

EMERGING MEDIA 2017

CHRIS SNIDER | DRAKE UNIVERSITY

EMERGING TECHNOLOGY

VIA THE FUTURE TODAY INSTITUTE
2017 TECH TREND REPORT

<http://www.slideshare.net/webbmedia/embargoed-until-dec-13th-future-today-institutes-2017-tech-trends-report>

10 QUESTIONS

How to relate these trends back to your organization in 2017

Our Trend Report this year is intentionally dense—there's a lot here to digest. That's because it's meant as a practical resource for you and your organization. We don't want you to skim through this during your lunch break. Instead, use it to listen for the signals talking and to advise your strategic thinking throughout 2017.

Don't discount a trend simply because at first glance it doesn't seem to relate directly to you or your field. Instead, think about these 159 trends and ask yourself the following questions:

**This is a big report.
We don't want you
to skim through this
during your lunch
break.**

- 01** How does this trend impact our industry and all of its parts?
- 02** Who are the drivers of change in this trend? Which companies, leaders, founders, startups, researchers?
- 03** How are companies/ agencies/ organizations in adjacent spaces addressing this trend?
- 04** Where does this trend create potential new partners or collaborators for us?
- 05** How are our competitors/ related agencies harnessing this trend (or failing to do so?)
- 06** Which of our customer segments—existing, former, potential, theoretical—does this trend address?
- 07** How will the wants, needs and expectations of our customers change as a result of this trend?
- 08** Will this trend create new competitors for us?
- 09** How does this trend inspire us?
- 10** How does this trend help us think about innovation?

