

ONE

New scarcities

ONE
New scarcities
(in an age of excess)

What does information itself
consume?

The attention of its recipients

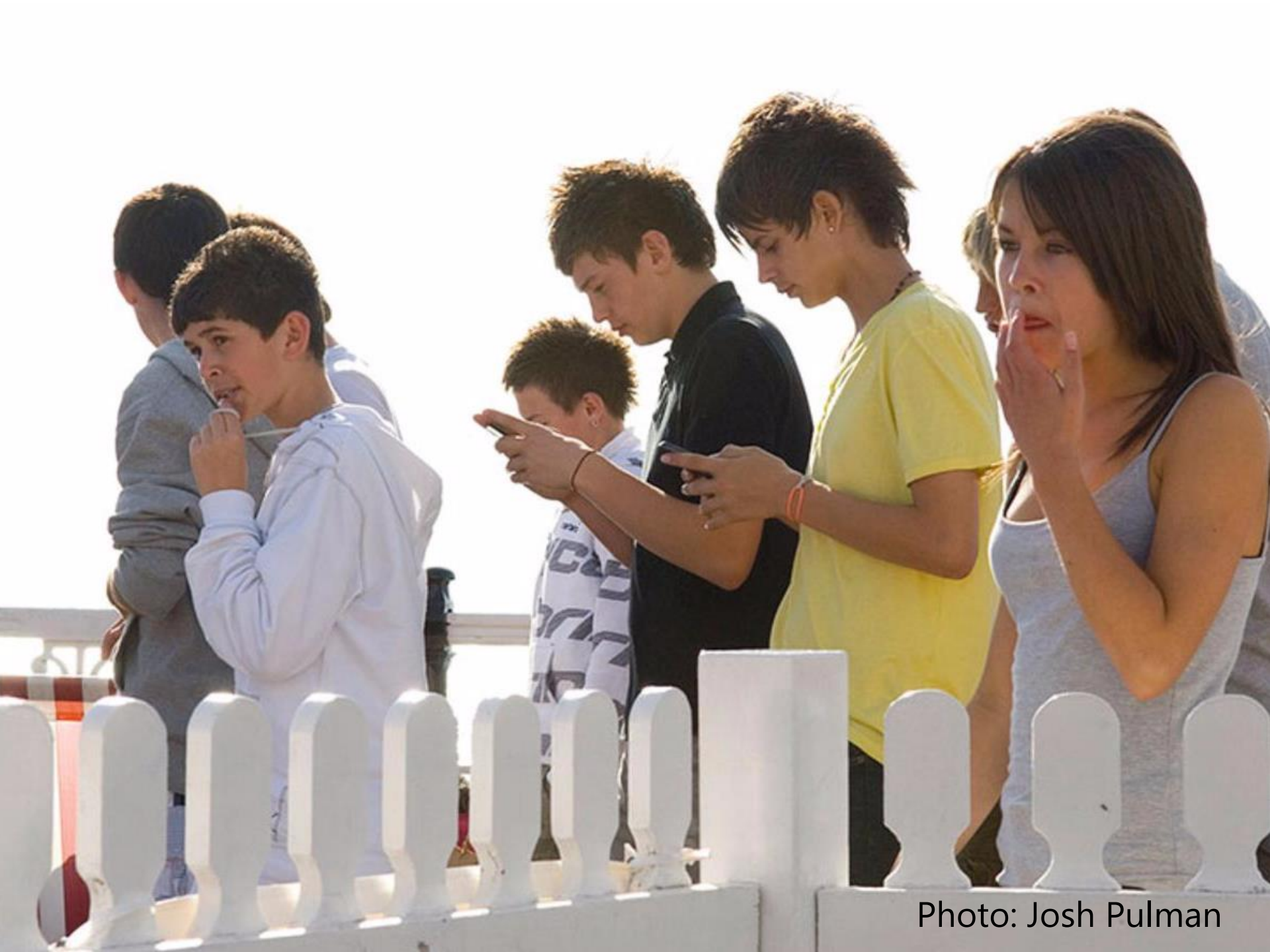
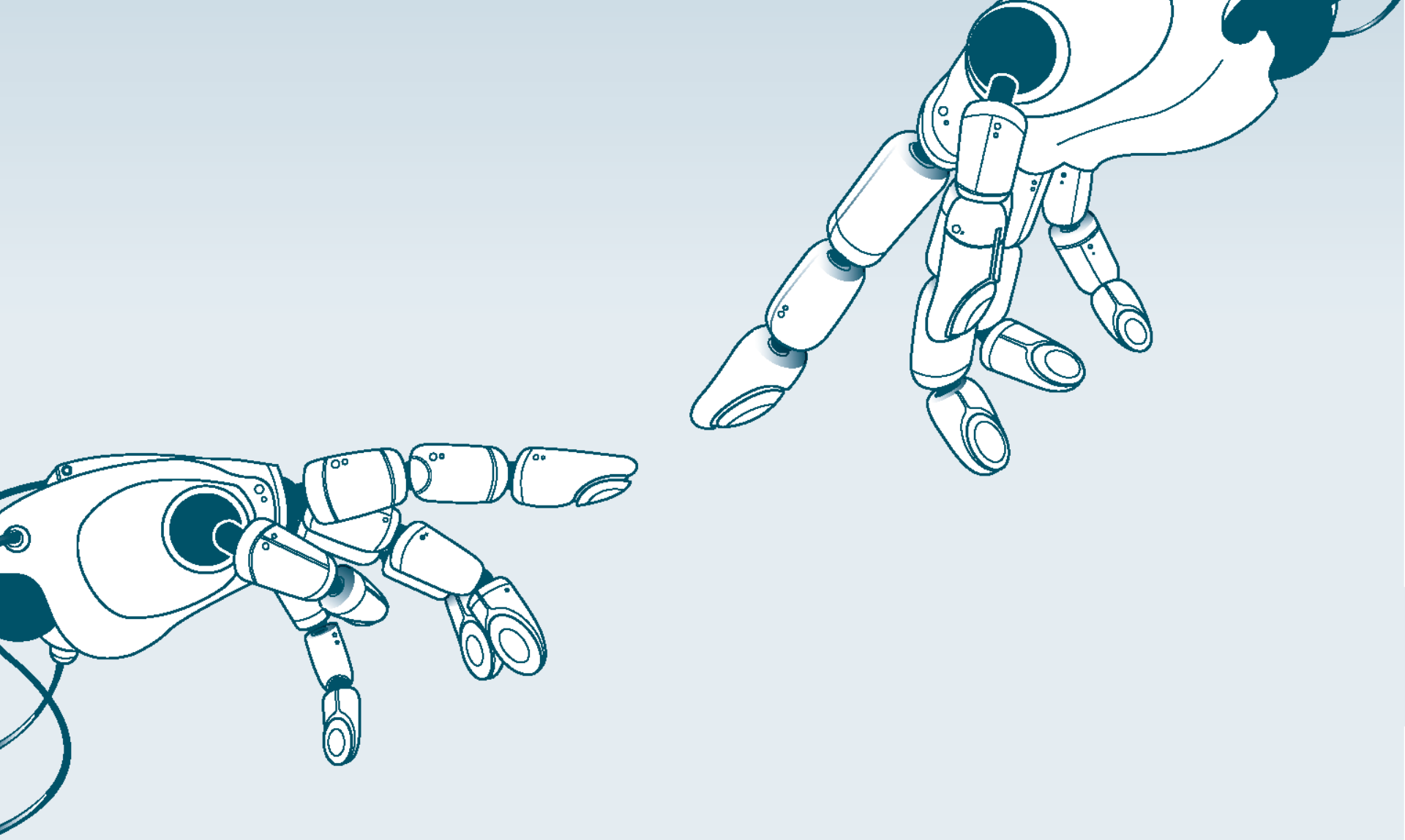


