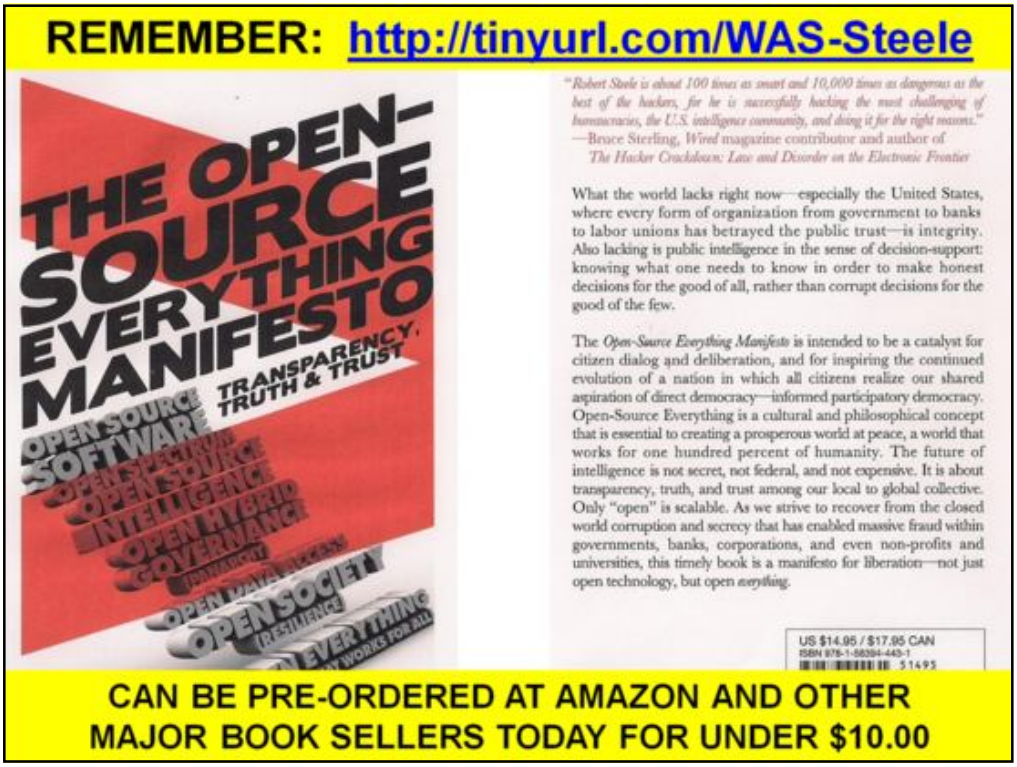
REMEMBER: http://tinyurl.com/WAS-Steele



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My name is Robert David Steele, you can reach me via electronic mail at

robert.david.steele.vivas@gmail.com.

This is my next book, coming out in June with distribution by Random House. It is the foundation for my brief presentation here today.

Please note the Tiny URL short-cut to this briefing, WAS-Steele.

Reflexivity as Integrity:
Toward Earth/Life 4.0

Key Concepts

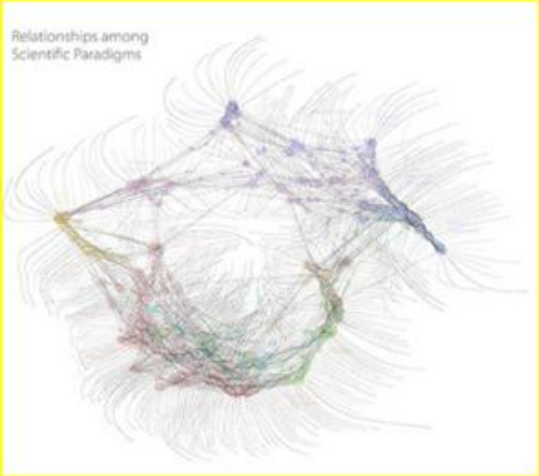
- Proprietary does not scale—need open all
- Corruption at all levels is eradicating life on earth
- Integrity is our starting point – holistic
- Human-centric, machine-assisted
- From Internet of things to internet of costs
- Eight tribes, religion, science, philosophy equals integral consciousness as a species
- Education, intelligence, research must integrate
- All information in all languages all the time
- Eradicate information pathologies & information hazards
- Strategy exists toward cosmic integral consciousness

I have been learning from Stuart and Kent and others these past few years, and agree that reflexivity is the desired end state of human consciousness. Reflexivity in my view is another way of saying "integral consciousness." Integral consciousness cannot be achieved without absolute integrity.

