

Common

Sense[makers]

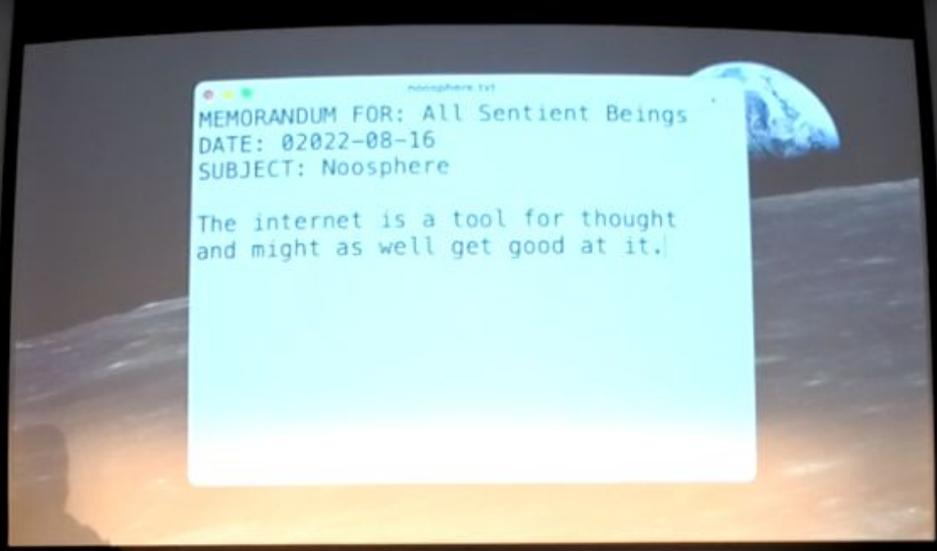


From Users to (Sense)Makers

Open sourcing and interconnecting our collective sensemaking for healthier information ecologies

