

# Confessions of a Geriatric Millennial



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**Edinburgh**  
**18<sup>th</sup> November 2021**

# Geriatric Millennial

[ jer-ee-a-trik mil-len-ee-uhl ] *noun*

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A special micro-generation born in the early 1980s who are comfortable with both analogue and digital forms of communication



ACORN**SOFT** / 

# Podd

For the BBC Microcomputer Model B  
and Acorn Electron



Podd

Type in Podd's  
actions.

yawn

eat

pop

Podd

Type in Podd's  
actions.

yawn

eat

pop

Podd can yawn



Podd

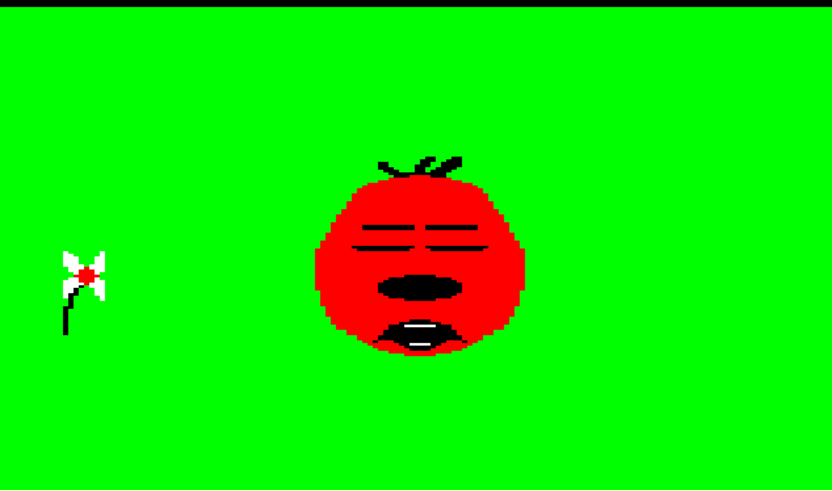
Type in Podd's  
actions.

yawn

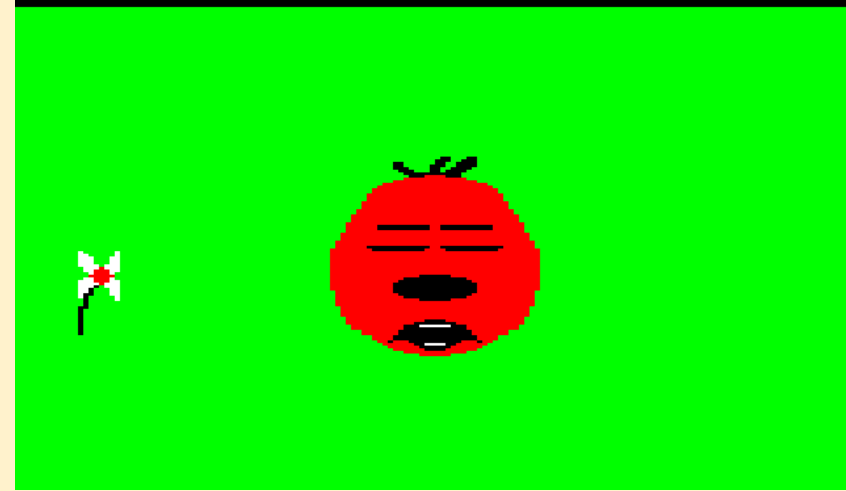
eat

pop

Podd can yawn



Podd can cough



Podd

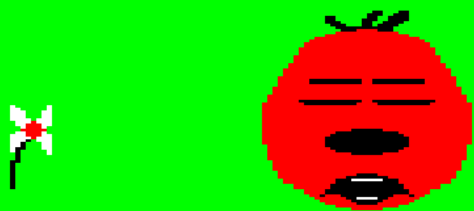
Type in Podd's  
actions.

yawn

eat

pop

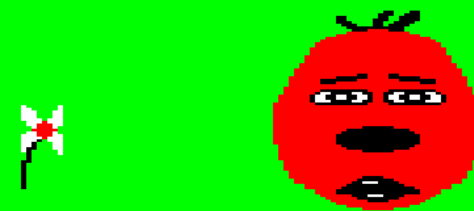
Podd can yawn



Podd can cough



Podd can laugh









# The Nineties



















below the fold



All



Shopping



Images



Videos



News



More

Tools

About 667,000,000 results (0.47 seconds)

<https://www.wordstream.com> › below-the-fold

## What Does 'Below the Fold' Mean? - WordStream

**Below the fold** refers to the section of a web page that is only visible after scrolling down. The digital marketing conventional wisdom is that above the ...

