

What's Next?

Social and New Media in the
Age of the First Person.

Hannah Nicklin

@hannahnicklin

bit.ly/HNspeech

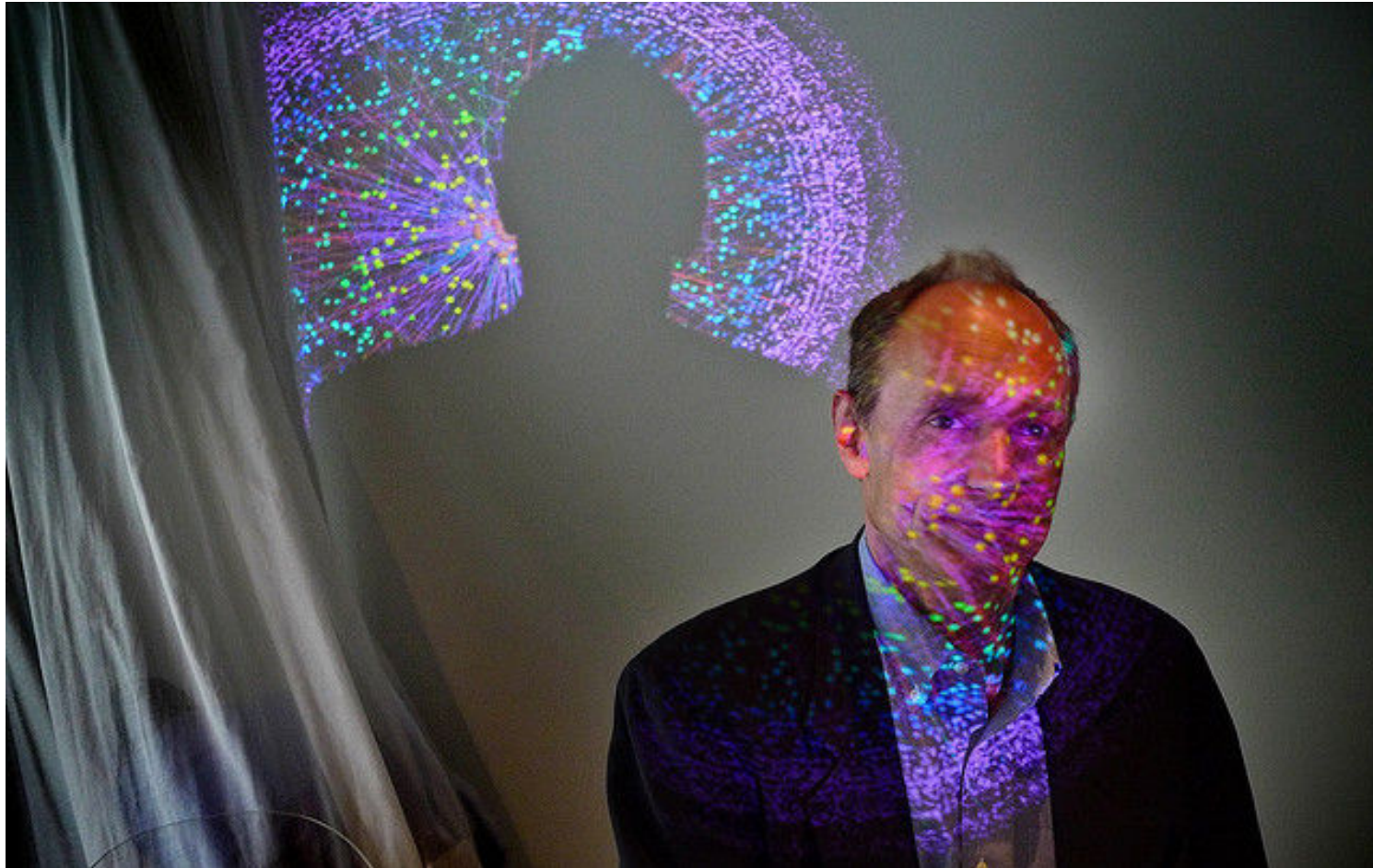
What's Next?

