

## CTAM Think Recap June 6, 2018 | Philadelphia



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### Thinking Like a Futurist

Quantitative futurists use data-driven methodology to try to understand plausible outcomes.

- ✓ Being a futurist is about making connections (**NOT predictions**).
- ✓ There is no way to predict the future.
- ✓ Those closest to the issue typically get it wrong.



Looking at recent patterns of strange events, we can see signs about the future of marketing:

#### Recent Events

Oversharing personal data  
ICO's (Initial Coin Offerings) are the new IPOs  
Even Toothbrushes have AI  
Robots coming for our jobs

#### Implications

Regulation is coming to prevent data sharing w/o permission  
Blockchain is what's important vs. BitCoin  
You have more data to share than you can imagine  
Disposable income will shift and change

### CAUTION

#### When Scenario Planning

- **Trend vs. Trendy** → Badges on Foursquare were trendy – the higher trend is that location-based marketing was emerging
- **Cognitive bias creates blind spots**; we tend to focus on what is familiar to us already
- America is a nation of “nowists” who cannot think near and far term at same time

### Three Tech Trends of Interest with a Focus on AI:

- 1 Consolidation is affecting the AI industry; Companies are inventing and building out new chips and frameworks architecture
- 2 Reinforcement learning; teach AI what is positive action and it gets smarter
- 3 Multi-task learning; next gen AI will be trained by playing games and this will make it smarter about everything, not just one single thing

### One Tech Trend Outcome:

- 1 “Splinternets” – One day AI may vary the content of a show for different viewers based on their preferences; even modulating voices to appeal to different people.

Face-swapping can be done within images without breaking the law

Your unique voiceprint divulges your health, age, emotional state and can even divulge the size of the room and other very private data

**The Dark Side of AI Trends**

Who owns your voice? Who owns your face?

[Click here](#) to access the future planning tools Amy Webb referenced at CTAM Think in Philadelphia.

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