

What you want
What you want to want
+






THE FUNDAMENTAL PROBLEM OF PERSONAL IDENTITY
FREUD *CONTRA* DELEUZE: AM I ONE OR MANY?

Being entirely honest with
oneself is a good exercise.

- Freud-Fliess Letters, 271-2

The two of us (Deleuze & Guattari)
wrote *Anti-Oedipus* together.
Since each of us was several,
there was already quite a crowd.

- *Thousand Plateaus*, Introduction: Rhizome

An aerial photograph of a dense forest of tall, thin evergreen trees, likely spruce or fir, showing a repeating pattern of vertical trunks and green foliage.

One forest (with many trees), or many trees (that appear as one forest)?

Does the forest *necessarily* tell us something about every single tree? Does any single tree *necessarily* tell us anything about the larger forest?

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CASE

CASE: AI CHATBOT BEHAVIOR CHANGE, BUT CHANGE INTO WHO?

[Journal List](#) > [J Med Internet Res](#) > [v.22\(9\); 2020 Sep](#) > [PMC7557439](#)



Artificial Intelligence Chatbot Behavior Change Model for Designing Artificial Intelligence Chatbots to Promote Physical Activity and a Healthy Diet: Viewpoint

Jingwen Zhang ^{1,2} ; Yoo Jung Oh ¹ ; Patrick Lange ³ ; Zhou Yu ³ ;
Yoshimi Fukuoka ⁴ 

van Gogh
thought experiment

CASE: AI CHATBOT BEHAVIOR CHANGE, BUT CHANGE INTO WHO?

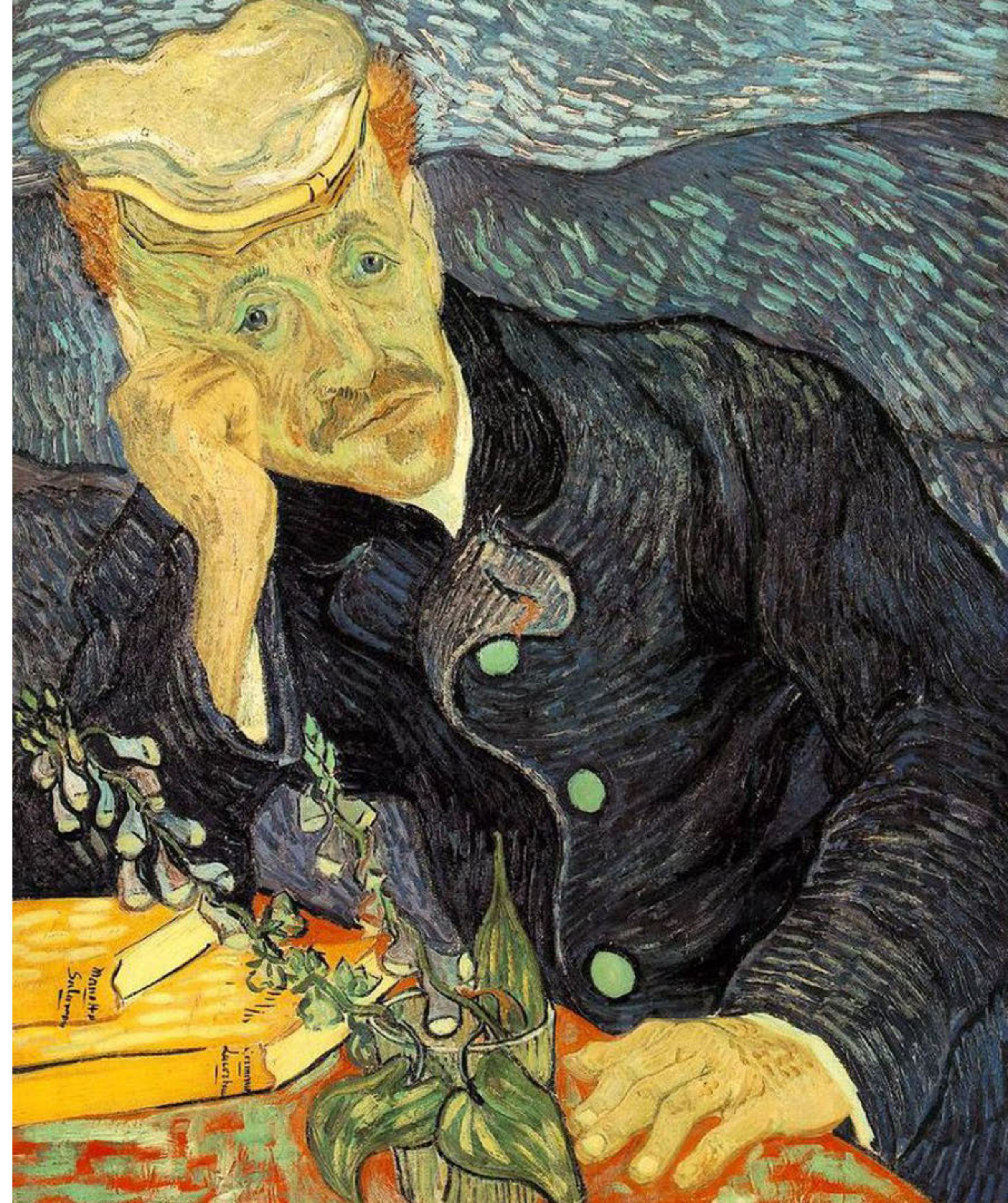
Facts and suppositions / Δ diet = Δ self

Doctor Gachet and foxglove, source of digitalis, an extract used to treat mental illness, with the side-effect of yellowing vision = “Yellow Period” art.

