Jerry Michaelski

January 17, 2020
https://youtu.be/_iUE1mkPwxY

Collective Intelligence: https://bra.in/9q5WVv
sociate@gmail.com

Lauren Nignon 0:00
Okay, so Jerry, tell me what you do, again, with your brain, your value proposition. I know.

Jerry Michaelski 0:07
So. So I'll just repeat what I just said, which is that I came to the realization in the just in the last couple months that using myself as a trust expert was not a unique thing, that there's a bunch of other trust experts I can point to who are awesome, but they have different angles on the same sort of issue. And I love my angle on the issue. But you know, what? It's been really it's been really hard to do. And so I realized also that the brain enhanced conversations that I love to have around brainstorming, strategy, feedback, whatever, are in fact unique. There's nobody I know who has, you know, two decades plus of context to bring to any conversation they do. So I'm shifting my emphasis around to be more about collaborative sense making in the near term with the brain in the longer term with some new platform God willing. And see where that goes. So that was That was sort of a over the end of the year aha little light bulb moment going off for me. And then as if to reinforce that. There's a there's a personal branding guru named Joe polish. Who have you ever heard of him? Yeah, I hadn't heard of him before a couple months ago when I happened accidentally to sit down next to him. And I started curating my brain during a plenary session that at an event and he leans over and he goes, Okay, what is that? And we then I've then gone to two of his meetings, and I'm starting to do some work with them to try to figure out okay, how do we curate the knowledge that's in his brain and in his network, privately and publicly so that's really pretty cool because that, that turns into, you know, energy behind this, this thing I like to do.

Jerry Michaelski 2:08
Some people are overwhelmed by it, and they're their brains pop a fuse. And I need to know what to do about that, or how to identify them and how not to overwhelm them. Because I think for most everybody else, it's amazing and useful, even if they don't figure it even if they can't figure out exactly what to do about it. And then for a few people, they're like, ooh, I want what he's having, how do I do this too? But that's, that's only for a minority of people in the room. But there's, there's I think a bulk of people in the middle who are like, this is really useful. help me figure out how to use it.

Unknown Speaker 2:45
Yes, so I'm excited about that.

Lauren Nignon 2:51
So, um, so yeah, Charles and I are launching CICOLAB, which is a collective intelligence lab. Collaborate. And it's basically a social network. Kind of an enhanced social network with collective intelligence at the center of it. Basically a bunch of us who will hopefully, um, figure out how to make each other more powerful and achieve the things we want to achieve by working together.

Jerry Michaelski 3:29
Sounds awesome. Is there a URL for it? Do you have a

Lauren Nignon 3:32
Yeah, here? I'll send it to you. Thanks.
Yeah, so we're hosting. So I've been talking to Jeff Park and I actually were kind of hosting a Topic Quest. Um, and we're breaking it down into sub questions. And now they're kind of two tracks of it. So the the theme of we're doing a month long section, we're just roundtables have an hour and a half. And, um, so the topic is called love bombs, and they don't really exist yet. Or maybe they do. Um, maybe they do and they're in your brain. But we wanted to kind of conceptualize them and see how far we could get in actually, if we have some really compelling visions to see what we could do to actually break them down and plan them and use all of our governance frameworks and modules and software and tools and all of this, see how we can kind of put it together in a way that actually works.

Lauren Nignon 5:10
Yeah. So I mean, I've been finding out about things I didn't even know about and just kind of people keep filling in the gaps. I'm, um, and kind of a puzzle is emerging from all the pieces, but there's still some pieces missing. And I'm trying to figure out what those are to, like make kind of exponential progress, which always seems just around the corner.

Unknown Speaker 5:36
Crazy.

Unknown Speaker 5:39
Yeah, crazy that.

Lauren Nignon 5:42
It gets almost amazing. not quite there.

Jerry Michaelski 5:49
So when is your first thing when do you sort of run the first event or pull the curtain?

Lauren Nignon 5:55

I we, we so we have a lot of people interested. So most of themselves. Our collective intelligence people, you know, that we know, those are the really the easiest to sell the concept to, because I think we're kind of dying for actual sense making and stop talking about it and make Yeah. And I also think that a lot of people in in code and intelligence are kind of lonely and need that kind of a stronger professional network.

Lauren Nignon 6:33

and I think most people want to increase their impact, for sure.

Jerry Michaelski 6:51

And I mean, there's all these networks, kind of forming up linking up, it's a little bit mycelial kind of nature. Yeah, there's a whole bunch of It's like a whole bunch of fun guys are out there with different class of different genus and species. And they're all throwing up their little hyphae and trying to connect and then different people are connecting up to multiple networks. And but the networks aren't really connected.

Lauren Nignon 7:16

That's what we're doing.

Jerry Michaelski 7:17

Yeah. And out of this, we're trying to kind of figure out okay, so how do we get collective intelligence? How does something kind of something larger emerge from the proppy bucket of fun guy.

