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## January 2012

### Welcome to the January edition of What's Emerging

We hope that you all had a great Christmas and New Year, and a good holiday break for those that could take them. We are already well into the swing of things with Paul presenting on the Future of Parliament to the ANZACATT (Parliamentary Staff Association) in the legislative assembly of the Victorian Parliament last week. We are also working on a presentation and a visioning/strategic workshop for Daimler Financial Services in Singapore next week, and a presentation on the future competitive landscape for the CEO institute the week after that.

As always in our first edition for the year, although we are critical of the way that predictions are used, we have included two links on predictions for the future. They span completely different time frames. The first is a crowdsourced/futurist commented 100 year prediction set from the BBC. The second is a link to several presentations on what 2012 might look like.

As always we hope that you find the newsletter both interesting and useful.

Cheers

Paul Higgins, Sandy Teagle, Kim Stewart, Smitha, Syed Muqthar, and Samantha Kyle-Little

#### SECTIONS

[What we are writing about](#)

[Business Tips](#)

[What's Emerging](#)

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### What we are writing about

Here are a collection of recent blog posts where Paul has commented in detail and responded to followers question on Tumblr:

Piracy is part of the digital ecosystem

<http://emergentfutures.tumblr.com/post/16685373983/piracy-is-part-of-the-digital-ecosystem-paul>

Parislemon: This is why we can't have nice things (regarding Apple supply chain issues)

<http://emergentfutures.tumblr.com/post/16599127751/parislemon-this-is-why-we-cant-have-nice-things>

What are your opinions on human cloning?

<http://emergentfutures.tumblr.com/post/16567133166/what-are-your-opinions-on-human-cloning-i-ask-because>

Do you believe Apple really deserves all the buzz it gets

<http://emergentfutures.tumblr.com/post/16566808666/do-you-believe-apple-really-deserves-all-the-buzz-it>

# What's Emerging?

## ■ Business Tips

### How to get the most out of Google Analytics

Though the data possibilities seem endless, Google Analytics product manager Phil Mui says the design reflects three core metrics: acquisition, engagement and outcome. Take a closer look at what these numbers mean and how you can track them with one of the most widely used web analytics platforms. [Read More...](#)

### Open Grey

System for Information on Grey Literature in Europe, is your open access to 700.000 bibliographical references of grey literature (paper) produced in Europe and allows you to export records and locate the documents. Examples of grey (gray) literature include technical or research reports, doctoral dissertations, some conference papers, some official publications, and other types of grey literature. [Read More...](#)

### Five best practices for Social Media measurement

In the recent webinar, Less Talk + More Action = Better Results, Katie Delahaye Paine, CEO of KDPaine & Partners and John Bastone, Global Customer and Media Intelligence Manager at SAS shared their five top tips for getting the most from social media measurement: [Read More...](#)

### How to work from home like you mean it

Working from home requires a new mindset and a good system, not just a nicer pair of pants (but put those on, too). [Read More...](#)

### Thwarting the great firewall

When travelling overseas business executives need to stay connected to their email accounts, keep track of industry news and use social media. But if you're travelling to China, Saudi Arabia or another authoritarian regime, you'll need a virtual private network (VPN) to bypass state censorship restrictions which hinder accessing parts of the internet. Here is an explanation of VPNs. **Paul Higgins: I use Witopia for both access and security reasons. Worked well in Cambodia and Vietnam. Will use it in Singapore in February.** [Read More...](#)

[↑ Top of the page](#)

## ■ What's Emerging

### Why Canada decides to withdraw from the Kyoto Protocol

Canada is, increasingly, a petro-state, its economy dominated by the booming oil and natural-gas sectors. Canada's oil reserves are second only to those in Saudi Arabia, and last year it exported over 480 million barrels of crude oil. [Read More...](#)

### There is no next FaceBook: How multiple social networks will peacefully coexist

Call this a leftover 2012 prediction: like a forest getting older, our social network usage will continue to diversify. And that's a good thing. The many overlapping networks will come to occupy personalized niches in the social biome. [Read More...](#)

### Will Robert Kyncl and YouTube revolutionize Television

On the evening of April 23, 2005, Karim uploaded the first video to YouTube—an eighteen-second clip of him, standing in front of the elephant enclosure at the San Diego Zoo, wearing an ill-fitting hiking jacket. He says, "The cool thing about these guys is that they have really, really, really long trunks, and that's cool," smirks a little, and ends with "And that's pretty much all there is to say." Civilization would never be the same. [Read More...](#)

### A must read piece by the Economist on Climate Adaption

Maybe a hundred years down the line, nobody will look back at climate change as the most important issue of the early 21st century, because the damage will have been done, and the idea that it might have been prevented will seem absurd. [Read More...](#)

### How crossword puzzles mess with your mind

The agony and the ecstasy of solving a crossword puzzle can reflect a surprising amount about the subconscious mind. [Read A cfY''''](#)

# What's Emerging?

## Amazon's lending library now holds over 66,000 Ebooks

When Amazon launched its lending library on November 3, the collection had only 5000 titles. But the collection has grown exponentially since then, as the Public Libraries blog points out, with 66,037 titles available the morning of December 28. [Read More...](#)

## How Smartphones are changing photography: The numbers are in

Although global smartphone adoption is still just below 30 percent, smartphone photography is growing in popularity, disrupting traditional camera use in the process. [Read More...](#)

## What really caused the Eurozone crisis?

World leaders probably spent more time worrying about the euro zone crisis than anything else in 2011. But as euro zone governments hammer out new rules to limit their borrowing, are they missing the point of the crisis? [Read More...](#)

## 12 smart grid startups to watch in 2012

Here's some of the ones that I think will be really interesting to watch in 2012. They might not be the biggest players, or the ones making the most money (some are), but these are companies that could be disruptive with their business models, concepts and leadership. [Read More...](#)

## Why cloud could make crowdsourcing the norm for scientists

If you're tired of hearing about cloud computing and big data, you might want to wear earplugs for the next year or so. These two trends are only going to get hotter, in large part because they're also becoming ideal bedfellows. This is especially true in the world of science, where the cloud provides an ideal platform for crowdsourcing scientific problems across the whole world of researchers, giving them access to data sets and the computing resources to analyze them. [Read More...](#)

## Hawking on the future of mankind

To mark his 70th birthday, physicist Professor Stephen Hawking answered a selection of questions from listeners to Radio 4's Today Programme. [Read More...](#)

## Newspapers, Paywalls, and Core Users

This may be the year where newspapers finally drop the idea of treating all news as a product, and all readers as customers. [Read More...](#)

## Introducing the MakerBot Replicator

MakerBot Industries is excited to announce the launch of its latest product, The MakerBot Replicator™, which will debut at CES in Las Vegas, NV on Tuesday, January 10th. [Read More...](#)

## Twenty top predictions for life 100 years from now

"Last week we asked readers for their predictions of life in 100 years time. Inspired by ten 100-year predictions made by American civil engineer John Elfreth Watkins in 1900, many of you wrote in with your vision of the world in 2112. Many of the "strange, almost impossible" predictions made by Watkins came true. Here is what futurologists Ian Pearson (IP) and Patrick Tucker (PT) think of your ideas." [Read More...](#)

## What will the world be like in 2012?

What will change in 2012? What will stay the same? Here are 12 presentations that take a look at where we've all been in 2011 and predict trends that we'll see in the coming year. Comment and share these presentations with your friends and colleagues. We'll check back in 12 months to see which of these predictions have come to fruition. [Read More...](#)



[Top of the page](#)

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