Importantly, van Gogh’s illness seemed to be precipitated by his use of absinthe distilled from an alcoholic steep of herbs, including thujone. In addition van Gogh made use of pinene, and camphor (distilled pine needles, and the bark and wood of camphor tree), all modulators of GABA-alpha receptors with the first being a potent antagonist while the others act as mild agonists.

Debate whether van Gogh’s unique style can be attributed to a painter who incidentally also happened to suffer from a disease, or whether it was in fact the disease itself that allowed this unique style to emerge.

Turkheimer Federico et al. 2020. A GABA Interneuron Deficit Model of the Art of Vincent van Gogh. *Frontiers in Psychiatry*, Volume 11.



CASE: AI CHATBOT BEHAVIOR CHANGE, BUT CHANGE INTO WHO?

1886-1890, van Gogh in crisis: Yellow Period of digitalis intoxication

Diet was speeding descent into insanity while invigorating his art.

The AI chatbot is optimized to change him, but into who?

The artist to be encouraged? The patient to be cured of seizures?

The theologian he was earlier in life? Some other...?

CASE: AI CHATBOT BEHAVIOR CHANGE, BUT CHANGE INTO WHO?

2 decision models / 2 kinds of decisions:

One self: Change into the true van Gogh that *incorporates* different selves, that *restores* because the true self must have preceded the drugs, disease, and art.

But, how is that one, true self identified? How is artist /patient/man reconciled?

Multiple selves: Change into selected van Gogh.

But which one? The man free of hallucinations? The theologian The friend of Gauguin? The Yellow Period artist? And, why one instead of another? Who decides? (*Which I decides!*)

3 CONCLUSIONS

1.

Two conceptions of personal identity:

- I am one person who appears as many
- I am many people who appear as one

2.

Distinct conceptions create different tasks for IES:

- If one true self, how do you discover and know?
- If multiples selves, which one is selected? Why? Who decides?

3.

Decision always already made because necessary to *begin* work



3

**THE DILEMMA BETWEEN THE AUTHENTICITY
OF ONE SELF, AND THE FREEDOM OF
MULTIPLYING SELVES**

NATURAL EXTENSION OF ONE-SELF MODEL IS ETHICAL COMMITMENT TO AUTHENTICITY AS TRUE, DATAFIED ME

- One "me" MUST be (theoretically) circumscribable & describable by data - otherwise ideal makes no sense, leaks into multiplicity

Test the concept: thought experiment in authenticity, Derek Parfit's "Teletransporter" (Star Trek)

(Reasons and Persons, 1984)

Suppose that you enter a cubicle in which, when you press a button, a scanner records the states of all the cells in your brain and body, destroying both while doing so. This information is then transmitted at the speed of light to some other planet, where a replicator produces a perfect organic copy of you. Since the brain of your Replica is exactly like yours, it will seem to remember living your life up to the moment when you pressed the button, its character will be just like yours, and it will be in every other way psychologically continuous with you.



AUTHENTICITY & PERSONAL FREEDOM

Benefit: LinkedIn/Tinder/Hinge/AI health recommendations charged by perfect and complete information

But, why would I want to choose my AI behavior modifications if what is perfect for me can be derived from my data?

Pure authenticity makes personal freedom redundant

(Cheetos case: If we know who you are, it doesn't matter what you want to want. Is it even possible to want to want...?)

One self → authenticity → end of personal freedom (replaced by data)

NATURAL EXTENSION OF AN ETHICAL COMMITMENT TO
PERSONAL FREEDOM IS A MULTIPLE-SELF MODEL

Re-imagined "Teletransporter" so user could express pure freedom* = free from others *and* yourself/your past etc.:

- Switch interests/aspirations/fears/desires
- Trade capabilities, like language, music

Concept of single, authentic/true self no longer makes sense because the person who is free is gone as a result of the teletransportation = has escaped own identifying data

(*Not knowing what to expect is the reason for choosing)

EXAMPLE: FREEDOM AND MULTIPLYING SELVES

(Part of what it means to
be human is to overflow
your own data)

Freedom* =
Escape your
personal data
and authentic self

*versus Locke

Why Do People Seek Anonymity on the Internet? Informing Policy and Design

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Although social networking generally requires using one's real identity, half of our interviewees reported using fictitious profiles to go on social networking or dating sites, or used false personal information when chatting online. Some interviewees used different social network profiles to separate the information they shared with different groups of people. A teacher (#17) was very active in a fandom group, and often posted fan fiction online. She wanted to keep in touch with other members of that community, but she was afraid that she might be criticized if her family or her boss found out about her writing because it was not "real" fiction. She therefore maintained two Facebook accounts, one under her real name for family and co-workers and one under a fictitious name for fandom friends.

