

The
Onlife
Initiative

The Onlife Manifesto

Luciano Floridi

Concept Re-engineering

- Concepts help us to give meaning to, make sense of, and interact with reality.
- When reality changes too quickly and dramatically we are conceptually wrong-footed.
- This is what has happen with ICTs.
- Redesigning or reengineering our conceptual tools is essential.



Concept Re-engineering

- The Onlife Initiative - Concept Reengineering Exercise
- Radical impact of information and communication technologies (ICTs) on the human condition: modify relationships to ourselves, to others, and to the world.
- Group of researchers explored the policy-relevant consequences of such impact.

Concept Re-engineering

- the blurring of the distinction between reality and virtuality;
- the blurring of the distinctions between human, machine and nature;
- the reversal from information scarcity to information abundance; and
- the shift from the primacy of entities to the primacy of interactions.

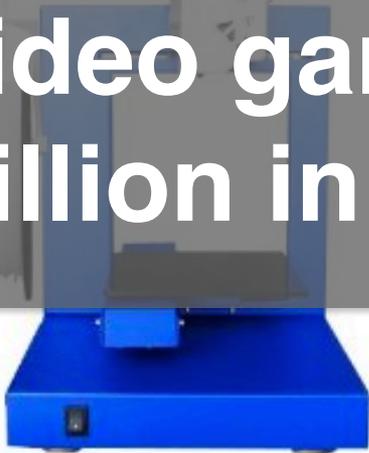
Virtualisation of the real: top 100 brands worth \$2.4 trillion in 2012.
Reification of the virtual: global video game market worth S\$65 billion in 2011.

Price: £1,300.36

Only 5 left in stock.

Dispatched from and sold by [Cool Components Ltd.](#)

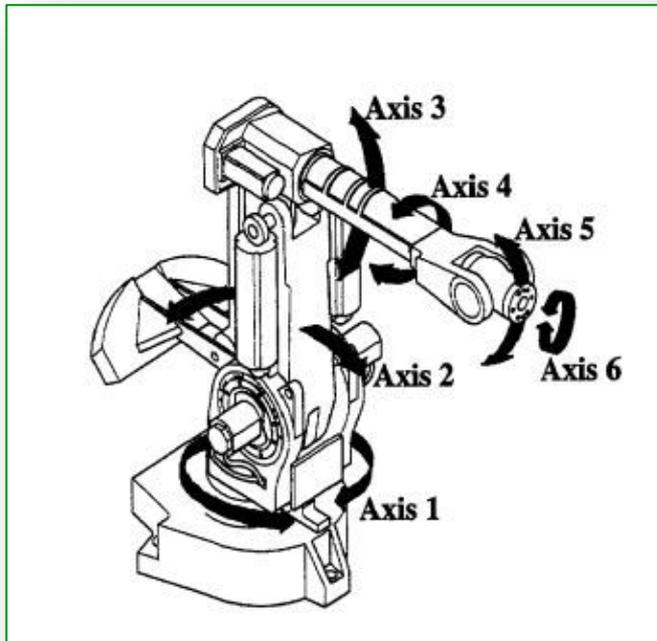
An initiative
of the



reality and virtuality

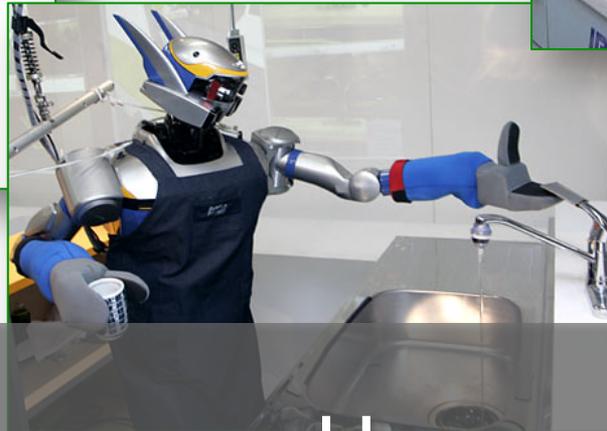
In recent years, the world has been adapting to AI limited capacities increasingly well.

