

**Don't ask what the world needs.**

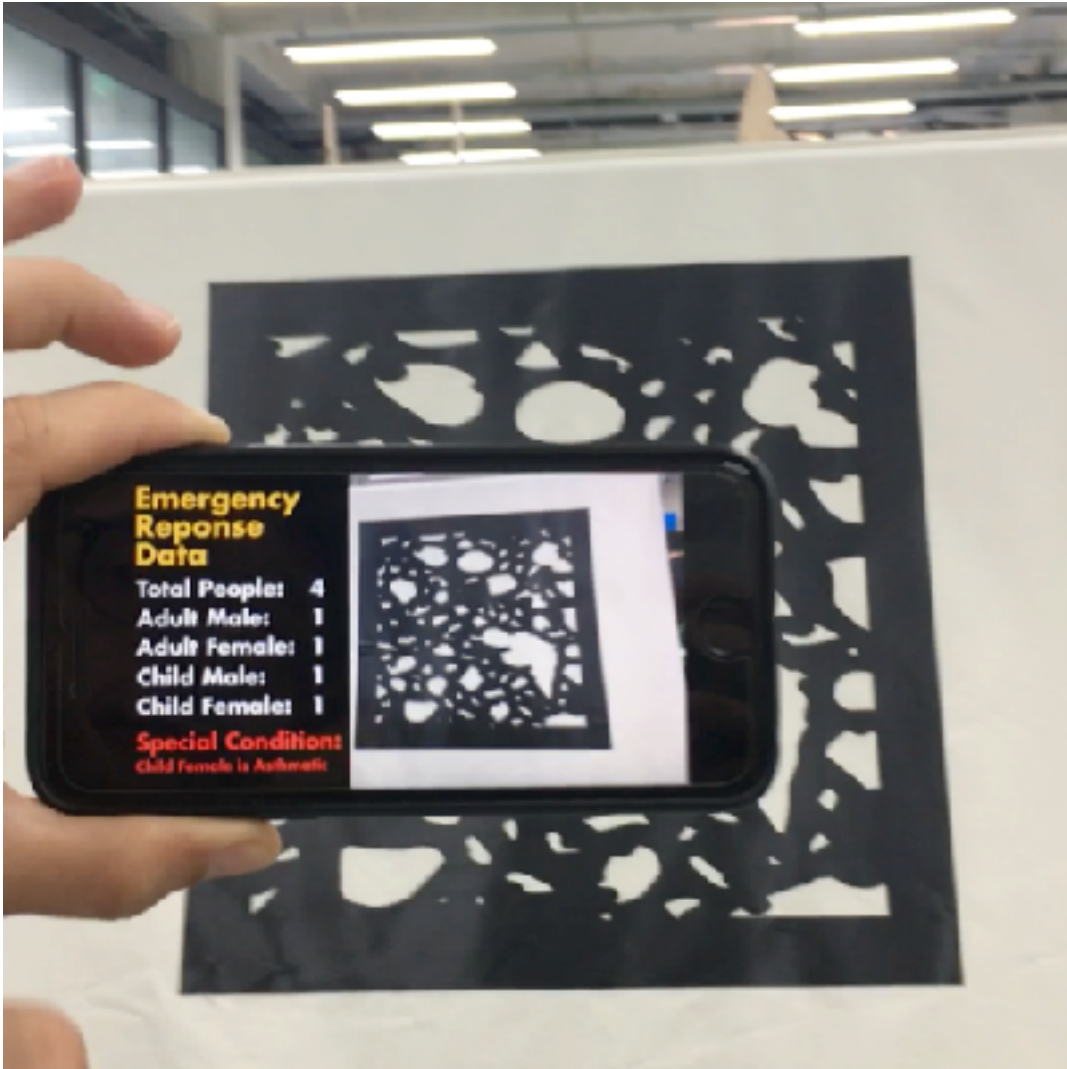
**Ask what makes you come alive, and  
go do it.**

**Because what the world needs is people  
who have come alive.**

**-Howard Thurman**



# 2 Projects



# 3 Puzzles

1 ?

2 ?

3 ?

# 3 Solutions

1 ?

2 ?

3 ?



