

Pecha Kucha: Trendspotting
Weak Signals from the Future
Stephen Abram

Internet Librarian
Monterey, California
Oct. 22, 2008

The Real Economy of Funding



**Yahoo!
Zillow
Endeca
Etc.**

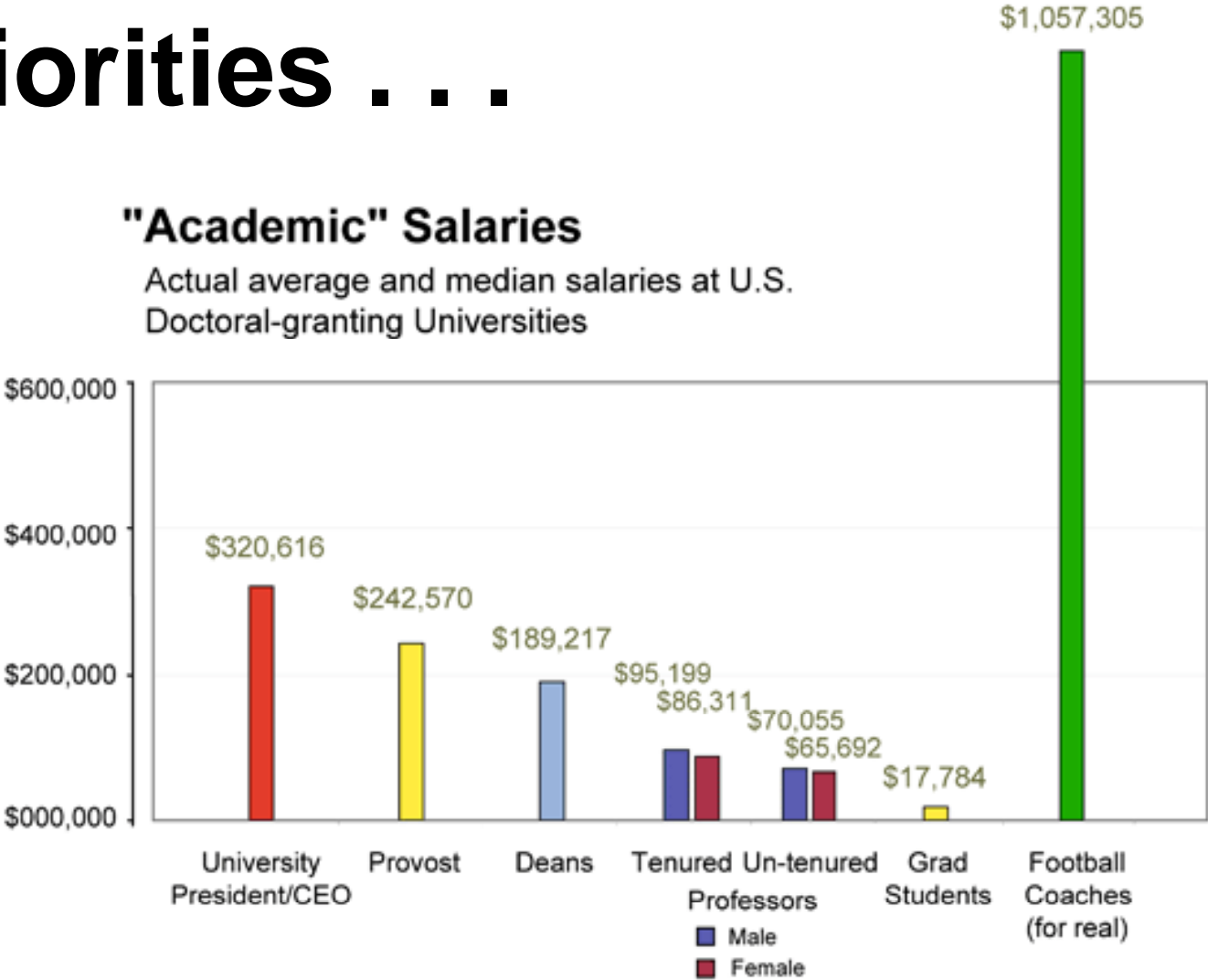
Quadrillion

**Any
Library
Darling
That's
Free**

Priorities . . .

