

# living planet symposium

BONN  
23–27 May  
2022

TAKING THE PULSE  
OF OUR PLANET FROM SPACE



# How emerging technologies change the perception of complex information


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date

# Emerging technologies are changing the status quo.

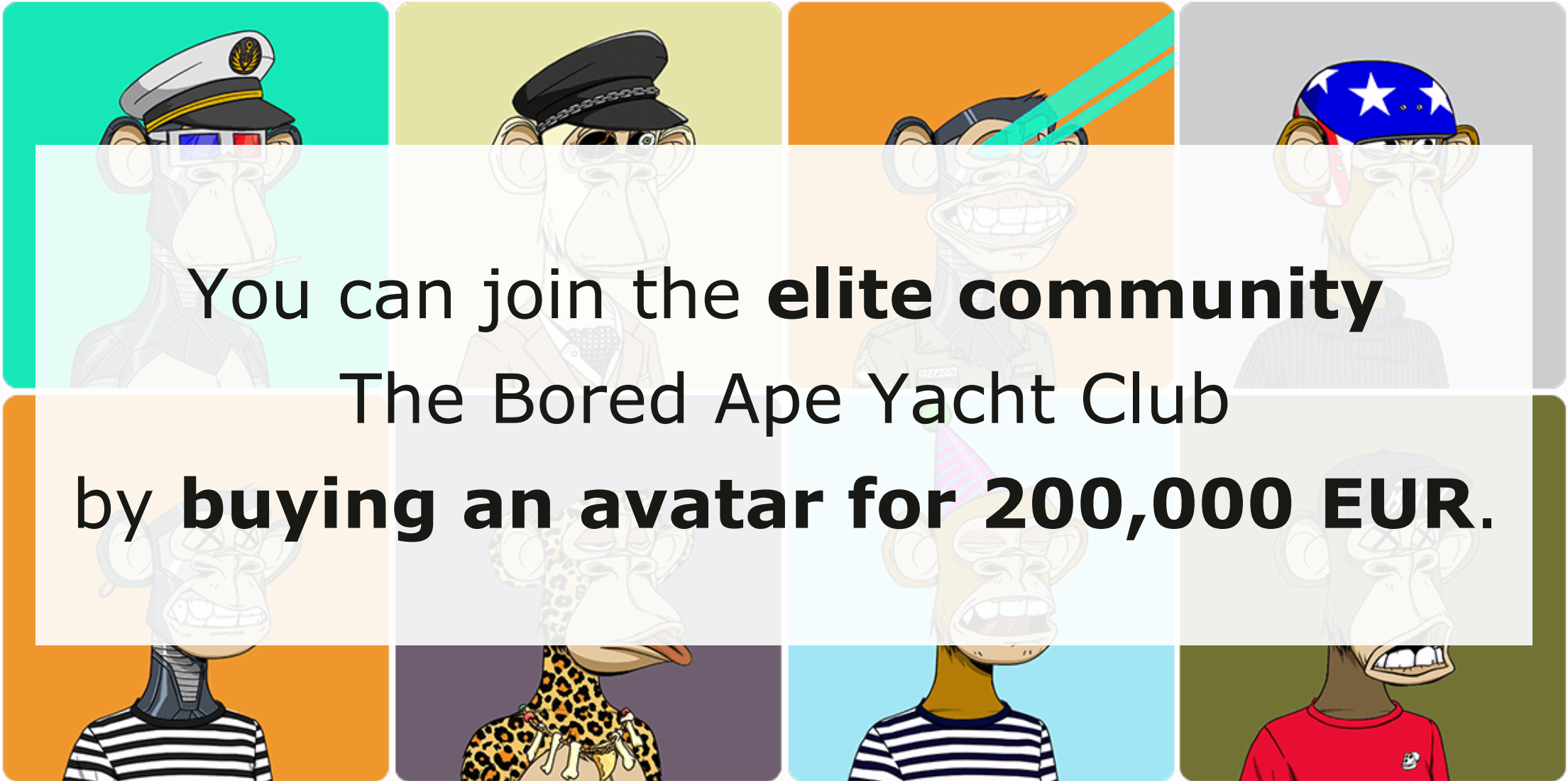


# NFT – Beeple's \$69 million sale



Beeple, not so known digital artist,  
sold a collage of his photos  
for **\$69 million on an NFT auction.**