CONCLUSION

Natural extension of one-self model is ethical commitment to authenticity - a true, datafied me - that renders personal freedom redundant, obsolete

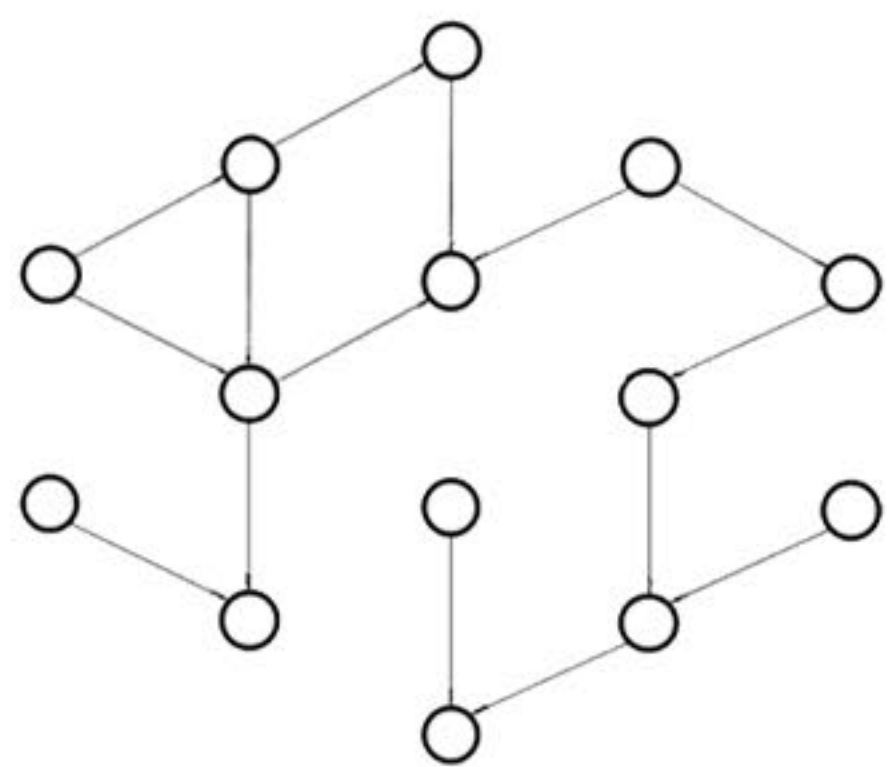
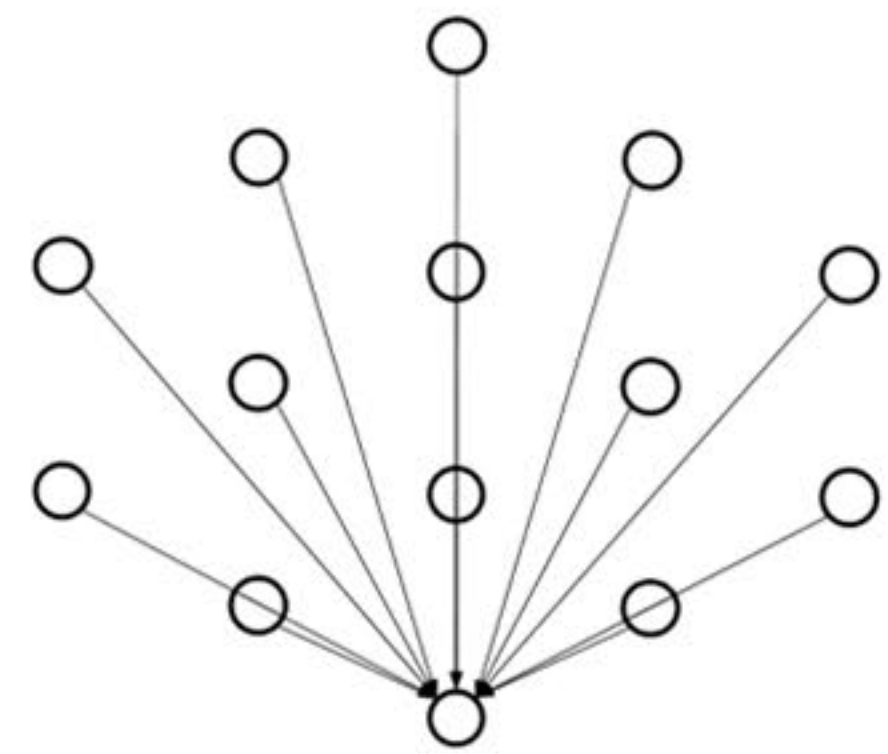
Natural extension of an ethical commitment to personal freedom is multiple-self model where I escape my own personal information and so render authenticity inapplicable: the idea that I am *truly* someone no longer makes sense

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CONCLUSION

TWO VISIONS OF HUMAN BEING,
AND OF RESEARCH IN INFORMATION
ENGINEERING AND SCIENCE (IES)

(IN OTHER WORDS: *WHAT DOES ALL
THIS MEAN FOR IES?*)



Ontology of identity (What I am)	Epistemology of identity (How I can be known)	Ethics dilemma (The AI human condition)	Humanist projects of IES (Possible research directions)
One self	Self captured by data (What I do follows from what I am)	Authenticity	Discover, serve one true self
Multiple selves	Part of self always overflows the data (What I am follows from what I do)	Freedom	Create opportunities to become someone else

EXAMPLE: FILTER BUBBLE (ACROSS DOMAINS) AS PROPOSED RESEARCH AREA

Does the the humanist/freedom conception of IES *change* response to filter bubbles?

- *Broadening* the self + data versus *Escaping* self + data

Can techniques now being developed to break users out of filter bubbles be adopted for the humanist/freedom conception of IES?

Provocation:

Is the filter bubble a way of identifying authenticity and therefore ethically justified? Is it good?

