

Steven R. Van Hook, PhD
Science Circle Seminar

**2020s Vision:
The Future is Nearly Now**

***January 1, 2022 / 9:00 PM PT
Eastern Hemisphere***

***January 15, 2022 / 10:00 AM PT
Western Hemisphere***

Abstract & Bio



- **Abstract:** In a daily fog of uncertainty, we may lose track of transformational changes just over the horizon. So where are we headed? Some of the world's smartest people in government, social research, academia, business, economics, science, and other fields have looked 20 years into the future and seen a time of abundance and shared opportunities. Let's update on evolving technologies and trends from an optimistic perspective beyond the turmoil of today.
- **Bio:** Dr. Steven R. Van Hook has taught transcultural communications and global affairs for twenty years. He's been a newspaper columnist, radio reporter, and television bureau chief in Moscow; and has directed public education programs through the United States Agency for International Development, VISTA, and Head Start. He has a PhD specializing in transcultural learning and is published in scholarly journals including SAGE and UNESCO. Research website: <http://wwmr.us>

The Future Is Nearly Now

‘The future is already here — it’s just not very evenly distributed.’



‘Build longer tables, not higher walls.’
- Chef José Andrés



William Gibson
Science Fiction Writer / Essayist

- ✓ Coined word ‘cyberspace’
- ✓ ‘Most important novelist of last two decades.’ – *The Guardian*

Global Trends the Next 20 Years

A More Contested World



- Need to adapt and bridge divisions, tensions, imbalances, fragmentation, disequilibrium
- Rapidly aging and contracting populations
- Newer populations well-informed and express demands
- Rise in democracies and new models of governance
- High quality, low-impact living
- Technological divide

The NIC's National Intelligence Officers founded 1979 — drawn from government, academia, and the private sector — are the Intelligence Community's senior experts on a range of regional and functional issues.

[link](#)



Global Trends Report



Permanent Change

The New York Times

How Will We Live if Covid Is Here to Stay?

([New York Times](#))

Dr. Jeremy Farrar, the director of Wellcome, a global health foundation headquartered in London:

If we think Covid-19 is going away, then we will drop our guard and not make essential investments now.

Rather than debate how to end the pandemic, we need to debate how to live with it.

We have to start thinking, planning and coming to grips in every way that this is now a human endemic infection and it's never going to go away.

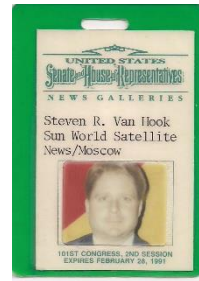


Steve Van Hook

:: Media Work ::



TV Anchor
Circa 1987



Russia TV Bureau Chief
Circa 1990



Radio Reporter
Circa 1985



Newspaper Writer
1980s –



University Work



- **Steven R. Van Hook, PhD**
- Global business/MBA/communication courses for UCLA Extension, UC Santa Barbara, California Lutheran University, National University, Antioch University ...



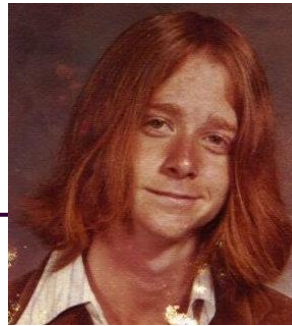
- <http://wwmr.us>
- <http://course.wwmr.us>
- steven@wwmr.us



UC SANTA BARBARA
UNIVERSITY OF CALIFORNIA

California Lutheran University

Passages



- \$30-trillion in wealth transferred to millennials downward over next decade
- Low wages and poor job prospects
- Access & Inclusion
- Authentic Learning & Purpose
- Special care for special circumstances

The New York Times

They're Young, Unemployed & Facing Bleak Prospects

The Rich Kids Who Want to Tear Down Capitalism

Children of Covid



Youth Mental Health Crisis

How the World Keeps Getting Better

*23 Charts &
Maps that
Show
the 'World is
Getting Much,
Much Better'*



[Article](#)

by Dylan Matthews / Vox.com

Extreme Poverty Has Fallen

Subsistence
living on less
than \$1.90
a day:

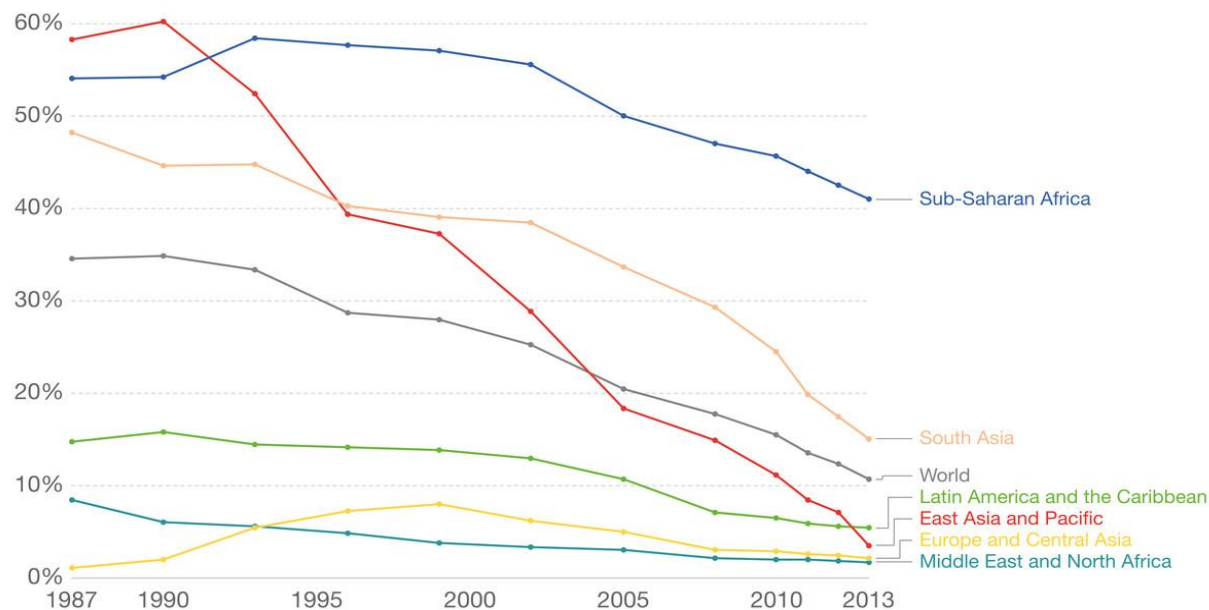
1987: 35%

2021: 9%

Share of the population living in extreme poverty, by world region

Extreme poverty is defined as living with per capita household consumption below 1.90 international dollars per day (in 2011 PPP prices). International dollars are adjusted for inflation and for price differences across countries.

Our World
in Data



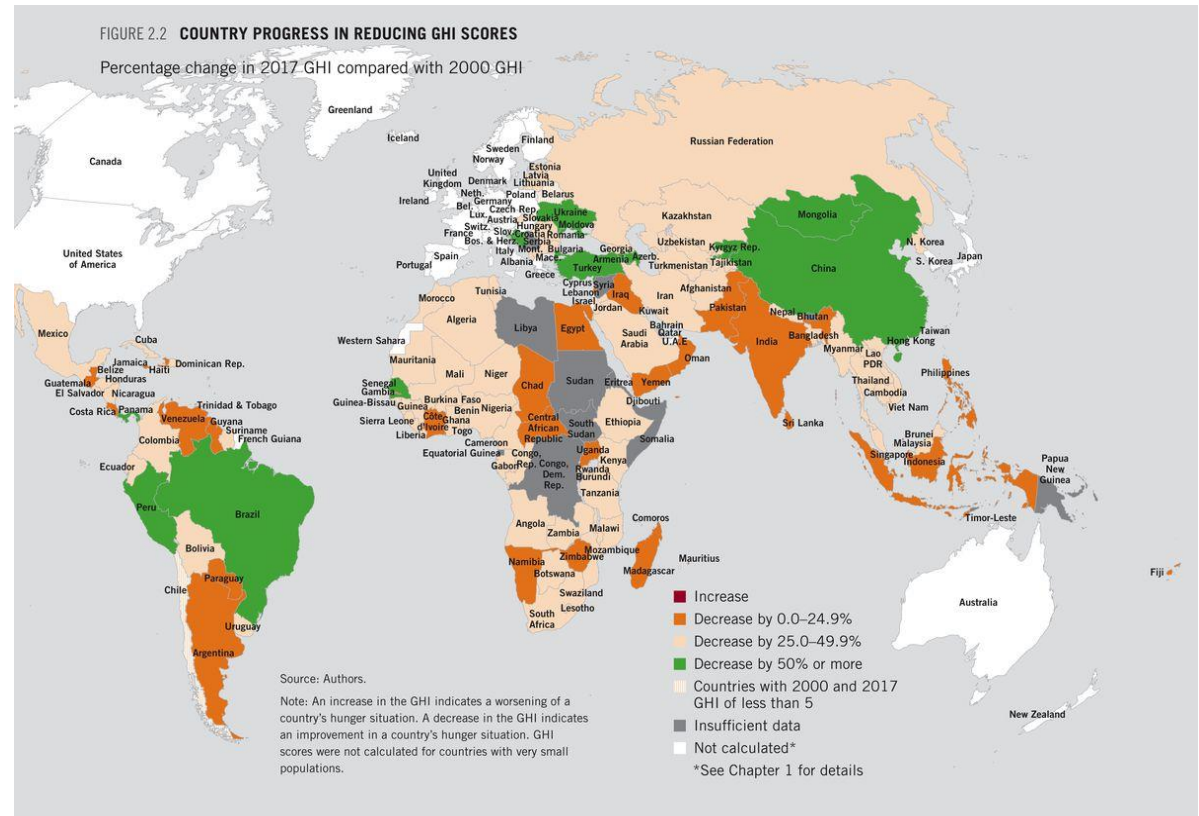
Source: Share of the population living in extreme poverty by world region - PovcalNet World Bank

Note: Consumption per capita is the preferred welfare indicator for the World Bank's analysis of global poverty. However, for about 25% of the countries, estimates correspond to income, rather than consumption.

OurWorldInData.org/extreme-poverty/ • CC BY-SA

Hunger Is Falling

Between 2000 and 2017, hunger has decreased by half or more in green countries

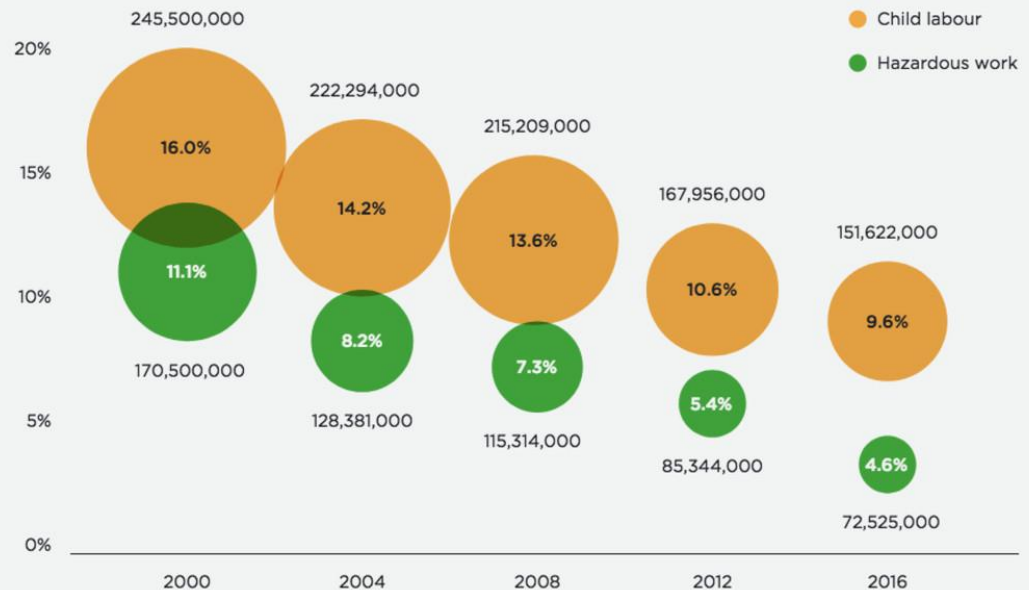


Child Labor on Decline

Reduction of
40% in child
labor at
hazardous
work

Children's involvement in child labour and hazardous work, 2000-16

Percentage and absolute number of children in child labour and hazardous work, 5-17 years age range, 2000 to 2016^(b)

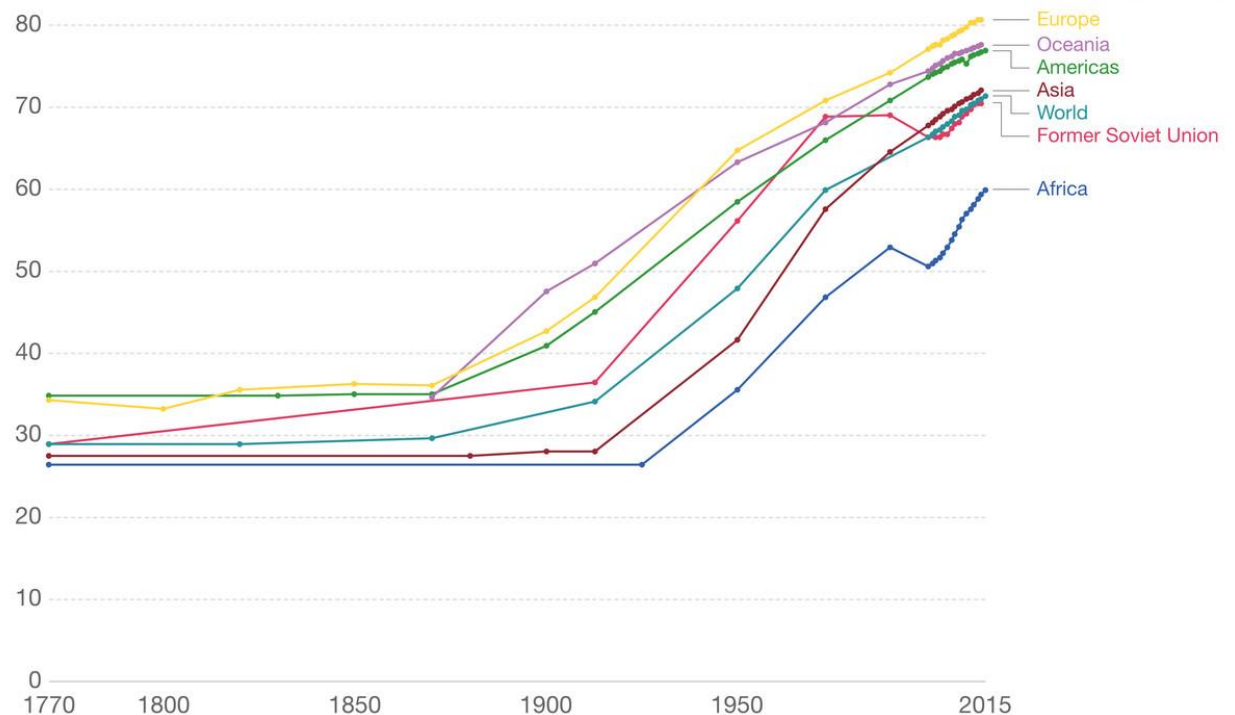


Note: (b) Bubbles are proportionate to the absolute number of children in child labour and hazardous work.

Life Expectancy is Rising

Global life expectancy increased by six years between 1990 and 2016.

