

SHIFT

JUNE 2019

ISSUE #1

ARTIFICIAL INTELLIGENCE

**A REPORT ON
EMPATHY, PRIVACY, AND
A POST-WORK SOCIETY
AT THE EPOCH OF AI**

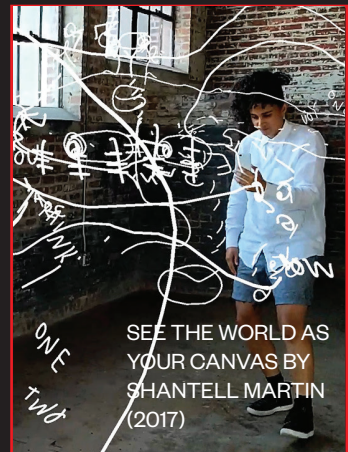


KODAI IKEMITSU FOR
METAL MAGAZINE (2018)

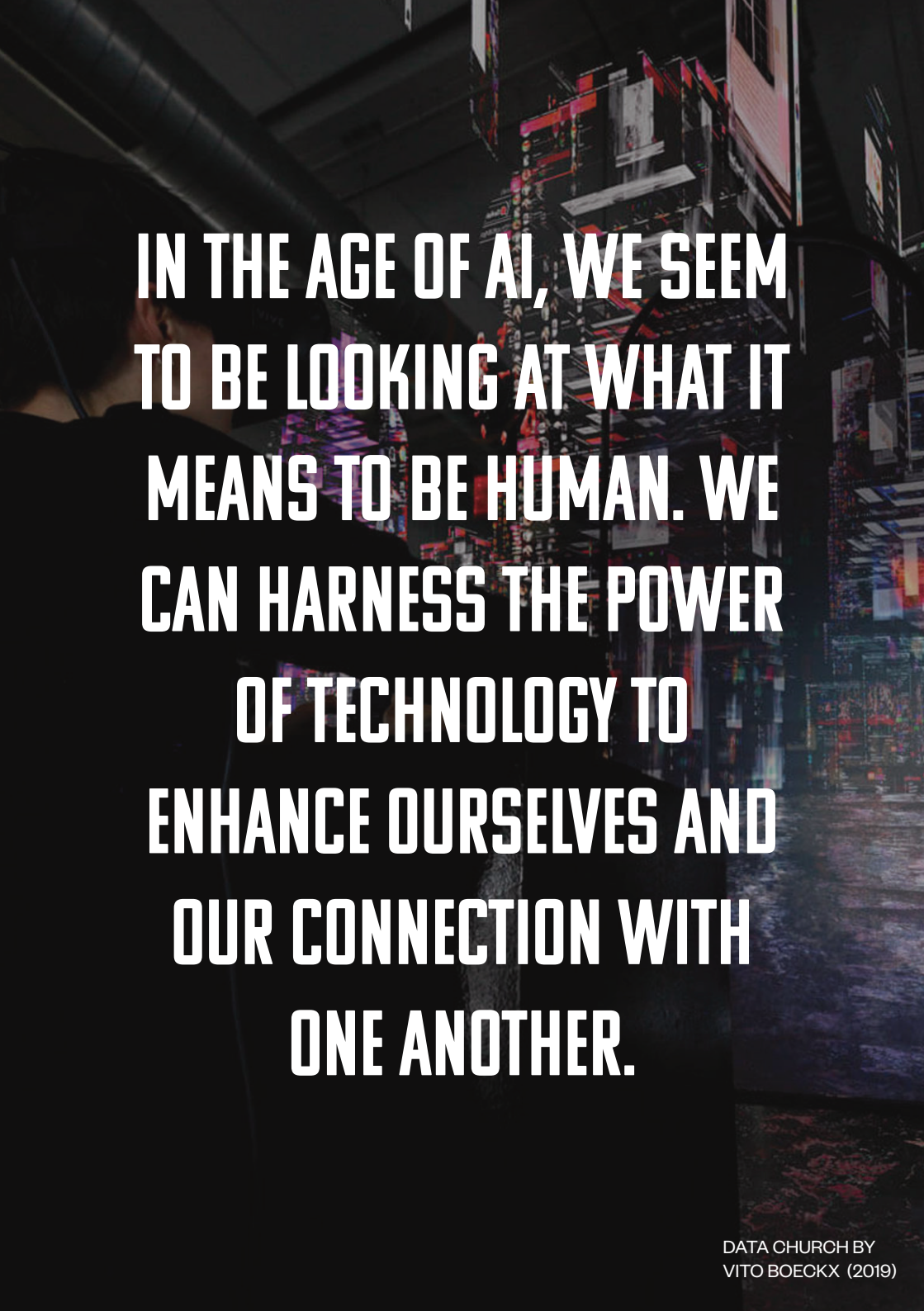
EMPATHY

IMITATION

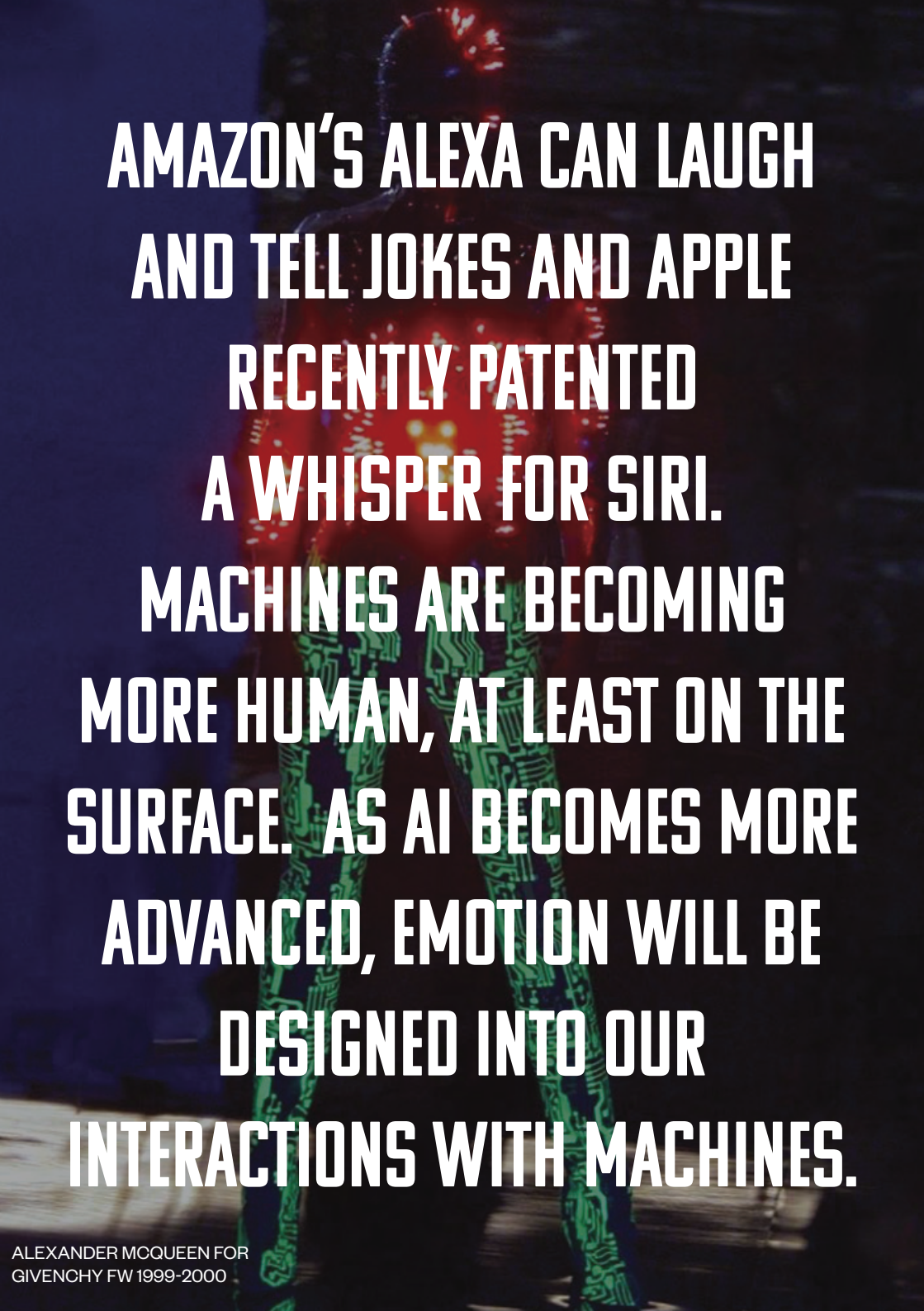
MACHINES GROW INCREASINGLY CAPABLE OF MIMICKING OUR CREATIVITY, DECISION-MAKING, AND EVEN EMOTIONS. AS HUMANS, WE ARE FINDING OURSELVES REFLECTING ON WHAT IT TRULY NOW MEANS TO BE HUMAN. HENCE, THE QUALITIES THAT DEFINE US- OUR EMPATHY, INTUITION, AND, INDIVIDUALITY - ARE COMING INTO A SHARPER FOCUS.



IN AN INCREASINGLY TECH SATURATED WORLD, THE IRONY HERE IS TO USE TECHNOLOGY TO ESCAPE TECHNOLOGY. VITO BOECKX'S DATA CHURCH OFFERED A SANCTUARY FOR INDIVIDUALS TO REFLECT ON THEIR EVERYDAY DIGITAL BEHAVIOR. CAMILO OLIVEIRA ADDRESSED THIS GROWING EXISTENTIAL CRISIS THAT OUR TECHNOLOGY-SATURATED SOCIETY FACES THROUGH HIS PROJECT "AN I", A DIGITAL PLATFORM THAT 'WILL GUIDE YOU ON A JOURNEY OF SELF-DISCOVERY THROUGH THE USE OF AN AI-POWERED AVATAR OF YOURSELF'. SHANTELL MARTIN'S "SEE THE WORLD AS YOUR CANVAS" USES AUGMENTED REALITY TO ENHANCE OUR SENSE OF SPACE, BODY AND CREATIVITY.

A person is seen from the back, in silhouette, looking towards a complex, multi-layered digital structure that resembles a cityscape or a data network. The structure is composed of various colored blocks, lines, and patterns, creating a sense of depth and complexity. The background is dark, and the overall atmosphere is futuristic and technological.

