

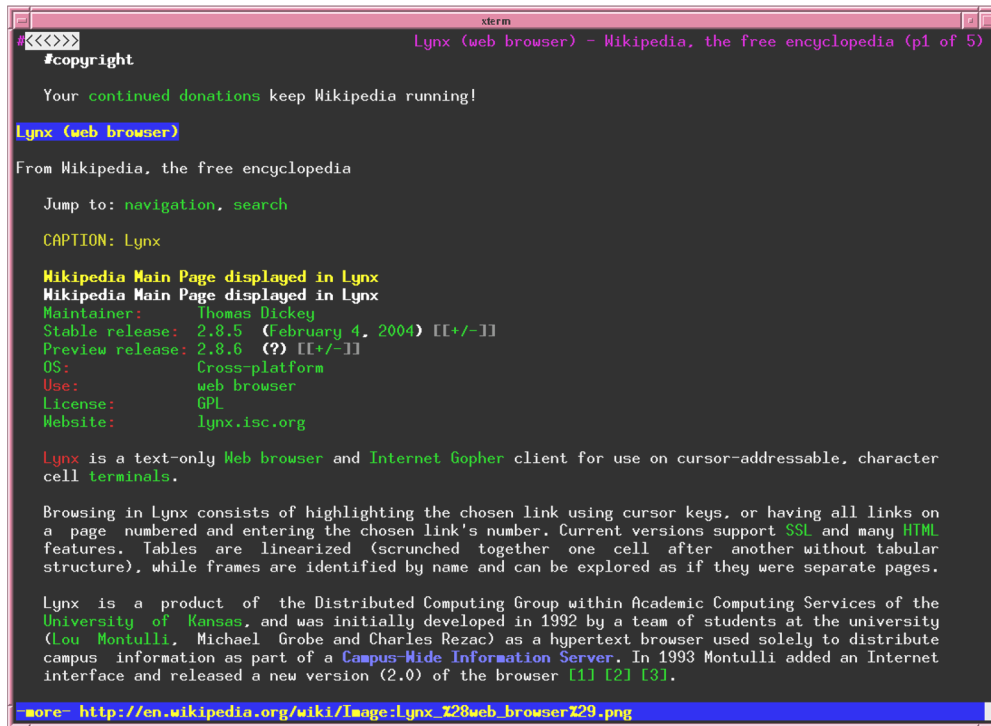
USING HUMAN DATA TO BUILD BETTER HUMAN EXPERIENCES

Kate O'Neill



"ANY SUFFICIENTLY ADVANCED TECHNOLOGY IS INDISTINGUISHABLE FROM MAGIC."

– CLARKE'S THIRD LAW, 1962



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xterm
#<<<>>>
#copyright

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Lynx (web browser)

From Wikipedia, the free encyclopedia

Jump to: navigation, search

CAPTION: Lynx

Wikipedia Main Page displayed in Lynx
Wikipedia Main Page displayed in Lynx
Maintainer: Thomas Dickey
Stable release: 2.8.5 (February 4, 2004) [[+/-]]
Preview release: 2.8.6 (?) [[+/-]]
OS: Cross-platform
Use: web browser
License: GPL
Website: lynx.isc.org

Lynx is a text-only Web browser and Internet Gopher client for use on cursor-addressable, character cell terminals.

Browsing in Lynx consists of highlighting the chosen link using cursor keys, or having all links on a page numbered and entering the chosen link's number. Current versions support SSL and many HTML features. Tables are linearized (scrunched together one cell after another without tabular structure), while frames are identified by name and can be explored as if they were separate pages.