Life expectancy globally and by world regions since 1770



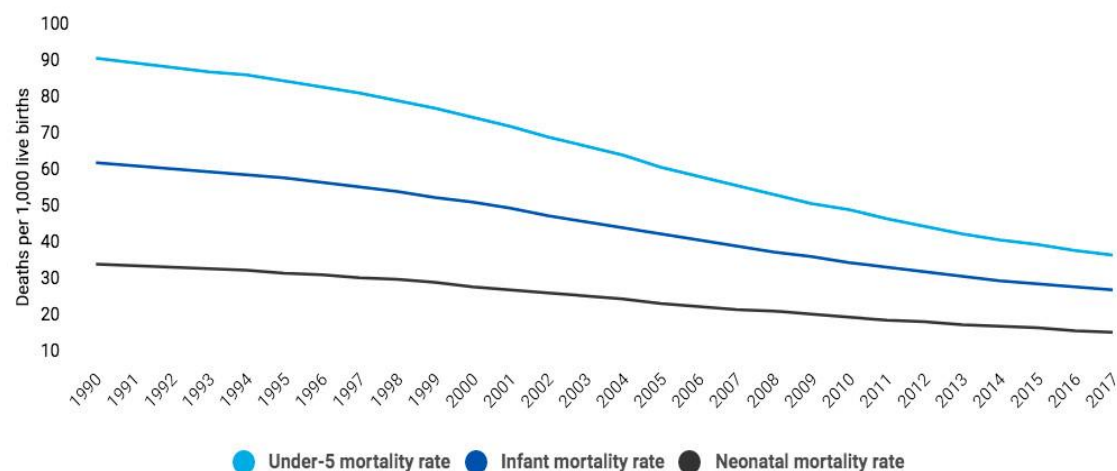
Source: Life expectancy – James Riley for data 1990 and earlier; WHO and World Bank for later data (by Max Roser)
OurWorldInData.org/life-expectancy/ • CC BY-SA

Child Mortality is Down

Child deaths
by age 5
have fallen
by half since
1990

The under-five mortality rate has fallen by more than half since 1990

Global under-five, infant and neonatal mortality rates, 1990-2017

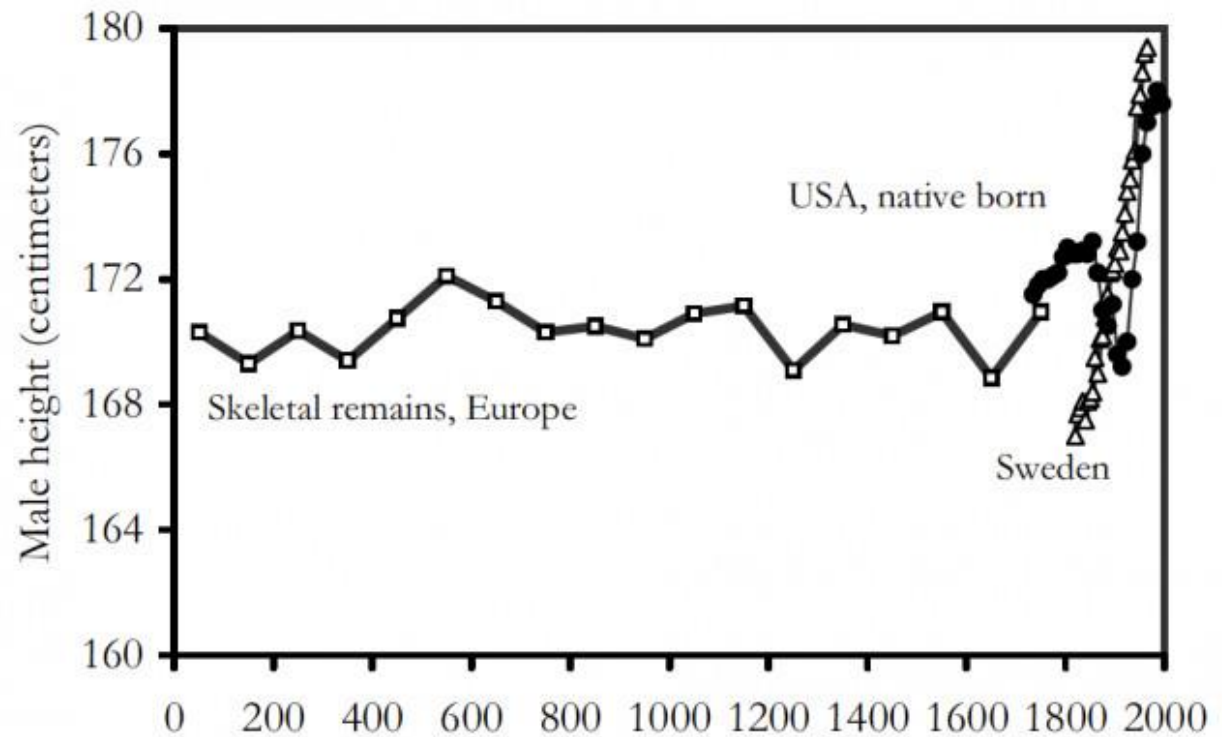


[Download data](#)

Source: United Nations Inter-agency Group for Child Mortality Estimation (UN IGME) 2018

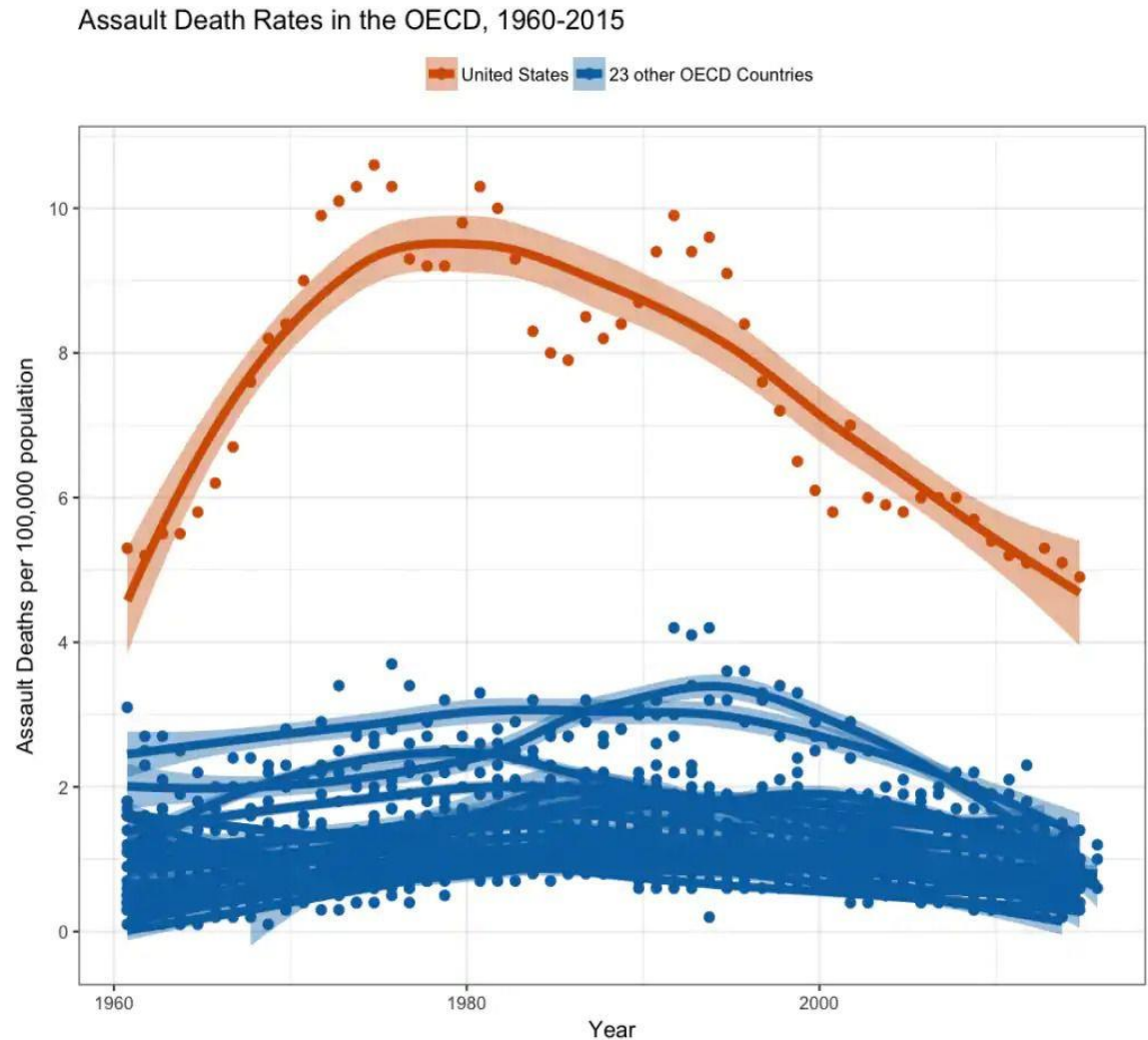
People are Getting Taller

Better nutrition and living standards have contributed to human height shooting up since the industrial revolution



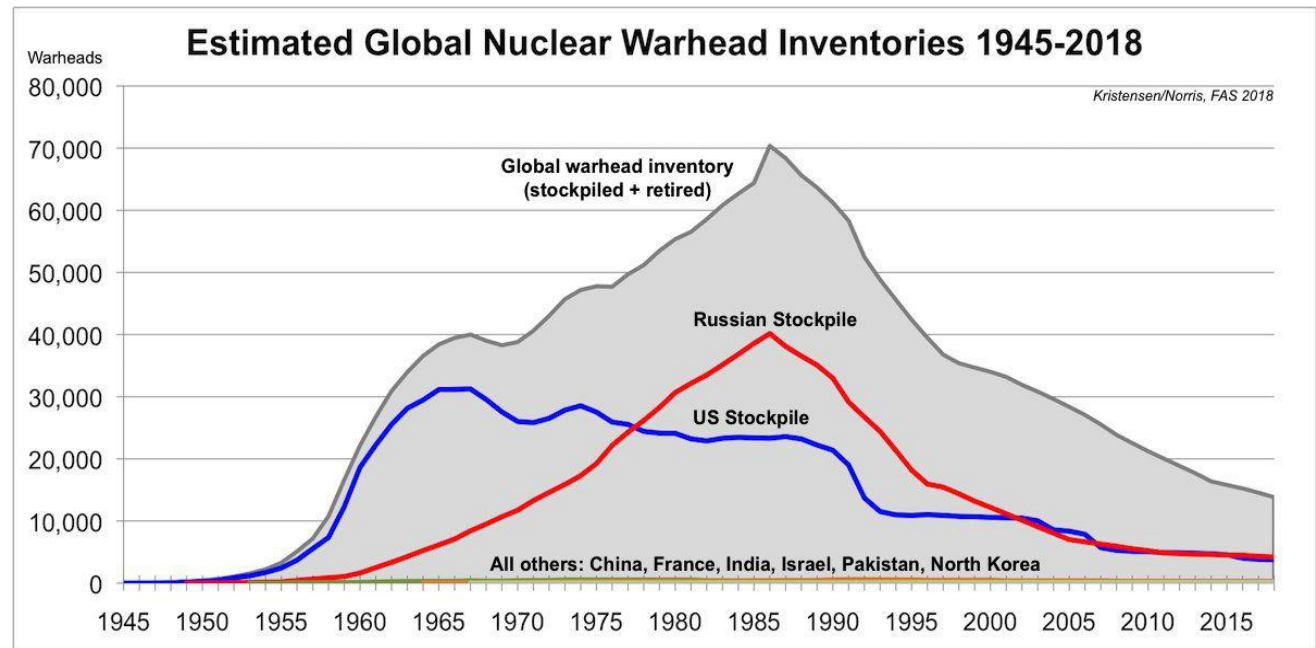
Homicide Rates Have Fallen

Sharp
decline in
homicides
per
100,000
from
1980 - 2015



Global Nuclear Weapons Declining

Stockpiles peaked in 1986 at 70,300 warheads; to sharp drop towards 2018



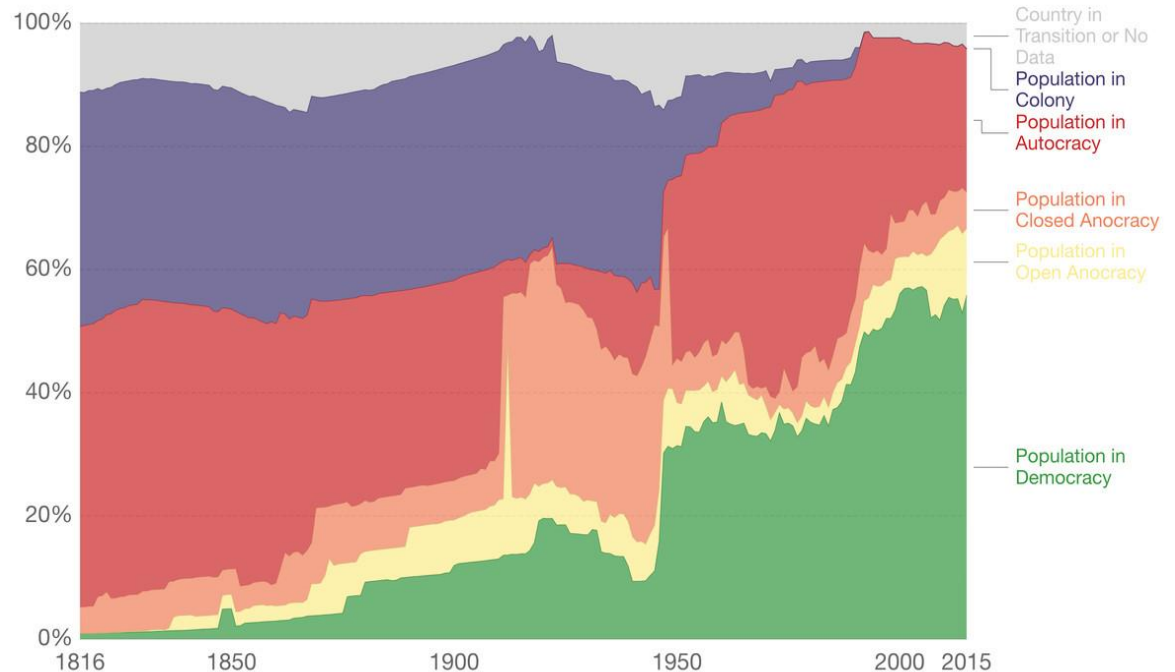
More People Live in Democracies

Percentage
of
democratic
countries
has climbed
to record
highs since
1950

Number of world citizens living under different political regimes

The Polity IV score captures the type of political regime for each country on a range from -10 (full autocracy) to +10 (full democracy). Regimes that fall into the middle of this spectrum are called anocracies.