**IN THE AGE OF AI, WE SEEM
TO BE LOOKING AT WHAT IT
MEANS TO BE HUMAN. WE
CAN HARNESS THE POWER
OF TECHNOLOGY TO
ENHANCE OURSELVES AND
OUR CONNECTION WITH
ONE ANOTHER.**



**AMAZON'S ALEXA CAN LAUGH
AND TELL JOKES AND APPLE
RECENTLY PATENTED
A WHISPER FOR SIRI.
MACHINES ARE BECOMING
MORE HUMAN, AT LEAST ON THE
SURFACE. AS AI BECOMES MORE
ADVANCED, EMOTION WILL BE
DESIGNED INTO OUR
INTERACTIONS WITH MACHINES.**

INFILTRATION

AS AI BECOMES MORE SOPHISTICATED, EMOTION IS NO LONGER JUST AN OPTIONAL FEATURE - IT'S A DELIBERATE DESIGN ELEMENT. FROM EMPATHETIC TONES TO PERSONALIZED INTERACTIONS, OUR RELATIONSHIPS WITH MACHINES ARE BEING RESHAPED TO FEEL MORE INTUITIVE, RELATABLE, AND HUMAN. THIS SHIFT BLURS THE BOUNDARIES BETWEEN THE ARTIFICIAL AND THE EMOTIONAL, INVITING US TO RECONSIDER WHAT IT MEANS TO CONNECT - WITH EACH OTHER AND WITH THE TECHNOLOGIES WE CREATE. AS EMOTION BECOMES A CODED CONSTRUCT, THE QUESTION ARISES: ARE WE TEACHING MACHINES TO FEEL, OR ARE THEY TEACHING US TO SEE EMOTIONS IN NEW WAYS?



SOURCE
UNKNOWN

WHAT IT MEANS FOR YOUR BRAND

UNDERSTANDING WHAT HUMAN EMOTIONS MEAN WILL BECOME EVEN MORE IMPORTANT FOR BRANDS TO BETTER CONNECT WITH THEIR CONSUMERS.

AS CONSUMERS BECOME LONELY AND DISCONNECTED, THEY WILL SEEK MOMENTS THAT HELP THEM EVOKE CONNECTION AND ALLOW THEM TO FEEL MORE HUMAN.

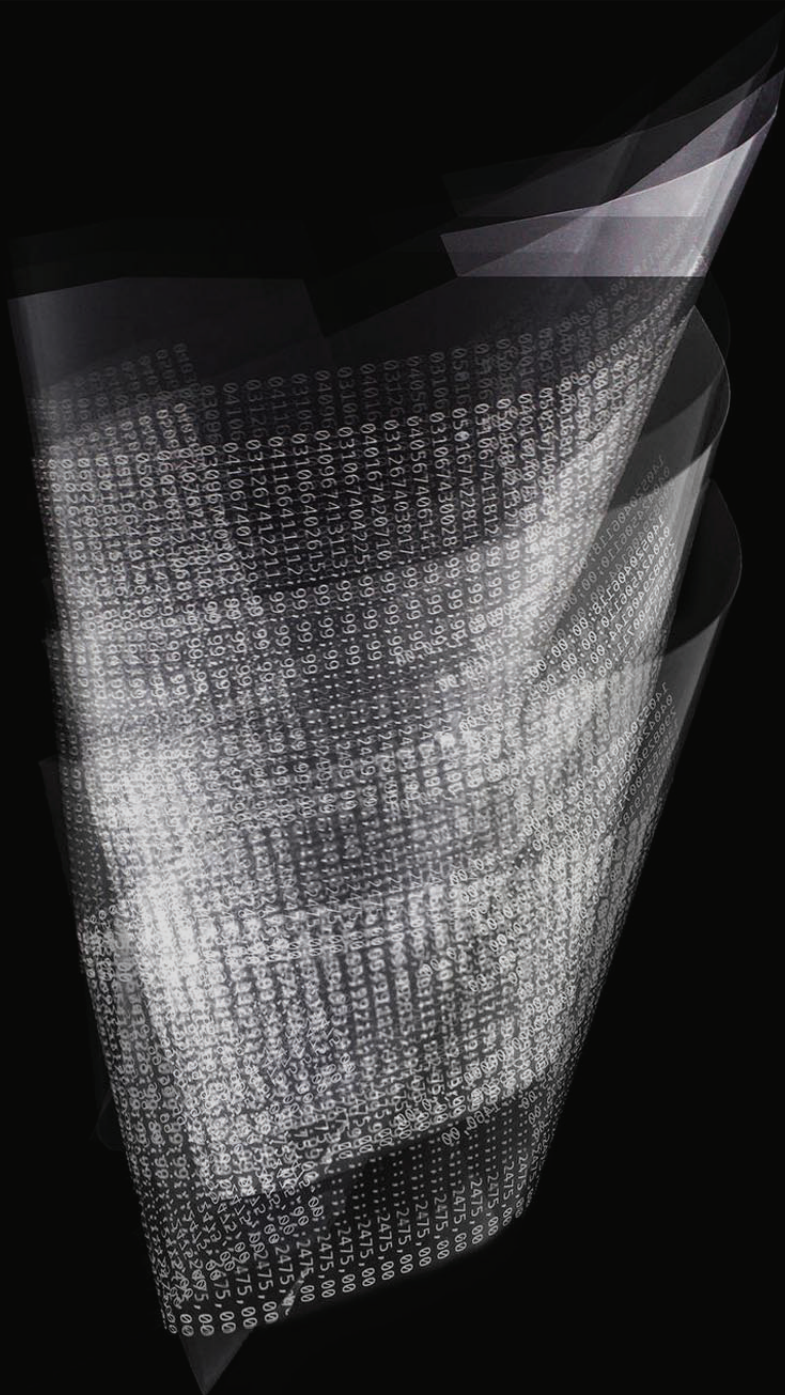
BRANDS CAN WORK TOWARDS THIS BY INVESTING IN TECHNOLOGY THAT DEEPENS RELATIONSHIPS WITH CONSUMERS.