Ronen Tamari

Brad DeGraf



Gordon Brander

Co-Founder, Subconscious

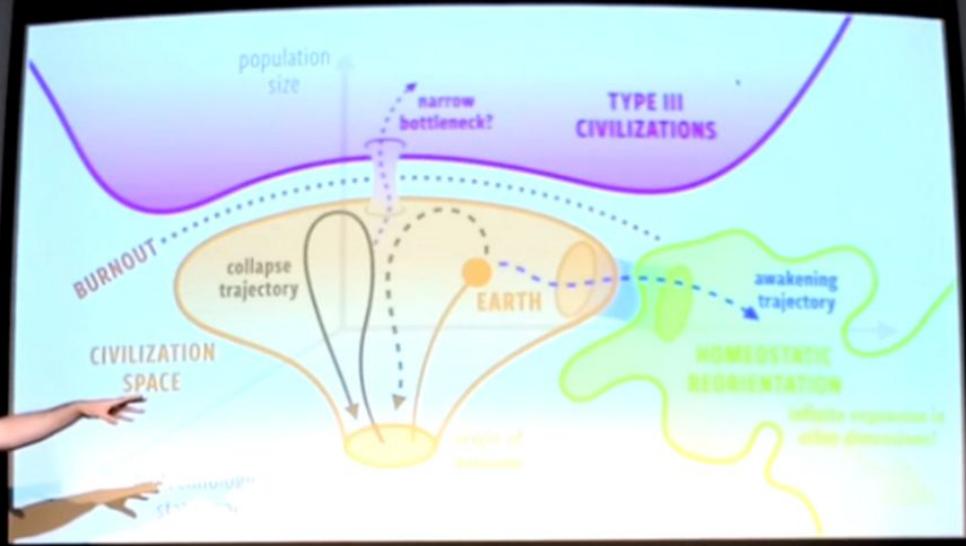


Planet-scale challenges



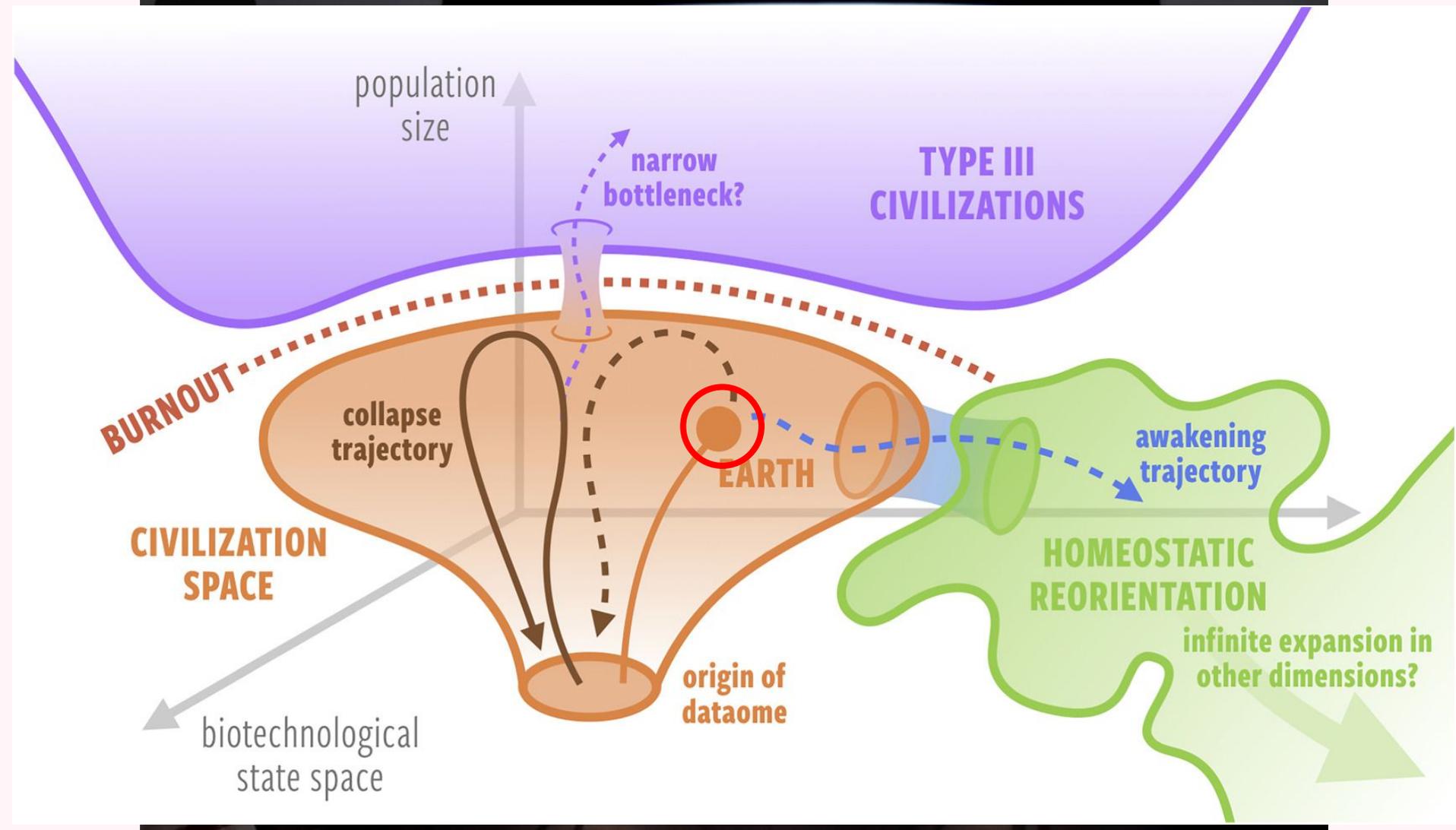
 **Gordon Brander**

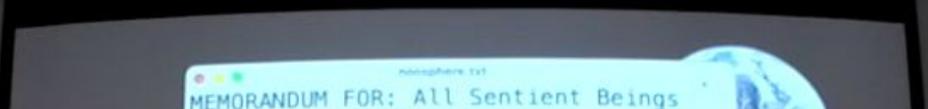
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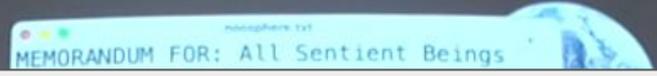
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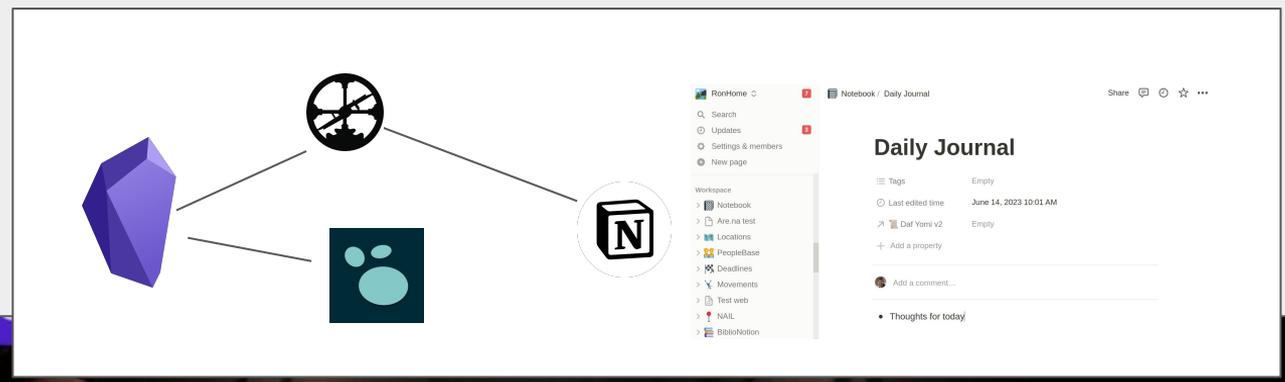


noosphere.txt
MEMORANDUM FOR: All Sentient Beings

The internet is a tool for thought
and might as well get good at it



The internet is a **tool-for-thought** and might as well get good at it

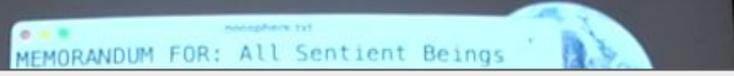


MEMORANDUM FOR: All Sentient Beings

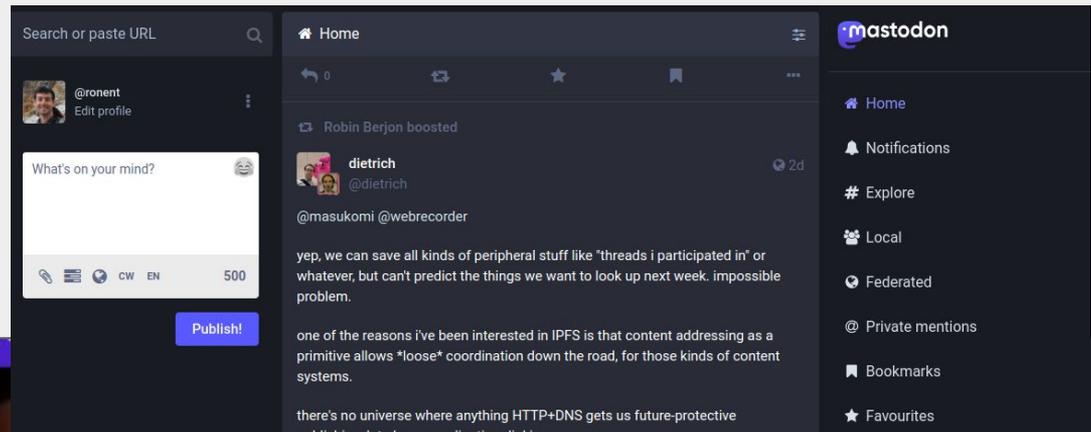
The internet is a tool for awareness
and might as well get good at it

