

## Managing The Future

Society and its  
changing  
value system:

Sports, Religion,  
Arts, Music

*Dr Leahcim Semaj*



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## Preamble:

1. **Dialectics**
2. **Entropy**
3. **The Power of Evil**
4. **Thomas Malthus**

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## 1. Dialectics

- The exchange of arguments and counter-arguments respectively advocating
  - *propositions* (**thesis**) and
  - *counter-propositions* (**antithesis**)
  - Often resulting in a new **synthesis**
- Also govern cognitive processes
  - **Black – White**
  - **Up - Down**

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## In Medieval Europe

- Dialectics (or logic) was one of the three original liberal arts
- collectively known as the trivium
  - the other members are rhetoric and grammar

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## 2. The Law of Entropy

- The second law of Thermodynamics
- along with the first law of Thermodynamics
  - comprise the most fundamental laws of physics

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## Entropy and Energy

- fundamental to an understanding not just of physics,
- but to life in general

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## Entropy Simplified

- Also viewed as a '*Law of Disorder*'
  - Things go from order to disorder ... unless energy is exerted



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## Sociological definitions

- The concept of entropy has also entered the domain of Sociology
- generally as a metaphor for chaos, disorder
  - or dissipation of energy

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## Entropology

- the study or discussion of entropy
  - or the name sometimes given to thermodynamics without differential equations

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## Psychological Entropy

- the distribution of energy in the psyche
  - which tends to seek equilibrium or balance among all the structures of the psyche

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## Economic Entropy

- a semi-quantitative measure of the irrevocable dissipation and degradation of natural materials and available energy with respect to economic activity

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## Social Entropy

- a measure of social system structure
- having both theoretical and statistical interpretations,
- **macrosocietal** variables measured in terms of how the individual functions in society (**microsocietal** variables);
- also related to social equilibrium

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## Corporate Entropy

- energy waste as red tape and business team inefficiency,
  - i.e. energy lost to waste

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## 3. The Power of Evil

- **Out of Evil Comes Good**
- **Frustration-Aggression Theory**
  - When people perceive that they are being prevented from achieving a goal, their frustration is likely to turn to aggression
- **What About Frustration-Creativity?**

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## 4. Thomas Robert Malthus

- The classical economist who followed in the footsteps of Adam Smith
- Malthus became renown for his pessimistic predictions regarding the future of humanity
- His major contribution to economic thought came in the essay "*The Principles of Population.*"

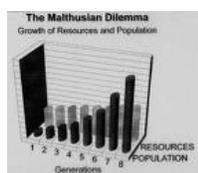


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## Malthus



- Wrote the piece in response to Utopian Utilitarians who suggested that population growth constituted an unmitigated blessing. (**thesis**)
- Predicted that the demand for food inevitably becomes much greater than the supply of it. (**antithesis**)
- Prediction is rooted in the idea that population increases geometrically while foodstuffs grow at an arithmetic rate

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## The projected population increase

- was expected to lead to a glut in the supply of labor and hence a fall in the price paid to that labor
- the growing demand for food and other provisions would raise the cost of survival.
- population growth would come to a standstill due to the increased price of supporting a family
- The population then remains stagnant until the excess laborers convert enough forest into farmland such that
  - "the means of subsistence become in the same proportion of the populations as at the period from which we set out."



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## In other words,

- **Humanity goes back to square one and the process repeats itself.**
- The entire affair becomes a vicious circle where improved conditions lead to an increase in numbers which in turn nullifies any improvements that have been made.
- As a result, the income of workers inevitably falls to subsistence level.
- Malthus expected that in the long run, forces such as war, pestilence, famine and plague would operate as checks on a swelling population.

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## What Went Wrong

- Malthus failed to take several factors into consideration
- 1. The Industrial Revolution transformed the very nature of Western society
  - his principles, which assume that agriculture forms the center of the economy, lost their validity by mid-nineteenth century
- 2. Focusing exclusively on the birth rates of economically thriving communities,
  - he failed to consider that part of his projected "population explosion" would come from a reduction in death rates.