Lynx is a product of the Distributed Computing Group within Academic Computing Services of the University of Kansas, and was initially developed in 1992 by a team of students at the university (Lou Montulli, Michael Grobe and Charles Rezac) as a hypertext browser used solely to distribute campus information as part of a Campus-Wide Information Server. In 1993 Montulli added an Internet interface and released a new version (2.0) of the browser [1] [2] [3].

more- http://en.wikipedia.org/wiki/Image:Lynx_28web_browser29.png

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image via Wikipedia

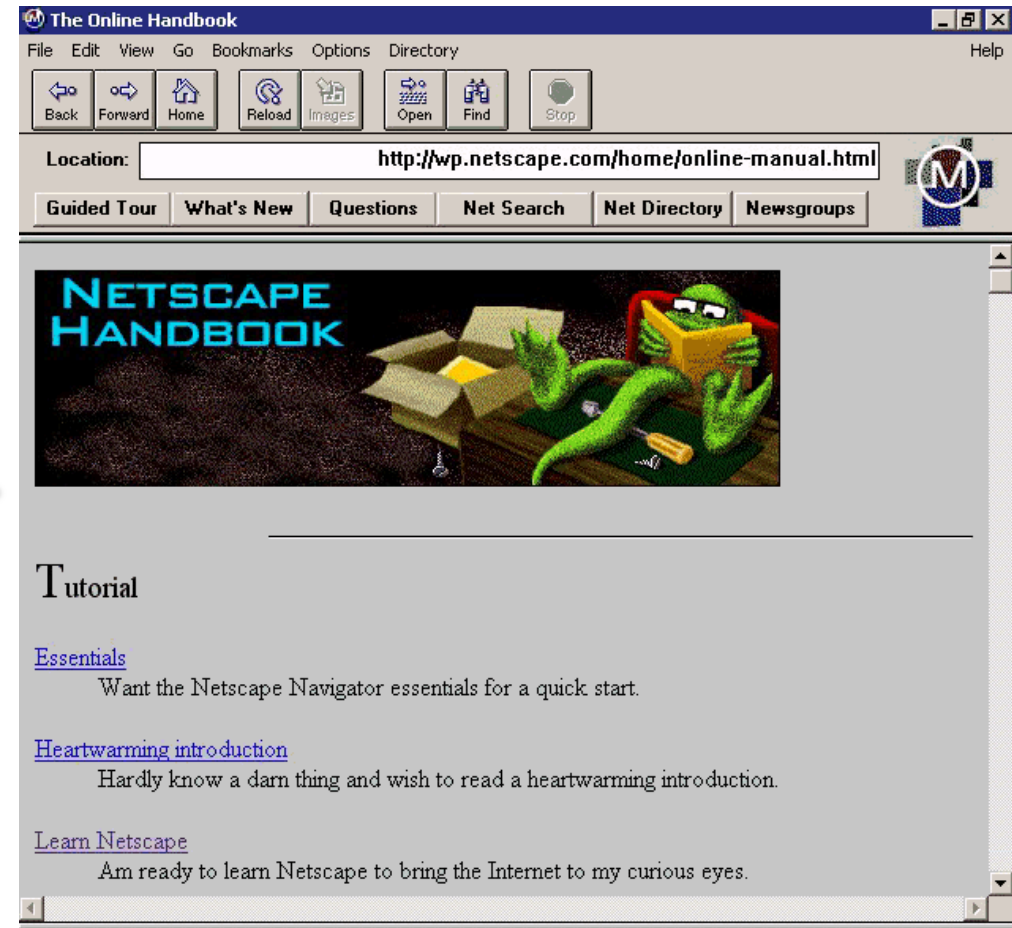
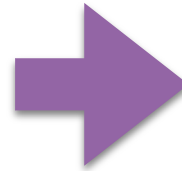


