

Looking at the Future: Technology Changes Society

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AMAI Congreso 2007

9.25.07

Today's Journey

- On being a futurist
- Macrotrends impacting technology and society
- Fast forward

Wiring (and Unwiring) the World



Shift in Technology Power

LG 移动电话

i chocolate you

[爱巧克力哟]

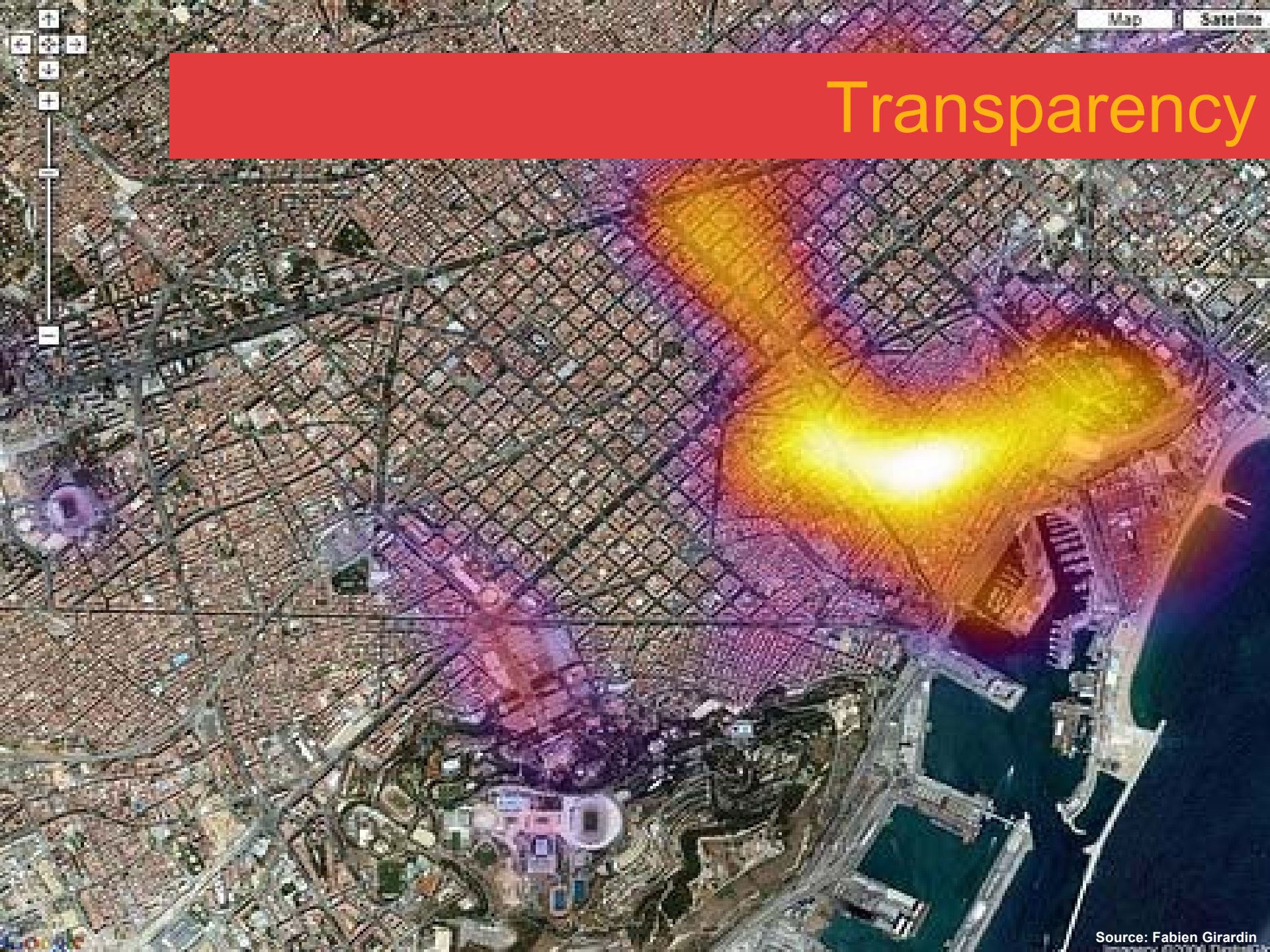
chocolate
巧克力 KG90



韩国明星：玄彬

● 超薄设计 ● 时尚个性 ● 时尚 ● 时尚

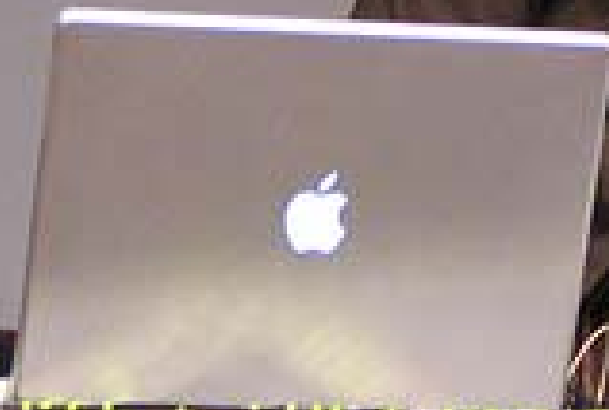
Transparency



Hyper-personalization



Social Communication



7-8-9 February 2007
Geneva, Switzerland

A conference about the

Source: Flickr/Stephanie Booth

Media Fragmentation



Living Together in World O




Fast Forward


500 Million CNNs




Hourly Trends for : Mexico


Massively Parallel Emotion


 **asira** insomnio: inexplicable, tome pastillas como si fuera a dormir un ca...
Fri Apr 13 12:18:15


 **team** Mexico. Actually snowing in the mountains. Let's hear it for seasonal shifting
11:42:52 GMT


 **okokitsme** @dotmotion, ¿cómo va por Mexico?
Fri Apr 13 09:27:44 GMT