Enveloping the world without fully realising it.



In robotics, an envelope (also known as reach envelop) is the three-dimensional space that defines the boundaries that the robot can reach.

reality and virtuality



Dishwasher vs. Humanoid Robot

reality and virtuality



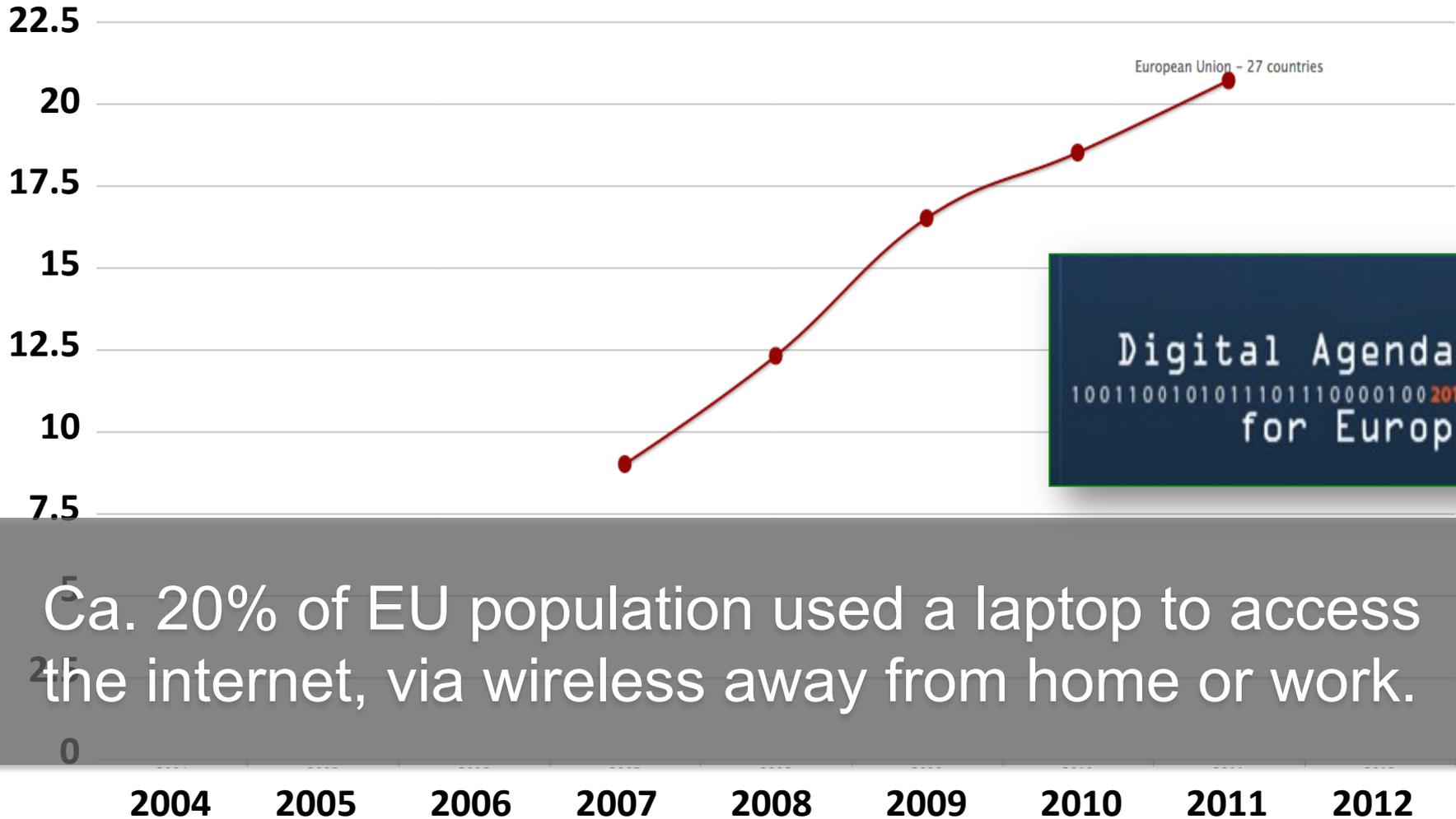
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Outside the computer

