



# The Future of the Future: Taking the future seriously

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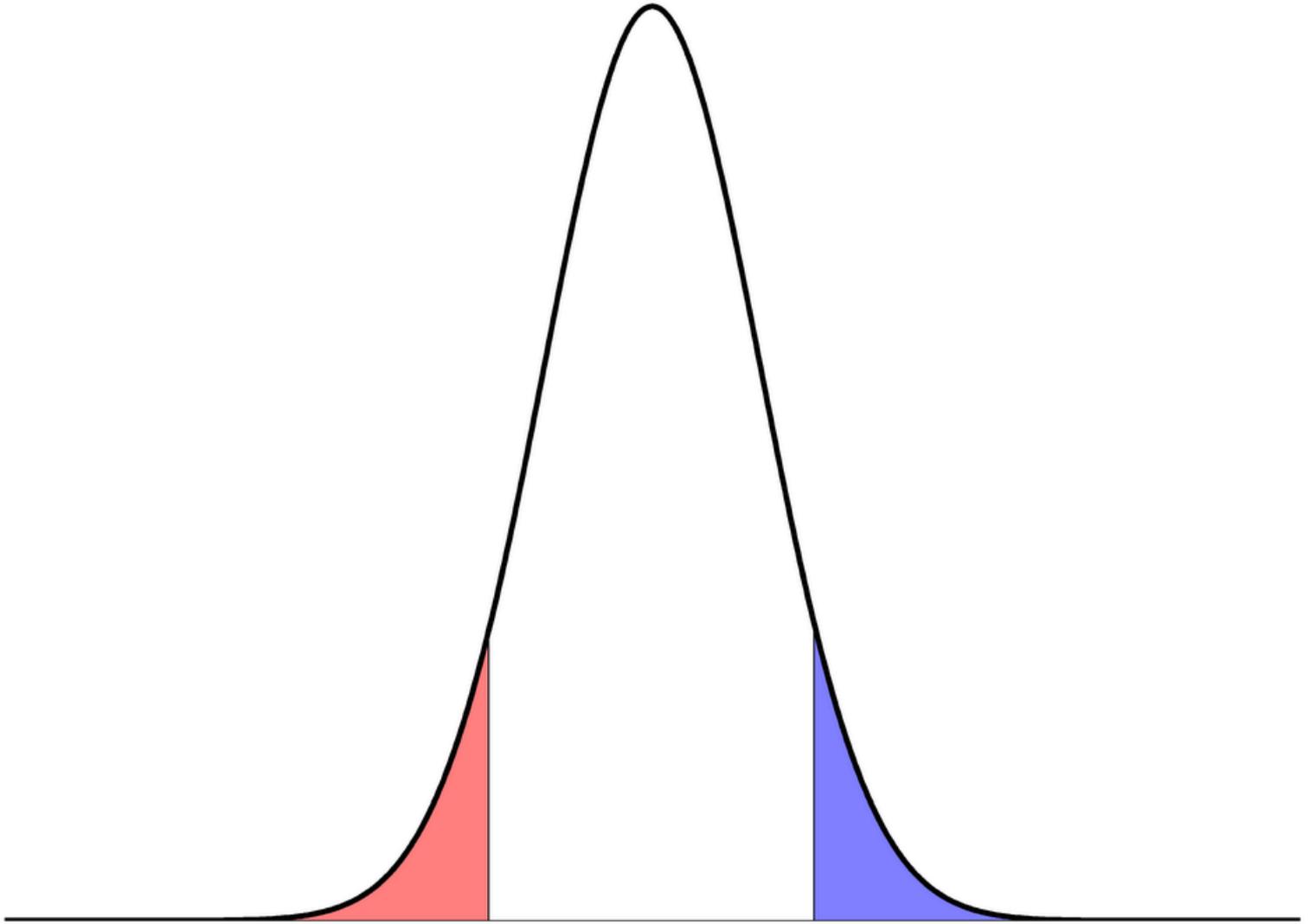
# Taking the future seriously

