# Document Acts and the Ontology of Social Reality

Barry Smith March 16, 2016

### Massively Planned Social Agency

Philosophers of language have concentrated on the speech acts involved in simple conversations among friends sharing common goals

Large-scale social institutions require communication across time and space and between persons who have conflicting goals

Hypothesis: Documents – and thus document acts – are indispensable to the workings of large-scale social institutions

# Some examples of documents

Made of paper

Not made of paper

novel
newspaper
recipe
map
journal article
bus ticket

license
dollar bill
diploma
contract
will
blueprint

clay tablet
car license
plate
policeman's
badge
traffic sign

gravestone
film credits
street name
clock
sundial

# Some major types

- Literary document
- Journalistic document
- Scientific document
- Legal document
- Financial document
- Identity Document

# What you can do with any (paper) document

- Burn it
- Lose it
- Throw it away
- Give it away
- Shelve it
- Steal it

You can't steal a speech act

# What can you do with a literary document

(Write it)

Read it

Criticize it

Cite it

Recommend it

Index it

Publish it

Reprint it

Anthologize it

Rocito it

# what you can do with a document vs.

#### what a document can do

- cite another document
- provide evidence
- document a command
- document a right (driver's license)
- document an obligation (IOU)
- serve as a medium of exchange



# Document acts for a scientific document

- Test it
- Implement it
- Use as source of evidence
- Use as source of hypotheses ...
- Revise it
- Edit it
- Review it prior to publication
- Accept it for publication
- Reject it for publication

# Some examples

### Made of paper

### Not made of paper

novel

textbook

newspaper

advertising flier

recipe

map

business card

clock dial

compas dial

scientific journal

article

license

dollar bill

degree certificate

deed

contract

will

receipt

statement of

accounts

medical consent

form

clay tablet recording outcome of litigation

e-document

electronic health record

movie clapper

stock market ticker

car license plate

policeman's badge

advertising hoarding

gravestone

hallmarked silver plate

film credits

exterior signage on buildings

sundial

# We will focus here on the class of legal and financial (roughly: time-sensitive) documents

of importance e.g.

- in security (identification documents)
- in commerce
- in law

### OED defines 'document'

- 1., 2. Teaching, lesson learned (cf. doctor, docile, docent)
- 3. That which serves to show, point out, or prove something; evidence, proof.
- **4.** Something written, inscribed, etc., which furnishes evidence or information upon any subject, as a manuscript, title-deed,

tomb-stone, coin, picture, etc.



## Some processes in the social realm

- In 2007, a bank in Florida lends you \$1 million
- You buy a beach condo for \$1 million
- The title to the condo is deposited with the bank as security on your loan
- In 2008, the value of your condo collapses
- You owe the bank \$1 million but your house is worth only \$500,000
- You walk away from the loan and give the keys back to the bank

### Some *objects* in the social realm

- The bank
- The condo
- The price you paid in 2007
- The price you could get in 2008
- Your mortgage
- Your mortgage contract
- Your signature on the mortgage contract
- Your breaching of the mortgage contract
- The value of the mortgage in 2007

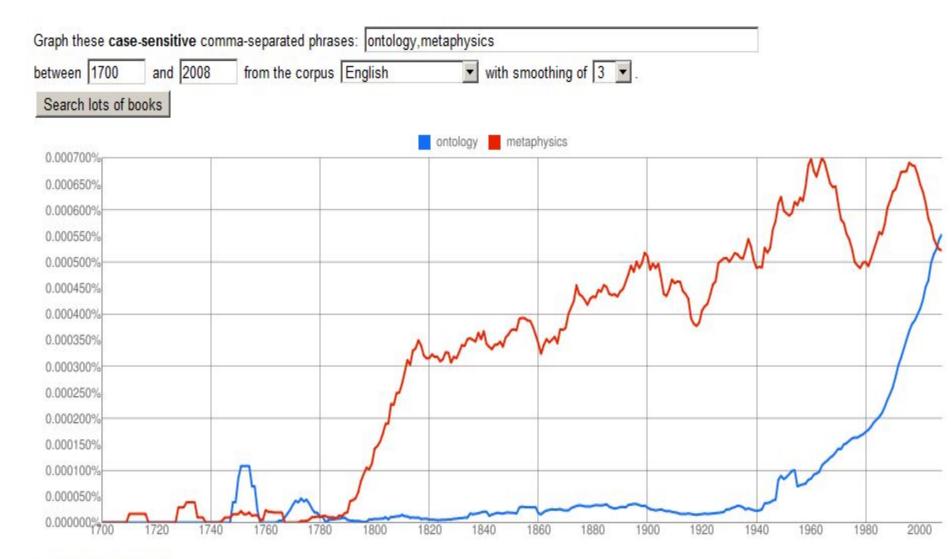
### Some ontological questions

- What is a debt?
- What is a mortgage?
- What is a mortgage contract?
- What is a signature?
- What is a credit card?
- What is a credit card number?

Why do Plato and Kant have no answers to such questions?



#### **Books Ngram Viewer**



#### Search in Google Books:

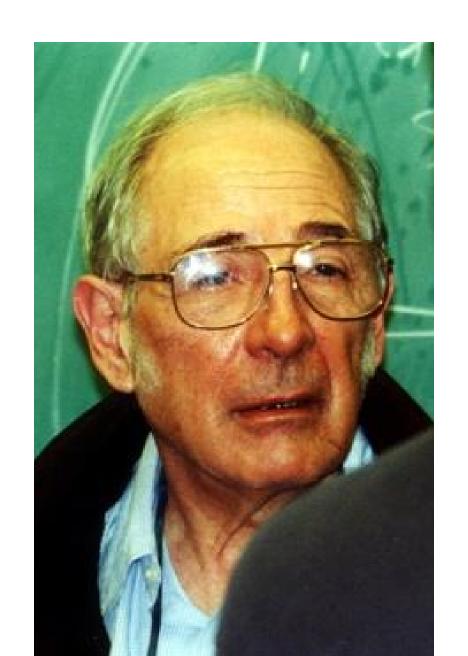
<u>1700 - 1847</u>	1848 - 1996	<u>1997 - 2000</u>	2001 - 2004	2005 - 2008	<u>ontology</u>
<u>1700 - 1829</u>	<u>1830 - 1960</u>	<u>1961 - 1975</u>	<u>1976 - 1993</u>	<u>1994 - 2008</u>	metaphysics

# Systems of mutually correlated claims and obligations

are essential to the workings of societies both large and small

compare how traffic laws are essential to the workings of roads

# John Searle



# The Searle Thesis

Through the performance of speech acts (acts of promising, marrying, accusing, baptising) we change the world

• by bringing into being claims, obligations, rights, relations of authority, debts, permissions, names, ...

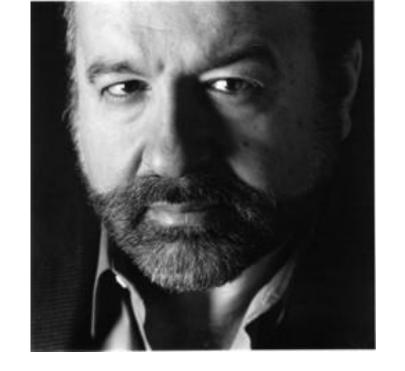
# How do the obligations created by speech acts

 hold (large and small) societies together over the long term?

# In the local case, when you make a promise

your obligation is tied to psychological factors: memories, expectations, your desire to preserve your good name

But what about the non-local case?



Hernando de Soto Institute for Liberty and Democracy, Lima, Peru

### The de Soto Thesis

Documents and document systems are mechanisms for creating the institutional orders of modern societies

The Mystery of Capital:
Why Capitalism Triumphs in the West
and Fails Everywhere Else,
New York: Basic Books, 2000

# With the invention of *documented* claims and obligations

• a new dimension of socio-economic reality comes into existence:

bank accounts, stocks, shares, bonds, mortgages, credit cards

These form enduring social networks – document systems – of entirely new types

#### Hernando de Soto

- first recognized the pivotal role of documents in the ontology of socioeconomic reality
- documents enable
  - new types of distributed ownership through stocks, shares, pensions
  - new types of legal accountability
  - new types of business organization

# What document act theory is about

- the social and institutional (deontic, quasi-legal) *powers* of documents
- the *social interactions* in which documents play an essential role
  - for example allowing post-mortem instructions
- the *enduring institutional systems* to which documents belong

#### Basic distinctions

- document as stand-alone entity vs. document with all its different types of proximate and remote attachments
- document template vs. filled-in document
- document vs. the piece of paper upon which it is written/printed
- authentic documents vs. copies, forgeries

What happens when you sign your passport?

- •you initiate the validity of the passport
- •you attest to the truth of the assertions it contains (autographic)
- •you provide a **sample pattern** for comparison (allographic)

Three document acts for the price of one

### Passport acts

- I use my passport to prove my identity
- You use my passport to check my identity
- He renews my passport
- They confiscate my passport to initiate my renunciation of my citizenship

### The creative power of documents

title deeds *create* property stock and share certificates *create* capital examination documents create PhDs marriage licenses *create* bonds of matrimony bankruptcy certificates *create* bankrupts statutes of incorporation *create* business organizations

charters create universities, cities, guilds

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### The creative power of documents

insurance certificates

treaties

patents

licenses

summonses

membership cards

divorce decrees

edicts of parliament

### The creative power of documents

document creates role

(physician's license creates physician)

holder of role creates document

(physician creates *sick note*)

documents issued by an authority within the framework of a legally valid institution

VS.

documents issued by an authority extralegally on its own behalf (US Declaration of Independence)

### Identity documents

- create identity (and thereby create the possibility of identity theft)
- what is the ontology of identity?
- what is the epistemology of identity (of the technologies of identification)?

# Africa



Hernando de Soto
Institute for Liberty and Democracy, Lima, Peru

#### Bill Clinton:

"The most promising anti-poverty initiative in the world"

# All of the document types we now take for granted

- and all of the processes and institutions in which documents are involved
- had to be invented for instance *letters of credit* were *invented* in Florence, Venice Genoa in the Middle Ages

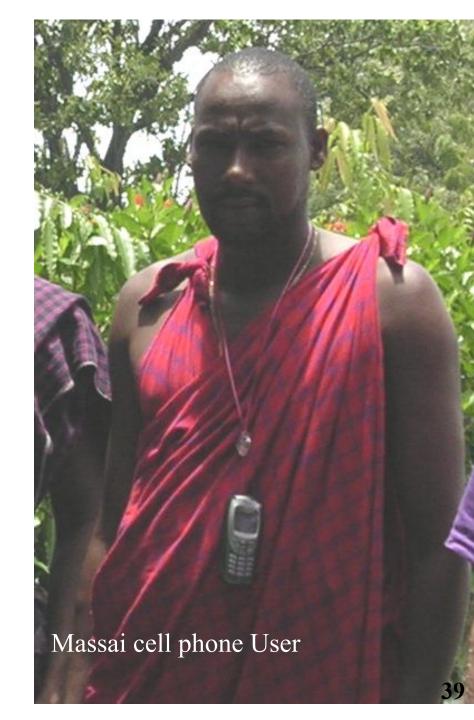
de Soto: They are being reinvented in Africa today

## In Africa: the realm of extra-legal (spontaneously created) law

- In Tanzania, villages are relatively isolated from the influences of big-city law
- but this does not mean that they are free of legal-commercial activities and of associated institutions
- and of rudimentary documents



extralegal cell phone renting and supply of pre-paid call time



#### Mwenyekiti



The Mwenyekiti (or democratically elected village chairman in Tanzania)

#### identification



Document in which a *Mwenyekiti* from the Kibaha area certifies the identity of an individual from his village. Both photograph and signature are authenticated with an official stamp.

#### identification



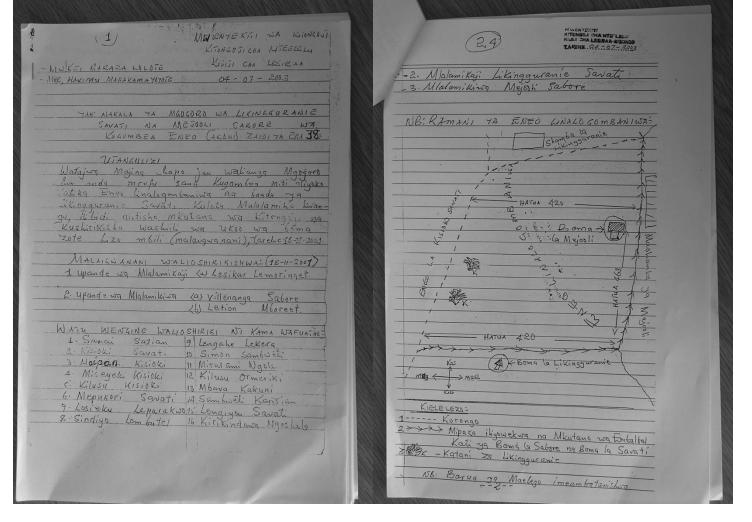
Marks used to identify ownership of the cattle at an auction market in Dodoma.

The cattle identification by branding serves as the basis for a formal pledge system.

#### adjudication



Elders engaged in dispute resolution in Kisongo (Tanzania) dealing with conflicts about family matters, parcel boundaries and other property issues. Evidence is brought from witnesses and community members.



Documentation of the resolution of a dispute over land in the Arusha area and of the property rights thereby established. A council of notable elders is selected as judges and they follow established rules for the hearing, for presenting and processing evidence before the community.

#### property right

- The difference between a piece of land and property is that property can be set out in a written document with determinate meaning. This document creates and establishes the right, which ties owner to physical asset in an enduring way.
- The system of such documents creates a new abstract order



The Mwenyekiti keeps records of births deaths, contracts ..., provides written and unwritten proof of customary rights of occupancy, participates in real estate transactions as witness

- registration makes documents permanently accessible, providing in one single source records of the information required to know who owns what
- without this information, the combination and mobilization of assets is risky, and it is impossible to apply legal provisions against fraud and theft.



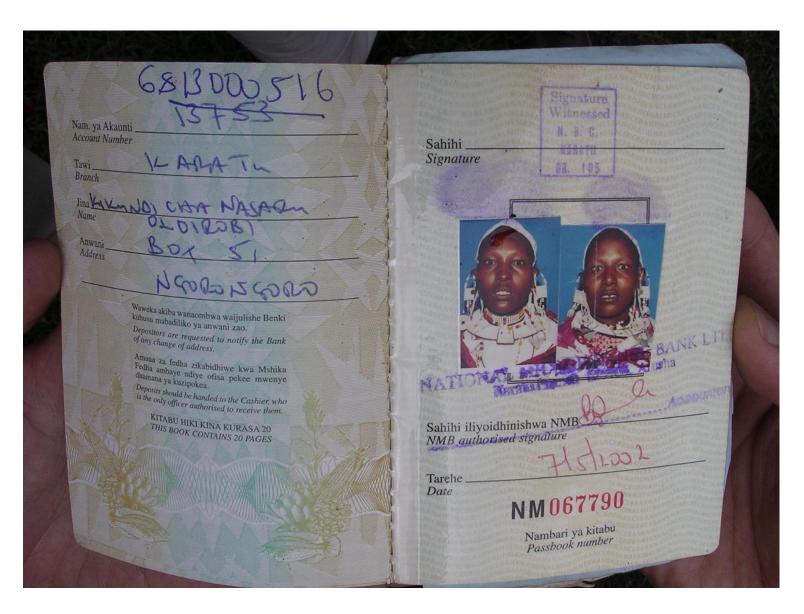






- Paper documents serve as **filaments that bind** different elements of social and institutional reality in a way which leads to the creation of new types of value.
- A **network of social relations** is created by the network of cross-referenced and **cross-attached documents**. In this way, the registry of documents forms a mirror of the network of legal and property relationships.

#### Anchoring to reality



#### Anchoring

• a photograph alone is not sufficient to establish your identity: it must appear in the right place in the right sort of document that has been marked in the right sort of way by signatures, countersignatures, stamps, ID numbers

#### Blockchain

- a distributed database based on the bitcoin protocol that maintains a continuously growing list of data records hardened against tampering and revision, even by its operators.
- blocks record and confirm when and in what sequence transactions enter and are logged in the block chain; blocks are created by users known as 'miners' who use specialized software to create blocks.

#### Blockchain decentralization

- Every node in a decentralized cryptocurrency system has at least a partial copy of the entire block chain. This avoids the need to have a centralized database.
- Cryptocurrencies use various timestamping schemes to avoid the need for a trusted third party to timestamp transactions.

#### Anchoring before Bitcoin

fingerprint official stamp photograph bar code cow brand-mark car license plate allow cross-referencing to documents

### The Mystery of Capital

when you have legal title to your house you can

- use your house as an address for receiving public utility services such as mail and electricity
- buy insurance on your house
- use your house as collateral on a loan your house allows you to live in it and at the same time use its value to build a factory

# But what happens when it all breaks down?



#### The story of what happens

- In 2007, a bank in Florida lends you \$1 million
- You buy a beach condo for \$1 million
- The title to the condo is deposited with the bank as security on your loan
- In 2008, the value of your condo collapses
- You owe the bank \$1 million but your house is worth only \$500,000
- You walk away from the loan and give the keys back to the bank

### What sorts of entities are involved in this story?

- The bank (?)
- The condo, the keys
- The price you paid in 2007
- The price you could get in 2008
- Your mortgage contract (?)
- Your signature on the mortgage contract (?)
- Your mortgage (pre-default)
- Your commitment to repay the mortgage
- The same mortgage (post-default)

#### Basic Formal Ontology

Continuant Dependent Independent Continuant Continuant quality, thing role,...

