



Welcome to today's Infopeople Webinar!

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# Emerging **Tech** Trends

## Part 4

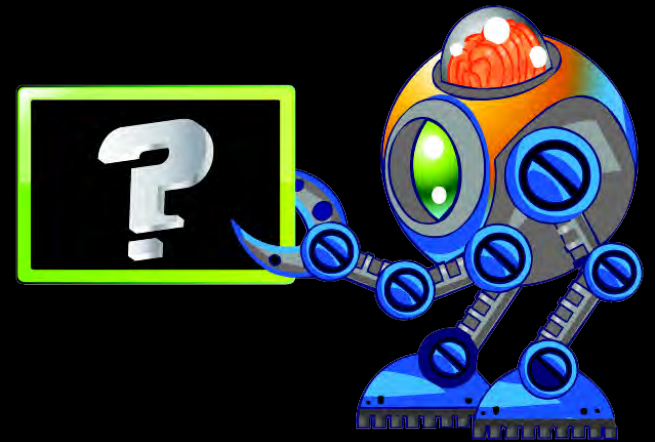
June 15, 2016

An Infopeople webinar

with

**Laura Solomon**

@laurasolomon



# Agenda

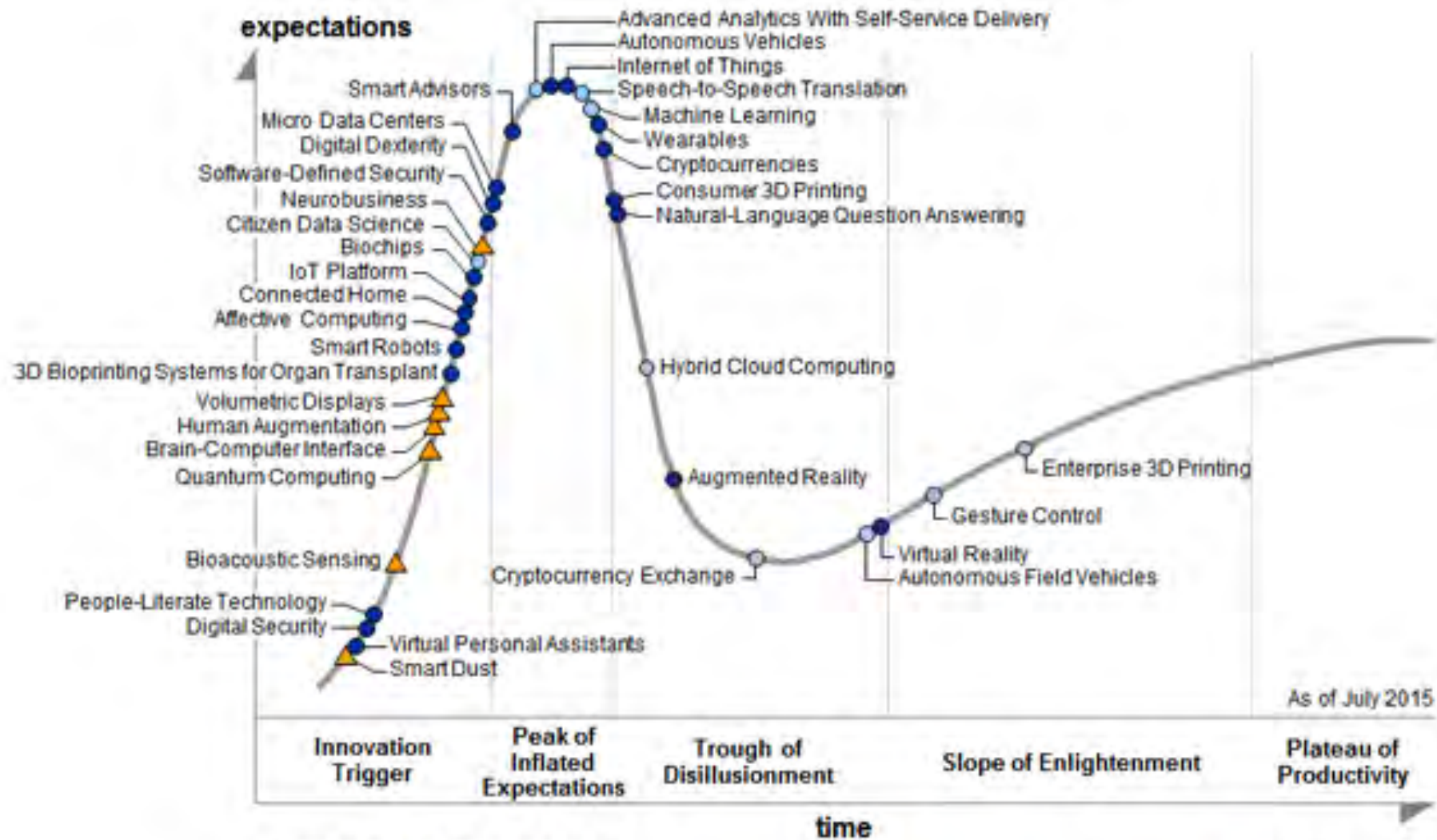
1. The Googly-Eyed Reminder
2. Virtual reality
3. Security & privacy
4. Bots
5. Social media's evolution
6. Realistic take-aways

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# The Googly-Eyed Reminder



Image from [http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima\\_b\\_3103777.html](http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima_b_3103777.html)



<http://www.gartner.com/newsroom/id/3114217>





Photo from <http://jezebel.com/grumpy-cat-gets-a-movie-deal-is-still-pissed-510399516>

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# Virtual reality

Are we there yet?



Short answer:

**Sorta kinda.**

Image from <http://readwrite.com/2016/01/06/oculus-rift-shipping-vr/>





Image from <http://mashable.com/2016/05/24/paul-mccartney-vr/>

<http://mashable.com/2016/05/24/virtual-reality-criminal-trials>

One Dark Night - Emblematic Group VR





# WELCOME TO THE WORLD'S FIRST VIRTUAL REALITY DEPARTMENT STORE

**MYER**



<https://vr.ebay.com.au/>



<https://www.youtube.com/watch?v=leMgCuTX5X0>





<https://vr.google.com/cardboard/index.html>

 Cardboard

[GET CARDBOARD](#) [APPS](#) [DEVELOPERS](#) [MANUFACTURERS](#) [GOOGLE VR](#)

# Google Cardboard

Experience virtual reality in a simple, fun, and affordable way.