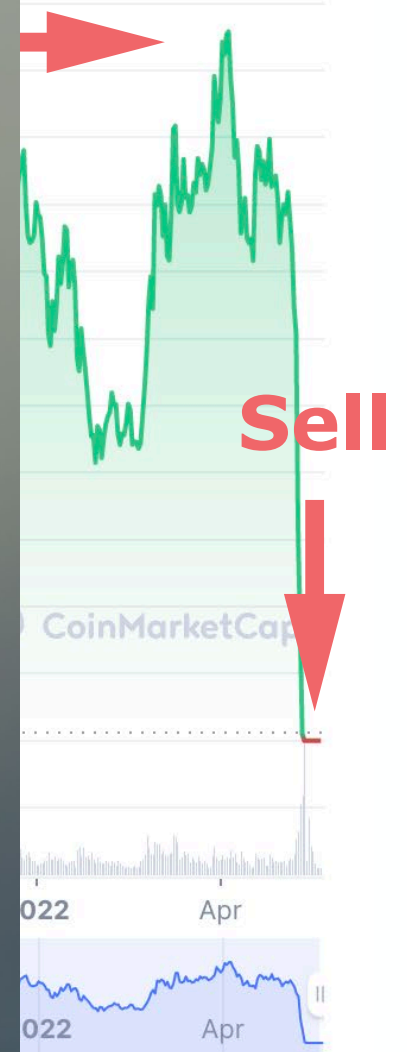
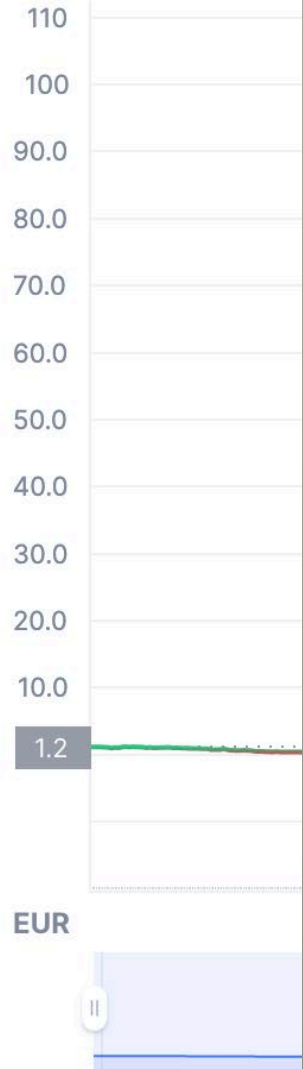




You can join the **elite community**  
The Bored Ape Yacht Club  
by **buying an avatar for 200,000 EUR.**











**Emerging technologies**  
**shorten the distance and**  
**speed up everything.**  
**But...**



# We feel overwhelmed

- Checking our phones more often than we think.
- Checking our mobile during tasks which need attention.
- Feeling a decrease in the attention span.

*"Are attention spans really collapsing? Data shows UK public are worried – but also see benefits from technology", <https://www.kcl.ac.uk/news/are-attention-spans-really-collapsing-data-shows-uk-public-are-worried-but-also-see-benefits-from-technology>. King's College London*

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# People believe in myths and biases

- That attention span is just 8 sec
- That technology is ruining young people's attention.
- That being easily distracted depends on personality.
- That quick access to information helps them solve problems at work and in their lives.
- That multi-tasking creates a more efficient and satisfactory work experience.



**Emerging technologies**



**Information flood**



**Stress**

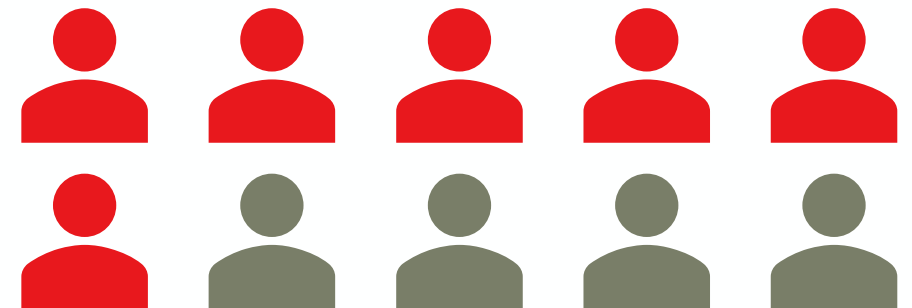


**Distrust**

# Distrust is now society's default emotion

60% say their default tendency is to distrust something until they see evidence it is trustworthy.

<https://www.edelman.com/trust/2022-trust-barometer>





# What does a technology company recommend to their customers?

# Quality.

There are clear links between digital service quality and the overall trust and confidence that customers have in governments. Research shows that the quality of customer experience directly influences the level of trust in governments by customers. Across the 36 countries surveyed, **81% of respondents said that a negative experience would decrease the degree of trust** that they have in that government.



