

## GLOSSARY FOR FUTURISTS AND TREND WATCHERS

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Because the future requires seeing things with new eyes, we often have to create new vocabulary to describe what you are seeing. Our own words (denoted in red), along with many others that bring the future into view, are contained in this futurist glossary. We hope you enjoy reading through it, in whole or in part.

<b>21st Century Big Brotherism</b>	Business firms are stepping up electronic monitoring and oversight of home-based independent contractors and workers. Increasingly, photos of workers' computer screens are taken at random, and keystrokes and mouse clicks are counted.
<b>5S</b>	5S stands for: sort, straighten, shine, standardize and sustain. This is a growing business philosophy that encourages organization in the workplace.
<b>Accumulous Cloud</b>	Cloud computing represents a fundamental shift in how information is handled, especially now that processing power and storage space can be had cheaply and instantly (see <b>Cloud Computing</b> ). These data-rich clouds regenerate as they collect more and more information on individuals and organizations. Accumulous clouds morph and shift and change shape based on what information, and how much, is funneled into it.
<b>Addiction Society</b>	Goods and services are increasingly being refined for optimal enjoyment and to elicit positive neurological responses. Thereby, people are becoming more addicted to them.
<b>Agflation</b>	An increase in the price of food that occurs because of increased demand from human consumption and use as an alternative energy resource. Agflation makes the price of food commodities skyrocket.
<b>Agroterrorism</b>	Power over the food chain.
<b>Alternate Reality Games (ARGs)</b>	An interactive genre of games that uses the real world as a platform to tell a story that may be affected by participants' ideas or actions.
<b>Anomalous Phenomena</b>	Events not easily explained by reason or science.
<b>Anticipatory Surveillance</b>	Anticipating actions or needs based on our previous behavior. This includes consumer-oriented technology that enables a marketer, using information gathered about you, to pick you out of a crowd and deliver content and ads only you can hear.
<b>Arborsculpture</b>	The art and technique of growing, shaping and molding tree trunks, branches and roots into useful objects. By guiding, shaping and pruning the trunks or branches, trees are made to grow into ornamental or useful shapes.
<b>Asterisk marketing</b>	Recognizing the market potential of niches that are less than one percent of the population, which is usually reflected in tables as an asterisk.
<b>Attention Distraction (AD)</b>	The ability to communicate—and be communicated to—constantly, cheaply and effortlessly is creating so much noise in the system that it can pose both physical dangers, and other growing hazards for enterprises and organizations of all kinds.

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<b>Attentive (Considerate) Computing</b>	Enabling computers to interpret human emotional states based upon a variety of human behaviors and actions.
<b>Auction economy</b>	One in which people increasingly buy based on bid and offer prices.
<b>Augmented Reality (AR)</b>	AR enables people to see and actually be in the past, contrary to the rules of the physical world as we have known them.
<b>Autonomic Computer</b>	A computer capable of self-direction and independent thought.
<b>BANG</b>	<b>Bits, Atoms, Neurons, Genes.</b> BANG represents the convergence of information technology, nanotechnology, cognitive neuroscience and biotechnology.
<b>BANGFUEL</b>	<b>Bits, Atoms, Neurons, Genes, Frequencies and Ultra/infra spectral Energy &amp; Light.</b> BANGFUEL is helping to unravel some of the mysteries about the universe, rapidly propelling us to the frontiers of the unknown, and challenge all of our current bodies of understanding. What we did, what we made, what we believed and what we valued will all undergo fundamental transformation in the emerging Virtual Economy (see <b>Virtual Economy</b> ).
<b>Barrier to Exit</b>	Business schools spend a good deal of time teaching about barriers to entry. But barriers to entry are falling all the time. The real key for business is executing the successful barrier to exit - if it is a real relationship, it costs something to leave it. If it costs the customers nothing to leave, there was no relationship, despite what the marketer would like to believe.
<b>Bequest Ethic</b>	The belief that parents should build wealth to leave to future generations.
<b>Betweenity</b>	The increasing frequency and amount of time that people find themselves between life stages, either professionally, maritally or even regarding chronological ages.
<b>Biocybernetics</b>	The application of cybernetics (see <b>Cybernetics</b> ) to biological science. Integrating humans and robots, and making robots more like humans and humans more robotic.
<b>Biodynotics</b>	Biologically Inspired Multifunctional Dynamic Robotics (BIODYNOTICS). These robots, inspired by nature, are multifunctional, energy efficient, autonomous, and are able to perform critical simple and complex capabilities in a variety of environments.
<b>Bio-fortification</b>	The ability to create new and more nutritious crops.
<b>Biological Model</b>	In this model, the focus is not on perfectibility, but on functionality. In a biological world, things don't have to be perfect; they just have to be able to function adequately in their existing environment.
<b>Biometrics</b>	Study of methods for recognizing humans based upon one or more intrinsic physical or behavioral traits. Biological features used for identification include hand geometry, facial and retinal scans, voice and fingerprints.
<b>Biomimetics</b>	Observes how nature works and attempts to replicate it. For example, architects are copying nature to create buildings that emulate natural processes for cooling, creating energy, desalinating and self-cleaning
<b>Biopolitics</b>	The belief that human political inclinations and behaviors are largely genetically determined.

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<b>Bitublocks</b>	Made from 100 percent waste materials, they represent the latest in construction. Bitublocks are a low-energy replacement for traditional concrete blocks and are six times as strong. Developing nations may use this technology to provide low-income housing for their under-served populations.
<b>Bloatware</b>	Products released by the tech industry that have an overabundance of "code-enriched gizmos."
<b>Blue</b>	As opposed to "green," this means giving back more to the planet than one takes away from it.
<b>Bobos</b>	People who are a combination of bourgeois and bohemian.
<b>Body Dismorphic Disorder (BDD)</b>	Extreme pre-occupation with perceived physical defects.
<b>Boomerangs</b>	In the United States, Boomerangs are the children of Boomers who return home after college or early divorce and once again become dependents upon their parents.
<b>Botnet</b>	A collection of software robots, or bots, that run autonomously and automatically.
<b>Brain Fingerprinting</b>	The ability for scientists to see what is in people's memories, and pinpoint what brain activities are correlated with what behaviors.
<b>Brain Gap</b>	The generation gap has been replaced by the "brain gap" -- a term which refers to those who came into a world with 24/7 technology from those who did not. The "brain gap" separates young "digital natives" and older "digital immigrants." Technology is not only changing lives, it is changing brains.
<b>Brain-Machine Interface (BMI)</b>	A direct communication pathway between a human brain and an external device.
<b>Bridge on the River Kwai Effect</b>	The efficiency of the process becomes more important than the effectiveness of the organization, and the process itself becomes much more important than the people in the organization.
<b>Captology</b>	A form of behavior modification. It is now used in all forms of software to modify outcomes.
<b>Chimera</b>	A hybrid -- a combination of human/machine, animal/human or animal/machine.
<b>Chimuspanic</b>	A blending of three things: a country -- China, a religion -- Muslim, and a region -- Latin America. A new, powerful global force.
<b>Chronobiology</b>	The mapping of biological rhythms (e.g., puberty, childbearing, sleep) in and over time.
<b>Chronotherapy</b>	The timing of medication based on natural biorhythms and the disease.
<b>Chuppies</b>	Chinese yuppies
<b>City-State</b>	A revival of a historic condition in which urban centers (cities) have transformed into national market spaces and international players that have more in common with each other than with the nations in which they are located.
<b>Climatequake</b>	A growing consensus that climate change will have serious impacts on the economy, the environment and human health.

