

# PEEK INTO 2034

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01

# PRELUDE

How will the world look like in 2034?

What did we do?

How will the world look like in 2034?

ChatGPT 4 ▾



You

how will world look like in 10 years



ChatGPT

Error in Moderation

# What did we do?

01

Literature Review on future (5-10 years and beyond).

02

Comparative analysis:  
1. Effects of Internet Revolution  
2. Past Industrial Revolutions

03

Historical parallel pattern comparisons.

04

Comparative analysis from different cultures and societies.



LET'S LOOK AT  
HOW YOUR DAY IN  
2034 MIGHT LOOK LIKE

# EXPRESSIONS

## POSSIBILITIES

- Thoughts can trigger speech and actions.
- Chip implants and augment reality linked with human actions and thoughts are widespread in use.

## EFFECTS

- Impact of wealth gets amplified with rich being able to use machine power while poor lacking it.
- Difference in ability to perform between the abled and disabled reduces.

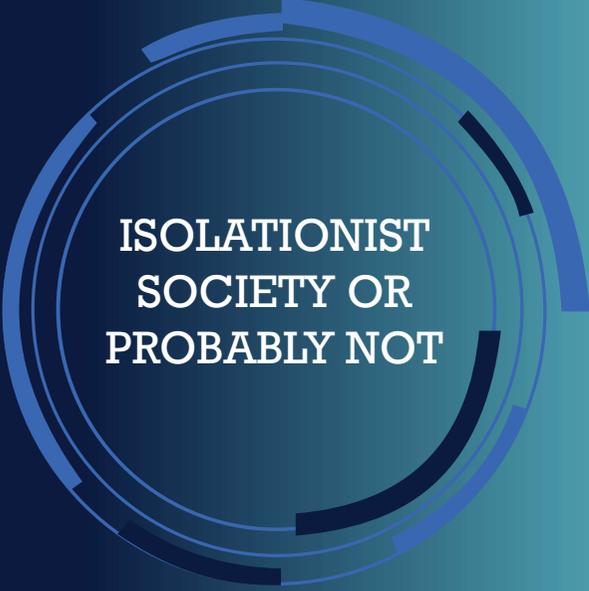
## DIFFERENTIATOR

Importance of Neurodiversity and creativity becomes a different differentiator and a success driver when both humans have access to similar resources.

# INTERACTIONS

## POSSIBILITIES

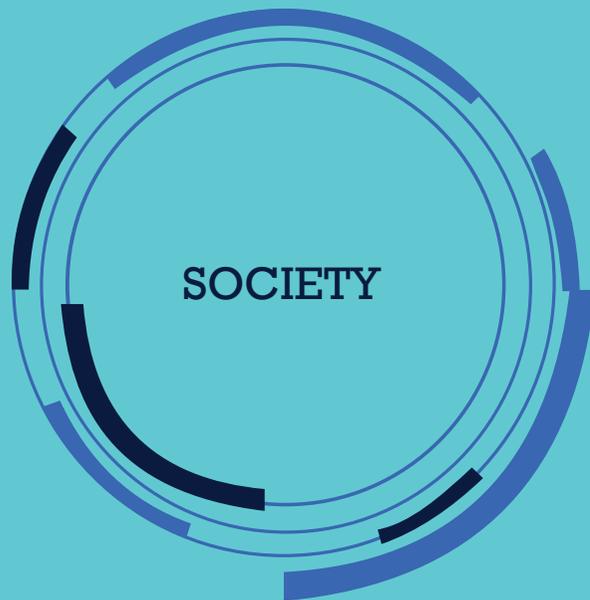
- Humans feel more comfortable with machines and less with other humans.
- Difference between real human interaction and mechanical interaction becomes blurred to almost non-existent.
- Ability to discern between fake and real human interaction being lost.
- Trust and compatibility amongst fellow humans in the society on a downward trend.
- Increasing number of micro clusters being formed in society, influenced by tech usage.



**ISOLATIONIST  
SOCIETY OR  
PROBABLY NOT**

- Humans feel more connected to machines; marriages between machine algorithms and humans being debated.
- Lesser marriages but more (proportional) polyamorous relationships.
- Replacement ratio racing from 1 toward 0.5 in developed world.
- With more automation, society would have more time to spend on things they like or wish to do.
- Can lead to more innovation and better mental health and social interactions.