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## This oversight

- threw Malthus's theories into disarray.
- An increase in the elderly population would not have significant repercussions in the labor market.
- Essentially, wages would not fall to the extent that Malthus originally predicted.
- In an era where children entered the work force at an early age,
  - an increase in birth rates would have more profound implications than a decrease in deaths.



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## Thomas Malthus

- Failed to anticipate the growth of technology
- 1. The advancements made in agricultural science allowed farmers to make greater use of their lands
- 2. The development of effective contraception also made "restraint" a non-issue in terms of checking population growth



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## Many Underdeveloped Nations

- Never adopted improved farming techniques or new methods of contraception
- The results of this failure have mirrored Malthusian predictions to a startling degree
- Overpopulation, famine, pestilence and war continue to ravage the Third World

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## 5 More Trends To Consider

### Richard Watson

- Examines emerging patterns and developments in society, politics, science and technology, media and entertainment, and other industries
- *New Book*
  - *Future Files: A History of the Next 50 Years*
  - FastCompany.com | September 2007



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## 1. Globalization

- Globalization used to mean Americanization, but these days it means exposure to people, products, and ideas from everywhere
- It impacts on the sourcing of products and services, and on market-expansion opportunities
- It also means connectedness and mobility
- Everything from countries and computers to gadgets and global banking will be hyper-linked together

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## In the future,

- this trend will accelerate even faster,
  - thanks to devices such as GPS, RFIDs, sensor motes, and smart dust
  - all essentially tiny wireless transmitters and/or receivers of some kind
- Privacy will all but disappear

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## 2. Localization

- Localization (or re-localization) is a perfect example of a trend creating a counter-trend (**Dialectics**)
- Localization will occur because people don't like globalization or homogenization
- Prediction:
  - The European Union will begin to splinter and ultimately collapse
- This new tribalism
  - will drive city states, locally tailored products, economic protectionism

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## 3. Polarization

- The future is an either/or kind of place with most things polarizing in some form or another (**Dialectics**)
- First there will be multiple futures, some of them speeding up and others slowing down
- Some people will embrace technology, while others will reject it

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## Industrial markets

- will split between luxury and low-cost options
  - with access to services like **health and education, transport, and security** being similarly polarized
  - depending on your ability to pay



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## The Middle Class

- will eventually disappear in most developed countries,
- with people either moving upwards into a new global managerial elite
  - or downwards into a new "enslaved" working (or not working) class



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## 4. Anxiety

- If 'they' don't get you, a global pandemic probably will
- At least that's how many people will feel in the future



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## Trust in institutions

- will all but evaporate
- the speed of change will leave people longing for the past
- There will be a growing feeling of powerlessness and a continual state of anxiety
  - that will fuel everything from an interest in nostalgia and escapism
  - to a growth in narcissism, localization, and tribalism

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## 5. Meaning

- Some say that science will become our new religion.
- As science, technology, and complexity become key ingredients of the future,
  - this will drive change and uncertainty.
- The more this happens,
  - the more people will seek out safety, comfort, and guidance from religion. (Dialectics)
- This could just lead to an increase in individual spirituality

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## The Mix

- Globalization, mixed with a general feeling of powerlessness and anxiety, will drive group actions and beliefs
- This could lead to an increase in tribalism, nationalism, and xenophobia,
  - which at the extreme will fuel Islamic fanaticism and "muscular" Christianity



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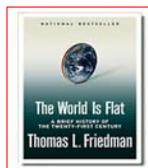
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## The World is Now Flat



### Thomas L. Friedman

- The convergence of technology and events
  - that allowed India, China, and so many other countries
- to become part of the global supply chain for services and manufacturing



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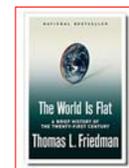
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## The World is Now Flat



