Welcome to today's Infopeople Webinar!

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Emerging Tech Trends
Part 4

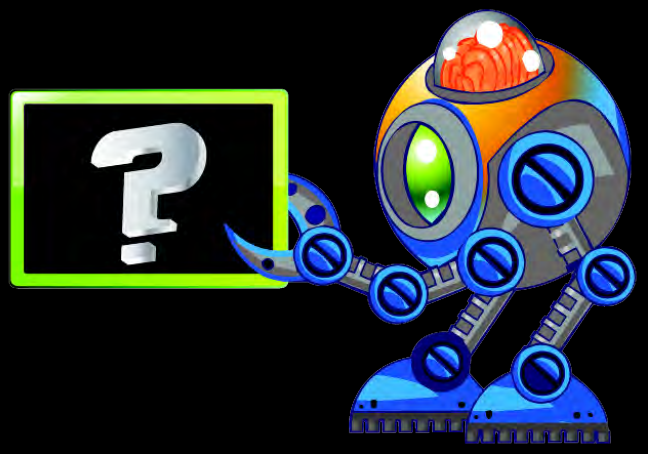
June 15, 2016

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

The Googly-Eyed Reminder

Image from 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

Virtual reality

Are we there yet?

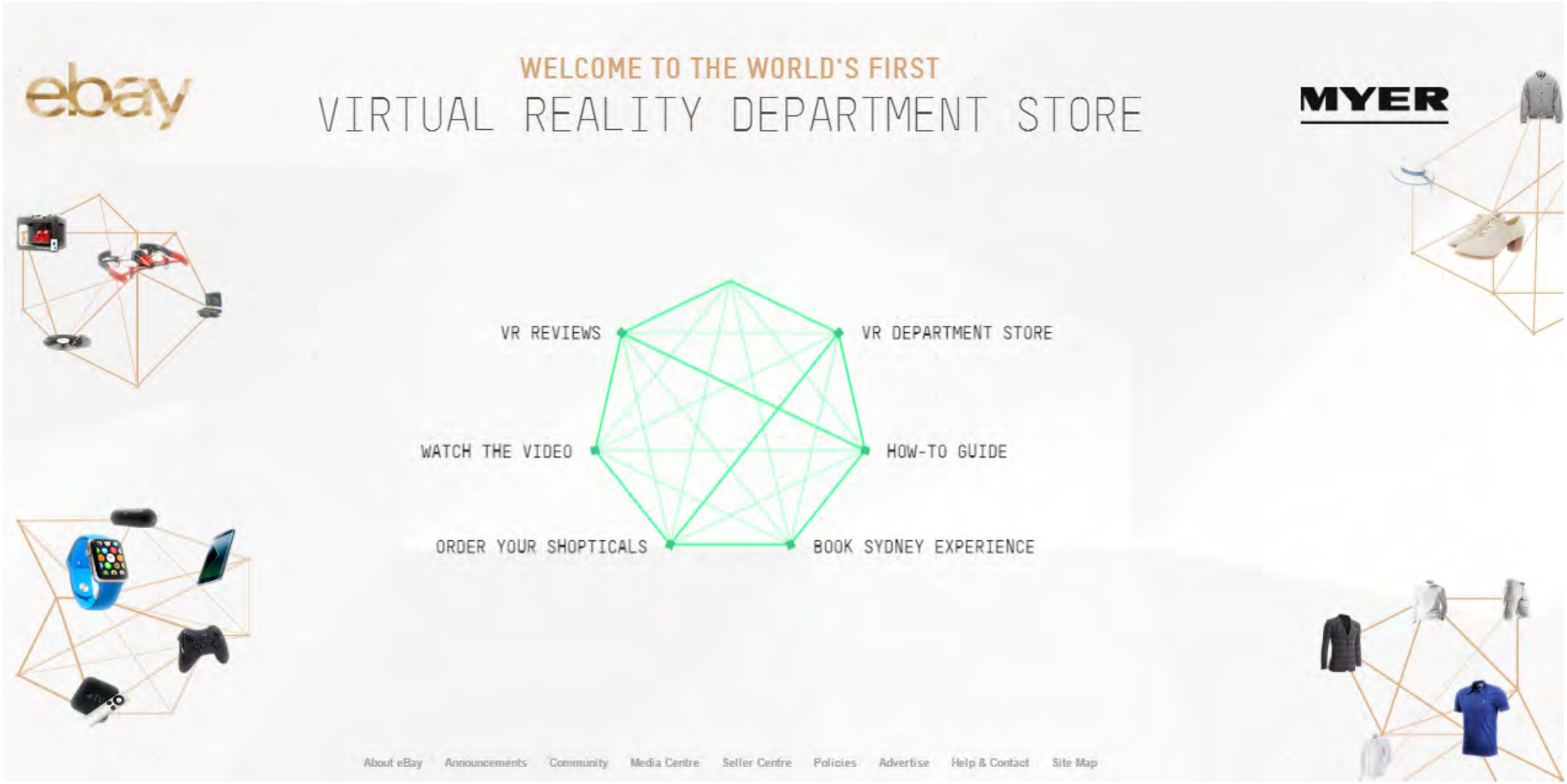
Short answer:

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/

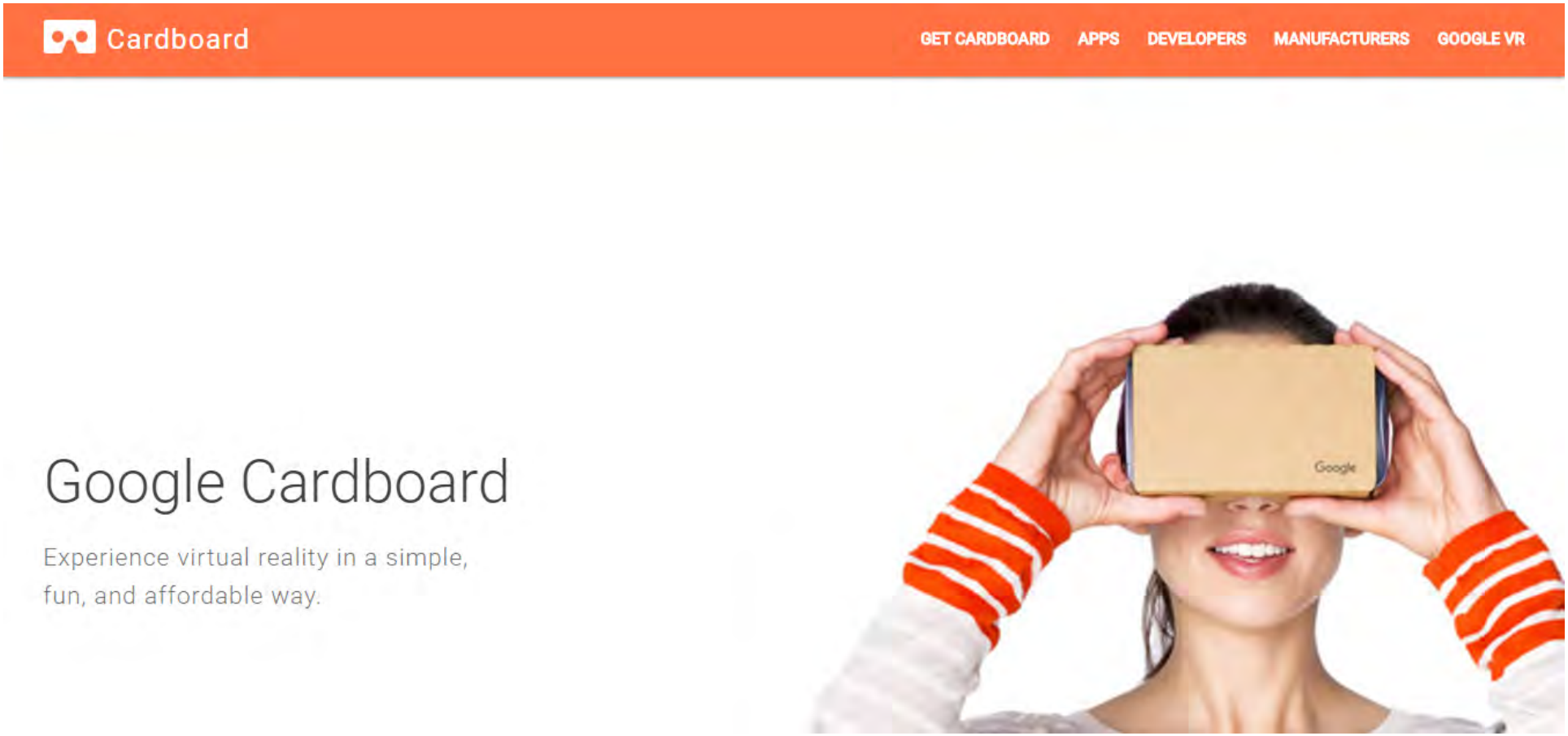
http://mashable.com/2016/05/24/virtual-reality-criminal-trials