1993



Image credit - @lanicklin (my
mum)

1993



April 1993 Tim Berners-Lee's www
announced to public by CERN

Image credit - @documentally <http://bit.ly/croHvQ>

The top 10 sought after
jobs in 2010, didn't exist in
2004.

<http://bit.ly/eZQXZy>

19% of US couples married
last year met online.

<http://bit.ly/dZTXXq>

- 59 % of the UK aged 6-65 call themselves gamers
- Pretty much equal gender split
- 30% more spent on video games in Britain than on films (DVD and cinema)
- 100% of 6-10 year olds surveyed play video games

<http://bit.ly/cux6G9>



“ With gaming you’re involved and in control. With other things you just have to sit back and watch. I’ve been gaming for most of my life.”

Callum, 10, London

(pdf) <http://bit.ly/cux6G9>

Image credit: Evan Baden ‘the illuminati’ <http://bit.ly/95BvEH>

“ Digital distribution has changed everything. It's no longer about pushing product. The consumer will pull what they want ”

@CharlesCecil at Shift Happens 2009

QuickTime™ and a
decompressor
are needed to see this picture.

<http://www.youtube.com/watch?v=J---aiyznGQ>

13,024,172 views

(nearly 4 times what it was when I used this as an example at the beginning of last year)



“In scattered and barely noticed ways, the desire to construct one’s own life was shaping the twentieth century”

p.10 <http://bit.ly/bEFQmw>

Image credit: Evan Baden 'the illuminati' <http://bit.ly/95BvEH>

The Age of the First Person



“ A new way of being is starting to emerge, it is imperative to bring the arts to that world to report from it. ”

@Billt speaking at the @shift_happens conference 2009
Image credit @documentally - <http://bit.ly/bnlr8u>



BLAST THEORY



Hide&Seek
Inventing new kinds of play

rotozaza

DUNCANSPEAKMAN.NET

Audience Communication.

What's Now?

“ The show begins at the
moment you first hear
about it. ”

[@untheatre](#) at [Shift Happens](#)

- Push -
pull
- Complete the picture/immersive/universal
 - Mobile/pervasive
 - Locative
 - Playful
 - Personal/agency
 - Open source