image via Wikipedia

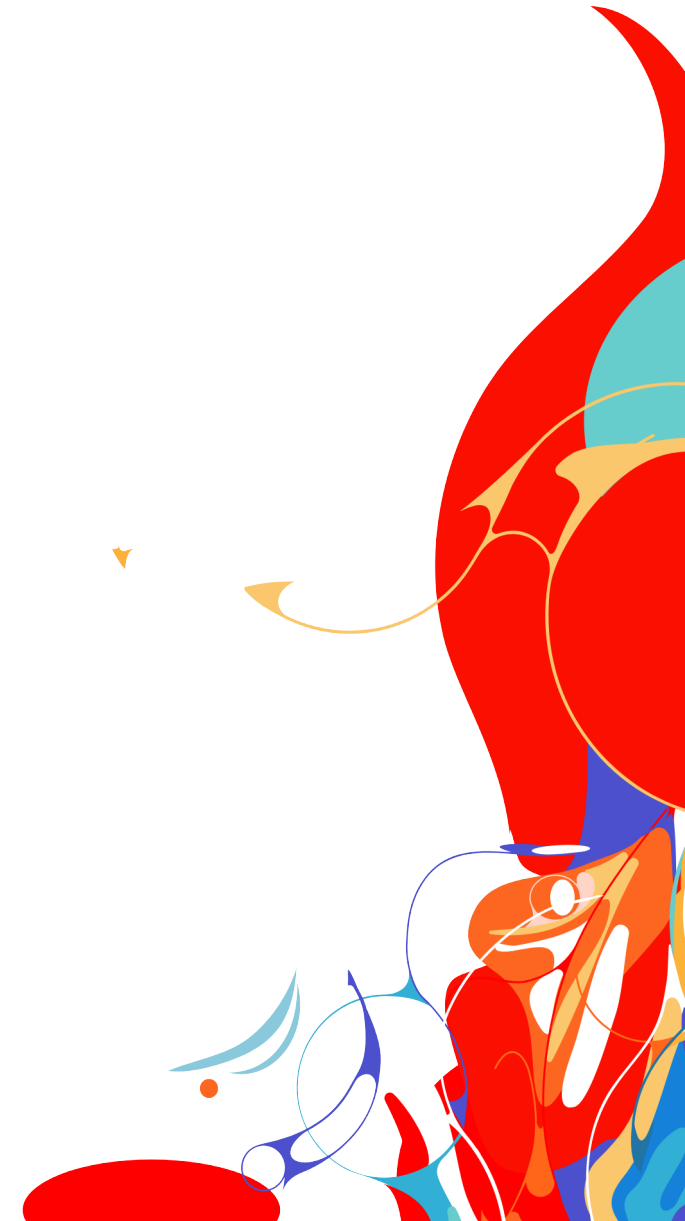


THIS IS GOING
TO CHANGE
EVERYTHING!

EMERGING TECH
ADDS CAPACITY AND
SCALE TO HUMAN
EXPERIENCES
LIKE NEVER BEFORE



WHAT ARE YOU
TRYING TO DO
AT SCALE?



HELP HUMANITY PREPARE FOR OUR **TECH-DRIVEN FUTURE**



DESIGNING HUMAN EXPERIENCES AT SCALE THAT **CENTER** **OUR HUMANITY**



WHAT MAKES US HUMAN?

WHAT ARE WE TALKING ABOUT
WHEN WE TALK ABOUT

“THE HUMAN
CONDITION”?



WE FEEL,
WE EXPERIENCE,
WE ARE SELF-AWARE,
WE LEARN AND EVOLVE,
WE THINK ABOUT
MEANING



HUMANS
CONSIDER
MANY
MEANINGS
OF **MEANING**:

