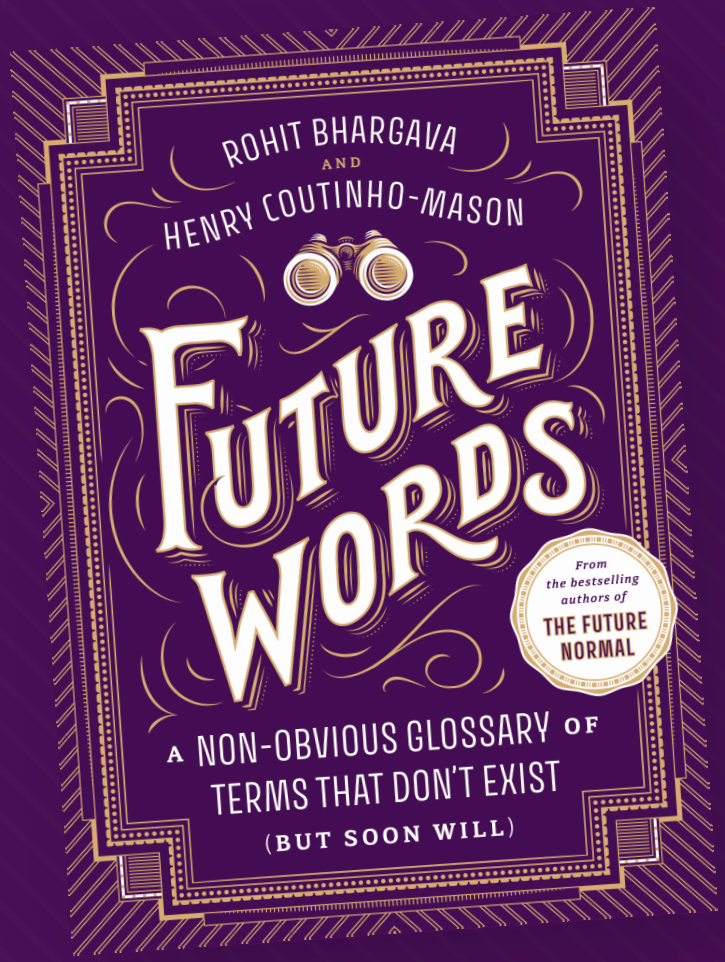


AN EXCLUSIVE EXTRACT FOR FUTURE SHAPERS

10 words for the tech you're building

Dear Future Shapers,

On stage I talked about *joie de faire*. You went further, sharing what would bring *joie de vivre* to BCP and imagining a better future for the area.

Joie de faire is one of 100 new words in *Future Words*, the book Rohit Bhargava and I wrote to name the shifts our vocabulary hasn't caught up with yet. But a room of founders, technologists, creatives and educators builds the tools the rest of us end up living with, so this extract is the Technology chapter.

Some of these 10 words name what your users already feel: the *veritax* of checking whether anything is real, the *algonesia* of not knowing if you found something or were served it. Some name what's coming if we build carelessly (*docilescence*, the *angorithm*). A couple are on your side.

It's the whole chapter as an exclusive extract, one word per page, 4 weeks before the book is out on 10 November.

Try one in your next product or team meeting. Ask which word your product already causes, and which one it could cure.

And if they land, the last page has bulk offers. A box of these makes a good year-end gift for clients or your team (longer-lasting than chocolates, and fewer calories :)

Henry Coutinho-Mason

Co-author, *Future Words: A Non-Obvious Glossary of Terms That Don't Exist (But Soon Will)*

Tactilism

n.

The preference for technology with real buttons, switches, and texture, for the haptic comfort of something that pushes back.

USAGE

Everyone under thirty looked at her blankly when she said she missed the **tactilism** of the mouse button.

Coinage notes

Tactile + -ism, this was a label originally coined by Italian Futurist Filippo Tommaso Marinetti for his 1921 Manifesto of Tactilism which used human touch as a medium for art; now revived over a century later for the growing modern pushback against flat glass.

Anonyphilia

n.

The cultivated taste for living unrecorded, where escaping surveillance has become the rarest luxury.

USAGE

Travel brochures now cater to **anonyphilia**, advertising cabins with no record you were ever there.

Coinage notes

From the Greek anonymos (nameless) + philia (love), kin to audiophilia and oenophilia, the -philias of the connoisseur rather than the clinic (pronounced a-non-ih-FEEL-ee-ah). In many countries, new laws offer a “right to be forgotten”; anonyphilia names the growing appetite for it.

Veritax

n.

The cognitive cost of having to constantly verify the authenticity of everything you see and hear.

USAGE

Scrolling the news now carries a steep **veritax**, with every sensational headline demanding a second source.

Coinage notes

From the Latin veritas, truth, plus tax. Here the tax is cognitive, borne by the consumer of information. Like every tax, the bigger the burden, the bigger the urge to escape it. As fakes become harder to spot, expect a simple trade to emerge: pay for trusted content, or keep paying in uncertainty.

Glitchenfreude

n.

The vindicated delight of watching supposedly godlike technology fail in public.

USAGE

He felt a flicker of **glitchenfreude** watching the robot faceplant during its Michael Jackson dance routine.

Coinage notes

A descendant of Schadenfreude (German Schaden, harm + Freude, joy), pronounced GLITCH-en-froy-duh. The satisfying sense of cosmic justice when someone gets their comeuppance is now applied to high profile tech fails. The more godlike the tech becomes, the better the fumble makes you feel.

Algonesia

n.

The inability to remember whether you discovered something yourself or were served it by an algorithm.

