

Zombinomics: How Social Mood Has Us Hungry for Flesh-Eating Horror

Kevin Depew

Socionomics Summit, 2011

Zombies vs. Vampires

- Zombies have displaced vampires for the top horror spot in pop culture.



Socionomics and Zombies

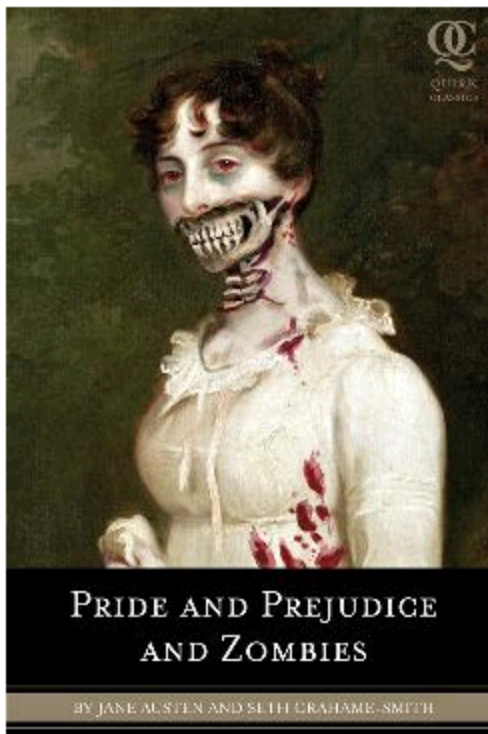


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Zombies lurch into popular culture via books, plays, more

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Pride and Prejudice and Zombies is a new zombie-inspired interpretation of the classic Jane Austen

By [Craig Wilson](#), USA TODAY

Vampires are all the rage in books, on TV and at the movies, but another contingent of the undead is storming our pop culture landscape.

Zombies are everywhere.

There are books galore, movies in the works, perhaps a Broadway play. There's even a zombie march in Cambridge, Mass., at noon this Sunday.

Not since George Romero's seminal bloodfest *Night of the Living Dead* has so much flesh been munched by so many reanimated corpses.

"Other monsters may threaten individual humans, but the living dead threaten the entire human race," says Max Brooks, author of the 2003 best seller *The Zombie Survival Guide: Complete Protection From the Living Dead*, of the undead's popularity. "Zombies are slate wipers."

This fall, Three Rivers Press will release a novel version of Brooks' guide, and a major movie version of Brooks' second foray into zombie lit, *World War Z*, is in preproduction at Paramount.

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Social Mood Trends

- Why?
- Core Falling Transition and Peak Negative Mood Trends

The Magic Island (1929)



The Magic Island (1929)

- *“Willie Seabrook is the Richard Halliburton of the occult. The Magic Island credulously expounded Haitian voodoo, introduced “zombi” into U. S. speech.”*
- *Time* magazine, Sep. 9, 1940

The Magic Island (1929)



"Papa Nebo," Hermaphroditic Oracle of the Dead, Garbed as
Half Man, Half Woman.

Night of the Living Dead (1968)



Zombies vs Vampires

- Capitalists
- Mindless pursuit of human flesh
- Shambling, slow-moving
- Pursuit of society's other/survivors
- Decaying flesh
- Decaying infrastructure
- Shutdown
- Asexual
- 1897 Bram Stoker's *Dracula*
- Aristocrat
- Subsist on "life essence of the chosen"
- Cyclic feeding
- Immortality, cheating death, dread of mortality
- Repressed sexuality, creatures of the night
- Fast moving, attractive,

Who Are Our Vampires?

