Leadership Convention
UTAH PTA
2021

20 Tech Trends in 60 Minutes

Digital Respons-Ability

Carrie Rogers-Whitehead

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Welcome!

I'm Carrie Rogers-Whitehead the founder of Digital Respons-Ability. Contact us for FREE student or parent trainings on digital citizenship!

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You can reach us at
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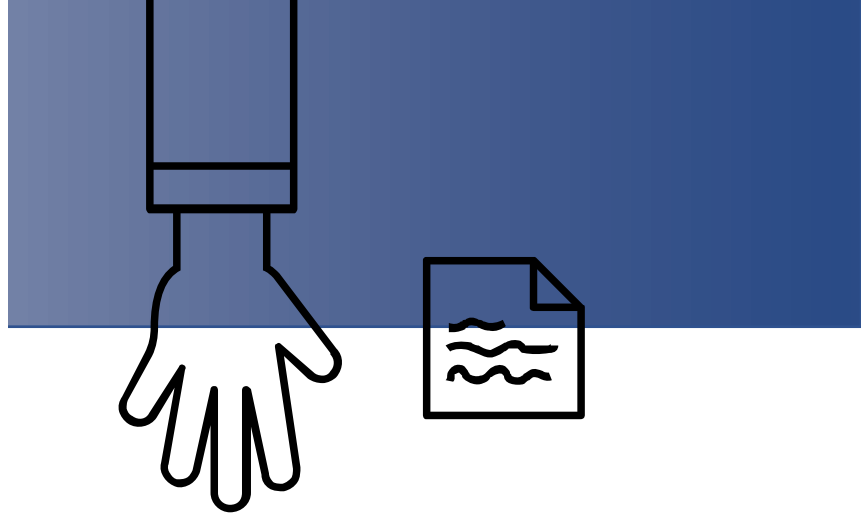

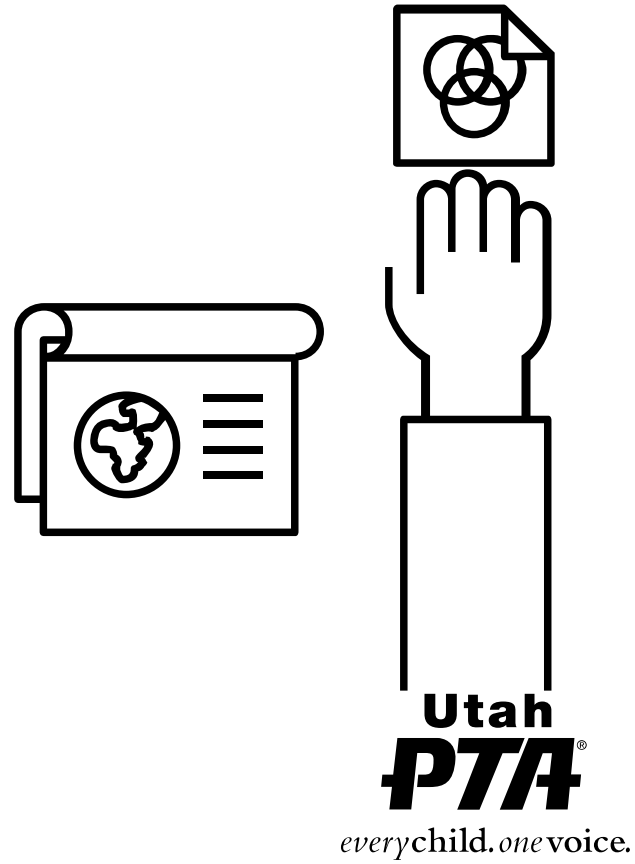

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1. 5G Technology

5G data transfer speed will open up new opportunities for games in 2021 and beyond.