COSMIC
EXISTENTIAL
PURPOSE
TRUTH
RELEVANCE
SIGNIFICANCE
PATTERNS
STATUS
SEMANTICS



COSMIC
EXISTENTIAL
PURPOSE
TRUTH
RELEVANCE
SIGNIFICANCE
PATTERNS
STATUS
SEMANTICS

MEANING IS WHAT MATTERS



BUT HOW DOES
MEANING
HELP HUMANITY
**PREPARE FOR
THE FUTURE?**



INNOVATION IS
WHAT IS
GOING TO
MATTER



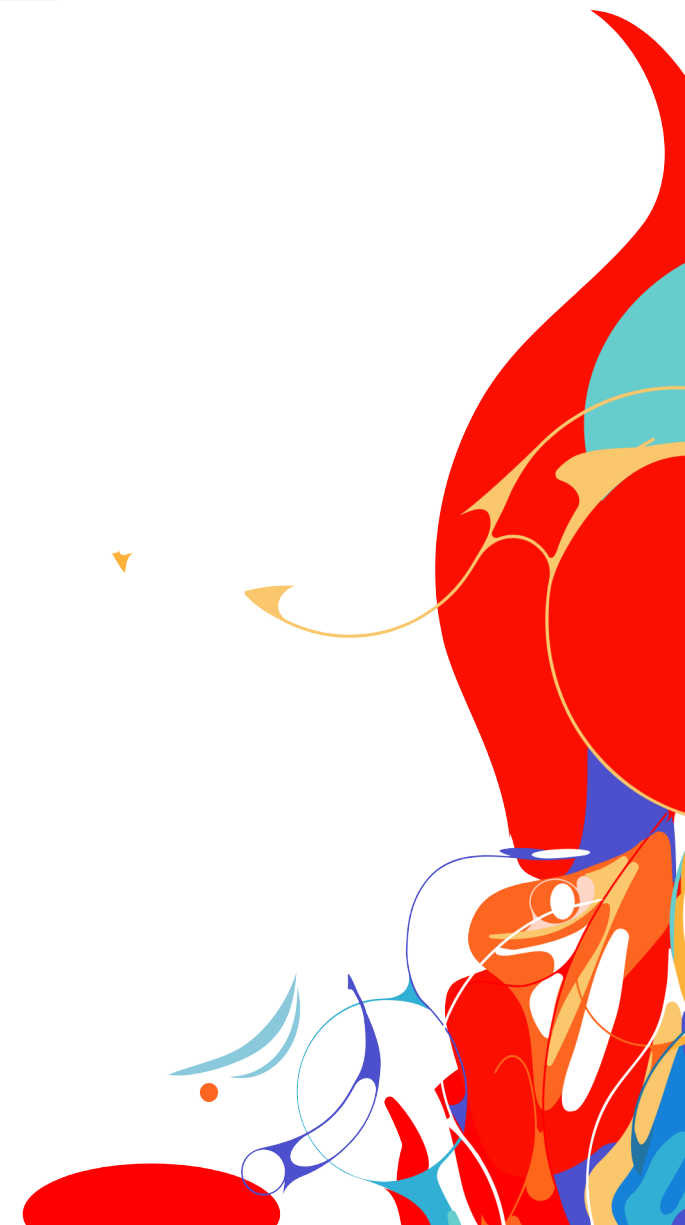
1

THE WORLD IS
INCREASINGLY CONNECTED
AND **DRIVEN BY DATA**,
AND THE VAST MAJORITY
OF THAT DATA IS
SOMEHOW ABOUT THE
HUMAN EXPERIENCE