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<b>Cloning</b>	Replicating a living organism by copying and generating its genetic equivalent. In the higher order animal kingdom, this is done by removing the nucleus of any body cell other than an egg cell, and replacing this 24-chromosome nucleus with the nucleus of an egg cell of the same species, which contains 48 chromosomes. The full complement of chromosomes tricks the cell into believing that it has been fertilized, and it begins the process of division and growth. There are two major problems with this currently. The first is that the egg cell nucleus, if it is not embryonic but from a grown being, will contain the aging clock of that being, so the new life will age very quickly. (Just in case you were thinking of cloning yourself.) The second is that the mitochondrial fluid in the egg cell surrounding the nucleus is extremely complicated, and can affect the new life in unpredictable ways. Incidentally, society is already well populated by clones: identical twins.
<b>Cloud Computing</b>	Refers to the online development and utilization of computer technology. It is a network made up of hundreds of thousands of servers, each storing staggering amounts of data. Not only does our data reside there, but so does our software.
<b>Cloud-Friendly Devices</b>	These are devices such as smart phones, cars and PDAs that are able to connect wireless to the cloud (see <b>Cloud Computing</b> ).
<b>Collective Intelligence</b>	People's digital movements and interactions are being captured by an ever-growing web of sensors, including phones and GPS units. This is coupled with information already being gathered from sources such as the Internet and credit cards. This data collection is the basis for an emerging field called "collective intelligence."
<b>Colocation</b>	The reference points and context that help store long-term memory.
<b>Employment</b>	A term that evokes the emerging complementary role of consumers and employees. Today, it is imperative to employ the input of customers to enhance the organization's output in order to retain talented and capable employees.
<b>Conceptual Age</b>	We are moving from the Information Age to the Conceptual Age where advantages will be to right brain thinking, intuition and innovation rather than the linear, logical reasoning that underpinned Western development.
<b>Congestion Paradox</b>	Congestion is on the rise even though population growth rates in most industrialized countries is declining.
<b>Connected Presence</b>	Constant contact with peers and family members via the Internet, mobile phones and other devices.
<b>Consilience</b>	A lumping together of knowledge as a result of linking's, i.e. chemical physics, ecological genetics. Points to a "Unity of Knowledge," in which all knowledge is intrinsically linked, not only within science but between science and the humanities.
<b>Consumer Vigilantes</b>	The banding together of consumers on the Internet to single out and attack companies.

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<b>Continuous Partial Attention</b>	This is when people keep the top level task or item in focus and scan the periphery at the same time. Describes people who, for example, talk on the phone while doing stock trades or gaming, or surf the Internet while attending meetings.
<b>Cope-ability</b>	One of the most essential skills for living in our rapidly changing, information-saturated world. It entails a complex set of skills that encompasses successfully dealing with managing tasks, people, situations and problems -- all of which can, and do, change rapidly.
<b>Cosmeceuticals</b>	Cosmetics that have one or more pharmacological properties.
<b>Counter-Aging</b>	As a result of vast scientific and technological advancements, it is possible to reverse age-related conditions. Getting old has for the first time become a conscious choice.
<b>Critical Combos</b>	Powerful combinations and recombination's of subgroups. A breaking apart of the larger markets into combinations of overlappings of demographic variables that are coming together to provide critical mass.
<b>Crowd Farms</b>	Harvesting the energy of human movement in urban settings—such as at train stations or concerts. In these “crowd farms,” people’s walking or jumping could be converted into energy for other uses.
<b>Crowdgaming</b>	Refers to computer systems equipped with video cameras and motion-capture software that are able to track the movements of a crowd. For example, people can be used to control a cursor on a giant screen, essentially turning a crowd into a human joystick.
<b>Cryogenics</b>	The branches of physics and engineering that involve the study of very low temperatures, how to produce them, and how materials behave at those temperatures.
<b>Cryonics</b>	The emerging medical technology of preserving humans and animals with the intention of future revival, using cryogenic methods. Cryonics allows memory, personality and identity to remain stored in the structure and chemistry of the brain.
<b>Cryopreservation</b>	A process where cells or tissues are preserved by extreme freezing techniques.
<b>Culture jamming</b>	Resistance to what are viewed as “global branding bullies.”
<b>Cusp Cultures</b>	The world is changing quickly, and people are splintering into whole new subcultures. These subcultures are cusp cultures, because they are caused by, or are spawned from a reaction to, the fast pace of change. Examples include the growing prison population, couple-owned small businesses, religious break-off groups, children with autism, Islamic divorcees, etc.
<b>Customer castes</b>	The segmentation of customers based upon their current or assumed profitability.
<b>Cyber Space</b>	Our institutions are becoming virtual. Non-carbon life forms (see <b>Non-Carbon Life Forms</b> ) are becoming a part of our every day existence. More people are living lives in virtual environments. Virtual communities are becoming just as important as real-world communities. Avatars are becoming powerful economic consumers, and digital accessories, whether purchased with real or virtual currency, will become an enormous industry in the future.

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<b>Cyberbullies</b>	These are people who conduct their cruelty on the Internet, which permits a higher degree of brutality than ever before, especially for girls, because they tend to specialize in emotional harassment rather than physical, and this allows them to inflict pain without seeing the results.
<b>Cyberchondria</b>	Medical self-diagnosis through Internet search engines. Online medical sites frequently lead people to conclude the worst about their illnesses.
<b>Cybergeddon</b>	A scenario discussed by the FBI in which an advanced economy is sabotaged by hackers.
<b>CyberLover</b>	CyberLover is a program developed in Russia that mimics online flirtation, speeds the feedback loop by establishing as many as 10 relationships in 30 minutes, and gets all kinds of personal information. This program has presented a hacking and identity theft threat to Russian social networking sites. Depending upon the feedback it gets, CyberLover can range from a “romantic lover” to a “sexual predator.”
<b>Cybernetics</b>	The interdisciplinary study of the structure of regulatory systems.
<b>Cyber-Prostitution</b>	In virtual worlds such as Second Life (see <b>Second Life</b> ), players can purchase virtual body parts, perform erotic dances for customers and simulate virtual sex.
<b>Cyberterrorism</b>	Refers to waging war or carrying out terrorism-like objectives in virtual environments. Cyberterrorists can use the virtual realm of the Internet to interrupt military communications, disrupt traffic signals in major cities, or disable the Web, the energy grid or water treatment plants.
<b>Cybervigilantes</b>	Self appointed people who police and clean up the abuses and glitches in software applications and programs.
<b>Cyworld</b>	An enormously popular social networking site for young women in Korea. It combines photo-sharing and blogging – all while using digital avatars. Koreans spend much of their time rearranging their avatars’ moods, outfits and rooms.
<b>Darknets</b>	Created by activists to bring together people of like minds in order to create the "smart mobs" (see <b>Smart Mobs</b> ) that can both affect policy and reinforce commitment.
<b>Dashboard dining</b>	Eating on the run, usually take-out food that winds up being eaten from the dashboard of the car.
<b>Data Shadow</b>	Originally coined by Prof. Alan Westin, it describes the concept that bringing together different records could completely track an individual's life.
<b>Defrocking of the Traditional Priesthoods</b>	A trend begun with the introduction of the Guttenberg printing press, which allowed the Bible to be distributed widely, diminishing the power of priests. The accelerated dissemination of information has had the same impact on all professions that used to profit by controlling specialized information: accountants, lawyers, doctors, financiers, engineers, etc.
<b>Demographic Narcissism</b>	A substantial percentage of young people today are only children. The lessons that young kids learn just by having siblings – e.g., knowing how to share and compromise – are hard to impart when you’re the only one.