<https://www.imdb.com> › title

## Below the Fold (2021) - IMDb

**Below the Fold**: Directed by Clayton Scott. With Davis DeRock, Sarah McGuire, Jamie Addison, Daniel Compo. Without a trace, Susie Potter vanished from her ...

★ ★ ★ ★ ★ Rating: 4/10 · 128 votes

<https://www.optimizely.com> › optimization-glossary › b...

## Below The Fold - Optimizely

The term '**below the fold**' refers to the portion of a webpage that a user must scroll to see. A

# The Noughties





DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

# TIME

PERSON OF THE YEAR

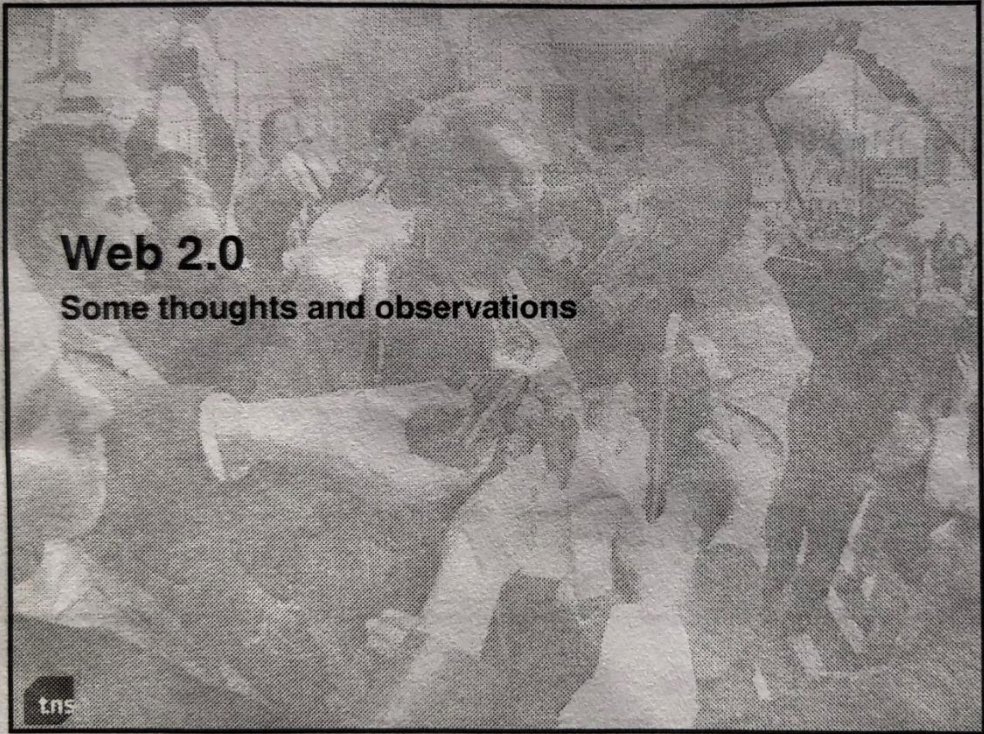


# You.

Yes, you. You control the Information Age.  
Welcome to your world.







## Web 2.0

Some thoughts and observations

tns

first try to scan - mid 5 n

It is the  
underex



# Architecture of Participation

More on Web 1.0 > Web 2.0

Directories (taxonomy)	Tagging
mp3.com	Napster
Britannica Online	Wikipedia

follows many

what has changed

AS WELL AS DIFFERENCES, INSTRUCTIVE TO LOOK AT  
And no coincidence about the survivors of the dotcom bubble... WHAT HAS STAYED THE SAME

Amazon	Amazon
Ebay	Ebay
Google	Google

what has stayed

Amazon - search



Web 2.0

ask  
puter  
tes in a  
any  
total  
any no  
life than  
users

Ebay - just an internet  
market place  
Google - similar

STILL LIVING IN A STANDARD CAPITAL



# 1. It's just another buzzword



tns

Web 2.0

- Overhyped
- Vapid
- Empty  
meaning  
online





metaverse



All

News

Videos

Images

Shopping

More

Tools

About 112,000,000 results (0.56 seconds)

