The Future of Social Media Top Trends

Dr. James Canton, CEO & Chairman

1. **iTags**. Information that interacts directly with you. Smart info tags that locate where you are, share and deliver knowledge— device independent, will usher in a new era a social media.
2. **Reality Engineering**. Information, rich media, interactive data, streaming ideas will demand better engineering of reality or alternative realities for fun, business and communications.
3. **My Wikis**. Wiki's will be organized around people's interests, needs and essential services like heath, trade or energy wiki's that trade/auction carbon credits with other wikis, or find the best doctors.
4. **DEPS/Web Surrogates**. Social media will be transformed by web Surrogates, digitally engineered personalities, DEPS's extensions of ourselves that blog, negotiate, buy, sell, Twitter, post, respond to Facebook etc. other social media sites for their humans.
5. **Universal SMS**. Voice and messaging applications that are cloud based and will work everywhere as a universal platform regardless of device, language or location.
6. **GPS Me**. Geo-location mashups will redefine social media by offering geospatial info, maps, images, views of where humans and things are we want to know.
7. **Crowd Purchasing Nets**. Business comes to the social web, opening up entirely new global markets for trading and commerce among like-minded communities who share same interests, preferences and buying needs.
8. **Immersive Media Worlds**. The fusion of virtual reality, virtual worlds and social media with the interactive social collaboration for business, communications or fun.
9. **PredicTX**. The application of predictive analytics for social media participants, which will disrupt advertising and transform marketing.

10.     **iTV Webbies**: Social media meets interactive TV and the web. TV will be a massively distributed web and media pipe accelerating social interactions on a global scale when TV and Internet converge.