

# **IAAPA** Attractions **EXPO**

## *Trendspotting*

**Tuesday, November 14, 2006  
10:00 AM to 11:15 AM  
Room # B404**



# About *Nine Shift*

*Nine Shift: Work, life and education in the 21<sup>st</sup> century* outlines the changes society is going through from the Industrial Age of the 20<sup>th</sup> century to the Internet Age of the 21<sup>st</sup> century.

While the events and outcomes are different, the forces and processes are exactly the same as the transition 100 years ago from the Agrarian Age of the 19<sup>th</sup> century to the Industrial Age of the 20<sup>th</sup> century.

By looking at what happened 100 years ago, we can understand what is happening today, and what will happen tomorrow.

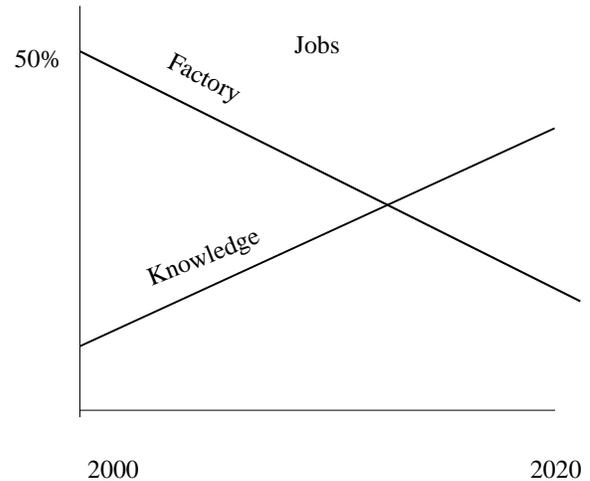
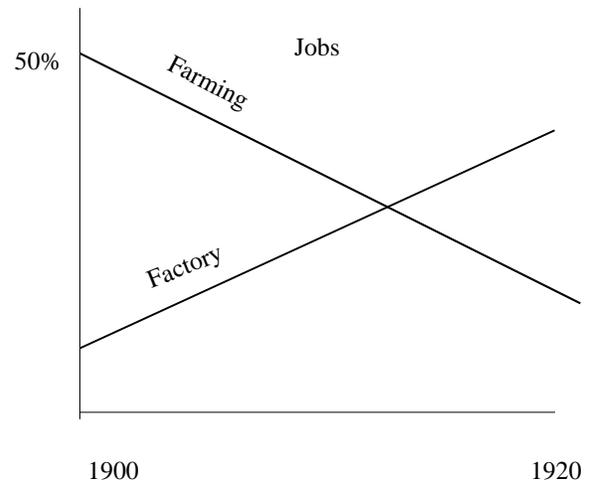
The critical time periods are 1900-1920 and 2000-2020.

The nine major shifts that are occurring between 2000-2020 are:

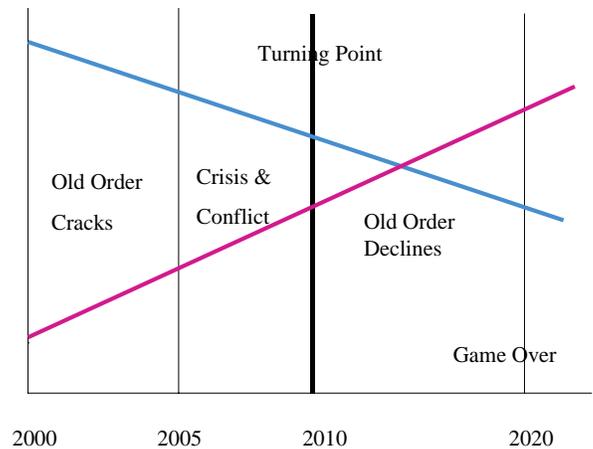
1. People work at home.
2. Intranets replace offices.
3. Networks replace pyramids.
4. Trains replace cars.
5. Dense neighborhoods replace suburbs.
6. Inequality is addressed. "The rich get poorer."
7. Boys lead a change in values.
8. Half of all learning is online.
9. Education becomes web-based.

Nine Shift: Work, life and education  
in the 21<sup>st</sup> century  
by William A. Draves and Julie Coates  
302 pages, paperback, © 2004  
\$20, plus \$5 shipping

[www.NineShift.com](http://www.NineShift.com)



Source: *Statistical Abstract of the U. S., 1996, National Data Book, p. 410*



# Working in the 21<sup>st</sup> Century

## How the Internet is changing how we live

1896: 1<sup>st</sup> automobile sold.



1899: Richest men in America: Rockefeller (oil) and Carnegie (steel). All car related.

1903: Henry Ford's banker says, "The auto is a fad. The horse & buggy are here to stay."

1905: I don't own a car. I own a Ford.  
"The auto is no longer an experiment, although we will always have the horse-drawn wagon"

— *American Family Educator*.

1905-1909: Auto backlash.  
Pennsylvania Farmers Union urges people to shoot at cars.

1909: Cross country auto tours show cars to small town and rural people.

1910-1920: 40-acre family farms and small towns collapse, never to return. People move to cities to work in factories.

1920: It's all over. A way of life is gone. Automobile predominant. First suburbs. National Football League. Almost all major inventions of the 20<sup>th</sup> century are already invented.

1996: 1<sup>st</sup> e-commerce on World Wide Web.

1999: Richest men in America: Gates, Allen. All Internet related.

2003: The Internet is just a tool. Nothing basically will change.

2005: Suburbs continue to grow. Auto sales continue to grow.

2005-2009: Internet backlash. Government regulation proposed. "Freedom to drive" laws enacted.

2009: Fortune 500 abolishes offices and workers work at home.

- Objects communicate.
- Computer power = brain power.
- Baby boomlet enters workforce.



2010-2020: Suburban growth stops; suburbs decline; auto sales decline; commuting declines; light rail building booms; communities become smaller and denser around shops and light rail.

2020: It's all over. A way of life is gone. The Internet is predominant.

