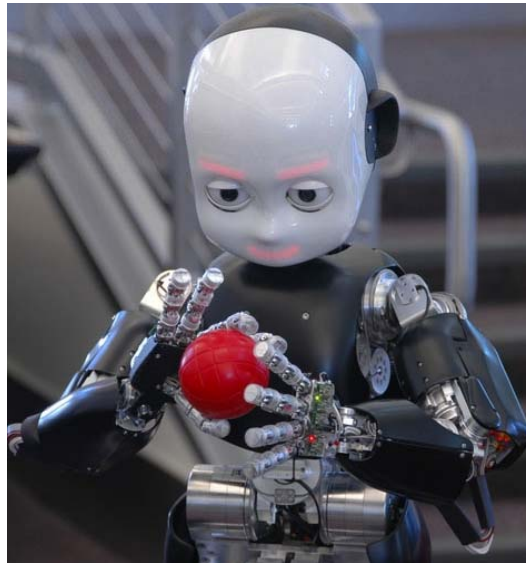


Catching the  
Future  
Before it  
Catches You

∞

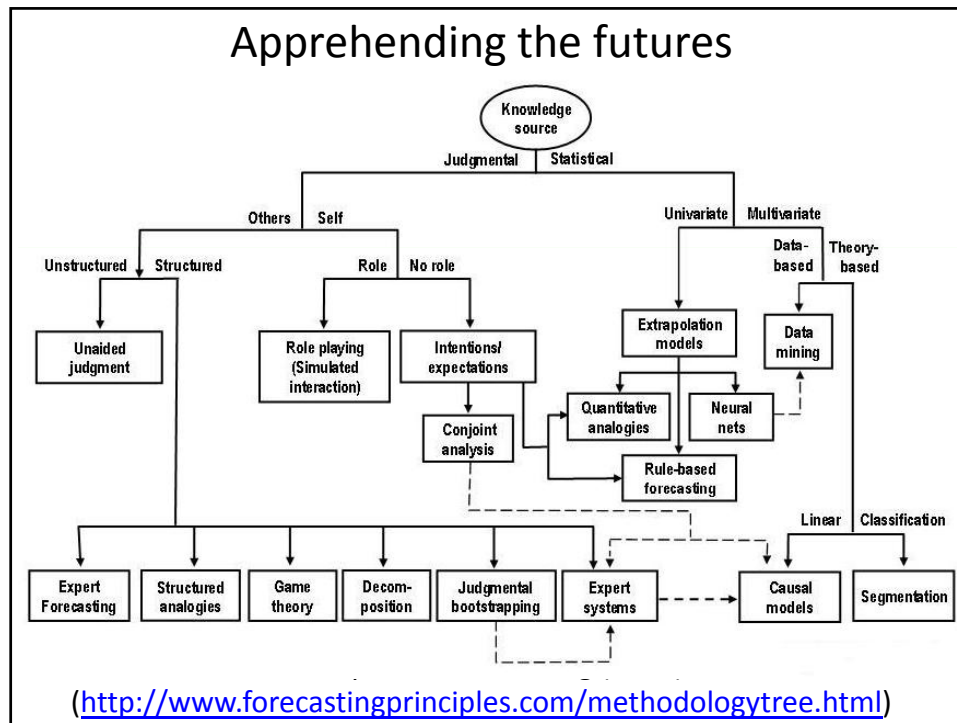
A 2010 .edu  
survey



Catching the Future Before it Catches  
You

1. Extrapolation
2. Environmental scan
3. Scenarios
4. Futures market
5. Delphi





## Extrapolation

### iPhone Apps Store downloads

1. April 2009      1.0 billion
2. July 2009      1.5 billion
3. Sept 2009      2.0 billion

- works with data sources
- can lead to more data-gathering, metrics

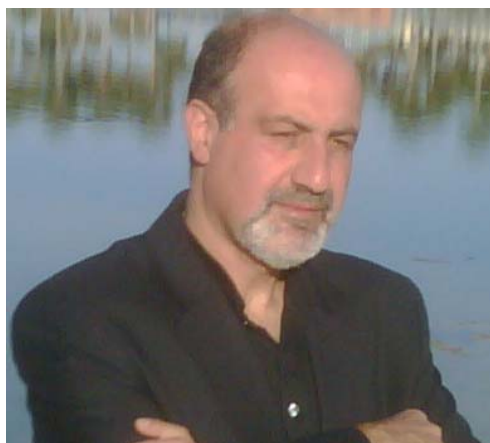
### 10 Key Dying Industries

	Revenue 2010 (\$ million)	Decline 2000-10 (%)	Forecast Decline 2010-16 (%)
Wired Telecommunications Carriers	154,096	-54.9	-37.1
Mills	54,645	-50.2	-10.0
Newspaper Publishing	40,726	-35.9	-18.8
Apparel Manufacturing	12,800	-77.1	-8.5
DVD, Game & Video Rental	7,839	-35.7	-19.3
Manufactured Home Dealers	4,538	-73.7	-62.0
Video Postproduction Services	4,276	-24.9	-10.7
Record Stores	1,804	-76.3	-39.7
Photofinishing	1,603	-69.1	-39.1
Formal Wear & Costume Rental	736	-35.0	-14.6