"Academic" Salaries

Actual average and median salaries at U.S. Doctoral-granting Universities

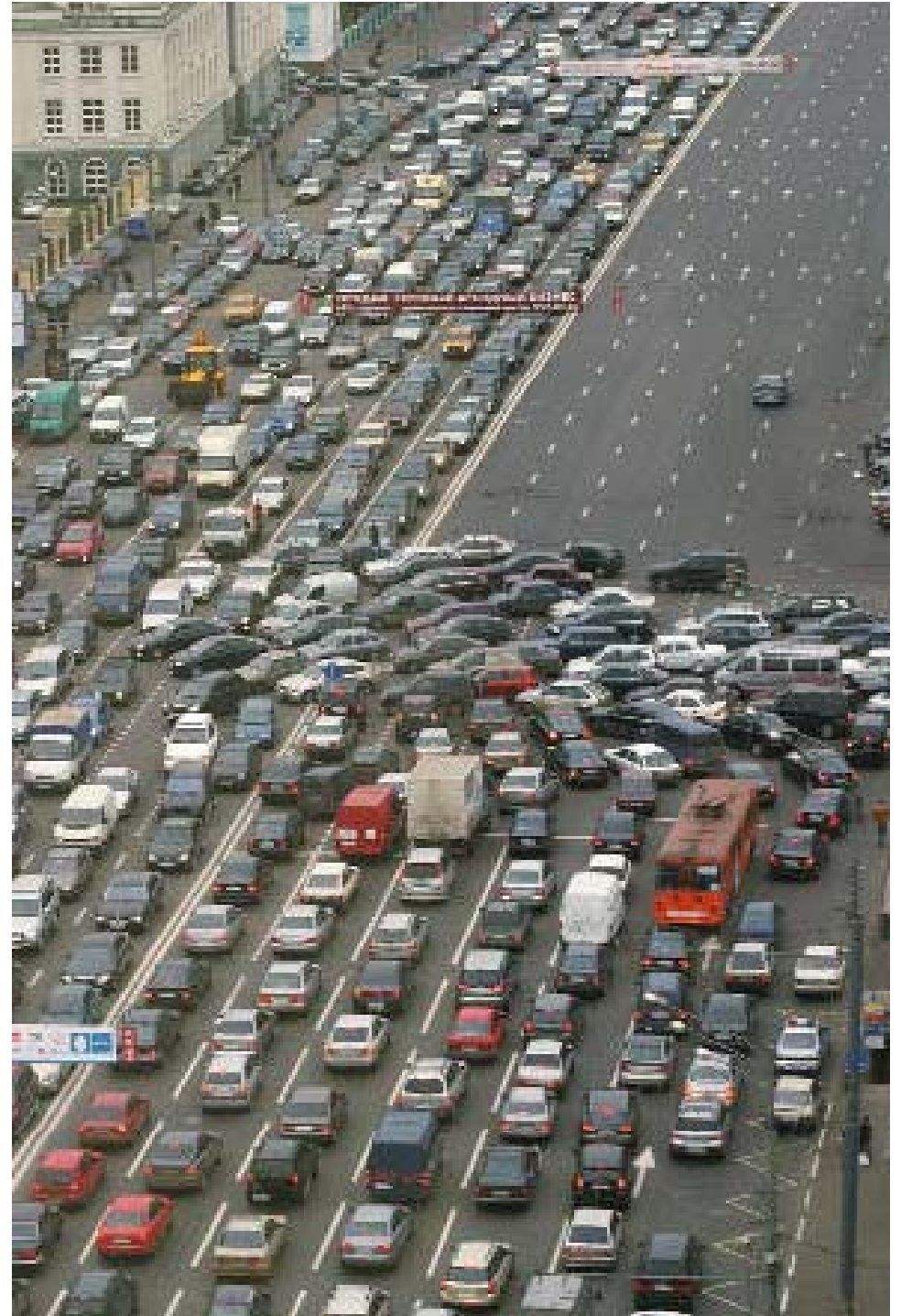


JORGE CHAM © 2008

Notes: Administrator figures are medians salaries, the rest are averages. All figures in 2008 dollars. Sources: College and University Professional Association for Human Resources 2005 Survey; American Association of University Professors 2007 Survey; The Chronicle of Higher Education 2001 Survey of Graduate Assistants; USA Today Survey of Div. I-A College Football Coaches Compensation 2007.