Lauren Nignon 7:29

So what we're what we're specializing in, there are two things we're specializing in is one is discovering matching algorithms from our whatever we can think of from social prediction markets to advanced network weaving to arm we've come up with a wedding tables concept of, you know, like, matching people up in little roundtable discussions and then kind of switching those around based on People actually watching the videos and kind of reshuffling recalibrating. And secondly, we are recording all the roundtable discussions, trying to make them cross network to make more mycelial connections cross network. And then we're trying to find ways of systematically going through the discussions and linking them together through a process. We're co developing. And we're calling in the collective intelligence workflow. So trying to figure out how all these different software programs fit together. And all the you know, we've made up the Dow we're trying to figure out how to incentivize all these little working purse to actually do stuff together and How to actually make a kind of a decentralized system for putting together super organized big, valuable knowledge repositories.

Jerry Michaelski 9:13

So interesting. Yeah. And to create a blockchain way of remunerating the participants or just locking down your ideas? I mean, yeah,

Lauren Nignon 9:23
yeah, yeah. Yeah. I mean, um, if, if, basically if, if we can license the modules that we make, um, then it's, it's, it's basically we're creating, it's very difficult to do this, but we're trying to create ways of pie slicing or coming up with even a better metaphor than pie slicing, right? Um, but we're trying to find out ways to federate, growers? Let groups federate? Honestly, because we're not going to tell anyone to federate. But giving them the tools to federate. If they I'm basically basically one to give small groups the ability to form into just a cohesive, you know, Richard Bartlett, it calls them crews and then give them more tools for the crews to federate with other crews to make them bigger. And we're doing this kind of a combination of Ray Powell powers Co. gov protocol. And which is just basically it's not it's not a governing system doesn't tell you how to govern. It's just like how it tells you how to signal to other groups how you are governing. So if they want to come in and contribute something to the group, they know how to gain influence in your group. And now, you may decisions and yeah so um yeah basically we're giving people kind of the tools the social technology to be able to form larger Coalition's and I dying to talk to you to bring back the guild idea because jack Park has gotten me pretty excited about it. Yeah,

Jerry Michaelski 11:27
and I haven't talked with Jack and Knowledge Garden crew for a long time.

Unknown Speaker 11:33
Haha all this stuff is so interesting

Jerry Michaelski 11:40
and just just the boundary between who belongs to what idea whether it's private or public whether somebody gets paid for contributing the idea or not whether somebody has to license the idea to use it or not. And all of this stuff is like super mega complicated.

Lauren Nignon 11:59
It's mine. bogglingly complicated, and we're trying to find ways, right to make it easier for people to come to agreements by making up like templates for them to work together and then visualizations to so they can discuss and I don't know if you know Daniel Harris, but he's been working on something called kendra.io. And it's pretty amazing. It's getting there. And he so he started out with an aim of allowing artists to work together and say, if they're doing a composition together, um, who gets what percentage of the money if it actually sells like the flutes are 3% and the vocalist gets 20% and the musician this much, so he has, um, visualization tools for people to, um, to kind of get together and visualize how that goes down. Hmm, you might not be able to find them so easily if you're, you're looking at Dre

Jerry Michaelski 13:08

and he's not the author who wrote cute, quaint, hungry and romantic, right? I don't think so. Yeah, I think that's something else entirely different than your hands.

Lauren Nignon 13:19
Basically, just, you know, giving people tools to kind of go through this whole process. And, um, you know, because I went through something this summer where we had a group and it was really difficult to get over the hump of collaborating. And I'm

Unknown Speaker 13:43
you wrote Ted Nelson's gonna do?

Jerry Michaelski 13:45
Yeah. I'll come back to that. Okay. Okay. Yeah, it's relevant to what you were just talking about.

Lauren Nignon 13:53
it you know, Ted Nelson is actually relevant because I had, so um, what kind of stuff Did some of this was a interview I had with this guy, Robin Hanson. And he actually worked with Ted Nelson on Xanadu And I had an interview with him. And he was warning me to, to kind of like, do more agile development what what it kind of spiraled out of control advantage do so I'm trying to keep like, I'm trying to keep it on the ground like just, you know, we even started the Collaboratory before we were ready. So we wouldn't spiral out into this perfect, um, imaginary thing, but rather just like what do we have right now? Let's go. Yeah, put it together prototype, you know, do it again.

Jerry Michaelski 14:56
So, so very briefly, if I can, so **Ted also came up with the notion of privishing, as opposed to as opposed to publishing.** And in his in his dream Xanadu do you know, environment, people will get paid micro payments when other people read their work. And that was kind of how this whole thing worked. And then there was a little company spun out called designer do operating companies and do publishing some networks called, I went and interviewed the CEO, who of all the geeks I've ever met, was fired by a good long shot the geekiest looking most stereotypical geek of all. He was a big you know, big white male with a big potbelly was wearing a T shirt that was too small for the big white belly. So like belly button was showing and like hairy hairy belly and belly button were out for the world. He had thick, thick lenses that were green and grimy inside. Like you could see the mold inside his glasses. And he had a big beard and we went to eat sushi in Palo Alto. At At a sushi restaurant no longer exists. And I wrote an article about them. I'm thinking 1990 and in the article, I sort of said what he said, which was we're going to have something out in two years. Imagine my surprise when many years later, let's call it 2007 2010. I read an article about vanity, which apparently is still alive. And guess what the article says? What? They're going to have a product in the market in two years. And I'm like, WTF just it's one of to me the worst stories of like, stalled software bad, you know, bad bad ideas, etc. Anyway, all of which to say this is difficult. So I appreciate you're trying to use agile and get something out.

