



Scenarios for the Big Data Revolution

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Preparing

- Scenario exercises (of which this is only a very brief example) can help us prepare
- Futures where the internet of things takes the lead
- Futures where regions and cities are paramount
- Preparations might include software, training, organizations and workflows

Scenario Analysts

- Scenario analysts help decision-makers think broadly and comprehensively about the future
- First I'd like to show two possible futures in a quick and impressionistic form
- And then I'd like to decompose these futures to describe a specific confluence of trends or forces – “scenario logic”



Scenario #1. The Factory

- The Factory, where a carefully planned new industrial economy shapes how data is created and shared
- Increasingly a world where machines are talking to machines
- Where we've cracked the problem of creating good models and knowledge bases
- But we still don't know how or to what purpose we apply our models

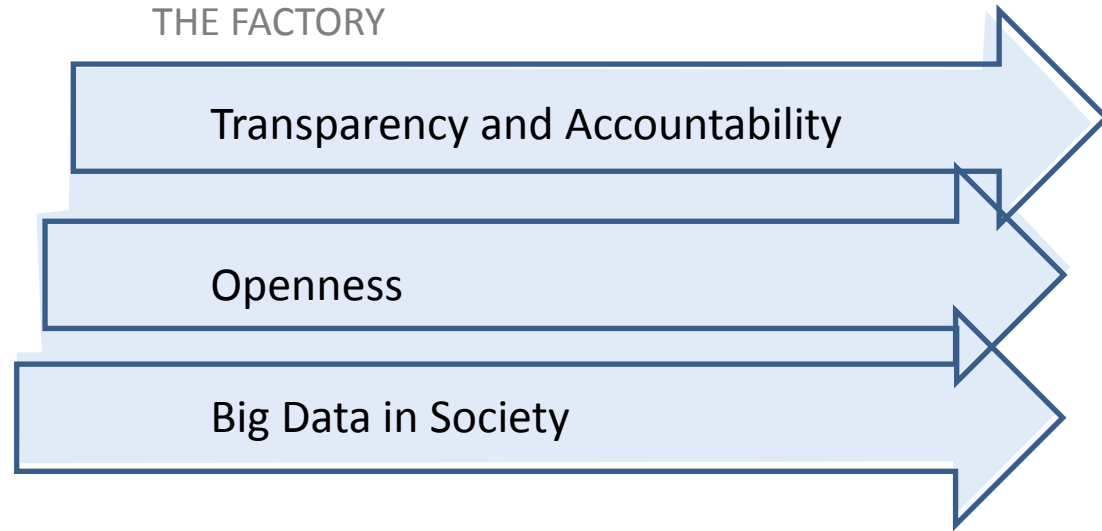


Scenario #2. The Souk

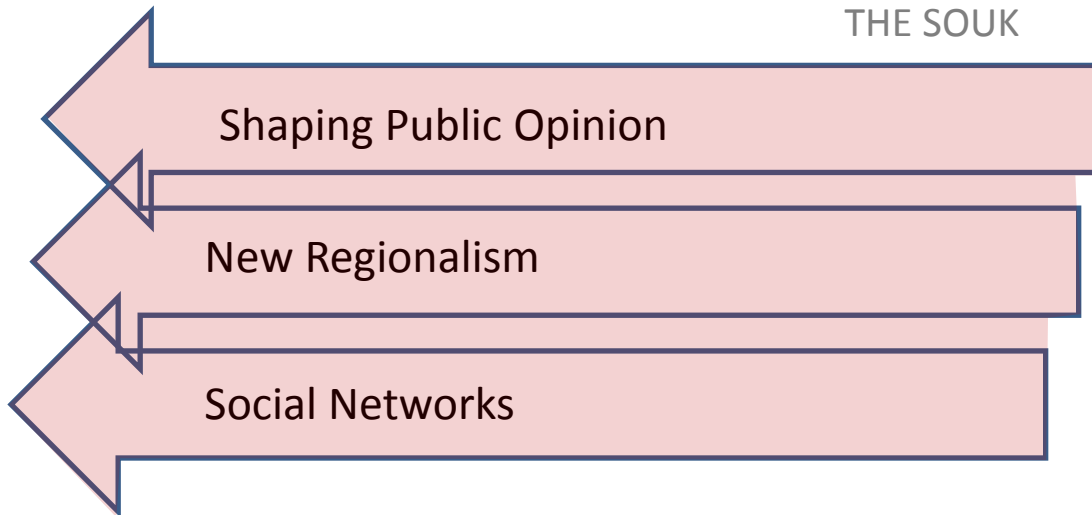
- The Souk, where a variety of different social segments, regions, perspectives jostle for limited attention
- The data miner is preoccupied with sorting, separating and locating distinct voices
- Brokering meetings, finding markets
- Establishing truth from fiction
- Facilitating learning

Scenario Logic

THE FACTORY



THE SOUK





- BYTE project – seven cases
- Common forces affecting all problem domains
- Transition (slow, fast)
- Hegemony (centralized, decentralized)
- Regime (open, closed)
- Hegemony and Regime