

Two Choices for Humanity's Digital Future

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SXSW March 9, 2019

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A person's hands are shown holding a globe of the Earth. The globe is dark with a light-colored map of the world. The person is wearing a red sleeve. The background is a bright, sunlit outdoor scene with a green field and a bright sky. A large purple circle is overlaid on the right side of the image, containing white text.

Meeco
“Our vision is to
create a place for
everyone on the planet
to get equity and value
in exchange for the
data they share”

Meeco Manifesto, 2012

How did I get here?



Child of the 60's
Teenager of 70's
Career of 80's
Question 90's



1967
Original
Star Trek



1969
Moon
Landing



1977
Star Wars

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1982
Blade Runner



2002
Minority
Report



2012 Facebook IPO Risks



Cambridge Analytica



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Yes, there are two paths you can go by
but in the long run
There's still time to change the road you're on
- Led Zeppelin

A person wearing a bright yellow hooded raincoat stands on a rocky outcrop, looking down at two diverging asphalt paths that curve through a lush, green, hilly landscape. The paths split into two directions, one leading towards the left and the other towards the right, symbolizing choice or different paths. A large yellow circle is overlaid on the left side of the image.

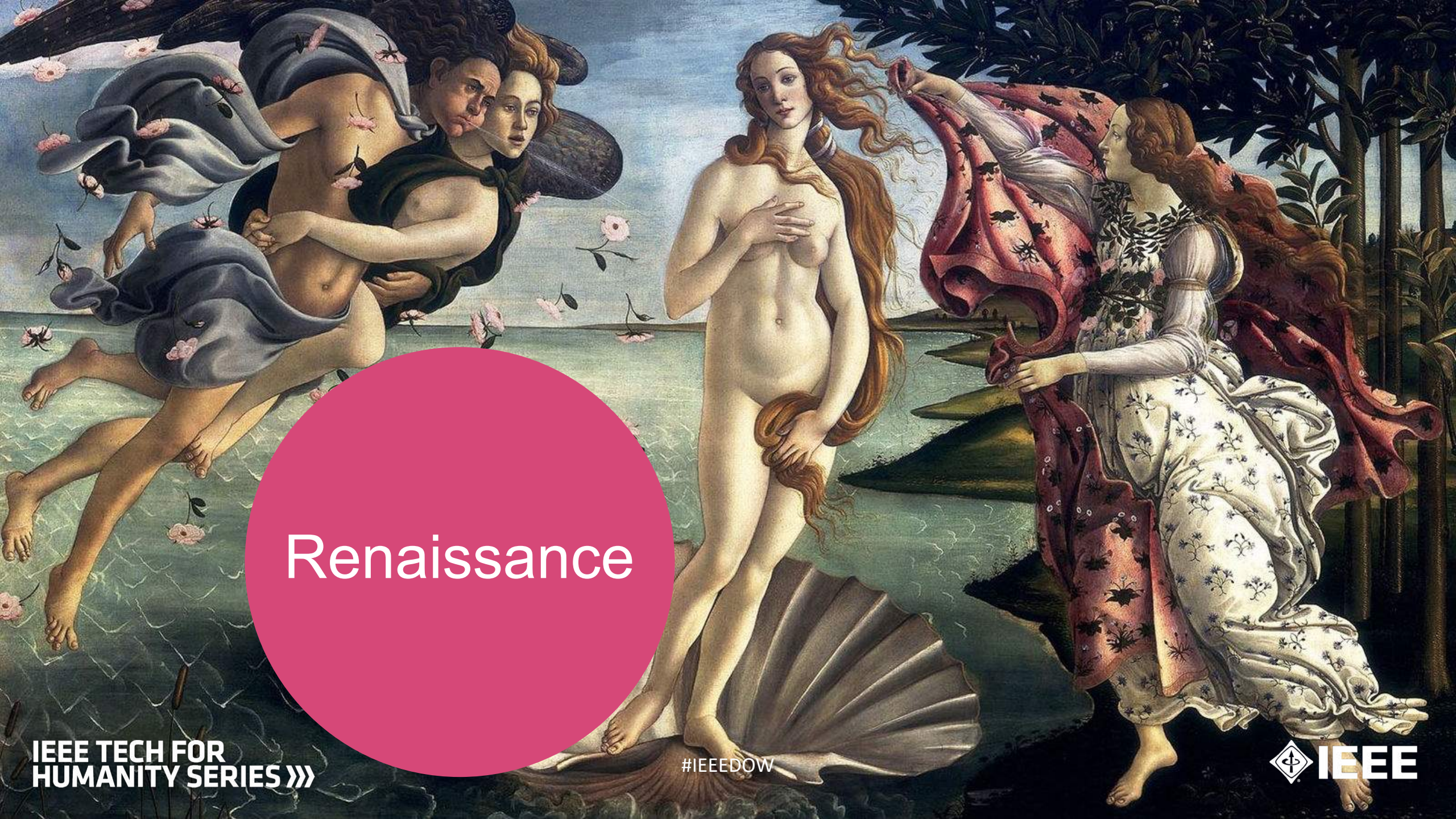
Two Paths

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We are on the edge of a [r]evolution



Renaissance



Feudalism

“Every child born in today’s digital world will live a dual physical and digital life.

How we enable privacy and security for their digital twin is as important as the rights afforded to them in the physical world.