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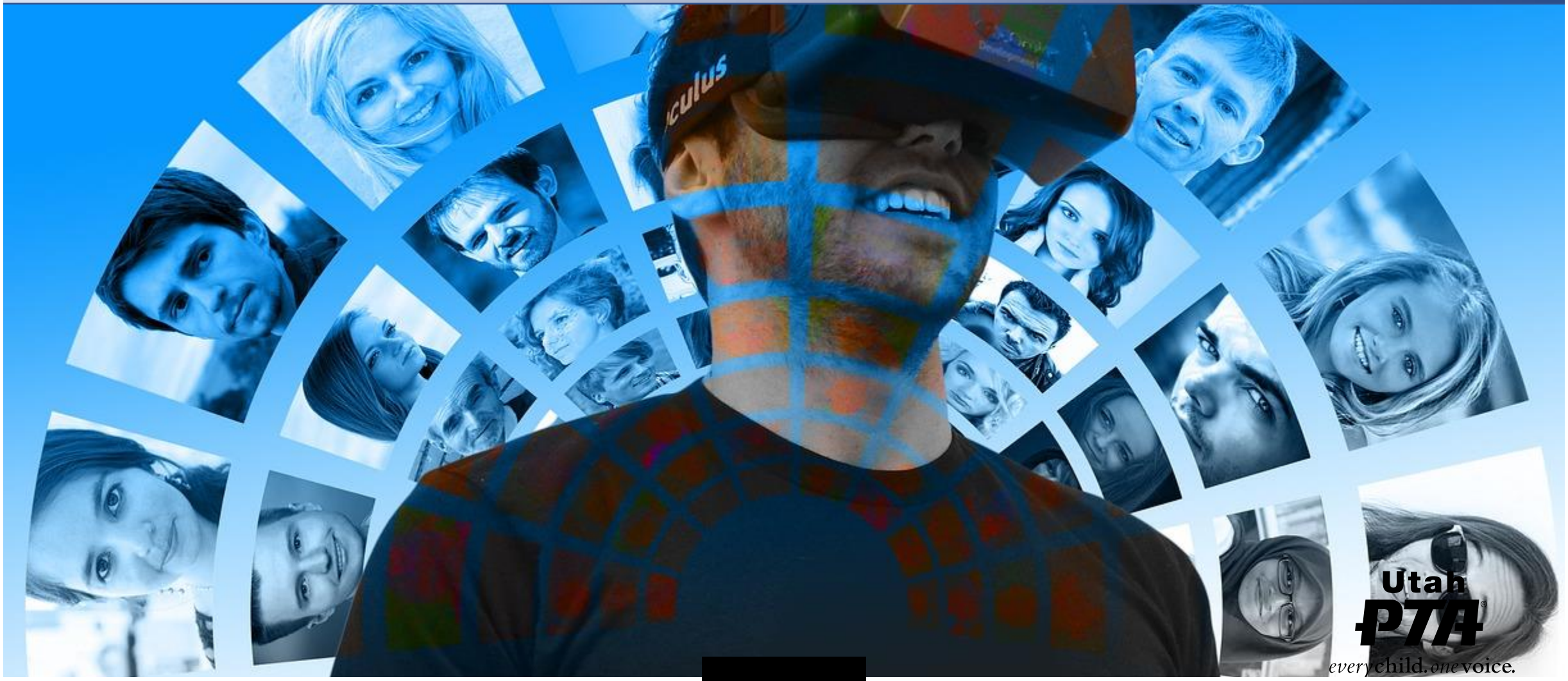
2. AR products on phones

5G can help new AR products enter the market such as holographic screens.

3. Virtual Reality Growth: $48 billion by 2026



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Virtual Reality Gaming

The first-ever full-length VR game, Half-life: Alyx, came out in spring 2020.

It took three years of development by Valve to create.

For a VR system to play the game, it will run you around $4,000-$5,000.

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4. Streaming is BIG

In 2020 livestreaming boomed. Streaming, which can happen on platforms like YouTube, Instagram Live, Facebook Live or, most popularly, Twitch gained bigger audiences in 2020.

In November 2020 alone Twitch reported 1.7 billion streaming hours watched according to StreamElements. Chatting Channels are most popular.