Unknown Speaker   16:53
My problem is

Jerry Michaelski   16:56
Wikipedia is huge and is the 10th most visited Inside on the planet all consistently all the time, because it's completely open content, there's Creative Commons or whatever the Wikipedia licenses but it's entirely open, nobody's making a buck from using all the ideas in there. And that's why everybody contributes to it knows what's there, blah, blah, blah. The moment you try to lock down IP, you get into, you know, there's a whole bunch of sort of IP like gearson layman group, or GLG. Or there's, there's a bunch of places where you can hire brains, and they, you know, everything that's done inside there is proprietary and kind of locked down. It's the opposite. You know, it's certainly ideas, but corporations go and hire smart people, and then own whatever, whatever ideas come out of those conversations and trying to lock it down. I think it's really, really, really difficult, if not impossible to do something in the middle ground. The thing that I've been trying to figure out is, how do you put the ideas in the world freely and then charge for the experts time? So here's the idea. Yeah, good luck to you. Well, you know, good Anya, if you'd like the person who knows what this idea is to think about your problem and apply their idea to it awesome, you can hire them and here's and here's a time you know, a time based model for that basically consulting on top of these things, but but trying as much as humanly possible to not lock all the content away behind lock and key.

Lauren Nignon   18:25
Yeah, I think that I'm probably what will result in I mean, I can't, it can't say because it's not just me deciding because, you know, or there's a dow it there's a whole bunch of people, it's not like me, the CEO. So I'm guessing that will result what I would like is to have content that's available for people to use under certain conditions. Um, which is like, they don't use it for, like white supremacy or something.

Unknown Speaker   19:10
Yeah, that would be good.

Lauren Nignon   19:13
Because that, you know, that kind of prevents a lot of Yeah, because we're building because boy, honestly we're going to be building um, we are right now actually pretty powerful kind of collaboration engines. And so you don't necessarily want to make it totally open because people can actually use them to do like, pretty bad stuff. Now, so want to be a little protective of it. And I'm basically I'm have an opt in rule set where people um you know, agree to follow these rules and then license it so if they use it to make money They give a certain percentage back to the people who made the modules upon which is based. Yeah. Have you seen hit record? Yeah, yeah, I just wrote to them the other day because the last time remember, you recommended that I talked to them.

Jerry Michaelski 20:15
So I know nothing about what they're up to now, but they had a model to do that, which is anybody who participated in this thing gets a slice of the of the benefit once we sell the asset or once we license it out.

Lauren Nignon 20:29
Yeah, yeah. Like that.

Unknown Speaker 20:37
Very interesting.

Lauren Nignon 20:40
Yeah, so. So I mean, it's kind of like a, you know, innovation Commons where we kind of CO develop new technology that doesn't exist yet. I'm So I'm thinking everyone within network will be able to use it how it works outside the network? I don't know. Yeah, it does just have to decide together. I think, you know, I'm pretty. I I definitely like open source software and in favor of interoperability. I think we have to find models so that people actually get paid for it because people can't just do stuff for free.

Jerry Michaelski 21:34
Forever. That's why I like time, you know, when somebody turns their brain to your problem, that's a perfectly awesome way to to, you know, reward them for it. It's a little bit like, I don't know that you that I mentioned it, but I have the I not only have the website, Jerry's brain calm. I also have pictures brain calm and I haven't publicized it at all but The attempt at my attempt at pictures brain calm is to put a business model around my using the brain to help other people think through their problems. Yeah, and if you go to sort of the pricing model if you're willing to do this for free and let me post it online for right now that's free, but if you'd like privacy and it's it's a video call and it costs I think I put 1500 dollars or something like that. And if you want me on your premises in person that's like a speaking engagement and that's more like $15,000

Lauren Nignon 22:32
Wow, yes,

Jerry Michaelski 22:34
there's like 00 to you know, zero to 15 K is kind of the range. And I haven't publicized it I haven't done much about it but but but the brain content is completely open. right because I really don't want to restrict publishing my brain. So trying to figure that out. Again, I haven't publicized pictures brain I haven't really made it made it work yet, but I'm but I think I'm leaning more toward Doing something like that. Okay.

Lauren Nignon 23:03
Interesting.

Unknown Speaker 23:04
Yeah.

Lauren Nignon 23:14
What are you looking at?

Jerry Michaelski 23:17
I'm just looking at Daniel Harris and Ken Brio

Unknown Speaker 23:21
a little bit

Jerry Michaelski 23:24
understand what it is. And you know, helping artists manage their works is a big has been a big deal for a long time and artists get screwed all the time.

Lauren Nignon 23:32
Yeah, it's So Kendra. It started out as something simpler. And now it's gotten more complicated, but also very, very interesting. So he's now fashioning it as a on data browser, where he's, I don't think I can explain it very well. But basically, he's using API's for someone to use his site as a dashboard to interact with their data. From a bunch of other sites in ways that they want to use their data, so whether it's Spotify or whatever,

Jerry Michaelski 24:10
sort of media asset management in some sense.

