

Lecture at the New School University

**Beyond The Web 2.0 Revolution**  
— **How Tech will Change the World** —

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**(Handout for Audience)**

**First Story / How to Foresee the Future?**

**Three Methods to Foresee the Future**

“The best way to predict the future is to invent it.” - Alan Kay

Three Methods to Foresee the Future.

- (1) Dialectic Philosophy
- (2) Complexity Science
- (3) Collective Psychology

**What is Dialectic Philosophy?**

Georg Hegel / German Philosopher

Five Laws of Dialectic Progress and Development.

- (1) Law of Spiral Up Process
- (2) Law of Mutual Infiltration Process
- (3) Law of Double Denial Process
- (4) Law of Quantity to Quality Process
- (5) Law of Sublation of Contradiction

What is “Spiral Up Process”?

Evolution to the Future and Recurrence to the Past.

Recurrence with Upgrade.

Systems once disappeared will revive again with additional value.

What is “Mutual Infiltration Process”?

Two systems in competition will become similar each other.

Evolution to a New Integrated System. (Sublation)

Why Dialectic Now?

### **What is “Complexity Science?”**

Santa Fe Institute / Three Nobel Prize Winners

What is “Complex Systems”?

What will happen in Complex System?

Seven Problems

(1) Inability of Prediction

(2) Inability of Analysis

(3) Inability of Division

(4) Inability of Control

(5) Inability of Law

(6) Sensitivity to Information

(7) Sensitivity to Fluctuation

Typical Example / Butterfly Effect

### **What is Collective Psychology?**

What is the “Most Complex System” on this Planet?

“Human Psychology”

Individual Psychology and Collective Psychology

This universe has created such complex systems over 13.7 billion years.

Gregory Bateson “Ecology of Mind” / Peter Russell “Global Brain”

“Collective Psychology” is a good tool to understand the behavior of the Ecology of Mind on this planet created by the Internet.

Collective Intelligence / Wisdom of Crowds

What will happen in the Ecology of Mind?

### **Second Story / What will Happen Next?**

#### **Change 1 / What will happen to “Innovation”?**

#### **“Beneficiary Innovation” to “Participatory Innovation”**

Innovation of Innovation.

Until Now / Government and Large Companies Promote Innovation.

Users and Customers are Beneficiaries of Innovation.

From Now / Users and Customers Themselves Promote Innovation.

Prosumer Development / Producer and Consumer / Alvin Toffler / “The Third Wave”

#### **Change 2 / What will happen to “Economy”?**

#### **“Monetary Economy” to “Voluntary Economy”**

Two Economic Principles.

(1) Monetary Economy / Acquisition of Money

(2) Voluntary Economy / Satisfaction of Mind

Voluntary Economy / Large but Invisible Economy.

The Web 2.0 Revolution will increase the importance and influence of the Voluntary Economy

What is Happening to the Monetary Economy and Voluntary Economy?

Merger of Two Economic Principles.

Dialectic of Hegel / Law of Mutual Infiltration Process.

### **Change 3 / What will happen to “Culture”?**

#### **“Indirect Democracy of Culture” to “Direct Democracy of Culture”**

What will Happen by Participatory Innovation?

Indirect Democracy has been a main method in Politics, Economy and Culture.

Politics / Vote / Election / Politician / Policy Making / Decision Making

Economy / Company / Market Research / Development of Product and Service / Sales Amount / Decision Making

The Web 2.0 Revolution / Long Tail Marketing / Prosumer Development

Consumer can get “Only One Product on this Planet”.

Culture / Major Production / Promotion of an Artist / Creating a Boom / Looking for the Next Chance for a Boom

The Web 2.0 Revolution / Long Tail Marketing / Independent Production / Consumer can Search Any Music they want

“Direct Democracy of Culture” / “Grassroot Culture”

What is an “Affluent Culture”? / Diversity of Culture

### **Change 4 / What will happen to “Talent”?**

#### **“Single Talent Professional” to “Multi Talent Professional”**

The Web 2.0 Revolution will make it easier for people to become “professional”.

What will Happen to Talent?

“Da Vinci Society” / Leonard Da Vinci

Example / Sales Manager in a Company / Member of Prosumer Development

Community to Create New Product Design/ Weekend Social Entrepreneur for Ecology /

Music Composer to Release the Work on the Web / Series of Essay on the Blog and

Publish it as a Digital Book with his Photo and CG Illustration / Contribute Short Movies of Last Trip in Europe to YouTube.

## **Change 5 / What will happen to “Personality”?**

### **“Single Personality Life” to “Multi Personality Life”**

The Web 2.0 Revolution will help People Express Themselves in Many Ways.

Expressing “Oneself” is a Healing.

A “Persona” we chose to Adapt Ourselves to the Circumstances.

There are Many Personalities deep Inside of Us.

But we always Repress Most of Them to Avoid Confusion in Daily Life.

How can we Express Hidden Oneself?

Three Ways.

- (1) Non Verbal Expression
- (2) Playing a Character in a Drama
- (3) Anonymous Message

What is the meaning of the Web 2.0 Revolution in this Context?

What is the meaning of “Ecology of Mind” in this Context?

Losing a Balance of the Ecology create Illness of Mind.

## **Change 6 / What will happen to “Paradigm”?**

### **“Mechanical System Paradigm” to “Living System Paradigm”**

What is the Paradigm of Mind in 20<sup>th</sup> century?

Mechanical System Paradigm

What will happen to the World with the Web 2.0 Revolution?

In the Web 2.0 Revolution, we experience many events and phenomena of Self Organization, Emergence, Evolution, Co-evolution and Ecology.

Wisdom of New Paradigm

- (1) Not to Analyze to Understand, but to Use Intuition.
- (2) Not to Control Intentionally, but to Promote Emergence

- (3) Not to Learn the Law, but to Change the Law.
- (4) Not to Use Power, but to Create Empathy and Coherence.
- (5) Not to Predict the Future, but to Create the Future.

**Change 7 / What will happen to “Civilization”?**  
**“Western Civilization” to “Eastern Civilization”**

What is the Meaning of Eastern Civilization and the Role of Asian Countries?

Eastern Philosophy has been a “Living System Paradigm”.

“Seven Pillars of Wisdoms” for Complex Systems.

What is most Important for the Evolution of Ecosystem?

Diversity / Pluralism

The Internet can be used to Promote the Diversity of Value Systems.

Japan and Asian Countries should introduce their Original Value System through the Web to the US and the World.

From Japan to the US

八百万の神

Yao-yorozu-no-kami

Eight Million Gods / Co-existence of Many Value Systems

山川草木国土悉皆仏性

Sansen-soumoku-kokudo-sikai-bussyo

Animism / Pantheism

Spiral Up Process of Hegel / Gaia Theory

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Enishi / Important Value System for Web Community

一期一会

Ichigo Ichie

The Web is a Good Tool to Convey Nonverbal Message, Tacit Wisdom and Empathy.

“If The World is a Village of 100 People”

This is Just a Beginning of a Wonderful Story for Humankind