

284 Cross Street #3
Winchester, MA 01890

November 30th, 2021

To: Dr. John Jordan, DPS Program Director & Professor of Practice
Re: Brian Hogan Personal Statement for DPS Information Management

I believe in discourse, evidence-based practice, abstraction, and persistence. I believe it was not by accident my Jewish grandfather worked with his daughter's offspring 3-4 times a week from 5-7:30 at the kitchen table doing math, typing, figuring, and working through practice problems. I believe no one else me from the banality of accounting technology at State Street Bank to learning what the Social, the Real, HYPER-simulation, orchestrating structures of hegemony, theories of Marxism, Weber, Du Bois, Durkheim. I believe when I created my cross-sectional program at Babson College with Psychology at Wellesley college I was being guided by unconscious forces to learn Jung, Freud, Allport, W. James, W. Reich, Allport, and learn basis of Infotech paradigms B.F. Skinner based on "if the occurrence of an operant is followed by presentation of a reinforcing stimulus the strength is increased" [1]. I must grok the nature of *substance* [2] and how data server farms are using quantum physics to manufacture semantics, mechanics, and symbols to reform the social's fabric. I believe my Johnson O'Connor tested aptitude results of (subjective personality + low structural visualization + high inductive reasoning skills + high ideophobia) [3] form Google's Francois Chollet's *Core Knowledge* priors [4] necessary to excel in the Information Studies Doctorate of Professional Studies program. I believe I am the wildcard for this cohort and will achieve something unusual such as the recasting of HP Lovecraft's *Necronomicon* [5] as a modern InfoTech horror detailing how viral digital dust residue escaped dreaded digit server farms and was uploaded into fleshy trans-human beings establishing consciousness terror.

Experiencing qualia is essential to human conscious experience and David Chalmers theorized 'what is like' [6a] to help categorize 'easy' conscious elements derived from language, vision, color, and execution of cognitive logic abilities. However 'hard' consciousness continues to leave theorists debating how and why physical processes give rise to consciousness [6b]. Codifying experience is sought by CAPITAL owners as guarantees advanced production control and subscription profits. Artificial Intelligence(AI) remarkable advancements through labeling where machine learning algorithmic outcome drives distinction in code or action. Roboticist argue sensors generate qualia as actuators adjust to physical object characteristics now ensuring picking strawberries performed as well as moving a pint of them from bin A to B. In 2020, GPT-3 was released with 175 billion parameters ensuring natural language processing can generate stories, answer questions, solve math, and write code based on input parameters [7]. Semantics + codified reality objects + Amazon Web Services' 37 data centers with endless GPUs require practitioners more than ever to ensure ethical, moral, and statistical measures of fairness are taught with rigor and vigor. I believe I am well suited to deliver this work.

Health is vital to organism sustainability yet viruses, diseases, and carcinogenic agents seek substances to feed and decay from unsuspecting hosts. My aim is to synthesis synthetic and nonsynthetic scientific knowledge of healthy AI structures enabling growth of positive social fabric where conscious experiencing agents, humans and perhaps robotics, are provided access to agents expanding intelligence and consciousness. I remain suspicious of capitalistic modes of production implementing insidious

InfoTech agents inflicting diseased information or, at worst, authoring autopoietic systems regulating narrow intelligence formation. Facebook and Twitter agents actively manage information access, dissemination, and homogenization through machine learning rules labeling offensive, foul, etc. A Google whistleblower gave the Department of Justice 950 pages of internal documents detailing search algorithm re-engineering obfuscating the 2020 election [8]. Finally, there is the hearsay discussion from Lex Fridman with Douglas Lenat podcast 221 about Google creating an avatar of anyone using their site steadily recording all their searches [9]. Healthy AI is not a product of corporate data stores containing your geolocations, biometric data, and preferences from perhaps unwilling provided on handheld smart device superstores. Michael Foucault spent a lifetime discerning power formation in the social but did not envision it in a person's hands where InfoTech goals of power and goals of knowledge cannot be separated because in knowing they control and in controlling they know [10]. Hegemony formation is too great and exhibited in China's Social Credit System where a smartphone orchestrates citizen rewards or punishments based on economic and personal behavior. I believe I can use the DPS degree to contribute to the social balancing of this form of totalitarianism [11].