Our World
in Data



Source: World Population by Political Regime they live in (OWID (2016))
OurWorldInData.org/a-history-of-global-living-conditions-in-5-charts/ • CC BY-SA

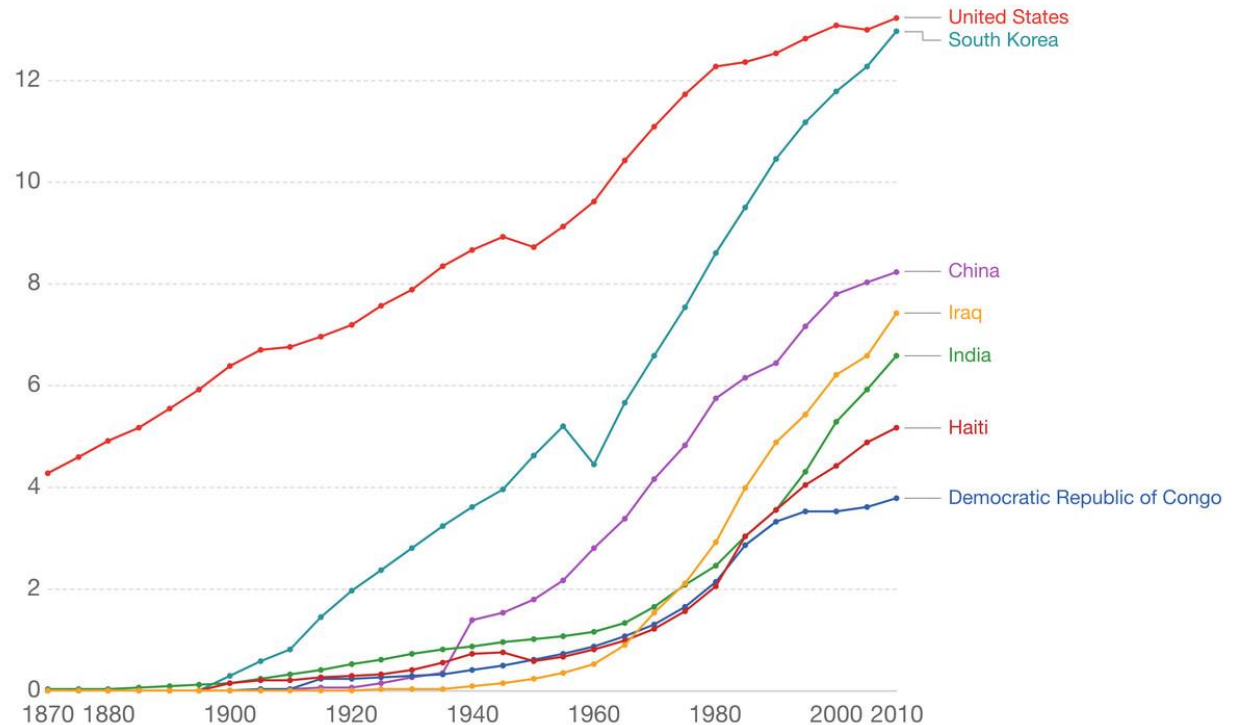
More People Go to School for Longer

Education rates rise swiftly in many developing nations

Mean years of schooling

Average number of years of total schooling across all education levels, for the population aged 15-64.

Our World
in Data



Source: Lee and Lee (2016)

OurWorldInData.org/global-rise-of-education • CC BY-SA

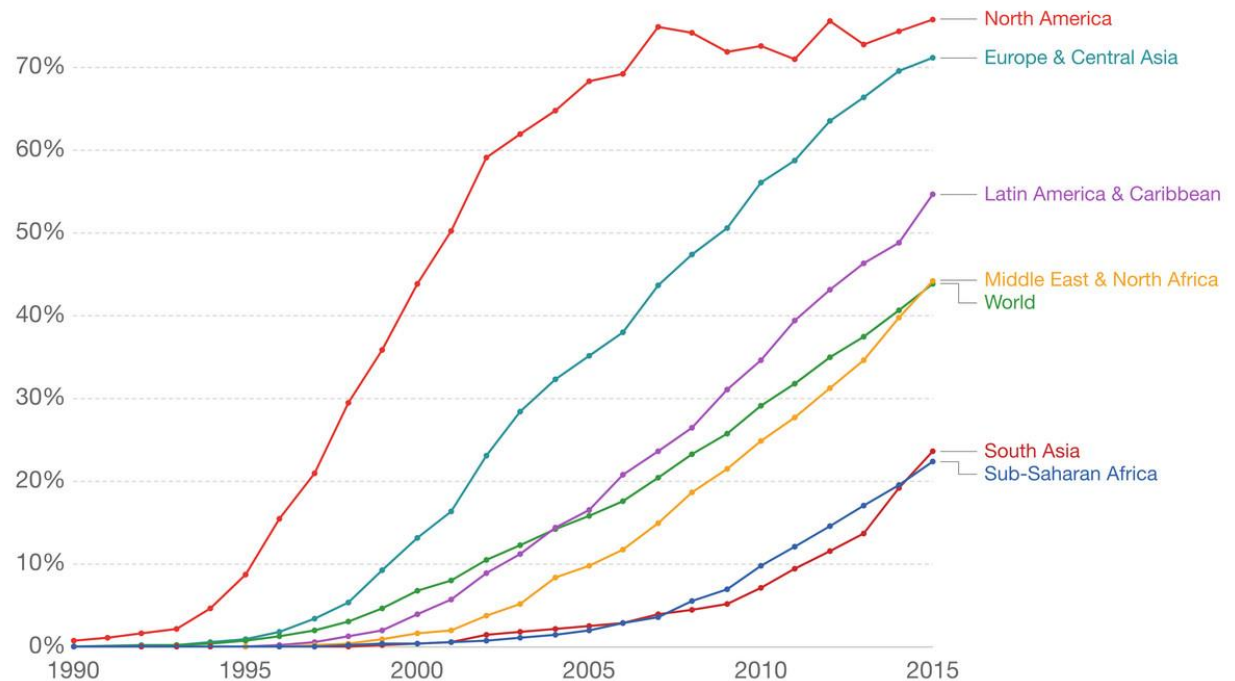
Access to the Internet is Increasing

Internet
access
rises
rapidly in
developed
and
developing
nations

Share of individuals using the internet

Share of individuals using the internet, measured as the percentage of the population. Internet users are individuals who have used the Internet (from any location) in the last 3 months. The Internet can be used via a computer, mobile phone, personal digital assistant, games machine, digital TV etc.

Our World
in Data

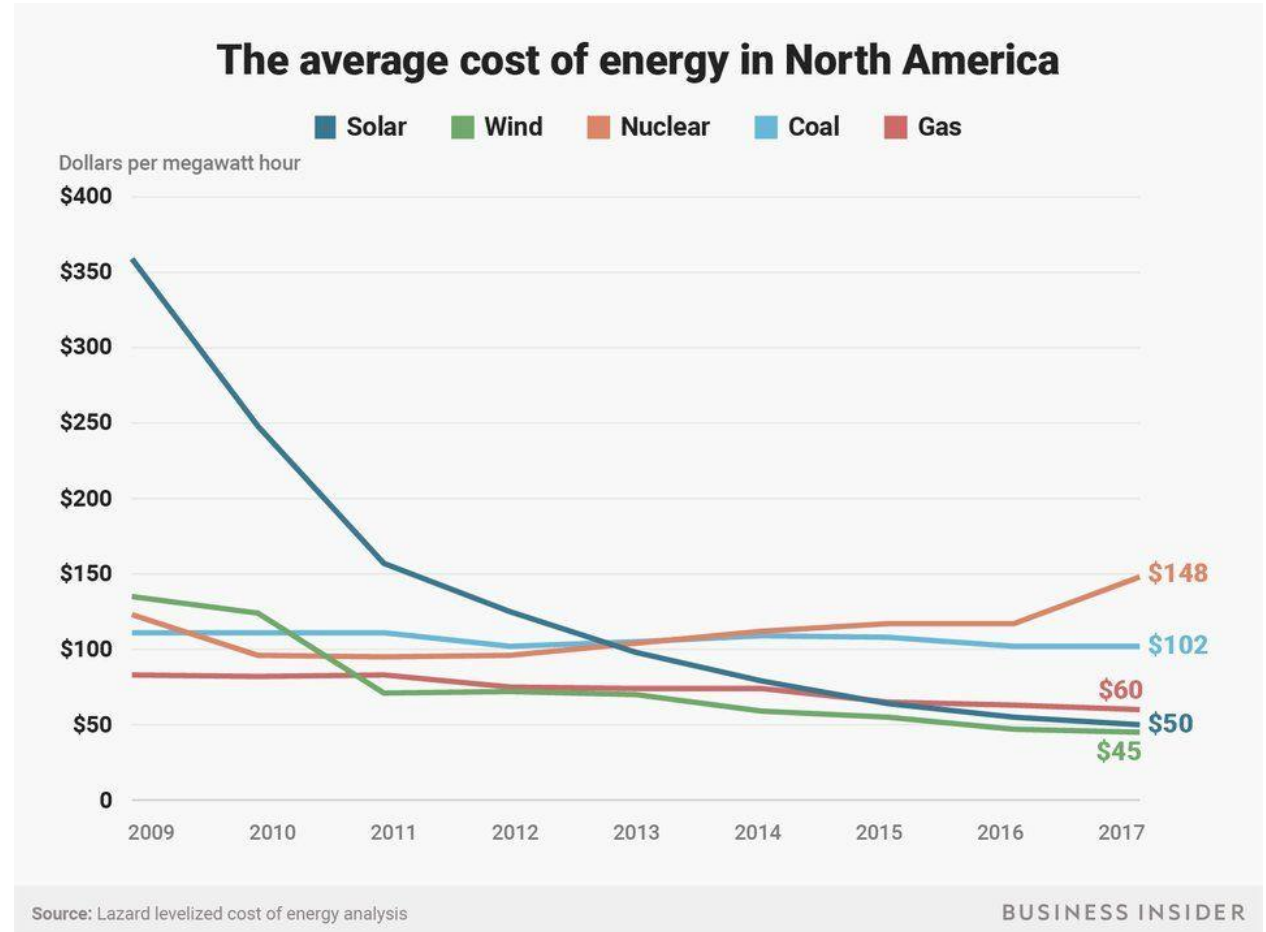


Source: World Bank – WDI

OurWorldInData.org/technology-adoption/ • CC BY-SA

Solar Energy is Getting Cheaper

Solar and
wind
power
now
cheaper
per
megawatt
hour than
gas or oil



Brain's Negative Bias



Our Brain's Negative Bias

- Brain built more attentive and sensitive to unpleasant news, keeping us out of harm's way
- Negative bias exploited by news, politics, interpersonal relations
- Small positive acts to counter negative in life spheres: 'Magic' ratio of 5-to-1

From **Psychology Today**
by Hara Estroff Marano

Don't Be So Hard on Yourself

- Negative bias self-criticism harms self, interfering with productivity

Negative bias hacks:

1. Practice self-compassion
2. Meet your self-criticism with same kindness offered others
3. Reduce ratio to x and y:
Make immediate contrast between *feelings of self-criticism* and *letting it go*. Brain will choose the less painful.

From **New York Times**
by Charolette Lieberman

Article: The Right Way to Respond to Negative Feedback

A New 'Useless Class'

The
Guardian

“

By 2050 a new class of people might emerge - the useless class.

People who are not just unemployed, but unemployable

”

“Economically redundant people might spend increasing amounts of time within 3D virtual reality worlds, which would provide them with far more excitement and emotional engagement than the ‘real world’ outside.”



Article

AI Is Coming for White Collar Jobs

Most Exposed Industries:

- Carmakers
- Clothing
- Software publishing
- Computer design
- Professional services (e.g., legal, marketing, accounting)
- Agriculture

Most Exposed Places:

- San Jose, Seattle, Salt Lake City, Boulder, Michigan, Indiana, Illinois, Nebraska

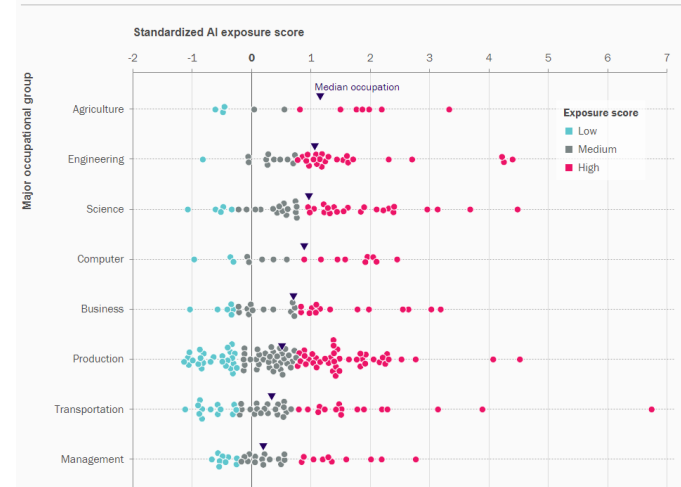
‘Those with more education and diverse skills will be better prepared to navigate the shifts.’

[Article](#)

[Brookings](#)

AI could affect virtually every occupational group

Distribution of AI exposure scores for all detailed occupations in the United States by major occupational group, 2017



Advances in A.I. and machine learning have created algorithms capable of outperforming doctors, lawyers and bankers at certain parts of their jobs.

[Article](#)

Our New Purpose

FAST COMPANY



Instead of taking our jobs, what if AI just lets us give our lives more purpose?

Fast Company

Emerging technology offers the real potential for humans to achieve a post-professional era where we are not defined by our jobs, but a new purpose to enhance the human condition and the world.

The focus today should be what we can do now to make sure the path is set towards an optimistic future.'

'In a future where machines could replace our need to contribute to the labor market, there is potential for us not to be defined by our jobs, but by a newer purpose to enhance humanity and the planet.

The more "productive" we become in a shorter period of time, the more time we can dedicate to purpose-driven endeavors that prioritize planet and people over profit.'

BY CORMAC Ó CONAIRE

They Know Social Change is Coming

‘... a shift in worldview from the autonomous individual of hyper-capitalism and social Darwinism to a recognition of both the natural and social worlds as orchestras of interdependence, of survival as an essentially collaborative and cooperative business.’

‘Disciplines from neuropsychology to economics have shifted their sense of who we are, what works, and what matters.’



Rebecca Solnit

**The
Guardian**

A ‘love ethic’ includes ‘a global vision wherein we see our lives and our fate as intimately connected to those of everyone else on the planet’
- bell hooks

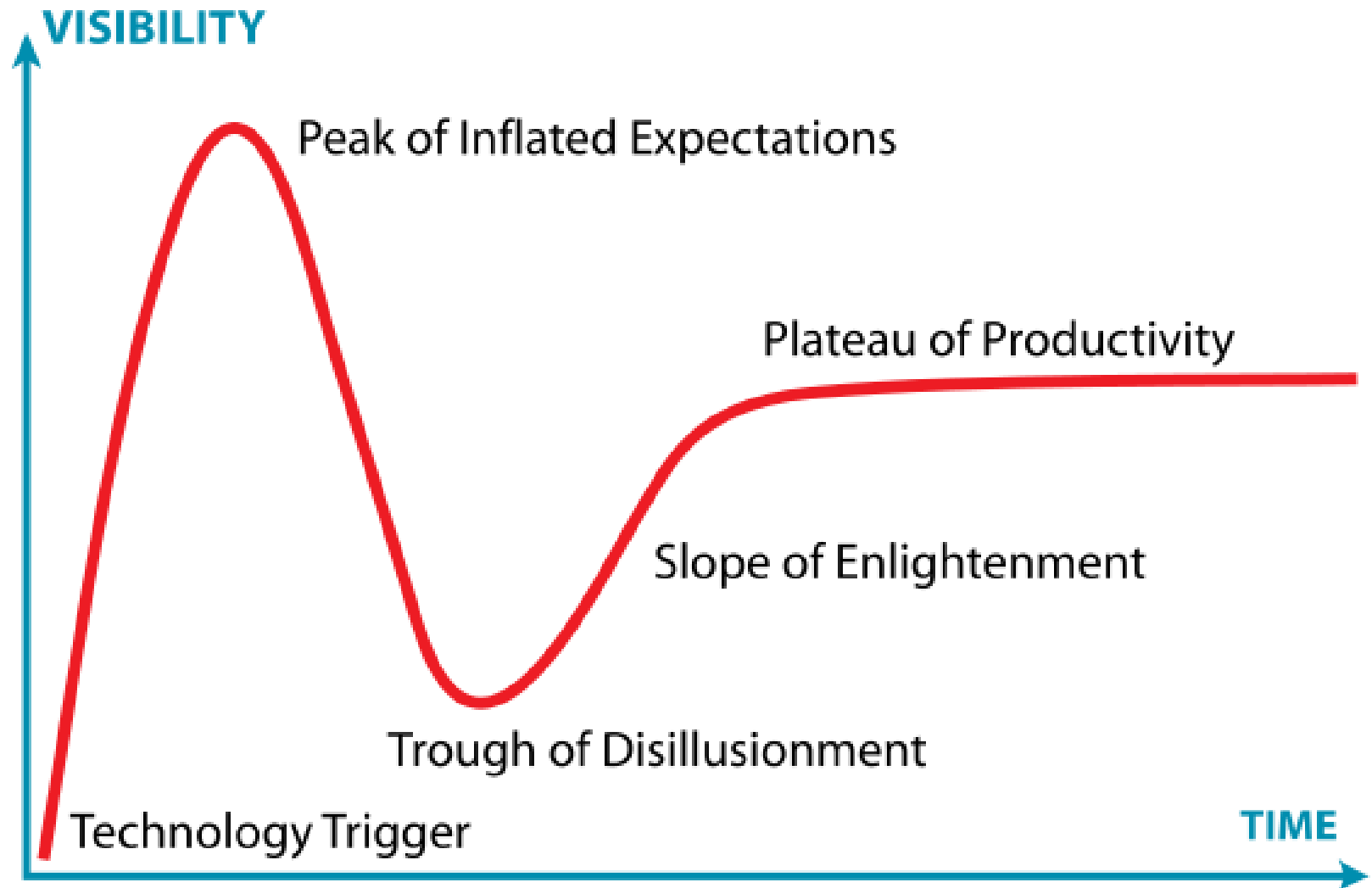
[Article](#)

