



ODBORNÁ KONFERENCIA

Technológia  
vs. humanita

# Technology, Humanity, AI and The Future



[techvshuman.com](http://techvshuman.com)



[@gleonhard](https://twitter.com/gleonhard)



[gerdtube.com](http://gerdtube.com)



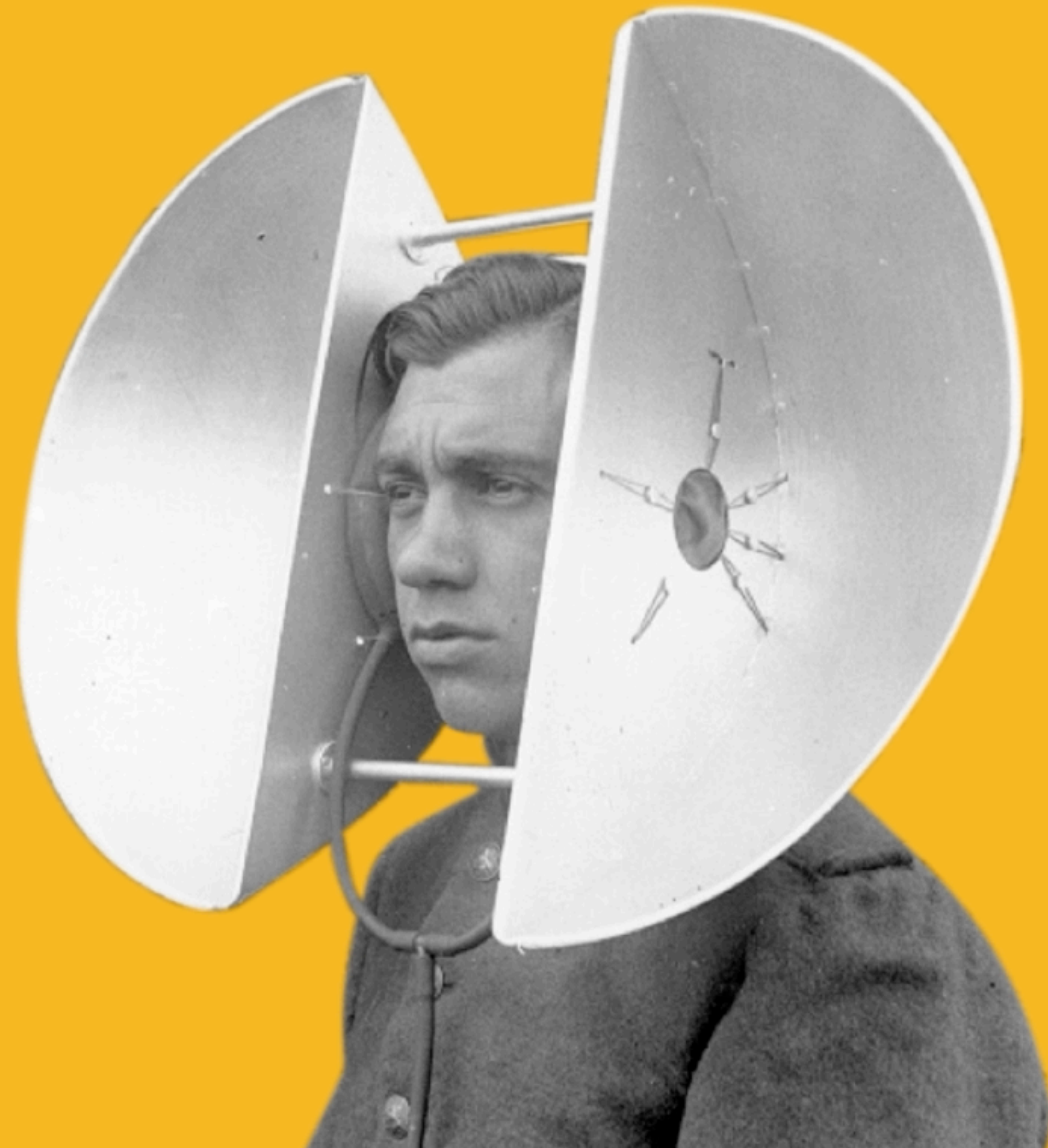
[gerd.cloud](http://gerd.cloud)



[futuristgerd.com](http://futuristgerd.com)



# So what does a Futurist do?





**Our world will change more in the next 20 years than in the previous 300 years**



**It could be heaven or it could be hell**

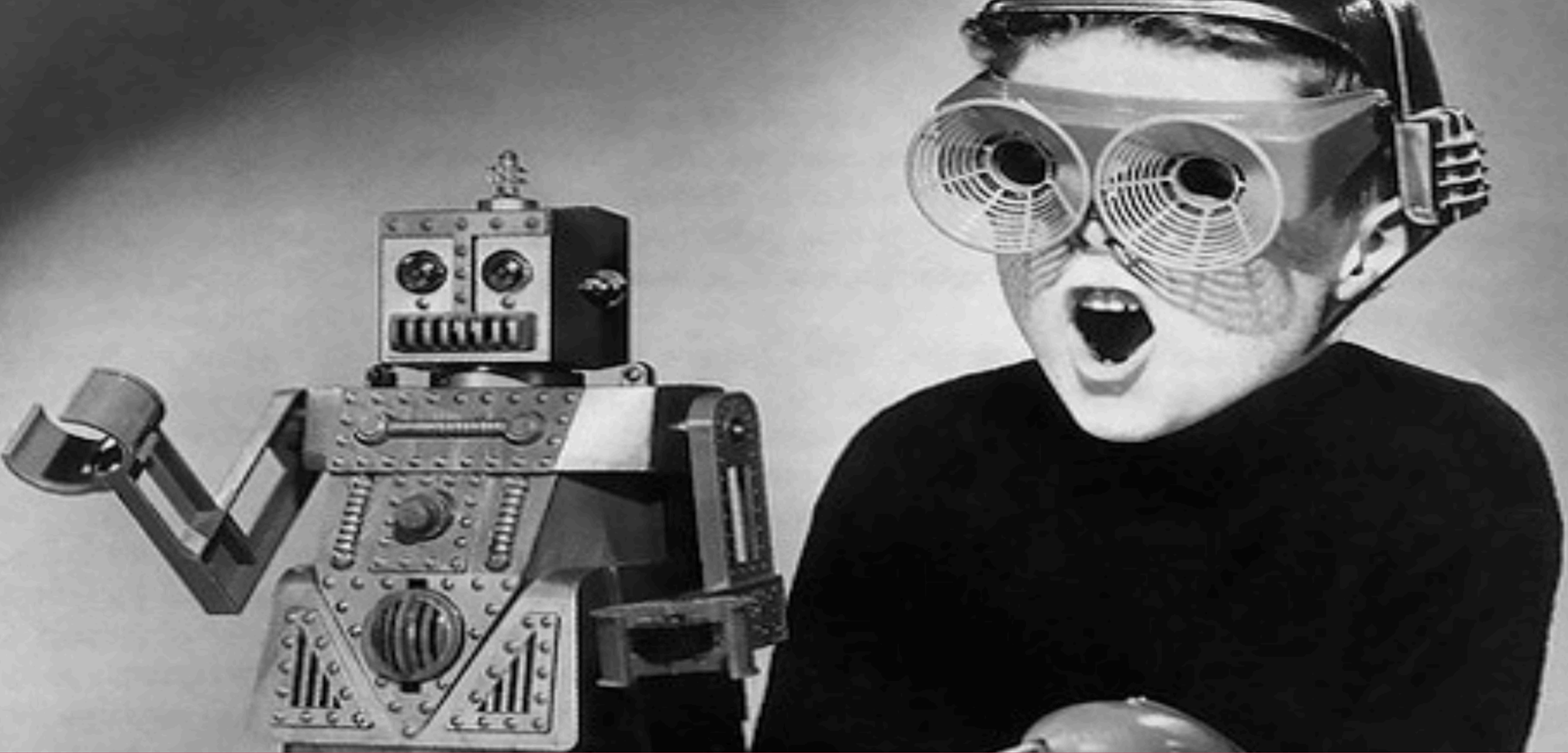








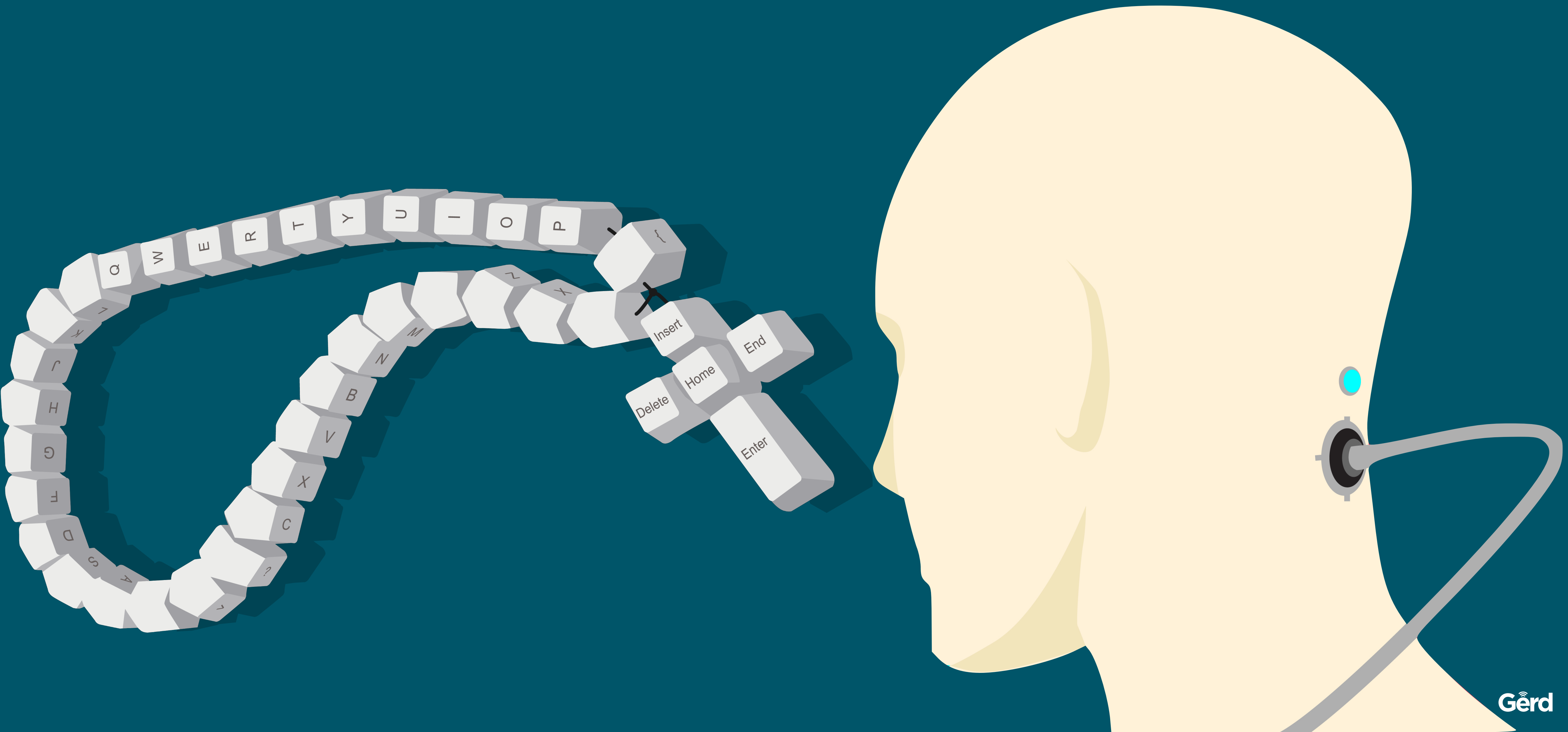




**The future is better than we think . . . IF . . .**



...we don't confuse the tool with the purpose



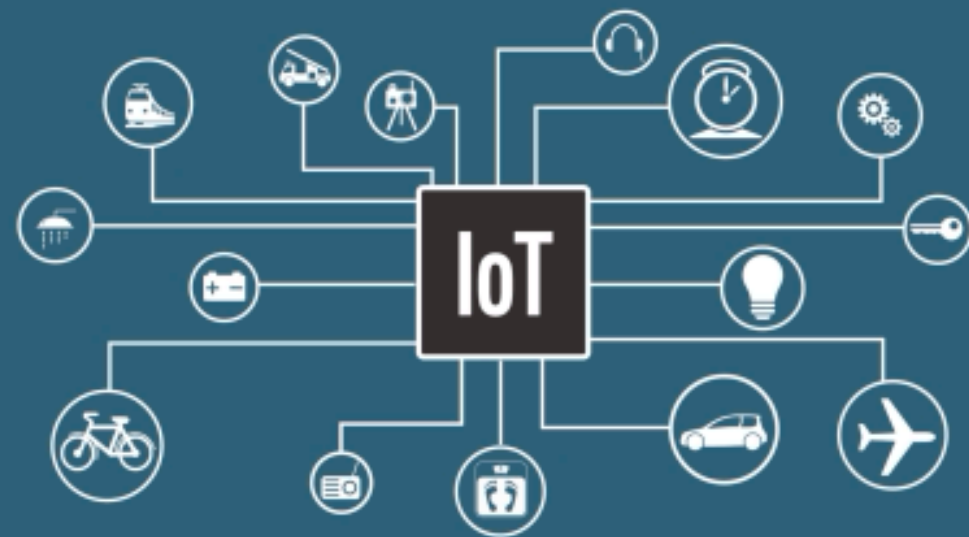
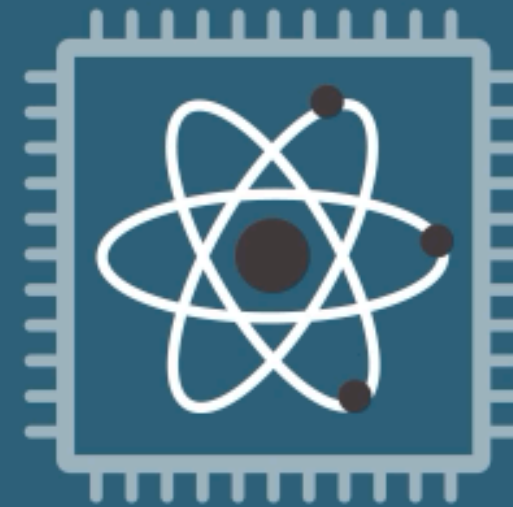