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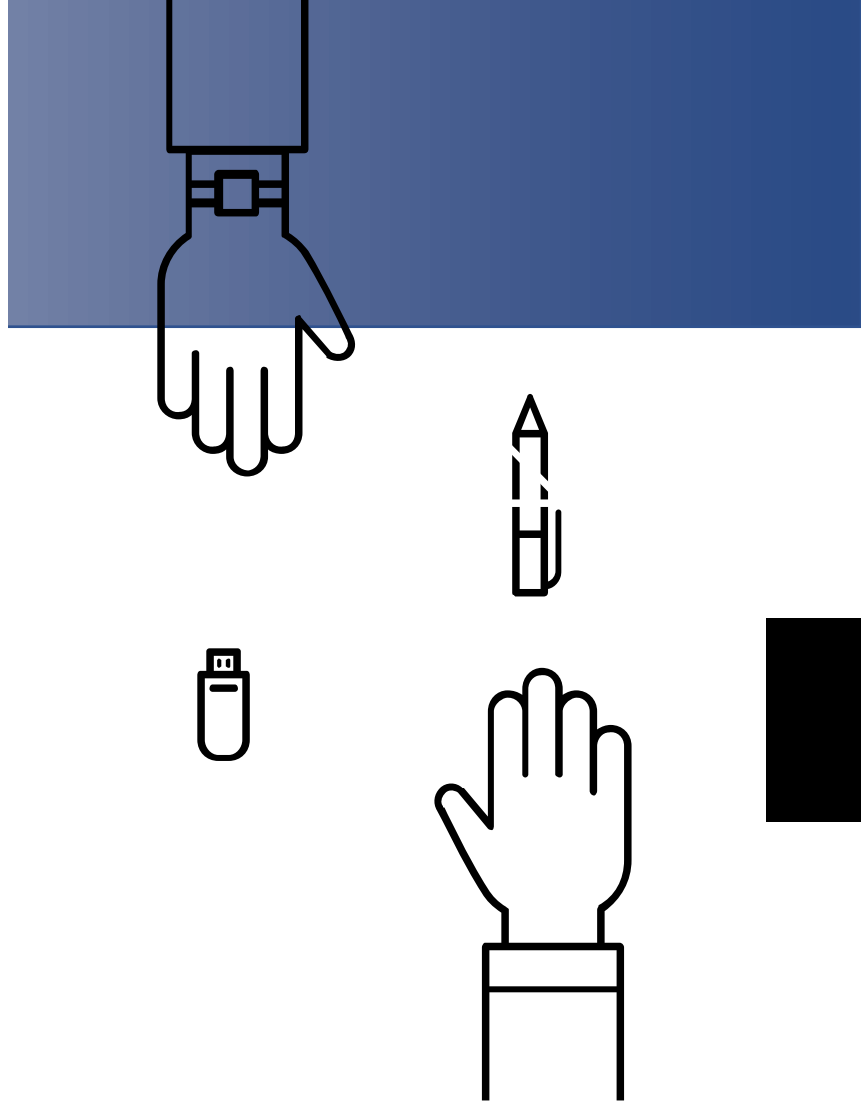
STREAMERS ARE THE NEW INFLUENCERS

They are the celebrities you haven't heard of.



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5. Discord

- Games are social networking. Young people, particularly boys, use games as their way to connect. Discord is frequently used with gaming and has had a spike in growth in 2020. There are over 100 million monthly active users.

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6. Cross-platforms: story of Fortnite

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Cross-platform is the future

- Cross-platform app development is more popular. Developers want the same codebase for both iOS and Android apps
- Game developers can benefit with more players by offering their games on cross platforms
- Cross-platform vs. Cross-play

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7. Cloud Technologies

The pandemic has made more processes remote which means more data must be stored in the cloud.

More people use these platforms and there is a high demand for cloud engineers.

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8. Li-Fi vs. Wi-Fi

- Li-Fi uses photons instead of radio waves like Wi-Fi
- Light waves are much faster than radio waves
- Li-Fi tech has been worked on since around 2014 and may be commercialized soon.