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

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

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

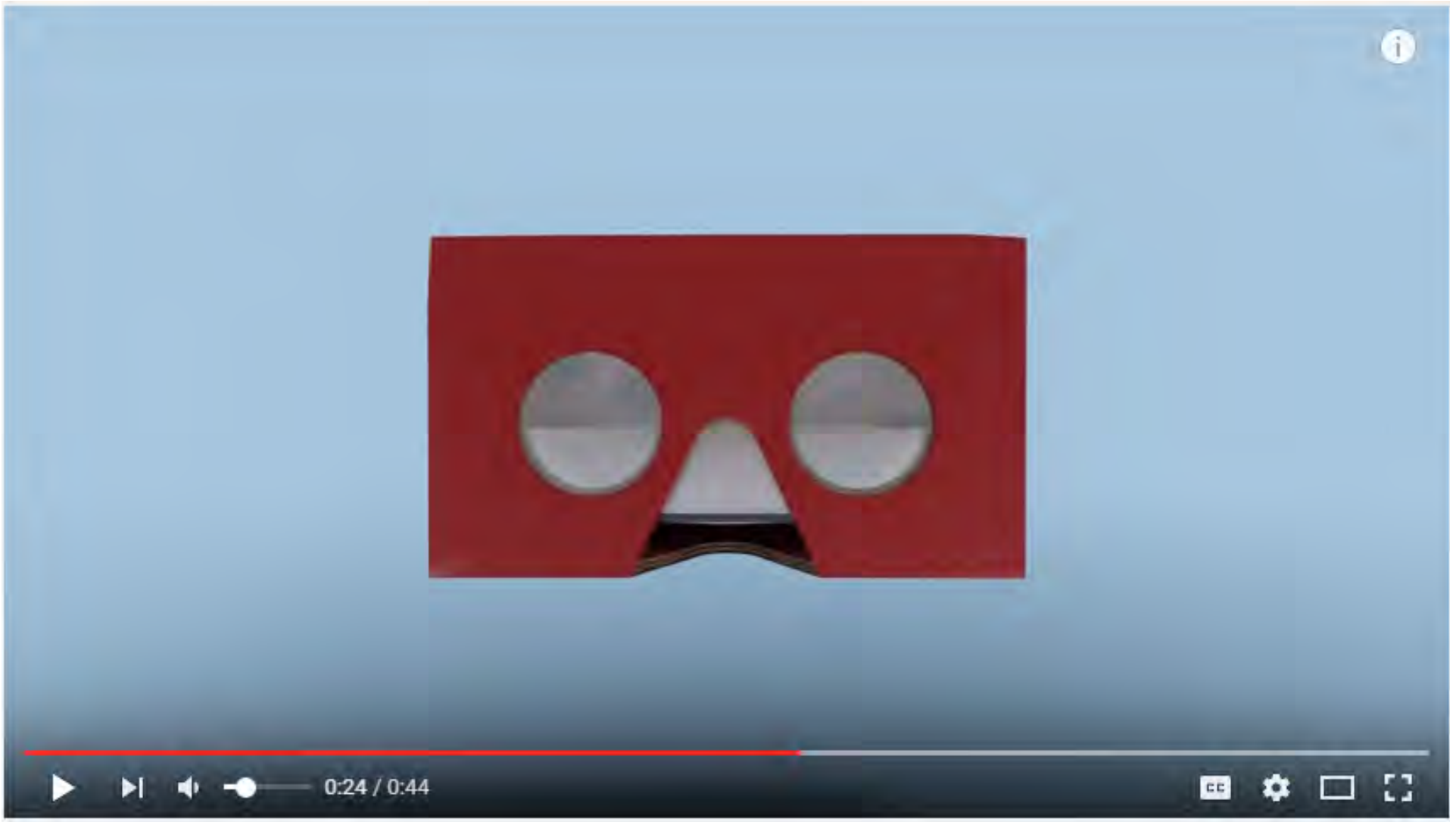


https://en.wikipedia.org/wiki/Google_Cardboard

Since 2014…

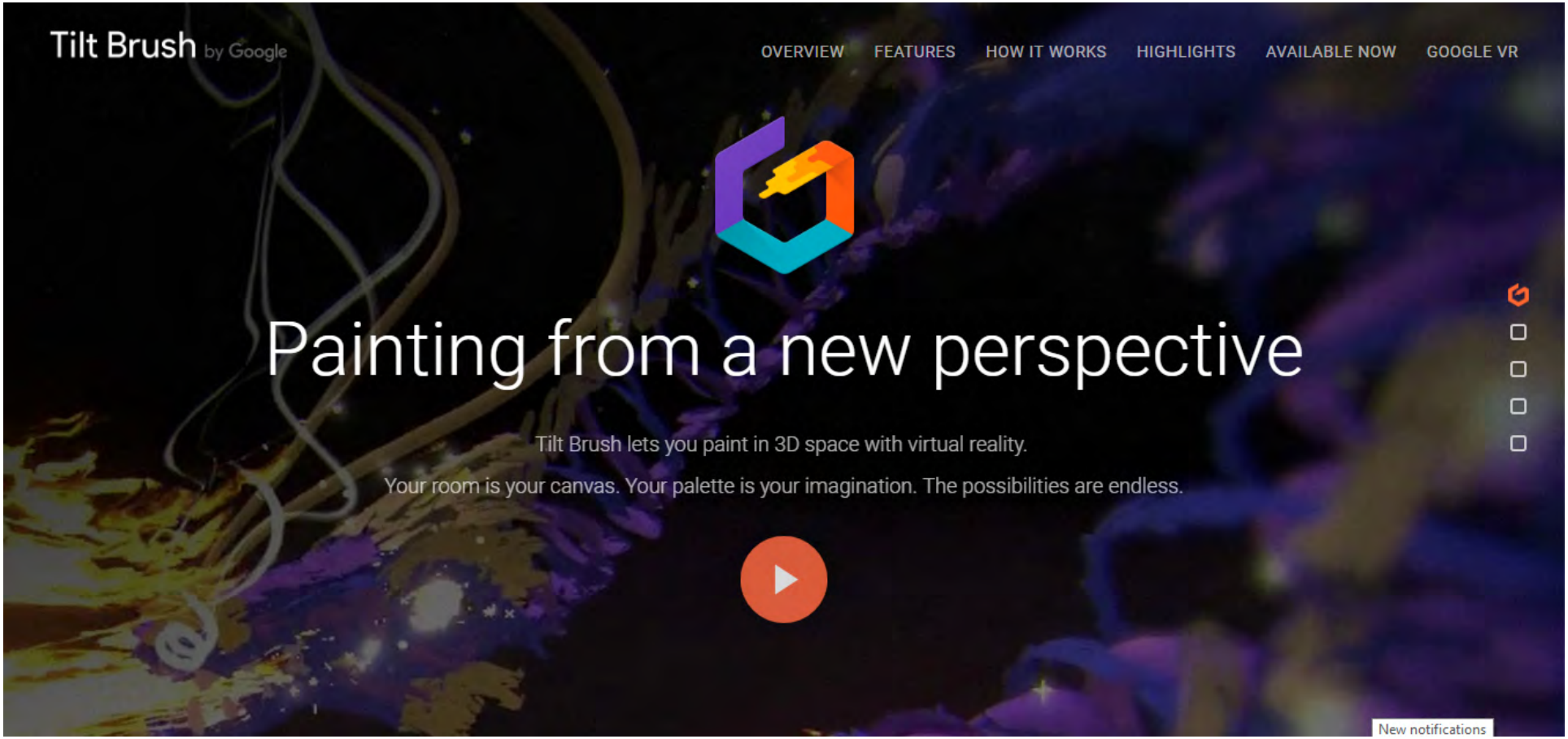
- 5 million shipped
- 25 million apps downloaded
  1. Games
  2. Films
  3. Photos

