



MOVING TO DIGITAL AGE

VIEWPOINT OF PHILOSOPHY OF TECHNOLOGY

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OUTLINE

- ▶ Philosophy of Technology. Critical points
- ▶ Martin Heidegger, Gilbert Simondon
- ▶ The concept of Culture
 - ▶ Culture of Industrial Society
 - ▶ Culture of Digital Society
- ▶ Moving from Industrial to Digital Society
 - ▶ Spiritual Culture
 - ▶ Technological Culture
 - ▶ Social Culture
- ▶ Conclusions

PHILOSOPHY OF TECHNOLOGY. CRITICAL POINTS



- ▶ Instrumentality
- ▶ Autonomy
- ▶ Reflexivity
- ▶ Apprehension



Martin Heidegger
(1889-1976)



Gilbert Simondon
(1924-1989)

CULTURE

SPIRITUAL
CULTURE

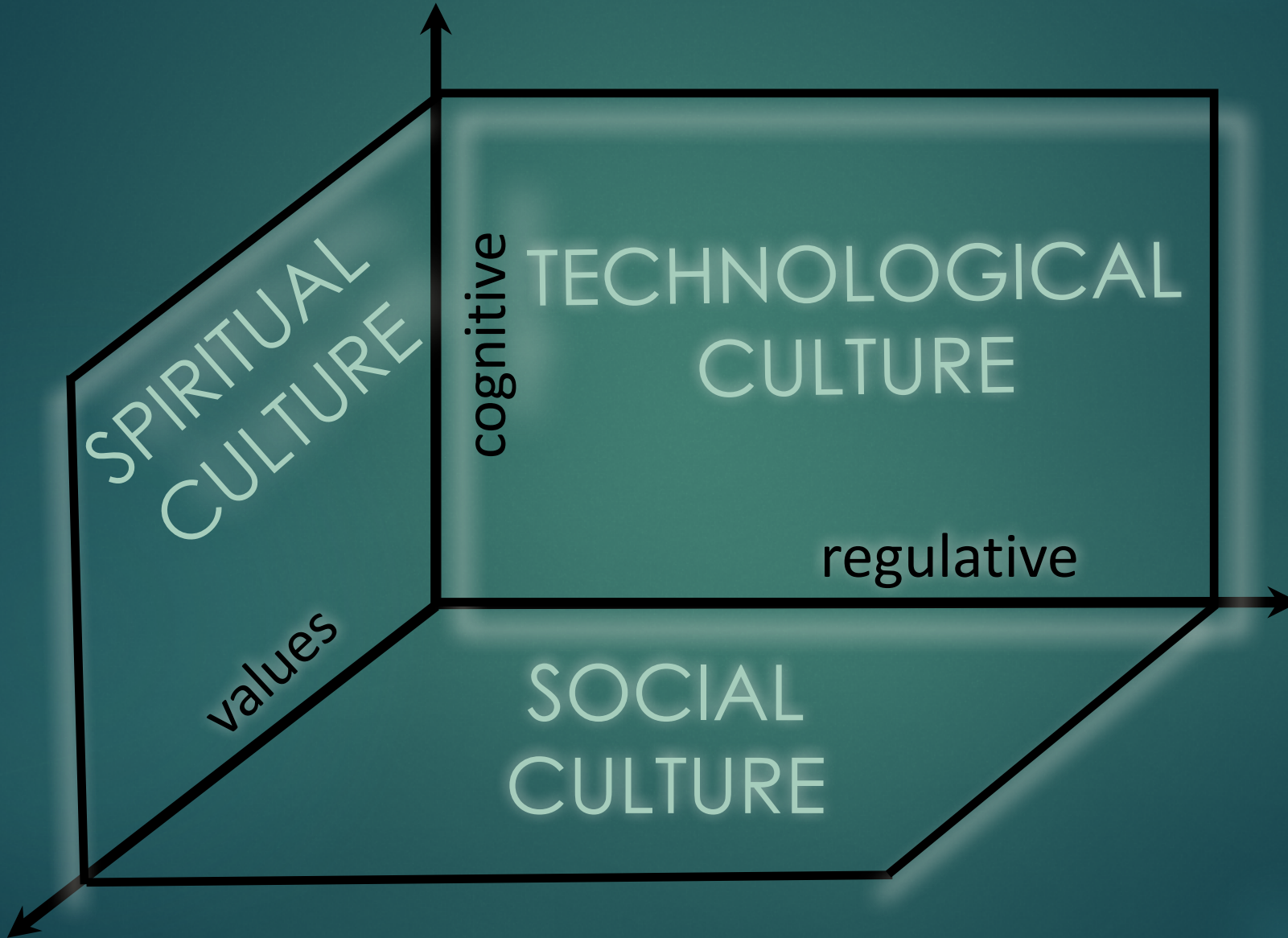
cognitive

TECHNOLOGICAL
CULTURE

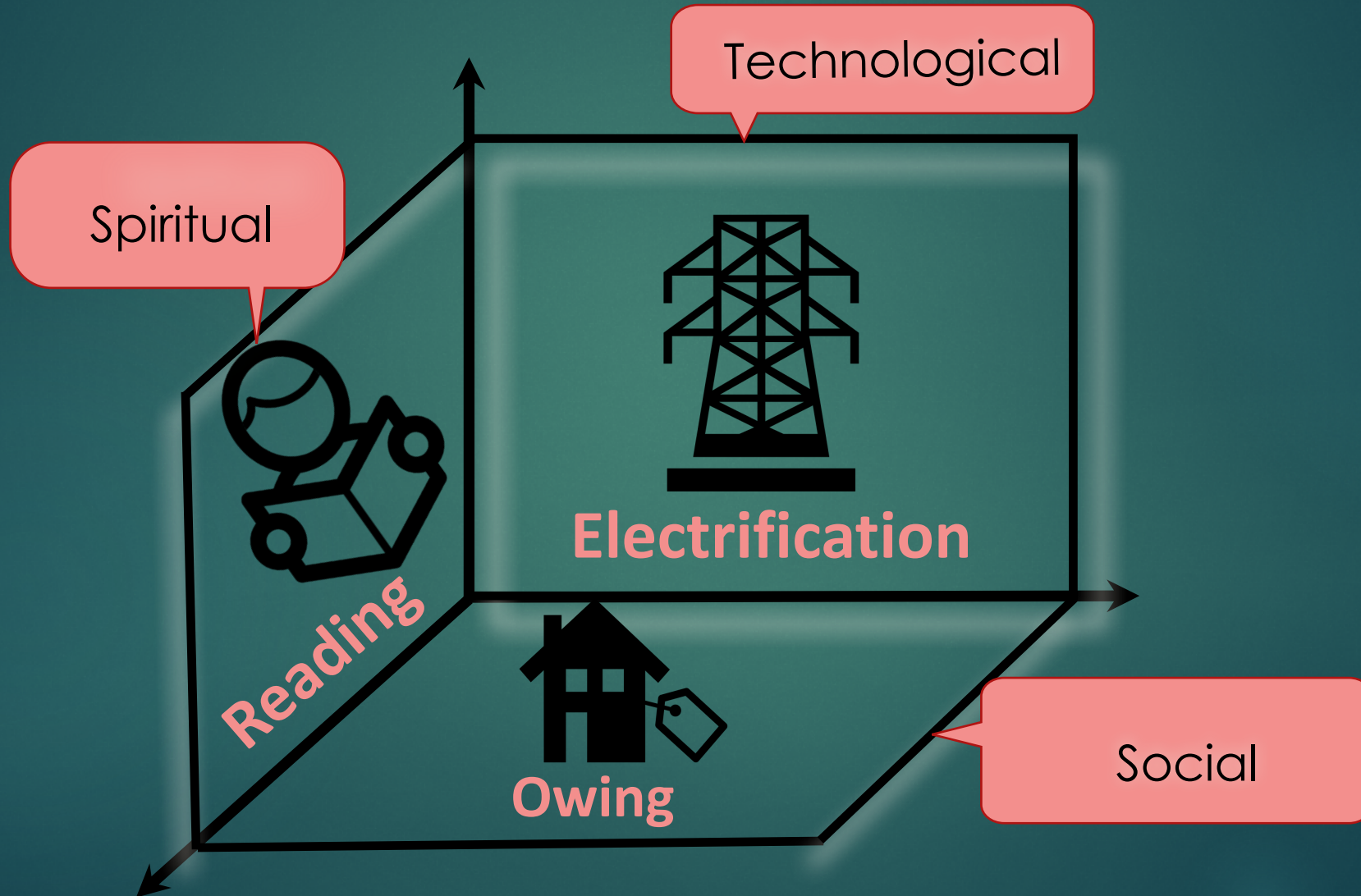
regulative

values

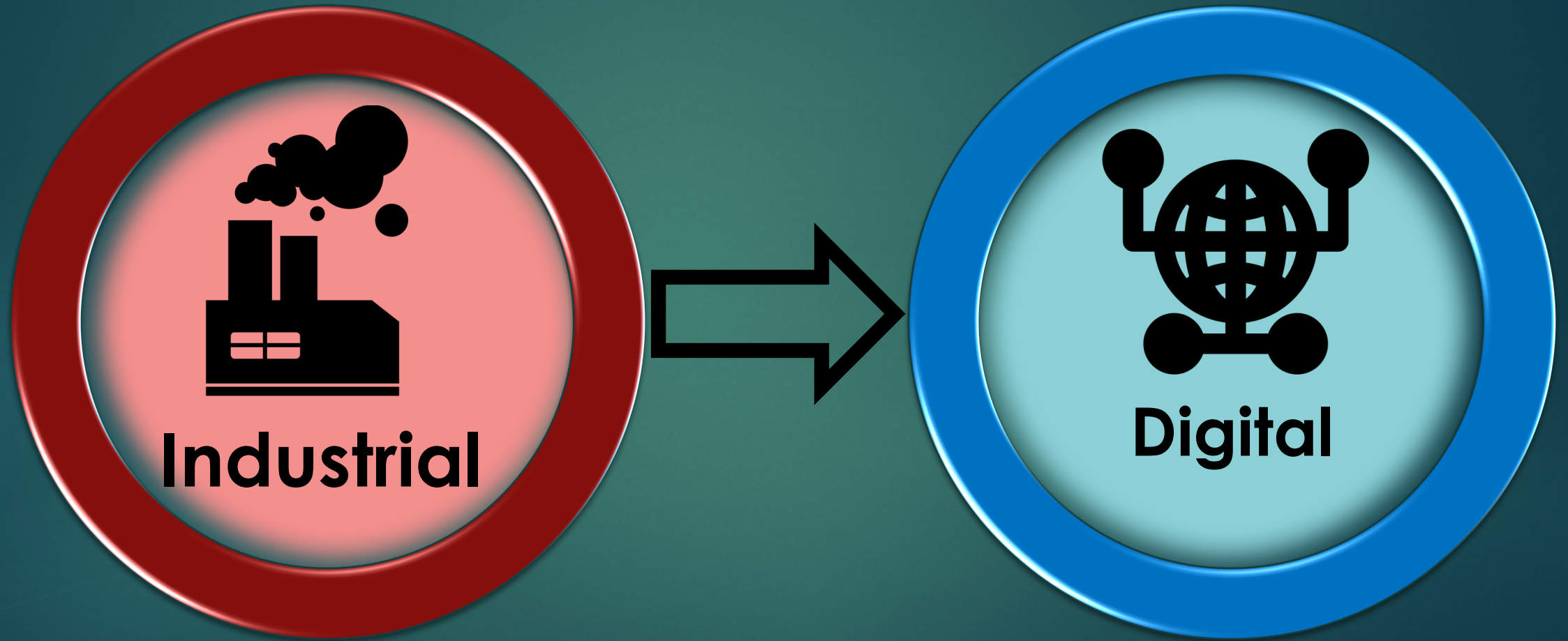
