



# A WHOLE NEW WORLD



▶ Predicting the future

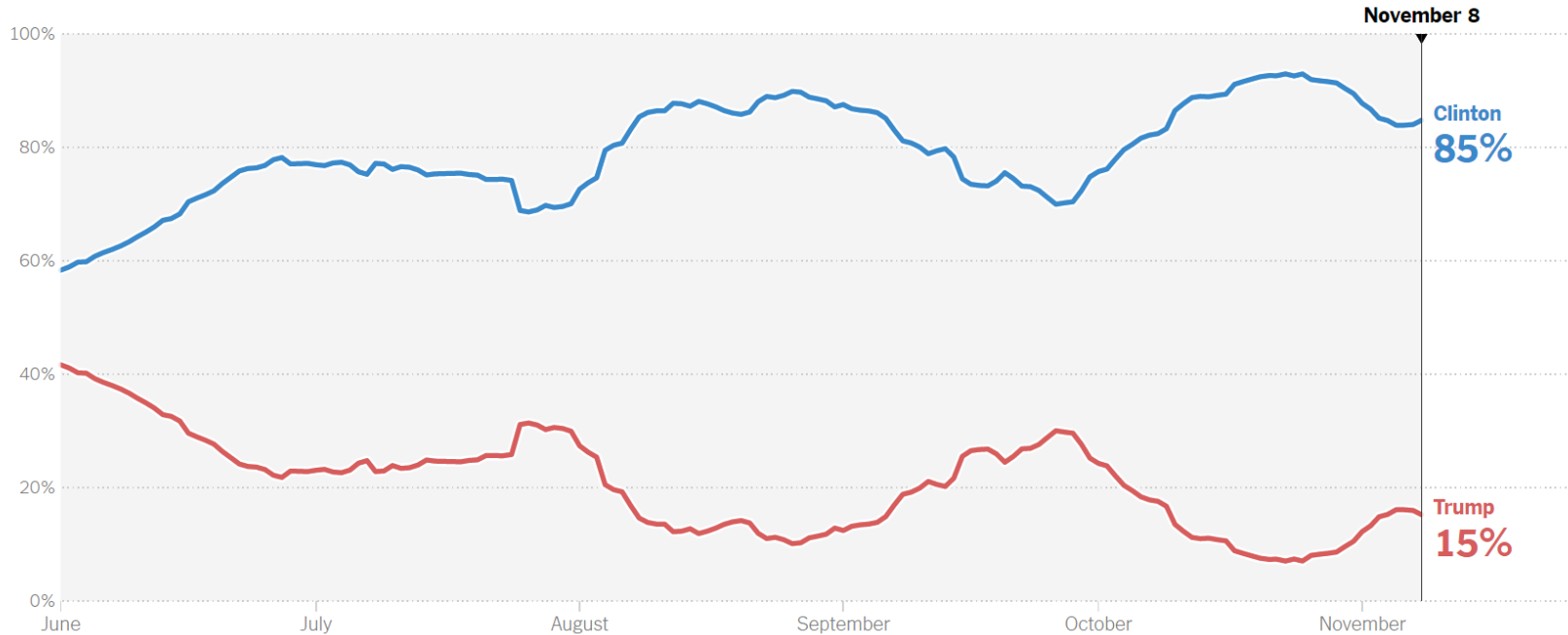


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# US election

NY Times model predictions

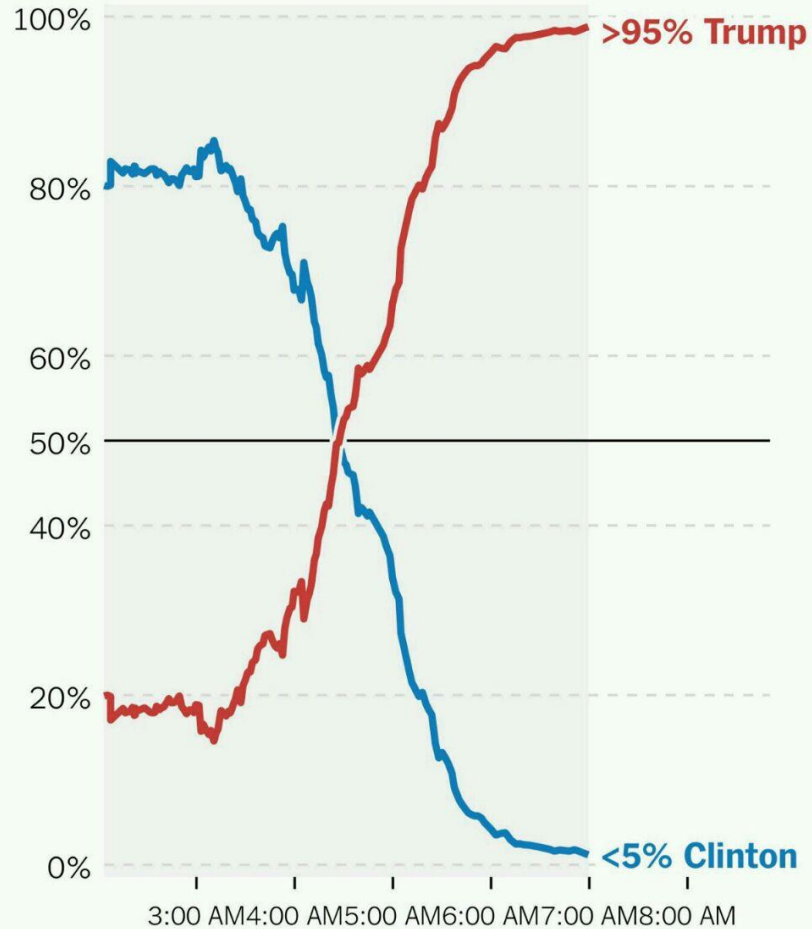
8 Nov 2016 10:20pm



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# Chance of Winning Presidency



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I can show you the world\*



*\*Disclaimer: except the United States*

# Local turmoil

NEWS > Special Features > The Zuma Era

Crime & Courts | Politics | South Africa | Africa | World | Opinion | Back Page | Special Features

## Zuma wins Cosatu #MayDay battle

The Zuma Era | 30 April 2017, 09:33am

✍ LUYOLO MKENTANE AND TEBOGO MONAMA

Johannesburg - Last-minute preparations were being made behind the scenes to ensure that President Jacob Zuma will not be embarrassed when he addresses Cosatu's main May Day rally on Monday.

The ANC in the Free State said they heard "rumours" that masses were being mobilised to go and disrupt leaders at the rally, where SACP general secretary Blade Nzimande and Cosatu president S'dumo Dlamini were also billed to speak.

There were fears that the May Day rally could degenerate into booing scenes similar to those at the memorial service of Struggle icon Ahmed Kathrada in Durban and at the commemoration of slain SACP leader Chris Hani earlier this month. The concerns over possible disruptions at the May Day rally in Bloemfontein came after two of Cosatu's largest affiliates, the National Education Health and Allied Workers Union and teacher union Sadtu charged that Zuma should not address workers after Cosatu called for him to step down.

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NEWS

## Cosatu Workers Chase Zuma Away

The May Day rally was all set, but incessant singing by anti-Zuma workers led to his speech being cancelled.

01/05/2017 14:59 SAST | Updated 02/05/2017 10:24 SAST



Staff Reporter



ROGAN WARD / REUTERS

foresight  
dialogues 2017



# Local health policy paradigm shifts

■ NATIONAL / HEALTH

## Motsoaledi, Cosatu head for NHI clash

The health department wants private sector involvement while union federation demands a single fund

