

# Are we ready for 5G?



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# Agenda

**1. Methodology**

**2. Imaginations and technological consciousness**

**3. World's trends – Warsaw's perspective**

**4. Who deals the cards?**

**5. Challenges**

# Methodology

**5 FGI**

- 18-30 y.o. women
- 18-30 y.o. men
- 18-30 y.o. mix
- 31+ women
- 31+ men

**9 IDI**

- 3 IDI with educational sector representatives
- 2 IDI with public sector representatives
- 4 IDI with private sector representatives

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# CONSUMERS

**Nothing is surprising**

**Everything is possible**

# CONSUMERS

**Nothing is surprising**

- ❖ **Consumers have heard about most of the trends**
- ❖ **Name the trends spontaneously and describe them with great attention to detail**

# CONSUMERS

Everything is possible

❖ ~~Hurrah optimism?~~

❖ Are not sure what to expect

❖ See the benefits of technology's development but also notice threats

# CONSUMERS

## What is common?

„When I drive a car and use the satellite navigation, I want the navigation to provide me with all off the possible routes. I don't want the navigation to choose for me. The decision has to be mine.”

Group 18-30 mix

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# 10 hot consumer trends 2016 (Ericsson)

## 1. The Lifestyle Network Effect

With diversifying online use, social effects like crowd intelligence and the sharing economy multiply



## 2. Streaming Natives

Teenagers watch more YouTube video content daily than other age groups



## 5. Sensing Homes

Bricks used to build homes could include sensors that monitor mold, leaks and electricity issues



## 4. Virtual Gets Real

Consumers want virtual technology for everyday activities such as sports, and 3D food printing



## 3. AI Ends The Screen Age

Artificial Intelligence will enable interaction with objects without the need for a smartphone screen



## 6. Smart Commuters

Commuters want to use their time meaningfully and not feel like passive objects in transit



## 7. Emergency Chat

Social networks may become the preferred way to contact emergency services



## 8. Internables

Internal sensors in our bodies that measure wellbeing may become the new wearables



## 9. Everything Gets Hacked

Most smartphone users believe hacking and viruses will continue to be an issue



## 10. Netizen Journalists

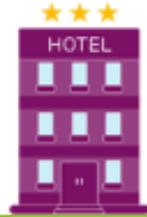
Consumers share more information than ever and believe it increases their influence on society



# It makes sense

## 1. The Lifestyle Network Effect

With diversifying online use, social effects like crowd intelligence and the sharing economy multiply



## The lifestyle network effect

“The producer may suggest you that his car burns very little fuel, but it is a user who can tell you that if fact it doesn’t work too well.”  
Woman, 11.05.2016

## Netizen Journalists

“I know a guy who’s bike magically disappeared and he decided to create a facebook event about it. And guess what – he had found it before police did.”

Woman, 07.05.2016

## 10. Netizen Journalists

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# Least awaited

## Emergency Chat

“No, I think emergency lines can’t be dead. It doesn’t happen.”

Woman, 07.05.2016

## Internables

“Should we implant something to our brain to have better memory? Seriously? There is so many exercises, we can do to improve it! We shouldn’t exaggerate!”

Woman, 07.05.2016



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# Meh...

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# Who deals the cards?

“We can not exclude that the school has an obligation to prepare for a future life, whatever people, would say, education is teaching of individual minds. Once these minds will go into the world of new technologies. The school in some way should prepare them for the proper use of new technologies.” – *education sector*



PRIVATE SECTOR



PUBLIC SECTOR



EDUCATION SECTOR

„The private sector should be able to compete but the point is that this competition does not mean that we are creating fifty different systems or applications that are contradictory or there are too many of them. So, we will be able to choose the solutions that are the best for the city and here it is the most important role of the municipal government.” – *public sector*

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# Nothing is surprising



# Crossroads



# Question without answer

„How much screen time is OK for my kids?“

"should my child learn math by online platforms or manually because it help out with memorize?"

# Challenges



*Potrzebne jest stworzenie wyważonej koncepcji wychowania i edukacji, stanowiącej odpowiedź na cel rozwoju i upowszechniania „nowych technologii”. Ważne jest znalezienie równowagi między entuzjazmem a lękiem, osvajanie, ale też uświadamianie zagrożeń.*

# Challenges



What is needed, is to create a balanced concept of upbringing and education, in response to the purpose of the development and dissemination of "new technologies". It is important to find a balance between enthusiasm and fear, taming, but also awareness of the risks