reality and virtuality



Ca. 20% of EU population used a laptop to access the internet, via wireless away from home or work.



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Cathy Hutchinson controls a robot arm with her thoughts, through BrainGate, May 2012.



human, artificial, natural

The New York Times

Business Day
Technology

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

Algorithms Get a Human Hand in Steering Web

Memory outperforms intelligence.



Many problems in e-health, safety security and conflicts, or in financial markets already arise within highly enveloped environments.

J. Emilio Flores for The New York Times

On the job at FindTheBest, a fast-growing start-up in Santa Barbara, Calif. The company calls itself a "comparison engine"

STEVE LEE

Published: March 10, 2013 | 43 Comments

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human, artificial, natural

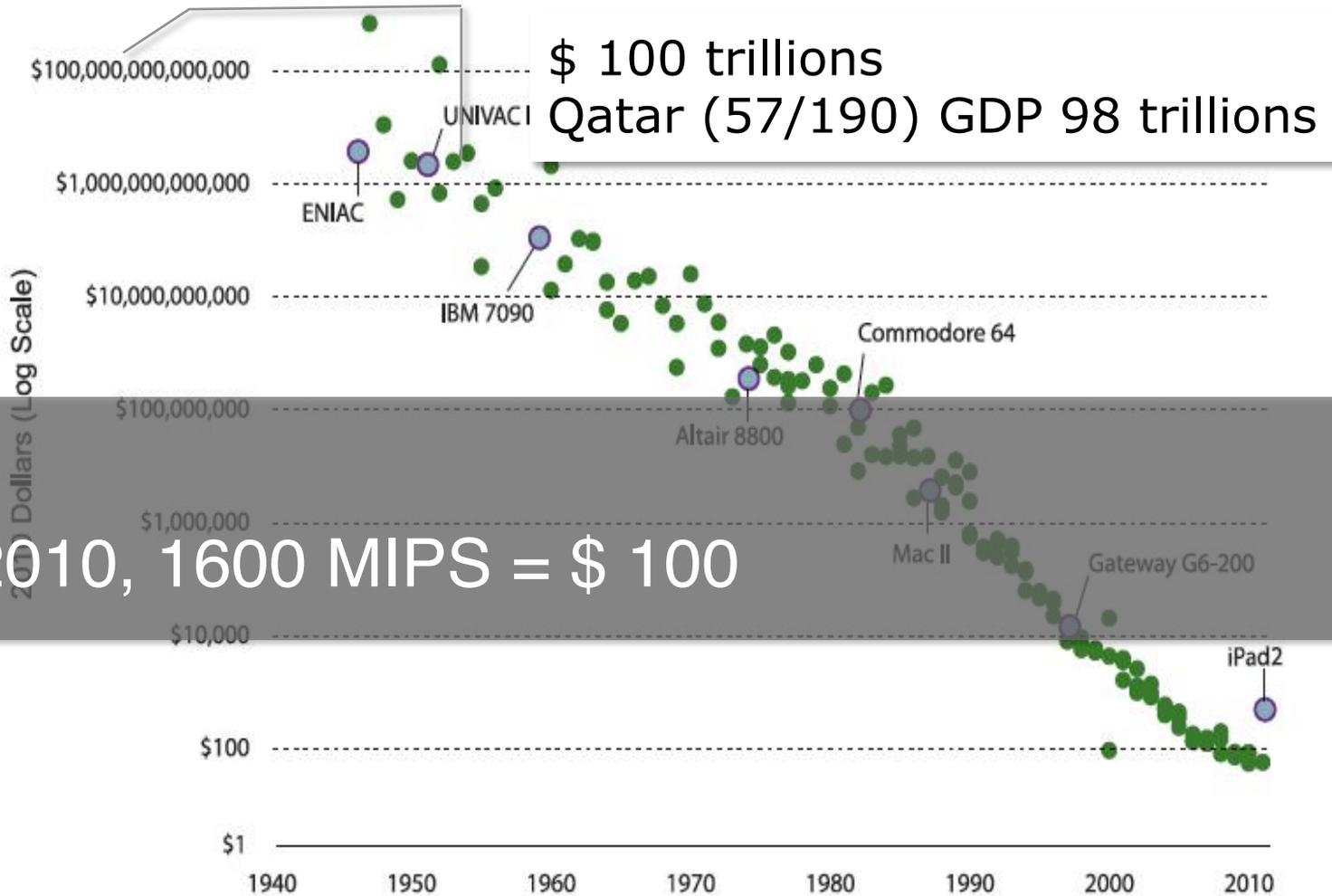


Nanotechnology, the Internet of Things.
Web 2.0, Semantic Web, Cloud computing.
Microsoft Kinect (Nintendo Wii, Sony PlayStation).
Augmented reality (advertisement, entertainment).

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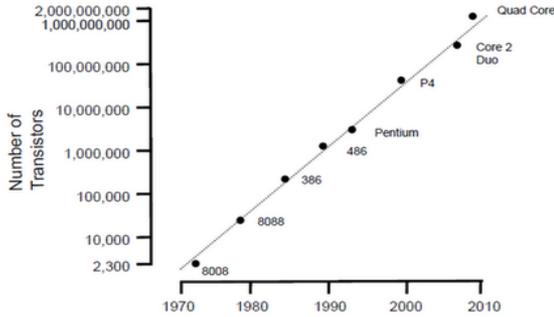
from scarcity to abundance