SOCIAL
CULTURE



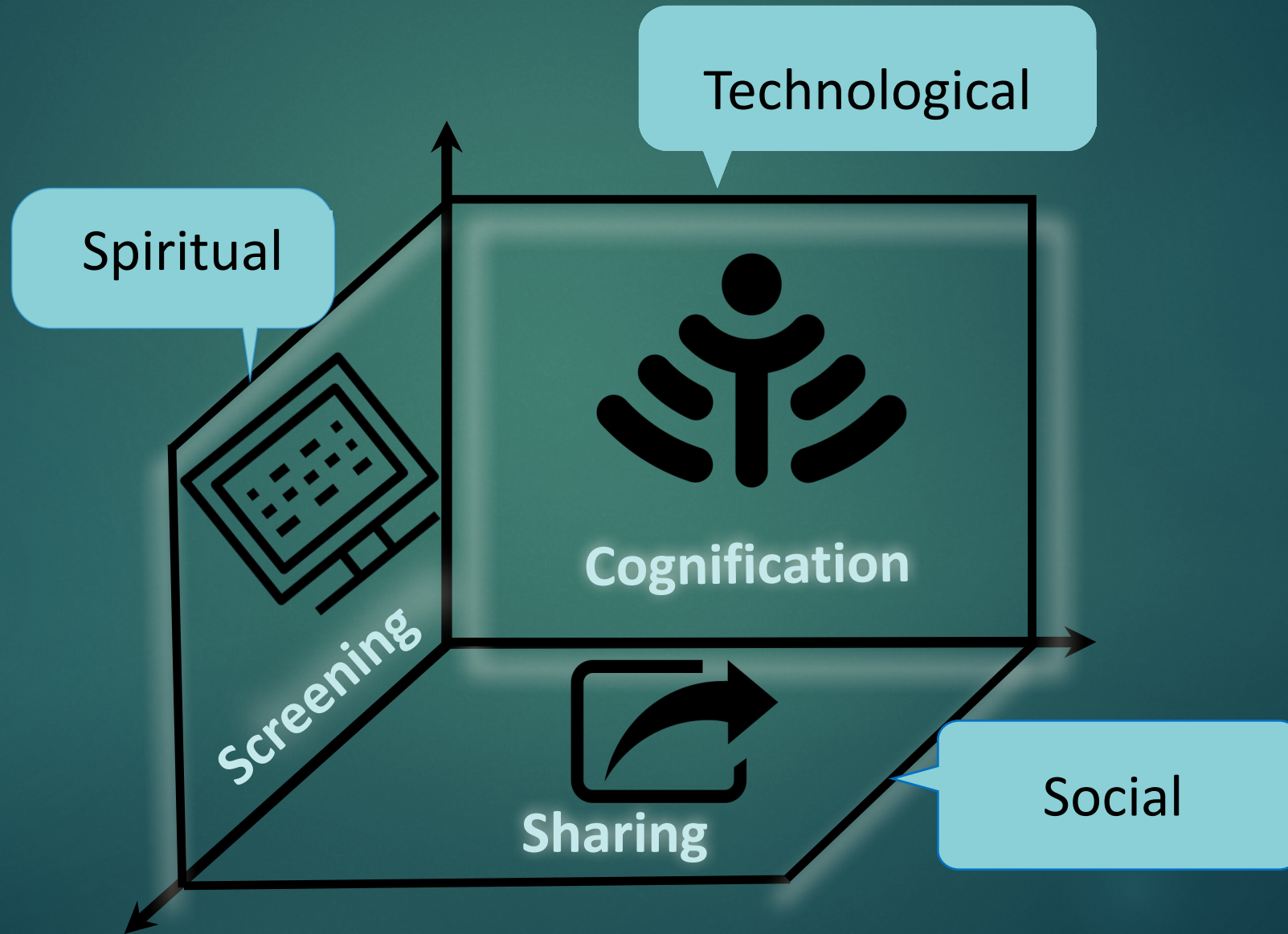
CULTURE OF INDUSTRIAL SOCIETY



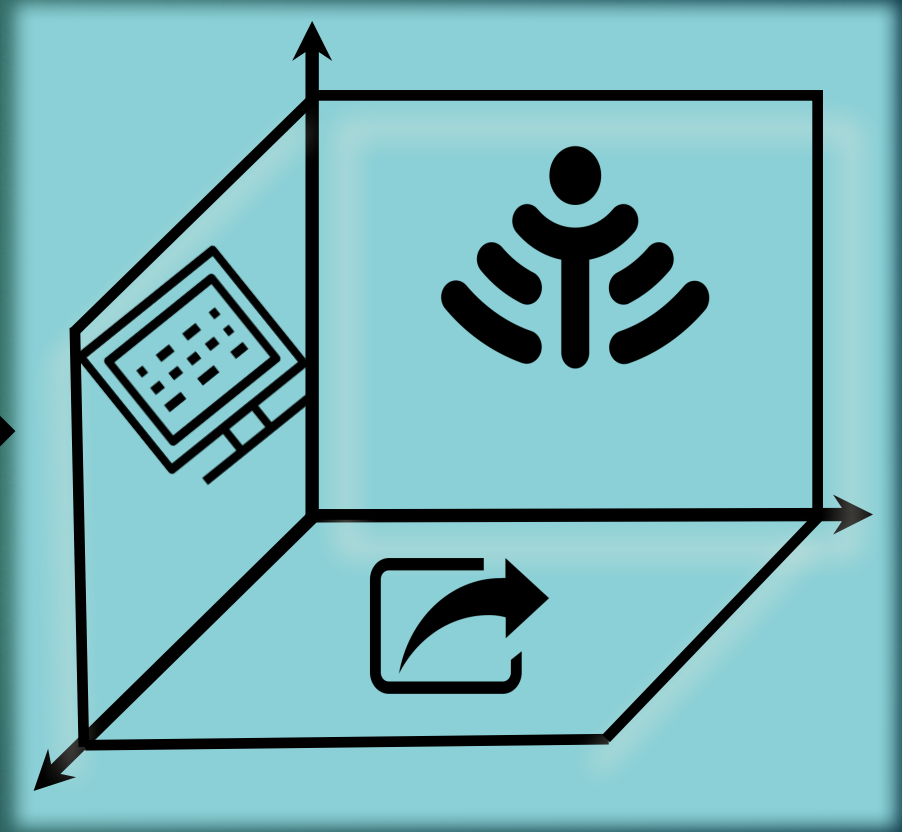
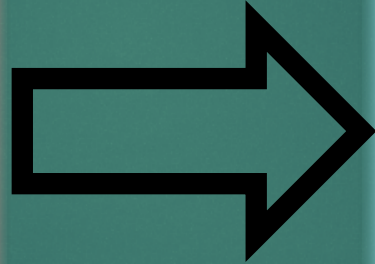
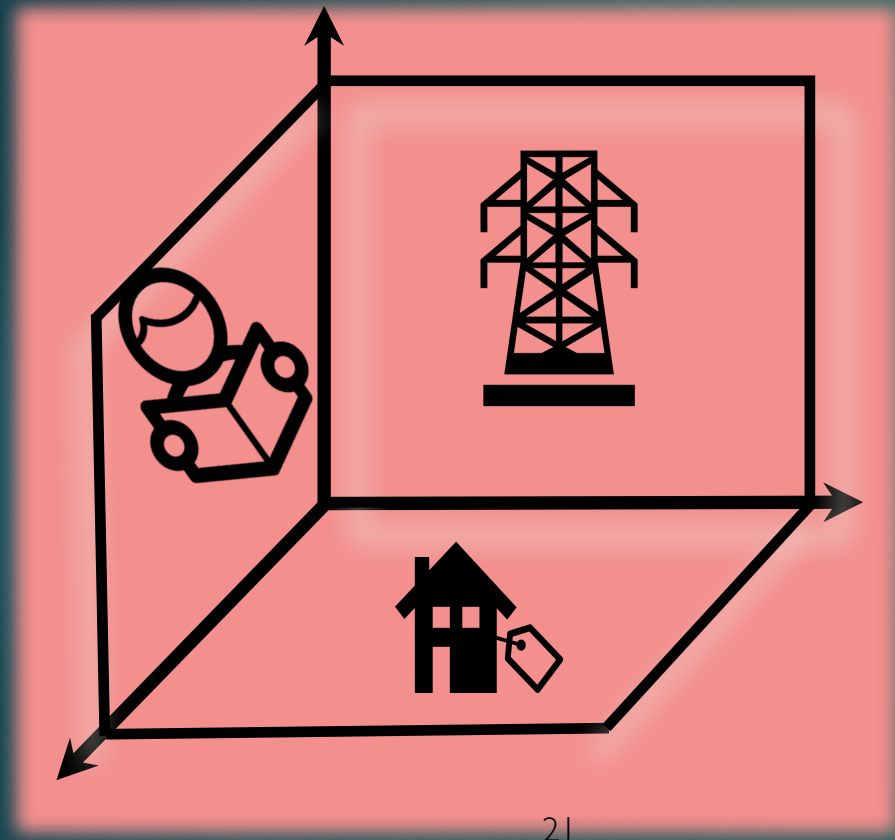
FROM INDUSTRIAL TO DIGITAL SOCIETY



