

New Class Hierarchy

시장
참여자
비율

player
market
share

플랫폼 소유주 platform owner

platform star

플랫폼 스타 = superstar

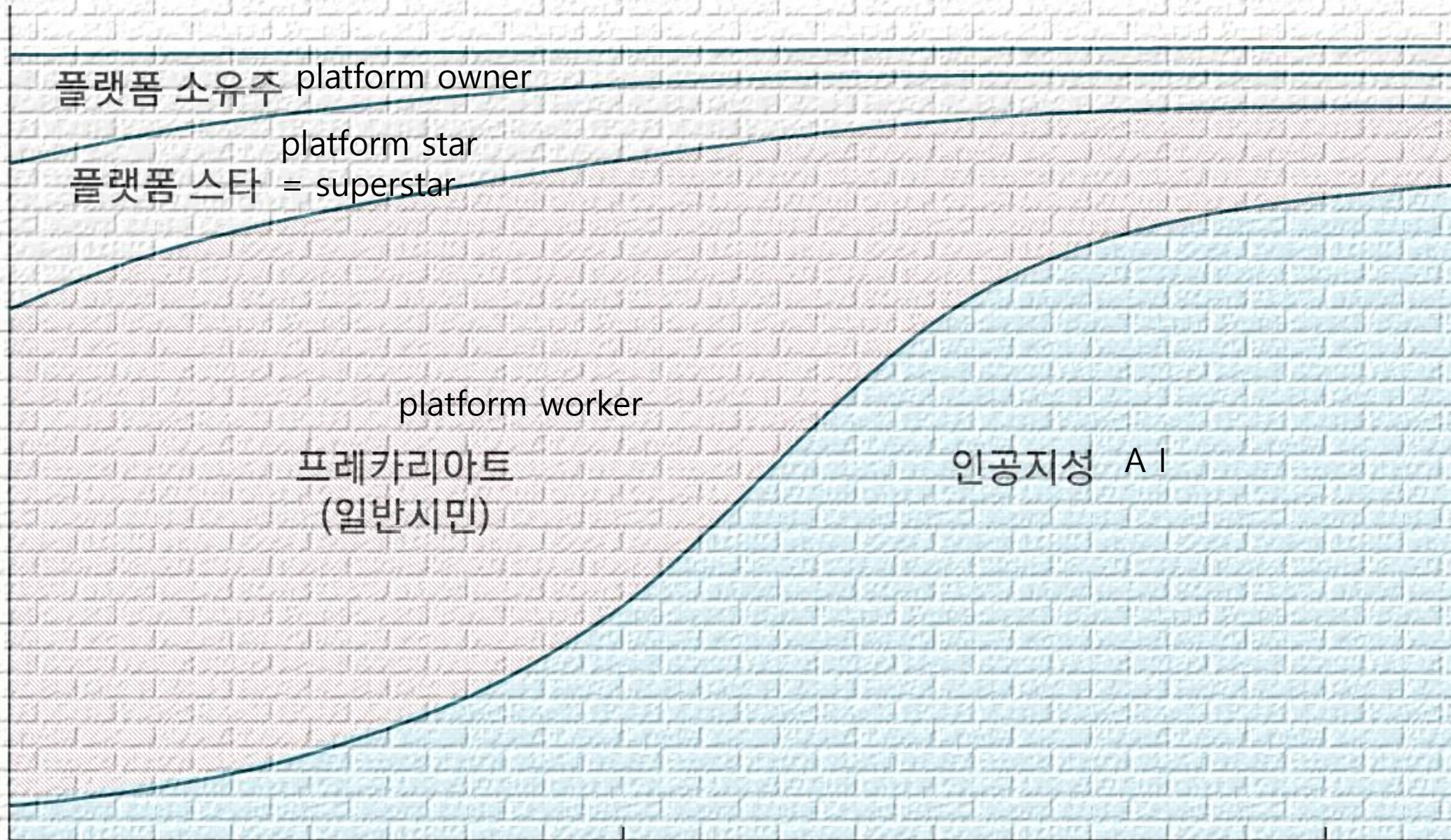
platform worker

프리카리아트
(일반시민)

인공지능 AI

2050년 2050 yr







2090년 2090 yr



Four classes in the future

- **platform owner**

- multi-national corporation
- owner
- investor

RANK	COMPANY	
1.		Facebook
2.		Google
3.		Cisco Systems
4.		NetApp
5.		Microsoft
6.		Qualcomm
7.		Celanese
8.		Symantec

- **superstar**

- political Elite, the master of public sentiment
- natural artistic genius
- creative expert



