



1 THE SNOWDEN EFFECT



2 DATA PERMANENCE



3 DEMYSTIFYING CRYPTOCURRENCY

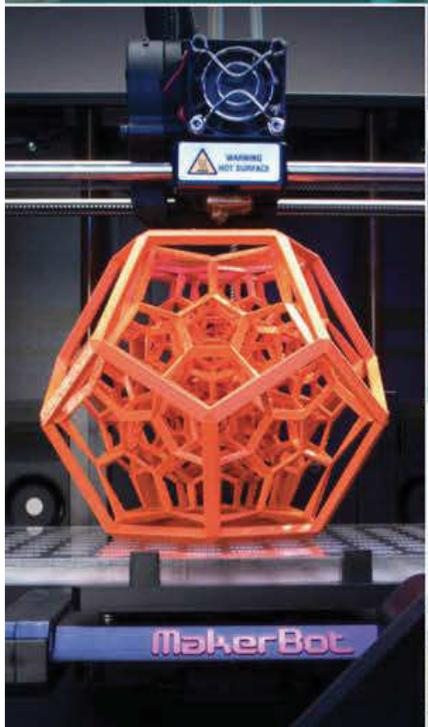
JWT @



10 OVERRIDING THEMES



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INTRODUCTION

“How much do you still wonder about the world around you? What is your level of curiosity?” asked astrophysicist, author and science communicator Neil deGrasse Tyson during his SXSW Interactive conversation with *Scientific American* editor Christie Nicholson. The host of *Cosmos: A Spacetime Odyssey*, a follow-up to Carl Sagan’s beloved miniseries, reignited the rapt audience’s sense of curiosity during his keynote—pointing out that we are hardwired to explore and to wonder.

Likewise, another keynoter, Austin Kleon, author of *Show Your Work!* and *Steal Like an Artist*, advised festival-goers: “Shut up and listen. Close your mouth, open your eyes and ears. ... If you want to be interesting, you have to be interested. If you want to get noticed, you have to notice first.” He celebrated the communal creativity on display at SXSW.

“*Humans are small. There’s very little that distinguishes us, except for our capacity to wonder, to be curious. It’s been suggested that humans, among all animals, are the only ones completely comfortable sleeping on our backs. Well, if you sleep on your back and you’re outdoors and look up, what do you see? You see the lights of the sky. Our cosmos.*”

—DR. NEIL DEGRASSE TYSON, astrophysicist,
author and science communicator, SXSW ’14

INTRODUCTION

With thousands of sessions, a packed exhibit hall floor, hundreds of party and networking opportunities, and dozens of ancillary activities, this year's SXSW Interactive, which took place March 7-11 in Austin, Texas, was a place ripe for curiosity and exploration. To paraphrase one panelist: SXSW is a living, breathing manifestation of the Internet and culture.

This report highlights 10 overriding themes from the 21st annual festival, based on on-the-ground reporting, input from JWT and Digitaria colleagues in attendance and secondary research.



I like the idea of ditching ‘Interactive’—it's too limiting, even for digital-focused topics. What's not interactive anymore? SXSW has become so large and all-encompassing that it's now seen as a way to gain awareness for key issues several steps removed from the original focus of Web 2.0. ... Now, who volunteers to come up with a new name?”

—SUNNI THOMPSON, associate digital strategy director, JWT Atlanta



1. THE SNOWDEN EFFECT

The National Security Agency whistleblower went from leaker to speaker, appearing via Google Hangouts. The former NSA contractor was also a subtle presence throughout the festival—with speakers and attendees talking about the impact of his revelations about government surveillance on companies and consumers alike.

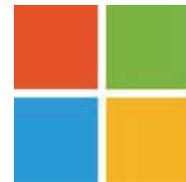
A MORE SECURE INTERNET

Post-Snowden, some of the tech behemoths are taking steps to better protect users from both government surveillance and hackers. Noted ACLU principal technologist Christopher Soghoian during the session with Snowden: “Without Snowden, there wouldn't have been as much pressure on tech companies to encrypt services. [His] disclosures have improved Internet security across the board.”

According to *The Wall Street Journal*:



Last fall, **Google** said it would add or strengthen encryption of data passing through its data centers. It also now frequently changes the security keys used to unlock encrypted data.



Microsoft

In December, **Microsoft Corp.** said it would encrypt customer information moving between its data centers by the end of this year.



The **Yahoo** team said it is working to encrypt all its products.

“

We're very sure now that the info within Google is secure from the government's prying eyes.”

—ERIC SCHMIDT, executive chairman, Google
SXSW '14

SECURITY AS A USP

Security is becoming a unique selling proposition. Rather than treating it as an afterthought and scrambling to compensate if user data is compromised, more tech companies will build highly secure environments for their users from the start—selling it as a point of differentiation until it becomes a right of entry.



The communication app **Wickr** uses military-grade encryption to let users send and receive photos, video and text that's viewable for up to 10 days. Its developers are so confident that they offered \$100,000 to any hacker who could crack its code. The company just announced plans to license its encryption software to apps like Snapchat and WhatsApp.



Described as “the world’s first smartphone that places privacy and control directly in the hands of its users,” the **Blackphone** is a \$629 Android-based smartphone that will ship in June with several pre-installed privacy tools.

According to Julia Angwin, a senior reporter at ProPublica and author of *Dragnet Nation*, traffic to the privacy-protecting search engine **DuckDuckGo** has more than doubled since Snowden’s revelations last June.



DuckDuckGo

— PRIVACY AS A LUXURY —

Consumers are becoming more aware of the tradeoff they're making: their data in exchange for free tech tools and services. As more people question the cost of such an exchange and rethink their relationship with those that hold their data, privacy will come to be seen as a luxury good.

“*In our data-saturated economy, privacy is becoming a luxury good. After all, as the saying goes, if you aren't paying for the product, you are the product. And currently, we aren't paying for very much of our technology. The more we learn about how our data is being harnessed—and how it may be exploited in the future—the more likely we are to re-evaluate the true cost of these supposedly free services. And some of us will start trying to buy our way out of the trade-your-data-for-services economy.*”

—JULIA ANGWIN, “Has Privacy Become a Luxury Good?”
The New York Times, March 3, 2014

END-TO-END ENCRYPTION

One of the terms du jour was **end-to-end encryption**—uninterrupted protection of data traveling between two communicating parties—with Snowden pushing for these security protocols to be built into web services.



This in itself is a catch-22. Our free tools require the data shared to fund the platforms we use. Is free and easy worth access to our data? Or do we embrace the importance of our private data, knowing platforms may be more complex, difficult and expensive to use? That is something everyone has to decide on his or her own.” —DAWN H. SMITH, chair, Digital Council, JWT London

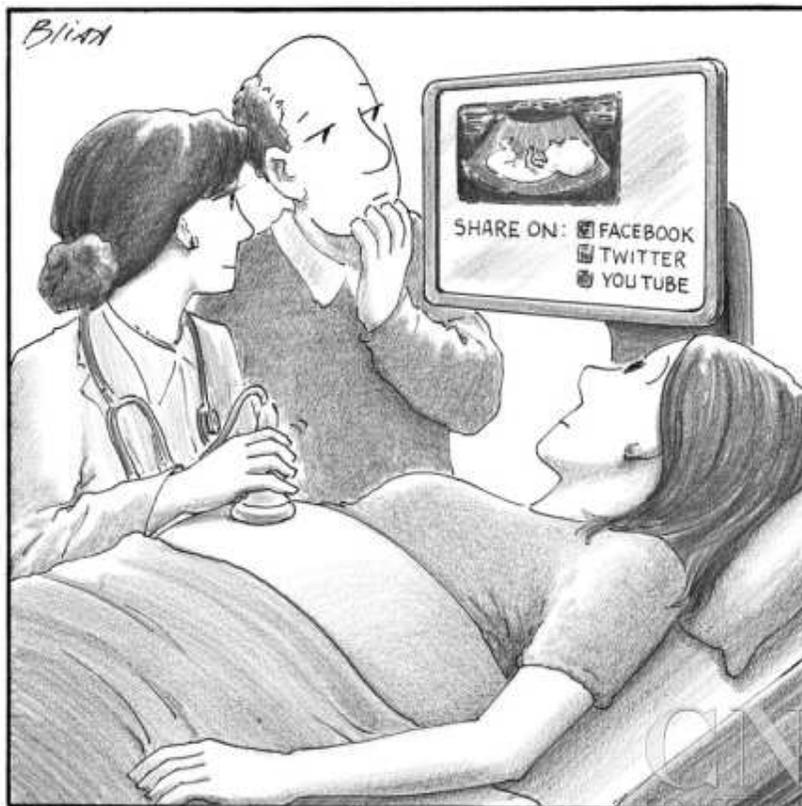


— 2. DATA PERMANENCE —

There's no forgetting in the digital universe, or so it seems. The permanence of our data was a theme at SXSW: People are becoming more aware of the longer-term impact of hyper-documentation, while a growing cohort of CYA (cover your ass) apps allow users to instantly erase or anonymize their communications.