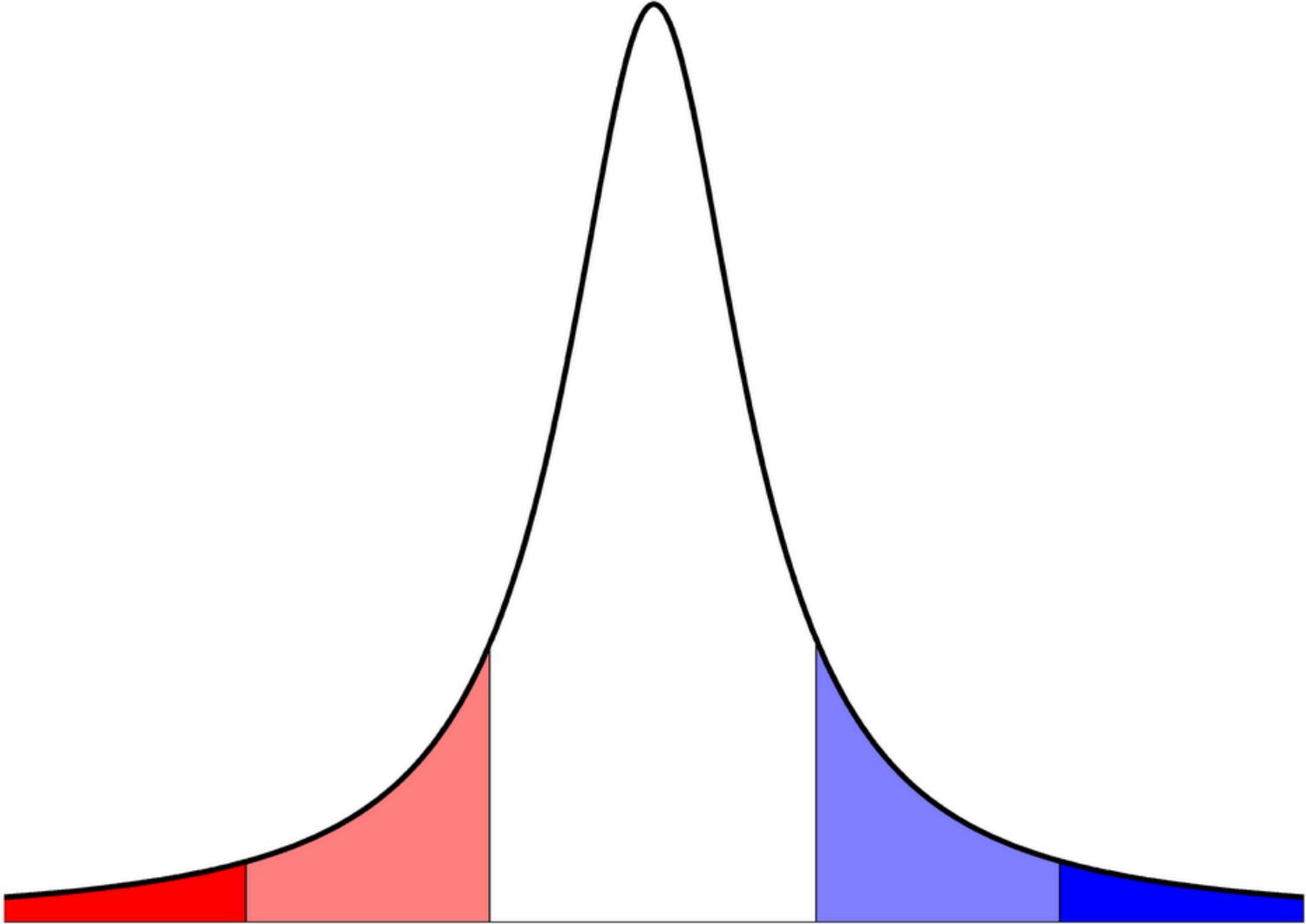












# Why *not* so serious?

- The future as entertainment
- Near vs far
- Cognitive biases
- The excuse of uncertainty