If we don’t get this right, we risk a generation born into digital slavery”

- Katryna Dow, World Government Summit, 2019

We
require a new
societal
contract



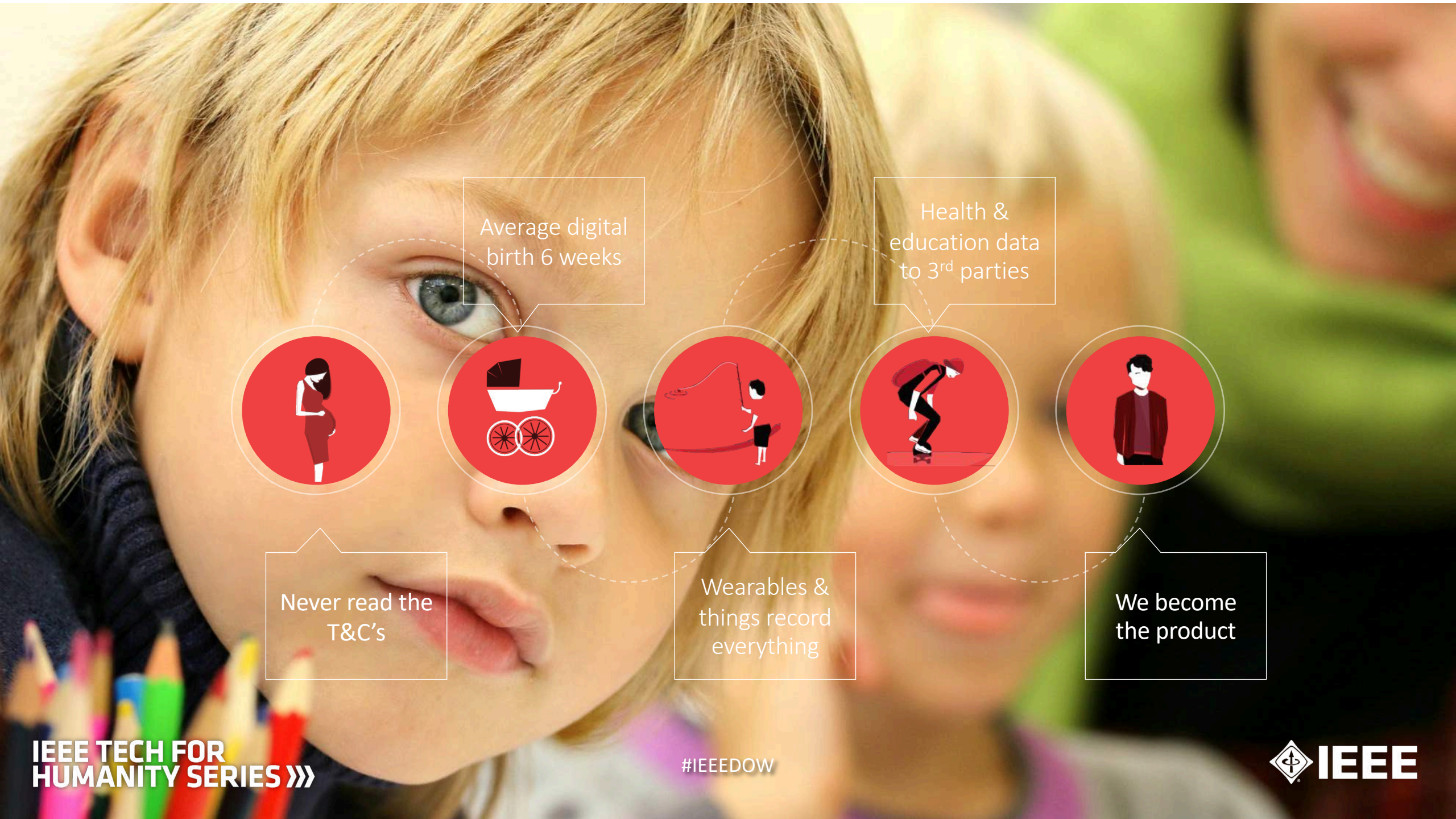


We're
becoming
phyigital

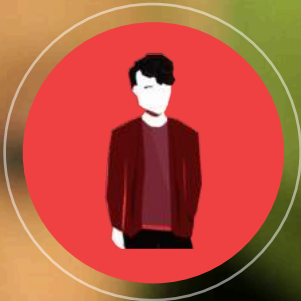
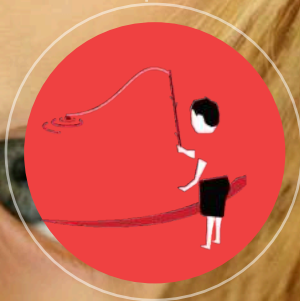
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Average digital birth 6 weeks




Health & education data to 3rd parties

Never read the T&C's

Wearables & things record everything

We become the product



PII =
Any information
relating to identified
or identifiable
person

economic

name

psychological

genetic

online
identifier

mental

ID
number

cultural

location

social

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economic

name

psychological

genetic

online
identifier


mental

ID
number

cultural

location

social

A young man with short brown hair is leaning forward on a white table. He is wearing a white t-shirt and a silver chain necklace. His right arm is a highly detailed, metallic prosthetic with a purple circular element at the wrist. He is looking directly at the camera with a serious expression. The background is a bright, modern interior with large windows and a glass vase on the table.

