

The Future of Identity

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Abstract

The rise of LGBTQ awareness and social acceptance, diversity politics, and technological advancements have laid the groundwork for a larger transhumanist movement in which every aspect of identity has the potential to change and morph. This work explores emerging trends in identity fluidity, potential outcomes, and implications.

Keywords

Identity, transhumanist, diversity, gender, race, consciousness, mindmapping, LGBTQ

Domain Description

Description	
Domain definition	<p>The Future of Identity.</p> <p>With Western Society moving towards a self-actualized society, questions of identity (gender, sexual orientation, race, etc.) have become more malleable and fluid on one hand, and more proprietary and politicized on the other.</p>
Client	<p>ICU Marketing Inc.</p> <p>An international marketing firm that focuses on branding and marketing to targeted demographics. The key for their business is connecting brands and products with identifiable groups of people both existing and emergent.</p>
Geographic scope	Westernized and modern societies – The USA, Canada, Europe.
Time horizon	2035
Domain Map	
What's Out?	<p>Designer babies: science and ethics</p> <p>Cultural transaction: specific processes for consuming other cultural modes of expression</p> <p>Online identity</p>

Key issue(s)	Will Transhumanism merge with the more mainstream LGBTQ movement?
or	Will designer humans become socially acceptable (self-directed modifications)?
question(s)?	Have the basic tenants of identity (gender, sexual orientation, race, religion, etc.) become malleable? To what extent and what will be the societal challenges along the way? How does a worldcentric populace manifest in terms of self-expression? What are the politics and capitalist interests at play when delineating between convergence and appropriation?

Current Assessment

Category	
Current conditions	<ul style="list-style-type: none"> • Significant inroads made by LGBTQ community • US Supreme Court ruling on gay marriage • Increase in Transsexual sensitive washrooms and change facilities in public spaces (schools and community centers). • Estimated 700,000 US citizens identify as Transgender • Backlash in conservative communities in the developed world • More conservative views in the developing world • Scientific advances in growing artificial limbs and other physical enhancements that can free the human body from its limited form • Emphasis on longevity, life extending technologies, and enhancing human performance • Virtual reality, and other technologies, providing immersive virtual experiences to supplement augment identities • Schools, governments, and retailers introducing gender neutral logic • Greater calls on campuses, business, and in the media for diversity
Stakeholders	<ul style="list-style-type: none"> • Citizens • Governments • Religious institutions • Traditional LGBT and Transhumanism communities • Branding agencies • Educational institutions • Technology and Biotech firms
History (past event(s) that began the current era)	<ul style="list-style-type: none"> • Early transhumanist concepts appear in ancient Greece around life extension (becoming “god like”) • 1920’s-30’s decriminalization of homosexuality in many developed countries • 1957 the term “transsexual” used for the first time • Concept of artificial intelligent emerges in the early 1960’s • 1965 John Hopkins University opens gender identity clinic. Following year performs first gender reassignment surgery in the US • 1966 The New School identifies “posthumanity” as transhuman – people who adopt technologies, lifestyles, and values • First gathering of self-identified transhumanists in the 80’s • 1980’s-90’s many gay and lesbian groups formed, advances made • 2015 US effectively legalizes gay marriages

Post-Structural Analysis of Identity Part 1: Deconstruction

Who is privileged at this level of knowledge?

Past	Present	Future
<ul style="list-style-type: none"> • Religious influencers • Feudalist leaders • Mercantile power-players • Local magistrates and elected officials • Narrow canon of artistic representation 	<ul style="list-style-type: none"> • Mainstream media • Alternative media • Virtual diaspora • Patriarchal worldview • “Whitewash” default 	<ul style="list-style-type: none"> • Decentralized/fragmented ownership • Traditional (present) media channels • Those outraged • Those indifferent

Who gains at economic, social and other levels?

Past	Present	Future
<ul style="list-style-type: none"> • Those at the top of the hierarchy • Power positioning • Key power relationships at upper level in all respects (government, religion, social interactions and economic transactions/participation) 	<ul style="list-style-type: none"> • Those at the top of the hierarchy • Those at the middle of the hierarchy 	<ul style="list-style-type: none"> • Those at the top • Those in the middle • Those at the bottom • (Dispersed/egalitarian reaping of benefits)

Who is silenced?

Past	Present	Future
<ul style="list-style-type: none"> • Everyone not at the top • Those who express alternatives against social norms 	<ul style="list-style-type: none"> • Those without media presence • Those without social acceptance • Those without supportive peer groups • Those without digital fluency 	<ul style="list-style-type: none"> • Traditional forms of representation • Traditionalists • Those deemed exclusionary (ironically) • Those without digital fluency • Those without diversified personal narrative

What is the politics of truth?

Past	Present	Future
<ul style="list-style-type: none"> • Kings decide right and wrong • Governments form consensus with narrow representation (socio-economic homogeneity) 	<ul style="list-style-type: none"> • Divisive • Polarized • Race and Gender as authenticity • Politically correct micro-consensus 	<ul style="list-style-type: none"> • Individuals are their own truth • The truth is amorphous and cannot be contained by labels

Which future is privileged?

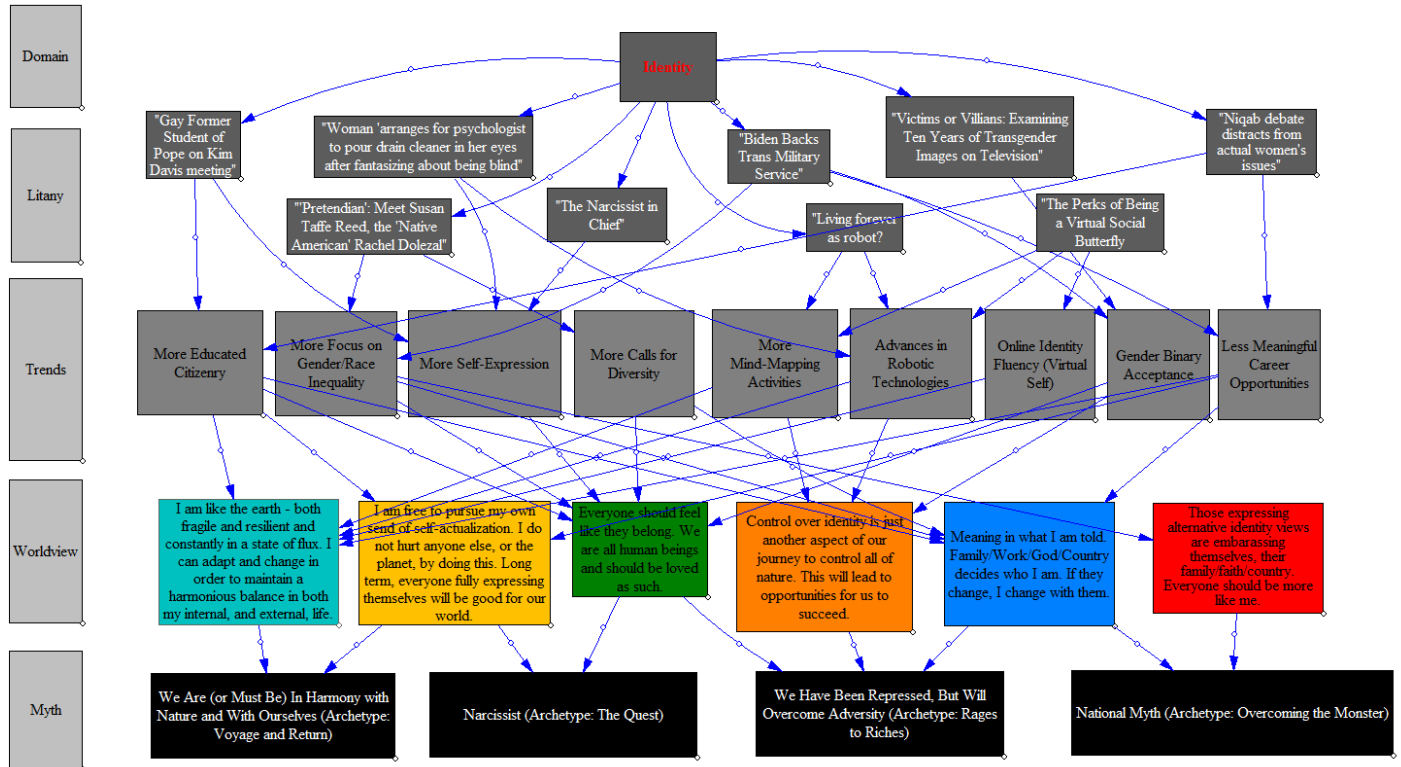
Past	Present	Future
<ul style="list-style-type: none"> • Nepotism (who you know matters) • Traditional representation • Status Quo • Progress for those in power 	<ul style="list-style-type: none"> • Nepotism (who you know matters) • Progress in the form of economic, social, and politic equality for race/gender diverse 	<ul style="list-style-type: none"> • Fragmented (who you become matters) • Overthrow – replacement of current models with something else? • Sustainable engagement

Which assumptions of the future are made preferable?

Past	Present	Future
<ul style="list-style-type: none"> • Maintaining status quo (social order, political structures, power relationships) • Dependent on God/religious support • Identity tied to future success of the family unit/national unit/religious unit 	<ul style="list-style-type: none"> • Status quo must be overthrown • We have the power to create the future • Stagnation 	<ul style="list-style-type: none"> • We have the power to create ourselves (internal selves and external context) • Dynamic self to address dynamic world

Post-Structural Analysis of Identity Part 2: Genealogy

CLA on Identity



Which paradigms have been most influential in shaping the present? What led to the rise or demise in influence?

Influential Identity Paradigms	Rise or Demise in Influence
National/Nation-State Identity: A distinct shared culture, value, language and political system.	Both Rise and Demise. Nationalistic values and identity have risen in some countries, while others have receded as a major influencer of identity in other regions. This is a constantly changing paradigm in terms of influence.
Gender Identity: Man as provider. Woman as childcare and home responsibility.	Demise. While there has been some backlash in terms of some members of developed and developing nations wishing to return/remain in traditional values and definitions of gender and marriage, the trend is clearly moving towards a more fluid gender identity.
Religious Identity: Religion as key driver on contextualizing self and meaning in life.	Rise. Despite secular values in the developed world, in terms of raw population stats, those who identify with a specific religious identity are outpacing those who do not view religion as central to their identity.