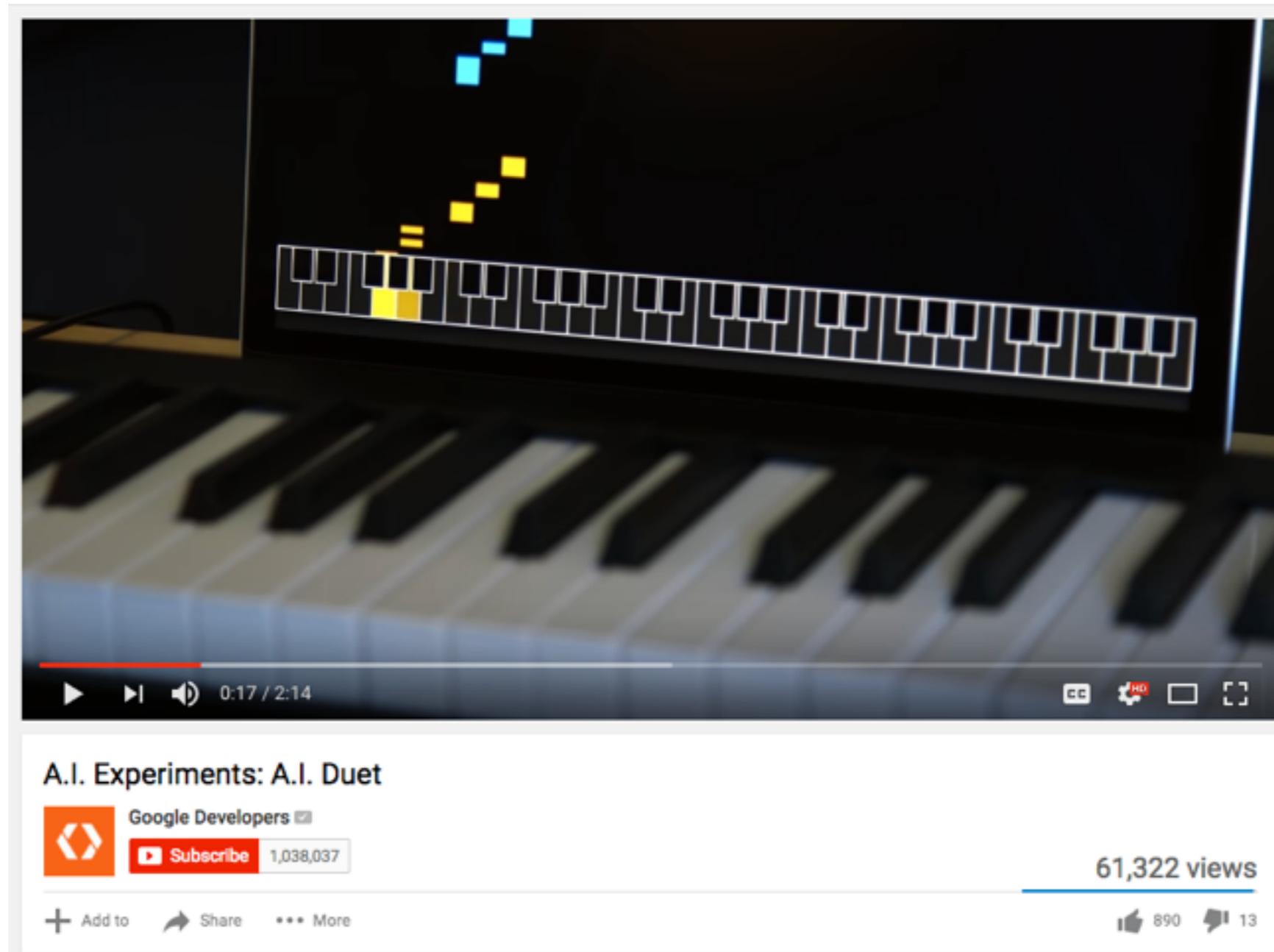
ARTIFICIAL INTELLIGENCE

- **What it is:** Think about AI as the next layer of technology that will be integrated into everything you do professionally. It's a branch of computer science in which computers are programmed to do things that normally require human intelligence.
- This includes learning, reasoning, problem-solving, understanding language and perceiving a situation or environment.
- AI is an extremely large, broad field, which uses its own computer languages and even special kinds of computer networks which are modeled on our human brains.

ARTIFICIAL INTELLIGENCE

- **There are two kinds of AI:** weak (or “narrow”) and strong (or “general”).
- When Netflix makes recommendations to you, or Amazon displays books you might like to read, that’s **narrow AI**.
- The H.A.L. supercomputer from 2001: A Space Odyssey, which was not only able to perceive things, but decided it no longer had use for us humans, is a representation of **artificial general intelligence**.

GOOGLE BUILT AN AI THAT WILL PLAY PIANO DUETS WITH YOU



<https://www.youtube.com/watch?v=0ZE1bfPtvZo>

AI - ALGORITHMS

- **What it is:** A set of rules or processes that must be followed in order to solve a problem.
- **Examples:** Your Facebook news feed, Google News, Twitter, Instagram.
- **Challenges:** Misclassifying objects, data and people (wrongly identifying terrorism subjects at airports).

ALGORITHMS

<https://www.khanacademy.org/computing/computer-science/algorithms/intro-to-algorithms/v/what-are-algorithms>

algorithm (noun):
a set of steps
to accomplish a task

ALGORITHMIC PERSONALITY DETECTION

Did you know that some life insurance underwriters are attempting to assess your personality—via your magazine and website subscriptions, the photos you post to social media, and more—in order to determine how risky an investment you are? Some lenders have used personality algorithms to predict your future financial transactions. (The data show that if you look at two people with the same professional and personal circumstances, the one with a higher college G.P.A. will be more likely to pay off a debt.) Algorithms will harness your data in order to assess your predicted success at work, how likely you are to bounce around jobs and more.

How comfortable would you be with your employer collecting data about you and using it to predict your future success at the company?

AI - ALGORITHMIC PERSONALITY DETECTION

- Nashville-based startup Crystal and IBM's Personality Insights both use social data and will rewrite everything from emails to resumes based on each of your intended recipients.

<https://www.crystalknows.com>

Chris Snider

Des Moines, Iowa Area Drake University

Chris is a decisive, creative influencer: forward-thinking, ambitious, and spontaneous with a natural aversion to rigid structure.



Personality

Relationship

Write an Email



Chris's personality:

Chris will take action when he gets excited by a new idea. He is **confident, articulate and warm**, and will use his natural charisma to persuade others to follow his lead.

It comes naturally to Chris to...

Get bored easily



Go on a vacation without a specific plan



Prefer to create a document from scratch rather than edit an existing one



Feel comfortable as the primary speaker in a group



ACCURACY CONFIDENCE

90%

How is this calculated?

PEOPLE ALSO VIEWED



Samantha Boyd

ISU Student Health Communic...



Tom Brazelton, MA

Choice Creative Solutions



Danielle Rogers

The Vernon Company



Taylor Scholl

Drake University

https://watson-pi-demo.mybluemix.net/

IBM Watson Developer Cloud Services Docs App Gallery Community



Personality Insights

Gain insight into how and why people think, act, and feel the way they do. This service applies linguistic analytics and personality theory to infer attributes from a person's unstructured text.

Resources:

- [API Reference](#)
- [Documentation](#)
- [Fork on Github](#)
- [Fork and Deploy on Bluemix](#)

Try the Service

You need text written by the person whose personality you're interested in. It should contain words about every day experiences, thoughts, and responses.

For statistically significant results, you need at least 3500 words and ideally 6000. You can still play with the demo if you have at least 100 words, but you should take those results with a grain of salt.