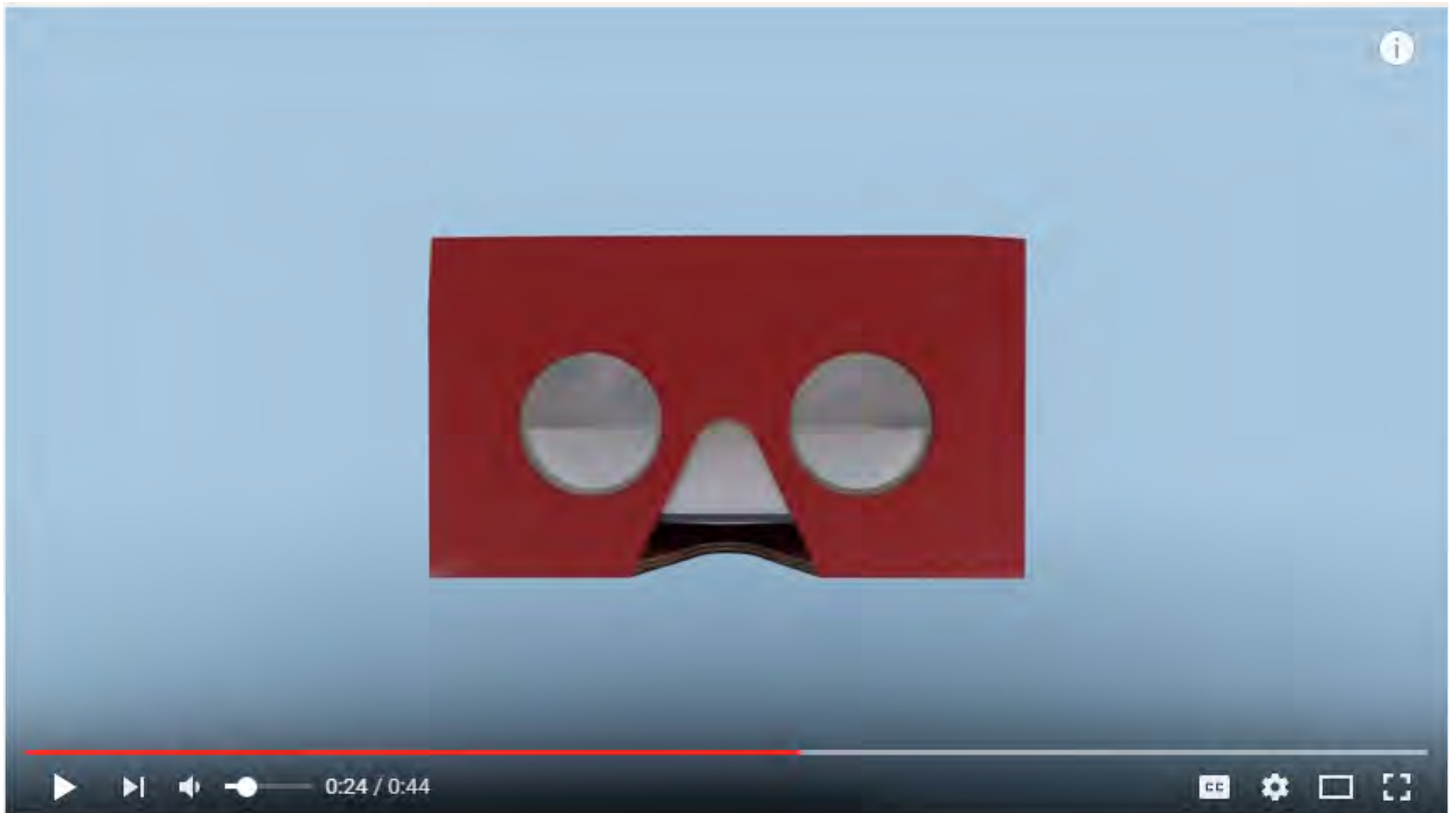
[https://en.wikipedia.org/wiki/Google\\_Cardboard](https://en.wikipedia.org/wiki/Google_Cardboard)



Since 2014....

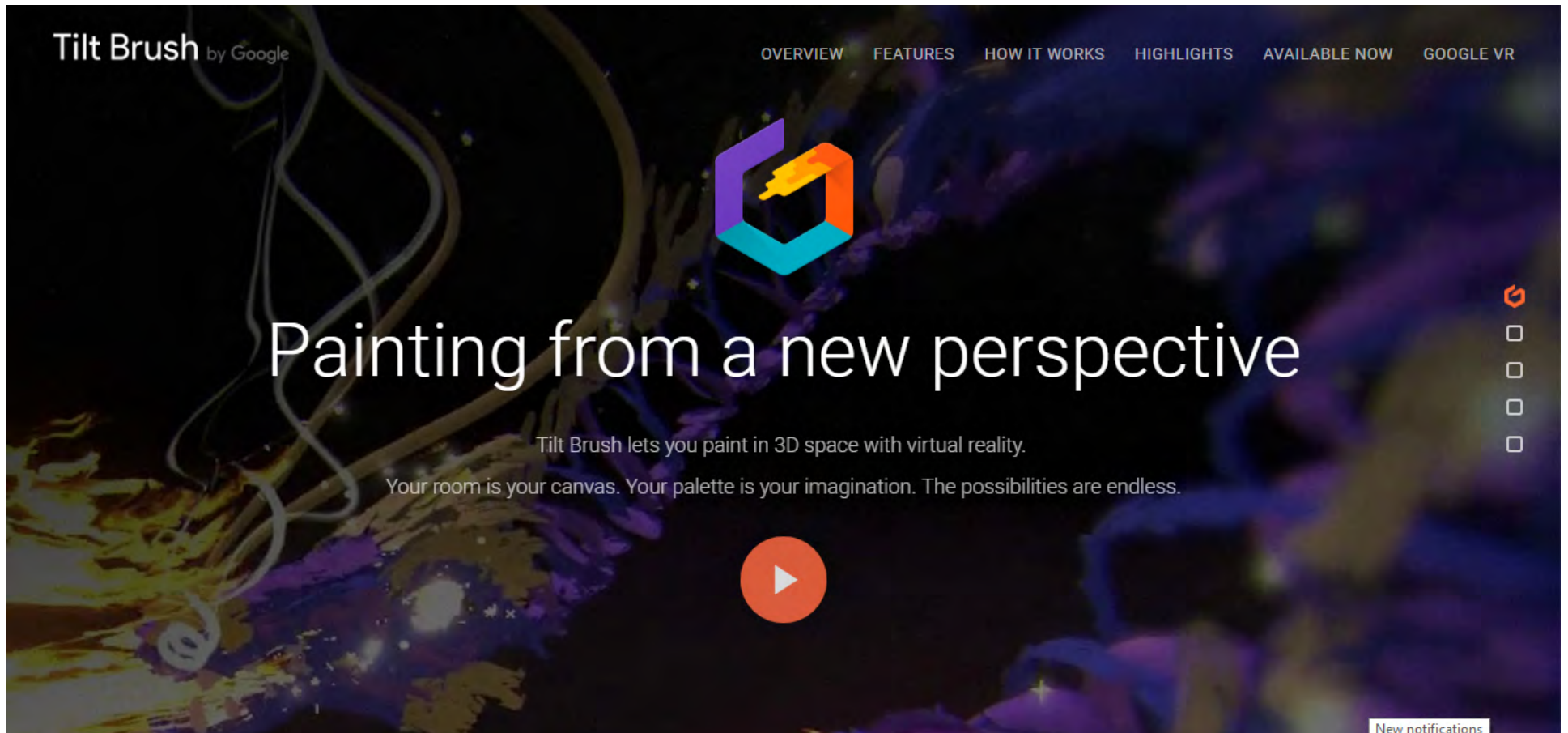
- 5 million shipped
- 25 million apps downloaded
  1. Games
  2. Films
  3. Photos

