Tapping Your Inner Futurist

Imagining the Futures of Arts Experiences

Garry Golden
www.garrygolden.com/November16

Start → *End*

Foresight 101

Drivers of Change
Data + Storytelling

diigo

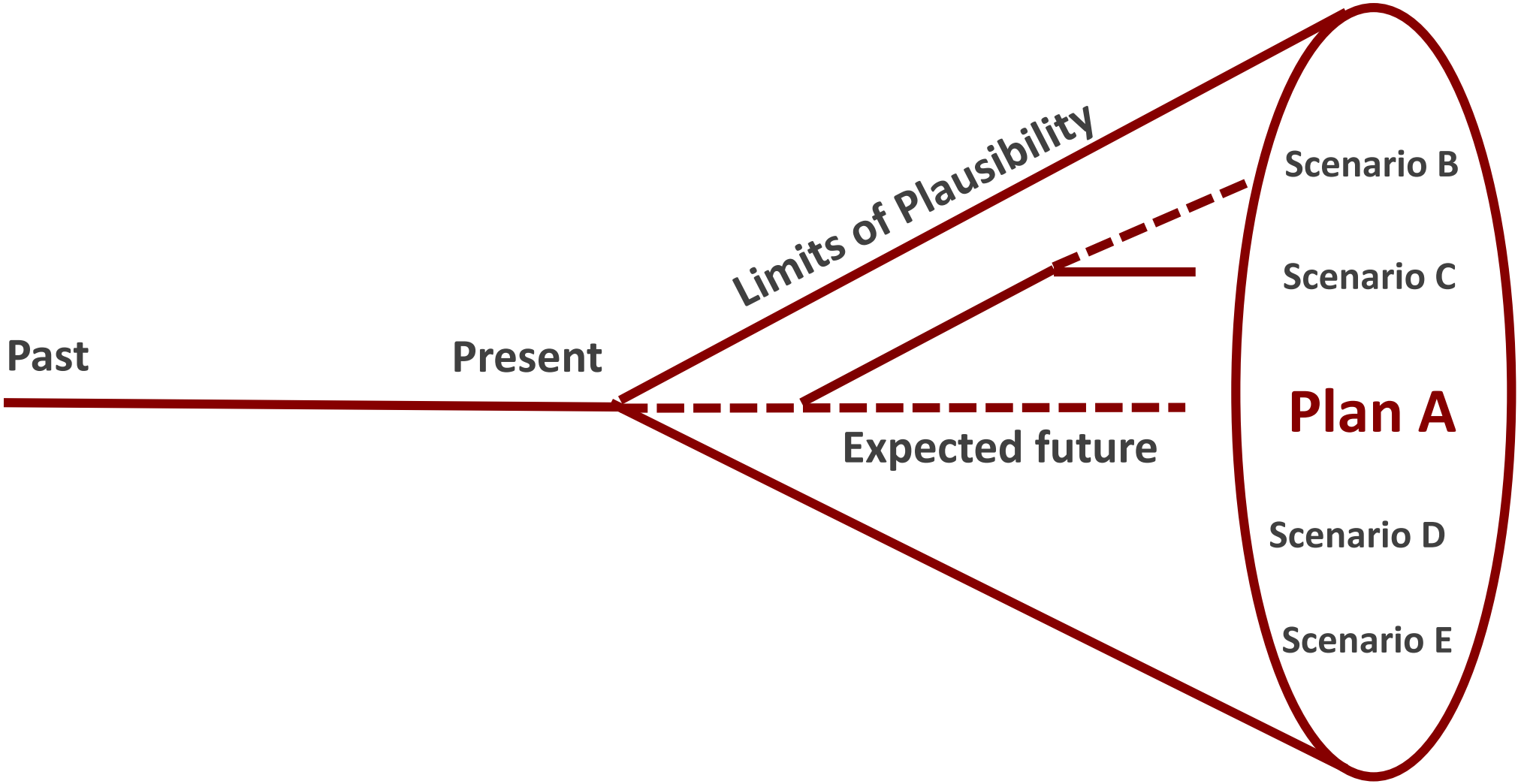
A Tool for Social Scanning

Thinking Like a Futurist?

Images Removed

Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



Every day I make an effort to move toward what I do not understand.

- Cellist, Yo-Yo Ma

End

Drivers of Change

Data + Storytelling

diigo

Signals Teams & Social Scanning

In the News

UT Austin students recently won second place for an Alexa chatbot called ***Belle*** that assists drama-theatre instructors and students with at-home practice and stage rehearsals.

True

False

Context of the *Creepy Line*

Google

Inevitability of Dealing with the *Creepy vs Compelling Line at the..*

Personalized Arts Experiences

How do we…

- ❑ ***Balance privacy + personalization***
- ❑ ***Communicate value and benefits in 'Ask' vs 'Reward'***
- ❑ ***Maintain human-ness side of the relationship***

Social Norms for the Anonymous-Access Web

1993

"On the Internet, nobody knows you're a dog."

Social Norms & the Social Web

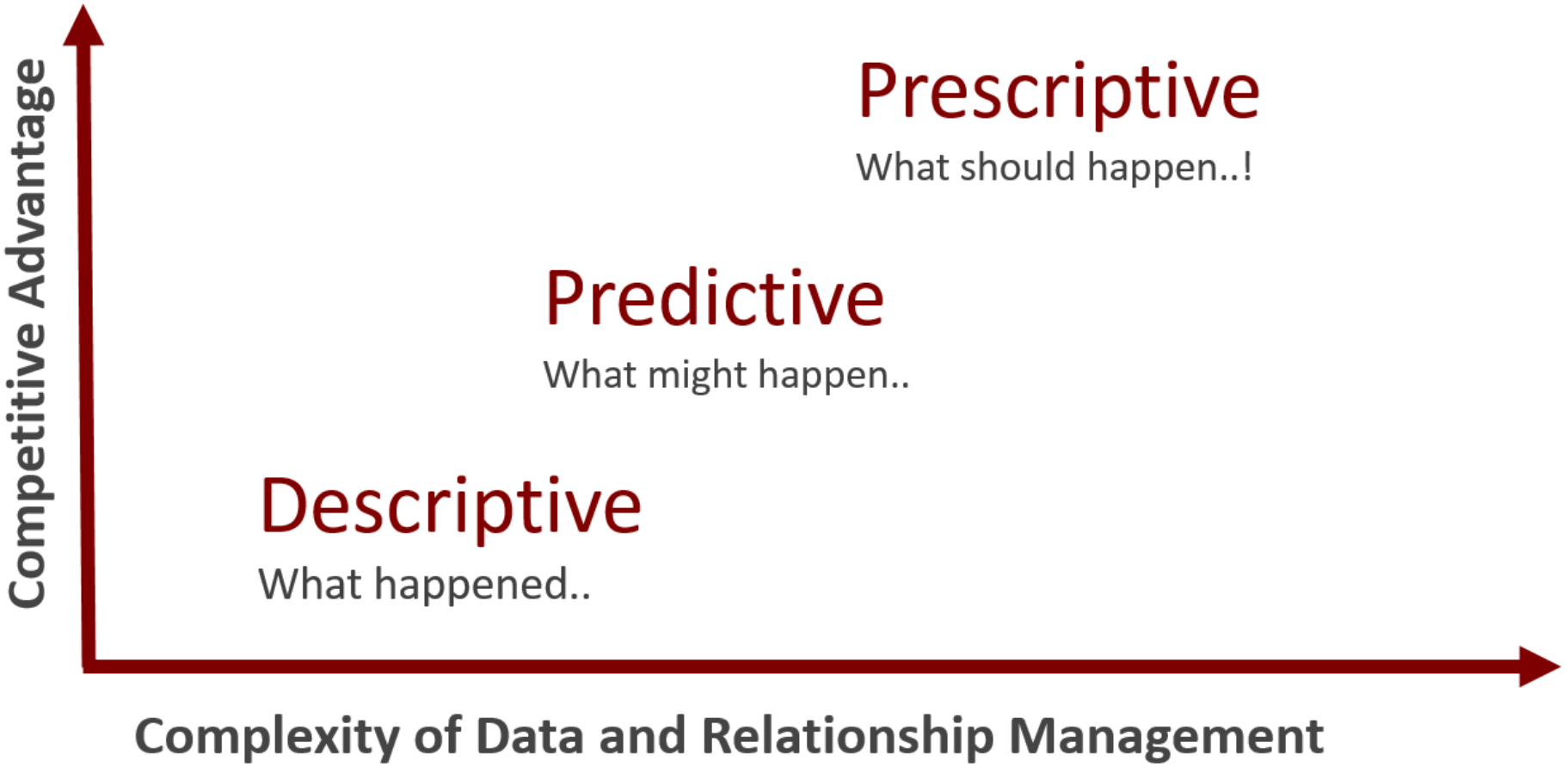
2008

creative commons

Social Norms for Driving Outcomes

2018+

Outcomes-based Value Creation Depends on…



There is no shortage of emerging issues to address…

Johanna Blakley @Mojojohanna · 1h
"Why don't we give data like we give blood?" - Alan Freeman #neaarts #NEACVP #artsdata