PUT HUMANITY AT THE CENTER OF YOUR BRAND STRATEGY - LOOK FOR WAYS TO BUILDING MORE PERSONAL EXPERIENCES. DEVELOP STRATEGIES THAT BRING TOGETHER TECHNOLOGY AND HUMANITY.

MEET CONSUMER NEEDS BEYOND WHAT THEY SAY THEY WANT - DEVELOP STRATEGIES THAT TAP INTO HOW THEY WANT TO FEEL.







SOURCE
UNKNOWN

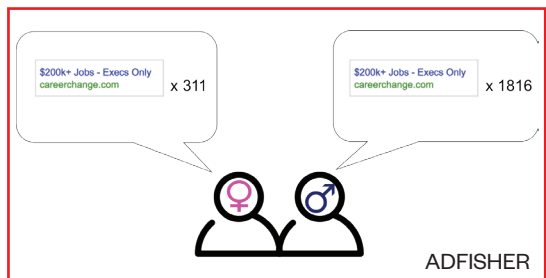
PRIVACY

ALGORITHMIC ANXIETY

LACK OF REAL NEWS IS INFLUENCED BY OUR SOCIAL MEDIA LANDSCAPE AND A COMPETITIVE ATTENTION ECONOMY THAT DEMANDS HIGH NUMBERS AND VIEWS.

ALGORITHMS DEVELOPED BY BIG TECH ARE ALSO FILTERING EVERYTHING WE SEE. THAT'S WHY WE NOW FIND OURSELVES STUCK IN ECHO CHAMBERS, SURROUNDED BY LIKE-MINDED PEOPLE WHERE OUR VIEWS ARE REFLECTED RIGHT BACK AT US.

MOREOVER, THE PREJUDICE HELD BY HUMANS IS ALSO BEING REFLECTED IN THE AI DESIGNED BY THEM. A TEAM OF RESEARCHERS FROM CARNEGIE MELLON REVEALED THROUGH AUTOMATED TESTING OF GOOGLE'S ADVERTISING SYSTEM, BY BUILDING A RIG CALLED ADFISHER, THAT MALE JOB SEEKERS ARE SHOWN FAR MORE ADVERTS FOR HIGH-PAYING JOBS AS COMPARED TO FEMALES. IT'S TROUBLING PROOF THAT THE AI ALREADY AT WORK IN OUR DAILY LIVES IS DEEPLY BIASED ,IT HIGHLIGHTS HOW WE NEED TO BE CAREFUL OF WHAT WE FEED INTO THE AI SYSTEM AND LET IT ABSORB .



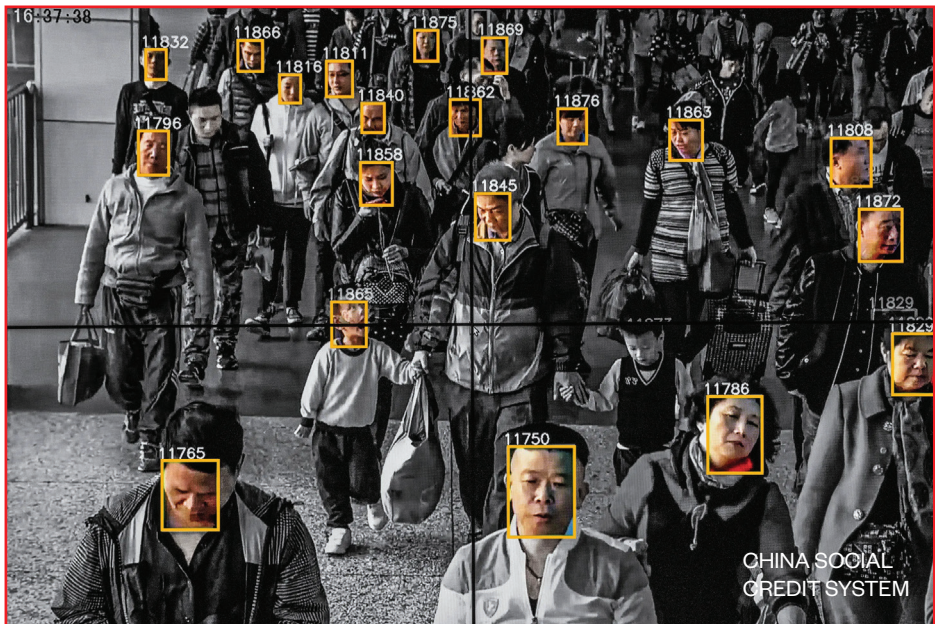
**AS WILLIAM DAVIES, AN
ASSOCIATE PROFESSOR IN
POLITICAL ECONOMY STATED IN
THE AGE OF POST-TRUTH
POLITICS, "WE TURN TO FACTS
FOR SALVATION. BUT THEY SEEM
TO BE LOSING THEIR ABILITY TO
SUPPORT CONSENSUS"**

MASS SURVEILLANCE

YOUR LIFE IS NO LONGER PRIVATE - TECH CAN NOW SWIFTLY SCAN EVERY DETAIL OF YOUR FACE, YOUR MOOD AND THE VERY CORE OF YOUR HUMANITY AND OPTIMIZE IT. WITH A POPULATION OF 1.3 BILLION, CHINA WILL SOON IMPLEMENT A SOCIAL CREDIT SYSTEM THAT WILL ENABLE A RESEARCHABLE FILE OF EVERY CHINESE CITIZEN THAT REPRESENTS ALL THE DATA COLLECTED ON THEM TO TRACK THEIR SOCIAL CREDIT.