New
paradigm of
dual-existence
calls for a rethinking
of individual identity
& personal
IP

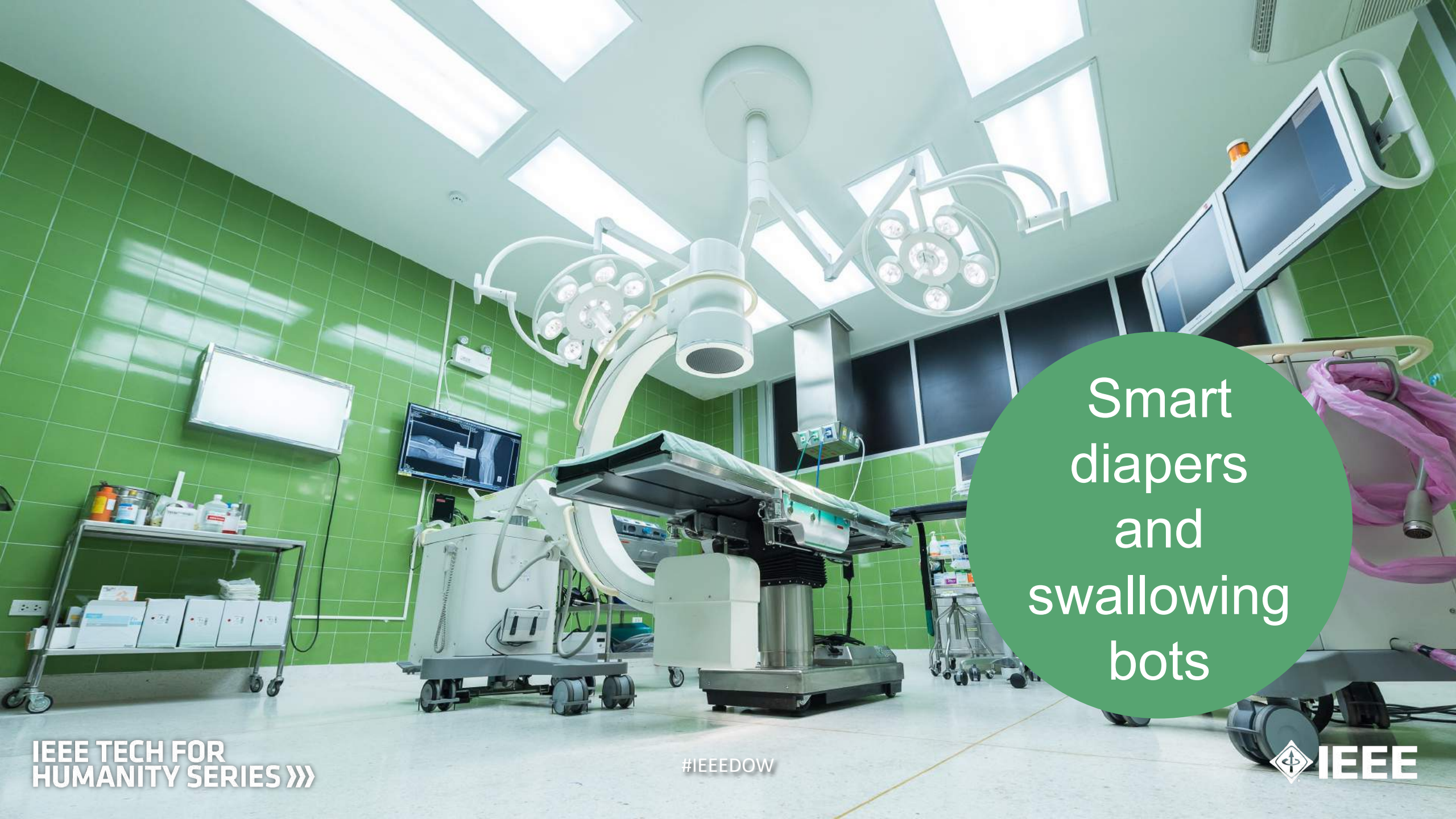


Katie Bindley
of WSJ


Dialed-up privacy,
Downloaded
What-to-Expect
= 11 hours
targeted ads

A close-up photograph of a microscope's objective lenses. The lenses are metallic and arranged in a row. One lens is clearly labeled with 'HCX' and '63X'. The background is dark and out of focus.

