

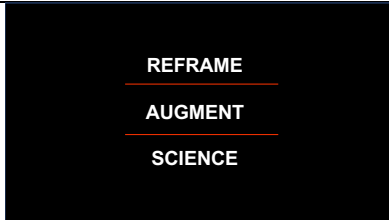



Sarah DaVanzo

The Future of Insight

	<p>I visit you now from the year 2030 to discuss the future of insight. Your future of insight...</p>
	<p>Let's first establish a common ground. What is "insight"? Insight = inside (in) seeing (sight). Inner sight. Inside sight. Seeing what is hidden and not obvious (not easily perceived and understood). Insight is understanding the inner workings of a phenomenon; the inner or underlying dynamics of self, people, society, culture, ecosystems, trends, and the natural world. Insight comes from data.</p>
 	<p>In 2020 there are 3 dynamics threatening life on earth:</p> <ol style="list-style-type: none"> 1. BIG PROBLEMS: VUCA environment + Wicked Problems (Covid, cultural upheaval, economy, climate) 2. BIG TECH: Big Data + Big AI. BIG TECH companies, like Amazon, Facebook, Alibaba and Google created ecosystems that harness data from all aspects of consumer's life: <ul style="list-style-type: none"> • Demographics and Sociographics from media, browsing, user data, spending, searches, ratings and reviews. • Emotion data – from voice (Alexa! Siri!), text, facial recognition and cognitive services • Biological data – Google: 23andMe, DNA Nexus Amazon's 1000 Genome Project, Cloud Genomics • Devices – phones (12 sensors), Oculus Rift, Nest • Smart Homes & Cities – Google: Sidewalk Labs, Google Fiber... Amazon: Ring. Housejoy ... it looks like the future of insight is "GAFA-insights". 3. BIG DECLINES: Data in 2020 shows a decline in human curiosity, focus, empathy, engagement, productivity ... and a decline in insightfulness.
	<p>In 2020, the hunt is on for faster, cheaper, deeper, game-changing insights. Intelligence businesses are reinventing as "insights platforms". Strategy and research teams operating like "insight factories". Corporate espionage waging insights sabotage. Cut backs on human insights, in favor of automated insights from AI and algorithms – which collect insight more efficiently. It doesn't look good for the future of insight (or the future of humanity) in 2020</p>
	<p>But don't despair, the future is bright with insight. I have the benefit of travelling from 2030, and I can confirm that in 2030, the global economy is thriving, Covid and the Climate are under control, and in 2030 there is more humanity, D&I, increased freedom and democracy, sharing of wealth, accelerated education, and improved health and wellbeing.</p>

 	<p>You moved from path of SCARCE INSIGHTS (2020) to one of ABUNDANT INSIGHTS (2030).</p> <p>How did you do this? You did it with 3 clever strategies:</p>
	<p>You...</p> <ol style="list-style-type: none"> 1. REFRAMED INSIGHT 2. AUGMENTED INSIGHT DICOVERY 3. INSIGHT SCIENCE
	<p>The first strategy: REFRAMED INSIGHT. You humans of 2020, you did what AI could not: orthogonal thinking. Even a Generative AI cannot think orthogonally. You used your human creativity and serendipity to think innovatively about insight. You REFRAMED INSIGHT. You knew that when we change our point of view on a topic we can shift how we see it. You re-imagined insight in new and different ways which unlocked insight about insight. You stretched the definition of insight and questioned assumptions about insight. Let's me share some examples of REFRAMED INSIGHT...</p> <ul style="list-style-type: none"> • Imagine INSIGHT IS A FORCE OF NATURE. What might the "gravity of insight" or "velocity of insight" behave like? <ul style="list-style-type: none"> • Mass: Information consumes energy therefore information has mass... if information has mass then insight must have <u>more</u> mass. What if we could detected the weight of insight with an electron scale? Or measure the energy of insight with a thermal camera? • Quantum Insight: Some believe there are entangled meta-verses and parallel realities in foldspace. If so, this suggests. insights from multiple places/times/dimensions as once. If time is not linear then babies could be born with profound insight. • Dark Matter: Insight could be Dark Matter, the most mysterious and abundant substance in the universe. It does not reflect, emit or absorb light. Completely invisible to your 2020 instruments. There is an astrophysics theory that Dark Matter is made of information and insight. If 85% of the universe is Dark Matter and Dark Matter is

insight, imagine all the untapped insight that's out there waiting for you to find?