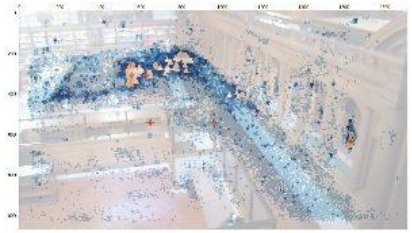
Can we all agree…?

Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.

- Deanna Day

Social Data

Health Data



Device + Place Data

EXPERIENCE API

"I did this…"

Learning & Life Experience Data

Evolution of Data across Learning Management Systems (LMS)

Activity Streams

<Actor, Verb, Object>

“I did this”

Why xAPI? Understand the Link Between Training & Outcomes

Course

Outputs

EXPERIENCE API

“I did this…”

Statements

Real World

Outcomes

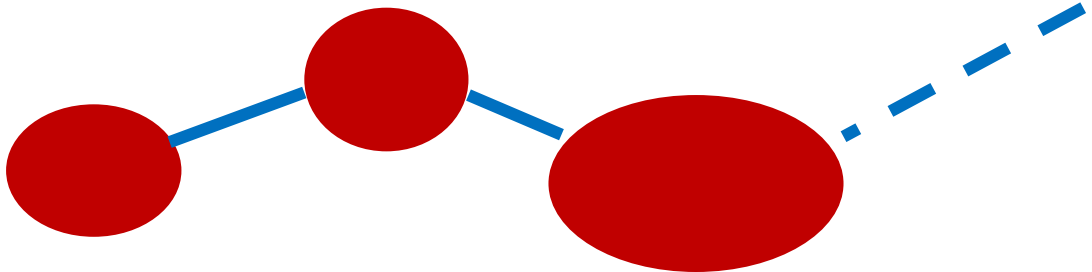
Assumption: Experience Data Appears Inside School, Workplace & Beyond

EXPERIENCE API

<Actor, Verb, Object>

"I did this"

- Thomas **liked** a **Lucille Clifton** poem he heard on iTunes
- Brentwood library **invited** Thomas to a **Creative Aging poetry event**
- Thomas **enrolled** in a creative writing class at Community College
- Thomas **read** **Alice Walker** for his creative writing course
- Brentwood library **recommended** an obscure Rita Dove poem
- Thomas **performed** his poetry at a local café event
- Brentwood library **invited** Thomas to a **program on self-publishing**
- Thomas **self-published** his first collection of poems
- Brentwood library **added** his book to their collection



Assumption to Explore

By 2022, Experience Data Will Become Our Most Valuable Digital Asset

If we capture experience data…

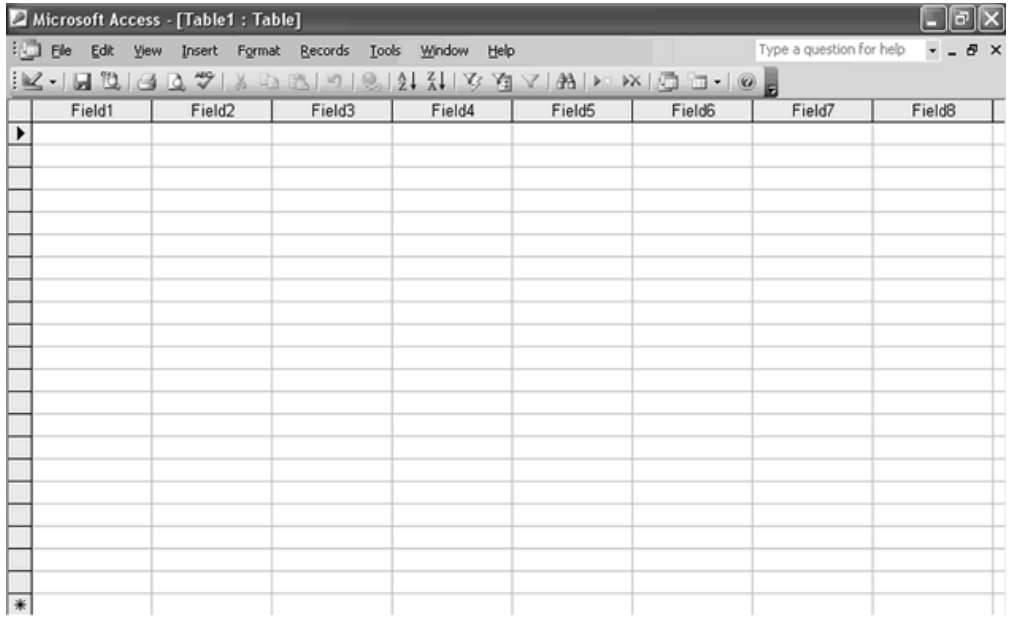
"I did this…"
Statements

How do we approach regulations?

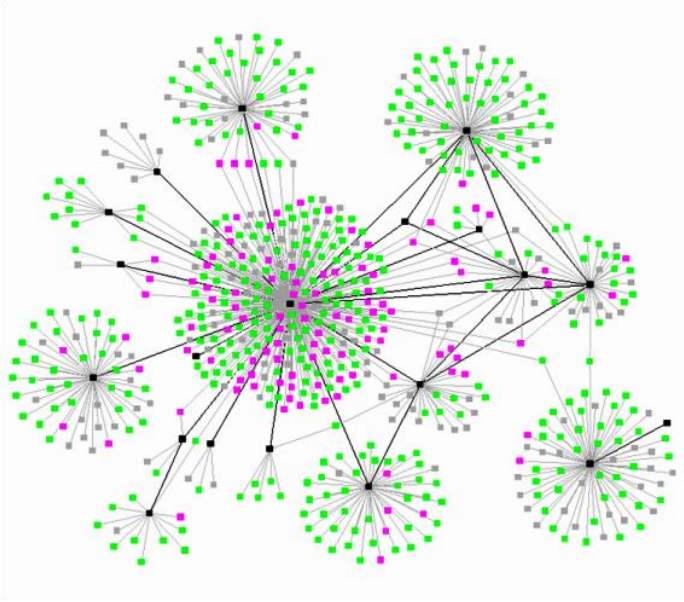
How do we avoid the creepy line?

How do we make sense of it?