DNA
testing company
23andMe
Signed \$300M deal
with drug giant



Smart
diapers
and
swallowing
bots



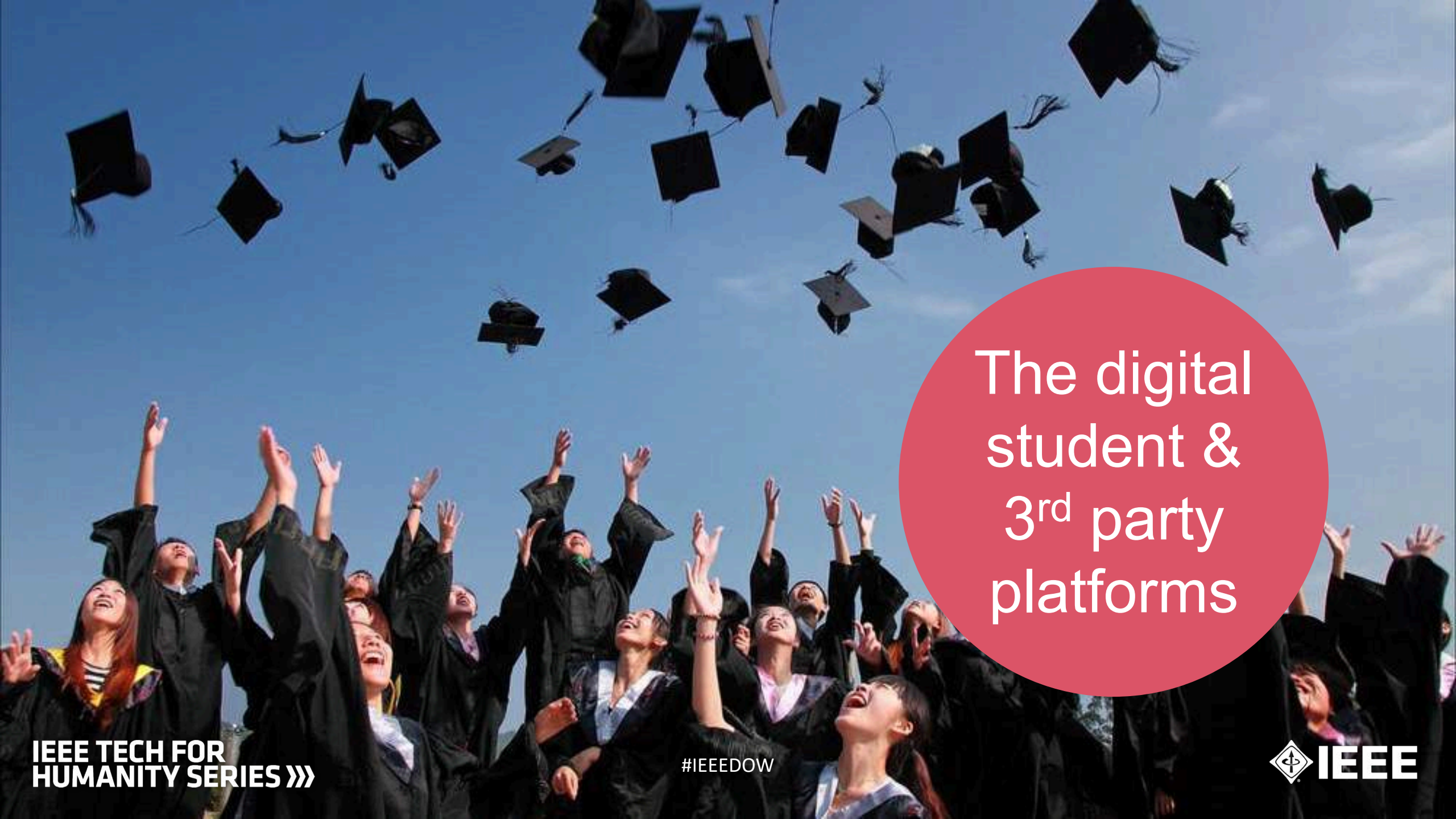
50%
of teens
feel they're
addicted to their
phones



Self-lacing
shoes



Social
isolation,
depression,
bullying



The digital
student &
3rd party
platforms

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Nature of Work

An aerial, high-angle view of a modern shopping mall. The mall is filled with people walking, and the scene is decorated for the holidays with Christmas lights and floral arrangements. A large green circle is overlaid on the left side of the image, containing white text. The mall's architecture features large glass windows and walkways. Storefronts for 'ZARA' and 'BOSS' are visible. The overall atmosphere is one of a busy, festive retail environment.

Ships
your “likely”
next
order

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A close-up photograph of an Audi car's interior, focusing on the steering wheel and dashboard. The steering wheel features the Audi logo. The dashboard includes a digital display and a circular gauge with a red needle. A large red circle is overlaid on the left side of the image, containing white text.

Audi
just launched
first vehicle
to
infrastructure

“We’re from the government,
we’re here to help you

A large crowd of people is seen in a courtyard, likely the Forbidden City in Beijing. In the background, a traditional Chinese building with a multi-tiered, golden roof and red pillars is visible. The scene is busy with tourists, some taking photos. A large red circle is overlaid on the center of the image, containing white text.

China
bans 23M
citizens from
buying travel
tickets as part of
“social credit”
system



IMF
White Paper
on negative
interest for
cash

A collage of US dollar bills and several Bitcoin coins. A blue circle is overlaid on the center, containing white text. The background features various denominations of US currency and several physical Bitcoin coins in silver and gold.

2018
cash was eclipsed
by digital payments
in UK - By 2026,
predicted cash
will be used for
just 21%



Personalisation:
Health
Education
Finance
Travel

“When you invent the ship, you also invent the shipwreck; when you invent the plane, you invent the plane crash.... Every technology carries its own negativity, invented at the same time as technical progress”

-French tech theorist Paul Virilio



Tech is
neutral

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Rapid
fusion of physical,
biological and digital
is moving us from
a fourth Industrial
revolution to a
new age

A close-up photograph of a human eye with a contact lens. The contact lens is reflecting a computer screen, showing a grid pattern and some text. The eye is green, and the skin around it is light-colored. A green circular graphic is overlaid on the right side of the image, containing white text.

Computer
screen on
contact lens
University of Washington



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Future UI MIND

Arnav Kapur, MIT

Surfs
internet with his mind,
googles questions
and hears answers
through skull
vibrations into
his inner ear