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



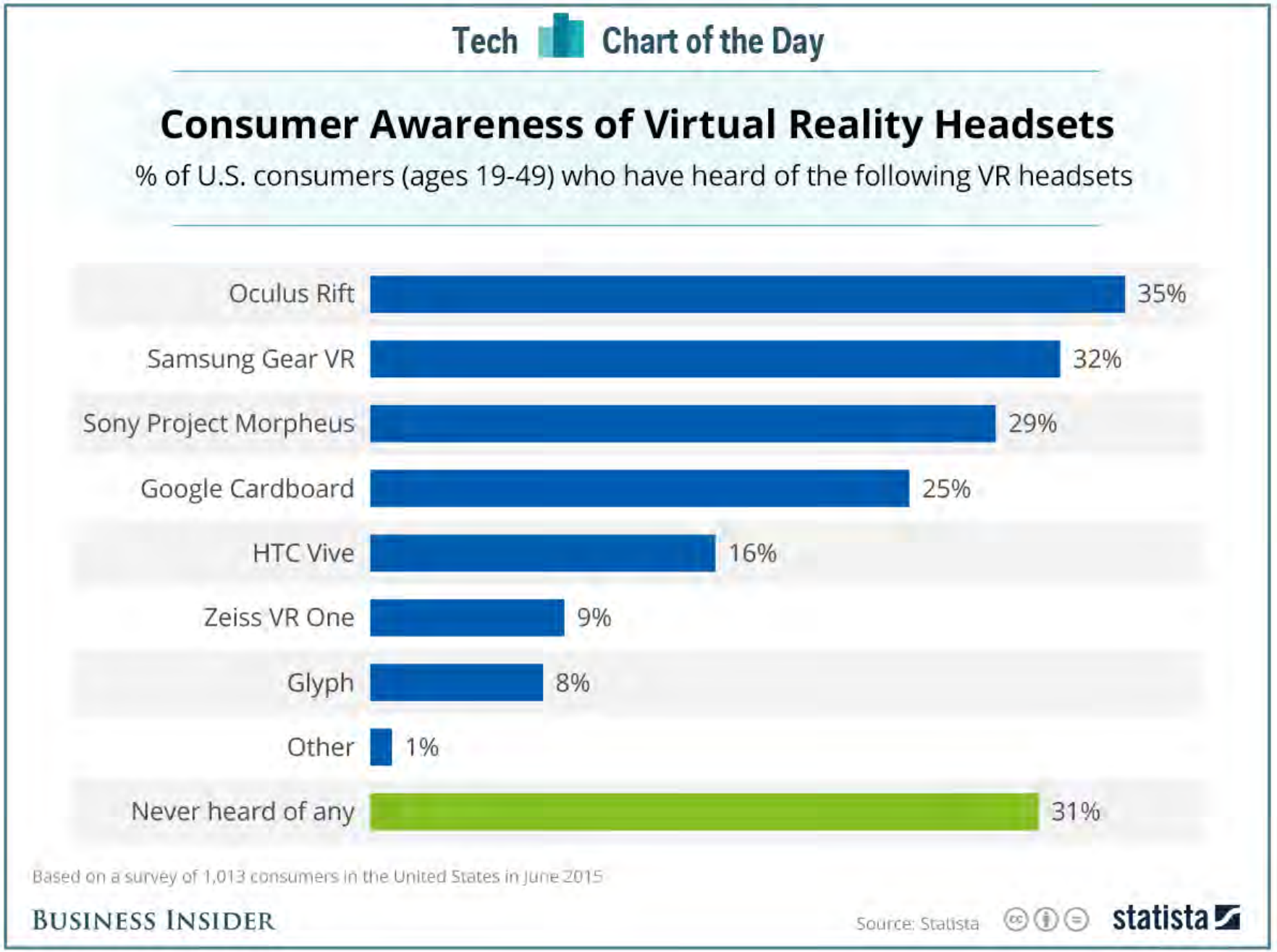
Happy Goggles - A virtual reality headset made from a Happy Meal Box.

https://www.tiltbrush.com/



What about a VR web?

http://www.businessinsider.com/virtual-reality-brand-awareness-2015-12



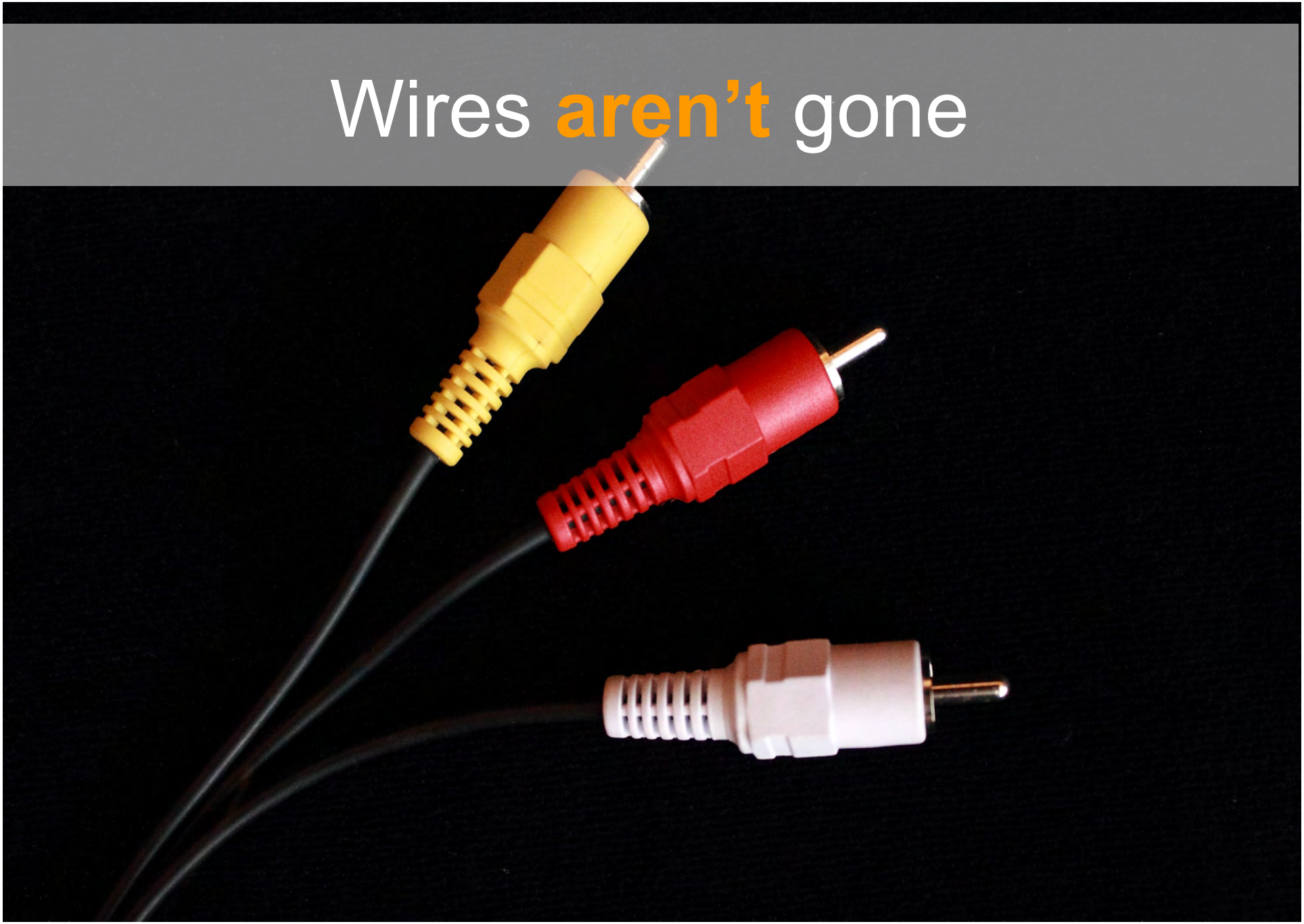
Hold off, maybe?