Building a Connected Data Foundation for Arts-based Experiences



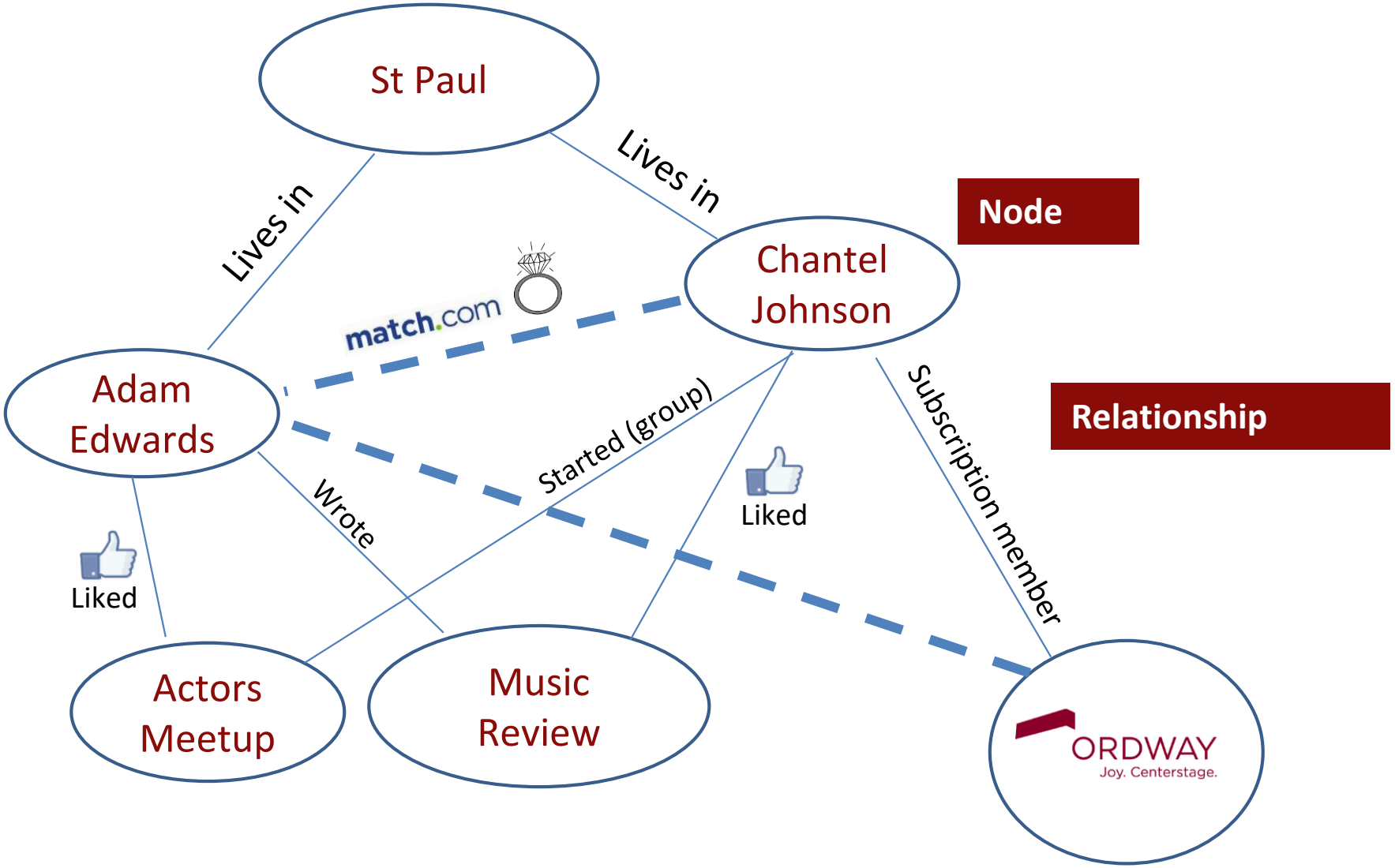
Tables = Past



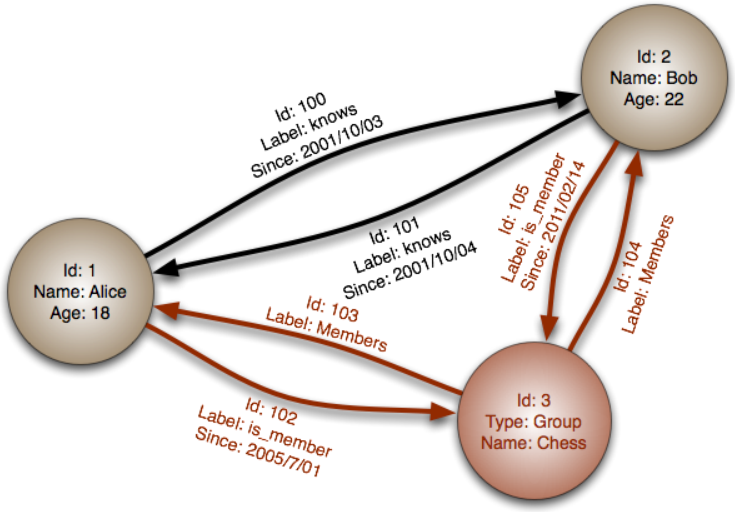
Graph Thinking = Future

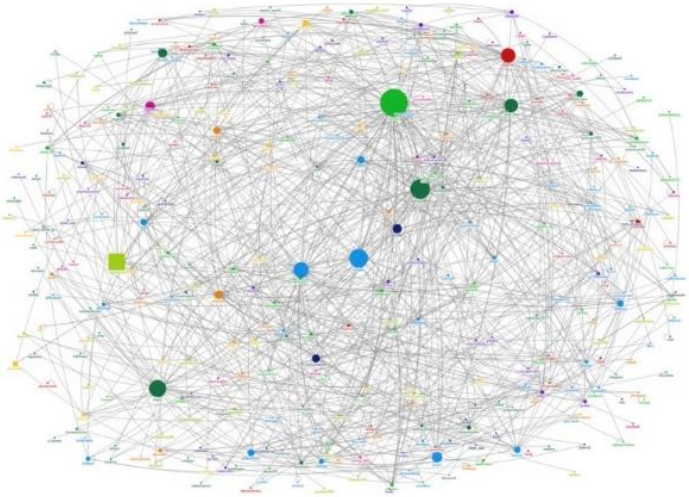
neo4j

Graph Database = Understanding Relationships + Connections



A Possible Future for (Youth) Culture

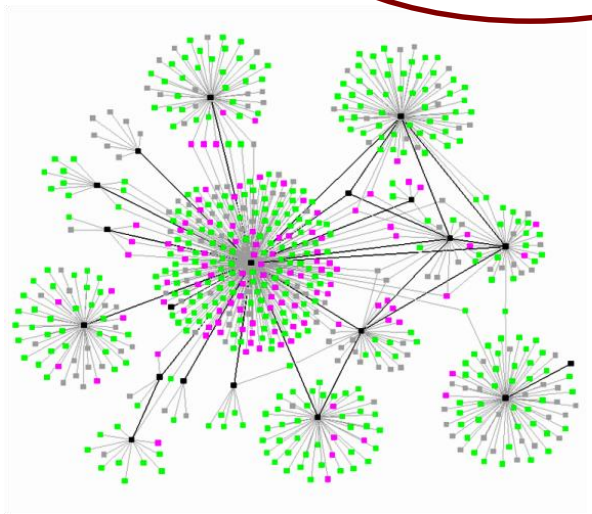




Value of our Social Graph

Era of Experience Graph?

