# WHY OPINION MATTERS IN FORESIGHT

#### **Matt Carmichael**

SVP, Editor, What the Future; Head, Ipsos Trends and Foresight Lab

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## All you need to remember today is this:

Consider foresight as part of your research

And consider humans when you consider foresight.



## Let's talk about history





## Decline in Detroit

"Detroit's decline has been going on for a long while. In the face of growing foreign and domestic competition, auto companies merged, or quit, or moved out of town to get closer to markets... The U.S. Government lists Detroit as an area of "substantial and persistent unemployment."

– Time magazine

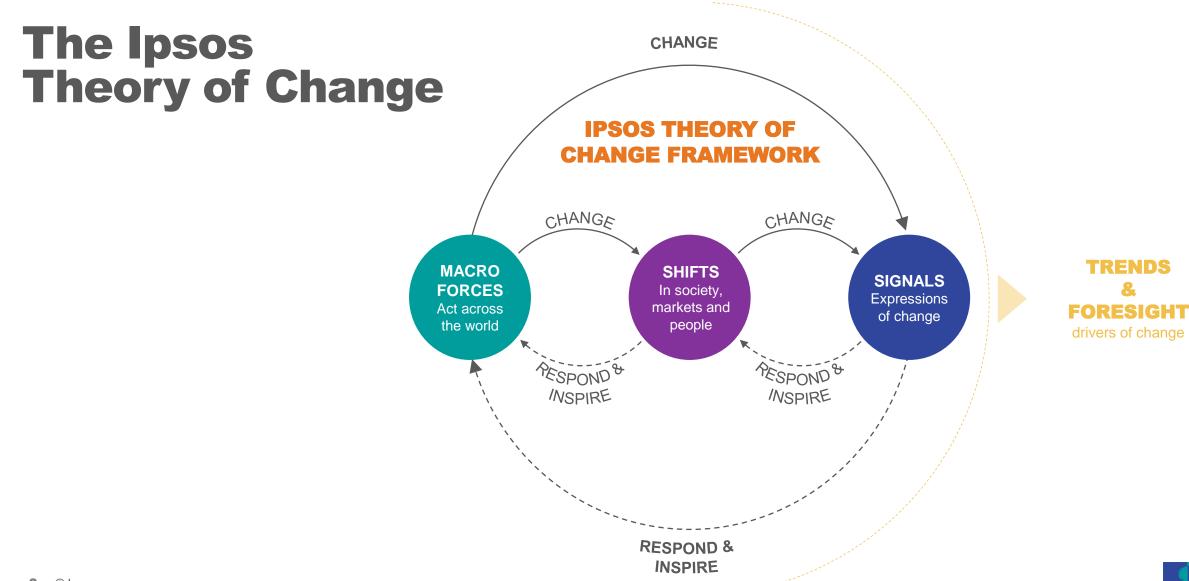
Photo: Angela Anderson-Cobb/Flickr



## The future is built on the present.

The present is built on the past. The past is built on people.





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"If I had asked people what they wanted, they would have said faster horses"
— Henry Ford



"I helped popularize the automobile because I understood not what people want, but what people value." — Henry Ford





#### **Opinions**

Ripples on the surface of public consciousness – shallow, changeable views



#### Attitudes

The currents operating below the surface – deeper and stronger

#### Values

The deep tides of public mood – slow to change but powerful

ALTE:

**Ipso** 

# WEGEARCHANGE



ELECTRIC VEHICLES

#### Electric Car Charging Stations In Chicago

CHARGING STATIONS WITH OVER 150 AMPERE PER CAR CAPACIT . GARAGED OR CHARGING STATIONS COMMONWEALTH EDISON COMPANY'S SUB-STATIONS EQUIPPED FOR EMERGENCY 90, ELECTRIC ULLEP VEHICLE CHARGING OTH NORTH SIDE No. Station Address 2 Addrese, 1128 Animore Ave. 5 Revenues and 100 Lincoln Ave. 10 Whitpile Su., M35 N. Whitpile Su 15 Lake View, 2785 Lincoln Ave. 40 W. Division St., 3519 W. Division St. 36 N. Clark St., 809 N. Clark St. WEST SIDE 
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#### CENTRAL