Tweak to contexts

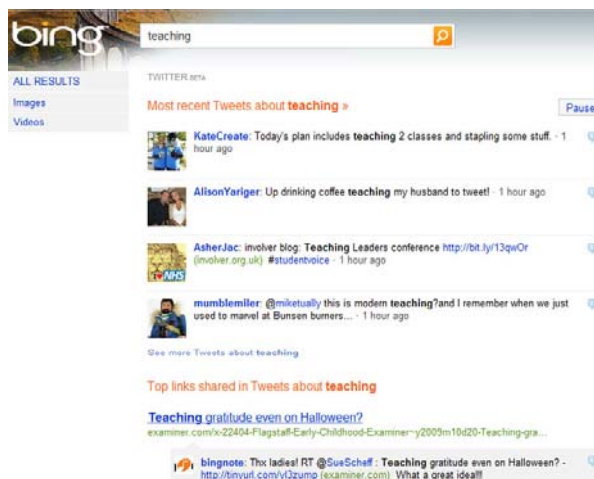
### Limitations

- Trend lines vary
- Doesn't account for new things
- The Black Swan (Taleb, 2007)



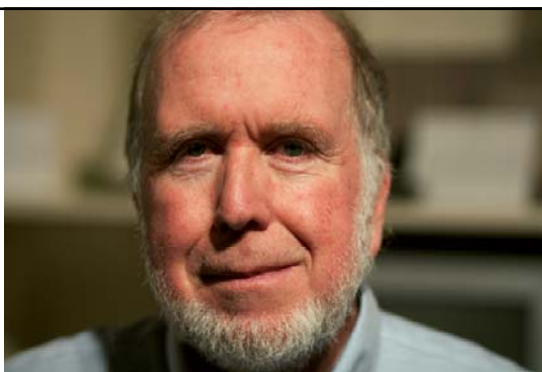
## Environmental scanning

- Multiple sources
- Longitudinal
- Pattern recognition



## Next 20 years?

- Screening
- Interacting
- Sharing
- Flowing
- Accessing
- Generating



Deductions from scanning: Kevin Kelly

## Scan 2.0: crowdsourcing

- Different levels
- Social network
  - Crowd computing
  - Iterated resource feeds



## Scenarios

- Stories about futures
- Event and response
  - Creativity
  - Roles and times
  - Emergent practices and patterns



## Limitations

- Culture
- Resources
- The Black Swan



## Futures market

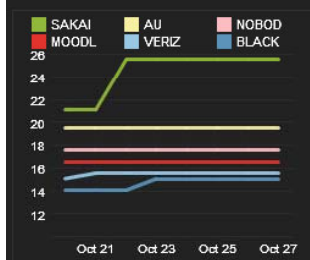
### Features

- Propositions in time
- Shares to be traded

### Advantages

- Continuous
- Distributed feedback
- Affordances of play

As Google Wave gradually launches, which of these entities will be the first to announce a Wave application?



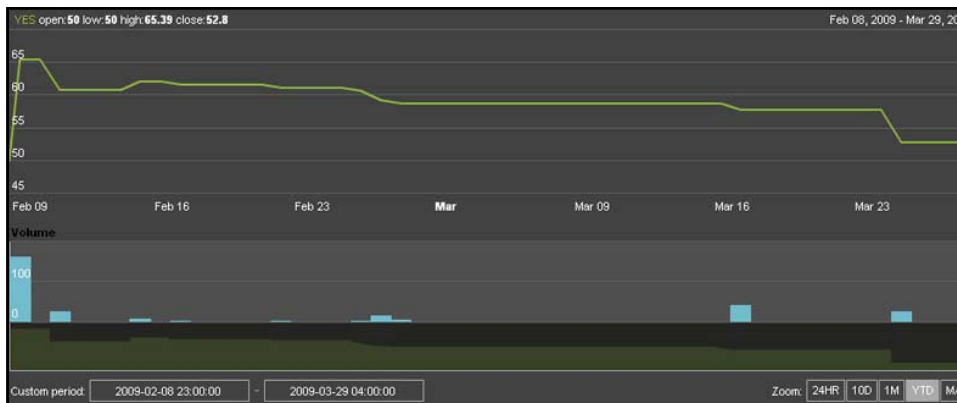
What do you think?