**Becoming super-human: be careful what you wish for!** Gerd



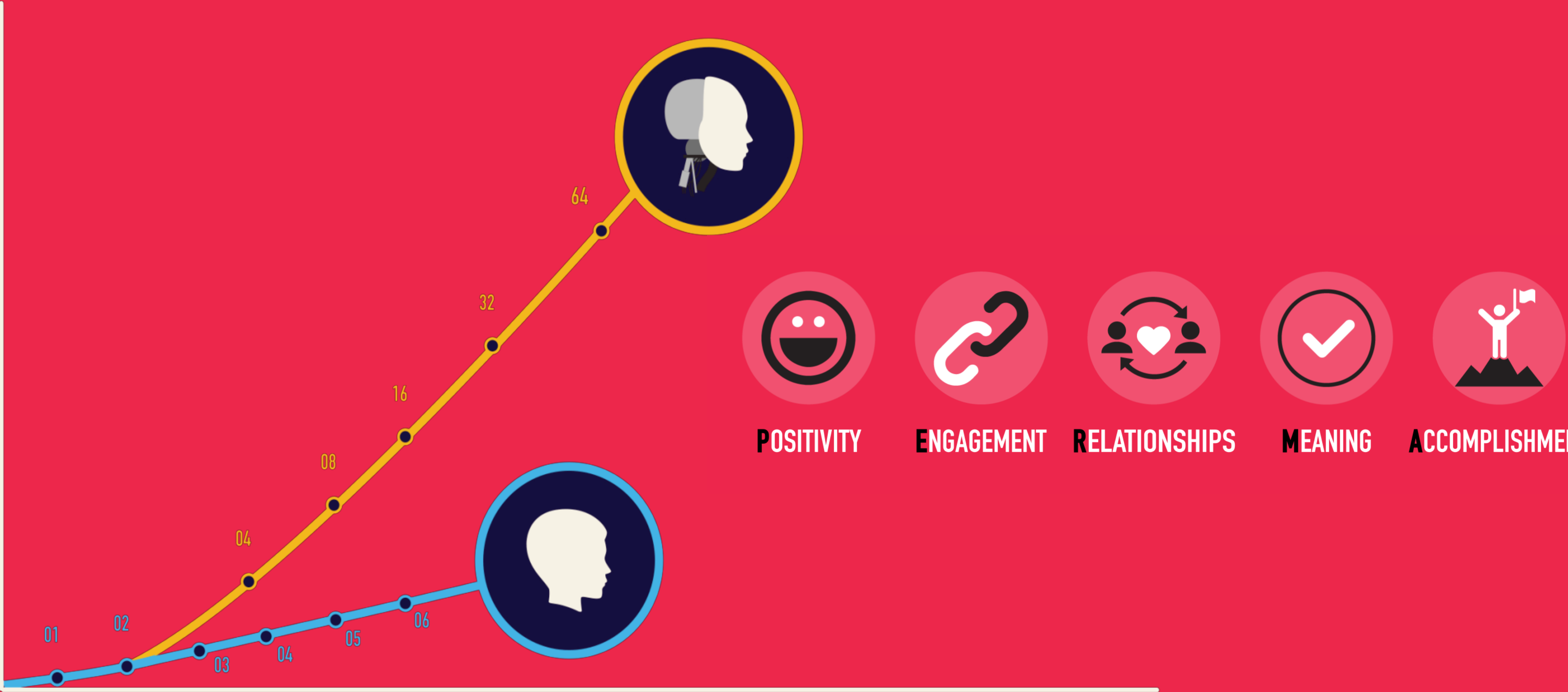
~~Linear thinking~~  
~~Wait and see~~  
~~Just do it~~



