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
Virtual reality
Are we there yet?
Short answer:

Sorta kinda.
Image from http://readwrite.com/2016/01/06/oculus-rift-shipping-vr/
http://mashable.com/2016/05/24/virtual-reality-criminal-trials
WELCOME TO THE WORLD'S FIRST
VIRTUAL REALITY DEPARTMENT STORE

VR REVIEWS
VR DEPARTMENT STORE
WATCH THE VIDEO
HOW-TO GUIDE
ORDER YOUR SHOPTICALS
BOOK SYDNEY EXPERIENCE

Google Cardboard
Experience virtual reality in a simple, fun, and affordable way.
https://en.wikipedia.org/wiki/Google_Cardboard
Since 2014…

- 5 million shipped
- 25 million apps downloaded
  1. Games
  2. Films
  3. Photos
Happy Goggles - A virtual reality headset made from a Happy Meal Box.

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

https://www.tiltbrush.com/
What about a VR web?
Consumer Awareness of Virtual Reality Headsets

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

- **Oculus Rift**: 35%
- **Samsung Gear VR**: 32%
- **Sony Project Morpheus**: 29%
- **Google Cardboard**: 25%
- **HTC Vive**: 16%
- **Zeiss VR One**: 9%
- **Glyph**: 8%
- **Other**: 1%
- No awareness**: 31%

Based on a survey of 1,013 consumers in the United States in June 2015.
Hold off, maybe?
Resolution? Not so much
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Outdated soon, probably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
<table>
<thead>
<tr>
<th>Conscientiousness</th>
<th>Spontaneous</th>
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<td>Well-organized</td>
<td>Spontaneous</td>
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<td>&quot;The Bucket List:&quot;</td>
<td>The Velvet Underground</td>
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<td>United States Navy</td>
<td>The Pixies</td>
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<td>&quot;No Strings Attached&quot;</td>
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<td>&quot;Kite Runner&quot;</td>
<td>Procrastinating</td>
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<td>Working</td>
<td>Gay-Straight Alliances</td>
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<td>&quot;The Apprentice&quot;</td>
<td>Daydreaming</td>
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<td>Boxing</td>
<td>&quot;The Hitchhiker's Guide to the Galaxy&quot;</td>
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<td>R&amp;B</td>
<td>Being lazy</td>
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<td>Mountain biking</td>
<td>I hate it when all other schools near you have a snow day and you don't.</td>
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<td>Cheerleading</td>
<td>&quot;League of Legends&quot;</td>
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<td>&quot;Italian Job&quot;</td>
<td>Uncontrollable swearing after stubbing your toe in a dark room</td>
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<td>Studying</td>
<td>Hunter S. Thompson</td>
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<td>Working out</td>
<td>&quot;The Mighty Boosh&quot;</td>
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<td>Cycling</td>
<td>&quot;Blackadder&quot;</td>
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<td>Motorcycles</td>
<td>&quot;Watchmen&quot;</td>
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<td>The Guardian</td>
<td>Douglas Adams</td>
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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.

“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
DDoS is up.
A *lot*. 
What do security & privacy mean to me?
Bots

I, for one, welcome our new overlords
Some bots already here

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

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

Polls & quizzes are BIG
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.

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.

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

Would You Find Love On "The Bachelorette"?
You're the Bachelorette. Can you find the one guy who is actually ready for a relationship?

What Percent Regina George Are You?
How often would you cross someone?
Twitter polls

Which donut is your favorite?

- Glazed
- Jelly filled

Poll length: 1 day
Searching for buyable Pins

Employee advocacy is the **new norm**
Content shared by employees receives 8x more engagement than content shared by brand channels.

Source: Social Media Today

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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