Noah is *Connecting Things on his Experience Graph*



Daddy Loves Pomegranate

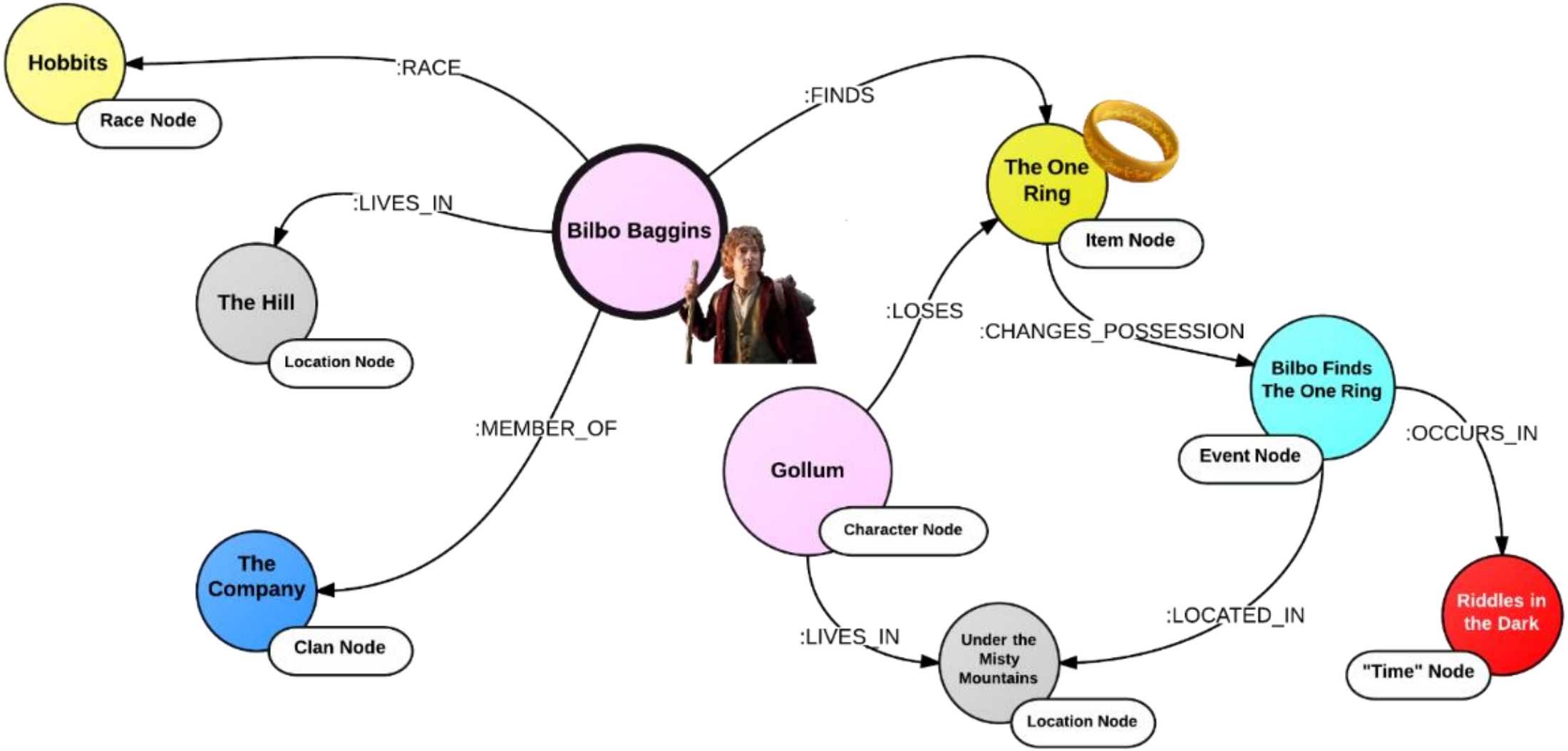
Farmer Videos
How they are grown

Watched Video
How to Peel?

Classroom Project:
Things that Grow

Who might have permission to see connections of experiences?
Learner, Teachers, Parents, Libraries, Museums, Park Staff…

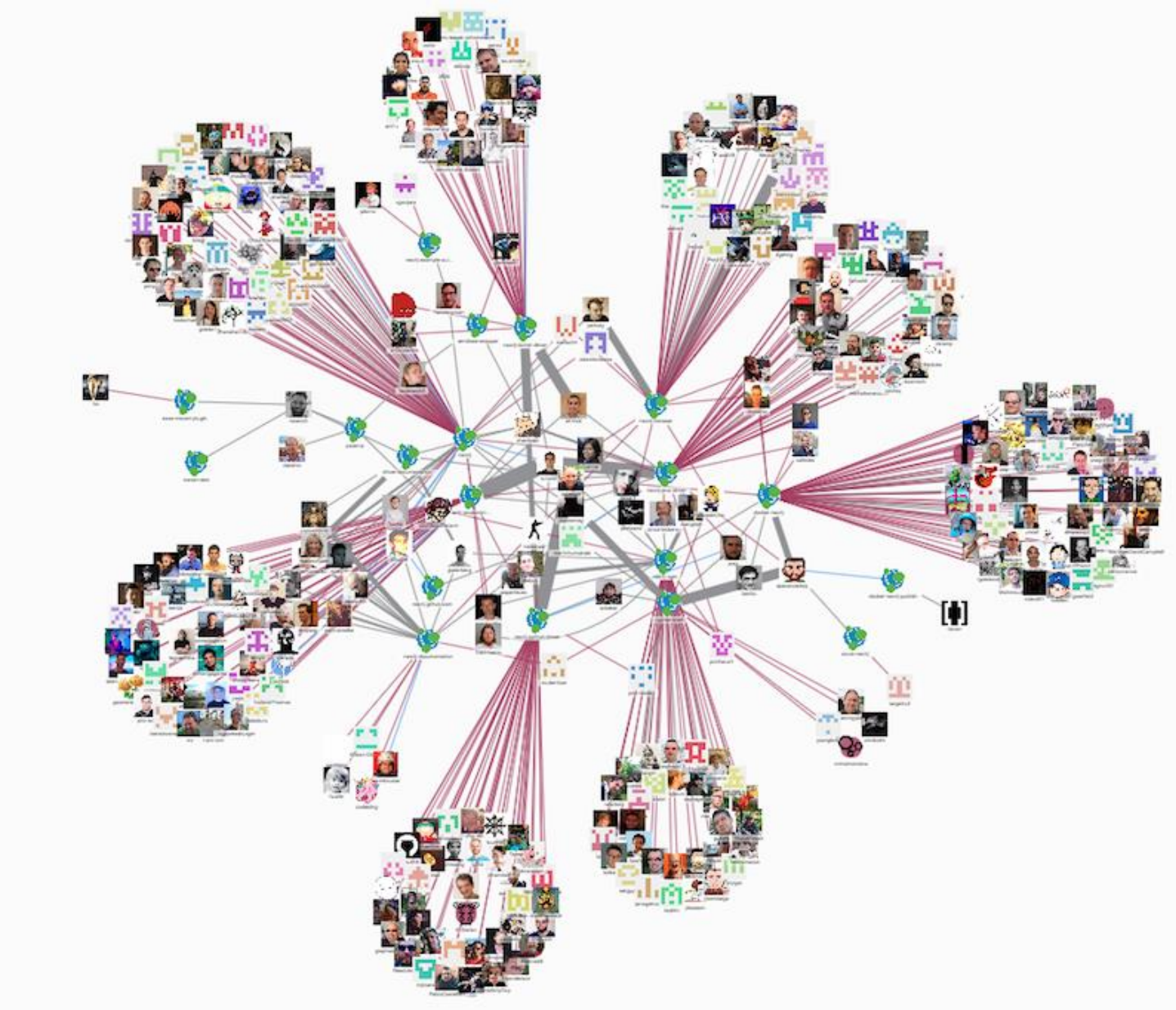
Graph Thinking to Understand Pathways, Journeys & Outcomes



Could we build your School or Community's Arts Experience Graph?

Members – Companies – Jobs – Skills – Schools – Knowledge

Imagine seeing connections of experiences (and outcomes) across students, teachers and artist communities.



neo4j

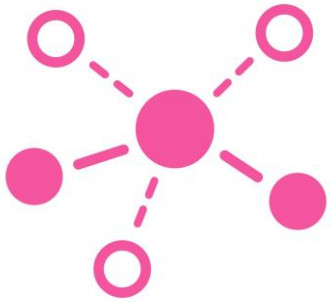
2018 – 2025: Arts Integration Meets Connected Data

Short-term – 2018 -2020

- ❑ Map out opportunities & challenges
- ❑ What experience data could we create, capture and connect?
  (e.g. appropriate; actionable)
- ❑ Engage with existing efforts

Long-Term – Beyond 2020

- ❑ Overcome Challenges
  (e.g. blockchain used for privacy)
- ❑ Align schools and community-based arts institutions with social policy & technology capability?



Learning Curve Starts Now!

Push xAPI / LRS Beyond L&D

Watershed LRS

xapiapps

WaxLRS by SaLTBOX

Yet Analytics

Connected Data + Graph Analytics

LINKURIOUS VISUALIZE GRAPH DATA EASILY

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Get Involved in Working Groups

ADL Advanced Distributed Learning

TORRANCELEARNING

End

Drivers of Change

Data + Storytelling

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Signals Teams & Social Scanning

Maybe stories are just a data with a soul.

Brene Brown

In the News

Detroit has hired its first Chief Storyteller to help identity and amplify voices across the city’s 200 neighborhoods.