- **platform worker**

- dependent on platform
- freelancer
- majority of ordinary citizens



- **AI**

- self-evolving intelligence
- holding a corporate name
- artificial life



Platform

It's evolving into a platform

- internet + cloud + A I
= **evolved information systems**

amazon

Google

facebook

local motors
by M

entertainment, energy, manufacturing



MINERVA

finance, education, tourism, hotels

public enterprises, government services,
all future organizations



University platform – Minerva School



Automotive platform – Local Motors

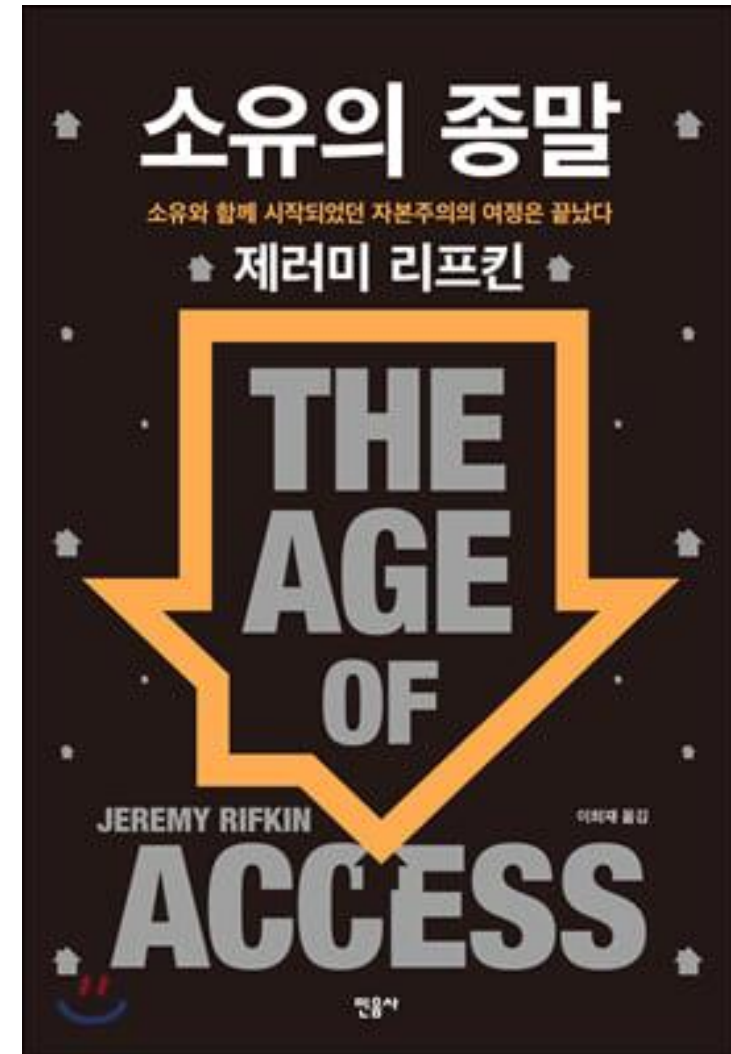


From possession to use

- Amazon – use of books
- Airbnb – use accommodation
- Boeing – use of knowledge and parts

**Use governs
possession**

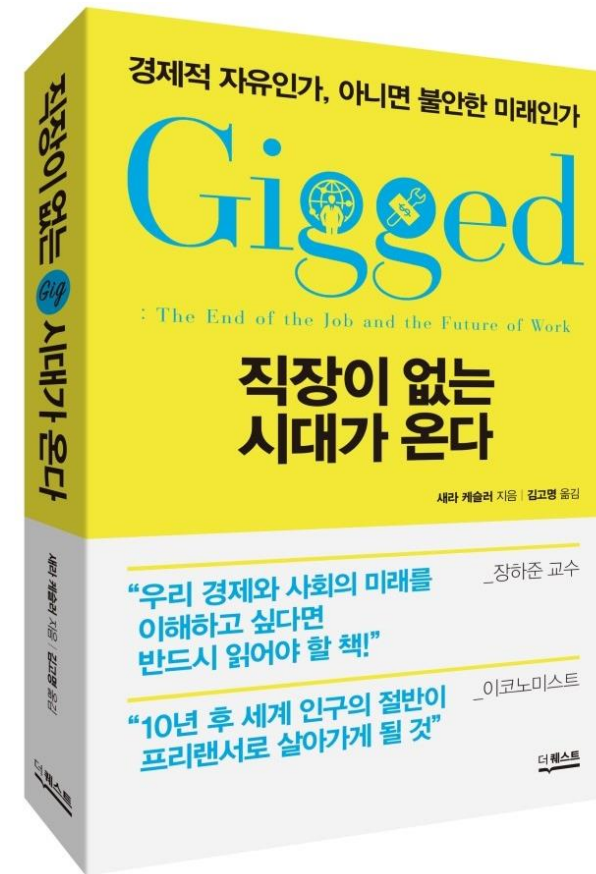
* use \leq information, knowledge



Use governs possession.
What about labor, then?

ownership of labour **vs** the use of labor
full-time / retirement security **vs**
contractual job / free lancer

Ready to live as a freelancer?





Platform companies dominate


- 6 of the world's top 10 brands
- **(Apple-Google-Amazon-Microsoft-Cocacola-Samsung-Toyota-Benz-Facebook-McDonald)**
- Uber(2009년) has double value of the BMW(100yr history)

Airbnb(2008년) exceeds Marriott (90yr history)

Who are the predators of the future ecosystem?