HYPER-DOCUMENTATION

Many in the youngest generation may have their whole lives documented on social media, starting with baby and childhood pictures posted by their parents. Jared Cohen, Google's director of ideas and an expecting father, said parents shouldn't go as far as posting sonogram pictures online: At minimum, **"Your kid should be able to burp, laugh or smile"** before gaining a digital footprint.



67% of American adults say they dislike seeing their entire history on display on social networking sites*

— THE DATA PERMANENCE “TALK” —

With kids coming online younger than ever, the things they are saying and doing far outpace their physical maturity, noted Google’s Jared Cohen. He added: Because of data permanence, what your kids do might follow them around like a scarlet letter for the rest of their lives.

“*Parents should have the ‘digital permanence’ conversation with their child before the birds-and-bees talk.*”

—JARED COHEN, director of ideas, Google
SXSW '14

4 in 10

U.S adults say they hate that they can never live down embarrassing moments because they seem to live forever online*

62%

of Millennials say as much*

EPHEMERAL COMMUNICATIONS

Since the digital record isn't easily erased, tools are surfacing that help people guard or instantly delete things they may later regret. **Snapchat**—the photo-exchange app that lets recipients view a sender's images for 10 seconds at most—became one of the hottest apps around in 2013. In its wake, apps that offer secure messaging for older users and for the enterprise are proliferating, among them **TigerText**, **Wickr**, **Frankly** and **Gryphn**.



Stop texting. Start chatting.



The Internet is forever. Your private communications don't need to be. —Wickr website

ANONYMITY'S BACK

Before Facebook and Twitter, the digital world was more anonymous, with relatively inscrutable usernames the norm. Now, anonymity is making a comeback thanks to apps such as **Whisper** and **Secret**, which allow people to share information and play with their identity without fear of later recrimination. **Whisper** allows users to anonymously share thoughts with the world, while **Secret** allows anonymous sharing among friend networks.

Be yourself and stay anonymous



Anonymously share your thoughts and secrets



Share with friends anonymously.



Express yourself with photos





3. DEMYSTIFYING CRYPTOCURRENCY

Cryptocurrency was in the spotlight at SXSW after coming under intense scrutiny for its stability, association with the black market, and security—especially after the collapse of bitcoin exchange MtGox. Panelists tried to demystify the idea of virtual currency, talking about its inevitability and its positives for consumers and merchants alike.

CRYPTOCURRENCY'S FUTURE

In the most simple terms, bitcoin is an open network that allows users to prove and transfer value without a third party, noted Fred Ehrsam, co-founder of Coinbase, a digital wallet that allows people to securely buy, use and accept bitcoin. The consensus at SXSU was that for cryptocurrency to succeed, it needs to be regulated; more mature and legitimate companies need to enter the market; and consumers and merchants must gain an understanding of and comfort level with the exchange.

“There’s a bit of natural selection going on. Some of the Gen One bitcoin companies are failing due to security issues. There are a number of differences now—more senior leadership ... significant backers who have done due diligence. We’re still in an evolving regulatory landscape. There are not many or any accounting checks in place in places like MtGox. Legit companies have third-party auditing firms coming in now.”

—FRED EHRSAM, co-founder, Coinbase
SXSU '14

“I think it’s very obvious to all of us that cryptocurrencies are inevitable. ... There’s a lot of value to it, [but] there’s a danger to it not being regulated.”

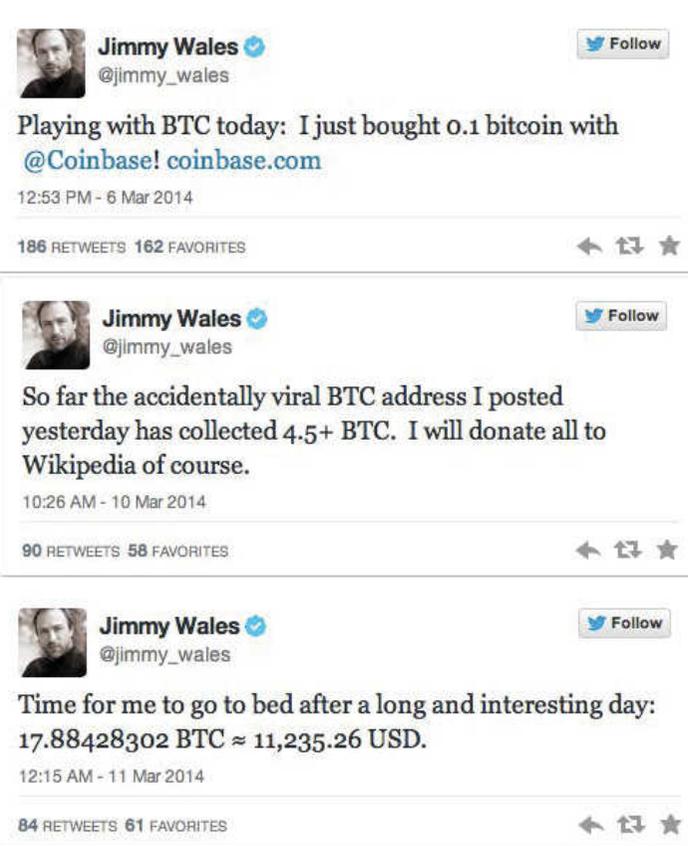
—JARED COHEN, director of ideas, Google
SXSU '14

A NATIVE DIGITAL PAYMENT SYSTEM?

The existing payment systems—credit cards, debit cards and even PayPal—have been bolted on to the Internet. Coinbase co-founder Fred Ehrsam argued that bitcoin is a better alternative because it removes the handling fees and cuts the time involved in foreign-money transfers and low-value transactions.



A bitcoin ATM at SXSW



While SXSW was underway, Wikipedia founder Jimmy Wales started experimenting with bitcoin.

— BITCOINS BUST OUT —

In terms of bitcoin, 2014 will be the year when major retailers start hopping on board, predicted Coinbase co-founder Fred Ehrsam.

“*Commerce will continue to pick up momentum. More and more merchants will get on board this year. ... It's reached a critical mass, and it makes sense for merchants to accept bitcoins. If you're operating a low-margins business on the Internet, your profit margin is 2.5%, and you can take 1.5% out for credit card transactions and fraud. It makes real economic sense.*”

—FRED EHRSAM, co-founder, Coinbase
SXSW '14

As we said in our 100 Things to Watch in 2014, bitcoins are coming to the real world. Robocoin and Lamassu are among the companies installing bitcoin ATMs, which let users trade the peer-to-peer virtual currency for cash and vice versa. A smattering of restaurants and bars in cities from London to Sydney to New York are accepting bitcoin. Bitcoin Motor is developing a service that allows people to buy and sell cars using the currency, while Virgin Galactic is accepting bitcoin for its commercial space flights. As more established brands accept the currency, watch bitcoin gain legitimacy.

BITCOIN ALTERNATIVES



namecoin



Peercoin
P2P



litecoin



WorldcoinFoundation

“Is bitcoin the model or master of cryptocurrencies?” questioned Jared Cohen, Google’s director of ideas. And the Dachis Group’s Jeff Dachis called bitcoin “a good first attempt.”

As we wrote in JWT’s 100 Things to Watch in 2014: A crop of rivals are betting on second-mover advantages in the virtual-currency realm. Some tout greater transparency and openness to regulation, while others go in the opposite direction or offer faster transactions. The most successful is Litecoin, created by a former Google programmer. Ripple, backed by Silicon Valley investors, forms the basis of an online payment system. Peercoin is run by an anonymous creator who goes by Sunny King. There’s also Namecoin, Worldcoin, Anoncoin and Dogecoin, among others.



4. THE FUTURE OF THE INTERNET

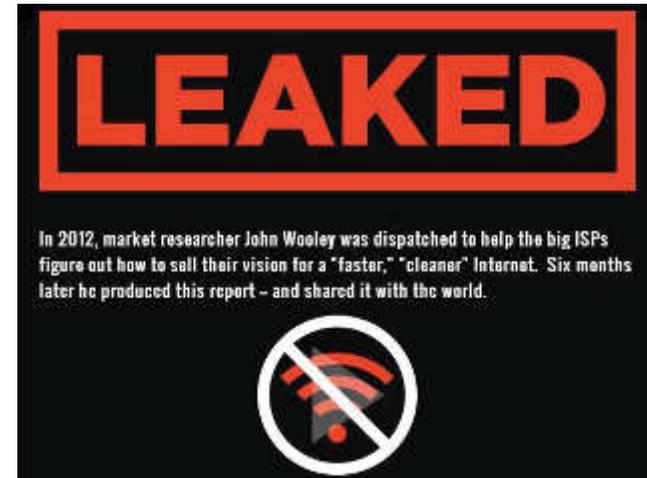
The Internet's 25th anniversary coincided with SXSW, and one recurring theme was the web's future: how it might look in the next 25 years, who will use it and at what cost.