- Imagine **INSIGHT CAN BE ENGINEERED**. What if insight isn't something that you find or discover, but rather is something that **you can design**? **You attract insight** by creating conditions for insight?
 - **Electroshock**: Zapping brains with electricity improves language learning by 13% → What if electrical zaps can improve one's insight abilities? Your brain is made of 100 billion neurons (equivalent to the number of stars in the Milky Way Galaxy), each generating 70 millivolts, which is 4 times the electrostatic force in a normal lightning storm. What about harnessing the electrical current to induce a state of insight.
 - **Neuro-Chemistry**: Insight can come from engineering neuro-chemistry? Cocktails of neurochemicals designed to create the feeling of eureka moments. Dopamine, Cortisol. Serotonin. Oxytocin. Are present during an "aha" insight moment → Imagine reverse-engineering these chemicals (supplements, IV infusions) to induce a state of insight?
 - **Biome Transplant**: Gut microbes are tied to depression, IQ, and behavior → what if there is a microbiome that fosters insight? We could have pro-biotic insight drinks? Or biome transplants from an Insight Biome Bank harvested from insightful people.
Contagion: Emotions are contagious. Behaviors and thought spreading virally. What if "insightfulness were contagious? What would an insight social network
 - **Microdosing**: Psychedelics, synthetic drugs and tech-drugs induce altered states of mind, reknit neural networks that make new connections unlocking insight. The drug Ketamine "turn off and reboots" brains → what if a brain reset is a path to insight?
- Imagine if insight could be farmed. Literally. **FARMING INSIGHT**. What if insight can be harvested from terraforming brain matter? Imagine if insight was something that could be implanted, farmed, cultivated and traded?
 - **Mini-Brains**: If we use BioTech to 3D print and lab-grow fruit and vegetables, then why can't we do the same for brain matter? What kind of new insights might be unlocked if you had support from a collection of mini-brains?
 - **Currency**: What if insight were currency or traded on an "insight exchange". There would be stock market analysts specializing in "commodity insights" or "exotic insights".
 - **Insight Marketplace**: We will invest in Insights Funds and Insights Futures.



2. AUGMENT INSIGHT

- The second strategy: **AUGMENTED INSIGHT DISCOVERY** with science and technologies to boost human insight abilities to compete with AI. You realized that you needed to leapfrog AI to regain control of the insighting process and to become faster, smarter and more efficient mining insights. You used emerging science and technologies to amplify your human insight abilities. Let me share some examples of some emerging science and tech **AUGMENTING INSIGHT DISCOVERY**....

COLLECTING DATA

Experience and information is constrained by our biology, so technology collects data from new sources (not constrained by our biology):

- **NEW PERSPECTIVES** on people, places and things come from drone swarms, micro cameras, cloaking
- **INTERNET OF THINGS** - Smart Environments, Smart Textiles, Smart Water, connected devices everywhere. The aggregation of all this data enables 360-degree Seeing Systems (holoptics), Exponentially growing number of civilian wireless devices are tapping a crowded electromagnetic spectrum.
- **INTERNET OF SELF** – from Biohacking (toothchip) to Smart blood, human data is generated and processed.
- **PROSTHETICS**, Exoskeletons and Wearables lead to. “Thinkables”, Speakables Face Mask Translators and text translators, gain access to new data.
- **GESTURE AI** - AI decipher’s human gestures (with motion glove + machine vision)
- **VIRTUAL REALITY (VR, AR, XR)** At Google+ Hangouts, schoolchildren can now discover things that real school outings could never match.
- **INVISIBLE DATA MADE VISIBLE** - seeing WiFi (Digital Ethereal), seeing through walls, Breathprints, reading the emotions of crowds in a building (stadium), "Pulse of the City" is an installation for five locations in Boston that turns pedestrians' heartbeats into music. Curio...

ANALYZING DATA

- **BIAS DETECTION** – technologies to seek and destroy algorithm bubbles and echo-chambers.
- **DIGITAL TWINS** – to analyze data through the lens of Virtual Humans.
- **NEURO-PROSTHETICS** – BCI, Neural Dust, neural knitting with nano-bots, neural lace, thought-typing... enhance information processing, implant memories or experiences that trigger new connections and insights
- **SENSORY DEPRIVATION & AMPLIFICATION** - makes us perceive and understand differently (Laser sound, Taste, student projects)
- **ENTIRELY NEW SENSES** -- create new senses (David Eagleman - “versatile extra-sensory transducer”), Smell Camera (MIT), MIT Media "Sensory Fiction" that makes it possible to feel literature, "FeelReal" mask from produces aromas to accompany VR. "SensaBubble" (Unilever) project images onto soap bubbles and release scents from them.
- **DIGITAL UNCOUPLING** – the movement to go analog, and forego technology wherever possible to zig when everyone is zagging... to unlock zig insights, when everyone is focused on zag insight

The best thing for insight is technology. The biggest threat to insight is technology. (AI = Accelerated Ignorance) AI and automated technology can make humans lazy. And insight takes work.