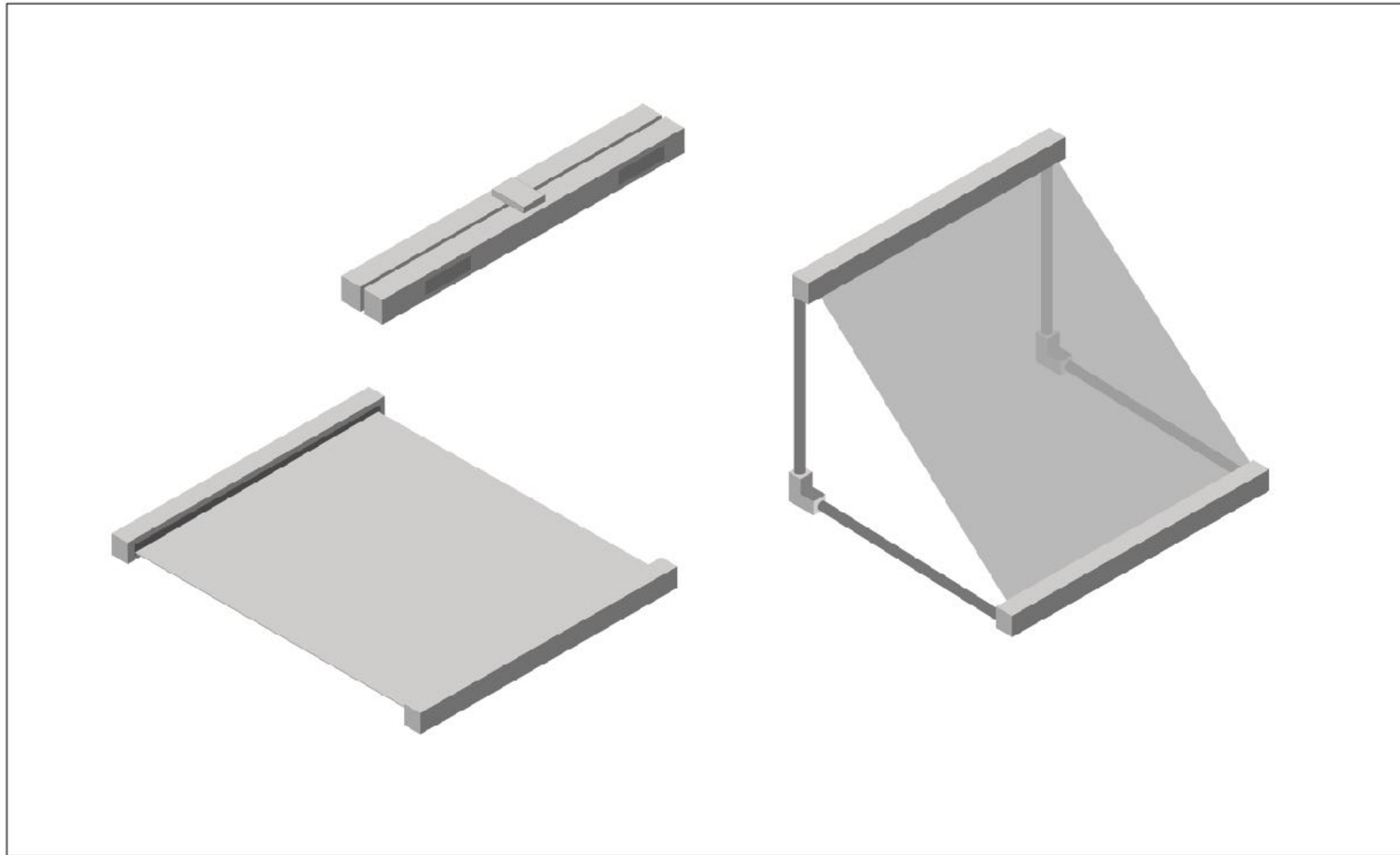
# SOS Tag



**Data For Emergency Responders**



# SOS Tag



**Data For Emergency Responders**



# SOS Tag

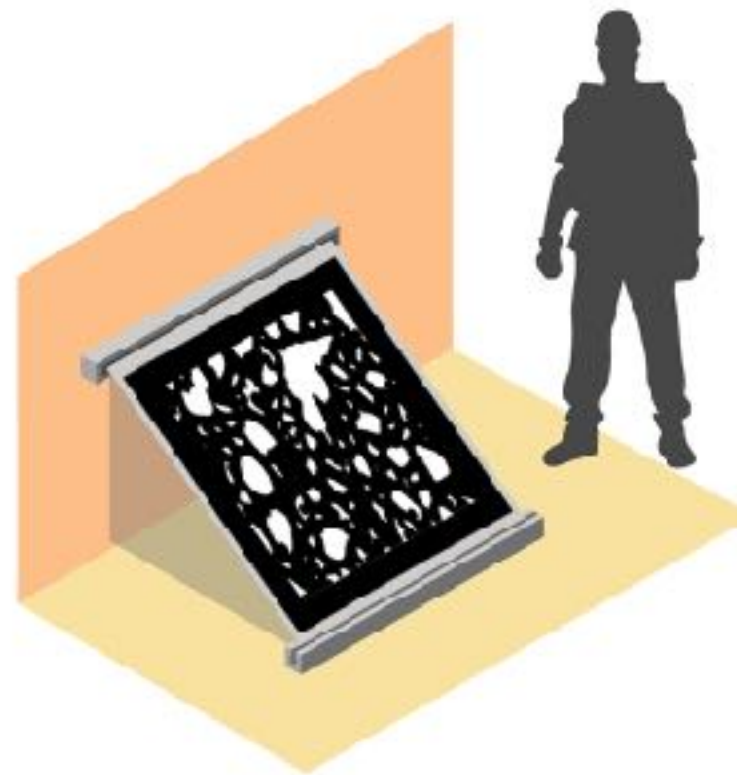