Lauren Nignon 24:13
Yeah.

Unknown Speaker 24:17
Yeah.

Unknown Speaker 24:19
I think that's what it is anyway.

Lauren Nignon 24:23
Yeah, I mean, I it is hard. It's hard. It was a little hard for me to grasp on but the reason that I thought it was really powerful and there was more, um, was that um, it basically he provided some of the missing stuff. Um, before you're on making something like a DAO to decide on the is, it's really what I what I like about it is the kind of nested hierarchy of Federation that you can do with ownership, right? So you can you create can be really complex. And you can visualize that. And in these these nested visual graphics, I think it's super powerful.

Jerry Michaelski 25:20
I'm just saying there was a tool that went away. I wish I could find that again, I can't locate any trace of it, but it was it was kind of like a media like a video or a movie creation tool. And it looked like a simple, you know, center pro or whatever. Like, I'm forgetting the names of the of the of the movie making apps but but it was a group, it was basically a collaborative tool so that you could basically point to a soundtrack and then someone else could say, No, no, let's try this other soundtrack. And you can have multiple versions using the same assets. And when you hit a Play or record, it would take whatever was up now and turn that into, you know, a short movie or an ad or whatever. Which meant you could have lots of people riffing on it. And you can have the same content. For example, the same script could lead to completely different outputs. Right. And it was really, really quite cool. And the thing the guy couldn't get funding and he just stopped and then nobody bought it and it disappeared.

Unknown Speaker 26:28
Oh, no, yeah, I

Jerry Michaelski 26:30
thought it was really quite clever. I'd never actually used to try to try to do stuff so I think that it wasn't quite finished. It wasn't like a production quality platform, but the idea was perfect.

Lauren Nignon 26:41
But you gave me an idea though. That's good. So I've been kind of obsessing over this. This little cork because I had a I had a I don't know if you know mark on one panel.

Unknown Speaker 26:58
Not sure

Lauren Nignon 27:02
So Marc Antoine, he he's the creator of idea loom and he's appraising

Jerry Michaelski 27:07
the top requests. Yes. He's the idea. One guy. Yes.

Lauren Nignon 27:11
Yes. And, um so he was talking about cat gifts and how they're actually pretty important to building a community and they actually they serve a function to kind of bring everyone together and trust each other and it just kind of struck struck me because you do you know, john Calvin? Yes, well, um, so he insists he's always talking about cat gifts and how they're the bane of the internet and how awful they are. And I'm just kind of obsessed with this, like, who is right here and, um, if you like, I would love to do some kind of experiment. To have like, you know, one side of the room do serious conversations and the other side makeup frivolous means and see. See what happened?

Jerry Michaelski 28:13
So I don't know if this post is still up. I'm just gonna send you a link. Do you know who Ethan Zuckerman is?

Lauren Nignon 28:18
I do I adore Ethan. So do

Jerry Michaelski 28:21
you know about his cute cat theory of internet censorship? I know, Raul, I'm crossing my fingers. This post is still a still up. But he basically he basically said, and I don't I think that events might have since proven him wrong. But he said that the sharing of things like cute cat gifts, basically means that dictators can't shut down the internet. Because in order to shut down the protesters and the coordination of activities, you'd have to get rid of the cute cat stuff that is keeping everybody all excited and cheering and those people would get really pissed and they way outnumber the activists and protesters. You're trying to shut down So this is a different perspective on check. And Ethan is a lovely thinker. He's great.

Lauren Nignon 29:07
I yeah, he's a great guy. I like him a lot. Yeah, I should get in touch with him actually.

Jerry Michaelski 29:12
Ask him about Kefka. See if see if see if he's updated his theory. That'd be really cool. I'd love to know what he thinks about that today. Huh, interesting. And then I'm on the side of there's a bunch of people that think the internet is broken, and the old internet is lost and dead and gone and has been destroyed and all that. And for me, the stuff that I always have liked about the internet still exists, it's just rounding under a load of chaff that has more internet volume, right? There's more people watching Tick Tock videos and Netflix movies on the inner tubes, then the substantive stuff. But the substance of stuff was mostly not entirely but mostly still there.

Unknown Speaker 29:57
So, so I don't I don't mind the chapters

Lauren Nignon 30:02
Tick Tock is kind of addictive.

Jerry Michaelski 30:07
See,

Lauren Nignon 30:08
you know, I you know, there's something I love about Tick Tock and that is that it's not like Instagram which I despise. Oh,

Unknown Speaker 30:19

interesting, um

Lauren Nignon 30:22
is you know, I just read an article about it in the New York Times, and it was so interesting, because it was talking about

Unknown Speaker 30:37
cool moms.

Lauren Nignon 30:40
Yeah. On Tick Tock where moms or moms can be so corny on Tick Tock that it's hilarious and that they actually feel way more free than their daughters on Instagram because an Instagram everyone has to be perfect, and it's kind of like Ivanka Trump style and they're just great moms and everything. Yeah. Interesting. So So tweet engine they were talking about Tick Tock. It is a totally different vibe.