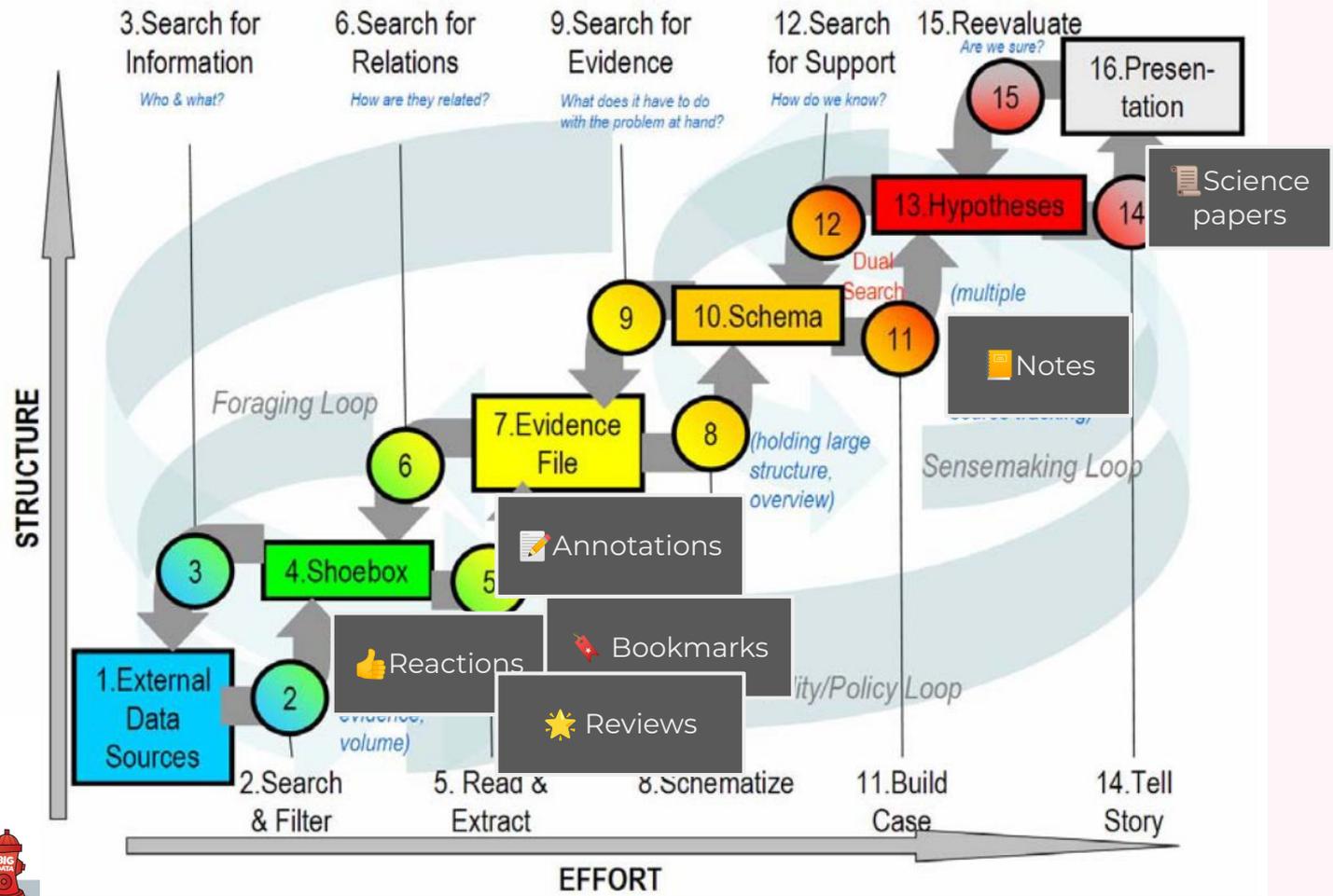
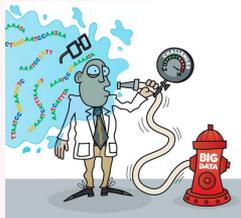
A diagram illustrating a conceptual flow or relationship. It features four distinct icons: a purple 3D polyhedron on the left, a black circular icon with a white crosshair at the top, a teal square with white circles at the bottom, and a white cube with a black 'N' on its face on the right. Lines connect these four icons to a central, large red question mark, suggesting a central question or a point of convergence for these concepts.

A screenshot of a Notion workspace. The left sidebar shows a 'Workspace' with a 'Notebook' containing items like 'Are.rna test', 'Locations', 'PeopleBase', 'Deadlines', 'Movements', 'Test web', 'NAIL', and 'BiblioNotion'. The main area displays a 'Daily Journal' page with a search bar, 'Tags' (Empty), 'Last edited time' (June 14, 2023 10:01 AM), and a list of entries including 'Daf Yomi v2' (Empty). There is also an 'Add a property' button and a comment section with 'Thoughts for today'.