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<b>Denaissance</b>	Less pursuit of the new, and more protection of the old. Rather than being driven by optimism, it is fueled by many pervasive fears. This mindset diverts resources away from creative, progressive and joyful expansion and into problem-solving and self-interest.
<b>Design Space</b>	Design is going to be the competitive advantage in the future, and design space is the one area where value is really going to be extracted. Design is not just about the end product anymore -- it must be embedded into every aspect of the product or service from the beginning. Some examples of design features in the future include: simple & easy, malleable, green, affordable, interactive, urban, multipurpose, brain-directed, ergonomic, aesthetically pleasing, spiritually aligned, etc.
<b>Designer babies/children</b>	Offspring whose genetic material has been altered to suit parental desires, usually with respect to physical appearance, intellect or prowess.
<b>Designographics</b>	This is when aesthetics become more important than mere objects. Designographics may become an important marketing tool, replacing demographics in the future.
<b>Desk rage</b>	Violent outbursts in the office.
<b>Diamonding</b>	Used to describe people as they get older, because "golden" and "silver" imply they are all alike, whereas diamonds are multifaceted entities with no two alike.
<b>Diaspora Management</b>	When developing countries such as India and China draw on their expatriates for investment and economic development.
<b>Differentiation Space</b>	The idea that that environment is moving from being a corporate operational regulatory cost to a focus of central strategy for distinguishing one's company from the competition.
<b>Digital Constipation</b>	Congestion on computers, i.e., people are taking more digital pictures, and storing all of them on their computers, while printing only a fraction of them.
<b>Digital Grannies</b>	Elderly persons who embrace and frequently use new technologies.
<b>Digital Tribalism</b>	The Internet and, in particular, mobile devices are enabling strong ties (such as family) to be reinforced, often at the expense of the weak ties. Aside from ties to family and close friends, people are using the technology to find others with whom they share important affinities -- ranging from genomes to beliefs to lifestyle choices.
<b>Disintermediation</b>	The bypassing of traditional channels for the delivery of goods and services, offering many more options, choices, and sources of information.
<b>Distance Economy</b>	According to German sociologist Georg Simmel, modern capitalist society would be characterized not by shorter distances, but by longer ones. The space between everything from consumers to transactions is increasing, with a resulting growth of impersonality and abstractness.
<b>Diversity Index</b>	An index, started in San Francisco, that focuses on socio-economic factors. It was implemented to promote school integration.
<b>Dividual</b>	As opposed to the individual, the person who today can be many kinds of persons, fitting into many different demographic and life style categories.

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<b>Donor Fatigue</b>	People becoming tired of being asked to give to the enormous number of causes and to the victims of a growing number of tragedies.
<b>DotCommunism</b>	A term coined by John Perry Barlow to describe the difficulty of owning private property in cyberspace.
<b>Drunkorexia</b>	The culture of binge drinking and losing weight, which is becoming a “cultural imperative” for not only Americans but others around the world.
<b>Eclectica</b>	The extraordinary combination of beliefs and entities which are dominating the marketing and the social fabric.
<b>Ecopsychology</b>	A new psychotherapeutic treatment to reduce the worries about the future of the planet.
<b>Ecotecture</b>	Sustainable, eco-friendly design that is grounded on natural dynamics, healthy materials, biological principles and human ergonomics.
<b>Ectogenesis</b>	A fetus growth to term in an artificial womb.
<b>Educated Incapacity</b>	The baggage of accumulated knowledge that makes you incapable of change. The older you get, the more knowledge you acquire, and the more mental baggage gets loaded into your consciousness. That consciousness shapes thinking, beliefs and problem-solving techniques. In order to thrive -- and ultimately survive -- on this fast-paced journey through the 21st century, people need to selectively and accurately shed this educated incapacity.
<b>E-government for the Poor</b>	Involved setting up IT centers with phones, faxes, computers, etc., that will provide low-cost access to education, healthcare and community services.
<b>ELF</b>	The Earth Liberation Front, an environmental activist group.
<b>E-me for Eternity</b>	The detailed register of our lives as created by the Internet, especially as it moves to consolidate all forms of media – television, web, telecommunications, etc. E-me for Eternity reflects the permanence and ease of dissemination of digital data, which can be easily collected, stored indefinitely and reproduced and distributed with ease, almost without cost.
<b>Emotile Economy</b>	Emotile is a combination word, putting together emotion (the focus on heightened concern for personal well-being), and motility (the impermanent, fast-moving short-lived mobility of all relationships and ways of organizing). The Emotile Economy began in earnest about 1992 and rose to dominance around 2005.
<b>Entanglement</b>	Atoms interacting in such a way that the events affecting one affect the other, no matter how far away.
<b>Enterbrainment</b>	Using brain research to enhance the human brain by making it better and to improve human performance.

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<b>Enterprise Risk Management (ERM)</b>	Security and risk are becoming embedded into every process and decision and are emerging as core values, as opposed to just necessary functions of an entity. In the future, risk management will become inextricably tied to not only the value proposition, but also strategic planning, stakeholder satisfaction and employee morale. The new world offers up risks that do not respect boundaries, known probabilities, known ramifications or even known sources of origin. The key operating words will be strategic, enterprise-wide, resiliency and preparedness.
<b>Entropy (Second Law of Thermodynamics)</b>	As systems become more complex, the energy in them dissipates over time, eventually leading to a disordered state that requires more energy to control than the energy originally invested. To avoid entropy, organizations have to work at being more innovative, nimble and unafraid of experimenting with the new that can arise from their own revisioning.
<b>Epihuman Artificial Intelligence</b>	This refers to AI that is just above the range of individual human capabilities but still forms a continuous connection with them. Scientists predict that Epihuman AI will likely be appearing in the 2020s.
<b>Expertocracy</b>	More people feel less able to participate in management of their lives, organizations and societies, and so they turn to a new elite of experts.
<b>Extreme Leisure</b>	Encompasses extreme sports, but includes all those things we do in our spare time that are edgy or risky.
<b>Extremes Inform the Middle</b>	The extremes of the curve inform and reshape the middle. This enables companies and organizations to predict with some degree of certainty the likelihood of a deviant group's becoming mainstream. To predict where the middle will wind up, it is essential to free your mind of one-sided traps and objectively consider both extremes.
<b>Fabbers</b>	Machines that can make robots, among other things.
<b>Family 360</b>	An assessment program that helps families solve problems. It analyzes a variety of family difficulties and offers specific actions for improving family life.
<b>Feedback Frontiers</b>	We are living in a time when feedback is undergoing profound change, and this will have implications for ourselves and our collective institutions. The ways in which systems and persons transmit information back and forth is changing. Non-carbon life forms (see <b>Non-Carbon Life Forms</b> ), new social conventions, new frontiers of scientific knowledge and multiplying interconnectivity are altering the future of interpersonal relations, as well as the way in which we receive and transmit feedback.
<b>Femtosecond</b>	A millionth of a billionth of a second
<b>Fishbowl Phenomenon</b>	The idea that businesses can have no expectation of privacy anymore.
<b>Flashmob Phenomenon</b>	Creating crowds at instantaneous events.
<b>Foodaceuticals</b>	Foods that are designed to contain pharmaceuticals.
<b>Freegans</b>	This refers to a growing subculture of people who scavenge the streets and raid garbage cans and dumpsters in search of "good food." Freegans typically reject capitalism and globalization, and believe that dumpster diving is a way to rebel against consumer culture.