	<p style="text-align: center;">Estimated change in population size, 2010-2050</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Religion</th> <th>Estimated Change (%)</th> </tr> </thead> <tbody> <tr> <td>Muslims</td> <td>73%</td> </tr> <tr> <td>Christians</td> <td>35</td> </tr> <tr> <td>Hindus</td> <td>34</td> </tr> <tr> <td>Jews</td> <td>16</td> </tr> <tr> <td>Folk Religions</td> <td>11</td> </tr> <tr> <td>Unaffiliated</td> <td>9</td> </tr> <tr> <td>Other Religions</td> <td>6</td> </tr> <tr> <td>Buddhists</td> <td>-0.3</td> </tr> </tbody> </table> <p style="text-align: right;">◀ 35% growth in overall global population</p> <p style="text-align: center;">“The Future of World Religions: Population Growth Projections, 2010-2050. Pew Research Center.</p>	Religion	Estimated Change (%)	Muslims	73%	Christians	35	Hindus	34	Jews	16	Folk Religions	11	Unaffiliated	9	Other Religions	6	Buddhists	-0.3
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Buddhists	-0.3																		
<p>Work Identity: More recent identity influencer based off of occupation.</p>	<p>Demise. Those with a “career” and/or an identity closely tied to their employer (i.e. a “lifer”) is decreasing and is expected to continue to decrease.</p>																		
<p>Virtual Identity: An emergent identity that is only just beginning to influence the present definition of identity.</p>	<p>Rise. Facebook has over 1.2 billion users. Increasingly, people are shopping, socializing, dating, and creating online.</p>																		

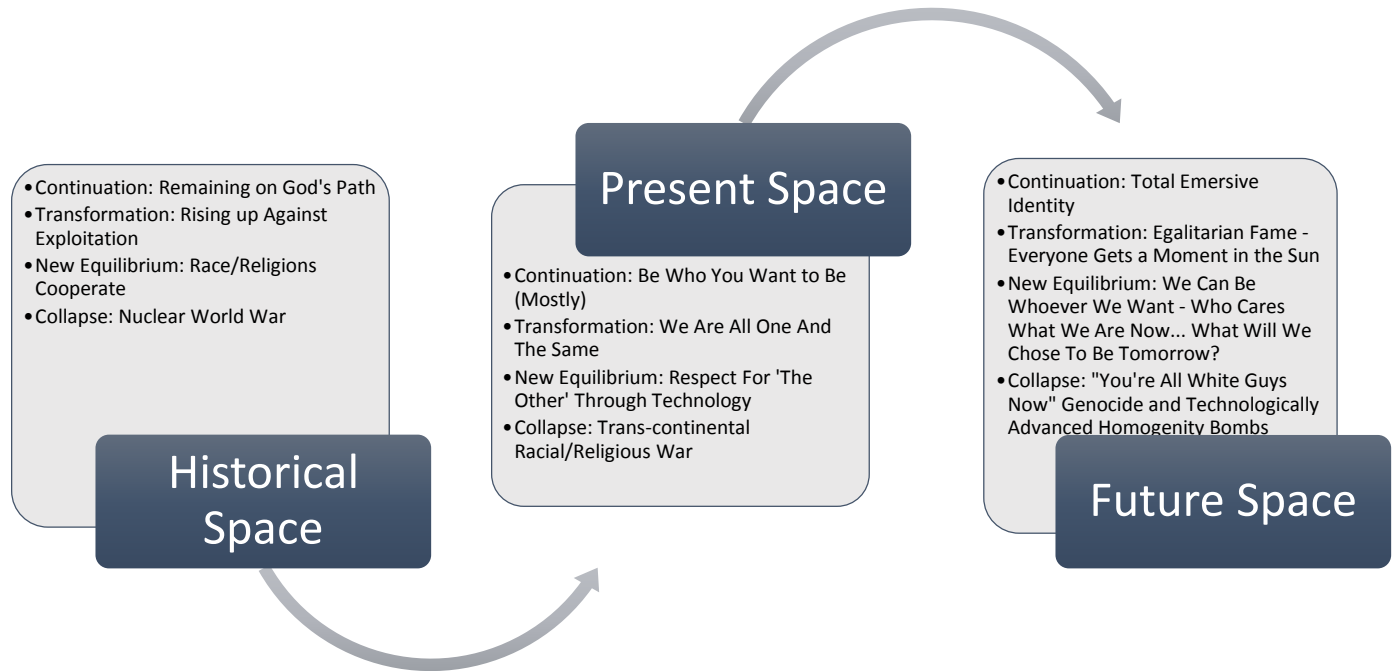
Genealogies of the Future

Identities will be defined by segments of the population either converging or diverging as individuals and collective groups progress and digress from ethnocentric to worldcentric identities. Identities will be fluid clusters of identity “traits” both within an individual, and within established and emerging peer groups.

- Virtual identities will become more prevalent. Some will align Virtual and Physical selves. Others will choose to differentiate between the two, potentially creating multiple identities in either the real or virtual realms (or both).
- A gap will open between those who use technology as part of their identity and those who refuse. Technology like Facebook and other web-based applications will be ubiquitous. More contentious will be robotics and mind-mapping. Those with Turquoise and Yellow worldviews will embrace these technologies as indications of independence and holistic. Green will be torn between embracing technology and wishing to preserve identity politics as defined by today (representation, appropriation, etc.). Orange will embrace technology as an enhancer, but struggle with the social implications. Blue and Red worldviews could become a more dominant/re-emergent worldview with religious ethics also rising.
- Many traditionally oppressed groups will feel their identities (culture) are at risk and will attempt to diverge from the dominant convergence of gender, race, and technological trends.

Post-Structural Analysis of Identity Part 3: Distance

Scenarios in Historical, Present, and Futures Space



Which scenarios make the present remarkable?

- **New Equilibrium** in the **Historical Space** and **Collapse** in the **Present Space** both make the actual present look remarkable because there has been neither consistent race/religious tolerance and cooperation, but neither has there been complete existential annihilation (though arguably we have come close). Suggestion that the present is a compromise, an ongoing dialogue of instigations that has not been successful or unsuccessful.

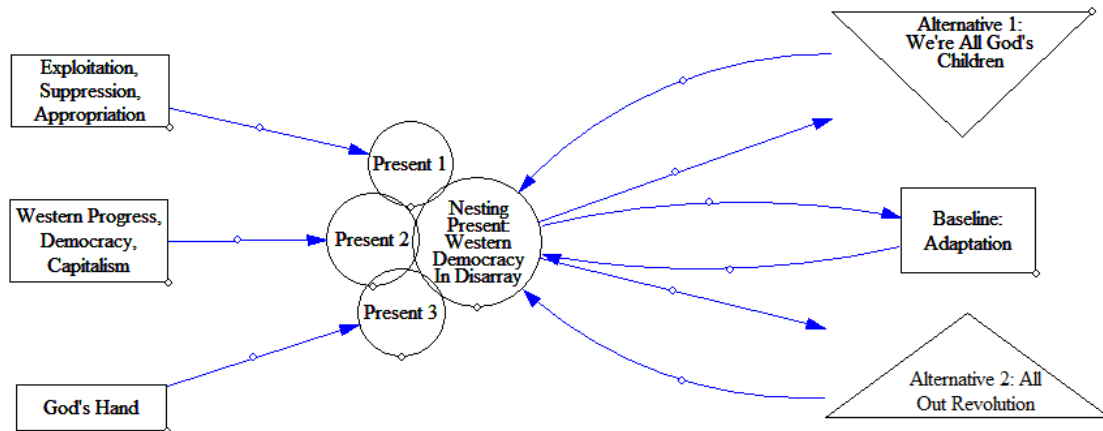
Unfamiliar?

- **Transformation** in the **Present Space** “We are all one and the Same”. Somehow, true equality is illusive and is strange in the current context.

Strange?

- **Transformation** in the **Futures Space**, “Egalitarian Fame” is strange, but oddly plausible. Many Millennials wish to be famous, to be celebrity. The channels are available through the internet. All that is needed is a process to provide everyone with the spotlight. Micro-celebrity culture that could be monetized and would be far more cost effective than traditional “A” celebrities. Exploiting quirks and framing identity, everyone has their 15 minutes of fame. Literally. Identity becomes commodity. Celebration of everyone’s “uniqueness” in the pursuit of opening new frontiers to monetize.
- The **Collapse** scenario in the **Future Space** is also remarkable, in that it isn’t really strange at all. Advanced technology being used for the full expression of eugenic ambitions. What could prove genuinely weird is a future world in which identity could prove fatal, but also prove increasingly difficult to define precisely. Equally as strange could be, with demographic shifts, which group will become dominant and define the ideal race, religion (identity) in the distant future.

Post-Structural Analysis of Identity Part 4: Alternative Pasts and Futures



Which past is romanticized?

All three pasts are romanticized or, more specifically, politicized.

“Western Progress, Democracy, Capitalism”, the dominant, “baseline” past sees Western values grow and dominate the world. Along with those values are secular identities and traditional “nuclear family” identity constructs.

“Exploitation, Suppression, Appropriation” acts as a counterweight to the dominant baseline, by reframing the historical one in a context not of progress but of carnage. American hegemony was not brought on by hard work and innovation, but rather because of free labour, slavery, and stealing land from indigenous peoples. This past, too, is often romanticized by created images of idyllic harmony with both nature and others.

“God’s Hand” considers history as God’s work and his decisions guiding man. This past is romanticized in that history is framed in terms of punishment and reward for being dutiful and obeying God’s word. Elements of manifest destiny and being “right”.

What histories make the present problematic?

The Western, secular past is problematic for those who draw on history as a values system. But the overwhelming belief imbedded in this past narrative is one of progress and new discovery. When framed in this context, the past is supportive of identity as a construct and something that can be created in the pursuit of individual, and societal, growth.

“Exploitation” disrupts and attempts to overthrow the dominant narrative of progress, taking self-actualization, acknowledgement of past wrongs, and reconciliation in the present as the true path of progress.