Economic Development / Social Work

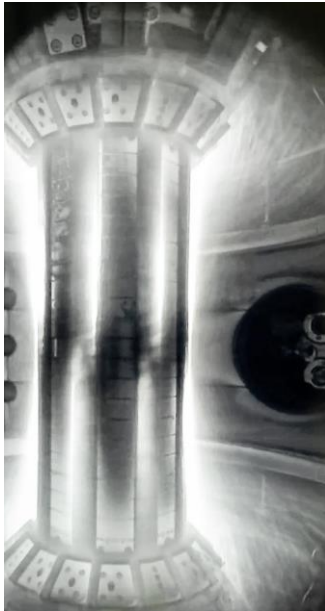
- USAID
- UNESCO
- VISTA
- Head Start
- IREX
- Educare Research
- Crisis and Domestic Violence Counselor
- Corrections Intake Officer



The Slopes and Cycles of Hype



Cheap Abundant Power



Nuclear Fusion
Edges Toward
the Mainstream

*'You'd be surprised
how much energy is
in a beam of light.'*
– Prot in K-Pax



The Manatee Energy Storage Center able to deliver 900 MWh of energy – enough to power 329,000 homes for two hours.



A solar panel
in space
could beam
energy
anywhere on
Earth



Wireless 5G Power Grid

Cell phone providers could start beaming out electricity to power all kinds of small electronics, from delivery drones to tracking tags for pallets.



'Insanely cheap solar energy ... It's a fundamentally different world'
The Guardian

Glass Sphere Solar Harvester

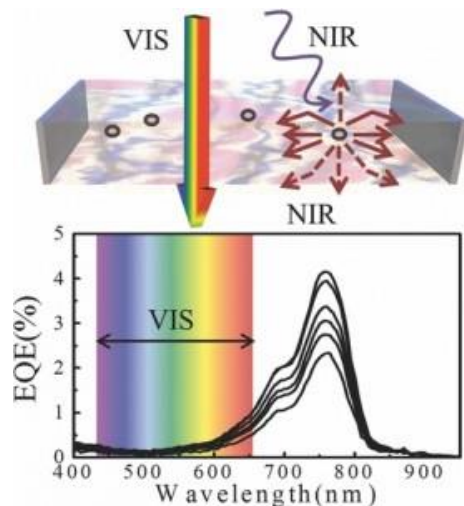
- Tracks and concentrates sunlight & moonlight 10,000 times
- Collects light on solar panels with as much output as standard panel 400% bigger



*The Betaray, developed by
German architect André Broessel*

Fully Transparent Solar Cell

Researchers at Michigan State University have created a fully transparent solar concentrator which could turn any window or sheet of glass (like your smartphone's screen) into a photovoltaic solar cell.



These windows
are
see-through
solar panels

FASTCOMPANY



Bill Gates Backed Solar Breakthrough

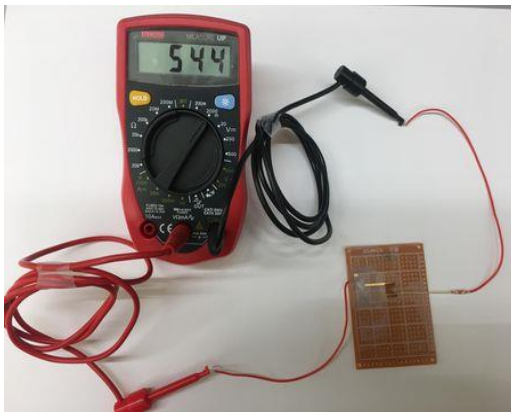
- Solar power concentrated to a single point with AI creates temperatures hot enough to make cement and steel
- 'This is an existential issue for your children, for my children and our grandchildren'



[Report](#)

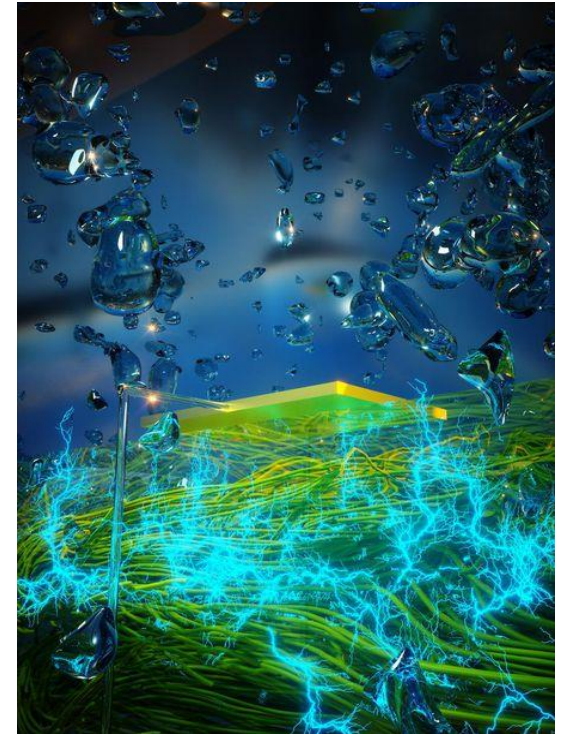
Electricity from Thin Air

Scientists in Amherst, MA are developing a new technology that will use the moisture from the air to create a charge.



The current Air-gen device can power small devices. Photos courtesy: UMass Amherst / Yao and Lovley labs.

Article



Graphic image of a thin film of protein nanowires generating electricity from atmospheric humidity.

Australian Scientists Close to Converting Sunlight & Water into Fuel

- Plants use photosynthesis to turn water, carbon dioxide and sunlight into oxygen and the energy they need to power their systems.
- Scientists from the National University in Canberra, have modified a naturally occurring protein, and use it to capture energy from sunlight.
- “Water is abundant and so is sunlight. It is an exciting prospect to use them to create hydrogen, and do it cheaply and safely.”



Science Alert

[Article](#)

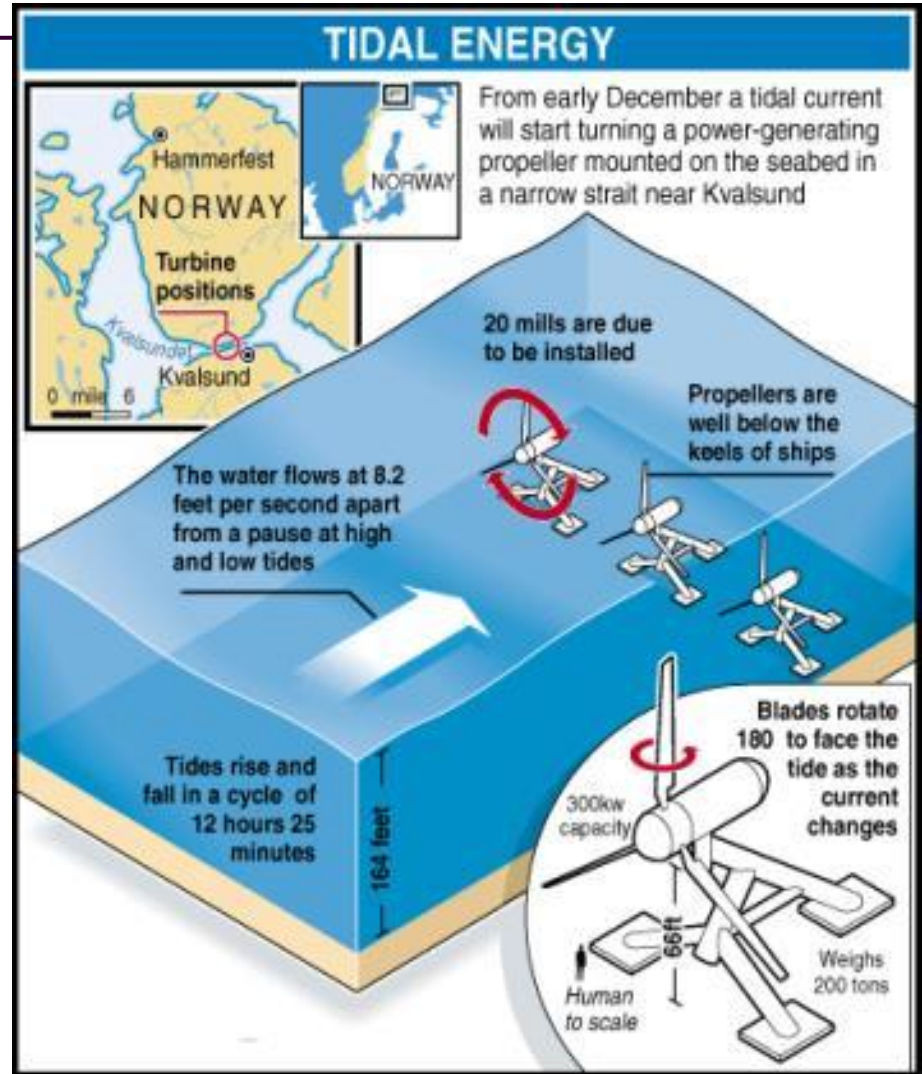
Tidal Energy: Power from the Sea

In a novel use of clean energy, the world's most northerly town will soon be the first to get electricity from a sub-sea power station run on tidal currents tugged by the moon.

Gigantic forces in the oceans -- waves, currents and tides -- have often proved too costly or awkward to harness, compared to wind or solar power in global efforts to cut reliance on nuclear power or on fossil fuels blamed for global warming.

This Reuters graphic shows how giant underwater propellers will use currents to create electrical power.

(Reuters Graphic 11/4/02)



Wind Energy Takes Flight

The global wind energy industry is expected to enjoy continued strong growth in coming years with total installed capacity seen to be ever increasing.

- Reuters



Giant wind turbines dot the sky at dawn near Honrrubia, Spain



An offshore wind turbine off the coast of Fukushima, Japan

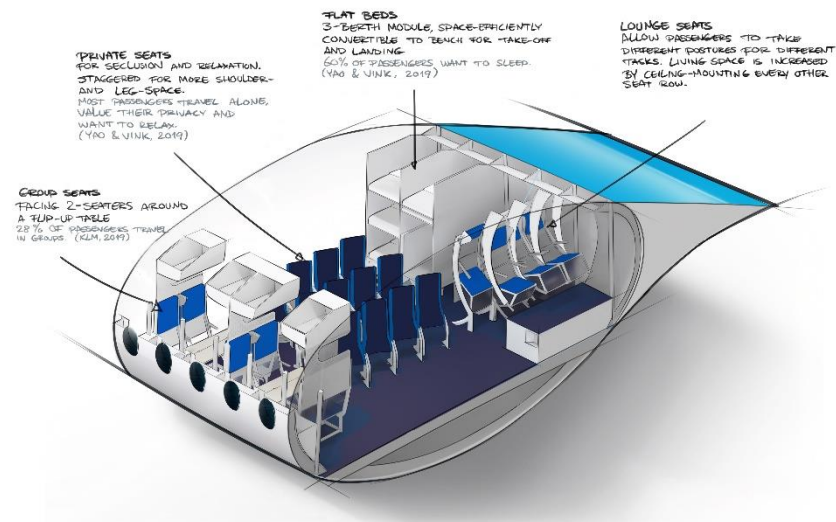
Commercial Spaceport in UAE

This computer rendition made available by Space Adventures, Ltd., shows the company's plans for a \$265 million commercial spaceport in the United Arab Emirates. The commercial spaceport would be based in Ras Al-Khaimah near the southern end of the Persian Gulf, and the UAE government has made an initial investment of \$30 million.



Flying V Plane Planned for 2040

- A blended wing body aircraft, with no distinct wing and a body structure like more conventional aircraft, reducing drag and fuel, powered by electric fans

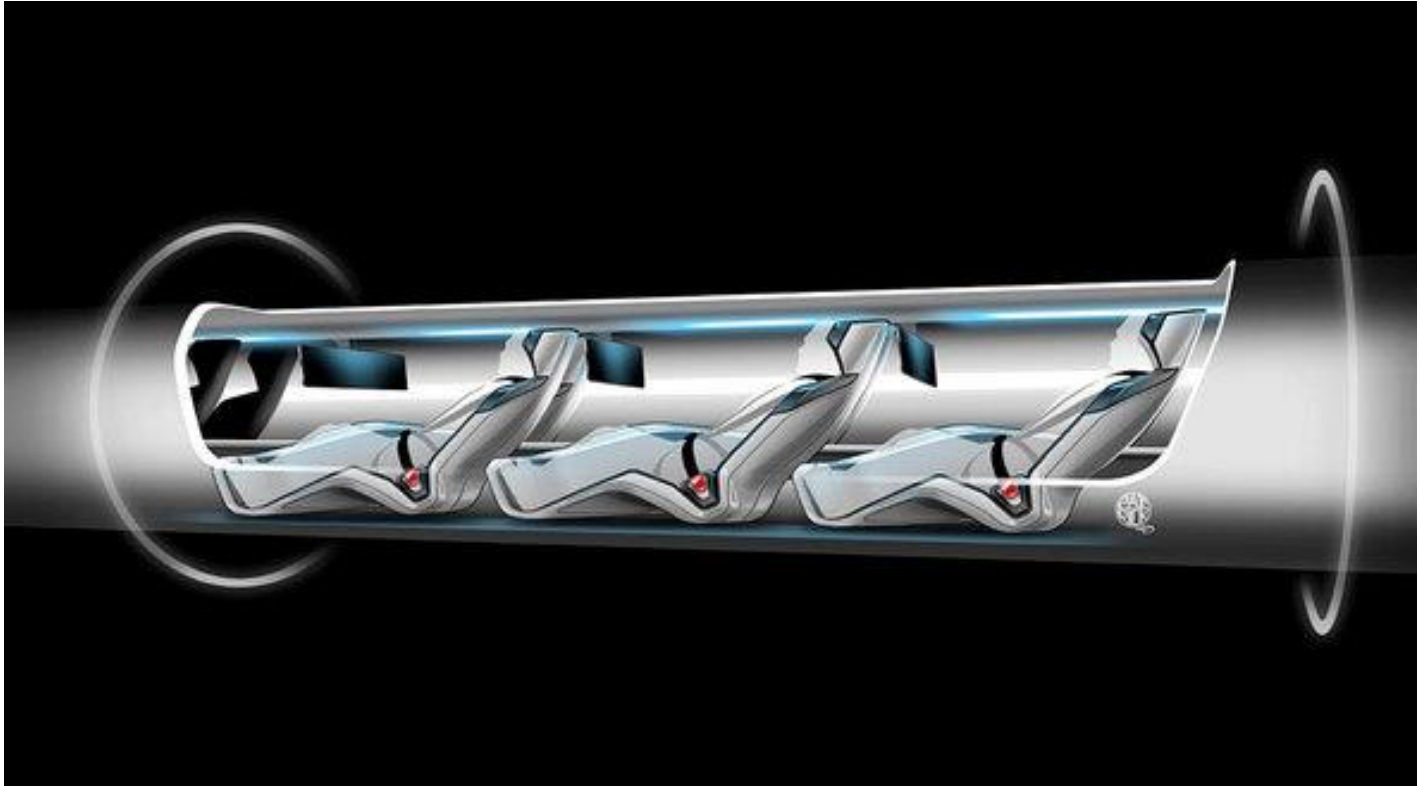


- *Arstechnica*



The world's first magnetic levitation train for commercial use, the Maglev in Shanghai, China. Regular service runs between Longyang Road Station and Pudong International Airport at a speed of 430 kilometers (270 miles), an hour for about 7 min. 20 sec.