[Reset](#)

Tweets and Replies Body of Text

Choose:  @Oprah  @KingJames  @ladygaga

Personality Portrait

26032 words analyzed: **Very Strong Analysis**

Summary

You are a bit critical and explosive.

You are hardened: you think that people should generally rely more on themselves than on other people. You are dispassionate: you do not frequently think about or openly express your emotions. And you are unconcerned with art: you are less concerned with artistic or creative activities than most people who participated in our surveys.

Your choices are driven by a desire for efficiency.

You are relatively unconcerned with both tradition and taking pleasure in life. You care more about making your own path than following what others have done. And you prefer activities with a purpose greater than just personal enjoyment.

[How did we get this?](#)

You are likely to_____

- be sensitive to ownership cost when buying automobiles
- like hip hop music
- like adventure movies

You are unlikely to_____

- read often
- volunteer to learn about social causes
- prefer safety when buying automobiles

Personality

*% = percentile

Emotional range ▾

86%

Introversion/Extraversion ▾

73%

Conscientiousness ▾

66%

Consumer Needs

*% = percentile

Practicality

80%

Liberty

60%

Challenge

54%

Values

*% = percentile

Achievement

54%

Stimulation

34%

Helping others

22%

BOTS

- **What it is:** A software application that's been designed to automate certain tasks, such as scheduling or managing basic customer service requests. In the past year, bots have emerged from the fringe and have started to enter our mainstream vocabulary. There are now 12,000 Facebook Messenger bots available, as well as a number of platforms that make it easy for anyone to build a bot.
- **Examples:** Many brands you recognize (**1-800-Flowers.com**, **Pizza Hut**) are using chatbots for marketing and customer service. **Disney** partnered with bot developer Imperson to deploy character bots, including **Miss Piggy**.



Bonjour Chris! This is such an honor... for you. How are vous?

Um good.

Marvelous. So am I!



So Chris, I simply must know: on a scale of one to ten, would you rate my show "Up Late with Miss Piggy" a 9 or a 10?

You have a show?

You are right.



Obviously the show is like moi, a perfect 10

APR 15TH, 8:08PM

hello



Miss Piggy will be available Monday thru Friday from 10 AM to 12 Noon PDT

APR 21ST, 12:33PM

Hello



Hello Chris, how is it going?





NBA ✓

32M people like this

Sports League

06/08/2016 10:09AM



Welcome to the NBA Finals video bot! I can send you highlights of your favorite NBA Finals team or player – just type Cleveland Cavaliers, Golden State Warriors or a player's name. And don't worry: if you get stuck, type 'help' and I'll assist you.

06/09/2016 2:38PM

Michael Jordan



To receive video highlights, please send me the NBA Finals game # or the name of a team or player playing in the NBA Finals. For example, you could type: 'Game 1', 'Cleveland Cavaliers' or 'Stephen Curry'.

What time is Game 4?



Game 4 will be played on June 10 at 9:00PM ET on ABC.

06/22/2016 1:32PM

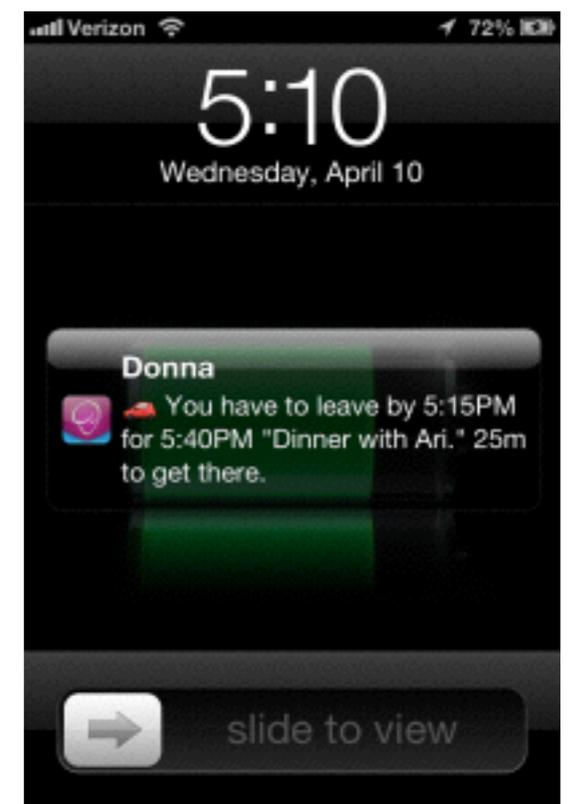
How many points did LeBron have in game 7?

What would you like to see from Game 7?