“God’s Hand” is likely the most problematic, with a variety of religious worldviews fixed in their belief systems and unable/unwilling to adapt.

Which vision of the future is used to maintain the present?

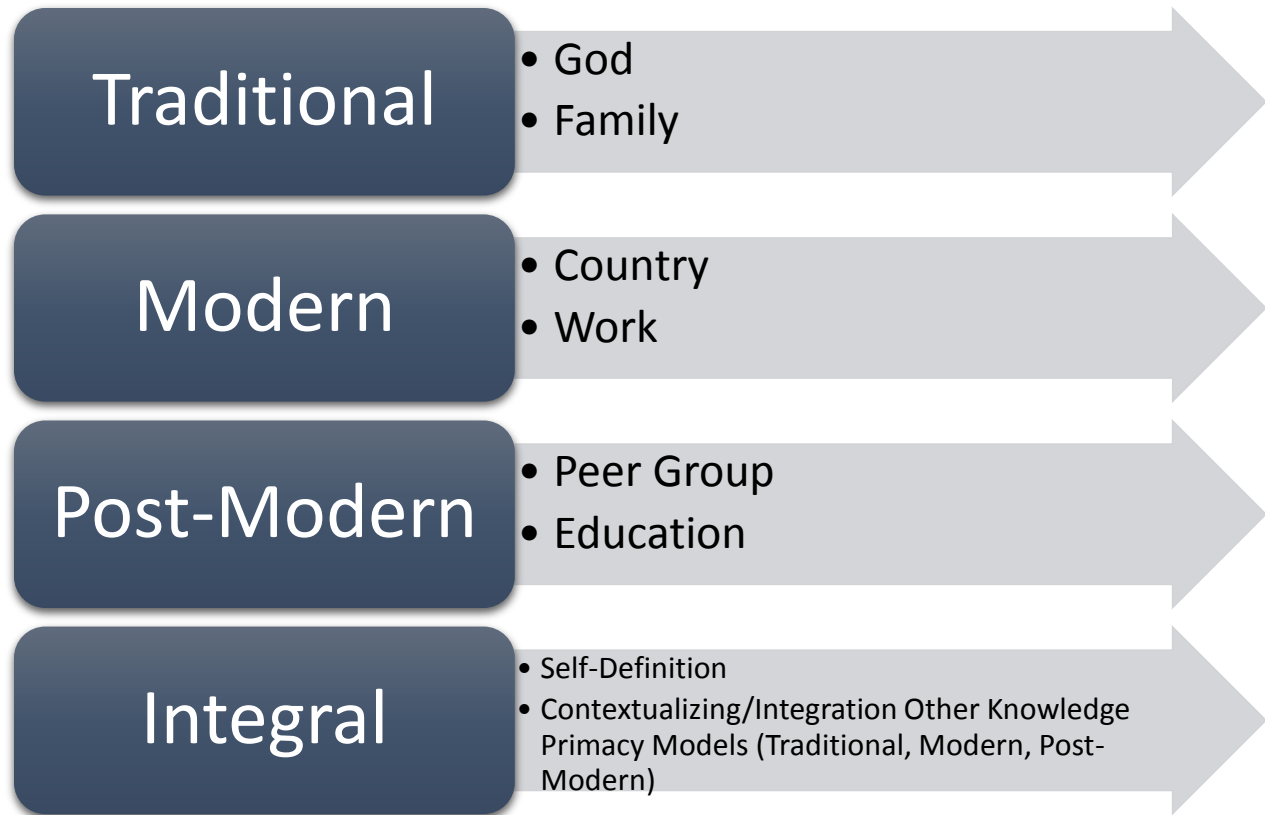
“Western Progress, Democracy, Capitalism”. Our present, in all iterations, is overwhelmingly focused on progress. There is just no consensus on exactly what that progress looks like. Preferred visions of the future are ones in which we have built on our current society – whether it be environmental, economic, or social – with some tweaks and corrections made to account for environmental and class degradation.

Which undo the unity of the present?

“God’s Hand” goes the furthest in undoing the unity of the present. While “Exploitation” appears initially to be the most disruptive, it is in fact following in the footsteps of “Western” just with a slightly different version of “progress”. “God’s Hand” would likely undo much that has been accomplished in a secular world that encourages self-actualization.

Post-Structural Analysis of Identity Part 5: Reordering Knowledge

Knowledge Primacy/Source of Identity



Who or What is Othered?

Because of the subjective nature of knowledge primacy, otherness is relative to one's identity perspective. There are "cross-overs" in terms of individuals whose identities are crossing from traditional to modern, so they could be impacted in varying degrees by God and Work, for example.

Reordering of Knowledge

Perhaps somewhat unique, integral values are reordering identity knowledge. This dihierarchization of identity knowledge leads to a flattened identity influencer landscape. A true reordering, where only one or two sources of knowledge could have primacy, could yield either very little difference, or significant difference. For example, if a post-modern values system individual took "Work" as their primary source of identity knowledge, this would perhaps create an even more intense and polarized identity, if this individual were also to maintain levels of "Peer Group" and "Education" in their knowledge ordering

mindset. This could create a sort of vertically integrated knowledge system, in which friends, education, and work were all tightly aligned, making for a rigid identity.

In fact, most of these knowledge primacy groupings create fairly rigid identity knowledge primacies. Only post-modern and integral worldviews create the conditions for fluid identities. These identities would need to be driven by integral worldviews; however, as post-modern would be unable to fully adopt these belief systems without the support of educational institutions and supportive/knowledgeable peer groups.

Identity Survey

Demographic Summary

Number of Respondents: 56

Age Breakdown

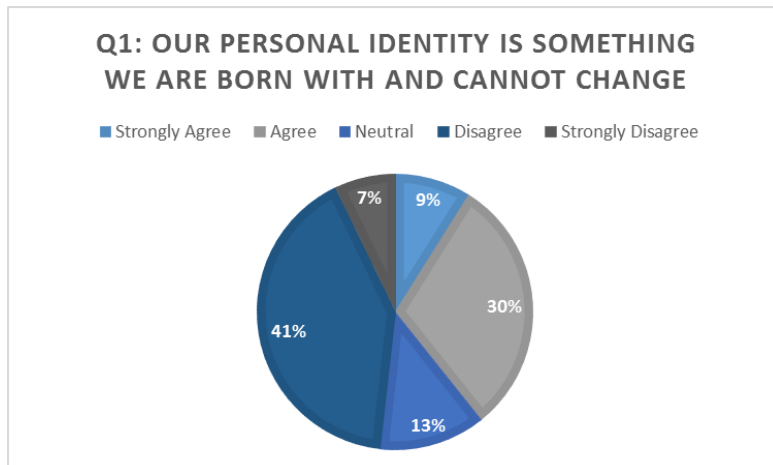
Age Group	Number of Respondents	Percentage of Overall Respondents
< 18	0	0
18 – 29	10	17.86%
30 – 44	11	19.64%
45 – 59	11	19.64%
60+	24	42.86%

Gender Breakdown

Male: 29

Female: 27

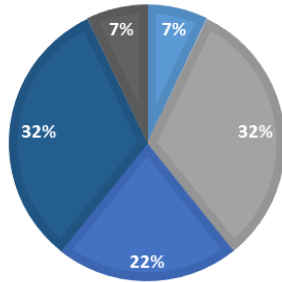
Graphical Data



Respondents were fairly evenly split on a number of questions. 39% feel that identity is something we are born with, and cannot change, while the slight majority of respondents feel that identity can be changed, or are at least open to the concept.

Q2: I FEEL MY IDENTITY IS LARGELY DEFINED BY MY CURRENT PROFESSION

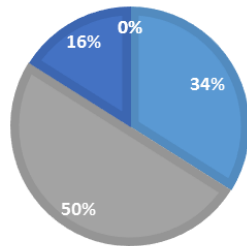
Strongly Agree Agree Neutral Disagree Strongly Disagree



Respondents were evenly split on profession as a definer of identity, with 21% undecided, suggesting career is still a definer of identity for at least half the population.

Q3: PUBLIC DISCUSSION ABOUT RACE AND GENDER POLITICS IS FAR MORE PREVALENT NOW THAN IN THE PAST

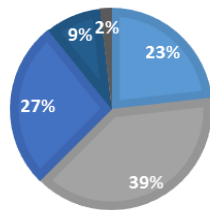
Strongly Agree Agree Neutral Disagree Strongly Disagree



Strong agreement was found in areas such as the prevalence of gender and identity politics in public discourse. 84% strongly agreed or agreed that this was the case. This means that the general population is aware of ongoing dialogue around identity, and the litany/headlines that are part of this discourse.

Q4: I AM MORE INFORMED ABOUT THE LGBTQ (LESBIAN, GAY, BISEXUAL, TRANS, QUESTIONING) COMMUNITY NOW THAT I WAS 2 YEARS AGO

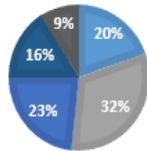
Strongly Agree Agree Neutral Disagree Strongly Disagree



This is reinforced in the majority of respondents' greater awareness of LGBTQ issues and the existence of the community.

Q5: I THINK THAT TRANSABLED PEOPLE (THOSE WHO ARE ABLE BODIED BUT FEEL THEY SHOULD BE DISABLED), TRANSRACIAL PEOPLE (THOSE WHO IDENTIFY WITH A DIFFERENT RACE THAT THEY WERE BORN), AND OTHER TRANS-RELATED PEOPLES SHOULD HAVE THE SAME SOCIAL ACCEPTANCE AS EVERYONE ELSE IN THE COMMUNITY

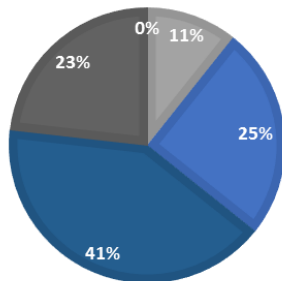
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree



Despite this lack of knowledge or experience, the majority of the respondents are either open to, or neutral, when it comes to specific trans-alternative movements (transabled/transracial).