Just
connected
three brains to
mentally share
thoughts

University of
Washington

Technomaladies

TRENDS 2019

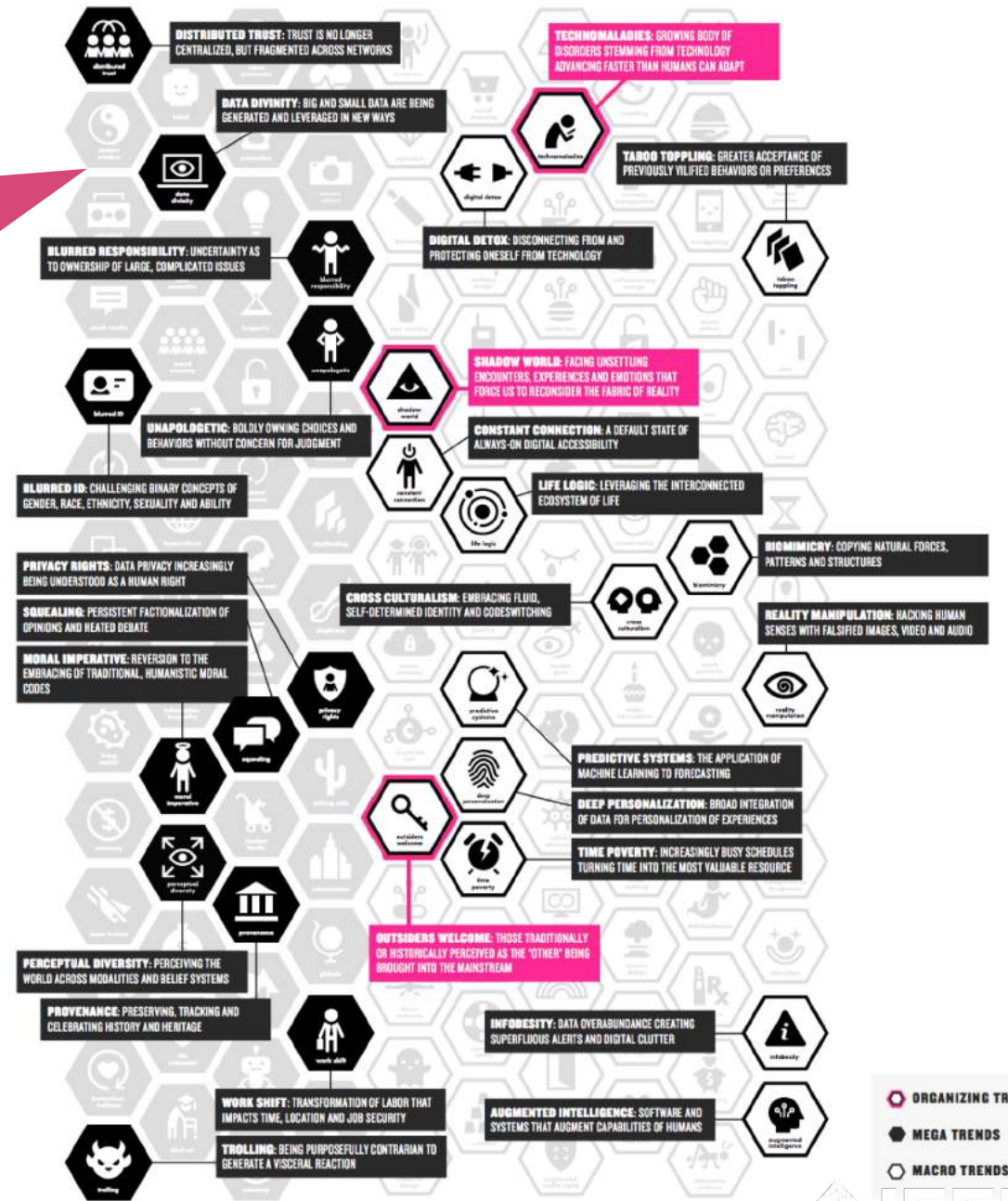
STRANGERS IN A STRANGE LAND

sparks & honey

Culture Forecast / January 2019

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Our overwhelming relationship with technology is changing interpersonal and social behaviours, altering how we think about each other and fuelling a radical dependence on our devices.

- Sparks & Honey, 2019



We're
watching
you

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“...pervasive surveillance and constant subtle manipulation is unethical, cruel, dangerous and inhuman”

- Jaron Lanier



Track
people
in order to
create a product
or
service

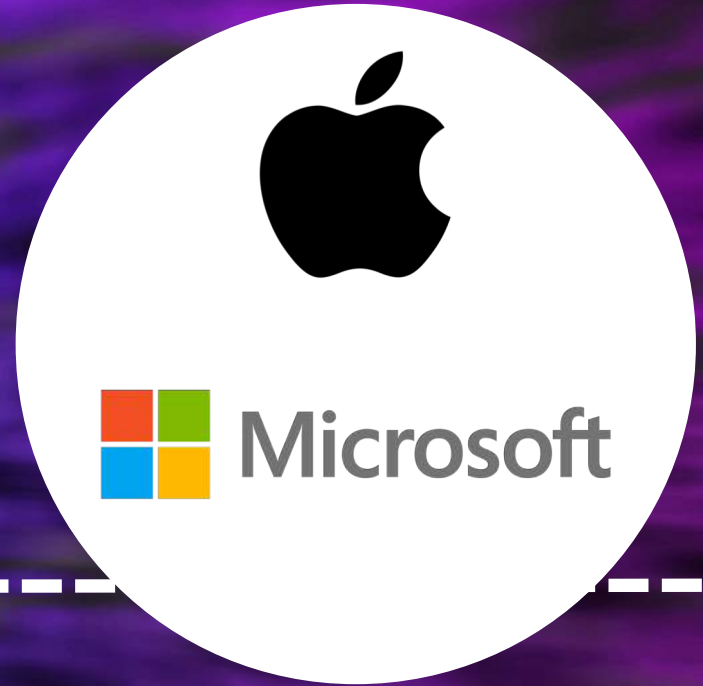
Products
and
services for
people






Creepy

Cool



Part of the challenge is a lot of the innovation right now is driven by the commercial sector, and in that case their focus is on profitability and getting a product out there and getting the new capability, a new shiny object that they want to excite the consumer to buy. For them, **moral and ethical repercussions are not necessarily part of their development timeline.**

- Richmond



“If Facebook’s algorithms were executives, the public would be demanding their heads on a stick”

-David Lee, BBC News



2010
“Sorry Mark”

“Privacy means people know what they’re signing up for, in plain English. I’m an optimist. I believe people are smart, and some people want to share more data than other people do. Ask them. Ask them every time. Make them tell you to stop asking them if they get tired of you asking them. Let them know precisely what you’re going to do with their data”

– Steve Jobs



Never Offline.