<https://www.youtube.com/watch?v=bnYg752URcE>



Happy Goggles - A virtual reality headset made from a Happy Meal Box.

<https://www.tiltbrush.com/>

The image shows the top section of the Tilt Brush website. The background is a dark, artistic 3D painting with glowing purple and blue lines and shapes. In the top left, the text 'Tilt Brush by Google' is displayed. In the top right, a navigation menu contains the links: 'OVERVIEW', 'FEATURES', 'HOW IT WORKS', 'HIGHLIGHTS', 'AVAILABLE NOW', and 'GOOGLE VR'. In the center, there is a colorful logo consisting of a stylized 'G' with a brushstroke. Below the logo, the main headline reads 'Painting from a new perspective'. Underneath the headline, two lines of text state: 'Tilt Brush lets you paint in 3D space with virtual reality.' and 'Your room is your canvas. Your palette is your imagination. The possibilities are endless.' At the bottom center, there is a large red circular play button icon. On the right side, there is a vertical stack of icons: a small red 'G' logo, followed by four white square icons. In the bottom right corner, there is a small white box with the text 'New notifications'.

Tilt Brush by Google

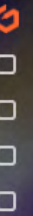
OVERVIEW FEATURES HOW IT WORKS HIGHLIGHTS AVAILABLE NOW GOOGLE VR



# Painting from a new perspective

Tilt Brush lets you paint in 3D space with virtual reality.

Your room is your canvas. Your palette is your imagination. The possibilities are endless.



New notifications

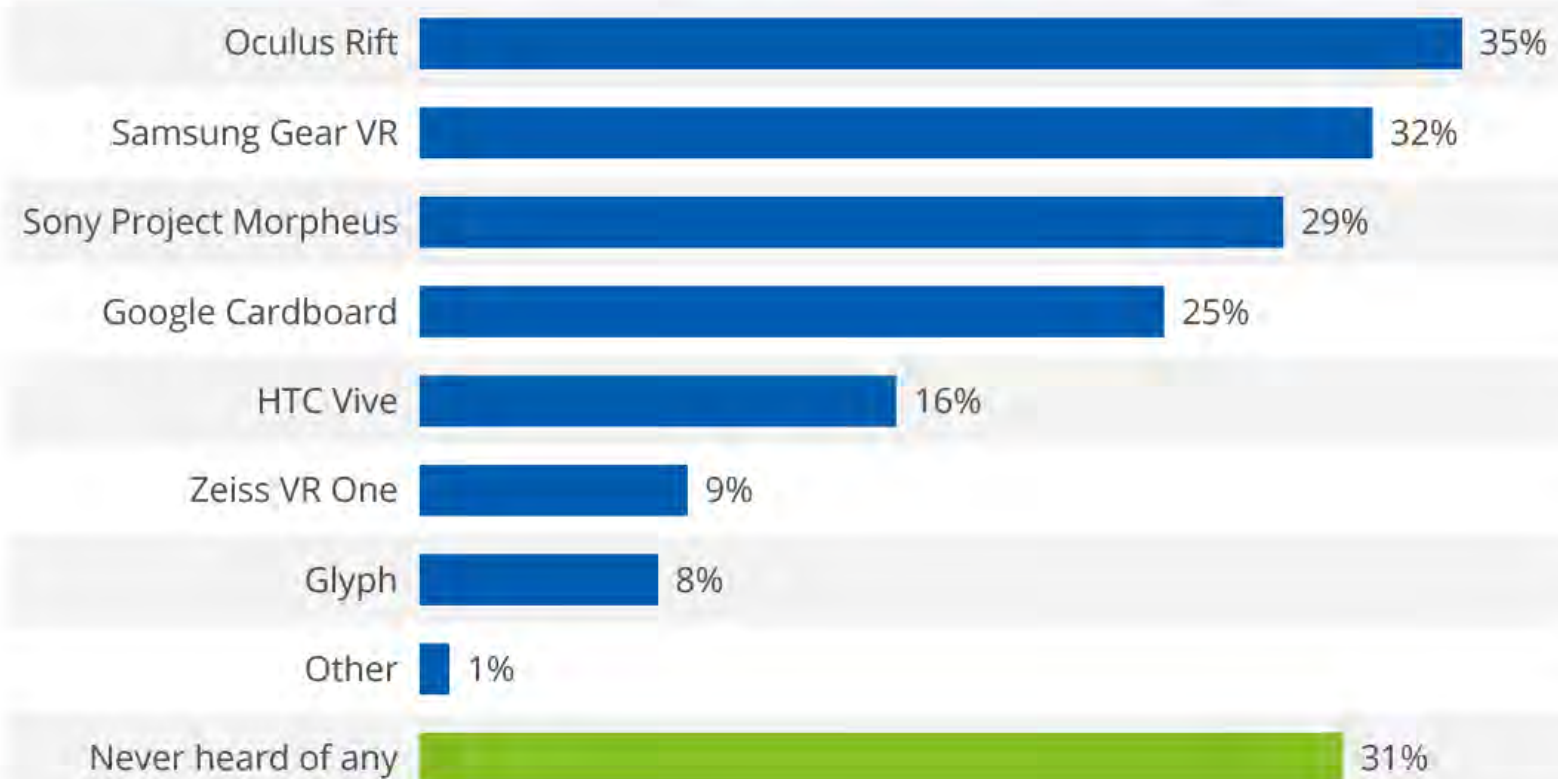
What about a VR **web**?