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<b>FriendFeed</b>	This allows a person to funnel all online activities into a single broadcast and send it off to anyone in their networks who wants to be updated.
<b>Gaia Hypothesis</b>	The theory that the Earth acts like a superorganism, with all its biological and physical systems integrated and cooperating to keep it healthy.
<b>Gamer Generation</b>	The group of young people who were raised on video games.
<b>Gedogen</b>	The customary Dutch standard of tolerance. This is increasingly criticized for not really embracing differences.
<b>Generative Capital</b>	Four kinds: consumption capital (income), investment capital, credentialized capital, and social capital (see <b>Social Capital</b> ).
<b>Generic</b>	Assorted tools, trends and developments are increasingly eliminating the distinctions between otherwise and earlier differentiated entities and brands.
<b>Geoengineering</b>	The Academy of Science term for the physical management of things like agricultural and disease-causing pest populations, water sanitation, trees and energy – a kind of “industrial ecology” to offset the damage done by global warming.
<b>GodTube.com</b>	An increasingly popular website which offers sermons, Christian rap videos, a prayer wall and theological debates.
<b>Golden Golden Agers</b>	The generation of retirees who are healthier and wealthier than their predecessors.
<b>Grameen Bank</b>	Headed by Mohammed Yunus, this was the institution that initiated, funded and nourished the idea of microlending -- granting small loans (\$50 and up) to poor women in Bangladesh, who used the money to start or grow their businesses.
<b>Grassroots Groupthink</b>	The concept of groupthink is evolving, moving from that of a prevailing point of view imposed from above, to that of a perspective arising from individuals, on a grassroots level, until it is absorbed and adopted by the larger group.
<b>Grating Expectations</b>	A growing gap between what people expect and what they actually get.
<b>Green Shoots Effect</b>	Mimicking plants, the actions people take to get around obstacles, mostly those of a bureaucratic nature. The ability of organizations and governments to continue to function in the face of seemingly paralyzing impediments.
<b>Green Space</b>	This not about being green, but about designing green into everything from the beginning. It's about the entire life-cycle of a product; about making a difference in creating a green future. Organizations that integrate eco-design principles into products and services successfully leverage their value proposition and make it an intrinsic guiding principle in the future will thrive in the emerging economy.
<b>Hacktivism</b>	Computer hacking as a means to a political end.
<b>Haptics</b>	Refers to the sense of touch. Haptic technology is that which interfaces with the user through the sense of touch.

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<b>Heisenberg Uncertainty Principle</b>	You cannot precisely predict outcomes; all you can have is probabilities. You also cannot perform the same measurement twice and get the exact same results the second time. It is impossible to replicate with absolute fidelity the exact conditions under which the first measure was taken.
<b>Hikikomori</b>	A subset of the children in Japan who commonly live with their parents into their 20s, with many parents supporting their children indefinitely
<b>Homo Mobilis</b>	Human mobility, as marked by the increase in nomadic workers (see <b>Nomadic Workers</b> ).
<b>Hurry-Up Retailing</b>	The speeding up of the cycles of delivering goods and services to the consumer.
<b>Hyborgs</b>	Hybrid organizations that have inner and outer workings in common with few others, perhaps only themselves. Increasingly descriptive of companies today that can be in any or many industries, local or international, centralized or decentralized, and sourced from any combination of regions.
<b>Hygiene Hypothesis</b>	The theory that our immune system functions below par when a germ-free environment pervades. This is often cited as a cause of the asthma epidemic in more affluent areas around the world.
<b>Hypercities</b>	Global cities with more than 20 million people.
<b>Hypermilers</b>	An emerging community of drivers who devote themselves to squeezing every last mile out of a gallon of gas.
<b>Iatrogenesis</b>	An illness or health problem caused by medical treatment.
<b>IBOS</b>	Interbank online systems
<b>ICANN</b>	The Internet Corporation for Assigned Names and Numbers. It was incorporated in 1988 to primarily oversee domain names and certain protocols.
<b>Immobots</b>	Immobile robots with more brain than brawn. They are able to respond to situations in ways that haven't been programmed into them, and they can reconfigure themselves.
<b>Incapacitation</b>	Technology producers are developing products that are incompatible with those of their competitors. Technology is not making people more autonomous, rather more opportunities are created for the producers of technology to control the behavior of users.
<b>Incarceration Nation</b>	In the U.S., over 10% of all 20-29 year-old-men are either in prison, on probation or on parole. The figures are rising globally as well.
<b>Infobahn</b>	The information highway in cyberspace.
<b>Infodemics</b>	Unfounded rumors and misinformation spread rapidly by both mainstream and informal media.
<b>Infoedutainment</b>	Industries, products, services and experiences that combine information, education and entertainment.
<b>Infomediaries</b>	Online agents that help safeguard personal information.
<b>Infotainment</b>	A type of media which provides a combination of information and entertainment.

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<b>Inner Space</b>	In the Virtual Economy, brain research will be one of the cornerstones. Neurobiology will help unlock the mysteries of how the human brain really works, helping us understand everything from empathy to motivation to how decisions are made.
<b>InNetitude</b>	The trend toward greater inability to communicate in person, alongside the growing obsession to be constantly communicating via portable communications devices (cell phones, lap tops, etc.) Social ineptitude is on the rise, and reliance on the Internet has played a significant role in this.
<b>Innocentive</b>	Eli Lilly's website, which has tens of thousands of registered "solvers" from almost 200 countries. Corporations can post their biology and chemistry needs, hoping that one of the registered solvers will be able to provide a solution.
<b>Intelliwealth</b>	The value extracted from ideas and knowledge. The idea that tangible assets are generating less wealth than the leveraging of ideas and knowledge, especially as we move into the Virtual Economy (see <b>Virtual Economy</b> ).
<b>Intentional families</b>	Those we choose to be our "relatives" vs. those we are born having.
<b>International Criminal Court</b>	A permanent tribunal having jurisdiction over war crimes and crimes against humanity.
<b>Interprofessional</b>	Drawing knowledge from across professional boundaries. (Akin to interdisciplinary in the academic world.)
<b>Intra-body Communications</b>	Allowing several devices inside the body to relay information to each other or to a receiver without conscious human interface, so machines can talk to other machines and instruct people without their interference.
<b>Intrapreneurship</b>	The process of creating an entrepreneurial environment inside of the organization.
<b>Invisible Exports</b>	Service exports, non-commercial transfers and income from overseas assets.
<b>JewBu</b>	The melding of Judaism and Buddhism.
<b>Karoshi</b>	A Japanese term which refers to the death of employees who worked extremely long hours. Several organizations are experiencing <i>karoshi</i> -- which is becoming more commonplace in Japan.
<b>Kisspeptin</b>	A protein that regulates the timing of puberty. Scientists have found that it can be manipulated.
<b>Knowhow Gap</b>	A growing gap between what young people learn in school and what they need in order to function effectively in the workplace, in a world in which societies and organizations are increasingly complex.
<b>Knowledge Veneer</b>	The idea that there is so much more to be known that most people can't know much of it very deeply.
<b>Learned Intermediary</b>	A knowledgeable person or program that helps the consumer use or choose a particular product or service.
<b>Legislack</b>	The growing inability of government to keep up with change and establish the proper balance between the public good and commercial imperatives.

