

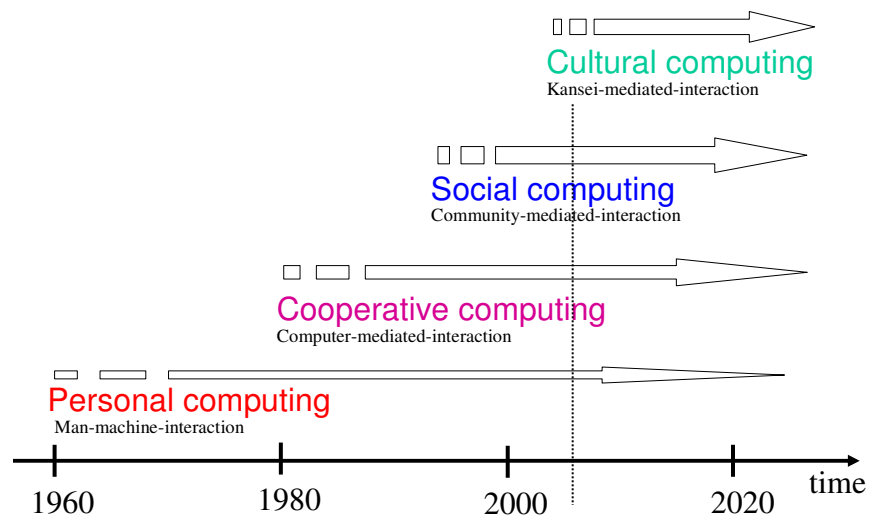
Ambient Culture: ALICE – a cyclotron for the mind

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Interaction Paradigms in Computing



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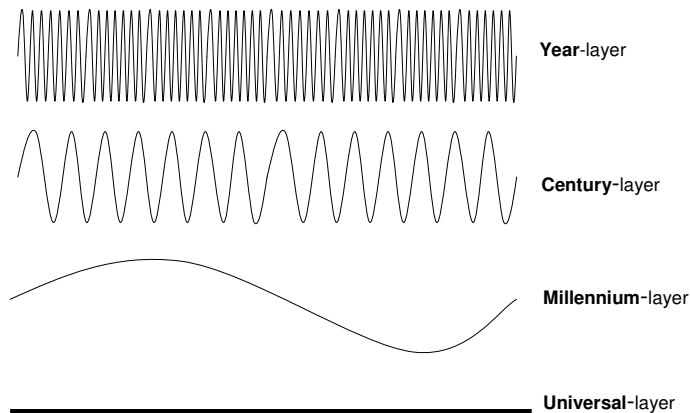
What is Culture?

Culture is the **integration pattern** of human behavior that includes

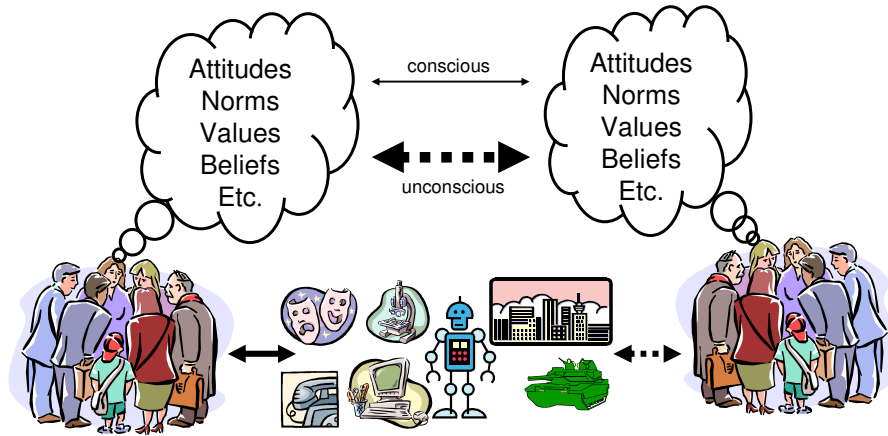
- attitudes,
- norms,
- values,
- beliefs,
- actions,
- communications and
- institutions of a race, ethnic, religious and/or social group.

The word culture comes from the Latin root *colere* (to inhabit, to cultivate, or to honor). In general, it refers to human *activity*; different definitions of culture reflect different theories for understanding, or criteria for valuing, human activity. Anthropologists use the term to refer to the universal human capacity to classify experiences, and to encode and communicate them symbolically. They regard this capacity as a defining feature of the genus Homo.