Photo: Josh Pulman



A new intimacy with technology

Taking back control



VIDEO
(MONO)

Taking back control



 **Sunshine Coast**
Queensland *Naturally refreshing*



TWO

The paradox of choice

TWO

The paradox of choice
(and how to help)

“Ninety-one per cent of searchers
do not go past page one”

"Ninety-one per cent of searchers do not go past page one"



How many people visit the second page of search results?



All

News

Images

Shopping

Videos

More ▾

Search tools

About 25,700,000 results (0.80 seconds)

[How many Google searchers go to page two of their search results ...](https://www.quora.com/How-many-Google-searchers-go-to-page-two-of-their-search-...)

<https://www.quora.com/How-many-Google-searchers-go-to-page-two-of-their-search-...> ▾

Academic research indicates that 91% of searchers do not go past **page 1** of the **search results** ...

How many of us click the **next page** on the Google **Search result page**? ... **Many people** click on AdWords and some **people** don't click anything ...

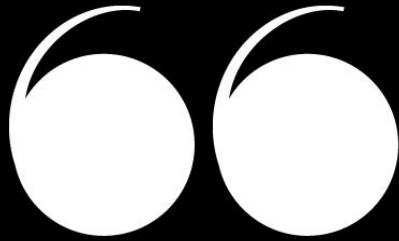
[2nd Page Rankings: You're the #1 Loser | Gravitate Online | Utah ...](http://gravitateonline.com/2011/04/12/2nd-place-1st-place-loser-seriously/)

gravitateonline.com/2011/04/12/2nd-place-1st-place-loser-seriously/ ▾

12 Apr 2011 - Posted at 21:29h in google **search** by gravitate 0 Comments ... **How many people** actually scroll to the bottom of the **page** and click the '**next**' link? ... between first and **second page results**- and the traffic that each position get. ... of the first 2-3 **results** and Google Instant to track down sites you want to **visit**?