The Apple Watch is just the start. How wearable tech will change your life—like it or not

BY LEV GROSSMAN AND MATT VELLA

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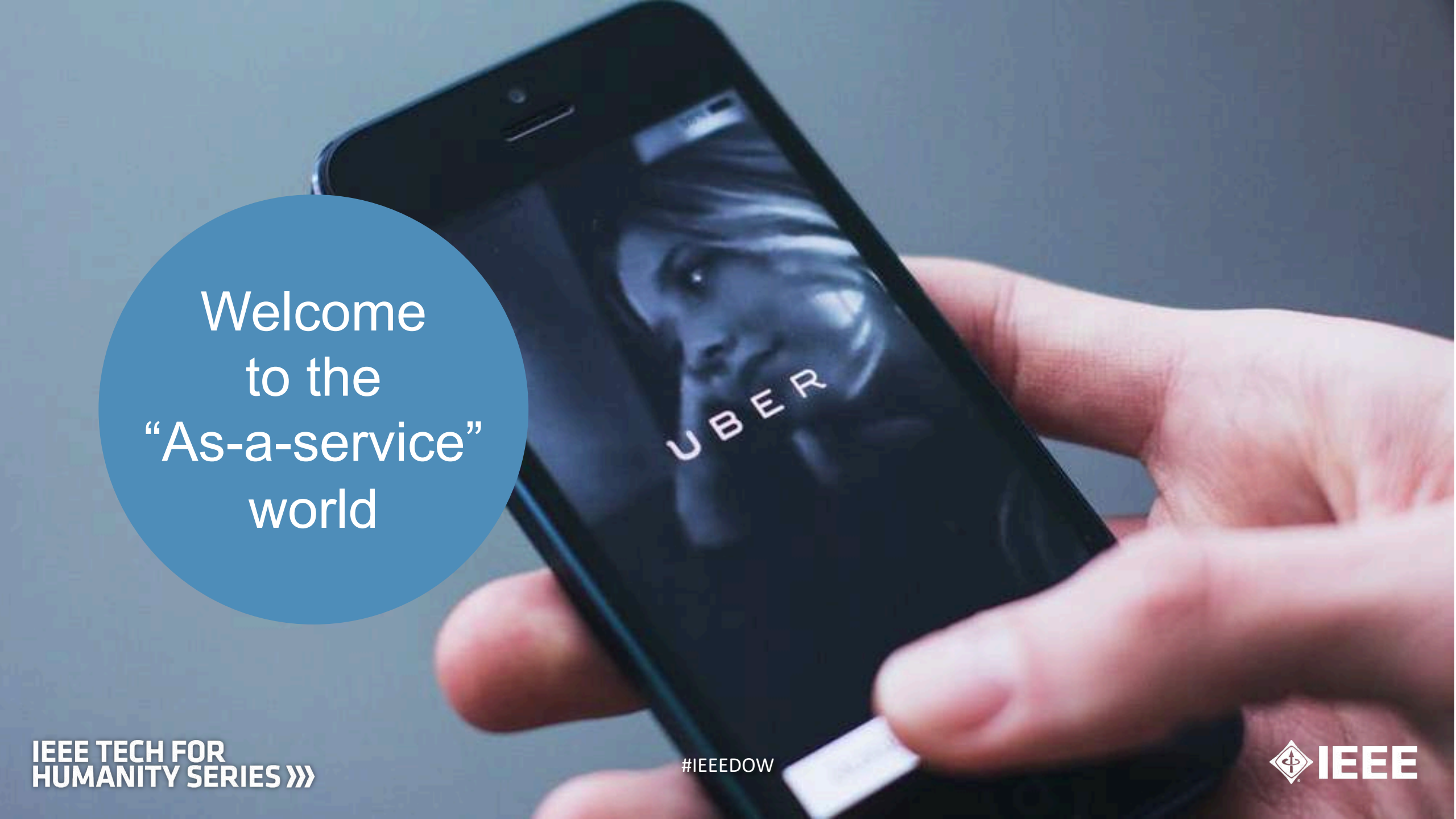
It's not just about privacy,
it's about power

None
of these
existed in
2003

Facebook
Twitter
iPhone
iPad
Kindle
4G
Android
YouTube
AWS
Apple App Store
Uber
Airbnb
Blockchain
Bitcoin
Square
Stripe
Spotify
Dropbox
Instagram
Snapchat
WhatsApp
Pinterest
Kickstarter
Messenger
Quora
Tumblr
Hulu
Box
Nest
Fitbit
Oculus



Losing
experiential
Privacy



Welcome
to the
“As-a-service”
world

A person is sitting at a table, reading a newspaper. On the table, there is a white cup of coffee with a dusting of brown powder on top, and a small white plate with a slice of bread and a fork. The person's hands are visible, holding the newspaper. The background is slightly blurred, showing another person sitting at the table.

Reading
newspaper
cash @ cornerstone
fertility & sex
watching TV
taking a bus
sleeping

Living
in a
“post truth”
world....



A woman with dark hair is looking down at a tablet computer. The tablet screen displays several colorful data visualizations, including a pie chart, two semi-circles, a horizontal bar chart, and a donut chart. The woman's hand is visible, pointing at the screen. The background is dark, and the lighting is focused on the woman and the tablet.

Surveillance and distrust versus consent and trust

How we collect and process open, big, personal data, and harness algorithms, AI and automation, however, will determine whether society evolves in the best interest of mankind.



