

# Playing the 2011 Trends Game

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“Survivorship bias” is a logical fallacy that occurs when only the successes are included in an analysis, while the failures are ignored. This is often referred to as “survivorship bias” or “the fallacy of survivorship bias.”

*Charles Darwin*



“It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change.”

*-Charles Darwin*

# New Market Realities

- Explosion of connected devices and the rise of the SmartPhone
- Expansion of social media, user-generated content
- Uncertain regulatory environment
- Shift of power from service provider to customer; primary service becomes commodity
- Market now adapts to the customer, rather than the other way around
- QoS vs. QoE - and why we must care
- So what's the model of the new service provider?



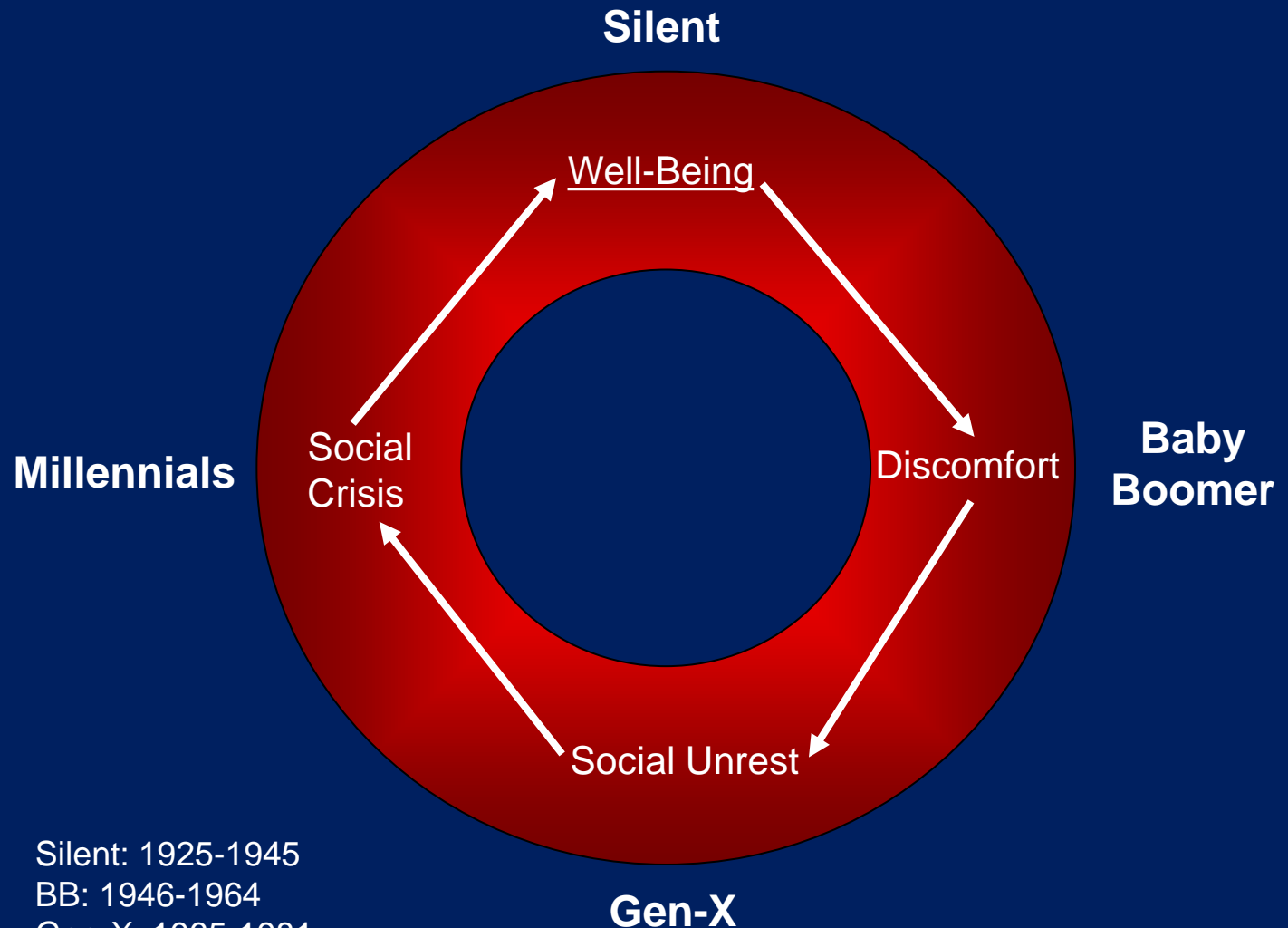
And WHY do we  
care about all this?