Hyperloop TubeTrain



Paypal co-founder Elon Musk designed a high-speed train that would take people to San Francisco from Los Angeles in 30 minutes at a speed of almost 800 miles an hour.

Air Cars & Taxis



‘The new electric aircraft use one-fifth the energy of conventional helicopters. Unlike helicopters, they will be largely inaudible from the ground and have multiple rotors and backup systems, making them much safer.’

[Article](#)

The New York Times



‘Flying cars will be a reality by 2030, says Hyundai. Urban air mobility could free up congestion and help with emissions in cities.’

[Article](#)

The Guardian

Solar Floating Home



WaterNet 100: *Ecological floating habitat*

- * 1,000 square feet
- * 12 meters in diameter – 4 meters tall
- * Roof topped with 60-square-meter photovoltaic array generating 4kWp
- * Suitable for home, office, exhibition space, shop, café ...
- * Nearly 100% recyclable



[Article](#)

Printed Homes

- Printed on site using local clay
- Zero waste product
- WASP 3D printers create homes 21'x10'
- Several homes build at once using multiple crane printers





Prefab self-sustaining floating city by AT Design Office.

As the world's most populous nation, China has serious concerns about overcrowding in its cities. Chinese construction firm CCCC commissioned AT Design Office to create an attractive floating city solution that took the form of a sprawling buoyant landmass made from prefabricated hexagonal modules. The self-sufficient island is designed to be zero-carbon, energy efficient, and would include vertical farms and fish hatcheries to produce its own food.



Harvest City by Tangram 3DS and E. Kevin Schopfer

When Haiti was hit by the devastating 2010 earthquake, architect E. Kevin Schopfer and Tangram 3DS developed an innovative floating city design to bolster the country's recovery. The collection of artificial islands, called Harvest City, envisioned a new Haiti made up of tethered floating modules. The center of the floating city would be dedicated to urban functions like office space, education, and light industry, while the outer areas comprised agricultural lands.

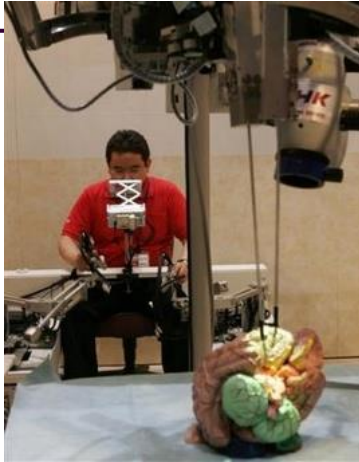
Floating City That Moves



Artist renditions of the "AZ Island" project designed by French architect Jean-Philippe Zoppini . The 400 meter (1320 feet) long and 300 meter (990 feet) large vessel could host 4,000 cabins on 15 stories, its own port and facilities to be like a moving city on the sea.

AP Photo/Cabinet Jean Philippe Zoppini

Surgical Robots

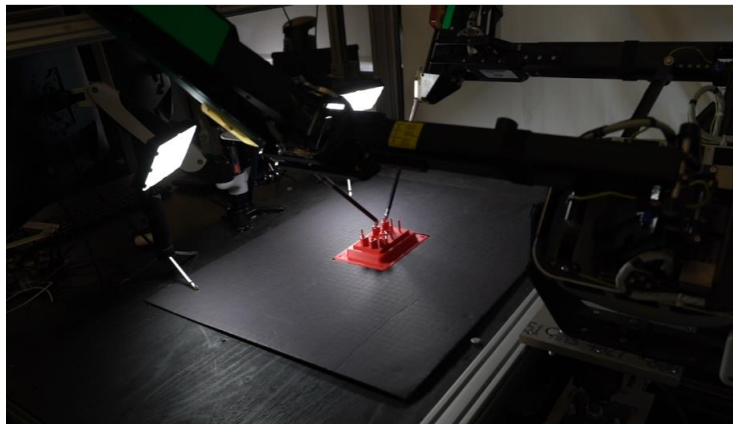


A researcher at Tokyo University operates a surgical robot with microsurgical hands that can operate effectively in a deep surgical field.



‘Despite the lack of evidence that robotics is better than true open surgery ... the shift to robotics has already occurred.’

Article



‘Doctors could perform surgery across distances far greater than the width of the operating room — from miles or more away, perhaps, helping wounded soldiers on distant battlefields ... operating on people on the moon.’

Robot Performs First-Ever Surgery Inside Human Eye

“Even highly skilled surgeons can cut too deeply and cause small amounts of hemorrhaging and scarring, potentially leading to other forms of visual impairment ... The pulsing of blood through the surgeon’s hands is enough to affect the accuracy of the cut.”

-- NBC News



The technique is being called "a vision of eye surgery in the future."

Article



Robotic Baristas

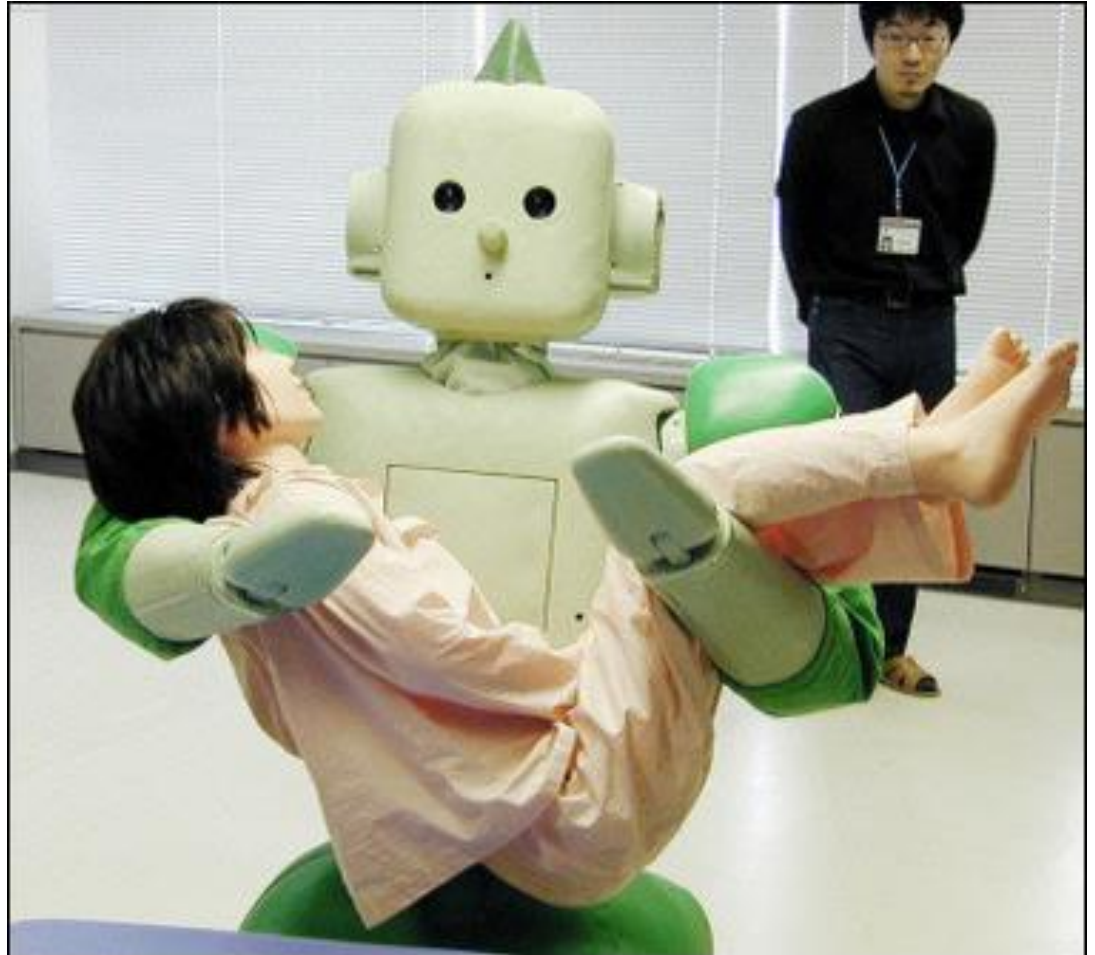


“Starbucks’ 95,000 baristas have a competitor. It doesn’t need sleep. It’s precise in a way that a human could never be. It requires no training. It can’t quit. It has memorized every one of its customers’ orders. There’s never a line for its perfectly turned-out drinks. It doesn’t require health insurance.”

Robot Rescuers

The RI-MAN robot carries a life-sized doll at the Riken laboratory in Nagoya, central Japan. The RI-MAN is a seeing, hearing and smelling robot that can carry human beings and is aimed at helping care for the country's growing number of elderly.

(AFP/JIJI PRESS)



Robo-Dates



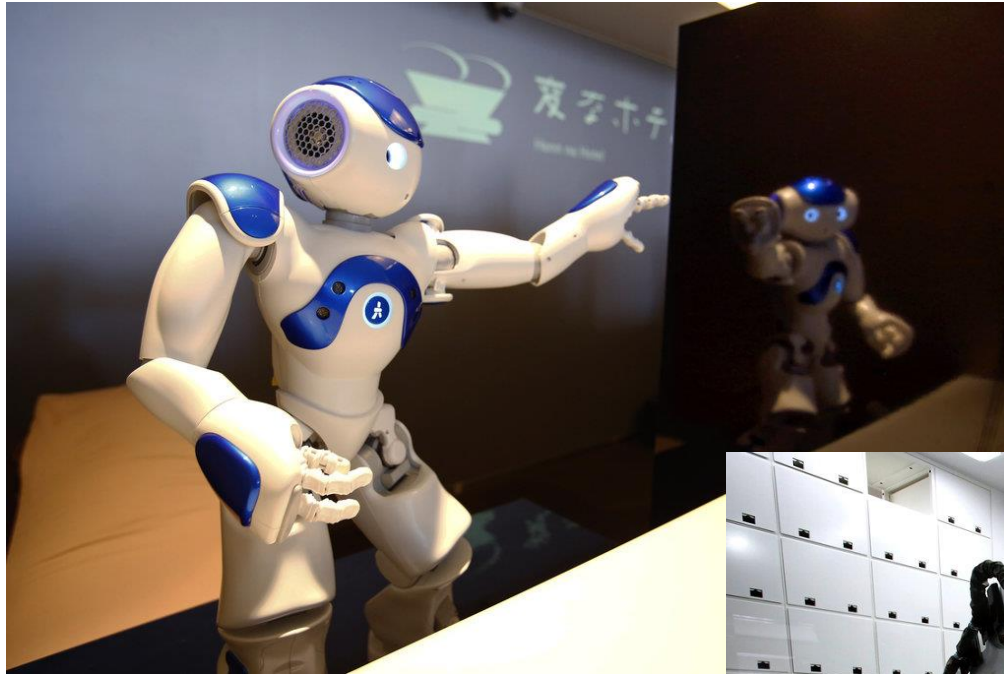
This humanoid robot, is covered in a skin-like substance and moves its mouth and shifts its torso as though it's breathing.



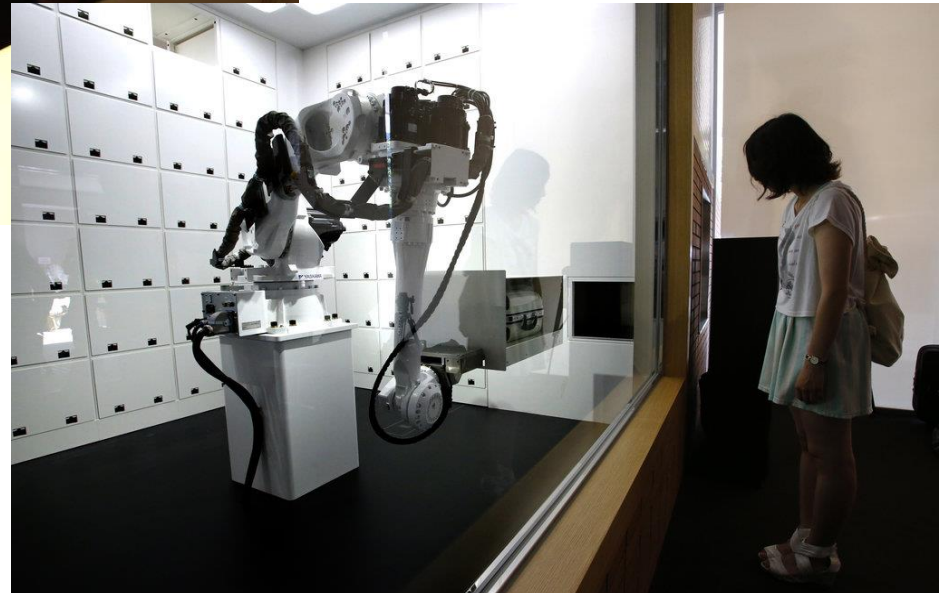
‘Roxxy provides social interaction and engagement. ... It’s customizing technology as a supplement, not to replace a real partner.’

Article

Hotel Staffed by Robots in Japan



[The New York Times](#)



Robotic limbs moved by the mind

- Humans can now move robotic limbs using only their thoughts and, in some cases, even get sensory feedback from their robotic hands.