- Creating an explosion of wealth in the middle classes of the world's two biggest nations
- Giving them a huge new stake in the success of globalization?
- This "flattening" of the globe requires us to run faster in order to stay in place
- Or get left behind



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### Flattener #1: When the Walls came Down and the Windows Went Up

- The fall of the Berlin Wall tipped the balance of power across the world
  - toward those advocating democratic, free-market-oriented governance
- It also allowed us to think about the world as a seamless whole




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### Flattener #2: When Netscape Went Public 1995

- Today we take the browser technology for granted
- It was actually one of the most important inventions in modern history



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### Flattener #3: Work Flow Software

- The PC, Windows, and Netscape browser enabled people to connect with other people as never before



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### it did not take long before

- all these people who were connecting wanted to do more than just
  - browse and send e-mail
  - instant messages
  - pictures, and music
- over this Internet platform




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### Flattener #4: Open-Sourcing

- The Open Source Movement involves thousands of people around the world coming together online to collaborate in writing everything
  - from their own software
  - to their own operating systems



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### Flattener #5 Out-sourcing

- Y2K led to this mad rush for Indian brainpower to get the programming work done
- The Indian companies were good and cheap
  - but price wasn't first on customer's minds
  - getting the work done was
- India was the only place with the volume of workers to do it

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## Flattener #6: Off-Shoring

- The Chinese joined the WTO
- This gave a huge boost to another form of collaboration - Off-shoring
- **Off-shoring**
  - has been around for decades
- It is different from **out-sourcing**

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## Off-Shoring

- is when a company takes one of its factories that it is operating
  - and moves the whole factory offshore to **Canton, China**
  - **From Kingston, Jamaica to Kingstown, St. Vincent**
- There, it produces the very same product in the very same way
  - only with cheaper labor, lower taxes,
  - subsidized energy, and lower health-care costs

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## Flattener #7: Supply-Chaining

- Supply chaining is a method of collaborating horizontally
  - among suppliers
  - Retailers
  - Customers
- to create value

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## Supply Chaining

- the more they force the adoption of common standards between companies
- **the more they eliminate points of friction at borders**
- the more the efficiencies of one company get adopted by the other companies
- **the more they encourage global collaboration**
- That is how **Wal-Mart** became the world's biggest retailer

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## Flattener #8: In-Sourcing

- Go online and order a pair of Nikes from its Web site, Nike.com
- The order is actually routed to UPS
- A UPS employee picks, inspects, packs, and delivers your shoes from Nike from a warehouse in Kentucky managed by UPS

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## Flattener #9: In-Forming

- **Google's** goal is to make all the world's knowledge easily available in every language
- Google hopes that in time, with a PalmPilot or a cell phone,
  - **everyone everywhere will be able to carry around access to all the world's knowledge in their pockets**

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## In-forming is

- is your personal analog to
  - open-sourcing
  - out-sourcing
  - in-sourcing
  - supply-chaining
  - off-shoring

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## Flattener #10: The Steroids

- The steroids are the new technologies that amplify and turbocharge all the other flatteners
- They are taking all the forms of collaboration along
  - out-sourcing, off-shoring, open-sourcing
  - supply-chaining, in-sourcing, and in-forming
- Making it possible to do each and every one of them in a way that is
  - digital, mobile, virtual and personal

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## The Steroids Are:

- Speed
- Storage
- Wireless technology
- Devices



Seagate Barracuda 750GB

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## Convergence

- The 10 flatteners needed time to converge
- and start to work together in a complementary, mutually enhancing fashion

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## Around 2000 (Y2K)



- the convergence began with the creation of a global, web-enabled playing field
  - that allows for multiple forms of collaboration
    - the sharing of knowledge and work
- in real time without regard
  - for geography, distance
  - in the near future, even language

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## The Flattening of the World