Real Time

Front-Facing

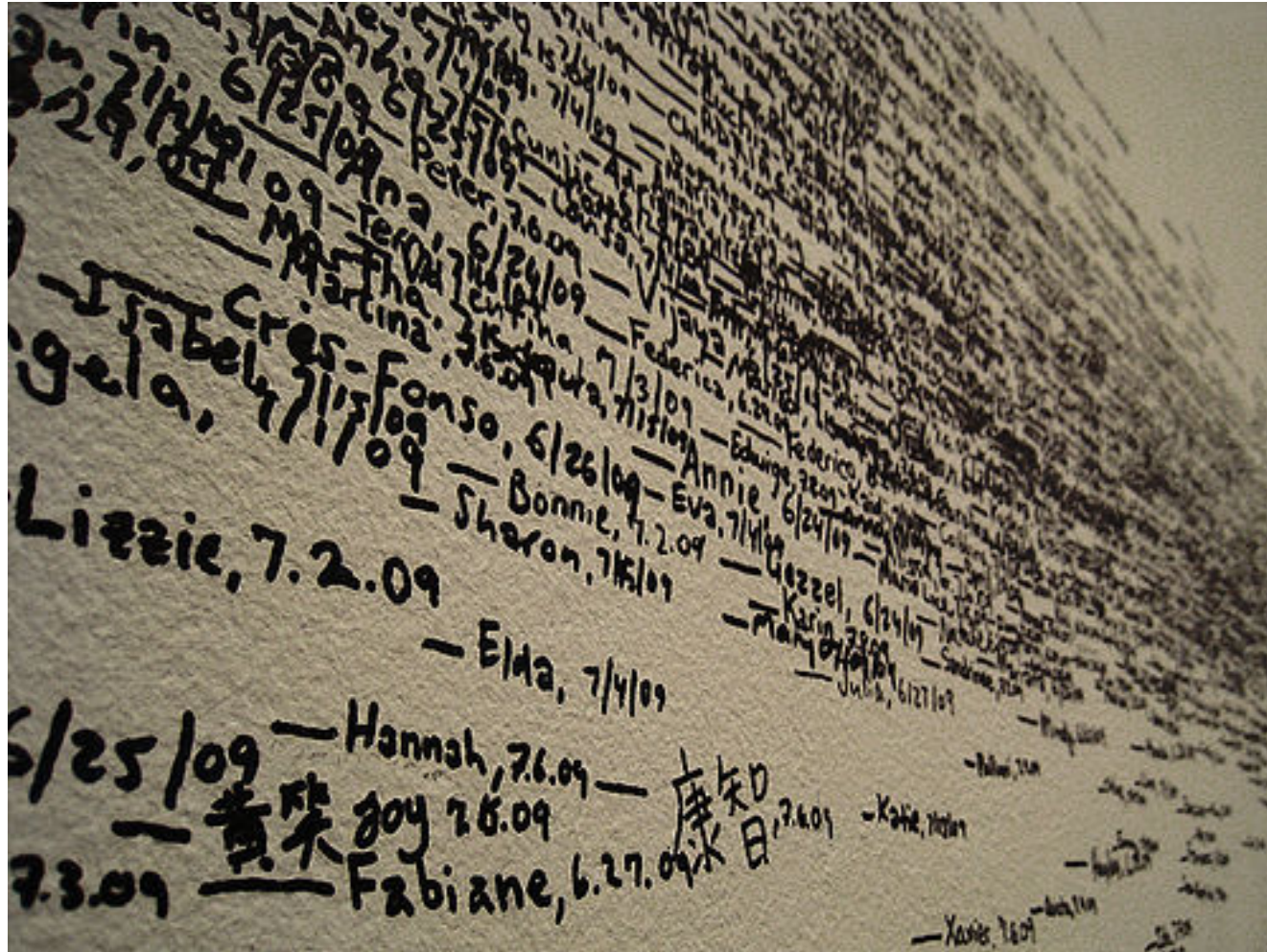
Interactive

Backstage Pass

Easter Eggs

“ PR folk are always asking how do you measure the value of social media?
I'm glad I don't have to rate every conversation I have. ”

[@documentally](#)



Measuring

Image credit: Roman Ondák's Measuring the Universe taken by s0und on Flickr <http://bit.ly/dKQhFF>

“

The illiterate of the 21st century will not be those who cannot read or write, but those who cannot learn, unlearn, and re-learn.

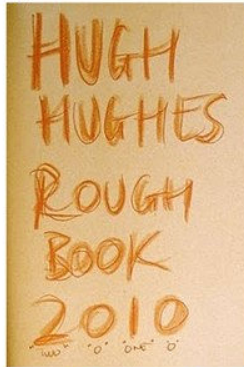
”

Alvin Toffler

hoipolloi

@hellohoipolloi

Wednesday, 6 January 2010
Hugh Hughes's Rough Book



Happy New Year! It is the sixth day of 2010 and I am "fully" back at work. My brother says calling milk "full" milk is potentially confusing and so he would probably take issue with my statement about being "fully" back at work. To clarify any possible confusion, I mean that I'm back in my studio after taking a break from it.

My break took in Christmas and New Year and a lovely time at home in Anglesey. And a trip to Snowdon. It was not just a trip. It was a treat. A treat of a trip. A tongue-twister of a trip. Better than going to buy sweets on Saturdays when I was an eight-year old boy (the year I loved sweets the most).

hugh hughes in... 360
Sydney Festival
22 to 30 Jan, 7pm
Tickets: 02 9351 7940
[Book online](#)

Supported by the British Council

Oxford Playhouse
3 Mar, 7.30pm
Tickets: 01865 305305
[Book online](#)

Everyman Theatre, Liverpool
4 to 6 Mar, 7.30pm
Tickets: 0151 709 4776
[Book online](#)

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hughhughes Hugh Hughes

Mr Morgan rides a Moose into Llangefni.

49 seconds ago



hughhughes Hugh Hughes

Moose runs down shopping aisle. Stops. Turns. Goes back to the Baked Beans. Stops. Looks. Takes 3 cans in it's mouth to the checkout. Meanz

1 minute ago



hughhughes Hugh Hughes

I can't stop thinking about Moose. Hugh

2 hours ago



hughhughes Hugh Hughes

The future on paper is different from the actual future. Can we please factor that into the plan.