🔒 BL PREMIUM

22 MAY 2017 - 05:18 by TAMAR KAHN



Health Minister Aaron Motsoaledi. Picture: TREVOR SAMSON

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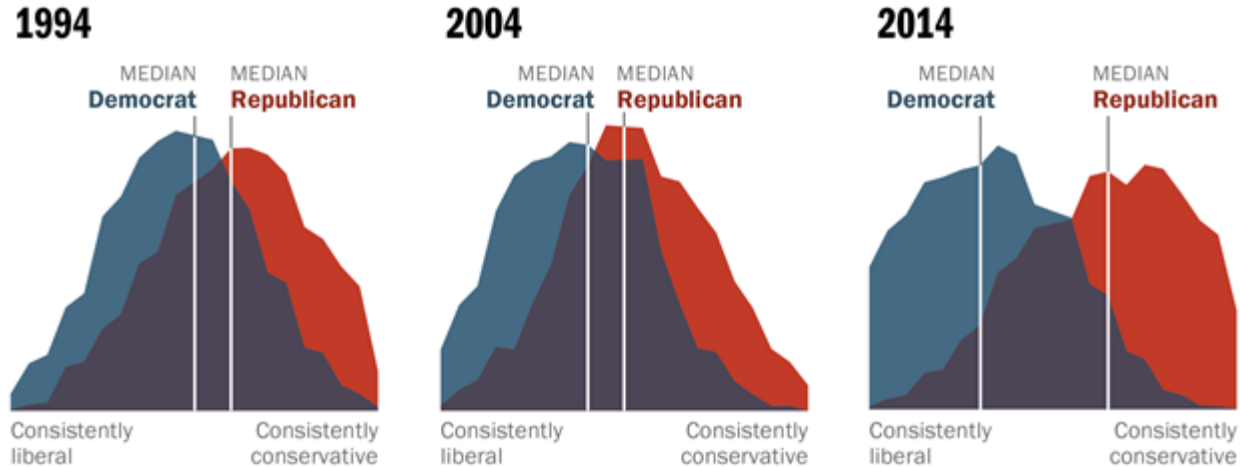
# ▶ Fake news



# Increasing political polarisation driven by social media

## Democrats and Republicans More Ideologically Divided than in the Past

*Distribution of Democrats and Republicans on a 10-item scale of political values*



Source: 2014 Political Polarization in the American Public

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

MONTH

OCT

DAY

26

YEAR

1985

PM

.

HOUR

09

:

MIN

00

DESTINATION TIME

MONTH

OCT

DAY

28

YEAR

2015

PM

.

HOUR

07

:

MIN

28





**THE FUTURE IS NOW**  
**#BTTF2015**



“We wanted hoverboards and flying cars, instead we got 140 characters.”

- Pieter Thiel



“People are mistaken when they think that technology just automatically improves. It only improves if a lot of people work very hard to make it better and actually it will, I think, by itself degrade...”

Look at great civilizations like Ancient Egypt, and they were able to make the pyramids, and the Romans built these incredible aqueducts.

**...And they forgot how to do that.”**

- Elon Musk



”

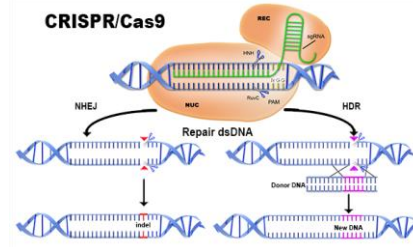
It was the best of times,  
it was the worst of times



Designer babies



Neon bunny



CRISPR/Cas9



Growing a human liver

Exciting (and scary) advances



"A person riding a motorcycle  
on a dirt road"

“A group of young people playing a game of Frisbee”



WHEN A USER TAKES A PHOTO,  
THE APP SHOULD CHECK WHETHER  
THEY'RE IN A NATIONAL PARK...

SURE, EASY GIS LOOKUP.  
GIMME A FEW HOURS.

... AND CHECK WHETHER  
THE PHOTO IS OF A BIRD.

I'LL NEED A RESEARCH  
TEAM AND FIVE YEARS.



IN CS, IT CAN BE HARD TO EXPLAIN  
THE DIFFERENCE BETWEEN THE EASY  
AND THE VIRTUALLY IMPOSSIBLE.





