


As technology speeds  
into the social future...  
what should we be  
thinking about?

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# Questions to think about...

- Is customization of tools, technology, resources necessary/good for us?
  - what do we lose by customizing?
- does social media/technology help or hinder social behavior?

# Google

Google Search

I'm Feeling Lucky



what am I interested in ?



"By personalizing your results based on your search history, we hope to deliver you the most useful, relevant content for your search." - <https://support.google.com>

*"When we have information related to the user, it tends to be pretty clear what they're looking for." - Horling, Google developer*

Search tailored to:  
- current location  
- past search history  
- social network + relationships

When you search, you will find what you want to find, you will hear what you want to hear... and so will Bob... and so will Mary... that's the beauty of personalized search... right?

Will our search result become a self-fulfilling prophecy?

A self-fulfilling prophecy is a belief that comes true because we are acting as if it is already true.



[Watch the Talk](#)

GLASS

*"The devices have been derided as awkward, creepy, and de-humanizing, harbingers of Orwellian mass surveillance and markers of how intimate moments have been permanently corrupted by technology. And they aren't even available to the public yet." - Wired*

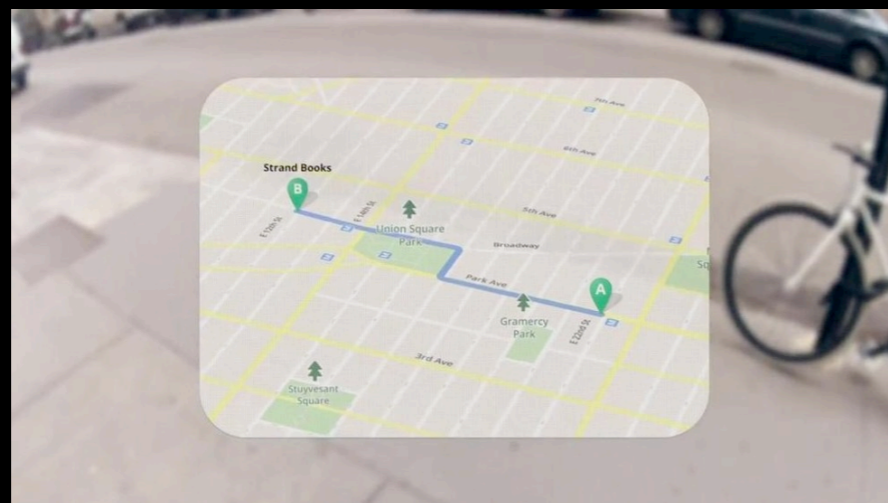
*"Google Glass is the new iPhone"*

*- W.E. Boesel, Cyborology*



*"But from my perspective, the trouble with these new objects is they are taking us away from presence, and the more we confront that, the better it is for us...Your mom used to say, when you were a little girl or boy, 'look at me when you talk to me.' She was right. That's how people connect."*

*- Sherry Turkle, MIT*



"Google Glass is the new iPhone"

- Whitney Erin Boesel



But... with google glass we wouldn't have to look away or reach into our pocket to check our phone or take a picture. We wouldn't cause a pause in the conversation or lose a connection.

Our interactions with technology would be **seamlessly integrated** with our everyday activities.

**Is this a problem?**

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*- Sherry Turkle, MIT*

# Sherry Turkle: Connected but alone?

A conversation takes place in real time. Texting, email, posting, all of these things let us present the self as we want to be. We get to edit, and that means we get to delete, and that means we get to retouch, the face, the voice, the flesh, the body.



The moment that people are alone, even for a few seconds, they become anxious, they panic, they fidget, they reach for a device. Just think of people at a checkout line or at a red light. And so people try to solve it by connecting. But here, connection is more like a symptom than a cure [...] But more than a symptom, constant connection is changing the way people think of themselves. It's shaping a new way of being.





THE ONLY REASON I  
WANT TO DATE YOU  
IS BECAUSE YOU  
HAVE A PHONE



SEEN BEFORE AND THE  
GIRL SAID SHE'D  
DATE ME BECAUSE  
I HAD A PHONE  
AND SHE NEVER  
KNEW WHERE  
WE WOULD GO

BLING!



BUT THE NEXT TIME  
WE MET SHE SAID  
SHE'D DATE ME  
BECAUSE I HAD  
A PHONE AND  
SHE NEVER  
KNEW WHERE  
WE WOULD GO

BLING!  
BLING!  
BLING!