Q6: I AM FAMILIAR WITH TRANSHUMANISM AND THE TRANSHUMANIST MOVEMENT

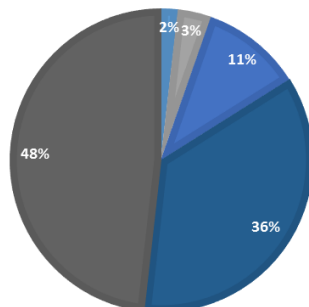
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree



The transhumanist movement is not well known, when compared to the LGBTQ movement. This suggests an underlying issue with the optics of the LGBTQ movement as a subset of the “larger” transhumanist movement.

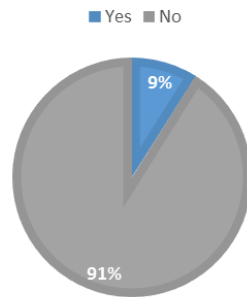
Q7: I HAVE AN ONLINE IDENTITY THAT IS FUNDAMENTALLY DIFFERENT FROM WHO I AM IN PERSON

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree



84% of respondents disagreed or strongly disagreed that they had a “fundamentally different” online identity, suggesting online identities are perceived as extensions of conventional identity – online projections.

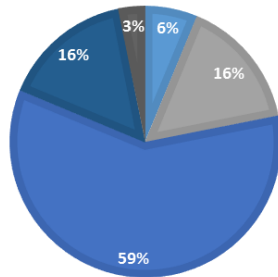
Q8: HAVE YOU, OR SOMEONE CLOSE TO YOU, GONE THROUGH A SIGNIFICANT IDENTITY TRANSFORMATION



Low rates of agreement were found when it came to knowledge and personal experience of identity transformation. This suggests that firsthand knowledge of going through an identity transformation (predominantly gender) while front and center in public discourse, is still a relatively rare phenomenon for the general public.

Q9: IF YES, YOU OR THE INDIVIDUAL RECEIVED CONSISTENT SUPPORT AND UNDERSTANDING FROM THE SOCIAL STRUCTURE (FAMILY, FRIENDS, WORK) AROUND THEM

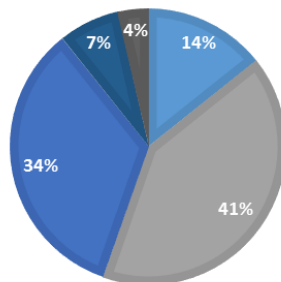
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree



Perhaps the most interesting results were in the question around whether humanity will have greater control over their identity in the future. While a slight majority (55%) agreed or agreed strongly that we will have more control, 34% were neutral. This suggests that while identity politics are front and center in current public discourse, a significant portion of the population have not considered the future implications of identity discourse, at least in regards to themselves and the ability to influence who they are.

Q10: IN THE FUTURE, I THINK WE WILL HAVE MORE CONTROL OVER OUR IDENTITY

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree



Survey Summary Analysis

Overall, the data suggests that respondents are aware of core trans-identity dialogue, that this dialogue has become far more prevalent but that, despite this, the average citizen has little firsthand experience, or nuanced understanding, of the larger potentialities of identity transformation both currently and in the future. Finally, while the majority of citizens appear open to Trans movements, they view their own identities fairly conservatively in terms of identifying with career, not going through identity transformations themselves, and not considering their online identities to be separate from their own. For all the litany, the headlines, the technology, and legal wrangling over identity issues, the overwhelming majority of US citizens are conventional and static in terms of identity.

In terms of forecasting, this data suggests a baseline forecast in which Trans movements of all sorts will continue to gain wider acceptance, but will only be a niche exercise when it comes to those who choose to participate in identity transformations. This could stabilize as an acceptable part of society in which individuals are free to change their identities, but most choose not to. But it also raises the potential risk of identity transformation moving into esoteric realms which could eventually cause a public backlash (*"I'm as easy going as the next guy, but this has gone too far!"*). The movement from ethnocentric to worldcentric could also be impacted by a strong push for greater inclusivity for self-identifying groups which the larger, general population has little to no exposure to.

Baseline Future Inputs

Description	
Trends	<ul style="list-style-type: none"> • More transgendered people in public consciousness • http://mitsloan.mit.edu/newsroom/articles/alumna-encouraged-by-increased-transgender-awareness/ • More advocates of gay rights (increase in marriage) • http://www.freedomtomarry.org/resources/entry/marriage-polling • More awareness, and debate, over race and identity politics • http://www.thenewamerican.com/culture/item/21473-black-by-popular-demand-is-black-lives-matter-leader-pretending-to-be-black • More efforts to map the human brain in order to achieve substrate independent minds. • http://minduploading.org/ • More movement towards “self-expression” values, which in turn leads to greater opportunity for fluid identities. • https://en.wikipedia.org/wiki/World_Values_Survey • More technological advancement focusing on human enhancement for improving our physical and mental capacities, versus traditional therapeutic enhancements (curing disease, etc.). • http://io9.com/5958604/scientists-raise-the-alarm-on-human-enhancement-technologies
Plans	<ul style="list-style-type: none"> • Plans to build or enhance interoperable identity metasystems – systems to manage multiple online identities with the aim of either maintaining central control of various online identities or in order to “police” and provide visibility to others online as to the “true identity” of the online presence. • https://msdn.microsoft.com/en-us/library/ms996422.aspx • Plan to replace a head onto a donor body. For those suffering from gender dysmorphia, their head could be removed and placed onto the body of a now deceased individual with the appropriate body type. • http://europe.newsweek.com/head-transplants-gender-reassignment-surgery-gender-dysphoria-310201

- Plan to map and upload a human brain. Starting with a prize of The Brain Preservation Foundation for the first team of scientists who can map a mouse brain.
- <http://www.popsi.com/article/science/neuroscientist-who-wants-upload-humanity-computer>

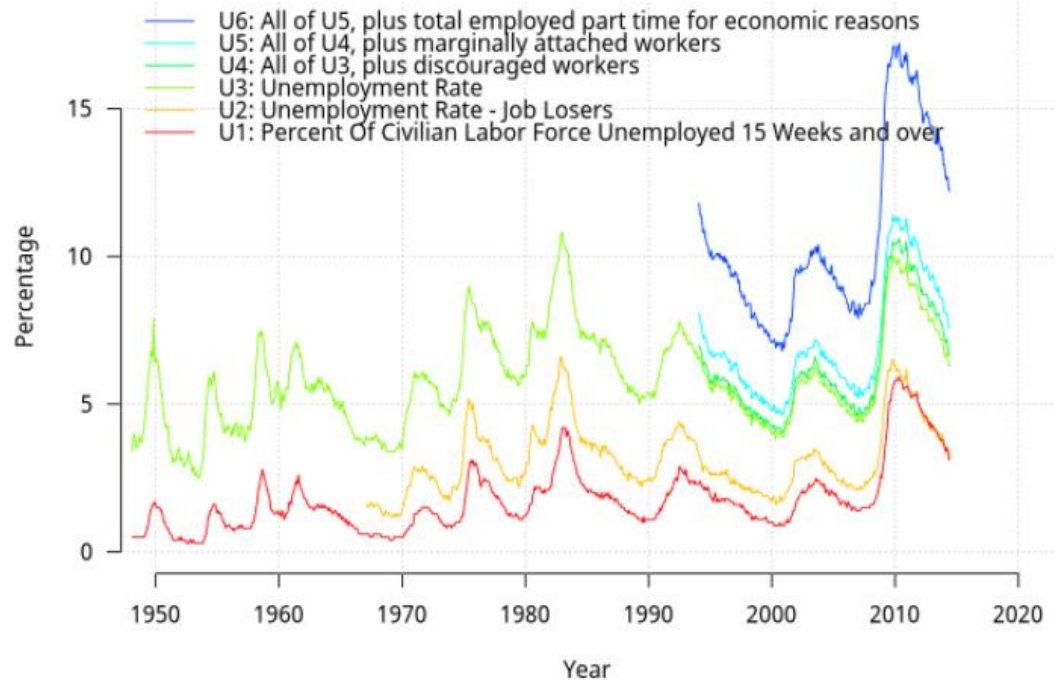
Projections

- “Professional obsolescence” caused by automation and robotics will profoundly change how we view ourselves and how others view us. The phrase “what do you do?” will lose all meaning. Identity will need to be constructed independently of career.
- <http://www.nickbostrom.com/views/identity.pdf>
- Transhumanism will emerge slowly, and may even be limited by regulation for quite some time if technology advances faster than societal norms and values.
- <http://www.makeuseof.com/tag/technology-may-influencing-human-evolution/>
- The singularity will occur by 2045
- <http://www.singularity.com/qanda.html>
- A “beige” future, where everyone is mixed race
- <http://www.theatlantic.com/entertainment/archive/2009/10/a-beige-future/29356/>

Baseline Summary and Narrative

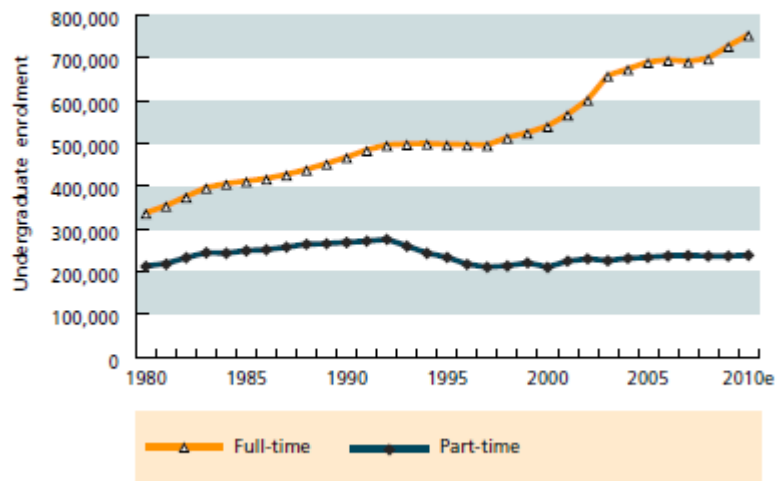
Title & 1-liner	Pop-Intersectionality and The Rise of Individual Self-Actualization The future of identity will see citizens in the developed world increasingly defining themselves as non-traditional in terms of race, gender, narcissistic tendencies and employment.
Abstract	As Western society moves towards self-actualization, a highly educated and under-employed citizenry will look for meaning through “discovering” themselves, contextualizing themselves, and then projecting this identity out into the world. Identity will increasingly become an individualistic pursuit in which race, gender, and employment play non-traditional roles, and peer groups – both physical and virtual – become facets of individual identity versus defining that individual identity.
Key Drivers	<ul style="list-style-type: none">• Underemployment: Underemployment, coupled with unemployment, combines for a total of 12.6% of the popular. And is projected to grow. Having a lack of a career will reduce the number of individuals who identify strongly with their career (since they do not have one). http://www.forbes.com/sites/louisefron/2014/08/20/tackling-the-real-unemployment-rate-12-6/