- David Bowie & Catherine Deneuve (1983)



- Tom Cruise, Brad Pitt (1994)



Love at First Bite (1979)



Fridays (1981)

- [I Dated a Zombie](#)

"Fridays TV Show" (1981) [Show C- 07] "I Dated a Zombie" [07 of 10]

Lottoman17 329 videos



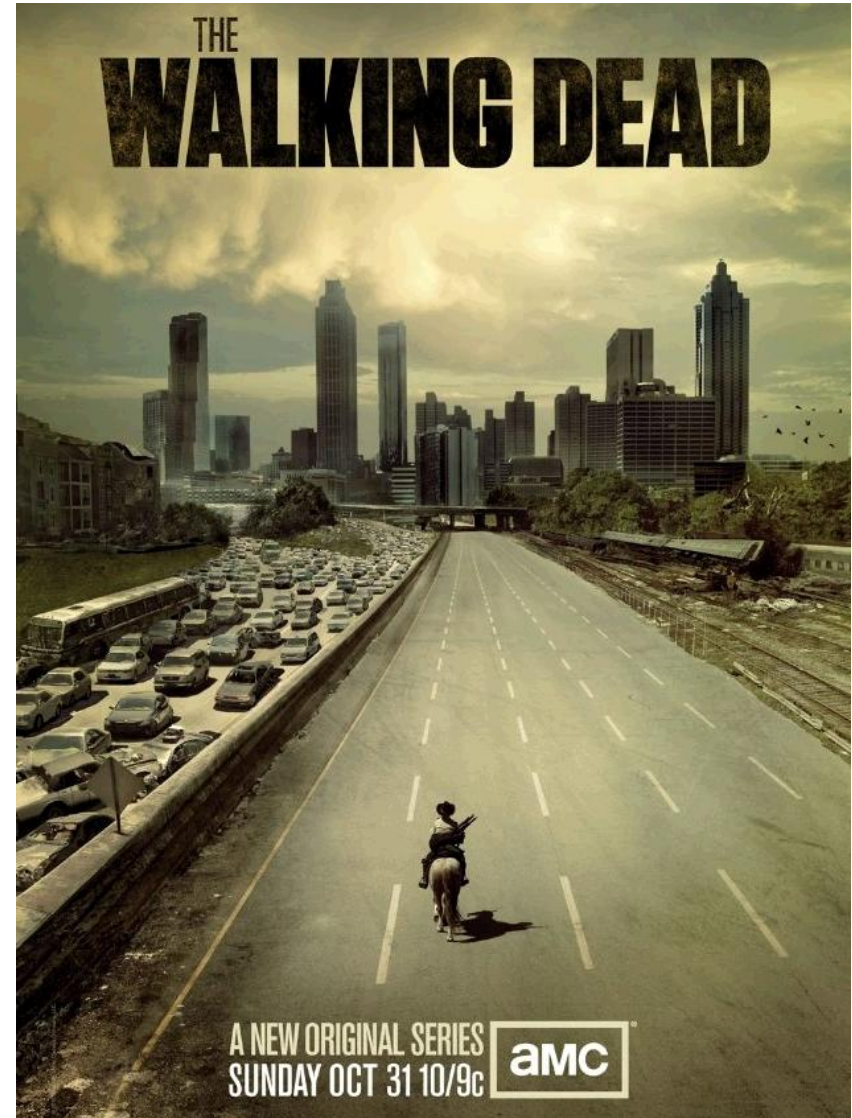
Shaun of the Dead

- When was this produced?