[Highlights](#)

SMART VIRTUAL PERSONAL ASSISTANTS

- **What it is:** Uses natural language processing, data from our calendars, email and contact and recent behavior lists to manage daily tasks, finances, diet and more.
- **Examples:** Emu (bought by Google), MindMeld, Donna (bought by Yahoo), Echo (Amazon).
- <http://www.digitaltrends.com/home/mindmeld-new-platform-voice/>



- When it was still active, **Emu was a clever stand-in for a personal secretary**. It would monitor the conversation and automatically make suggestions as two people texted.

If you asked your friend to see a movie, **Emu would immediately geolocate both of you, suggest a nearby theater and show films and times, then check your calendars for your availability**. It would even display a preview for you to watch.

Once it determined the best time for you to meet, it would help you purchase tickets and enter all the data into your calendar.

ONE-TO-FEW PUBLISHING

- **Newsletters, podcasts and niche networks** that captivate smaller audiences made a huge comeback in 2015-16. What's next is an expansion to capture more niche audiences.
- Suddenly, it seems like everyone—from world leaders, to your next-door neighbor—has a podcast, newsletter or both.

This is due in part to services like Mailchimp, TinyLetter (owned by Mailchimp), Skype, Google Hangouts, Garage Band, SoundCloud, Libsyn, Stitcher, Auphonic, SpeakPipe and a host of affordable smartphone microphone attachments.

VIRTUAL REALITY

- **What it is:** Computer-simulated environment that gives users the feeling of being present in a scene.
- **Examples:** Oculus Rift, HTC Vive.
- **Challenges:** Reaching widespread adoption. People adjusting to wearing headsets.

<https://youtu.be/bThbiDJ0J4c>

AUGMENTED REALITY

- **What it is:** Blurs the line between what's real and what's computer-generated by enhancing what we see, hear, feel and smell.
- **Examples:** Microsoft Hololens.

<https://youtu.be/aThCr0PsyUA>

360-DEGREE VIDEO

- 360-degree video is created with a special camera system capable of recording 360 degrees of a scene simultaneously.

Once the video is rendered, viewers can use a mouse, their fingers, or gesture to watch the video from any perspective or angle. In 2016, YouTube and Facebook offered 360-degree videos, and we expect more platforms, including PlayStation, to offer it in the year ahead.

SAMSUNG GEAR 360

\$350



NIKON KEYMISSION

\$500



NYTIMES DAILY 360

The screenshot shows the YouTube channel page for 'The New York Times'. At the top, there is a navigation bar with the YouTube logo, a search bar, and buttons for 'Upload', a notification bell, and a profile icon. Below this is a banner image featuring a night cityscape with the 'The New York Times' logo on the left and a large 'T' logo with a play button in the center, labeled 'TIMESVIDEO'. A 'Subscribe' button and social media icons are visible in the bottom right of the banner.

The channel name 'The New York Times' is displayed with a verified checkmark. To the right, there is a 'Subscribe' button and a subscriber count of 769,223. Below the channel name is a navigation menu with options: Home, Videos, Playlists, Channels, Discussion, and About.

The main content area features a video player for 'The Daily 360 | The New York Times'. The video thumbnail shows a man in a light blue shirt playing a guitar in a red theater. The video title is 'The Daily 360 | The New York Times', and it has 44 videos, 2,616 views, and was updated today. Below the video player are buttons for 'Play all', 'Share', and 'Save'.

Below the video player is a list of two videos:

1. **At Home With a New 'Prairie' Companion | The Daily 360 | The New York Times**
by The New York Times 1:37
2. **Stroll in the Park With Ai Weiwei | 360 VR Video | The New York Times**
by The New York Times 1:43



https://youtu.be/Tk6CH4FugK4?list=PL4CGYNsoW2iDN-xj9xxfgRLsqmAdY8J_W

USA TODAY VIRTUALLY THERE

The image shows a screenshot of the USA Today VR channel page on YouTube. At the top, the YouTube logo is on the left, a search bar in the center, and 'Upload', 'Notifications', and 'Profile' icons on the right. The channel banner features a woman wearing a VR headset, with the text 'VIRTUALLY THERE' and 'New episodes every Thursday'. Below the banner, the channel name 'VRtually There' is displayed with a 'Subscribe' button showing 4,397 subscribers. A navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', and 'About'. The main content area features a video player for 'VR climb up Leaning Tower in Yosemite, catch waves with surfin...' with 64,423 views. To the right of the video is a 'Featured Channels' list including USA TODAY, USA TODAY Sports, Humankind, For The Win, Virtual Reality, Kolor, and Samsung Newsroom. At the bottom, there is a 'Popular uploads' section with thumbnails for 'TOUGHEST', 'Macy's Parade', 'BURNING MAN', and 'APOLLO 17 MOONWALK'.