1 2 4 8 16 32 64 128

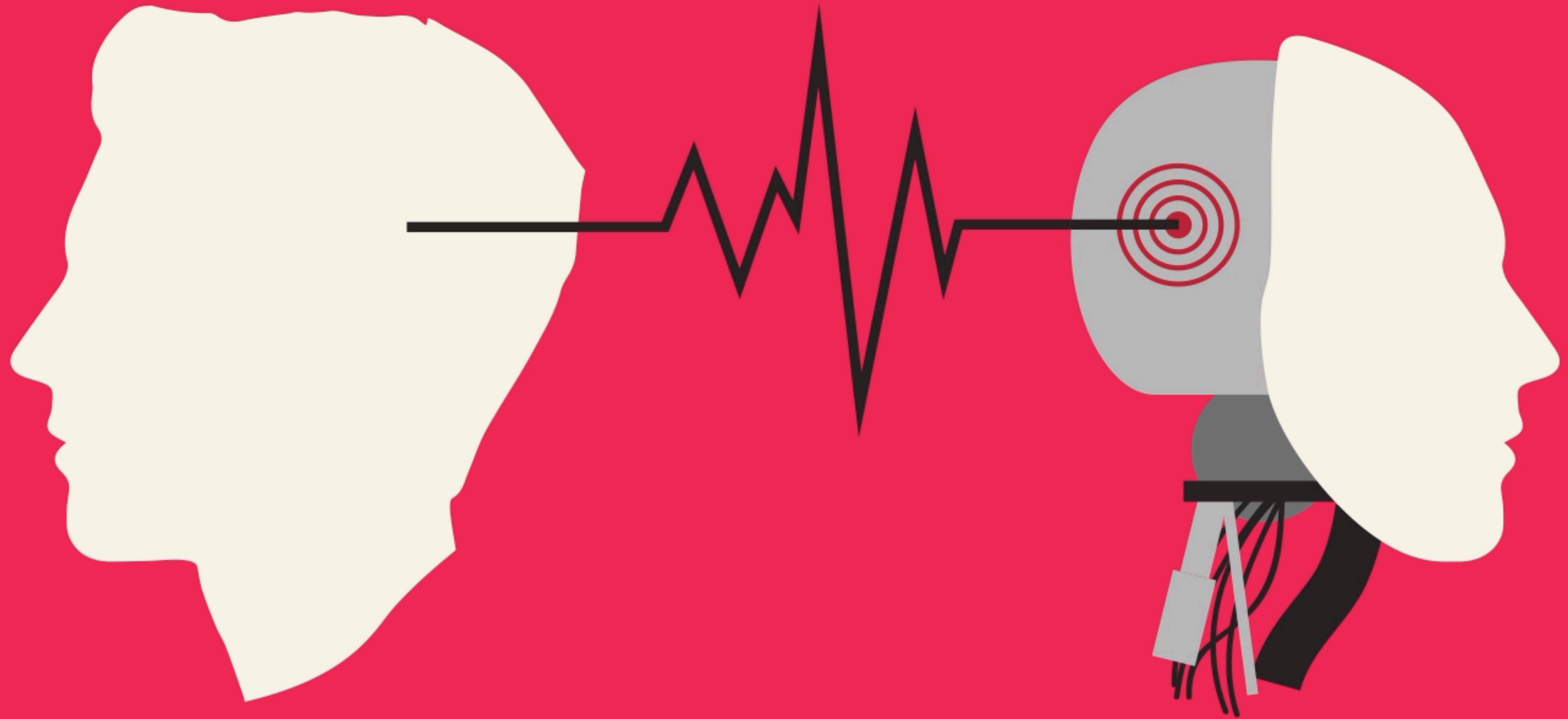


# Technology is exponential, but humans are not. What matters most to us is not 'technology'!



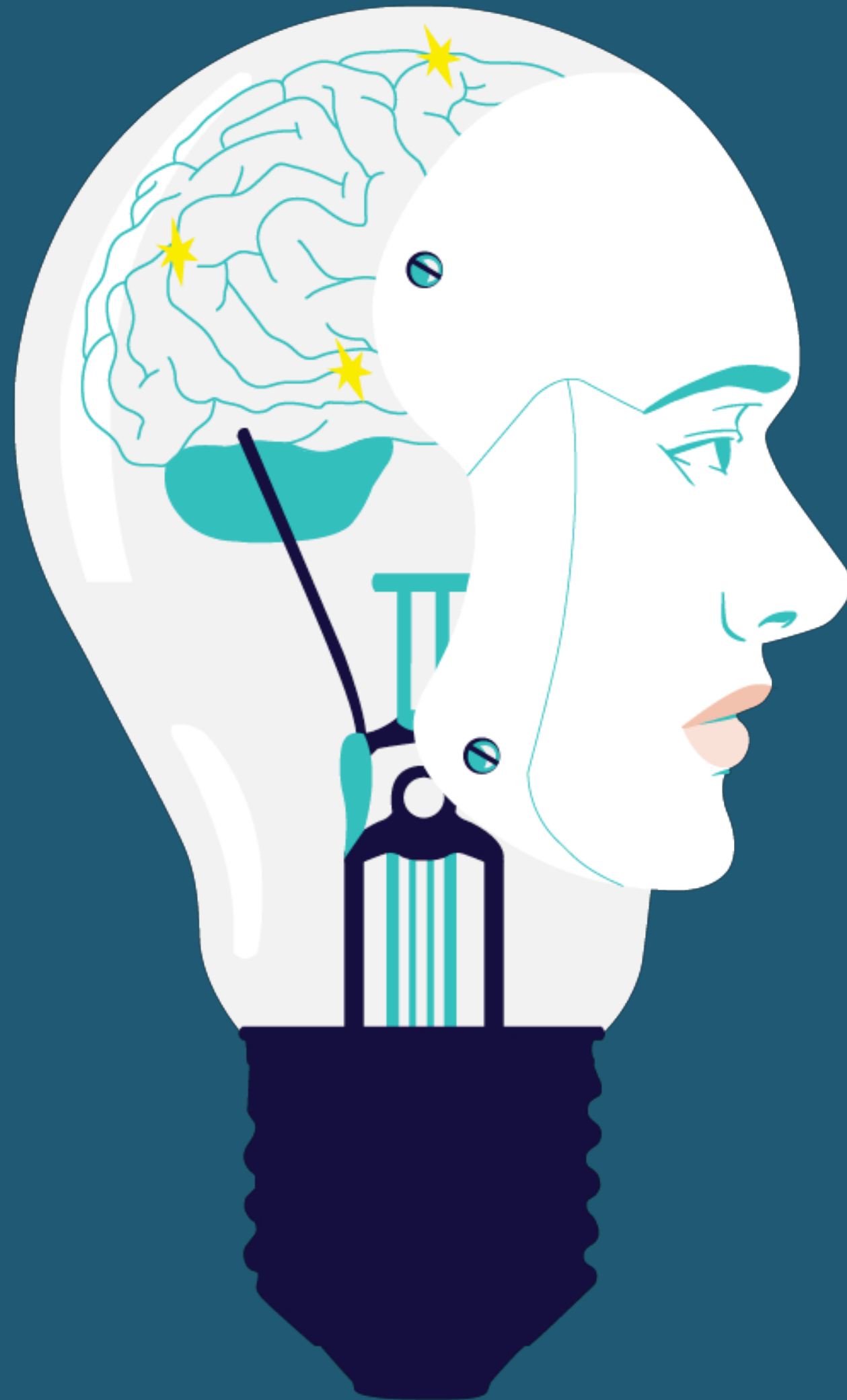


# Humanity Technology

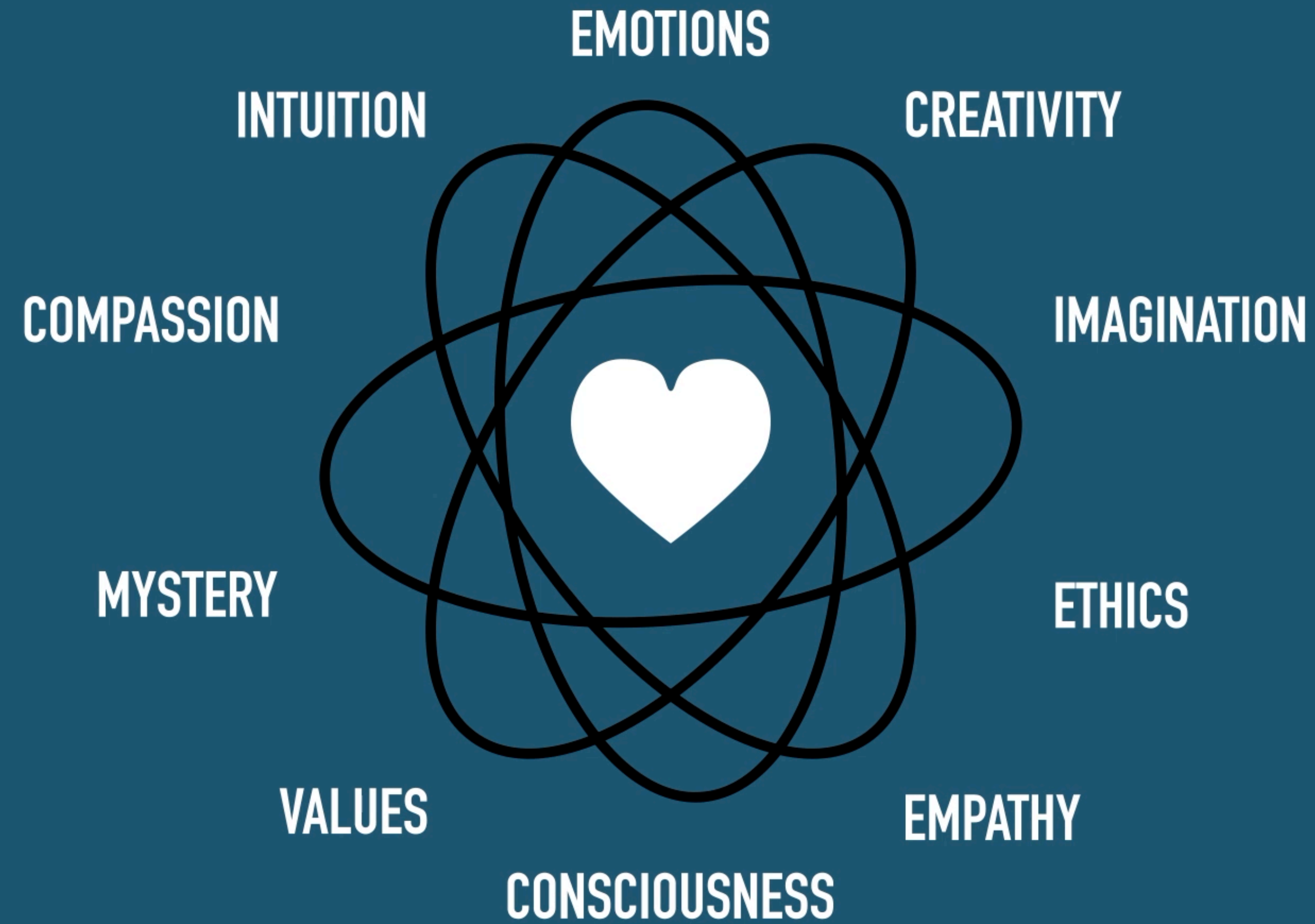




# Algorithms

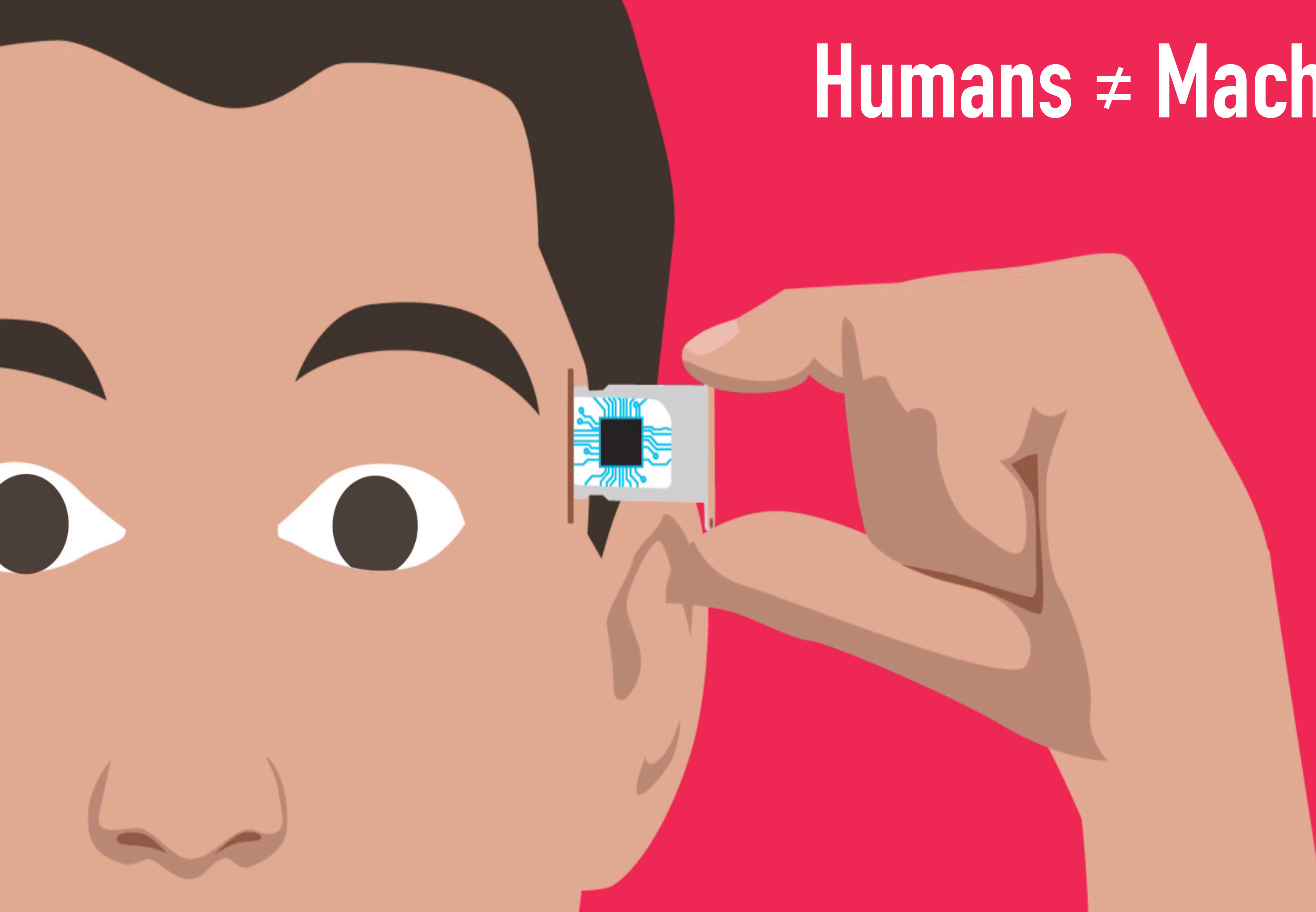


# Androrithms



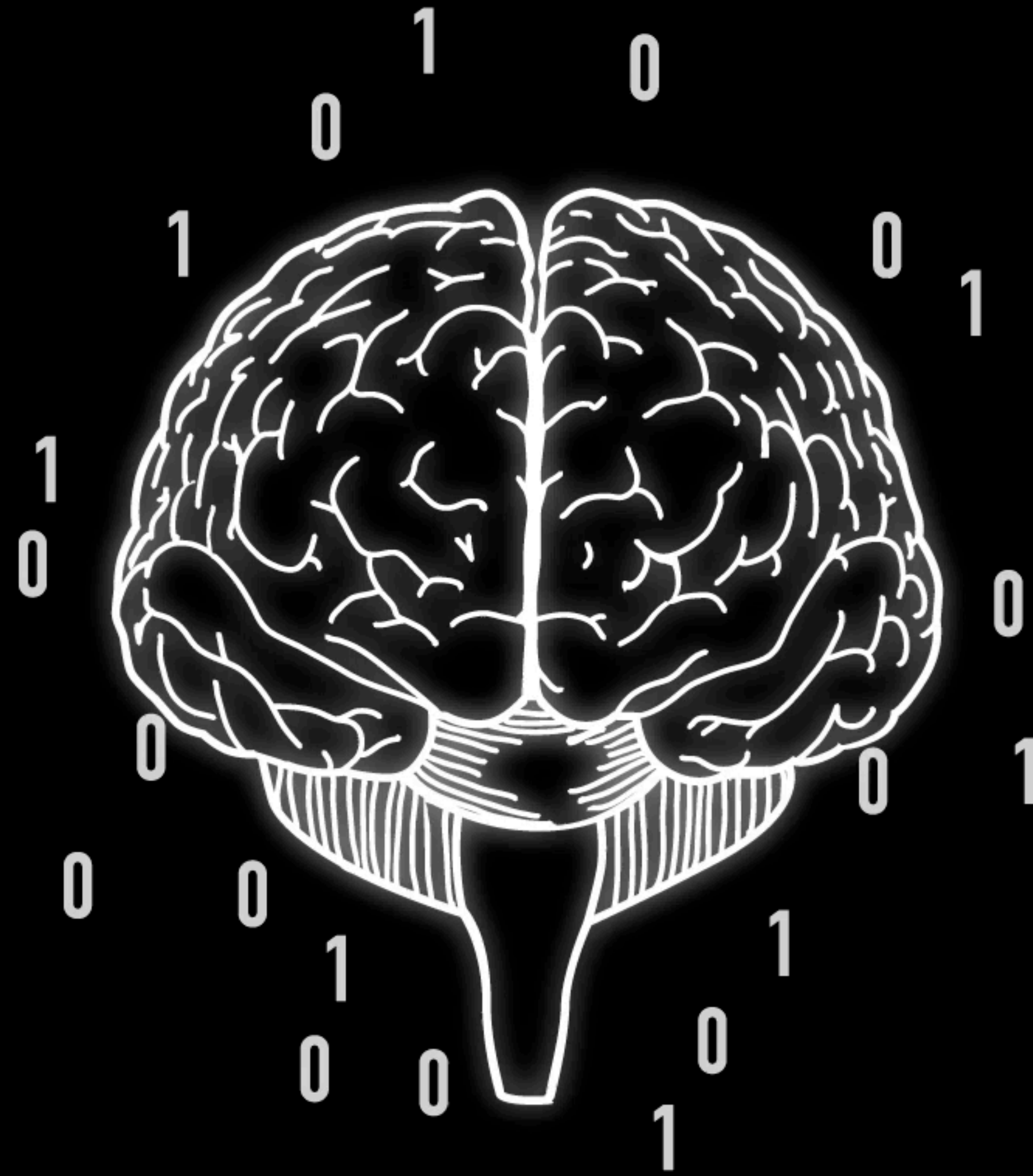


# Humans $\neq$ Machines\*



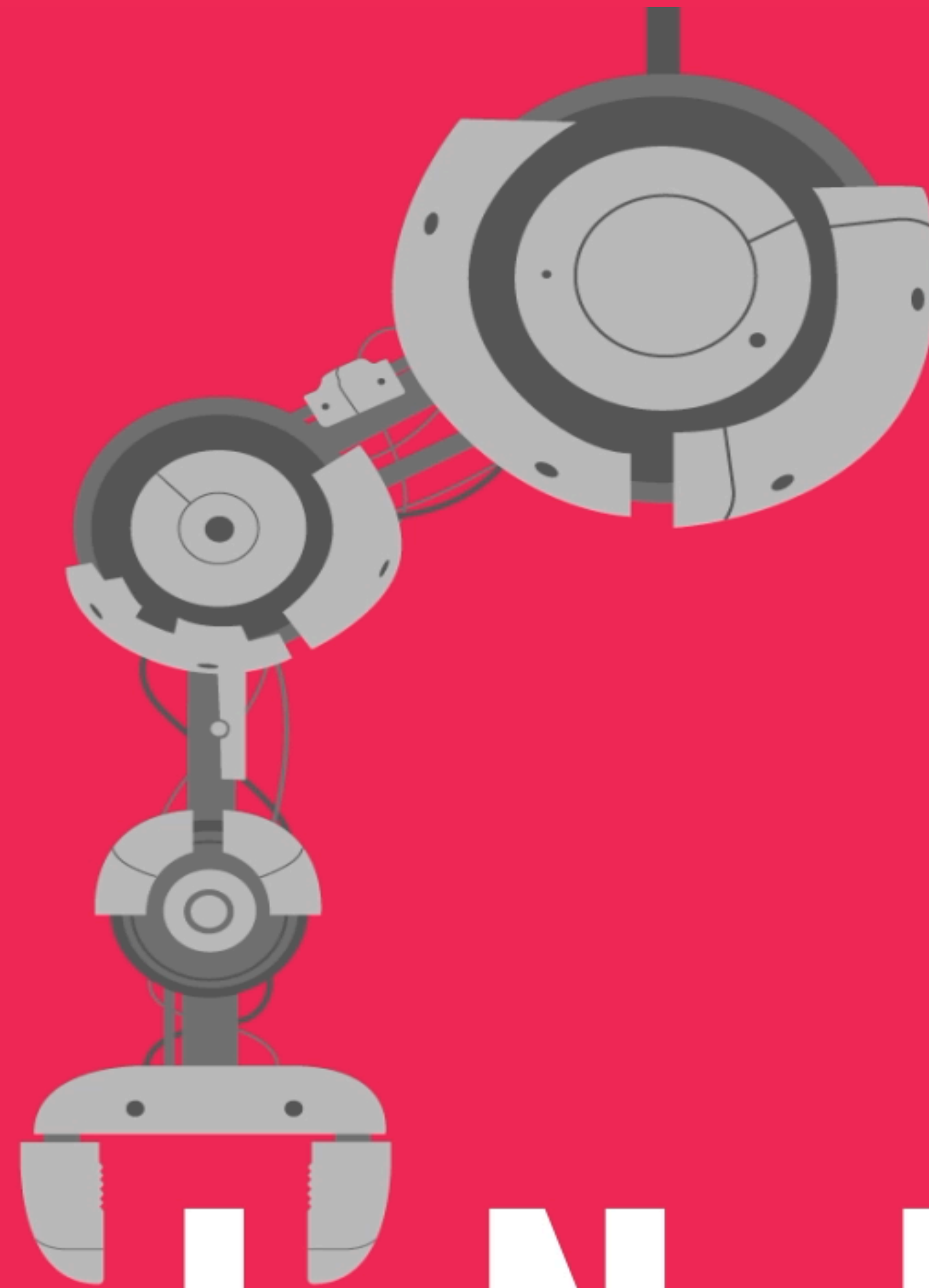
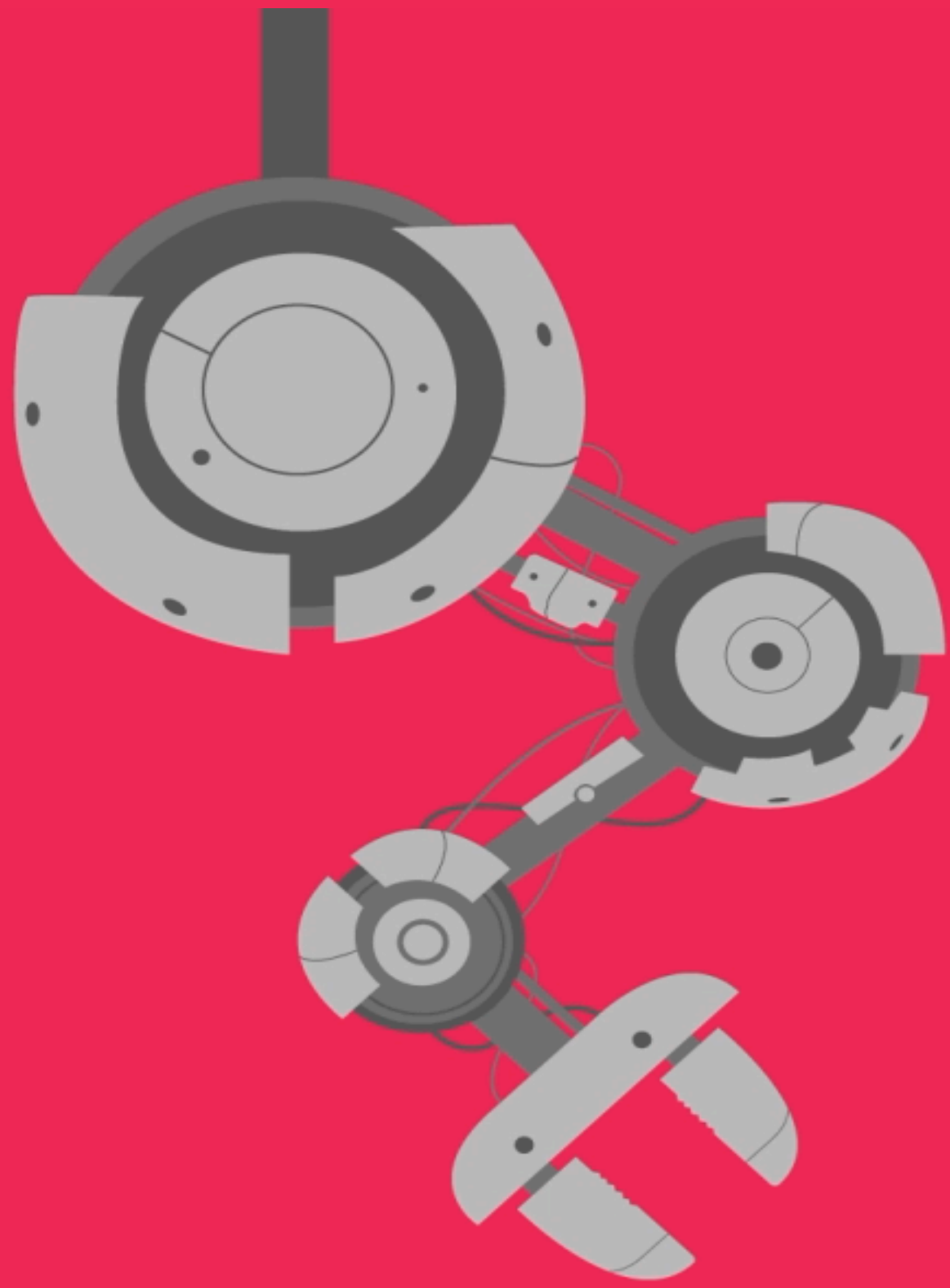