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28 Central Service Garage, 36 H. McFarlane Co., 37 Fay Livery Co., 40 Downtown Garaje, 301 N. Halated St. 532 S. Canal St. 435 Plymouth Ct. 720 Michigan Ave. WEST SIDE

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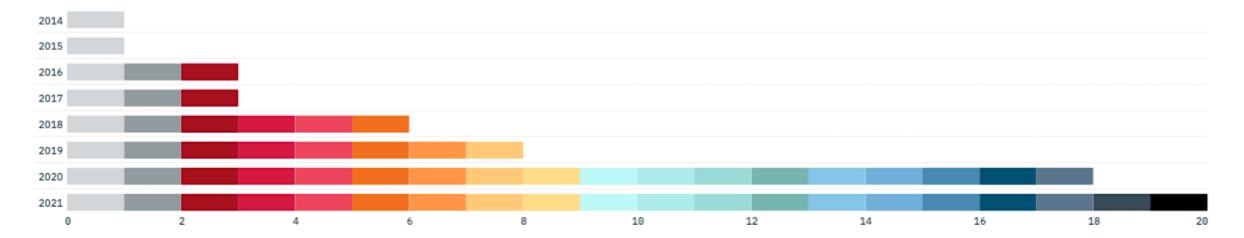
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#### **The Rise of FAST Providers**

Pluto TV 
 LG Channels
 Sumo
 Roku Channel
 Samsung TV Plus
 Vizio WatchFree+
 DistroTV 
 STIRR 
 Fire TV News
 Haystack News
 IMDb TV 
 Peacock 
 Plex 
 Prime Video 
 Redbox
 Sling Free 
 Tivo+ 
 Tubi 
 Altice Stream 
 Prende TV



SOURCE: VARIETY INTELLIGENCE PLATFORM ANALYSIS



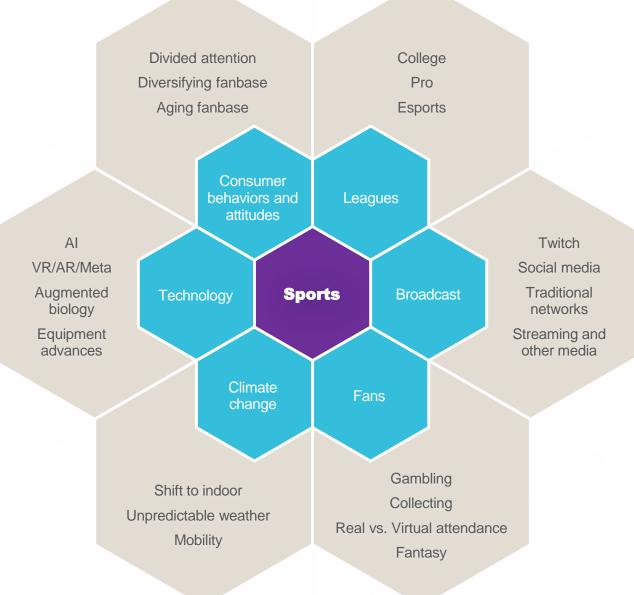




#### Territory

### What the world around sports looks like

How does the fan experience evolve in the future? To answer that, we have to understand what will drive that evolution not just within sports, but around it. Here's the map that will guide our discussion.