- Lesser social discrimination more economic disparity.
- Reduction in population in western world and certain parts of Asia.
- Population becoming older on an average and living longer.
- USA becoming less white and browner  
OR continues to remain white.



- Low skilled requirements which is not yet automated or can't be.
- Very high skilled work.



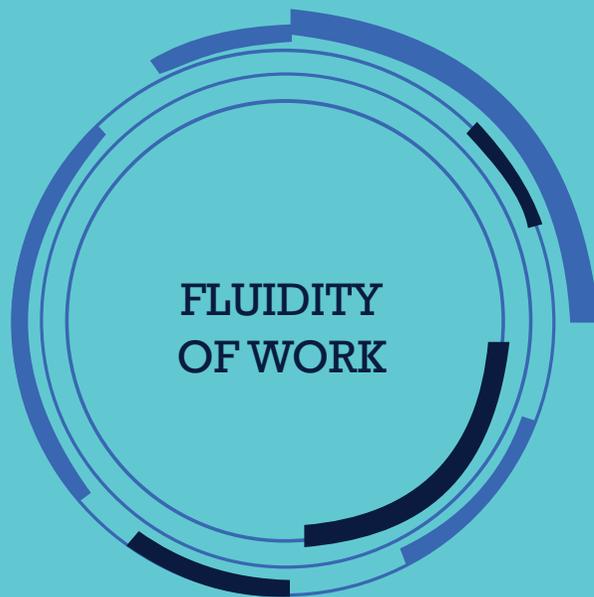
- No need for immigration due to automation.
- Constant need for immigration.





- Rapid automation of skills leading to societal frustration.
- Competition between machines and lower cost immigrant labour.
- Lack of jobs for many, disinterest in many jobs despite availability.
- Need for low skilled, low paying jobs, either not automatable.
- Massive need for people requiring high human EQ.
- Inability to fill in jobs due to lack of human expertise in new rising domains.
- Constantly evolving job situations- in demand today, out of demand tomorrow.





## FLUIDITY OF WORK

- No one gets a job for life but can try several things in their working lifetime.
- New professions being created every day with different humans' skills in need.
- Need for longer working lifetime, beyond 70.
- Less defined job structures: more flat structures, shorter weekdays and higher focus on mental satisfaction.
- Time of work is less restrictive in most professions with more free time which can lead to better outcomes on job satisfaction.
- Location of workers: global, anywhere, unless restricted by the law.
- Need for constant skill upgradation and learning.

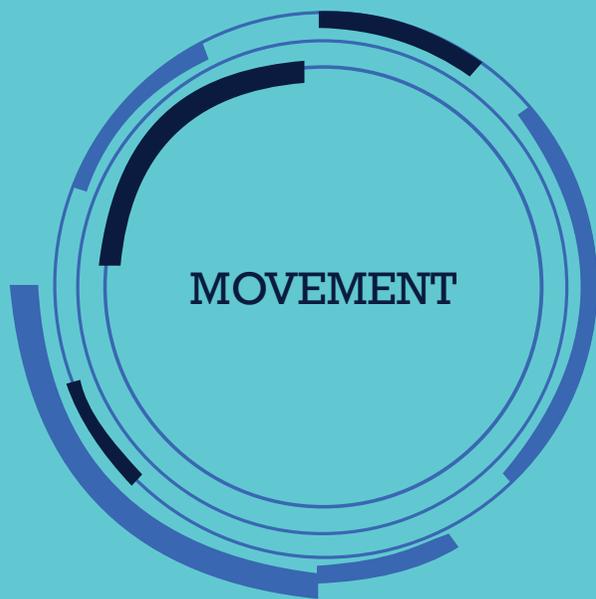




## EDUCATION

- Reduction in formal education via universities.
- Increase in everyday learning.