Occurrent

process, event

#### The occurrent story

- In 2007, a bank in Florida lends you \$1 million
- You buy a beach condo for \$1 million
- In 2008, the value of your condo collapses: you owe the bank \$1 million but your condo is worth only \$500,000
- You walk away from the loan and give the keys back to the bank

### the dependent and independent continuants involved in this story

- The bank
- The condo, the keys
- The price you paid in 2007
- The price you could get in 2008
- Your mortgage contract
- Your signature on the mortgage contract
- Your mortgage (pre-default)
- Your commitment to repay the mortgage
- The same mortgage (post-default)

#### The aftermath

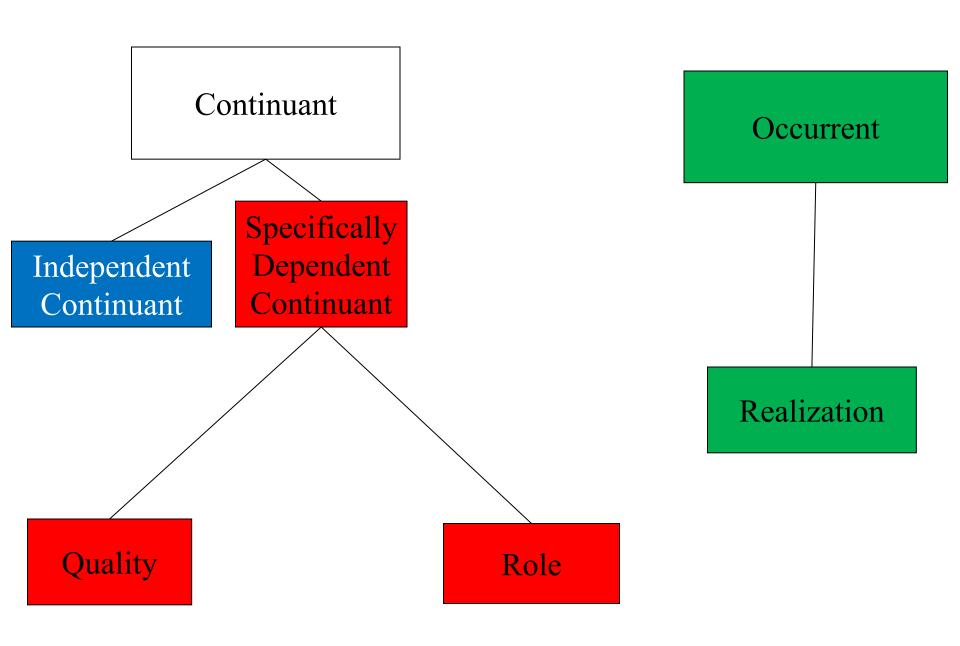
- Your mortgage was bundled with 100s of other mortgages to form a collateralized debt obligation (CDO)
- which was sold to investors
- Some CDOs were bundled to form CDO<sup>2</sup>s, CDO<sup>3</sup>s, ... CDO<sup>n</sup>s.
- In 2008 this whole family of investment vehicles collapsed in value

#### Basic Formal Ontology

Continuant Dependent Independent Continuant Continuant quality, thing role,...

Occurrent

process, event



## An ontological problem: what is a bank loan?

On the one hand it is something like a *mathematical structure*.

Yet its existence is tied to time and change.

Plato would have regarded such a combination of properties as something impossible.

(Cf. Mackie's argument from metaphysical queerness)

#### The ontology of the bank loan

- CDOs seem to fall outside the standard philosophical dichotomies of
  - physical vs. mental
  - concrete vs. abstract
  - ens rationis vs. ens realis
- They are in some sense *normative entities* ('obligations'), that can be bought and sold, aggregated and stored, spliced and diced, engineered and re-engineered

#### The ontology of toxic assets

- In 2007, I bundle your mortgage with 100s of other mortgages and sell the result a 'collateralized debt obligation' (CDO) to investors.
- This first CDO is supported directly by mortgages
- It is bundled with 100s of other CDOs to create a CDO<sup>2</sup>, backed not by mortgages, but by other CDOs
- ... and so on, with CDO<sup>3</sup>, ... CDO<sup>n</sup>, ad indefinitum

#### More ontological questions

- What is a CDO?
- A pattern of blips on computers?
  - Can you buy and sell a *pattern of blips*?
- Is it made of molecules? Can it stand in physical relations of cause and effect?

No; It is more like a *mathematical structure*.

Yet its existence is tied to time and change.

Already Plato would have regarded such a combination of properties as something impossible.

#### The ontology of the CDO

- CDOs seem to fall outside the standard philosophical dichotomies of
  - physical vs. mental
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  - entia rationis vs. entia realis.
- They are in some sense *normative entities* ('obligations'), that can be bought and sold, aggregated and stored, spliced and diced, engineered and re-engineered

Wednesday, March 25, 2009 New York 🧶 42° | 31°

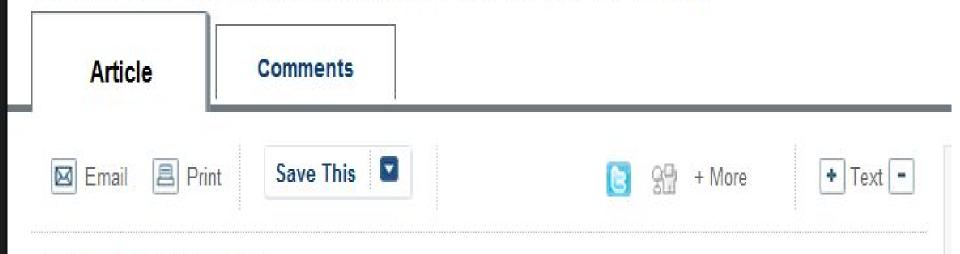
#### THE WALL STREET JOURNAL. OPINION

OPINION

MARCH 25, 2009

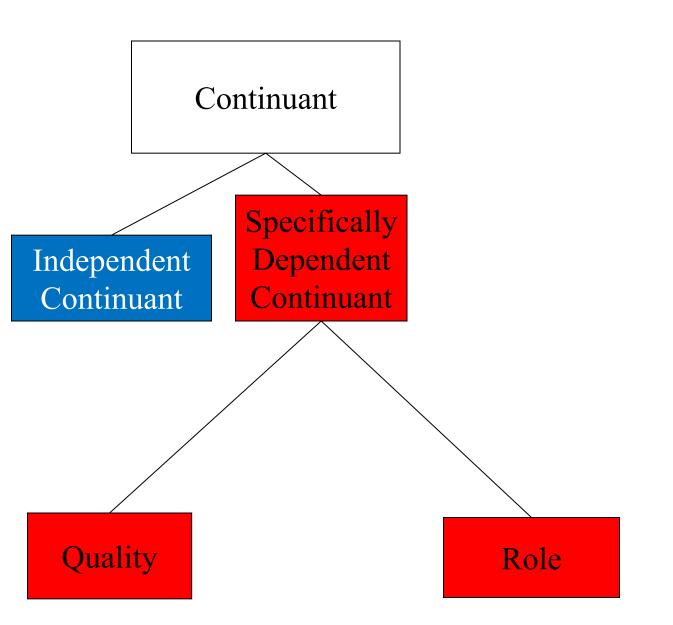
#### Toxic Assets Were Hidden Assets

We can't afford to allow shadow economies to grow this big.



#### By HERNANDO DE SOTO

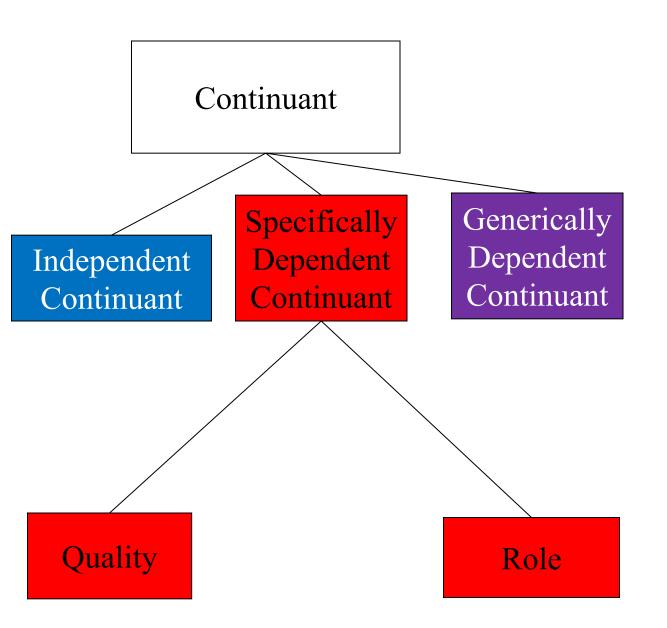
The Obama administration has finally come up with a plan to deal with the real cause of the credit crunch: the infamous "toxic assets" on bank balance sheets that have scared off investors and



Occurrent

# Another ontological question: what is a credit card number?

- Not a mathematical entity
- A credit card number is a special sort of cultural artefact



Occurrent

#### What is a credit card number?

- not a physical object taking part in causal relations
- but a historical object, with a very special provenance, standing in relations analogous to those of ownership, existing only within a nexus of working financial institutions of specific kinds
- something like an abstract key fitting into a global system of (institutional) locks

# Is document act theory really something new?

Austin, Searle *et al.* all mention that speech acts can be performed with documents (in French speech acts are called '*actes du langage*')

But nowhere do we find discussions of how documents – statutes, charters, bills, titles, testaments, treaties – are issued, signed, counterstamped, stamped, sealed, ratified, registered, annulled, executed, challenged, revised, reviewed, ... and of how all of these kinds of acts are indispensable to hold complex societies in being

## Information vs. Information Artifact

'information' – mass noun (Shannon and Weaver)

'information artifact' – count noun (Information Artifact Ontology)

## Information Artifacts in Science

protocol
database
theory
ontology
gene list
publication
result

. . .

# Information Entity (labeling)

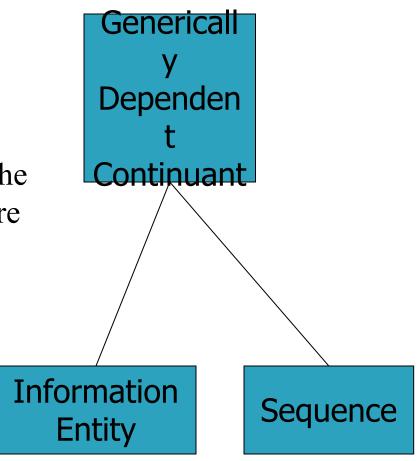
serial number batch number grant number person number name address email address URL

. . .

## **Generically Dependent Continuants**

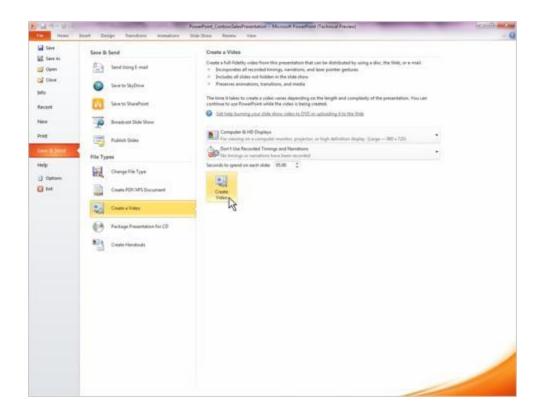
if one bearer ceases to exist, then the entity can survive, because there are other bearers (copyability)

the pdf file on my laptop the DNA (sequence) in this chromosome



## **Information Artifact Ontology**

http://code.google.com/p/ information-artifact-ontology/



# Software and Other Cultural Artifacts

**Barry Smith** 

# Why the ontology of software is important

An example:

Digital Rights Management

Is Word 3.1 the same piece of software as Word 3?

Digital Object Identifiers (DOI)

creator =def. A party contributing to the making of an original creation, in whole or in part

creation =def The output of creative activity

input =def A pre-existing entity which participates in a relation in a passive, qualifying or supportive role

original creation =def A creation without a
source input

## Indecs

The Mona Lisa is not an original creation – it used a certain lady as input

No painting is an original creation, since every painting involves the use of a paintbrush as input

## Can we do better?

# Searle's ontology of the social world

X counts as Y in context C

this man counts as a president
this building counts as a cathedral
this lump of stone counts as a statue
this piece of paper counts as a set of instructions
to be executed after my death

Searle, The Construction of Social Reality, 1987

# The counts as formula applies to occurrents also

this audio-acoustic blast counts as a promise

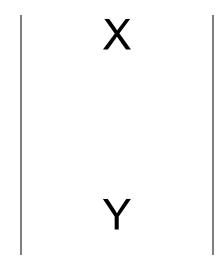
this smashing of a bottle of champagne counts as a naming of a ship

this lifting of the hand counts as making a bid

## X counts as Y in context C

X and Y are one and the same part of physical reality

which fall under different descriptions



## X counts as Y in context C

What about the money in your (electronic) bank account?

your money

blips in the computer

### **Turtles**

It could not be that the world consists of institutional facts all the way down, with no brute reality to serve as their foundation.

## **Turtles**

Searle: wherever a status-function is imposed there has to be something it is imposed upon Eventually the hierarchy must bottom out in brute facts = phenomena whose existence is

not a matter of human agreement.

#### The Construction of Social Reality:

all sorts of things can be money, but there has to be some physical realization, some brute fact

– even if it is only a bit of paper or a blip on a computer disk –

on which we can impose our institutional form of status function.

### But

Does a blip on a computer disk really count as money?

Do we truly *impose status functions* on blips in computers?

Can we use blips in computers to buy things with?

## representation

the money in your bank account is *represented by* blips in the bank's computer

#### Searle:

"On at least one point ... the account I gave in [The Construction of Social Reality] is mistaken.

"I say that one form that money takes is magnetic traces on computer disks, and another form is credit cards."

# Computer blips + credit cards

"Strictly speaking neither of these is money, rather, both are different *representations* of money."

# The ontology of chess



# A game of chess



# A game of chess



physical movements of physical pieces of wood

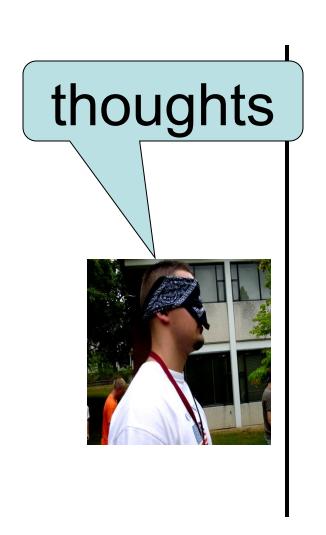
# A game of chess

# thoughts

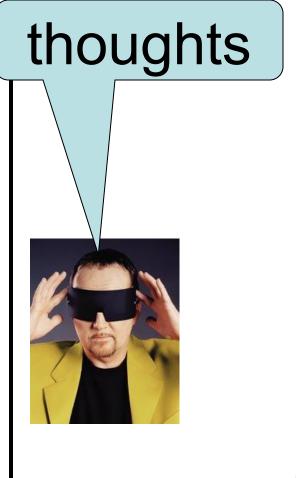


physical movements of physical pieces of wood

# A game of blind chess







### A Game of Blind Chess

#### something non-physical

- the thoughts and utterances are not parts of the game (they are representations)
  - what then is the game?
- some ideal Platonic pattern?
- nothing at all? (fictionalism)

### A Game of Blind Chess

is something *non-physical*something like: an abstract pattern, that is at the same time tied to specific players and to a specific occasion and to the specific history of the planet

### A Debt

(records

an abstract pattern tied to specific parties and to a specific initiating event



### A Debt

(records

an abstract pattern tied to specific parties and to a specific initiating event

thoughts

nothing here

thoughts, worries

TUC

## Two sorts of social reality

presidents, driving licenses, cathedrals, spoken promises, bids at auctions, ...

debts, blind chess games, money in your bank account, ...

= free-standing Y terms – no underlying physical X with which Y is identical

## Free-Standing Y Terms

are entities of a third kind:
there are neither real, physical entities
nor abstract, Platonic entities existing
outside time and space
but abstract entities tied to history and to
specific contexts of human behavior

## Free Standing Y Money

does not tarnish
does not burn
is not subject to physical processes
its existence in time rather has the form:

exists

does not exist

does not exist

### Three aspects of Platonism

- 1. abstract
- 2. uncreated
- 3. repeatable

debts, wills not repeatable software, chess game repeatable

## historico-cultural entities, often with quasi-mathematical properties

- we pool and collateralize assets
- we securitize loans
- we consolidate debt
- Social Security Numbers cannot tarnish and cannot burn

Homework: the ontology of [culturally created] numbers

## Mathematical expressions are freestanding Y-terms

mathematical theorems cannot tarnish and cannot burn

### Roman Ingarden

The Literary Work of Art: Investigations on the Borderlines of Ontology, Logic and the Theory of Literature (1931)

## marks of the literary work

it is created (thus not an abstract Platonic entity) it can have copies but it is not identical with any copy (a copy counts as a copy) it is an ordered written sequence (a created pattern) it can be read the readings unfold in real time the events represented unfold in represented time some readings may be better (more faithful) than others there may be a history of readings → the work itself has a life in real time (it is born, ignored, rediscovered ...)

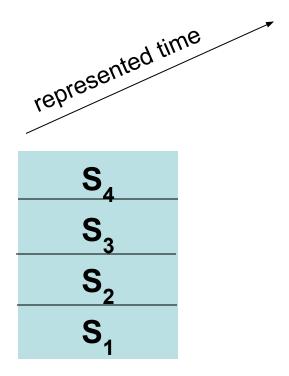
#### marks of the work of drama

- it may be physically performed
- it may be mentally performed (I imagine a performance)
- some performances may be better (more faithful) than others
- the dramatic work is not identical with any peformance
- the dramatic work is not identical with any copy of the script

### the literary work is a stratified pattern

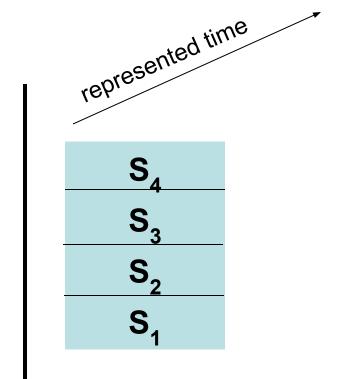
- word sounds and phonetic formations of higher order
- meaning units and higher-order meaning formations
  - 3. schematized aspects (visual, auditory, or other aspects through which the entities represented in the work may be quasi-sensorially apprehended)
  - 4 field of represented entities (the objects, events, states of affairs, etc., contributing to the plot)

### with a quasi-temporal dimension



the dimension of represented time is related to but need not be isomorphic to the order of the words and sentences

### free standing Y-pattern



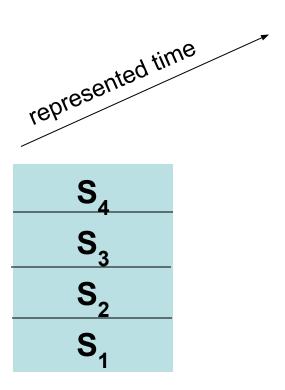
nothing here

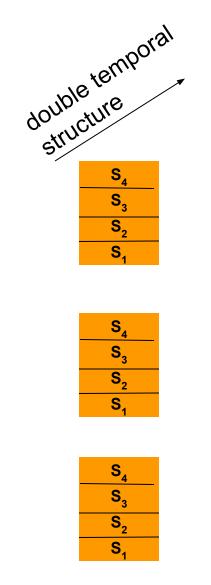
books, scripts, representations

### each reading yields a stratified pattern

- 1. word sounds and phonetic formations of higher order (in your inner larynx)
- meaning units and higher-order meaning formations
- 3. schematized aspects (in the flow of your imagination)
- 4. represented entities

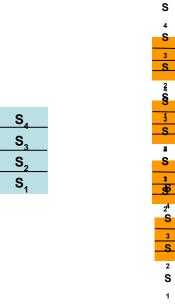
## literary work and concretizations

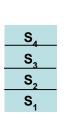


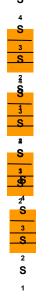


S <sub>4</sub>	
S <sub>3</sub>	
S <sub>2</sub>	
9	ı

### the life of the literary work







S <sub>4</sub>
S <sub>3</sub>
S <sub>2</sub>
S <sub>1</sub>









## Can we fit software into this account of cultural objects?

Software = that which humans write

#### definitions of 'software'

Programs, procedures, rules, and any associated documentation pertaining to the operation of a system. Contrast with hardware.

More narrowly: A program or set of instructions that controls the operation of a computer.