I will pause here so you can read the ten points being made in this presentation.

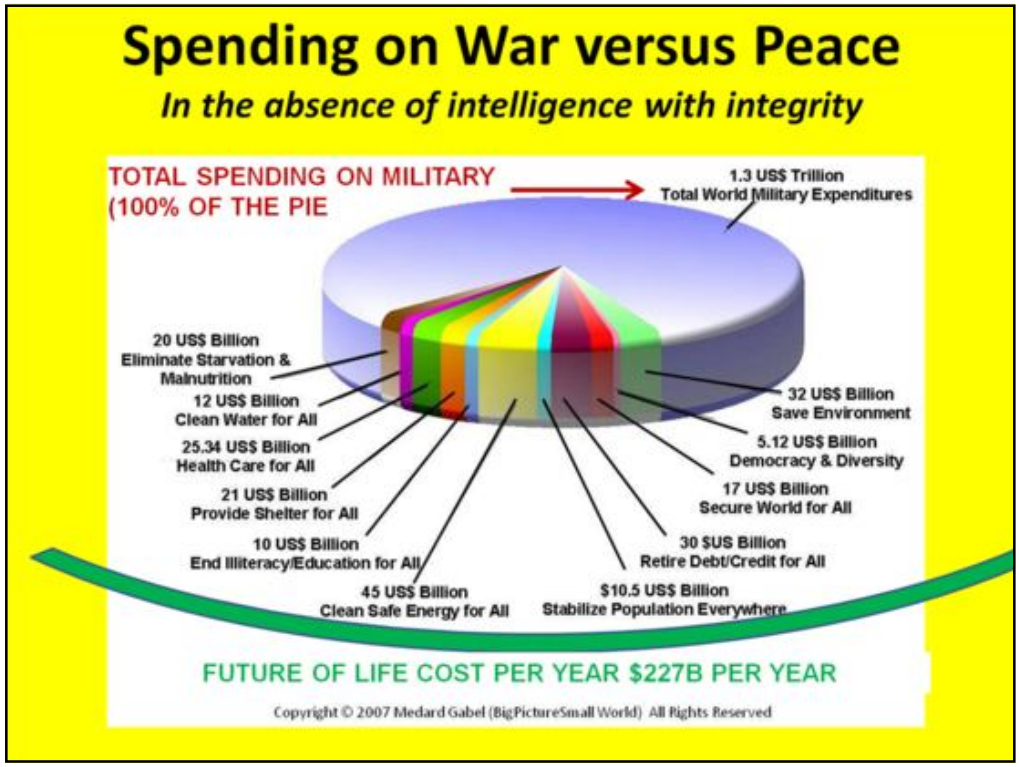
Proprietary/Cabals Do Not Scale

Fragmentation of Information, Intelligence, Research, Strategic Focus



This is the scientific world today, a map based on actual citations created by Maps of Science founder Dick Klavans and a few others.