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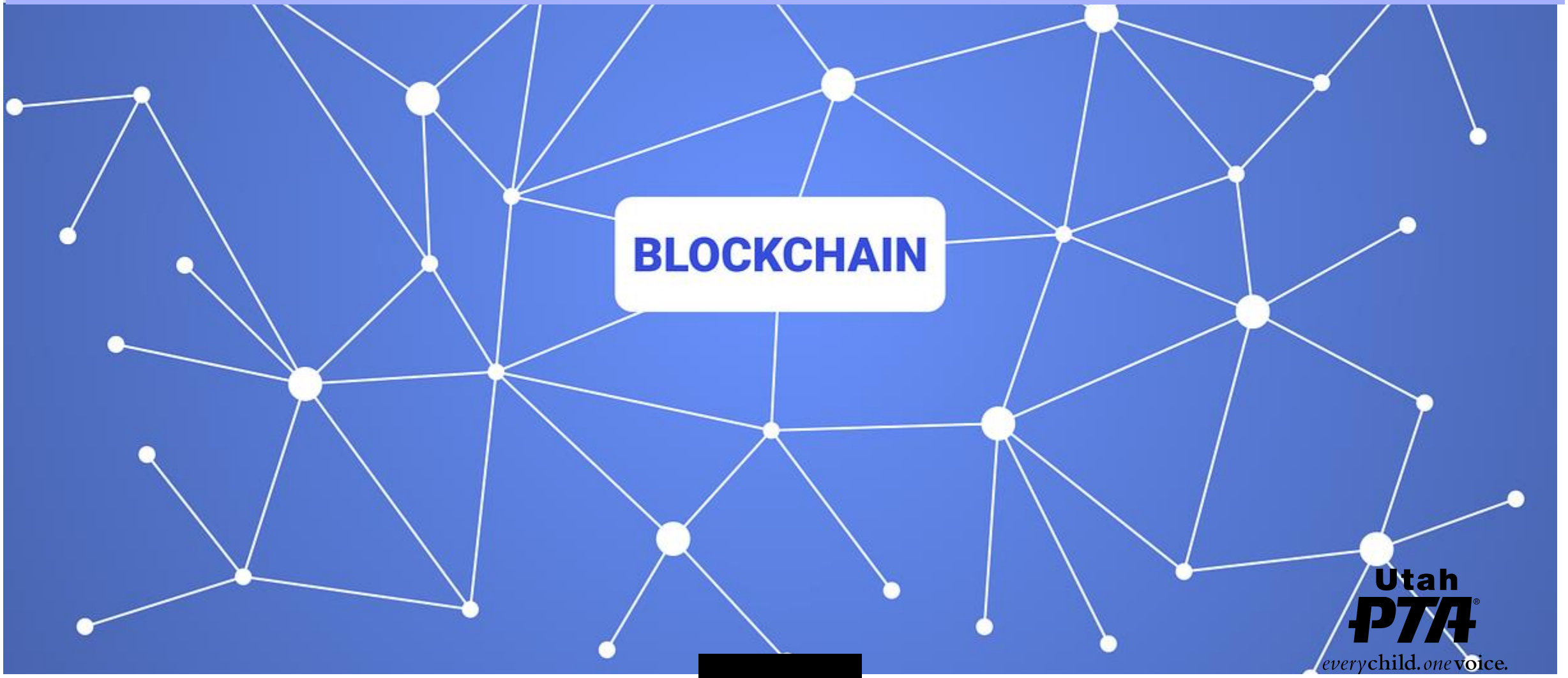
9. Blockchain can create a more secure internet



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10. Smart Home Tech Grows

About 2/3 of Americans have one smart home device. These include smart speakers, doorbells, lighting and thermostats.

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11. iPhone Device Trends

The iPhone 12 does not have a charger, Apple is pushing for wireless charging

The OLED display in the iPhone X has become standard

Apple introduced ARkit 2.0 to encourage and support developers to make more AR apps

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12. Android Device Trends

The market share of Android devices dipped due to the iPhone 12 but with new devices, like the Pixel 6 coming out they may recapture it