True

False

THE NEIGHBORHOODS

1701

THE SPIRIT OF DETROIT

FireHouse Music Series gives Detroit artists a platform

Dorothy Hernandez | 03 November

Stephanie-Blair Watts was at a friend's house a few years ago when she came across NPR's Tiny Desk concerts, a music series where musicians perform intimate

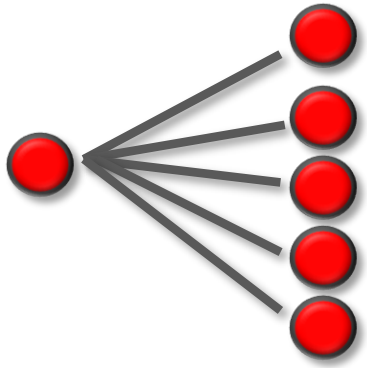
READ MORE

- ❑ Amplify voices
- ❑ Counter stereotypes with Strength-based Stories
- ❑ Connecting Communities
- ❑ Increase Self-awareness

Storytelling Across

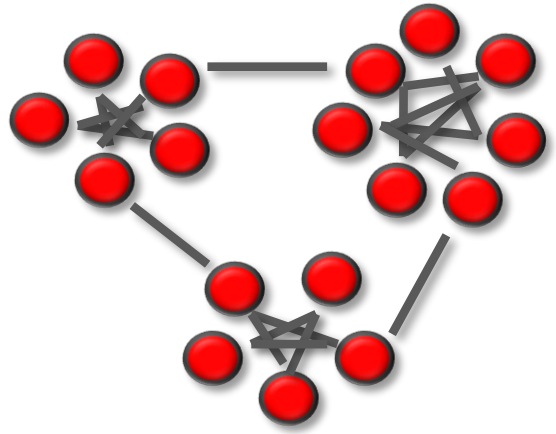
Eras of Communication

One-to-One



Broadcast Media

Composed Stories



Social Media

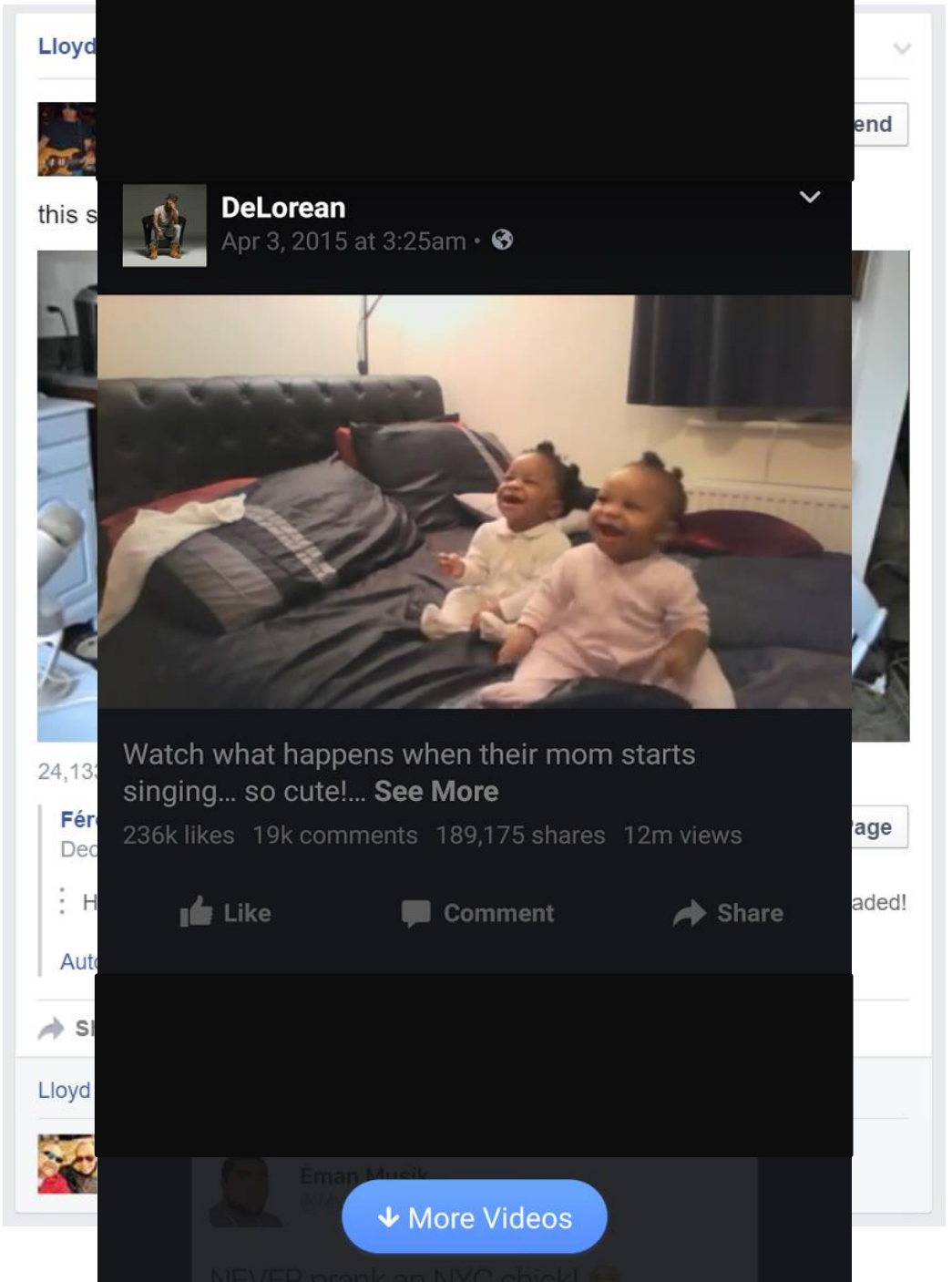
Micro-Narratives

Timeless elements will not change…

Messengers > Message

Messengers on…

facebook



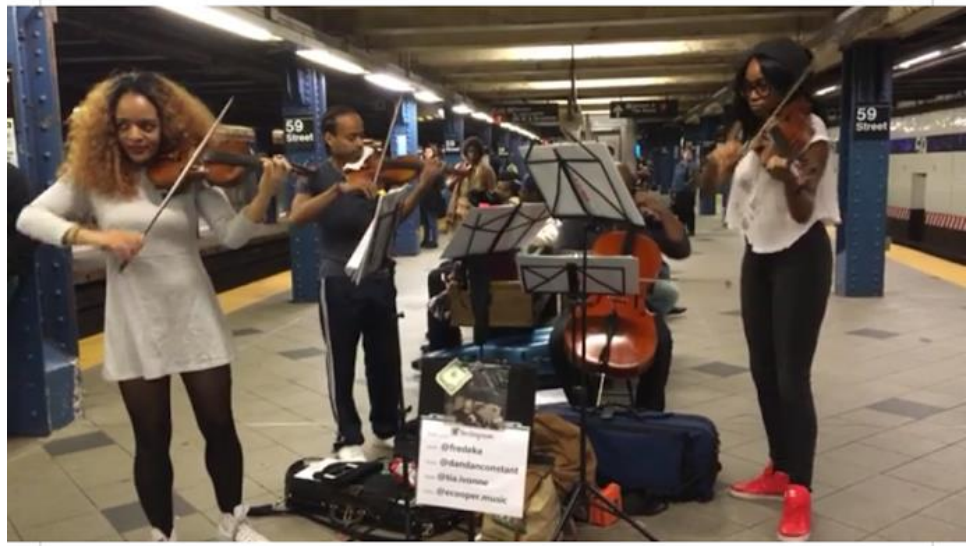
Patricia Diane McKenzie shared **Crystal Durant**'s **video**.

Jan 26 at 2:18pm •

Crystal Durant

Jan 18 at 9:37pm •

These kids are great!