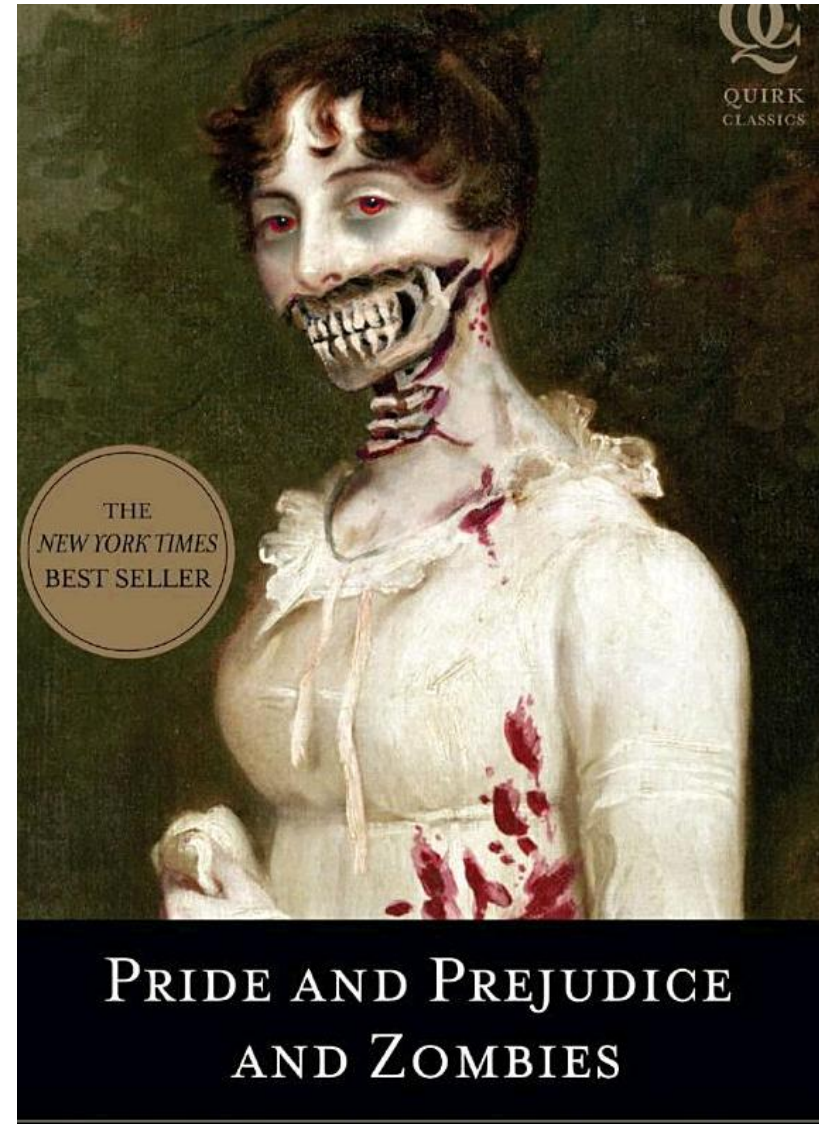
The Walking Dead (2010)

- Police officer leads a group of survivors in a world overrun by zombies



Pride and Prejudice and Zombies (2009)

- “Ultraviolent zombie mayhem.”



The Zombie Economy

zombie economy



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[Caution: **Zombie Economy** Ahead - Rich Lowry - National Review Online](#)  

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[How To Survive a '**Zombie Economy**' - Rick Newman \(usnews.com\)](#)  

Aug 23, 2010 ... Economists are urgently studying Japan's experience in the 1990s to learn how to avoid a "lost decade."

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[The **Zombie Economy**](#)  

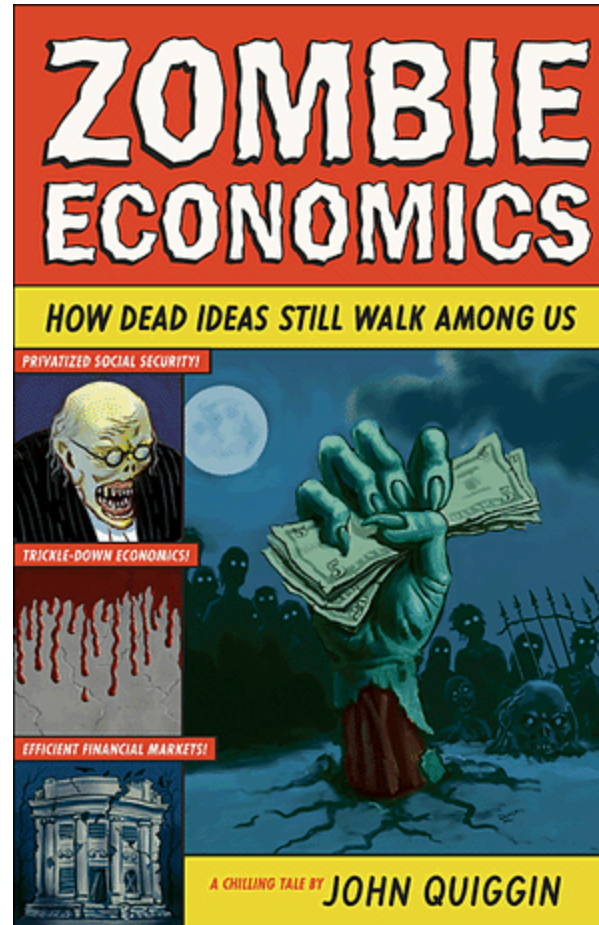
Mar 1, 2010 ... The artificial recovery created by the US government is discussed in this essay by Bill Bonner.