The internet is a tool for awareness
and might as well get good at it

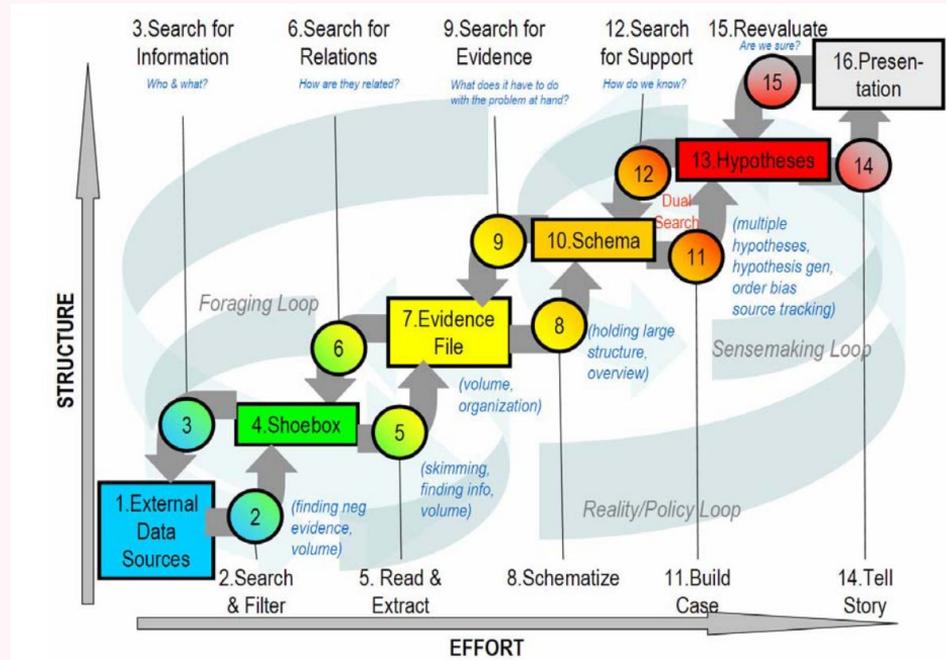




The internet is a tool for **sensemaking**
and might as well get good at it

Sensemaking

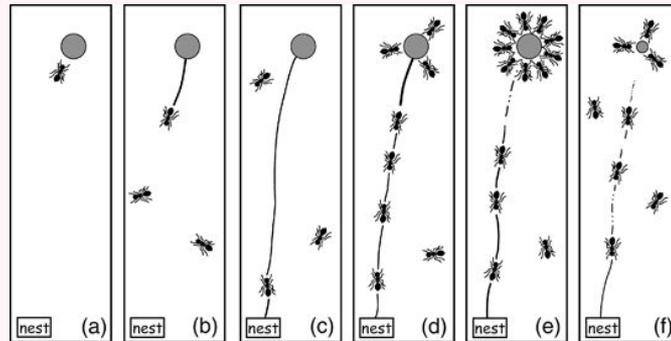
Organizing and structuring new information to build coherent mental models and improve future decision-making



How to get from individual to collective sensemaking?

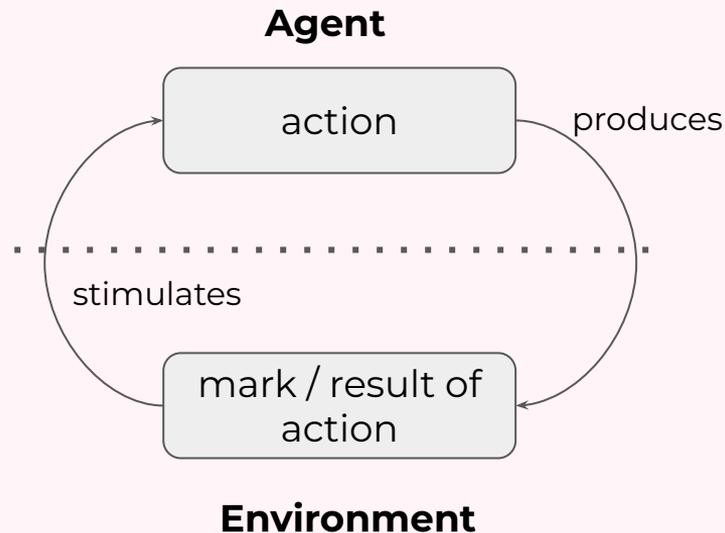
Stigmergy!

- Phenomena of **indirect coordination mediated by environment modifications**
- Agents make modifications which other agents react to (e.g. ants making pheromone trails)



“Neurons” of collective intelligence

- **Stigmergic feedback loops:** “neurons” (~basic unit) of emergent collective intelligence
- Environments act as a distributed memory system for a collective organism (?!)



Agent: 