## STEP 1

Bring out the tag from your home.



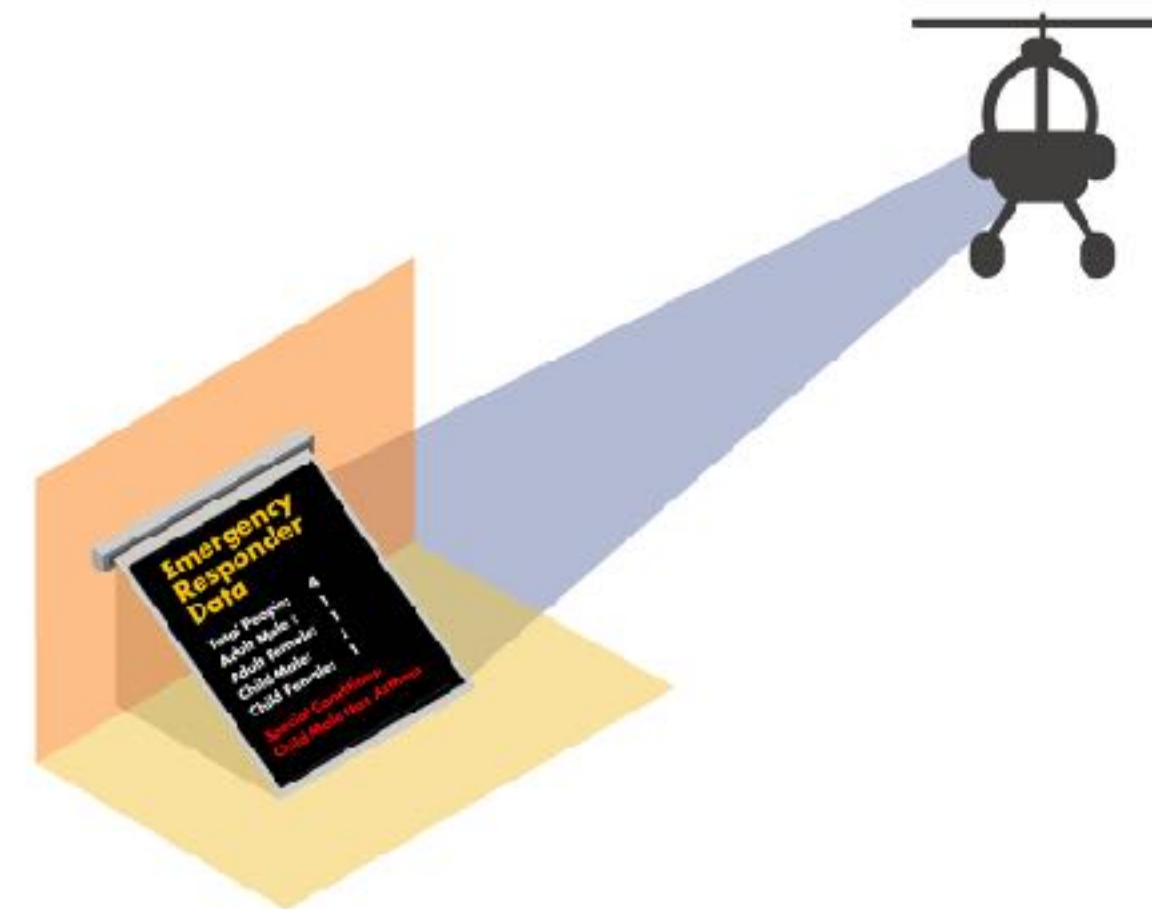
## STEP 2

Install it on the wall



## STEP 3

Information about the survivor is revealed to rescue.