 **twitterati** Mexico City earthquake: you read about it first on Twitter: Robert Scoble has a post on how he found ou... <http://tinyurl.com/33zsck>
Fri Apr 13 09:12:59 GMT

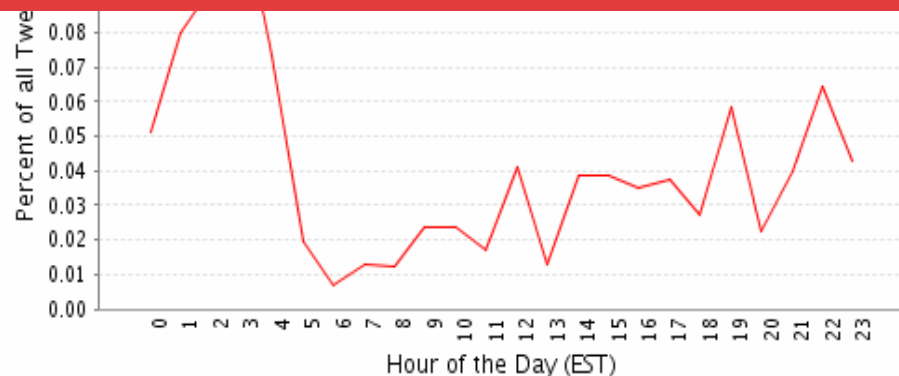
 **zordor** Parece que Mexico esta revoltoso :S
Fri Apr 13 08:54:01 GMT

 **Scobleizer** @earcos: how strong is this aftershock? (Several people are reporting a second Mexico City earthquake).
Fri Apr 13 08:48:44 GMT

 **edb_o** seguy yo replica del tebmblor en mexico city
Fri Apr 13 08:46:43 GMT

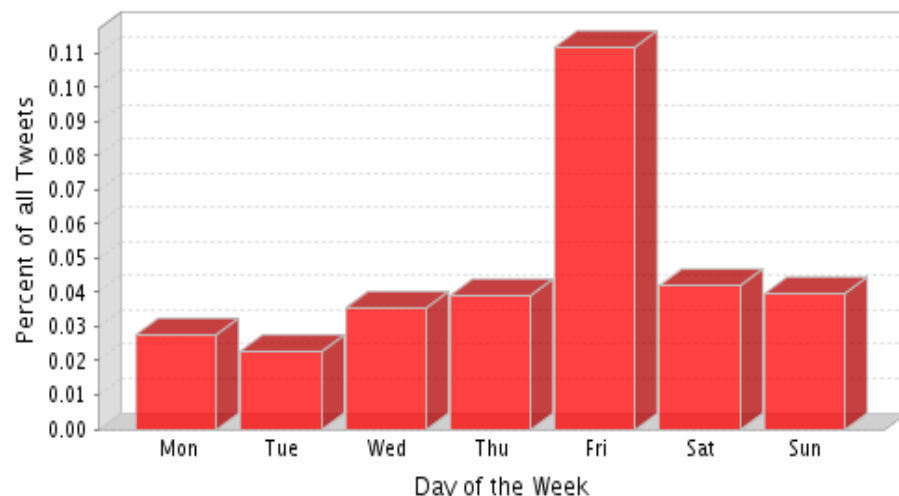
 **jramonrdz** @lize the earthquake was at mexico city and south cities and i live in the north of mexico. no earthquake here. but i was chatting whit som
Fri Apr 13 08:44:15 GMT

 **fourzerotwo** @bloggersblog With how the days started thus far (6 3
Fri Apr 13 08:37:54



Daily Trends for : Mexico

copyright UMBC eBiquity Research Group



[Absolute Counts](#)

Google Maps disabled temporarily....

Source: Twitterinfo

Unforeseen Consequences



Conclusion?

HOROSCOPE

**“The future is already here.
It’s just not evenly distributed.”**

-William Gibson

25¢



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