action

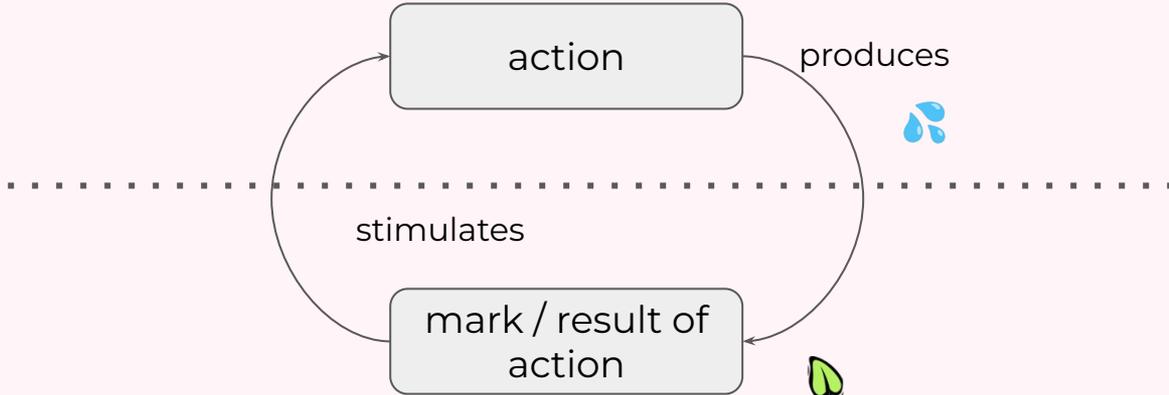
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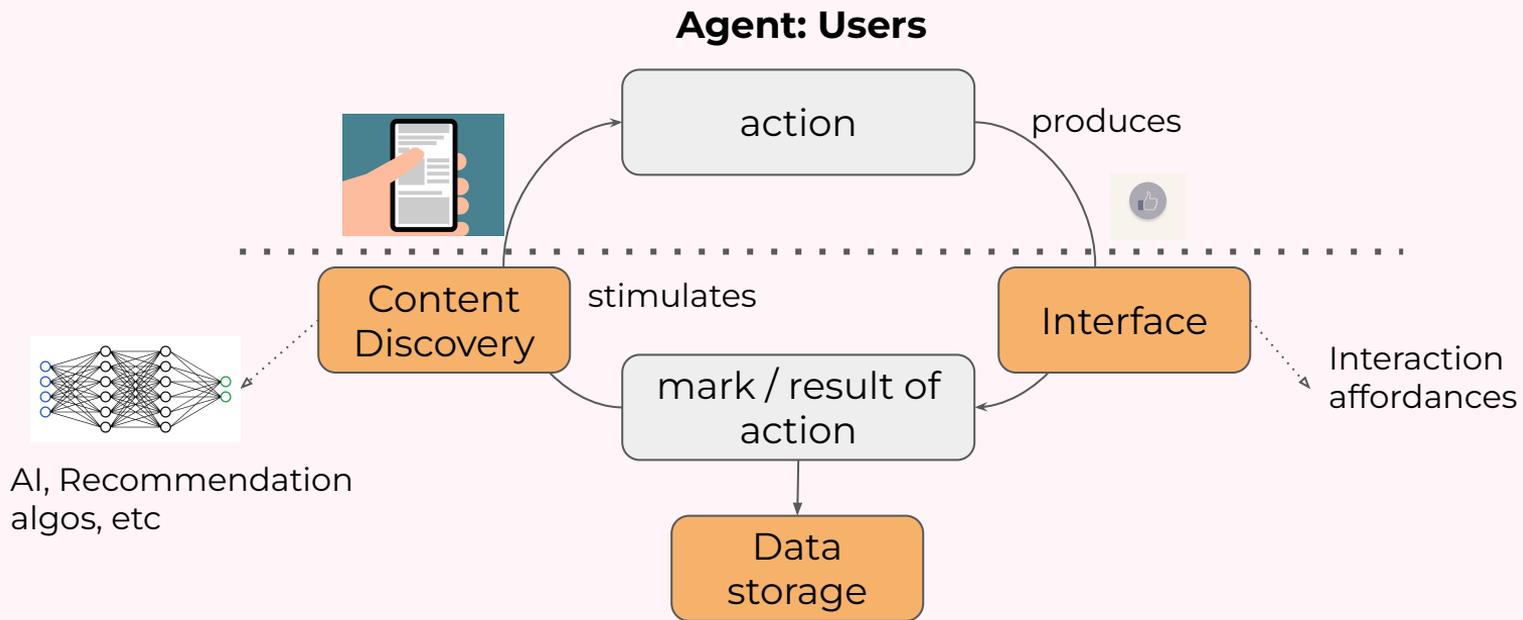