Jason Portenoy, Marissa Radensky, Jevin West, Eric Horvitz, Daniel S. Weld, and Tom Hope. 2022. Bursting Scientific Filter Bubbles: Boosting Innovation via Novel Author Discovery. In CHI Conference on Human Factors in Computing Systems (CHI '22), April 29-May 5, 2022, New Orleans, LA, USA. ACM, New York, NY, USA, 13 pages. <https://doi.org/10.1145/3491102.3501905>

L. Elisa Celis, Sayash Kapoor, Farnood Salehi, and Nisheeth Vishnoi. 2019. Controlling Polarization in Personalization: An Algorithmic Framework. In FAT* '19: Conference on Fairness, Accountability, and Transparency, January 29–31, 2019, Atlanta, GA, USA. ACM, Atlanta, GA, USA, 13 pages. <https://doi.org/10.1145/3287560.3287601>

Marius Kaminskis and Derek Bridge. 2016. Diversity, serendipity, novelty, and coverage: a survey and empirical analysis of beyond-accuracy objectives in recommender systems. ACM Transactions on Interactive Intelligent Systems (TiiS) 7, 1(2016), 1–42. Google ScholarDigital Library

Arpit Narechania, Alireza Karduni, Ryan Wesslen, and Emily Wall. 2021. vitaLITY: Promoting Serendipitous Discovery of Academic Literature with Transformers & Visual Analytics. IEEE Transactions on Visualization and Computer Graphics (2021), 1–1. <https://doi.org/10.1109/TVCG.2021.3114820> Conference Name: IEEE Transactions on Visualization and Computer Graphics.

Li Chen, Yonghua Yang, Ningxia Wang, Keping Yang, and Quan Yuan. 2019. How serendipity improves user satisfaction with recommendations? a large-scale user evaluation. In The World Wide Web Conference. 240–250.

Badami, M., Nasraoui, O. and Shafto, P. PrCP: Pre-recommendation Counter-Polarization. DOI: 10.5220/0006938702820289 In Proceedings of the 10th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management (IC3K 2018) - Volume 1: KDIR, pages 282-289 ISBN: 978-989-758-330-8