# Machines $\neq$ Human





**The end of routine is NOT the end of work, nor of purpose!**

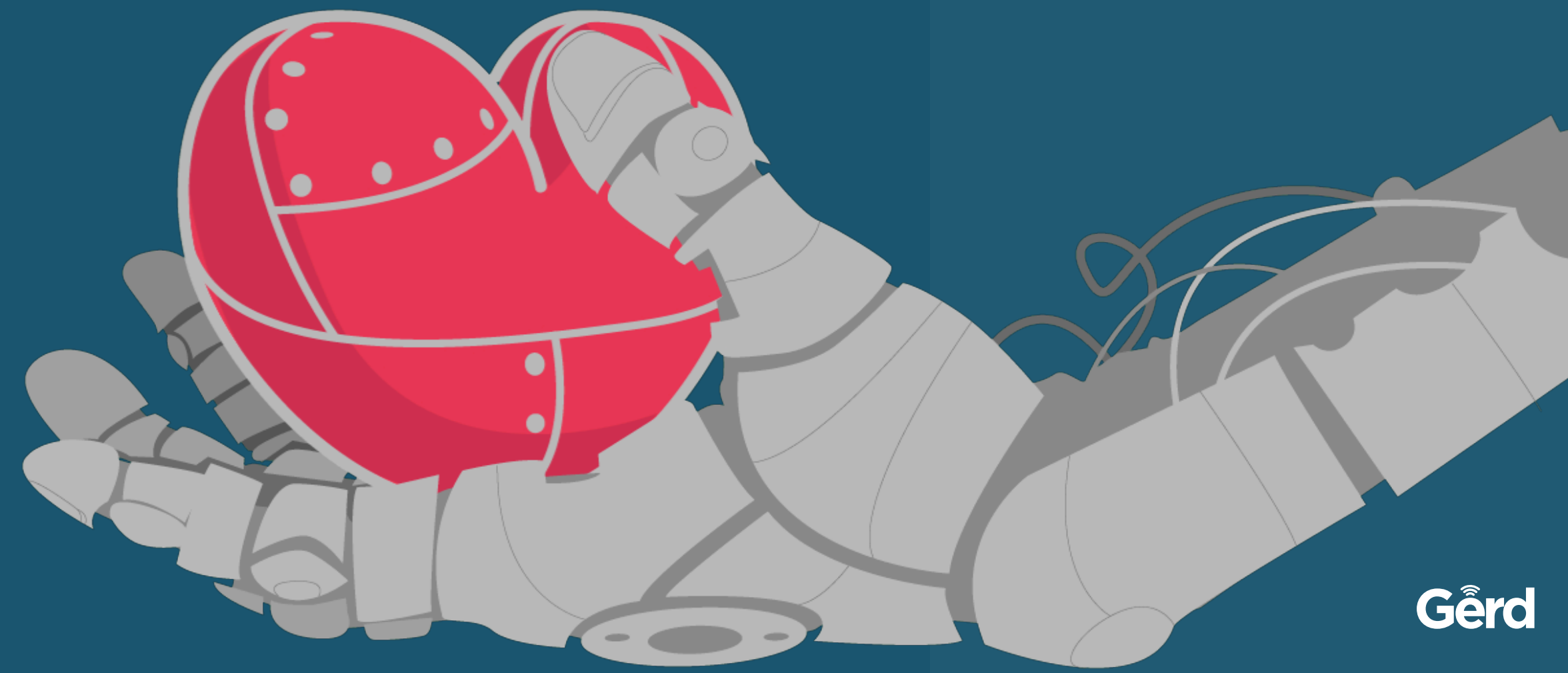


**ROUTINE**



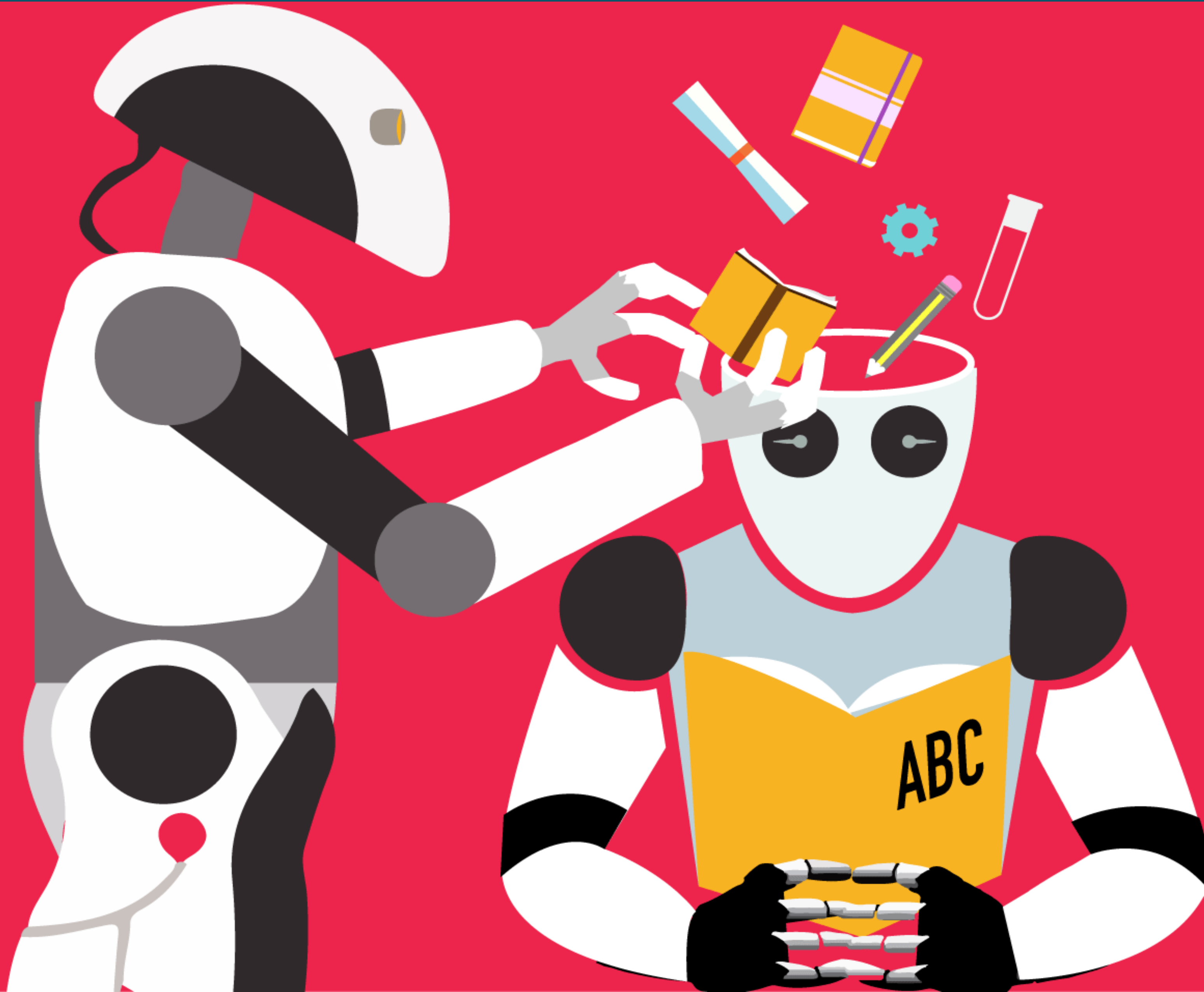
# Machines don't do relationships

*\*but they are becoming exceedingly good at faking them*





# Machines don't understand 95% of what makes us human

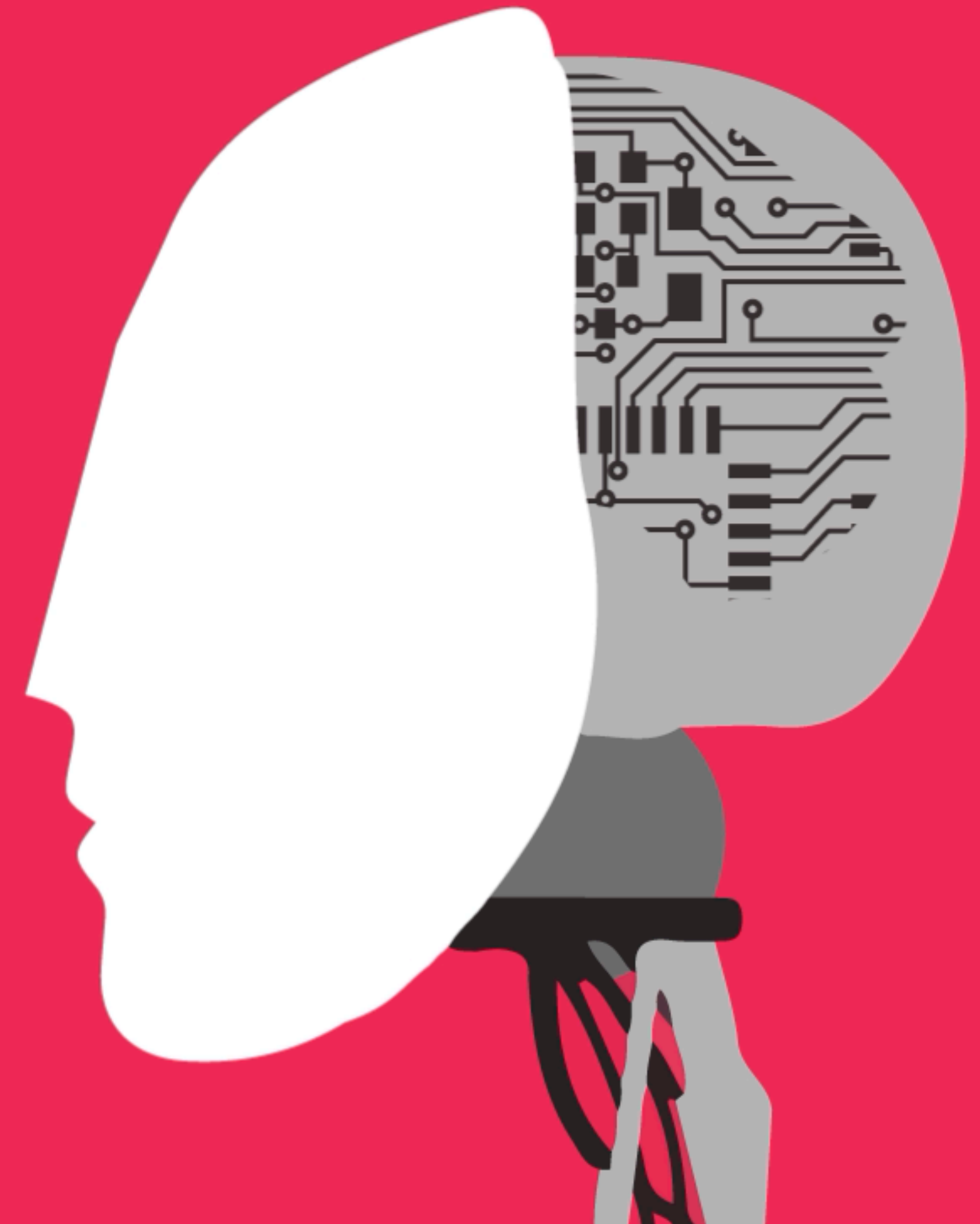


Data and Information  
is not Knowledge\*  
is not Understanding  
is not Wisdom  
is not Purpose



**“We are least aware of what our minds do best. The most difficult things for machines to emulate are those that are unconscious” (Moravec, Minsky et al)**