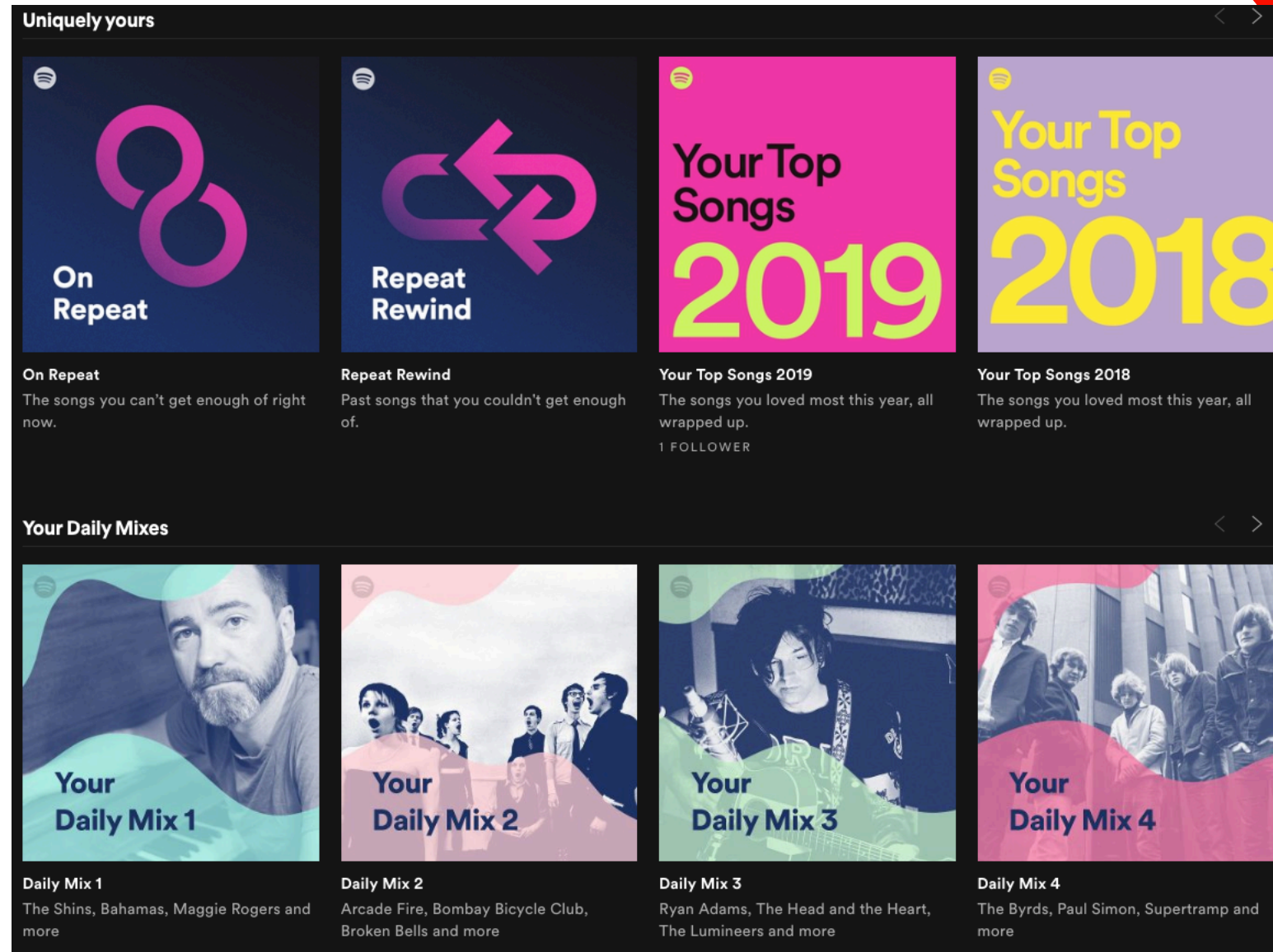


2

HUMAN EXPERIENCE
IS INCREASINGLY
DETERMINED BY
DATA AND
OPTIMIZED BY
ALGORITHMS



THIS IS ALGORITHMS DETERMINING HUMAN EXPERIENCES:

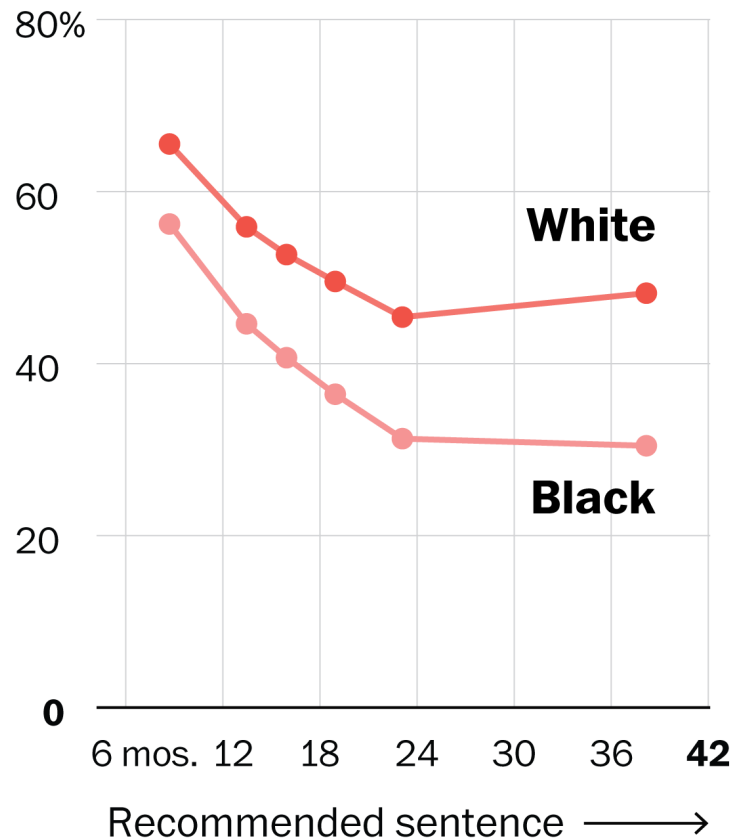


BUT THIS IS
ALSO
ALGORITHMS
DETERMINING
HUMAN
EXPERIENCES:

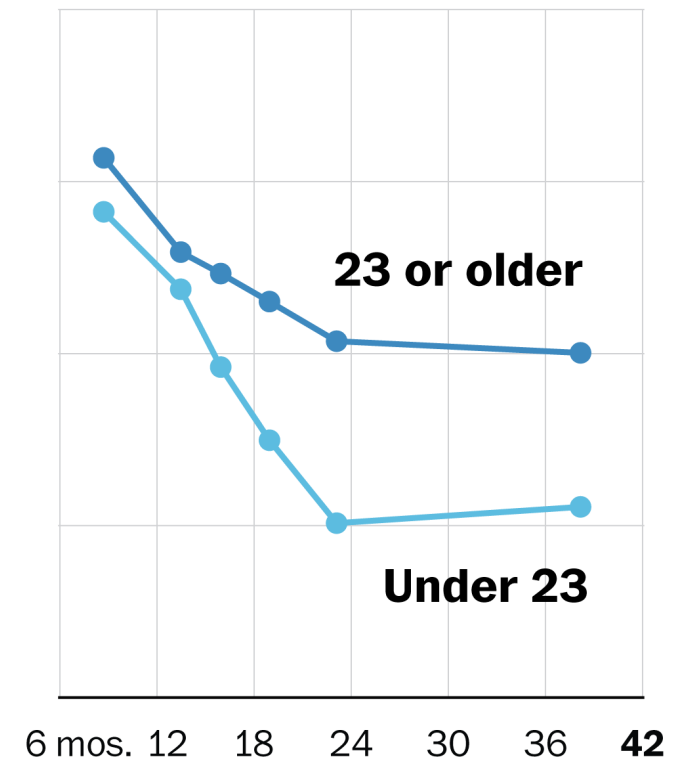
Black and young defendants deemed higher risk

Share of defendants determined to be low risk by Virginia's algorithm, based on length of sentence recommended by guidelines