Jerry Michaelski 31:21
It gives them license to be broken or messy or imperfect or whatever.

Lauren Nignon 31:25
Yeah, exactly. They're there tons of like, boldly corny moms and ticked off just being totally free and having so much fun.

Unknown Speaker 31:38
I thought that was a great article.

Jerry Michaelski 31:40
That's really interesting.

Lauren Nignon 31:44
So what do you think? Do you have advice for our own Collaboratory? Any, any thoughts

Jerry Michaelski 31:50
on so I don't know what you're arranging and how you're doing it. I love the idea of collective intelligence. Obviously, of course. I'm aiming in the same direction coming at it from a different thing from the brain from, you know, that kind of thing. And and, and partly my advice was this thing I just sort of rift on a moment ago, which is, it's really, really hard to protect all the IP and have anything useful come out of the other end. It just I have never seen it work and I've seen, I've seen a lot of ideas go by, that we're trying to protect people's IP and make a market for it and this and that and never particularly work. In fact, when I joined Esther Dyson to write her newsletter in 1992. One of my duties was to publish our newsletter onto the platform called, oh god, I just had it and now it's gone.

Oh my god. It was a super way too early ecommerce platform for selling magazines, articles, stuff like that. And it was awful. I don't know that anybody ever purchased our newsletter on it. And every time I every time I went to upload that month's issue, and I was usually like a month behind. So it would have been two months since I last did it. I had to relearn everything and call their tech support because it was so non obvious. And it was it was a das application. And so that was an early one that wasn't you know, early attempt to and and these days, it's commonplace. We buy stuff online all the time we subscribe to stuff. We give people donations, there's 100 different business models, right. So, so part of the question is, how does that all work? Well, I wish I remembered aim the American in amyx ami x the American information exchange. Okay.

Unknown Speaker 33:42
Yeah, that was it and it was awful.

Unknown Speaker 33:48
It was truly a train wreck.

Jerry Michaelski 33:53
There we go. 1984 is when they were launched. Phil salen was the founder.

Unknown Speaker 34:00
Simply awful.

Lauren Nignon 34:04
So, tell me about guilds because we had a whole conversation about it. I wrote notes, but I can't find my notes from that. And my computer completely died.

Unknown Speaker 34:15
Oh, no, what happened?

Lauren Nignon 34:17
Oh my God, my kids spilled orange juice on it. No. Yes. Orange juice, which is the worst thing you can spill on it because it's acid. All right, so I ordered a new computer.

Unknown Speaker 34:29
Yeah.

Lauren Nignon 34:32
It sits at the DWANE at the customs customs or a month. No.

Unknown Speaker 34:39
And then they send it back.

Lauren Nignon 34:42
And I couldn't find it. So I had to have a computer. So I bought a new computer. Oh my god,

Jerry Michaelski 34:51
that sounds awful.

Oh, so you've lost everything. Sorry.

Lauren Nignon 35:01
Kinda i mean i up on Google Docs, but yeah, disaster.

Jerry Michaelski 35:06
Yeah. So well Google Docs can save your Sabre hive that way.

Unknown Speaker 35:11
Yeah.

Jerry Michaelski 35:12
Swan kills just to think out loud for a sec. I'm a big fan. So in terms of learning and coordinating models, I like guilds and I like martial arts, which both have similar kind of things where there's our rank of experience. In guilds, it's it's generally apprentice, journeyman, or Yeoman master. And in martial arts, depending on your martial art, you know, it's Q and Dan belts be basically, you know, climb up, and then keep going up and there's lineage and you, you basically learn from people who are a couple steps ahead of you. And then both of these environments usually, there's the idea that somebody who has more experience than you it's part of their job to bring you into the trade and to teach you And to mentor you and all of that. So I think all of that is great. guilds have a long history of restraint of trade and a bunch of other stupid things. Not so fond of that. But guilds also very much about craft, and, and a small digression, but it's really fun. Have you ever heard of the term being on tramp?

Lauren Nignon 36:22
No.

Jerry Michaelski 36:25
So early European guilds, England, Germany and several other countries, you would have a furriers guild or tinsmith skilled or whatever. And when you became a Yeoman, or a journeyman, that's another name for it, you would go on tramp. And because in your little village, there wasn't all there were there were so many masters and there wasn't room for another master because there wasn't enough business in your guild in that town. So you would go try to find another city where you could become a master. Oh, so you would. So you would go on tramp and you would take What was called a blank, which was a certificate that you are a journeyman in your trade for your guild. Right? So Jerry is certified a Yeoman in Furrier, ng, whatever that was, and then they would give you a penny a mile and point you toward the next town, you would then go to

the next town present your blank to the Guild Master in that town, their duty was to give you a beer and a bed for the night, a meal, a beer in a bed for the night. And then the next morning, walk you around to all the masters of your guild. And if one of them had an opening for a Yeoman, they kind of had to take you and so then you would settle down your get your family to follow you and come settle down with you and you might then rise to become a master in the Guild of one of those masters died off or whatever, but that but many people kept going city, the city because you were only kind of allowed to stay in town for a night or two, because nobody wants a drunk unemployed guy in town. Right so so being on Trump was this you know, lather rinse, repeat Until you found a town that would take you. And at the time this was popular, there weren't really maps of the whole country. So nobody had gotten surveyed all of England nobody had gotten surveyed all of what is now Germany, which was then probably Prussia or lots of kingdoms, right? Because there were, Germany is a pretty modern invention. And so these people wind up, you know, bringing news from where they came from, etc, etc. Anyway, long story but, but guilds have a really interesting history in this way. And what part of guilds Do you want to go deeper into?