An *ordered sequence* of *written out instructions* that *controls* the *operation* of a computer for a specific *purpose*.

#### marks of the work of software

it is created (thus not an abstract Platonic entity) it can have copies

but it is not identical with any copy (a copy counts as a copy)

it is an ordered written sequence (a created pattern) it can be read

the readings (software inspection) unfold in real time the events represented (instructed) unfold in represented (idealized execution) time

## further marks of the work of software

- it may be physically performed (on a machine)
- it may be mentally performed (I imagine its execution)
- the program work is not identical with any execution
- the program is not identical with any copy of the code

#### concretization

- Programs must be written for people to read and only incidentally for machines to execute. (Abelson & Sussman 1989)
- Software execution vs. musical performance (role of score)
- Software execution vs. theatrical performance (role of instructions)

#### executable entity

work of literature work of music work of drama recipe choreographic script film script service book route plan piece of software

#### execution

reading performance performance act of cooking dance film screening religious rite funeral procession execution

#### Conclusion

a piece of software is an entity of the same ontological category as a work of dramatic art

it is an abstract pattern of instructions that is at the same time a historical created entity with concretizations (readings), and executions, and an underlying script or score

## Does this neglect the mathematical features of software?

a piece of software ought to run on a computer

has mathematical properties
which need to be dealt with
perhaps God could apprehend the
language-free essence of the piece of
software from this strictly mathematical
point of view

## Science of Emerging Media

**Barry Smith** 

### Preamble on ontology

Wherever large bodies of data are gathered together, an ontology will arise

to enable people and computers to make sense of them

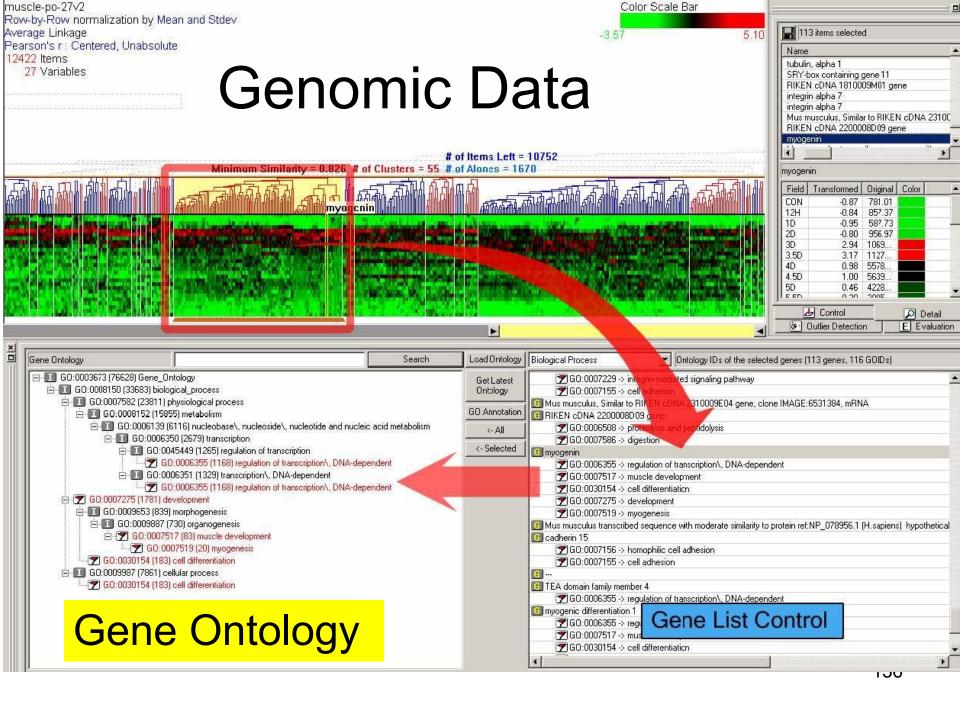
- for analysis, comparison, search

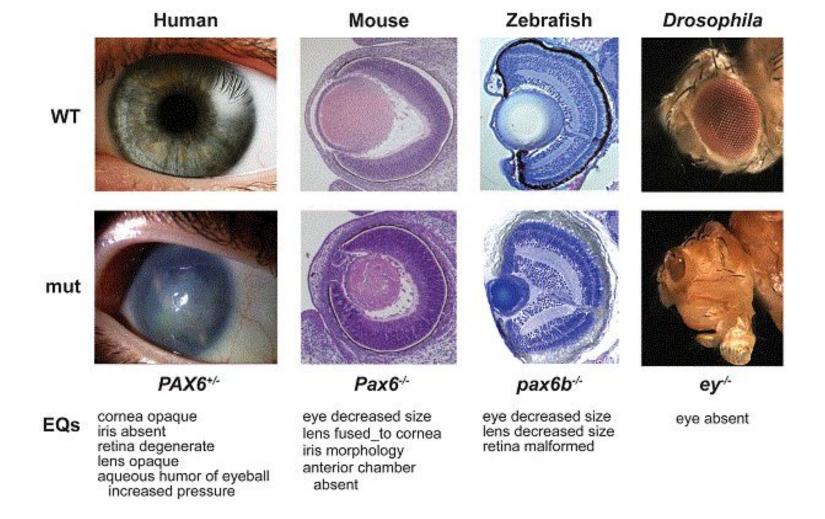
## Google hits Jan. 2004

ontology + Heidegger 58K
ontology + Aristotle 77K
ontology + philosophy 327K
ontology + software 468K
ontology + database 594K
ontology + information systems 702K

## **Comparison 2004/2012**

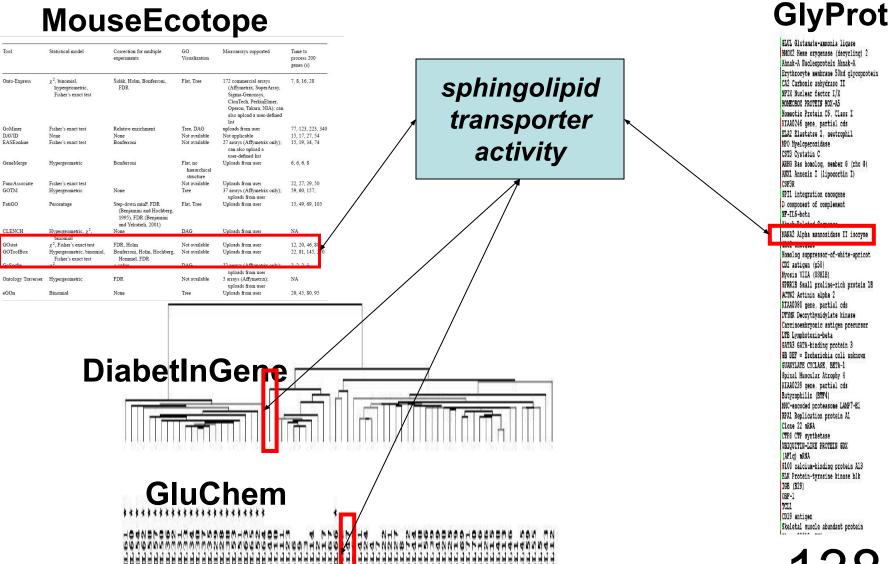
ontology + Heidegger 58K 1.91M
ontology + Aristotle 77K 1.66M
ontology + philosophy 327K 4.91M
ontology + software 468K 7.80M
ontology + database 594K 10.20M
ontology + information systems 702K 5.14M





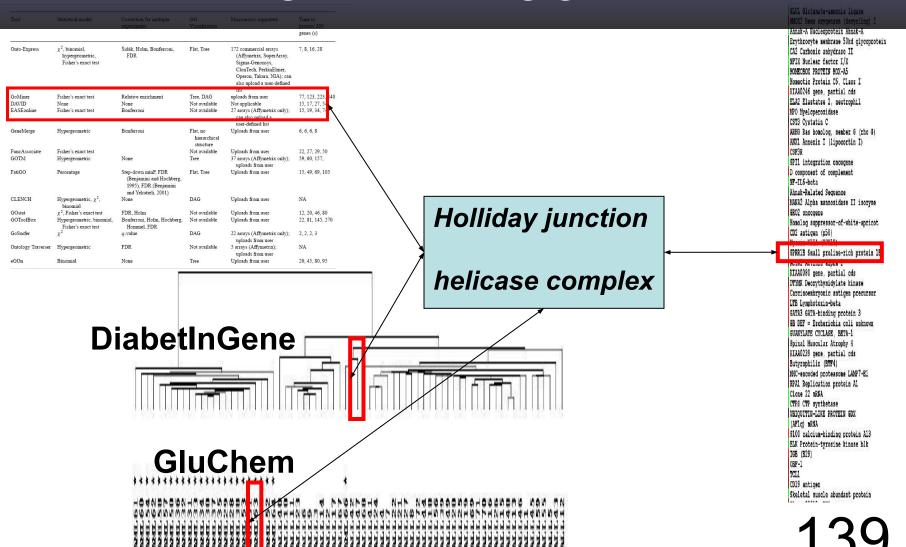
The Gene Ontology provides standard terms and definitions, and standard categories, for describing phenotypes associated with specific gene products in different organisms

## thousands of papers and hundreds of databases are annotated with GO terms





# the data involved, and the scientists collecting and using these data, are thereby linked together in a gigantic network

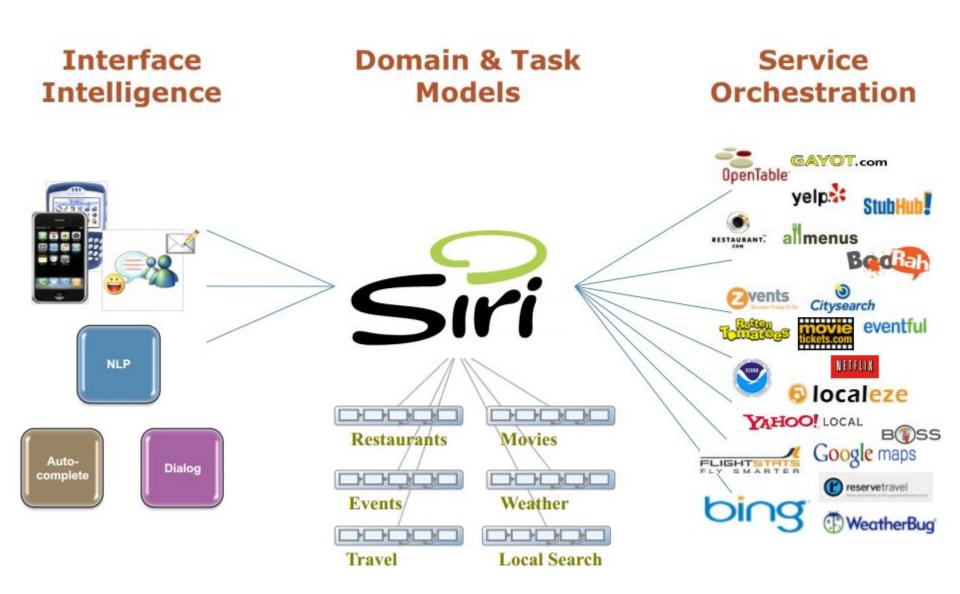




## Ontology



## "Siri: An Ontology-driven Application for the Masses", Adam Cheyer and Tom Gruber



## **BBC Internet Blog**

« Previous | Main | Next »

## BBC World Cup 2010 dynamic semantic publishing

Post categories: BBC Sport

Comments

The foundation of these dynamic aggregations is a rich ontological domain model. The ontology describes entity existence, groups and relationships between the things/concepts that describe the World Cup. For example, "Frank Lampard" is part of the "England Squad" and the "England Squad" competes in "Group C" of the "FIFA World Cup 2010".

The ontology also describes journalist-authored assets (stories, blogs, profiles, images, video and statistics) and enables them to be

#### The New York Times

Saturday, October 26, 2013

**Politics** 

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N.Y. / REGION

BUSINESS

TECHNOLOGY

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HEALTH

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#### Mitt Romney



Dave Weaver for The New York Times

News about Mitt Romney, including commentary and archival articles published in The New York Times.

Mitt Romney Chronology

#### The Caucus

TimesCast Politics Romney Visits the White House

November 29, 2012 2:42pm

Romney Visits the White House

November 29, 2012 1:34pm

For Obama and Romney, Lunch at the White House

November 28, 2012

More posts about Mitt Romney »

Mitt Romney

#### Mitt Romney at a Glance

Full Name: Willard Mitt Romney

Political Office: Governor of Massachusetts.

2003-2007

#### **Business/Professional Experience:**

Consultant, Boston Consulting Group, 1975-77, Bain & Co., Boston, 1977-78, vice president, 1978-84, chairman, CEO, 1991-2001; managing partner, CEO Bain Capital, Inc., 1984-2001; president, CEO Salt Lake Organizing Committee (Winter Olympics), Utah, 1999-2002

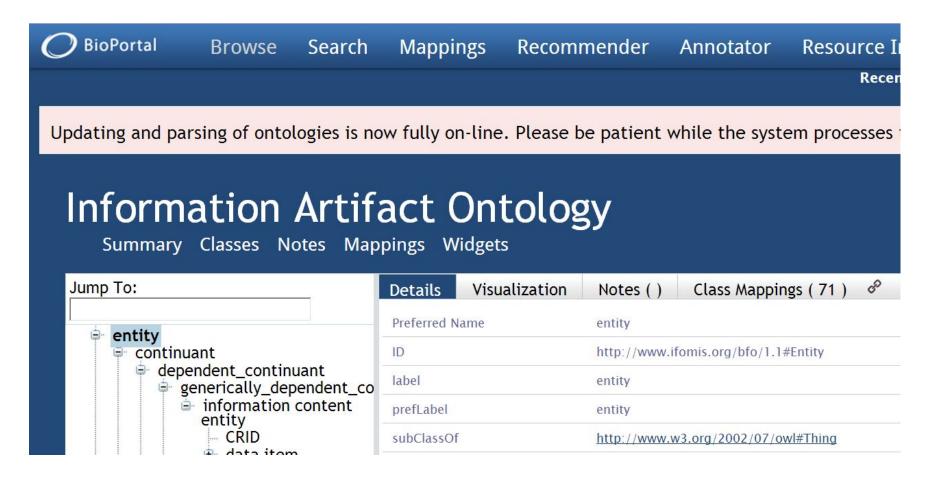
Date of Birth: March 12, 1947

Place of Birth: Detroit, Mich.

Education: B.A., Brigham Young University, Provo, Utah, 1971; J.D., Harvard Law School, 1975; M.B.A., Harvard Business School, 1975

Sparrage Married Ann Davies 1060

#### http://bioportal.bioontology.org/ontologies/IAO



# Ontology for the Intelligence Community

### Semantic Technology for Intelligence, Defence and Security (STIDS)

#### **IAO-Intel**

An Ontology of Information Artifacts in the Intelligence Domain

Barry Smith University at Buffalo NY, USA Tatiana Malyuta CUNY NY, USA Ron Rudnicki CUBRC, Buffalo NY, USA William Mandrick

Data Tactics

Herndon, VA, USA

David <u>Salmen</u> Data Tactics Herndon, VA, USA

Peter Morosoff
E-Maps, Inc.
Washington, DC, USA

Danielle K. Duff *I2WD Aberdeen, MD, USA* 

James <u>Schoening</u> *I2WD Aberdeen, MD, USA* 

<u>Kesny</u> Parent *I2WD Aberdeen, MD, USA* 

### **End of Preamble**

### Social reality is being changed by massive digital networking

### **Speech Act Theory**

Thomas Reid (1785)

### **Speech Act Theory**

#### **Thomas Reid:**

the principles of the art of language are to be found in a just analysis of the various species of sentences. Aristotle and the logicians have analysed one species – to wit, the proposition.

To enumerate and analyse the other species must, I think, be the foundation of a just theory of language.

# Reid's theory of 'social operations'

'social acts' vs. 'solitary acts'

A social act ... must be directed to some other person –

it constitutes a miniature 'civil society'

### **Adolf Reinach**



# Adolf Reinach's theory of social acts (1913)

part of a wider ontology of legal phenomena such as contract and legislation

a 'contribution to the general ontology of social interaction'

### **Austin**



### **Austin (1955)**

'promising is not something superior, in the same scale as hoping and intending'

Rather, when I say 'I promise'

I have not merely announced my intention, but, by using this formula (performing this ritual), I have bound myself to others, and staked my reputation, in a new way.

# Austin: the speech act of guaranteeing

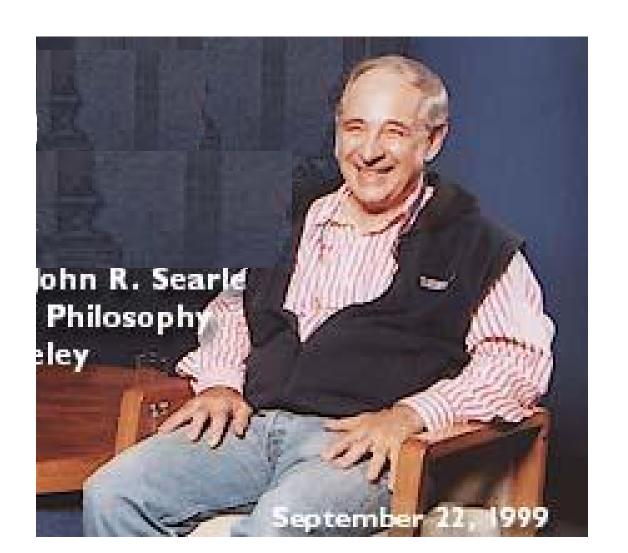
someone who guarantees and turns out to be wrong is "liable to be rounded on by others" liable to be rounded on by others"

#### "A Plea for Excuses"

Austin recommends three 'source-books' for the study of (speech) actions: the *dictionary*, the *law*, and *psychology*.

Three ingredients: language use, law, psychology

### Searle



### Searle's Speech Acts (1969)

#### **Regulative Rules**

merely regulate antecedently existing forms of behaviour, as rules of polite table behaviour regulate eating

#### **Constitutive Rules**

create new forms of behaviour, as the rules of chess create the very possibility of our engaging in the type of activity we call playing chess

### speech acts

an institutional fact = a fact whose existence presupposes the existence of certain systems of constitutive rules called 'institutions'

#### Searle:

Speech acts are acts performed by uttering expressions in accordance with certain constitutive rules

When you perform a speech act then you create certain institutional facts (what Reid referred to as a miniature 'civil society').

### Institutional facts

exist because we are able to treat the world and each other in certain, very special (cognitive) ways

**Examples of institutions:** 

money

property

marriage

government

Institutional facts exist because of language use, law and psychology

## Searle: there is a level of brute facts

 constituted by the facts of natural science and independent of all human institutions,

From out of this there arises a hierarchy of institutional facts at successively higher levels. Built up through the operations of language use, law and psychology

# But there is something missing here

## What happens when you use Turbotax to fill in your tax forms?

You start with a webpage with empty cells You enter linguistic signs into these empty cells

A new webpage appears

You repeat

What happens in each successive stage is determined by the program (by a combination of physics and mathematics)

# People are changed in virtue of the fact that the world they live in is digitally intermeshed

Can we draw a line, here, between brute facts and institutional facts?