18 – Powered by Ipsos



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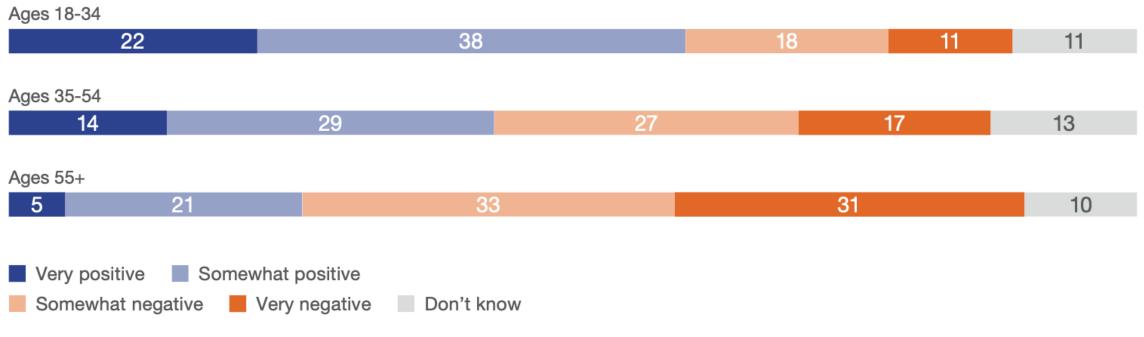
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### Who has the most affinity for self-driving cars?

#### Q. What is your view of self-driving cars?



(Source: Ipsos survey conducted May 13-17, 2021, among 2,010 U.S. adults.)



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### Meteorite is good

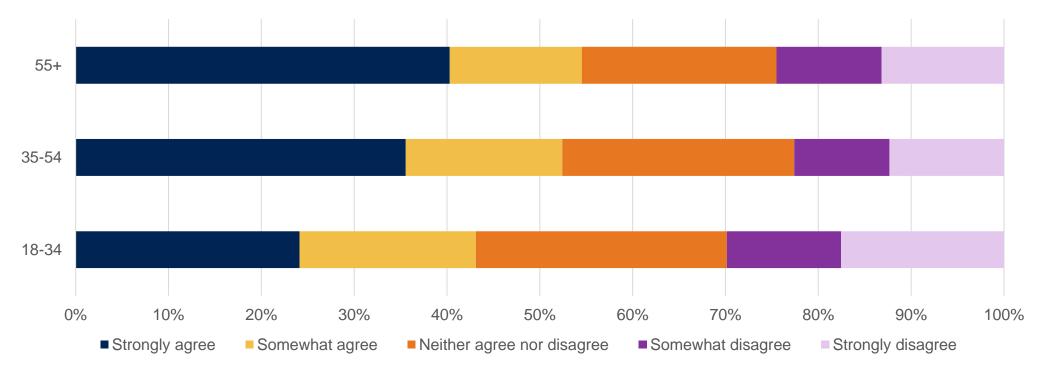






### How do generations define gender?

Q. Please indicate the extent to which you agree or disagree with the following statements. — A person is either a man or a woman and not anything in between



(Source: Ipsos survey conducted Mar. 8-11, 2022, among 3,015 U.S. adults.)



# How we think about generational attitudes

#### **Cohort effects**

A cohort has different views and these stay different over time: Likely iGen's relationship to technology, or the silent generation influenced by the depression, etc.

#### Lifestage effects

People's attitudes change as they age — attitudes are shifted by life stages or events: Being a twentysomething, getting married, having kids, retiring, etc.

#### **Period effects**

Attitudes of all cohorts change in a similar way over the same period of time: The events of September 11, 2001, COVID-19, etc.





## Humans, and their opinions, values and behaviors, are the secret sauce of foresight."



# **5. Trusting care to machines, or not?**

A majority of people don't trust Al-driven technology to assist with their caregiving. With most tech, trust grows — until it doesn't. As more of these products come to market and mature, this 60/40 tension could easily dissipate. One might think that would certainly be the case as currently tech-savvy younger generations age.