CHRISTOPHER WYLIE RECENTLY EXPOSED THE WIDESPREAD MISUSE OF DATA BY HIS FORMER EMPLOYER, CAMBRIDGE ANALYTICA, CLAIMING THAT IT HELPED DONALD TRUMP GET ELECTED BY REVEALING HOW THE COMPANY WEAPONIZED THE FASHION INDUSTRY IN THE RUN UP TO THE 2016 US ELECTION. HE REVEALED HOW A MATRIX BASED ON DATA COLLECTED BY THE FIRM CAN SHOW HOW USERS' PREFERENCES FOR PARTICULAR BRANDS ON SOCIAL MEDIA PLATFORMS - FACEBOOK, IN PARTICULAR - WHICH WERE THEN USED TO HELP TARGET THESE SAME USERS WITH PRO-TRUMP MESSAGING. HE COMPARED THE MISUSE OF FASHION BASED DATA AS ONE OF THE CAMPAIGN'S LESSER REPORTED WEAPONS OF MASS DESTRUCTION.





WHAT IT MEANS FOR YOUR BRAND

BRANDS NEED TO GAIN A BETTER UNDERSTANDING ABOUT HOW THEY TRANSMIT INFORMATION AND THE WAYS IN WHICH IMPLICIT BIASES ARE AFFECTING US ALL.

A NEW VISUAL LANGUAGE IS NECESSARY TO HELP DEMYSTIFY ALGORITHMS AND AI- DRIVEN SYSTEMS BY COMMUNICATING THEM AS VISIBLE AND TANGIBLE ENTITIES TO HELP CONSUMERS GAIN A DEEPER UNDERSTANDING OF COMPLEX DATA.

BRANDS NEED TO BUILD NEW PILLARS OF TRUST AS THEY WILL BE EXPECTED TO BE AN AGENT OF POSITIVE CHANGE.

IT WILL BE NECESSARY TO UNDERSTAND YOUR CUNSUMER' FEARS AND BUILD STRATEGIES THAT ALLEVIATE THESE THROUGH INCREASED BRAND TRANSPARENCY.

AS ALGORITHMS MIGHT GET TO KNOW US BETTER THAN WE KNOW OURSELVES, CONSUMERS WONT BE TELLING YOU WHAT THEY WANT, THEY WILL EXPECT YOU TO PREDICT IT.

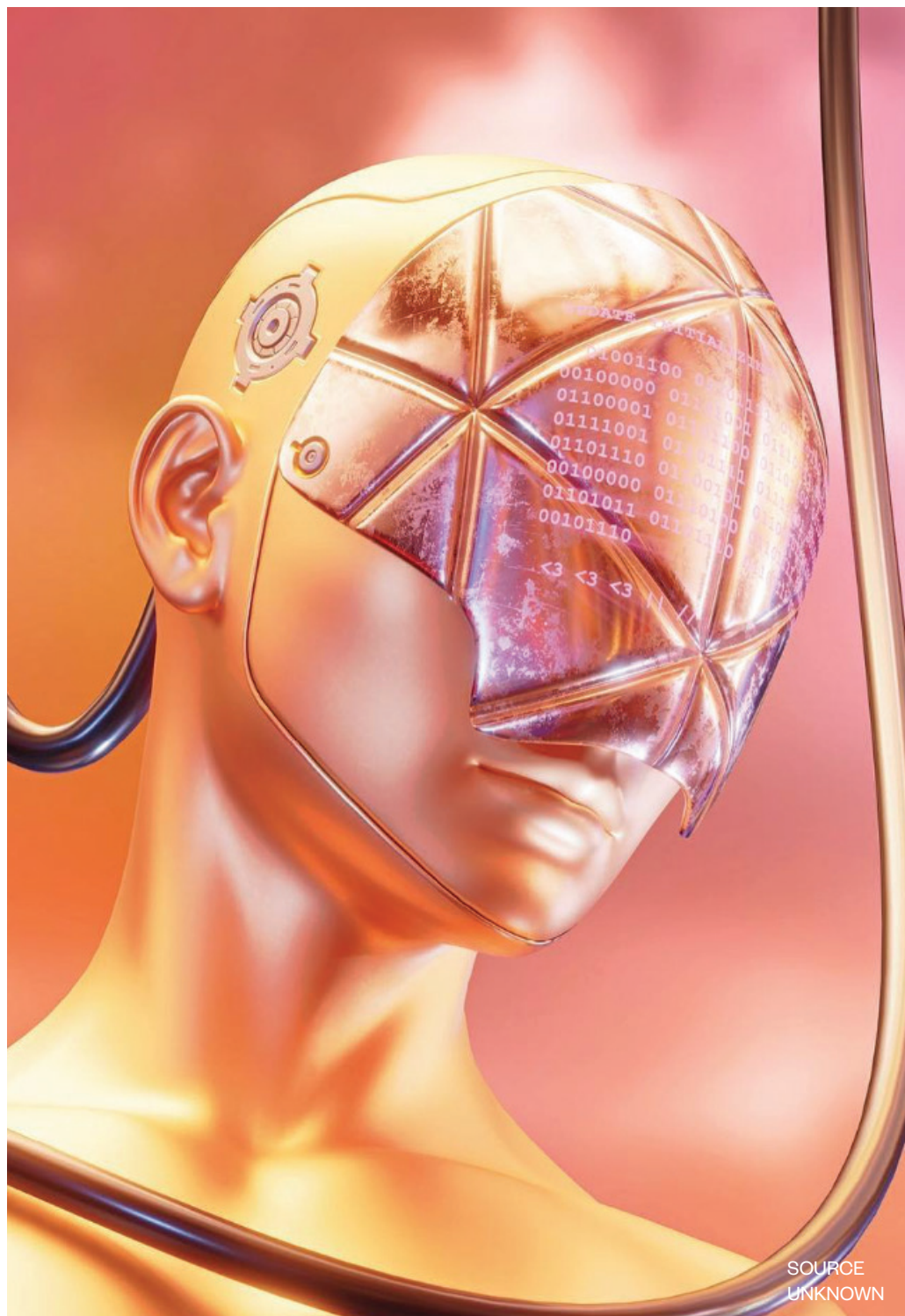
THERE WILL BE A RISE IN MASKING TECHNOLOGIES TO HIDE AND SECURE IDENTITY FROM PRYING AI EYES.