Resolution? Not so much

Games? What games?

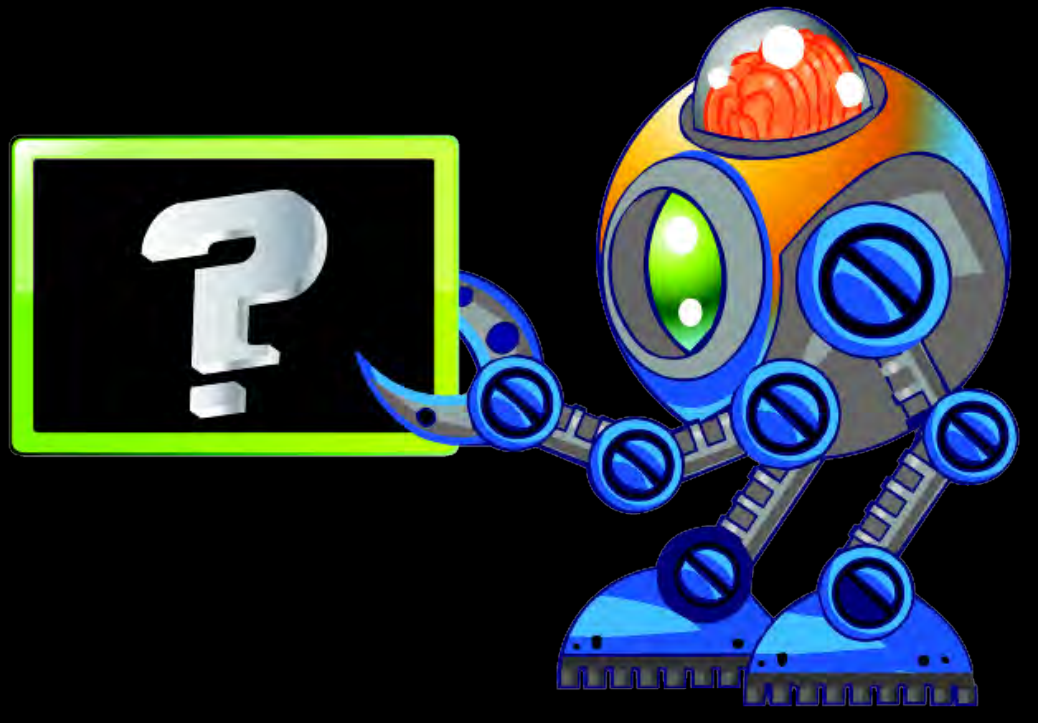
Good luck **getting** one

Wires **aren’t** gone



Outdated soon, probably

What does **VR** mean to me?



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	
Well-organized	*Spontaneous*
"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/

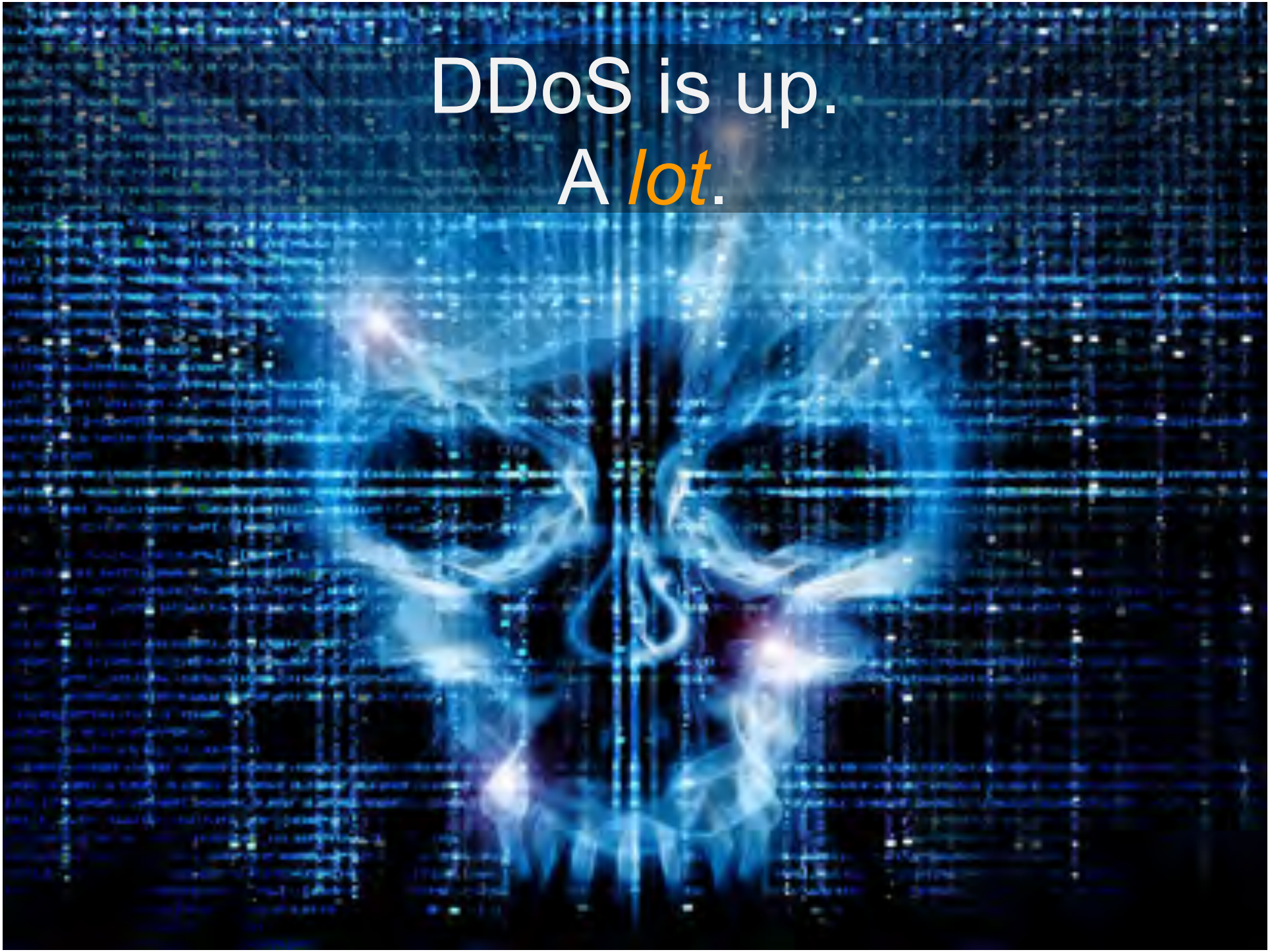
Cybersecurity & IoT

"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."