Think of technology as a form of life - flora, fauna, technology... With any life form, there are invasive species. In tech invasive species includes: Frictionless technology (predictive, intuitive AI), addictive distracting screens everywhere, and algorithms which create bubbles keeping data out. Research show that the the 3 most important cultivators of insight are: **curiosity, critical thinking and open minds**...Invasive species of tech kill curiosity, critical thinking and open minds. Insight discovery can be AUGMENTED with technology, but consider the technology.



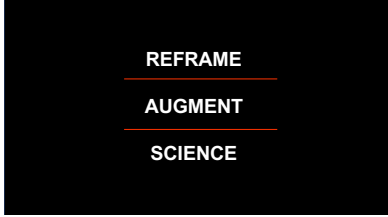

3. INSIGHT SCIENCE

- The third and most important strategy, is building a new branch of science called **INSIGHT SCIENCE**. In 2020, research shows how haphazard, analog and unscientific people were in their insights work. Research shows there is no common language or proven best-practices methods. There's very little data on insight, insights and insight discovery. Everyone in the insights field is working off of a different playbook. This is not how to compete with the precision, speed and efficiency of AI insights. So, Insight Science was born. As with all branches of science there are 7 characterists:

- **S**ystems Thinking - A more scientific approach to insights with tested and proven methods, protocols and systems. The systems are born from Highly Reliable Organizations – borrowing from military, NASA, medical triage, aviation, nuclear, power, telecoms, gas & electricity.
- **C**odified Knowledge - Key concepts, learning and lexicon are captured, classified and shared
- **I**mpact - Measure return-on-insights (ROI) by tracking the transformation of insights into business impact. This includes a living knowledge bank of insights-to-impact case studies with ROI/ROI metrics to provide examples of best-in-class insights.
- **E**xperiments - Data gathered on best practices in insights activities to encourage critical thinking about the craft. Data collected from experiments designed to elevate the tradecraft of insights shared for collective growth.
- **N**ovelty thru Diversity – A conscious effort to drive more diverse perspectives in data collection and analysis, and improved diversity in the insights talent pool to improve debate.
- **C**ollaboration - More insight and methodology sharing, cross-pollination and collaboration to improve problem solving.
- **E**quipment – Labs dedicated to building insights technologies offering bench training and upskilling.

In 2030 the new branch of science called Insight Science is thriving – there are university courses and degrees in Insight Science. It enables insights to flow more abundantly, faster, more efficiently despite shrinking budgets. It unlocks new insight methods and technologies, and leverages the diversity of crowd intelligence. It collects data from experiments to optimize approaches.

INSIGHT SCIENTISTS
 Insights scientists will be hybrids: researchers, strategists, futurists, technologists. The role of the Insight Scientist is an amalgam of analytical

	<p>and creative, fast- and slow-thinking, present and future-facing, analog and digital, data synthesis and analysis, specialist and generalist, qual and quant, science and alchemy.</p> <p>The role of the Insight Scientist is business-critical, driving the exploration and discovery of insights that energizes and steers our business, and give our organization competitive advantage. As a valued strategic partner and innovator, our Insight Scientists generate ideas, solutions, innovations and business opportunities – all with foundations in new non-obvious game-changing insights.</p>
	<p>Now it's time for me to return to 2030. I've done my job here, sharing insights about insight. You now have the insight and foresight of what you need to do to reverse the insight recession and negative dynamics of 2020 and create a world ABUNDANT insight.</p> <ul style="list-style-type: none"> • Use your human creativity, curiosity and innovative thinking to REFRAME INSIGHTS and the processes of acquiring insight. • Reverse the trend of AI dominating insights with bold HUMAN AUGMENTATION from science and technology. • Draw on the precision, efficiency, numeracy and alchemy of the scientific method to build the INSIGHT SCIENCE discipline.
	<p>You in 2020 are living in the “Information Age”, but 2030 is the “Insight Age”.</p> <p>I will return to the year 2030 now...</p>