**Would we WANT machines to ‘emulate the unconscious’?**



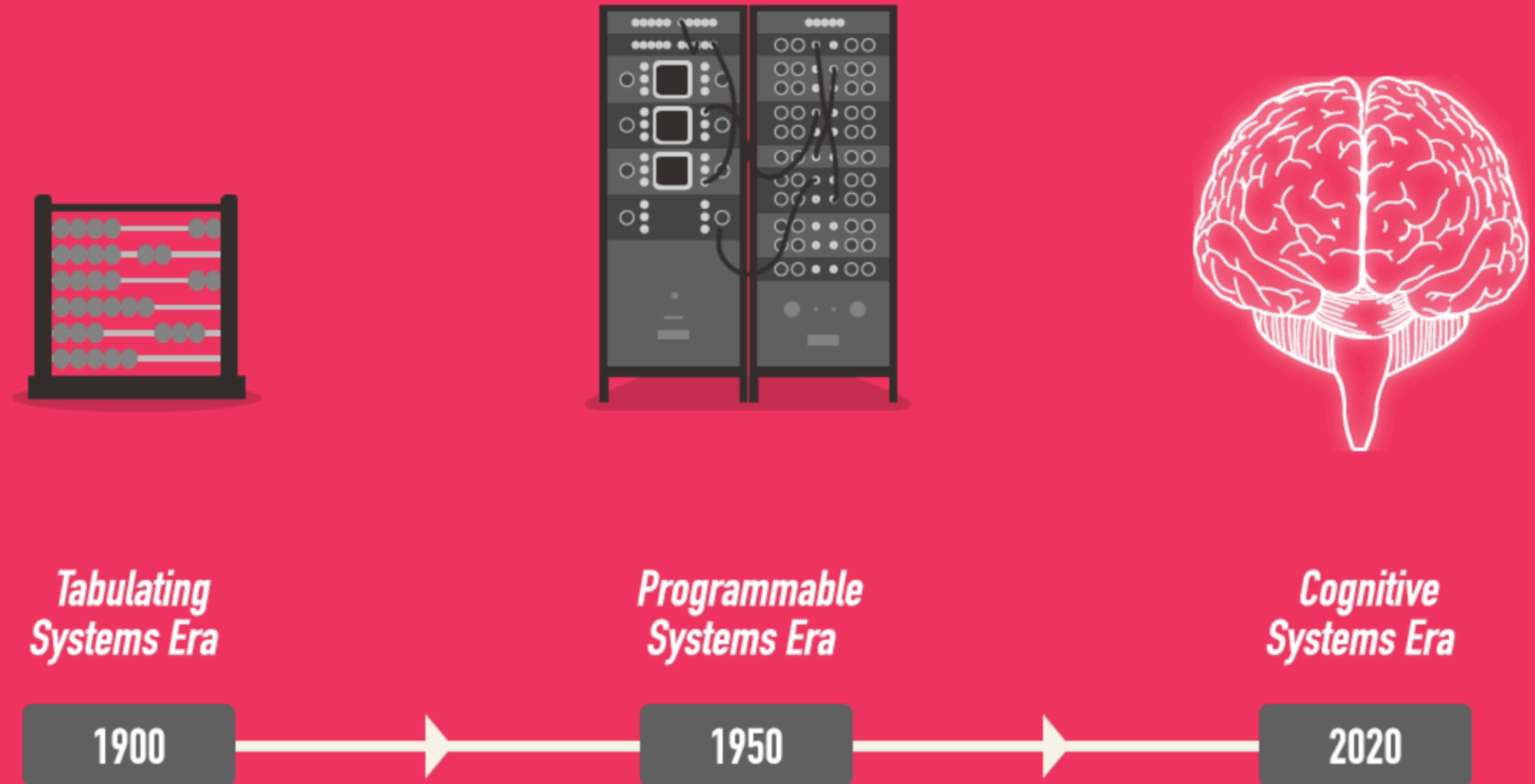


# AI: Science Fiction





# AI: MACHINES THAT CAN HEAR, SEE, SPEAK, LEARN... THINK?

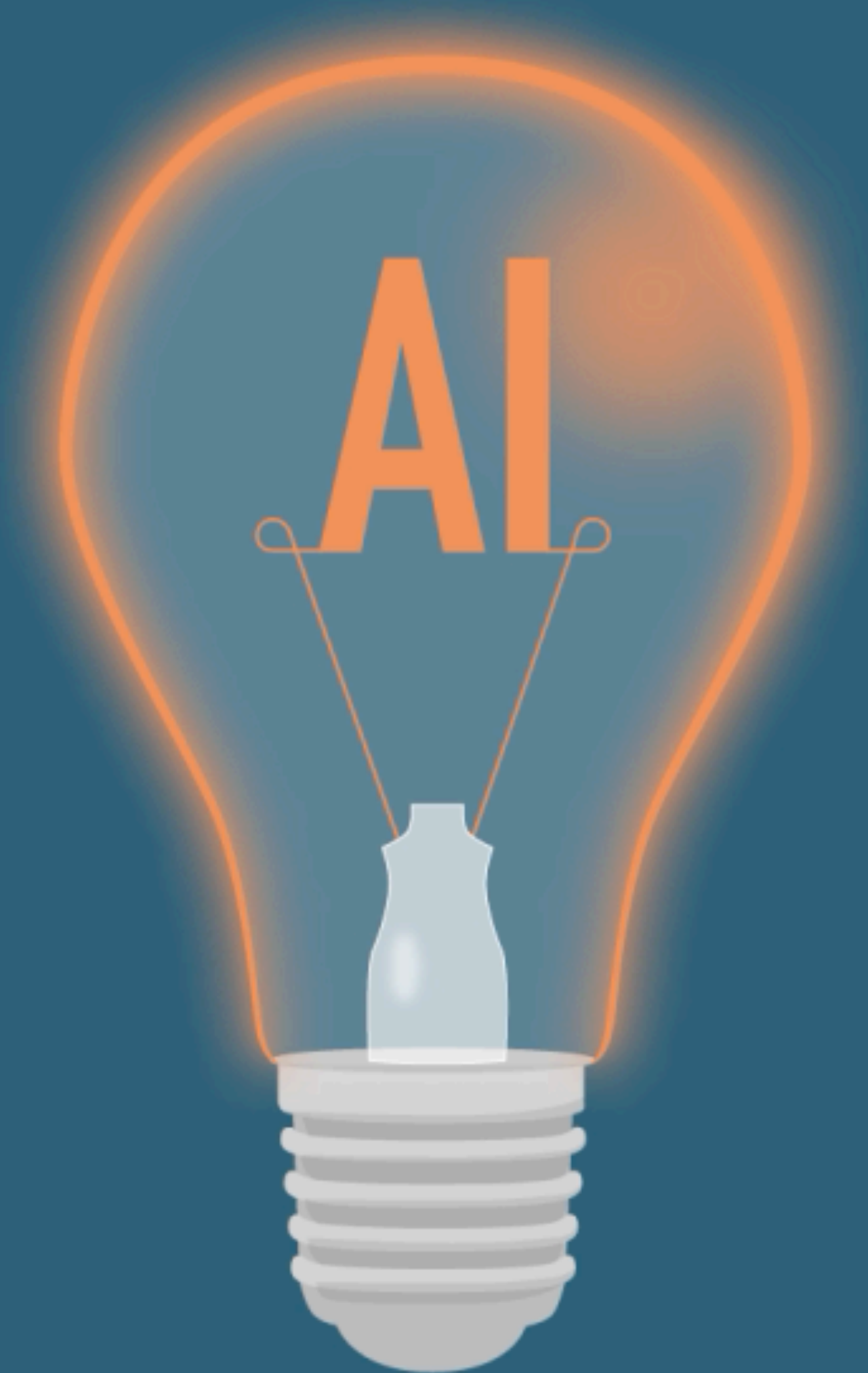






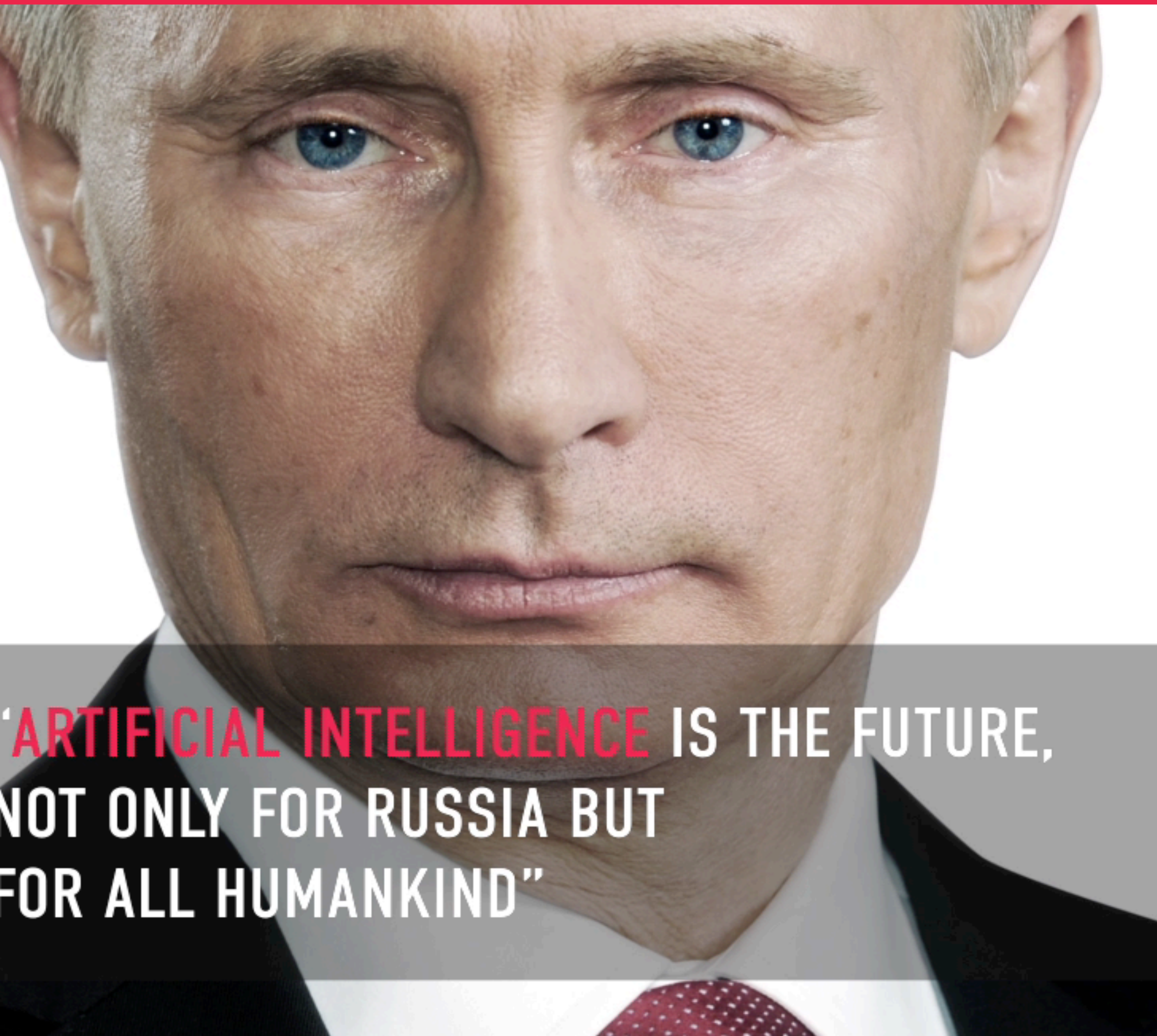


# Technology is a great servant but a terrible master

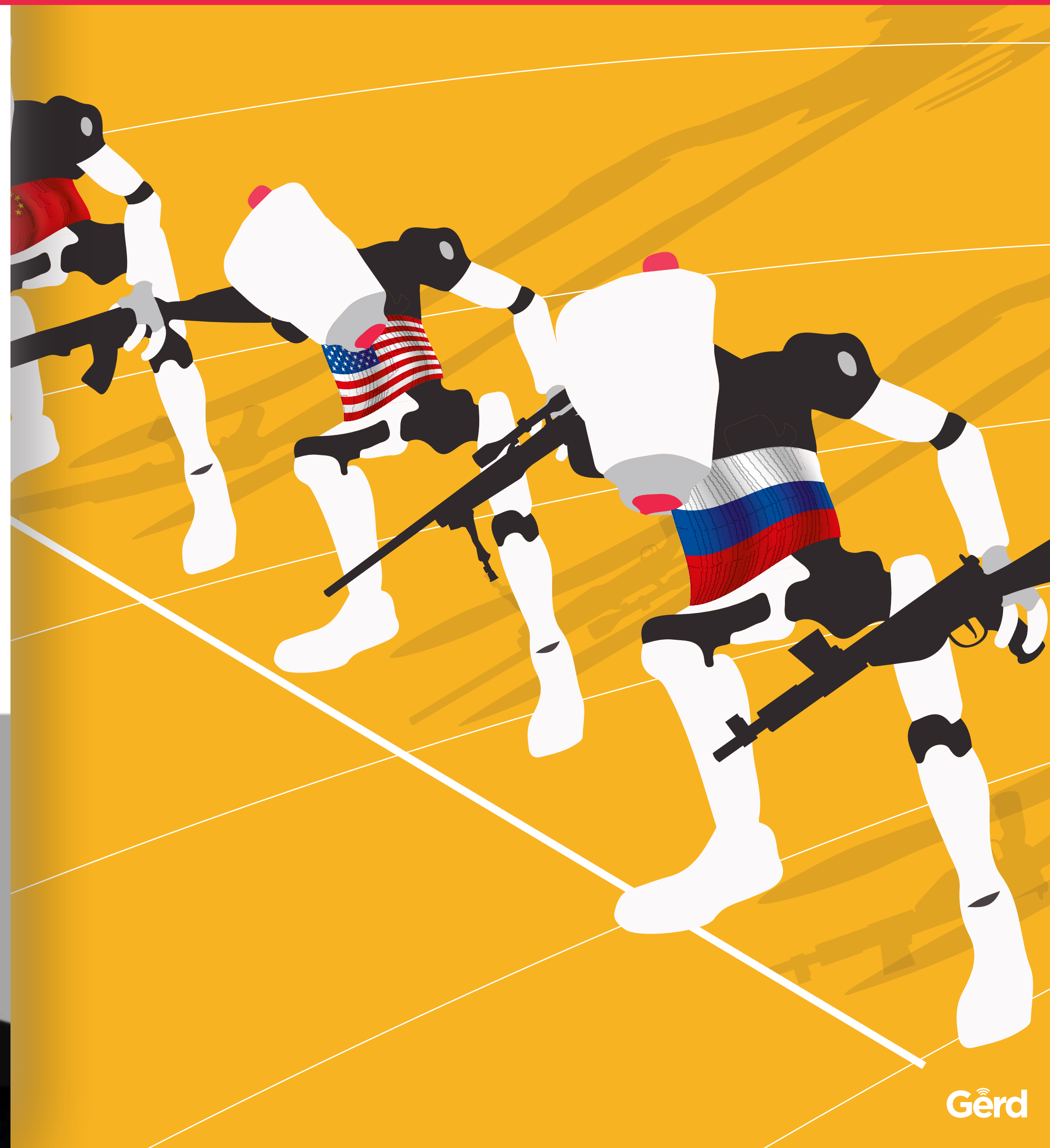




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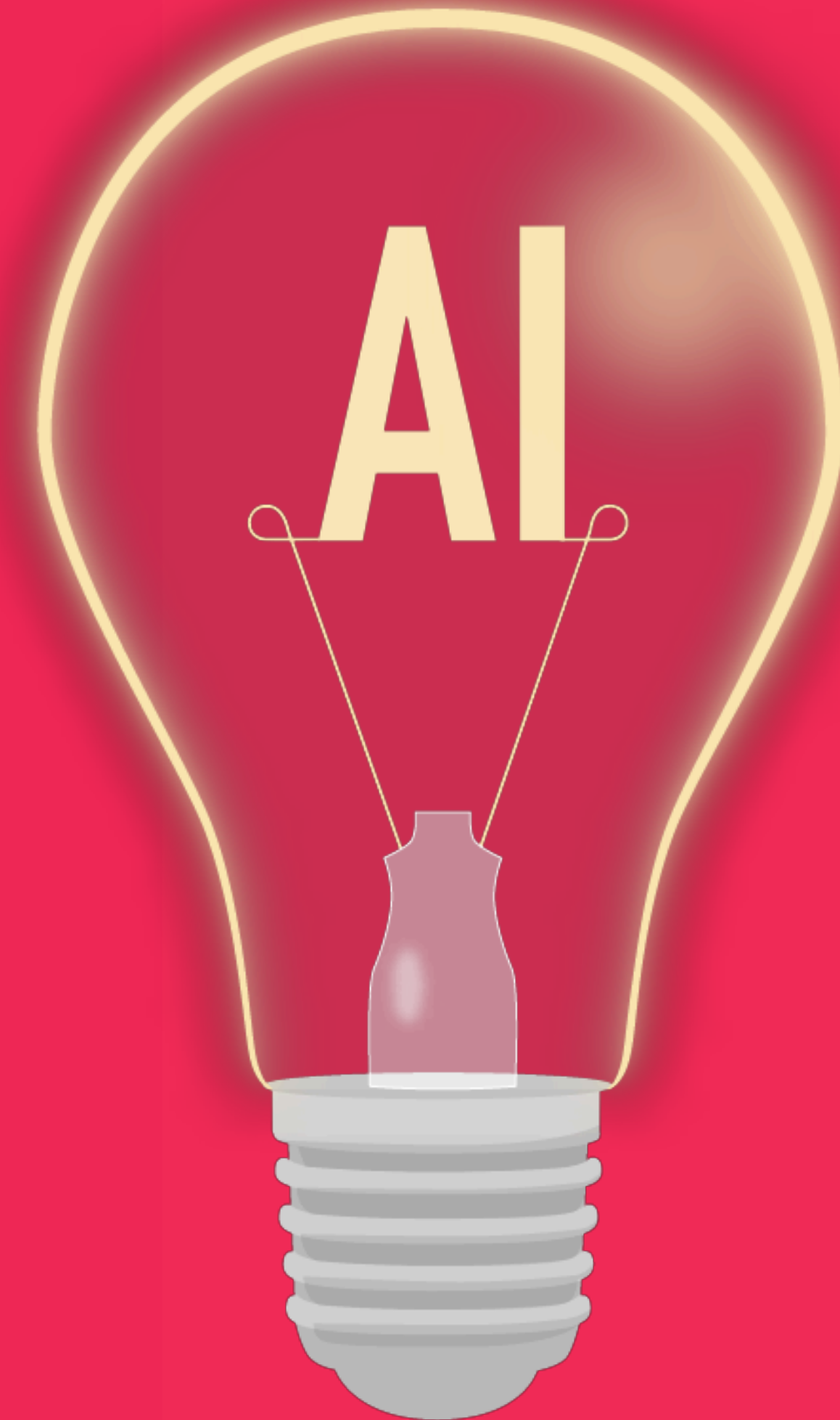


