

# THE NEW WIGGLE ROOM

THE  
YEAR  
IS  
2025

This is a world in which there is 'perfect information' and imperfect identity. The combination of omnipresent sensors and ubiquitous connectivity turns out to be a poisoned chalice. We now know too much—and know it too accurately—for societies to remain stable, though people find ways to introduce new uncertainty by adopting multiple identities.



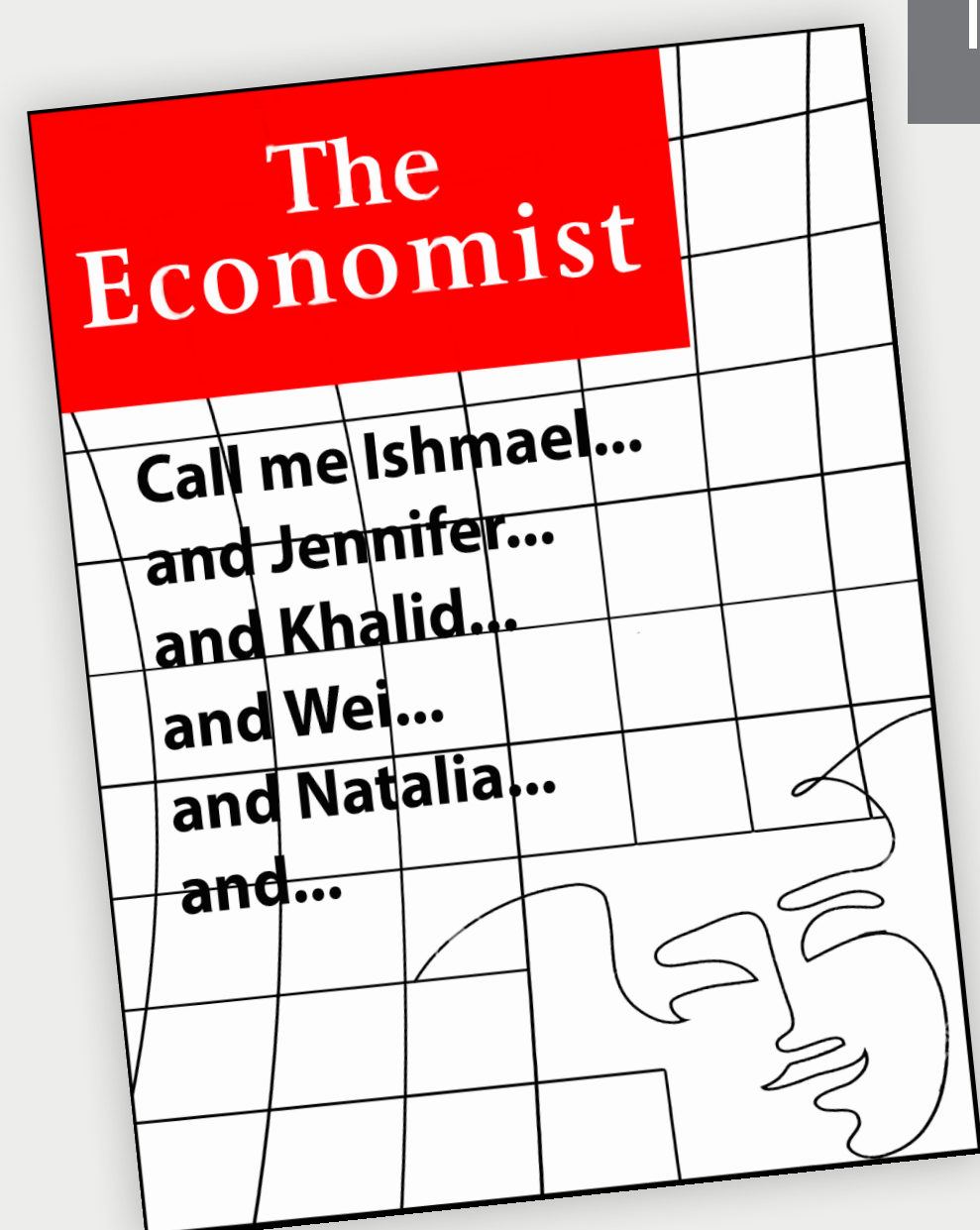
## GLOBAL INSIGHTS

**IN THE US:** Existing frictions and cleavages in American society would be exacerbated (e.g., urban/rural, corporate/blue collar, people who can afford another identity vs. those who can't). Can society cohere when 'fake' identities aren't fake but simply a way of life?

**IN EUROPE:** A deeply negative reaction to optimization (and 'greed') would emerge, with historical trauma memories attached. Has privacy become the most exclusive elite privilege? Would 'digital migrants' move (physically) to seek a more amenable—i.e. less developed—digital environment?

**IN ASIA:** Awareness that criminals start with a big advantage in an identity-fluid world is deeply unsettling. There's less concern about the impact of perfect information than about the challenges for cultures that tend to rely on kinship networks. How can anyone build social capital in a world where identities are so fluid?

**AND:** Could late developers and second-movers avoid the contradictions of this world? Would societies with deep histories of political distrust actually have an advantage?



## THE NEW CYBERSECURITY AGENDA

- ✓ Need to find, develop, and deploy a new locus of authentication that is no longer tied to traditional identifiers.
- ✓ Maintaining the integrity of data to prevent miniscule manipulations.
- ✓ Making social justice and algorithmic justice compatible.
- ✓ Managing the convergence of security issues in the digital world and the synthetic biology world.

## THIS WORLD IS CREDIBLE BECAUSE ...

- The wireless sensing technology is already available, and most people don't really care as much about 'economic equilibrium' as they care about fairness, status, and emotion.
- Perfect information appeals to the cortex, but not the brainstem.
- Criminals understand this psychology more fully and are ruthless exploiters of it.