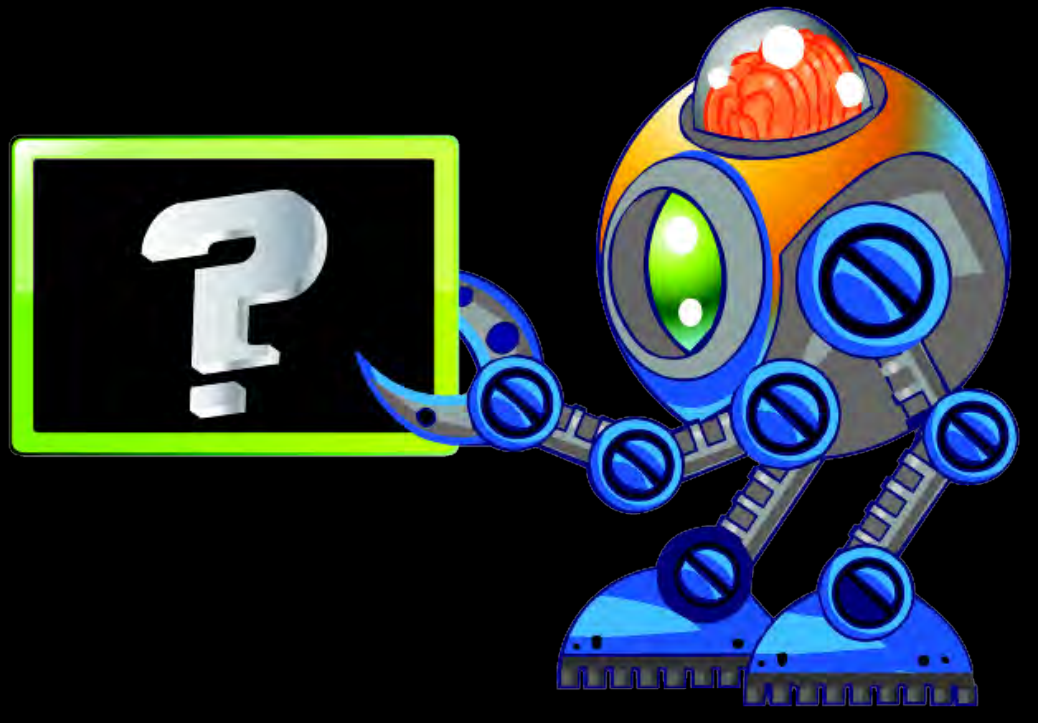
Mark Bünger, VP, Lux Research

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

A sleeping baby in Canada

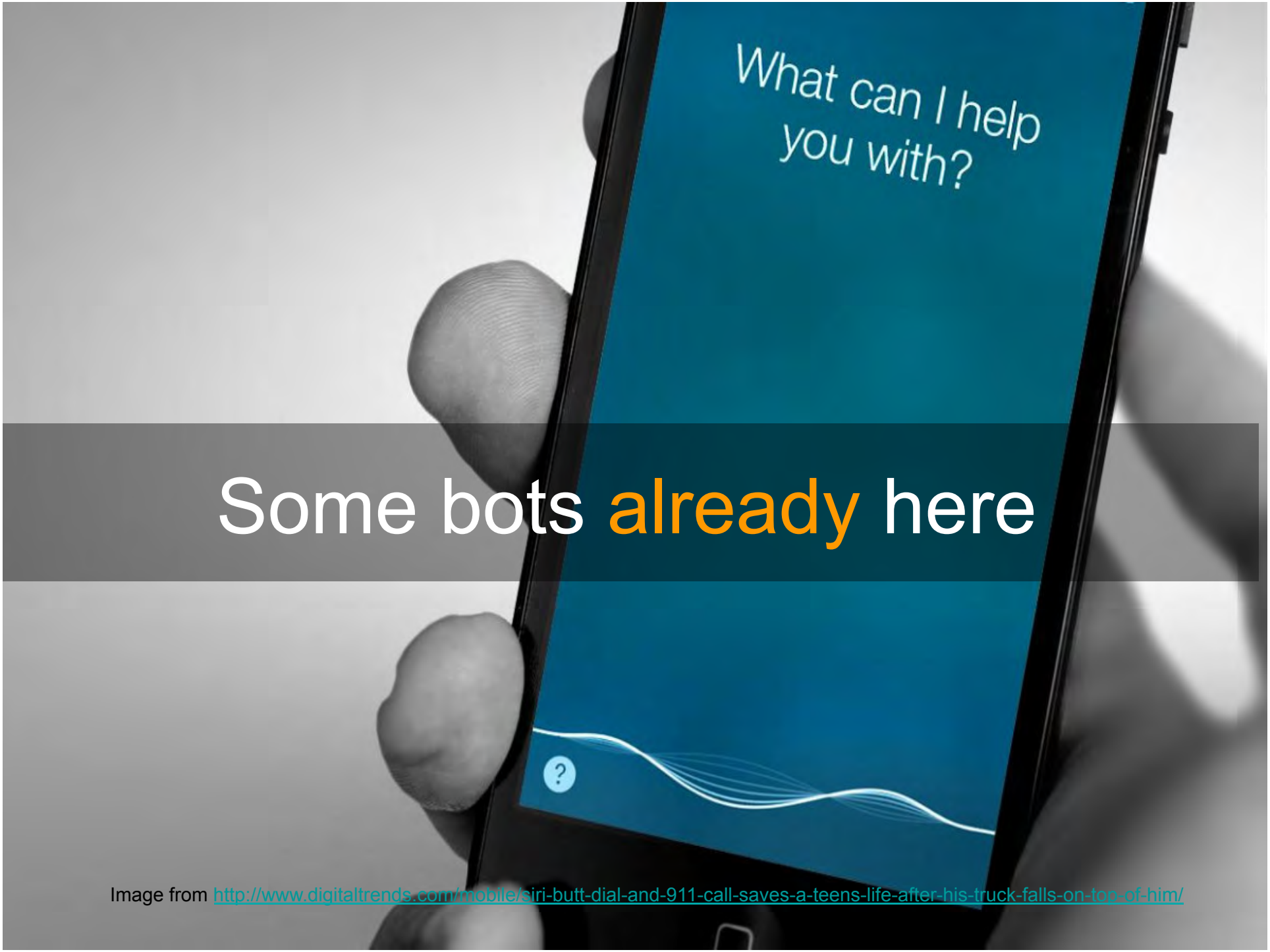

DDoS is up.
A *lot*.

What do **security & privacy** mean to me?