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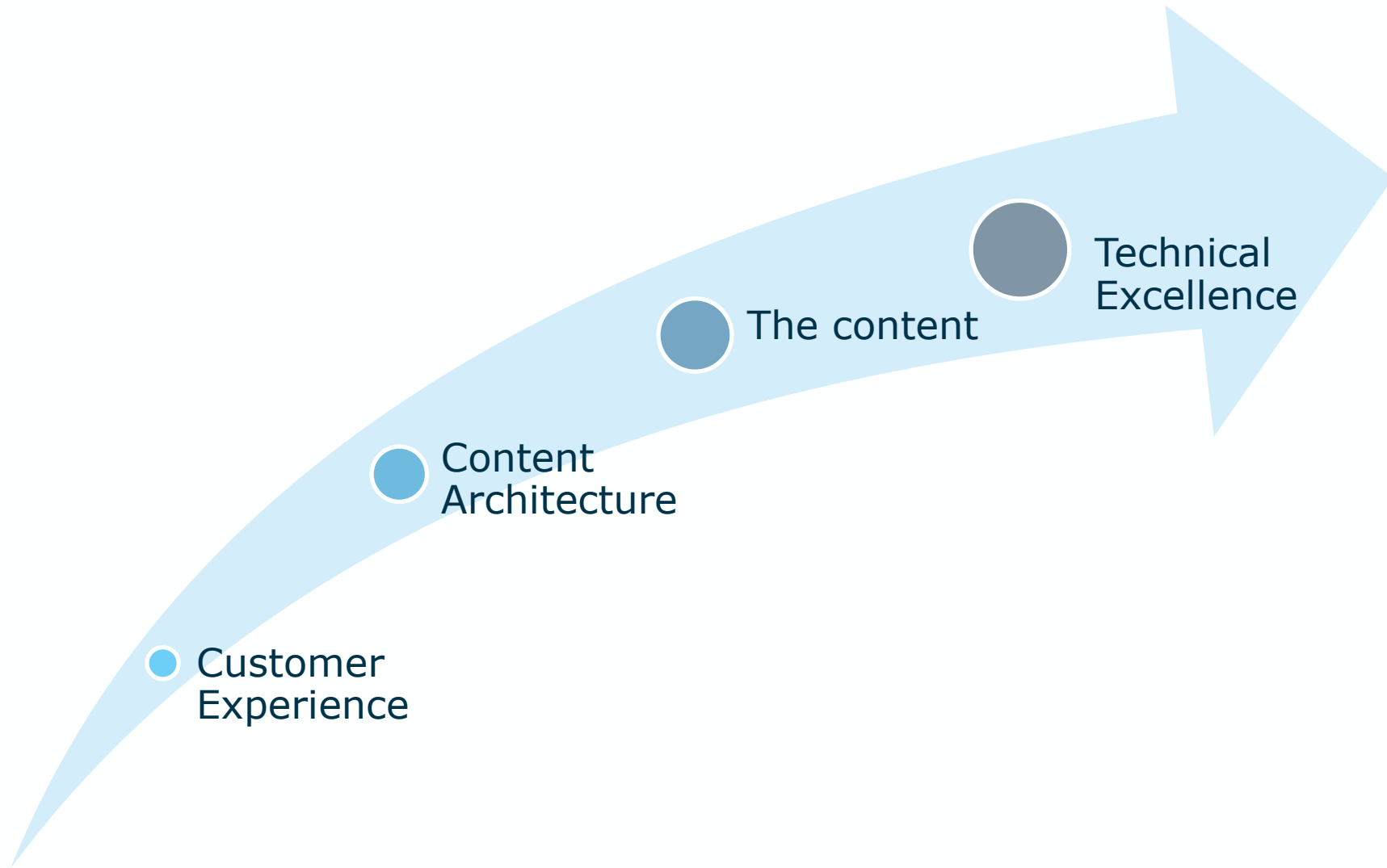
# U.S. ARMY CYBER COMMAND

OPERATE, DEFEND, ATTACK, INFLUENCE, INFORM!

