my beautiful life in 2022

thanks to PLV*

A brief review of the major trends in the past 10 Years

*personalising, linking-up and visualising in the net

For the session: IMAGINE THE WIKIPEDIA IN 2022

by Barbara Fischer, Wikimania 2013

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or

A brief review of the major trends in the past 10 years

My name is Barbara Fischer working for Wikimedia Deutschland. Thanks for attending our talk.
We all remember the first climax in personalisation in 2013. Coke felt so safe as brand they invited consumers to personalise their Coke-labels. “Create your own Coke” was the message.

Today, personalising has become a natural part of our every day life. We take it for granted. As I really care for arts and history my watch-phone identifies the geo coordinates of the object or building I point at and reads to me what is on the Wikipedia. On the road I prefer listening before reading myself. I do not know how about You. I choose the art option today. It plays to me soundtracks out of Wong Kar Wai's famous movie "Chungking Express" while I stroll along the streets where the movie was taken. I could also chose history. Wikipedia tells me all about the history of the house in front of me, the street I walk and even the fruit I point at. Wikipedia in 2022 gives me all there is to know but just in that degree I would like to know about it.

The evening news focusses only on topics that I really care for. Never financial news and cricket results again. Young George Clooney is my personal newsreader. I have chosen him among a thousand options. A language software forms out of the huge amount of his accessible film dialogues the news text of the day. At the end of the show he addresses me personally, saying: “Good night, darling.” or “Sweet dreams, Barbara.” I love it.

Just as my trolley. My supermarket trolley knows, what products I love. It will guide me straight to the vegetables. The little detour to the chocolate bar? Honestly, I would have gone there myself. Only the trolley knew it before me. Like a true servant. Oh, I love being a princess!

Everything has to improve to my personal benefit. Spell it UDO User Designed Optimisation. Our algorithm runs it all. It makes my world a better place – and Yours! Other motives for human action such as curiosity, sympathy or contemplation are of no relevance. It's clear. I am a rational being no instinct driven monkey. Some of you might recall Mel Gibson, who claimed 20 years ago to know what women wanted. In our days my desires are calculated precisely. Even myself would not have known better. This is how my desires create just my own little world for me.
We are all one. Everybody and Everything is intertwined our days as in an organic nervous system. You and me, we are on air constantly. Parallel to our biological ego a digital ego is under construction all the time in the net. It has a life of his own. This digital ego is sending and taking in non-stop. This is why your ex-wife knows what bar you are visiting at the moment and is able to avoid meeting you. Don’t you appreciate it?

The internet of the things muffles me like a caring uterus. My bike has its own IP and wonders on Facebook when I will buy new tires. Immediately I receive user fitted offers both from the bike-shop as from the insurance company. Thanks to Facebook’s social graph I am able to connect to all tire tired bikers in the neighborhood and to organize a quick flash mob at the local bike shop. We will bargain for a better prize.

Still an other example: Do you realise the webcam of Your movie screen notes when you seem to wonder about something shown on the screen? Watching the JAWS the menu asks you “Do You want to stop the movie and learn more on the habits of the white sharks?” The link appears to the correspondent Wikipedia article. That is convenient. Don’t you think!

Scientists have proved that learning capacity increases dramatically when stimulated by natural curiosity, like watching a movie. I ask You: What is all that hype about „Free Knowledge“ when it does not come to you when you feel for it? As we and all the things around us are linked, you can feel safe, you will get what you need when you need it. Being part of the system is so comforting. The algorithm running the system is thus not questioned. It is optimising itself and does hence not need any democratic legitimation. Just as electricity comes out of the socket. Don’t worry – be happy!
A picture is worth a thousand words, Napoleon stated. I like to add: What is not to be captured at a glance, is of no interest to me. Texts exceeding 2 tweets are impertinent. Or quoting Wittgenstein freely: What is not be said in pictures, must be passed over in silence.

Wikipedia in 2022 shows 70% visual information and still 30% text. Photos, infographics, 3D visuals of the lemma and “how-to”-films made by an increasing number of volunteers stand for the bulk. But since that legislation change in 2018 COMFs (composed one minute film) are gaining terrain. These one-minute-films are composed by bots using film snippets. The international standard VCT (visual content tagging) has made it easy to deal with visual content. 10 years ago damaged text snippets were easily identified by volunteers unaware of their role where computers failed in the OCR (optical character recognition). A service provided by CAPTCHA. To transfer the lesson taught by CAPTCHA to film was – as You all remember – a genius move of the Wikimedia Hongkong chapter three years ago. Ever since in all banking operations users all over the world do tag film fragments in order to tell computers and humans apart. Soon all film snippets will be tagged. That is great!

Coming to an end. Personalisation, linking up and visualisation – the three mayor motors for on-line-communication have helped to transform our life into a better one: We do live online. No wonder that OLT (off-line-time) has been banned as a severe human rights abuse. But please be aware, still 40% of the worlds population – that is 4 billion people – suffer OLT.
So please sign the Global South Jimbo Petition now.
Thanks for listening.
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