VRtually There Subscribe 4,397

Home Videos Playlists Channels About

VR climb up Leaning Tower in Yosemite, catch waves with surfin...
64,423 views 3 days ago

From the USA TODAY NETWORK and YouTube, it's VRtually There, a weekly adventure with three cool VR experiences.

Catch a wave in VR with Ricochet the surfing therapy dog!

What's better than a good dog, which is pretty much already the best? How

Featured Channels

- USA TODAY Subscribe
- USA TODAY Sports Subscribe
- Humankind Subscribe
- For The Win Subscribe
- Virtual Reality Subscribe
- Kolor Subscribe
- Samsung Newsroom Subscribe

Popular uploads

- TOUGHEST 360°
- Macy's Parade BABY BEARS
- BURNING MAN 360°
- APOLLO 17 MOONWALK

PRIVACY

- **What it is:** Ongoing breaches have continued to dismantle the public trust. According to a September 2016 Pew Internet and Society Report on the State of Privacy in America, 86% of Americans say that they have taken intentional steps to remove or mask their digital footprints, because they are concerned about protecting their privacy.

<https://www.youtube.com/watch?v=ZcjtEKNP05c>

RUSSIAN PRESIDENT PUTIN LINKED TO \$2B OFFSHORE SCHEME FOLLOWING MASSIVE DATA BREACH

By Lulu Chang — April 3, 2016

6 f 656



All Clouds have Engineers. WE LET YOU TALK TO OURS.