- is largely unstoppable
  - This holds out the potential to be as beneficial to a society
    - as a whole as past market evolutions have been
  - There is only one message:
    - You have to constantly upgrade your skills
    - Or get left behind

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## Applying The Principles

- ❑ Sports
- ❑ Religion
- ❑ Arts
- ❑ Music

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## The Future of Sports

- ❑ The sports we know today
  - are often the result of a progressive development and refinement of games, events, and rights of passage sometimes hundreds of years old
- ❑ There are always individuals pursuing new activities, sports, and means of recreation
- ❑ These also go through a metamorphosis and sometimes become main stream sports
- ❑ This it will continue



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## Eliminate Human Error

- ❑ More sports will start adopting the camera review program,
- ❑ Maybe even go as far as eliminating the official on the field
- ❑ Leaving everything up to those in the booth, sitting up high, watching video screens

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## Technology and Sports

- ❑ All sports devices and clothes will have some kind of a computer chip
  - and will be connected to a wireless network,
  - providing real-time analysis and advice
- ❑ Running shoes will have the capability to monitor the distance, steps taken, weather, foot pressure, etc.
- ❑ We already use chips in timing races



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## Technology and Sports

- ❑ Running shirts may have chips to monitor perspiration, heartbeat, etc.
- ❑ All of this data will be sent to a centralized data center
- ❑ Can then be analyzed according to the person/group's need and sent back in real time



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## Athletes vs. Pharmacists

- ❑ Steroids will eventually be accepted by some sectors of society
  - leading to a spike in performances in all sport
- ❑ And a creation of two categories
  - **Ital vs Natural**



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## The Sponsors

- Some of sports biggest stakeholders
  - the soft drink, beer and fast food companies,
- will come under growing pressure from social and political pressure groups concerned about
  - levels of obesity, binge drinking and anti-social behaviour
- that have become such a part of modern life

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## The Sponsors

- Some may face calls to cut their ties with sports
  - a bandwagon which will gain momentum over the next decade
- We will see a ban on soft drink sponsorship similar to that placed on tobacco



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## The Sponsors

- The removal of hundreds of millions of sponsorship dollars from the sports economy worldwide could have devastating initial consequences
  - But would make room for new sponsors
  - **Everyone loves winners**



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## More on Sports

- Participants vs. Consumers
- More use for political and propaganda objectives
- **Jamaica:**
  - Will continue world domination of Track and Field – more female stars
  - Football will not recover in the short run
  - Cricket decline will continue for much longer

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## The Future of The Arts

- **Experiencing the creative arts is a fundamental part of knowing ourselves as humans and of understanding those different from ourselves**
- **Whether painting or poetry, film or theater, music or dance, artistic creation addresses the deepest questions of the human condition**



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## The Future of The Arts

- "We need to supplement science and the scientific study of all branches of knowledge with the finer arts of music and painting, of sculpture and architecture.
  - University of Chicago President Ernest DeWitt Burton, 1925:



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## The Future of The Arts

- We are experiencing some permanent structural change
- The environment for arts and culture in the Caribbean and many other regions of our world has irreversibly changed

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## The Arts

- must adapt to changing technologies and consumer demand
- or become increasingly irrelevant to the larger segment of society

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## Major influences include:

- Changing demographics,
  - which have implications for the way that culture is created and consumed,
  - as well as for the types of creative work that are considered art
- Increasing reluctance of government to spend money on public services,
  - including culture, that are now viewed as nonessential

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## Major influences include:

- Growing dominance of "the market" in all spheres of life
- New technologies,
  - which are transforming the way people work, play, get information, connect with others, share resources, and create and participate in culture;
- A shift in the way the public values art and culture, both in style and in substance

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## More on The Arts

- **Jamaica**
- Increased polarization and Bhutto-ization
- Increased vibrancy of local theatre – with more export potential and transition to film and DVD

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## The Future of The Music Industry

- British rock group **Radiohead**
- Released its new record as a pay-what-you-wish digital download on Oct. 10, 2007
- A week later **Nine Inch Nails** declared its emancipation from its former label, Interscope Records.