GÉNÉRATION



Beaudet  
2008

# Societal Generations



## Reasons:

- Economic changes
- Social shifts
- Value changes
- Power changes

Silent: 1925-1945

BB: 1946-1964

Gen-X: 1965-1981

Millennials: 1982-2004

# Millennial Characteristics

- Larger than Baby Boomers by about two million people (76M vs. 74M)
- Collectively optimistic, long-term planners, high achievers with
  - lower rates of violent crime, teen pregnancy, smoking and alcohol use than ever before
- Believes that they have the potential to be great - and probably do
- A generation of litigators
- Heavily influenced by technology
  - IM is most important tool; 2<sup>nd</sup>, e-mail, 3<sup>rd</sup>, phone
  - Technology is a given. Major spenders!
- Like group activities

# Three Generations

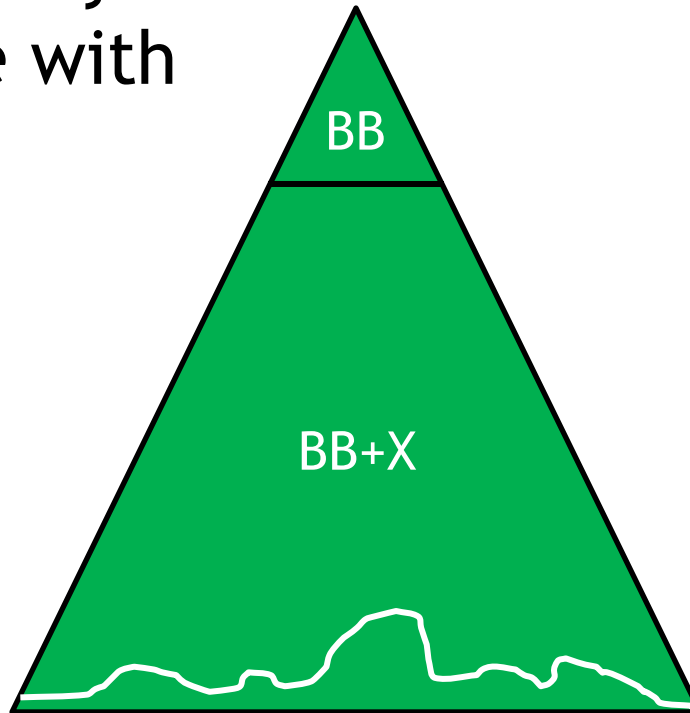
	Baby Boomers	Gen-X	Millennials
Outlook on life	Optimistic	Skeptical	Realistic
Attitude toward work	Driven	Balanced	Looking for Meaning
View of authority	Love/Hate	Unimpressed	Oblivious
Relationship approach	Self-Sacrifice	Reluctant to Commit	Committed to Success
Decision-Making	Team-Oriented	Self-Reliant	Good for All

# The Result?

- Millennials will expect access to social networks and virtual worlds at work
  - “I get Facebook or I walk”
- The ideal office allows work, play, education, entertainment online in one place
- Email is over
- Web-based intranets will decline in favor of social network applications
  
- So...What do we learn from this?

# Generational Realities

- Generations are mortal - and this is a good thing
- The values they are born with are the values they will die with



# *Thank You!*



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