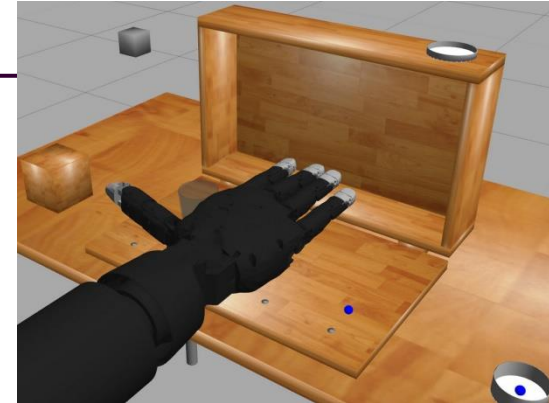
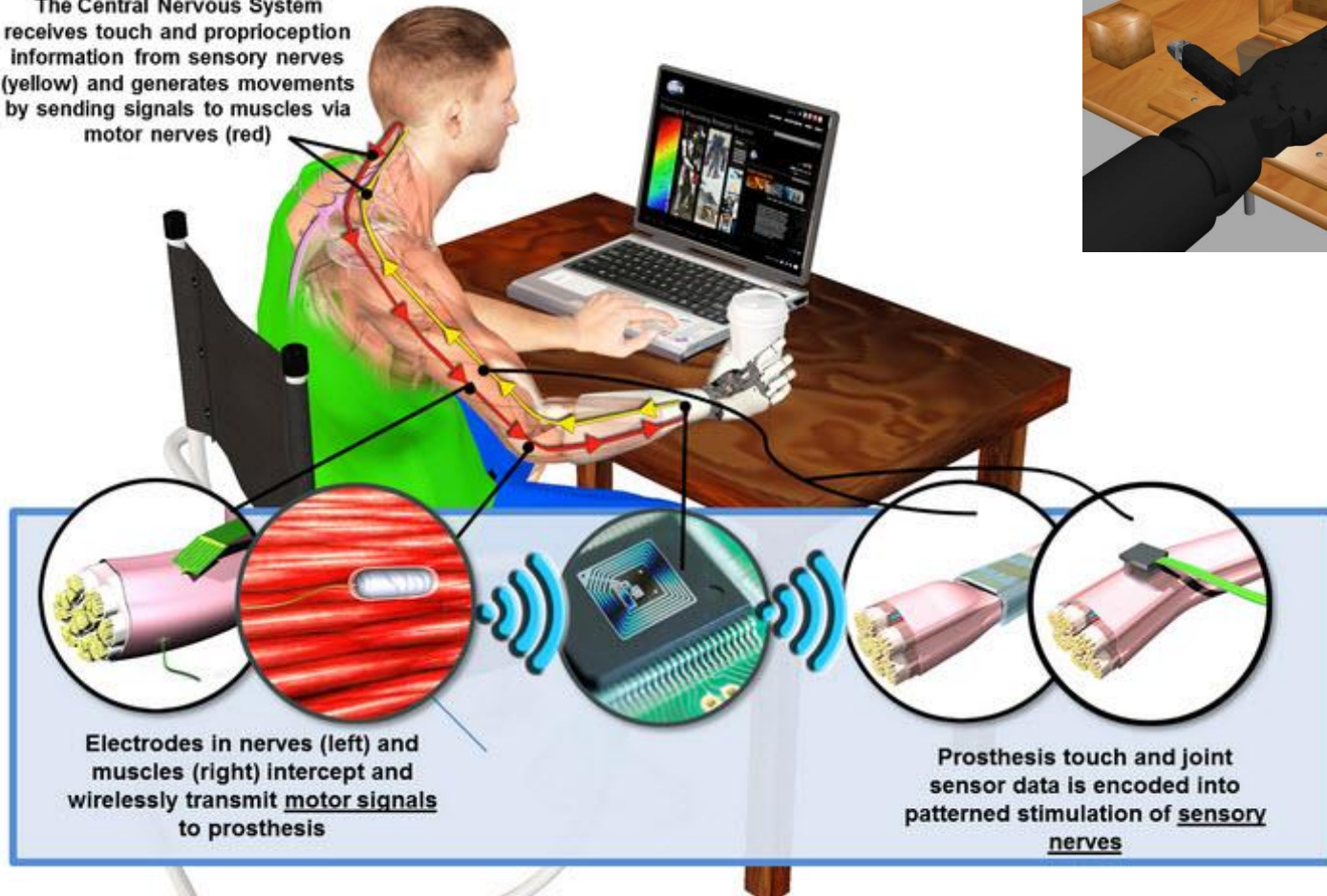


60 Minutes
CBS News

[Video](#)

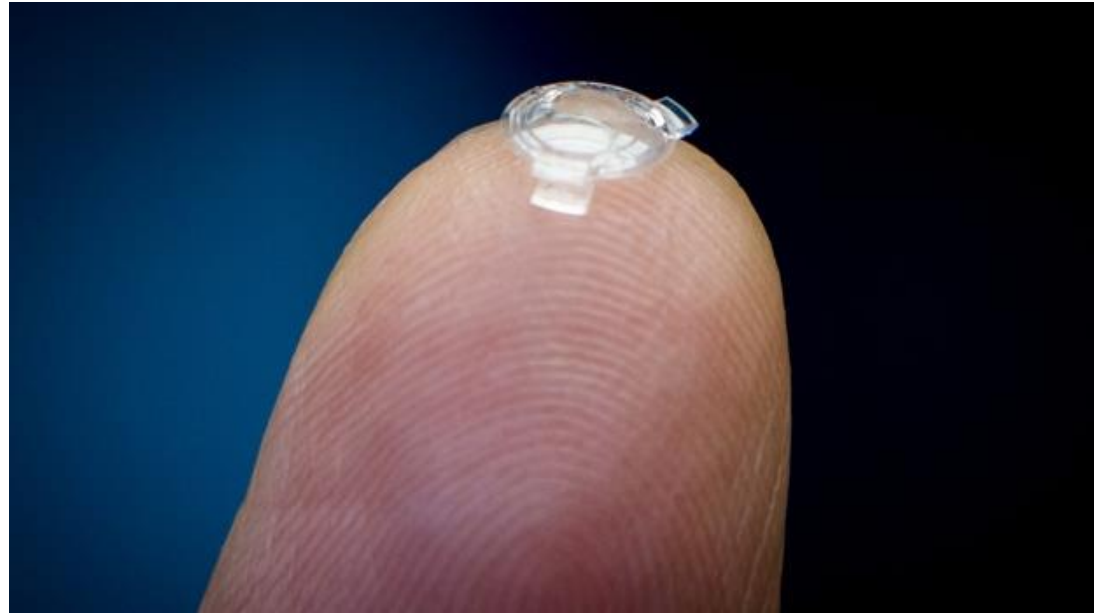
Functional Replacement Hand

The Central Nervous System receives touch and proprioception information from sensory nerves (yellow) and generates movements by sending signals to muscles via motor nerves (red)



Bionic 60/20 Eye Implants

- Bionic implant can be injected into eye, correcting vision and allowing user to see 60' clearly from 20'
- Remedies cataracts



Ocumetics' Bionic Lens

[Article](#)



- Bionic implant potential Wi-Fi and Bluetooth interactivity

Kurzweil's Singularity

- A couple decades from now, a superior intelligence will dominate and life in an altered form that we can't comprehend in our current, limited state.
- Human beings and machines will so effortlessly and elegantly merge that poor health, the ravages of old age and even death itself will all be things of the past.
- A great leap will occur when industries like medicine and energy start moving at the same exponential pace as I.T.
- Rapid bursts of innovation and may pave a path to a 700-year lifetime.
- By the 2030s, most people will be able to achieve mental immortality by similarly backing up their brains, Mr. Kurzweil predicts.



“Merely Human? That’s so Yesterday” / New York Times

Brain Content Avatars

- “By 2045, mass production of lifelike, low-cost avatars that can be uploaded with the contents of a human brain, complete with all the particulars of consciousness and personality.”

~ New York Times



Robotic model of head will use 36 motors to reproduce facial expressions and voice.

[Article](#)

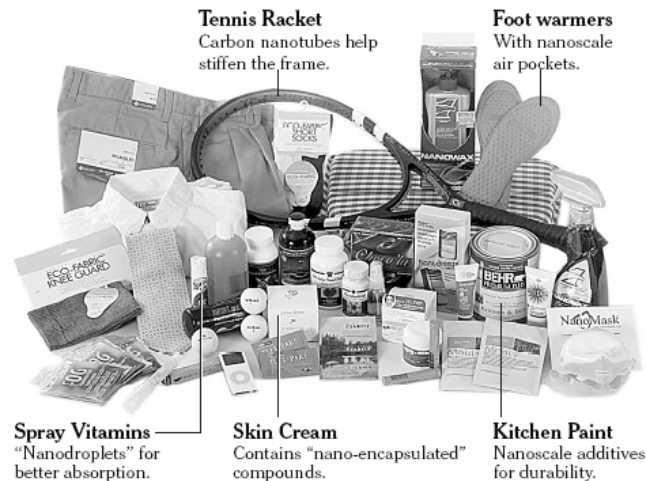
Nanotechnology: Now & Soon



Lightweight and strong nano-cables make space elevators possible



Materials use light that has been redirected by an ultra-fine grating that is fabricated by self-assembled nano particles.



In stores now



OLED (*organic electroluminescence*) wallpaper

Los Alamos Lab Envisions Space 'Elevator'

LOS ALAMOS, N.M.

Los Alamos National Laboratory researchers are proposing an elevator reaching 62,000 miles into the sky to launch payloads into space more cheaply than the shuttle can.

The elevator shaft would be made of a very strong, thin, lightweight material called carbon nanotubes attached to the Earth's equator.

The shaft, really a 32 million-story-tall cable, would be carried into orbit on a conventional spacecraft, then gradually dropped down to Earth to be attached to a platform similar to an ocean oil-drilling rig.

Solar-powered crawlers would move up and down the shaft, carrying payloads of satellites or probes to be placed in Earth's orbit or beyond. They also would attach additional cables to the main shaft that eventually would become new elevators.

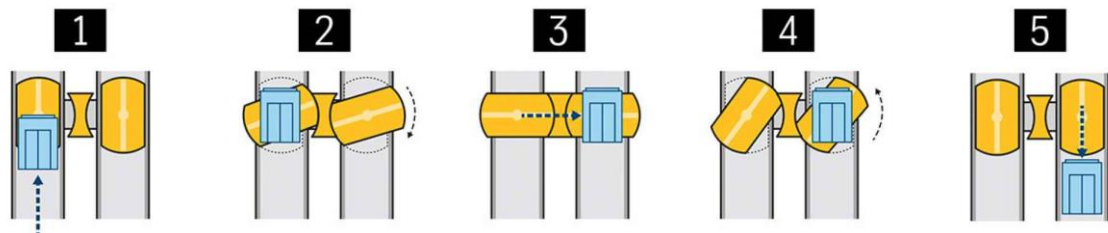
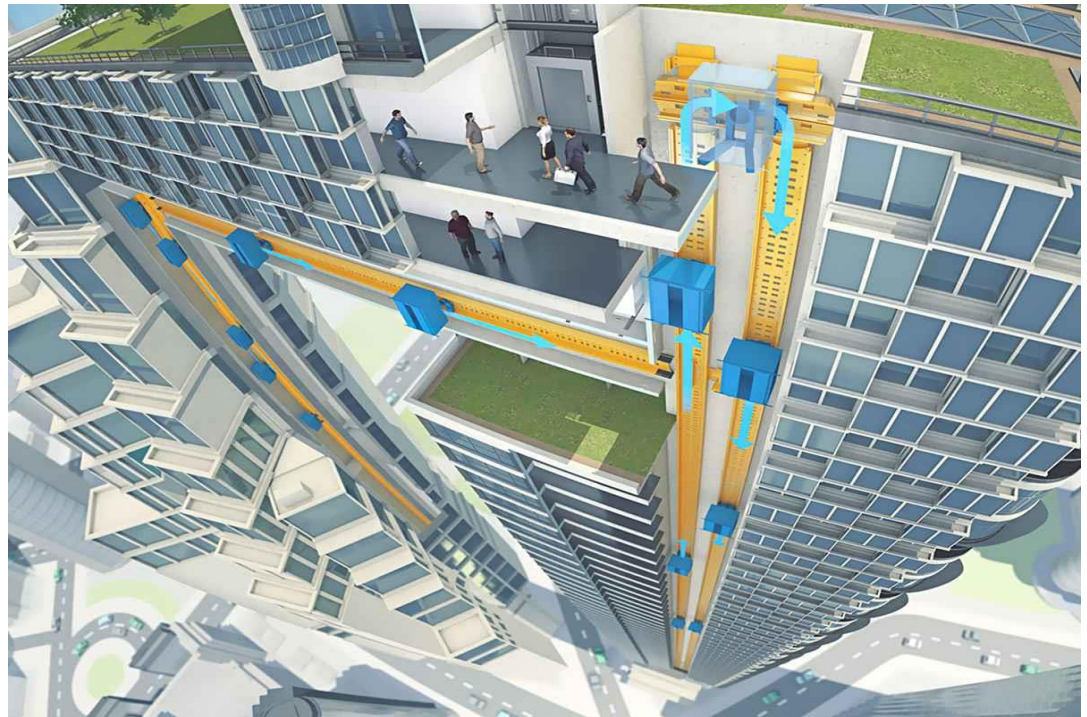
A payload on the shuttle costs about \$15,000 per kilogram to launch into orbit. A 150-pound person weighs 68 kilograms.

A payload on the first space elevator likely would cost about \$1,000 per kilogram, which could drop to \$50 to \$100 in time, Laubscher said.



Multidirectional Turbolift

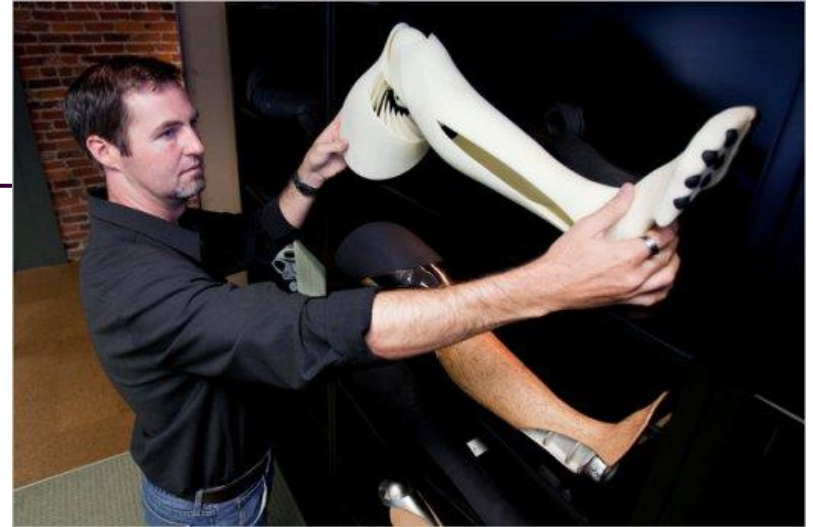
- Up, down, sideways, diagonal
- Using magnetic force rather than cables
- Unlimited floor reach
- German developer



Teleportation



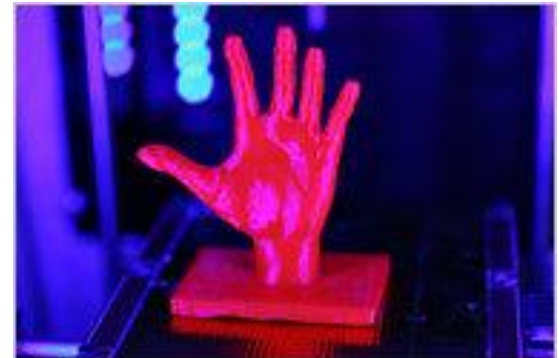
A group of international scientists successfully transported a photon -- a bundle of electromagnetic energy -- from one side of a room to another in 1993. Physicists routinely conduct teleportation experiments today. (CNN)