**'ARTIFICIAL INTELLIGENCE IS THE FUTURE,  
NOT ONLY FOR RUSSIA BUT  
FOR ALL HUMANKIND'**



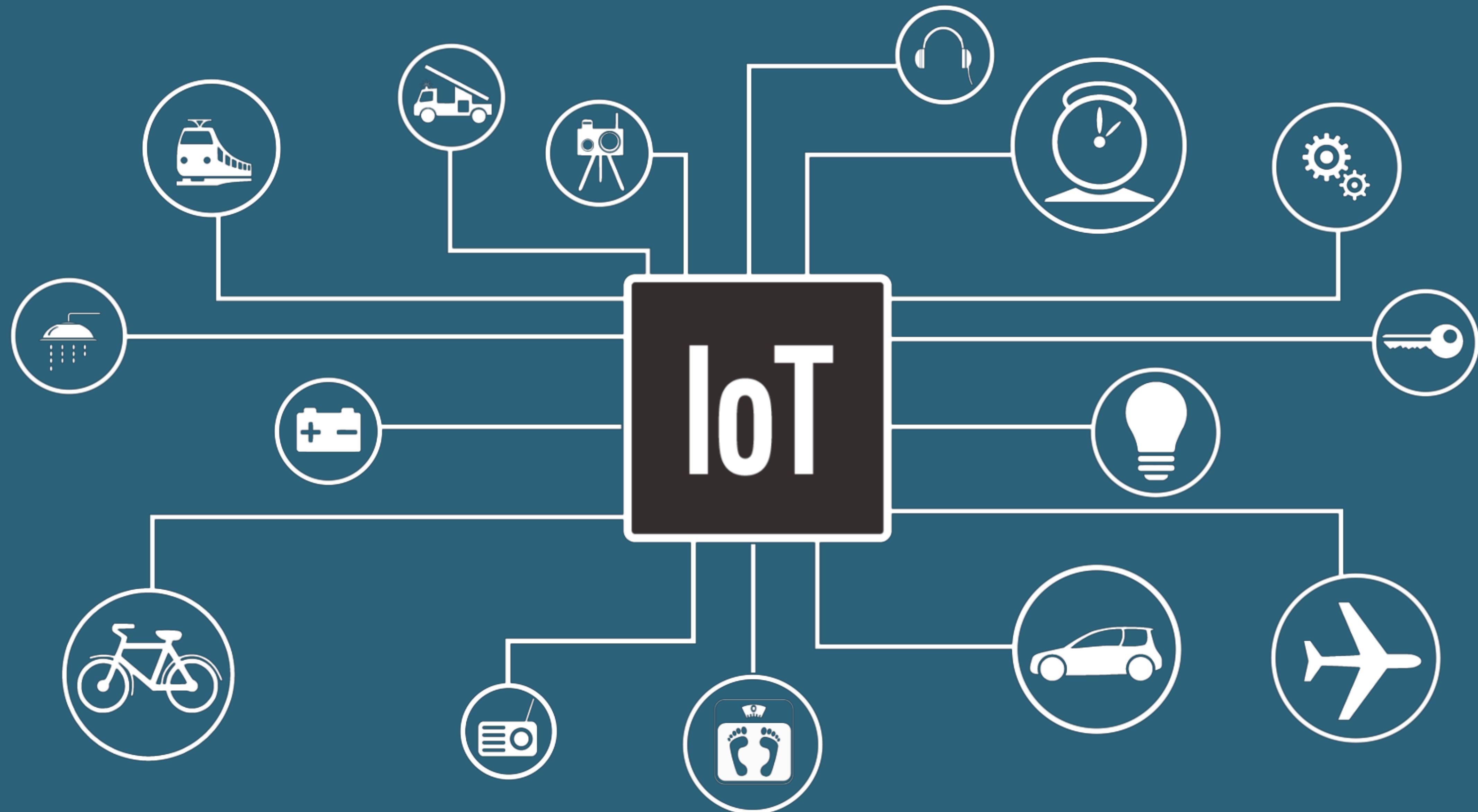


**Data is the new Oil, and Artificial Intelligence is the new Electricity:**  
**An irresistible, \$50 Trillion gold-rush**





# Towards a totally networked world: we must start to include the 'externalities'



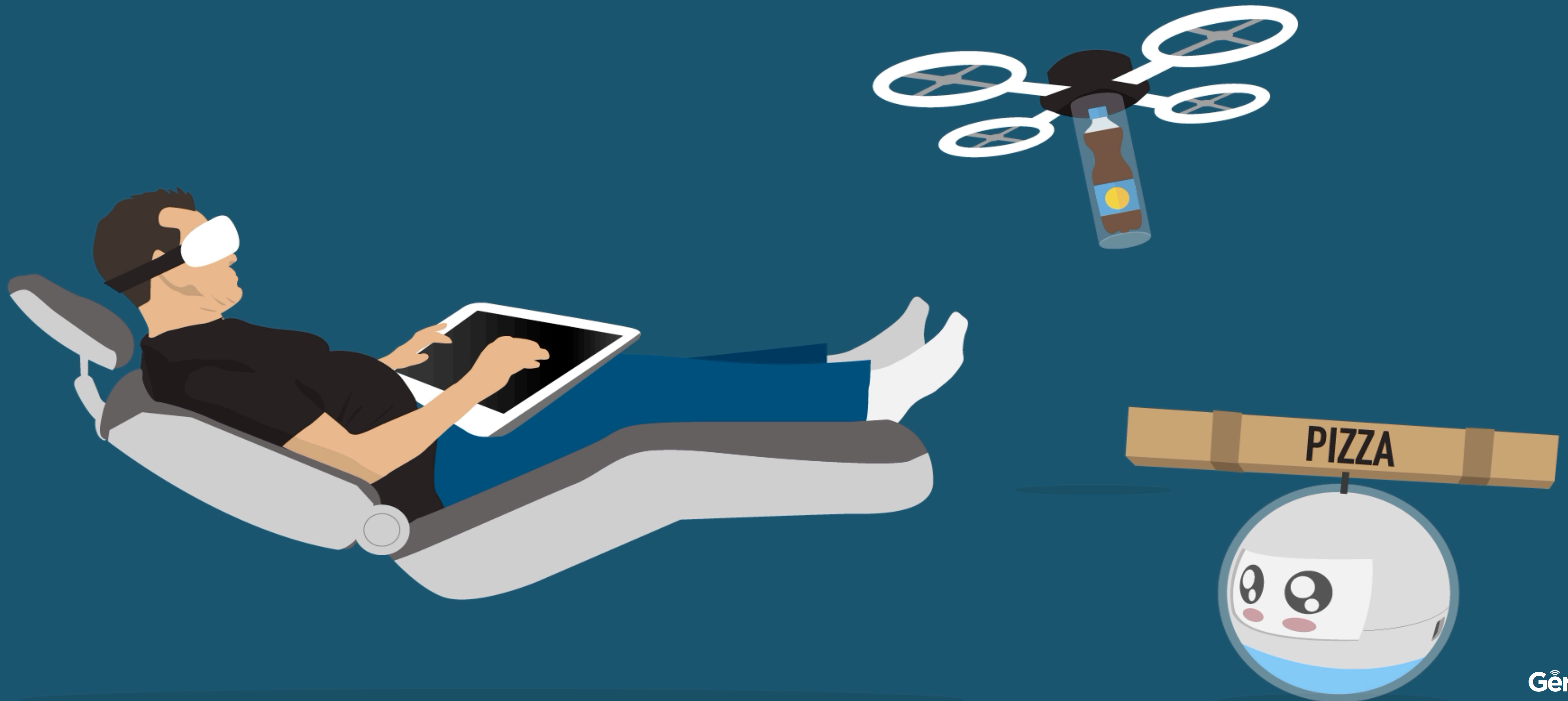


The externalities of exponential technological growth must be INCLUDED in the digital economy, as well!





How will we make sure that  
**SOFTWARE (AI!) IS NOT CHEATING THE WORLD ?**





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Social media is a great example for what can go wrong when algorithms+profit rule over human concerns





Social media is a great example for what can go wrong when algorithms+profit rule over human concerns



Delay, Deny and Deflect: How Facebook's Leaders Fought Through Crisis

by Sheera Frenkel, Nicholas Confessore, Cecilia Kang, Matthew Rosenberg, Jack Nicas, 2018-03-06 PM





**Social media is a great example for what can go wrong when algorithms+profit rule over human concerns**



## **More than a quarter of Americans say they've deleted the Facebook app from their phones**

Almost half of 18- to 29-year-olds claim to have joined the #DeleteFacebook movement.

Rani Molla • Sep 5, 2018, 5:33pm EDT



Facebook CEO Mark Zuckerberg  
*Drew Angerer / Getty*



Social media is a great example for what can go wrong when algorithms+profit rule over human concerns



## Facebook is developing a way to read your mind

Seriously.

April Glaser • Apr 19, 2017, 3:42pm EDT



Justin Sullivan / Getty

“What if you could type directly from your brain?”





**TECHNOLOGY HAS NO ETHICS**



#digitalethics

If?

How?





#digitalethics

Why?

Who?



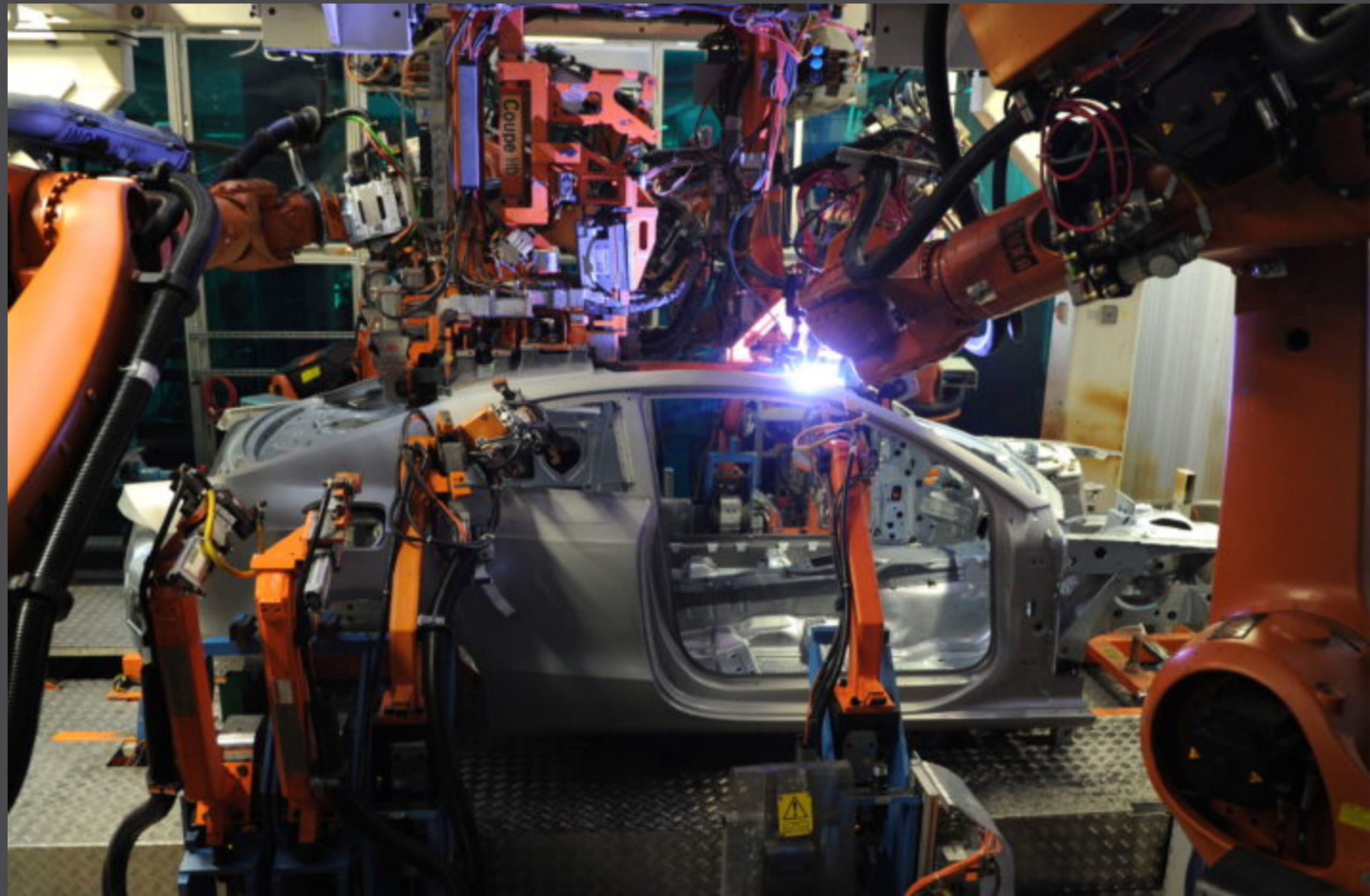


# Why?

## Germany's €3B plan to become an AI powerhouse

Here's what's in Merkel's strategy for how to conquer the second wave of artificial intelligence.

Janosch Delcker • 11/14/18, 7:00 AM CET



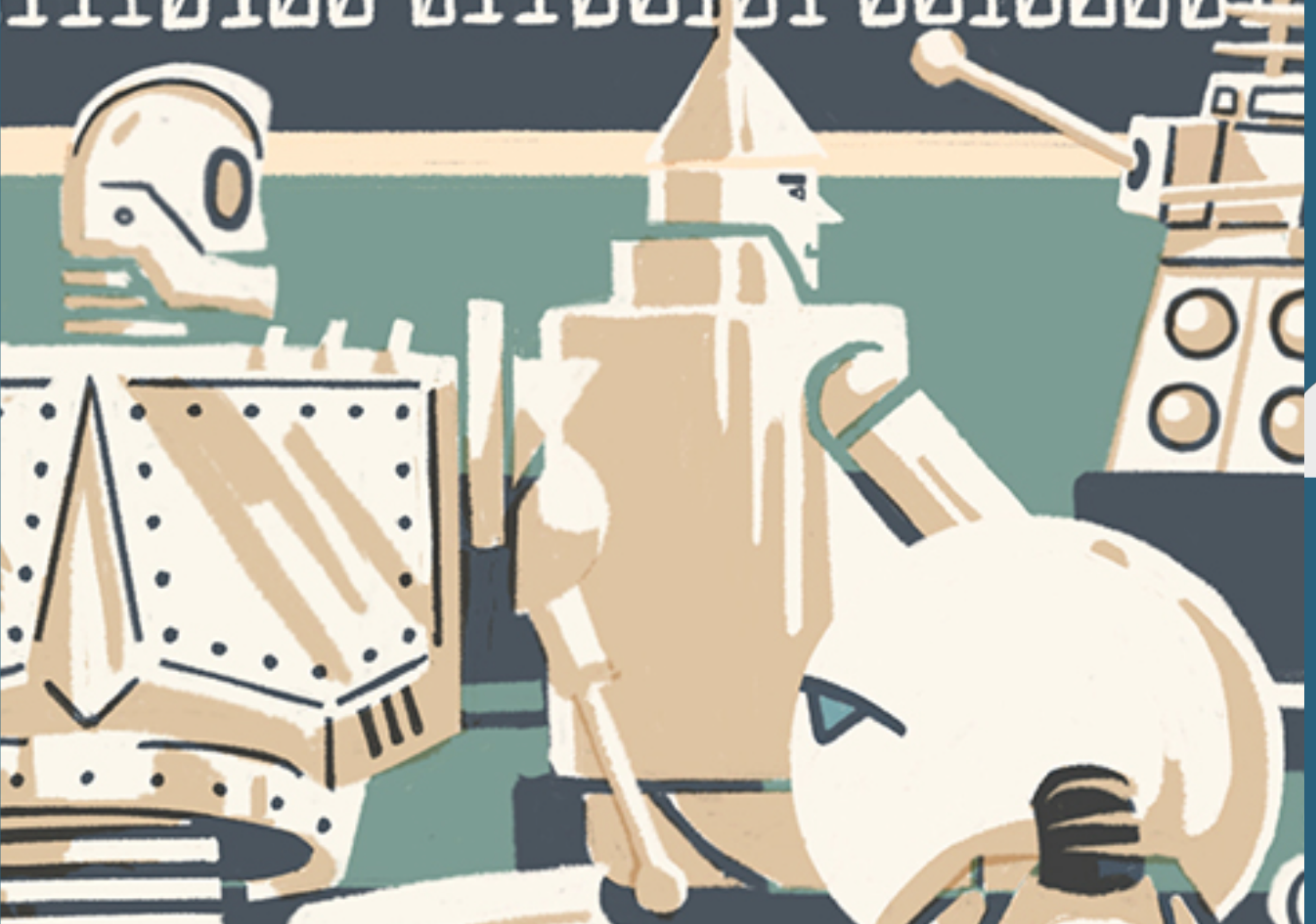
Robots on an assembly line at the Audi plant in Ingolstadt, Germany | Oliver Lang/AFP via Getty Images

BERLIN — In the global race to dominate artificial intelligence, Europe's industrial powerhouse is taking the gloves off.