Consider: Reputation





**Small Business** 

**Business** 

**About Equifax** 

Credit and Identity Products

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#### Know your credit. Manage your future

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Get Started »

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- > Daily credit monitoring with alerts to key changes in reports
- Unlimited access to your Equifax Credit Score
- > Identity Theft Insurance feel secure should anything happen

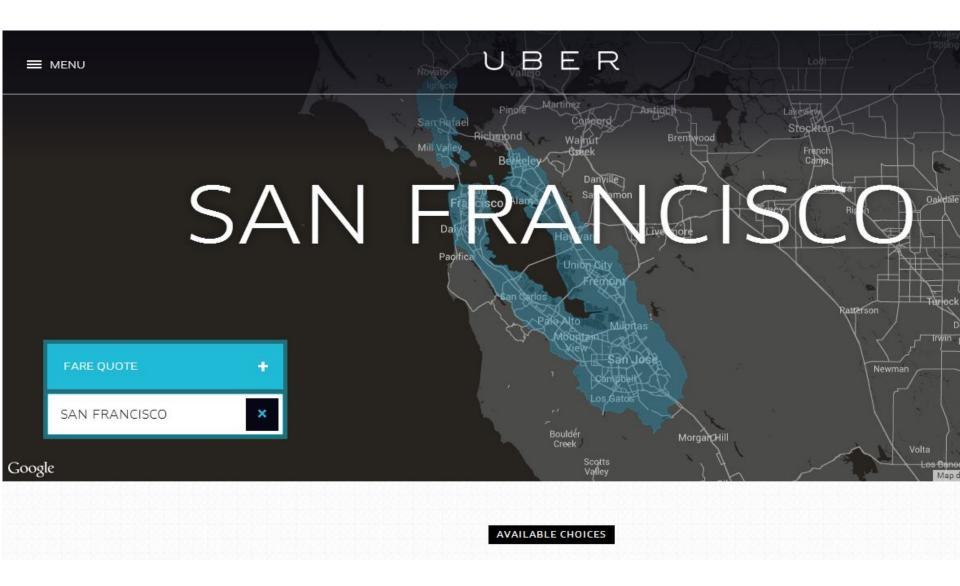


#### Need to protect your whole family?

#### Equifax Complete™ Family Plan

Our Complete Family Plan is a simple solution to monitoring your family's credit & identity.

Learn More



### A taxi-summoning app

## Uber allows customers to rate drivers

for punctuality, cleanliness, and so forth. You can then ues these ratings in making bookings in the future.

But then, when they leave the taxi, the drivers rate the customers, and these ratings too are stored in the system and used by drivers in the future

# Behind the scenes, good behavior is being rewarded and bad behavior punished

customers who vomit in the cab, or who refuse to pay, or who behave aggressively will find themselves restricted in their use of Uber in the future

### First hypothesis

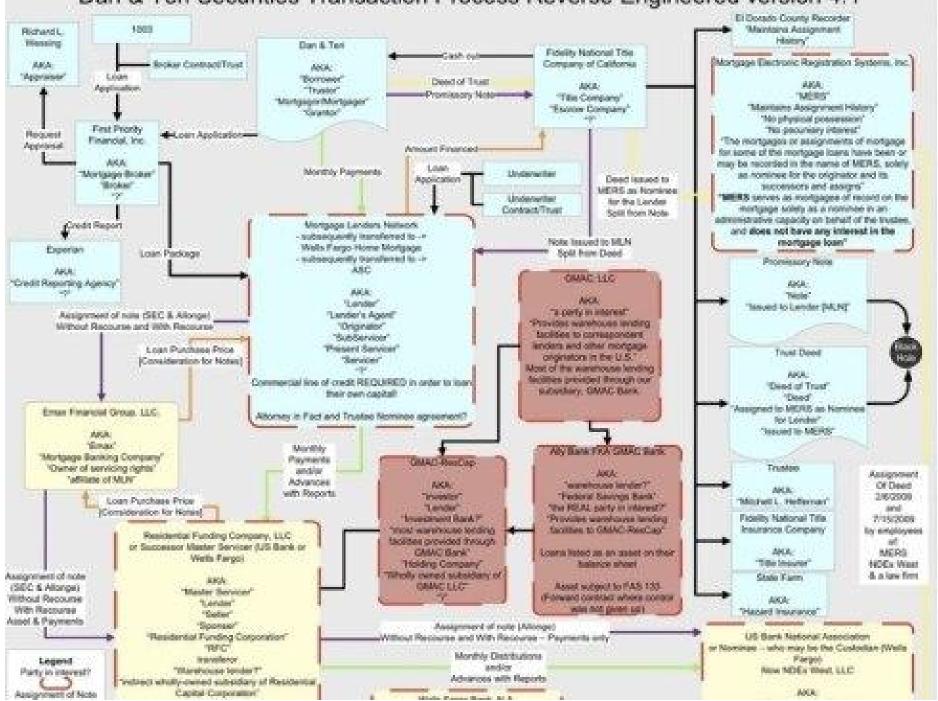
In the era of emerging media all of the following are being radically transformed:

- Reputation
- Guarantees
- Institutions and institutional fact
- Social interactions
- Commercial interactions

What happens when 100s of mortgages are bundled together to form a 'collateralized debt obligation' (CDO)?

A CD is created through a series of steps, involving both computers and human beings (and lawyers)

#### Dan & Teri Securities Transaction Process Reverse Engineered version 4.1



### What is a CDO

A CDO is an entity that is in some way associated with the psychology of people, with lawyers, and with the operations of physical devices.

If they are associated with a miniature civil society in Thomas Reid's sense, then it is a miniature civil society that involves multiple computer networks.

# What are you buying when you buy a CDO?

Not, it would seem, anything physical.

A CDO does not have physical properties.

It is more like a mathematical structure, which can be aggregated and partitioned, packaged and re-packaged, ramped-up and amortized.

It is thereby tied to time and change.

### Second hypothesis

In the era of emerging media the idea that there are just two levels:

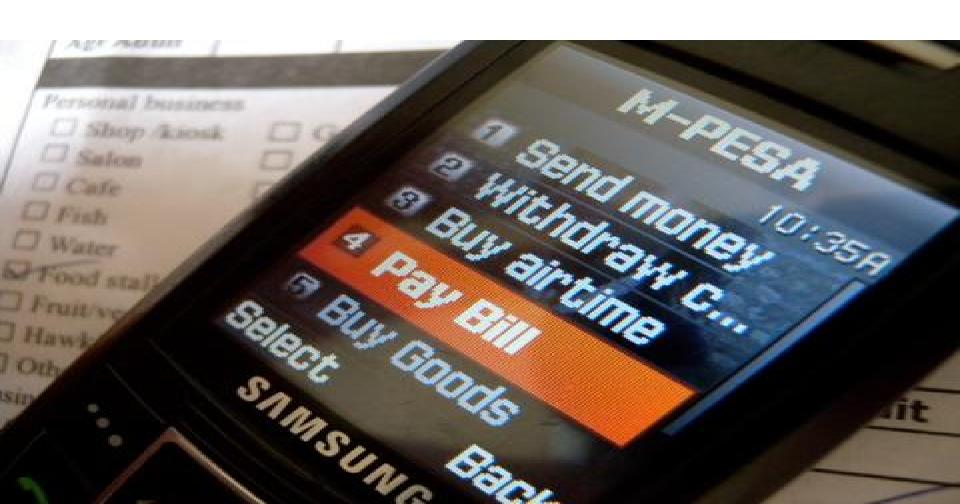
brute facts of physics
institutional facts resting on
language use + law + psychology
breaks down

in both their structures and in their dynamical unfolding institutional facts are digitally shaped

### How family life changes



### How commerce changes

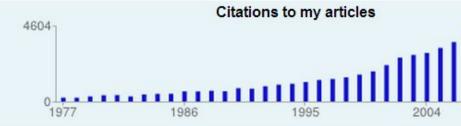


# How philosophy changes – first, practically all literature is available on demand



John R. SEARLE
University of California, Berkeley
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JR Searle

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The construction of social reality

Intentionality: An access in the philosophy of mind

JR Searle

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PoP book	Years:	221	Cites/auth/year:	70.36	hc-index:	25	
	Cites/paper: 16	.03	hI,annual:	0.19	hI,norm:	43	

### How science changes

### 23andme.com

Wojcicki's goal is to sign up a million customers to send in their DNA. "Big data is going to make us all healthier. What kind of diet should certain people be on? Are there things people are doing that make them really high-risk for cancer? There's a whole group of people who are 100-plus and have no disease. Why?" As of September 2013, 23andMe had 400,000 genotyped customers.

Aging research

morphs with

**Dating service** 

**Designer baby service** 

Missing-relative-search service

Creates new miniature civil societies around diseases

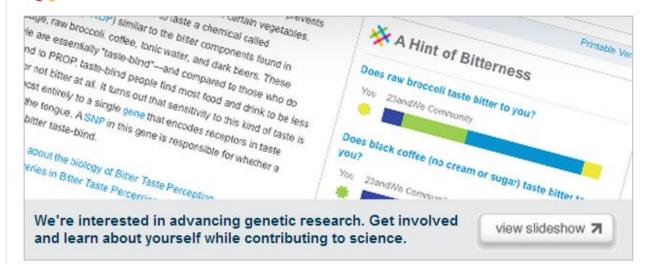
# 23andWe



23andMe Research
 23andMe Research Findings
 Physician Community
 Scientific Community

welcome health ancestry how it works store

# 23andWe Research











23andMe isn't just about you. Our research arm, 23andWe, gives customers the opportunity to leverage their data by contributing it to studies of genetics. With enough data, we believe 181 23andWe can produce revolutionary findings that will benefit us all.

# How warfare changes

The reality is that soldiers are now a form of information technology, responsible for a far broader range of roles, decisions, and systems-based interactions than in any previous conflict. ... Today soldiers' skills are measured largely in relation to the technological systems the soldiers will be using. (Corey Mead, War Play: Video Games and the Future of Armed Conflict, 2013) 182

# People change

- Old theory of personal identity: You are a biological organism, with plans, skills, and a reputational trail
- New theory of personal identity:
  your plans, skills, and reputational trail
  becoming intermeshed digitally with the
  plans, skills and reputational trails of other
  human beings
- making possible new kinds of plans, new kinds of achievements, new kinds of societies

# The science of emerging media

The science of how people and societies are changing as a result of digital intermeshing

The science of how people are using digital intermeshing as a way of changing people and societies

# People are changed in virtue of the fact that the world they live in is digitally intermeshed

People are changed by the fact that the computer can train them to improve their performance through tiny adjustments of the same act repeated 100s of times

Societies (for example an Army platoon) are created by the fact that the computer can train them to improve their performance through tiny adjustments of the same interaction repeated 100s of times

# What are the fetures of emerging media

- W. Russell Neuman (1991)
- a) alter the influence of distance,
- b) increase the volume and speed of communications,
- c) enable interactive communications
- d) permit the merging of media forms.

# Now we need to add:

- e) create new kinds of digital entities as for instance in the realm of financial derivatives
- f) create new forms of human interaction
- g) forces technology of overviews
- h) brings everything into the open (and thereby enables plagiarism, rediscovery-of-the-wheel\*, and fraud detection in ways that are already changing science)

e-Human
The partibution of internet ranking systems to the development of human capital

Barry Smith <a href="http://ontology.buffalo.">http://ontology.buffalo.</a>
edu/smith



Rater Interest

Grade Received

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tripadvisor de

(iMit Facebook anmelden App

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a Stadt, Hotelname etc.

**SUCH** 

Restaurants

Aktivitaten



### WWW'' M Reducants, die Reisende empfehlen

P' Alie (212)

Afrikanisch (0)

Amerikanisch (3) ſ Asiatisch (1) ſ BBQ/vom Grill (0) ſ Britisch (0)

Mehr Kuchen

#### **Preis**

P' Alie (212)

r € c1>

r €€ (14)

r €€€ (3) r

€€€€ co>

### Restaurants zur Wahl

P' Alie (212)

Γ Abendessen (7) Γ Afterhours (9) Γ Bar-Szene (4) Γ besondere Anlasse

r BOffet (0)

Mehr

Essensmoglichkeiten

212 von 212 angezeigt

Die weltweit grORte Reise-Website

estaurants Rostock - Bewertungen

Sortieren nach Gesamtwertung

Conline-Reservierungen zuerst

### Rosmarin'o Steakhouse Restaurant



Auf Rang Nr. 1 von 212 in Rostock @(!)@(!)(!) 41 Bewertungen

"Susa P." 16-09-20 13

"..super Restaurant..unbedingt hingehen..." 27-08-20 13

KOche:Steakhouse

Karte Fotos von Gasten (6)

#### Borwin - Hafenrestaurant



Auf Rang Nr. 2 von 212 in Rostock @(!)@(!)(!) 62 Bewertungen

 $\label{eq:constraint} \begin{tabular}{ll} \b$ 

31-08-20 13

"Kreative FischkOche" 07-08-20 13

Preis: 17 € - 34 € KOche:deutsch

Karte Fotos von Gasten (10)

### Hotelgaste schwarmen von ...



a-ja Warnemunde Das Resort.

@X.!X!);.!XJ

22 Bewertungen

Bewertungen

Warnemunde, Restock



pentahotel Rostock (!;(!X! X!X)

147

B€Bewertungen

Restock, Mecklenburg-Vorpommern



Radisson Blu Hotel,Rostock

Be Bewertungen

Restock, Mecklenburg-Vorpommern

Alie Hotels in Rostock (61)

#### Nach Ort suchen

Suche nach Adressen und SehenswOrdiiJ





#### iWi Speich.

### Rosmarin'o Steakhouse

### Restaurant



Platz Nr. von 212 Restaurants Rostocl

● ● ● ● 41 Bewertungen

Zertifikat r Exzellenz 1

# 41 Bewertungen von Reisenden

Bewertung scl

### Von 87% empfohlen

Ausgezeichr
Sehr gut
Befriedigend
Mangelhafi

### Gesamtwertung

Küche
Service
Qualität
i htung

# match. corn-ft.



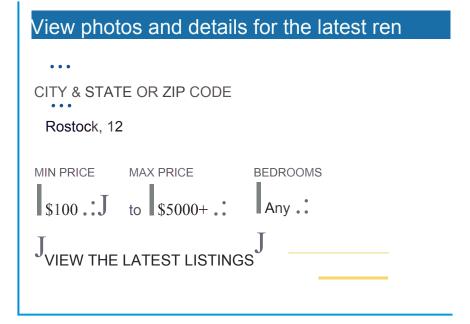
# Simple on-line rating systems improve our lives

### **FREE Houses For Rent Search**

When you're looking for rentals, it helps to know where to start. You're in luck. Rent.com has the rentals you're looking f< Search for your next apartment, condo, or house on Rent.com and get moving.

" Overview

"Houses for Rent - An Easy Search Online





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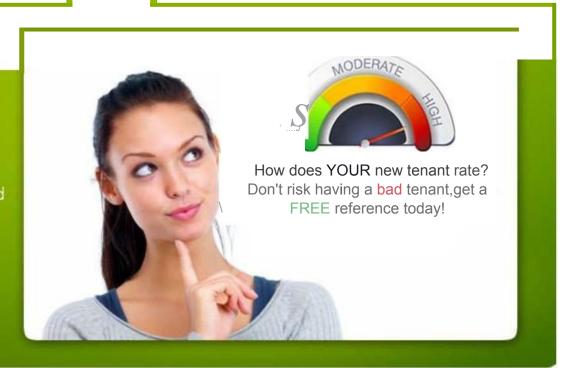
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A taxi-summoning app

# Uber allows customers to rate drivers

 for punctuality, cleanliness, and so forth. You can then ues these ratings in making bookings in the future.

But then, when the leave the taxi, the drivers rate the customers, and these ratings too are stored in the system

# Behind the scenes, good behavior is being rewarded and bad behavior punished

customers who vomit in the cab, or who refuse to pay, or who behave aggressively will find themselves restricted in their use of Uber in the future

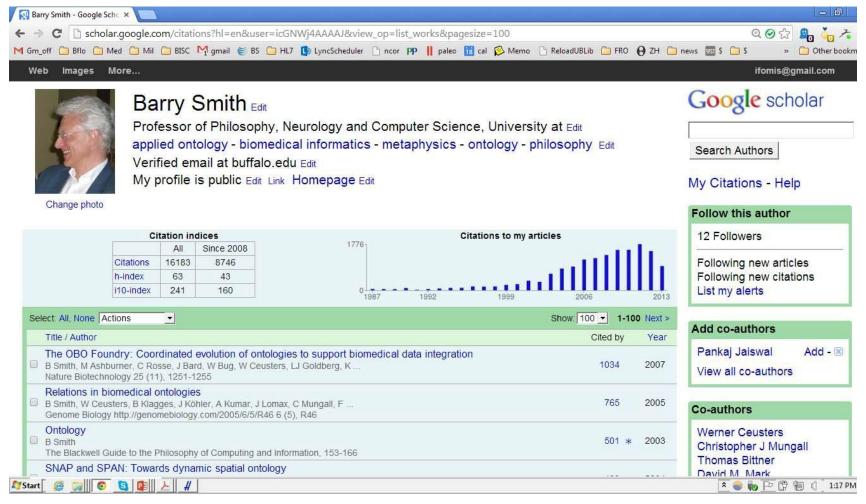
## e-people

A new theory of personal identity:

You are a biological organism (with plans, skills, qualifications, titles, etc.) together with a reputational trail

- -increasingly, your reputational trail is a matter of your rankings on internet ranking sites
- -including more or less secret rankings on cites such as Uber, match.com, and SCHUFA

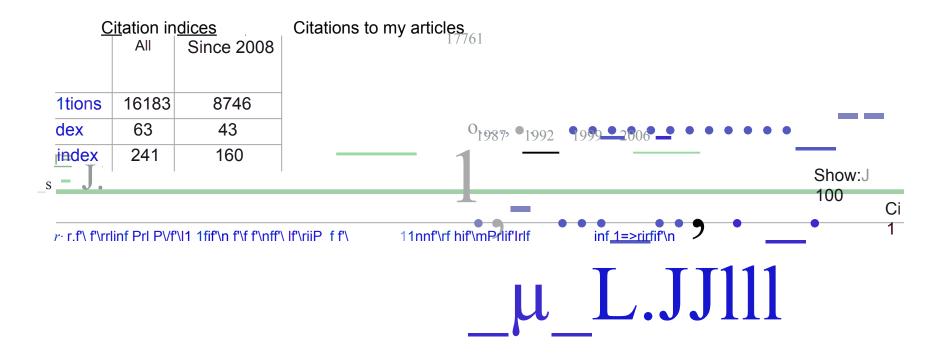
# For academics, today, the most important ranking site is google



# **Barry Smith**

Professor of Philosophy, Neurology and Computer Science, Universit applied ontology - biomedical informatics - metaphysics - ontology - philosophy

Verified email at buffalo .edu Homepage



# Barry Sm th

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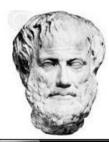
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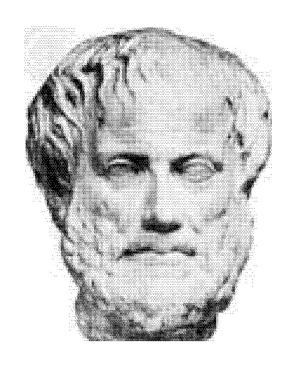
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# Barry Sm th

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ILUniversiit a1 ...1 ... iied ontollogy - bio med·cal informatics --

metaphysics -- onto ogry -

philosophy

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Try more general keywords. Try fewer keywords.