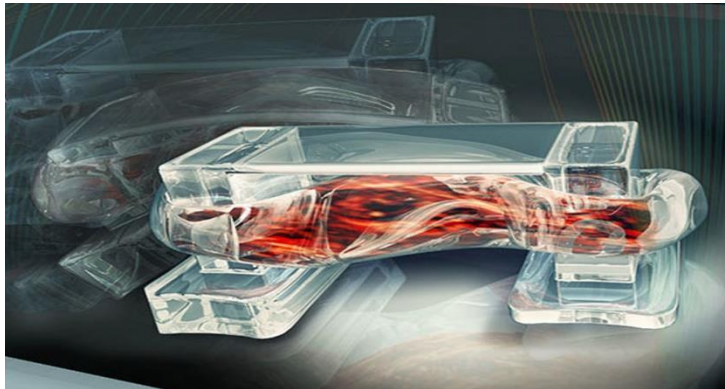
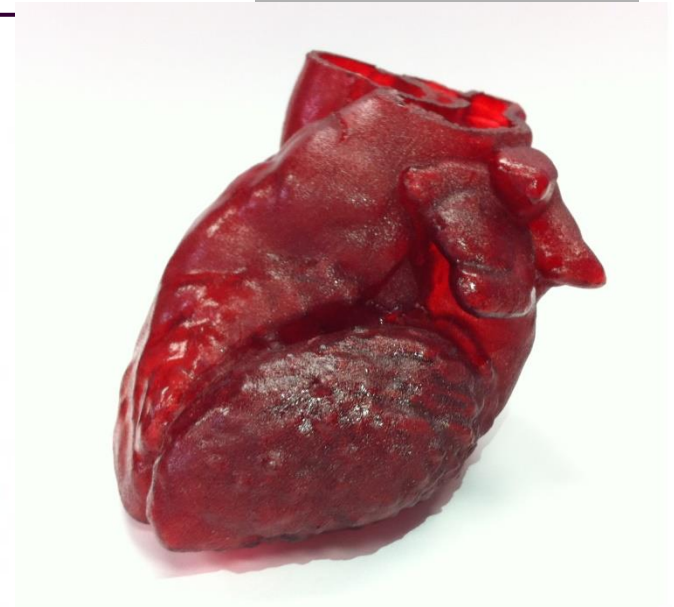
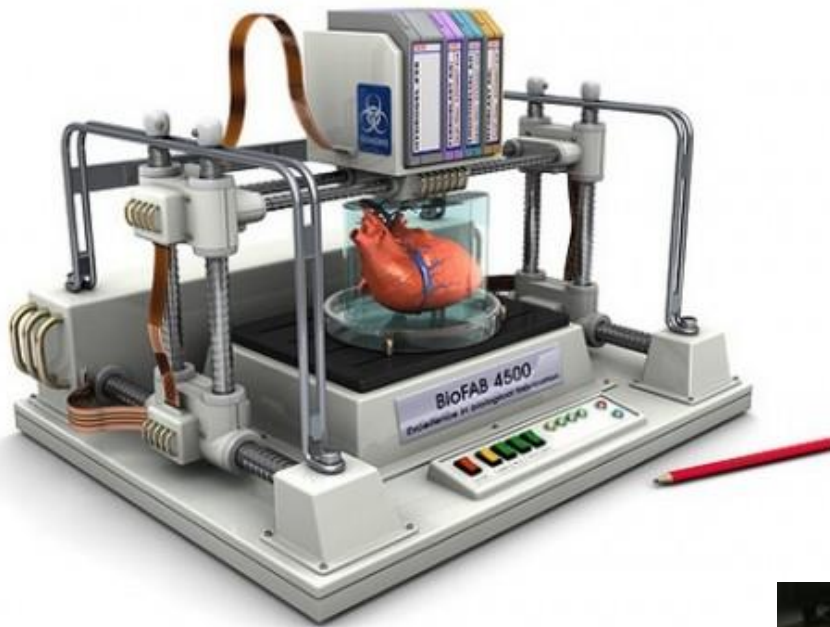
Printers create complex objects as single unit from detailed data.

3-D Printers

- Medicine
- Human tissue and organs from stem cells
- Dental work
- Hearing aids
- Guns
- Dresses
- Houses

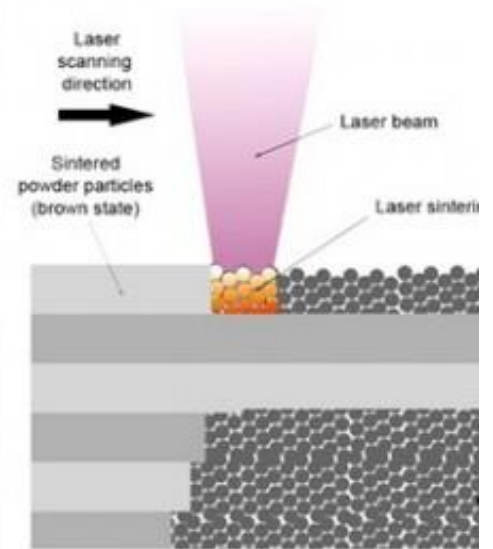
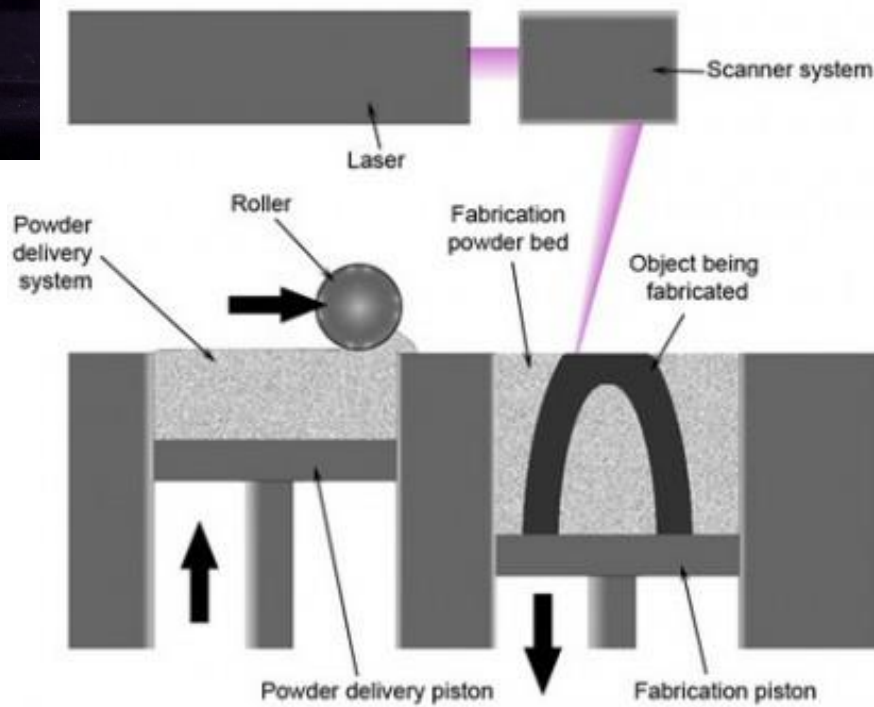
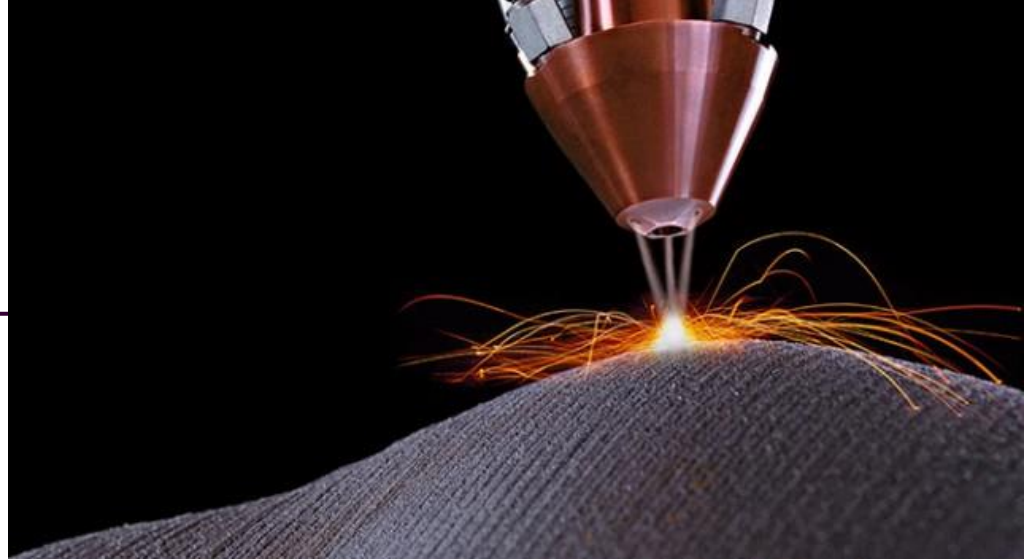


3D Printed organs, flesh, faces ...





3D Lasers



[ExtremeTech](#)
[Website](#)

Woodstove with USB Charging Port



5W On-Demand Electricity & Onboard Storage

Charge now or later depending on your needs. Feedback dashboard lets you know strength of the fire and how much power is being generated.



Large Format Cooking & Refueling

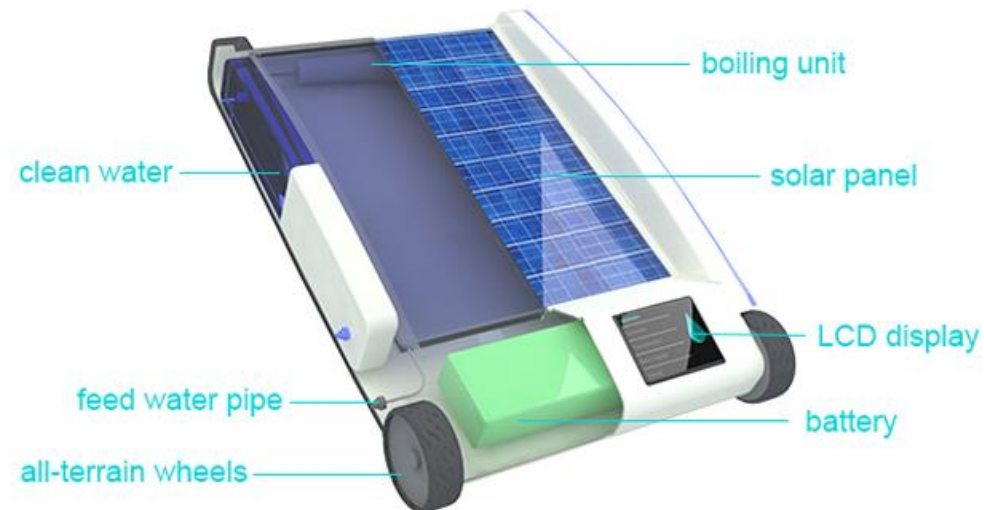
Side fuel entry keeps flames consistent and strong and large cooktop fits 8-10 burgers making it easy to feed a whole group.



Article

Desolenator

- 97% of world's water is salty
- One billion people lack access to drinking water
- Produces 15 liters of water daily using only sun for power, no moving parts or filters; lasts a household up to 20 years



[Article](#)

[Website](#)

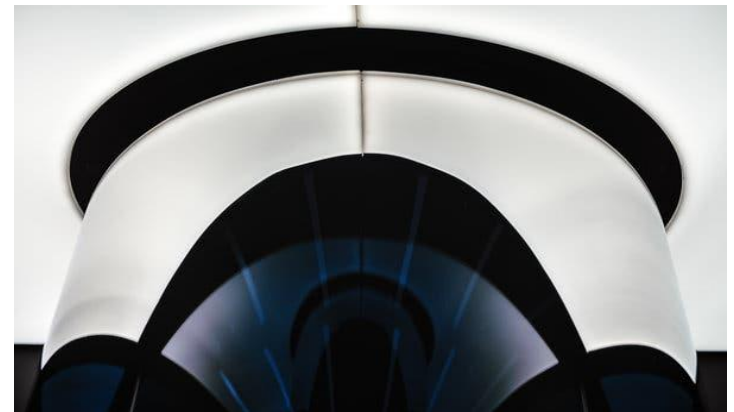
Quantum Computing Is Coming

- With transmons and entanglement, scientists strive to put subatomic weirdness to work on the human scale
- In three minutes it performed a highly technical and specialized computation that would have taken a regular computer 10,000 years

-NY Times



Article



Future of Global Media

- Exponential growth in processing speed, bandwidth, memory
- Individual access to repository of all human knowledge and creativity
- Mediated self-selection of editorial content
- Highly-segmented audiences
- Everyone a publisher
- Virtual immersive experiences
- Instantaneous remote interactions
- Delivery systems



Immersive Technologies



Immersive headset company **Oculus VR** bought for \$2-billion by **Facebook** in 2014.

“Imagine ... studying in a classroom of students and teachers all over the world or consulting with a doctor face-to-face, just by putting on goggles in your home.”

~ Mark Zuckerberg



VW Gatherings

How the Metaverse is Helping Replicate Human Experience

‘Playful events are a critical component of remote work because they facilitate the trust-building and camaraderie that distributed teams rely on during the rest of the year.



And for teams that can't get together in person as often as they'd like, the metaverse presents a powerful second option.'

FASTCOMPANY

[Article](#)

The Metaverse's Dark Side: Here Come Harassment and Assaults



‘Bad behavior in the metaverse can be more severe than today's online harassment and bullying.

That's because virtual reality plunges people into an all-encompassing digital environment where unwanted touches in the digital world can be made to feel real and the sensory experience is heightened.'

The New York Times

[Article](#)

Cosplay

Superhero cosplay makes you a better person for one science-backed reason:

- Heroic stories and experiences can create a unique emotional response: [elevation](#)
- Ninety-one percent of participants who saw a superhero poster stayed afterward to help, whereas only 75 percent of people who saw the neutral poster did.
- In a [virtual reality study](#), half of the participants were given the power of flight, like Superman. The second half got to fly, too — but as passengers in a helicopter. Flying participants generally helped more quickly than helicopter participants



Walk in Another's Skin



Stroking a black rubber hand reduced a participant's implicit racism score

Participants develop increased empathy for differences and suffering by VR immersion and experience

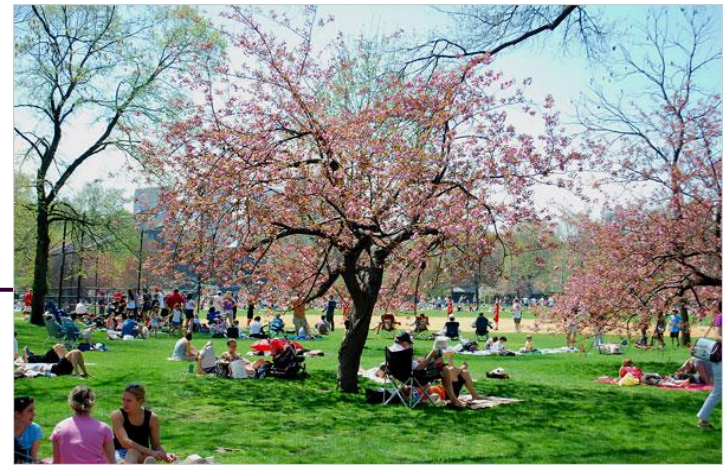
- *Gender Switch*
- *Race Switch*
- *War Zone Experience*
- *Wheelchair Accessibility*
- *Etc.*

He refers to virtual reality as an "empathy generating machine" to give people experiences they can't have in any other way.

Sense of Place

“Students expressed their higher-education experience through images of where they have been, and where they are ... The common theme: broadening horizons.”