Tech  Chart of the Day

## Consumer Awareness of Virtual Reality Headsets

% of U.S. consumers (ages 19-49) who have heard of the following VR headsets



Based on a survey of 1,013 consumers in the United States in June 2015

Hold off, maybe?



Resolution? Not so much



Games? What games?

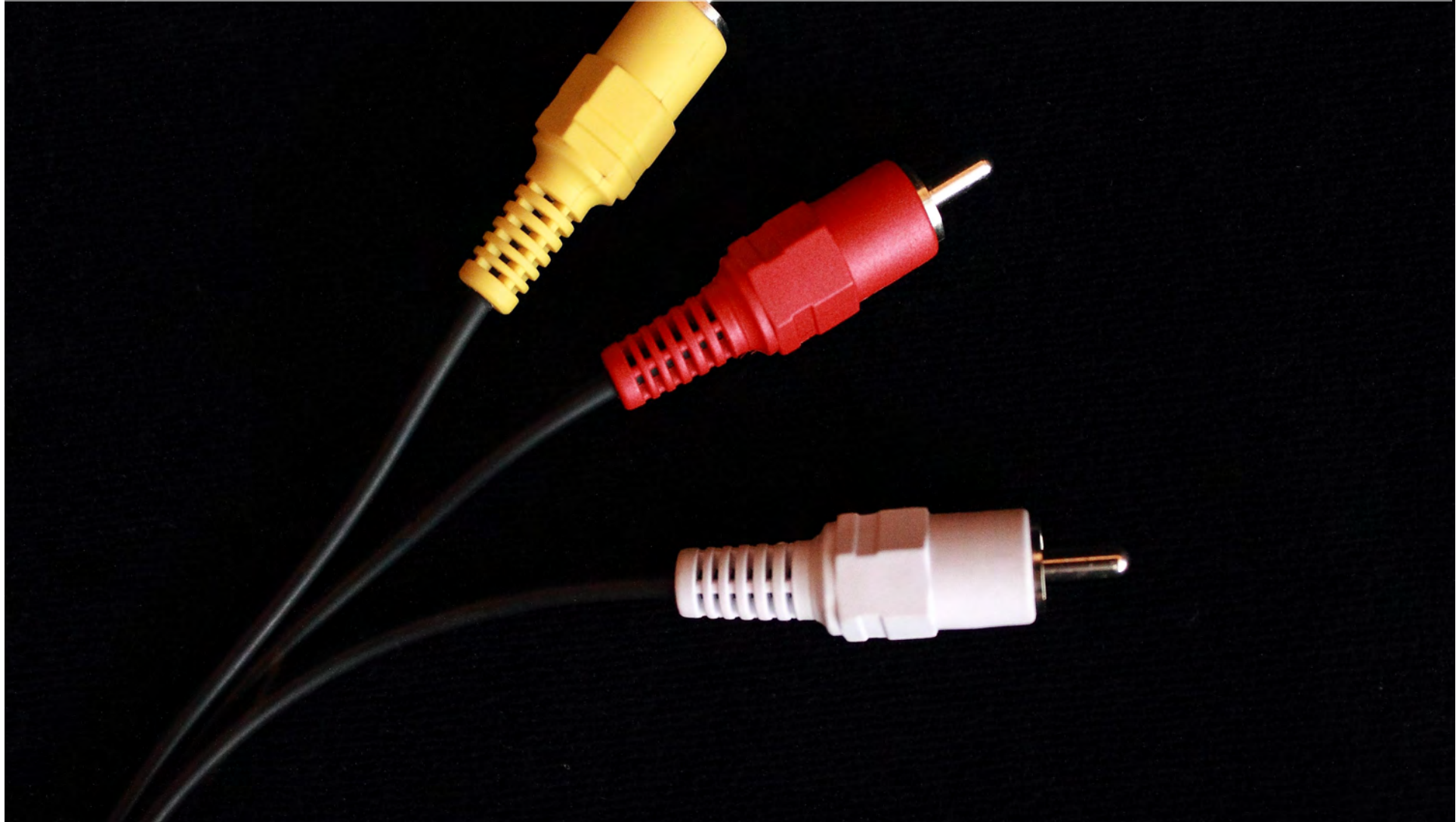


Good luck **getting** one



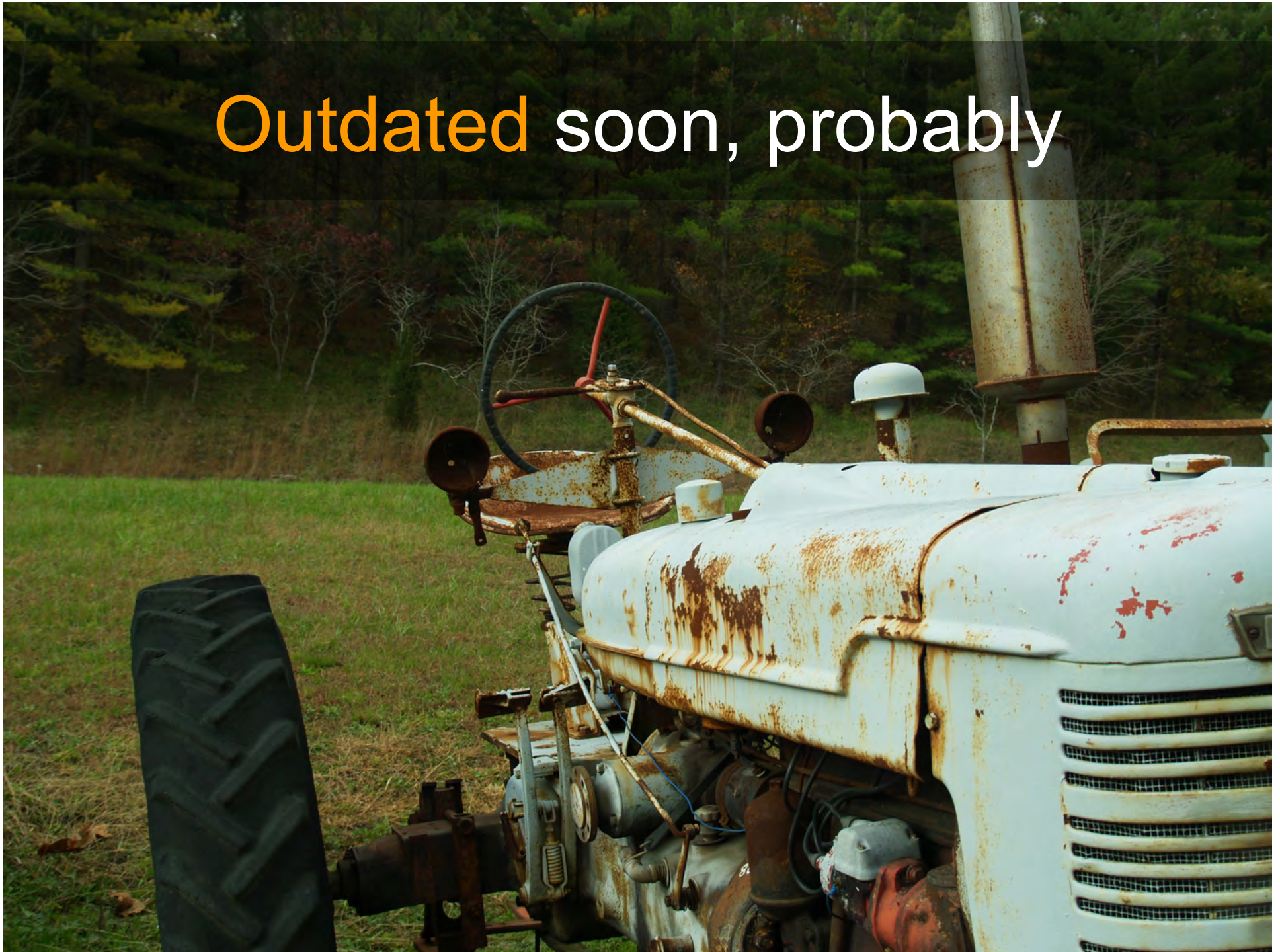


Wires **aren't** gone

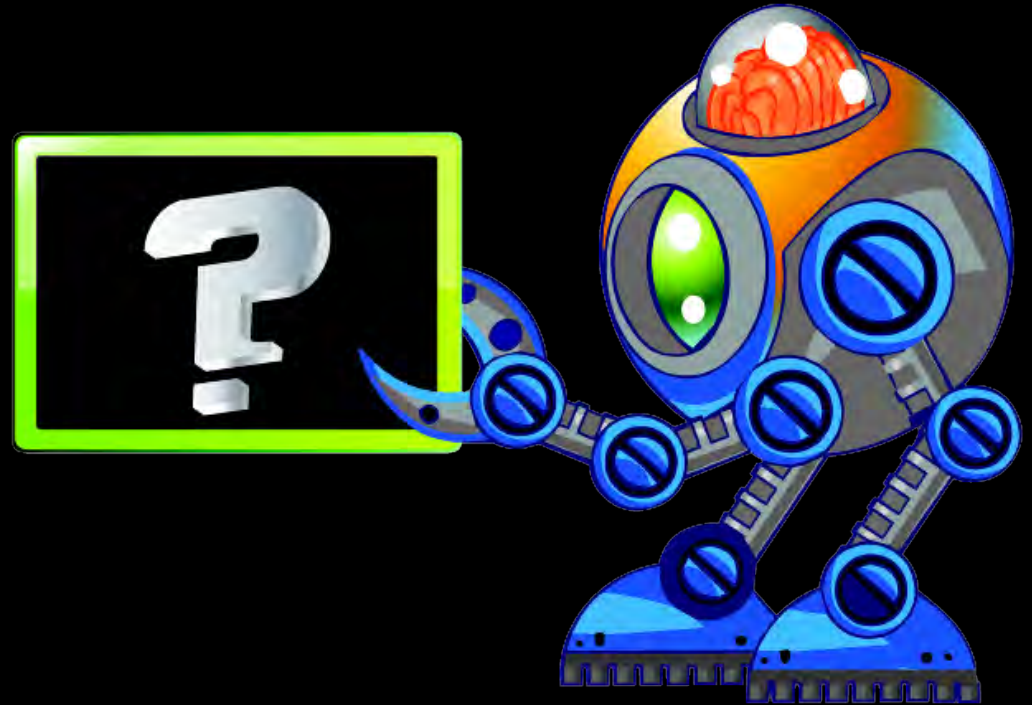




Outdated soon, probably



What does **VR** mean to me?



2

# Security & privacy

*It's not pretty*





Cross-device tracking

“But many websites that are part of the daisy chain of consumer information do not mention cross-device tracking in their privacy policies.”

*Justin Brookman, policy director of the FTC's new Office of Technology Research*

# Algorithmic personality detection







Exploding in 2016

## Conscientiousness

<i>Well-organized</i>	<i>Spontaneous</i>
"The Bucket List:	The Velvet Underground
United States Navy	The Pixies
"No Strings Attached"	Vampires
"Kite Runner"	Procrastinating
Working	Gay-Straight Alliances
"The Apprentice"	Daydreaming
Boxing	"The Hitchhiker's Guide to the Galaxy"
R&B	Being lazy
Mountain biking	I hate it when all other schools near you have a snow day and you don't.
Cheerleading	"League of Legends"
"Italian Job"	Uncontrollable swearing after stubbing your toe in a dark room
Studying	Hunter S. Thompson
Working out	"The Mighty Boosh"
Cycling	"Blackadder"
Motorcycles	"Watchmen"
The Guardian	Douglas Adams

<http://fivethirtyeight.com/datalab/this-algorithm-knows-you-better-than-your-facebook-friends-do/>

*By 2020, our planet will be home to 30 billion things with embedded intelligence combined with nearly 8 billion smart devices. That means by 2020, there will be a ratio of approximately **six intelligent devices/things for every human** on the planet.*