Dor Skuler of Intuition Robotics sees one potential counterpoint: You can learn anything at any age, he says. It just takes longer when you're older. But he notes, "The rate of change around us is not slowing down. It's accelerating like no point before in human history. The amount of stuff you need to keep up with is not static." As tech advances continue in coming decades, will today's techsters be able to keep up any better than today's elders have?

#### A majority wouldn't trust machines to care for them. But will they have a choice?

I would not trust eldercare robots, virtual voice assistants, or artificial intelligence (AI) to care for me as I age

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58%	42%	
Constant Constant Constant		

I would trust eldercare robots, virtual voice assistants, or artificial intelligence (AI) to care for me as I age

Q. For each pair of statements, please select which statement you agree with more, even if neither is exactly right. (Source: Ipsos survey conducted Jan. 28-31, 2021, among 1,154 U.S. adults.)

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- Phil Tetlock





## The future won't just happen we have to m happen we have to make it happen."



## People have to believe in something in order to act on something."













But What If We're Sut What If

Klosterman

Thinking About the Present As If It Were the Past









#### WHAT THE FUTURE: IDENTITY

How what you wear reveals your true identity PAGE 5

Is party ID the only ID? PAGE 10

Will we have different identities in virtual spaces? PAGE 15

Five tensions shaping the future of identity PAGE 24

Experts from Ready Player Me, The Sandbox and USC's Inclusion Initiative share insights on how we form, shape and express our identities

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#### Timing is key to this disruptive scenario



Think about if a company started a virtual restaurant. This restaurant has no retail locations (there is no seating and no drive-through). The restaurant will deliver hot and cold food to you that you order from a website or app. Please indicate how much do you agree or disagree with each of the following statements. (Agree net)

83%

I would be willing to try ordering if it was from a brand I know and trust. I would be willing to try ordering from this company.

77%

8%

I would be willing to order from this company if I had to order 24 hours in advance. I would be willing to order from this company if I had to order 6 hours in advance.

31%

64%

7**9**%

I would be willing

to order from this

was delivered in

company if the food

I would be willing to order from this company if I had to order 1 hour in advance.

(Source: Ipsos survey conducted between Oct. 10 and 12, 2018 among 2,010 adults in the U.S.)

79%

I would be willing to order from this company if the food was delivered in 30 minutes or less.



# Future Jobs to Be Done: Music

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### Potential future Jobs to Be Done in the next music era

### Help me relive my favorite concerts

1

Visit any concert venue post-2007 and you're guaranteed to see an ocean of gleaming smartphones attempting to capture the moment. Now imagine that capture goes beyond 2D, bringing in full 360 views, smells, sounds, and the feel of the bass!

#### Potential fJTBD:

- Help me capture the experience in a digital format
- Help me combine my memories and experience with friends and other attendees

**Imagine a world where** ... instead of a swipe across pictures on your phone, you can share a virtual capture of the whole concert experience with those who couldn't attend.

### Help me get close to my favorite artists

Fandom continues to drive the love affair that people have with their favorite artists. Meet-and-greets — once an exclusive experience that only those with means could afford — could be democratized or even personalized.

#### Potential fJTBD:

- Help me have a 1:1 experience with my favorite artist
- Help me move around the show and experience the musician's performance from multiple perspectives

**Imagine a world where** ... a virtualized version of your favorite artist can escort you to the show and share in the moment with you.

### Help me create my own music and shows

3

What's better than listening to your favorite band jam? Joining the jam session! While Auto-Tune has helped lackluster singers stay in pitch, imagine a next-gen version that takes people with imperfect pitch and gives them what they've always wanted — the chance to become a star.

#### **Potential fJTBD:**

- Help me to learn any instrument easily
- Help me to tweak, edit and blend music as it enters my ears

**Imagine a world where** ... you can make authentic-sounding music without having to know how to sing or play an actual instrument.





"When you imagine tomorrow, you ask better questions today." - Henry Ford



"When you imagine tomorrow, you ask better questions today."
– Matt Carmichael



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# THANK YOU

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