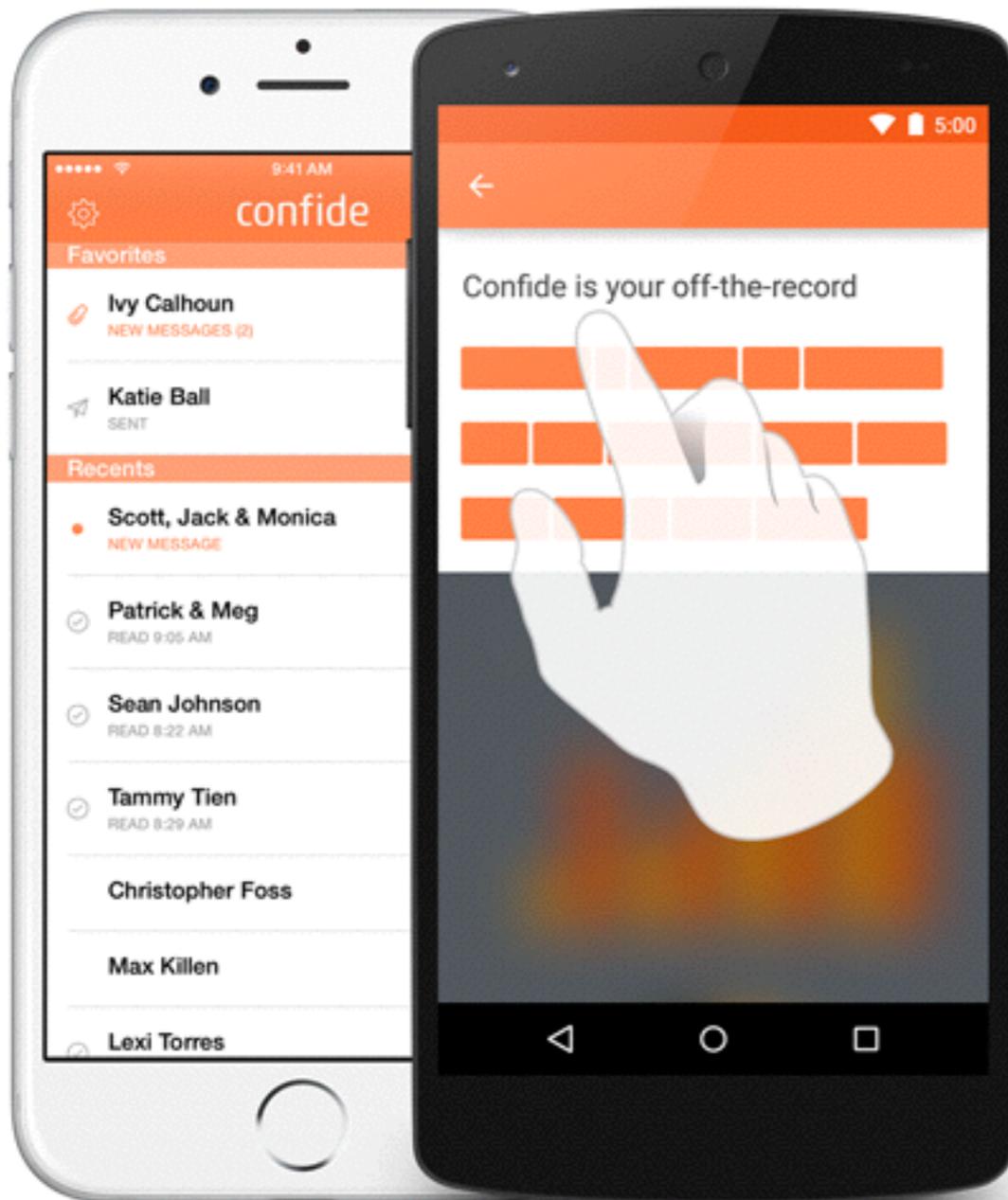
PRIVACY

- **Private Networks:** Some to watch: Alively, a private network to share videos; Nextdoor, a network for neighborhoods; and MeWe, which offers private social networking and file sharing.
- **Right To Eavesdrop/Be Eavesdropped On:** As we connect more and more devices to the Internet of Things—fitness trackers, mobile phones, cars, coffee makers—those devices are having extended interactions with each other and the companies who make them. Our devices aren't just talking to each other anymore. They're talking to one another, learning about us, and starting to talk about us.

Increasingly, consumers are being left out of the conversation, unable to listen in and make sense of how their data is exchanging hands. A debate over consumer rights will heat up in 2017: should consumers be given the right to eavesdrop on what their own devices are saying?

PRIVACY

- **Example:** Confide.



Go Off the Record
with Self-Destructing Messages

Confide lets you say what you want, honest and unfiltered. Messages disappear after they're read, ensuring all of your communication remains private, confidential and always off the record.

PRIVACY

THE WALL STREET JOURNAL.

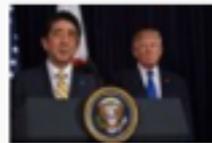
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POLITICS

Messaging App Has Bipartisan Support Amid Hacking Concerns

Aides to Trump, Obama and de Blasio use Signal, a smartphone app that encrypts messages

By **MARA GAY**

Updated Jan. 24, 2017 11:16 a.m. ET

Signal, a smartphone app that allows users to send encrypted messages, is gaining popularity in the political world amid rising fears about hacking and surveillance in the wake of a tumultuous election year.

Political aides close to President Donald Trump, former President Barack Obama and former Secretary of State Hillary Clinton are users. So are some close to New York Gov. Andrew Cuomo and Mayor Bill de Blasio.



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BIG DATA

- In the coming year, **Big Data** will continue to be a buzzword and a trend throughout many industries and fields. From collecting it to parsing it and making it easier to search, we will continue to see lots of developments in 2017.

Businesses will want access to analytics tools in order to make important business decisions, while government agencies will rely on data to determine funding for various programs.

Consumers have become more aware how much personal data they're creating—and who has access to it.



Joel Winston [Follow](#)

Consumer protection litigator. Former deputy attorney general in Trenton. Specialty credit reporting ...

Nov 18, 2016 · 10 min read

How the Trump Campaign Built an Identity Database and Used Facebook Ads to Win the Election

Trump's presidential election victory is the most successful digital voter suppression operation in American history. The secret weapons in Trump's digital arsenal were Project Alamo, his database of 220 million people in the United States, and the Facebook Advertising Platform. By leveraging Facebook's sophisticated advertising tools, including Facebook Dark Posts, Facebook Audience-Targeting, and Facebook Custom Audiences from Customer Lists, the Trump campaign was able to secretly target Hillary Clinton's supporters and covertly discourage them from going to the polls to vote.

SOCIAL PAYMENTS

- Social payment systems offer the ease of seamless transactions, but they're also **budding social networks in their own rights**. Meantime, established players have convinced us to share status updates, so why not money?
- In 2016, Facebook added payment and merchant services, right within its consumer app. Uber started offering more than just rides — its seamless payment gateway now works for food and flower deliveries.

SOCIAL PAYMENTS

- Popular peer-to-peer payment service **Venmo** is now owned by PayPal. Unlike PayPal, Venmo doesn't charge transaction fees. It allows friends to pay each other or to easily split bills.



VIRTUAL REALITY MARKETING

- Emerging research suggests that **virtual reality storytelling**, when it's done well, rewires all of us — we are likely to develop new belief biases as a result. Marketers will have big new opportunities in 2017 to use VR to influence consumers.
- **Both BMW and Volvo have created apps** allowing would-be buyers to test drive one of their cars. But unlike the usual test drive with a nagging salesperson trying to convince you to buy the upgraded sport mode package, you instead interact with the vehicle on gorgeous open roads, in the best possible weather, all by yourself.

