Individuals are transforming, Society is being disrupted
Purpose: *Start the engine...*
Note: There will be NO dental case files in this session. Don’t ask ;)}
The Anthropological View of Digital
@jocke in a nutshell

- Founder of Mindpark and others...
- Senior advisor in all things internet and media
  - Old, new, digital. Some call me a social media therapist. CEO whisperer (largest company: 360' employees). #4 when Huffington post listed "The Most Influential Tech CEOs On Twitter". Advisor to the swedish prime minister.
- Business angel and investor
  - Only in early stage tech startups. #14 when the Telegraph picked "The 100 most influential technology investors in Europe"
- Global speaker, Internet pundit, democracy advocate
  - Govt's, NGO's, pro bono - open data, open source, open everything #fxinternet
- ... one more thing
HELSEINGBORG
EXECUTIVE MANAGEMENT OFFICE
COMMUNICATION UNIT

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helsingborg.se
I WORK BECAUSE I LOVE THIS SHIT.
YOU ROCK!

YOU RULE!
I don’t know better
– but I probably know different...
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On behalf of the Executive Board of the International Association of Disability and Oral Health (iADH), I am pleased to invite you to the 22nd iADH Congress to be held in Berlin, Germany, under the auspices of the German Dental Association. 

iADH is a global organization with members from countries around the world, dedicated to serving people with disabilities. Since 1970, every two years, iADH hosts a congress from May 24, 2016 to June 1, 2016, that offers more than 8000 members from all over the world an opportunity to network and share their expertise.
Douglas Adams on humans and tech...

- everything that's already in the world when you're born is just normal
- anything that gets invented between then and before you turn thirty is incredibly exciting and creative and with any luck you can make a career out of it
- anything that gets invented after you're thirty is against the natural order of things and the beginning of the end of civilisation as we know it until it's been around for about ten years when it gradually turns out to be alright really
Things change
1989-2014

Will the coming 25 years deliver more or less change?
The speed of change will never again be this slow
But some things remain the same...
Look for transformation

Q: "Do you use internet on your phone?"

94%
7%
To conclude

- Our world have never been this confusing
- Control have never been this distributed
- Change will never again be this slow
- The possibilities have never been greater
Four cornerstones of change (from your perspective)

- **Towards zero friction**
  - About our new best friend

- **One machine - every window**
  - About knowing everything and everyone

- **The Social bug**
  - And about the love of it

- **The one to rule them all**
  - Participation and collaboration
Iris
11 months old
Hey diddle diddle-lullaby
by hooplaKidz - 11 months ago - 3,928,832 views
Watch the funny cat and cow
Fun nursery rhymes for kids!

A toddler masters the Iphone
by oddlittlpinwheel - 5 years ago - 2,152 views
Toddlor masters the Iphone. 2 year old.

Toddler using iPhone
by jwen1983 - 5 years ago - 1,850 views
My 2.5 yr old son is able to turn on an iPhone to play his High School Musical.
2 years old

50% of the swe population is internet users @ age 2
Towards zero friction
What are Iris expectations on you?

talk to your neighbours
Four cornerstones of change (from your perspective)

- Towards zero friction
  - About our new best friend

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  - And about the love of it

- The one to rule them all
  - Think about it ;)

Aristotle was the last person to know everything there was to be known in his own time
Wait, Did This 15-Year-Old From Maryland Just Change Cancer Treatment?
Fifteen-year-old high school student Jack Andraka likes to kayak and watch the US television show Glee.

And when time permits, he also likes to do advanced research in one of the most respected cancer laboratories in the world.

Jack Andraka has created a pancreatic cancer test that is 168 times faster and considerably cheaper than the gold standard in the field. He has applied for a patent for his test and is now carrying out further research at Johns Hopkins University in the US city of Baltimore.

And he did it by using Google.

The Maryland native, who won $75,000 at the Intel International Science and Engineering Fair in May for his creation, cites search engines and free online science papers as the tools that allowed him to create the test.

The BBC's Matt Danzico sat down with the teenager, who said the idea came to him when he was "chilling out in biology class".
Jack Andraka (born in 1997) is an inventor, scientist and cancer researcher. He is the 2012 Intel Science Fair grand prize winner. Andraka was awarded the Gordon E. Moore Award for his work in developing a new, rapid, and inexpensive method to detect an increase of a protein that indicates the presence of pancreatic, ovarian, and lung cancer during early stages when there is a higher likelihood of a cure. The Gordon E. Moore Award, named in honor of the co-founder of Intel, is for $75,000. He also won other prizes in smaller individual categories for a total award of $100,500.
The one machine
What are Jacks expectations on you?

talk to your neighbours
My three key learnings from Jack

- **Always Google**
  - There's no excuse for ignorance

- **Share. Everything**
  - I don't know the full value of my knowledge

- **Listen to people**
  - Even if they are 15 years old with a wacky idea
Personal accountability
Four cornerstones of change (from your perspective)

- Towards zero friction
  - About our new best friend

- One machine - every window
  - About knowing everything and everyone

- The Social bug
  - And about the love of it

- The one to rule them all
  - Think about it ;)}
ABOUT THIS MAP

Estimates are based on the best numbers I can find, but include a strong deal of extrapolation, speculation, and gut instinct. This means some communities may be smaller than or larger than they actually are. This is not always a good measure of a community’s current size and health. This updated map uses size to represent total social activity in a community – that is, how much talking, planning, sharing, or other socializing happens there. This means some communities are larger than they actually are. But it’s for context and to be consistent.

Sources of data include Google and One, Yahoo! Mail, AIM, Skype, MSN, ICQ, Yahoo! Messenger, AIM ICQ, Yahoo Messenger, MSN Messenger, ICQ Messenger, and various other social networking sites. A number of such sites are not covered here. Much of the data is public or publicly available, and may be inaccurate or out of date. For example, some services may be phased out or merged into others. This map is an effort to provide a simple, intuitive way to understand the relative sizes of different communities.
content isn't king, conversation is

content is just the stuff we talk about
Youtube: 140hrs video uploaded every minute

content is just the stuff we talk about
"We aren’t simply projecting identity, we’re creating it."
It's not information overload

... it's filter failure
The social bug
What’s my mothers expectations on you?

talk to your neighbours
Four cornerstones of change (from your perspective)

- Towards zero friction
  - About our new best friend

- One machine - every window
  - About knowing everything and everyone

- The Social bug
  - And about the love of it

- The one to rule them all
  - Think about it ;)}
<table>
<thead>
<tr>
<th>16 PROJECTS</th>
<th>284 LANGUAGES</th>
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</thead>
<tbody>
<tr>
<td>32M ARTICLES</td>
<td>495M VISITORS</td>
</tr>
<tr>
<td>200 EMPLOYEES</td>
<td>€24M</td>
</tr>
</tbody>
</table>
Imagine a world in which every single human being can freely share in the sum of all knowledge. That’s our commitment.
Four cornerstones of change

- The Iris filter
  - The connected humanity
- The Jack Andraka filter
  - The all knowing man
- The dot.mom filter
  - The social creature
- The do good shit filter
  - The collaborative mankind
22nd iADH congress

International Association for Disability and Oral Health

October 2-4, 2014

Berlin

IADH Congress 2014 under auspices of the German Dental Association

The Congress is hosted by German Dental Society for Patients with Disabilities

Integrated in the Federal Association of Oral Surgeons in Germany
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