“A Sense of Place” slideshow
[The New York Times](#)



Courses Designed / Developed / Taught

BA & MA On-Ground, Online, & Mixed

Steven R. Van Hook, PhD
<http://wwmr.us>
steven@wwmr.us

UCLA / UCSB Extension

- EmpowerEd Course Designer
- Writing for Marketing & Advertising
- Working with the Media
- Marketing Principles & Practice
- Writing for Public Relations
- Integrated Marketing Communications
- Global Communication Management
- Fundamentals of Global Management & Marketing
- Principles of Business Administration & Management
- Global Economies & Issues
- Speaking Skills for the Global Marketplace
- Communications Skills for the Business Professional
- Fundamentals of International Advertising

California Lutheran University

- Principles of Marketing
- International Marketing
- Cross-Cultural Marketing Communications
- Global Issues

UCLA Extension



California Lutheran
UNIVERSITY



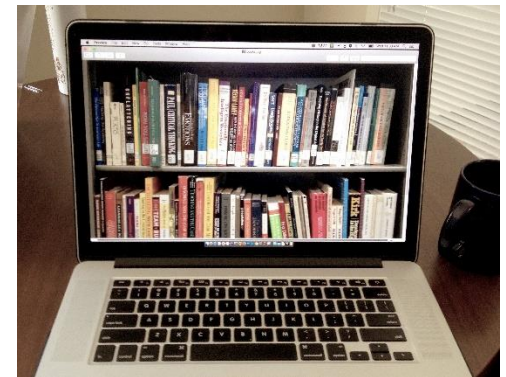
National University

- Campaign & Program Management
- Campaign & Program Evaluation
- Legal & Ethical Issues
- Integrated Marketing Communications
- Strategic Writing
- Mediated Messaging
- Communication Technologies
- Persuasion
- Art of Public Speaking

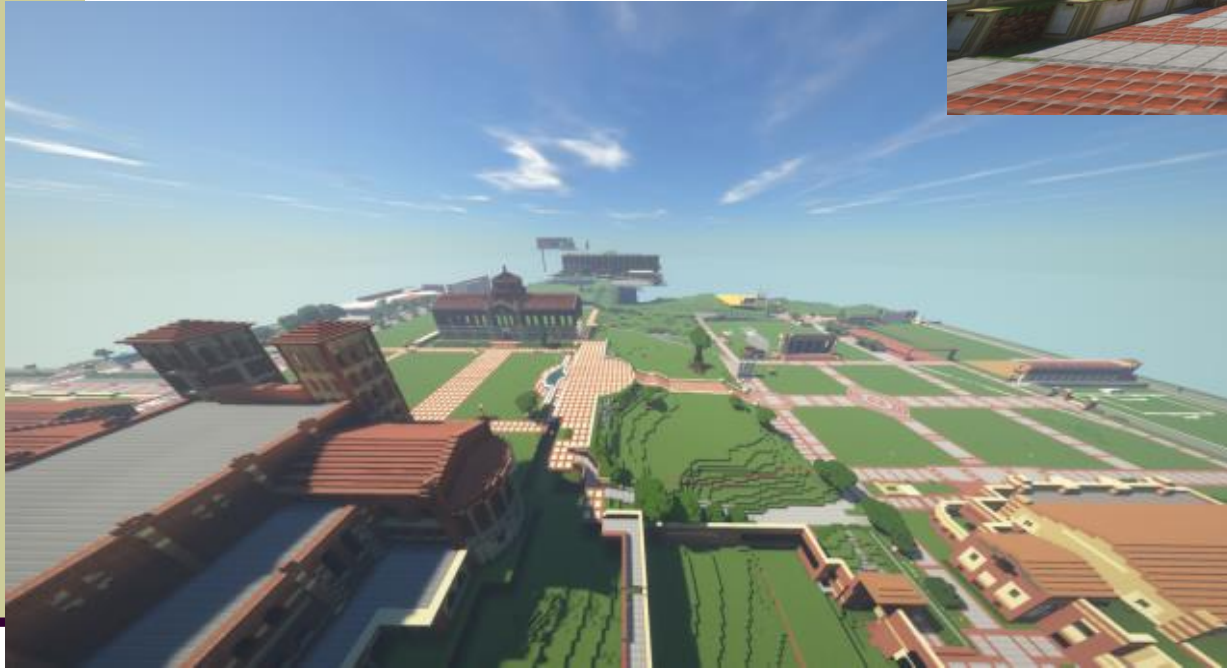
[Link](#)

Educational Platforms & Programs

- Brightspace
- Blackboard
- Canvas
- Articulate 360
- Second Life
- EmpowerEd
- SMF
- Moodle
- Sakai
- iUniversity
- eCollege
- Captivate
- WordPress
- Desire2Learn
- YouTube
- iTunes
- Collaborate
- Adobe Connect
- GoToMeeting
- Skype
- Zoom
- FirstClass
- OpenCourseware
- Comcourse
- Sansar
- OpenSim



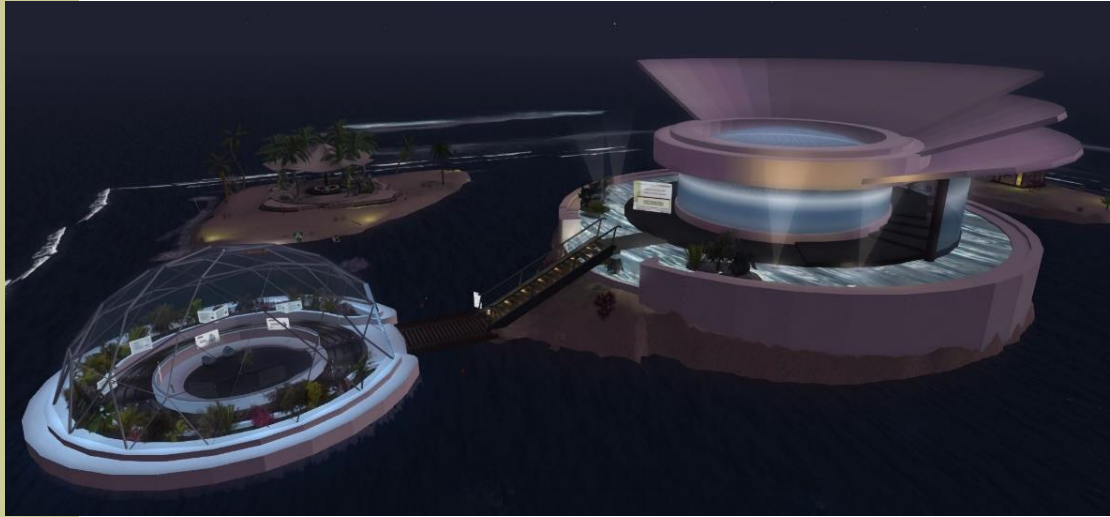
UCLA in Minecraft



Molloy and co-administrator Chris Ko, a second-year electrical engineering student, created the server March 19 with funding from the UCLA Bruin Gaming. Only a few days before, UCLA had announced that spring classes would be held online as a result of the coronavirus pandemic.

[Article Link](#)

Educare Virtual Reality Learning



Free educator and student
VR orientation resources,
meeting space, English
read-along books, video
libraries, career and
personal development

by Educare Research inc

Non-profit 501(c)(3)

Free Access



Smart Glasses Race

- The next big trend in technology will be smart glasses we wear everywhere
- Microsoft, Snap, Facebook, Google, Apple and Amazon are all working on computers we wear on our faces that may replace our phones



Worldwide Cell Phones



World Bank Report:

- 6-billion mobile phones worldwide
- 5-billion in developing countries
- Used for agriculture, health, financial services, government, entrepreneurship, employment, education
- Solar-powered tablets serve energy-deprived areas



[Article](#)

Cell-Phone Formatted Course

Educare Research

Supporting global educators and classrooms

[Courses](#) [Educare Research inc.](#) [Contact Us](#)

Educare Research inc.



UCSB IP Global Economics Class

An incorporated nonprofit California think-tank researching transcultural teaching methods and appropriate technologies, expanding accessible learning opportunities to a global student body. For more information, visit <http://educares.net> ~ Steven R. Van Hook, PhD

International Course in Customer Service

**WordPress
Platform**

[Link](#)

Unit 2.1: Professionalism in Difficult Situations



Read-Along-Audio

SPECIAL CUSTOMER SERVICE SITUATIONS

Steven R. Van Hook, PhD

Customer Service Problems

Many of the situations that a customer service worker handles will pose a certain degree of difficulty, which is why the company has hired and trained a professional such as you to fill the post. A customer may be extremely agitated from dealing with a defective product or service. The customer may have been referred to several different workers or departments before they wind up with the customer service team, increasing their agitation even further. There may have been a miscommunication of a company's offer, and many expectant customers must be redirected or turned away. The worst scenario is when someone may have been injured by your company's product.

wwwr.us/wp/courses/customerservice/

When Villages Go Global ...

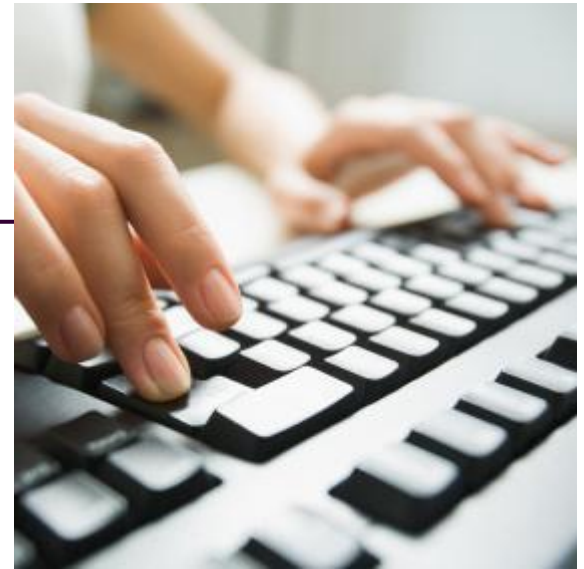
- Cotopoxi men in Ecuador started accessing porn on the 'net.
- Women of the Wapishana and Macushi tribes in Guyana were ostracized from their villages after online success selling hammocks. [Article](#)



- Villageleap.com project brings online learning to remote villages in Cambodia. [Article](#)

Tech & Dropping Test Scores

- One-million disadvantaged US middle-school students given networked home computers ...
- Over five years, persistent drop in reading & math scores (*Duke University study*)
- Global ‘*One Laptop per Child*’ program: impoverished children spent more time on games & chat, less on studies



[Article](#)

Cameras Everywhere

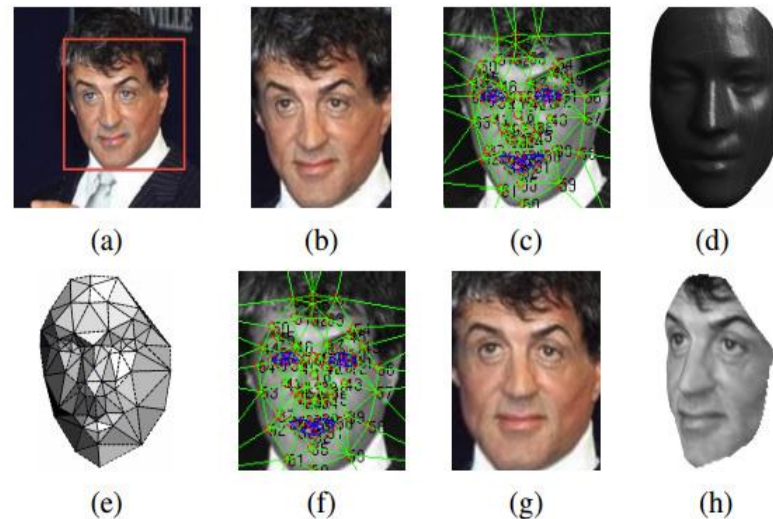
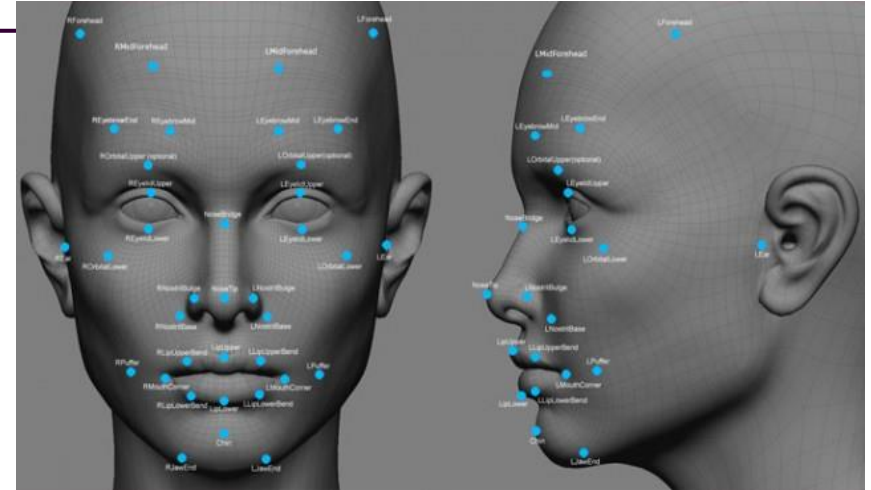


There Are Spying Eyes Everywhere—and Now They Share a Brain

WIRED

Facial Recognition Programs

- Facebook
'DeepFace' program
97.25% accuracy in
facial recognition
- Humans have
97.53% accuracy
- Facebook shut down
Face Recognition
system in 2021 and
deleted 1-billion face
templates



Article

Meta News Release

US Soldier

- This US Department of Defense handout image shows a soldier in a lightweight uniform with advanced technological capabilities that researchers say will make troops safer and more formidable on the battlefield.



Low-Tech Wonders

'Copy-Proof' CDs Cracked with 99-Cent Marker Pen

By Bernhard Warner, LONDON
(Reuters) - Technology buffs have cracked music publishing giant Sony Music's elaborate disc copy-protection technology with a decidedly low-tech method: scribbling around the rim of a disk with a felt-tip marker.



Floating Connectivity with Balloons

- Instead of building cell towers, the Extend America company hopes to attach wireless repeaters to weather balloons and launch them across the state.
- “To cover every square mile of North Dakota, it would take 1,100 cell towers. We can do the whole state with three balloons.”



LifeStraw



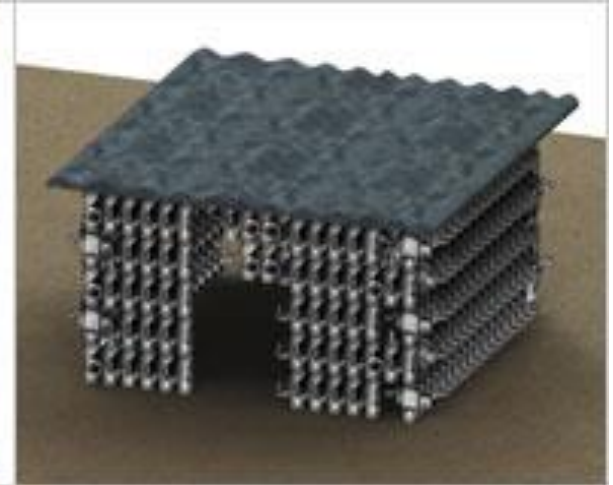
- At any given moment, about half of the world's poor are suffering from waterborne diseases, of which over 6,000 – mainly children – die each day by consuming unsafe drinking water.
- LifeStraw® offers relief from the waterborne diseases such as Typhoid, Cholera, Dysentery and Diarrhea. A personal mobile water purification tool, designed to turn surface water into drinking water.
- Price: ~\$3.00 each. From Denmark.

Designs That Help the World's Poor



A 20-gallon rolling drum for transporting water

Homes in a Bottle



- *Matthew Naples and Peter Zummo designed bottles that, once empty, snap together for housing in developing countries.*

Low-Tech Terror



9/11/01
Hijacked
planes
crash
into
World
Trade
Center
New York
killing
1000s.



Man kills hundreds
in Daegu subway
with bottle of paint
thinner and lighter.

February 18, 2003
Daegu, South Korea



Transcultural Relations / Global Learning

Journal of Distance Learning Administration **(University of West Georgia)**

Van Hook, S.R. (2018, Spring)
The future revisited: Can global learning still save the world?

[Article](#)



Journal of Research in International Education (Sage)

Van Hook, S.R. (2011, April)
Modes and models for transcending cultural differences in international classrooms.

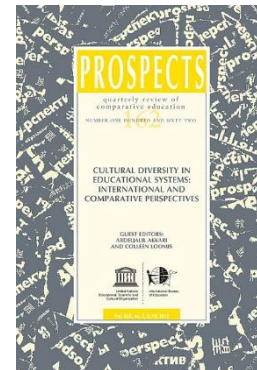
[Article](#)



UNESCO Journal “Prospects”

Van Hook, S.R. (2012, June)
Hopes and hazards of transculturalism

[Article](#)



Contact

Steven R. Van Hook, PhD

<http://wwmr.us>

steven@wwmr.us

Channel Islands Harbor, CA USA