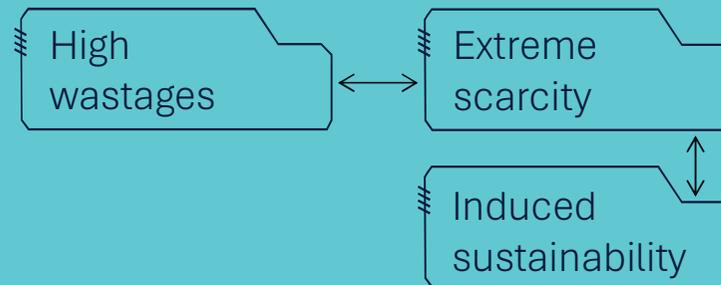


- Coexistence of different modes of transport, automated, human led, often influenced by labor availability, legislations and societal trust on machines.
- Reduction in need to travel and commute.
- Existence of different types of personal transport options:





- Multi-currency basket world.
- More diverse set of economic powers beyond USA.
- At a Personal level, population is more comfortable but less satisfied.
- Friction to payment is nil but effort needed or perceived to earn is increasing.
- Always a recession, always a boom in the stock market.
- Possibility of UBI introductions in different parts of the world.
- Higher taxation but more welfare.
- Re-rise of lower middle class in the western world thanks to automation.



- Natural produce costs higher while processed products are cheaper.
- High impact of Agro and water crisis due to climate changes.





## WARS/ CONFLICTS

- Increase in bio wars.
- Climate change induced wars.
- Nuclear terror.
- Big democracies facing fewer external wars and more internal violent conflicts.
- Wars and conflicts are big generators of economic growth and employer of human resources.





**GOVERNMENT  
AND GLOBAL  
INSTITUTIONS**

- Increasing lack of trust on national and international institutions.
- Multipolar world leading to indirect conflicts but no direct conflicts between major powers.
- Multidimensional conflicts: economic, social and informational.





- Longer lives enabled by better diagnostics, predictions and monitoring.
- Global hospitals allowing for remote surgeries, and real time diagnostics.
- Innovative drug deliveries.
- Accelerated drug discoveries with regenerative and biotechnology being the norm.
- More precise, personalized medicines, cheaper to research and produce.
- Integration between Technology + Pharma + Governments.
- Increasing frequency of bio wars becoming a new source of income for the industry.
- Disease control-one of the biggest concerns for national security.

03

Turning  
towards market  
insights profession

# THE SUBJECT

- Rise of multi-sensory, multi-dimensional advertising and customer experience leading to need for new innovative research techniques.
- Cultural Hybridity between Asian & Western economic power houses will need more culturally diverse workforce.
- New streams of research can emerge like Customer Experience with machines.
- Machines being the gateway into the minds of consumer will require researching not only humans but also the machines serving them.



01 Insourcing of capabilities.

02 Machine sourcing (outsourcing to machine or automating).

03 Global workforce and competition.

# DATA

- Human created data will be costlier and gold standard. Data containing raw Human opinions will become more costlier while synthetic data will be cheaper and easier to access.
- Large behavioural data will exist but behind the garden walls of technology giants or some corporations making it non usable.
- Research buyers will have the following dilemmas.
- Cheap summarized insights v/s Costly raw data to analyze.
- Costly claimed, small in size, human data v/s Cheaper (if accessible) behavioural data from humans.
- Static pool of cheaper insights v/s Custom created costlier Adhoc insights.

# MARKET

- Insight professionals will work with integrated, centralized global departments comprising of strategy, marketing & advertising, technology and R&D.
- More consolidations, higher levels of commoditization and almost automated workflows for several types of work.
- More pay stagnancies and reduced head counts.
- Very high growth in “tech first” + “human first” businesses.



What might  
future insight  
professional's  
job profile  
look like

Math,  
statistics, new  
methods and  
thinking

Domain knowledge:  
Marketing, advertising and  
core ideas of market research:  
Basics of client's sector

New analytical  
tools and  
basics of  
computer  
science

Human psychology,  
social science etc.

Knowledge of new  
data ecosystem and  
creative use of data



## Human relations

01

Ability to work with experts from technology, R&D, marketing, strategy, advertising and others.

02

Be in a constant learning mode.

03

Constantly adding value with continuously evolving work in different geographies.



## Cognitive needs

01

Ability to think.

02

Ability to choose the right tool for the job.

03

Not fight with the machine but embrace it as a friend, enabler but not letting the machine dictate your thinking ability.

# OPERATIONAL ASPECTS

- Be inquisitive detective for finding solutions, risking with ideas at one's disposal and being a hacker of possibilities.
- Might replace advertising executives if plays their hand right thus dominating the client journey from understanding to execution.
- Be able to use tools effectively by being able to translate requirements into actions.
- Create personal branding in an era of constantly evolving work and employment.



THANK  
YOU



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