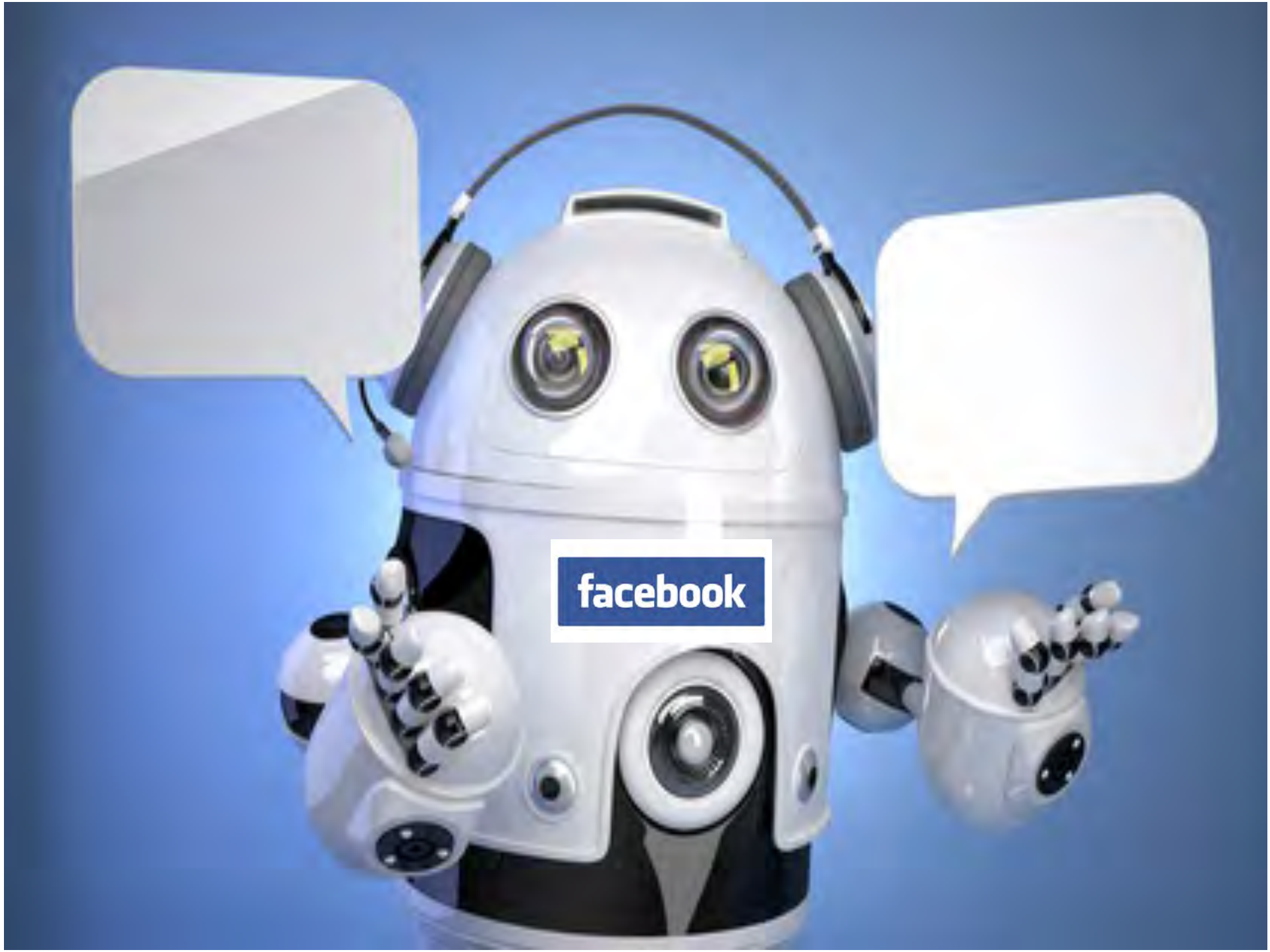
Bots

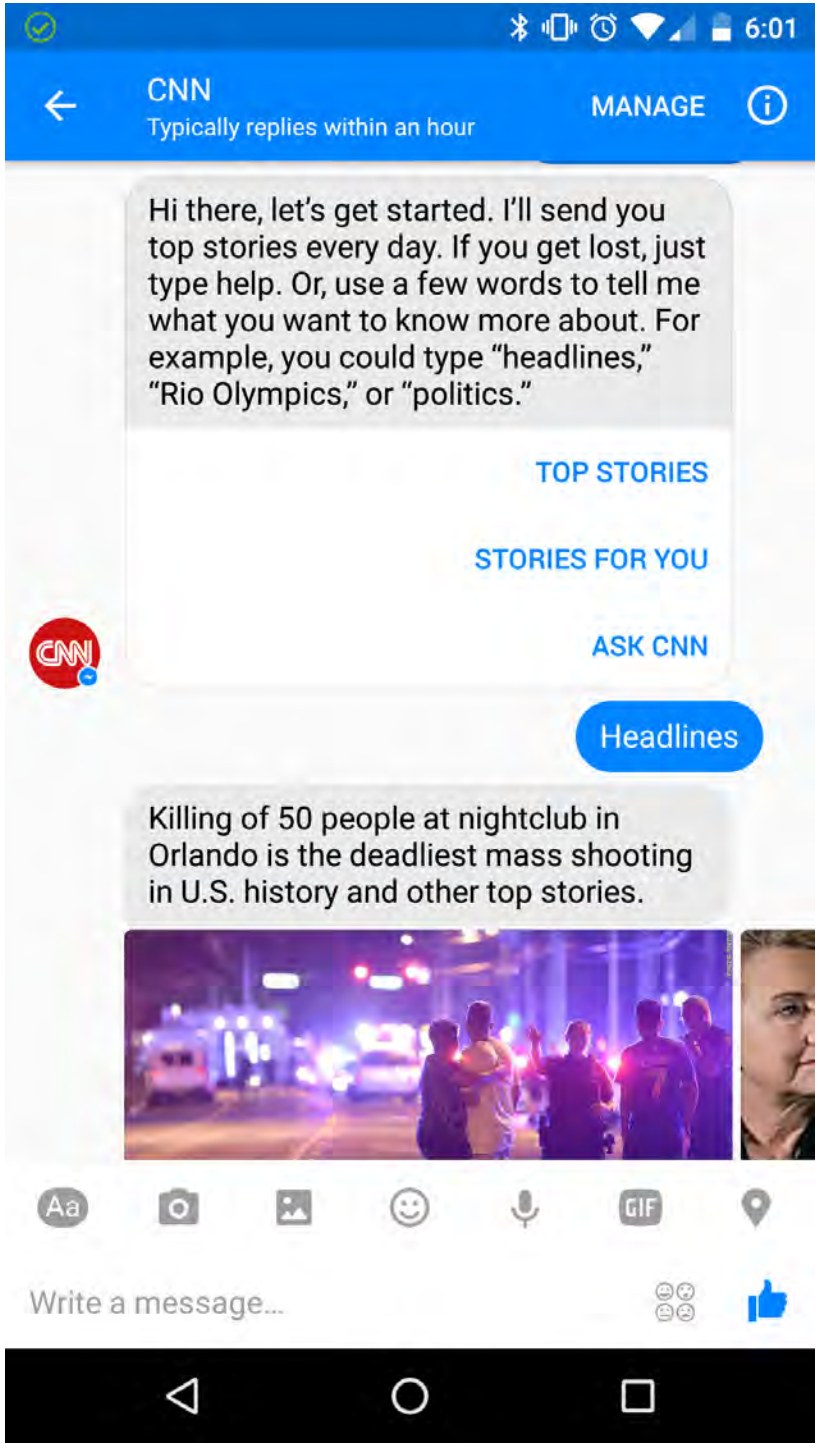
I, for one, welcome our new overlords



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/

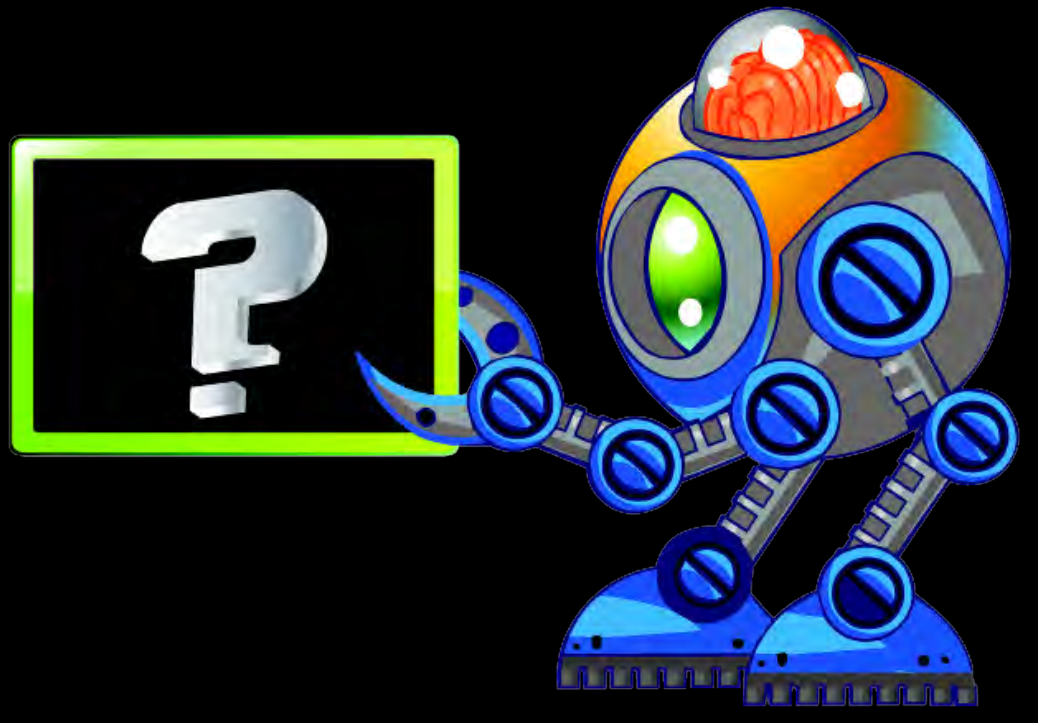

facebook


6:01
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/



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

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.