# ?



# Why?



# China plans to be a world leader in Artificial Intelligence by 2030



# We are building a new META-INTELLIGENCE

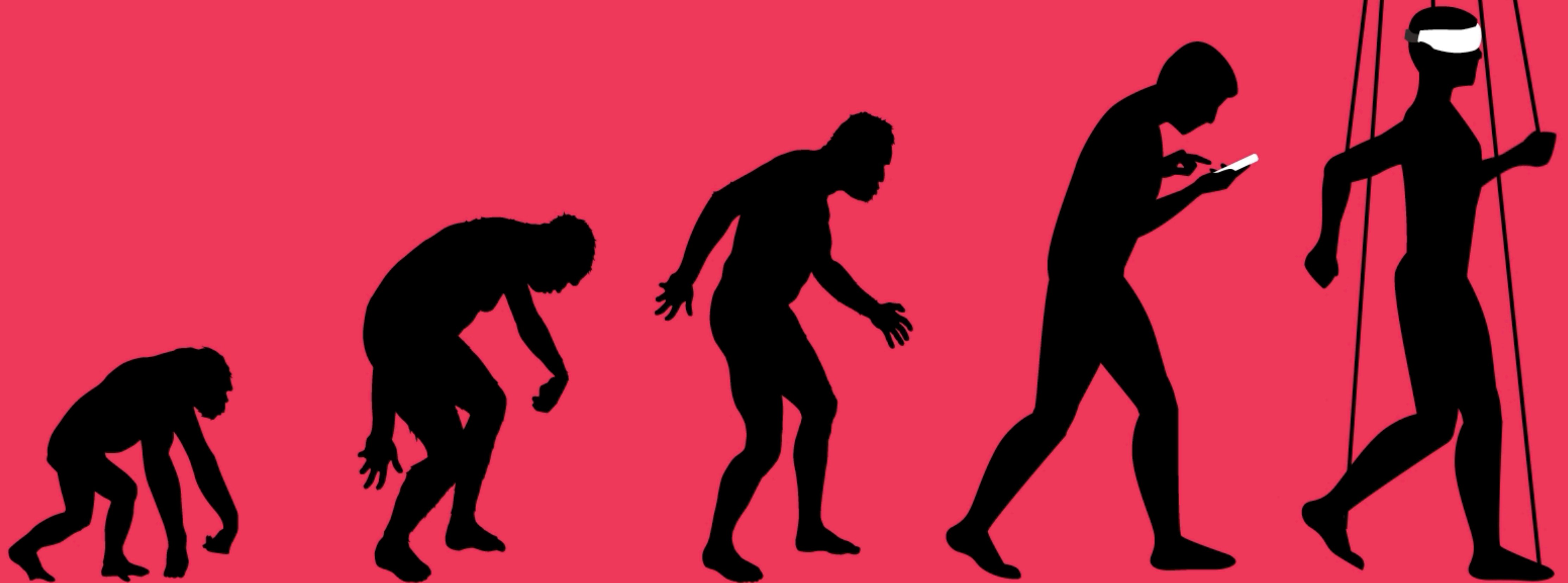
Security? Data Protection? Privacy? Digital Rights? Sustainability?  
Governance? Accountability? Regulation? Social Contract? Ethics? Values?

**“Technology can do great things, but it does not WANT to do great things. It does not want anything.”**

Tim Cook, CEO, Apple October 25 2018



Digital Ethics: the difference between doing whatever technological progress will allow us to do,  
**and putting collective human flourishing first at all times**





**We need to invest as much into humanity as we invest into technology**





# To regulate AI we need new laws, not just a code of ethics | Paul Chadwick

Paul Chadwick • Sun 28 Oct 2018 20.58 GMT

Technology is becoming all-pervasive – global regulations must be created to avoid an unhealthy concentration of power in too few hands



'Mark Zuckerberg is among a tiny group of decision-makers who are shaping a world in which humans and AI collect and use the personal information of billions of people.' Photograph: Marcio Jose

# Letting tech firms frame the AI ethics debate is a mistake

Citizens and lawmakers need to be more proactive about setting the AI agenda—and doing so in a manner that includes the voices of the marginalized.

Fast Company



Gerd



SMART PUBLIC POLICIES

Telefonica

A New Digital Deal

## Towards a human-centric digitalisation



People should be able to enjoy fair, and non-discriminatory digital services.



### RESPONSIBILITY

Business needs to be value-driven and contribute adequately to societies to make digitalisation sustainable.



### INCLUSIVENESS

We can leave no one behind in digitalisation. Digital transformation needs to be accompanied by social policies.



### TRANSPARENCY + CHOICE

People should be empowered to decide how their data is used and have choices to be able to enjoy the value of their data.



## EMPOWERING PEOPLE



### ACCOUNTABILITY

Use of Artificial Intelligence and Algorithms should be ethical and digital platforms need to be hold accountable.

DIGITAL BILL OF RIGHTS

## Why AI needs ethics

As AI systems continue to evolve, humanity will place increasing levels of trust in them for decision making, says RUDEON SNELL, Leonardo Leader at SAP Africa.

September 17, 2018

SAP



Gerd



# Contract for the Web



## CORE PRINCIPLES

*The web was designed to bring people together and make knowledge freely available. Everyone has a role to play to ensure the web serves humanity. By committing to the following principles, governments, companies and citizens around the world can help protect the open web as a public good and a basic right for everyone.*

### GOVERNMENTS WILL

**Ensure everyone can connect to the internet** so that anyone, no matter who they are or where they live, can participate actively online.

**Keep all of the internet available, all of the time** so that no one is denied their right to full internet access.

**Respect people's fundamental right to privacy** so everyone can use the internet freely, safely and without fear.

### COMPANIES WILL

**Make the internet affordable and accessible to everyone** so that no one is excluded from using and shaping the web.

**Respect consumers' privacy and personal data** so people are in control of their lives online.

**Develop technologies that support the best in humanity and challenge the worst** so the web really is a public good that puts people first.

### CITIZENS WILL

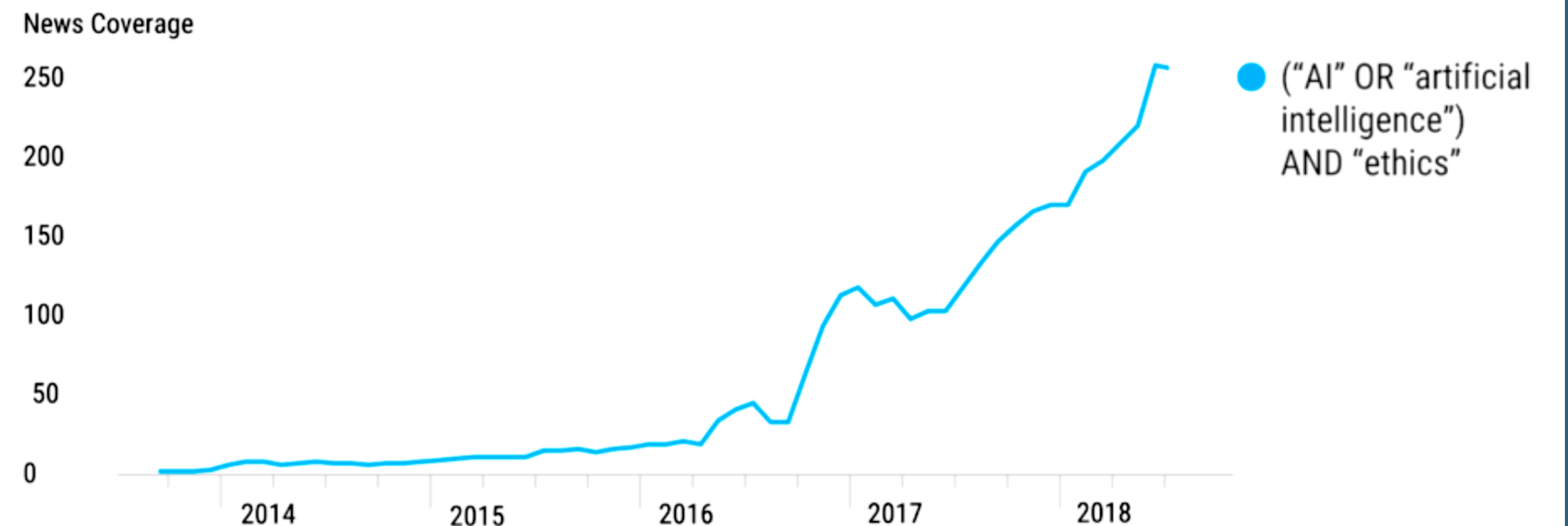
**Be creators and collaborators on the web** so the web has rich and relevant content for everyone.

**Build strong communities that respect civil discourse and human dignity** so that everyone feels safe and welcome online.

**Fight for the web** so the web remains open and a global public resource for people everywhere, now and in the future.

## Talk of AI and ethics is on the rise

Quarterly news mentions of ("AI OR artificial intelligence") AND "ethics" 2014 – Q3 2018



cbinsights.com

CBINSIGHTS



# Heaven or Hell – it's up to us!





# Heaven or Hell – it's up to us!





All scientific and technological advancements must have HUMAN FLOURISHING as its core objective



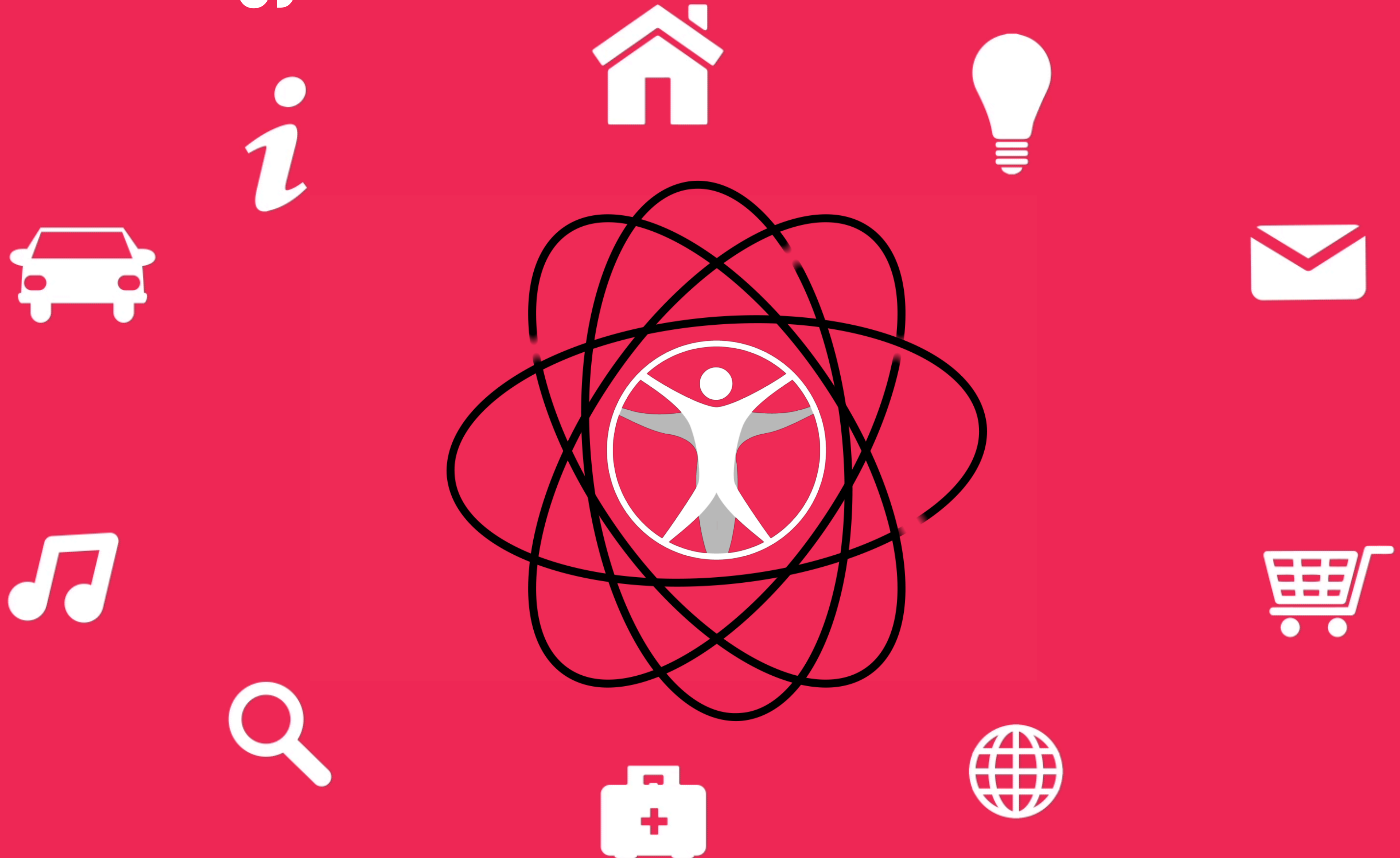


Exponential technological progress will force us to expand our economic logic beyond the sole focus on GDP-growth