424,367 views

Like Comment Share

While waiting for his friend, Monntel started playing his version of Yiruma's “River Flows in You” on a piano that was on display at the mall, when his awe-inspiring talent captured a crowd. On top of being a self-taught pianist, who doesn't know how to... Continue Reading

44,950 views

Mark Ervin shared **Lunkerville**'s **video**.
2 hrs •

Lunkerville
Feb 25, 2015 at 9:10pm •

Where was this Led Zeppelin loving music teacher when I was in elementary school? Give it up for **The Louisville Leopard Percussionists** - Mike D

33,622,704 views

1 like

Like Comment Share

Jennifer Chua shared **ABC News**'s **video**.
27 mins •

Joanne Chiu, Aliza Greenberg

ABC News
Nov 17 at 7:22pm • Edited •

A+ TEACHER: Special education teacher begins each day by complimenting students, one by one.
http://abcn.ws/1X5GWuY

27826847 views

3 likes 1 comment

Like Comment Share

Chelsie Thompson @Ren_Ed · 35m

The artistic product is what we expect. The artistic process is often overlooked. #ArtsEd is both of these things. #**KCED**

Teach Students & Parents how to tell stories around process + outcomes

Creating Community of Messenger Storytellers

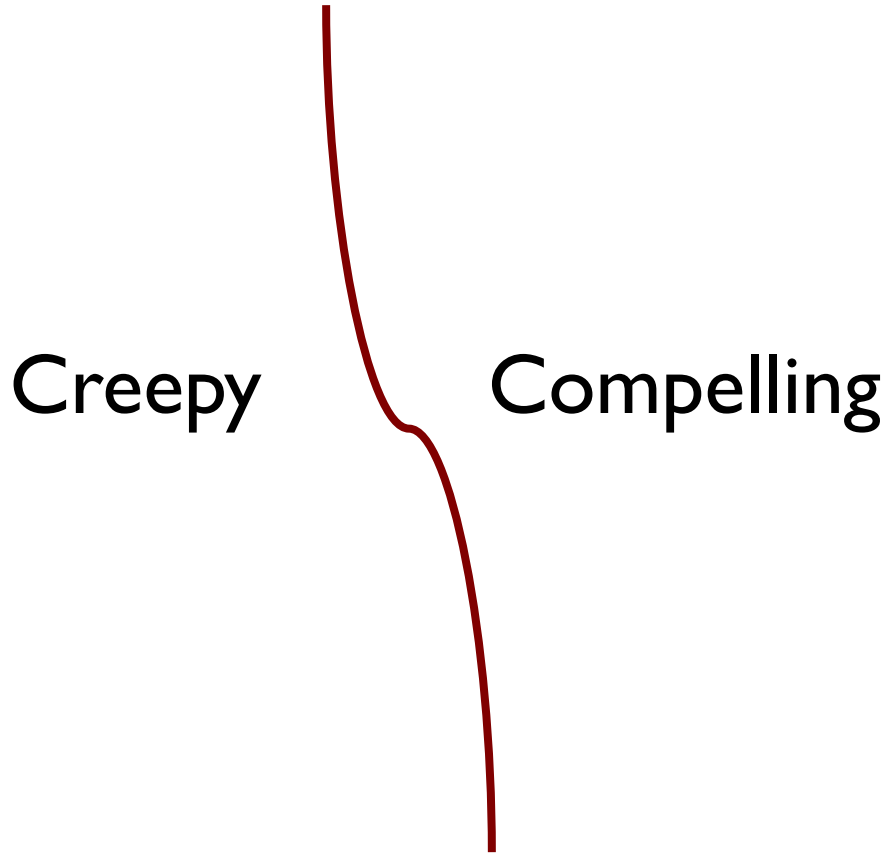
Creating Shared Language

- ❑ Include or Avoid words and phrases: _____
- ❑ Arts learning language: _____

Creating Visible Backchannels or Protected Private Channels

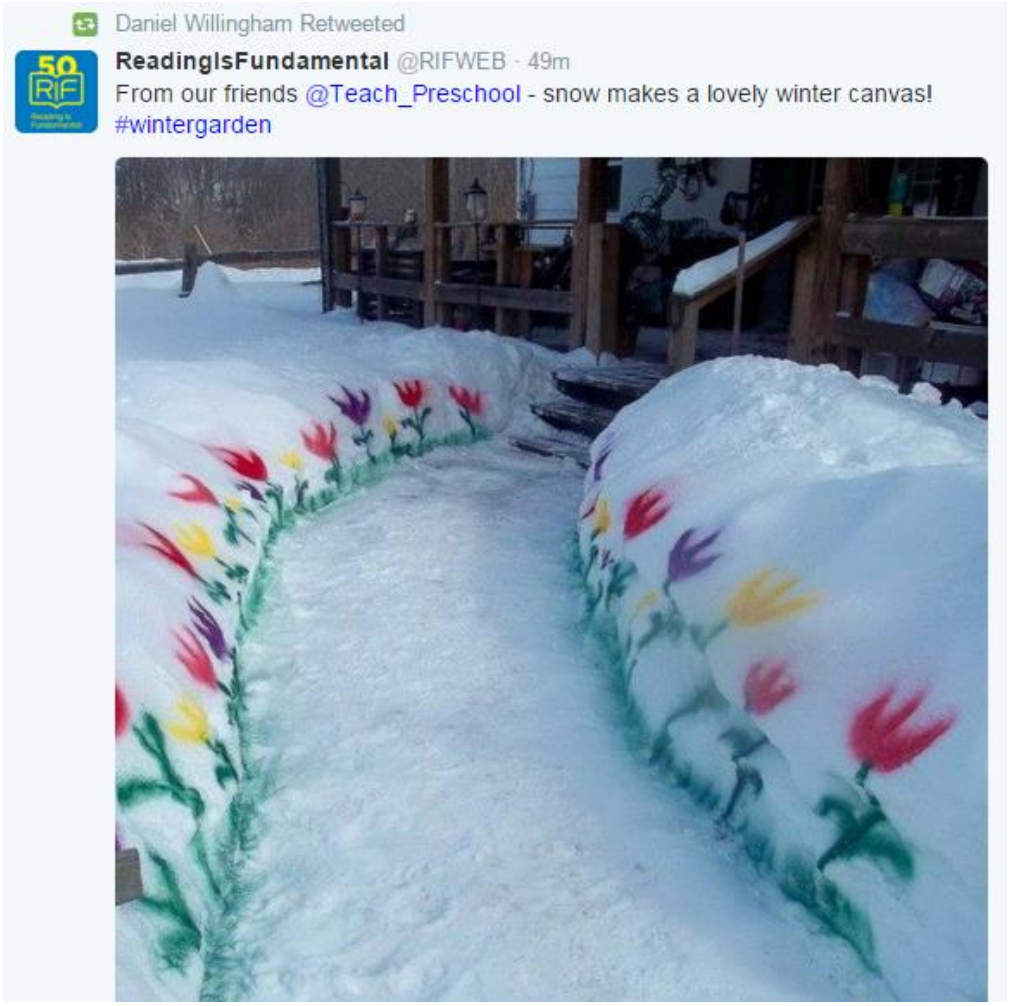
- ❑ Always tag #arts #anygivenchild
- ❑ Train People to Capture Offline Conversations within Civic-Cultural-Community Places

Help Teachers + Teaching Artists navigate creepy-compelling lines of social storytelling?



Move beyond
‘feels good’ to
‘I want to take action’?

Stories end with take action



Learn More

Advocate

Donate

What Strategies Help Spread Our Story…

- ❑ Invest in your messengers (Culture of advocacy)
- ❑ Design stories to be portable, open and ready to be interpreted + shared
- ❑ Become more comfortable with risks and rewards of less control

Learn More….

Future of Storytelling

Knight Foundation

sundance institute

New Frontier Storylab

STORYWORLD conference

NABS National Association of Black Storytellers "In The Tradition..."