CULTURE OF DIGITAL SOCIETY



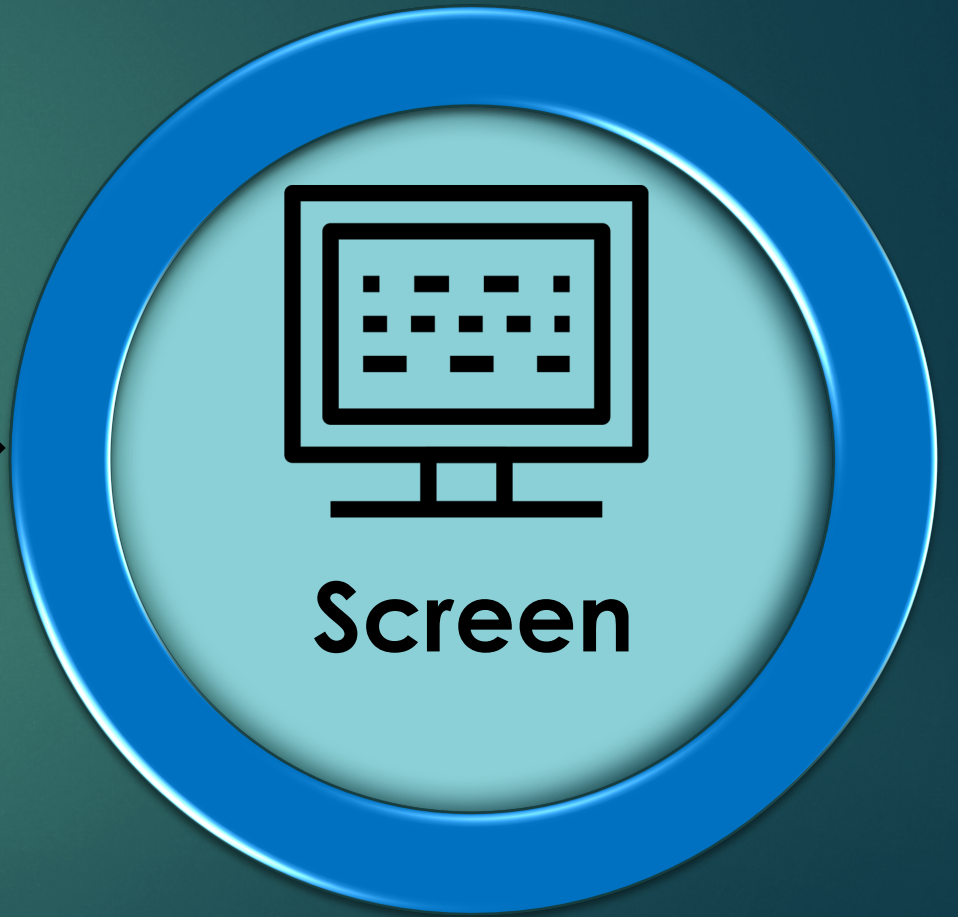
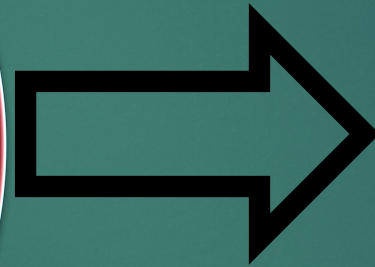
FROM INDUSTRIAL TO DIGITAL SOCIETY

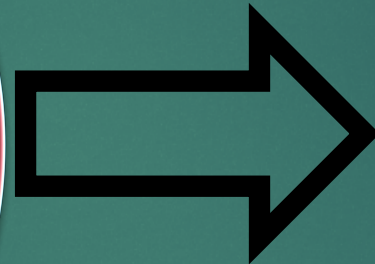


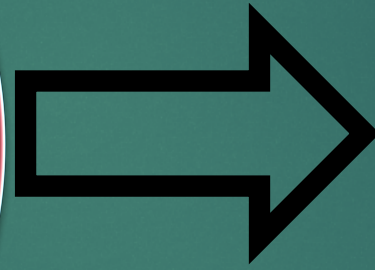


FROM INDUSTRIAL TO DIGITAL SOCIETY

SPIRITUAL CULTURE



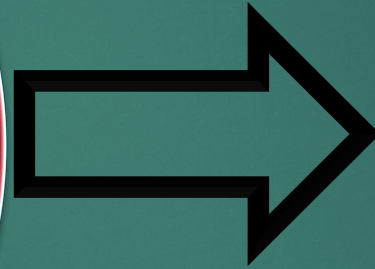
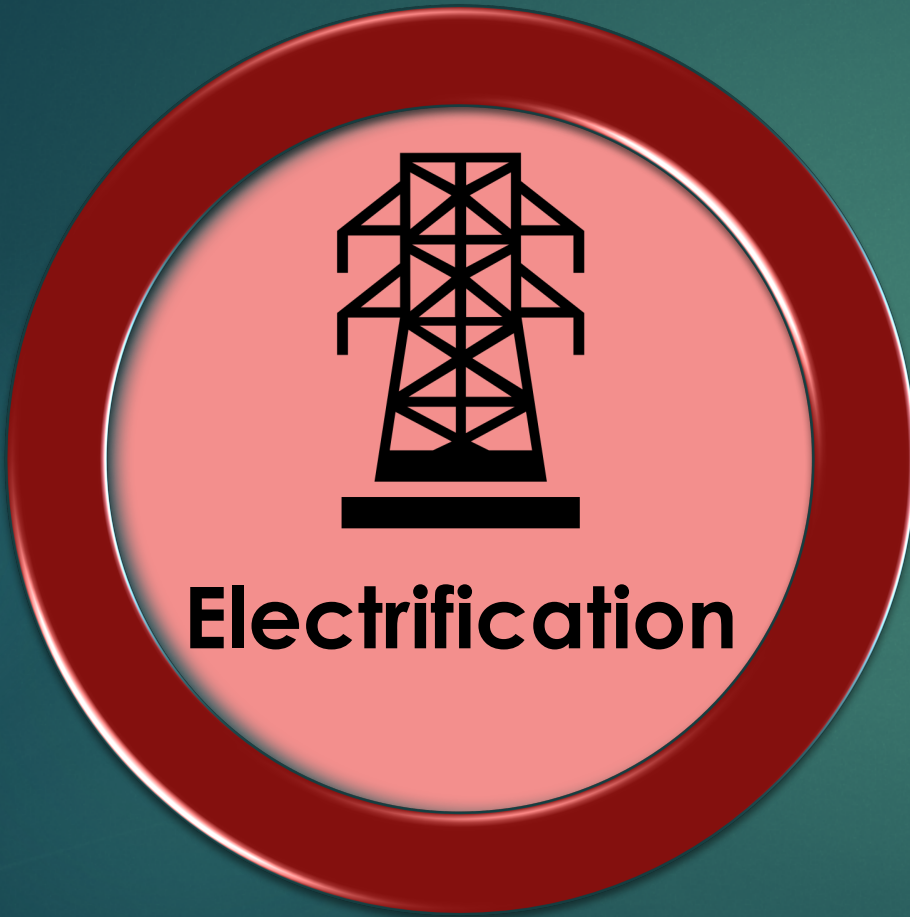