<http://www.gartner.com/smarterwithgartner/embracing-digital-humanism/>

# Cybersecurity & IoT

*“Connected consumer and business products have begun flooding the market, but security has been an afterthought. The world now has to figure out how to secure the multitude of things that have recently become connected.”*

Mark Bünger, VP, Lux Research

<http://arstechnica.com/security/2016/01/how-to-search-the-internet-of-things-for-photos-of-sleeping-babies/>

Philou

2015-12-16 23:57:02



A sleeping baby in Canada



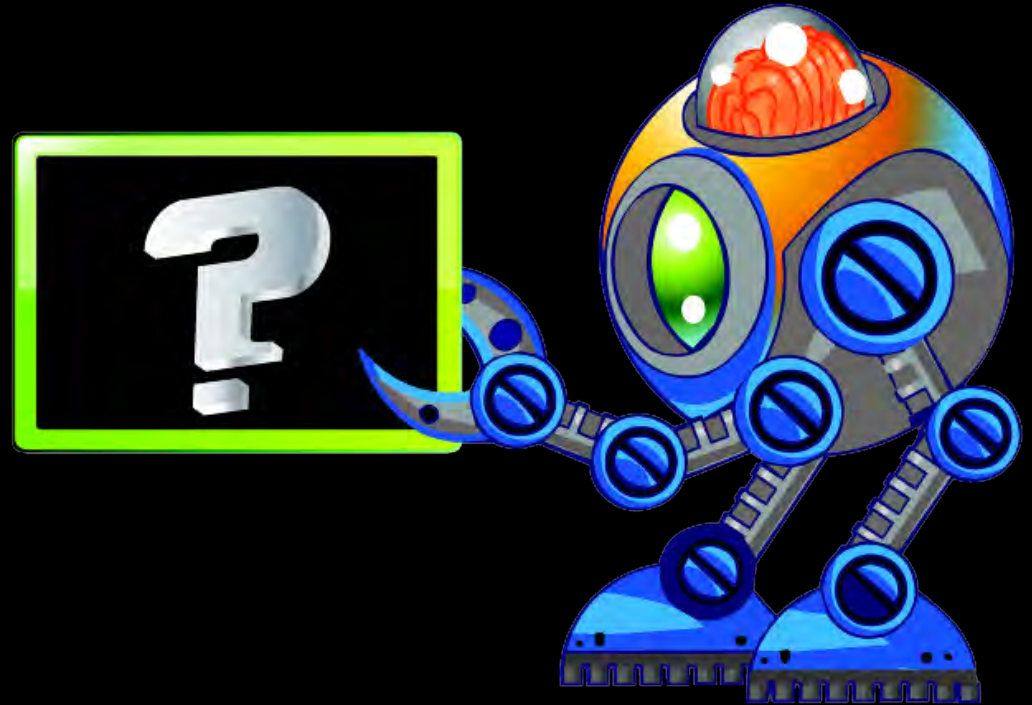


DDoS is up.  
A *lot*.





What do security & privacy  
mean to me?



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# Bots

*I, for one, welcome our new overlords*



What can I help  
you with?

Some bots **already** here

Image from <http://www.digitaltrends.com/mobile/siri-butt-dial-and-911-call-saves-a-teens-life-after-his-truck-falls-on-top-of-him/>





CNN

Typically replies within an hour

MANAGE



Hi there, let's get started. I'll send you top stories every day. If you get lost, just type help. Or, use a few words to tell me what you want to know more about. For example, you could type "headlines," "Rio Olympics," or "politics."

TOP STORIES

STORIES FOR YOU

ASK CNN



Headlines

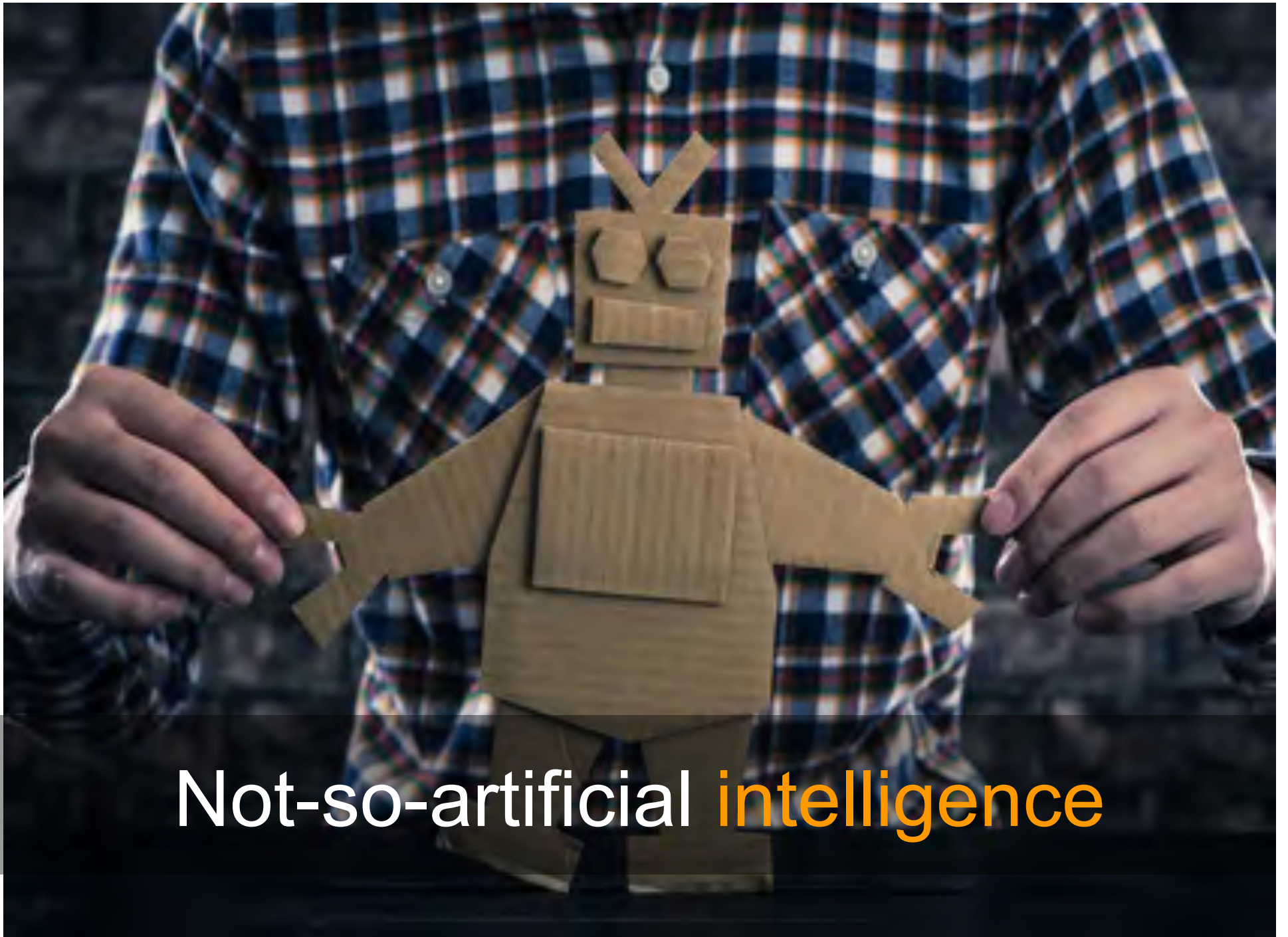
Killing of 50 people at nightclub in Orlando is the deadliest mass shooting in U.S. history and other top stories.