5G may become standard on both Android then all phones

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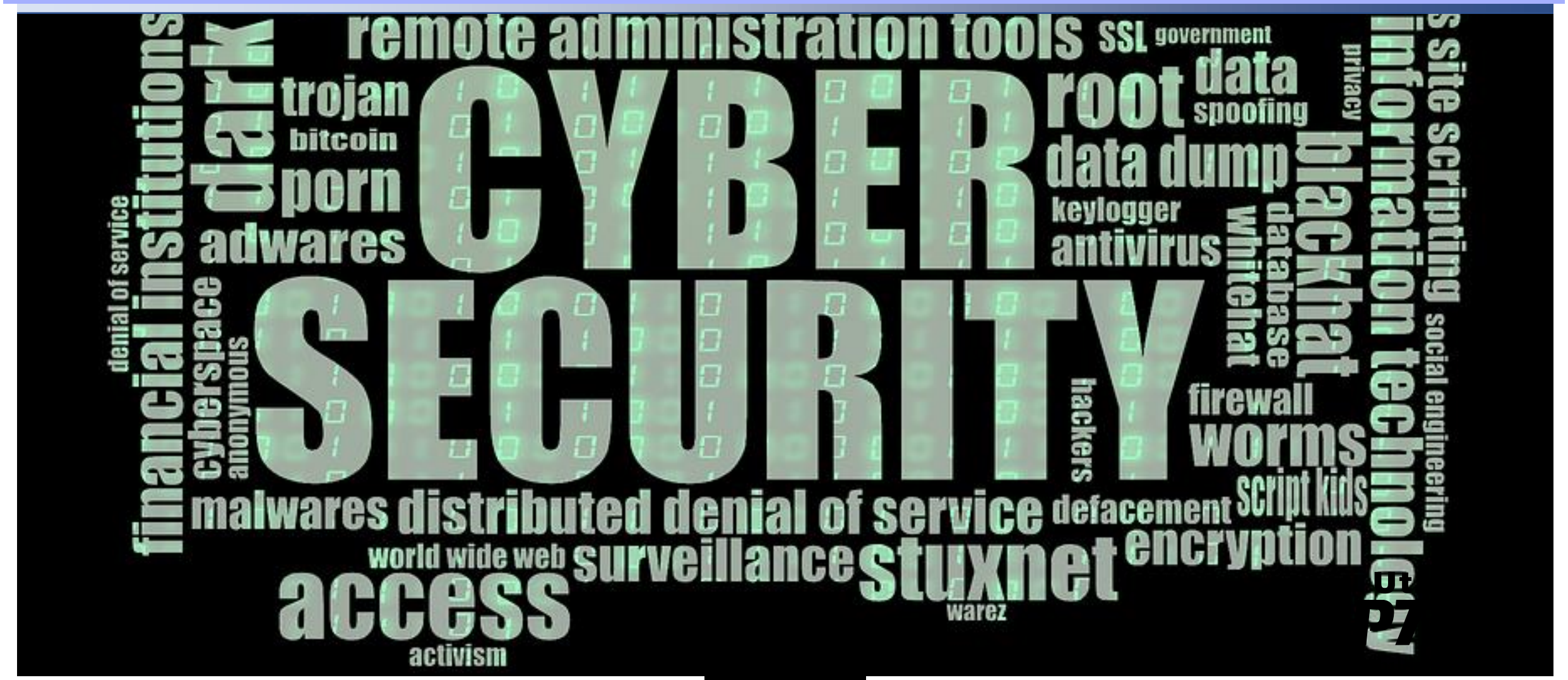
13. More Cyberthreats than ever before



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Cybersecurity issues

- More hackers are targeting cloud solutions
- More websites use the same platforms, such as WordPress, which decreases security
- Organizations that store data, like databases, state registries etc. are targets
- “Zero trust”- concept where every access request should be validated

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14. AI is creating more content: videos, text etc.

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Artificial Intelligence Trends

- GPT-3 is a breakthrough by the US company OpenAI which makes it easier to create human text using deep learning
- More businesses used AI technologies due to COVID-19
- More conversations about Ethical AI

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15. Big lawsuits against Big Tech

Google

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16. Trillion-Dollar Multi-national Companies

2018 was the year of the first trillion-dollar company (Apple, August 2, 2018)

Since then, Amazon, Microsoft and Google joined the trillion-dollar company club.

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17. Financial Tech (FinTech)

COVID-19 accelerated contactless and mobile pay methods.

There was more investment in FinTech last year than ever before.

18. Ed Tech Expansion

The Ed Tech market is projected to surpass $243 billion in revenue by end of 2022.

More educators are approving OERs in teaching.

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19. What does remote work look like after COVID-19?

- Through surveys with Owl Labs they found that almost 70% of full time workers in the US worked from home during COVID-19
- The average amount of savings for each worker was around $500 a month—although about 1 in 5 reported working more hours per week
- 77% of their survey respondents agree that having the option to work from home would make them happier
- People used video meetings 50% more than pre-COVID-19
- 75% of people are the same or more productive while working from home

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"When we look back, 2020 will likely be the turning point when most of the population adapted to digital interactions to conduct their everyday lives…As we look to the future we expect consumers will no longer be satisfied with distinct physical or digital brand experiences: They will expect a blend of the best"—*Deloitte Tech Trends report 2021*

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20. COVID-19 accelerated trends

- More desire for personal interactions
- Multiple communication streams by organizations (i.e. video, chat, email, both live and virtual demos, live and in-person booths)
- Telehealth growth, particularly with mental health
- eCommerce
- 3D printing growth