WWW.PHDCOMICS.COM

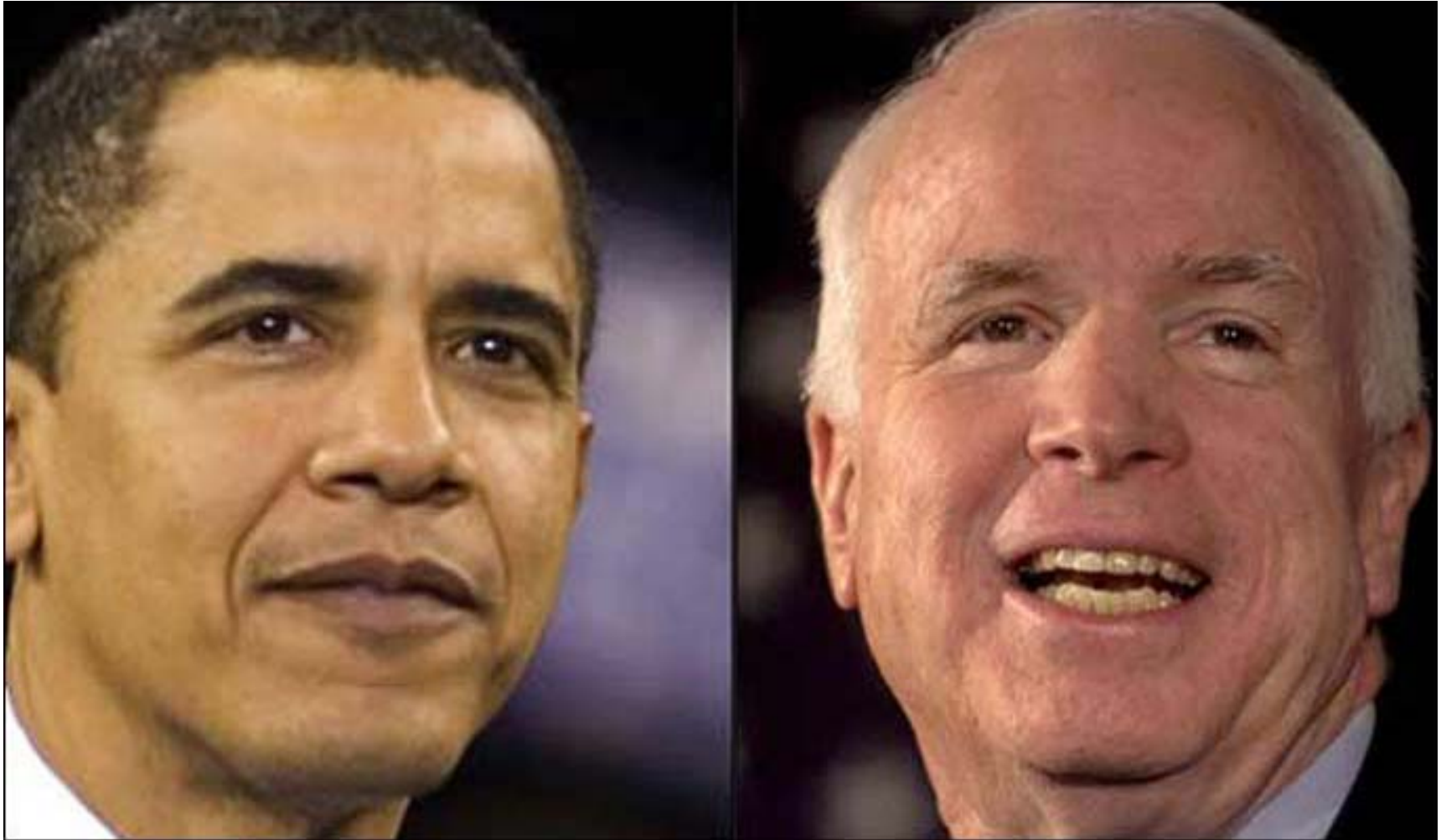
**You can't wait
for everyone
to change at
once. . .**



Weak Signals: Radio vs. TV



Blink, blink, blink, blink, blink, blink



Hey, that wink worked for Sarah!

“I can see Russia from my Porch.”
Death of TV Ads... or not.