Measurement of unemployment



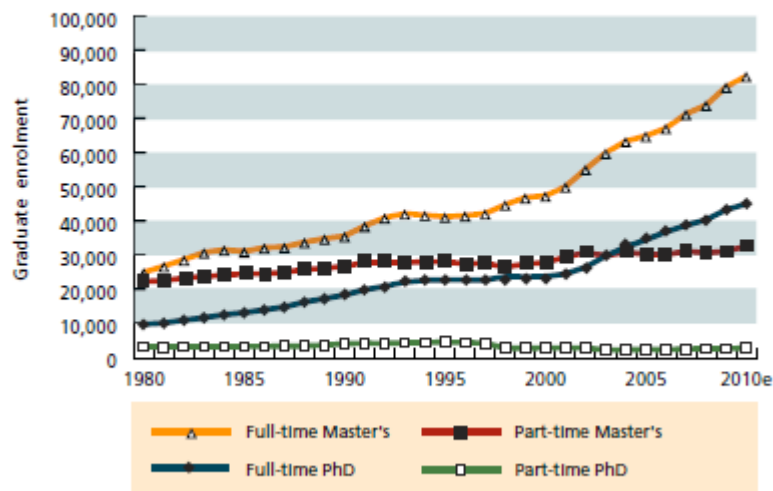
- A more educated populace. Post-secondary education enrollment is continuing to rise. In Canada, as an example of a representative western country, enrollment has gone from 550,000 in 1980, to 994,000 in 2010. The number of graduate students, over that same period of time, has risen from 77,000 to 190,000. <http://www.aucc.ca/wp-content/uploads/2011/05/trends-2011-vol1-enrolment-e.pdf>

FIGURE 1: Since 1980, full-time students have driven growth in undergraduate enrolment



Source: Statistics Canada data and AUCC estimates

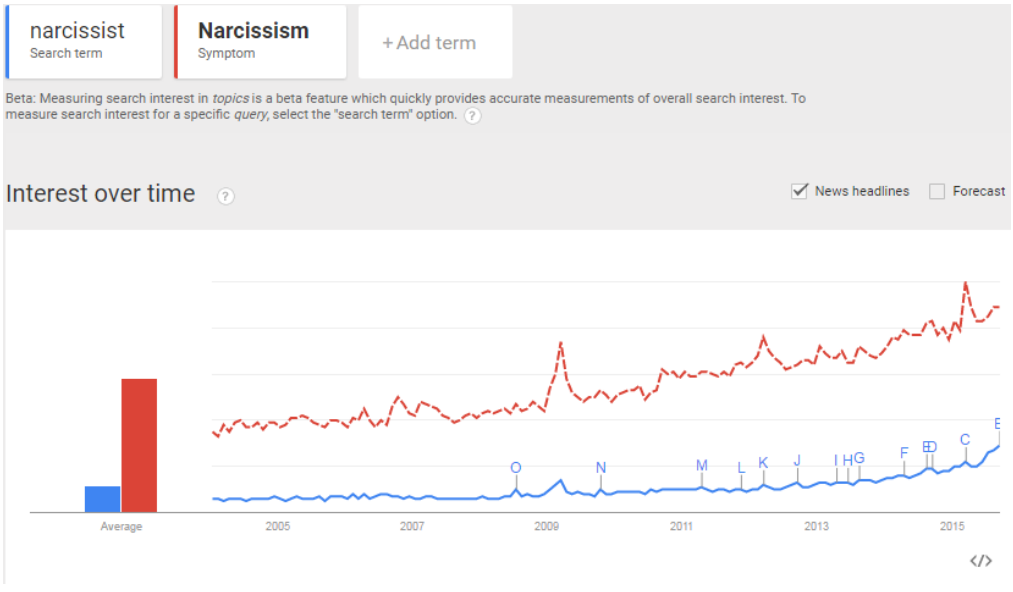
FIGURE 5: Since 1980, full-time master's enrolment has tripled and full-time doctoral enrolment has grown more than four-fold



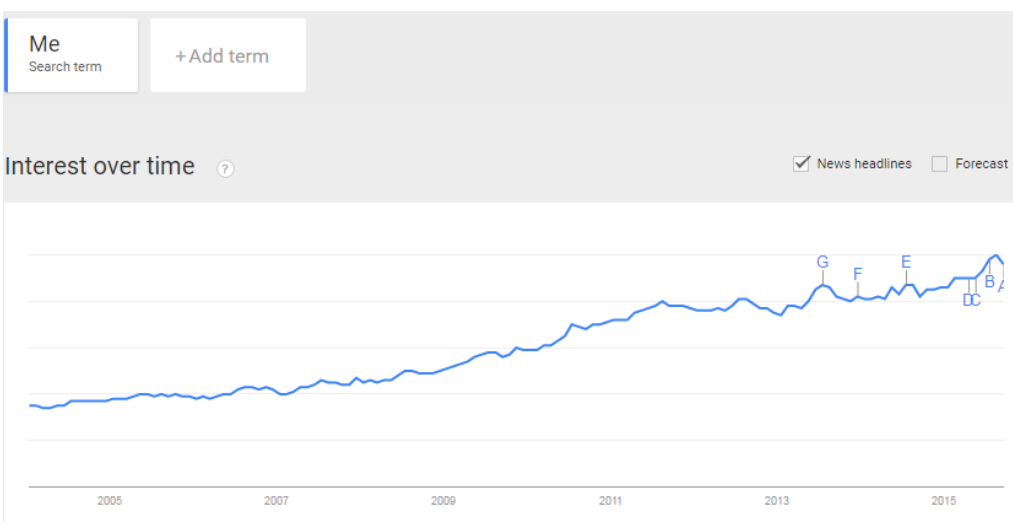
Source: Statistics Canada data and AUCC estimates

- Narcissism: The rise of narcissism is closely linked to the rise of materials in the developed world. One study suggests that narcissism is now experienced by people in their 20's at a rate of 1 in 10, while people over 64 exhibit narcissism at a rate of 1 in 30.

<http://www.narcissismepidemic.com/aboutbook.html>



<https://www.google.com/trends/explore#q=narcissist%2C%20%2Fm%2F0dvxcy&cmpt=q&tz=Etc%2FGMT%2B6>



<https://www.google.com/trends/explore#q=Me&cmpt=q&tz=Etc%2FGMT%2B6>

Narrative Summary

With the rise of self-actualized social acceptance, traditional identity “controls” are loosened.

Work, once a strong driver of identity (“So what do you do for a living?”) loses its power over defining identity. With career changes occurring more frequently, and underemployment a chronic issue, individuals will not connect with a specific career discipline as a definer of self.

Gender and sexual orientation will also play a less traditional role in identity. Increasingly, individuals will recognize a binary between both gender and sexual orientation which will lead to non-traditional labels. This will find its way into cultural modes of expression and become commonplace. The challenge will be one of acceptance and inclusivity in a world that will seem chaotic to the people of today. Individuals, companies, and institutions will be under frequent attack for perceived insensitivity or exclusivity-type behavior by one or more sub-groups of individuals. Race identity will be the last bastion against binary thinking. But these attitudes too will change, allowing for gradual social acceptance of race-fluidity.

With materialism and narcissism also rising, individuals will increasingly work to define and redefine themselves. Self-expression, and focus on individuals and their unique needs and wants.

All of this will lead to a constantly evolving, morphing, and discontinuous citizen identity which will frequently find itself in conflict. Government will be slow to respond, intervening almost solely in the event of violence, and much of the social and legal negotiations will be left to individuals and interest groups. Retailers will have a hard time carving out market space for sustained competitive advantage. Brands and products will succeed based more off of evolving identity groups (and fulfilling their needs) than slick, targeted marketing campaigns. Campaigns and products which can morph and change rapidly will survive longer.

There will be some push back from conservative (traditionalist) groups. These groups will not be confined to religious groups but will come to include traditional LGBTQ groups who are uncomfortable with more fluid gender recognition, and civil rights groups that feel bi-racial fluidity is a form of cultural appropriation. Ultimately, self-actualization, with few caveats, will be viewed as an inalienable human right.

