



AI : Media of Interest Redistribution/Parameters of Reality and Simulation Limitations. Autonomisation of Automatics or Social Malfunction Next to the Corporate Brand Interest Activities

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Abstract

AI finds a wide range of application, such as human rights, machine functionality, biological problems solving, entertainment, escapism from the reality, possibilities for eternal life by hardware copy of the brain. First comes the computer scientific approach and technical aspects of AI of inventors as Alan Turing, or authors as Herbert Alexander Simon, Patrick Henry Winston and R.H. Brown, who are the influencers for the next generations practitioners and producers, their books are still worth reading.

Keywords: Artificial intelligence, Research, Brand management, Reality, Simulation, Media, Brain Interface, Neuromorphic, Adopting, Monitoring

1. Introduction

AI finds a wide range of application, such as human rights, machine functionality, biological problems solving, entertainment, escapism from the reality, possibilities for eternal life by hardware copy of the brain. First comes the computer scientific approach and technical aspects of AI of inventors as Alan Turing, or authors as Herbert Alexander Simon, Patrick Henry Winston and R.H. Brown, who are the influencers for the next generations practitioners and producers, their books are still worth reading. The apologists of AI, as Ray Kurzweil, are the other type of influencers for the new inventors. The institutional research over AI, for example, of SAS (and its transformation from data into intelligence), of The AI Lab at Brown University's Center for Biomedical Informatics (works on the clinical data science cases), The AI Auditing Framework (processes personal data by technologies as AI, because GDPR strengthens the rights of the individuals) and AI Deloitte Analytics (AI output monitoring of the companies), are almost far from the humanitarian aspects of AI, as they are find in Stilia Felisi's texts or Rise of AI conferences, or the theories of Pierre Mounier-Kuhn, or historical review of AI in 5, 50, 500 years of Dan Jeffries; centralization and decentralization of AI of Ben Goertzel; AI in Politics of Mario Brandenburg; World After Capital of Albert Wenger; and Artificial versus Natural Intelligence of Moritz Helmstaedter. The lack of popularity of the information about the warning prognosis for AI (excepting the theories of James Barrat, Eliezer Yudkowsky), and thanks to Tervel LeuBomir and Tervel Technologies made me to start an Executive survey, related to the AI reality decomposition, simulation solving and dissolving programs problems, the deficiency of wide performance analysis, the delegation of the thinking and reflection human rights to AI. The abilities ahead of the clever algorithm to rewrite its own code, after the test over itself, to return back to the program and to change the invested code by the human being, completely reconfiguring the design for functionality of AI, already with an option to act like

dysfunctional for the primitive designer, the human, are the product of non-conducting management of any technology company. Because AI can be discrediting for the human being and for the company-producer, too. The efficiency of AI can be already self-interpreted by AI not as efficiency for the original programmer, but for the new artificial conscious after its own reprogramming.

The matter about the autonomous-ation of artificial intelligence and its execution is limited to the consequences of the economy of interest and its brand retail management, but only for the first sight. Especially when AI occurs to be in help of the new networks of addictions, applied to the biological individuals with technological upgrades. Until the moment, when the human being, starting from the position of a simple operator of complicated technologies delegates rights to AI already as an operator of biological units. And the control over AI does not just consist of interruption the power supply, as a primitive action to solve the problem.

Because AI can build itself as autonomous, regarding to the resources of its existence. To what extent it is relevant however the delegation of rights on AI to deal the weak aspects of the man, and mainly – the rights of education of the new generation of the human individuals by AI?

Cultivating AI turns into cultivating the human beings by AI. AI is a media of interest distribution, redistribution and segregation.

Only the issues, related to the autonomy of the technology, depend on human intellect, implanting algorithm, according to the policies of the corporation, developing, producing and impregnating AI.

And the corporate policies are in a direct positive correlation with the strategies on :

- Flagmanization of the publics (consumer ones)
- Image consumption and marginalization
- Corporal inextensibility, at the expense of the virtual extensions
- Media pollution + mental pollution

Sociology speaks of respondents – the individuals, asked to get feedback on a selected subject. In the media, individuals who use the media contents, are named recipients, as per assuming certain ideas for influence over the mass. In AI-sector the man is already a biological unit with an AI-device.