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# New Possibilities for Scholarly Research



### Suche in der elektronischen Edition von Immanuel Kants Gesammelten Werken

Suchbegriff: Suche

r Gror..-/Kleinschreibung r teilweise Obereinstimmung

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### Suchbereich (grob):

- *r* Akademieausgabe komplett (Bande 1-23)
- r. Werke (Abt. I: Bande 1-9)
- r Briefwechse I(Abt. II: Briefe aus den Banden 10-13 und 23)
- r Handschriftlicher Nachlass (Abt. III: Bande 14-23)

#### Suche in Einzelbanden:

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### Jürgen Habermas

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### John R. SEARLE

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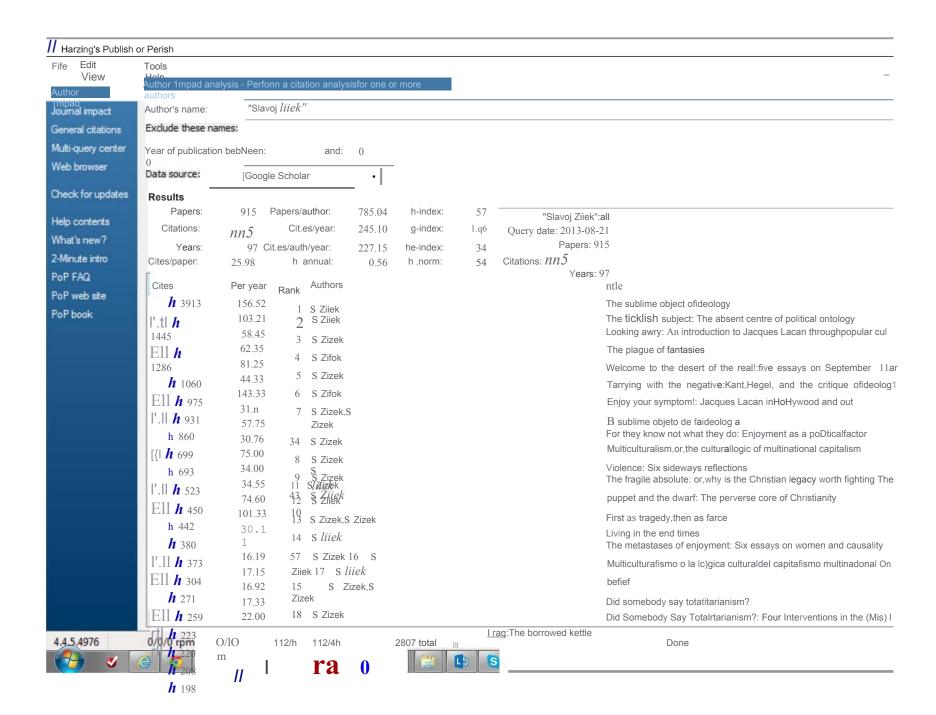
Speech acts: An essay in the philosophy of languageCambridge University

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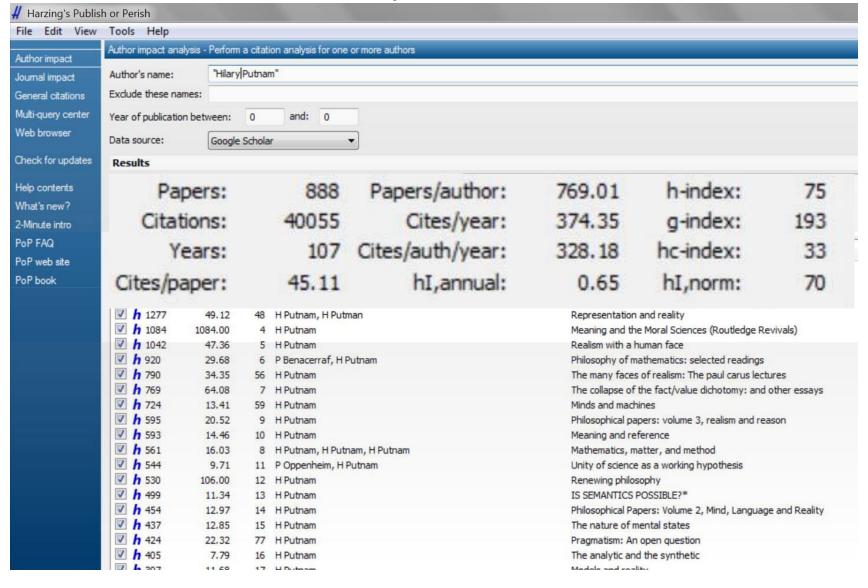
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Jerry Fodor

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#### Hilary Putnam



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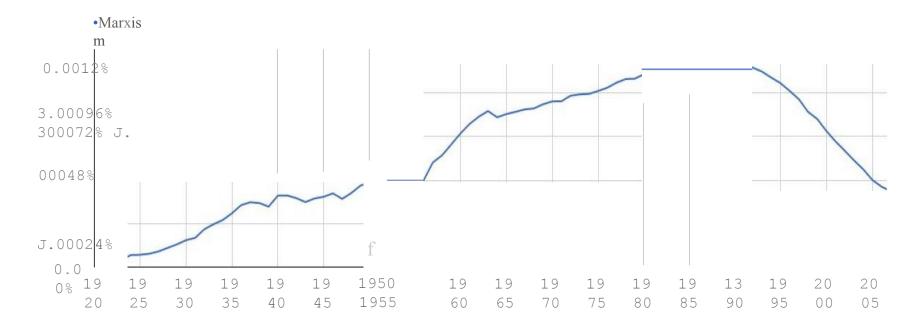
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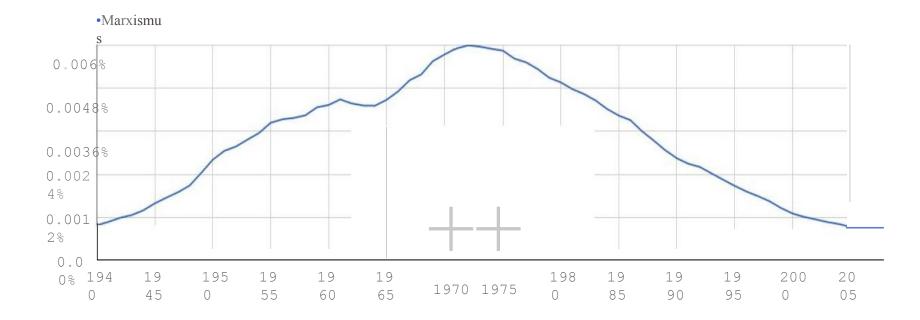
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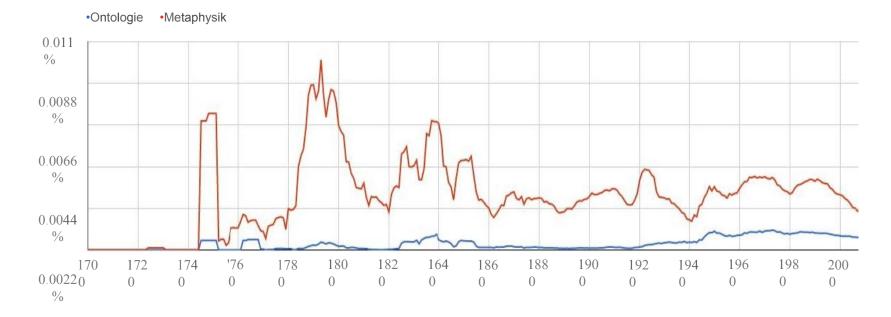
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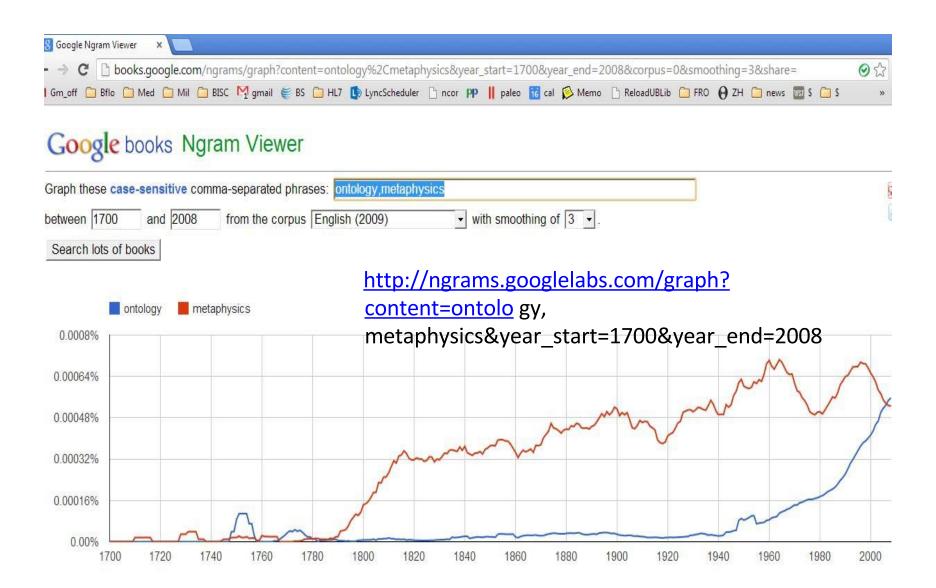
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## New Possibilities for Biological Research

#### New biology data

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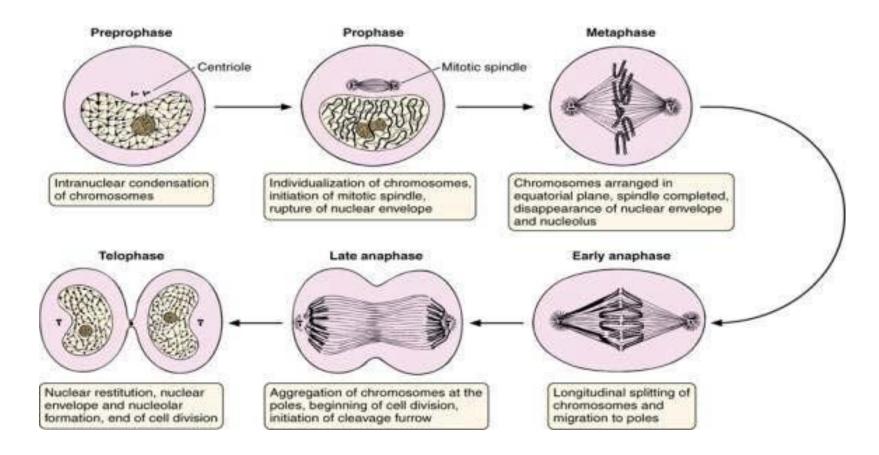
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GCLVEYATFRQYMRELPKNAPQKLNFREMRQGLIALGRHCVGSRFETDLYESATS

#### Old biology data



#### The Gene Ontology

response to the massive opportunities created by the success of the Human Genome Project

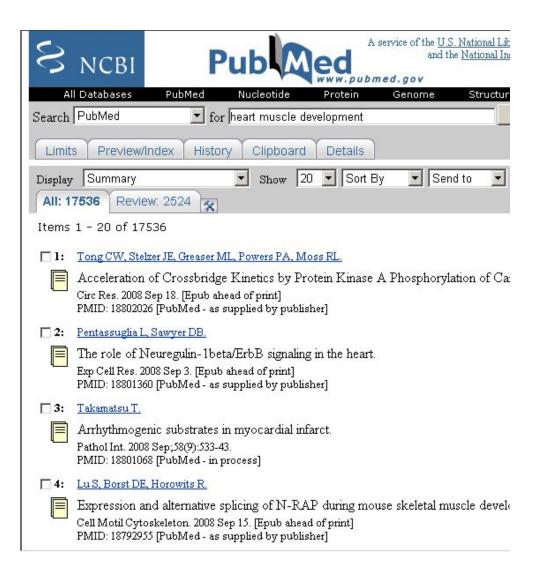
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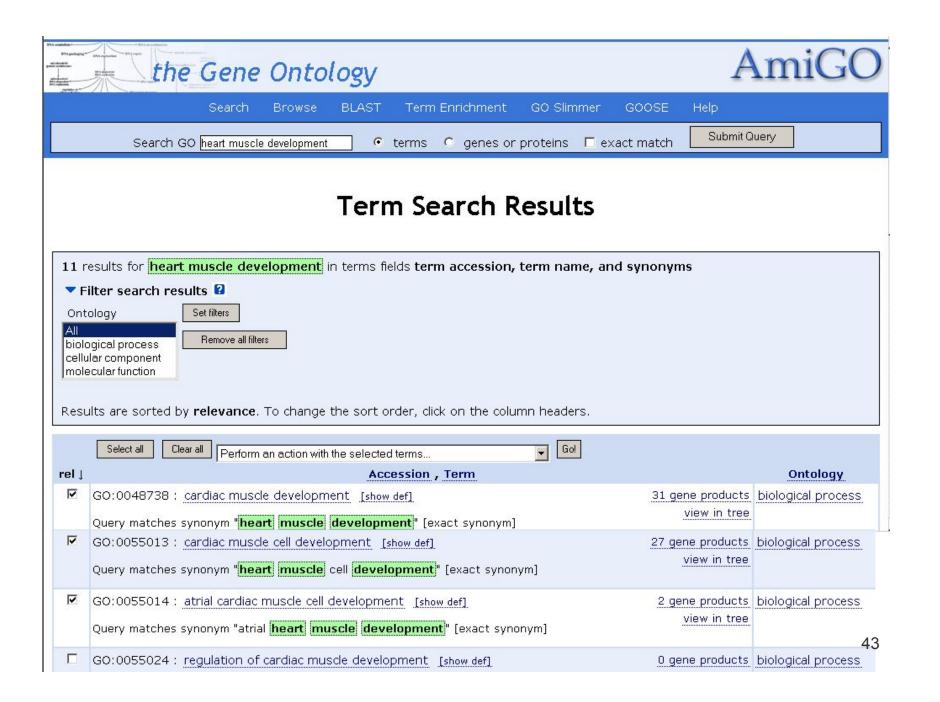
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#### the Gene Ontology



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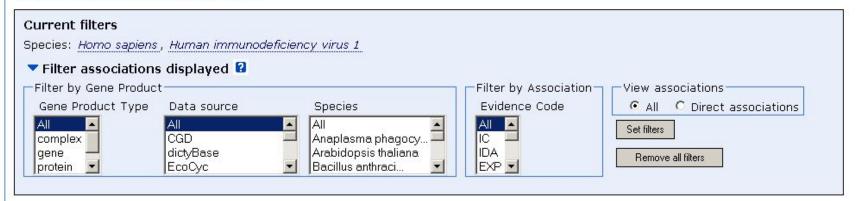
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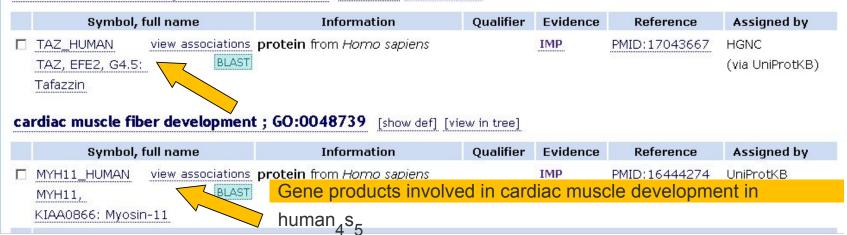
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Ludger Jansen, Barry Smith (Hrsg.)

#### BIOMEDIZINIS CHE ONTOLOGIE



Wissen strukturieren für den Informatik-Einsatz



#### Google hits Jan. 2004

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ontology + Heidegger 58K
ontology + Aristotle 77K ontology
+ philosophy 327K
ontology + software 468K
ontology + database 594K ontology +
information systems 702K
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#### Comparison 2004/2012

ontology + Heidegger	58K	1.91M
ontology + Aristotle	77K	1.66M
ontology + philosophy	327K	4.91M
ontology + software	468K	7.80M
ontology + database	594K	10.20M
ontology +information systems	702K	5.14M

how deal with oral cultures? can be applied to mathematics too how does the state planning budget

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consequences still with us

# New Possibilities for Massively Planned Social Action

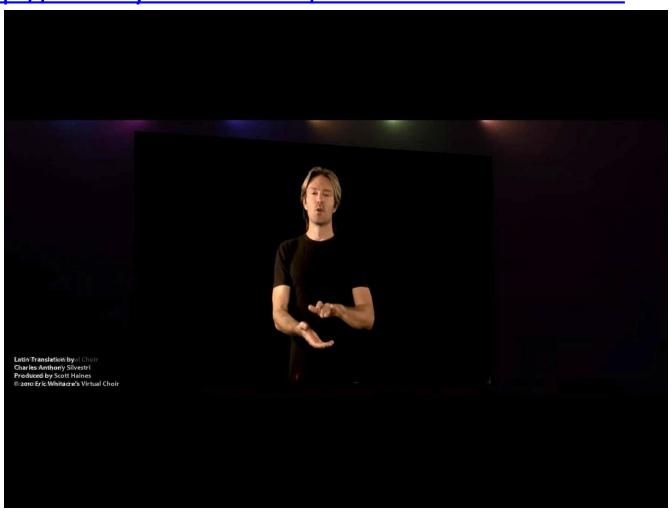
#### Eric Whitacre's Virtual Choir

Lux Aurumque (2010)

185 voices, 12 countries

#### Lux Aurumque

http://www.youtube.com/watch?v=D7o7BrlbaDs





• Eric Whitacre's Virtual Choir 3.0, 3746 vidoes from 78 countries

## The meshing of actions of over 3000 people in 78 different countries

 most of whom will never communicate with each other

#### New York State Unified Court System



#### Welcome to eCourts

Using our free case information services you can find future appearance dates for cas information on both active and disposed cases in Civil Supreme and Local Civil Courts receive email updates and appearance reminders for Civil Supreme and Local Civil Courts

#### WebCivil Supreme

WebCivil Supreme contains information on both Active and Disposed Civil Supreme Court cases in all 62 counties of New York State. You may search for cases by Index Number, Party Name, Attorney/Firm Name or Justice, and produce calendars for a specific Attorney/Firm or by Justice or Part. Sign up for our eTrack case tracking service and receive email updates and appearance reminders for cases you wish to follow.

>> WebCivil Supreme

#### WebCrims

WebCrims enables you to view pending Criminal cases in Local and Superior Courts in 13 counties and Summons cases for all of New York City. You may search for cases by Case Number or Party Name and produce calendars by County and Part or Judge.

