You are a particle collider more complex than anything

Slide 1 - Hi, my name is William Riley, you can call me Will, and I work at Grain & Mortar. My Twitter is @bill_riley. I'm building Hubdia, it's a search engine focused on you, and "you" is a very bundled term, it contains so many different kinds of disciplines.

Slide 2 - what I hope you take away from this is that problem solving process is like a particle collider in that different ideas smash into each other to create explosions which are models that help new people to your disciplines catch up.

Slide 3 - I really get how computers work, and how they talk to each other. I love marketing, music, design, business, psychology, and culture.

Slide 4 - What got me into psychology was the Flynn Effect. The Flynn effect was discovered through specific parts of IQ tests since the 1930's

Slide 5 - Basically it says 3 things: we are becoming more abstract thinkers, increasingly, we take the hypothetical seriously, and we create and consume models to understand our complex world.

Slide 6 - So, in context, I pay attention to 7 different disciplines:

technology, design, marketing, psychology, business, philosophy, and music, admittedly moreso on the music part in college.

Slide 7 - Each of those disciplines have had people come in, work very hard, and place a kind of “save point” - a checkpoint - a model inside of a discipline that helps new people to the field catch up - and it’s for everyone to use and everyone to test and poke holes in, sometimes it’s the raisin d’être for a discipline.

Slide 8 - Here’s some models I like. Dieter rams’ 10 principals of design, the Flynn effect, the model to build models, Security through Obsurity,

Slide 9 - Models in this context can also be VERY bad. Models can lead to human generalizations. The takeaway: Never use a model against a human, that is unethical. These are specifically tools of mind to simplify complex jobs.

Slide 10 - Understanding this shit helps us better clarify the totally obvious, including the exact problems we need to challenge in society. It helps expand our periph, so we can see problems coming from different angles.

Slide 11 - For example: Did you know that there are about 76 different countries where being gay is illegal, 10 of which have sentences punishable by death?

Slide 12 - We think that doesn't effect us, but people who build or use the internet must understand that responsibility. Like, a data breach when you're a member of a team for a social platform means you out people early to their loved ones or you kill them.

Slide 13 - In our industries, we have these very fundamental rules to follow not for us building a service or product or creating the art, but for the general public using the service or product or consuming the art. Don't be afraid to challenge them, just understand them.

Slide 14 - If a model isn't a succint framework, it's a story, called an "Intuition pump," coined by philosopher Daniel Dennet, because these instill a sense of intiution when it comes to a problem you face, and as stories, They're often moral decisions that the person who built it wants to help you resolve.

Slide 15 - Models are NEVER complete, so challenge everything. I'm going to give you a model for technology, mostly web software, I built. It's called Web X.0. Challenge it, own it, see how it fits, and tell me about your experiences even if it totally sucks, I want that, please.

Slide 16 - Web 1.0 - Content. This is the phase of the web where we were just uploading books. Towards the "end" of this we realized there was too much so we built search engines, thus…

Slide 17 - Web 2.0 - Content in a Context. The phase where we are giving

opinions about or sorting through those things we originally uploaded. Social platforms were built here and they got stronger in…

Slide 18 - Web 3.0 - Context creating Content. The phase where living serendipitously shows us new stuff. This is location data showing you concerts you would like.

Slide 19 - Web 4.0 - Context. The phase where our technology lives with us naturally. The Internet of Things industry really makes this. I don't know how marketers will adapt to having less pixels when all our technology is spread onto the things that's already around us.

Slide 20 - My goal with this is that you have a takeaway. Either it's you get how people learn to make better decisions and diversify their mind through the Flynn Effect, or you have a better understanding of technology with Web X.0.