stimulates

mark / result of
action

Environment

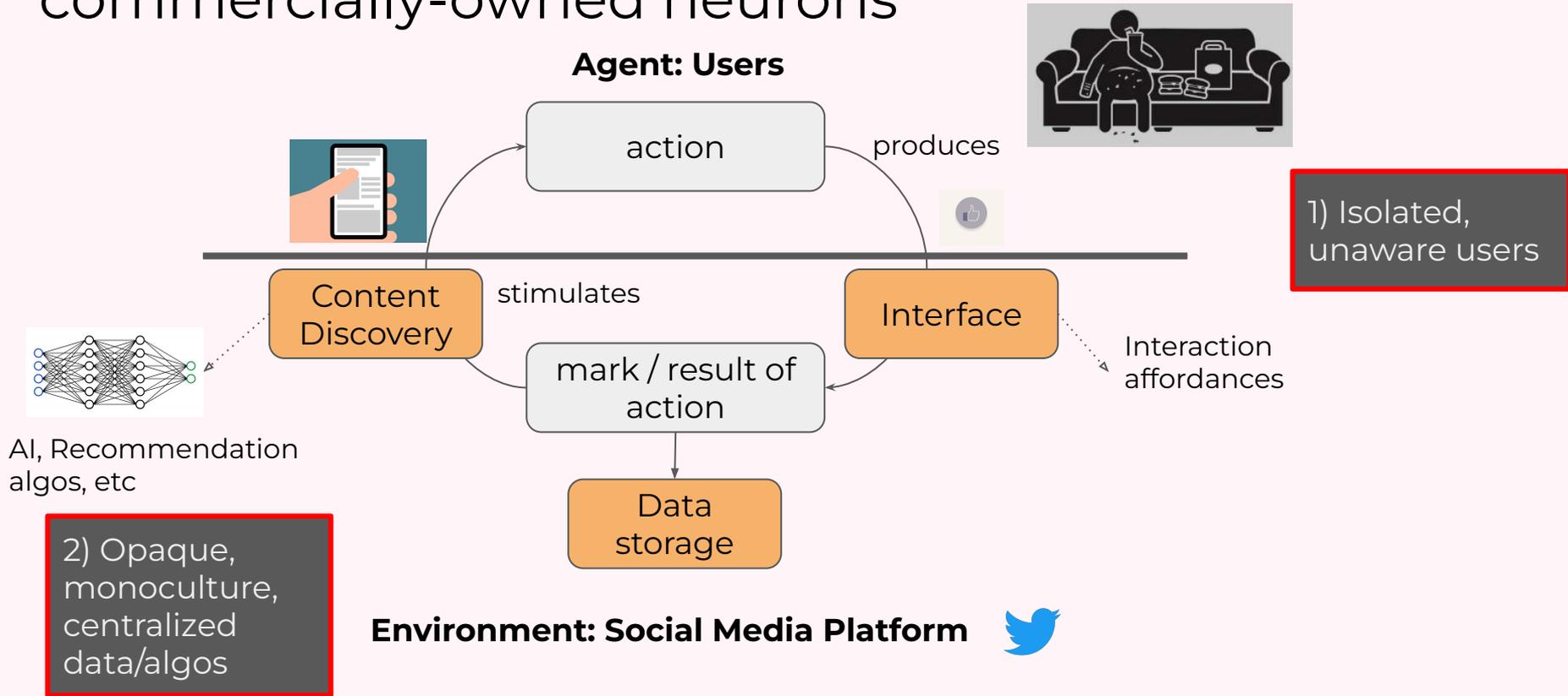




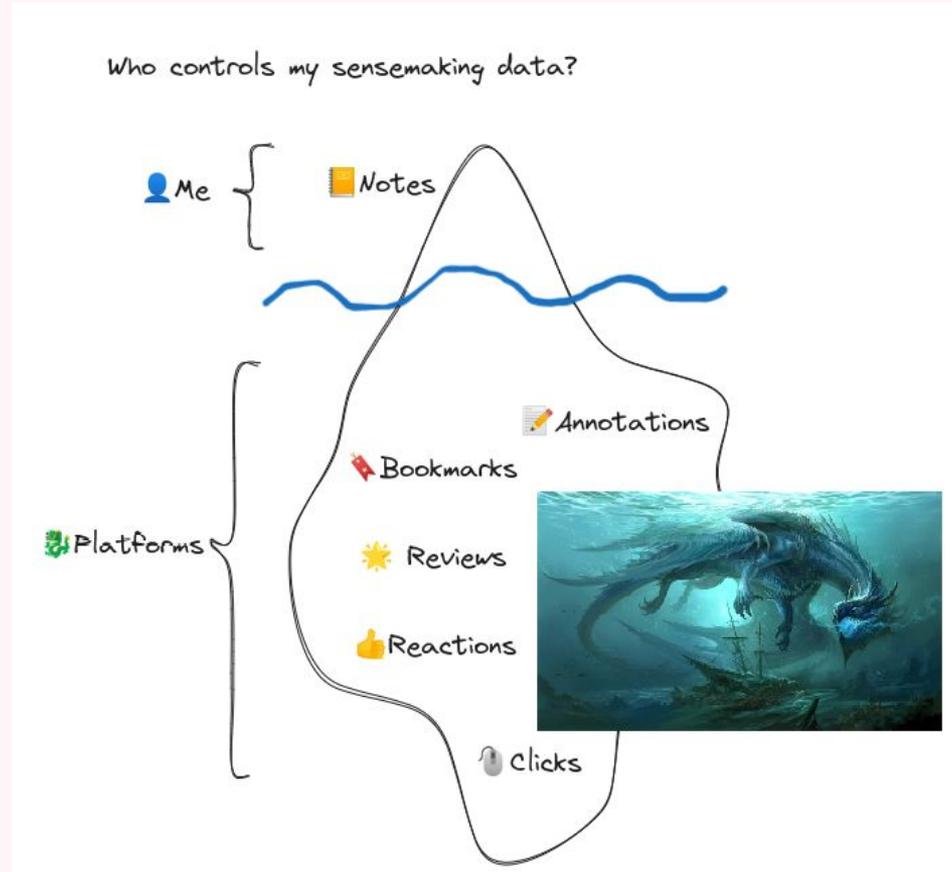
Environment: Social Media Platform



How not to build collective intelligence: commercially-owned neurons



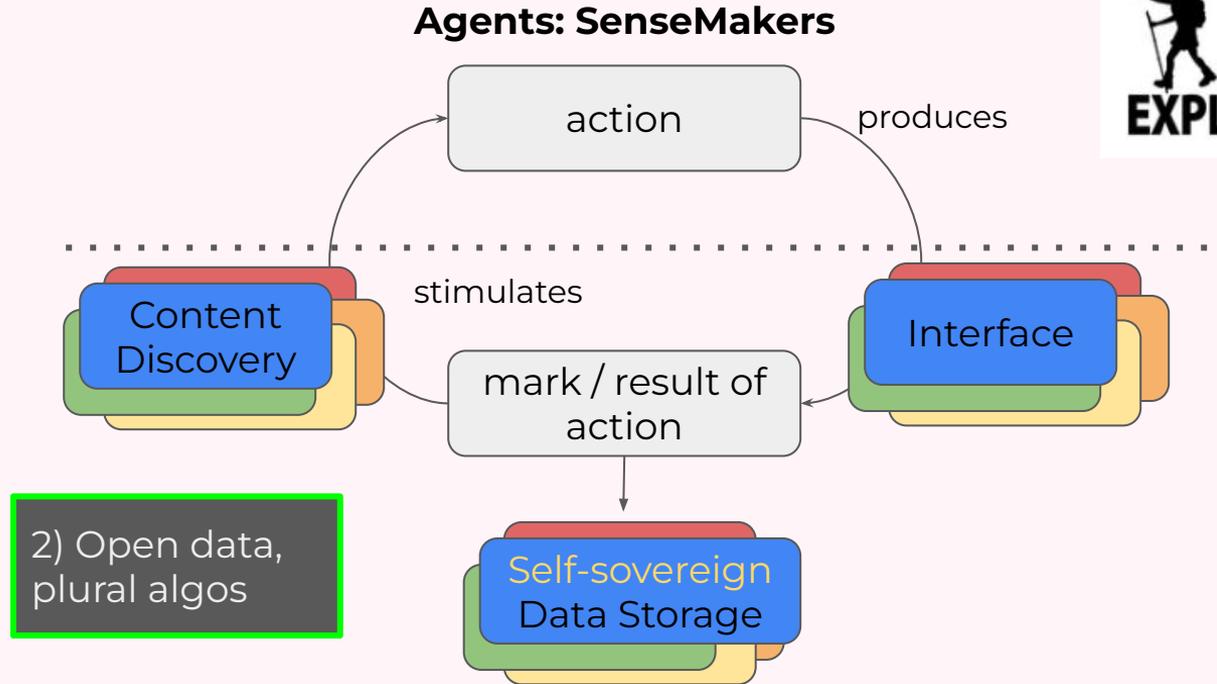
Platforms control our attention because they control the **digital markers of our attention** (sensemaking data)



Regaining control of our collective senses

- Open source sensemaking - like open source software, but for sensemaking data!
- Empower people to own, control and share their sensemaking data
- Decentralize the stigmergic feedback loop!