Conventional AI advances



AlphaGo



# ► Artificial intelligence and the “singularity”

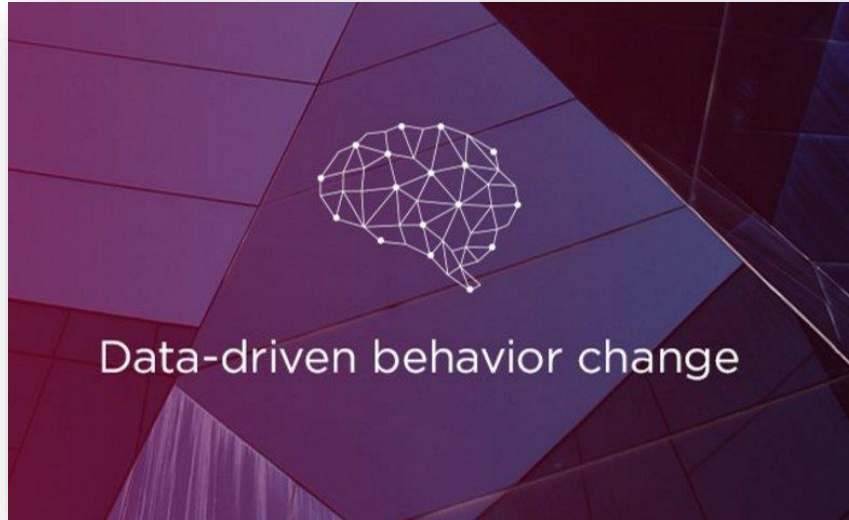
Can Artificial Intelligence influence sentiment and politics and elections?

There is no human being alive today who can explain how Google delivers search results

Online dating systems pair up humans using learning algorithms  
(Sam Altman, president of Y-combinator)

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▶ Where data analytics got it right



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# ▶ “Big data”

Demographics  
FACTUAL

Age, gender, ethnicity,  
religion, income, home  
owner, geography

Psychographics  
ATTITUDINAL

Advertising resonance,  
Automotive data, consumer  
data, lifestyle data, cellular  
data

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# OCEAN Personality Model

We use the established scientific OCEAN scale of personality traits to understand what people care about, why they behave the way they do, and what really drives their decision making.



**OPENNESS**  
Do they enjoy  
new experiences?



**CONSCIENTIOUSNESS**  
Do they prefer  
plans and order?



**EXTRAVERSION**  
Do they like spending  
time with others?



**AGREEABLENESS**  
Do they put people's  
needs before theirs?



**NEUROTICISM**  
Do they tend  
to worry a lot?



**Female**  
25-35 Years old



People with high openness and extraversion love new experiences they can share with lots of people.

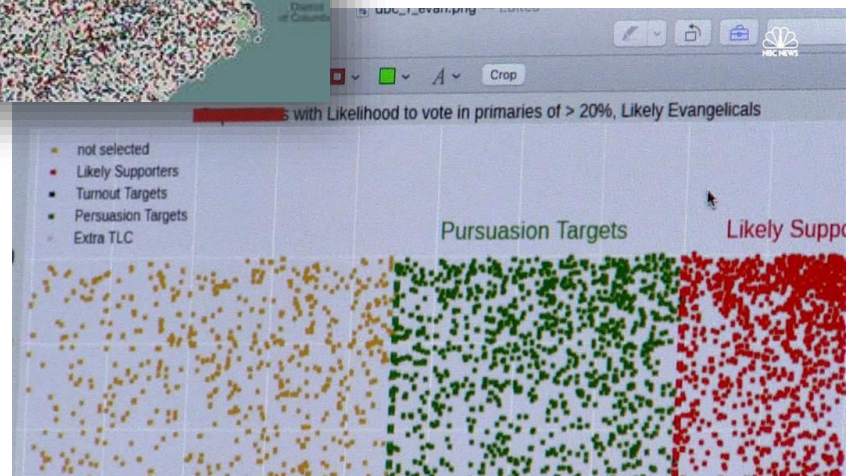


**Female**  
25-35 Years old



People with low openness and extraversion really value down time spent with their closest friends.

# ▶ Targeted communication



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# ▶ Targeted advertising

Neurotic, conscientious



*The second amendment isn't just a right. It's an insurance policy.*

Conservative, agreeable



***From father to son.***  
*Since the birth of our nation.*

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# ▶ Your digital footprint

<http://applymagicsauce.com>

## Facebook Psychology

Discover what your Likes and Posts say about you



Connect with Facebook

## Twitter Psychology

Discover what your Tweets say about you



Connect with Twitter

Once you have logged in to Facebook and/or Twitter, click below to see your profile.

Make Prediction

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# ▶ An onslaught of data



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# Data, data, data



Getting it wrong can be disastrous

Getting it right can propel an underdog to victory

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# PLEASE NOTE

- ▶ **This presentation is incomplete without the accompanying narrative**