INTERNET FOR SALE

Some speakers worried that powerful Internet providers will charge content providers for transmitting their data via faster pipes, just as consumers pay higher fees for faster broadband.



Several speakers brought up the recent agreement that Netflix made with Comcast, agreeing to pay for faster and more reliable access to the Internet service provider's customers. As part of the deal, Netflix gains access to a wider, faster "pipe."



In an attempt to raise public awareness of the risks of a fee-based Internet, a coalition of nonprofits created *The Internet Must Go*, a mockumentary that outlines the consequences of a tiered Internet for both consumers and content providers.

“ We take for granted that the open Internet is here to stay, but that isn't the case. There are four major ISPs in the U.S. that function with power that is a lot like monopoly power. ... There's not really anything preventing them from doing whatever they want as far as what's going through their pipes.”

—GENA KONSTANTINAKOS, director, *The Internet Must Go*,
quoted in *The Washington Post*

THE DEEP WEB

As privacy and security become greater concerns, more people will turn to the “Deep Web”—the large portion of the Internet that’s not accessible to standard search engines—for both mundane and nefarious purposes. Driven by the Snowden Effect, we may also see the term expand to include various anonymity-enabling spaces. For instance, Google’s Jared Cohen envisions a black market for fake digital identities that allow people to remain anonymous.



Many speakers, including Edward Snowden, referenced [Tor](#), a service that redirects Internet traffic via a worldwide network so as to protect the user’s anonymity. The software also resists censorship and provides an entry point to the Deep Web. Mentions of this once-obscure service have been popping up with more frequency.



Cryptocurrencies like bitcoin allow users to transact anonymously, bypassing banks and governments.

THE FRAGMENTED WEB

In the wake of Snowden's revelations about government spying, some countries are sealing their data off by rerouting Internet traffic, bypassing any servers to which the NSA or other governments might have access. This could result in a balkanization or fragmentation of the Internet, with different countries owning different parts.



In February, Brazil and the EU announced plans for an **undersea communications cable that will connect Europe with Brazil**, providing a direct route for Internet traffic that bypasses the U.S.



In Switzerland, the telecom **Swisscom** is building **Swiss Cloud**, a cloud system that hosts data within Swiss borders, protecting it from access by other nations.



Germany and Brazil are developing **national Internet solutions** that allow certain communications to be hosted entirely within the country's borders.

“We’re worried that not only will the balkanization occur, but gradually in a way that no one notices it.”

—ERIC SCHMIDT, executive chairman, Google
SXSU '14

A person wearing a yellow jacket is shown from the chest down. They are holding a black smartphone in their left hand and looking at a smartwatch on their right wrist. The background is a blurred outdoor setting. Overlaid on the left side of the image are three lines of text: '30°' in large brown font, '10 MILES' in dark red font, and '2000 CALORIES' in purple font. Hand-drawn arrows in matching colors point from the text towards the person's hands and the smartwatch.

30°
10 MILES
2000 CALORIES

5. WEARABLES EVERYWHERE

An overview of SXSW would not be complete without mention of wearable technology. From health care to consumer entertainment, wearables were prominent, signaling a future in which more people augment their bodies with smart devices.

TELEPATHIC TECHNOLOGY

Thanks to the rise of brain-computer interfaces and emotion recognition technology, brands are getting more adept at understanding consumers' minds and moods, and reacting accordingly in a very personalized way. Eventually, we will be able to control things using just our minds.



Subway set up a game, **Think Flatizza**, in which participants wore brain wave-reading headsets. Whoever focused hardest on images of Subway's new Flatizza menu item won a prize.



The **Muse** brain wave-reading headset tracks wearers' brain activity and transmits the information to a mobile device. Companion games help users improve their focus, among other things.

BETTER BIO-TRACKING

Wearable sensors enable seamless tracking of vital signs, information that wearers can employ for practical purposes beyond the quantified self—perhaps even using it to replace passwords. In theory users will change their behavior for the better based on the feedback. And the ability to aggregate all this data will allow insights into broader consumer behavior.



Showcased at the SXSW Wearables Accelerator, the **Nymi wristband** by **Bionym** tracks cardiac rhythm and uses it as a unique identifier, theoretically replacing the need for passwords.



Athos promoted its sensor-equipped workout wear, which tracks muscle exertion, as well as cardiovascular and respiratory activity.

HEADS-UP DISPLAYS

Pioneered by Google Glass, the line of vision will become the next space for displaying content.



Winner of the Wearable Tech Award at SXSW, the **Skully motorcycle helmet** features a transparent display in the wearer's field of vision. Users can see information including GPS mapping, data from their smartphone and images from a camera on the helmet's rear.



Epson debuted the **Moverio BT-200 smart glasses**, whose features include a built-in screen, a front-facing camera and motion sensors. Users can play motion-sensing games, watch content and conduct various tasks.

FROM FUNCTION TO FASHION

Wearables have focused on delivering functional benefits, with design frequently an afterthought. Now they're getting more fashionable, adding appeal for users looking to express their style. Fitbit is launching a partnership with fashion designer Tory Burch, while Intel announced it will collaborate with high-end apparel retailer Opening Ceremony to create a wearable device.



While the practical applications may be questionable, Dutch designer **Pauline van Dongen** showcased her **Wearable Solar** project, a line of apparel with built-in solar panels that let users charge their electronic devices.



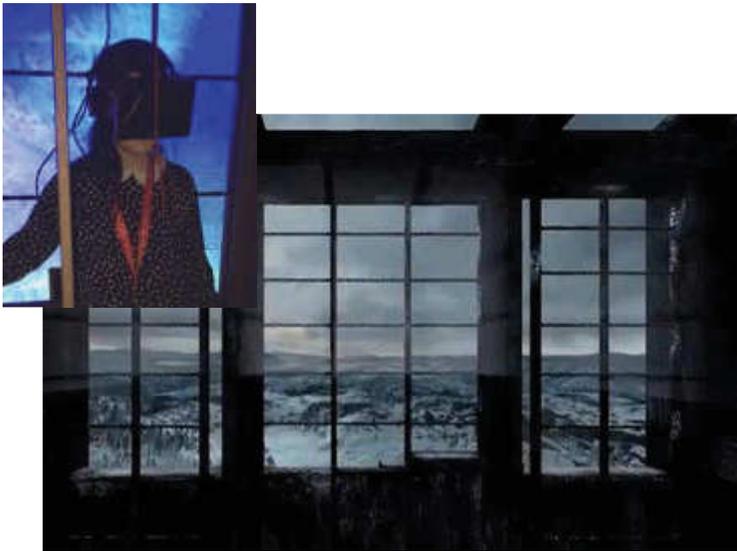
At SXSW, **Misfit Wearables** distributed a limited number of its **Shine** fitness trackers, which can be worn as jewelry.

“Wearables bring questions of design to a level that’s orders of magnitude beyond anything the technology industry has ever faced. ... Wearables are more like clothing than gadgets, and there are literally millions of clothing designs to meet people’s varying fashion tastes.”

—BOB O’DONNELL, founder and chief analyst, TECHanalysis Research,
Quoted in *USA Today*

IMMERSIVE EXPERIENCES: THE OCULUS RIFT

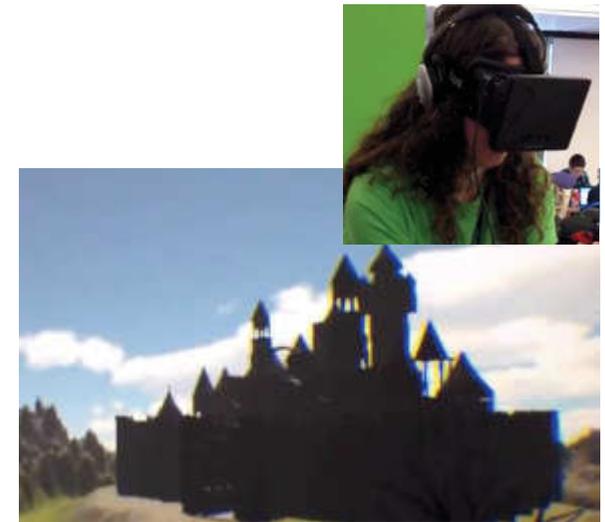
The Oculus Rift is a headset that immerses people in a virtual world. While not yet on the market, the much-hyped device—one of our Things to Watch for 2014—was prominent at SXSW. As we point out in our 10 Trends for 2014 and Beyond, it’s part of a trend toward creating more immersive and altogether more enveloping experiences for consumers.