# The future as entertainment



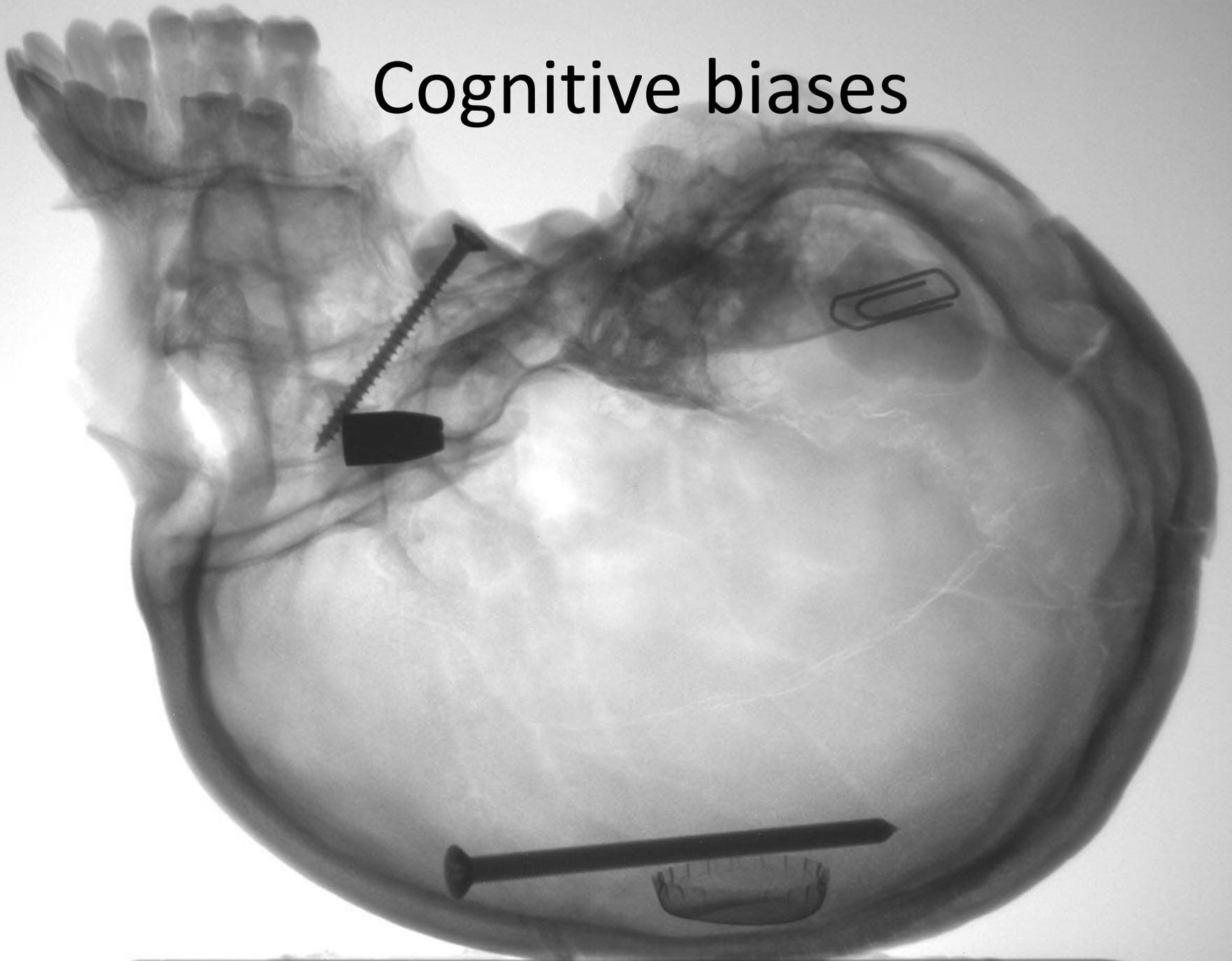
Near vs far





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Schiffsbreiten  
> 10 m

# Cognitive biases



# Availability heuristic

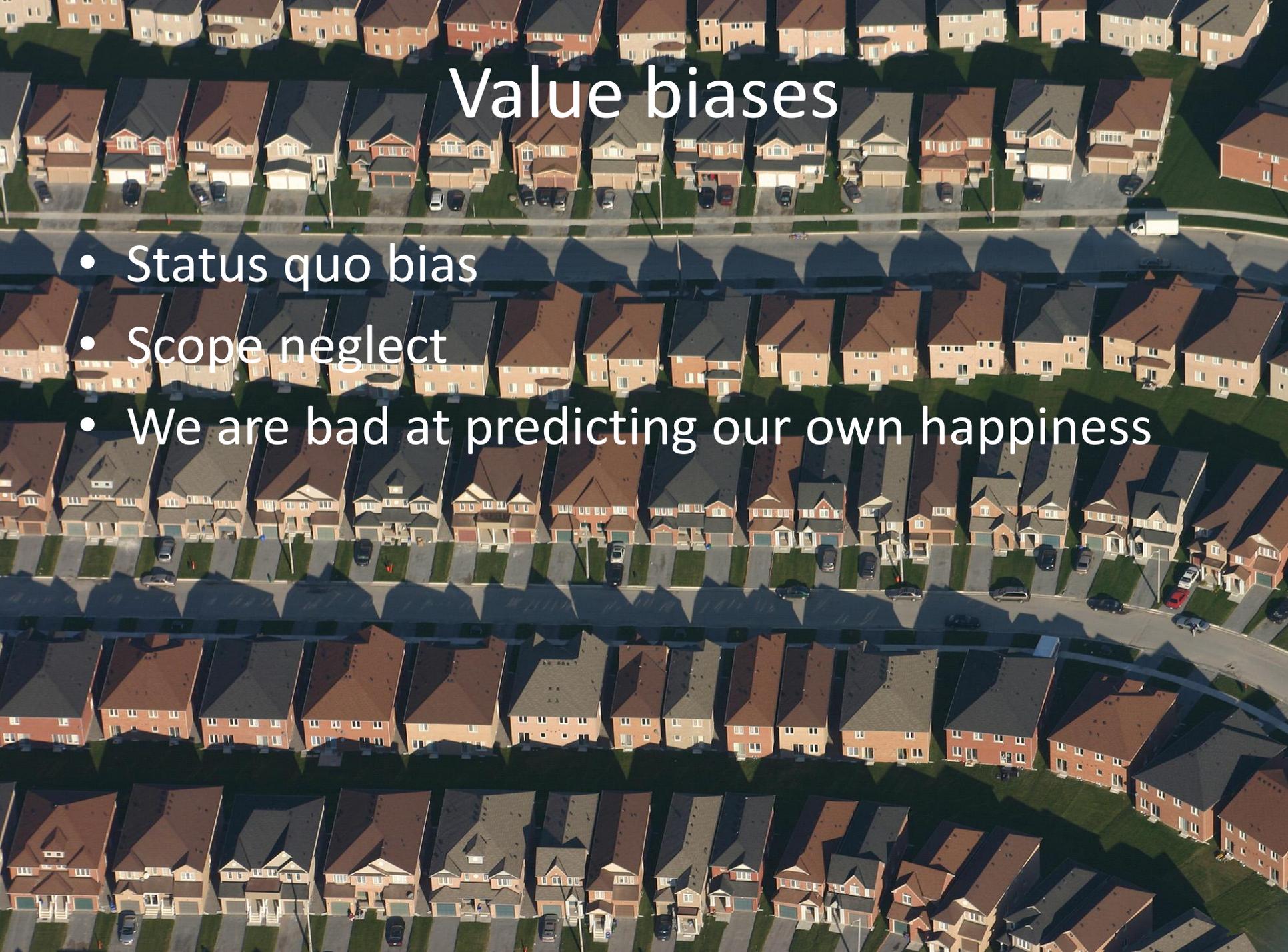


# Probability biases

- Availability heuristic
- Confirmation bias
- Conjunction fallacy
- Risk aversion
- Optimism bias

Status quo bias



An aerial photograph of a suburban neighborhood, showing rows of houses with brown roofs and green lawns, separated by streets. The houses are arranged in a grid-like pattern, with some streets curving. The lighting suggests a bright day, with shadows cast by the houses and trees.