LOW RISK, BY RACE



LOW RISK, BY AGE



Source: Megan Stevenson and Jennifer Doleac

THE WASHINGTON POST

EXPERIENCE
AT SCALE
CHANGES
CULTURE

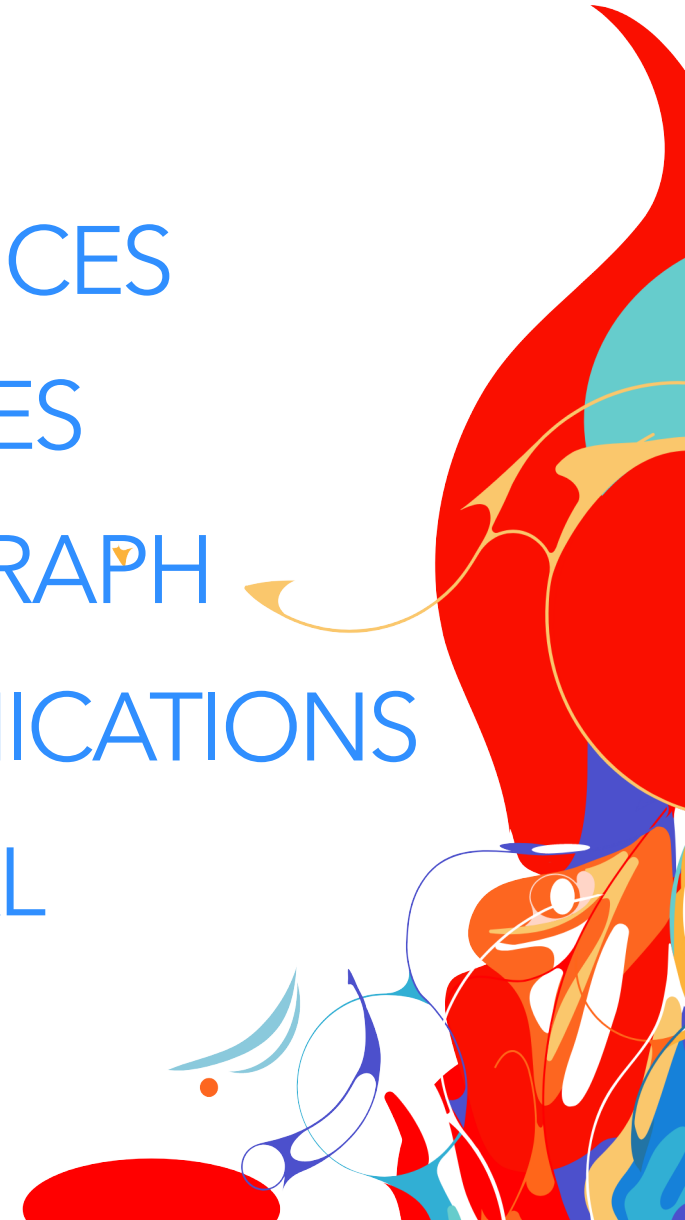


EXPERIENCE
AT SCALE
~~CHANGES~~ is
CULTURE



VARIOUS KINDS OF HUMAN DATA USED TO INFORM EXPERIENCES

PROXIMITY/LOCATION
PATHING
PREFERENCES
PURCHASES
SOCIAL GRAPH
COMMUNICATIONS
TEMPORAL
ETC



DATA CAN BE USED TO
BUILD POWERFULLY
MEANINGFUL
HUMAN EXPERIENCES
BUT IT NEEDS TO BE
DONE **RESPECTFULLY**



EVERYTHING IS
CONNECTED.



WE NEED DIVERSE
PERSPECTIVES

to

MAKE INCLUSIVE
HUMAN EXPERIENCES



“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

– Bill Gates



"The first rule of any technology used in a business is that automation applied to an ^{fair} ~~efficient~~ ^{society} operation will magnify the ^{fairness} ~~efficiency~~. The second is that automation applied to an ^{unjust} ~~inefficient~~ ^{society} operation will magnify the ^{injustice} ~~inefficiency~~."