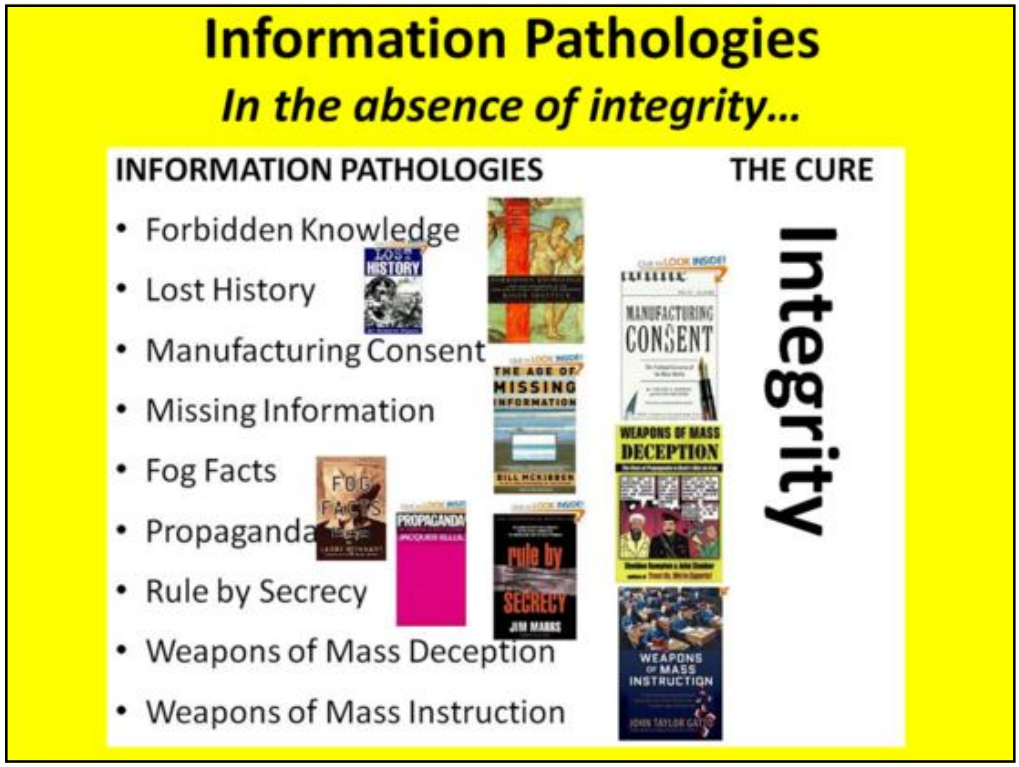
Proprietary and other forms of closed systems do not scale. We are at the end of a period of academic deconstructions—now is the time to begin convergence toward integrated holistic education, intelligence as decision-support, and research in the context of the whole.



I believe that the failure of the academy to maintain its integrity has allowed ideologies to rule, and corruption to be the primary trait of most governments and most private sector organizations.

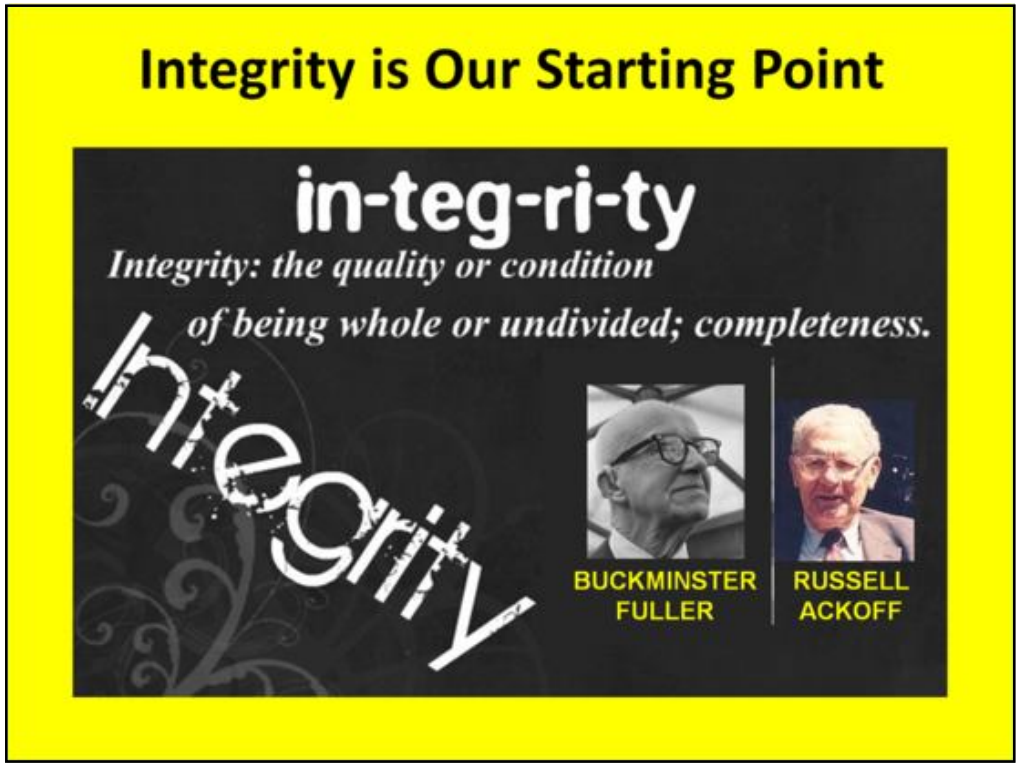
What we spend on war instead of peace is reprehensibly ignorant, and it happens because we are all—as a collective—abdicating our reflexive responsibilities.