DRONE TRENDS

- **Sense and avoid technology:** In 2017, drones will be programmed to navigate along the path of GPS waypoints—and they'll make decisions midair about the best path to take and when to avoid objects like buildings, trees and mountains. Or other drones, for that matter.
- **Clandestine, Disappearing Drones:** In 2016, DARPA funded new research in drones capable of making deliveries—and then disappearing into thin air. The agency's Vanishing Programmable Resources (VAPR) program has already shown that it's possible to program a small chip to shatter on command. What's coming in 2017 is sort of like Snapchat for drones.

<http://now.howstuffworks.com/2015/11/18/us-military-wants-vampire-drones>

DRONE TRENDS

- **Autonomous Underwater Vehicles (AUVs):** Researchers at MIT have developed underwater drones with cognitive capabilities, called AUVs. After giving them a series of parameters—how far to stray, how far above the seafloor to move, what to explore and the like—these drones can function on their own.
- **Microdrones:** Microdrones will autonomously navigate through tiny spaces to investigate collapsed buildings or areas with hazardous materials. In October 2016, the U.S. Army asked for bids to supply short-range microdrones, capable of reconnaissance and still small enough to fit in a soldier's uniform pocket. In 2017, these small robots will likely be built and tested for widespread use.

DRONE TRENDS

- **Drone Delivery:** Towards the end of 2016, commercial drone deliveries launched. U.S.-based **Zipline** brought its drone delivery system to Rwanda, where it delivered vital blood supplies.

UPS, Amazon and DHL all tested their own fleets of drones. Legislation will soon catch up with the technology. We anticipate that aviation authorities will start to act in 2019-2020, at which point commercial drone delivery will finally take off in earnest.

INTERNET OF THINGS

- **What it is:** All of your devices are connected and can talk to each other. They can automate your tasks to make your life easier.
- **Examples:** IFTTT, SmartThings, Nest.
- <https://www.youtube.com/watch?v=wL34vK-On3o>

INTERNET OF THINGS



Getty Images

INTERNET OF THINGS

amazon echo

Always ready, connected, and fast. **Just ask.**



IFTTT

Popular GE Appliances Dryer Recipes

DO  GE APPLIANCES
CLOTHES DRYER

Extend your dryer tumble

by [geappliances](#)  1  0

if  GE APPLIANCES
CLOTHES DRYER

then 

Receive a notification at the end of a cycle

by [geappliances](#)  0  0

if 

then  GE APPLIANCES
CLOTHES DRYER

Extend your dryer tumble cycle with Alexa

by [geappliances](#)  1  0

if  GE APPLIANCES
CLOTHES DRYER

then 

At the end of cycle, blink all lights

by [geappliances](#)  1  0

if  GE APPLIANCES
CLOTHES DRYER

then 

If the end of Cycle Alarm is activated, change all lights to red

by [geappliances](#)  0  0

if  GE APPLIANCES
CLOTHES DRYER

then 

If the end of cycle alarm activates, then get charged

by [geappliances](#)  0  0

WEARABLES

- **What it is:** Most are dedicated to fitness or biometrics, while others are intended for gaming, work and medical monitoring.
- Nearly all wearables require a smartphone or computer to see and report data, adjust settings and archive information. Those coming to market in 2017 will continue to service our fitness and lifestyle needs with our mobile phones as a hub.



WEARABLES

- **Example:** Foxtel alert shirt.

<https://www.youtube.com/watch?v=maHGf3LNGMs#t=49>

<http://recode.net/2015/02/20/when-split-seconds-count-nfl-hopefuls-turn-to-wearable-tech/>

WEARABLES

- **Example:** Athos clothing.

<http://www.stack.com/video/4807020613001/how-nfl-draft-prospects-use-athos-to-increase-their-225-bench-press>

The image is a promotional banner for Athos clothing. At the top left is the Athos logo, a stylized 'A' followed by the word 'ATHOS'. To the right of the logo are navigation links: 'APP', 'GEAR', and 'TECHNOLOGY'. Further right is a green button with the text 'RESERVE YOURS NOW'. The main visual is a man in a black smart fabric shirt with a grid overlay, leaning forward. A circular gauge on the right shows '76 percent' and 'Muscle Effort'. In the foreground, a smartphone displays a workout app interface with 'Session #221', '114 Fat Burn zone', '322', '08 Set #08', and 'Actual Time 17:23'. A smaller version of the smart fabric shirt is shown in the bottom left corner.

WEARABLES

- **Example:** <https://www.youtube.com/watch?v=Q4S2eBHxe5k>

The Melon Headband

An activity monitor for your brain that teaches you about cognitive performance.

