currently going on in your life. The various sub-species of this group are:

A The ‘Pity Me’ DP

This is a DP which is actually not a DP! In fact, it is just a blank picture put up by a sulking attention seeker who currently feels that ‘Kisiko meri parwah nahi hai!’ Consequently, a colourful, happy DP will suddenly be taken off, leaving the space blank. Why, you may ask? Solely to tell my followers that something about my life is not right. It’s actually a well thought-out invitation to the question: ‘Hey, is everything okay? Why did you remove your DP?’



B The Deep DP

Motivational quotes, vague life principles and inspiring thoughts are the signature of this DP type. Nobody may actually be seeking their profound wisdom, but that is hardly a detriment to these self-proclaimed sages. The genre of wisdom varies from time-to-time, depending on their own life struggles, challenges or victories, and that is why these DPs have been classified under the Current Mood lot.

**Your time
is limited,
so don't waste it
living someone
else's life.**

Steve Jobs

C The Nirupa Roy DP

Remember Nirupa Roy, the Rudaali Queen of Bollywood who simply mastered the art of crying? Well, this category is a tribute to her, given that these DPs reflect the Dukhi Atma mindspace of the profiler.

There are also two sub-types within this group: 1) **The No Smile Please DP**

where the subject projects a very grim face to the world, hell bent to ensure that not even the slightest trace of a smile is betrayed. A second sub-type also exists:

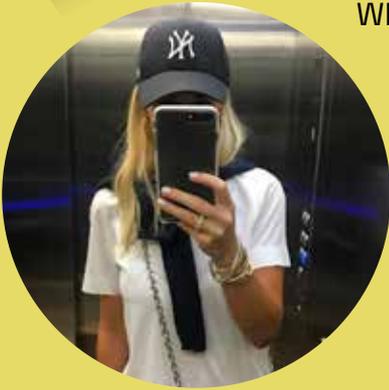
2) **The Melancholic Quote DP** where sad quotes, sadder phrases and the saddest thoughts reflect the mood of the person, and often change with it. What's interesting is that both these types of DPs are usually directed at a particular person on their friend list, who has caused them to be gloomy and depressed in the first place!



If someone wants to
leave you, let them leave.
If they come back to you
then they are all yours.