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<b>Lego-Bio</b>	The organization that excels at reconfiguration and adaptation by adhering more to a biological model (see <b>Biological Model</b> ) than a mechanistic one (see <b>Mechanistic Model</b> ), and rearranging itself and its parts based on circumstances.
<b>Life Cube</b>	An instant, blow-up shelter housing unit which features a bed, a couch, freeze-dried food, a 50-gallon water bladder, a first-aid kit, a radio and a cookstove -- all for under \$4,000.
<b>Lifecasting</b>	A continual broadcast of events in a person's life through digital media.
<b>Linden Dollars</b>	This is the official virtual currency of Second Life (see <b>Second Life</b> ). Players can convert their real world currency into Linden Dollars and use it to buy and sell real estate, products and services, etc.
<b>Linguistic "Whateverism"</b>	Accepted grammar, syntax, spelling and punctuation are giving way to a more relaxed linguistic style. Entire subcultures are being defined via text-messaging or instant-messaging jargon, i.e. gr8, b4, LOL, etc.
<b>Localized Modularization</b>	This is a new manufacturing model which is used primarily in China. Instead of dictating to suppliers every detail of parts, the manufacturer specifies only key features, such as size and weight, letting the supplier's designers figure out the rest, thus enabling quicker changes and adaptations.
<b>Locavestors</b>	These are people who believe that by investing in smaller local businesses, they can profit while supporting their communities.
<b>Lowest Common Denominator</b>	A larger approach to dealing with apparent dilemmas that could present better prospects for turning them into solvable problems. A mathematical term, lowest common denominator is the strongest chance you have for a successful solution. Instead of compromising, in which both parties give something up, lowest common denominator is a win-win for both parties because each component of the equation is satisfied.
<b>Luddite Movement</b>	The Luddites were a social movement of British textile artisans in the early nineteenth century who protested against the changes produced by the Industrial Revolution; which they felt threatened their livelihood. Modern day Luddites typically reject technological advancements such as the Internet and mobile phones.
<b>Macho</b>	Traditionally associated with maleness, but given the fact that more women are driving trucks, working out, being breadwinners, mastering machines, having children and raising them on their own, and getting higher education, it is now more equated with strong, independent and powerful, regardless of gender.
<b>Magic Wardrobe</b>	Developed by Accenture, the Magic Wardrobe scans smart tags on clothing, and then decides how the owner needs to shop the web, what is needed in their closet, suggesting accessories and selecting merchants.
<b>Major histocompatibility complex (MHC)</b>	Genes that are primarily involved in immune response, and, according to researchers, different MHC odors from one's own seem to indicate the best mates.

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<b>Mammone</b>	A group of grown men in Italy who still live at home, and in many instances, have never left. They are much like the younger generations in Japan.
<b>Manchines</b>	Human energy, however defined, is now increasingly combining with far more intelligent machine energy, and the boundaries between what will be done by humans for machines and what will be done by machines for humans are blurring.
<b>Mankind to Mindkind</b>	The movement of intelligence out of the human realm exclusively, and the shifting focus on the mind rather than the body. Instead of hiring whole <i>people</i> for the more creative work, organizational resources will shift to hiring <i>minds</i> .
<b>Marketism</b>	The attempt to brand every available space with a product name.
<b>Mash Maker</b>	Mash Maker aims to let people use their ordinary web browsers to combine information from different sites into “mashups.” This lets people create their own custom-made sites, making the web a single source of interconnected knowledge.
<b>McDonaldization</b>	The process by which the principles of the fast food restaurant -- efficiency, predictability, calculization and control through non-human technology -- are coming to dominate just about everything.
<b>McFaith</b>	Beliefs and religious systems and practices that are pieced together to fit a particular point of view or behavioral preference, meet the needs of convenience, can include entertainment, are decentralized, and can be changed at will.
<b>Mechanical (electromechanical) Model</b>	The key in such a paradigm is perfectibility. It is about making things — e.g., machines — ever bigger, better, faster, more efficient.
<b>Mediapeds</b>	Humans who are constantly attached to telecommunications and computing – basically evolving into media on two feet.
<b>Memes</b>	The “idea” equivalent of viruses; when thoughts or discoveries appear to travel simultaneously throughout one or more populations and attach themselves to people, as opposed to people attaching themselves to ideas.
<b>MEMs</b>	Microelectromechanical devices. These will become smaller, cheaper and longer lasting.
<b>Micro Innovation</b>	Innovation does not have to be huge or costly. Smaller innovations that are decentralized, inexpensive, accessible and potentially revenue producing will help drive value in the future.
<b>Microspace</b>	Science is giving more nods to the non-linear, non-rational and non-tangible. Products, services and metrics that served a modern Western world will increasingly yield to concepts like ecofriendly, biofriendly, virtual, qualitative and interconnected. (See <b>BANG, BANGFUEL</b> ).
<b>Millenarianism</b>	The belief in the Rapture -- The Second Coming of Christ -- and a belief in the end of the world.
<b>Millennial Generation</b>	Many of the exact generational boundaries describing the 30-and-under population have been poorly defined, and terms are oftentimes used interchangeably. It consists of those people born between 1980 and 1998, or those who came of age during the millennium.
<b>Mis leading Indicators</b>	The ability to predict consumer sentiment and behavior is no longer a given using any of the standard instruments.

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<b>Mobots</b>	Mobile robots.
<b>Molecular Economy</b>	New materials, machines and even creatures -- from nanotechnology and synthetic biology -- will lead to unknown outcomes, and an entirely new economy.
<b>Mompreneurs</b>	Women who start their own businesses or earn money online while raising their young children.
<b>Monopsony</b>	Consumers banding together to exert market power.
<b>Mortality Horizon</b>	The length of time in one's life which extends from the adult age during which 10% of one's still-living cohort begins to die off to the point when the last 10% of the cohort will die off.
<b>Multimoney</b>	All the various forms of financial equivalents: points, coupons, new financial instruments, and even good health and expanded social networks.
<b>Multiplayer Online Games (MMO)</b>	A video game which is capable of supporting hundreds or thousands of players simultaneously.
<b>Mythics</b>	The belief that, if authorities cannot fill the void, perhaps larger-than-life myths can set the stage for the battle between good and evil, right and wrong.
<b>Nanny Colonialism</b>	Colonialism justified by cultural, military and economic superiority is being replaced by colonialism justified by moral superiority to nations that oppress their people, degrade the environment, or allow systems to collapse.
<b>Nanny State</b>	The focus of government on private lives and lifestyle choices.
<b>Nannycam</b>	The consumer technology originally designed to observe and record the babysitter.
<b>Nano</b>	A billionth of something, i.e., a nanometer is a billionth of a meter; a nanosecond is a billionth of a second.
<b>Nanobots</b>	The technology of creating machines or robots at or close to the microscopic scale of a nanometer (see <b>Nanometer</b> ).
<b>Nanonarcissism</b>	It is not only about receiving personalized attention; it is also about seeing oneself reflected all around you, almost like the infinity mirrors of a funhouse. The intense focus on self has now evolved into an expectation of personalized attention to every detail of one's life.
<b>Nanosopes</b>	As opposed to telescopes, which allow us to see far, and microscopes, which allow us to up close, these are tools which allow us to penetrate the worlds of genetic, brain and molecular processes.
<b>Nanotechnology</b>	Operating with systems of time and size that are at the nanoscale.
<b>Neolescence</b>	Children are getting "older" quicker, but young adults are remaining "children" longer.
<b>Netizens</b>	Those who consider themselves to be citizens of the Internet.
<b>Network Armies</b>	Groups enabled by the Internet who can leverage the power and reach of terrorists.
<b>Neural Interfacing</b>	A direct communication pathway between a human brain and an external device.
<b>Neurobics</b>	Mental workouts to improved memory and creativity.
<b>Neurochinery</b>	The convergence of brain research, software and hardware developments, and engineering.