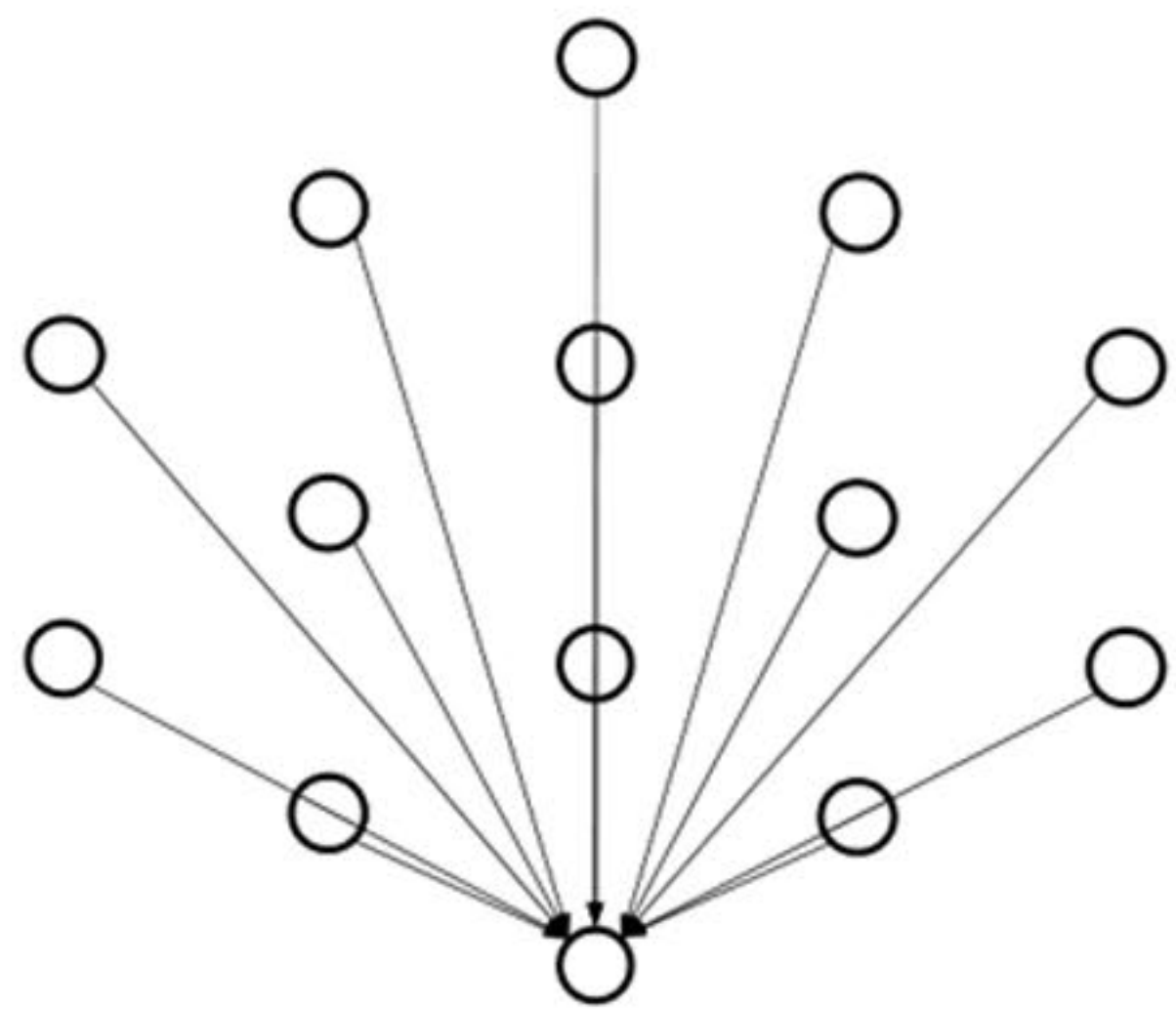
SPECULATIVE EXAMPLES

MEDICAL AI/CONVERSATIONAL AGENTS

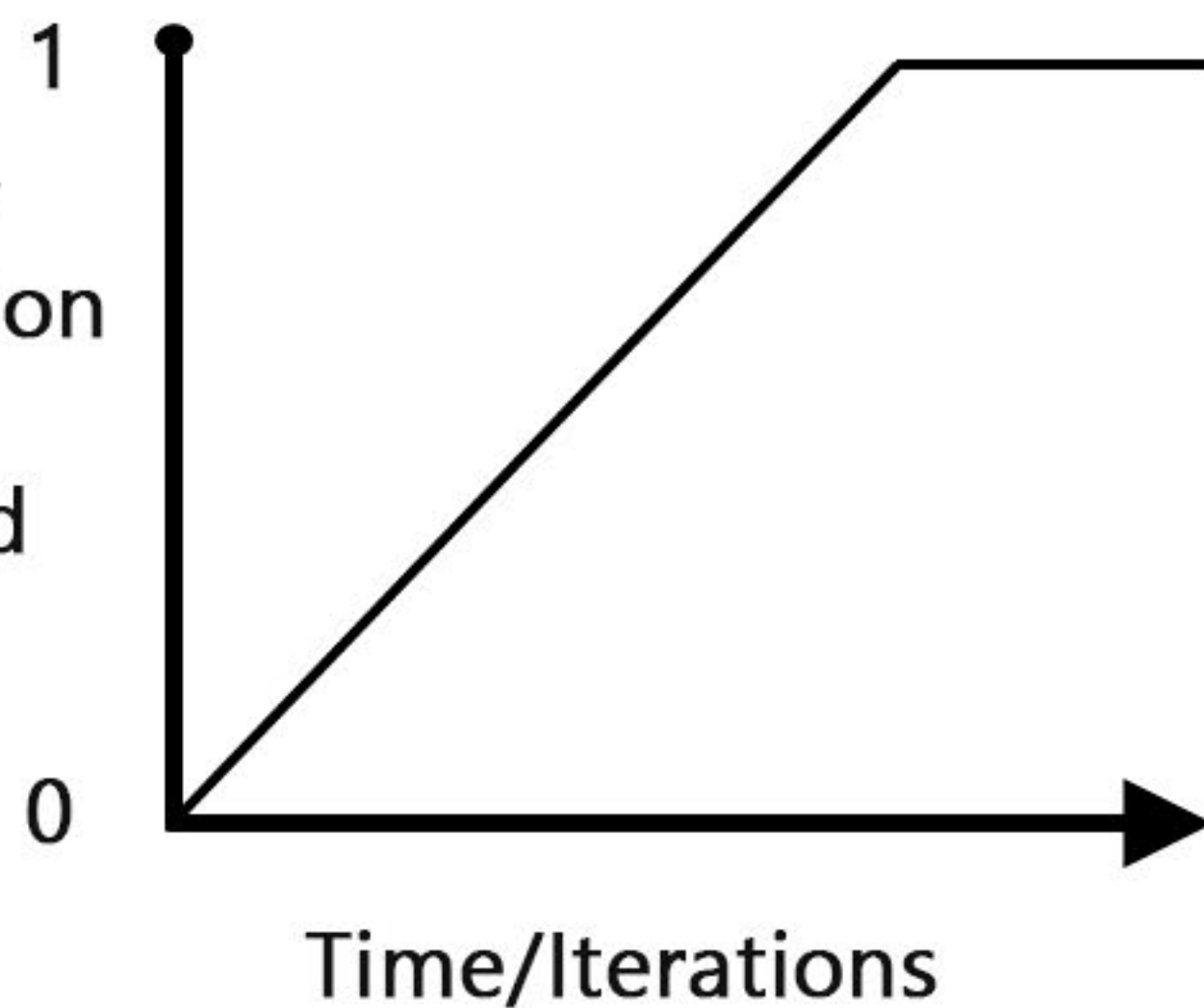
"Rejuvenation" as opposed to restoration as guiding ideal?
(Split physical from psychological self)

LINKEDIN ETC.