**YOU DON'T NEED
TO WASTE YOUR TIME
ON SOMEONE
WHO ONLY WANTS YOU
AROUND WHEN IT FITS
THEIR NEEDS.**

D The See-My-i-Phone DP



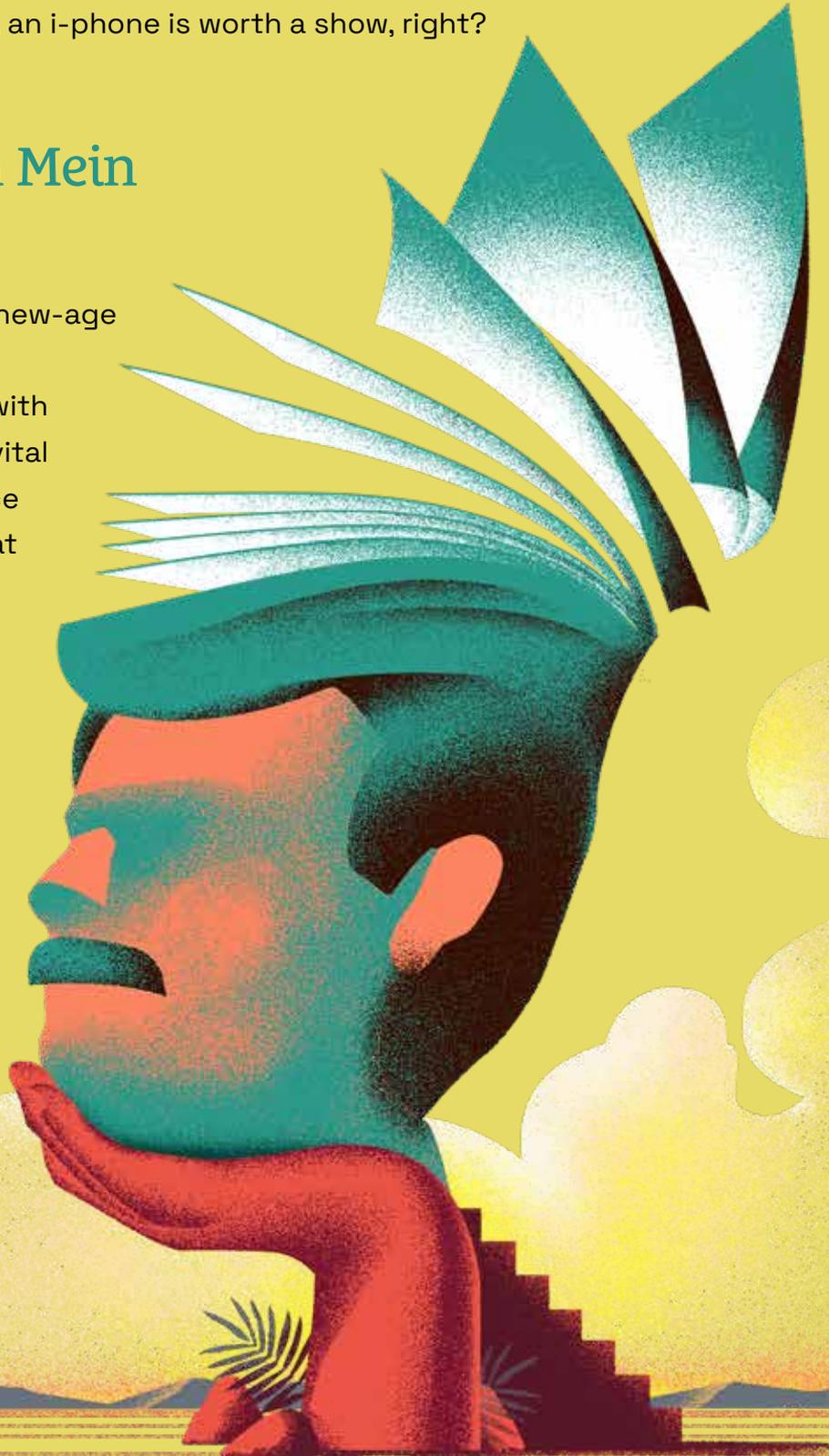
What's the point of an owner's acquisition without stirring your neighbour's envy? This Onida-ian principle is the prime driver of this kind of DP characterised by random selfie images taken in random places like malls, cinema halls, etc. Of course, the more shiny surfaces all around you, the better this DP gets, case in point being a lift! And hey, an i-phone is worth a show, right?

E The Gehri Soch Mein Dooba Hua DP



These are your new-age Cartesian thinkers, with the one vital difference being that they are just simulated

thinkers. Why do the real thing when you can just pretend? Think of The Thinker, and you will know exactly the kind of poses that this species proudly projects. The more distant the gaze, the more far-reaching thinking you are capable of, seems to be the operating principle here!



F

The Jab Main Chhota Bachcha Tha DP



It's great to be a child at heart, but keeping your childhood photo as your DP can mean only one of two things, if not both – that you have not aged gracefully and that you are expecting a lot of 'Aww is that you? You looked so cute as a child' comments and messages. Devious ploy notwithstanding, it is a great conversation starter, though! Why this one comes under current mood is because usually, these obscure, childhood photos emerge from some forgotten albums only when some elders or relatives come visiting!

G

The Pehchan Kaun DP



In footballing terms, this is a self-goal! If the sole purpose of a DP is to identify the person, this DP

defeats

it. By uploading pictures with friends, family or kids, they keep their followers confused as to who they really are. My secret hunch is that most of them suffer from an inferiority complex!





H The Been There 'Scene' That DP

This is the Sartaj Badshah of the DP world, easily the most popular. Earlier, travelling gave us pleasure, perspective, peace, etc., but today, its most important purpose seems to be to provide us with a lot of DPs! Looking at these wanderlust DPs, you may come to the erroneous conclusion that their profilers travel a lot, but if you look closely, you will see that all of their DPs are from one single visit - just the magic of different clothes, angles and scenes! For them, one trip is equivalent to a year full of DPs. Wonder what they were putting up as their DPs during lockdown?
#Throwback bro!

While we at Red Lab (Rediffusion Consumer Lab) did unearth a few more types of DPs, these two broad types and 17 sub-species of DPs is what we focussed on for this special report. So, which type are you? Your friend? Your spouse or partner? We sincerely hope that this report will give you a peek into the windows of many souls around you!

With inputs from Rhea Jain & Aneek Das, account planners @ Rediffusion

Images used here are suggestive. Any resemblance to any person, living or dead, is purely coincidental.