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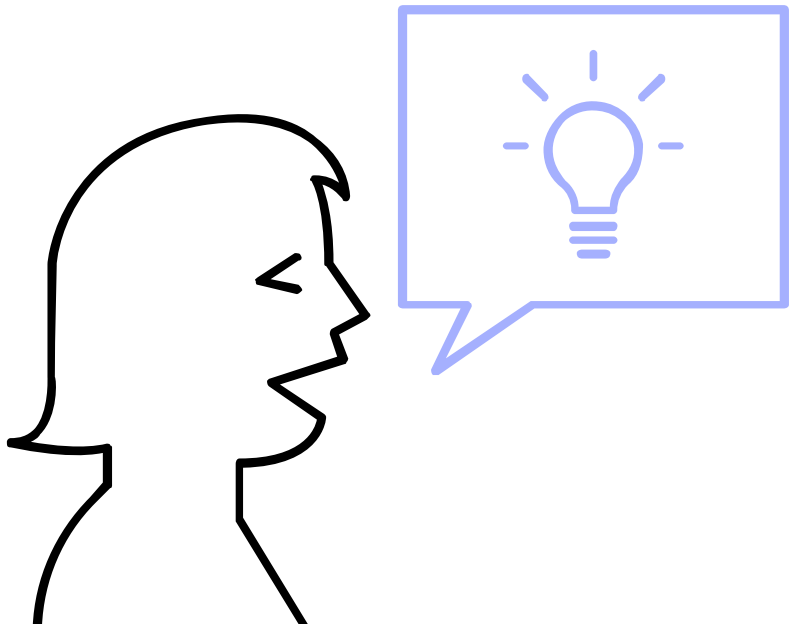
What trends do you see?

Anything that makes you nervous?

What are you most excited about?



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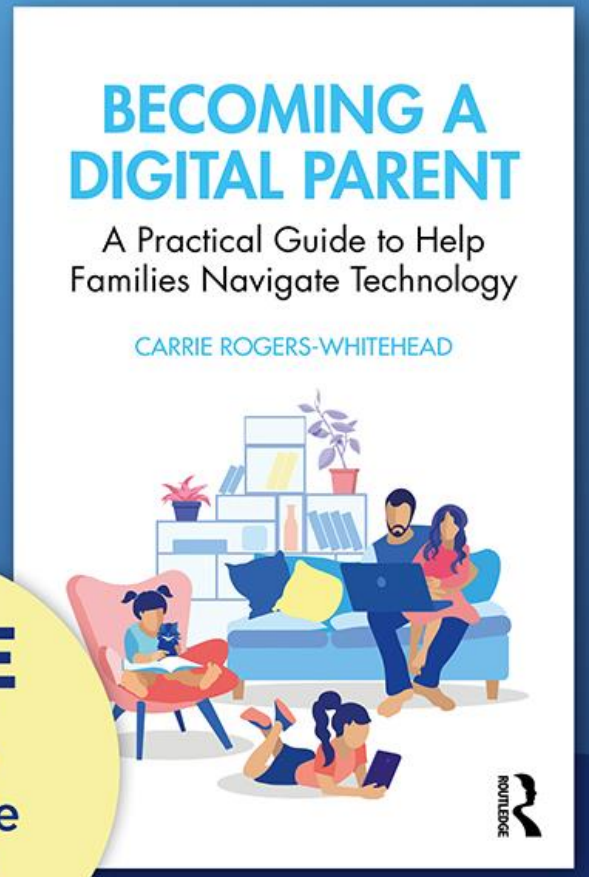
BECOMING A DIGITAL PARENT