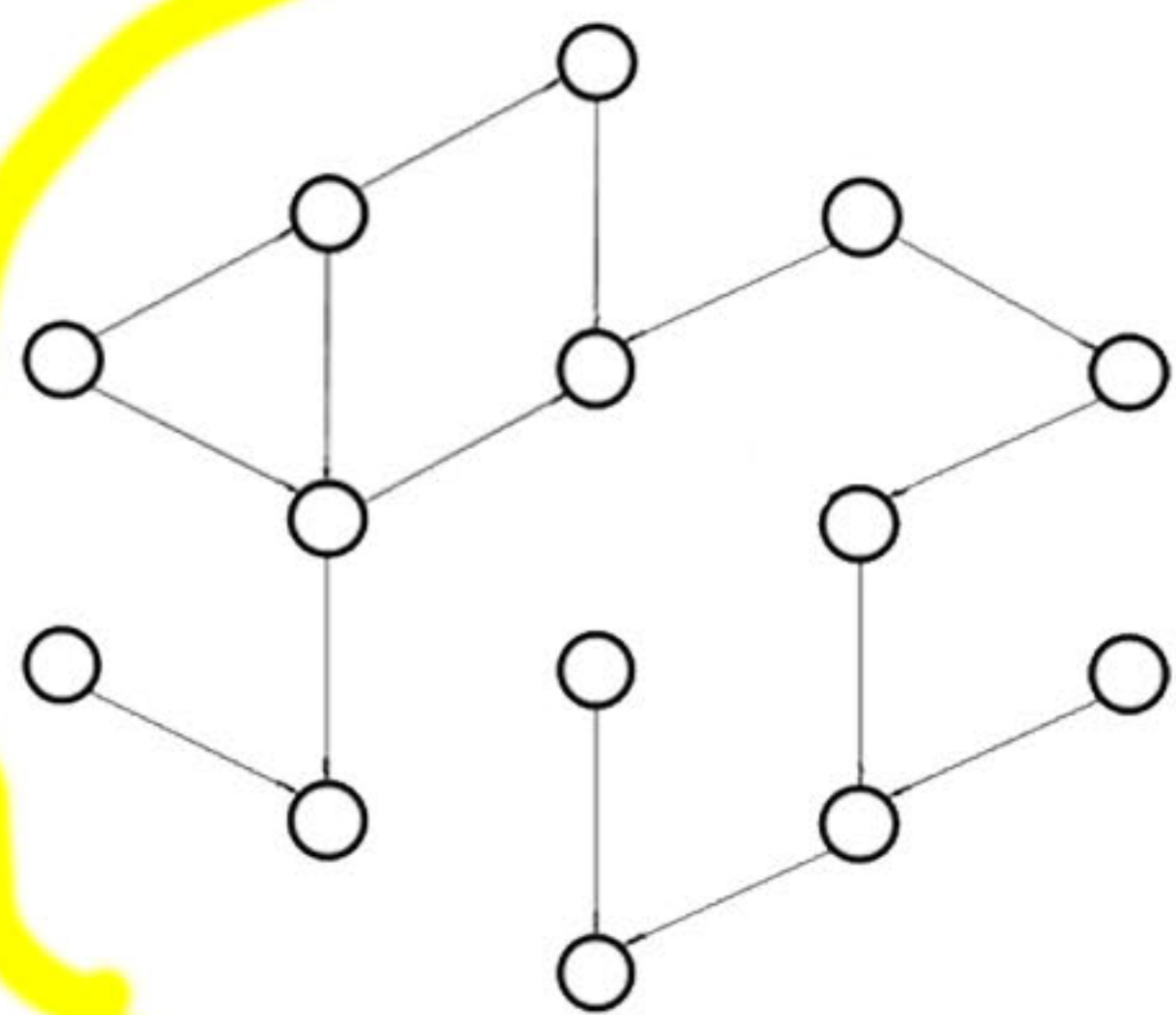
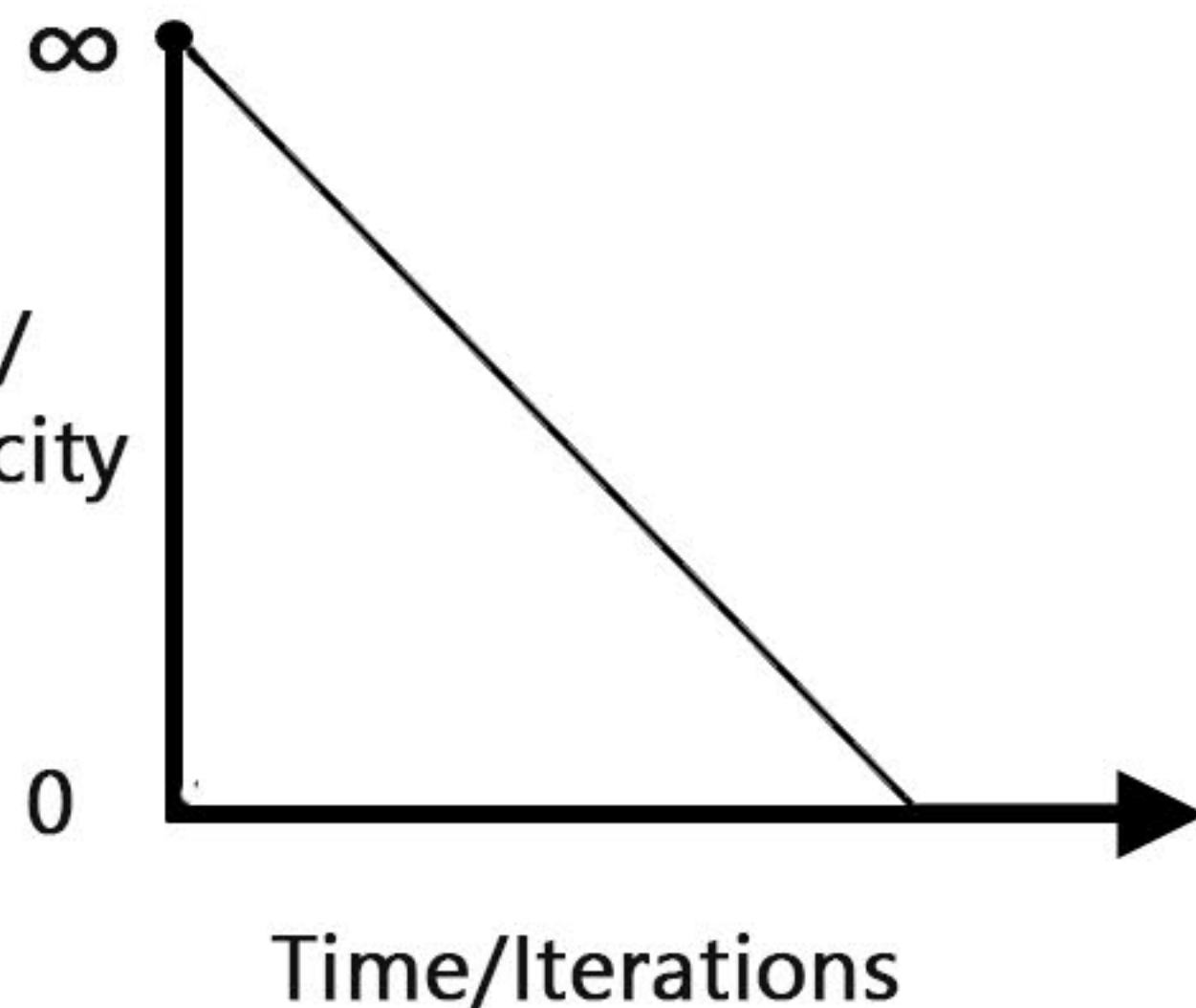
Instead of recommending the job suited to who you are, one that changes you into another