# Value biases

- Status quo bias
- Scope neglect
- We are bad at predicting our own happiness

# Hindsight bias

IT WAS SO OBVIOUS  
THAT THIS BALI BOMBING  
WAS GOING TO HAPPEN... I  
CAN'T BELIEVE THE GOVERNMENT  
DIDN'T FORESEE IT ... JUST  
CAN'T BELIEVE IT ...

WHERE DO YOU  
THINK THE NEXT  
ONE MIGHT BE ?



THE NEXT ONE WON'T  
BE SO PREDICTABLE ....  
THAT'S OBVIOUS... ANYONE  
CAN SEE THAT ...



# Prediction biases

- Hindsight
- Good story
- Silliness
- Exactness
- Overconfidence



# Group biases



## The Unknown

As we know,

There are known knowns.

There are things we know we know.

We also know

There are known unknowns.

That is to say

We know there are some things

We do not know.

But there are also unknown unknowns,

The ones we don't know

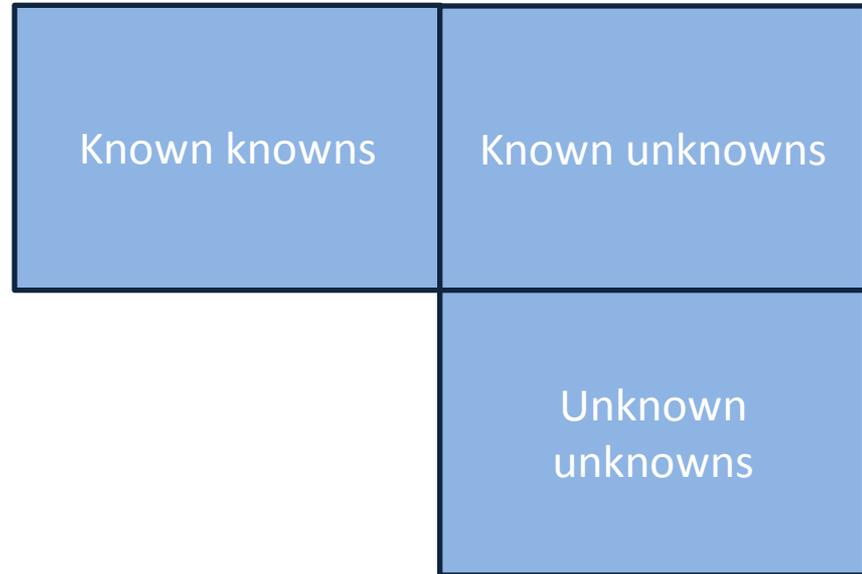
We don't know.

—Feb. 12, 2002, *Department of Defense news briefing*



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*—Feb. 12, 2002, Department of Defense  
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Known knowns	Known unknowns
Unknown knowns	Unknown unknowns

“If Rumsfeld thinks that the main dangers in the confrontation with Iraq were the "unknown unknowns," that is, the threats from Saddam whose nature we cannot even suspect, then the Abu Ghraib scandal shows that the main dangers lie in the "unknown knowns" – the disavowed beliefs, suppositions and obscene practices we pretend not to know about, even though they form the background of our public values.”