'Flickr' Freeze Frame



“Quayle in a Skirt”

Election[★]2008

powered by 

[★ Twitter Home](#) [★ Settings](#) [★ Help](#) [★ Sign out](#)

Hot election topics

SNL, Plumber, Cindy McCain, #johnmccainknows, Tina Fey, Socialist, Arch, GOP, Bush, Senator



BarackObama: In Roanoke, VA at a "Change We Need" rally. Watch it live at <http://My/BarackObama.com/L...>



JohnMcCain: Another Trash 'Report' from the New York Times : Today the New York Times launched yet another in a se.. <http://tinyurl.com/5t7hj8>

The election is in 16 days.

What do you think? 139

/

Note: updates posted here will also appear in your timeline.

Updates about the election from Twitter users

**Rivergoat** Dave Letterman pummeled McCain the other night:) *about a minute ago*

**lanespace** Weird News: Cat Championship Includes Obama, McCain - The Cats <http://tinyurl.com/6cx8qy> *about a minute ago*

What's this?

We're filtering hundreds of Twitter updates per minute to create a new source for gathering public opinion about the election and a new way for you to share your thoughts.

All Candidates

- Barack Obama
- John McCain
- Joe Biden
- Sarah Palin

Olympics 2008 - Yahoo Trumps NBC, Huh?!

Coverage of the 2008 Summer Olympics


YAHOO! SPORTS
COVERAGE of the SUMMER OLYMPICS AUG 8-24

Opening Ceremony, 8/08/08 8:08 pm CST

Will Kobe, LeBron pass on Darfur?
Dan Wetzel, Yahoo! Sports - 9:35 am EDT
The U.S. hoops stars have the chance to join Joey Cheek's protests of Darfur and take their own shots at China.

Let the women's soccer rebuilding begin
Martin Rogers, Yahoo! Sports - 2:33 am EDT
A 2-0 loss to Norway to kick off the Olympics signaled the need for the reconstruction of a once-mighty U.S. program.


Latest Olympic Photos



More News

- Morgan Hamm out of Olympics with ankle injury
- Air pollution shrouds Beijing on eve of Olympics
- Bush arrives in Beijing for Summer Olympics

Latest Video



- Olympic Torch paraded over the Great Wall
- China revokes Gold medalist's visa

	G	S	B	TOTAL
United States	0	0	0	0
Canada	0	0	0	0
Mexico	0	0	0	0

Full Medal Count >



My First Tribble



The banner features a vibrant, cartoonish landscape with a blue sky, green hills, and colorful houses. In the center, the word "Webkinz" is written in large, multi-colored letters, with "Come in and Play!" written below it in a blue banner. Various Webkinz characters are depicted: a purple elephant, a yellow lion, a black and white cow, a pink pig on a skateboard, and a grey mouse. Two yellow signs on wooden posts read "I'M A MEMBER" and "MY FIRST ADOPTION". At the bottom, a pink button says "TAKE A WEBKINZ TOUR".

Webkinz
Come in and Play!

I'M A MEMBER
MY FIRST ADOPTION

TAKE A WEBKINZ TOUR

[STORE LOCATOR](#)

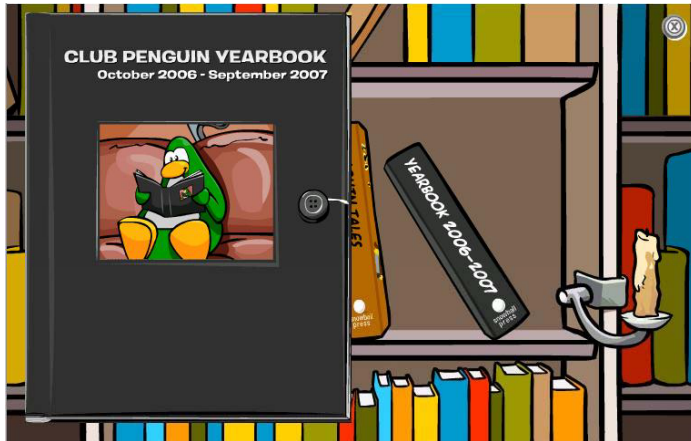
[Privacy Policy](#)
[User Agreement](#)
[Contact Us](#) | [Retailers](#)
[FAQ](#)

