Possible titles:

Learning to Love the Complexities of Big Data

As Computers Get More Personal, Big Data Gets More Complex

* The way we interact with computers is going to become more personal, more human
  + We’re already seeing that to some extent with wearables
* Digital technologies are more and more embedded in our lives, in the things we use, in the places we live, work and shop. And these technologies communicate with us and each other continually through networks growing like a living root system of the digital forest.
* A successful service or product in this evolving world is a combination of design, engineering, arts and sciences that must leverage a deep understanding of human behaviors—behavior, metacognitive, physical and cultural—with a commitment to expertise and an increasingly capable and complex set of hardware and software systems that will embody the service or product.
* With robots we’re seeing pretty far into the future in an almost science fiction sort of way, but the technology is here today.
* Dr. Cynthia Breazeal, inventor of the JIBO robot had a lot of interesting insights:
  + The Internet is going to change our relationship to computers once we move away from screens into a world where computers will be taking their place as something of a part of the family, a part of human groups.
  + As computers become part of a group and part of a personal human group, then understanding when it is appropriate to speak to or interact with or communicate with a member of the group is going to be more and more important.
  + From her point of view, this was the result of 15 to 20 years of research, not just the fact that certain products were successful in the marketplace recently—like an iPhone or something.
* People start using iPhone and Facebook, and the press says this is how behavior has changed, but that’s not necessarily the case. What they’re saying is not based on actual research over time. Two years later we learn that, ah, well, maybe our connections on Facebook aren’t all that good.
* What big data is going to be able to provide is the context that will allow marketers, advertisers, and anyone else to know when it is appropriate to communicate.
  + We are on the brink of a revolution where computers will be much more a part of our daily lives in a much, much deeper fashion.
* Katie London also talked about that.
  + More info TK
* In terms of our own businesses and the way we design things, we are beginning to scratch the surface of what it might mean to be able to respond appropriately in a context-rich environment where we have enough data about not only who you are but where you are, how you’re feeling, whether it’s cold or hot, whether your team just won, all of those sorts of things are becoming available to us.
* Analytics are getting good at it, but right now we don’t have the communication chops to be able to respond appropriately to the data that we have. David Schwarz of Hush talked about how we’re still at a utilitarian stage of design for the connected world and need to learn to become more expressive and I would add more empathic in the connected age.
* Many in advertising want to simplify the things that are happening in technology into an older model.
  + That’s why you keep hearing people talking about storytelling. Unfortunately that really doesn’t do enough. It’s too broad, too simplistic and doesn’t really respond to the kinds of things that technology is enabling today. And as Sheldon Monteiro from SapientNitro pointed out, only a part of what businesses are looking for in designing systems of engagement.
* Fernanda TK from Google Research said we need to embrace the complexity of big data and not just wish it away by over-simplifying.
  + If we embrace it then we get not just too much of something but we get a higher-resolution picture of what we have.
  + So she said it’s really important not to oversimplify but to learn to understand and embrace that complexity and then to learn to interpret those higher resolution pictures that big data can give us.
  + That feeds directly into that understanding of what context is and how context of richer, higher-resolution, understanding of who people are, where they are, who they are in a particular moment, can help teach us how to communicate appropriately and meaningfully and effectively in the world to come.
  + Big data and what it’s represents is as real as the weather. And the effects as difficult to predict. But it will allow us also to design products, services and communications that get closer to people and to become even more a part of peoples’ lives. It’s time to embrace the complexity and learn to live in the new real worlds digital systems have made visible.