Write a message...





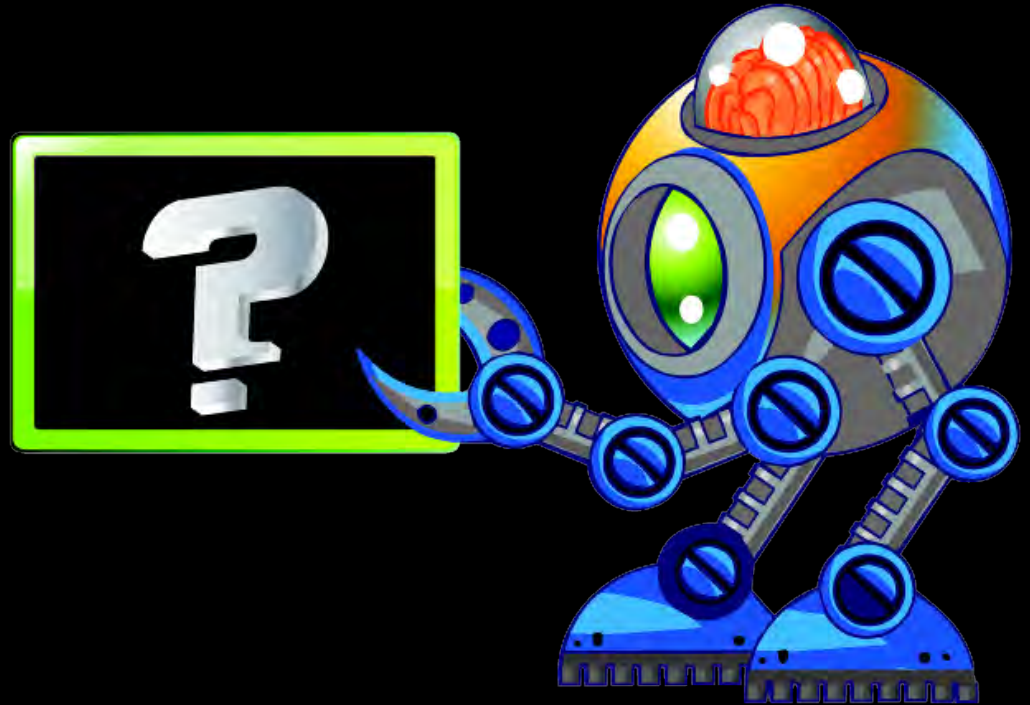


Not-so-artificial **intelligence**



# What do **bots** mean to me?

<https://developers.facebook.com/blog/post/2016/04/12/bots-for-messenger/>



4

Social media **evolves**



The end of **free social**

“Chat apps will come to be thought of as the new browsers; bots will be the new websites. This is the beginning of a new Internet.”

*Ted Livingston, founder of Kik*

*A quarter of all downloaded apps are abandoned after a single use. **Only instant messaging bucks the trend.** Over 2.5 billion people have at least one messaging app installed. Within a couple of years, that will reach 3.6 billion, about half of humanity.*

<http://www.economist.com/news/business-and-finance/21696477-market-apps-maturing-now-one-text-based-services-or-chatbots-looks-poised?fsrc=rss>





POLLING  
PLACE

Polls & quizzes are **BIG**

# <https://www.buzzfeed.com/quizzes>



## Today's BuzzFeed Crossword, 6/14

2-Down: 2004 Ashlee Simpson hit in which she expresses her desire to sing a song she doesn't know the lyrics to with someone in the kitchen on the floor.

👤 Caleb Madison · 🕒 a few minutes ago



## The "Would You Rather" You Wish Existed When You Chose A College

Decisions, decisions! To help today's students narrow in on a choice, Discover Student Loans offers tips and resources on planning and paying for college at [CollegeCovered.com](http://CollegeCovered.com).

DISCOVER **PROMOTED BY**  
**Discover Student Loans**



## These Increasingly Random Questions Will Reveal If You're Weird Or Not

Weirdo.

👤 Andrea Hickey · 🕒 11 hours ago · 💬 253 responses



## Would You Find Love On "The Bachelorette"?

You're the Bachelorette. Can you find the one guy who is actually ready for a relationship?

👤 Kelley Dunlap · 🕒 13 hours ago · 💬 78 responses



## What Percent Regina George Are You?

"I really wanna lose three pounds"

## Top Quizzes



Can You Pick The Highest-Calorie McDonald's Menu Item?



Can You Guess Which Of These Starbucks Frappuccinos Has The Most Calories?

👤 Farrah Penn · 🕒 3 weeks ago



# Twitter polls

Compose new Tweet ×





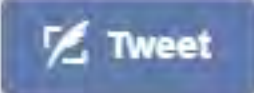
Which donut is your favorite?