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"

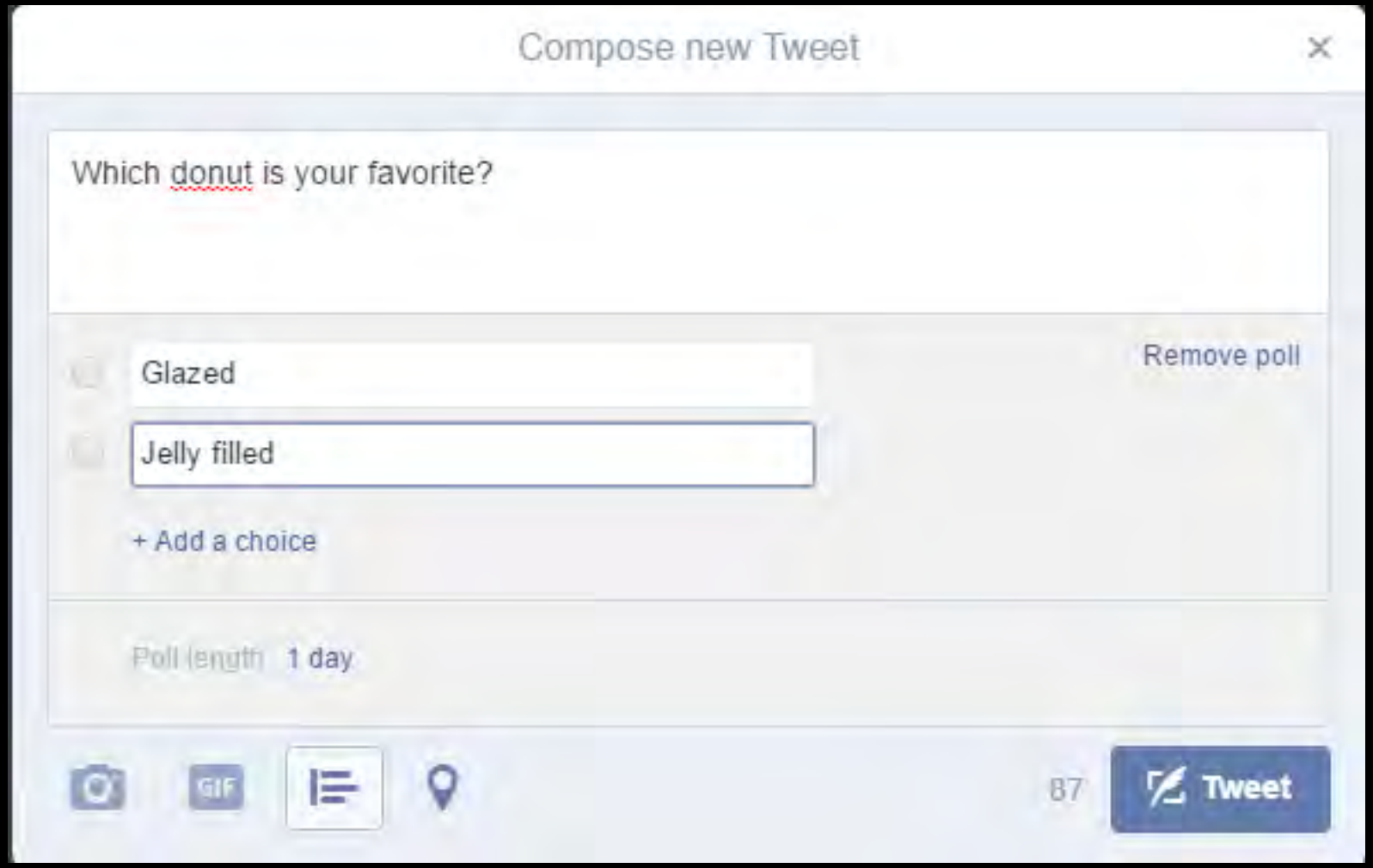
Top Quizzes

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



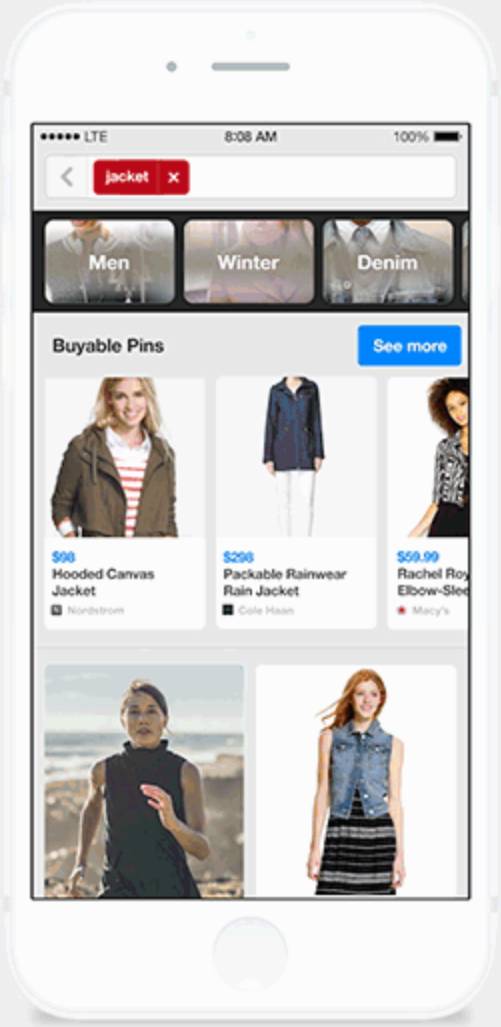
Social buying

Image from https://www.tipsandtricks-hq.com/ecommerce/add-to-cart-button-images-for-shopping-cart-631