FROM INDUSTRIAL TO DIGITAL SOCIETY

TECHNOLOGICAL CULTURE



COGNIFIED WASHING MACHINE



Clothes tell the washing machines how they want to be washed

COGNIFIED TOYS



Toys more like pets

COGNIFIED NURSING



Patients with sensors that track their bio markers can generate personalized treatments

COGNIFIED REAL ESTATE

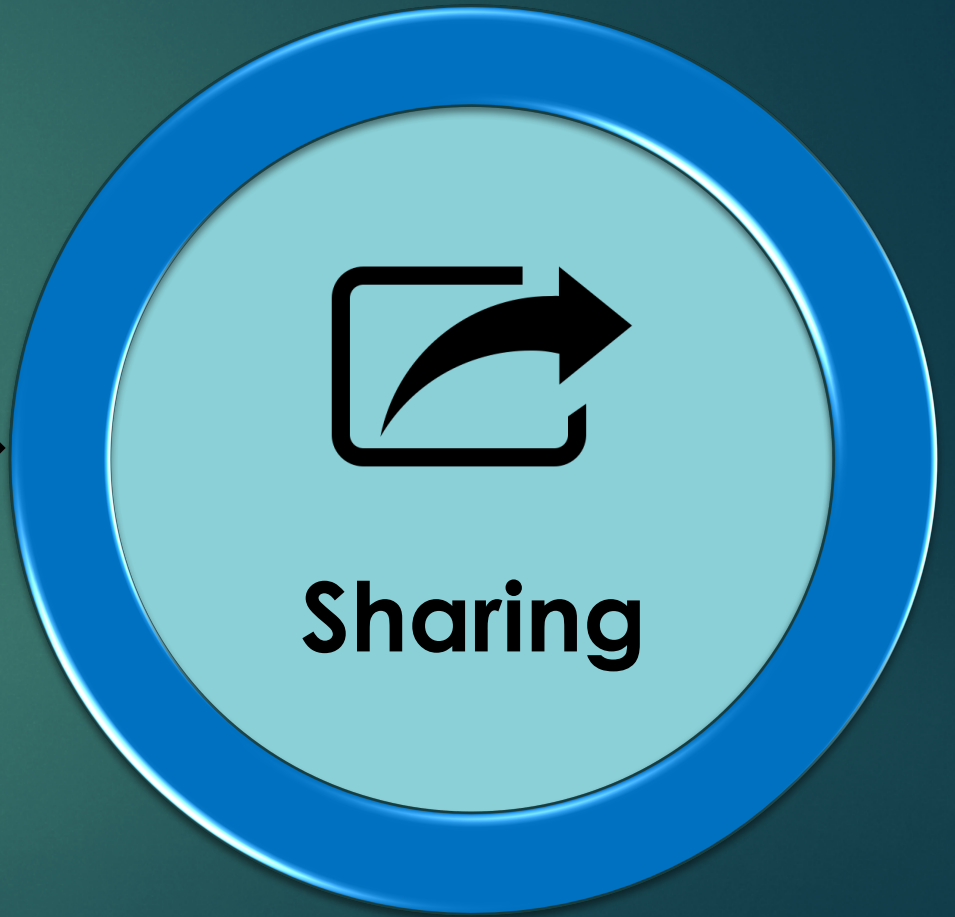
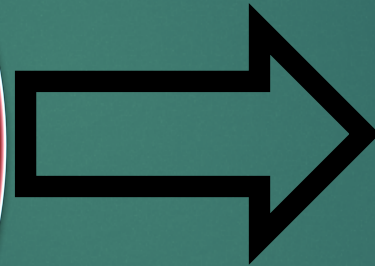