Current Leading Prediction:

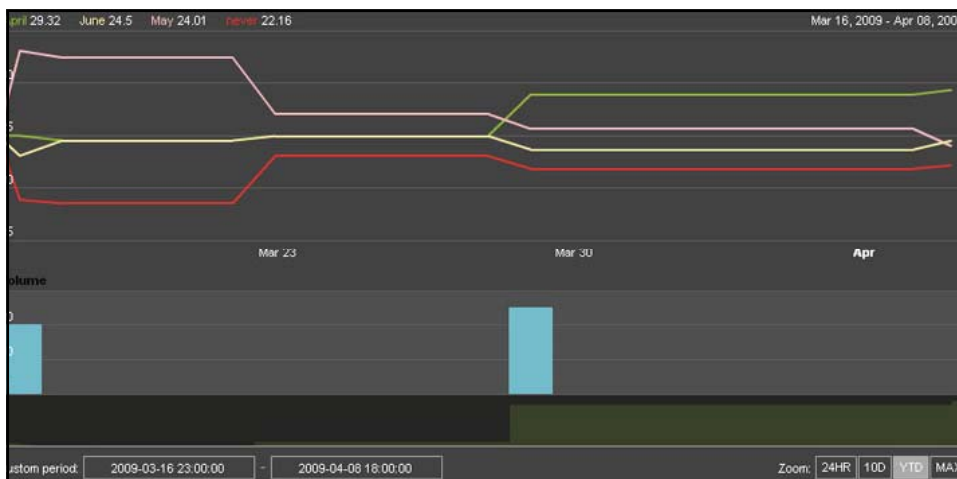
The highest predicted value is "Sakai" at 25.5

Unchanged today

Google's Wave is gradually surfacing through a series of releases and a great deal of public attention. Will institutions in the academic world decide to build applications or services which...



Will 25 or more institutions be participating in Flickr's Creative Commons project by March 26, 2009?



When will the number of Facebook users hit 200 million?

## Limitations

- Quantitative threshold
- Physical proximity
- Market metaphor
- The Black Swan



## Delphi

- Assemble experts
- Probe for opinions
- Rank and distill ideas
- Reiterate





## Example: the Horizon Report

- “[A] comprehensive review and analysis of research, articles, papers, blogs, and interviews
- [We] discussed existing applications and brainstormed new ones.
- A key criterion was the potential relevance of the topics to teaching, learning, research, and creative expression.
- Iteration, ranking, reiteration, reranking”

## The Five Questions

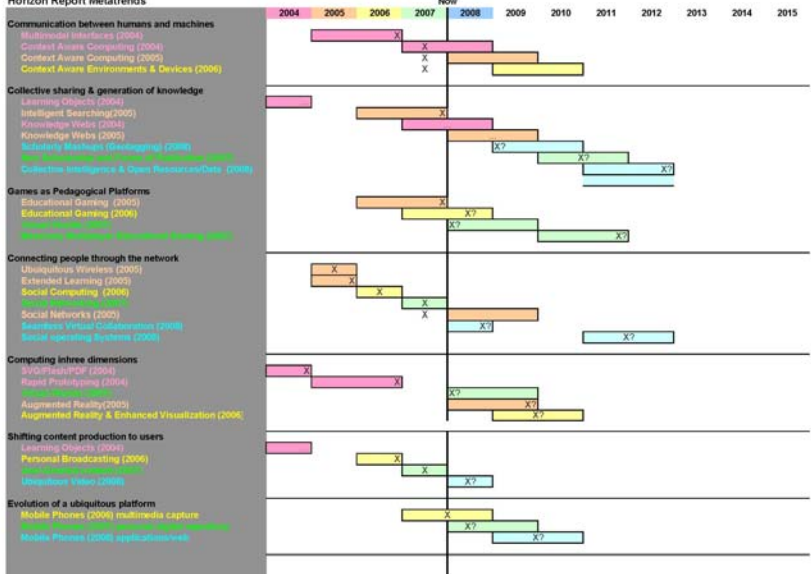
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- What would you list among the established technologies that learning-focused institutions should all be using broadly today to support or enhance teaching, learning, or creative expression?
- What technologies that have a solid user base in consumer, entertainment, or other industries should learning-focused institutions be actively looking for ways to apply?
- What are the key emerging technologies you see developing to the point that learning-focused institutions should begin to take notice during the next 3 to 5 years? What organizations or companies are the leaders in these technologies?
- What do you see as the key challenge(s) related to teaching, learning, or creative expression that learning-focused institutions will face during the next 5 years?
- What trends do you expect to have a significant impact on the ways in which learning-focused institutions approach our core missions of teaching, research, and service?

# The Process



## Horizon Report Metatrends



X's represent the moment the tipping point was/will be likely reached.

## Limitations

- Groupthink
- Information compression
- The Black Swan



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## The ultimate links

NITLE

<http://nitle.org>

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<http://blogs.nitle.org/>

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<http://markets.nitle.org/>

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