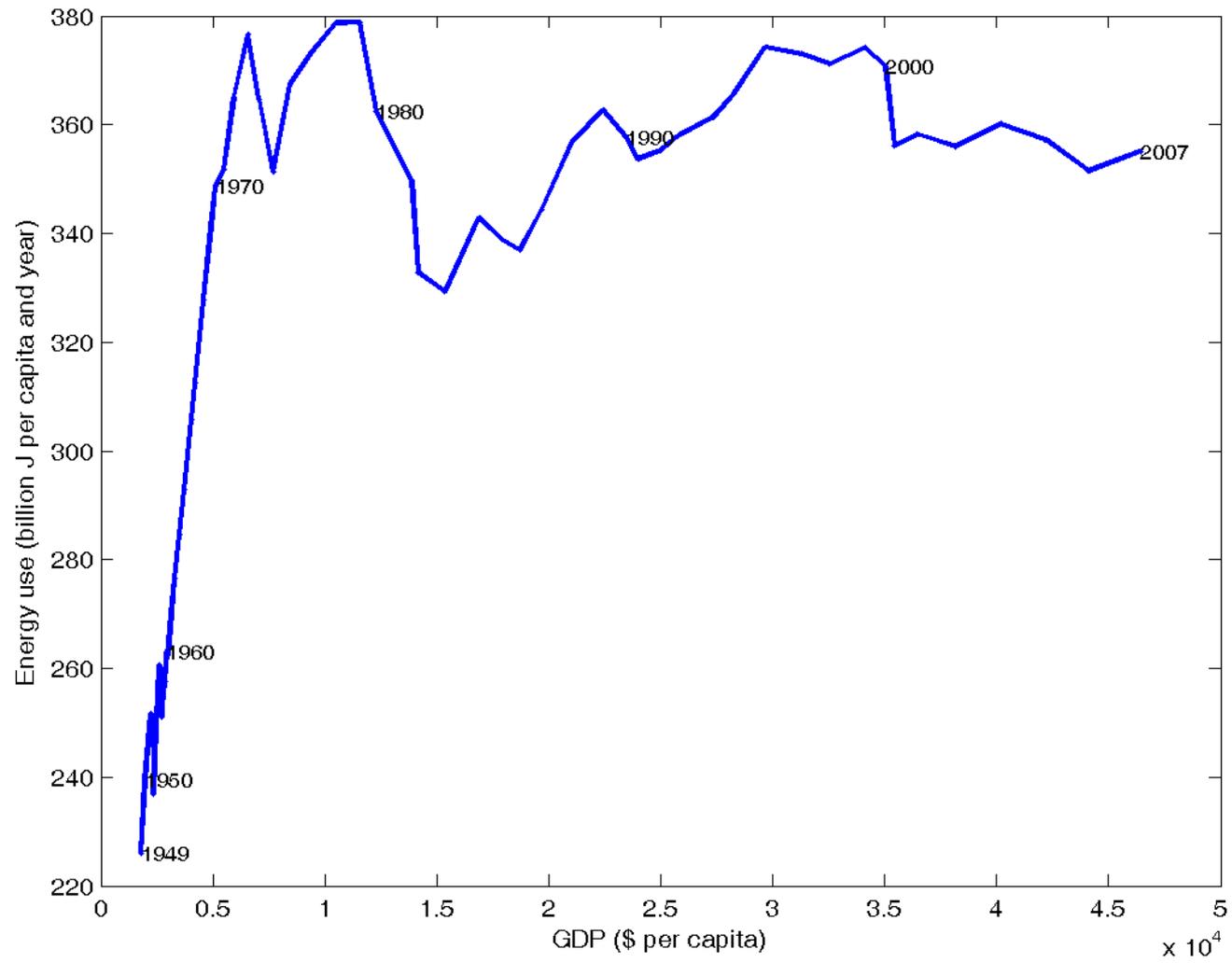
- Slavoj Zizek



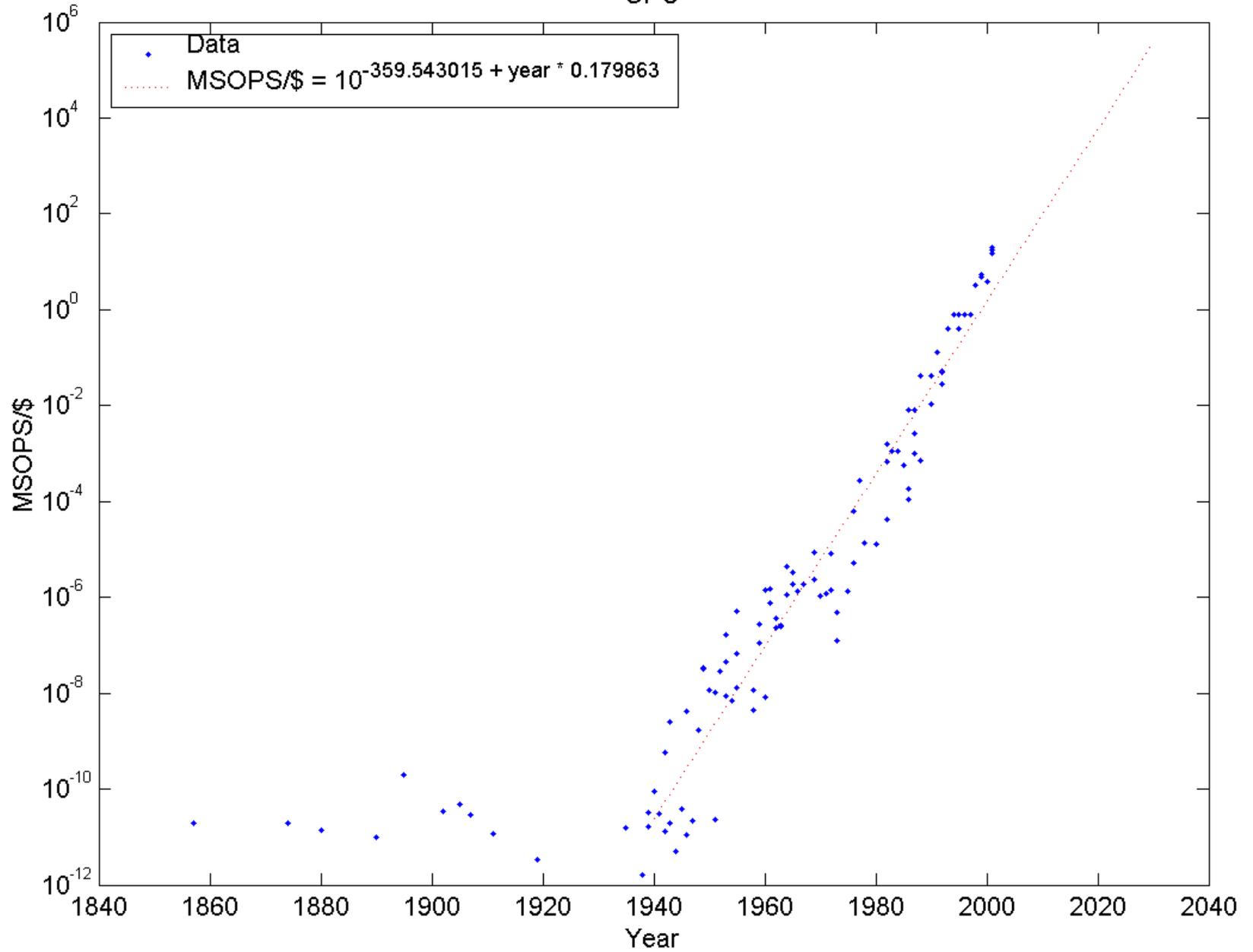