3 Mar

QuickTime™ and a
JVT/AVC Coding decompressor
are needed to see this picture.

<http://www.youtube.com/user/HoipolloiTheatre>

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<http://www.youtube.com/user/HoipolloiTheatre>

- Open source
- Universe completing
- 'Backstage pass'
- front-facing



@untheatre

Space Camp



Image credit: twitpic by [@AlisonJMcIntyre](#)

- Playful
- Universe completing
- Agency
- Immersive

unSA

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18

AUG/10

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Image credit: courtesy of Unlimited Theatre



@TWPgosee

#CityAdventure

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H.264 decompressor
are needed to see this picture.

Image credit: @documentally

QuickTime™ and a
JVT/AVC Coding decompressor
are needed to see this picture.

QuickTime™ and a
H.264 decompressor
are needed to see this picture.

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H.264 decompressor
are needed to see this picture.

Image credit: images by me

- Locative

- Pervasive

- Playful

- Personal

ThirdAngel

@alexanderkelly



#WhatIHeardAboutTheWorld

Image credit: images shared via CC on Third Angel's Flickr site

- Personal
- Agency
- Playful
- Open source

Phone boxes



Empty Benches



<http://www.flickr.com/photos/thirdangeluk>

Where next?

Embrace the fear

It's not about the technology

It's not about 'youth'

There are no experts

Ask questions

Collaborate

Invest your time

Don't just play catch-up.

Fail better, fail faster

Own your mistakes

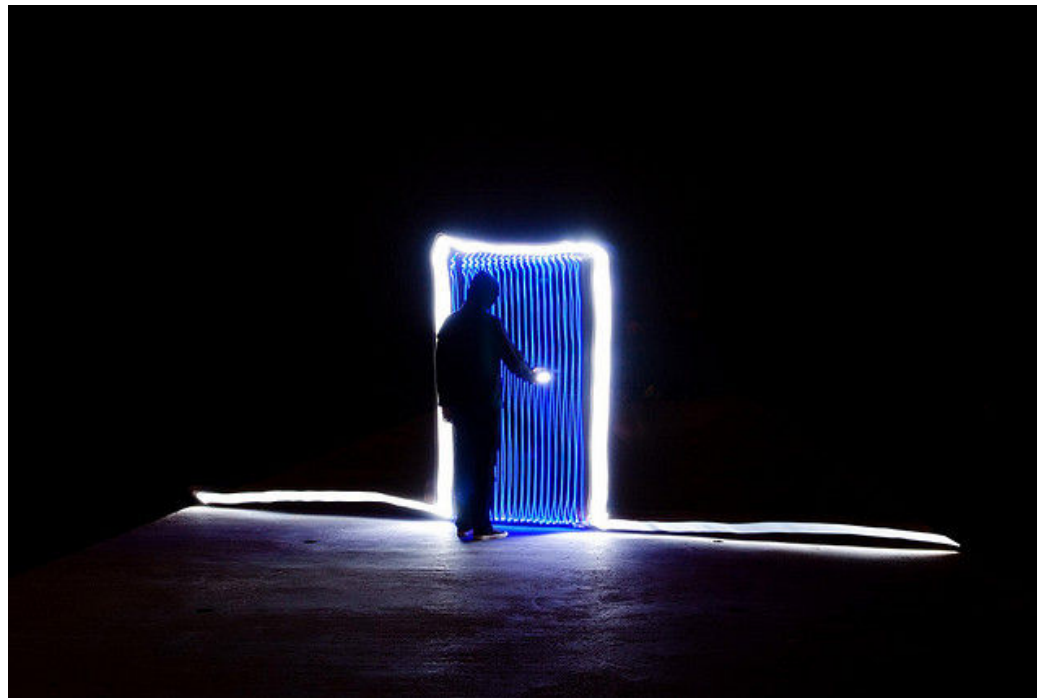
The end of branding

The future is unwritten

“

A focus on all things 'new' leads to art that is uninspiring, uncritical, superficial, and that is time to get over the novelty, and to play with the possible.

”



<http://bit.ly/akHWKz>

Image credit: gnackganckgnack on Flickr - <http://bit.ly/bCVKAt>

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