Minimum
Collection

Maximum
Value




I
am
the
edge

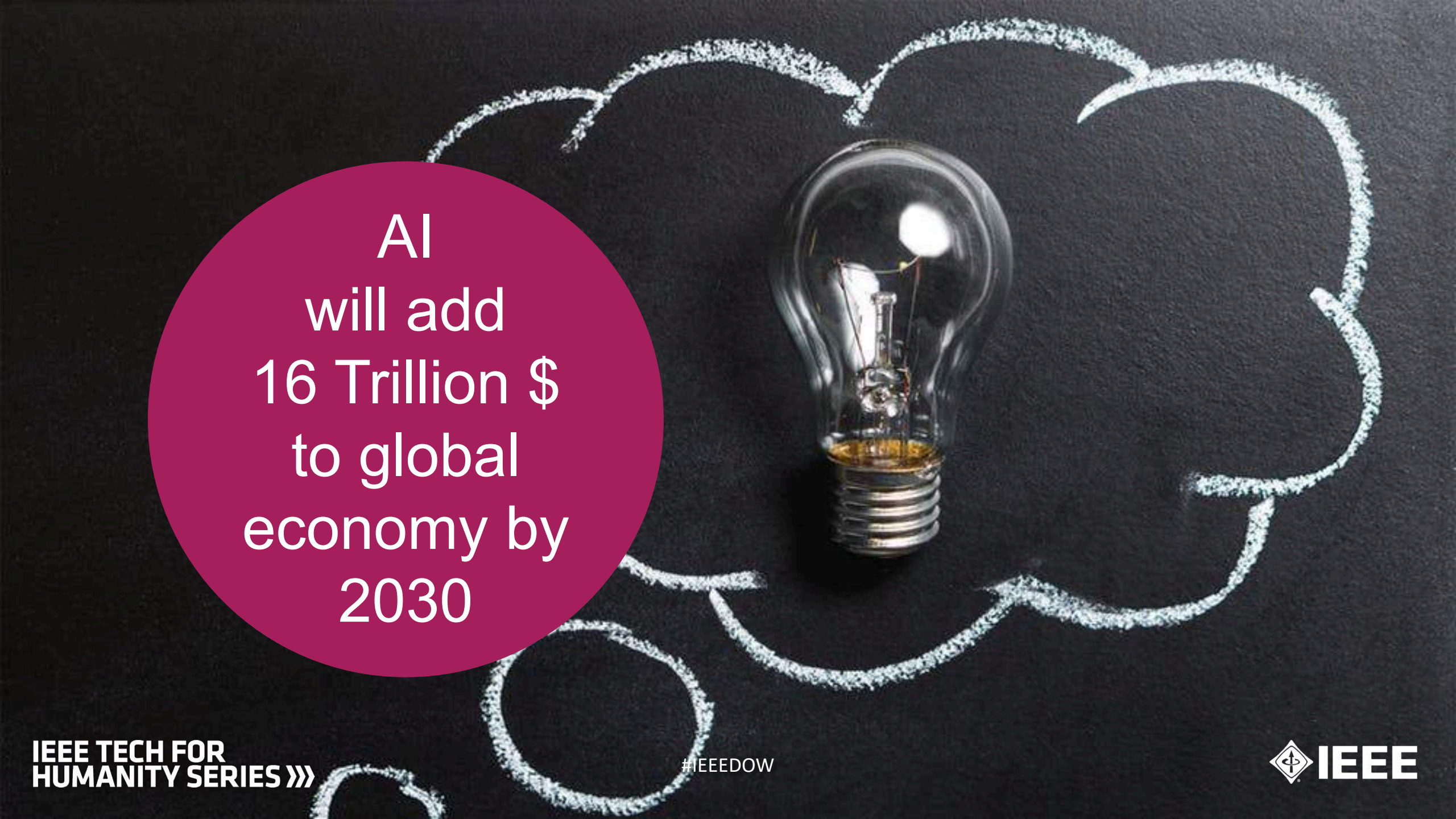
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Zero
knowledge
proofs

A glowing lightbulb is positioned inside a chalk-drawn thought bubble on a blackboard background. The lightbulb is lit, casting a warm glow. The thought bubble is drawn with white chalk and has several smaller circles connected to it, suggesting a flow of ideas or a network of thoughts. The background is a dark, textured surface, likely a chalkboard.

AI
will add
16 Trillion \$
to global
economy by
2030

A vintage map with a compass rose and a brass compass. The map is aged and yellowed, with a grid of latitude and longitude lines. A brass compass is positioned in the upper right corner, showing cardinal and intercardinal directions. The text is centered in a red circle.