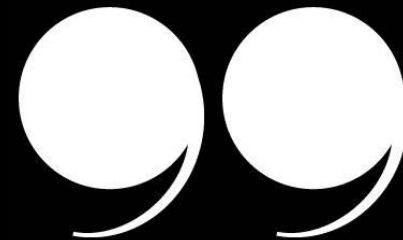
RoA

RoA
Return on Attention



Give value back to the visitor as quickly as possible... what is the minimum information required to deliver maximum value back to the visitor?

John Hagel



The alignment of trust, transparency and relevant knowledge



————— RATE YOUR RIDE —————



Stopped the car mid-trip to yell at a pigeon.



THREE

Making the most of technology

THREE

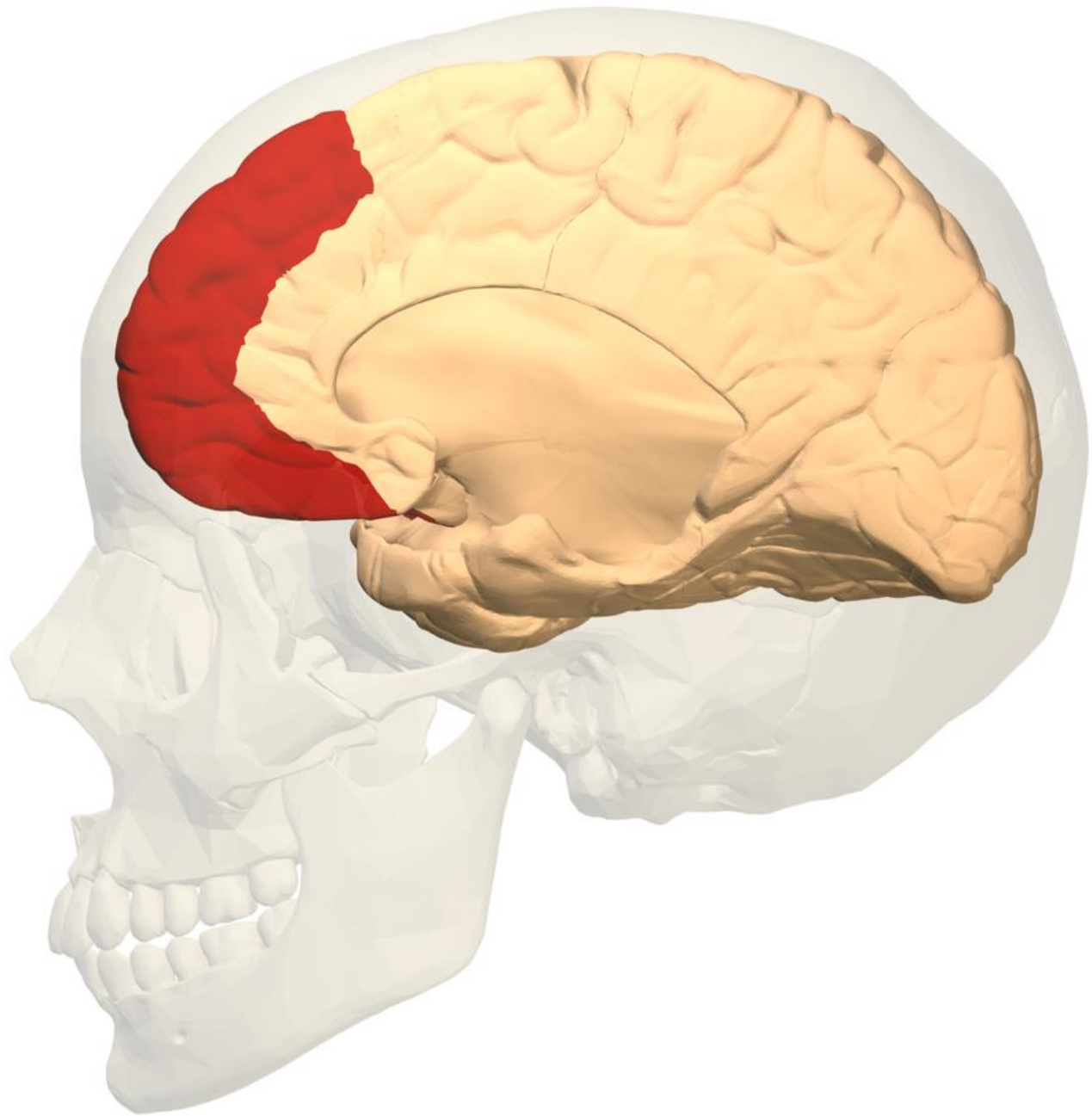
Making the most of technology
(and of ourselves)