A Practical Guide to Help Families Navigate Technology

Carrie Rogers Whitehead



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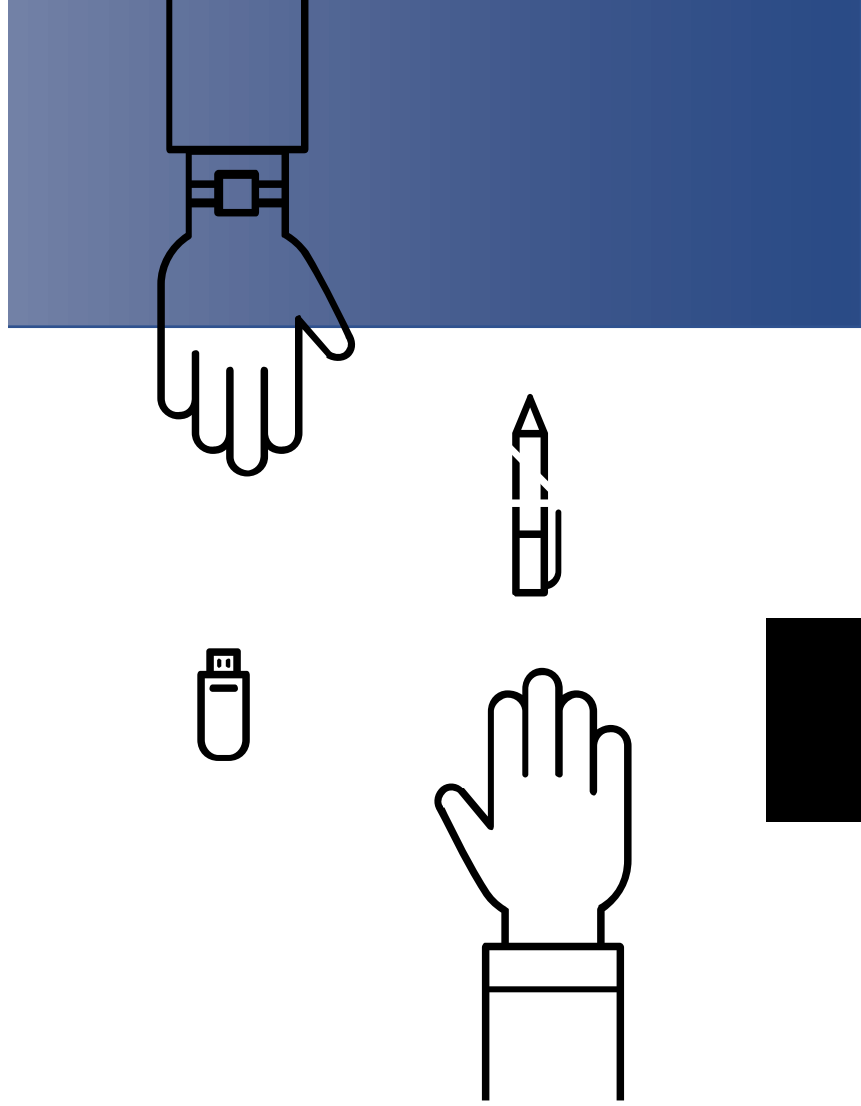

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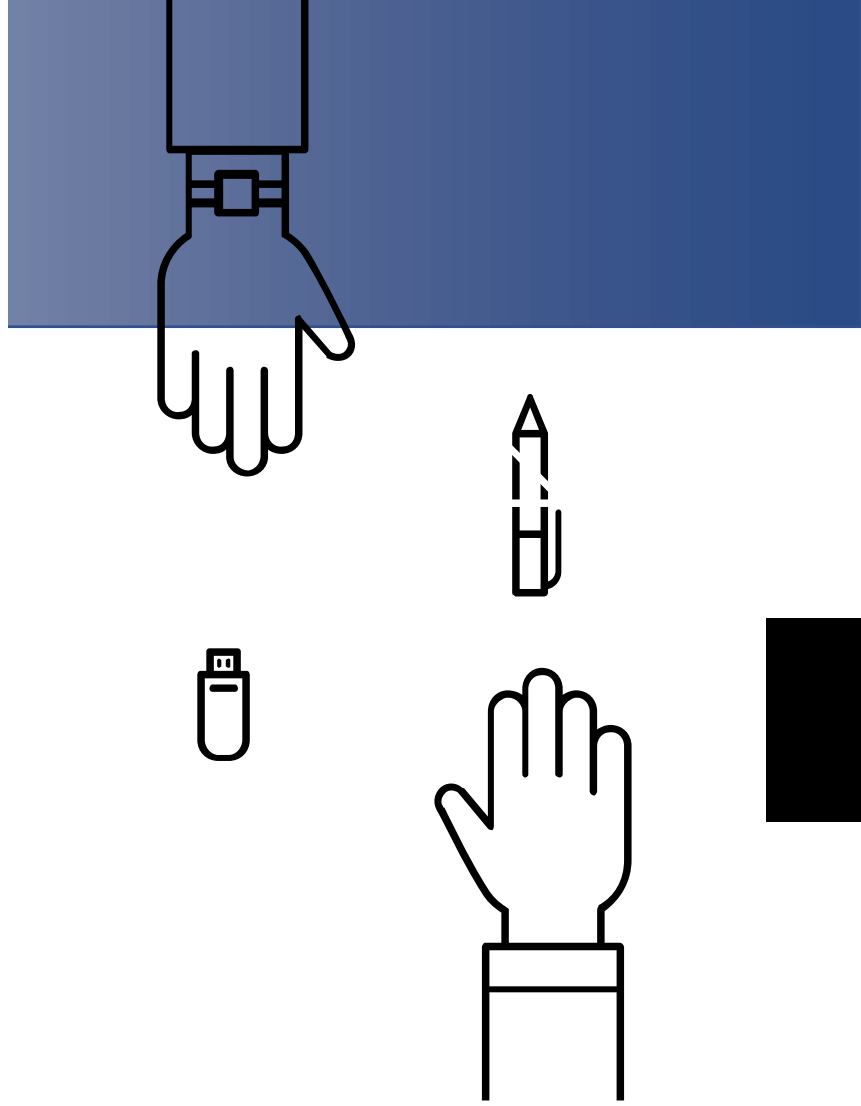