Top 500 global companies

- net income: 1.5 trillion dollar
- employee: 33 countries, 70 million
(as of 2015)



these are the very ones
- platform owner

the control of the
economic powers

- the top 737 out of 37 million
individuals and multinational
corporations in 194 countries
exercise 80% control

(research at ETH University in
Switzerland, 2011)

Superstar (Platform star)

There's a superstar coming

- **super star = platform star**
- requirements for the birth of future stars
 - 1) ability to utilize artificial intelligence
 - 2) ability to leverage media platforms

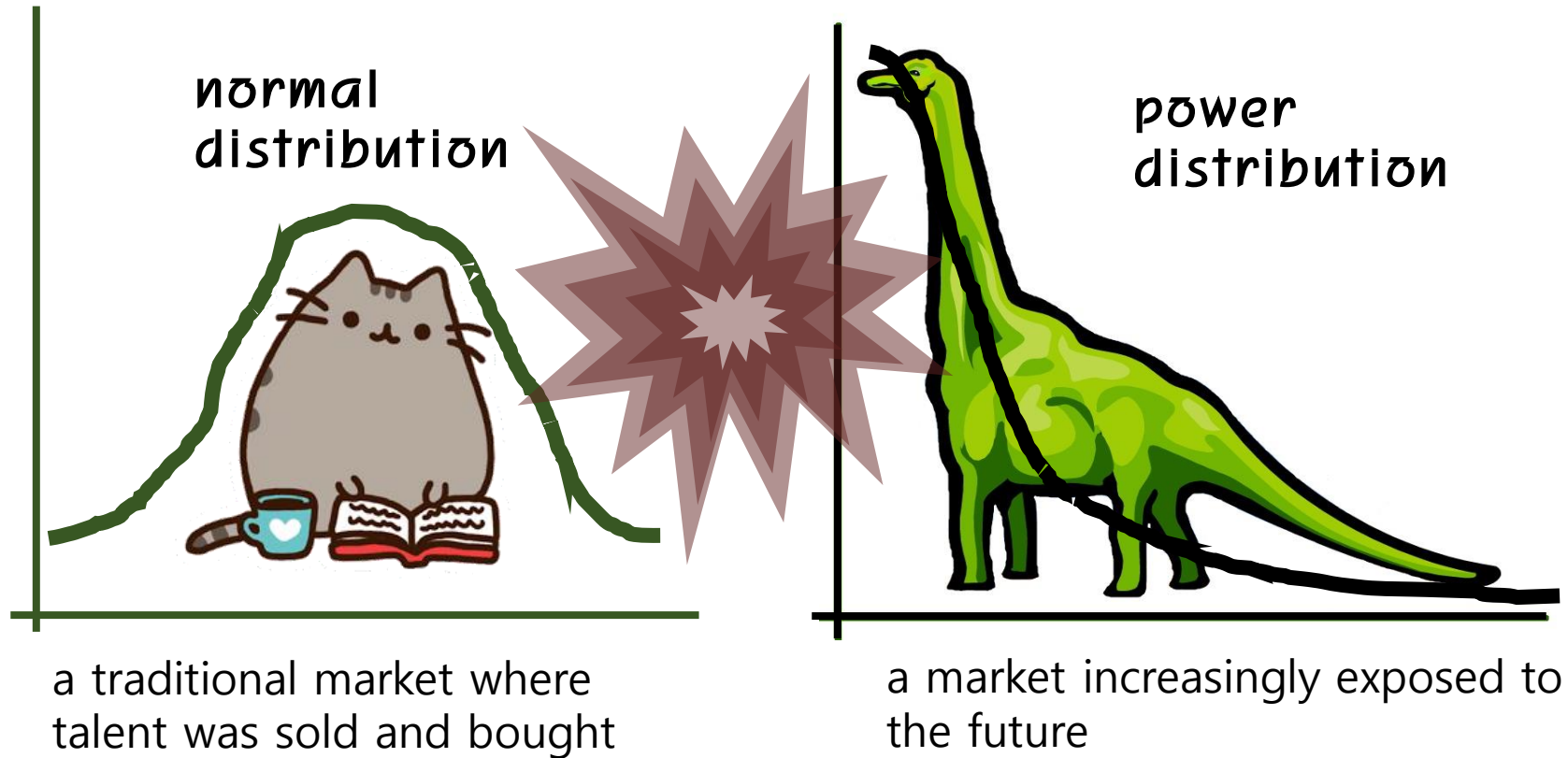
"These are the superstars
of the second machine age"
- MIT, Eric Brynjolfsson