CONNECTION AND SURVEILLANCE WILL BE WIRED TO THE INTERNET - ANYONE WILL BE ABLE TO SCAN ANYONE - KNOWING A PERSONS PERSONALITY, HABITS ETC AT A GLANCE WHICH WILL CREATE IMPLICATIONS AT WORK AS WELL AS PERSONAL LIFE.



**"THE LINK BETWEEN
FASHION AND PSYCHOLOGY
IS NOTHING NEW, BUT THIS
IS THE FIRST TIME THAT IT
HAS BEEN EXPLOITED IN
ORDER TO INFLUENCE
POLITICAL THINKING."
- CHRISTOPHER WYLIE, 2018**

MAISON MARGIELA ARTISANAL
BY JOHN GALLIANO,
FALL 2018 SHOW



SOURCE
UNKNOWN

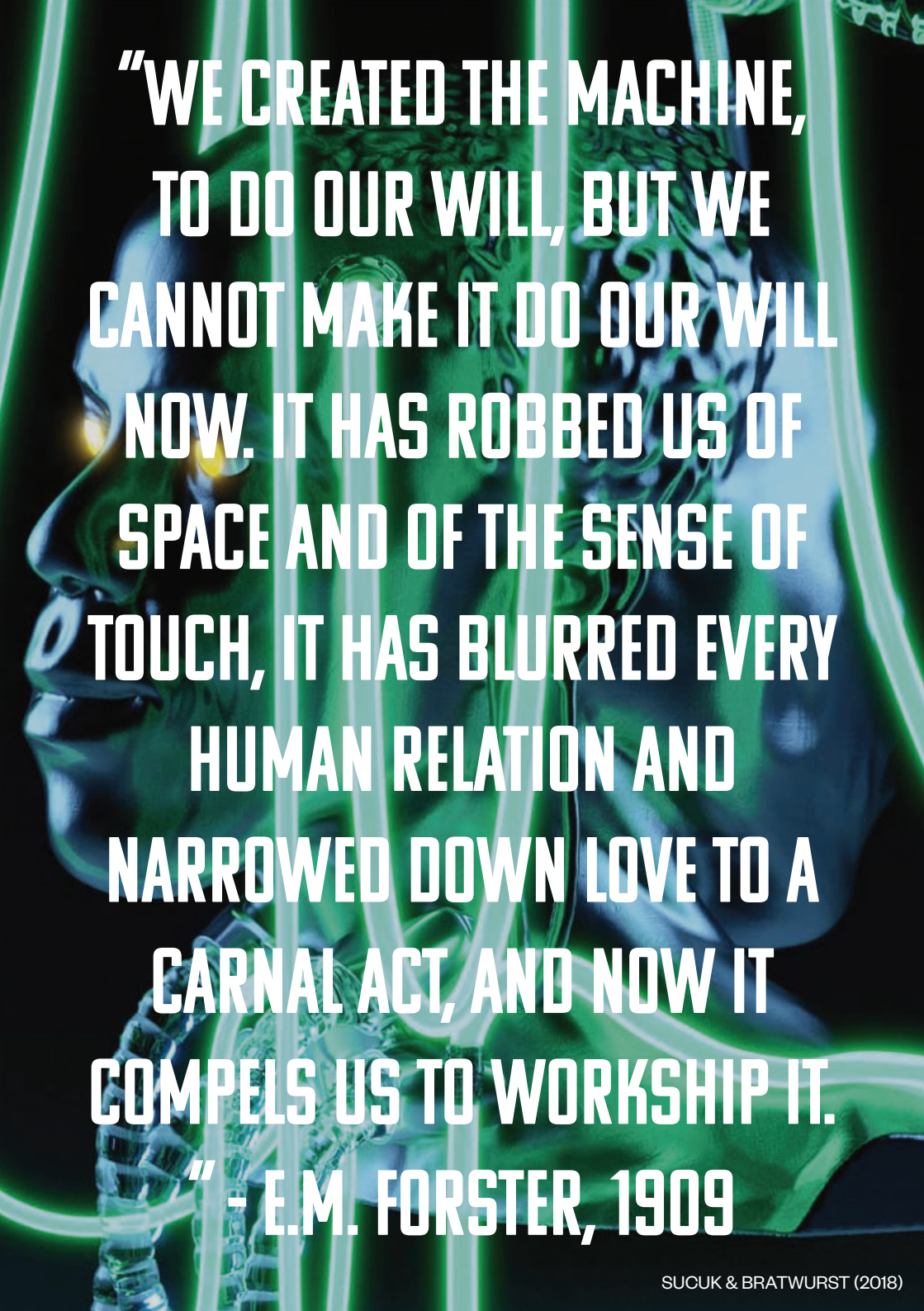
POST-WORK SOCIETY

SURVIVAL OF THE FITTEST?

'ORGANISMS ARE ALGORITHMS', YUVAL NOAH HARARI ASSERTS IN HIS PROVOCATIVE BOOK, HOMO DEUS (2015). HE STATES THAT HUMANS ARE ESSENTIALLY A COLLECTION OF BIOLOGICAL ALGORITHMS SHAPED BY MILLIONS OF YEARS OF EVOLUTION AND THAT THERE IS NO REASON TO BELIEVE THAT NON-ORGANIC ALGORITHMS (MACHINES) COULDN'T REPLICATE AND SURPASS EVERYTHING THAT ORGANIC ALGORITHMS (HUMANS) CAN DO.

CONCEPT DESIGNER OTTONIE VON ROEDER ENVISIONS AN ALTERNATIVE POST-WORK WORLD IN WHICH WE MIGHT FIND OUR PURPOSE IN TRAINING THE MACHINES THAT WILL INEVITABLY TAKE OVER OUR JOBS. THE SPECULATIVE DESIGN PROJECT, 'POST-LABOURATORY', IMAGINES THAT EACH PERSON WOULD HAVE A POST-LABOUR COMPANION THAT WOULD OFFER SESSIONS TO DISCOVER WHAT THE PERSON IS TRULY PASSIONATE ABOUT. "[THE PROJECT] LIBERATES US FROM THE IDEA OF THE NECESSITY OF LABOUR AND SUPPORTS US IN DISCOVERING OUR TRUE DESIRES," SAYS VON ROEDER.