Alternative Future Inputs

Category	Description	Foundation, rationale, weak signals
Trend Breaks	<ul style="list-style-type: none"> Re-emergence of religious fundamentalism as dominant worldview in the developed world leading to: reversion of gay marriage rights, transgendered inclusivity, and ostracizing of transhumanist goal of becoming “god like” through technology Economic collapse leads to reversal of identity politics (less focus on self-actualization and more focus on “survival”) Technological stalemate. Many identity/mind related technologies do not materialize. Unforeseen tech breakthroughs, including cognitive mapping, lead to accessible mind mapping, conscious banking and exchange, and physical enhancements or exchange Post-modern and integral worldviews completely dominate society, allowing the social conditions necessary for a fluid identity civilization 	<p>http://www.pewresearch.org/fact-tank/2015/04/23/why-muslims-are-the-worlds-fastest-growing-religious-group/</p> <p>Weak Signals</p> <p>Rationale: https://pando.com/2014/02/03/the-singularity-is-not-near/</p> <p>Weak Signals</p>
Unfulfilled Plans	<ul style="list-style-type: none"> Identity metasystems are overwhelmed by the sheer volume of virtual identities, leading to increased, rather than decrease, anonymity online. Government steps in and prevents further experiences in head transplants for ethical reasons. Attempts to map brains, starting with animals, goes sideways as raw, animals consciousness is unleashed unwittingly online, leading to “virus-like” disruptions to global telecommunications. Think: opening the cage doors to the zoo and releasing the animals into the city. 	<p>http://www.wired.com/2014/06/be-anonymous-online/</p>
Events	<ul style="list-style-type: none"> “Re-enactment Identities” in which people physically and mentally change to become historical figures, becomes a craze (lots of Winston Churchill’s, Joan of Arc’s, Hitlers, and Alexander the Greats, running around) 	

	<ul style="list-style-type: none"> • Democracy is threatened when government has no way of knowing who is voting any more... • Unanticipated collapse of environment and world order leads to reemergence of tribal/family identity.
Issues	<ul style="list-style-type: none"> • Reconciliation of freedoms and value systems (example: the nigab is viewed as both a religious garment that should be respected and a tool to suppress women) • Transracial: Trans identity in gender has become fairly acceptable in the western world. Far less acceptable is transracial identities, along with other trans identifiers (transabled, transhuman).
Ideas	<ul style="list-style-type: none"> • A tapestry of ideas, races, and religions... multiculturalism and the melting pot, all playing out within individuals (versus countries/communities). • Consciousness hierarchy – like a pyramid scheme but with the sharing of thoughts flowing down from a master brain to others. Or, vice-versa, collective consciousness and how individual identities exist/don't exist within a fluid collective.
Key uncertainties	<ul style="list-style-type: none"> • How do emergent societal clashes (say, between races/nationalities/religions) affect those who have adopted these identities through choice/technology rather than circumstance? • Will transhumanism tap into LGBTQ movement and gain acceptance in mainstream society/media? • Will racial and gender fluidity breakdown or reinforce traditional hierarchy? I.e. if “White men” have privilege in certain industries, does fluid identity undermine this or does it reinforce it by forcing those who wish to successfully participate in the sub-culture of the industry to “morph” into a white male. • Will there be a conservative/traditionalist backlash that will reverse the liberalization of self-actualization? • Will fluid identities be socially/economically advantageous, neutral, or a liability?

Alternative Summary and Narrative

<p>Title & One-line Description</p>	<p>The Future of Identity: The Social Ascendancy of Pan-Identity</p> <p>A transformation scenario in which turbulence over identity politics forms into an identity-inclusive, fluid society in which the full (and morphing) sense of self is accepted.</p>
<p>Abstract</p>	<p>The current culture wars, in which political correctness and hyper-inclusivity, coupled with an almost militant exclusivity for those deemed to be other or privileged, leads to societal turmoil. This is especially prevalent on campuses across the Western world and increasingly in the developing world.</p> <p>The tipping point will come when parties come to the self-awareness that their exclusivity against emerging, pan-identity groups mirrors their own exclusion in the past. There will then be widespread calls for greater inclusivity and eventual transformation of society where identity can be fully constructed and frequently changed or “refreshed”. The average citizen will come to recognize and support the notion that we all have a Core Self and a Narrative Self (i.e. An editable self). This social acceptance will come at a time when technology can increasingly support human enhancement and malleability in both the physical and cognitive realms.</p>
<p>Key Differences from the Baseline</p>	<ul style="list-style-type: none"> • More conflict between identified groups (religious, gender, ethnic group). • Violence in developed world. • Eventual new societal transformation in which governments and citizens largely accept constantly evolving identity norms. • Higher level of participation in identity malleability and control from the technology domain.

Narrative Summary

The culture wars reach a hysteric level, with calls for racial and gender equality overshooting its message and leading to violent backlash from marginalized groups. The marginalized groups will also come to marginalize other, less established, niche-identity groups. This will lead to further conflict, even violence, as confusion reigns and traditional structural barriers to equality remain firmly entrenched. Eventually, cooler heads will prevail. Rather than “staking out” a clear identity line (i.e. “I am an African-American transgendered”) the dominant societal view will be one in which individuals are simply themselves. They

will be able to morph and change who they are, much like how teenagers traditionally defined themselves by peer group in high school.

The profession of “Identist” becomes a popular career choice. At first, it is a mishmash of legitimate practitioners and con artists. A blend of new age spirituality, psychology, mind-map coder, and a gateway to plastic and brain surgeons, eventually Identists are legitimized through a professional governing body (complete with certification and ethics charter) and programs through reputable Universities.

Traditional hierarchies disintegrate under the weight of the fluidity of identity. Women of colour, heavily focused on succeeding in their careers, simply change their identity in order to get ahead. This undermines perceptions of privilege and patriarchy and eventually upsets the traditional structures in a way protest and attempts at government regulation could never accomplish.

“Purity” groups spring up around the world in response, in which they wish to preserve cultural/race purity. While some of the groups will be racist and act out violently, most of them will be seen as attempting to preserve traditional, evolutionary bloodlines and will be tolerated and even respected for their preservationist efforts. Many of them will work together under an international umbrella organization so they can collaborate on the most effective means of retaining an unmanipulated bloodline. Parallels will be drawn to the fight of preserving seeds that have not been genetically modified.

Mind-mapping and consciousness uploading allow individuals to construct multiple identities that they are able to “change” whenever they like. During intense personal explorations of self (teenage years, mid-life crisis, after a divorce, etc.) people will “experiment”, recreating themselves and taking on whole new identities until one feels “right”. Childhood memories for any particular “identity” can be bought – much like buying specific colours of paint at the hardware store. Legal questions around identity traits and copyright infringement will dominate the courts. Advances in robotics, coupled with stalled efforts in AI advancement, will lead to many individuals uploading their consciousness into a robotic avatar. These avatars will add another dimension to our identities.

Options Review Worksheet for ICU Marketing Inc.

Option 1

Category	Description
What is the issue?	Government intervention and legislation enactment in regards to the domain of the future of identity could have a profound impact on the evolution of identity and societal interactions. Identity issues that governments will ultimately be forced to legislate will include identity manipulation in minors, diversity quotas in work environments, and copyright laws protecting individual identities.
Why is it important?	<p>Multiple implication streams result in some form of legislative response. Most government response is slow, and happens only after significant issues have occurred. If the organization moves quickly enough, they can look for opportunities to leverage slow government responsiveness and limit risks on the other hand.</p> <p>Likewise, for the global economy, national governments could enact varying laws, perhaps even contradictory laws, which could make it difficult to develop processes and protocols across international boundaries.</p> <p>For the client (marketing firm), there are several concerns around identity and government regulation that illustrate why this is an important issue. Examples:</p> <ul style="list-style-type: none"> • Using minors in advertising campaigns. Could government “protections” of minors and their identities creep over into the advertising realm (what is the difference between advertising “persuasion” and identity “manipulation”)? Could laws to protect against unwanted “downloading” and “uploading” mind technology impact subtler, more traditional forms of manipulation? • Is there an opportunity to download consumer preference into individual’s identities? What are the ethical/legal ramifications of doing so? • In terms of content creation and customer engagement, how does copyright law impact collective creation? If a marketing firm were to use a crowdsourcing or customer content creation process to develop a marketing campaign, are the individual identities of the participants compromised? What additional legal paperwork is required to safeguard the marketing firm and the advertising organization? • Finally, will diversity quotas go beyond the logistics of the workplace? Could diversity quotas be mandated in marketing?
What should we do about it?	<ol style="list-style-type: none"> 1. Develop a series of “flags” based off of government regulatory calls. Should these flags occur, their needs to be a robust strategy in place to address. 2. Express concerns and ensure these issues are on the radar for national and international marketing bodies and marketing lobbying initiatives. Develop industry-wide strategic approach.

	<ol style="list-style-type: none"> 3. Work with legal team to ensure the company is protected against litigation in the future and that protocols are in place (or develop new protocols) to address concerns around identity usage in marketing.
How do we make it happen? (resources required)	<ol style="list-style-type: none"> 1. Small team of key management personnel develop cases/scenarios for these types of events. 2. Join industry organizations and get representation at the table to shape policy. 3. Bring in outside consultants who are familiar with government regulations and how it impacts industry.
Who "owns" it?	<p>Senior management.</p> <p>Select group responsible for keeping track of emerging trends.</p>

Option 2

Category	Description
What is the issue?	<p>Diversity can become a deliberate construct, both in peer groups and within organizations. This construct could flow towards more diversity, or more homogeneity. Should surface identity manipulation occur, diversity will not necessarily translate into more diverse perspectives. This could create the appearance of diversity without its presumed benefits. Likewise, strongly held cultural elitism could result in homogeneity in certain professions. The question remains whether these manipulations are surface (appearance based) manipulations or if deeper transformations occur (downloading the consciousness and past experiences of another gender/race as opposed to a surface transformation).</p>
Why is it important?	<p>Identity functions at different levels. Not just the physical identity (outward) of an individual, but their consciousness (inward) and how closely linked (or delinked) these two are. Likewise, identity is found not just at the individual level, but at all social levels. Family, peers, friends, coworkers, online connections. The ability to change identity has ripple implications that could create ever-morphing diversity spectrums based off of unseen influencers at all levels of "identity".</p> <p>The key question is whether identity manipulation and fluidity will increase diversity (divergence) or converge towards homogeneity and reinforce certain dominant or emergent identity groups.</p> <p>This is critical to the success of marketing strategies. Do you target specific subgroups and try and sell a homogenous identity (brand) to them, or do you target homogenous and large identity groups and attempt to sell them an alternative, "niche", identity?</p> <p>Branding becomes a far more immersive experience. Instead of selling white, middle-America teenagers shoes so that they can "Be Like Mike", there is potential in the future for them to "Be Mike" in a far more concrete, experiential way.</p>

<p>Marketing, from this perspective, treats diversity (gender, race, etc.) as performative in nature, rather than immutable. All the world is a stage and it is up to marketers to sell the stage and the props.</p>	
<p>What should we do about it?</p>	<ol style="list-style-type: none"> 1. Ensure individuals in the organization are monitoring trends in diversity politics, both politically, socially, and technologically. 2. Develop core competencies in these areas by creating more immersive marketing campaigns. 3. Create focused marketing campaigns to identifiable homogenous groups (“sitting ducks”). 4. Recognize identity as multi-dimensional construct (inner and outer). 5. Ensure diversity practices in own organization, so as not to miss major, emerging trends
<p>How do we make it happen? (resources required)</p>	<ol style="list-style-type: none"> 1. Higher scanners (or direct existing scanners) to maintain a domain file on diversity and identity trends. 2. Hire/train team of designers/artists from diverse backgrounds who can create these immersive marketing experiences both from a position of privilege, or an alternative perspective. 3. Market research on race and gender and profession that can find emerging, generic groups of individuals. 4. Ensure psychologists on marketing team are connected to emerging thought processes around identity construction and intersectionality. 5. HR recruitment policies
<p>Who “owns” it?</p>	<p>R&D departments, Scanning Team, Human Resources, Senior Management</p>

Implications Analysis

The Future of Identity: The Social Ascendancy of Pan-Identity

Area of Focus: The Social Implications of Identity

3-5 Most Important Implications

The most important implication found during implications analysis is that identity itself could become a commodity and result in legal enforcement and protections in the form of copyright laws. “Used” identities could be sold or traded. This would be a result of being able to “download” or “upload” identities (consciousness).