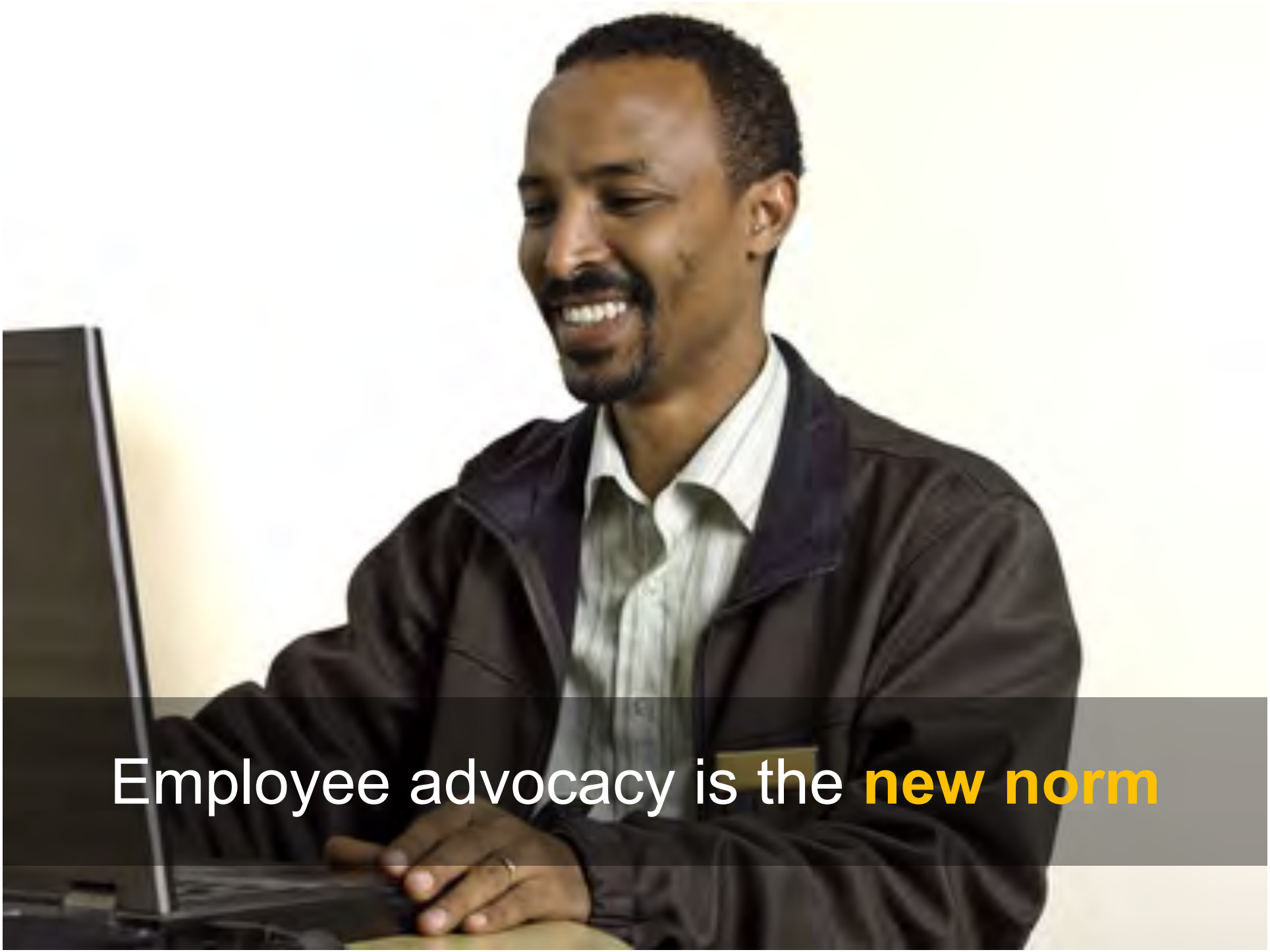
Buy it on Pinterest

Searching for buyable Pins

Pinterest.com/buyit



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


Employee advocacy is the new norm

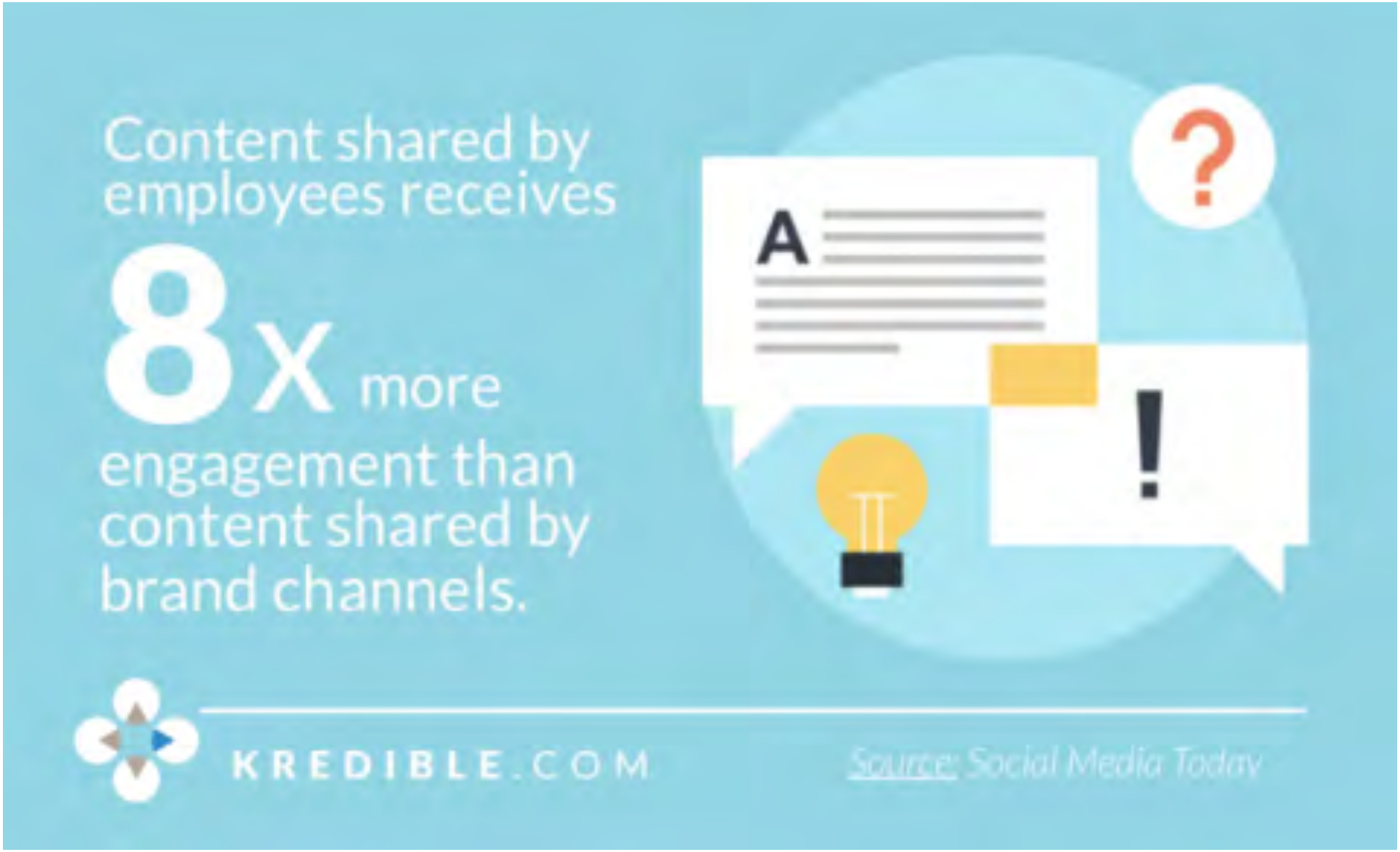
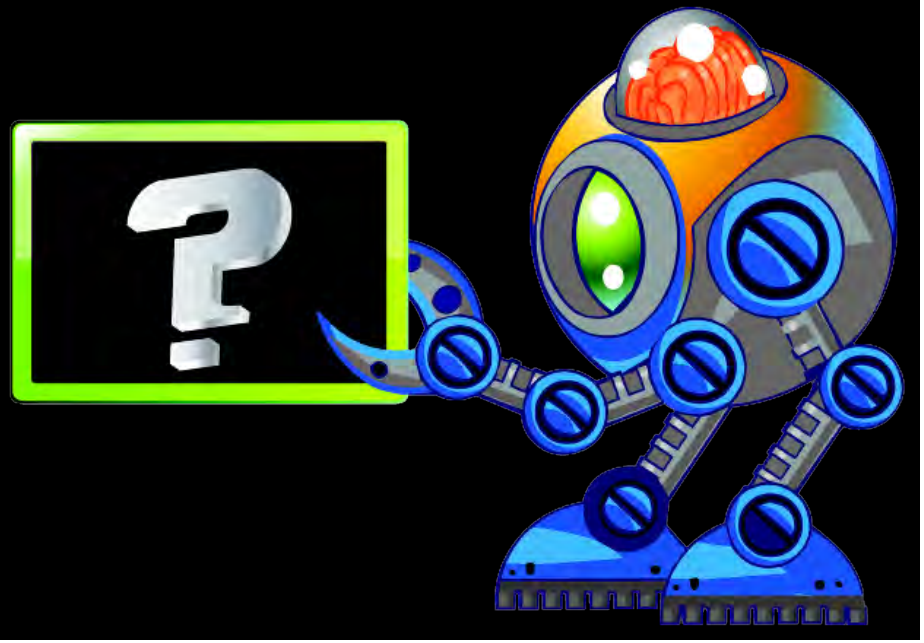


Image from http://rebekahradice.com/social-media-trends-that-will-transform-your-business/

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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