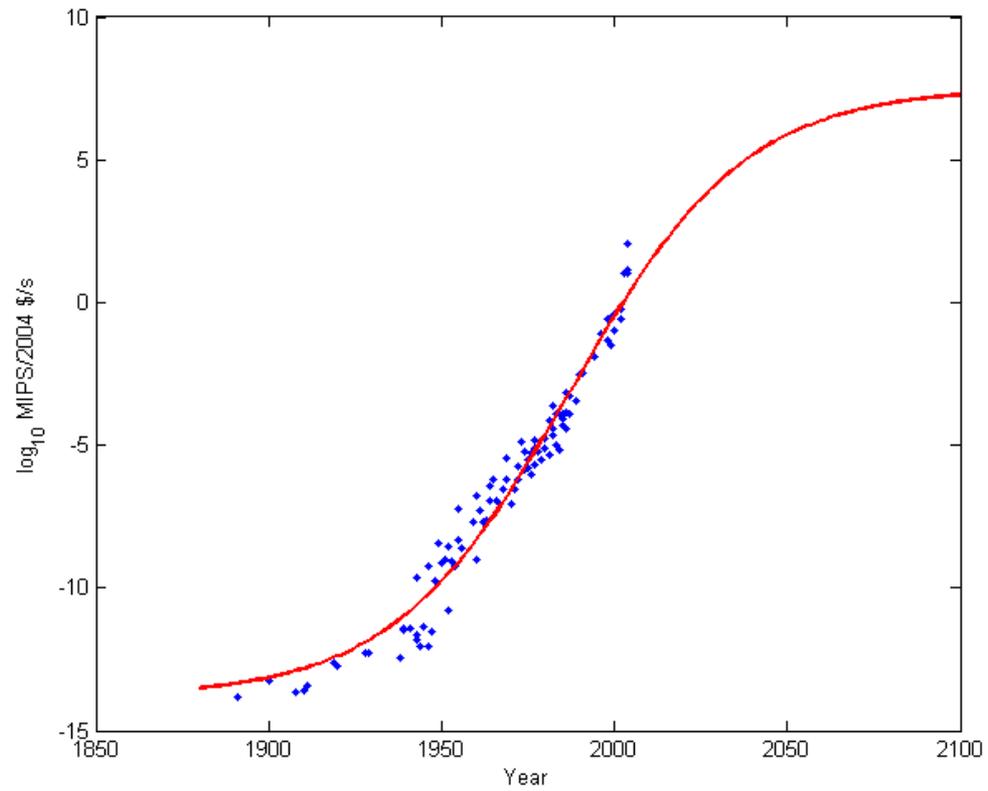
# The excuse of bad predictions

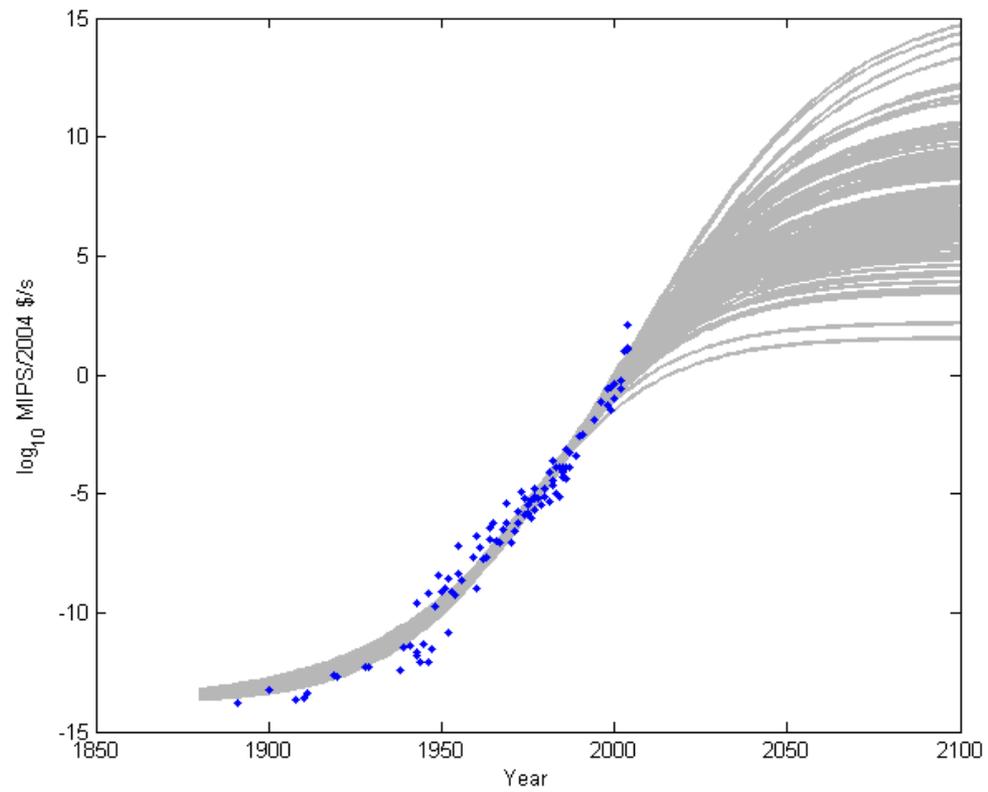


