



The Future of How Information is Obtained and Shared

➤ Introduction

- Entrepreneur + Academic
- Lived and worked in 4 continents
- 11 years in Canada
- Started a magazine when I arrived here
- Now a full time professor at Humber- my students are my life!
- Teach Social Media, Digital Marketing, E-Business, etc.





“Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.”

-Amy Jo Martin



“The great thing about social media was how it gave a voice to voiceless people.”

- Jon Ronson



“Fake news is a big thing in the field of Social Media Journalism. Fake news can be as simple as spreading misinformation or as dangerous as smearing hateful propaganda.”

- Fabrizio Moreira



“Cloud computing, smartphones, social media platforms, and Internet of Things devices have already transformed how we communicate, work, shop, and socialize. These technologies gather unprecedented data streams leading to formidable challenges around privacy, profiling, manipulation, and personal safety.”

- Axl Rose

**Things to
think about...**



➤ Audience's Perspective

- How audiences think about specific types of personal data (e.g. sharing their name vs. their purchase history)
- Their unprecedented power
- Their voice
- Their say matters



➤ Data Sharing

- How consumers share data with different industries (e.g. retail vs. telecommunications vs. government organizations)
- Trust
- How much information is actually needed?
- Security of personal information



➤ **Curating and Building Relationships**

- How a trusted relationship with a brand might impact a person's decision to share data
- Private sector Vs. Public sector



➤ **Being Influenced**

- How traditional offers along with new, data-enabled benefits might affect sharing decisions
- How Influencers are changing the game



➤ Future

01



Influencers

02



Ai / AR

03



Video

➤ Future



Influencers	Professional Content Creators, partnerships, collaborations, sponsored content, etc.
Ai / AR	Technology hires, investment, seamless blending content with objectives
Video	Think Performers and performance, You Tube, Tik tok, Reels, more to come...

Thank You.

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