# Data For Emergency Responders



# SOS Tag Demo

**FreshDiversión** 2017



# Health Poster

질병관리본부

1339

질병관리본부 콜센터

질병예방

감염병예방

건강증진

보건복지부

질병관리본부

감염병 예방은 내 손으로

올바른 손씻기

30초 이상

올바른 손씻기는 감염병을 절반으로 줄일 수 있습니다

1

손바닥과 손바닥을 마주대고 문질러 주세요

손등과 손바닥을 마주대고 문질러 주세요

손바닥을 마주대고 손가락지를 끼고 문질러 주세요

손가락을 마주잡고 문질러 주세요

엄지손가락을 다른 편 손바닥으로 돌려주며 문질러 주세요

손가락을 반대편 손바닥에 놓고 문지르며 손톱 밑을 깨끗하게 하세요

정신건강증진사업

31년의 역사, 31년의 상징

정부 3.0

국민의 행복을 위한

정부는 국민을 위한

안전하고 편리한 복지서비스

www.bokjiro.go.kr

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질병관리본부 콜센터

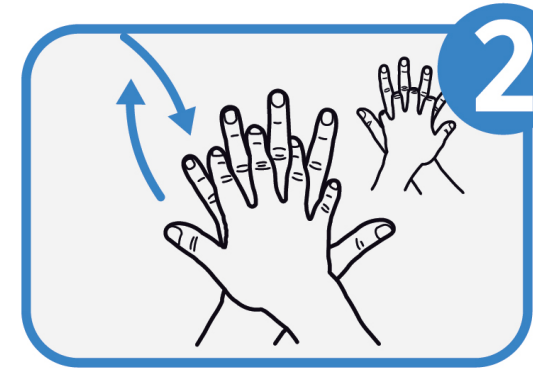


# Health Poster



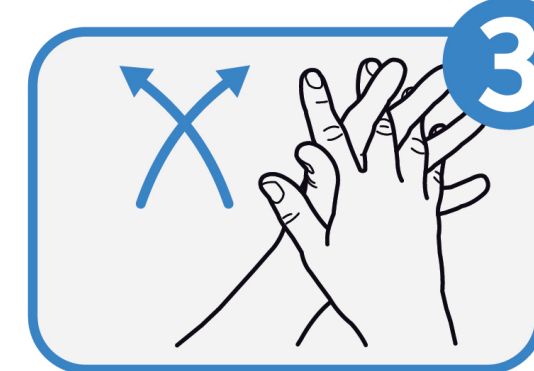
1

손바닥과 손바닥을  
마주대고  
문질러 주세요



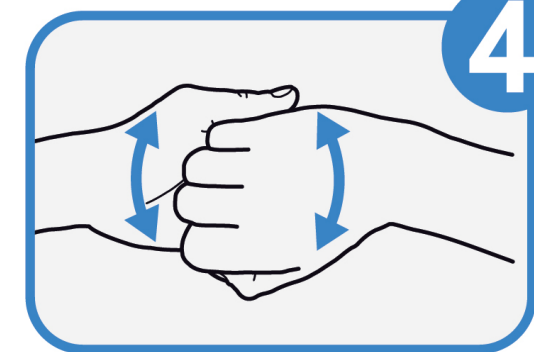
2

손등과 손바닥을  
마주대고  
문질러 주세요



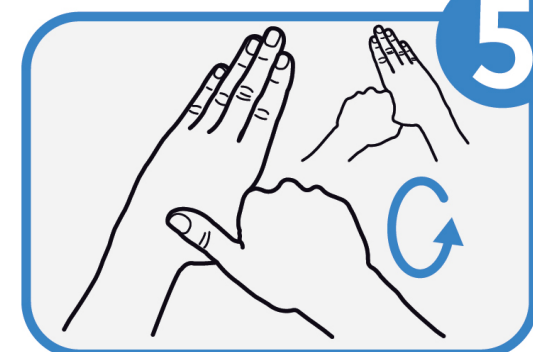
3

손바닥을 마주대고  
손가락을 끼고  
문질러 주세요



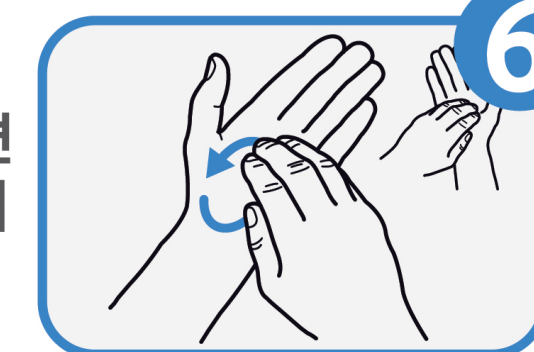
4

손가락을  
마주잡고  
문질러 주세요



5

엄지손가락을 다른 편  
손바닥으로 돌려주며  
문질러 주세요



6

손가락을 반대편  
손바닥에 놓고  
문지르며 손톱 밑을  
깨끗하게 하세요

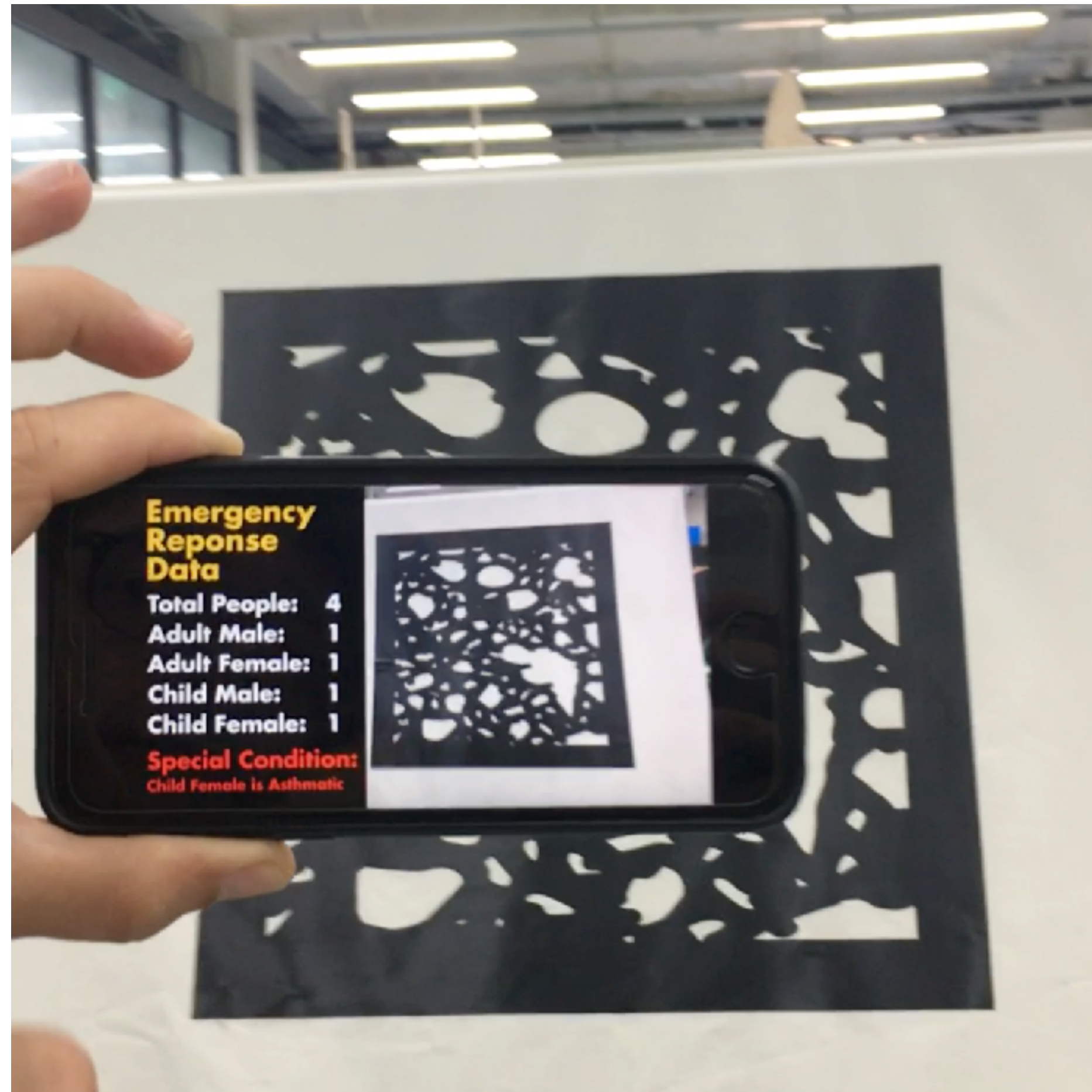


# Health Poster Demo

**FreshDiversión** 2017



# SOS Tag



# Health Poster





# Post-Fordian Future















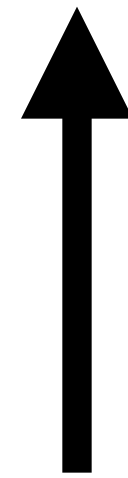
