

Call for Contributions

March 2021

Nuremberg Institute for Market Decisions
Future & Trends Research Group



BROADEN THE HORIZON

Scenarios for Human-Machine Decision Making in Contemporary Science Fiction

What are Potential Futures Scenarios for the way Humans (and Computers) Make Market-related Decisions?

Technology is changing at an unprecedented rate. New forms of Human-Computer-Interaction and Artificial Intelligence are reshaping the way humans take decisions – in every context of our lives, as consumers, voters, and as professionals at work. To develop insightful scenarios for the futures of market-decisions, those decisions of consumers and companies that form today’s markets, it is necessary to widen the horizon and systematically look for new ideas for possible developments of technologies, societal and cultural change, and possible new ways of decision-making.

Science Fiction can be a source of potential patterns, ideas and concepts that may fuel our thinking about futures and help to build more meaningful futures scenarios (Bell et al. 2013, Fergnani & Song 2020, Hauptmann & Steinmüller 2019, Zaidi 2019). “[S]cience fiction is more than a technophilic wellspring. Good science fiction presents a fully realized, multidimensional vision, including not only the technological and scientific, but the psychological, cultural, moral, social, and environmental dimensions of future human existence. The real future will be an interactive synthesis of all these dimensions” (Lombardo 2018, p. 3). Therefore, Sci-Fi that we are interested in not only tells a story but presents a scenario for the potential consequences of scientific, social, and technological innovations. It provides potential answers for the question “What if...” and broadens our horizon.

What we are looking for

To create a better understanding of potential futures of human (and computer) decision-making, we are looking for outstanding master thesis projects that provide a systematic and well-structured overview over ideas, visions, and concepts for the future of decision-making from contemporary Science Fiction. Master thesis projects or other research endeavors should use a scientifically sound process to select relevant sources of Sci-Fi content and to gather insights on relevant patterns, ideas and concepts for potential futures of decision-making. We are in particularly interested in (but not restricted to) potential future ways of Human-Computer-Interaction (HCI) and Artificial Intelligence (AI) in the context of decision-making in markets.

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Who we are – Nürnberg Institut für Marktentscheidungen e. V.

The Nuremberg Institute for Market Decisions (formerly GfK Verein) is a nonprofit organization for the research of consumer and market decisions. At the interface of science and practice, NIM examines how consumer and corporate decisions in markets are changing. The objective is to better understand both the decisions of consumers and the decisions of marketing managers, and to use this knowledge to help improve the quality of market decisions.

The Nürnberg Institut für Marktentscheidungen e.V. is the founder and anchor shareholder of GfK SE.
For more information, visit www.nim.org.

Twitter: www.twitter.com/NIMinstitute

LinkedIn: www.linkedin.com/company/ni-marktentscheidungen

What we offer

We support your research project with helpful advice from our experienced researchers and, if the research requires it, a financial grant to make your project a success. In addition, we will pay an attractive award for completed research projects and help you publish your research in cooperation with our researchers.

Interested?

We are looking forward to your application including your CV, a research proposal, and a preliminary project schedule for your master thesis project. Projects can begin immediately, but no later than **January 31, 2022**. Please submit your application before **October 31, 2021**. Please send your application to

Holger Dietrich, Senior Researcher Future & Trends Research, holger.dietrich@nim.org

We are also happy to answer any of your questions.

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- Hauptman, A. & Steinmüller, K. (2019): Surprising Scenarios. Imagination as a Dimension of Foresight. In: Peperhove, R., Steinmüller, K. & Diemel, H.-L. (Ed.): *Envisioning Uncertain Futures*, p. 49-68. Springer VS, Wiesbaden.
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- Zaidi, L. (2019): Worldbuilding in Science Fiction, Foresight, and Design. *Journal of Futures Studies*, 23(4): p. 15–26.