# Video Segment 6: Looking Ahead: Technology Diffusion and Blockchain

*"The question is: Is it more efficient to record and store transactional information on a blockchain as opposed to a centralized system?"* -Dr. Michael Roberts

## NOTE-TAKING GUIDE

Professor Michael Roberts outlines 3 ways he anticipates data and analytics should and will change the financial landscape in 5-10 years. What are they?

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Dr. Roberts defines finance as a series of transactions. Jot down some notes about how these transactions, and their components, might look in 10 years:

**Blockchain vs. a centralized ledger system:**

**Title insurance and other slower-moving transactions:**

**Reflection**: This video segment is about looking into the crystal ball and seeing how analytics and other financial innovations will change the view. How will you evolve and grow for the digital era? How will you use digital tools and "data richness" to improve your financial management and engagement? As a digital native, what would you like older generations to understand about the tech-driven world of finance?

# THE LANGUAGE OF BUSINESS
## (Linked terms are defined in the Wharton Global Youth Video Glossary)

Acquisition

Assets

Blockchain

Business Model

C Suite

Company

Corporate Finance

Crypto

Data

Financial Services

Fintech

Divestiture

The Economy

Personal Finance (household finance)

Risk Management (and mitigation or reduction)

Merger

Resource Allocation

Web3

**Advanced Predictive Model**: A statistical technique that uses data from past and present to predict future behavior.

**Algorithm**: A procedure used for solving a problem or performing a computation. Each algorithm is programmed as a step-by-step process for performing calculations and data processing.

**Analytics (or Data Analytics)**: The systematic computational analysis of data or statistics. It is used for the discovery, interpretation and communication of meaningful patterns in data.

**Beyond Business**: An ongoing conversation at the Wharton School of the University of Pennsylvania that explores the most complex and pressing issues impacting individuals and organizations across the world. Each year Wharton Global Youth creates Explore Business mini-sites around different Beyond Business themes.

**Big Data**: Large datasets that can be analyzed computationally to reveal patterns and trends.

**Capital Budgeting**: A company's planning process to determine whether long-term investments, like building a new factory, are worth the up-front funding of cash. The company can then determine how to allocate its resources for capital-intensive projects.

**Centralized Ledger System**: Where one entity controls the entire system of transactions, rather than multiple entities controlling the system. A bank is centralized system, while blockchain supports a decentralized system of ledgers.

**Daniel Taylor**: A Wharton School Professor of Accounting and Director of the [Wharton Forensic Analytics Lab](#).

**Data Scientist**: An analytical data expert who has the technical skills to solve complex problems.

**Deal Flow**: A term used by finance professionals like venture capitalists and investment bankers referring to the rate at which they get investment offers and business proposals. How quickly are the deals flowing?

**Erika James**: Dean of the Wharton School with research interests in crisis leadership, workplace diversity and management strategy.

**Expropriation of Wealth**: When the government claims private property against the wishes of the owner.

**Finance**: An industry or area of study having broadly to do with money and economics.

**Financial Market**: The market in which people trade financial securities, like stocks.

**Financial Planning**: When you look at your entire financial picture (either individually or with the help of a financial advisor) to assess how to reach your short-term and long-term financial goals.

**Mergers & Acquisitions (M&A)**: An area of finance that refers to the consolidation of companies or their assets through financial transactions; companies merge with each other or one company acquires another.

**Michael Roberts**: A Wharton School Professor of Finance.

**Market Cap (Market Capitalization):** The total value of a publicly traded company's outstanding common shares owned by stockholders.

**Personal Data**: Any information related to an individual, like buying habits or health care statistics.

**Real Estate Deed**: A legal document that shows the transfer of property from one owner to another.

**SMBs**: Small and mid-sized businesses.

**Technology Diffusion**: The process by which the broader population (not just the experts) adopts technological innovations.

**Title Insurance:** A type of insurance you must get when buying a home that protects you from financial loss you could encounter if a problem arises with the title or deed to your property.

**The Wharton School**: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

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