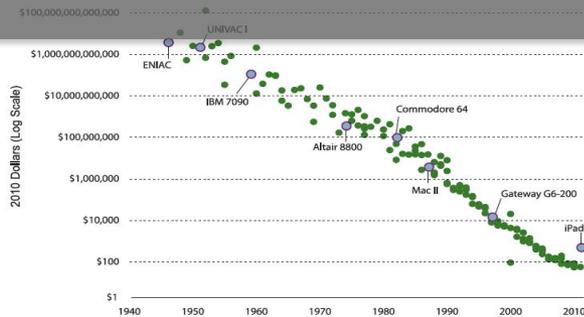
COST

iPad2: in 2010, 1600 MIPS = \$ 100

from scarcity to abundance

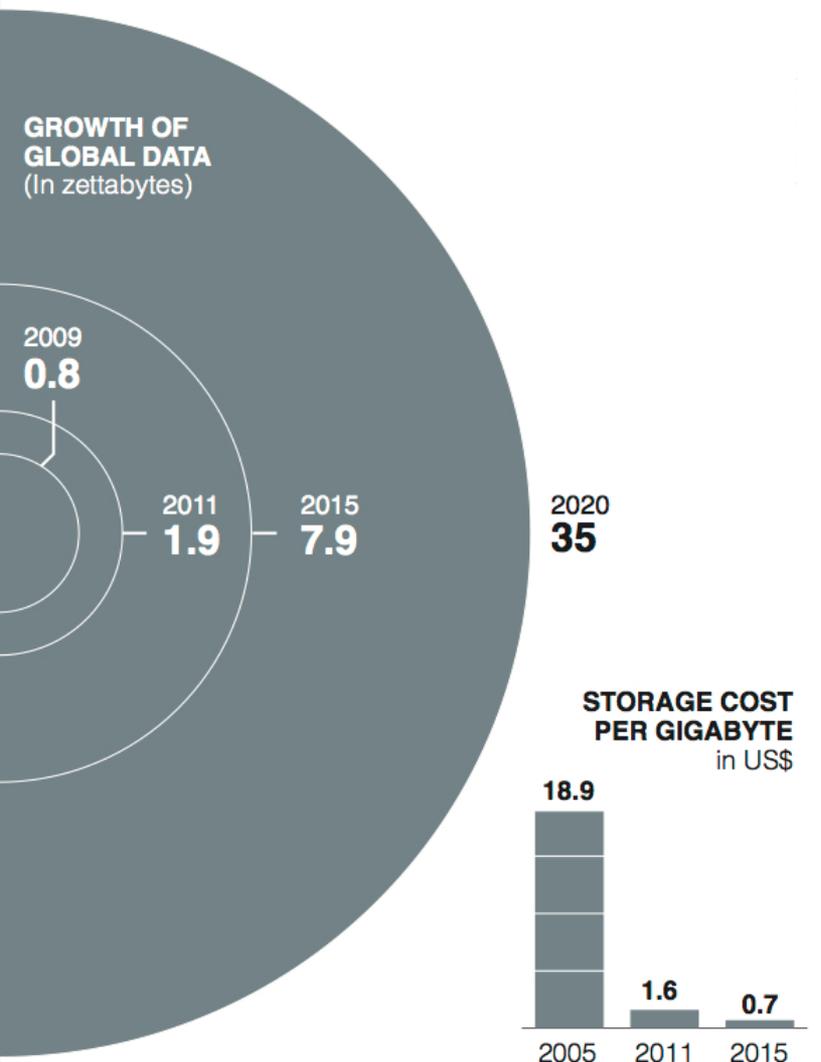


Two limits to the speed of growth of data: thermodynamics and intelligence.



173 million	107 trillion	566 billion	340 million	50 billion	82 petabytes	60 hours	845 million
blogs online	objects stored on Amazon's S3 cloud service by the end of 2011	tweets posted to Twitter every day by its 140 million active users	pages indexed by Google	of video is uploaded to YouTube every minute. That's 1 hour every second	stored on the largest Yahoo! Hadoop cluster	monthly active Facebook users resulting in an average of 15TB of data collected each day	