Lauren Nignon 38:35
I don't know how the hell do you think we can use guilds in terms of collective intelligence to kind of take care of certain functions for things like it's kind of like a interesting cultural thing to be taken into some place they can feel belonging. No, I'm in that goes that you're playing case, like you might have to get it done. gildan. Right.

Jerry Michaelski 39:05
And I think I think probably you need to, I mean, guilds kind of assume domains, right, they assume that there's furriers, and tinsmith, and Cooper's and whatnot. And each of those is his own Guild. So how would you divvy up the knowledge space? Or the domain of whatever the collective is working on into guilds? Or is it just one big guild but or is it one big guild that happens to have experts in different areas? And then you need to create a

Lauren Nignon 39:30
process to hearing it almost seems like I'm, I've been thinking about it. And it seems to me to make more sense to have a bunch of different kinds of people in each Guild, and how guild based on kind of brand,

Jerry Michaelski 39:50
well, like Christina, Christina and I were trying to start the map whispers Guild, right and within intentionally to be a guild, but to be people who love mapping And it doesn't mean that we would all use the same tools for mapping because Christina is an expert in Kumu. I'm an expert in the brain. And we respect what each of the tools does. And you know, there are different tools for different purposes. But the general concept of abstract mapping mapping is the thing that unifies us. So that could be that could easily be a guilt and then somebody else could be distributed, you know, distributed data Gill, and they could find an interesting name. And so so I agree, I think that, that there's different interest areas or activity areas that can each be a Gill.

Lauren Nignon 40:34
So would you recommend guilds based on that profession like mapping or something else that has a variety of mappers as well as other things in the Guild,

Jerry Michaelski 40:51
you could have overlapping guilds and somebody could be a member of the mappers guild and they could also be the member of the corporate strategy Guild, which occasionally uses magic. You know, I mean, I don't know that these have to be perfectly defined separable things along one particular taxonomy, I think that could if a guild can attract enough humans to have life, you know, to be alive, and you'd have to feel it, it's not even something that you dictate. It's just something. Yeah. And partly, partly, I think it would be useful to figure out what are your criteria for a living guild? Meaning, you know, but the game of Go No, no, that the Japanese Asian game where you put stones on a board? Yeah, so you're basically trying to take territory and the way you take somebody else's stone is you surrounded on all four sides. You put one of your stones on all four sides and the moment you've done that, you can lift you can capture their stuff. The way you create a formation and go that is alive that is living is it has to have two eyes, which means the formation needs to have two blanks in the Middle of the formation be kept because then it's impossible for somebody to drop a stone in the middle of the formation in your formation. They can't do it. So I say all of that because there's a concept in go of what a lot of what a cluster of stones is that are alive and impossible to overtake. So in a guild, one person in a guild who has a fancy name and whatever is not a guild, right? Like if there's only one member, no, no Guild, but how many members would it take for a guild to say we are a guild and declare themselves alive? What what are the processes rituals, norms that they need to create in order to be alive. Like that would be interesting. Right to be functional and recognized as a guild, within whatever framework, I By the way, still own the name guild Smith's dot com, which is a group I've tried to form more than a decade ago, and we were trying to sell some business now. close the deal and we're sort of melted. Okay, I have a couple of guild related URLs I still on. guild guild Smith's would, would imply. We were about building guilds. Right?

Unknown Speaker 43:15
Okay. Okay. Interesting guild Smith.

Lauren Nignon 43:19
I like that.

Unknown Speaker 43:20
So it's got a little bit messed up.

Lauren Nignon 43:22
Okay. Of course.

Unknown Speaker 43:25

What would life be without meta? I never met a meta. I didn't like

Lauren Nignon 43:30
it. You read some book on gills? That was super interesting.

Jerry Michaelski 43:35
Yeah. I just was probably traveling brothers.

Lauren Nignon 43:38
Yes, that's what it was traveling brothers.

Jerry Michaelski 43:42
Which is where some of the stories I just told you about being on tramp. That's where they come from. Okay. Yep. So maybe I may have told you that story before.

Lauren Nignon 43:53
Yeah, yeah. I remember. Yeah. Cuz I remember us talking about the traveling brothers for sure. Yeah. Yeah, it's nice to refresh it and record that. So do you do recommend that we talk to anyone in particular,

Unknown Speaker 44:09
about guilds,

Lauren Nignon 44:11
about guilds? Or about the Collaboratory? Who Who do you think we need to include?

