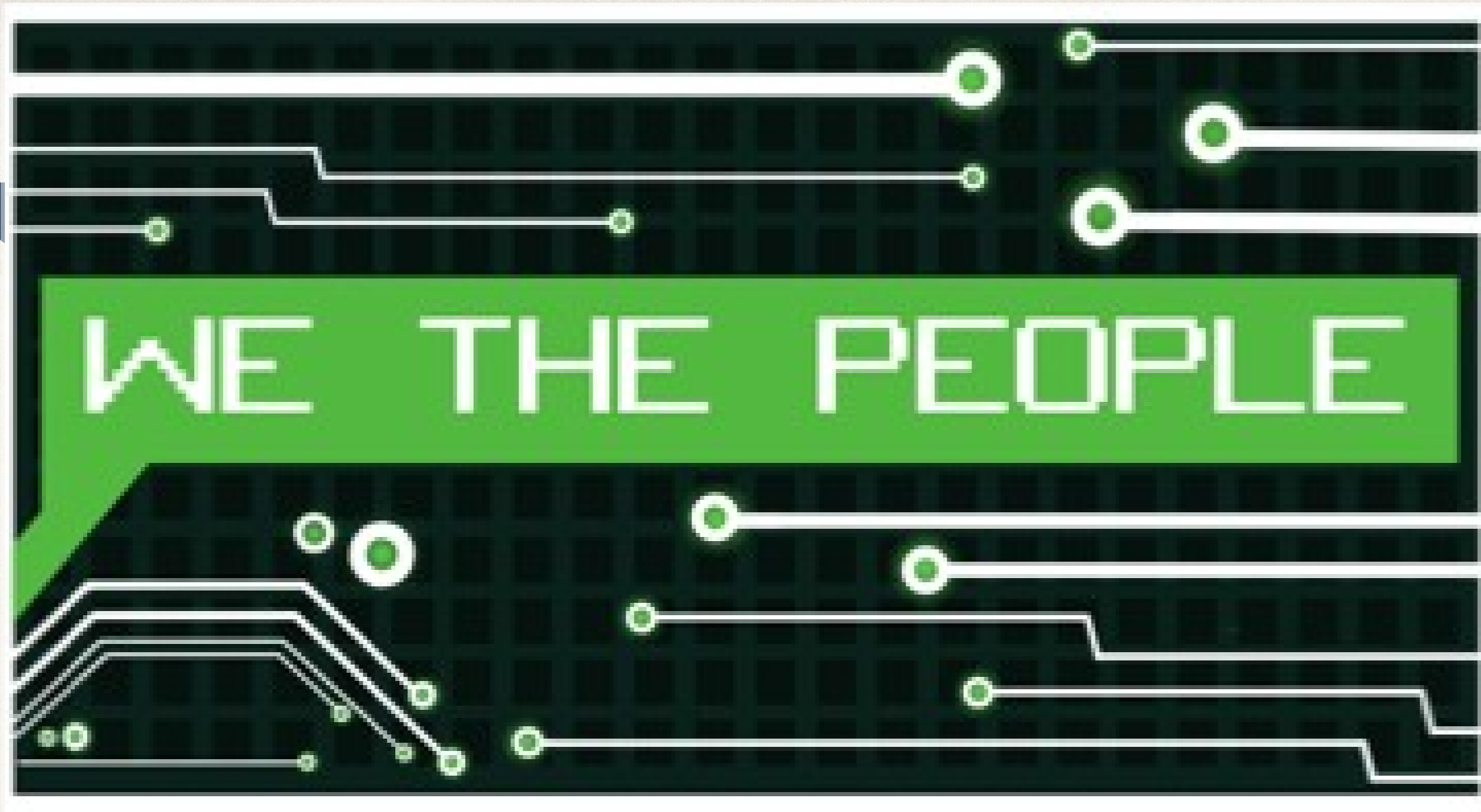


Q



❖ monique@thi.ninja

Some Observations

- ❖ “Centralized” by a Few Large Organizations
- ❖ Appetite for societal experimentation
- ❖ The Individual?

A Potential View: And the Next 100?

WHAT WILL THE INTERNET — LOOK LIKE — IN 100 YEARS?

We can't predict the future with 100% accuracy, whether it is 10 years from now or 100 years from now, but we can look at where today's technology is headed for a glimpse of what the Internet may be like in the future. At the pace things are moving, it's possible some of us may even be here to see it turn into reality!

IN 100 YEARS...

It's highly likely something new and more involved will replace the Internet.

- Everyone on the planet will be networked.
- Homes, cars, businesses, even our bodies will be instrumented and monitored.
- Augmented reality will become normal.



Some speculate that humans will be able to communicate thought transmission.

- Real time language translation will be available for use in face-to-face and conferenced conversation.

- Others speculate we'll all be wired into computers to make our brains work faster and better.

Hello!

Goodbye!