Culture on different layers



Cultural Computing: Kansei mediation

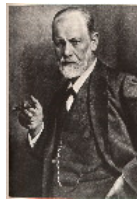


Nakatsu R., Rauterberg M., Salem B. (2006). Forms and theories of communication: from multimedia to Kansei mediation. *Multimedia Systems*, 11(3), 304-312

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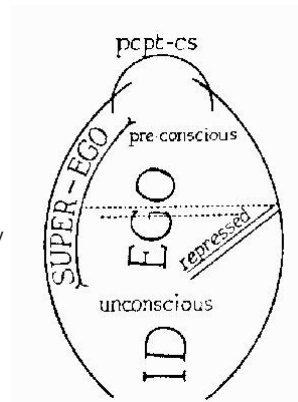
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First Dogma Attack: discovery of the *hidden part of mind*



(1856-1939)

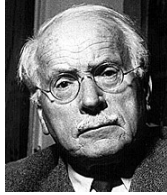
In 1932 the discoveries of **Sigmund Freud** about the unconscious in particular were revolutionary. His treatment of neuroses allowed inspection of a "hidden" part of the mind. Freud divided the mind into two parts: the preconscious (ideas and memories capable of becoming conscious), and the unconscious (desires, impulses, and wishes of a mostly sexual and sometimes destructive nature). All human thought is partly a conflict between the preconscious and unconscious, and partly a compromise to pursue pleasure whilst avoiding danger and dealing with the realities of life.



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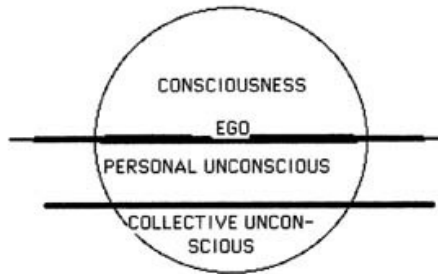
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Second Dogma Attack: discovery of the *collective unconscious*



(1875-1961)

After 1910 the discoveries of **Carl Gustav Jung** about the *collective unconscious* and the related *archetypes* were challenging. Jung dreamt a great deal about the dead, the land of the dead, and the rising of the dead. These represented the unconscious itself -- not the "little" personal unconscious that Freud made such a big deal out of, but a new *collective unconscious* of humanity itself, an unconscious that could contain all the dead, not just our personal ghosts. Jung began to see the mentally ill as people who are haunted by these ghosts, in an age where no-one is supposed to even believe in them. If we could only recapture our mythologies, we would understand these ghosts, become comfortable with the dead, and heal our mental illnesses.



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Third Dogma Attack: *fields* beyond energy and matter



(1942-)

Most notably, the theory about morphogenetic fields of **Rupert Sheldrake** in 1981 reveal a substantial change in the way how we should look at reality. He developed the idea of *morphogenetic fields*, and has researched and written on topics such as animal and plant development and behavior, telepathy, perception and metaphysics. For example, Sheldrake began working in the 1990s on the alleged telepathic powers of animals, which he thinks could be explained by *morphic resonance* between two brains.



(video, 4:03)



Reference:
Sheldrake, R. (1981). *A New Science of Life: The Hypothesis of Formative Causation*.

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Global Consciousness Project

Princeton, New Jersey, USA

(video, 2:30)



Roger Nelson

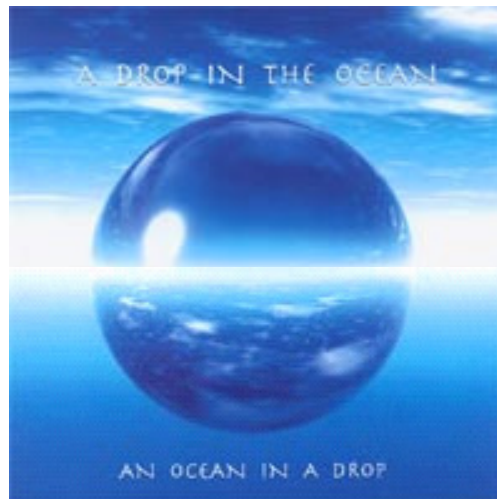
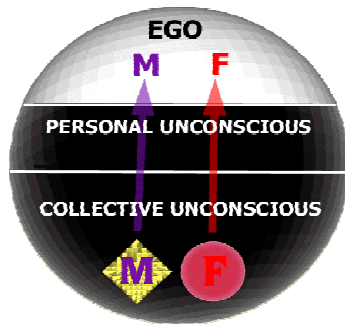


Mindsong MicroREG

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Cultural Computing: the collective unconscious



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Culture: the East



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