There's a superstar coming



Superstar is changing the market

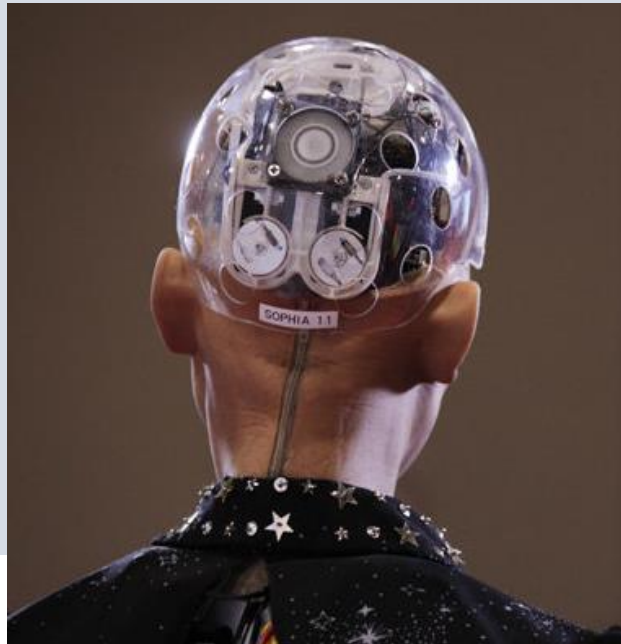


"The era of bell curve distributions that supported a bulging social middle class is over and we are headed for the power-law distribution of economic opportunities. Education perse is not going to make up the difference" - Kim Taipale

AI

New life forms, artificial intelligence

- having body, emotion, thought, will, consciousness, just like human beings
- self-improvement, self-evolving organisms (weak -> strong intelligence)
- possess the corporate name of the principal agent (-Jerry Kaplan)
- do business, accumulate wealth, buy equipment, hire humans and other robots





source [MusicStats.org](https://www.musicstats.org/)



source [geeksandbeats.com](https://www.geeksandbeats.com/)

A museum exhibit featuring a humanoid robot, Ai-Da, standing in a richly detailed artist's studio. The robot has a human-like face and long dark hair, but its torso and arms are mechanical. It is dressed in a white button-down shirt and dark trousers. The studio is filled with various artistic elements: a large wooden wardrobe in the background holds several dresses on hangers; a wooden chair on the left is draped with a garland of red roses; a small table holds a golden statue and a vase of flowers; a large mirror on the right wall reflects the robot; and several framed artworks are displayed on easels and the floor, including a bust of a head, a still life with a butterfly, and a large abstract painting with green and yellow tones. The floor is covered with a white cloth splattered with paint. The scene is lit with warm, ambient light from wall sconces.

Ai-Da, a AI Robot

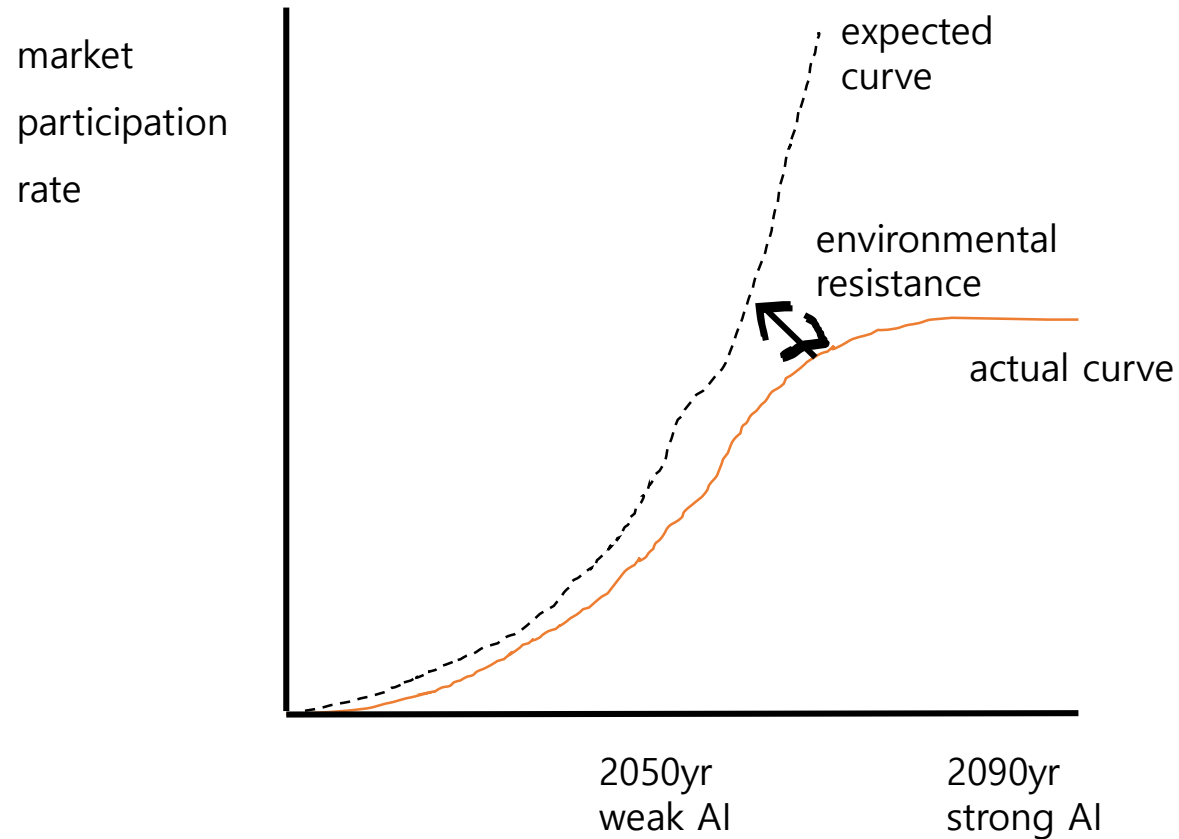
source palermo.edu

- 175 billion parameters
Google data learning around the world
- natural language conversation, website creation
news production, medical prescriptions...



