

*Hitachi Forum*

## The Safer World and its Enemies

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*Technology*

*Culture*

*ICT Threats & Perils*

*Theses*

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# **"Ich bin Ingenieur"**

and shall be defending  
**culture**  
 and  
**human/social capital**  
 against  
**wild and uncontrolled technology**

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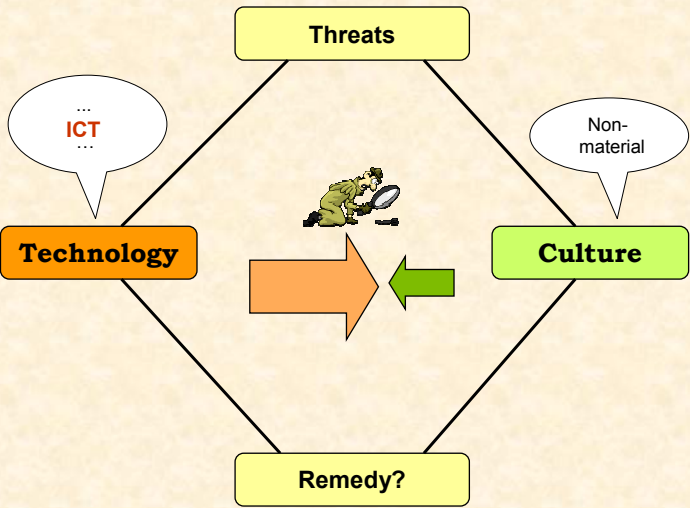
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**Ontology**



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# Technology

**Dangerous,  
evil, immoral,  
destructive  
force, allied  
with capital**



**“Technologie  
über alles”,  
technological  
determinism**

-

+

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## Kazuya Akimoto



Source: Kazuya Akimoto Art Museum  
classics.kazuya-akimoto.com/contents/quarrel.html

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## What is? - Popular View

**A universe of:**

- **tools & machines**
- **procedures & processes**
- **products & services**

**that we use for transforming both material and immaterial world.**



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## Perception of Technology

Technology is often believed to be a means to make our life:

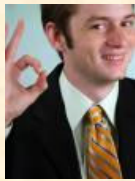
**effortless, painless, comfortable, trouble-free, and more interesting and pleasant.**



It is often perceived as:

- a major factor of economic and societal transformations
- a vehicle of hope and betterment.

A typical reaction to the term *technology* is positive.



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THREAT.

But ...

People are usually aware of threats, perils and negative consequences the technology can cause.



(Hiroshima and Chernobyl, thalomid and BSE, acid rains, greenhouse effect)



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**Summary**

Technology has become the **Stendhalian mirror** carried down the middle of a road and reflecting the major problems, dilemmas and tendencies of our time.



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**Why do we like/love technology?**

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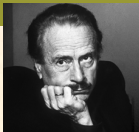
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## McLuhan's Metaphor

**Technology enhances and strengthens abilities, attributes and senses of the man:**

<b>Physical force and motoric and manipulation abilities</b>	shovel, crane, excavator
<b>Locomotion abilities</b>	bike, car, plane
<b>Vision, hearing</b>	glasses, microscope, telescope, loudspeaker
<b>Communication abilities</b>	telephone, television
<b>Intellectual capabilities</b>	computer, computer network

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## Note 1

**Technology**  
strengthens  
our individual  
and collective  
**ego.**



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**Culture (non-material)**

It is an invisible universe of

- symbols
- archetypes
- beliefs
- sophisticated relations, values
- laws
- responsibilities, and
- duties

that have been constructed and established over the long history of the mankind.



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**Charisma**

Culture's **charisma** is soft.

Yet, its efficiency is admirable.

Its goal is a homeostasis.




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**Social Capital**

**Culture** is a controlling mechanism which imposes values and behavioral patterns.



**Culture transforms individuals and non-coherent groups into communities and societies.**



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**Note 2**

**Culture** tempers and moderates our individual and collective ego.



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## Some Perils and Threats of ICT

- **Two worlds of two very different speeds**  
(jumping in and out might be harmful)
- **“Don’t think, process it”**  
(simulation rather than analytical thinking)
- **Androgynous universe**  
(unisex environment; no *yin & yang*)
- **“Big Brother”**  
(networks combined with databases, sensors and cameras)
- **More and more decisions are being made automatically**  
(without reflections)
- ...

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# The worst of the worst is ...

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# Technology tends to move out culture.

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<i>Prologue</i>	 <p>Neil Postman</p> <p>✓ “Culture always pays a price for technology”</p> <p>✓ “The greater the technology, the greater the price.”</p> <p>✓ “Technological change is always a <b>Faustian bargain.</b>”</p>
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**The greater the technology  
the greater the anxiety  
and fear.**

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<i>Prologue</i>	 <p><b>Technology</b> tends to replace mythology and religion.</p> <p>Yet, it has no spiritual origins, it <u>does not</u> promise <u>transcendancy</u>.</p> <p>It invokes inquietude and is a problem of our ego, <i>therefore</i> it <b>does not reduce fear</b>.</p>
<i>Technology</i>	
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**Point of Clarification**

---

**It is not always true that:**

**Technology** ⇒ Evil,  
immorality,  
danger

**Culture** ⇒ Good,  
decent,  
peace

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**So, WHO are  
the enemies of  
the safer  
world?**

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**We.**

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**What is  
to be  
Done?**

*1901/102, V.I. Lenin*



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**Question**

**What might be the means to help us stop the march of technology against culture and to reverse the process ?**





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**Answer**

**People-oriented developmental approach combining economics, technology, ecology, culture, law, and ethics.**

↓

**Sustainable growth**  
(new lifestyle & business models)



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**Our Programme**

# We have to reconcile technology and culture






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**What, if We Don't?**

**Culture** defines sense of life,  
It provides us with  
*and last but not least,*

**This protection is not always reliable enough; yet, one may ask: do we have a better armor at our disposal ?**

**Culture** is the major protection facility that defends us from external and internal evil, contempt, barbarism, hate, etc.




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**One More Thing**

**The decline and atrophy of culture will affect not only ourselves, but it will also destruct the technology itself.**





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**Last Question**


**Prince Hamlet of Shakespeare asked the question:**

***To be or not to be?***



**If we don't manage to reconcile culture with technology, Hamlet's phrase will not be the question;**

***It will become the answer!***



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## Mobile Open Society through wireless Technology



[www.most-program.org](http://www.most-program.org)

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