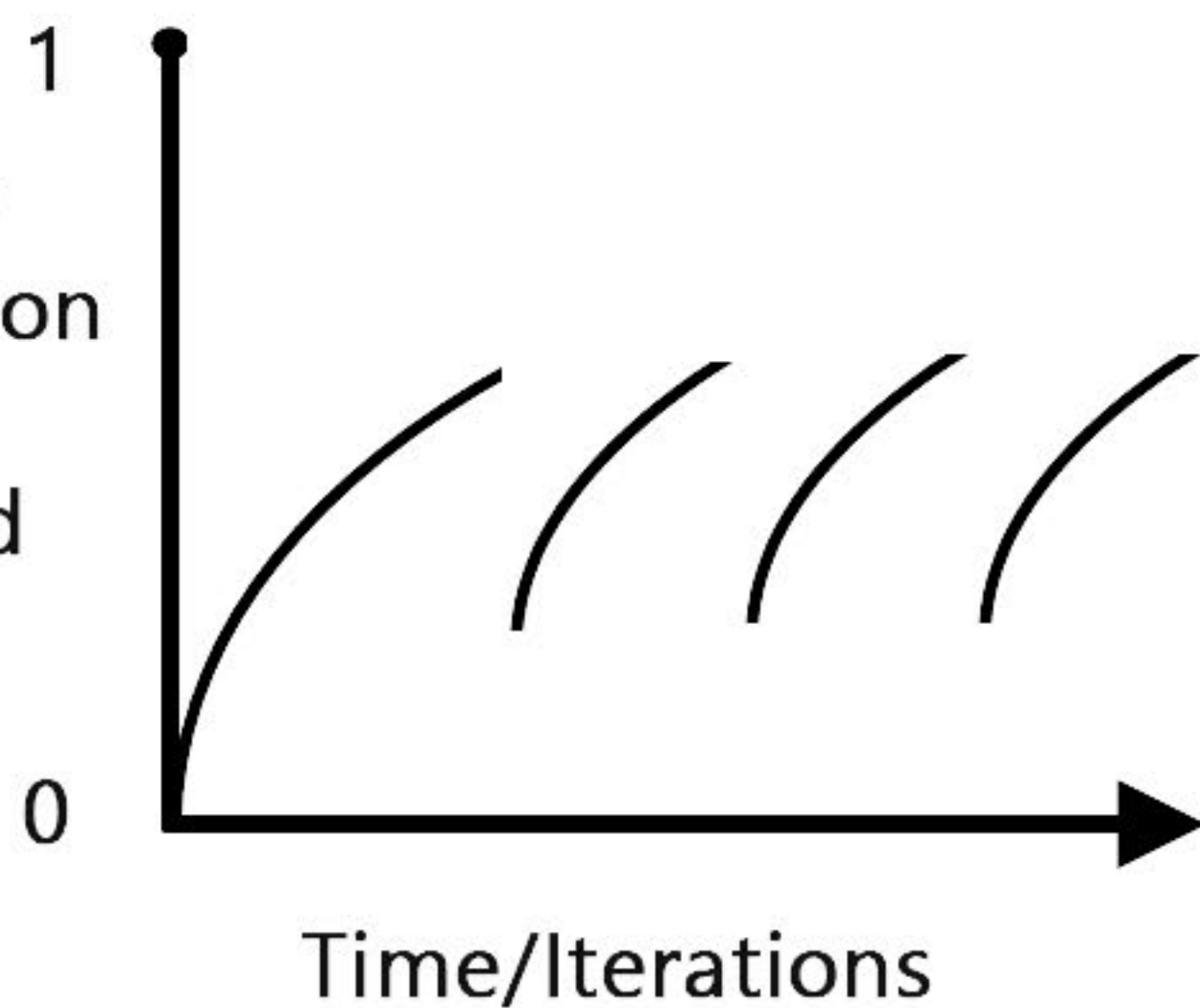
Probability next iteration is exploit as opposed to explore