Jerry Michaelski 44:17
I don't know who to talk about about guilds, because I don't know what the highest functioning guilds are out there. Some open source projects operate kind of like guilds. And some teams consider themselves guilds, but I don't know which ones are who are who's good at that. I don't know what the highest functioning open source projects are, for example, because that would be interesting. But you know, you could ask around for that.

Lauren
How about just in general, who do you think Charles and I should talk to for? Well, and then then there's been lots and lots of reference to do I, you know, ==expert networks, IP networks, IP licensing, other kinds of stuff like that,== but I don't know who, who has the best ideas on that front. Like who's really cracked the code in a positive way. Yeah, I don't know. I don't know. I mean, I'm not sure. I mean, I mentioned I mentioned ==GLG Have you heard of them? No. look them up. gearson lurman layman group== I think they're one of one of several let me look them up in my brain and send you a link because I've got a couple others others like them. And you know, they've been

Unknown Speaker 45:27
there we go.

Jerry Michaelski 45:29
Investment research groups.

Unknown Speaker 45:34
Get a link here.

Jerry Michaelski 45:38
So there's been a couple of attempts to do this. And I don't I don't know how successful they've all been. Yeah.

Lauren Nignon 45:45
Are we even if not successful, the certainly.

Jerry Michaelski 45:53
I've also got the brains for hire, which I'll send you because there have been a lot of those.

Unknown Speaker 45:58
Okay.

Jerry Michaelski 46:03
Research firms Mr. Rethink nine Tron

Unknown Speaker 46:09
man I forgotten always

Jerry Michaelski 46:12
one of these corners of my brain I haven't looked in for a long time.

Unknown Speaker 46:20
And then whoops that didn't work.

Unknown Speaker 46:27
I took my brain was crashed. No, it didn't

Unknown Speaker 46:40
go one more like.

Jerry Michaelski 46:47
Good. So there's two links. I'll give you some companies that have been in this space. Okay. And you see there's a bunch like if I looked at brains 410 each Applied mines clarity common

genius can bet it crowd cutter consortium expert collective focus guide point how know how Mark Maven research pop expert purple list to insights Society of industry leaders, the council's of advisors, the experts bench the insect community and economy.

Unknown Speaker 47:23
So 20 companies over time in what do they do? experts for hire? Okay.

Lauren Nignon 47:33
Experts like what kind of experts

Jerry Michaelski 47:35
anything, physicists, chemists, I mean lawyers, that kind of thing. Okay. Who fill out profiles and tell everybody what they're good at and then get hired to give companies advice on that.

Lauren Nignon 47:53
Okay. Thank you for say I'm a need for companies to Learn collective intelligence methods.

Jerry Michaelski 48:02
Yes. This whole Yes, this whole knowledge management thing has been a terrible thing for many, many years. Nobody really understood it or did it well. So there's the need is still there. Yeah.

Unknown Speaker 48:21
Need is totally still there.

Jerry Michaelski 48:24
I'm cleaning up my brain a little bit as we talk because I haven't been in these regions for a while.

Lauren Nignon 48:29
So Tommy was super interesting.

Unknown Speaker 48:32
So who were

Lauren Nignon 48:34
so who is super interesting, exciting.

Jerry Michaelski 48:39
In general, or in these topics,

Lauren Nignon 48:41
in general,

Unknown Speaker 48:42
in general, Oh, God.

Jerry Michaelski 48:47
So I'd love to meet James Scott, who is a professor and sort of an academic but wrote a bunch of books, including one of my favorites that I need to record a video about. It's called against the grain And he also wrote two cheers for anarchy, or two cheers for anarchism, I think he's done a bunch of a bunch of really fascinating books and against the grain is. He says, you know, we tend to associate civilization with the domestication of grains. We tend to think that the first cities and the first civilizations occurred at the same time as we figured out how to make how to grow rice, sweet corn and barley. And it turns out, that's not true. There were 4000 years between the domestication of the grains and the first city states. And people resisted being put in cities, because people who were living out like the marsh Arabs in Mesopotamia were living a very healthy life, they had a really very diet, etc, etc. So one of the interesting things he's he says is, why are these four grains so important? Like what's up with that? Because if you look, once you have city states, and the people in the cities are eating mostly like wheat bread, like they're there, they're eating Mostly greens. These people are suffering from malnutrition. Like the people outside the cities, the marsh Arabs in this case are pretty healthy. If you look at the skeletal remains and what they were eating and all that they were they had a really diverse diet, etc. And in the cities, they had a really limited diet. They were starting to get rickets, they were getting whatever, what what's up with that? Well, it turns out the greens are cool because the girl above ground so I can see where you planted them. And I can see when they write them, they ripen at the same time we have to harvest them during harvest season, we have a harvest festival. But that means that tax guy can show up and see how much you harvested and no one to come around. These grains are also very portable and storable with a little bit of loss to humidity and critters, but pretty much you can you can stash them and use them as a medium of exchange. his thesis is that these grains are important because they're very taxable. That basically it was the control of citizens the ability of take something from citizens that made these greens so Important to grow. And we would have been better off growing potatoes and it's hard to tell where potatoes grow because the potatoes grow underground. Right I can kind of I can kind of plant potatoes anywhere you want. Now potatoes we're not we're native only to the Americas so until Columbus, there's no potatoes in Mesopotamia. Too bad. But you know, onward with that. And, and the pieces is wonderful. So he's basically breaking down a lot of people's assumptions that civilization has been good for us. Okay. The Chinese used to refer to their, their citizens as either cooked or uncooked. Cooked meant they had been civilized and put inside of cities. In many cases, city walls were also to keep people in not to keep enemies out. A lot of stuff like that. So anyway, so I want to meet him.