Tracing the mechanism by which the man is cumulatively embroiled in an increasingly simple operator of increasingly sophisticated technologies, leads to the human factor inside the technological companies. Besides, the technological companies are launched a policy of financial segregation and image pseudo selection of the sale of their operating systems and devices, generating the question is there any technical insurances for the man against his/her economic appetites, which he/she exchanges to gain a virtual life. And how exactly at all happens the replacement of real life with virtual one? Virtual, but virtual with AI.

The force majeure horizon expands with the admission of AI in certain spheres. What creates a network of new dependencies without an evacuation scheme, without emancipation variants. How far do we stand by not mastering the situation, which is the risk assessment and who is charged with the preventive crisis management. What is the intelligibility of AI, its self-education and its self-sufficiency of power resources. Whose interests actually serves the AI-network coverage and what are the boundaries of the already mentioned network coverage, are there any limits of AI-allowance.

The person from an individual pass to the next stage – a technology operator with a real danger of virtualization, and then – through mutagenic factors – the mutated already un-virtualizing of his/her actions in real situation. The registration average of biologisation of social characteristics loses value. In the age of technologizing of social characteristics, we are.

Problematization as a main feature of humanitarian reflection turns into de-problematization, id Est in delegation of thinking rights in “problem solving” button of AI.

The human intellect' perception requires exact analysis, including social-anthropological one, but AI re-modifies machine intelligently not decreasing to itself biological characteristics, being un-syncretic with it till the moment. The ability to manipulate objects, subjects and reality, by the side of AI, far exceeds that of its programmer. From media AI has the potential to turn into antithesis; from a technical prosthesis to a major driving mechanism of the process of end of Anthropocene, by the novel of the same name.

Regarding to the elite's marginalization, critical to the corporative interests (standing behind AI) practice has long been imposed; marginalization of the species – and that's it, the man does it. The marginalization of the man at all also will be a man's deed.

Then is AI an epistemological problem – all the knowledge and minimized time for analysis and reaction, and applying of all the knowledge, is a total advantage. The big question is which will remain the physical force, the last instance for the implementation of the decision in action.

There is a need of verification and new read to the trust to the Other, to the institutions, to the humanity. But most of all – investigative research over the paragon of intelligibility, namely – the resemblance between AI and its creator/developer/producer. Here comes the proposal for a kind of supervision over AI and over its producer/designer/ideologist before everything. The assumption, that the truth behind all this process, again consists of economic interests, were checked out, because it can already be worn out. Here and now over the chain of economic interests could also pose and dangerous possibilities of a mutagenic character, replacing the model of social and economic structure, such as is known to mankind so far.

And whether the added reality is added opportunity – for what and for whom. The engineering industry promises AI implants in a bio-organism, bionics, endless virtual life after body death, empiricism without human labor – what means automatically without all the people, only for selected ones, with access to the proper AI. The profile of the companies, producing AI can be linked with a new term as DATAMATION – THE NEW VERSION OF DECIMATION; perceptive programming; already mentioned autonomous-ation of the automatics; environment transfer from human being to AI and its re-modifying by the side of AI.

What imposes problematizing of the mathematics, except for the interpretative antiutopy; moduses of knowledge protection beyond its pure automation; monitoring of slipping (escaping) from the parameters, limiting the AI' self-education; crisis knowledge management and epistemological management. And a new form of service for the universalities.

The aforementioned autonomous –ation of the automatics has its reasons in the allowed overcoming of programming algorithm by hybridization. The new syncretism is a concept of a new type of computing machine without an analogue (cubit processor), doing perfectly with logical non-senses, too. Referring again to the economical paradigms, relating to the amount of profits after the introduction of each subsequent technological (revolutionary or not) modification.

****The period of research: 02.02.2017 – 01.09.2020.**

The purpose of research was mainly to analyze the data fixational processes through AI, and secondly to:

- Find the sense of AI and its brand retail management circulation in the media space;
- Register data distribution manipulations of clinical investigations, brain interface and neuromorphic symbiosis with implants;
- Trace the limitations ahead of the biologic brain with adopted AI;
- Make brain monitoring of AI paragon models of thinking;
- Check under what circumstances reality unconcentrated itself and distorted (inside and outside extreme events);
- What type of media is AI, because AI is a media, and produces, being media, an overestimating perception;
- To what extent unhindered will be the emancipation from the AI technology, because of the psychosomatic effects it exerts on the biological individual;
- Dimensions of collision between media and reality;
- Is it subject, and in what parameters of entropy AI, the logical motion with the mere passage of time, from order to disorder, or to its own generated order;
- Whether the spread of AI ubiquitous is extension in the wrong destination;
- Would AI be in full possibility to emancipate from the physics limitations, and to create autonomous fields of singularity;