InfoTech reject nihilism and, some argue, control Marxist principals of use and exchange-value. Whether the social is fascinated and simulated, InfoTech has the power to colonize the imagination and, if Marx is right, in doing so controls class consciousness as it creates associated use and exchange value with what people purchase through advertising on social media customized by class, geolocation, and warehoused interest priors. Kroker and Weinstein hypothesized in the 90s theories of the virtual class in *Data Trash* and how an individual's interaction with the real via Marxist commodified forms may have already lost its referent to the real [12]. Kroker deepens his decades of analysis on viral contagion in *Technologies of the Real* (10/2021) where reality contends with synthetic biology blending with AI realities across bodies, machines, and affect [13]. I believe reality is malleable and can forge resistance to viral hypercontrol and surveillance. I believe I am well suited to navigate this reality tincture discerning substance and tackling this crucible to generate healthy outcomes.

Over the last 2 years I have been nothing but determined searching for work across 250+ applications. My grit was expressed being 50 laboring as a carpenter but in the past I built a farm and got a PhD in horses so figured I could hack it. I believe my time is now. It is uncommon to be a Myers-Brigg's *INTJ* personality type but it surely will be an asset to the DPS program [14]. I believe access to high quality doctoral programs is limited but I will be incredibly grateful to proudly represent Syracuse University as a trained, responsible schoolmaster delivering information technology discourse to those responsible for our future welfare, safety, and happiness.

Best Regards,

Brian Hogan

Brian Hogan, MS

Word count: 998

References

- [1] Robinson, H., (2021). Substance. Stanford Encyclopedia of Philosophy. Retrieved from: <https://plato.stanford.edu/entries/substance/>
- [2] Skinner, B.F., The behavior of organisms: an experimental analysis, Englewood Cliffs, NJ Prentice Hall.
- [3] Broadley, M., Wilson, C, Cook, L., Jensen, T, Manes, B, Wilhelm, H. (2021), Choosing Intelligently, Johnson O'Connor Research Foundation, Inc. Retrieved from: <https://jocrf.esw.me/>

- [4] Chollet, F., (2019, p26), on the measure of intelligence, Google, Inc. Retrieved from:
<https://arxiv.org/pdf/1911.01547.pdf>
- [5] Lovecraft, HP,
- [Sa] Chalmers, D, (2011). The problem of consciousness. Retrieved from: [v12n19a02.pdf \(scielo.org.co\)](https://scielo.org.co/pdf/v12n19a02.pdf)
- [6b] Chalmers, D. (2020). Is the hard problem of consciousness universal? Retrieved from: [universal.pdf \(consc.net\)](https://consc.net/universal.pdf)
- [7] Porter, B, (2020), What is GPT-3 and what does it mean for natural language processing. SparkCognition. Retrieved from: [What Is GPT-3, and What Does It Mean for Natural Language Processing? | SparkCognition](https://sparkcognition.com/what-is-gpt-3-and-what-does-it-mean-for-natural-language-processing/)
- [8] Fridman, L., (2021), Cyc and Common-Sense Reasoning for AI with Douglas Lenat. Retrieved from:
<https://www.youtube.com/watch?v=3wMKoSRbGVs>
- [9] Wintery Knight, (8/20/21), Google whistleblower: google “rewrote algorithms to go after trump.” Retrieved from: <https://winteryknight.com/2021/08/20/google-whistleblower-google-rewrote-algorithms-to-go-after-trump/>
- [10] Gutting, G, Oksala, J., (2021), Michael Foucault. Stanford Encyclopedia of Philosophy. Retrieved from: [Michel Foucault \(Stanford Encyclopedia of Philosophy\)](https://plato.stanford.edu/archives/win2021/entries/foucault-michael/)
- [11] Wikipedia, (2021). Social Credit System. Retrieved from:
https://en.wikipedia.org/wiki/Social_Credit_System
- [12] Kroker, A., (1994). Data Trash - The Theory of Virtual Class. Cahnners Business Information.
- [13] Kroker, A; Kroker, M, (2021). Technologies of the New Real: Viral Contagion and Death of the Social. by Digital Futures, 2021
- [14] Keirse, D., Bates, M., Please understand me. Character & Temperament Types.