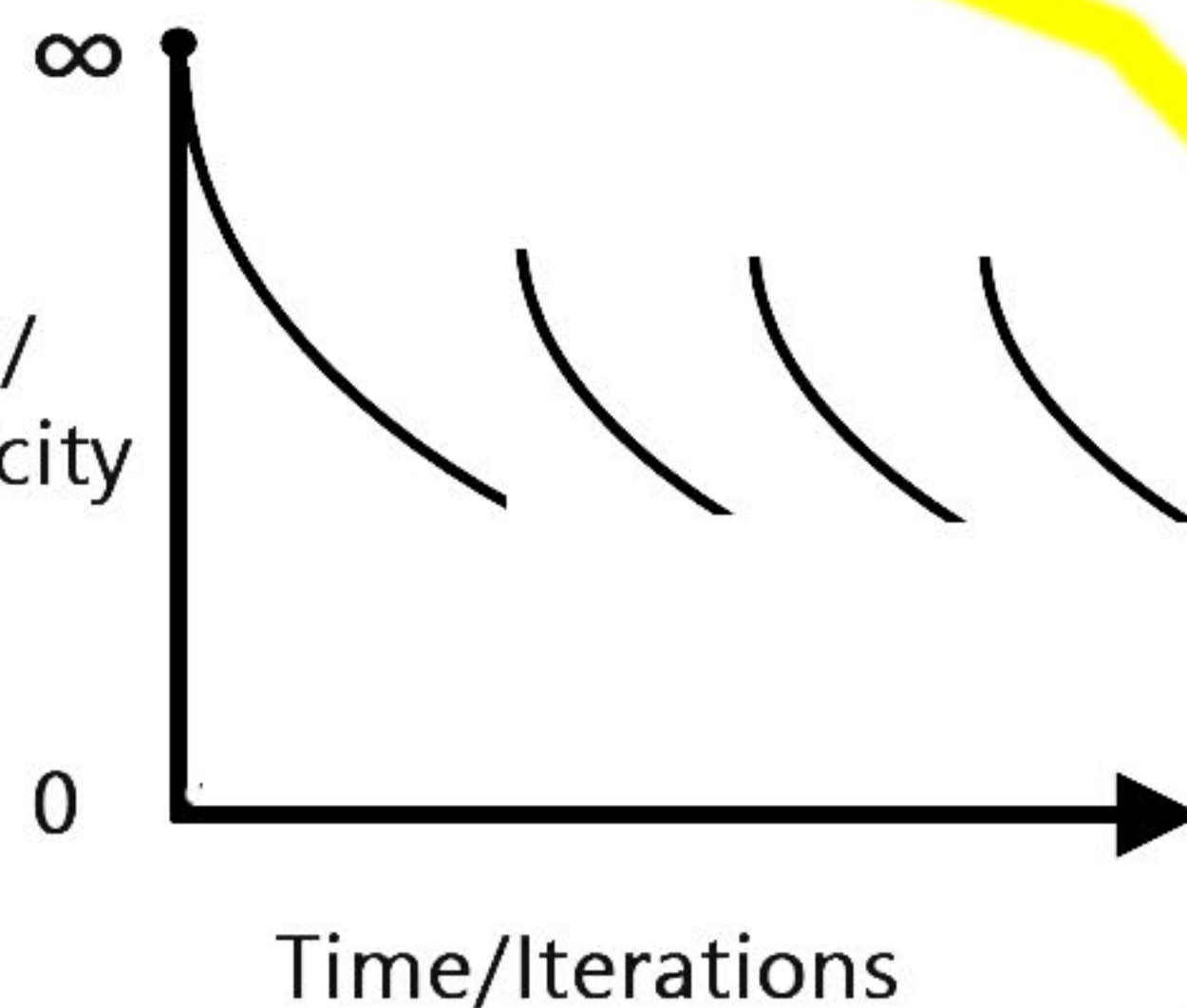
Freedom/ Authenticity



Probability next iteration is exploit as opposed to explore



Freedom/ Authenticity



THE AI HUMAN CONDITION

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POSTSCRIPT: THE AI HUMAN CONDITION

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BEING AND TIME

BY
MARTIN HEIDEGGER

*Translated by John Macquarrie
and Edward Robinson*

"Occasionally a book is published which acts like a time bomb on the intellectual community. At first neglected, interest in it is gradually built up because of changes in opinion. . . . Such a book is Martin Heidegger's *BEING AND TIME*, originally published in 1927 by a gifted student of the prominent German philosopher, Edmund Husserl, and by a remarkable feat of translation, now available in English.

"The influence, direct and indirect, of this book not only in philosophy

Since Heidegger, being human has meant conceiving authenticity and freedom as collaborative: the reason for human freedom is to experiment and discover our own authentic projects. And, one purpose of authenticity is to provide a direction and purpose for our innate freedom. But the digital revolution is splitting the two, and reconfiguring the human condition as a dilemma between authenticity and freedom.