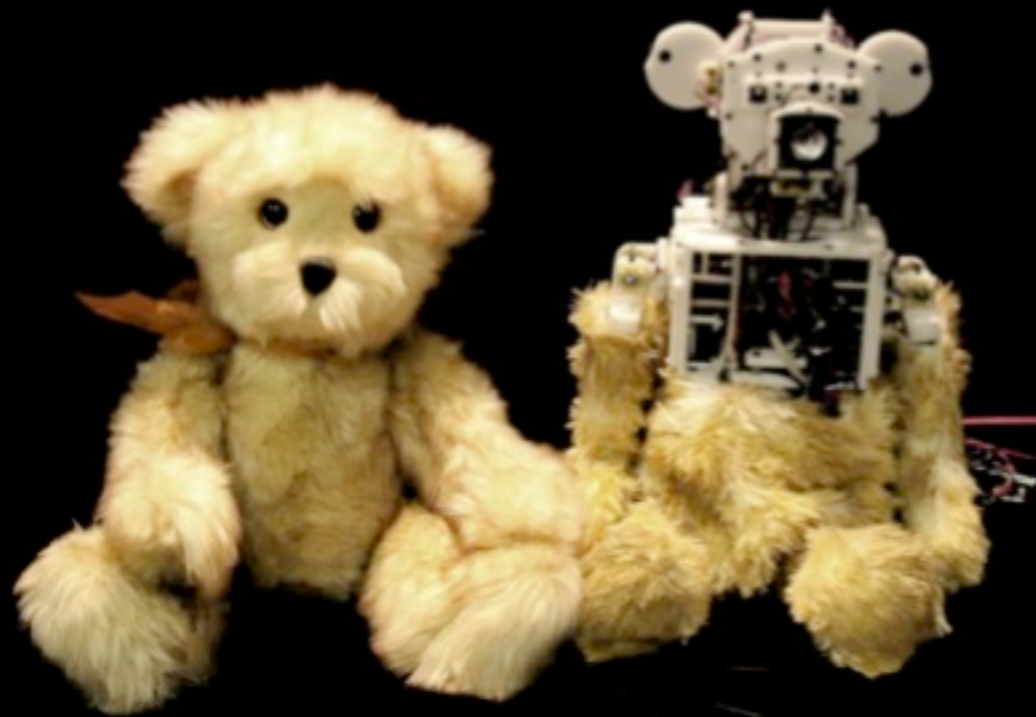
ARE YOU  
TEXTING ME  
WHILE YOU'RE  
TALKING TO  
ME?

NOBODY  
JUST  
TALKS  
ANYMORE

[Watch: Fake iPhone 5 Commercial](#)

*"We're developing robots, they call them sociable robots, that are specifically designed to be companions -- to the elderly, to our children, to us. Have we so lost confidence that we will be there for each other?" - Sherry Turkle, MIT*

Companion robot:  
The Huggable



*"It's about bringing people together... mediated through a robot."*  
- Cynthia Breazeal, MIT Media Lab

*"Despite being machines, emotional robots have infinite patience, never take offense, and never get tired despite the constant demands that lead to burnout in human caregivers."* - PsychologyToday.com



*"World's most therapeutic robot":  
Robot seal Paro used in nursing homes in Japan And Europe.*

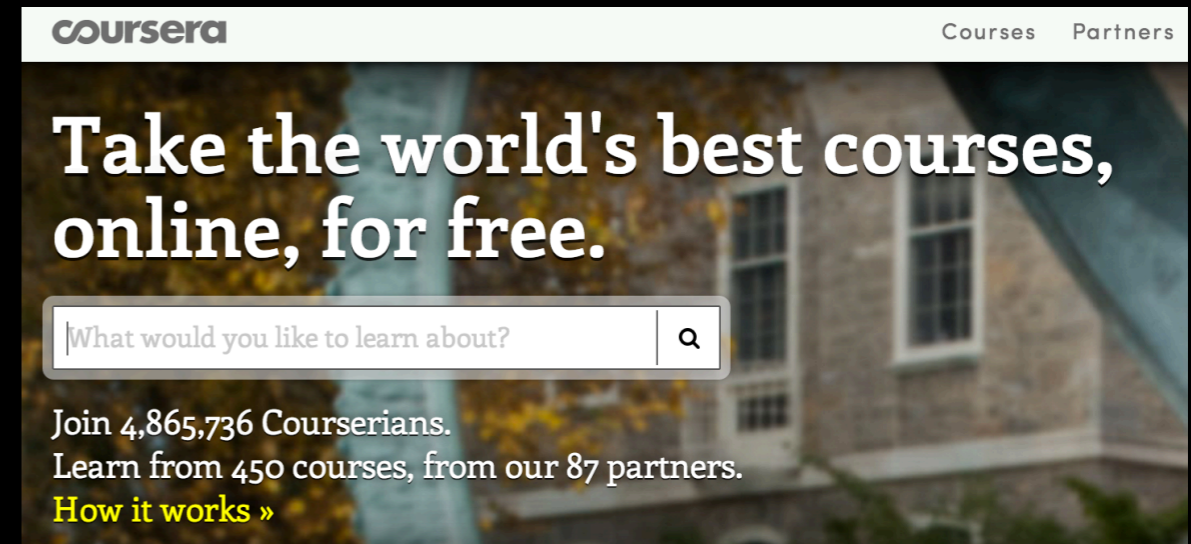
"The iTunes of higher education"