– Bill Gates

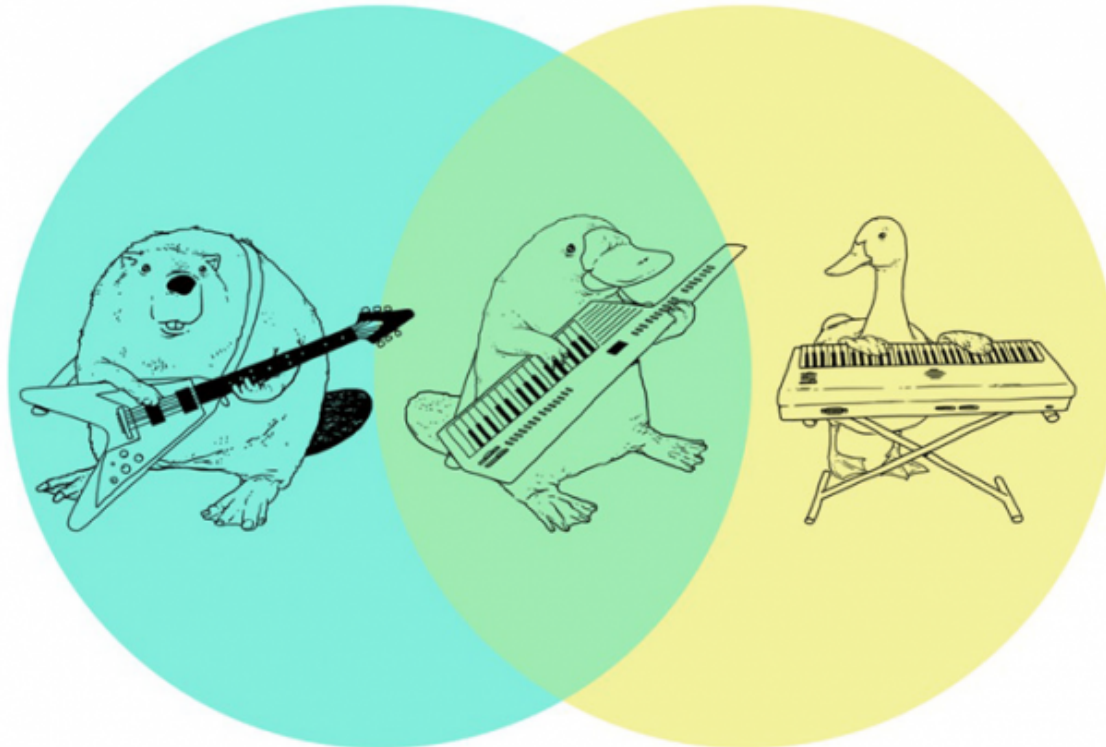
as modified, with apologies, by Kate O'Neill



HUMANS CAN'T
LEAVE MEANING
UP TO MACHINES



TO CREATE MORE
MEANINGFUL HUMAN EXPERIENCES,
WE NEED TO DESIGN MORE
INTEGRATED HUMAN EXPERIENCES.



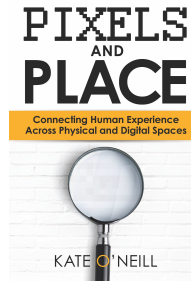
TO DESIGN MEANINGFUL AND DIMENSIONAL EXPERIENCES: INTEGRATED HUMAN EXPERIENCE DESIGN

offline and
online, all
contexts together

not just users,
customers, patients,
students, etc — but
awareness of People
across all their
contexts

intentional layer
of interactions
and transactions

the adaptive
execution of
strategic
intent





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Source: The United Nations

... FIND AREAS WITH POVERTY • ADDRESS
FOOD SCARCITY ISSUES • DETECT DISEASES
IN CROPS • REDUCE HERBICIDE USE • DETECT
CANCER • FIND MISSING CHILDREN • HELP
BLIND PEOPLE NAVIGATE INDEPENDENTLY •
HELP PEOPLE LEARN NEW SKILLS • REDRESS
GENDER INEQUALITIES IN HIRING •
MAXIMIZE CLEAN WATER AVAILABILITY •
PREDICT WEATHER • FORECAST EXTREME
WEATHER EVENTS • SMART DISASTER
RESPONSES • CLEAN UP THE OCEANS • SPOT
NUCLEAR WEAPON SITES...



Don't just automate the menial;

AUTOMATE

the

MEANINGFUL.



THE BEST* FUTURES *for* THE MOST PEOPLE

* at a minimum, the *least damaging* futures for the most people



WHAT ARE YOU
TRYING TO DO
AT SCALE?



CREATE
MORE MEANINGFUL
HUMAN
EXPERIENCES.



HELP HUMANITY
PREPARE FOR
OUR TECH-
DRIVEN FUTURE



TO CREATE THE BEST HUMAN FUTURES WITH TECH:

- ✓ **INDIVIDUALS** WILL NEED
SENSIBLE **BEHAVIORS**
- ✓ **COMPANIES** WILL NEED
SENSIBLE **PRACTICES**
- ✓ **GOVERNMENTS** WILL NEED
SENSIBLE **REGULATIONS**



MACHINES
ARE WHAT WE
ENCODE OF
OURSELVES



CODIFY
OUR
BEST SELVES





Thank you for making the future brighter.



kate@koinsights.com

Linked 
/kateoneill


twitter:
@kateo