These numbers are from Medard Gabel, and consistent with those of E. O. Wilson and Lester Brown.



Each of these information pathologies is also the title of a book, with the cover shown. The academy is not alone in its loss of integrity—everyone else has lost theirs as well.

There are also information hazards; these have been explored by Professor Nick Bostrom at Oxford, his paper "**Information Hazards: A Typology of Potential Harms from Knowledge**" is easily found online.



Integrity is our starting point. By integrity I mean the quality or condition of being whole.

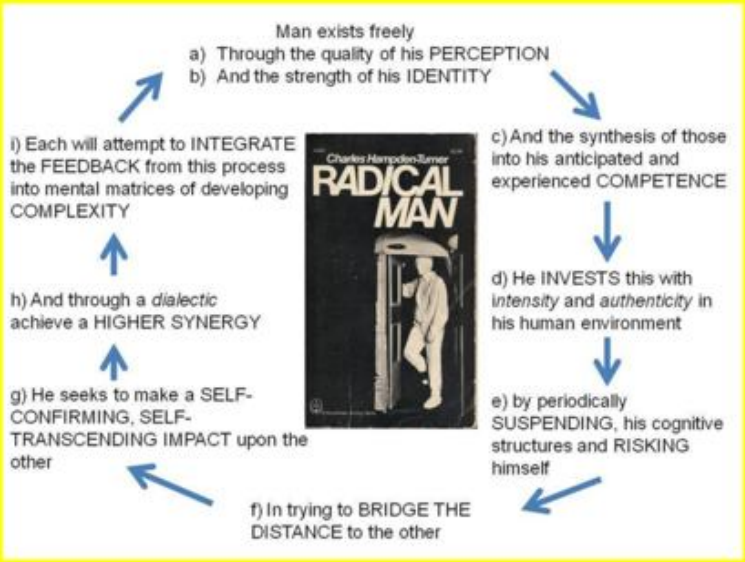
Buckminster Fuller and Russell Ackoff are two of the pioneers I particularly admire.

Integrity is the most searched word on my website, Phi Beta Iota the Public Intelligence Blog.

Of my several posts, I especially recommend Politics & Intelligence–Partners Only When Integrity is Central to Both, easily found by searching for the title.