Future of StoryTelling

End

Signals Teams &
Social Scanning

Habit: Seeking Signals of Change

Signals

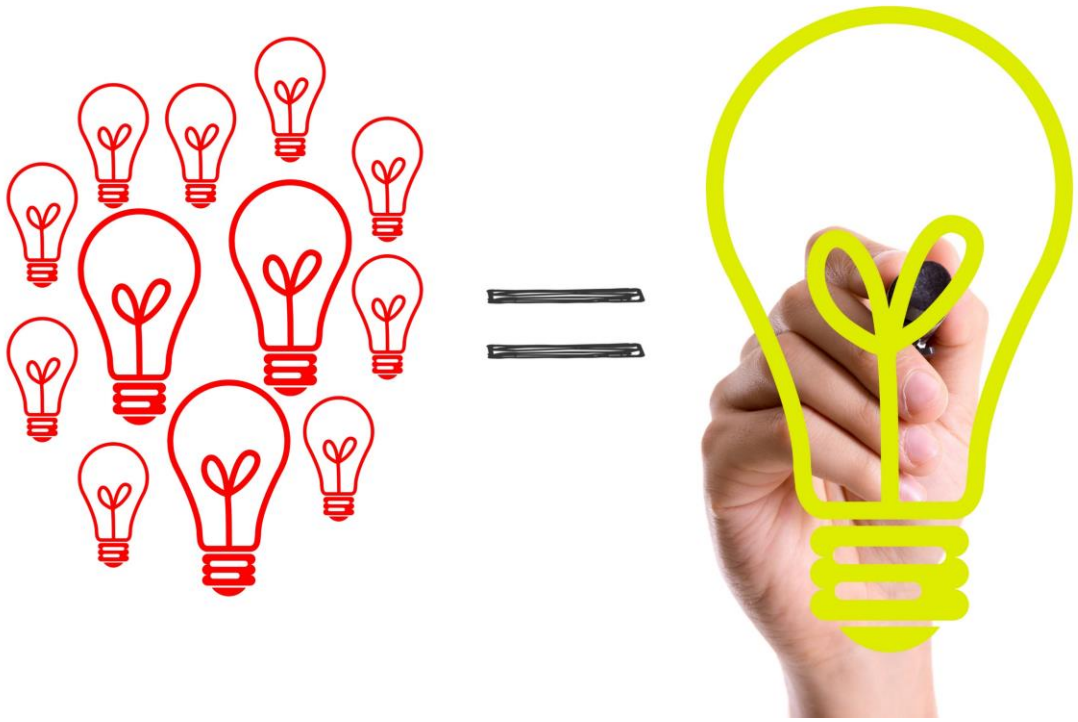
A signal is a small or early step innovation, disruption or constraint that could grow into something larger across society, business or government.

A signal can be a news event, a new service, product, technology, policy, social movement, or conversation stream on Twitter!

Signals grab our attention but can also be easily dismissed as noise.

Seeing Futures Across STEEP Categories

Society
Technology
Environment
Economy
Politics



Collect & Share Signals as Social Bookmarks

Scanning Tool

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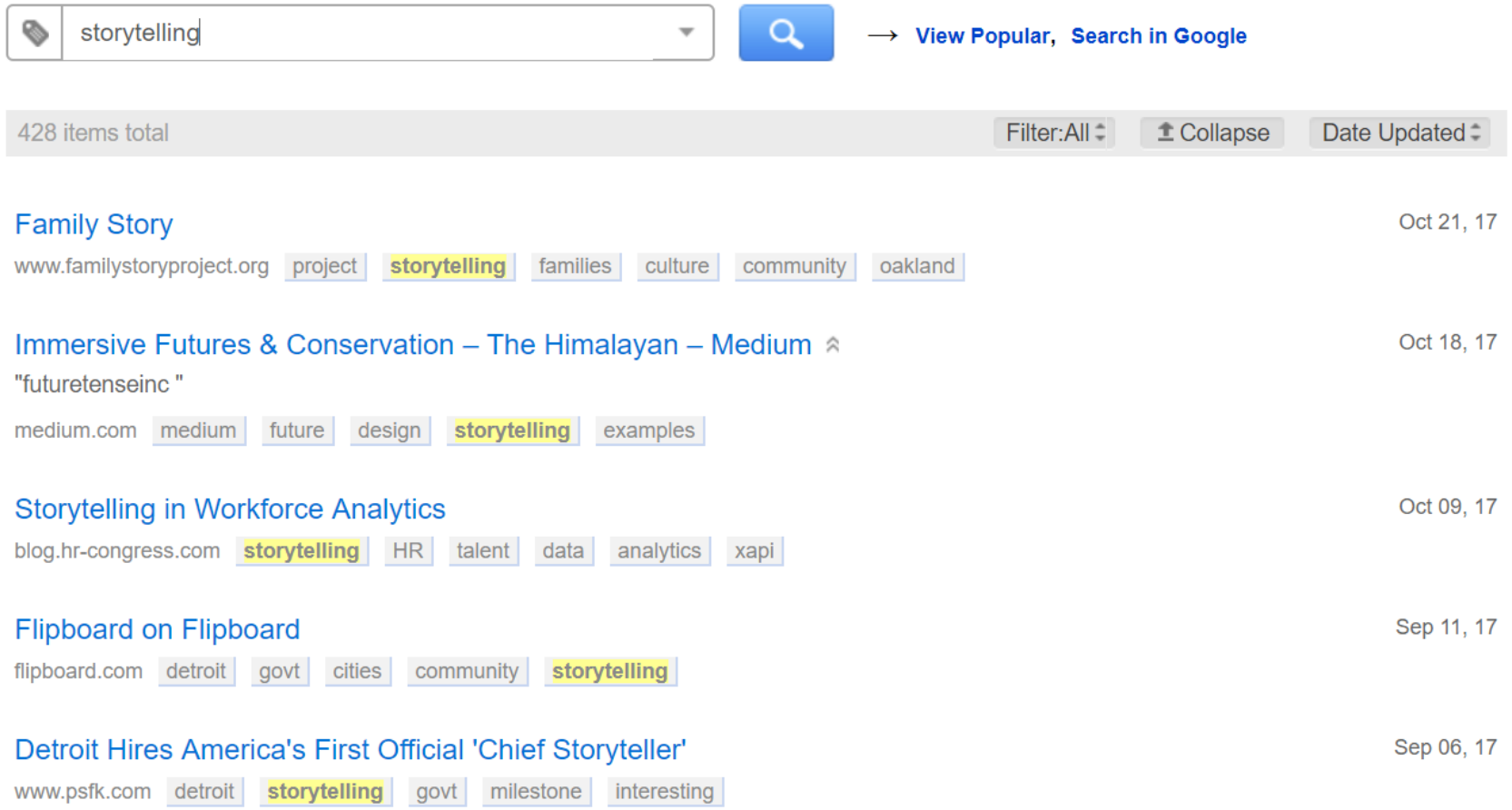
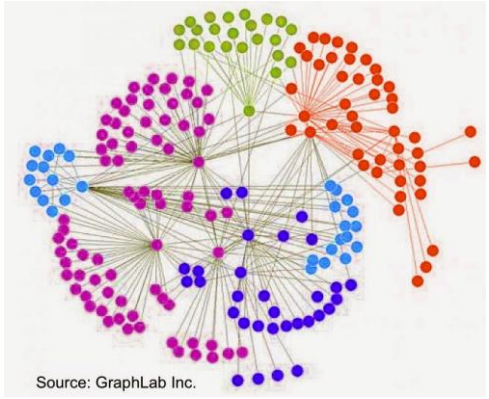


I love Graph Thinking



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Replying to @NovasTaylor @sbahlavooni @jcdecker71

Have you seen our life science workshop proceedings? Perhaps some useful insights.

neo4j.com/blog/neo4j-lif...

I Found Story on Recent Gathering

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Neo4j Blog

Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin

Big Data in Genomics: How Neo4j enables personalized therapies

Martin Preusse (Knowing, Helmholtz Zentrum Munich)

Biomedical research generates vast amounts of data. New experimental technologies like DNA sequencing, metabolomics and proteomics drive the fast growth of available information and lead to a better understanding of the molecular organization of life.

Prioritizing SNPs using the Neo4j Galaxy Interactive Environment

Thoba Lose (South African National Bioinformatics Institute)

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Secure | https://neo4j.com/blog/neo4j-life-sciences-healthcare-workshop-berlin/

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Proceedings from Berlin

(Neo4j Blog)←[:BACK]

By Michael Hunger & Petra Selmer, Neo4j Team | September 29, 2017

Often invisible to the people outside of the field, life science researchers have been quietly embracing graph databases instead of the traditional triple and relational stores.

On June 21, we invited a group of life science and healthcare researchers and practitioners to share their experiences in a full-day workshop.