# **Fourth Industrial Revolution**



# Fourth Industrial Revolution



**DSI**



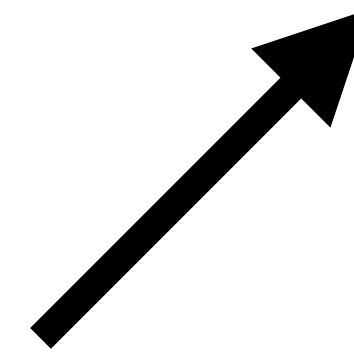
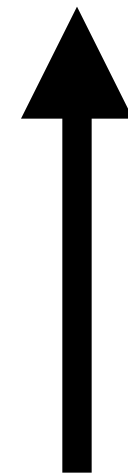
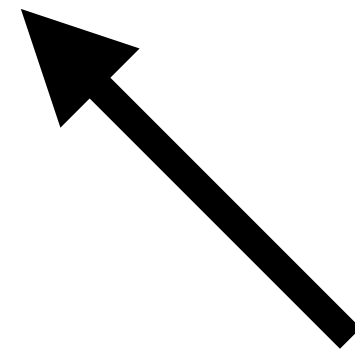
**Fourth Industrial Revolution**



**IOT**

**DSI**

**SAS**



**Fourth Industrial Revolution**



# How Do We Define DSL?



# How Do We Define DSI?



The image is a screenshot of a Wikipedia search results page. On the left side, there is a sidebar with the Wikipedia logo (a globe made of puzzle pieces) and the text "WIKIPEDIA The Free Encyclopedia". Below this, there are links for "Main page", "Contents", "Featured content", "Current events", "Random article", "Donate to Wikipedia", and "Wikipedia store". Further down, there is a section for "Interaction" with links for "Help", "About Wikipedia", and "Community portal".

The main content area on the right is titled "Special page" and "Search results". Below the title, there is a search bar with the text "digital social innovation". Below the search bar, there are links for "Content pages", "Multimedia", "Everything", and "Advanced".