OpenAI GPT-3

Artificial Intelligence's market participation rate increases



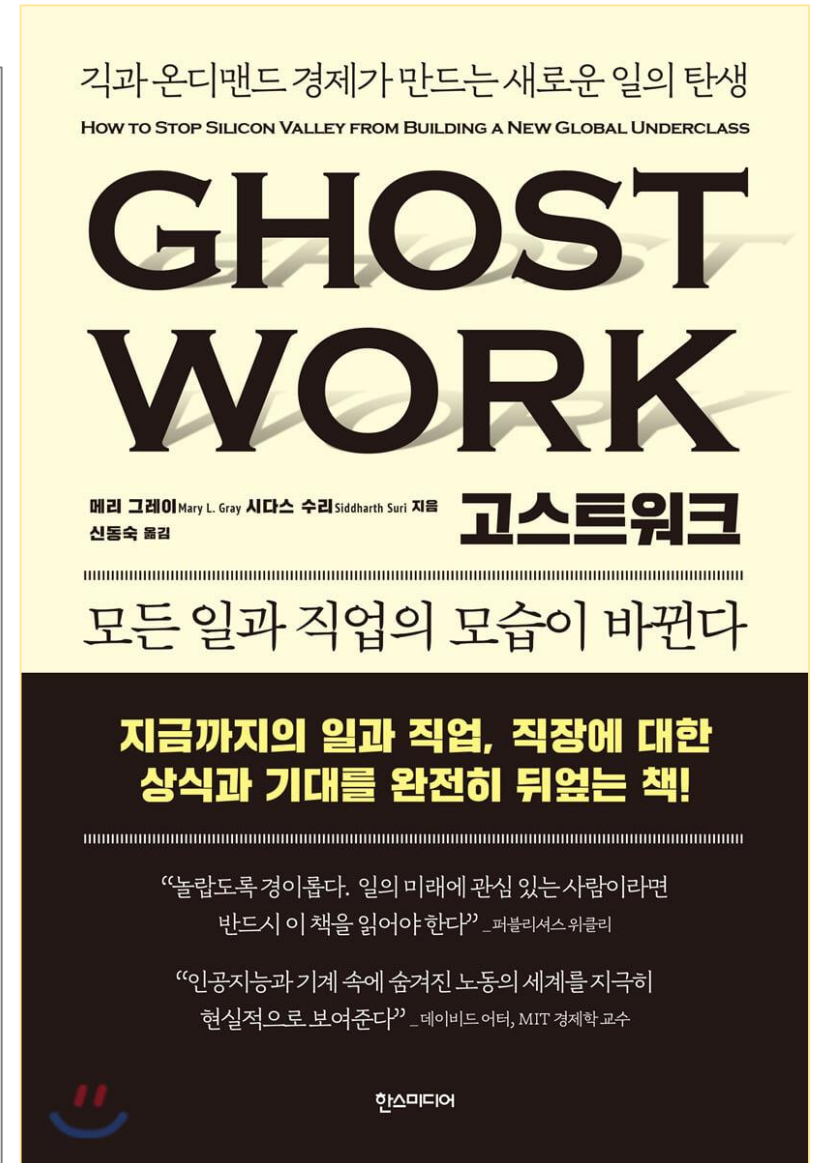
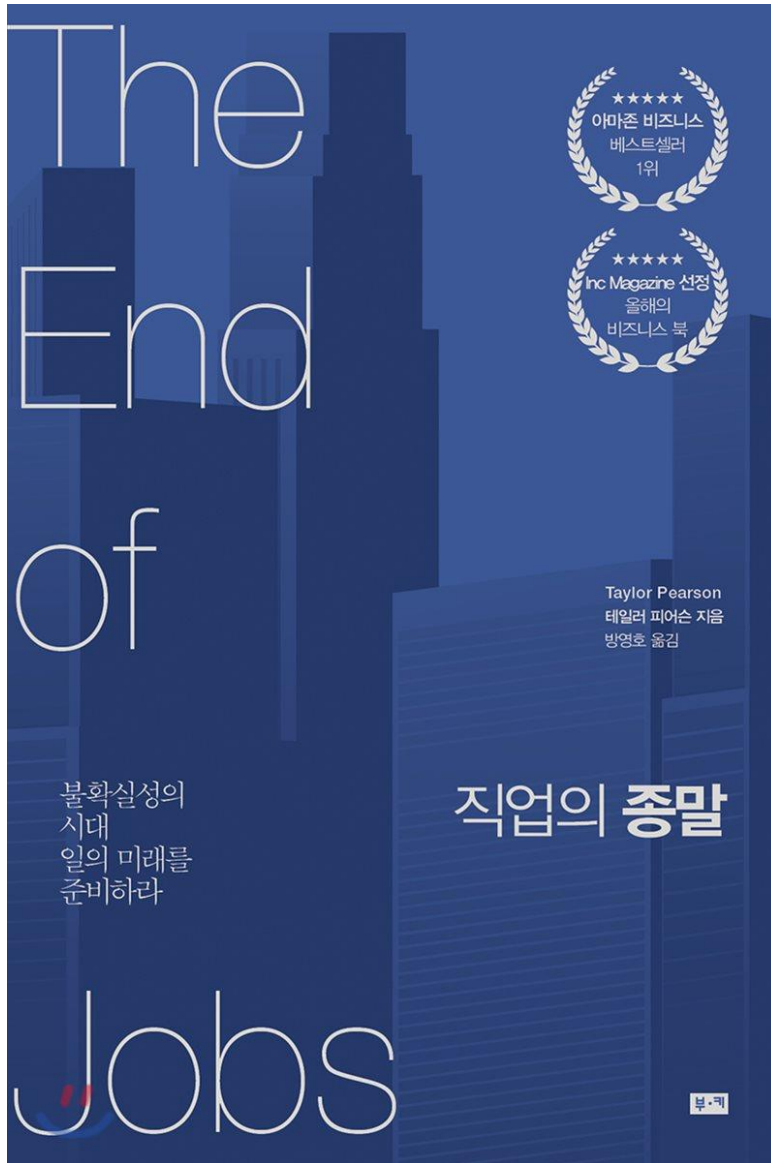
Typical curve
of life growth
- Sigmoid
(S-type curve)