How to build collective intelligence: **collectively**-owned neurons



1) Awareness of role in broader ecosystem

2) Open data, plural algos

Environment: Decentralized, sensemaker-centric ecosystem

Projects

Personal 'Orbs' as interoperable neurons

- All my marks are under my self-sovereign control
- They are a pointillist self-portrait, my *aura*
- Represented as an evolving graph / network
 - Of what I'm paying attention to
 - Who I interact with
 - Other semantic and contextual data
- Stored in a Personal Online Datastore
 - Aka [EDV](#) (encrypted data vault)
 - E.g. [Memri POD](#)
- I decide who has access to what parts of my Orb

Communities - connected Orbs

- Individuals can agree to share Orbs
 - E.g. via [Object Capabilities](#)
 - Sritely has a lot of knowledge and expertise on [Networked Communities](#)
- Connected Orbs form synergistic networks
 - My connections plus yours reveal interconnections among them
 - E.g. Epidemiologist community reveals those most respected by their peers
- Synapses - relationships between Orbs
 - Software can reveal how to people (orbs) relate to each other
 - Levels of attention, respect
 - Semantic context etc.
- What is a community 'about'?
 - Revealed in the interconnections

Portable Communities

- Vast majority of 'communities' are siloed
 - Conference attendees, Zoom participants
 - Facebook groups, Discords, Slacks
 - Citation networks
- Need persistent, composable, app-independent communities
 - What is the intersection of attendees of two conferences? Who among them cites each others papers?
- Graph as minimal representation of a community
 - Nodes and edges = humans and their relationships
 - Orbs and synapses
 - Easily composed and federated
- Communities as first-class entities; can have relationships with apps

Collective Auto-Curation (sensemaking?)

- Communities as *emergent editorial boards*
- Union of all marks
- Software distills and sensemakes automatically

Self-sovereign access control

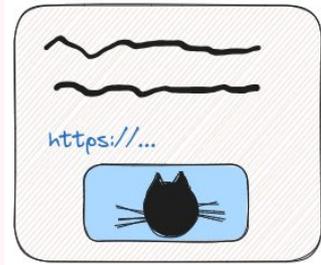
What applications / entities can access what parts of my orb or community data?

Collective Sensemaking Networks

TL;DR - like social media, but

- Instead of sharing posts - share “sensemarks” - rich structured Semantic Web objects expressing our relations with content/people online
- **We** own our marks, **not** platforms

Social Media Platforms



Posts



Publishing *new*
content

Collective Sensemaking Networks

- Type: Tags
- URL: <https://youtube.com/...>
- Tags: #IPFS, #redcentralizing

- Type: LibraryEntry
- URL: <https://...>
- MediaType: podcast
- Tags: #regen, #climate
- Status: finished
- Rating: ★★★★★

- Type: DiscourseGraph/Supports
- Source URL: <https://...>
- Target URL: <https://...>
- Comment: this is a new claim I haven't seen yet!

- Type: Reaction
- URL: <https://youtube.com/...>
- Emoji: 👍

Sensemarks

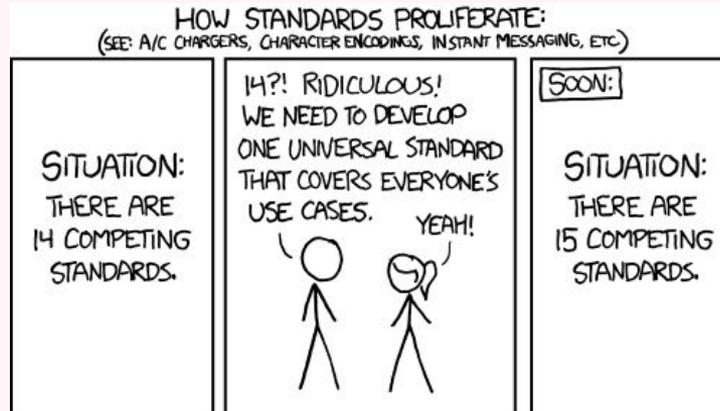


Making sense of
existing content

Common Sense Protocol

Common standards to help easily create, manage and find sensemarks.

- Interoperable: publish sensemarks from variety of apps
- Discoverable: easy to find (visible) sensemarks associated with particular content/account
- Modular: easy to build apps over sensemark data



Stigmergy-augmented cognition for complex information environments

What Is The Web?

Robin Berjon
Standards & Governance, Protocol Labs

400 views 1 month ago IPFS (ping 2023 - IPFS on the Web

What is the Web? Interestingly, that question has never been answered before. This talk proposes that the Web is about user agency, and Web technology is the set of technology that increases user agency. I'll explain the reasons for taking this view, and show how that maps to technical architecture and gives us a sense of where to take the web next.