GANZ

Patent Pending



Disney Kids on Social Crack



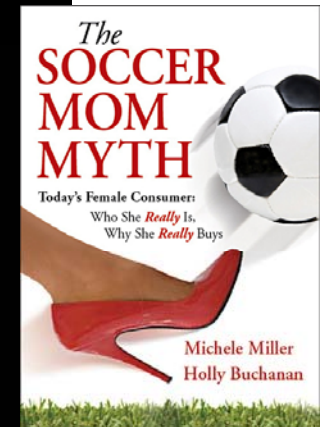
\$700million – over 1 million kids

TechCrunch is the new F**kedCompany.com



The Soccer Mom – Gamer, eLearner, TXT'er, hmmmmm

**SOCCER
MOMS
ROCK**



eLearning &
Single
Moms

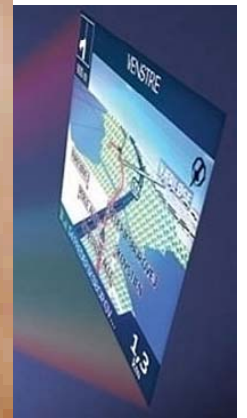
Soccer Moms
embarrassing kids more now than ever before

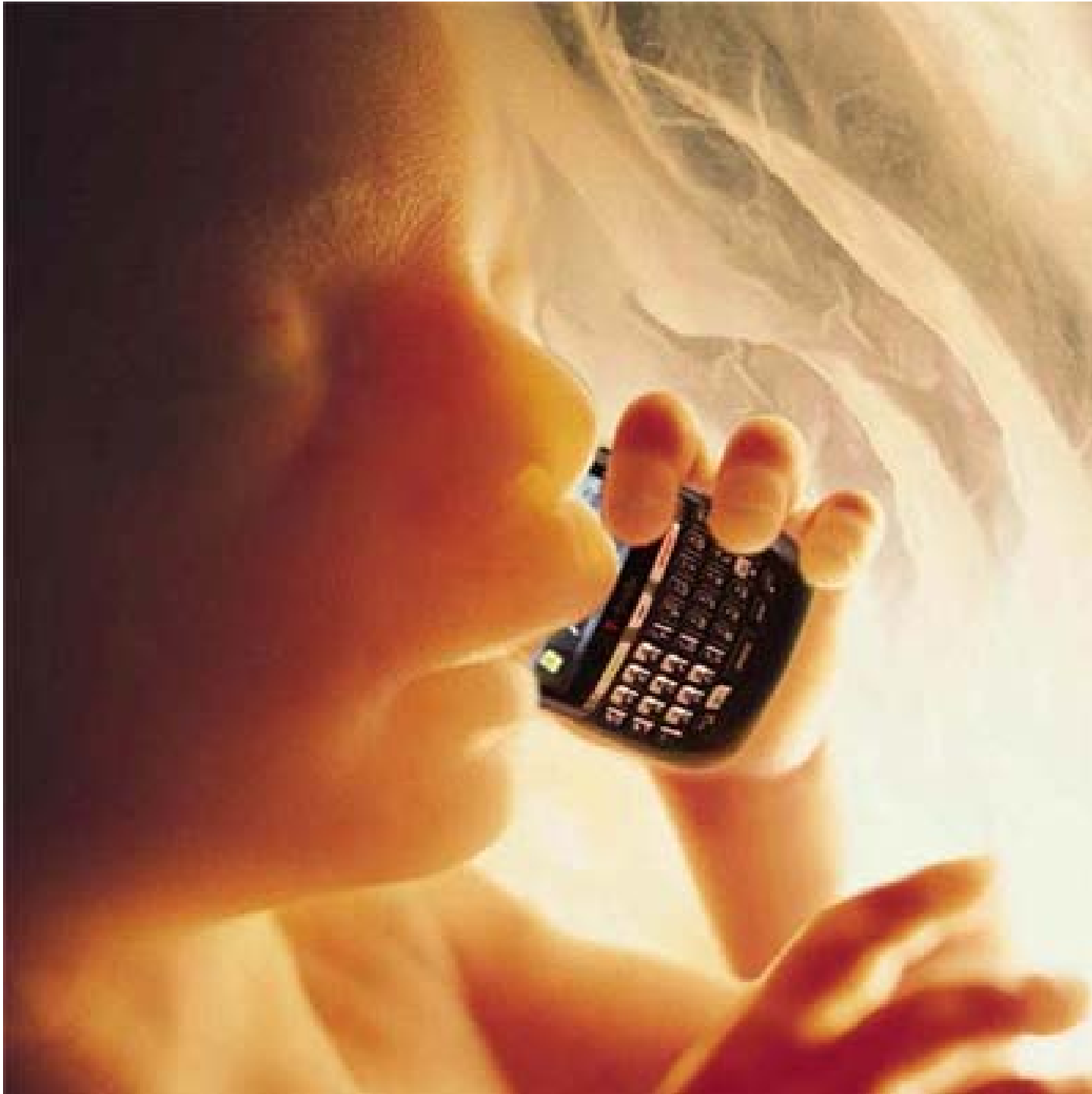
Geocaching: Silicon Sally and GIS, Maps, GPS, and recalculating