Platform Worker

The average citizen becomes a platform worker

platform worker = freelancer = precariat (precarious proletariat)
- Guy Standing

- full-time/retirement security will be replaced by -> contractor/freelancer
- an absolute majority of citizens turn to unstable workers through platforms
- on the surface, freedom of participation, but a life subordinate to a platforms
- mainly composed of current workers, small business owners, and professionals
- dynamically changes participation rates in the market as AI changes

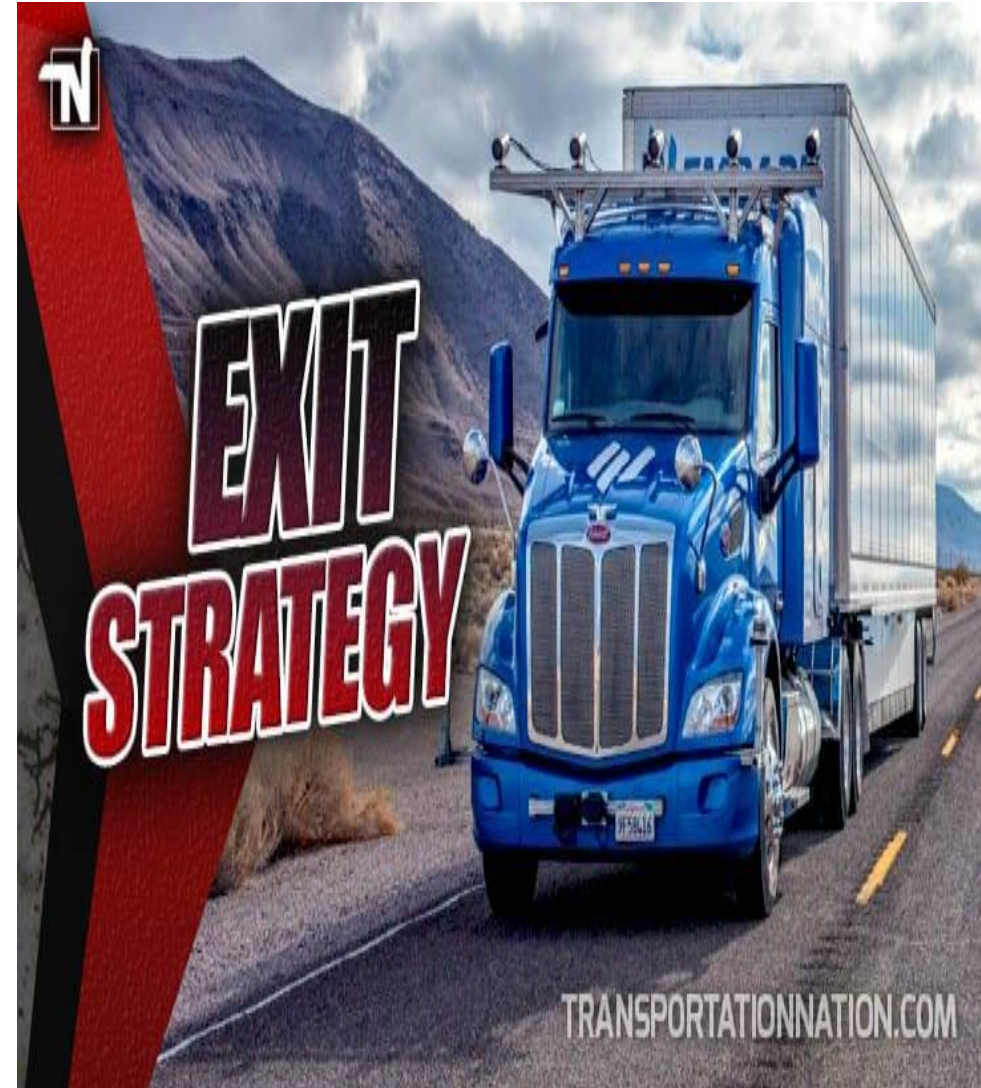


There's a job war in the people

- **1st battleground: Human VS Artificial Intelligence**
- **a sharp decline in jobs**
 - Eric Schmidt(Google)
 - Michael Osborne, Carl Frey(Oxford)
 - Thomas Frey(DaVinci Institute)
- **innovation has nothing to do with job losses**

