

Manoa Approach Step 1 – Trends/Emerging Issues Process Guide

Purpose

To begin the process of building scenarios with the Manoa approach, the group must first identify at least three emerging issues from different STEEP categories. Create a list of interesting trends. Put a trend on separate card and have the group look at all of the possibilities and pick three.

How to

1. Create a list of interesting trends, or use the starter list provided in training.
2. Put each trend on a separate card.
3. If you are going to work with more than one group, give each group several randomly selected trends. Then give group time to review their trends and those of the other groups. Offer them a chance to swap, so that they pick the 3 most interesting and uncertain combination for their group.
4. Once the trends are selected move to Step 2 – Futures Wheel

OVER

Starter Trends

- Era of vigorous & active elders (average life span of 100 years)
- Expectation of Customization of all services and experiences continues to increase.
- Public attitudes about paying for service change – willing to pay
- Folksonomy becomes the norm – everyone is used to participating in the organization of information
- The Home Area Network is the center of all home activities and connects all devices and information that the resident needs
- Artificial Intelligence software is trained rather than written
- NetFlix model becomes the expectation of all infotainment services
- High Definition formats for media allow more picture resolution, increased viewer control, additional data/information and easier storage
- Copyright issues continue to prevent libraries from fully participating in ebook evolution
- RFID prices drop to affordable prices, enabling most libraries to integrate into their ILS systems
- Robots become more integrated into daily life. They are emotionally responsive and enable us to deal more easily with computing/networking. They are used as receptionist and home guides.
- Portable translation devices become the norm, enabling better global communication
- Self-service” moving to self-sufficiency
- Back lash to human machine interaction – groups demand human service
- Seamlessness of information, communication, work, and leisure
- Social networking continues all kinds of groups of people worldwide
- A move to open-source software
- Security, authentication and Digital Rights Management
- Proliferation of elearning that is customize for the learner
- Change in scholarly review and publication of materials
- Expected mass retirement of librarians does not happen, and new librarians cannot find jobs
- Time shifting is the norm – people expect get information and entertainment when and where they want it
- Intelligent agents are prevalent enabling users to engage with simple software to locate and organize any information they seek
- Life long learning changes the university college model of what a student is – seek to build life-long relationships with students
- Fabbing becomes mainstream. People now download patterns for devices and things, and they are replicated by a home fabbing machine. No need to go to the store
- Everyone is a content creator
- Technology continues to shrink in size and price
- Increased memory capacity enables almost everyone to carry the equivalent of 180,000 Libraries of Congress (exabyte)
- Personal coaches become the norm as people transform themselves over and over throughout a long life span
- Information is customized for the user and transmitted to them in public via voice, message, or simple images
- Gaming movement leads to changes in how educational experiences are designed and delivered