- Slate.com



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*"Universities have all kinds of intellectual property that can be packaged and delivered by exploiting technology." - Steven Poizner, tech entrepreneur*

Breaking barriers and leveling planes?  
OR  
Diluting the value of traditional degrees?

# A paradox

Technology is becoming increasingly tailored to you, the individual.  
The more information is gathered from you, about you,  
the easier it is to predict what you want, what you will do, what you will buy...

How does the prediction happen?

By grouping you together with other individuals who want the same things, buy the same things...  
You are clustered, you become part of a group... You become typical, a stereotype, part of a flock.



**INDIVIDUALITY**

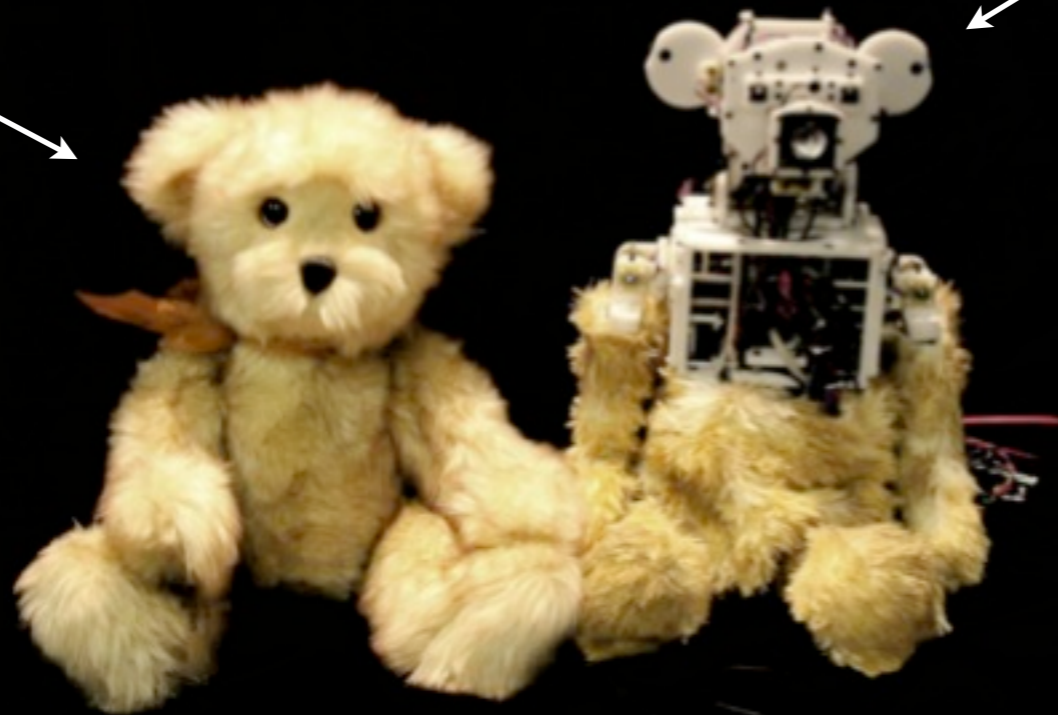
You laugh at me because I'm different, I laugh at you because you're all the same!



# Another paradox

This is driving us apart

While this is trying to bring us together



*Is technology becoming the third person in the room?*

Thank you!



# Sources

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