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## CD sales dropping

- Revenue for the Big Four
  - Sony/BMG, Universal, Warner (WGM), and EMI Group
- Sales declining for more than 2 years
- Unlike iTunes



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## The Internet

- has wreaked all sorts of havoc on the traditional recorded music model
- For decades labels have been
  - signing bands, paying for their first record and video
  - moving the music to radio and retailers
  - organizing concert tours
  - and helping to peddle merchandise
- **But for many fans and artists, that model is over**

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## The Big companies

- have been antagonizing music consumers for years with pricey CDs, rights-management restrictions, and file-sharing lawsuits
  - **"Almost every core operating principle in the recorded-music business has been shaken or challenged,"**
    - Warner Music Chairman and Chief Executive Edgar Bronfman Jr. Sept. 17, 2007

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## The Past

- A record label used to play an important financial role
  - it fronted the money to record an album, which could cost tens of thousands or even hundreds of thousands of dollars.

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## Today

- Now any 14-year-old can pick up a copy of Apple's (AAPL) Logic Studio for US\$499 and make respectable recordings.
- **Digital is the new paradigm**
- Who needs a record label to handle marketing and public relations anymore?
- Musicians can just set up a MySpace page and talk directly with their fans.

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## More on Music

- **Jamaica** - Should continue impacting the music world
  - More quality reggae music will come from the rest of the world than from Jamaica
  - Increased polarization as radio stations continue promoting the LCD
  - Non-reggae genres will continue growing with minority (but significant) audience – especially jazz



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## The Future of Religion

- Around the world we see evidence of growing fundamentalist supernaturalism
  - among Christians, Muslims, Jews, and even Hindus and Buddhists
- This should expand into the Caribbean both via deportees and home grown adherents



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## The Future of Religion

- In several predominantly Muslim countries, fundamentalist Islam has taken over governments and imposed totalitarian ideological control
  - Iran, Libya, the Sudan, and North Yemen.
- Saudi Arabia has been a theological state since its inception;
- Algeria may be next, if the civil war there is won by Islamic fundamentalists
- In these nations, all the institutions of society are guided by Islamic supernatural ideology
  - Jeffrey S. Victor
  - professor of sociology at Jamestown Community College and the author of numerous essays and articles.

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## In the United States

- the influence of fundamentalist supernaturalism is growing rapidly
- Christian schools have spread throughout the country
- Hundreds of thousands of children are now being taught with science, history, and literature books that are ideologically distorted to conform to supernatural beliefs
- Christian colleges are booming,
  - turning out ideologically trained Christian lawyers, doctors, and businesspeople

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## Christian fundamentalists

- Have own ideologically oriented mass media,
  - a large network of radio stations, TV channels, and bookstores
- They have created effective political organizations that now exert considerable influence within the Republican Party
- These organizations have a detailed political agenda based upon their supernatural beliefs

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## What has happened to institutional, establishment religion?

- Why doesn't it exert much influence on the cultural elite which, in turn, influences our social institutions?
- The sacred texts and doctrines of Christianity have been irreparably battered by alternative sources of wisdom
  - archeology, anthropology, history, biology, astronomy, and other sources of knowing
- Christianity has been largely discredited as a source of wisdom in elite culture
  - except for the religious elite which remains in charge of the institution.

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## The Decline of Institutional Religion

- Before we can attempt to peek into the future,
  - it is necessary to understand what has happened to institutional, establishment Christianity
  - it has been transformed into a contemporary folk religion
- **Institutional religion**
  - is maintained by "the word": in religious texts, doctrines, and interpretations.
- **Folk religion**
  - is maintained through personal experience: through the magical and mystical experiences of childhood, which are repeated over and over throughout later life

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## Religious texts

- ❑ function merely like charms
  - to be called upon for emotional comfort and wish fulfillment;
- ❑ They are not open to critical examination.