To promote the new season of *Game of Thrones*, HBO created “Ascend the Wall”: Visitors stepped into an elevator-like cage, donned an Oculus Rift and headphones, and then virtually took a rickety elevator up the 700-foot ice wall featured in the show and peeked over it. Added effects—shaking and wind blowing—added to the immersive nature of the experience.



At the **Microsoft Studio**, visitors wearing an Oculus Rift could see 360-degree images of themselves in digitally generated landscapes. Participants were also recorded performing an action, and the footage was integrated into the digital landscape.



On the exhibition floor, **University of Michigan** students used a **Nintendo Wii** controller and an Oculus Rift to create an immersive experience of flying on a broomstick in a Harry Potter video game.



6. MAN VS. MACHINE

SXSW speakers grappled with man's relationship to machines. Some expressed concern about robots replacing workers. Others worried about whether we are outsourcing our brains to the cloud. Will machines enhance our productivity or replace us? Do they make us more or less smart? Concerns over who's the master of whom are growing.

ROBOTS REPLACE WORKERS

Robot workers were a prominent topic. Speakers highlighted the ongoing rise in automation and noted that robots will soon replace humans for many menial or basic tasks. People will struggle with the implications for human workers—but at the same time, this electronic labor force will boost new industries and stimulate job creation in some sectors.

“Robots are replacing repetitive human tasks. This is progress. It has a displacement component, but eventually it makes us a more productive society.”

—ERIC SCHMIDT, executive chairman, Google
SXSW '14

“Are the jobs lost to automation ones that you would want for your children? With our creativity and imagination, we will find harmony with the robots.”

—CARL BASS, chief executive, Autodesk
SXSW '14

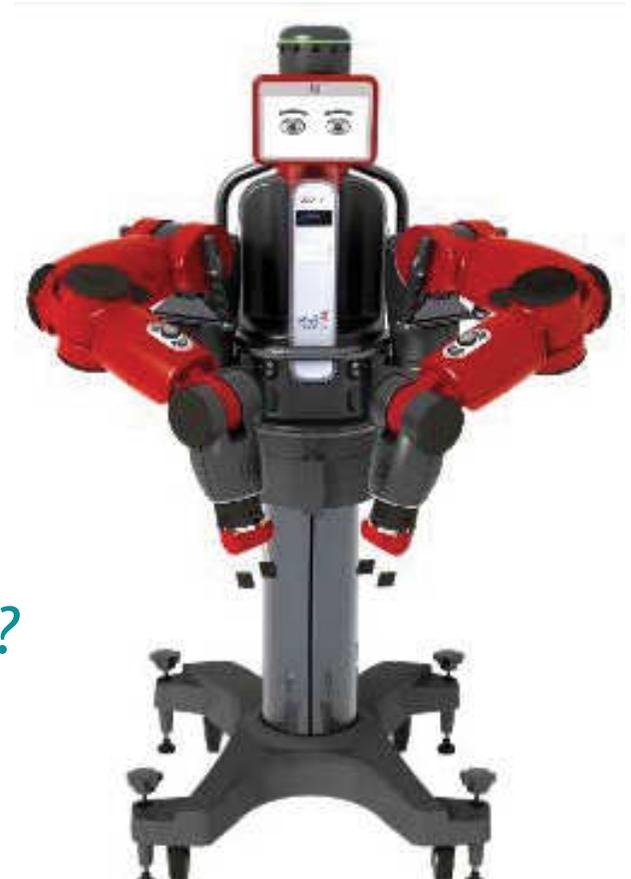


Image credit: [Rethink Robotics](#)

ROBOTS TAKE OVER



Robots, robots and more robots. I went to panels discussing the future of robots in the home, as assistants, as babysitters, as cleaning services, etc. I spoke with robots on the showroom floor and was followed around by robots as ‘partygoers’ at parties. I’ve had enough of robots to last me for a while.”

—ROBIN DYBEVIK, business development associate, Digitaria

DIGITAL DEMENTIA

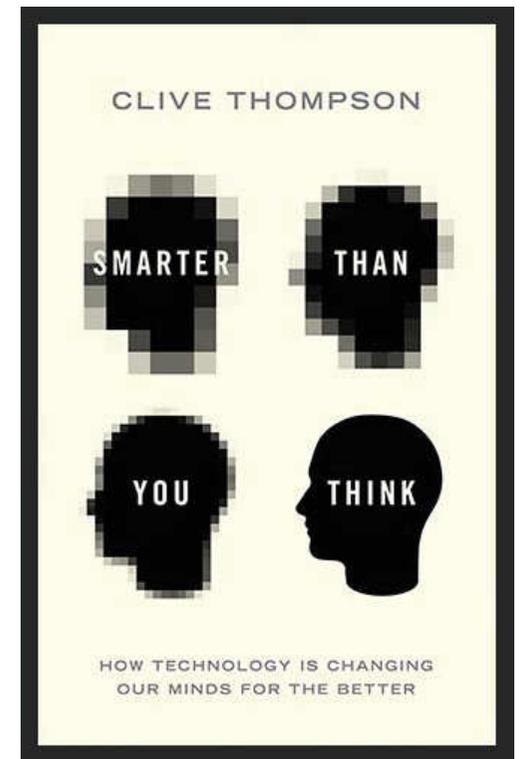
Our reliance on digital devices and tools has prompted many to question the impact on our mental and intellectual abilities. Are we developing “digital dementia,” a declining ability to remember and think? As our reliance on technology grows, we will wrestle with the question of whether technology is making us smarter or stupider. Education will increasingly emphasize surfacing and analyzing information rather than remembering it.

“*It’s not about getting the computer to do stuff for you. It’s about using the computer as an extension of your brain.*”

—TIM BROWN, CEO, IDEO
SXSW '14

“*There’s been a bunch of books over the last five or six years saying, ‘We’re getting dumber! We can’t pay attention to anything! We’re getting stupider!’ Frankly, it didn’t correspond to my view of reality. The Internet allows us ... to learn about things in new ways. We learn about things we never could have learned about before.*”

—CLIVE THOMPSON, author,
Smarter Than You Think: How Technology Is Changing Our Minds for the Better,
quoted in *Complex*