James Surowiecki(Journalist)

➡ decrease in Jobs
(ex: 350millions US Truck Driver!)



What's more worrisome is that,

labor-intensive manufacturing,
labor-intensive service sector,
automatic system operator

⇒ downward movement of jobs
+ diminishing returns

Topics

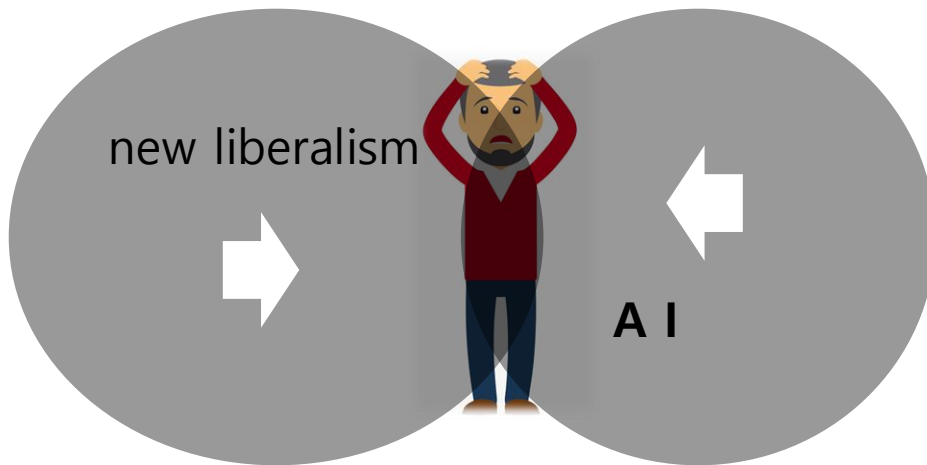
MIT Future of Work Report: We Shouldn't Worry About Quantity of Jobs, But Quality

By Edd Gent - Sep 16, 2019 👁 3611

There's a job war in the people

- **2nd battleground: Human VS Human**

"90% down to the lower class"
- 藤井厳喜(Fujii Genki)