## Top stories



**Intelligencer**

Why Facebook's  
Metaverse Is Dead on  
Arrival

1 day ago



**The Register**

It started at Pixar. Now  
it's the Apple-backed 3D  
file format viewed as  
HTML of metaverse

5 hours ago



**Nasdaq**

'Ethereum Killers,'  
Metaverse Tokens Seen  
as Next Millionaire  
Makers

1 day ago



## Methodological innovation?

- Respondents doing their own fieldwork
  - ⊛ Respondents choose whether to do the research
  - ⊛ Ask themselves/each other more of the questions
  - ⊛ Consumer-brand analogy
- Survey design must be re-considered?
  - ⊛ Need to develop open-ended online capabilities
  - ⊛ More qualitative/ethnographic-style input into surveys
- Forums, TNS TV, mobile phone 'diaries'



Web 2.0

They already do this  
- knowledge is

model of participatory  
used to.

Consumers want  
expecting imp

As with online example

• Incentive model —  
ends, not means,  
rewards — *big*

HDTV:  
suggested for 1 cut too:  
- set up £2k

**The increasing  
convergence of market  
research and data at  
scale**

# The Teens





Best Network  
for Data



#HumbleBrag

#PhonesAreGood



Exterion

# The Daily Telegraph

Thursday, May 21, 2009

BRITAIN'S BEST-SELLING QUALITY DAILY

No 47,950 90p

## The phantom mortgage, the insurance mystery and a £1,600 duck house

● Serious questions over three more MPs ● Cameron forced to act over £30,000 claim





Revealed  
Panama  
papers

Dozens of  
politicians  
and heads of  
state named

Biggest ever  
leak shows  
how rich use  
tax havens



# Exclusive The secret \$2bn trail of deals that lead all the way to Putin

11.09.2016 09:00  
Monday 14.09.16  
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## theguardian



# Exclusive The hidden deals that helped David Cameron's father avoid paying UK tax

PM describes revelations as a  
'private matter' when asked if  
any family money is still in  
secretive, offshore Panama fund

Panama  
Papers  
Connections  
to Tory  
donors

Russia  
responds  
Kremlin calls  
disclosures  
'Putinphobia'

Icelandic  
anger  
Mass protests  
call for PM to  
stand down

11.09.2016 09:00  
Monday 14.09.16  
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## theguardian

**From Panama to the Kremlin, the offshore network that made Russian president and his friends fabulously wealthy**

**Leak Warning**  
A network of secret offshore deals and trusts worth billions has led a leak to the public, the papers reveal. An unprecedented amount of documents have been made available to the public. The leak reveals a network of trusts and offshore entities, many of which have been used to avoid paying taxes. The documents also reveal the names of many of the people who have used these trusts, including several high-profile politicians and business leaders.



**Revealed: how the rich and famous hid money**

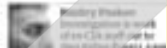
**Julian Assange, WikiLeaks**  
The Panama Papers, the largest ever leak of confidential financial records, has revealed how the rich and famous hid money. The documents show a network of trusts and offshore entities, many of which have been used to avoid paying taxes. The leak also reveals the names of many of the people who have used these trusts, including several high-profile politicians and business leaders.

**Exclusive: how the rich and famous hid money**

Julian Assange, WikiLeaks  
The Panama Papers, the largest ever leak of confidential financial records, has revealed how the rich and famous hid money. The documents show a network of trusts and offshore entities, many of which have been used to avoid paying taxes. The leak also reveals the names of many of the people who have used these trusts, including several high-profile politicians and business leaders.

**The fallout  
Call for offshore tax reform after Panama revelations**

**Have We Got It?**  
The Panama Papers have led to a call for offshore tax reform. The documents have revealed a network of trusts and offshore entities, many of which have been used to avoid paying taxes. The leak also reveals the names of many of the people who have used these trusts, including several high-profile politicians and business leaders.