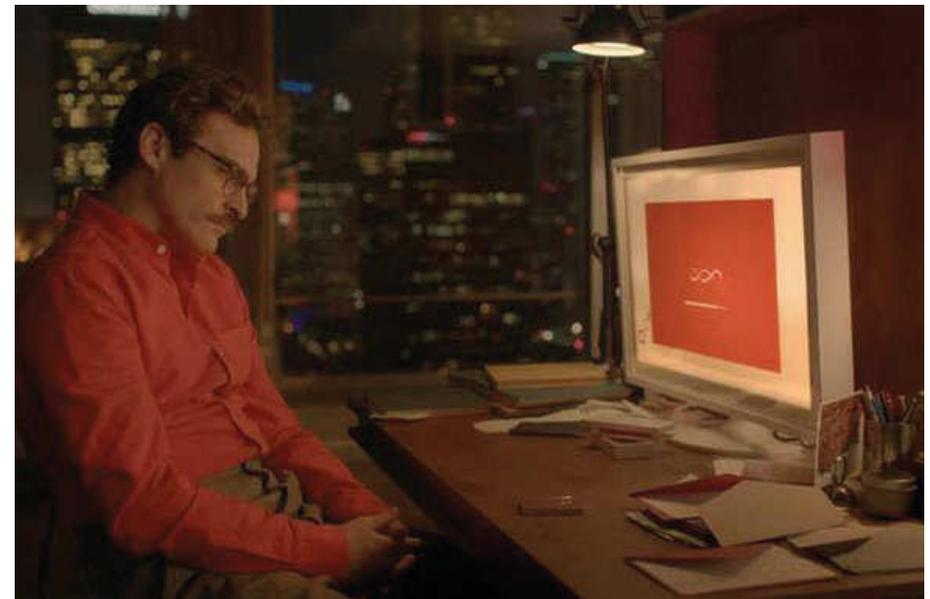


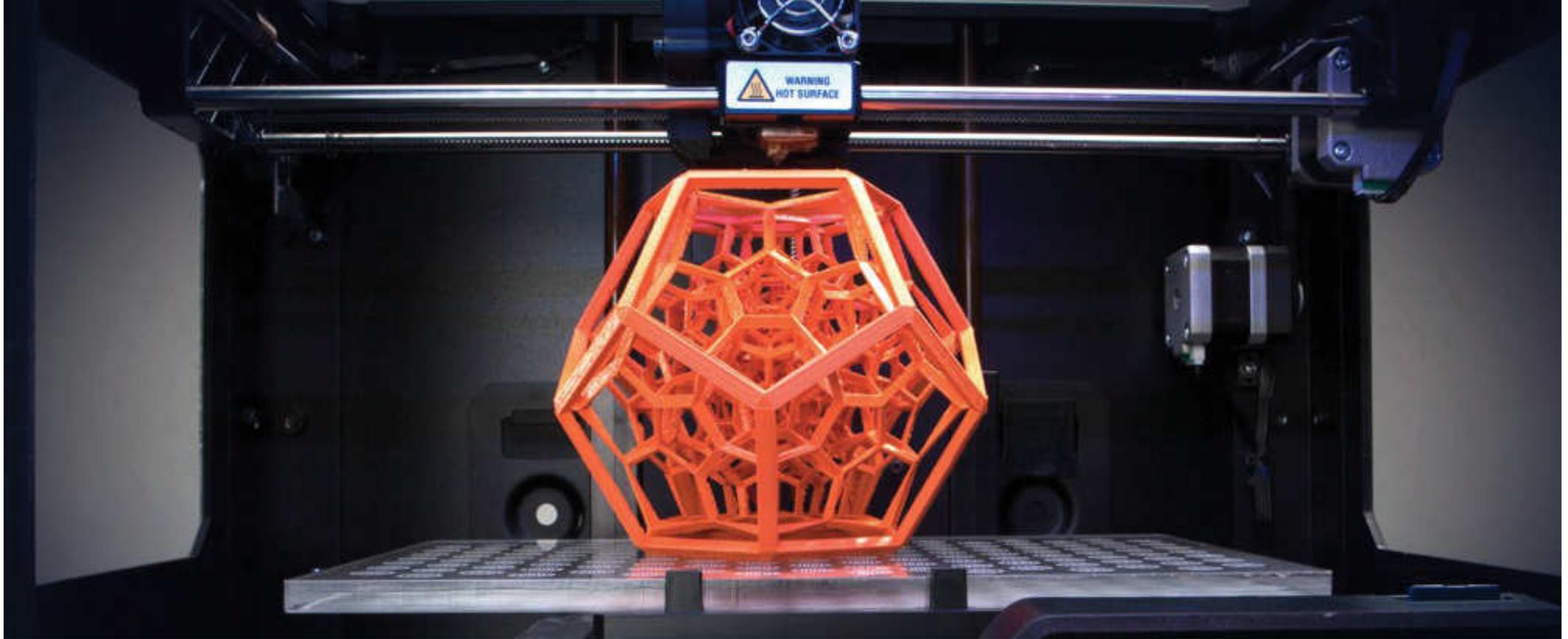
AI ANXIETY

There is also some anxiety about the exponentially improving intelligence of computers. In February, futurist Ray Kurzweil predicted that computers will be smarter than humans by 2029. Whether or not that comes to pass, we will increasingly worry that as systems and devices grow smarter, they may outsmart their makers. People will become both more intimate with and more anxious about their tech.

“In the next era of computing, the coming ‘plague’ will bring an elaborate network of devices, sensors and radios that will talk with each other and collect, store and analyze overwhelming amounts of data. ... Do we run the risk of losing control and allowing technology to take over our lives?”

—Panel description, “IoT: Is the Coming Plague of Devices Too Smart?”
SXSW '14



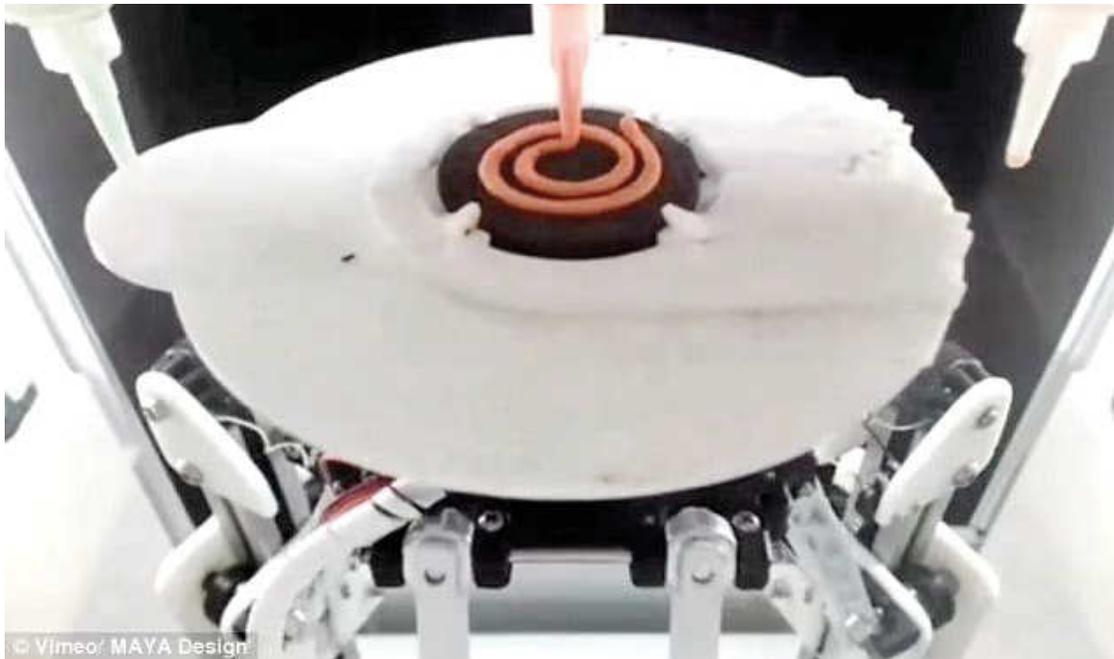


7. MAKING DISRUPTED

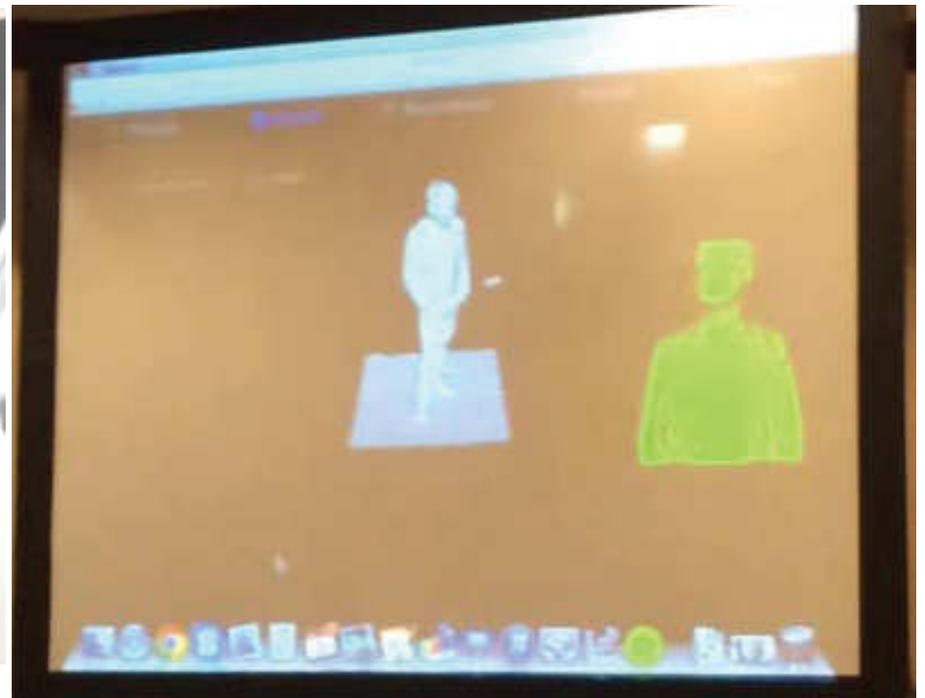
Traditional manufacturing—slow, expensive, wasteful, accessible to few—is being disrupted by fast, inexpensive, efficient and democratized manufacturing. Driving this are 3D printing, greater automation, robots and rapid prototyping—all part and parcel of this year’s SXSW. Bioengineering is another thing to watch.

3D PRINTING

3D printing was on our Things to Watch list for 2011, and while much of the focus has been on the technology's ability to change manufacturing, it has the potential to impact many categories, from medicine to food. This technology (along with accessories like 3D scanners) and its promise were a part of both the discussion and the displays at SXSW.