The search results section contains a message: "The page *'Digital social innovation'* does not exist. You can checking the search results below to see whether the topic". Below this message, there is a link to a page titled "Collective Awareness Platforms for Sustainability and S". Below the link, there is text: "CAPS (Collective Awareness Platforms for Sustainability and and FP7 programme funded by the European Commission". At the bottom of the search results, there is text: "11 KB (1,365 words) - 13:57, 28 August 2017".



**How Do We Define DSI?**

**How does DSI Self-Motivate?**



**How Do We Define DSI?**

**How does DSI Self-Motivate?**

**How Do We Increase Awareness?**



**Solutions**



**How Do We Define DSI?**

**How does DSI Self-Motivate?**

**How Do We Increase Awareness?**



**How Do We Define DSI?  
Well Planned, Carefully Executed**

**How does DSI Self-Motivate?**

**How Do We Increase Awareness?**



**How Do We Define DSI?  
Choose Our Words Carefully**

**How does DSI Self-Motivate?  
Leaders Who Create Leaders**

**How Do We Increase Awareness?**



**How Do We Define DSI?  
Choose Our Words Carefully**

**How does DSI Self-Motivate?  
Leaders Who Create Leaders**

**How Do We Increase Awareness?  
Educate for Action**



**Digital Social Innovation,  
the 4th Industrial Revolution,  
and our  
Post-Fordism Future**

**Todd Holoubek**

**Sept 12, 2017**