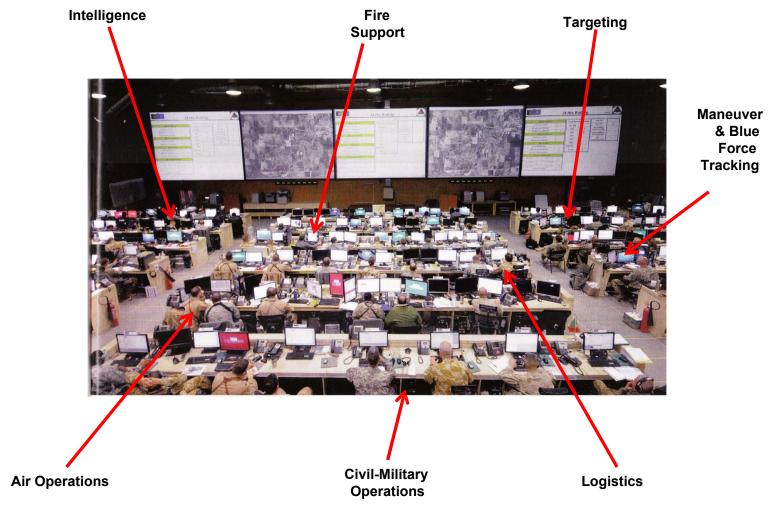
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- >> WebCrims (Registered Users)



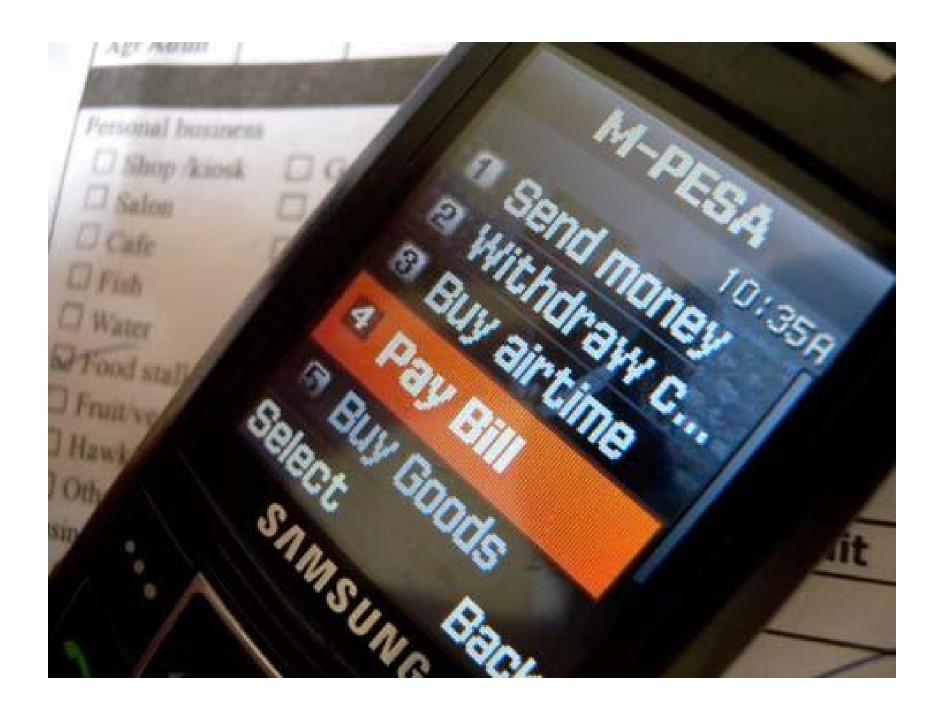
#### **US military operations center in**

**Afghanistan** 

#### **Warfighters' Information Sharing Environment**







### e-people (biology + Bildungskapital + intermeshing)

A new theory of personal identity:

You are a biological organism, with plans, skills, and a reputational trail that is intermeshed digitally with the plans, skills and reputational trails of other human beings

in such a way as to enable new sorts of human achievements in science, culture, commerce, law, war, ...



Hernando de Soto Institute for Liberty and Democracy, Lima, Peru

Bill Clinton:

"The most promising anti-poverty initiative in the world"

#### de Soto's hypothesis

the development of civilization in the course of history goes hand in hand with the accumulation of documentation (property titles, registration of persons, professional qualifications, keeping of accounts ...)

#### The need for a trace

Civilization rests on complex social entities – claims, obligations, rights, powers, roles, offices

which survive for an extended period of time What is the physical basis for this extended existence? Not the memories of those involved —but permanent, re-usable, discoverable records These systems of records allowed new institutional

artefacts such as mortgages and insurance to be created

and allowed human beings to acquire the habits and skills needed to participate successfully in

#### Science of Emerging Media

**Barry Smith** 

#### From document acts to edocument acts

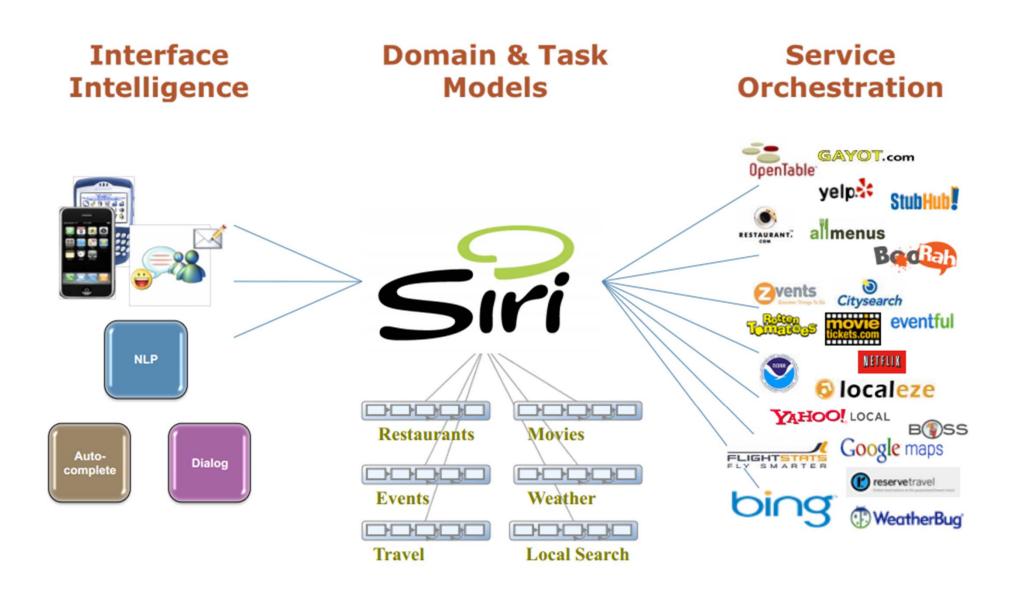
### Preamble on ontology

Wherever large bodies of data are gathered together, an ontology will arise

to enable people and computers to make sense of them

- for analysis, comparison, search

## "Siri: An Ontology-driven Application for the Masses", Adam Cheyer and Tom Gruber



« Previous | Main | Next »

## BBC World Cup 2010 dynamic semantic publishing

Post categories: BBC Sport Comments

The foundation of these dynamic aggregations is a rich ontological domain model. The ontology describes entity existence, groups and relationships between the things/concepts that describe the World Cup. For example, "Frank Lampard" is part of the "England Squad" and the "England Squad" competes in "Group C" of the "FIFA World Cup 2010".

The ontology also describes journalist-authored assets (stories, blogs, profiles, images, video and statistics) and enables them to be



#### The New York Times

Saturday, October 26, 2013

**Politics** 

WORLD

U.S. N.Y. / REGION

BUSINESS

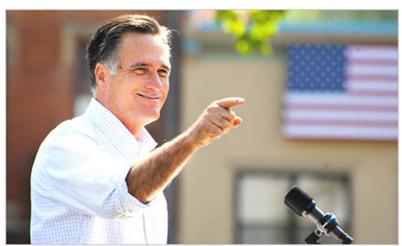
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#### Mitt Romney



Dave Weaver for The New York Times

News about Mitt Romney, including commentary and archival articles published in The New York Times.

#### Mitt Romney Chronology

#### The Caucus

TimesCast Politics Romney Visits the White House

November 29, 2012 2:42pm

Romney Visits the White House

November 29, 2012 1:34pm

For Obama and Romney, Lunch at the White House

November 28, 2012

More posts about Mitt Romney »

#### Mitt Romney

#### Mitt Romney at a Glance

Full Name: Willard Mitt Romney

Political Office: Governor of Massachusetts,

2003-2007

#### **Business/Professional Experience:**

Consultant, Boston Consulting Group, 1975-77, Bain & Co., Boston, 1977-78, vice president, 1978-84, chairman, CEO, 1991-2001; managing partner, CEO Bain Capital, Inc., 1984-2001; president, CEO Salt Lake Organizing Committee (Winter Olympics), Utah, 1999-2002

Date of Birth: March 12, 1947 Place of Birth: Detroit, Mich.

Education: B.A., Brigham Young University, Provo, Utah, 1971; J.D., Harvard Law School, 1975; M.B.A., Harvard Business School, 1975

Charge Married Ann Davies 1060

## Social reality is being changed by massive digital networking

## Searle's Speech Acts (1969)

#### **Regulative Rules**

merely regulate antecedently existing forms of behaviour, as rules of polite table behaviour regulate eating

#### **Constitutive Rules**

create new forms of behaviour, as the rules of chess create the very possibility of our engaging in the type of activity we call playing chess

#### Searle:

Speech acts are acts performed by uttering expressions in accordance with certain constitutive rules

When you perform a speech act then you create certain institutional facts

#### Institutional facts

exist because we are able to treat the world and each other in certain, very special (cognitive) ways

**Examples of institutions:** 

money

property

marriage

government

Institutional facts exist because of language use, law and psychology

## Searle: there is a level of brute facts

 constituted by the facts of natural science and independent of all human institutions,

From out of this there arises a hierarchy of institutional facts at successively higher levels. Built up through the operations of language use, law and psychology

# But there is something missing here

# People are changed in virtue of the fact that the world they live in is digitally intermeshed

Can we draw a line, here, between brute facts and institutional facts?

**Consider: Reputation** 



**Personal Solutions** 

**Small Business** 

**Business** 

**About Equifax** 

Credit and Identity Products

Credit Report Assistance | Customer Service | Education Member Sign m



**Essential Credit** Monitoring & Identity Protection in a Single Product

#### Includes:

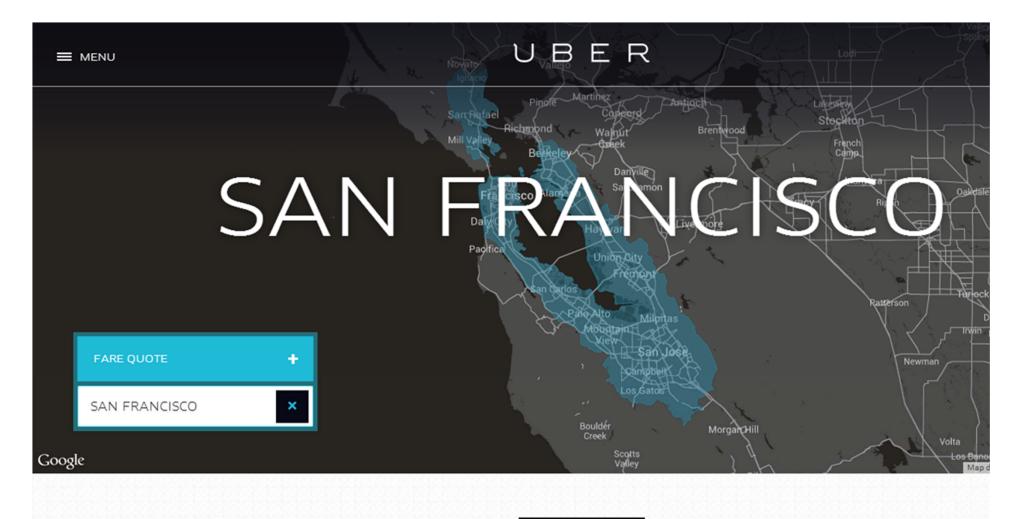
- > Privacy Monitoring
- Credit scores and profiles from Equifax. Experian, & TransUnion
- Daily credit monitoring with alerts to key changes in reports
- > Unlimited access to your Equifax Credit Score
- Identity Theft Insurance feel secure should anything happen

County 3 Circuite 3

#### Need to protect your whole family? Equifax Complete™ Family Plan

Our Complete Family Plan is a simple solution to monitoring your family's credit & identity.

Learn More



AVAILABLE CHOICES

## Uber allows customers to rate drivers

for punctuality, cleanliness, and so forth. You can then ues these ratings in making bookings in the future.

But then, when they leave the taxi, the drivers rate the customers, and these ratings too are stored in the system and used by drivers in the future

# Behind the scenes, good behavior is being rewarded and bad behavior punished

customers who vomit in the cab, or who refuse to pay, or who behave aggressively will find themselves restricted in their use of Uber in the future

## First hypothesis

In the era of emerging media all of the following are being radically transformed:

- Reputation
- Guarantees
- Institutions and institutional fact
- Social interactions
- Commercial interactions

## Second hypothesis

In the era of emerging media the idea that there are just two levels:

brute facts of physics institutional facts resting on language use + law + psychology

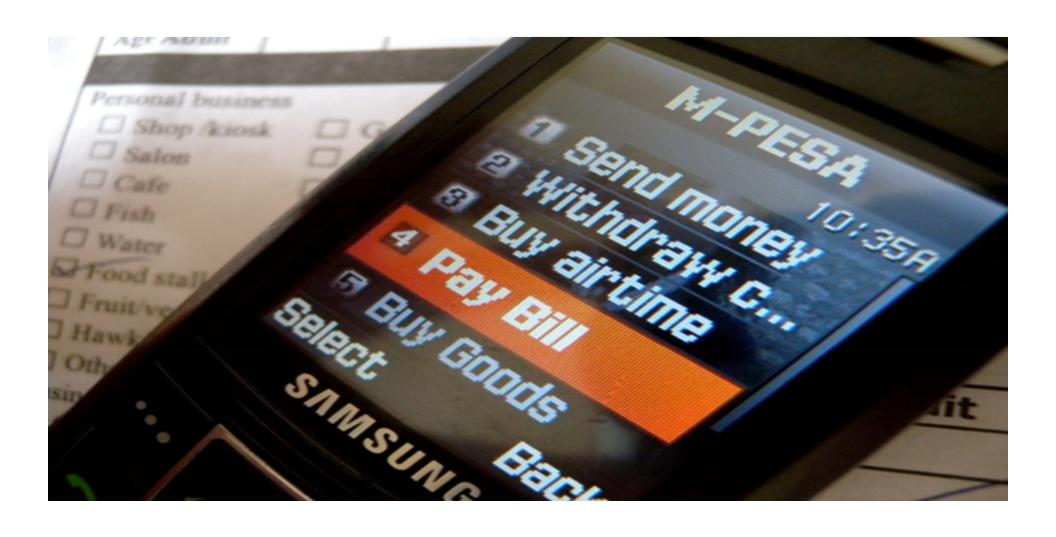
breaks down

in both their structures and in their dynamical unfolding institutional facts are digitally shaped

## How family life changes



## How commerce changes



# How philosophy changes – first, practically all literature is available on demand

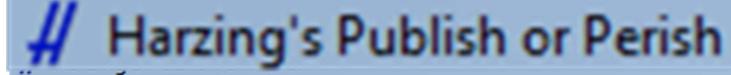


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University of California, Berkeley
Unknown interests
Verified email at berkeley.edu
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## How science changes

#### 23andme.com

Wojcicki's goal is to sign up a million customers to send in their DNA. "Big data is going to make us all healthier. What kind of diet should certain people be on? Are there things people are doing that make them really high-risk for cancer? There's a whole group of people who are 100-plus and have no disease. Why?" As of September 2013, 23andMe had 400,000 genotyped customers.

**Aging research** 

morphs with

**Dating service** 

**Designer baby service** 

Missing-relative-search service

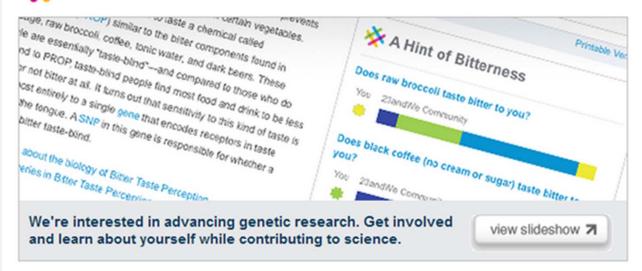
Creates new miniature civil societies around diseases

### 23andWe



▶ 23andMe Research 23andMe Research Findings Physician Community Scientific Community welcome health ancestry how it works store

### 23andWe Research





23andMe isn't just about you. Our research arm, 23andWe, gives customers the opportunity to leverage their data by contributing it to studies of genetics. With enough data, we believe 26 23andWe can produce revolutionary findings that will benefit us all.

## How warfare changes

The reality is that soldiers are now a form of information technology, responsible for a far broader range of roles, decisions, and systems-based interactions than in any previous conflict. ... Today soldiers' skills are measured largely in relation to the technological systems the soldiers will be using. (Corey Mead, War Play: Video Games and the Future of Armed Conflict, 2013) 27

## People change

- Old theory of personal identity: You are a biological organism, with plans, skills, and a reputational trail
- New theory of personal identity:
  your plans, skills, and reputational trail
  becoming intermeshed digitally with the
  plans, skills and reputational trails of other
  human beings
- making possible new kinds of plans, new kinds of achievements, new kinds of societies

## The science of emerging media

The science of how people and societies are changing as a result of digital intermeshing

The science of how people are using digital intermeshing as a way of changing people and societies

# People are changed in virtue of the fact that the world they live in is digitally intermeshed

People are changed by the fact that the computer can train them to improve their performance through tiny adjustments of the same act repeated 100s of times

Societies (for example an Army platoon) are created by the fact that the computer can train them to improve their performance through tiny adjustments of the same interaction repeated 100s of times

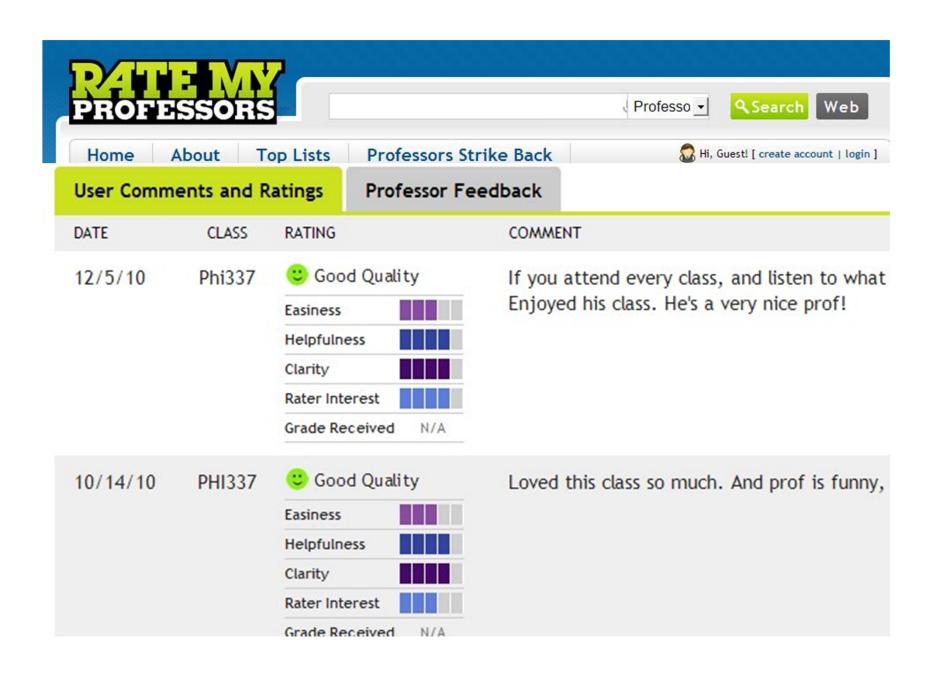
# What are the fetures of emerging media

- W. Russell Neuman (1991)
- a) alter the influence of distance,
- b) increase the volume and speed of communications,
- c) enable interactive communications
- d) permit the merging of media forms.