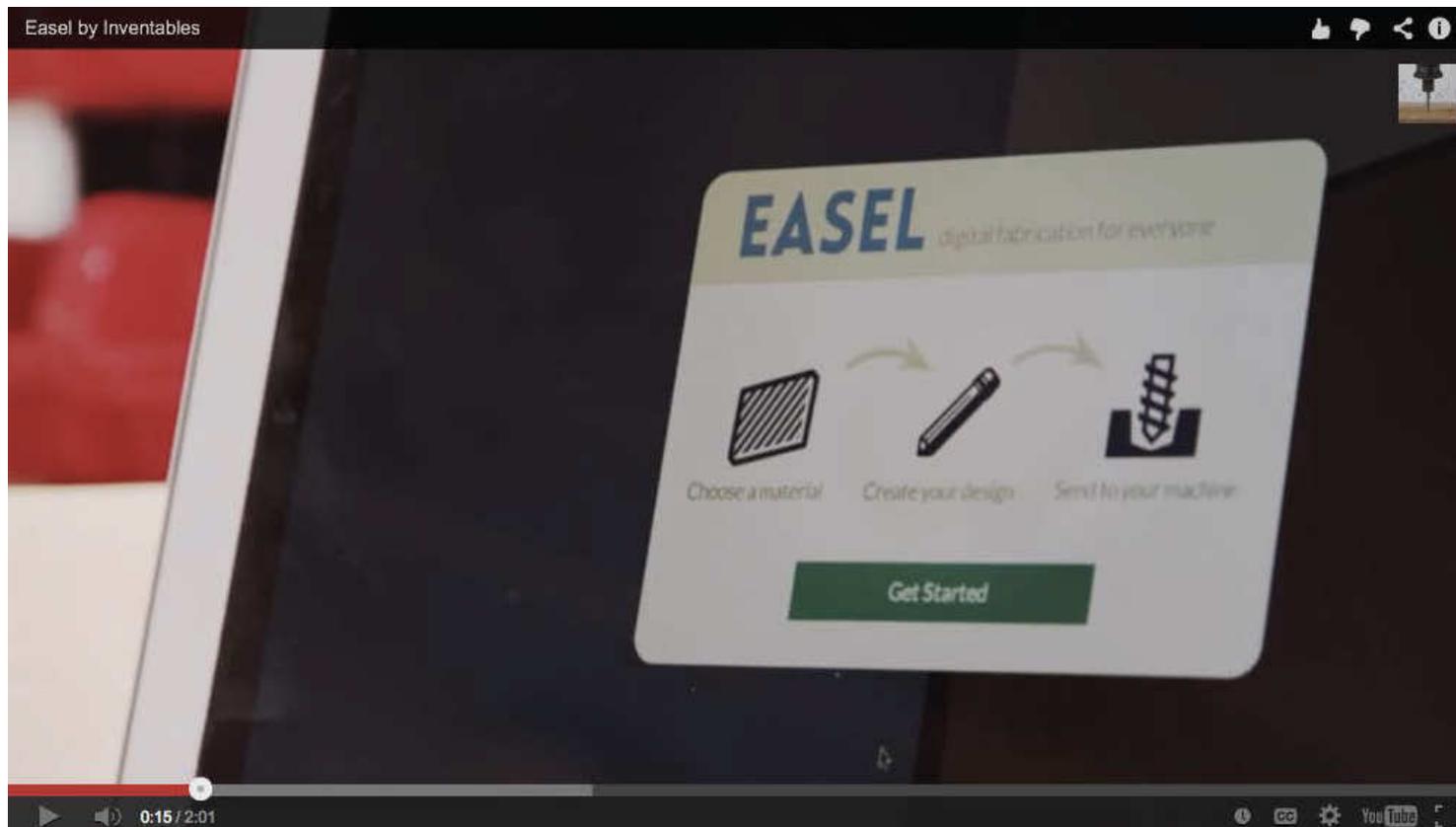
Oreo's 3D-printed cookies showcased the types of customization that can come with this technology.



A Shapeways 3D scan of a person during one SXSW session.

MANUFACTURING DEMOCRATIZATION

We can now all become manufacturers, argued Inventables CEO Zach Kaplan. Thanks to affordable, consumer-friendly tools coming on the market, “People who have never done this before can make things in five minutes.” Instead of requiring people to design in 3D, which is challenging, Inventables’ Easel software shows users what a 2D design would look like in 3D. Kaplan debuted the product at SXSW.



LONG-TAIL TRADING

While people talk about the crafts-based, local-oriented Makers Movement replacing large-scale manufacturing, IDEO CEO and president Tim Brown encouraged the combination of both. “I think it’s about bringing large-scale and small-scale together in very interesting ways,” he said at a SXSW session on The Future of Making. At the same session, MIT Media Lab director Joi Ito said that in the future, we’ll see “a factory in a box.”

On IDEO’s Made in the Future website, the company observes:

Today, most marketplaces thrive where there is scale. Factories in a few regions supply goods for the whole world. We are wondering how new tools will shift this scenario. Could they allow us to assemble things closer to home? Or could these tools create a strong, connected community of makers that reduce our interest in mass-manufactured products?

We wondered how manufacturing could create product platforms. And how we might better shape products to our needs as they’re made locally. Could this shift make space for local craftspeople? Would this align local purchasing to local jobs? We envisioned what a completely mobile manufacturing solution might look like to explore this idea.

CO-CREATING WITH NATURE

Could you create half of something and allow nature to finish? That was a question posed by MIT Media Lab director Joi Ito. Bioengineering, or the biological application of engineering principals, is developing at six times the rate of Moore's Law, according to Ito. It's something we all have to learn about, because "it's going to be in our face really soon."



“Right now there’s an MIT course called How to Make Anything. In the future, I propose a course on How to Grow Anything.”

—JOI ITO, director, MIT Media Lab
SXSW '14

Tree Bridges, the practice of using branches and root structures to create bridges

JWT

RAPID PROTOTYPING

If the cost of theory exceeds the cost of practice, you might as well get to the fact by doing, advised Ito. “Failure is a really good way to learn the facts,” he noted. That was a recurring theme at SXSW in all its various incarnations: experimenting, doing, making, prototyping, learning, repeat.

“*In order to succeed spectacularly, you have to be willing to fail spectacularly.*”

—BIZ STONE, co-founder of Twitter; co-founder and CEO of Jelly
SXSW '14

“*Learn by doing rather than thinking. Head off into the fog confident you'll get somewhere in the end.*”

—TIM BROWN, president and CEO, IDEO
SXSW '14

“*You might as well get a fact rather than a theory.*”

—JOI ITO, director, MIT Media Lab
SXSW '14



8. TECH'S HUMANITARIAN POTENTIAL

SXSW speakers cited technology—and mobile in particular—as a key tool for achieving social change. “The true promise of the connected society is people helping each other,” said keynoter Biz Stone, co-founder of Twitter and the new Jelly.

MOBILE AS A GATEWAY TO OPPORTUNITY

As outlined in our 10 Trends for 2014 and Beyond, mobile is coming to represent a gateway to opportunity in many markets—helping to change lives by providing first-time access to financial systems, business tools, better health care, education and more. Brands will need to understand mobile’s integral role in these markets and the many innovative ways that people are using mobile devices. By embracing shared value, brands can become a force for positive change while enhancing their long-term competitiveness.



Highlighted by Chelsea Clinton in her keynote, **iCow** is a mobile-based service that helps small-scale cattle farmers in Kenya by providing tips and keeping users’ records of milk production and breeding.



The well-established Kenyan mobile money service **M-Pesa** was cited by various panelists, who held it up as a prime example of brands using mobile to help the underserved while simultaneously improving their own bottom line.



Also referenced by Chelsea Clinton, **Sproxil** is a service that uses mobile to combat counterfeit drugs and the damage they can do to consumers. Users scratch off a label on the medication, then text the code that’s revealed to a validation database to confirm whether the drug is legit.

DATA FOR THE GREATER GOOD

It's not just brands that can find value in analyzing data. Humanitarian and other mission-driven organizations will increasingly turn people's digital exhaust into a valuable resource.

The DataKind logo features the word "DataKind" in a bold, orange, sans-serif font. The "D" is significantly larger than the other letters, and the "a" is lowercase. The "K" is also bold and uppercase. The "i" is lowercase and has a dot. The "n" is lowercase and has a dot. The "d" is lowercase and has a dot. The "K" is also bold and uppercase. The "i" is lowercase and has a dot. The "n" is lowercase and has a dot. The "d" is lowercase and has a dot.

Founded by Jake Porway, a speaker at SXSW, [DataKind](#) connects data scientists, nonprofits and others to drive collaboration, innovation and better decision-making based on data.

“ We see in front of us an uncharted world of opportunity to define and shape the way that data science integrates into the social sector, transforming the way that mission-driven organizations do business.”