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<b>Neuroeconomics</b>	As we learn more about the brain, we are being required to re-assess what we believe we know about why people do what they do – particularly when it comes to economic and marketplace behavior. The result is a new form of economics – neuroeconomics.
<b>Neurogenesis</b>	Making new neurons in the brain.
<b>Neuromarketing</b>	Using knowledge gained by brain analysis to see how people respond to products and pitches.
<b>Neuromodification</b>	The ability of a third party (human or machine) to turn an individual's brain cells on and off at will.
<b>Neuroplasticity</b>	Allows the brain to alter its workings, so that it can be intentionally trained, tricked, tantalized and brought to greater and alternate levels of consciousness.
<b>Neuroprosthetic Devices</b>	Implants that are designed to send and receive electrical signals to and from neurons in the central nervous system or in sensory organs. The most widely used neuroprosthetic device is the cochlear implant.
<b>Neurotheology</b>	An emerging discipline combining the physical brain and human consciousness.
<b>Neutraceuticals</b>	Foodstuff that combines nutrition and pharmaceuticals
<b>New Silk Road</b>	A new Silk Road is emerging today between the Orient and the Middle East. The economies of the energy-rich Persian Gulf and the energy-hungry South and East Asia are becoming increasingly intertwined.
<b>No-Go Green</b>	Vacationers are shifting their travel preferences because of a heightened awareness of the negative effects of travel on the environment.
<b>Nomadic workers</b>	More and more knowledge workers are beginning to adopt nomadic work styles. Such workers spend a majority of their working time, not in traditional corporate offices, in their home offices or in public places such as Internet-connected cafés, libraries, parks, etc. As opposed to simply telecommuting, being a nomadic worker combines autonomy with mobility.
<b>Non-Carbon Life Forms</b>	Networks, robots, structures, electronic devices and virtual entities. We are entering a future in which decisions in the home, in the marketplace, in the workplace will increasingly be made by these entities.
<b>Nutrigenomics</b>	Refers to prescribing diet supplements based on an individual's genome. A person's genetic health tendencies can be altered by proper prevention and genome-based treatments.
<b>OneWork</b>	The world is increasingly about working one-person jobs, one week or year at a time, one skill base at a time, from one career to another over time, for one client or customer at a time, in one-parent households. This all leads to a more punctuated, isolated, self-reliant workforce and marketplace.
<b>Othersourcing</b>	The increasing ability to have work done not only off-site and by other entities (such as unanticipated competitors) but by non-humans.

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<b>Outer Space</b>	Outer space exploration is an emerging priority globally. Not only is the travel and tourism industry looking at utilizing outer space (i.e. Virgin Galactic), but scientists are also looking to space as they generate creative solutions to the problem of climate change (see <b>Terrafarming</b> ). Many governments, armed forces and businesses will be looking to outer space to provide some of the new frontiers for their forays into the 21st century.
<b>Particle Finance</b>	Financial instruments sliced and diced into derivatives and hedging instruments.
<b>Passively multiplayer online games (PMOGs)</b>	PMOGs are being created to make surfing the Internet a more social and fun experience. As players visit sites, they can collect points and devise missions. Rather than having an avatar, users gain points based on their own online behavior. Software tracks the sites visited.
<b>PatientsLikeMe</b>	A social networking site which allows people to share information on a handful of diseases with people either in their community or online network. Sites like this are becoming important peer-to-peer advertising vehicles for drugs and medical devices.
<b>People-Search Engines</b>	These are search engines which are capable of uncovering everything from birthdates, criminal records, social networking profiles, addresses and telephone numbers, online photographs, marriage and divorce records, death records, home values, etc.
<b>Perceptible Social Good</b>	The covert and subliminal codes, signals and roadmaps by which people learn what is appropriate for maintaining the social good. These are perceptible when seen in the everyday surroundings, messages and behavior of the individuals and institutions.
<b>Perkolation</b>	The act of innovating existing -- and inventing new -- perks.
<b>Pervasive Hyperindividualism</b>	A strong focus on individual happiness.
<b>Petascale Supercomputer</b>	This computer has the capability to run 1,000 trillion calculations per second. It could ultimately shed light on such things as dark matter and other "secrets of the universe."
<b>Petimony</b>	As divorce rates rise in many parts of the world, pet custody squabbles are becoming a growing problem. In Australia, lawyers are beginning to tackle this problem by drafting "petimony" contracts, thereby igniting a new focus on animal law issues.
<b>Phishing</b>	A type of identity theft -- is just one way in which, in the virtual world of cyberspace, anybody could be anyone.
<b>Plastic Info Age</b>	The importance of both plastic materials and information in contemporary life, and the malleability of both. Innovative thinking is leading not only to the use of plastic materials in new and novel ways but also to new methods in marketing, manufacturing and branding.
<b>Polypill</b>	One pill to prevent all the big killer diseases.
<b>Pop-Up Stores</b>	Stores that show up in various locations across the globe, sometimes for as short a time as one week.
<b>Post-Democracy Autocracy</b>	The idea that institutions are excluding citizens of the Western world from having a voice. This leads to issues of participation, power-sharing and representation in decision making on the part of the people.
<b>Post-heroic warfare</b>	Limited war which would admit the desirability of partial results.

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<b>Post-Humanity</b>	Persons of unprecedented physical, intellectual, and psychological capacity, self-programming, self-constituting, potentially immortal, unlimited individuals.
<b>Post-nups</b>	These are being used to divide assets, guarantee assets and manage preexisting equity between spouses after the marriage.
<b>Praise-junkies</b>	Children are used to having their self-esteem boosted so much they are turning into “praise-junkies.”
<b>Precautionary Principle</b>	The effort to determine ahead of time not only how much damage an action might do to the environment, but how little is acceptable to the affected parties.
<b>Preemptive Surveillance</b>	Preventive action spurred by behavior patterns.
<b>Prime Metrics</b>	The measurements gotten by bypassing the secondary and inadequate means of figuring out everything from behavior to economic systems to health. Going to the primary sources will include such things as brain mapping, new molecular understanding, exploring alternate frequencies and even spiritual discovery.
<b>Programmable Matter</b>	Matter that can change its optical, physical, magnetic or electrical behavior.
<b>Prosody</b>	Speech iterations, pauses and emphases. This may soon be successfully incorporated into, and understood by, computer software interacting with human users.
<b>Prosumer</b>	The consumer being an active part of the production of the product.
<b>Protean Self</b>	Robert J. Lifton’s term for the ability to morph oneself emotionally and psychologically in order to reflect the changes constantly taking place around us.
<b>Psychosphere</b>	The widespread expansion of a host of activities -- pharmacology, counseling, brain research, happiness studies, market research and even interior decorating -- that make up an expanding bubble that is a subset of the biosphere, in which all the feedback loops intersect with mental models and emotional contexts.
<b>Punctuated Equilibrium</b>	In evolutionary theory, something caused by a sudden event, like a natural catastrophe (crisis) or a mutation (new development), opening up a new path toward development. If it is adaptive, it may survive. If not, it will die off. In the world as we know it, this could also relate to social movements, interruptive events, innovative technologies or competitive challenges in the marketplace.
<b>Pygmalion Effect</b>	If certain responses are expected from research subjects, it is more likely that these responses will result.
<b>QQ</b>	China’s online community created by Tencent. Users buy their characters virtual clothing, hairstyles, furniture and even virtual pets that must be fed with virtual pet food.
<b>Rampant Revisionism</b>	A growing trend of revising history by placing people and events of the past into modern contexts in terms of the values and beliefs.
<b>Reality Mining</b>	The collection of technology-based data as it relates to human social behavior.
<b>Reductionism</b>	A theory that reduces complex phenomena to simple terms and a belief that complex processes can be explained completely by the laws of physics and chemistry.