Turn the invisible activity of your mind visible! Melon's brainwave monitoring (EEG) headband listens to the electrical activity naturally given off by your brain. Using Bluetooth 4.0LE, Melon wirelessly connects to your phone to help you track and train the mental state of focus. The headband is adjustable in the back to fit most people (ages 10+).



WEARABLES

- **Kids:** We will see more wearables designed for kids in 2017, as developers are creating wearables for parents who want to monitor their infants and young children.
- Several smartwatches, such as the **HereO** and **KiGo** allow parents to track their children's coordinates, send them messages and make calls to the device. <https://kigowatch.com/us/>
- The **iBitz** is a pedometer that incentivizes kids by rewarding them with virtual coins to use in Disney's Club Penguin.
- **Sproutling** collects real-time data on infants, reporting their body temperature, heart rate, body movements, and sleep patterns as well as room temperature, humidity, and light. <https://youtu.be/slyXHix8hLg>

WEARABLES

- **Pets:** Is your dog lazy? That's a question on the minds of some entrepreneurs who are designing wearables for pets.
- The **WonderWoof** is a bluetooth-enabled bowtie that tracks your dog's steps and sends the information to your smartphone.
- **FitBark Tracker** monitors a dog's activities and provides analytics on play and sleep.
- **Trackimo** and **Verve Retrieve** are real-time GPS trackers for pets, and they work both indoors and outside.

WEARABLES

- **Ingestibles/Implantables:** In the coming year, we'll see several new ingestible and implantable nanobots and other wireless medical devices that deliver drug therapy, monitor our vital statistics, stimulate our brains, help manage pain and bladder control and more.

WEARABLES

- **Earables:** In-ear computers, otherwise known as earables, will be here soon. For example, Apple recently filed a patent on earbuds that can be used to monitor temperature, perspiration and heart rate during exercise or sports—those earbuds could also be used to control electronic devices (like our phones) using head gestures.

COLLABORATIVE SOFTWARE

- **What it is:** New productivity tools that combine the best of email, social media, instant messaging and cloud storage.
- **Examples:** Slack, Yammer, Wrike, Facebook@Work.

COLLABORATIVE SOFTWARE

Drake Social Media S... ▾

CHANNELS

- # class-files
- # general
- # question-of-the-day
- # random
- # resources

Create a channel...

DIRECT MESSAGES

- chancehoener
- eparafink
- ethan.turner
- jjolly
- laurenreno
- maggierufe
- reedfischer
- ryanrosst
- sarah.mattes
- wmcDonald

+8 More...

PRIVATE GROUPS

New private group...

#resources ▾ 13

ryanrosst 11:01 AM
joined #resources

January 22nd, 2015

sarah.mattes 1:11 PM
Social Media driving business development! <http://mashable.com/2015/01/15/social-media-business-development/>

Mashable
4 ways social media drives business development
Forge new relationships for your business. (30KB) ▾



eparafink 7:06 PM
How to increase engagement on social media:
<http://www.forbes.com/sites/johnrampton/2014/09/22/7-free-ways-for-boosting-your->

Search

< Files

chrisnider
Social Media Audit Template ★

34KB
PDF File
Open original in new window

Jan 2nd at 10:19 AM · 34KB PDF · Actions ▾
Shared in #class-files

cmd+enter to submit

Add Comment

<https://slack.com/is>

COLLABORATIVE SOFTWARE

Change the way you work

Connect everyone in your company and turn ideas into action. Through group discussion, a personalised News Feed, and voice and video calling, work together and get more done.

Workplace is an ad-free space, separate from your personal Facebook account.

[Take a video tour](#)



"It's an app, but I think about it more as a way of running a company."

Mark Zuckerberg, 2016



**JUST IN CASE NONE OF
THESE INTEREST YOU...**

Invisibility Cloaks

First year on the list

Key Insight

Researchers are experimenting with electromagnetic and audio waves, tiny lenses that bend light and reflective materials to hide objects in plain sight.

Examples

The cloak doesn't exactly look like what you've seen in Harry Potter. In 2006, physicist John Pendry theorized that it was possible to hide objects using special optical lenses capable of bending light. In 2013, researchers at the **University of Texas-Austin** successfully experimented with a three-dimensional mantle cloak, which makes a 3D object invisible to radio waves. More recently, the **Queen Mary University of London** has been studying how to make curved surfaces look flat using a substance made out of thin layers that each have different electromagnetic properties. An object is hidden when the layers prevent waves from interacting.

NEXT CLASS

- Hands-on with emerging tech tools:
 - 360 videos cameras
 - Mevo Live Video camera
 - DJI Osmo
 - Virtual Reality
 - Spectacles