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Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin

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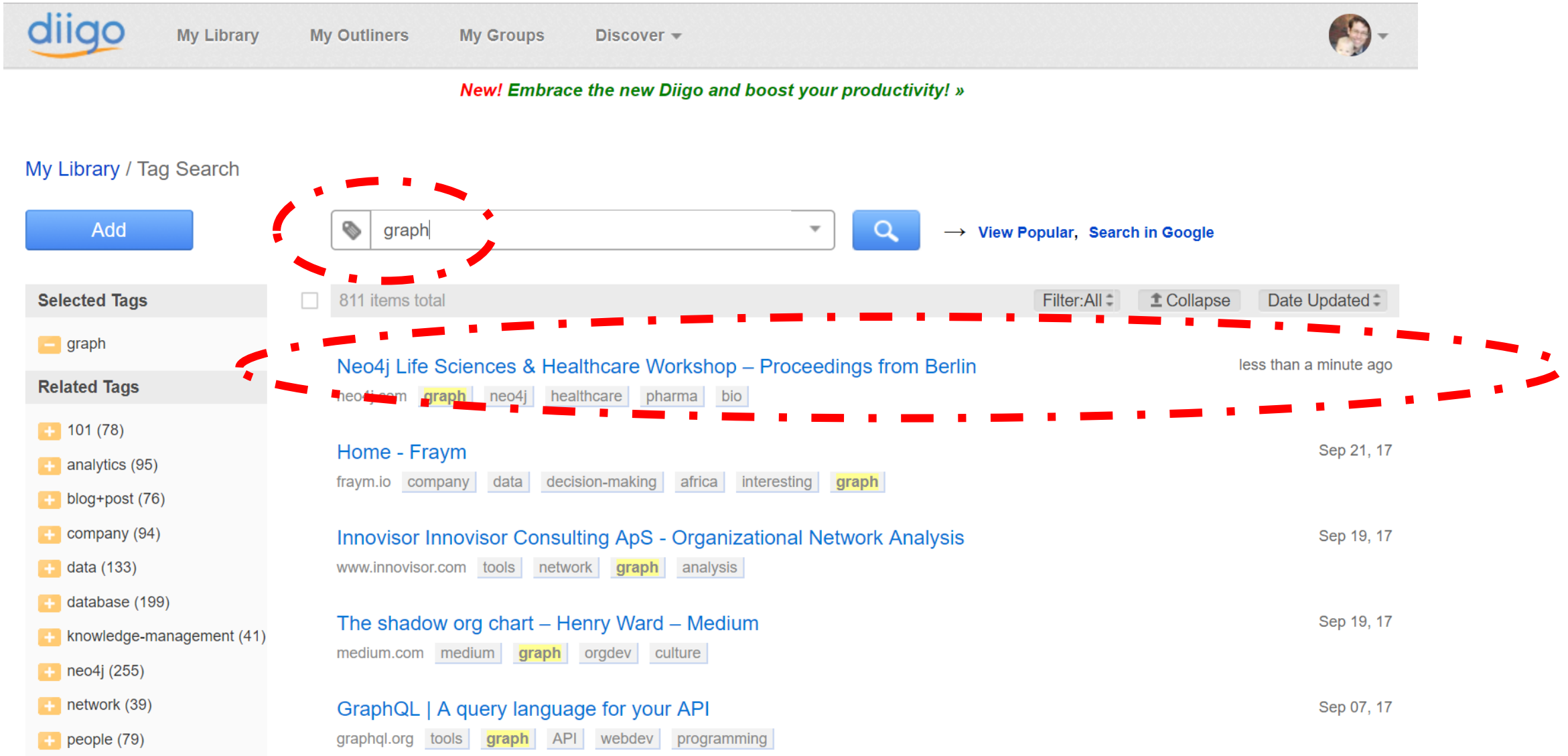
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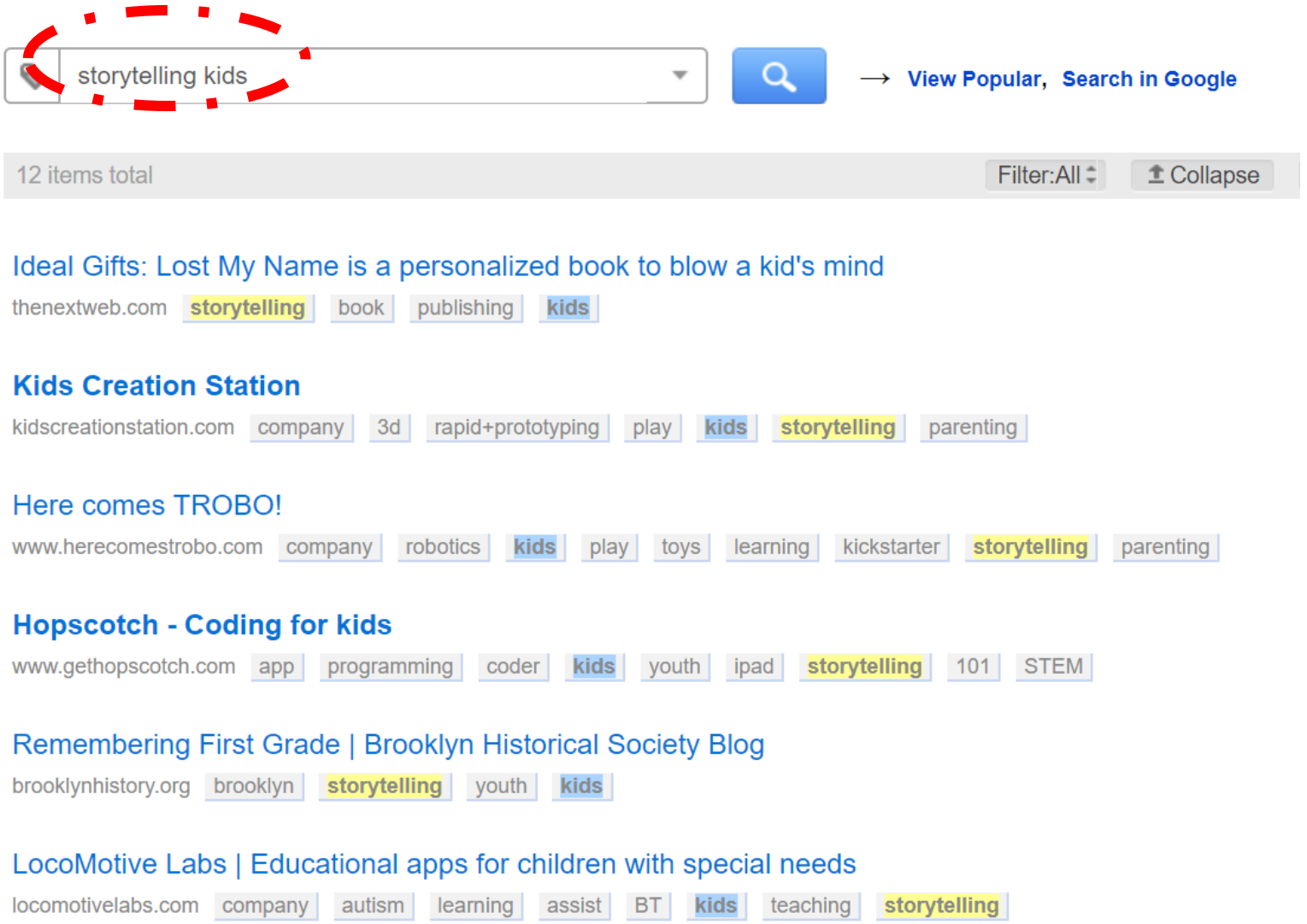
Develop a Shared Taxonomy (Keywords) for Arts Integration



Garry's diigo Tags (Social Bookmarks) on:

Place
https://www.diigo.com/user/garrygolden/place

Place + Data
https://www.diigo.com/user/garrygolden/place%20data

ExperienceAPI(xAPI)
https://www.diigo.com/user/garrygolden/xAPI

Getting Started

Information + Inspiration

Twitter is Your Friend

Create Lists to Follow a Spectrum of People (Sector leaders, Entrepreneurs, Agitators)

Periodically search by keywords or hash tags (e.g. #artsedu, #outcomes)

Twitter Habit:

- ❑ Twitter Twice a Day
- ❑ Open up ten tabs for possible tags!

Conferences

Thank you!

PDF + Resources
garrygolden.com/November16

garrygolden@gmail.com

(Two Rs)