—JAKE PORWAY, founder and executive director, DataKind,
quoted in Knight Foundation blog



DRIVING ACCOUNTABILITY

More than ever, technology will serve as a tool to keep people accountable, from journalists to governments and corporations. For instance, Chelsea Clinton spoke of how technology can help track money and grants as they move around the world, helping to counter corruption. Panelists also discussed how technology is being used to keep politicians in better contact with their constituents and to enable better citizenship.

“Online interaction, unpleasant and annoying as it may be, is a really important form of accountability. [Reporters] were completely insular people who spoke to the world in monologue form. ... Now, if you are a journalist, you’re going to constantly hear from people ... who have a lot of important things to say.”

—GLENN GREENWALD, journalist, The Intercept
SXSW '14

“Technology has the potential to revolutionize the way development measures, reports and analyzes the successes and failures of its work.”

—CHELSEA CLINTON, vice chair
Bill, Hillary & Chelsea Clinton Foundation
SXSW '14

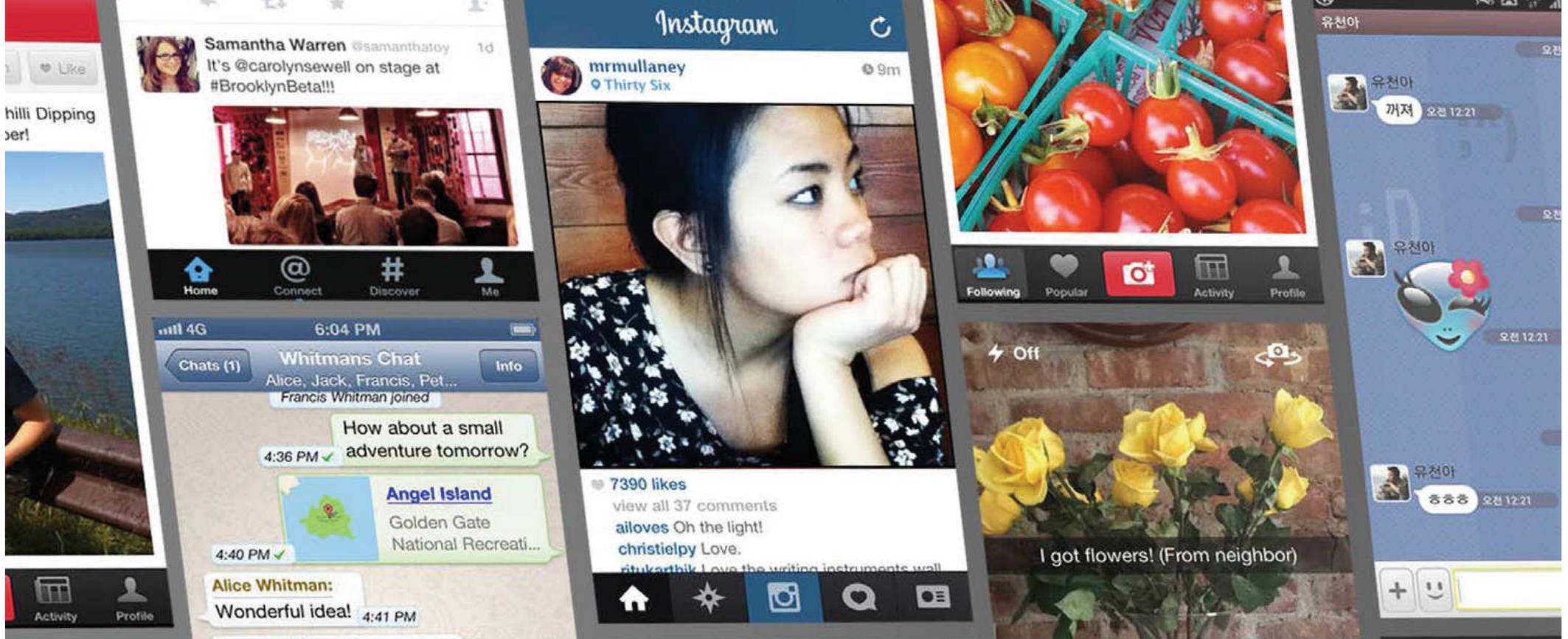


— TECHNOLOGY CO-OPTED —

As tech evolves into an important tool to effect social change, it will also be co-opted for oppression and violence. Some regimes are using the Internet as a tool for repression. Google Ideas director Jared Cohen spoke of activist friends in Syria who were forced at gunpoint to turn over their phones to government forces, who then assumed the victims' identities to lure other activists into a trap.

“*The Internet ... can level the playing field [or serve as] one of the most oppressive instruments of human control ever known.*”

—GLENN GREENWALD, journalist, The Intercept
SXSW '14

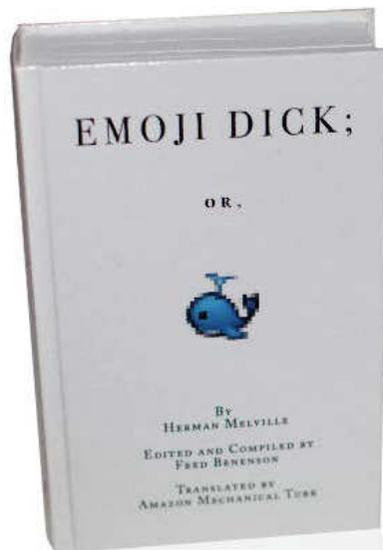


9. DO YOU SPEAK VISUAL?

As outlined in JWT's 10 Trends for 2014 and Beyond report, we're shifting to a visual vocabulary that relies on photos, emojis, video snippets and other imagery, largely supplanting the need for text. Many SXSW panels, speakers and services focused on helping people speak visually.

EMOJI EXPLOSION

Panelists argued that people will increasingly employ emojis—the tiny pictographs that can represent emotions, objects, actions and more—for communication and self-expression.



Fred Benenson, with the help of Amazon Mechanical Turk, translated the literary classic *Moby Dick* into an emoji version.



Just before SXSWi started, artist [Jesse Hill](#) released an unofficial video for Beyoncé’s “[Drunk in Love](#)” featuring an emoji translation of the lyrics.

“

Our alphabet actually started as a bunch of little pictures. [Emojis] capture something that is lost when you switch to a text-only medium.”

—BEN ZIMMER, executive producer, Vocabulary.com, SXSW '14

DIVING INTO MOBILE VIDEO

People are increasingly using videos to speak visually, especially the short snippets shared via mobile social networks like Vine and Instagram. Brands are joining the feed, finding their own video voices or helping consumers to do so. Multiple master classes, many of which were sold out, also focused on the art of making mobile videos.



Samsung's Galaxy Vine studio helped budding Vine artists make the perfect video.



Bill Cosby released his first Instagram video while attending SXSW, prompting a flurry of media coverage.



10. MINDFULNESS AND TECH

Technology is perhaps the biggest driver of mindlessness and distraction, and people are taking greater notice of the moments they miss while tweeting, checking email or otherwise experiencing the world through a screen. With yoga and meditation sessions, and panelists speaking to mindfulness, SXSW showed that the digerati are starting to calm their tech-addled minds and be in the moment.

SEARCH INSIDE YOURSELF

In the pursuit of faster, better and more, when does the involvement of smartphones, tablets, self-trackers, real-time messaging, etc. become too much? That was the question addressed by Chade-Meng Tan, an early Google engineer who designed the company's "Search Inside Yourself" course. During a packed session, he discussed practical methods for enhancing mindfulness and emotional IQ, personal livelihood and work productivity. Some Tweets from the session:

Followed by [Joan](#)



Jessica Lynn Shull @journalynn · Mar 10

Look up from your device & smile at the next person you see. Yes, right now. Now pray they feel joy today. Don't you feel it? #sxsw #siy

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1:26 PM - 10 Mar 2014 · from Austin, TX · [Details](#)



Jessica Lynn Shull @journalynn · Mar 9

W/ your next sip of coffee, stop & savor it. The warmth the flavor. Don't pursue happiness. Unlock it in everyday moments. #SIY #sxblooo

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Monica Belling @mbellished1 · Mar 8

Three steps to achieving happiness: Calm the mind, attend to joy, develop kindness #siy #sxsw

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Monica Belling @mbellished1 · Mar 8

By creating the habit of kindness, kindness becomes you. #siy #sxsw

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Nathalie Baaklini @Natbaak · Mar 8

The Dalai Lama was asked: "What was the happiest moment of your life?" Reply: "Right now"

A trained mind can access joy on demand #sxsw #siy

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Jeniece Pritchett @JenPritchett · Mar 8

So good. RT @efturner: Gratitude is remembering to be joyful about everyday experiences. @chademeng #SXScout #SIY