The world
is flat
.....and then we
discovered is
isn't



We're
still learning
about human
consciousness



We're
already
making
some big
mistakes

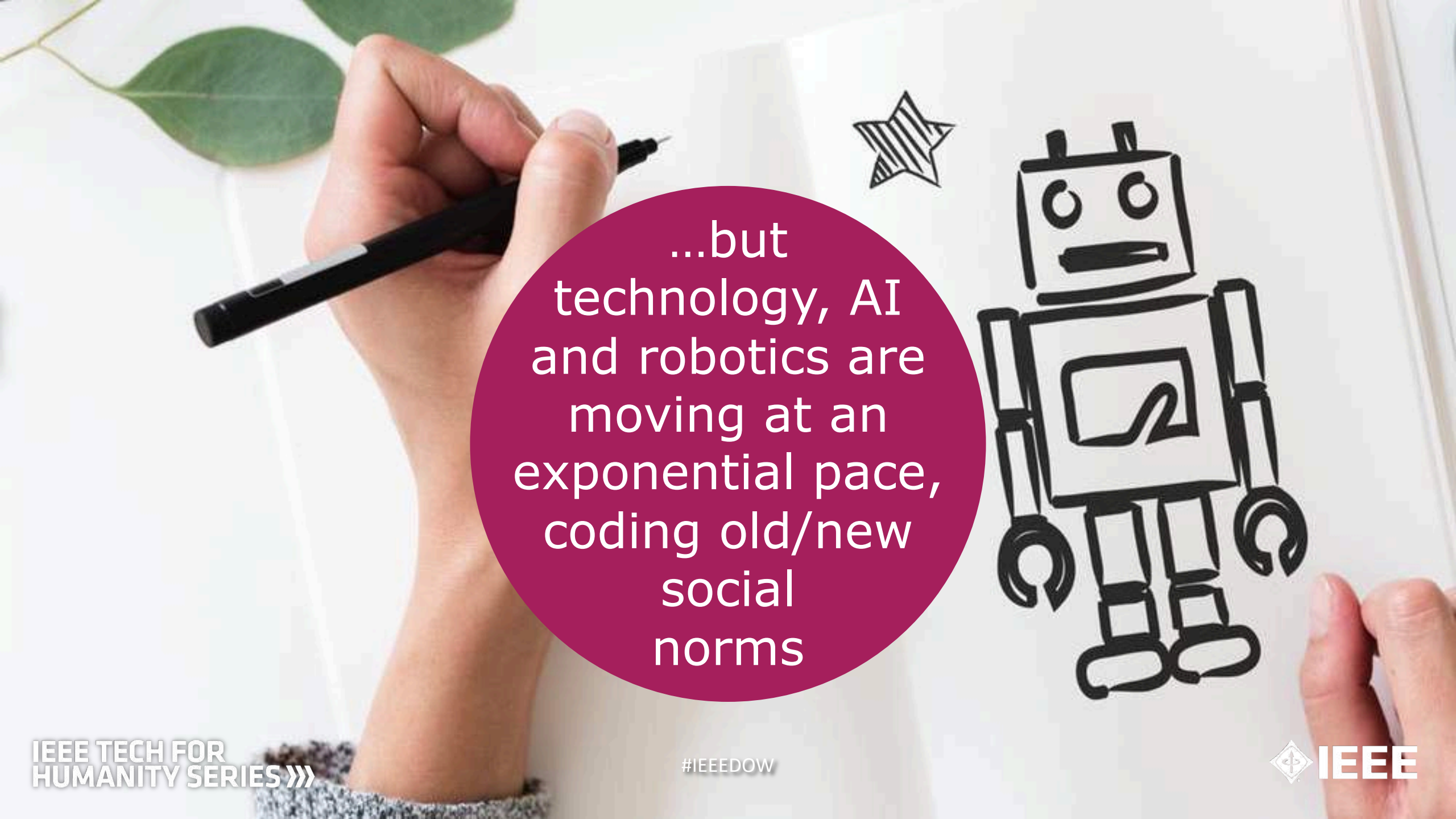
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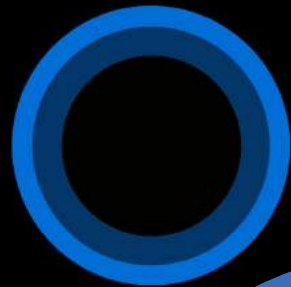
Effective
regulation can
incentivise society
to work
in best interest
of the
collective



...but
technology, AI
and robotics are
moving at an
exponential pace,
coding old/new
social
norms



“Nanny”
in every
home by
2025



Hi. I'm Cortana.
Ask me a question!



THE GLOBAL BRAIN

Automate
and anticipate the
general needs of
society rather than
specific needs of
individual

WHAT IS AMAZON

ECHO?



"Ok Google,
turn on my lights."

Control your lights without lifting a finger.



What can I help you with?



“The enemy of the future is the
complacent Person”

- Jaron Lanier

We
require the
mechanism
to train algorithms
to develop
personalized
AI



Reflect
my personal choices
+ values + ethics
of my world view so
I can negotiate terms
that correspond with
my social
norms


What do we want for our
collective future?




Back
to first
principles

The image features four wooden pins of varying heights and colors (dark red, red, orange, and light yellow) arranged in a line on a textured surface. A large red circle is overlaid on the right side of the image, containing white text. The background is a soft, out-of-focus gradient.

Agency...
is the theme
that connected
the sum
of the parts



The
capacity for
human beings to
make choices, to
think and act in
ways that shape
their own life
trajectory



#P7006
Enable ethics
based
personal
AI



Move
beyond
asymmetry:
foresee and
mitigate ethical
implications

A woman with dark curly hair and bangs is sitting at a wooden table in a cafe. She is wearing a white short-sleeved blouse and a long necklace made of wooden beads. She has a thoughtful expression, resting her chin on her hand. In front of her is a teal coffee cup with a latte on a matching tray. To her left, the back of a man's head and shoulders is visible, suggesting a conversation. The background shows a window with a view of the outdoors.

Now
more than ever we
must debate and
design the
ethics of our digitally
connected
world

Feudalistic
new-age,
marked by
prejudice, loss
of freedom



Feudalistic
new-age,
marked by
prejudice, loss
of freedom

Digital
renaissance
where
humanity
thrives

Yes, there are two paths we can go by
But in the long run
There's still time to change the road we're on
- Led Zeppelin

A close-up photograph of a person's hand holding a globe of the Earth. The globe is positioned in the lower-left quadrant, showing the Americas and parts of Europe and Africa. The person's arm, wearing a red sleeve, extends from the top left towards the globe. The background is a soft-focus landscape of green fields under a bright, hazy sky, suggesting a sunset or sunrise. A large, solid purple circle is overlaid on the right side of the image, containing the text "That time is now" in white.

That
time
is now

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Questions

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