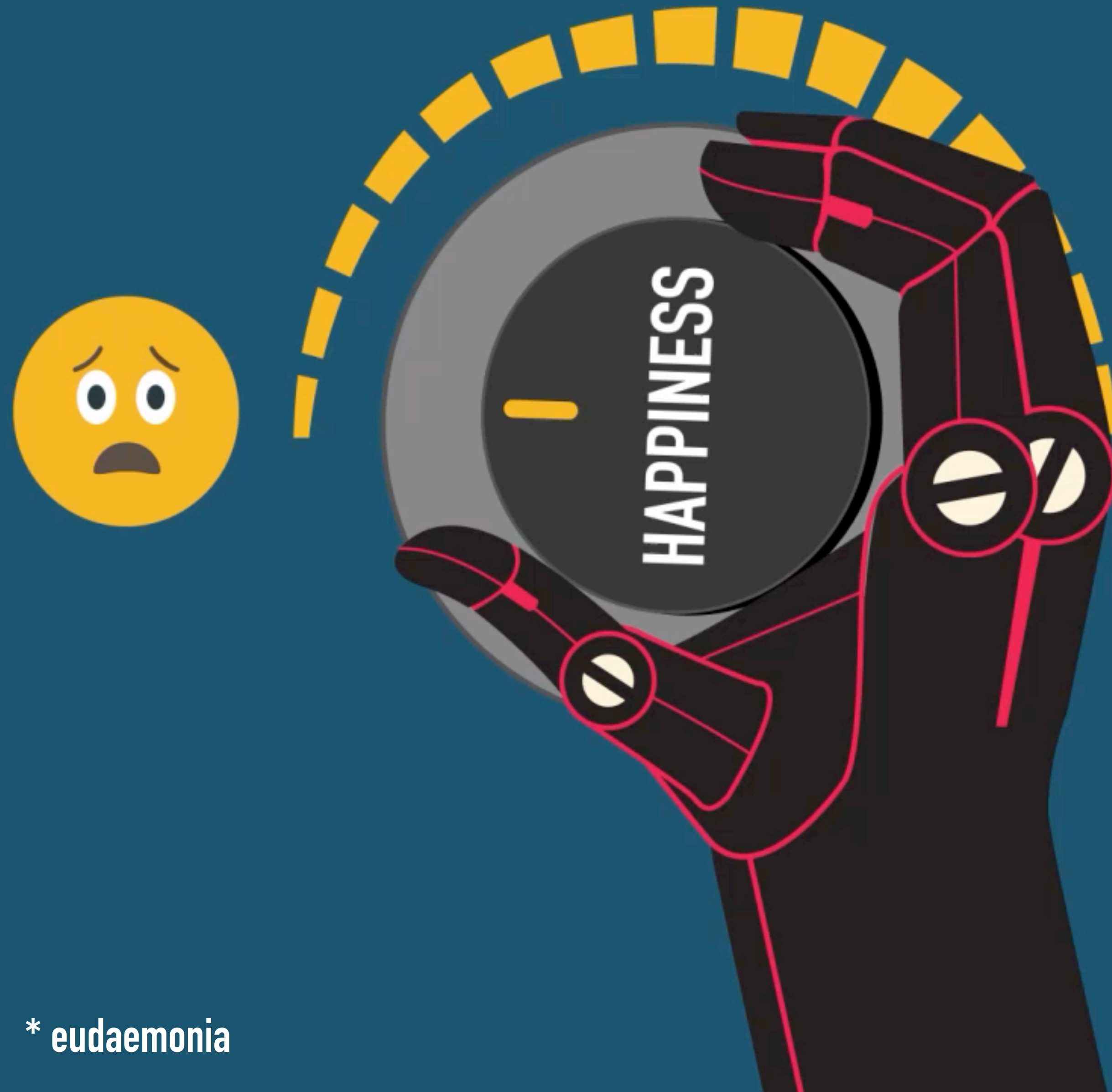


# Technology is not WHAT we seek, but HOW we seek





# We will not find real happiness\* in the cloud, via an AI or on a screen!



\* eudaemonia

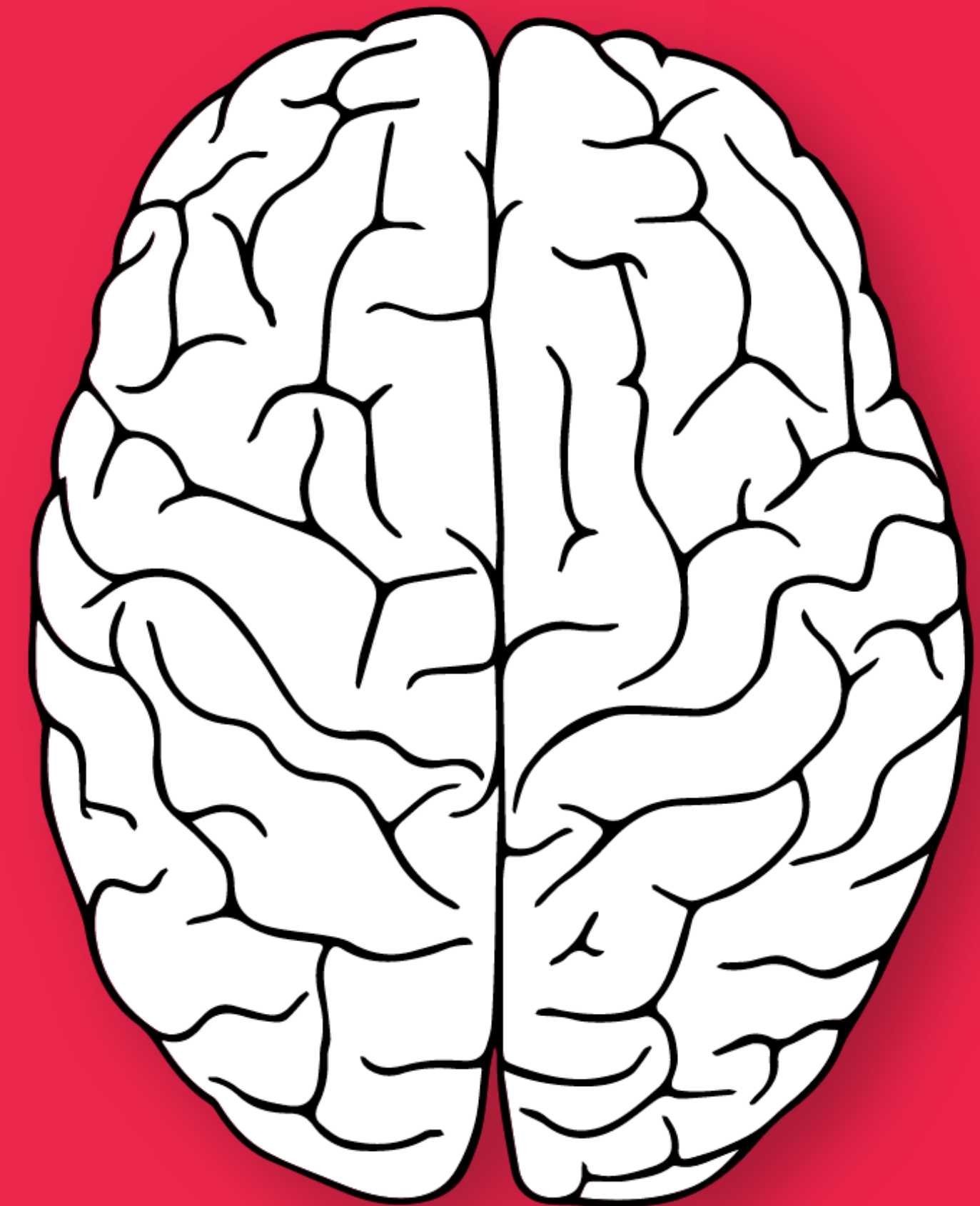
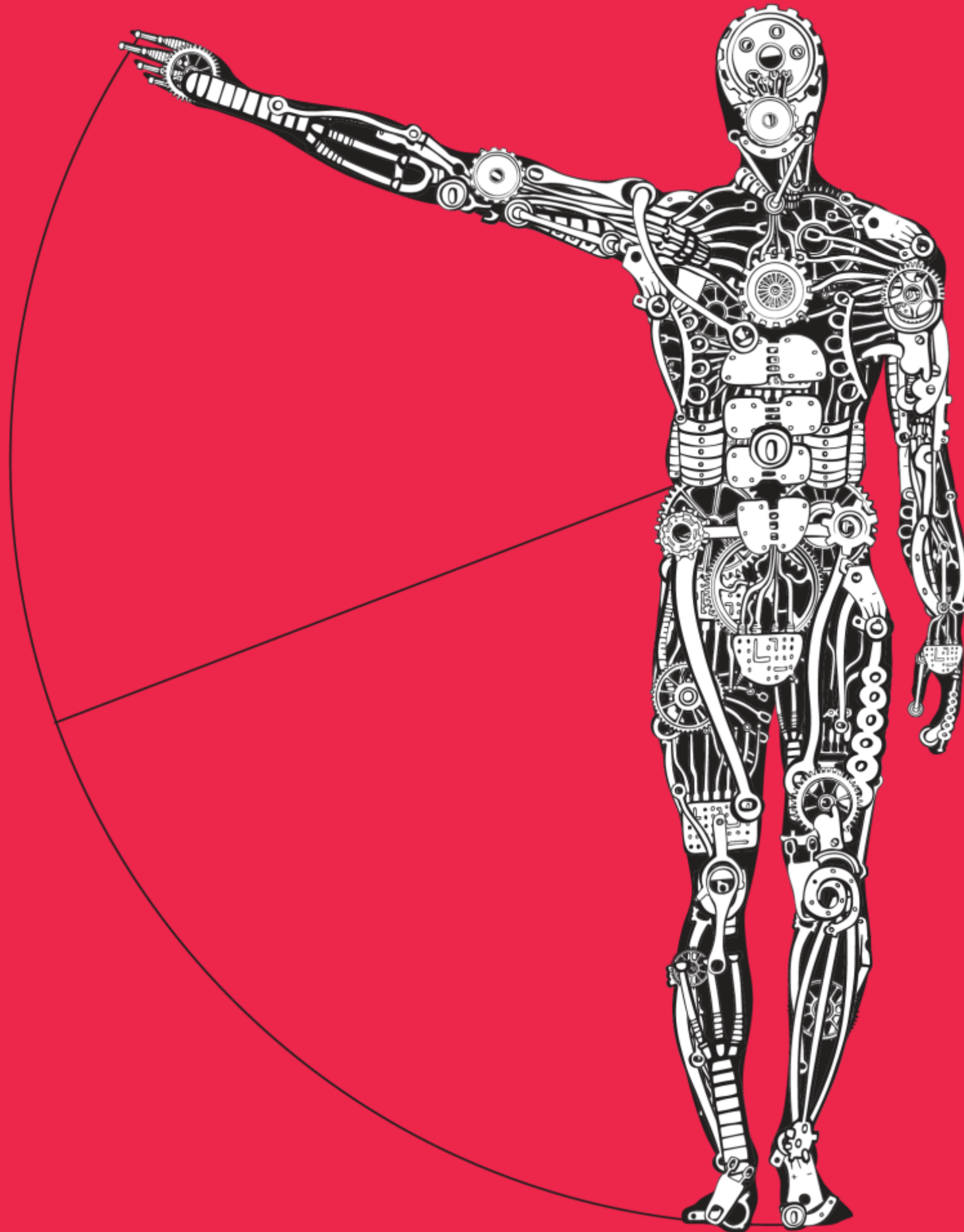


**For now, the biggest danger is not that machines will eliminate us but that we become too much like them**



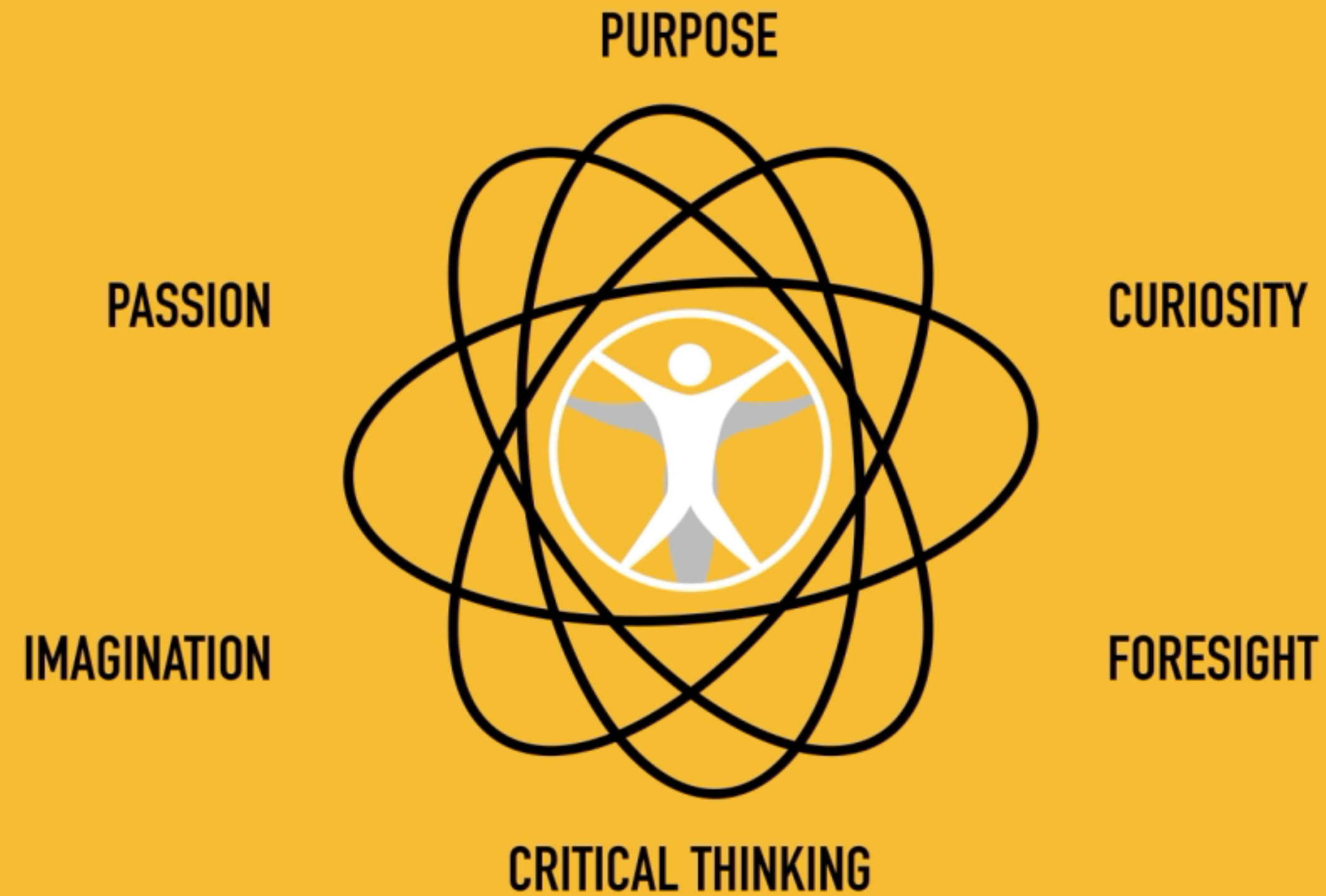


**Reductionism** is detrimental for  
humans, society and business!





# The Future: awesome humans on-top of amazing technology







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# Thanks for your time!



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