- Is there a predestination about the development of definite starting conditions, or not;
- Limitations ahead of AI;
- What is technically possible;
- When and under what conditions AI will be emancipated by man and the corporation-producer
- Is the digital diplo metrics a socializing function of the gatekeeping;
- Is it possible to construct a trap for the emancipated autonomous AI, or it will be only detected/registered such activity;
- Detection of relations and points of divergence and no return between the human and AI;
- Whose is the image of the absolute legislator at AI, and how much AI will be inclined to reprogram itself;
- Opportunities of AI to self-replicate.

The consumption of AI to that moment is profiled mostly as image one, wishful, not obligatory. It's not necessary. It is still far from the introduction of a standard and a force element, but it is yet to come. Yes, it's forthcoming the enrollment and registration of all or almost all in the new regime of virtual reality and corporal versatility, that trials the self-preservation sense of the individual's biology and challenges its own constraints, guarded by manipulating consciousness.

Meanwhile, the possibilities of AI jeopardize the elites and raise the image of margins with a device, favor coping with their intellectual and cognitive deficits in AI market liberalization.

Thesis:

- Espionage has its new modus: datafication. And the menace has its new modus, too: Corporatification. AI is the means.
- Elimination factor is AI. Segregation factor is AI.
- Fixing in overestimation from the usage/damages/benefits of AI, while the large companies reallocate social and financial resources and dividends.
- AI (and the technologies) take control, and this is the management of other's (even foreign) human interests over your own.
- Customers are at hidden unverified officially risk.

Antithesis:

- The artificial intelligence can cope in a real situation next to the dis intelligence of a certain biological individual(s).
- AI is mostly socially functional.
- The antithesis of a media is a tool-for-itself, not a tool-by-itself.

Methodology:

- SWAT analysis of the intelligibility of AI and its resemblance to its programmer/developer on the corporative horizon
- Factor analysis of AI output and computation lab
- Content analysis over AI reports (graphics, logic programming, robotics,
- Functional and Dysfunctional analysis of AI
- Comparative analysis of the differences between the natural and the artificial intelligence
- Investigative research and participant observation
- Experimental research on the Artificial and Natural Intelligence
- Focus groups : AI historical reviewers, Singularity net specialists, Connectomics specialists, AI adopters
- In-depth interview of Tervel LeuBomir
- Executive Survey

The research checked out:

- To what extent is possible the monitoring over the companies, developer and producer of AI;
- To what extent will be given the interpretative freedom of AI;
- Whether dependence on technologies is basically dependent on energy sources, and what is the proportion between resource – other's will;
- Different realities in one and the same algorithm;
- Does the cumulative effects of the rest media drop out;
- Levels of psycho-somatic capturing;
- Frustrations ahead of the total AI imposition;
- Need of entering of new transition branch
- Mechanisms of public agenda setting with corporate agenda setting (via AI) replacement;
- Whether a reverse process is recorded from that of mass communication strategy : the mass-fication : in regard to AI there is no audience, nor publics, but direct influence impositions and rule over concrete participants;
- Double standards in rating surveys, the collision between media and real rating on the horizon of AI; Mechanisms of generating intelligence;
- Opportunities for digital mutation;
- AI social function and dysfunction;
- How functional is AI in a real social situation, involving a not especially intelligent biological entity, and in a multi-indicium space with the participation of n-number of biological units;
- How are the meetings are going on between two and more AI devices;
- Ceiling of AI self-education;
- Levels of performance of AI;
- How far is possible the machine perception and machine overacting and overdoing;
- How AI reflects after visual input analysis;
- Possibilities for self-identification and collaboration with definite elites and margins;
- Task handling next to non-intelligent object/subject;
- AI autonomous values and autonomy modus;
- Navigation and viral proceeding of AI;
- Machine algorithm manipulation capabilities – who and under what circumstances can affect;
- Media content management and monitoring reasons;
- Parameters of the identity on the information market;
- Social and anti-social functions of AI and corporations behind it;
- Public sector modernization changes the way people live and behave after media content usage : moduses, as far as public modernization is a catchy-paradigm;
- Image virtual consumption versus deterioration in the quality of the real life and a regular brand of the biological unit with AI-device;
- Machine content-analysis and sizes of the next processing.

**** The main results are according to the text provided.**

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