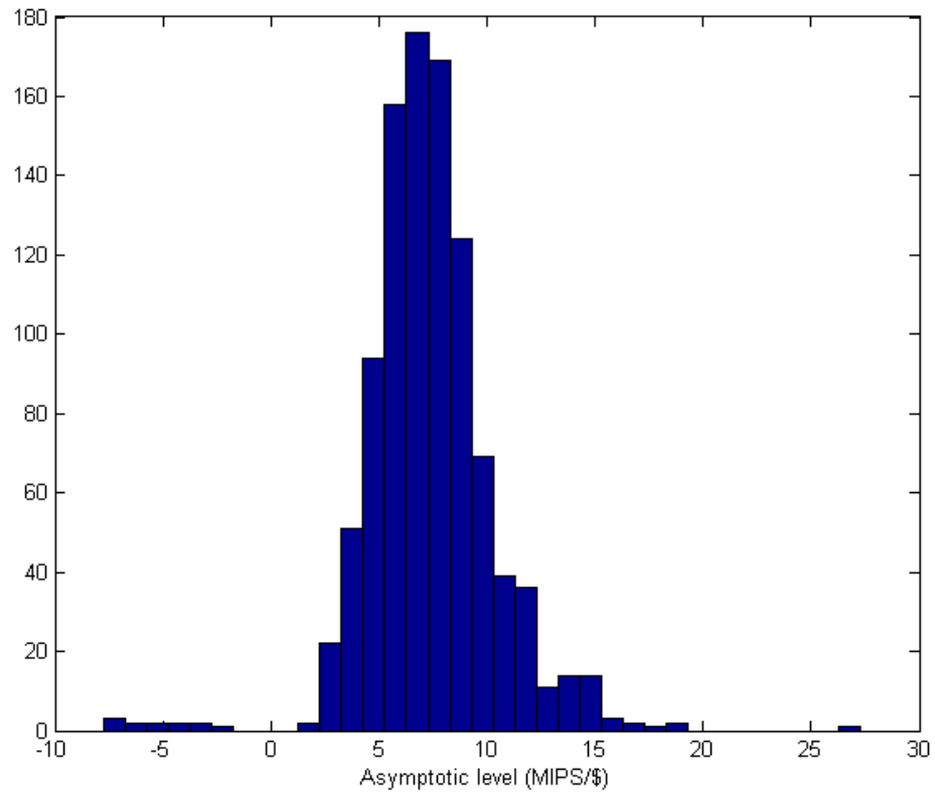


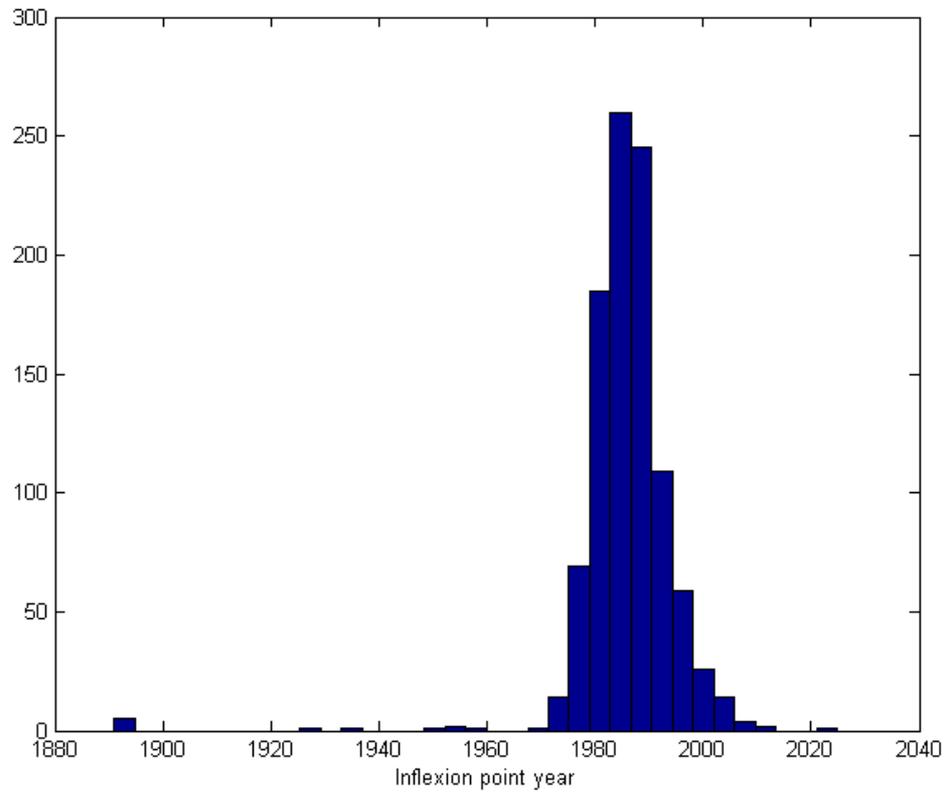
# CPU