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Stigmergy-augmented cognition for complex information environments

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Robin Berjon
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IPFS IPFS
11.7K subscribers

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2023-05-02 IPFS Content

- Type: ReactionMark
- URL: <https://youtube.com/...>
- Emoji: 🍌

Stigmergy-augmented cognition for complex information environments

The image shows a YouTube video player for the video "What Is The Web?" by Robin Berjon. A hand-drawn callout box with a yellow background and black border contains the following text:

- Type: DiscourseGraph/Supports
- Source URL: <https://youtube.com/...>
- Target URL: <https://blog-x.io/...>
- Comment: Berjon makes a great case for the decentralization approach proposed by blogX...

The video player interface includes a search bar at the top, a video player with a green arrow pointing to the right, and a sidebar of related videos on the right. The sidebar is highlighted with a red border and contains the following video thumbnails:

- Evaluating tradeoffs when representing database state ...
- Roadmapping Next Steps - Molly Mackinlay
- What is MapReduce?
- IPFS on the Web in 2023 (so far) - Dietrich Ayala
- Efficient P2P Databases with IPLD Proly Trees - Mauve...
- How IPFS Works in Under 5 Minutes
- Enabling More Applications to Join the libp2p DHT Ecosyste...
- anchors Away (consistency in an IPFS world) - Aaron Goldman
- How IPFS Works - Steven Allen

The video player interface also shows the video title "What Is The Web?", the channel name "IPFS" with 11.7K subscribers, and a "Subscribe" button. The video description is partially visible, starting with "What is the Web? Interestingly, that question has never been answered before. This talk proposes that the Web is about user agency, and Web technology is the set of technology that increases user agency. I'll explain the reasons for taking this view, and show how that maps to technical architecture and gives us a sense of where to take the web next."

At the bottom of the video player, there is a "0 Comments" button and a "Sort by" dropdown menu, both highlighted with a red border. The "Like" button shows 20 likes.

Stigmergy-augmented cognition for complex information environments

The image shows a YouTube video player interface with several handwritten annotations in yellow boxes. The main video player displays a video with a search bar at the top and a list of related videos on the right. The annotations are as follows:

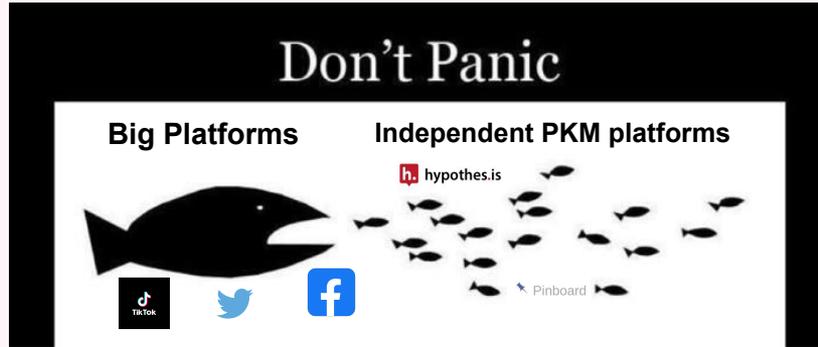
- Top Annotation:**
 - Type: TaggedLink
 - URL: <https://youtube.com/...>
 - Tags: #IPFS, #re decentralizing
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 - Type: TaggedLink
 - URL: <https://vimeo.com/...>
 - Tags: #re decentralizing, #web3

The related video sidebar on the right is highlighted with a red border and contains the following items:

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- How IPFS Works in Under 5 Minutes (Data Slayer, 2.2K views, 10 months ago)
- Enabling More Applications to Join the libp2p DHT Ecosyste... (IPFS, 354 views, 1 month ago)
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- Enabling More Applications to Join the libp2p DHT Ecosyste... (IPFS, 33.2K views, 1 month ago)
- How IPFS Works (IPFS, 103 views, 1 month ago)
- Anchors Away (consistency in an IPFS world) - Aaron Goldman (IPFS, 18K views, 3 years ago)
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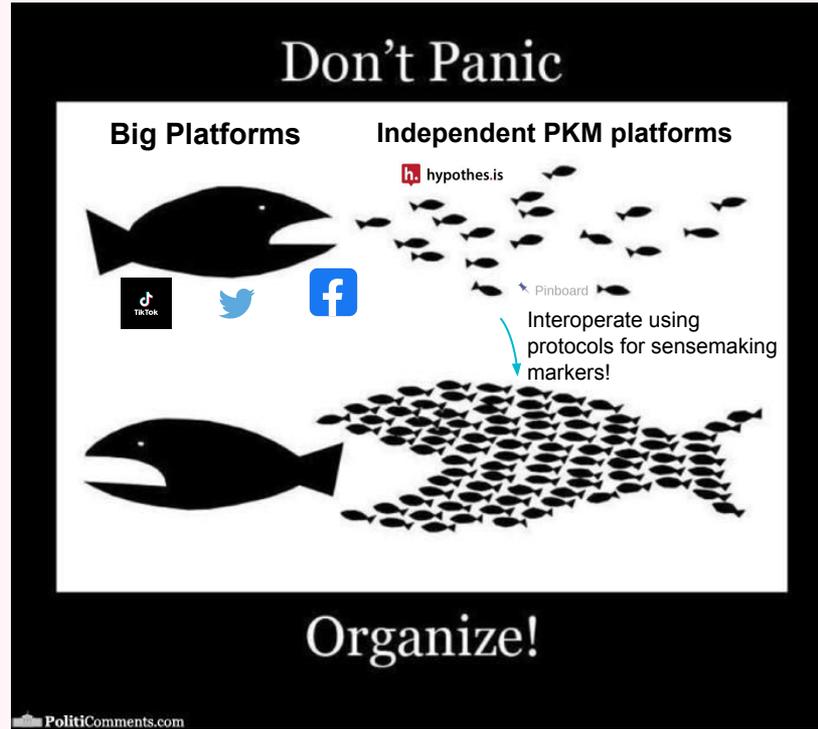
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Current



Current

Proposed



Thanks!