THE CE4TT PROJECT

MANUEL GUSTAVO ISAAC

Swiss National Science
Foundation &
University of Zurich

www.manuelgustavoisaac.xyz

DESCRIPTION & GOALS

WHAT DOES THE DIGITAL DO?

The digital fundamentally transforms the intrinsic nature of reality.

HOW DOES THE DIGITAL DO IT?

The digital cuts and pastes — that is, cleaves — features of reality.

▶ Decoupling: presence and location, law and territoriality, intelligence and problem-solving.

▶ Coupling: digital subjects (personal data and personal identity), "prosumers" (producers and consumers), liquid democracy (sovereignty and governance).

WHY DOES WHAT THE DIGITAL DOES AND HOW MATTERS?

The digital disrupts — that is, lowers or increases — the value distribution of constraints and affordances: it reshapes the space of possible futures.

SO WHAT?

We need the appropriate concepts to anticipate, understand, and control the digital's power to shape our future reality.

▶ **CONCEPTUAL ENGINEERING.** Philosophical method for assessing and improving concepts and other 'representational devices'.

A TOY CASE STUDY

Trust in the context of (medical) Artificial Intelligence.

► **WORKSHOP.** To trust or not to trust: When should AI be allowed to make decisions? @ EPFL, Lausanne (CH) | Sept. 7-9, 2022.

DESCRIPTION

Trustworthiness is the target, not trust.

► **Trustworthy: commendable, transparent.**

► **Trust: inter-human construct, possibly opaque.**

ASSESSMENT

On account of semantic compositionality, trustworthiness is misleading.
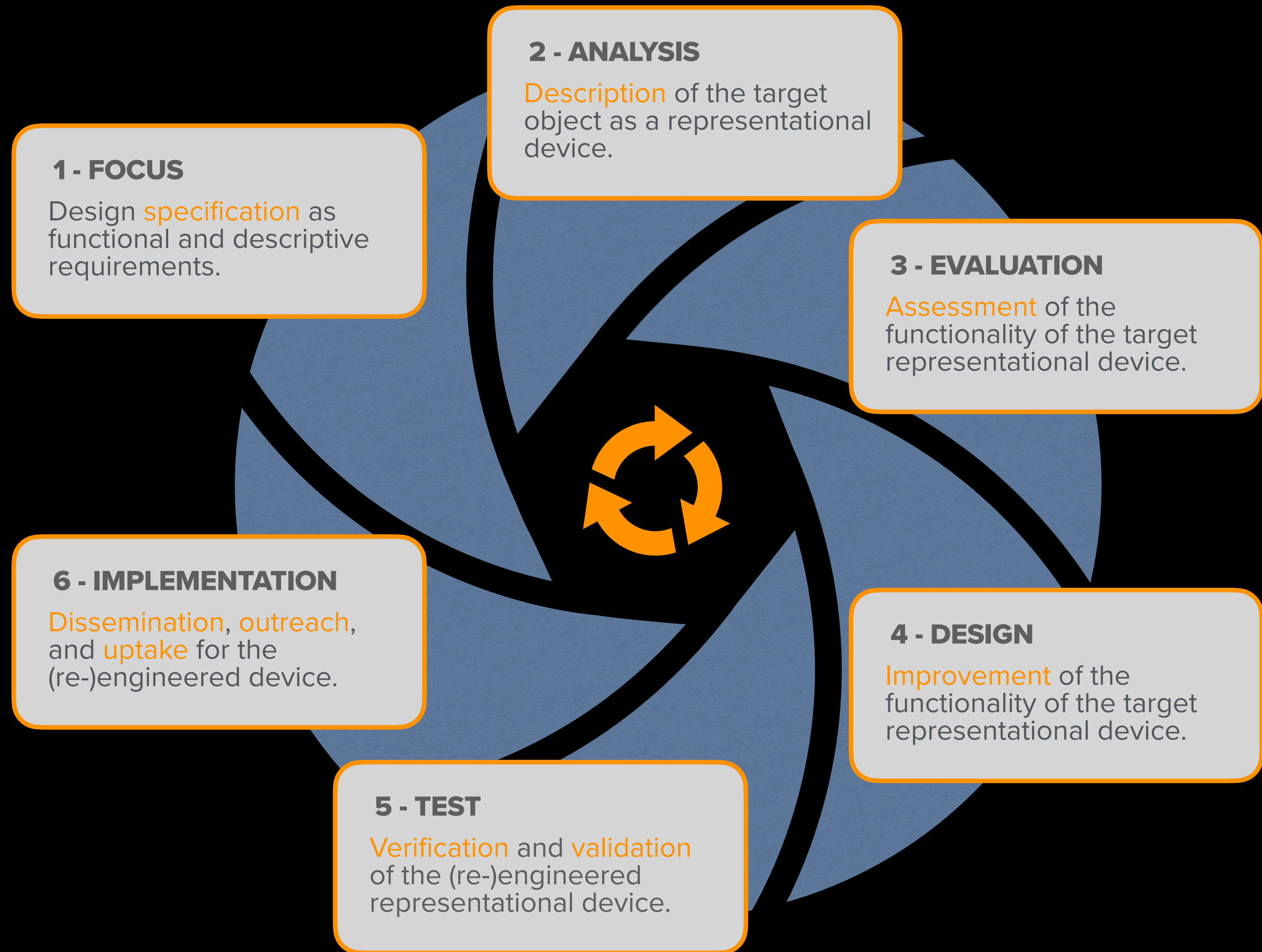
► **Examples: false analogies, wrong framings and narratives.**

IMPROVEMENT

Replace the lexical form "trustworthiness" with "reliability" while keeping part of the conceptual content TRUSTWORTHINESS.