## The Nation's Army in Cyberspace

Our Home: Fort Gordon and the Central Savannah River Area

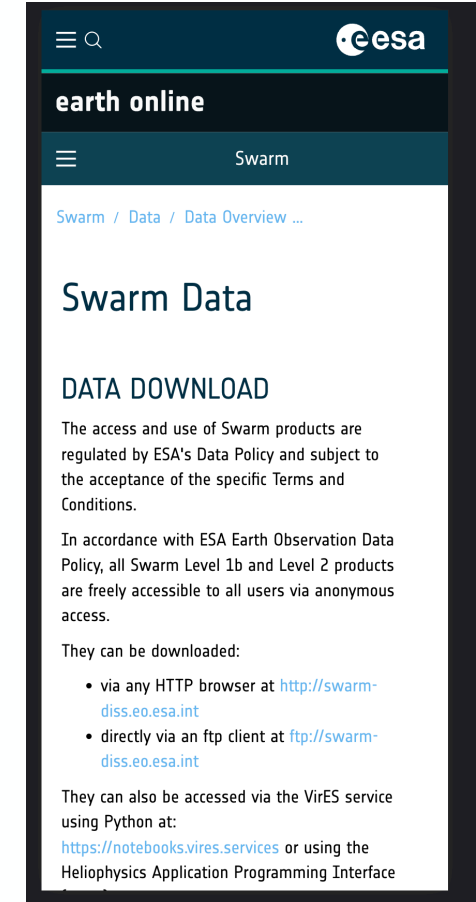
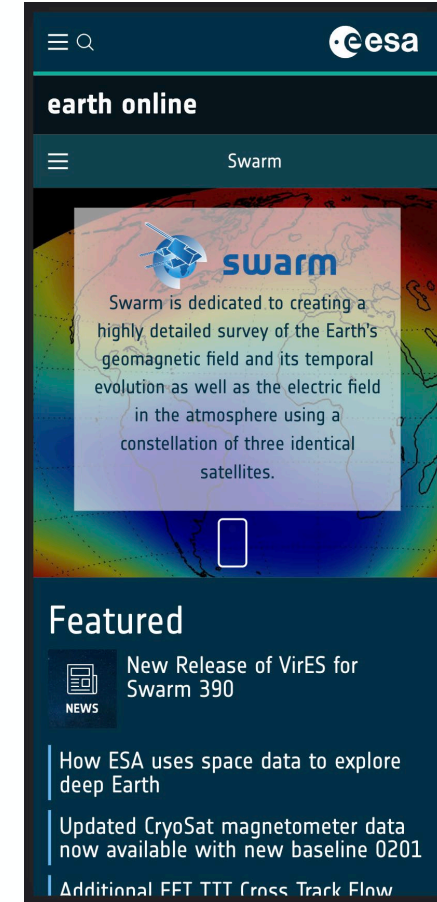
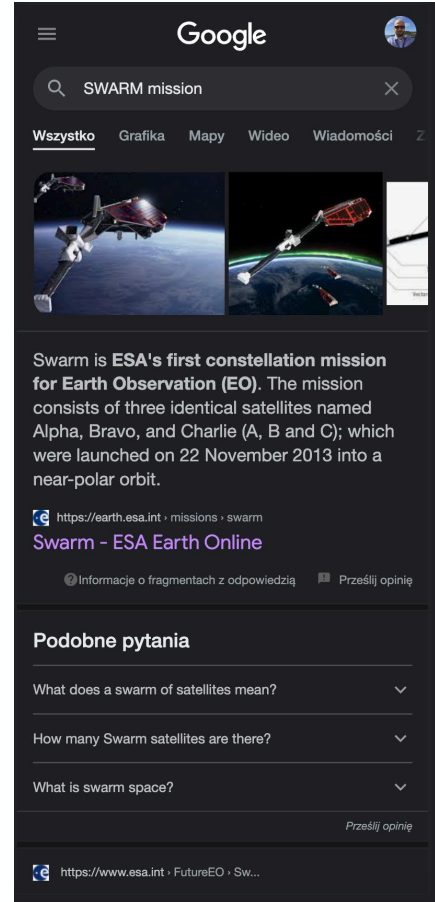
Our Mission Useful Links



# Three pillars of customer experience quality



Customer Effort Score (CES)  
Customer Satisfaction (CSAT)  
Net Promoter Score (NPS)





## Content Strategy

- Personas
- Journey
- Customer needs



## Content Architecture

- Structure
- Navigation
- Taxonomy
- Visualisation

- Readability scores
  - Flesch Kincaid Grade Level
  - Gunning Fog Score
  - SMOG Index
- Spelling and Grammar
- Sentiment, Writing Style, Tone

## Readability Test

Quick and easy way to test the readability of your work.

[Enter URL](#) [Enter Text](#) [Refer from Website](#)

Type or paste the URL to find out the readability score for your website

[Calculate Readability](#)

**62.8**

READABILITY TEST RESULTS:  
Your page (<https://eversis.com/blog/how-to-make-a-remote-call-on-vue-js/>) has an average reading ease of about 62.8 of 100. It should be easily understood by 12 to 13 year olds.

Share: [Tweet your results](#)

# Technical excellence



- Performance
- Accessibility
- Compliance