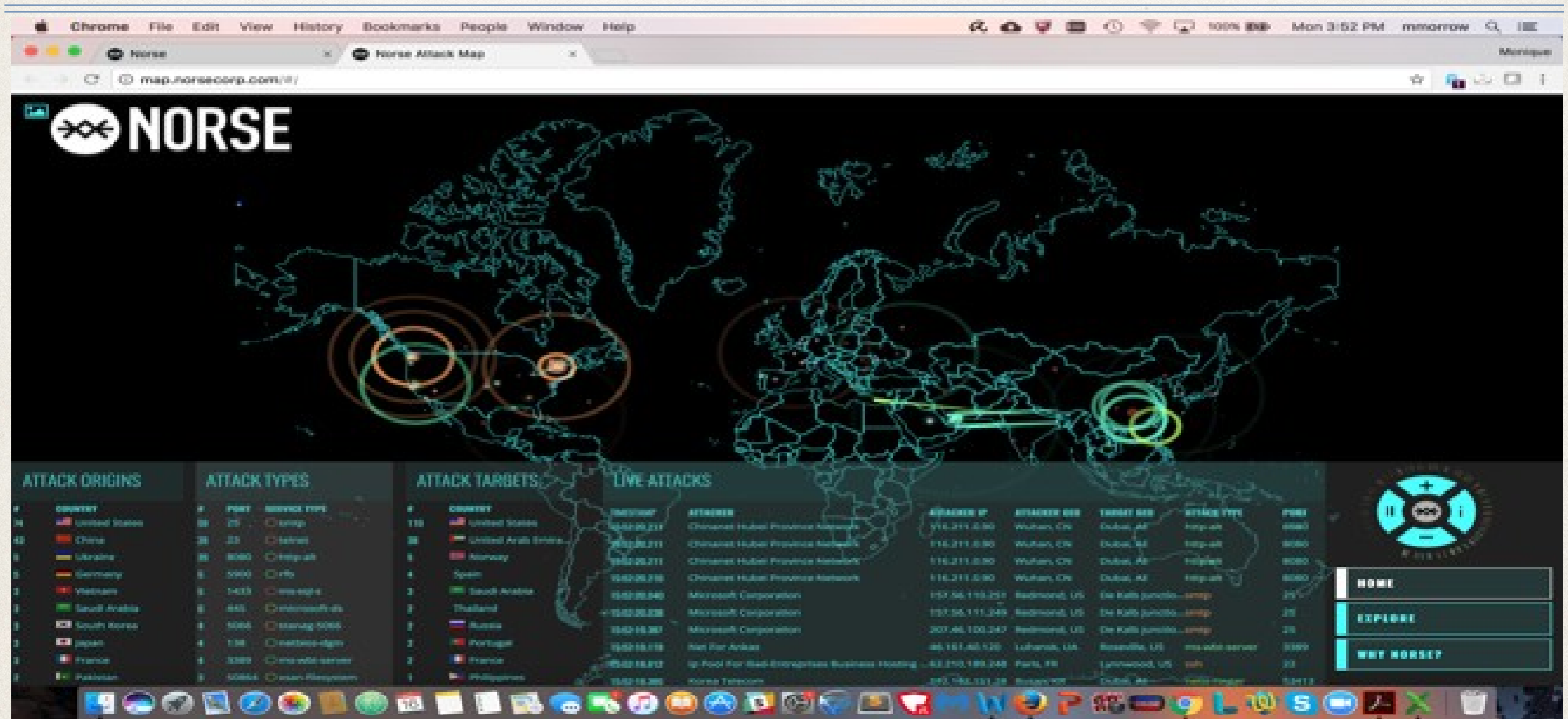
Some speculate that in just 20 years' (the new 100 years) time we will:

The Brain as Interface



We will no longer type, swipe devices but rather command with our brain.

“Live By The Digit, Die by the Digit”



Risks to Human Rights



I Can Profile YOU!

CAMBRIDGE
The Psychometrics Centre

Apply Magic Sauce

PredictionAPI

Apply Magic Sauce translates individuals' digital footprints into detailed psychological profiles.

for research for business for you

Digital footprints

- Facebook Likes
- Facebook statuses
- Tweets
- Browsing data
- Open text
- And more...

Individual profiles

Psychographics	Demographics
<ul style="list-style-type: none">• Big5 Personality• Intelligence• Life Satisfaction• Political Views• Religious Views• Sexuality• Profession	<ul style="list-style-type: none">• Age• Gender• Relationship status

Our trait prediction engine is based on actual psychological data and the corresponding social media profiles of over 6-million individuals. We publish anonymised samples of our data online, resulting in 33 peer-reviewed publications since 2011. Not to mention a lot of research collaboration across 45 academic institutions.

May 25 2018:

General Data Protection Regulation



<http://www.eugdpr.org/>

Be GDPR Savvy!

“Under GDPR, obtaining consent will be far stricter as companies prove that the individual agreed to a certain action. “

This implies that any data held must have an audit trail that details what the contact opted into and how.”

Emerging “Compliance as a Service”



*For the next 100, let's not lose sight of the individual!
Let's integrate ethics and governance now and in the
future for the sake of our humanity!*