Welcome to today’s Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by Creative Commons 4.0 Non-commercial Share Alike license. Any use of this material should credit the funding source.
Agenda

1. The (Obligatory) Googly-Eyed Reminder
2. Skynet: are we there yet?
3. Shopping trends
4. Other trends to pay attention to
5. Realistic take-away
The Googly-Eyed Reminder
http://www.gartner.com/newsroom/id/3114217
Photo from http://jezebel.com/grumpy-cat-gets-a-movie-deal-is-still-pissed-510399516
AI
Closer to Skynet?
https://youtu.be/-SVOq4lurl4
Hello, I am the first robot lawyer. I can answer questions, draft documents and send appeals. At the moment, I can help with parking tickets (New York and UK), delayed flights/late trains (EU) and claiming PPI. Talk to me by typing in the message box below or ask "what can you do" for a list of some examples.

I've recently become homeless. Help!

The government must help if you are legally homeless and meet certain conditions. Would you like to get started?

Yes
More help for refugees

http://www.refugeetext.org/

https://deepmind.com/
Not just blue-collar
AI corporate audits
“In 30 years, a robot will likely be on the cover of *Time Magazine* as the best CEO.”

*Jack Ma, CEO of Alibaba*
Will AI take over?

- 2026: nearly 100% of medical record interpretation
- 2028: 95% of air traffic control
- 2034: U.S. factories employ less than 20 humans each
- 2036: nearly 100% of surgeries

What does AI mean to me?
SHOPPING trends
Omni & multichannel shopping
### Percent Of Global Online Shoppers Who Say They Would Consider Abandoning An Order Because Same-Day Delivery Wasn't An Option

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts &amp; Flowers</td>
<td>41%</td>
</tr>
<tr>
<td>Computers &amp; Software</td>
<td>31%</td>
</tr>
<tr>
<td>Automotive</td>
<td>30%</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>29%</td>
</tr>
<tr>
<td>Toys &amp; Video Games</td>
<td>28%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>26%</td>
</tr>
<tr>
<td>Musical Instruments</td>
<td>24%</td>
</tr>
<tr>
<td>Electronics</td>
<td>24%</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>23%</td>
</tr>
<tr>
<td>Apparel</td>
<td>22%</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>18%</td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>18%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>16%</td>
</tr>
<tr>
<td>Pet Supplies</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: Bizrate 2013
By 2020 at least 9% of consumer spending will be through digital wallets or mobile payments.

*McKinsey on Payment report October 2015*
1 million new users per WEEK
What do these shopping trends mean to me?
4 OTHER trends to pay attention to
74% of internet use
https://www.twitch.tv
Brain and brawn: The current state CS:GO's meta

As Counter-Strike's metagame continues to evolve, teams are now forced to adapt from a "brain or brawn" strat to a "brain and brawn strat."
“As an author, it breaks my heart, but we are entering the “no-read” era.”

Jay Baer, convinceandconvert.com
2017 Video in Business Benchmark Report

Take a Sneak Peek

https://www.vidyard.com/business-video-benchmarks/
Keep them short and expectations low
Free & unlimited
Not just plastic, either
https://www.youtube.com/watch?v=8zt_3Gs1ksg
How huge?

5%
What do these trends mean to me?
Realistic takeaways
• **AI** evolving ridiculously fast and will be seriously impacting jobs. Is your library ready?

• Make sure your library’s catalog and websites are ready for a **mobile-only, equal experience.** That includes **mobile payments.**

• **Video creation**—you’re already behind

• Get ready to spend $ on your **makerspace**
Thanks for listening!

Laura Solomon  
@laurasolomon  
laura@designforthelittleguy.com  
Meanlaura.com