from scarcity to abundance



Acquisition/Storage

Usability

Security/Safety

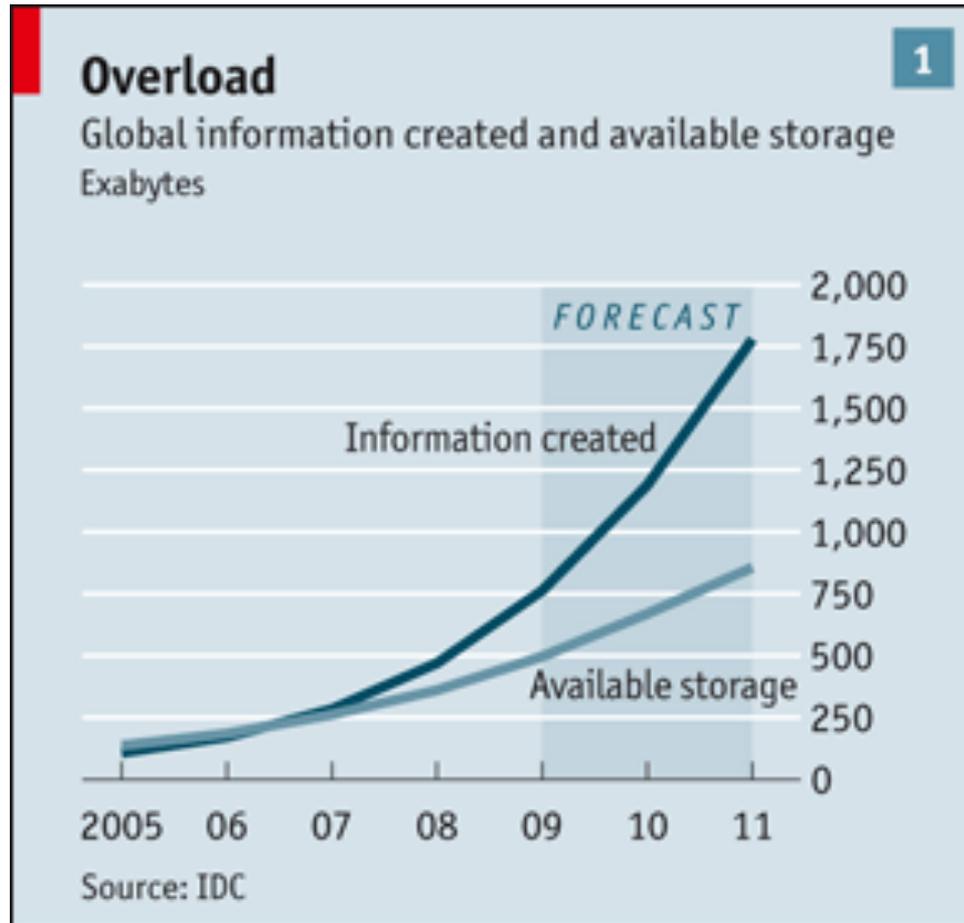
Accessibility

Analytics

Law/Ethics

Costs

from scarcity to abundance



Acquisition/Storage

Usability

Security/Safety

Accessibility

Analytics

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Costs

Concept Re-engineering

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from entities to interactions



**To be is to be interactable.
Objects as roundabouts of
relations and processes.**

Concept Re-engineering

Radical transformations changing:

- our self-conception (who we are)
- mutual interactions (socialise)
- our conception of reality (metaphysics)
- our interactions with reality.

No philosophy of mistrust, but a constructive contribution to “rethinking the referential frameworks on which policies are built” in a hyperconnected world.

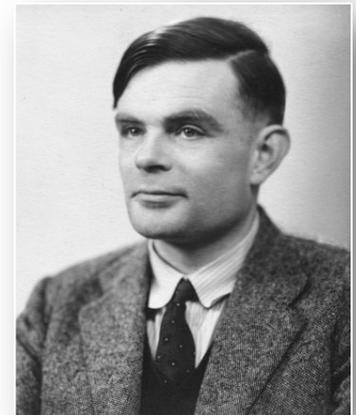
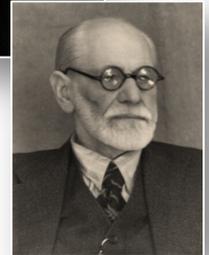
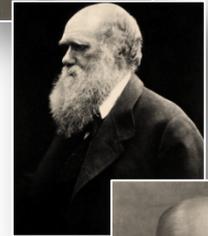
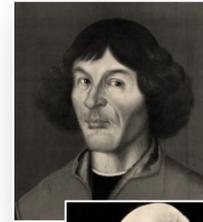
Conclusion

We are not immobile, at the centre of the universe (Copernicus).

We are not unnaturally detached and diverse from the rest of the animal world (Darwin).

We are not Cartesian subjects entirely transparent to ourselves (Freud).

We are not disconnected agents, but informational organisms (inforgs), sharing with biological and engineered agents an environment which is basically informational (infosphere).(Turing).