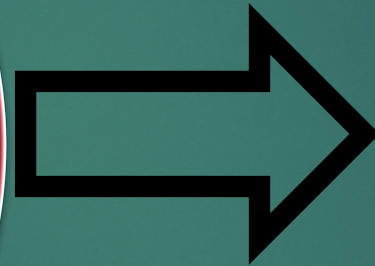
Matching buyers and sellers via AI



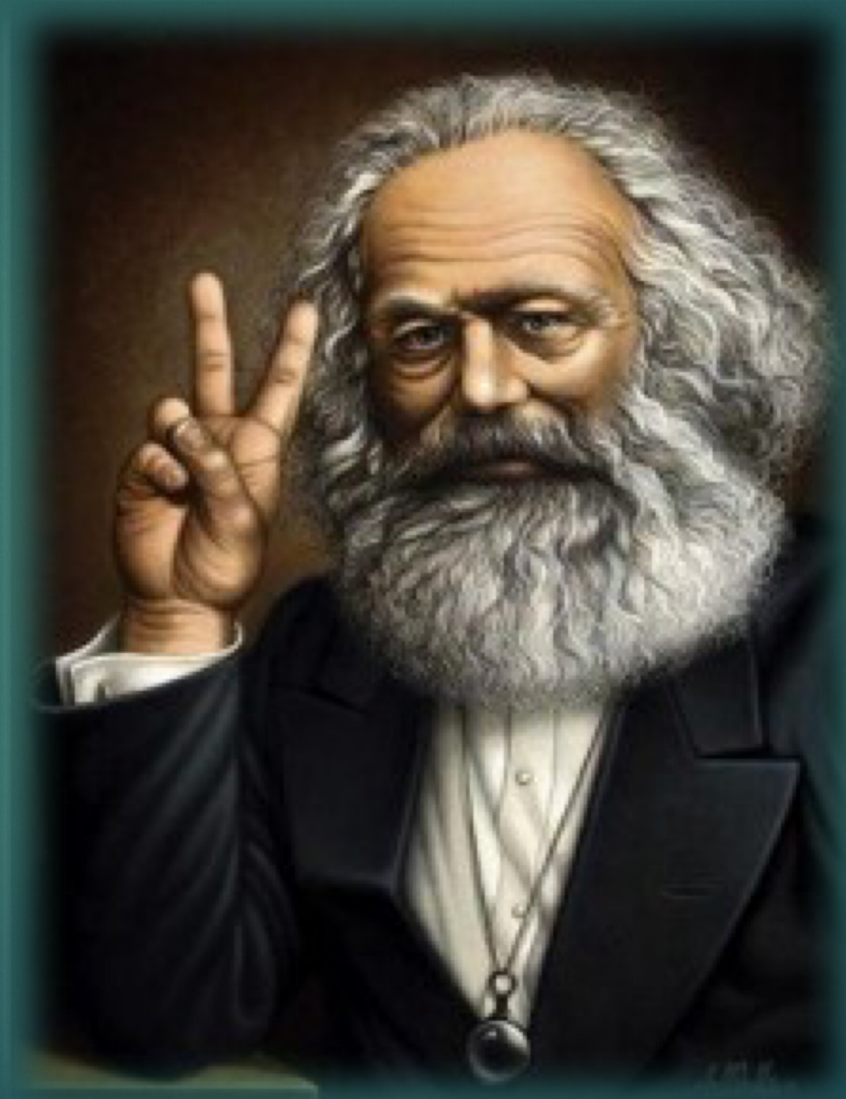
FROM INDUSTRIAL TO DIGITAL SOCIETY

SOCIAL CULTURE





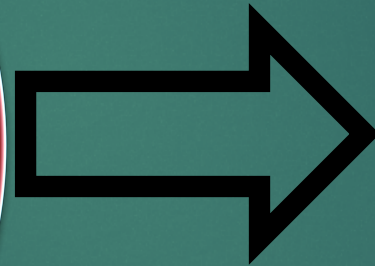
MARX IS BACK?





Yochai Benkler

ATTENTION



FORCING ATTENTION



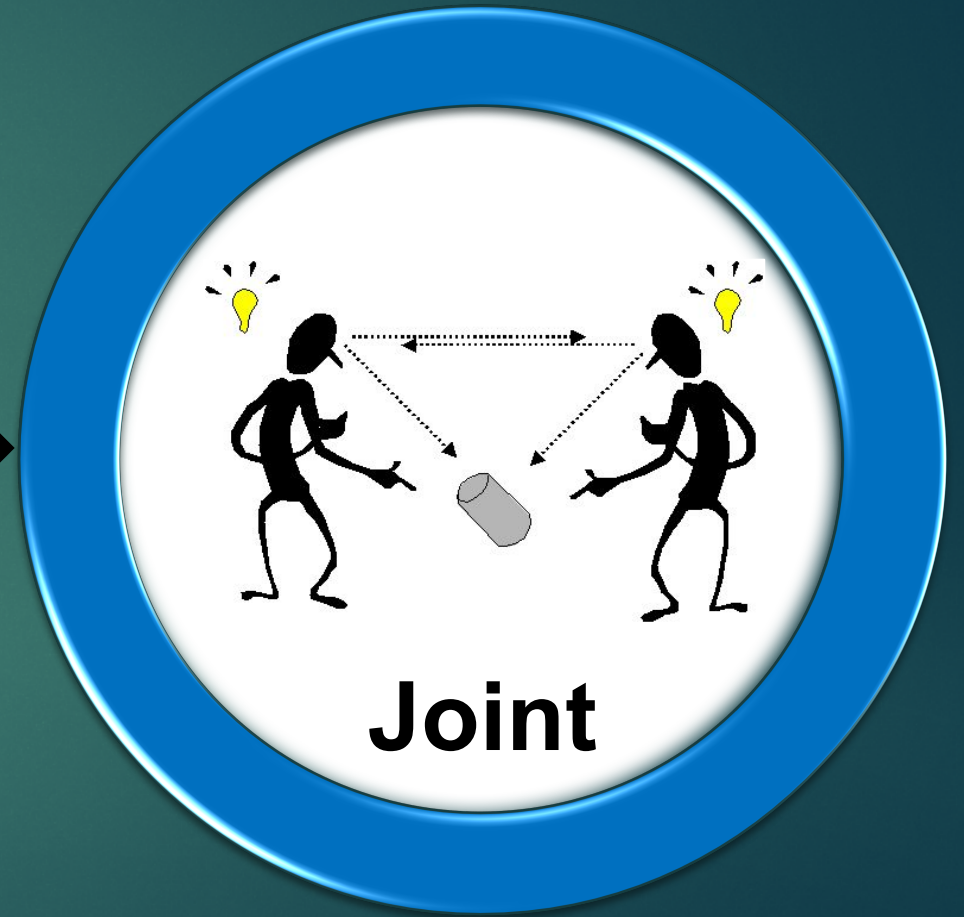
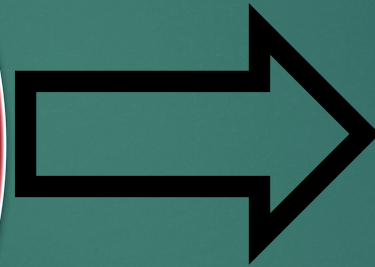
In the industrial age, attention must be
controlled