**"WE CREATED THE MACHINE,
TO DO OUR WILL, BUT WE
CANNOT MAKE IT DO OUR WILL
NOW. IT HAS ROBBED US OF
SPACE AND OF THE SENSE OF
TOUCH, IT HAS BLURRED EVERY
HUMAN RELATION AND
NARROWED DOWN LOVE TO A
CARNAL ACT, AND NOW IT
COMPELS US TO WORKSHIP IT.**

" - E.M. FORSTER, 1909

AI RULES?

'THE MACHINE STOPS' WAS APPARENTLY E.M. FORSTER'S PESSIMISTIC RESPONSE TO H.G. WELLS' BOOK 'A MODERN UTOPIA', WHICH WAS PUBLISHED A FEW YEARS EARLIER IN 1905. IN THE BOOK WELLS DESCRIBES A WORLD ENHANCED AND ENLIGHTENED BY TECHNOLOGY WHICH RESULTS IN A LIBERAL, ALTRUISTIC, PEACEFUL WORLD AND SOCIETY OF EQUALITY, FAIRNESS AND OPPORTUNITY FOR ALL.

ANOTHER IDEA SUPPORTING THIS IS ALSO MENTIONED IN THOMAS MORE'S 'UTOPIA' (1516), A PIONEER OF UTOPIAN LITERATURE. IN IT, MORE DESCRIBES THE UNIVERSAL BASIC INCOME (UBI) WHEREIN EVERYONE GETS A SET MONTHLY INCOME, REGARDLESS OF MEANS.

A TRIAL TO TEST OUT THE IDEA TOOK PLACE IN FINLAND, FROM JANUARY 2017 UNTIL DECEMBER 2018, WHERE 2,000 UNEMPLOYED FINNS GOT A MONTHLY FLAT PAYMENT OF £490. THE OBJECTIVE WAS TO SEE IF A GUARANTEED SAFETY NET PER MONTH WOULD HELP PEOPLE FIND JOBS AND SUPPORT THEM. HOWEVER, WHILE EMPLOYMENT LEVELS DID NOT IMPROVE, PARTICIPANTS SAID THEY FELT HAPPIER AND LESS STRESSED. THIS CHALLENGED THE EFFECTIVENESS OF SUCH SCHEMES. THE BIGGEST ENIGMA OF THIS SCENARIO IS WHAT HAPPENS TO HUMANITY WHEN IT CANNOT DEFINE ITSELF AGAINST CORPORATE IDENTITY, SKILL SET OR SENIORITY.