USAGE

She was about to claim she'd found the band first when the **algonesia** set in: had she, or had the app?

Coinage notes

Algorithm spliced into amnesia (Greek, "without memory"). The forgetting here is specifically about the gap in the provenance of an idea; in the future we may never know which of our favorite things we actually chose ourselves.

Docilescence

n.

The gradual softening into doing whatever your devices suggest, compliance arriving so slowly you mistake it for choice.

USAGE

Years of letting the meal service fill his cart produced a culinary **docilescence** he now barely noticed.

Coinage notes

From Latin docere, to teach; docile originally meant “easily taught” before it slid to its modern meaning of “easily led,” and the suffix - escence, denoting a gradual process or coming-into-being, as in adolescence or convalescence.

Sloptimism

n.

A defiantly optimistic embrace of AI-generated "slop," grounded in the faith that genuinely important new forms of culture will emerge from it.

USAGE

His **sloptimism** was inspired by the belief that the most interesting work would become radically weirder.

Coinage notes

An outlier in this book, this is one word that we did not coin. Slop + optimist, coined by the artist and internet theorist Daniel Keller, who tweeted a list of slop portmanteaus and claimed this one first. This word and its definition appears here with his permission and input.

Angorithm

n.

An algorithm engineered to convert your outrage into engagement, learning exactly which furies keep you scrolling.

USAGE

Each neighbor's **angorithm** had them both convinced that they had nothing in common and could never be friends.

Coinage notes

Anger + algorithm. Buried deeper is the Latin angor, “a strangling”; the root of anguish and angina. A perfect description for a feed that metaphorically grabs you by the throat and demands your attention.

Uncanny Tally

n.

The running count of tiny "off" visual details you notice when you're trying to decide if something is real or generated.

USAGE

Halfway through the video, the **uncanny tally** of awkward movements and illegible background text gave the hoax away.

Coinage notes

A pun on the uncanny valley, Masahiro Mori's 1970 term for the slide into unease as something turns almost-but-not-quite human. But Mori's valley helps separate man from machine; here, things will get even more uncanny if improved models drive the tally down to zero.

Afterself

n.

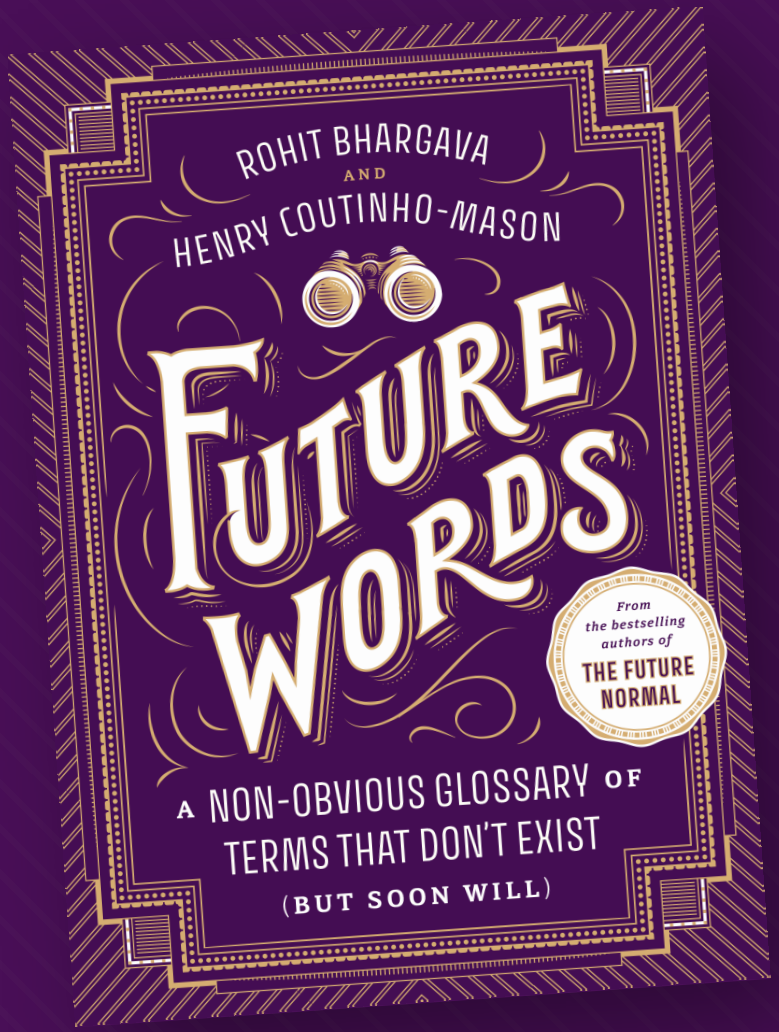
A digital replica built from the archive of a person's online self, with the capability to speak and act for them after death.

USAGE

The lawyer's first question surprised the family: had their mother left instructions for her **afterself**?

Coinage notes

Afterlife with life swapped for self, part of a family of words (afterimage, aftershock, afterglow, afterthought); all words for what persists once the cause is gone. Inspired by the questions of digital legacy when an empowered agent could go on deciding and acting in the name of someone long after they are gone.



THAT'S 10. THERE ARE 90 MORE.

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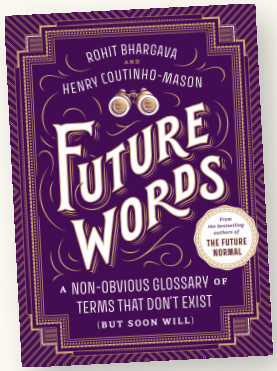

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Future Words

HENRY COUTINHO-MASON & ROHIT BHARGAVA

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