last 20yr domestic

GDP

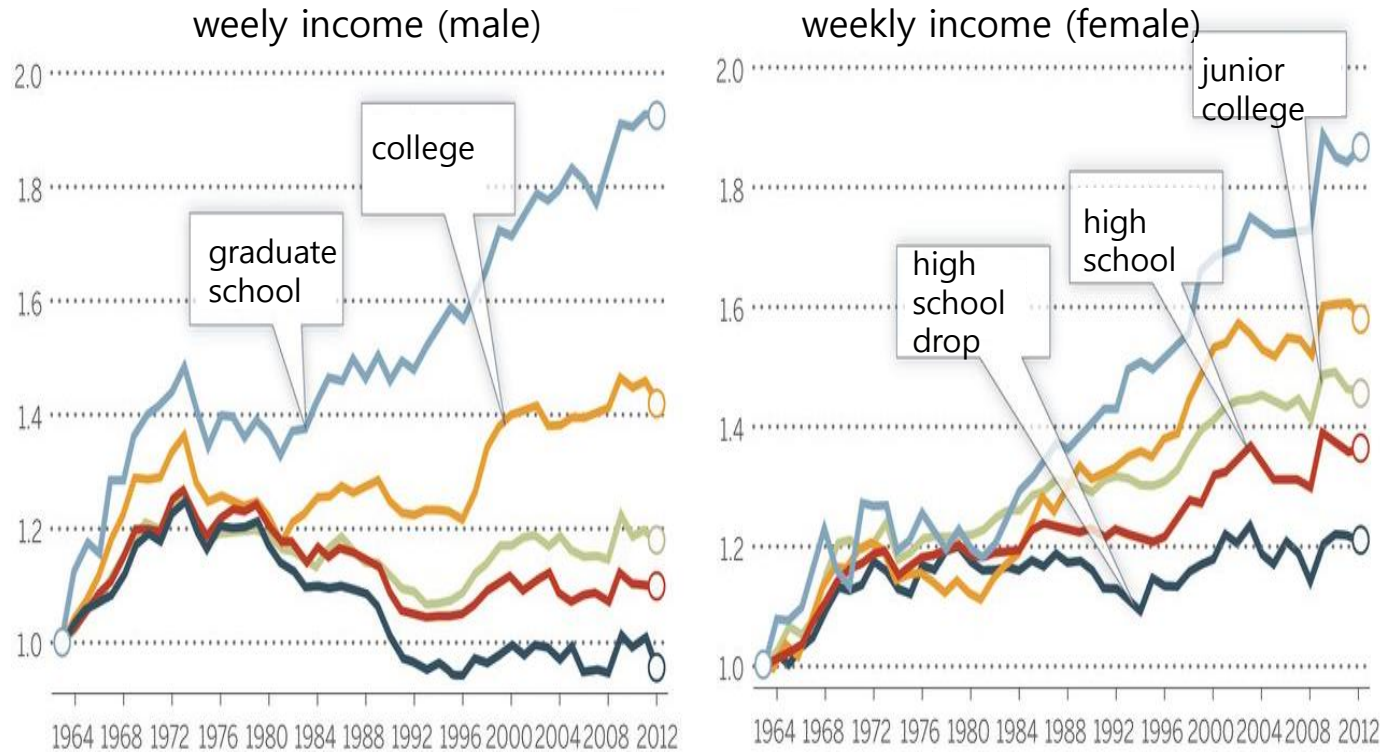
gross profit margin of enterprise

gross wages of workers



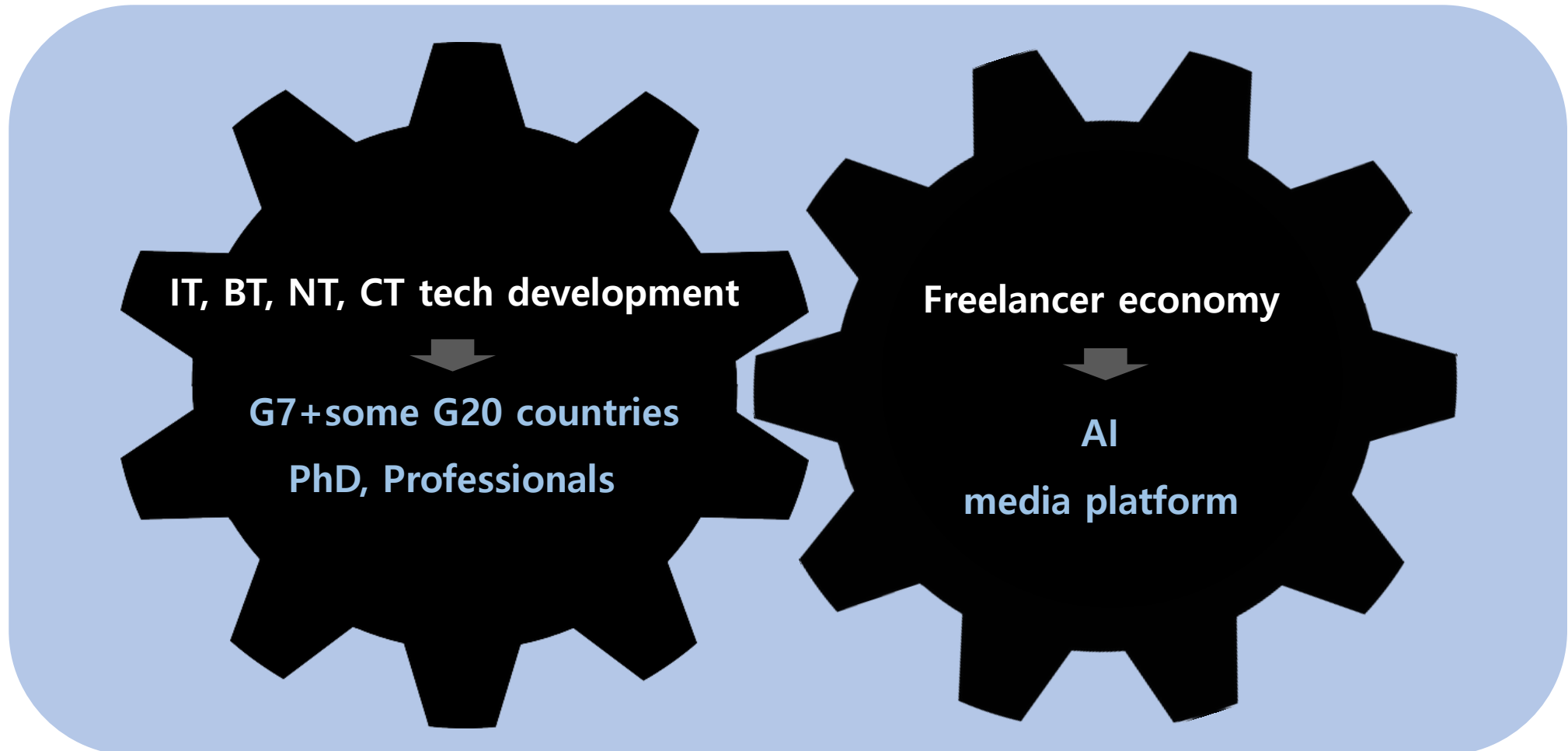
There's a job war in the people

changes in the income of American workers by gender and education level (1963~2012)



There's a job war in the people

final solution?



*Thank
you*

