

# FUTURE IDEAS

*Future IDEAS* is a student-led, faculty-guided initiative that explores the interrelationship between rapidly evolving digital experiences and their impact on consumers, companies, the economy, and society. Students will blend traditional rigorous research practices with hands-on experimentation in labs at the University of Cincinnati's state-of-the-art Digital Futures interdisciplinary research facility and explore topics such as:



## NEXT-GEN IMMERSIVE CUSTOMER EXPERIENCES

The evolution of immersive worlds and spatial computing (through various virtual and augmented reality platforms) as an effective customer experience touchpoint for brands.



## THE FUTURE OF COMMUNICATIONS

The role of technology in the future of communications and its economic and social implications, e.g., new modes of person-to-person communication and collaboration, impact on mental health and productivity, etc.



## TECHNOLOGY THAT'S HUMAN AT SCALE

Best practices that make today's plethora of technology experiences (chat, generative AI, voice assistants, human-like robots) a more empathetic, relatable, and effective digital touchpoint for companies.

## COURSE DETAILS



Students will enroll in a semester-long independent study (ECON 5099) in Spring 2024, exploring topics like those described above. Professors Michael Jones (top left) and Dipanjan Chatterjee (bottom left) will teach the course. The maximum class size will be 10 students, as the course will be collaborative in nature. Students will work in groups to design experiments, conduct research, gather data, distill findings, and make recommendations.



## LEARN MORE

### Information Session:

October 24, 2023 | 5:00–5:30 pm | Lindner Hall, Room 0060

### Questions?

Email Professor Michael Jones at [jonm9@ucmail.uc.edu](mailto:jonm9@ucmail.uc.edu).