A 6-STAGE PROCESS

▶ **Non-linear**

▶ **Iterative**

▶ **Multi-stakeholder**

1 - FOCUS
Design specification as functional and descriptive requirements.

2 - ANALYSIS
Description of the target object as a representational device.

3 - EVALUATION
Assessment of the functionality of the target representational device.

4 - DESIGN
Improvement of the functionality of the target representational device.

5 - TEST
Verification and validation of the (re-)engineered representational device.

6 - IMPLEMENTATION
Dissemination, outreach, and uptake for the (re-)engineered device.

GOAL

To think-plan-start and adapt a new think tank — a think tank lab/consultancy.

SMART OBJECTIVES

▶ **To translate conceptual engineering into an innovative knowledge product and transfer it to think tanks by making it suitable for social and policy exploitation.**

▶ **Develop a strategic plan for the think tank lab (see Build a Think Tank Guide).**

▶ **Map the intended target audience and identify possible funding streams.**

▶ **Build a network of potential partners.**

▶ **Submit the project for funding.**

CURRENT PLAN

THE WHY QUESTIONS

What problem or problems do you want to address?

▸ The absence of a plan — a human project — for the digital's power to reshape our world.

What do you want to achieve?

▸ To design appropriate concepts for us to better anticipate, understand, control, and communicate how the digital revolution transforms the world.

Are you still sure that you want to create a new think tank?

▸ Maybe a consultancy for science and technology think tanks is more appropriate.

THE WHAT QUESTIONS

- ▶ **VISION.** We want to actively shape our digital reality toward a sustainable future.

- ▶ **MISSION.** We help science and technology think tanks to think, act, and communicate in better ways through conceptual engineering.

- ▶ **VALUES.** Research excellence, citizen science, digital democracy.

THE WHAT QUESTIONS

INFLUENCE. What will the think tank want to influence?

▸ Producing the necessary concepts to better track, understand/frame, and exploit digital transformations.

▸ Developing the appropriate conceptual interfaces and translations between scientific research and emerging global challenges across stakeholders.

▸ Creating effective conceptual framings and narratives for impactful, inclusive, and scalable solutions toward a sustainable future.

A **BABY** BUSINESS MODEL

VALUE PROPOSITION

Conceptual engineering as a method to think, act, and communicate in better ways (more gains, fewer pains).

CORE BUSINESS ACTIVITIES

Mixed-method research and consultancy through inclusive, participatory, deliberative case studies.

COMMUNICATION

- Audiences: science and technology think tanks – with a focus on digital ethics.
- Publications: academic articles, project reports, background notes, project briefings, and event reports.
- Events: workshops and tutorials, webinars, private meetings with stakeholders, and public events.
- Online: website, blog, social media, and YouTube channel.

A BABY BUSINESS MODEL

FUNDING STRUCTURE

Mandates and grants.

STAFFING

▶ Permanent researchers: conceptual engineers, experimental philosophers, digital ethicists.
▶ Associate researchers: linguists, psychologists, anthropologists, sociologists, political scientists.

COMMUNICATION

▶ Audiences: science and technology think tanks – with a focus on digital ethics.
▶ Publications: academic articles, project reports, background notes, project briefings, and event reports.
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PROBLEMS

WEAKNESSES

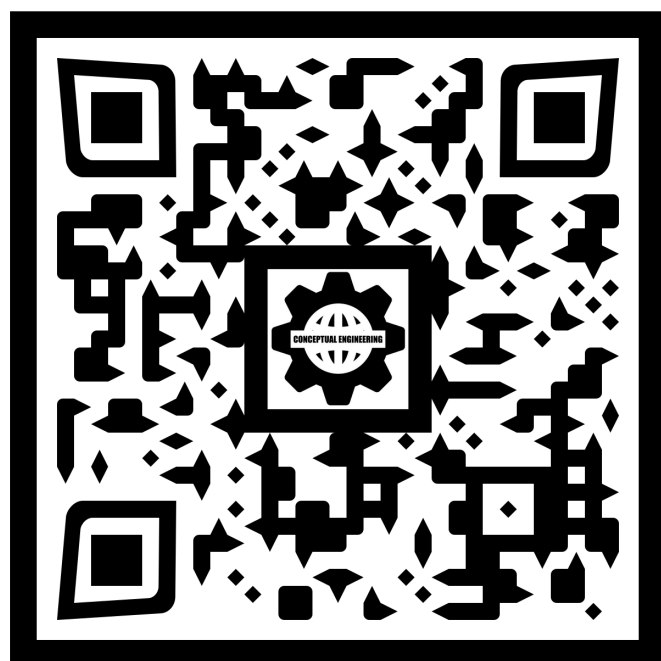No previous non-academic experience: leadership, governance, management.

THREATS

▶ Immediate financial needs.

▶ Risk and stress avoidance.

▶ Time availability constraints.

WHAT AM I STRUGGLING WITH?

◉ How does all that actually work in practice?

◉ How to develop policy-relevant research agenda?

THANKS!

MANUEL GUSTAVO ISAAC

▶ WEBSITE: WWW.MANUELGUSTAVOISAAC.XYZ

▶ LINKEDIN: WWW.LINKEDIN.COM/IN/MGISAAC

▶ TWITTER: TWITTER.COM/MGIS44C