SEDUCTION OF ATTENTION

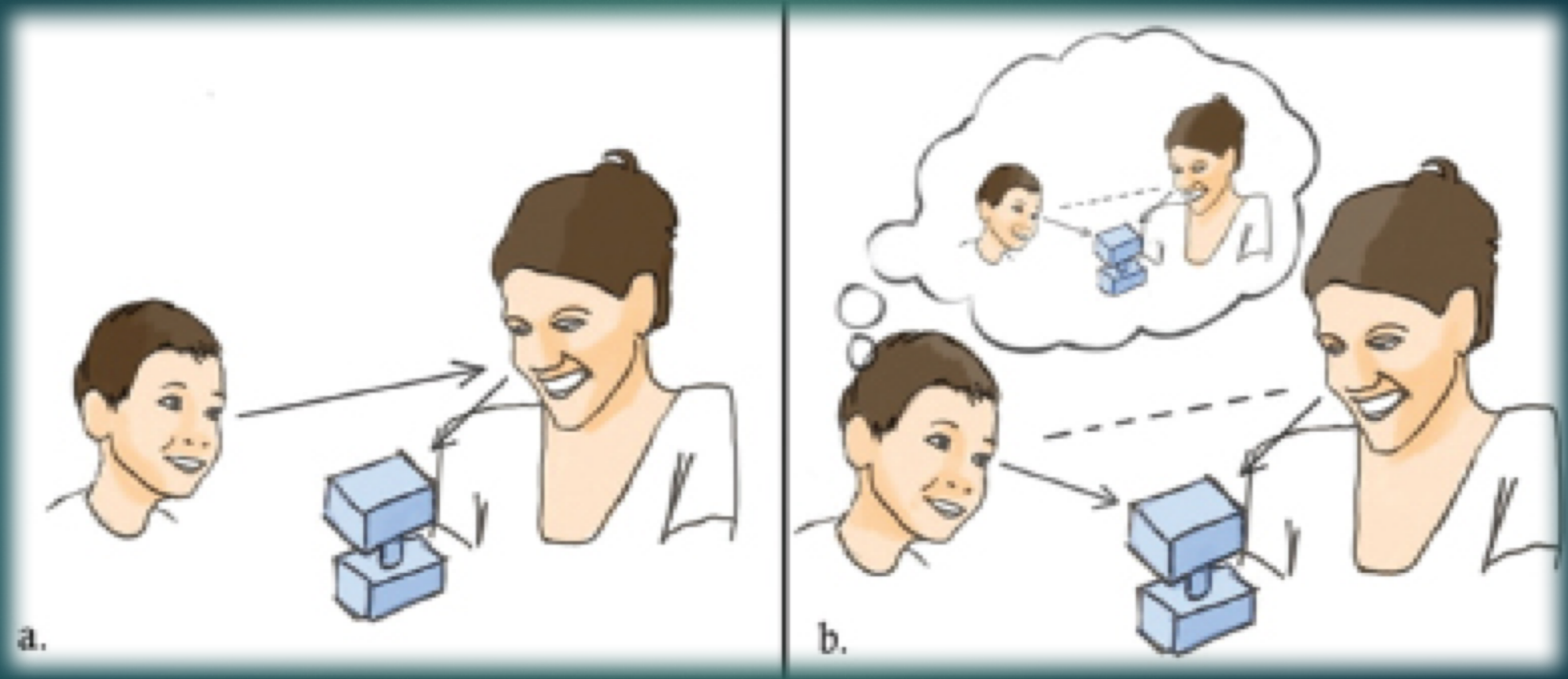


In the digital age, human attention is being taken by **seduction**

ATTENTION



JOINT ATTENTION



CONCLUSIONS

- The Digital Age is a time of:
 - moving from the book to the screen
 - cognification and
 - total sharing
- In the Digital Age:
 - Spiritual Culture includes moving:
 - From reading to scanning
 - From personal to social reading
- The Technological Culture is the cognification, which is the total AI integrating
- The Social Culture includes moving:
 - From property to accessibility
 - From owing to sharing
 - From controlling attention to seduction of attention