WHAT IT MEANS FOR YOUR BRAND

SOCIETY IS ENTERING AN ERA WHERE THE SENSELESS PURSUIT OF JOBS AND WEALTH IS CONSIDERED MEANINGLESS. BRANDS WILL HAVE TO PROVIDE A MORE SUBSTANTIAL OFFER TO SUIT THE LIFESTYLES OF THEIR TARGET AUDIENCE

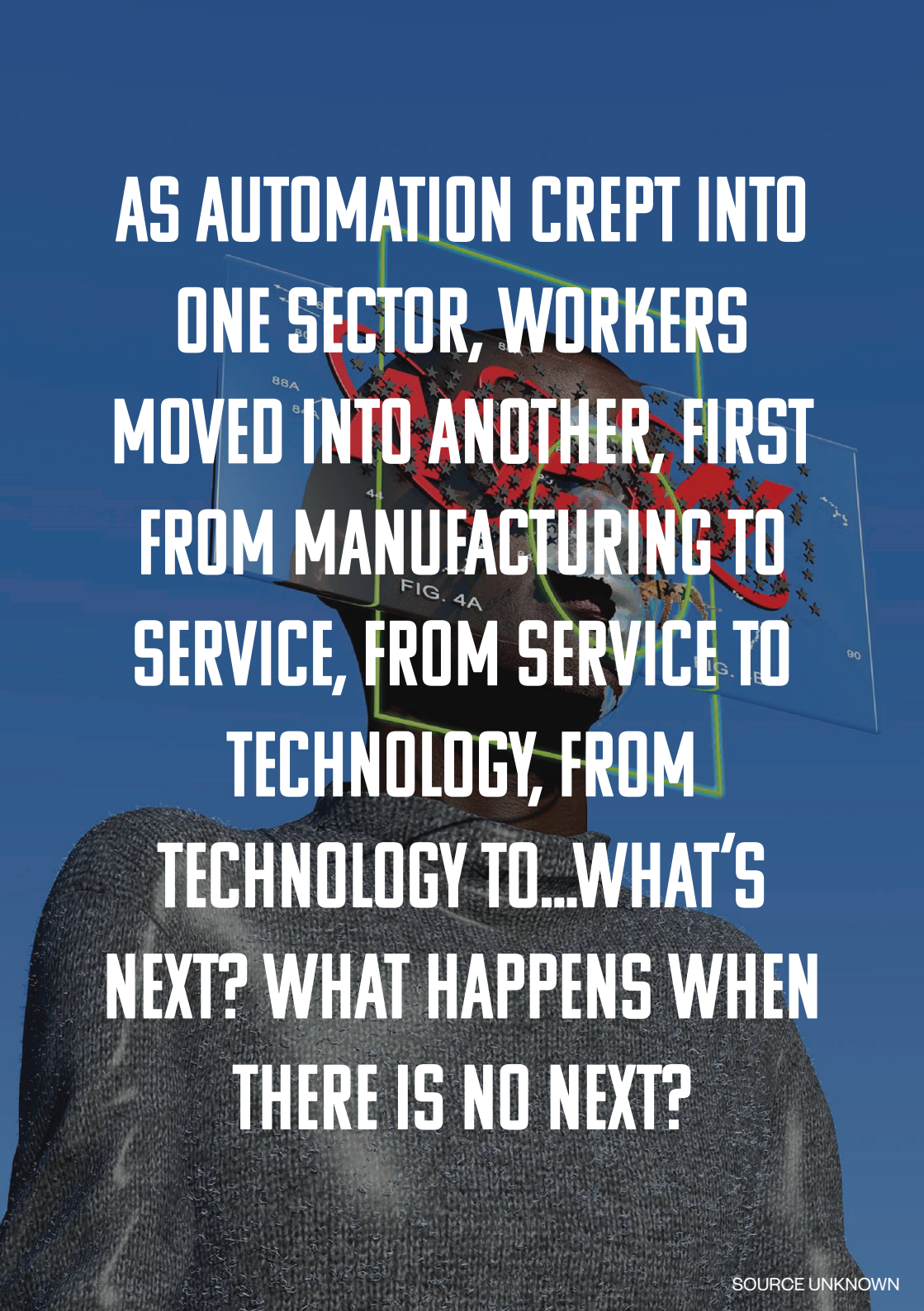
PEOPLE HAVING LESS MONEY BUT ALSO MORE FREE TIME IN A POST WORK SOCIETY. THIS COULD MEAN THAT PEOPLE WILL SEEK OUT FOR MORE WAYS TO ENGAGE THEMSELVES.

THE SUCCESS OF A SOCIETY NO LONGER HINGES ON INCOME, BUT ON HAPPINESS AND FULFILMENT. UNDERSTANDING WHAT THIS MEANS WILL REQUIRES A DEEP CHANGE FROM BRANDS.

CREATE NEW PRODUCTS AND SERVICES THAT ALLOW FOR SLOWER, SUSTAINED CONSUMPTION AS ECONOMIES CHANGE



ANREALAGE (2018)

A person wearing a grey hoodie is shown from the chest up, looking towards the right. Overlaid on their face is a technical drawing or blueprint. The drawing features a large red 'X' and various labels such as '88A', '84A', '44', 'FIG. 4A', and 'FIG. 5'. The background is a solid blue color.

**AS AUTOMATION CREPT INTO
ONE SECTOR, WORKERS
MOVED INTO ANOTHER, FIRST
FROM MANUFACTURING TO
SERVICE, FROM SERVICE TO
TECHNOLOGY, FROM
TECHNOLOGY TO...WHAT'S
NEXT? WHAT HAPPENS WHEN
THERE IS NO NEXT?**

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