Glazed Remove poll

Jelly filled

[+ Add a choice](#)

Poll length 1 day

    87 

# Social buying

***BUY NOW!***

[Click Here To Buy Now](#)

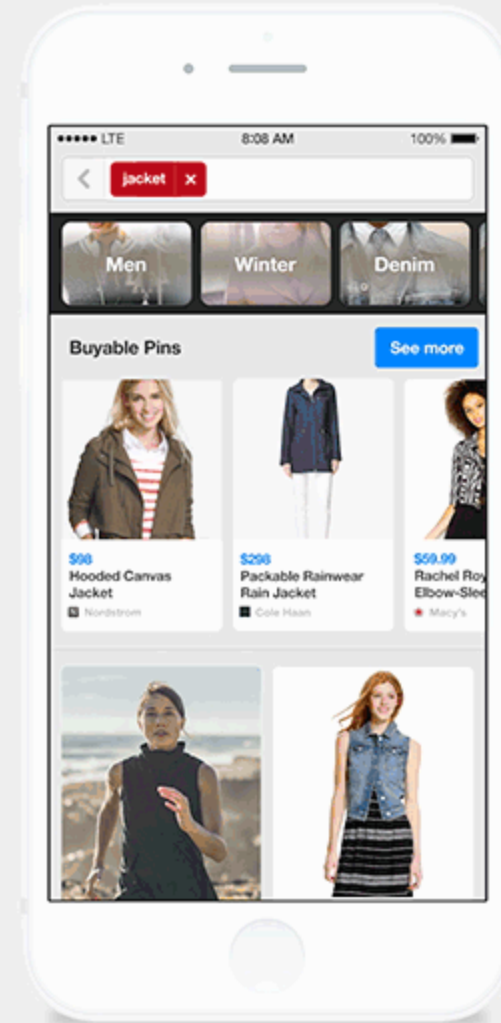




Buy it on Pinterest

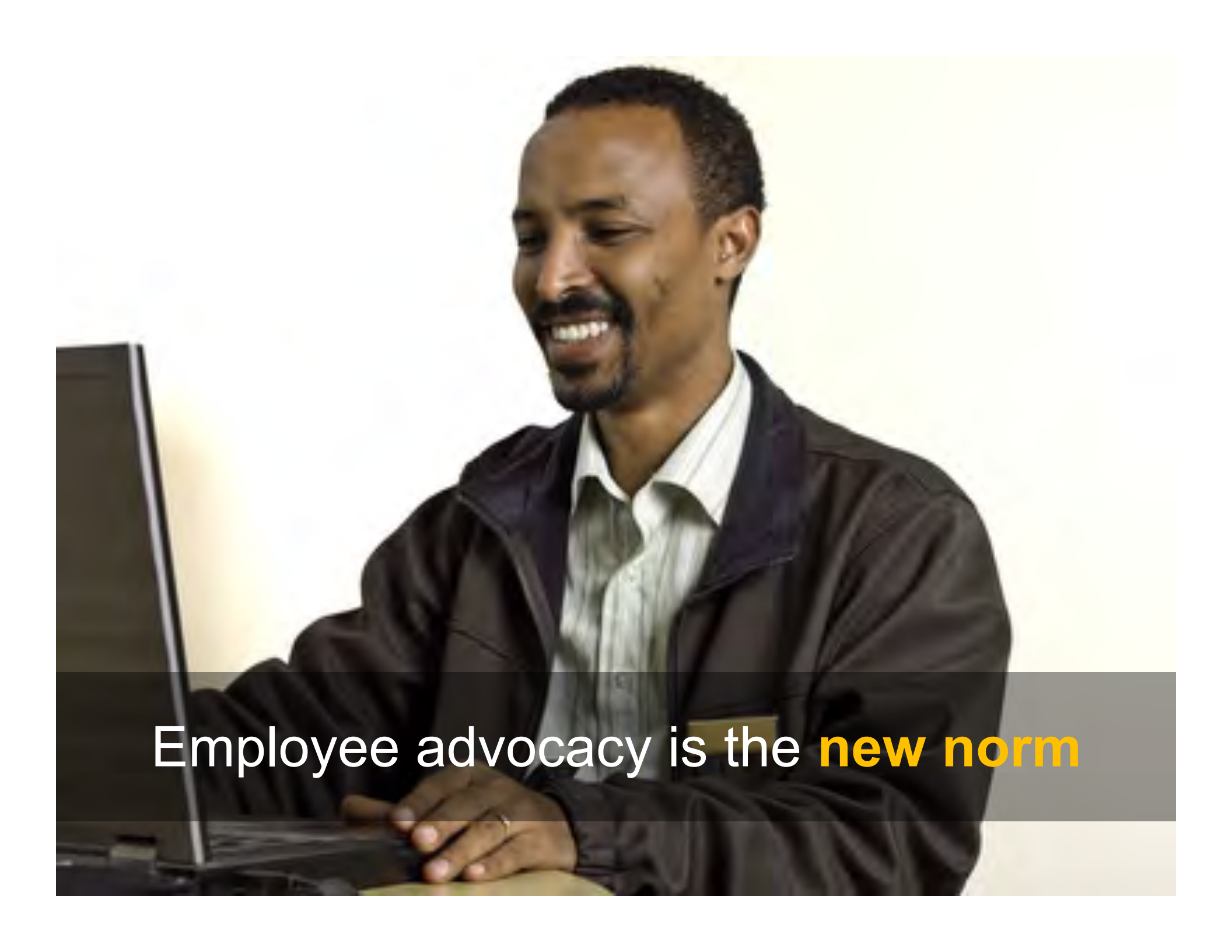
# Searching for buyable Pins

 [Pinterest.com/buyit](https://pinterest.com/buyit)



<https://blog.pinterest.com/en/buyable-pins>



A man with a beard and mustache, wearing a dark jacket over a light-colored shirt, is sitting at a desk. He is smiling and looking towards a laptop screen on the left. The background is a plain, light-colored wall. A semi-transparent grey bar is overlaid at the bottom of the image, containing the text "Employee advocacy is the new norm".

Employee advocacy is the **new norm**

Content shared by employees receives

**8X** more engagement than content shared by brand channels.



KREDIBLE.COM

*Source: Social Media Today*

Image from <http://rebekahradice.com/social-media-trends-that-will-transform-your-business/>

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# Realistic takeaways

- You're probably **safe from VR** for at least another year
- **Privacy and security** may be a losing battle, but keep fighting
- Start at least thinking about a **bot**
- Add some **quizzes**
- Train staff to **advocate** for your library

# Thanks for listening!

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Meanlaura.com

