

The digital concierge

challenges for social technology – telecommunications, SNSs, RSS, blogs...

Because you become what you click...

With Dr Mariann Hardey





Our homes are GoogledMapped



Our Knowledge is Wikipedic



Our friends are socially tagged & under observation



Our efficient ways

A bleak future?

Because, *Technology favours horrible people*

Coupland, D. 2009



We anticipate: Arrival of information

I often wonder, how much faster we can all go?

Acceleration: Created nostalgia for previous unhurried culturalism

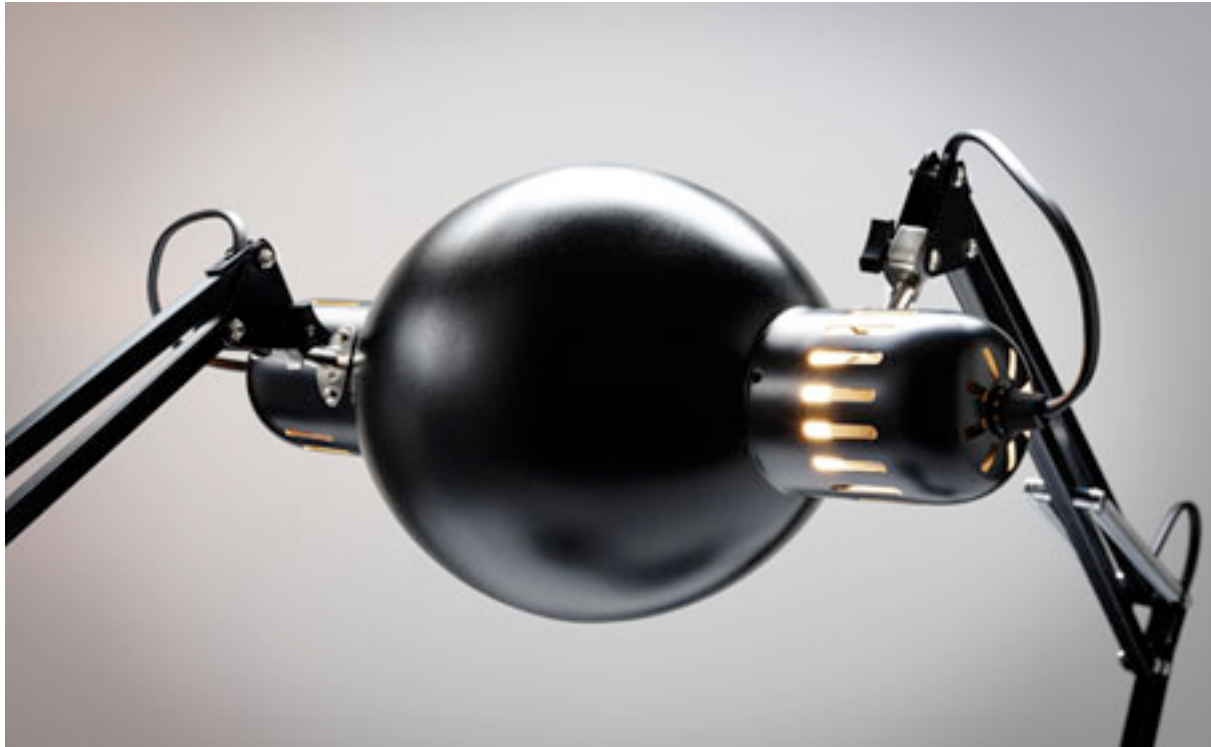


Belonging to the present

eComm offers a futuristic touch

Are we in danger of taking for granted such dramatic shifts?

**SHRUG* that's just the way life is these days*

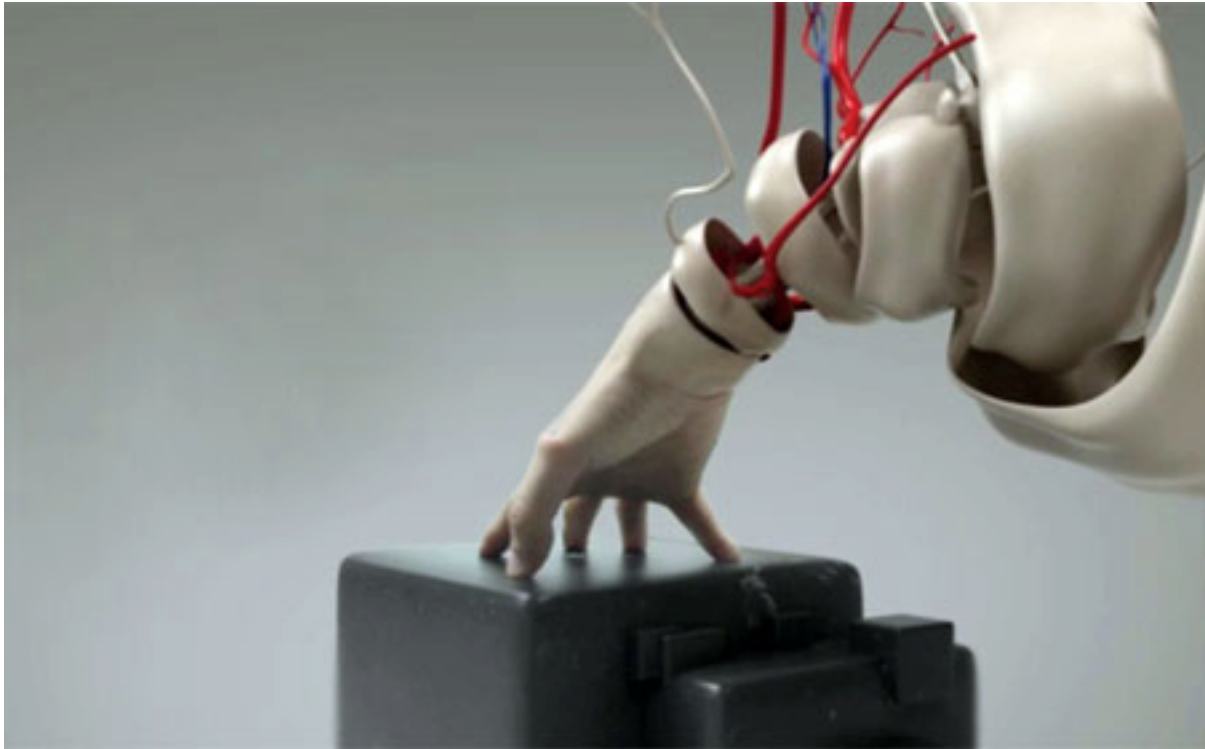


A continued code of ethics

Based on self-reflection

How we illuminate ourselves

Constantly seeking alignment with others



Challenges for social technologies

Abuse of private information

Industry response to a seemingly (intentional) ill-informed public

Is it desirable for universal rules?

Will we lose cultural nuances?



The digital concierge

Information comes easy

Design to represent *Us* as genuine with real expression

Social and professional life/style is to *keep in touch*

Our lives will continue connected...

Thank you
& Questions...



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