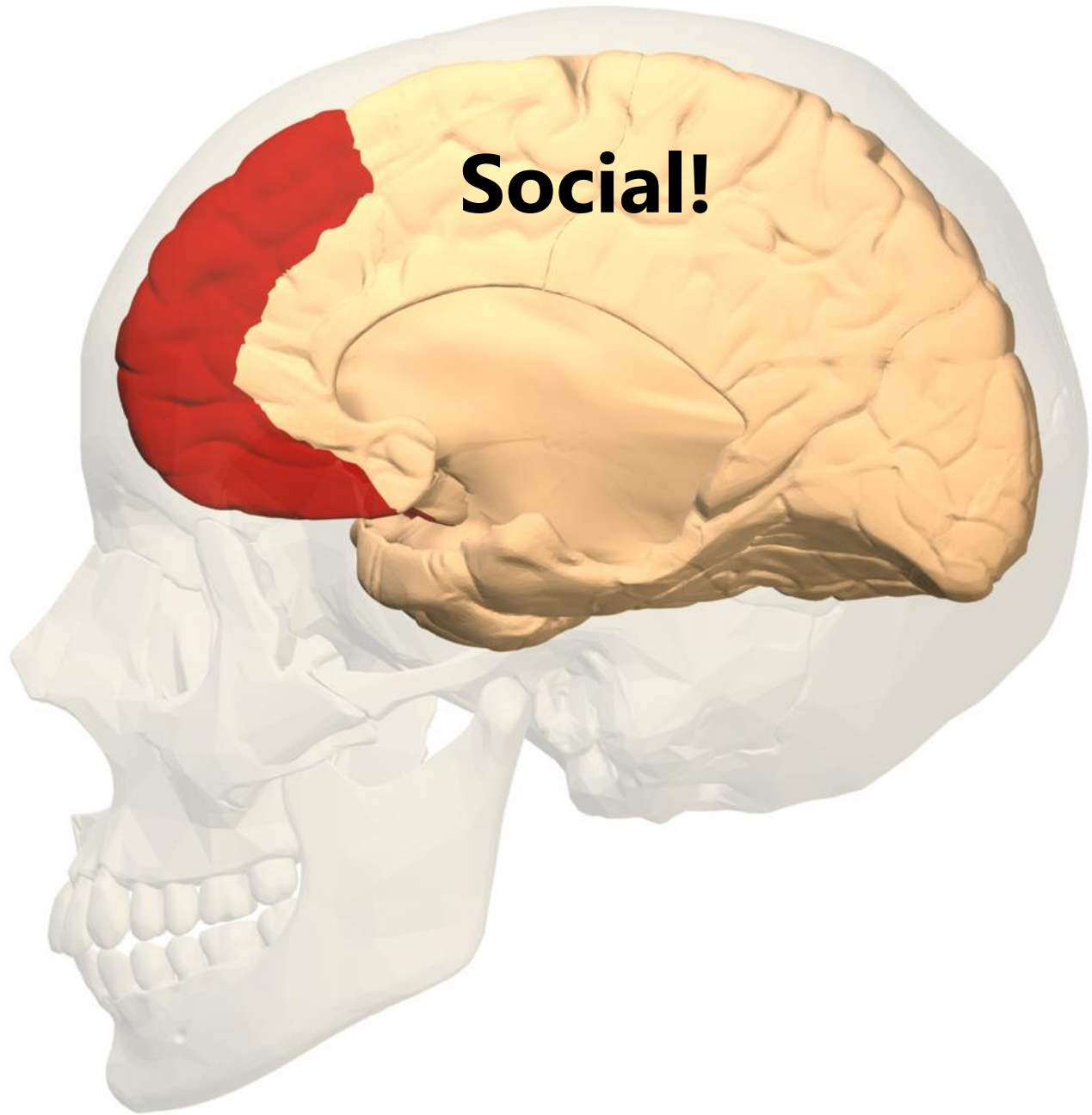
What can we do better than machines?

~~What can we do better than machines?~~

Where does our greatest value lie?

How can we be better, together?





Social!



Consultation Pod, Singapore
DBS Remix by Colin Chew



A philosophy of participation

A fatal exception 0E has occurred at 0137:BFFA21C9. The current application will be terminated.

- * Press any key to terminate the current application.
- * Press CTRL+ALT+DEL again to restart your computer. You will lose any unsaved information in all applications.

Press any key to continue _

Computer says no.

A philosophy of exclusion

Technology isn't an end in itself

Technology isn't an end in itself
it's a path to the best of the real

Thank you

@TomChatfield