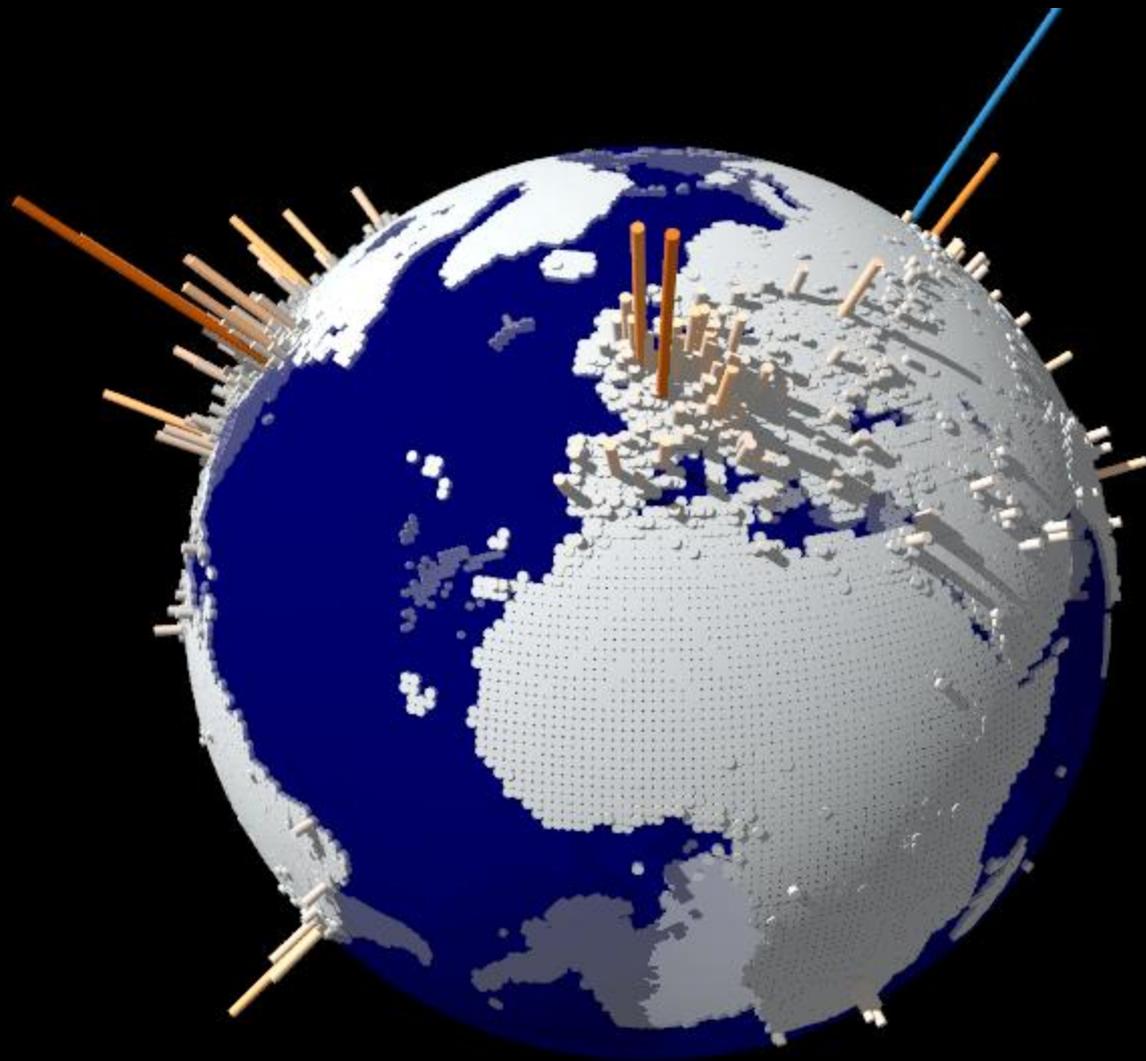
# What to do?







Turner



OUR FUTURE  
IS GREATER  
THAN OUR PAST

BEN OKRI