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## Institutional religion

- ❑ Maintained and passed on by an elite whose members are very well educated in the wisdom of ancients
  - as well as in newly revealed sources of truth.
- ❑ Folk religion
  - is maintained and passed on through the family, through the local community
  - occasionally by charismatic personalities.

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## Institutional religion

- ❑ attempts to offer a broad historical, transcultural, and idealistic vision of the world.
- ❑ Folk religion
  - is eminently practical
  - offers formulas for dealing with the problems of everyday life in a particular time and place.
- ❑ It is always parochial and limited by the cultural ethos of the immediate present

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## Both forms of religion

- ❑ are susceptible to the vicissitudes of social change.
- ❑ However, folk religion changes much more slowly
- ❑ Institutional religion can change much more rapidly
  - its elite is broadly educated
  - informed by new sources of knowledge and wisdom
- ❑ In contrast, the practitioners of folk religion are either poorly educated for their time
  - or so specialized in ways of knowing that they are rather impervious to new ideas

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## Today,

- ❑ Practitioners of folk religion may use computers and communicate through the electronic media
- ❑ They may fly jet airplanes and even use atomic bombs
- ❑ However, technologically advanced people can still live in a mental cocoon
  - untouched by the frontier of new ideas

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## In contrast,

- ❑ Folk religion, as a residue of past Christianity, remains a vital force in everyday life for the vast majority of Caribbean people
- ❑ This is also true for most people in the USA, Eastern Europe and for many in Western Europe

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### Predictions for the Future of Religion

- The new religious cults and New Age religions all arise from the seed-bed of folk religions;
- they lack the vast wisdom and broad, universal messages that are still available in any of the great world religions
- The current wave of fundamentalist fervor needs to be seen as a replay of several past revitalization movements or "religious awakenings" which have arisen during times of very accelerated social change and disruption.

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### Predictions for the Future of Religion

- Current American fundamentalist religion can be regarded as an attempt to revitalize traditional Anglo-American rural cultural values and folkways
- The Islamic revitalization movement is aimed at restoring the lost glory of Islamic culture
- Its main enemy consists of former Western colonial powers, which the movement views as having spread Western "secular values" in an attempt to destroy traditional Islamic religious ones

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### Islamic fundamentalism

- Closely interwoven with anti-colonialist sentiment
  - views itself as fighting an external foreign enemy
- We can expect to see Islamic fundamentalism spread across the Islamic world,
  - becoming a much greater threat to world peace
- People who are ready and willing to die for their god are much more dangerous
  - than are people who want to live to create a utopian future

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### More on Religion

- **Jamaica**
  - Black Liberation Theology resurgence by learning from the two polar forces
  - Continued expansion of folk based religion
  - The dominant religious institutions will have to take a public position on homosexuality
  - More development of personal spiritual models
    - Focus on Work/Life balance
    - Holistic living incorporating wellness



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## HOW DO WE Manage The Future?

Should we be in fear of the changing value system?



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## Stop Living In The Past



□ Never ask, "Oh, why were things so much better in the old days?"  
It's not an intelligent question

■ Eccles 7:10

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## Stop Living In The Past



- ▣ ... the one thing I do, however, is to forget what is behind me and do my best to reach what is ahead

▣ Philippians 3:13

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## Stop Living In The Past



- ▣ Change is the law of life
- ▣ and those who look only to the past or present are certain to miss the future
- ▣ John F. Kennedy

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## Present Moment Awareness

- ▣ Yesterday is **HISTORY**
- ▣ Tomorrow is a **MYSTERY**
- ▣ Today is a gift
  - ▣ ...That's why we call it
  - ▣ **The PRESENT**
  - ▣ Watts Wacker [www.fisrtmaters.com](http://www.fisrtmaters.com)

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## The Process of Change

- ▣ Our only security is our ability to change

*- John Lilly*



**There is HOPE**

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