Those with public personalities would have to protect their identity from replication.

Social homogeneity is also a key societal risk, as barriers to changing ones identity disappear. Rather than creating inclusive environments, this fluidity could inhibit diversity.

3-5 Most Provocative Implications

The basic family unit has the ability to be highly manipulated. Parents have the ability to change their children’s personality traits – individuals could potentially adjust their past experiences and physical appearance to become a part of a different family. While traditional concerns have centered on “designer babies”, a more profound impact could occur at the societal level of “designer families”.

High mental manipulation with segments of the population could create a modern day slave race.

Ability to market and sell identity “bundles”. Rather than buy individual traits, people would have the ability of buying an entirely new life (race, gender, family, etc.).

Most Important Issue

Multiple implication streams result in some form of legislative response. Most government response is slow, and happens only after significant issues have occurred. Matters of identity manipulation in minors, diversity quotas, and copyright laws protecting/exploiting individual identities should be addressed proactively rather than reactively.

Most Provocative Issue

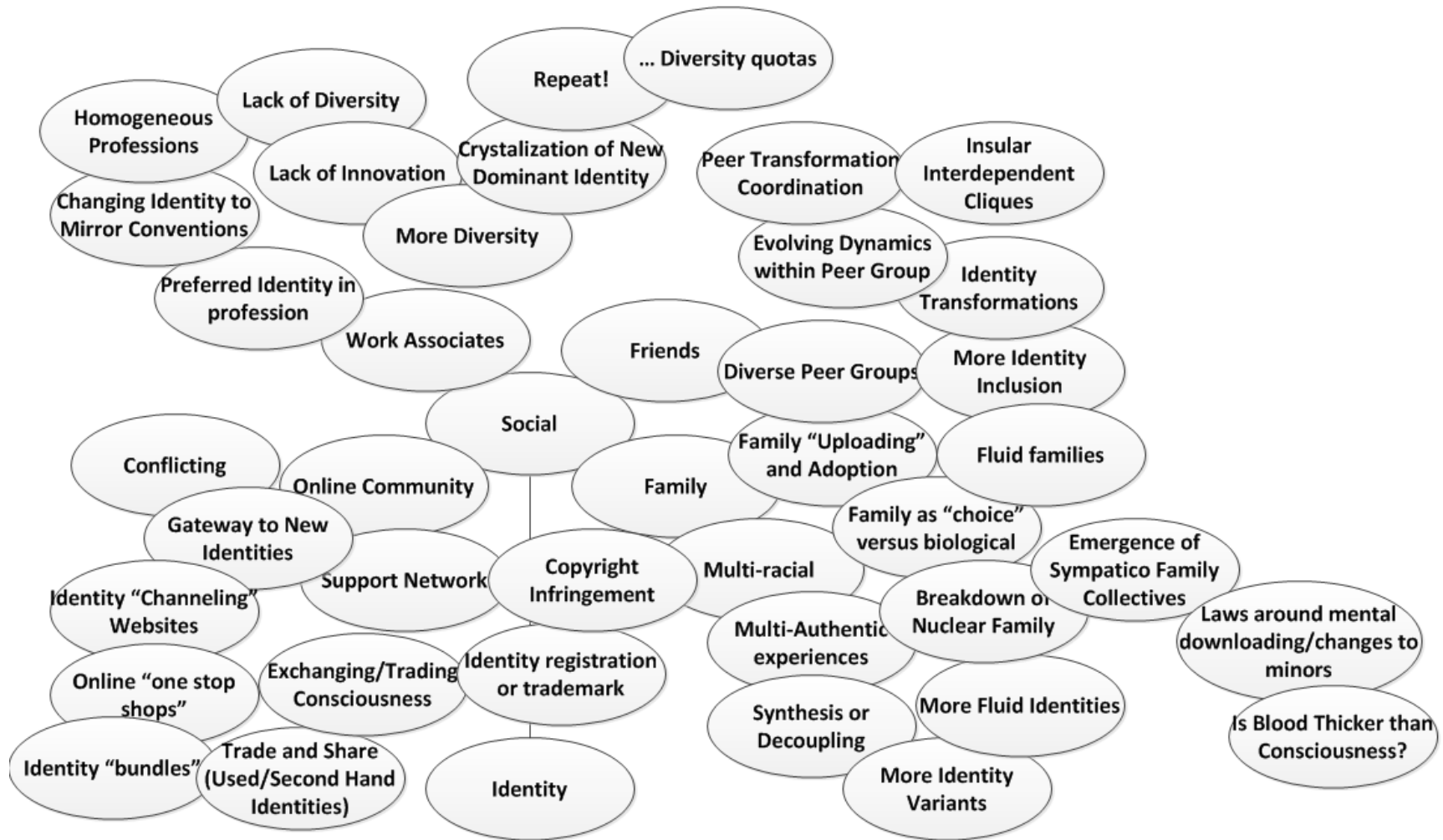
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Appendix A: Futures Wheel Worksheet Summary for Alternative Future



Appendix B: Futures Wheel Brainstorming for Alternative Future



Appendix C: Scanning Forms

Scanning Form 1

Title	Will the LGBT Movement Evolve Into Transhumanism?	Author	Zoltan Istvan
Brief source	Psychology Today Blog	Date	January 17, 2015
STEEP Category/s	Social, Political	Keywords	Transhumanism, identity, maximize freedom, stereotypes
URL	https://www.psychologytoday.com/blog/the-transhumanist-philosopher/201501/will-the-lgbt-movement-evolve-transhumanism		

Type <i>(bold one)</i>	Actual event New trend New cycle New plan Potential event New information New issue							
Brief description of the item	The transhumanist movement sees the successes of the LGBTQ community in political and legal realms as a positive advancement of their own desire to have full autonomy and freedom over who and what they are. There is potential for the LGBTQ community and the more fragmented branches of the transhumanist movement to coalesce into a single movement.							
How could the future be different as a result?	The larger social and political implications of transhumanism, the singularity, and how technology can advance and change the fundamental nature of humanity has not really made its way into the public arena. Subjects mentioned in this article, such as the potential for an individual to choose to have “the gay gene” removed, or to have that same gene inserted into their system has not really been considered. The LGBTQ movement, which has wide social acceptance, could be a vehicle to stimulate these conversations and introduce a broader audience to the decisions we will need to make, collectively and individually, as technology increases the ability for us to design our very identity.							
What are the potential implications for...?	<table border="1"> <tr> <td>...Stakeholder name:</td> <td>Advertising Agency</td> </tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> - Exponential challenge of niche marketing - Potential for rapid advancement and fashion preferences in areas such as skin colour, gender, physical size - Legal threats of discriminatory advertising, on one hand, and exploitation and misrepresentation on the other </td> </tr> </table>	...Stakeholder name:	Advertising Agency	<ul style="list-style-type: none"> - Exponential challenge of niche marketing - Potential for rapid advancement and fashion preferences in areas such as skin colour, gender, physical size - Legal threats of discriminatory advertising, on one hand, and exploitation and misrepresentation on the other 				
...Stakeholder name:	Advertising Agency							
<ul style="list-style-type: none"> - Exponential challenge of niche marketing - Potential for rapid advancement and fashion preferences in areas such as skin colour, gender, physical size - Legal threats of discriminatory advertising, on one hand, and exploitation and misrepresentation on the other 								
Overall effect	<table border="1"> <tr> <td>Confirming</td> <td>Creating</td> <td>Resolving</td> <td>Impact</td> <td>3</td> <td>Plausibility</td> <td>4.5</td> </tr> </table>	Confirming	Creating	Resolving	Impact	3	Plausibility	4.5
Confirming	Creating	Resolving	Impact	3	Plausibility	4.5		

<i>(bold one)</i>	(baseline scenario) (a new scenario) (between two scenarios)	<i>(0-5)</i>		<i>(0-5)</i>	
Baseline, new or resolved scenario(s)	This is a new scenario that suggests that the transhumanist movement will gain traction and energy from the more high-profile and successful LGBTQ movement	Novelty <i>(0-5)</i>	4	Timeliness <i>(0-5)</i>	4
Scanner	Adam Cowart	Date Submitted	September 8, 2015		

Scanning Form 2

Title	Clive Baldwin talks about transabled people	Author	Sarah Boesveld (Director of Video)
Brief source	YouTube (National Post)	Date	June 7, 2015
STEEP Category/s	Social	Keywords	Transabled, body map, genuine, public imagination, strange, alignment of body and feeling
URL	https://www.youtube.com/watch?v=JmUrSNnQ6Pg		

Type <i>(bold one)</i>	Actual event New trend New cycle New plan Potential event New information New issue
Brief description of the item	A phenomenon has been identified where individuals feel a strong desire to be disabled – something that has not happened to them by accident. In some cases, they amputate limbs in order to feel comfortable with their bodies. Those who have not ‘transitioned’ feel genuine distress.
How could the future be different as a result?	As society in the western world moves closer to a self-actualized state, changing physical traits and characteristics based off of need and feelings of body and mind misalignment could become more common and socially acceptable. Transgendered persons have been at the leading edge of this movement towards self-articulation, but are by no means the only identifiable group. In the future, people could have limbs and abilities removed (ability to walk, sight (blindness) and ability to hear). People without the ability to walk (by birth or by accident) can be given their ability to walk back, while those who do not feel comfortable with the ability to walk can have it taken away. Disabilities will cease to be a limiting factor on life-wellness and instead will be a form of self-expression and identification.
	...Stakeholder name: Marketing Firm