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<b>Reprogenetics</b>	Combines reproductive and genetic technologies to develop an enhanced human.
<b>Reprogramming</b>	Refers to a set of techniques used to make genetically male cells develop into eggs, and female cells into sperm.
<b>Retroreligion</b>	More and more people, especially the young, are looking at – and going back to – earlier or more basic forms of religion everywhere in the world.
<b>Right-of-Way</b>	Analogous to the strip of land alongside railroad tracks that the railroads practically gave away to companies erecting telegraph and telephone poles, the undervalued opportunities that exist as a result of all the contacts, distribution, real estate, products, services, processes, assets and people that organizations (or individuals, for that matter) have developed at great cost over many years. Having and controlling access to numerous distribution channels including customers, suppliers, creditors, investors, employees, and so on.
<b>Risk homeostasis</b>	Changes that appear to make a system or organization safer in fact don't, because we compensate for lowered risks in one area by taking greater risks in another.
<b>Robo Sapiens</b>	Fully intelligent, functioning artificial beings.
<b>Rootless Corporations</b>	Corporations which do not contribute to quality of life improvements in communities.
<b>Second Life</b>	A 3D virtual world developed by Linden Lab where users can create avatars and use them to socialize and connect using voice and text chat.
<b>Secular Fundamentalism</b>	A hard-nosed, militant mindset that matches the fundamentalism in religion.
<b>Semiotics</b>	The study of signs, symbols and metaphors. In the coming visual age, semiotics becomes ever more important in marketing, human relations, product design and media.
<b>Sexbots</b>	Robotic prostitutes. Robots that provide sexual companionship are likely to be commonplace in the 21st century, as more advanced computers become better able to process information as quickly as the human brain.
<b>Simultaneous Time</b>	The migration of time away from linear and sequential to contiguous. This is reflected in quantum physics, which theorizes that time travels in waves and can overlap itself, as well as in trends such as multitasking, pursuing more than one career at a time, and living multiple lives in virtual worlds.
<b>Singularity</b>	A future of computer intelligence feeding on itself, becoming smarter at a faster and faster rate. A time when ultra intelligent robots challenge human supremacy but are programmed to be so like humans that they inherit our evolutionary trajectory.
<b>SLLA (Second Life Liberation Army)</b>	A military wing of a national liberation movement within Second Life (see <b>Second Life</b> ). The SLLA conducts an in-world political and military campaign to ensure avatar rights are established.
<b>Smart</b>	The ability to learn a difficult body of knowledge and then call it up when the circumstances require. This is increasingly embodied in software.
<b>Smart Labels</b>	These enable manufacturers and distributors to track each individual product throughout its life cycle and will enable re-ordering to become automatic.

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<b>Smart Mobs</b>	A group that behaves more intelligently or efficiently because of its exponentially increasing network links. Smart mobs use evolving communication technologies to empower them.
<b>Smart Seats</b>	Airline seats that are imbedded with sensors to detect and evaluated potentially threatening movements, along with potential health risks.
<b>Smart Skin</b>	Converting the messages sent from nerves to the brain into digital signals that can be encoded on chips and placed into the skin, enabling virtual feelings from physical pain to emotional pleasure.
<b>Smartphones</b>	A mobile phone offering advanced capabilities, often with functionality similar to that of a computer.
<b>Snapshot Sneaking</b>	A Japanese term for the idea that mobile phone cameras encourage voyeurism and invasion of privacy.
<b>Sobots</b>	Software robots represented as virtual reality avatars.
<b>Social Business</b>	A business which aims to be financially self-sufficient in its pursuit of a social, ethical or environmental goal. Muhammad Yunus, founder of the Grameen Bank (see <b>Grameen Bank</b> ) and the guiding spirit of social entrepreneurship, believes that what he calls “social business” has the potential, not only to fight poverty effectively, but to “redeem” capitalism. He sees social businesses as ones whose profits are all re-invested rather than distributed to owners, although the owners are ultimately paid.
<b>Social Capital</b>	Two kinds: one involves an individual's personal attributes, and his or her social competency. The other involved the various kinds of societal, organizational and family support mechanisms.
<b>Social Entrepreneurialism</b>	Building a business that does social good, but makes a profit and has a high degree of accountability. An innovative concept that brings a business start-up mindset to social welfare programs. It encourages and nurtures business programs that bring needed goods and services to the poor and disenfranchised — using market mechanisms to solve social problems. It is also increasingly a factor in supporting scientific and technological initiatives and environmental activities
<b>Social Iatrogenesis</b>	Ivan Illich's term for problems made worse by professional intervention, as when cures are more destructive than the original illness.
<b>Social Networking XY.0</b>	The next iteration of social networking sites (a.k.a., social networking XY.0) may allow people to connect based on similarities in their genetic material.
<b>Sociosomatic medicine</b>	The maintenance of health and wellbeing using a combination of physical and social conditions that affect both mind and body.
<b>Socio-Techno Diseases</b>	Illnesses caused by new technologies (e.g., carpal tunnel syndrome), and the coupling of advanced technology with prosperity (e.g., asthma, ADHD).
<b>Sousveillance</b>	A reversal of observation, wherein others watch out for those who are doing the surveillance and post activities and pictures on websites.
<b>Spanglish</b>	The melding of Spanish and English.
<b>Spear phishing</b>	Collecting information on-line about people and using it to extort money.

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<b>Spiral Development</b>	Allowing emerging technologies to be fielded once it is known that they work, but before final capabilities are perfected.
<b>Spiral Model</b>	Cycles do exist, but things never reverse themselves along the same path, and they never arrive back at the same place. They spiral up or down, rather than going back to where they originally started, because the original point of departure is no longer there.
<b>Spoken Web</b>	The spoken Web is helping to bring the power of the Internet to countries that face a high rate of illiteracy. Illiteracy has long been seen as an impediment to India's global success, and this is further exacerbated by the Internet, which is a literacy-dependent interface. The spoken Web is accessible via a mobile phone, and simply requires the user to be able to speak and listen.
<b>Stationarity</b>	The idea that natural systems fluctuate within an unchanging envelope of variability. This concept, however, is now being challenged by the feedback of human disturbance, natural climate change and internal variability.
<b>Stewardship</b>	Longer-term focus on responsibility for the community, the environment and stakeholder groups. This concept will continue to evolve and emerge as an important counterforce to unopposed capitalism.
<b>Storage Space</b>	People have way too much stuff, and what to do with all the waste is a growing problem. The idea of branding intangibles, as well as marketing experiential products and services – rather than material – will grow in popularity. Having too much “stuff” is going to become a strategic issue in the future. For companies, trying to figure out how to brand something other than “stuff” will become more important.
<b>Sub-scrimination</b>	As predictive genetic testing, DNA sequencing and brain mapping rapidly advance, the concept of discrimination could likely manifest itself in an entirely new way – one based on internal biology.
<b>Supranational Organizations</b>	Organizations based on formal (and sometimes informal) cooperation among government agencies, NGOs and grass roots movements.
<b>Syndication Streams</b>	Customized streams of information instantly broadcast over the Internet.
<b>Synthetic Biology</b>	The creation of a radically new kind of machine -- artificial life.
<b>Techno Brush-off</b>	Ending romantic relationships by using technology as an intermediary, i.e. via voice mail, e-mail, instant messaging or texting.
<b>Telepresence</b>	This refers to the seamless blending of full-size images of people and identical copies of rooms to create a realistic and life-like image by way of live audio and video feeds
<b>Terrafarming</b>	This is a process that would create an Earth-like atmosphere, thereby enabling agricultural production, on other planets. For many people around the world, this could be a vital source of food and sustenance.
<b>The Law of Large Numbers</b>	The larger the number, or the more time that goes by, the higher the probability of <i>any</i> occurrence, statistical or random.