dailyreckoning.com/the-zombie-economy/ - [Cached](#) - [Similar](#)

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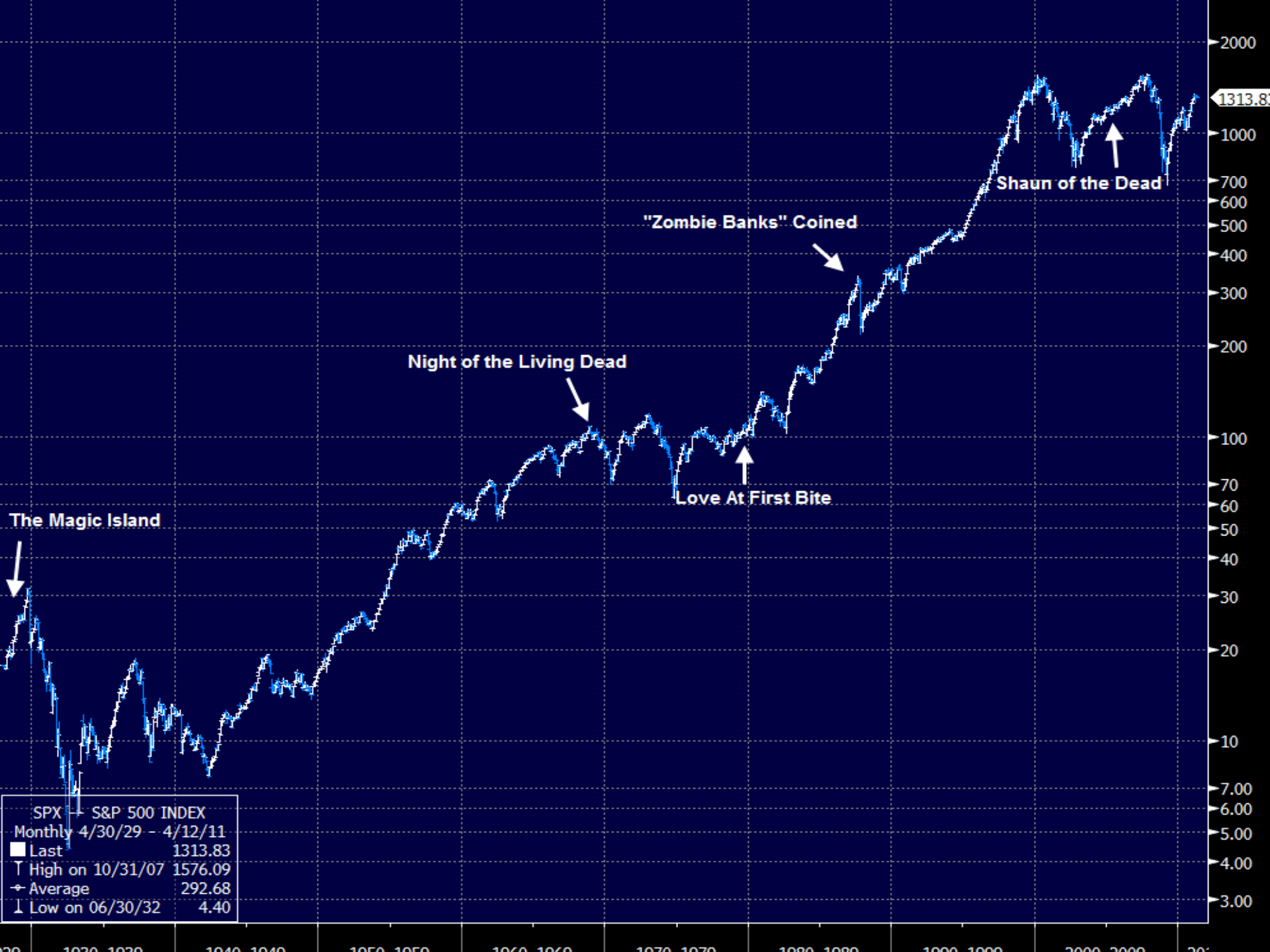