<p>What are the potential implications for...?</p>	<p>Certain disabilities, once they are fully “curable” and no longer have a “disabled” stigma attached to them, could become fashionable. Marketing campaigns may target these groups as “hip”.</p> <p>Body augmentation or “morphing”, changing back and forth among different levels of physical capability, could lead to malleable clothing that can accommodate different body-enhancing preferences.</p> <p>Traditional disability “gear” could also become a major growth market. Guide sticks for those who choose to be blind, custom wheelchairs for those who choose to be paralyzed.</p> <p>See additional clip: https://www.youtube.com/watch?v=6AxDeJW2q3o for how transabled people were viewed just a few years ago (2011).</p>						
<p>Overall effect <i>(bold one)</i></p>	<p>Confirming (baseline scenario)</p>	<p>Creating (a new scenario)</p>	<p>Resolving (between two scenarios)</p>	<p>Impact <i>(0-5)</i></p>	<p>3</p>	<p>Plausibility <i>(0-5)</i></p>	<p>5</p>
<p>Baseline, new or resolved scenario(s)</p>	<p>It confirms the baseline scenario in which an identifiable group of people wishes to have control over their bodies and have their physical self match their mental “body map”.</p>			<p>Novelty <i>(0-5)</i></p>	<p>4</p>	<p>Timeliness <i>(0-5)</i></p>	<p>4</p>
<p>Scanner</p>	<p>Adam Cowart</p>			<p>Date Submitted</p>	<p>September 10, 2015</p>		

Scanning Form 3

Title	Mind Uploading and Identity	Author	Steve Morris
Brief source	Singularity Weblog	Date	September 2013
STEEP Category/s	Technological, Social	Keywords	Mind-map, singularity, full body prosthetic, identity, continuity, substrates, central mind, sub-minds, substrates
URL	https://www.singularityweblog.com/mind-uploading-and-identity/		

Type <i>(bold one)</i>	Actual event New trend New cycle New plan Potential event New information New issue		
Brief description of the item	The role of predicted technological advances in mind-mapping and how this could impact perceptions of identity, including multi-mind hierarchies, multiplicity, and forms of uploading (gradual induction versus full mind wipe).		
How could the future be different as a result?	<p>Identity could become more than just a fluid and evolving aspect of human existence – it could become a commodity. The commoditization of identity, in which humans are able to upload their own identity online, or in to other minds, perhaps having multiple bodies under a single “identity umbrella” could fundamentally change identity as a concept of self.</p> <p>If we take the concept of identity as representing the twinning of the Core Self (who you ARE) and the Narrative Self (establishing identity over time – past, present, future) then two mind-mapping options emerge. 1, in which the Core Self is left intact but iterations or “scripts” of the Narrative Self are introduced/replace the original or, 2, the Core Self is also replaced. A likely scenario would be an individual who maintains Core Self, but introduces new/varying Narrative Selves. This would allow elements of identity to remain, but re-write past, present, and future perceptions of self.</p>		
	<table border="1"> <tr> <td>...Stakeholder name:</td> <td>Marketing Firm</td> </tr> </table>	...Stakeholder name:	Marketing Firm
...Stakeholder name:	Marketing Firm		

<p>What are the potential implications for...?</p>	<ul style="list-style-type: none"> - Option for multiple identities within one individual - A full replacement identity (wiping out the old and bringing in the new) - The “patenting” of certain ideal identities that would change with fashion and circumstance - The elimination of certain “problematic” identities - Identity “banks” where we could store former identities, in situations where multiple identities clash or become difficult to coordinate - Targeted advertising to popular identities - Identity “bundles” in which mind, body, and lifestyle come prepackaged (basically, a new life, a new existence) - The sale and marketing of identities themselves, including historical figures - Possible “illegal” identities (i.e. Cannot be a killer, a pedophile, etc) - Designer personalities – parents give their children the personality they prefer – at a certain age, the child has the choice to change, explore original (stored) identity, etc. This could create huge marketing potential in the form of encouraging future generations to “explore their inner selves” 						
<p>Overall effect <i>(bold one)</i></p>	<p>Confirming (baseline scenario)</p>	<p>Creating (a new scenario)</p>	<p>Resolving (between two scenarios)</p>	<p>Impact <i>(0-5)</i></p>	<p>5</p>	<p>Plausibility <i>(0-5)</i></p>	<p>2</p>
<p>Baseline, new or resolved scenario(s)</p>	<p>Although a far more radical version of the baseline scenario, this information does reinforce the basic tenants of the baseline forecast: that identity will become more fluid, and we will be able to have more control over what our identity is both mind and body.</p>			<p>Novelty <i>(0-5)</i></p>	<p>5</p>	<p>Timeliness <i>(0-5)</i></p>	<p>2</p>
<p>Scanner</p>	<p>Adam Cowart</p>			<p>Date Submitted</p>	<p>September 22, 2015</p>		

Scanning Form 4

Title	Discontinuous Narcissist: Fractured and Broken	Author	Sam Vaknin
Brief source	You Tube	Date	March 2013
STEEP Category/s	Technological, Social	Keywords	Narcissist, invention, reinvention, human sponge, identity, multiple personality disorder, disorienting, ephemeral
URL	https://www.youtube.com/watch?v=P-dq_YBqQaQ		

Type <i>(bold one)</i>	Actual event New trend New cycle New plan Potential event New information New issue
Brief description of the item	Narcissism, on the rise in Western cultures, is described here as a trend that could seriously impact the nature of identity. The narcissist, by definition, has more than one personality. They are not their “true self” but instead invent themselves. Because of this, they are comfortable with morphing and reinvention of self. They are
How could the future be different as a result?	Narcissists could become a key driver in identity trends. As the number of narcissists increases, and as they become older and gain more control, their demand for consumption, but products as well as personas and alternate identities, will grow. This will create fluid and discontinuous identities both for individuals, communities, and any number of organizations.
	...Stakeholder name: Marketing Firm

<p>What are the potential implications for...?</p>	<ul style="list-style-type: none"> - Marketing to narcissistic demographics provides both a challenge and an opportunity. It is a challenge because of the amorphous nature of their identities – constantly changing. The opportunity is that, while constantly changing, the narcissistic personality is also consuming based off of what they have decided to become. - Multiple identities means multiple opportunities to create and channel products that would appeal to narcissistic personalities. - Loyalty to brand is in a very vulnerable position. Brand becomes subservient to supporting the narcissist’s identity, not the other way around. - While traditionally marketing looked to create <u>an</u> identity, a more fluid identity could become necessary for product and brand management. Instead of focusing on a certain image or identity group, marketing will need to be directed more towards values... and even values would likely morph. 						
<p>Overall effect <i>(bold one)</i></p>	<p>Confirming (baseline scenario)</p>	<p>Creating (a new scenario)</p>	<p>Resolving (between two scenarios)</p>	<p>Impact <i>(0-5)</i></p>	<p>5</p>	<p>Plausibility <i>(0-5)</i></p>	<p>3</p>
<p>Baseline, new or resolved scenario(s)</p>	<p>This item could potentially resolve between 2 baselines scenarios. On one hand, technological advancement is allowing for more fluid identities, both physically and cognitively; on the other hand, identity politics and authenticity of representation has become an increasingly polarized and militant discourse. The rise and prevalence of narcissism could reconcile between these two trends – adopting both technological advancements and diversity in representation to feed their sense of self-worth. Narcissists could be a growing, and bleeding edge, demographic group in the future of identity.</p>			<p>Novelty <i>(0-5)</i></p>	<p>4</p>	<p>Timeliness <i>(0-5)</i></p>	<p>3.5</p>
<p>Scanner</p>	<p>Adam Cowart</p>			<p>Date Submitted</p>	<p>September 26, 2015</p>		

Scanning Form 5

Title	'Pretendian': Meet Susan Taffe Reed, the 'Native American' Rachel Dolezal	Author	Stephen A. Crockett Jr.
Brief source	The Root	Date	October 2, 2015
STEEP Category/s	Social, Political	Keywords	Race, misrepresentation, pretendian,
URL	http://www.theroot.com/articles/news/2015/10/pretendian-meet-susan-taffe-reed-the-native-american-rachel-dolezal.html		

Type <i>(bold one)</i>	Actual event New trend New cycle New plan Potential event New information New issue
Brief description of the item	Dartmouth University recently hired a woman believed to be of Native-American ancestry to the position of "Native American Program Director". However, her tribe has been accused of being a fake tribe made up of "pretenders". The Nation is not federally recognized. After public backlash, Dartmouth has dropped Susan Reed from her position.
How could the future be different as a result?	An almost fanatical obsession with specific racial identity could emerge in which individuals would have to be clear in both job applications and social interactions what their background is. This could spawn increased "identity fraud" in terms of pretending to be what you are not. Both deliberately and organically (i.e. "deception" feels right). If trend of identity appropriation continues, could eventually gain social acceptance as a form of expression. Likewise, could be buoyed by other trans movements (leading to transracial being introduced into the mainstream).
	...Stakeholder name: Marketing Firm

What are the potential implications for...?	<ul style="list-style-type: none"> • Increasing complexity around “authentic” cultural representation • Targeted marketing distinguishing between authentic and pseudo groups • Increasing risk of backlash should product positioning or marketing personality/figurehead be deemed “inauthentic” • Potential market for identity “packages” • Consumer confusion/ambiguity over whether this is celebration/inclusivity or capitalist exploitation • Greater need for vetting of spokesperson/celebrity reps to confirm their heritage and background 						
Overall effect <i>(bold one)</i>	Confirming (baseline scenario)	Creating (a new scenario)	Resolving (between two scenarios)	Impact <i>(0-5)</i>	3	Plausibility <i>(0-5)</i>	5
Baseline, new or resolved scenario(s)	Identity politics is becoming increasingly convoluted and contentious. This leads to the question of how will this be resolved? Historically, inclusive ideologies win out over protectionist orthodoxy.			Novelty <i>(0-5)</i>	4	Timeliness <i>(0-5)</i>	5
Scanner	Adam Cowart			Date Submitted	October 5, 2015		