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Erin Turner @efturner · Mar 8

Monday Homework (actually Workwork): every hour, spend 10 seconds wishing for people in your office to be happy. @chademeng #SXScout #SIY

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Erin Turner @efturner · Mar 8

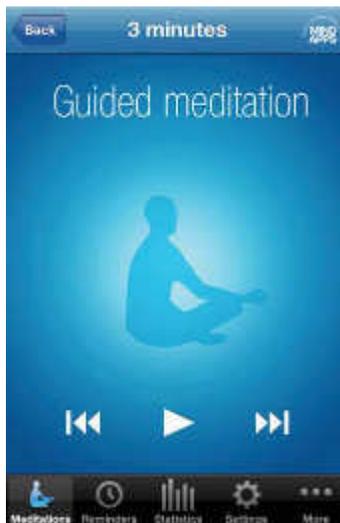
Try this: randomly look at human beings and wish for them to be happy. @chademeng #SXScout #SIY

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THERE'S AN APP FOR THAT

While smartphones and tablets are the very devices keeping many of us from mindfulness, a few companies are tapping into this disruptive technology to create apps that help facilitate a state of mindfulness. Headspace's app Headspace (On-the-Go) provides daily meditation sessions, guided mind-training programs, meditation reminders and random "mindfulness buzzers" that prompt users to "check in" with themselves. Similar apps include The Mindfulness App by MindApps and Mindfulness Meditation by Mental Workout.



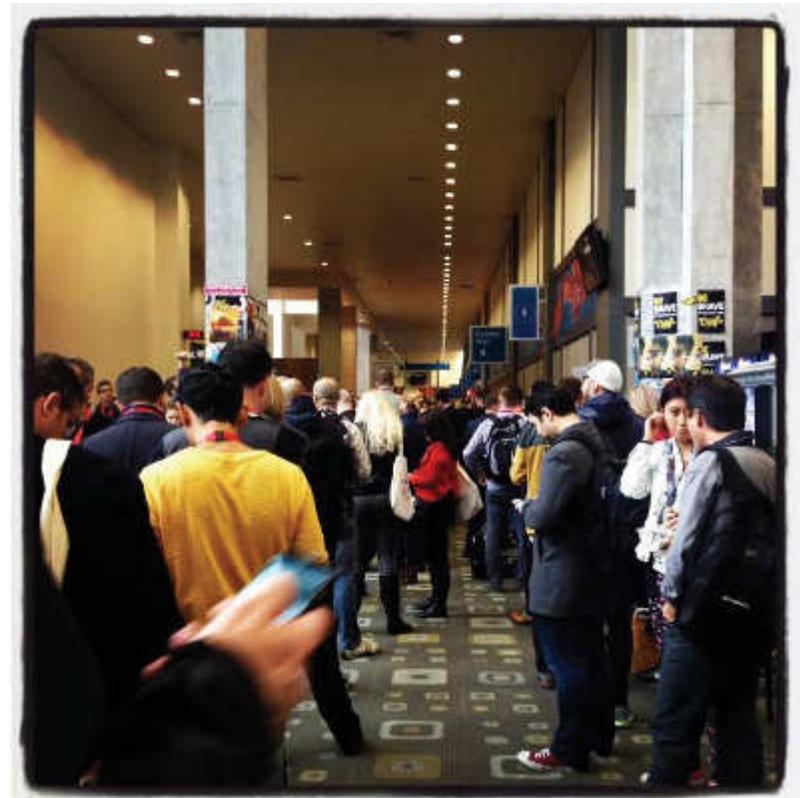
“You get social pressure if you don’t meditate these days. How does that relate to tech? We’ve created a world where it’s hard to escape.”

—LOIC LE MEUR, co-founder of LeWeb, SXSW '14

HEADS-UP MOVEMENT

One of JWT's 100 Things to Watch in 2014: People are becoming more aware of how much time they spend—in meetings, on the street, at meals, during family time, etc.—with their heads down, immersed in mobile devices. More of us will make an effort to keep our heads up, better attuned to people and the environment, and ask others to do the same. (The irony is that in some cases this will be enabled by technology itself, as wearable tech like Google Glass can help people have it both ways.)

While the fifth National Day of Unplugging took place during SXSW, few if any attendees participated in the movement to go offline from sundown to sundown March 7-8.





1 THE SNOWDEN EFFECT



2 DATA PERMANENCE



3 DEMYSTIFYING CRYPTOCURRENCY

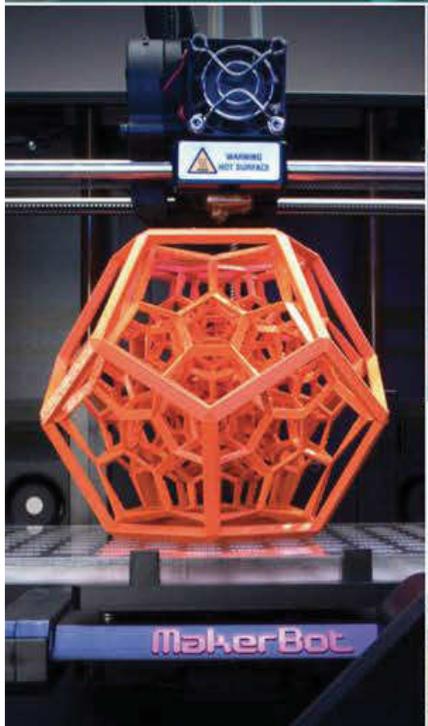
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CONCLUDING THOUGHTS



6 MAN VS. MACHINE



7 MAKING DISRUPTED



4 THE FUTURE OF THE INTERNET



9 DO YOU SPEAK VISUAL?



5 WEARABLES EVERYWHERE



8 TECH'S HUMANITARIAN POTENTIAL



10 MINDFULNESS AND TECH

— THE TWO SIDES OF DATA —



This year, the theme was around privacy and security. [Cool Hunting's] Josh Rubin said something like, 'It's incredible that Snowden is going to issue a geek call to arms to protect our data,' then you walk down the hall to another panel and they are saying, 'How are we going to monetize all this data?'"

—BEN JAMES, executive creative director, JWT New York

MARKETING AS A SERVICE



There was the recurring theme of value-based marketing services being the next big push. We don't just push brand glorification/pandering engagements, but what we offer needs to be a value or service to our users. Consumers will be more emotionally engaged with your brand if you make their lives easier or entertaining. That emotional attachment is a trigger for users, who will consider personalized marketing/retargeting to be beneficial instead of creepy.”

—DAWN H. SMITH, chair, Digital Council, JWT London

— IMPROVE THE EXISTING —



At ‘Bringing Together Code & Creativity,’ Google’s Ben Malbon said, ‘It is easier to gaze into the future than live in the present.’ Though new and shiny are really exciting, the opportunity lies in actively exploring what experiences can be built that don’t require new platforms. Tried-and-tested and familiar can’t compete with the adrenaline you find in something new and awesome, but clever applications leveraging existing platforms can.” —VICTORIA RADZIUNAS, account supervisor, JWT Toronto

SXSW AS A PETRI DISH



SXSW is now a petri dish for brands looking beyond TV, print and two-dimensional social, and they're using the focused audiences as test subjects. Agencies of all shapes and sizes, plus internal marketing departments, are putting the best of their creative minds to work to develop immersive experiences that audiences will want to interact with—and tweet about. Ultimately I'd like to see some of these brand experiments translate into real-world experiences—as SXSW is most definitely not the real world—accessible to a wider variety of audiences. That would prove the viability of SXSW as a testing ground for bigger efforts and keep it from being just a marketing fantasyland with no real application for mass audiences.”

—SUNNI THOMPSON, associate digital strategy director, JWT Atlanta

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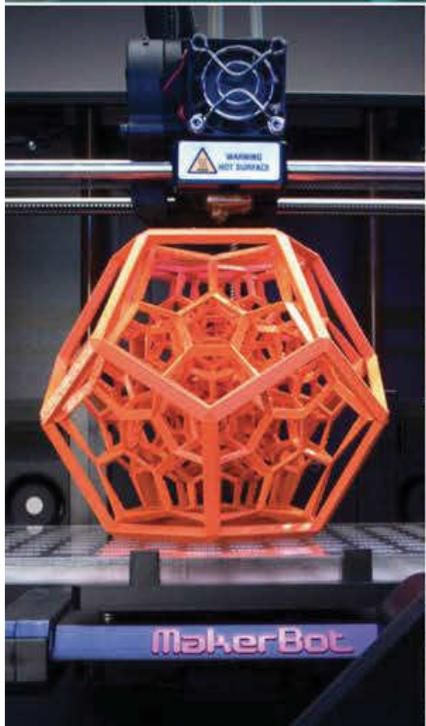
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