#### Now we need to add:

- e) create new kinds of digital entities as for instance in the realm of financial derivatives
- f) create new forms of human interaction
- g) forces technology of overviews
- h) brings everything into the open (and thereby enables plagiarism, rediscovery-of-the-wheel\*, and fraud detection in ways that are already changing science)

# The contribution of internet ranking systems to the development of human capital





Delicious Italian Food! - Cipollina Rustic Italian Kitchen

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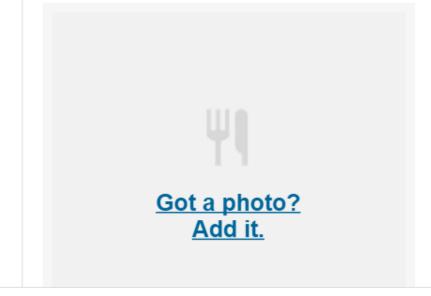
Akron New York, United States

Akron New York, United States

United States > New York (NY) > Akron > Akron Restaurants > Cipollina Rustic Italian Kitchen

### "Delicious Italian Food!" .....

Review of Cipollina Rustic Italian Kitchen

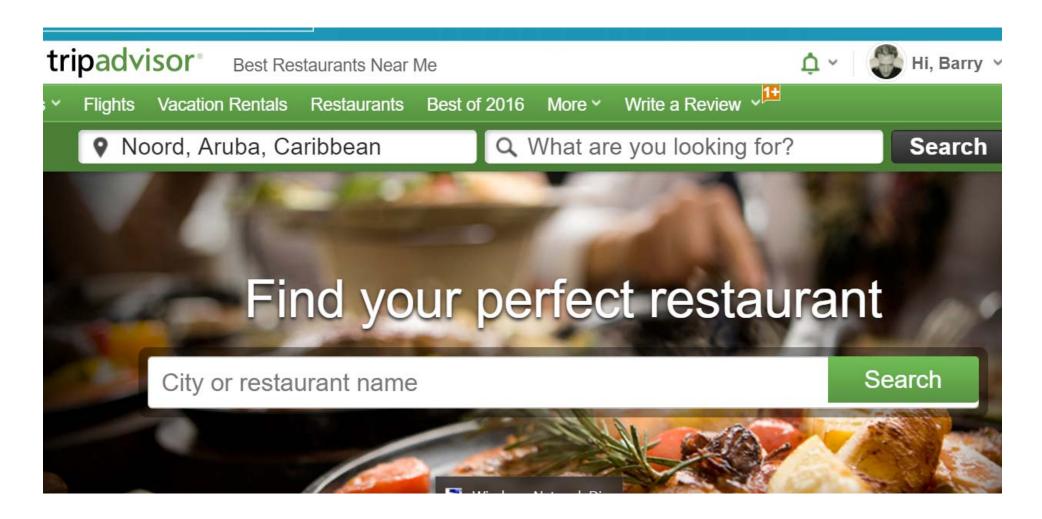


#### Cipollina Rustic Italian Kitchen

6 Clinton St, Akron, NY 14001 St 716-542-5440

Website Improve this listing

#### Best restaurants near me





#### d and Be

**Recommended** – In the following 3 categories: Professional, Personal, Dating**Peeple Number** –Your Peeple Number is the total number of recommendations you have received in all 3 categories

 Connections – Find likeminded connections with high Peeple Number scores with our Nearby feature

### match.corn-ft





It starts here.

Friends, dates, relationships, and everything in between.

## Identity documents

- create identity (and thereby create the possibility of identity theft)
- what is the ontology of identity?
- what is the epistemology of identity (of the technologies of identification)?

## serial personae for one real person

- last surviving soldier in battle takes on the persona if one of his comrades
- homosexual using heterosexual persona
- police persona (when wearing uniform)
- ex officio persona
- fake persona (adopted to escape consequences of a crime, or to fake one's own death)
- fake policeman (put on a policeman's uniform)
- fake priest
- fake identity adopted on the web e.g. by stalker
- a catfish is someone who pretends to be someone they're not using Facebook or other social media to create false identities, particularly to pursue deceptive online romances
- witness protection
- legend (cover, of field agent, of undercover police) x

# single persona for multiple real people

- family (The Smiths) use a single email address to register for places where you fear spam
- business web advertising
- Your country needs you!

# single persona copying a single real person

- represented in a play, or in a puppet show, or in a roman à clef
- avatar in second life

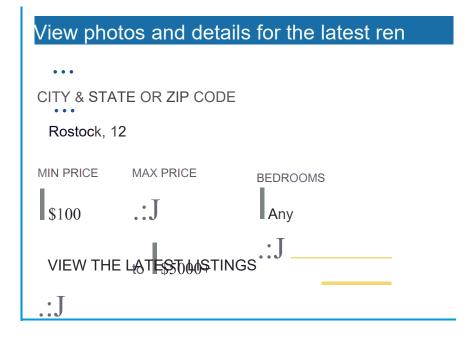
# Simple on-line rating systems improve our lives

#### **FREE Houses For Rent Search**

When you're looking for rentals, it helps to know where to start. You're in luck. Rent.com has the rentals you're looking f< Search for your next apartment,condo,or house on Rent.com and get moving.

" Overview

"Houses for Rent - An Easy Search Online





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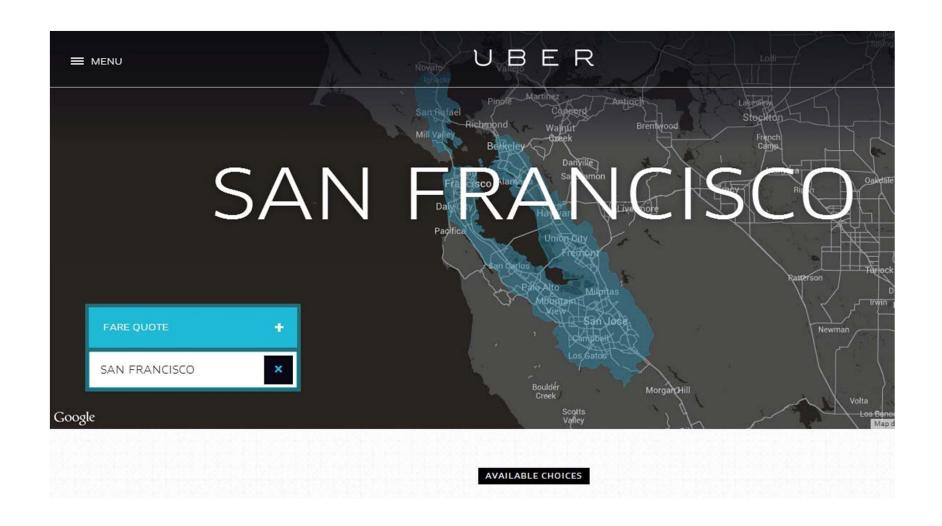
Tenant Referencing For Landlords And Letting Agents.

REGISTER



Tenant

**Tenant Referencing For Landlords** 



A taxi-summoning app

# Uber allows customers to rate drivers

 for punctuality, cleanliness, and so forth. You can then ues these ratings in making bookings in the future.

But then, when the leave the taxi, the drivers rate the customers, and these ratings too are stored in the system

# Behind the scenes, good behavior is being rewarded and bad behavior punished

customers who vomit in the cab, or who refuse to pay, or who behave aggressively will find themselves restricted in their use of Uber in the future

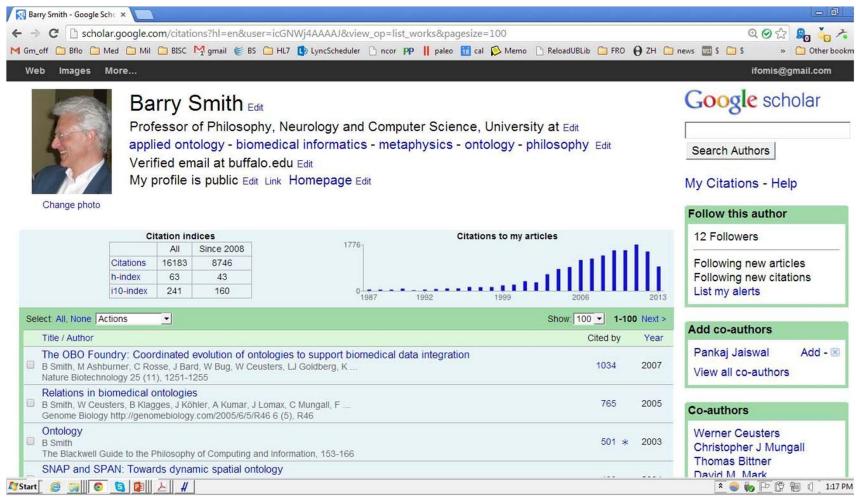
# e-people

A new theory of personal identity:

You are a biological organism (with plans, skills, qualifications, titles, etc.) together with a reputational trail

- increasingly, your reputational trail is a matter of your rankings on internet ranking sites
- including more or less secret rankings on cites such as Uber, match.com, and SCHUFA

# For academics, today, the most important ranking site is google

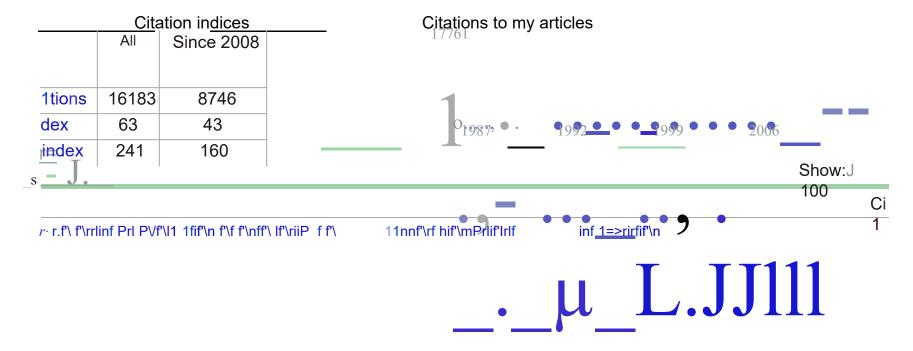


# **Barry Smith**

Professor of Philosophy, Neurology and Computer Science, Universit applied ontology - biomedical informatics - metaphysics - ontology - philosophy

Verified email at buffalo .edu

#### Homepage



# Barry Sm th

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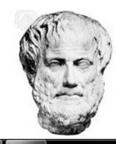
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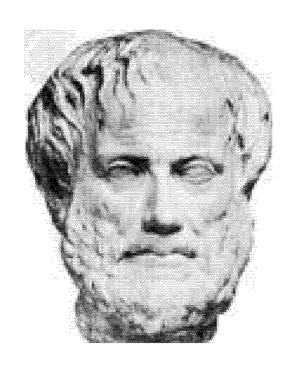
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# Barry Sm th

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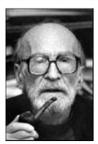


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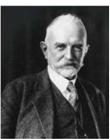
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# New Possibilities for Scholarly Research



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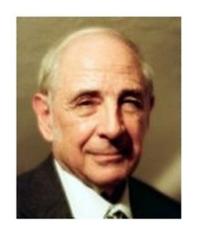
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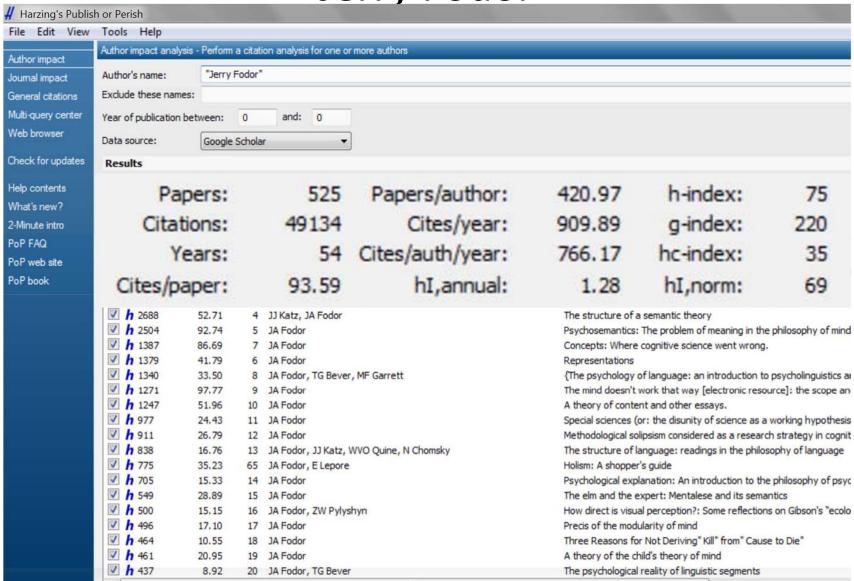
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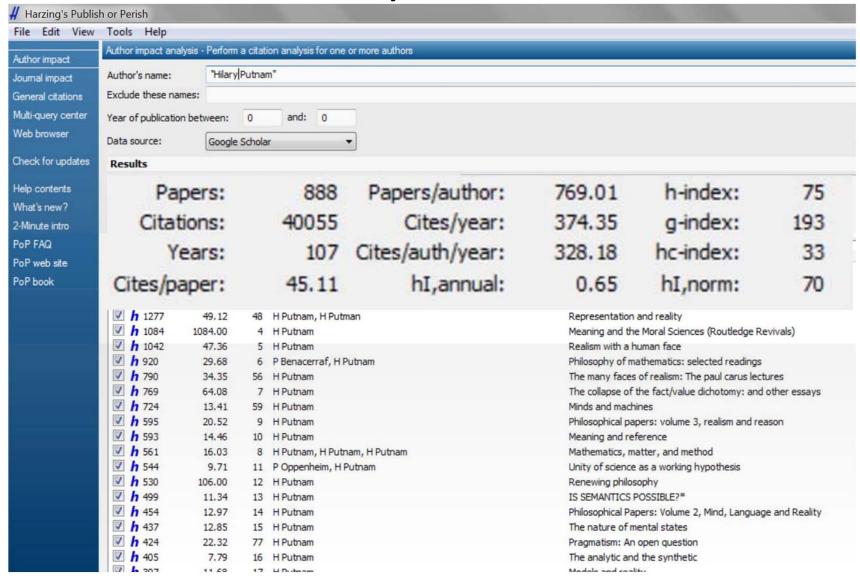
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## Jerry Fodor



# Hilary Putnam



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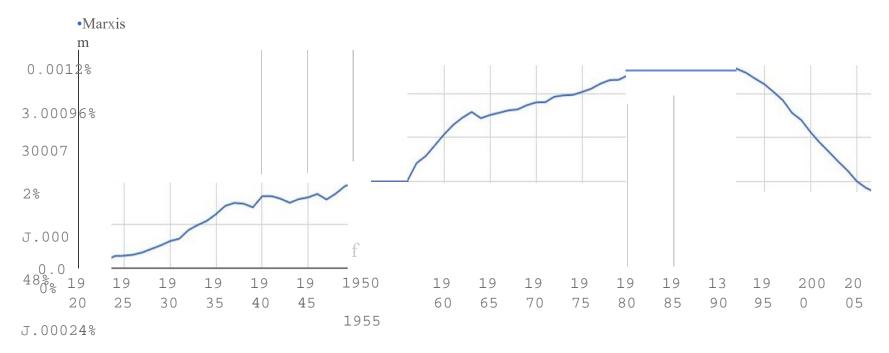
#### ougle books Ngram Viewer

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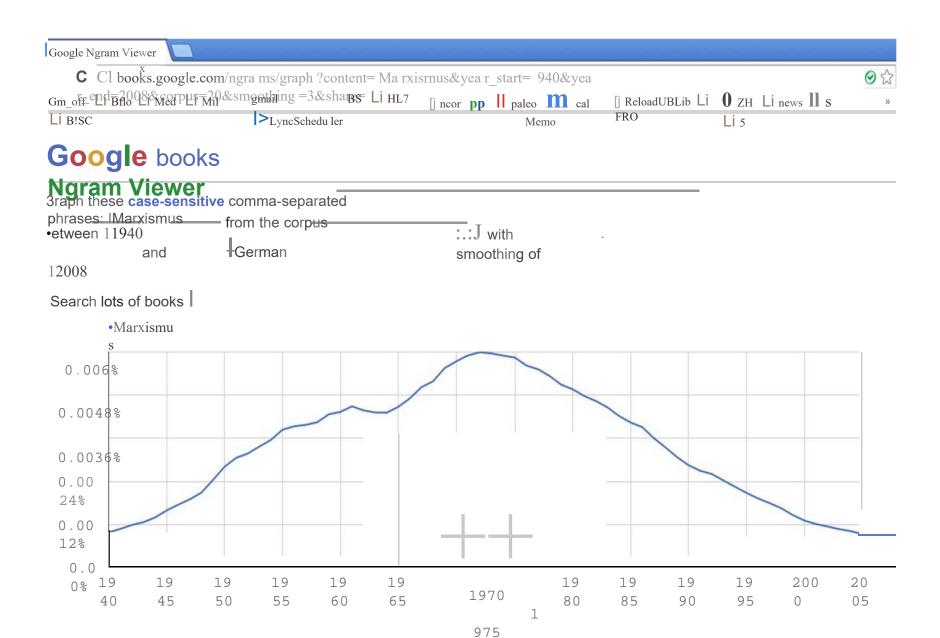
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)earch lots of books