**1. The increase in automated data collection**

**2. The requirement for strategies and techniques to combine and mine divergent data sources**

**3. The application of data in new contexts**

# **1. The increase in automated data collection**

**2. The requirement for strategies and techniques to combine and mine divergent data sources**



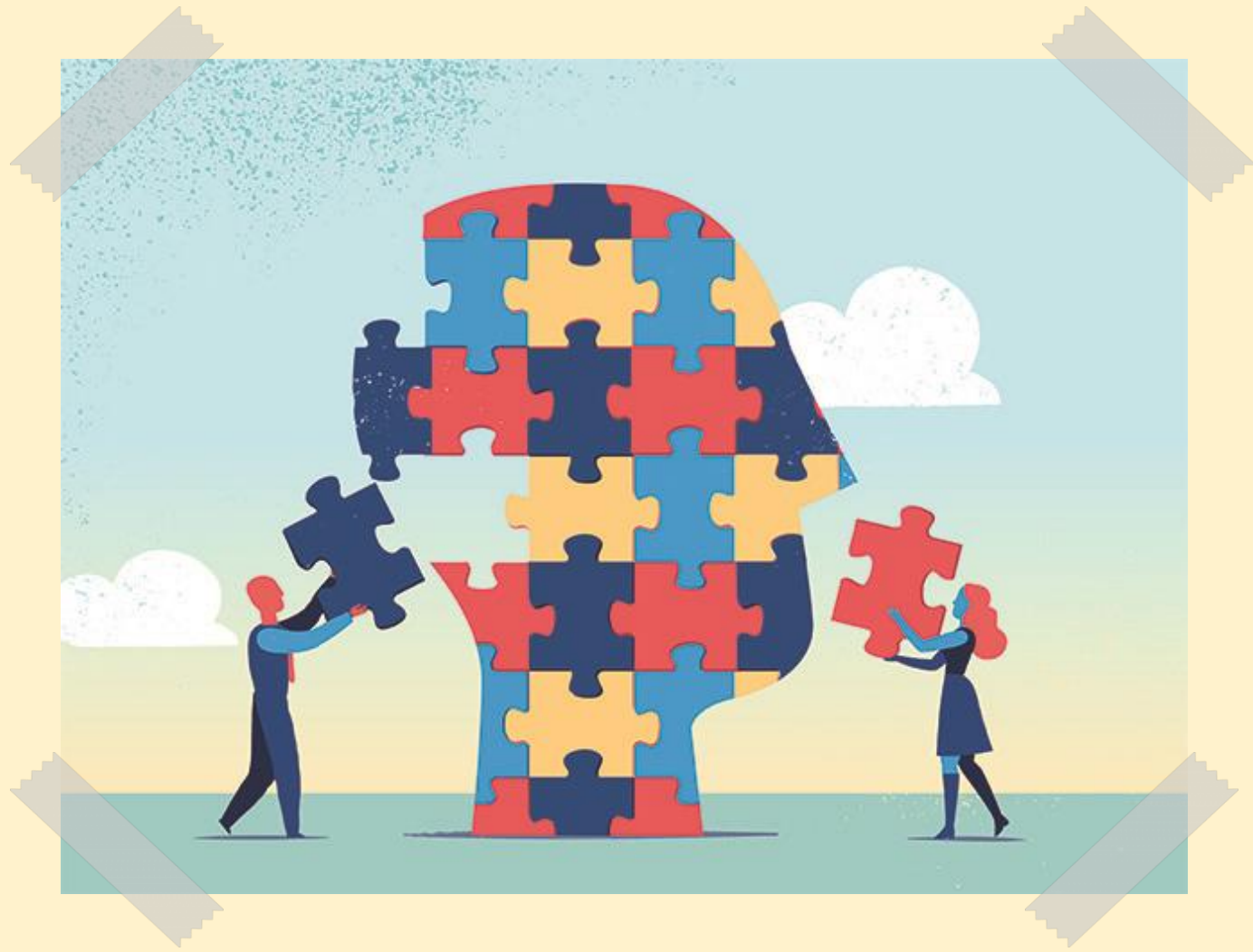
# The Twenties

### **3. The application of data in new contexts**



Identity











**Geoff Copps**  
Managing Partner, Head of Data EMEA  
Kinesso

**Edinburgh**  
18<sup>th</sup> November 2021

# Appendix









**MEAT  
CLOWN**

**29p** per 100g

**33p** per qtr lb









1,000,000x REAL SIZE  
**COVID-19**  
Coronavirus Disease 2019  
(SARS-CoV-2)  
**GIANT microbes**  
by Drew Oliver  
www.GIANTmicrobes.com

**GIANT microbes**  
**COVID-19**  
Coronavirus Disease 2019  
(SARS-CoV-2)  
GIANTmicrobes.com