**Is that the Internet in
your pocket or are
you just really smart?**

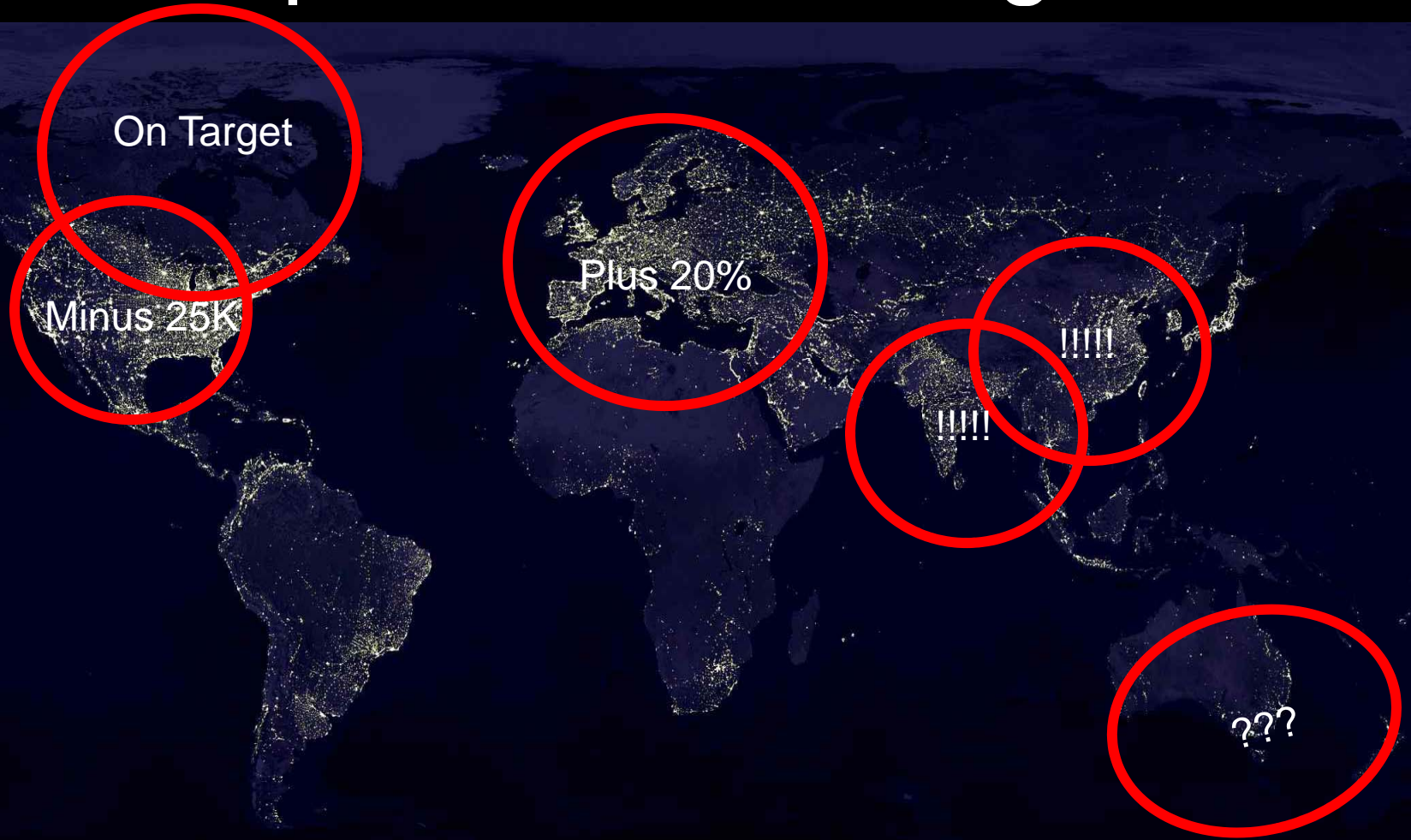
Click & Switch





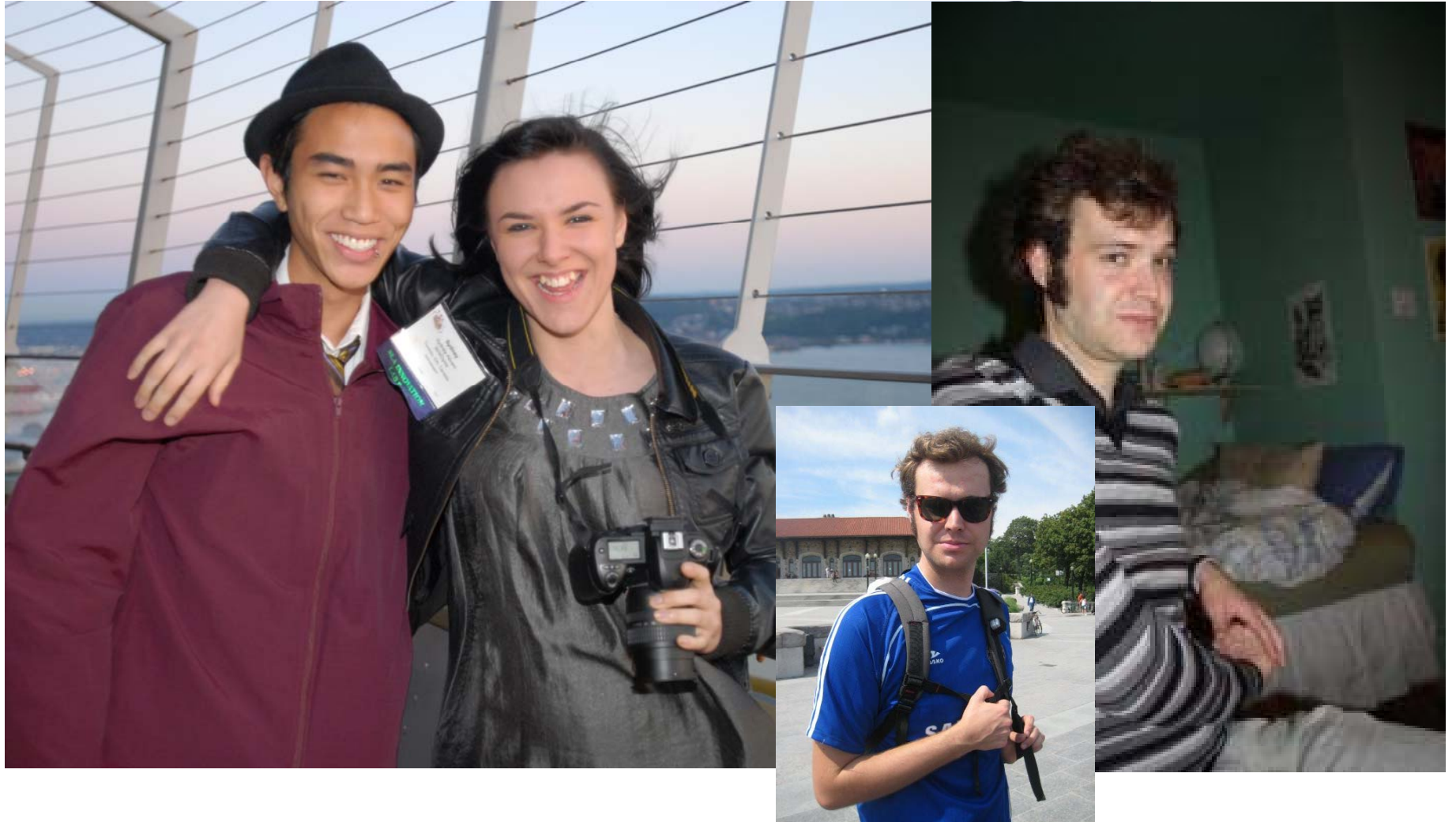
A
Mainly
Mobile
Focus

Competitive Advantage



Global Change (China, India, EMEA)

Watching The Kids



For “e”, just like Mom said: “Be Careful
When You Play with Electricity”