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<b>The Universal States of America</b>	High rates of immigration, intermarriage and religious diversity are changing the U.S. from a multicultural mix to a global blend.
<b>Therapeutic Culture</b>	When normal life setbacks are turned into professional dependencies.
<b>Thearchy</b>	The fundamental struggle over governance in the Western world between rule by man or law, or rule by God.
<b>Third voice</b>	Online, pop-up video.
<b>Time Pacing</b>	Intense competition and technology create constant punctuated equilibrium (see <b>Punctuated Equilibrium</b> ) -- what is called <i>time pacing</i> . No longer waiting for things to happen, but actually creating a rhythm that managers can use to speed up the intensity of their efforts. Managing by creating punctuated equilibrium gives the organization considerable competitive momentum.
<b>Time/Space</b>	Time/space encompasses endeavors that seek to compress, alter, amplify or eradicate real time in real or virtual space. We are learning more about how to manipulate time, and how to apply that to all manner of existence, enterprise or activity. The increasing focus on time as a value-added proposition.
<b>TMS</b>	Transcranial magnetic stimulation. A non-pharmaceutical method for turning on and off parts of the brain.
<b>Transgene</b>	A gene or genetic material that has been transferred by any of a number of genetic engineering techniques from one organism to another. It describes a segment of DNA containing a gene sequence that has been isolated from one organism and is introduced into a different organism.
<b>Transgenics</b>	A transgenic organism, sometimes called a chimera, contains a transgene introduced by technological methods rather than through selective breeding. Transgenic technology has the potential to create new life forms and cross species boundaries, as well as blend nonhuman animal and human DNA.
<b>Transhumanism</b>	A movement that supports the use of science and technology to enhance human mental and physical abilities. Transhumanism explores possibilities for a posthuman future (see <b>Post-Humanity</b> ) created by increased merging of people and technology via bioengineering, cybernetics, nanotechnologies, etc.
<b>Transhumanists</b>	Scientists who believe cryogenics can be used to transform human life and postpone death indefinitely. Transhumanists seek to enhance human capacities via technology, i.e. human/robot hybrids and "downloadable" human consciousness.
<b>Transmutation</b>	The ability to turn elements and materials into something entirely different.
<b>Trend/Countertrend</b>	This is based on the a Newtonian concept which states: for every action, there is an opposite and equal reaction. For every trend, a countertrend exists as well. Countertrends do not happen despite trends; they happen <i>because</i> of them. In order to see change for what it really is, you must be able to see the paradoxes and contradictions as well. Rather than occurring in one straight line, trends constantly cause parallel and branching byways.

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<b>Type A organization</b>	Advanced/anticipatory organizations that begin with a vision, a new idea about how to position and present themselves.
<b>Type B organization</b>	Brains/brawn organizations that have resources and staying power and can bring their assets to bear effectively under different circumstances.
<b>Type C organization</b>	Copycats that can do no better than follow the lead of others and hope to survive.
<b>Unavoidable Ignorance</b>	The doctrine that said if it was not possible for you to know something, you could not be held liable for not knowing it. The rapid spread and availability of information today is quickly rendering this doctrine obsolete.
<b>Urban agriculture</b>	The production of food and the caring for livestock within a city, made more important by the fact that more than half the world's population now lives in cities.
<b>Verbots</b>	More human-seeming virtual agents.
<b>Viral marketing</b>	Customers using the net to quickly spread the word about a product or service.
<b>Virtual China</b>	This is currently the largest virtual nation in the world. It is capable of hosting approximately 150 million avatars. Virtual China will provide a host of business opportunities, and will serve as a place where global consumers can purchase Chinese merchandise directly.
<b>Virtual Earth 3-D</b>	An online service, offered by Microsoft, which creates photorealistic images and allows users to navigate through American urban jungles, while showing real-time traffic data and billboard ads.
<b>Virtual Economy</b>	This is the next economy we are currently transitioning into. The virtual economy is marked by its removal from the tangible. All of the growth industries in this emerging economy are related to "alternate dimensionality," or boundarylessness. There are eight emerging growth areas – these will be where value is derived in the future, the areas where jobs will be created and where disposable income will go (see: <b>Inner Space, Outer Space, Micro Space, Cyberspace, Time/Space, Design Space, Green Space, Storage Space.</b> )
<b>Virtual Faith</b>	The Internet has created many things, one of which is the creation of a distorted reality. Myths, opinions, judgments and falsehoods get circulated and digested without a second thought. Many people put their wholehearted belief into the information they find on the Internet.
<b>Virtual Mercantilism</b>	Commerce done in virtual worlds or online.
<b>Virtual Protocol</b>	The rules of the road in cyberspace; the social expectations for "creatures in the ether".
<b>Virtual Reality</b>	The tricking of the mind into truly believing it is somewhere else, doing something else.
<b>Vocal Terrorism</b>	Computers may eventually mimic human speech so precisely that this could be an emerging threat.
<b>Wanghun</b>	Cyber-weddings between avatars in China.
<b>WAP</b>	Wireless Application Protocol.
<b>Wetware</b>	Humans (as opposed to hardware and software).
<b>White Knights</b>	Those who seek to restore power to the people.

## GLOSSARY FOR FUTURISTS AND TREND WATCHERS

<b>WiTricity</b>	WiTricity delivers wireless electricity: an electric current establishes magnetic fields that can induce currents elsewhere. By tuning the coils to resonate, the energy can be exchanged over greater distances.
<b>Ymigration</b>	The unprecedented movement of Generation Y to seek better opportunities, and pursue large chunks of their lives, overseas. Fewer ties to extended family, increasing use of English, 24/7 technology, and the mobility of retirees all contribute to Gen Y's willingness to emigrate.
<b>Zagatting the Marketplace</b>	The displacement of the expert by consumers to shape opinions of other readers. An indication that marketplace democratization is spreading. As power shifts downward and outward, businesses will increasingly have to recognize this on-going shift of power to the consumer.
<b>Zines</b>	Short for magazines, these are smaller periodicals with small followings.
<b>Zip code charity</b>	People becoming more interested in donating to those causes in their own neighborhoods than to very large or distant organizations.
<b>Zombie Government</b>	The idea that post 9/11, big government made a resurgence. It was driven by a perception that there had been a downside to downsizing government.