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Resources

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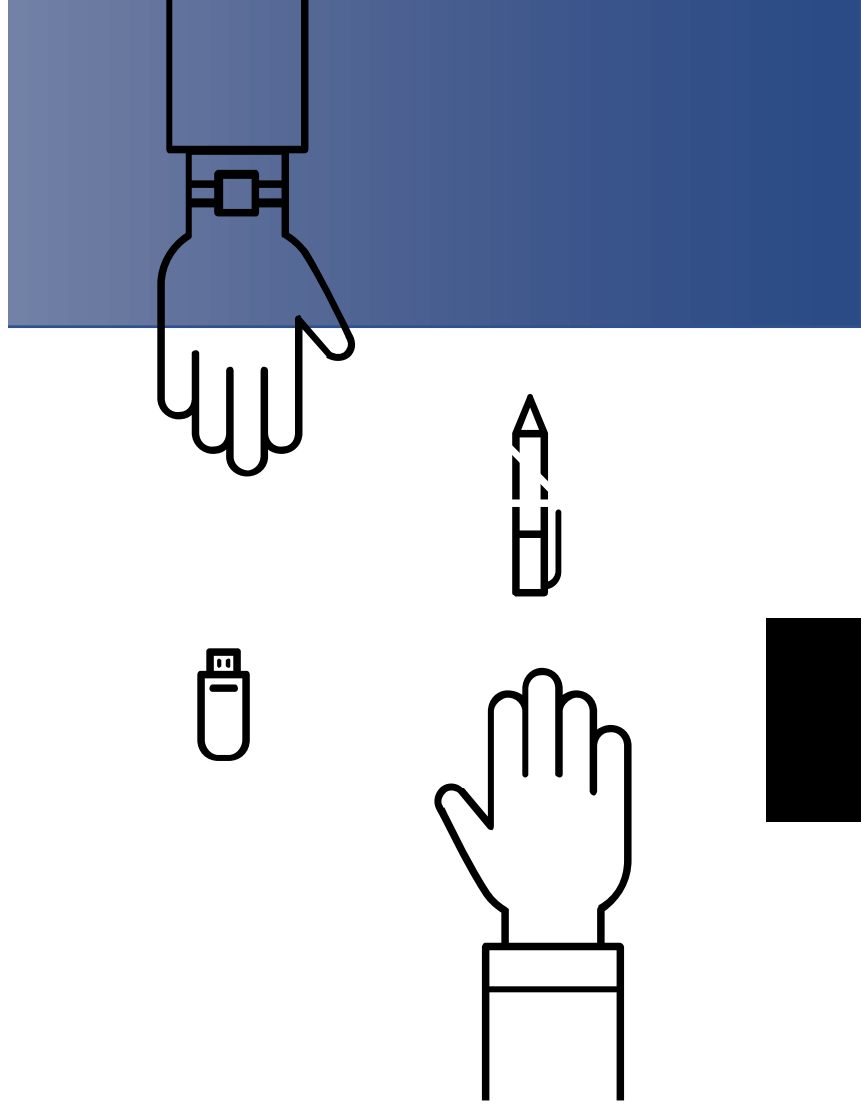

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Thank you!

Any questions?

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