Unknown Speaker 51:47
Interesting.

Lauren Nignon 51:52

So no recommendations for Charles and I in terms of collective intelligence

Unknown Speaker 51:57
Let me look at my brain.

Lauren Nignon 52:03
Sure it sure your brain yeah oh a whole video without seeing it that's true

Jerry Michaelski 52:08
oh god see plenty intelligence let me do a screen share

Unknown Speaker 52:15
it

Unknown Speaker 52:23
there we go here's the brain

Jerry Michaelski 52:26
so here's here's the brain on collective intelligence okay and I also have another thought collaborative sense making

Unknown Speaker 52:39
and you know Connor right terilyn

Unknown Speaker 52:43
Connor white Solomon. Let me go back to intelligence.

Unknown Speaker 52:52
So many projects in this space we're gone.

Lauren Nignon 52:57
Oh my gosh yeah definitely Talk to you.

Jerry Michaelski 53:02
Yeah, this guy Connor white Solomon.

He has a tool called Roam

Lauren Nignon 53:16
I've heard of it, Rob. Yeah, talking about that. What is that a good

Jerry Michaelski 53:20

is it room? He's speaking at this event room is kind of a lot like in like idea flow which is Jacob Cole's tool. They seem really similar. Research is a kind of mind mapping tool.

Unknown Speaker 53:39
Let's see what else is under collective intelligence.

Jerry Michaelski 53:44
John Kellden and Watkins, yeah, Joachim Stroh and everybody else I was I was involved when they were kind of developing that early on.

Lauren Nignon 53:55
Okay.

Jerry Michaelski 53:56
Large scale collective IQ leadership collective lectures learning communities manifesting collective intelligence and I don't remember what I put unreleased things let's see what a learning community says. Communities of Practice hyperlink communities learning communities online social learning. I'll make this little yellow so it stands out more. My computer is struggling with zoom and braining and all that which is too bad.

So let's see what else is there social learning. Mass collaboration, scalable collaborate cooperation group mind hive mind ideas, patients.

Unknown Speaker 54:46
Cultivate collective intelligence.

Jerry Michaelski 54:56
This is from Tamsin Willie Barker. Who is Interesting, but I didn't think of her as a

Unknown Speaker 55:04
as a person in this space.

Jerry Michaelski 55:10
She's more into biomimicry and things like that. Okay.

I think she wrote the book though that might be interesting I just saw was by teaming. How super organisms work together to build infinite growth on a finite planet. Okay, and your company can too. And this is kind of about super, super organisms, super organizations. I've got a bunch of stuff about super organisms over here.

Unknown Speaker 55:47
You know, anthills are super organisms.

Jerry Michaelski 55:51
And mycelial network underfoot is a super organism. The World Wide Web is a super organism.
into Sundance, you know, like the World Wide Web? Yeah. Yeah. Well, the World Wide Web.

Unknown Speaker 56:06
Yeah.

Jerry Michaelski 56:14
So I'll send you a link to collective intelligence in my brain so you can wander around in there.
Oh, great. Perfect. Okay, I can catch a link here.

Unknown Speaker 56:25
Um, okay, so in our truck

Lauren Nignon 56:34
Well, we'd love to have you in a roundtable discussion if you want to join one.

Jerry Michaelski 56:39
Tell me when Yeah, I mean, I'm interested in what you guys are doing. So if you if you you know,
if you're having people around to do some of what you're doing, I'd love to be part of it.

Lauren Nignon 56:50
Yeah, let me see. What's your email I have a Charlotte and I did a survey. But see Oh, hang on
a second. What's your name?

Unknown Speaker 57:01
Right there?

Unknown Speaker 57:03
Oh, the chat.

Lauren Nignon 57:09
Okay. Awesome. See right now? Cool. The first person I'm sending it to it could Hell Yeah, tell
me if this has errors because I, yeah, so just don't week, I couldn't figure out how to schedule
them. So we're just sending out a survey, and people fill out what they might be interested in,
and their email and then if we get, you know, three, four or five people interested in one subject
and we can just send out send out a little thing on email. So cool. Yeah, but it probably be the
usual suspects with some random random people scattered.

Unknown Speaker 57:54
That's fine.

Jerry Michaelski 57:56

Cool. I should probably start heading back towards other stuff I have to have to

Lauren Nignon 58:01
do. I have to put my kids to bed.

Unknown Speaker 58:03
Thank you so much. Nice catching up with you. Thank you Same here. It's been too long.

Lauren Nignon 58:08
Yes. And do you mind if I put this in my repository? Not at all. Okay, cool. Great. Thank you, Jerry.

Unknown Speaker 58:18
Thank you. Bye bye bye.