Zombie Economics – How Dead Ideas Still Walk Among Us (2010)



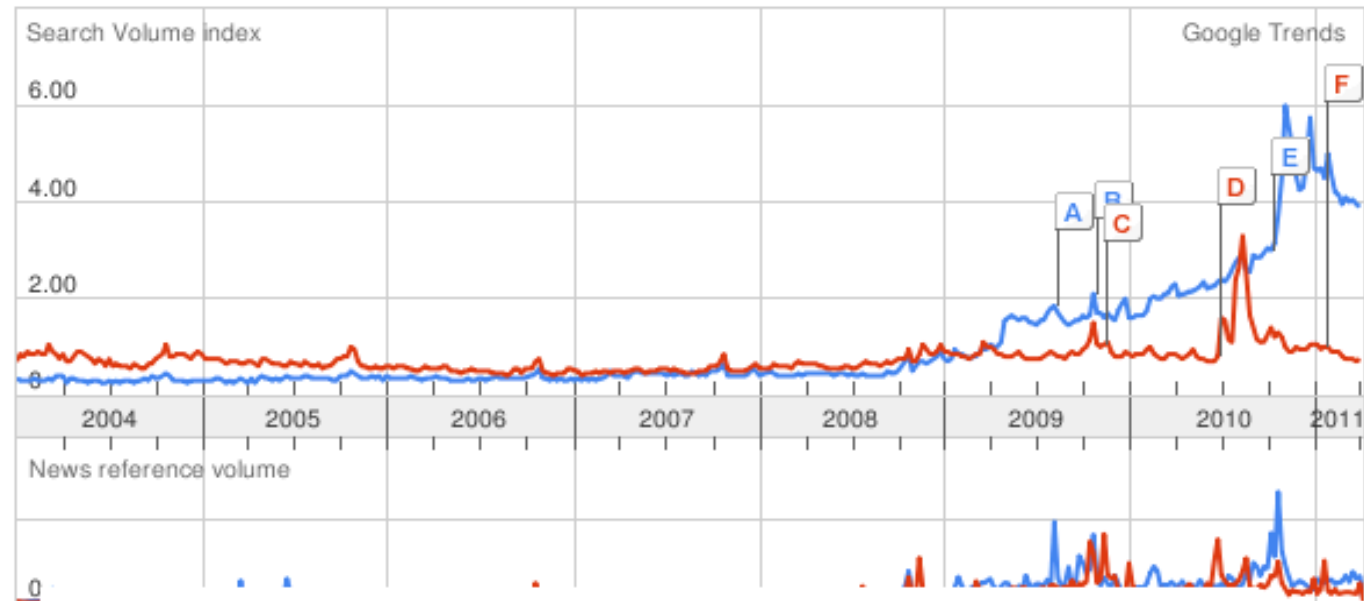
Zombie Banks

- Coined by Edward Kane
- Department of Finance, Boston College
- 1987



Scale is based on the average worldwide traffic of **zombies** in all years. [Learn more](#)

zombies — 1.00 **vampires** — 0.75



- [A](#) [Jane Austen meets zombies in monster mash-up](#)
SFGate.com - Aug 12 2009
- [B](#) ['Forest Of Hands & Teeth' Author Carrie Ryan Honors Her Favorite Zombies, Part 1](#)
MTV.com - Oct 29 2009
- [C](#) [Twilight, other vampires worth US\\$771.5-million to US economy \(ah ah ah ah!\)](#)
National Post - Nov 19 2009
- [D](#) [Vampires have evolved to be "kind and sexy"](#)
TVNZ - Jun 30 2010
- [E](#) [Deep Ellum spots are offering discounts for zombies Saturday](#)
Dallas Morning News - Oct 15 2010
- [F](#) [Popularity of vampires spawns subculture, scholar says](#)
Reuters India - Jan 24 2011

Zombie Cathy (2011)