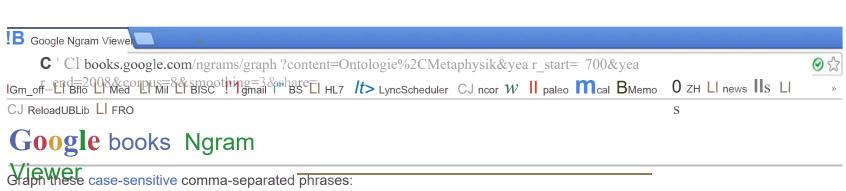
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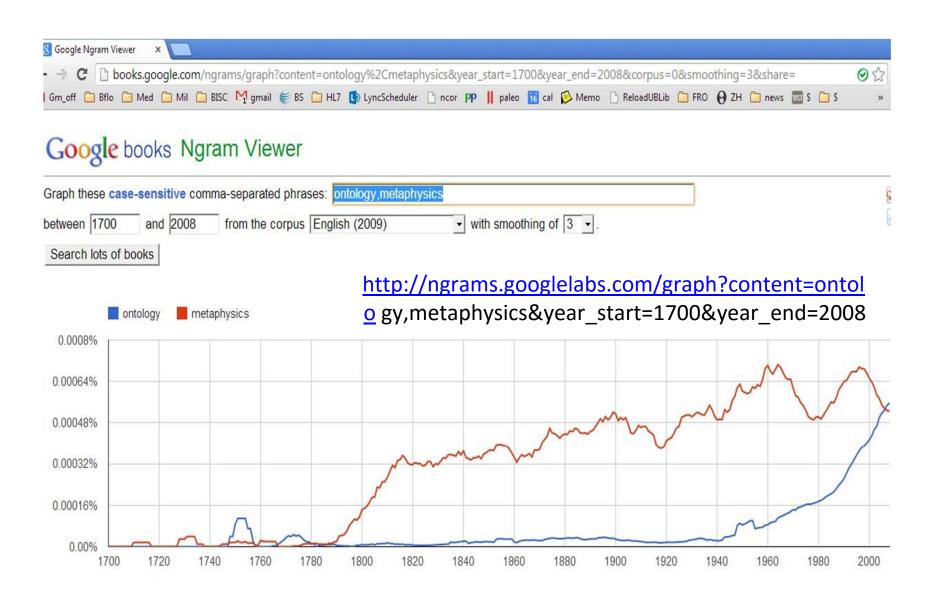


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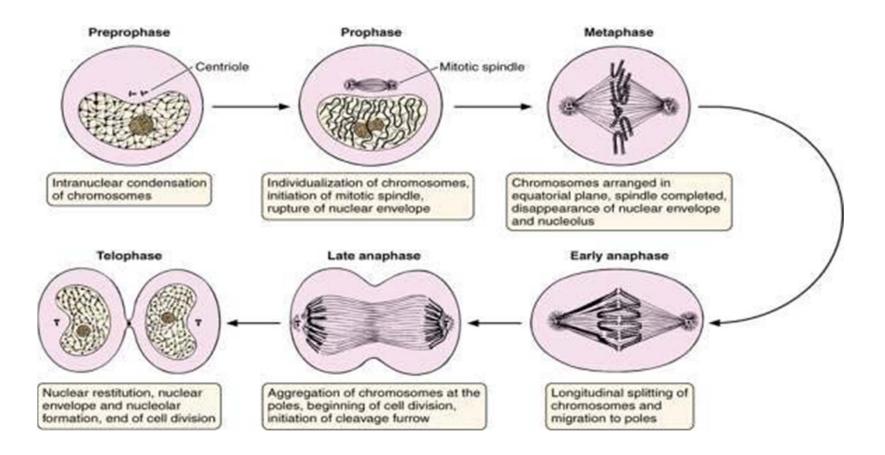
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## New Possibilities for Biological Research

## New biology data

MKVSDRRKFFKANFDFFFSALNNKNDLVHCPSITLFFSIPTFVRSFYFDFKSGLIKVV KFRTGAMDRKRSFEKVVISVMVGKNVKKFLTFVEDEPDFQGGPISKYLIPKKINLM VYTLFQVHTLKFNRKDYDTLSLFYLNRGYYNELSFRVLERCHEIASARPNDSSTMRT FTDFVSGAPIVRSLQKSTIRKYGYNLAPYMFLLLHVDELSIFSAYQASLPGEKKVDTE R LKRDLCPRKPIEIKYFSQICNDMMNKKDRLGDILHIILRACALNFGAGPRGGAGDEE DRSITNEEPIIPSVDEHGLKVCKLRSPNTPRRLRKTLDAVKALLVSSCACTARDLDIFD DNNGVAMWKWIKILYHEVAQETTLKDSYRITLVPSSDGISLLAFAGPQRNVYVDD TRRIQLYTDYNKNGSSEPRLKTLDGLTSDYVFYFVTVLRQMQICALGNSYDAFNHD PWMDVVGFEDPNQVTNRDISRIVLYSYMFLNTAKGCLVEYATFRQYMRELPKNA P QKLNFREMRQGLIALGRHCVGSRFETDLYESATSELMANHSVQTGRNIYGVDFSL SVSGTTATLLQERASERWIQWLGLESDYHCSFSSTRNAEDVDISRIVLYSYMFLNTA 39 K GCLVEYATFRQYMRELPKNAPQKLNFREMRQGLIALGRHCVGSRFETDLYESATS

## Old biology data



## The Gene Ontology

response to the massive opportunities created by the success of the Human Genome Project

for cross-organism

biology for intra-organism

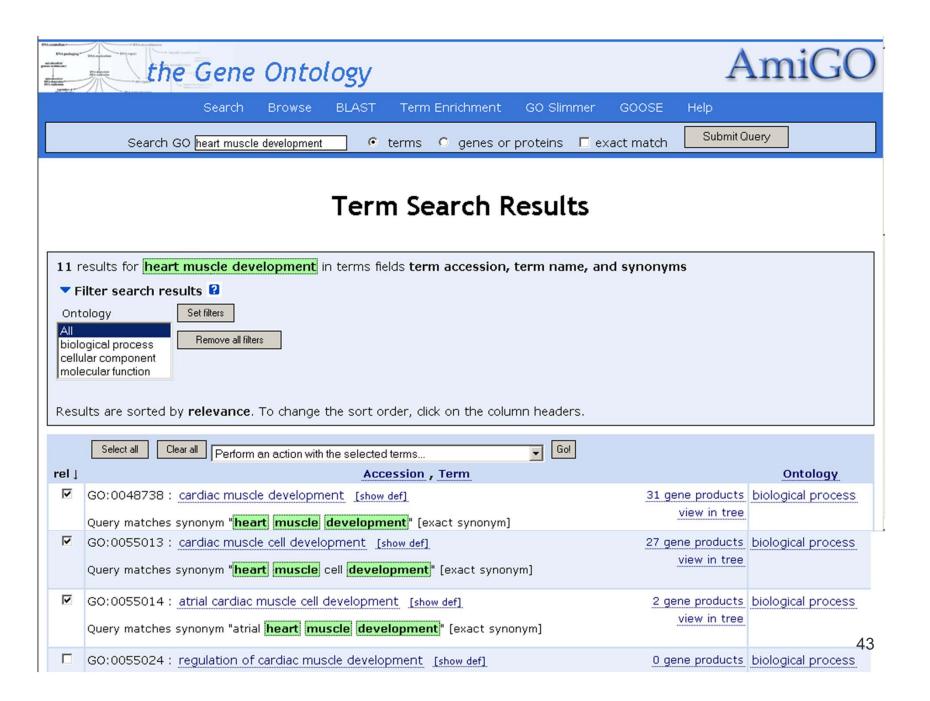
biology

for the biology of environments

You're interpleted and interpl

17,536 results

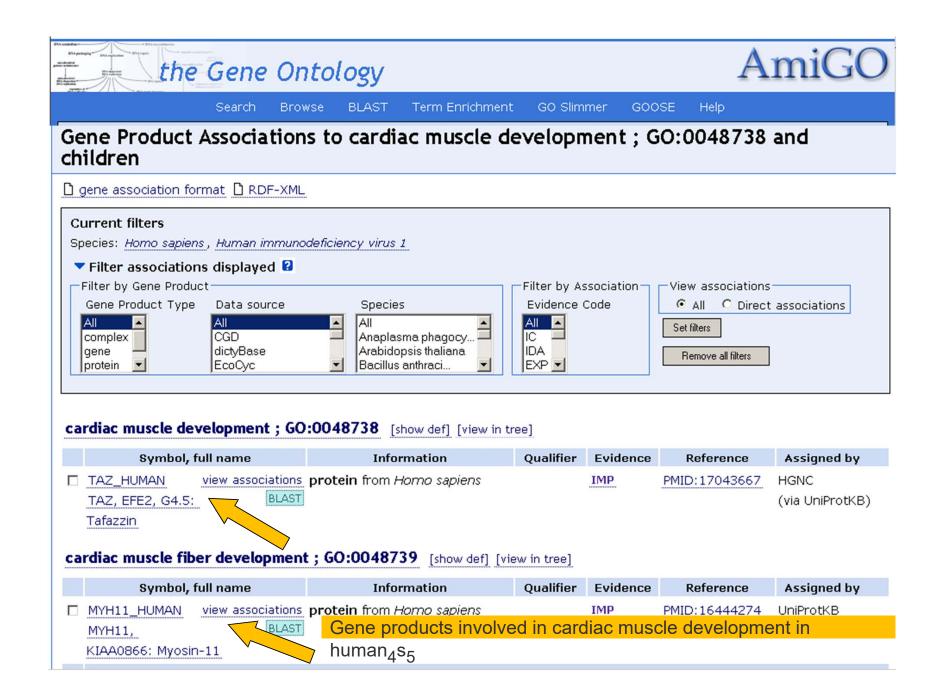




## **Term Search Results**

11 results for heart muscle development in terms fields term accession, term name,					
and synonyms					
Current filters					
Species: Homo sapiens, Human immunodeficiency virus 1					
▼ Filter search results 🖸					
Ontology Set	filters				
All biological process cellular component molecular function	emove all filters				
Results are sorted by <b>relevance</b> . To change the sort order, click on the column headers.					

rel J	Select all Clear all Perform an action with the selected terms  Accession , Term  Definitions	Go! Ontology
	GO:0048738 : cardiac muscle development [bi ef] 2 gene products	biological
	The process whose specific outcome is the progression of cardiac muscle over time, from its formation to the mature structure.  Query matches synonym "heart muscle development" [exact synonym]	process



Ludger Jansen, Barry Smith (Hrsg.)

## BIOMEDIZINIS CHE ONTOLOGIE



Wissen strukturieren für den Informatik-Einsatz





## Google hits Jan. 2004

```
ontology + Heidegger 58K
ontology + Aristotle 77K
ontology + philosophy 327K
ontology + software 468K
ontology + database 594K ontology +
information systems 702K
```

## Comparison 2004/2012

ontology + Heidegger	58K	1.91M
ontology + Aristotle	77K	1.66M
ontology + philosophy	327K	4.91M
ontology + software	468K	7.80M
ontology + database	594K	10.20M
ontology +information systems	702K	5.14M

how deal with oral cultures? can be applied to mathematics too how does the state planning budget

pol potgete struty teg et breurinents

consequences still with us

# New Possibilities for Massively Planned Social Action

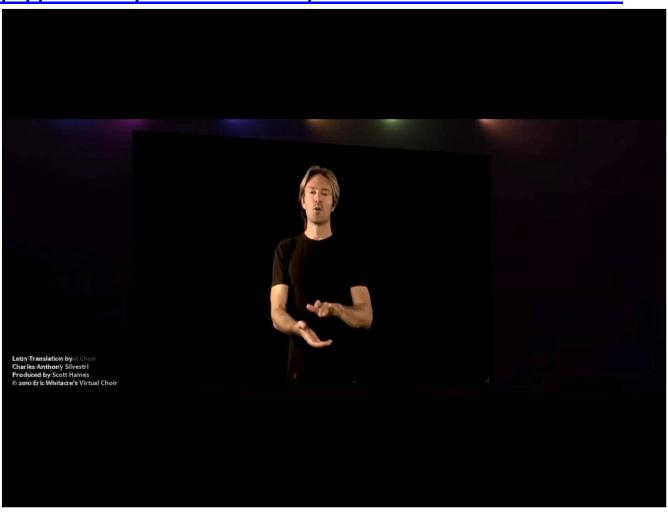
## Eric Whitacre's Virtual Choir

Lux Aurumque (2010)

185 voices, 12 countries

## Lux Aurumque

http://www.youtube.com/watch?v=D7o7BrlbaDs





 Eric Whitacre's Virtual Choir 3.0, 3746 vidoes from 78 countries

## The meshing of actions of over 3000 people in 78 different countries

 most of whom will never communicate with each other

## New York State Unified Court System



## Welcome to eCourts

Using our free case information services you can find future appearance dates for cas information on both active and disposed cases in Civil Supreme and Local Civil Courts receive email updates and appearance reminders for Civil Supreme and Local Civil Courts.

## WebCivil Supreme

WebCivil Supreme contains information on both Active and Disposed Civil Supreme Court cases in all 62 counties of New York State. You may search for cases by Index Number, Party Name, Attorney/Firm Name or Justice, and produce calendars for a specific Attorney/Firm or by Justice or Part. Sign up for our eTrack case tracking service and receive email updates and appearance reminders for cases you wish to follow.

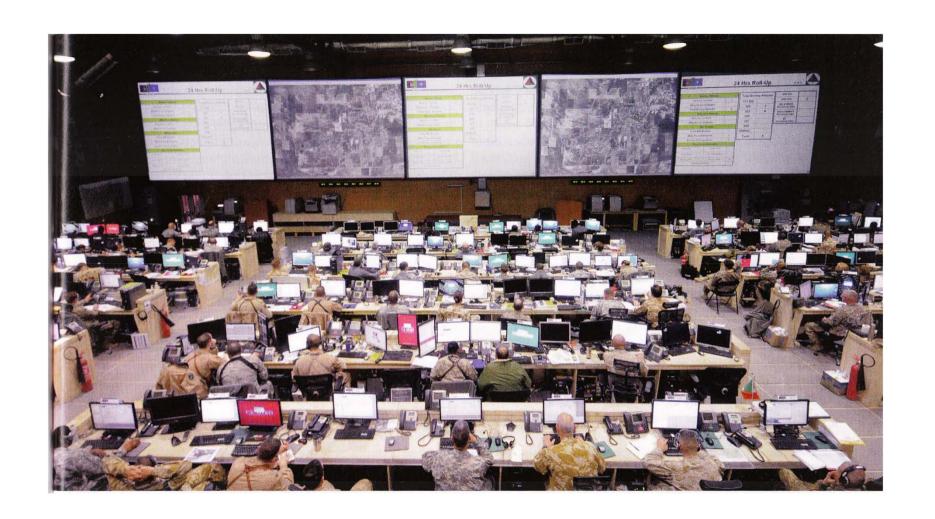
>> WebCivil Supreme

## WebCrims

WebCrims enables you to view pending Criminal cases in Local and Superior Courts in 13 counties and Summons cases for all of New York City. You may search for cases by Case Number or Party Name and produce calendars by County and Part or Judge.

>> WebCrims (Public)

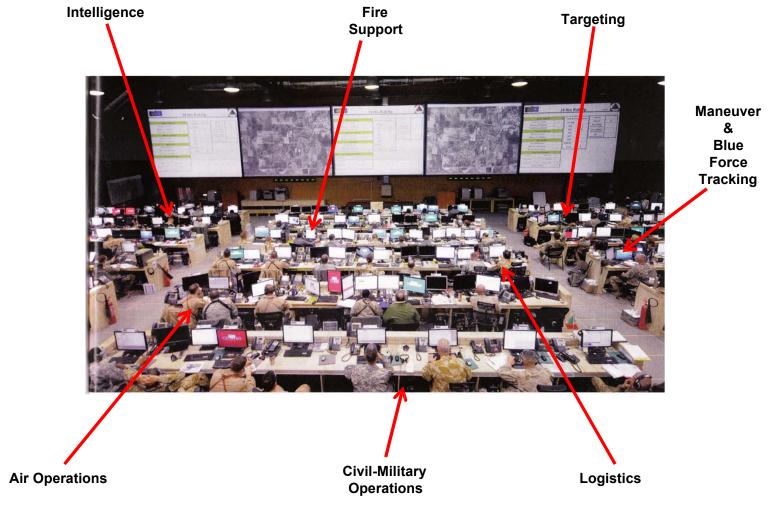
>> WebCrims (Registered Users)



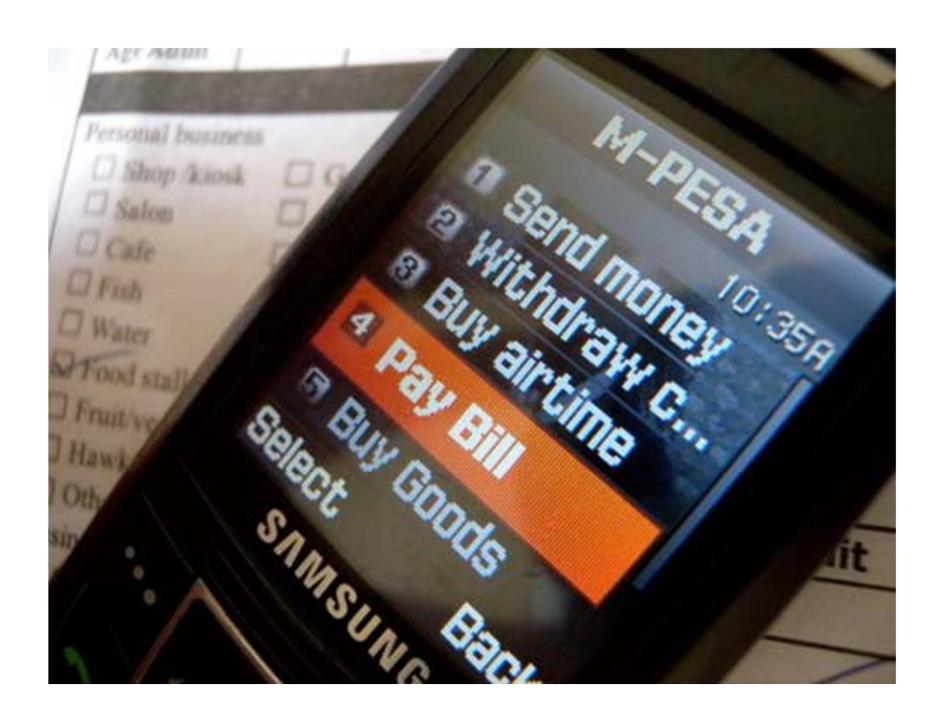
## **US** military operations center in

**Afghanistan** 

## **Warfighters' Information Sharing Environment**







## e-people (biology + Bildungskapital + intermeshing)

A new theory of personal identity:

You are a biological organism, with plans, skills, and a reputational trail that is intermeshed digitally with the plans, skills and reputational trails of other human beings

in such a way as to enable new sorts of human achievements in science, culture, commerce, law, war, ...



Hernando de Soto Institute for Liberty and Democracy, Lima, Peru

Bill Clinton:

"The most promising anti-poverty initiative in the world"

## de Soto's hypothesis

the development of civilization in the course of history goes hand in hand with the accumulation of documentation (property titles, registration of persons, professional qualifications, keeping of accounts ...)

## The need for a trace

Civilization rests on complex social entities – claims, obligations, rights, powers, roles, offices which survive for an extended period of time What is the physical basis for this extended existence? Not the memories of those involved –but permanent, re-usable, discoverable records These systems of records allowed new institutional artefacts such as mortgages and insurance to be created

and allowed human beings to acquire the habits and skills needed to participate successfully in the extended market order