Conclusion



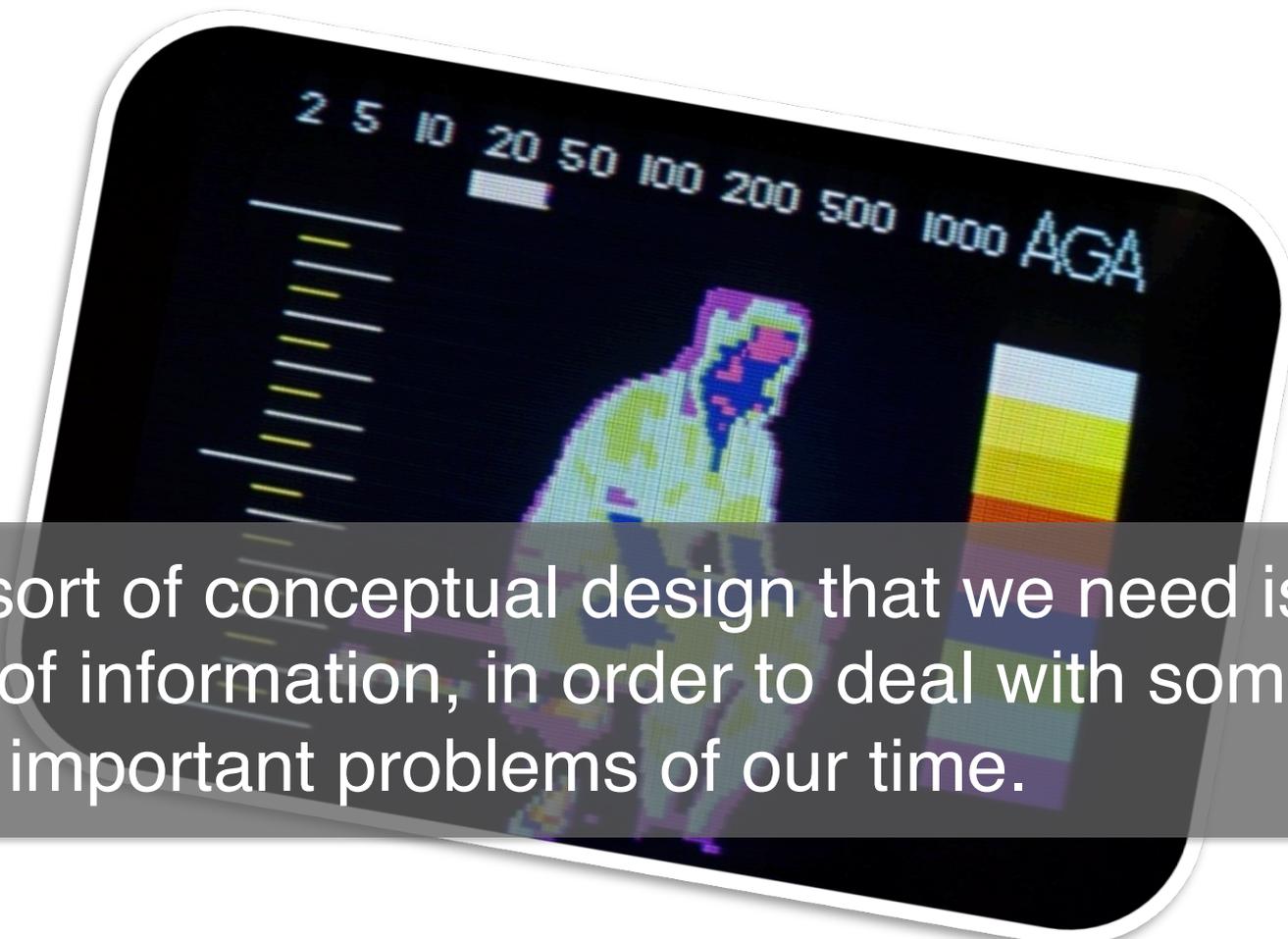
Philosophy as conceptual design. The art of creating and evaluating explanatory answers for questions genuinely open to debate and honest disagreement, even in principle.

Its investigations constitute a space of inquiry broadly definable as normative.

It is an open space: anyone can step into it, and disagreement is always possible. It is also a dynamic space, for when its cultural environment changes, philosophy follows suit and evolves.



Conclusion



Today, the sort of conceptual design that we need is the philosophy of information, in order to deal with some of the most important problems of our time.

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Thank you

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