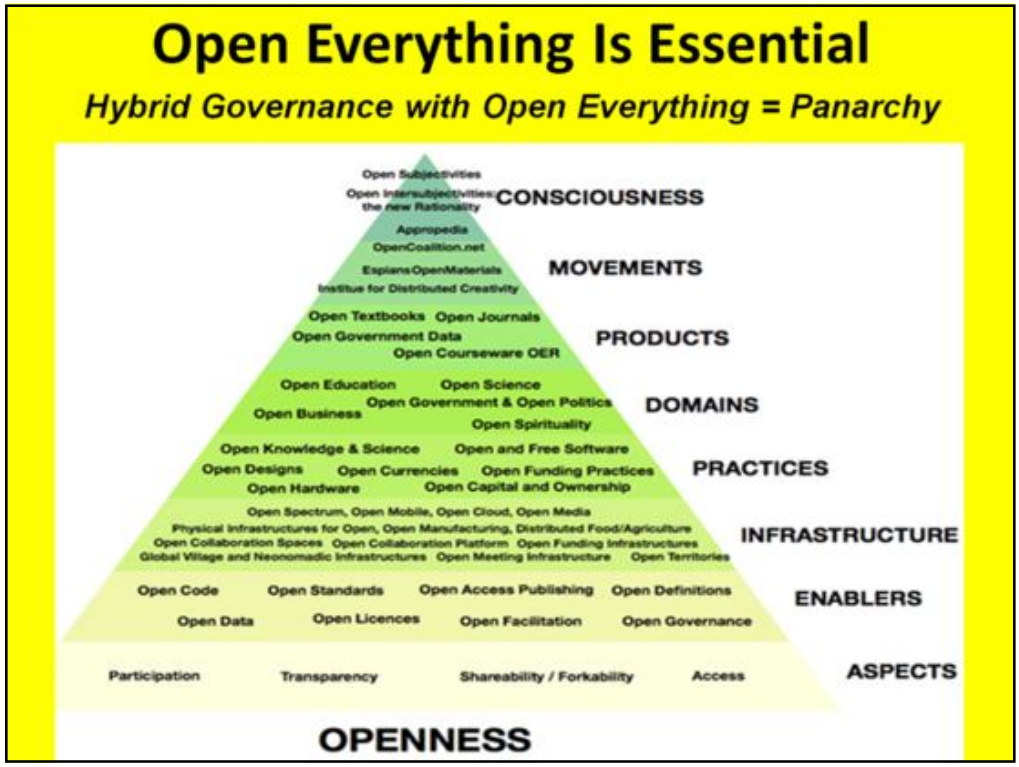
Reflexivity = Human in the Loop

Feedback Loops Are Transparent and Truthful Hence Trusted

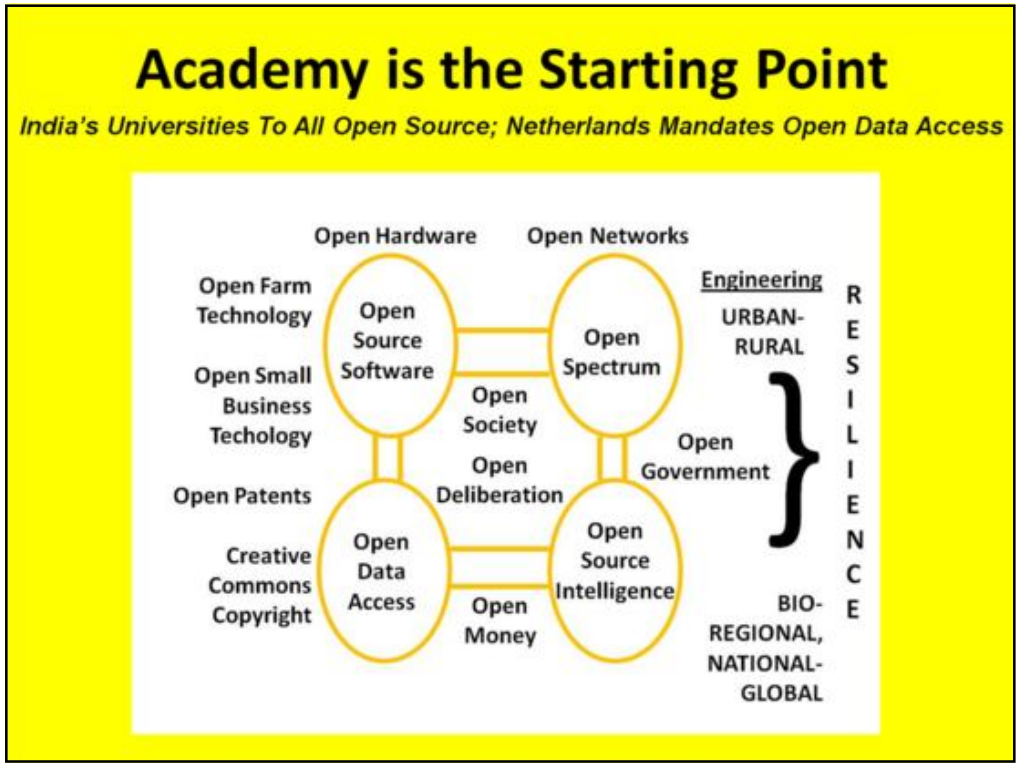


Reflexivity demands the human in the loop, and not only demands the human in the loop but demands as well that the human be conscious.

Charles Hampden-Turner, writing in the 1980's, made the business case for why humans have to act at their fullest potential if we are to achieve a prosperous world at peace. Treating humans as expendible commodities—a characteristic of the Agricultural and Industrial eras—is the equivalent of eating your seed corn if you are taking a long view.

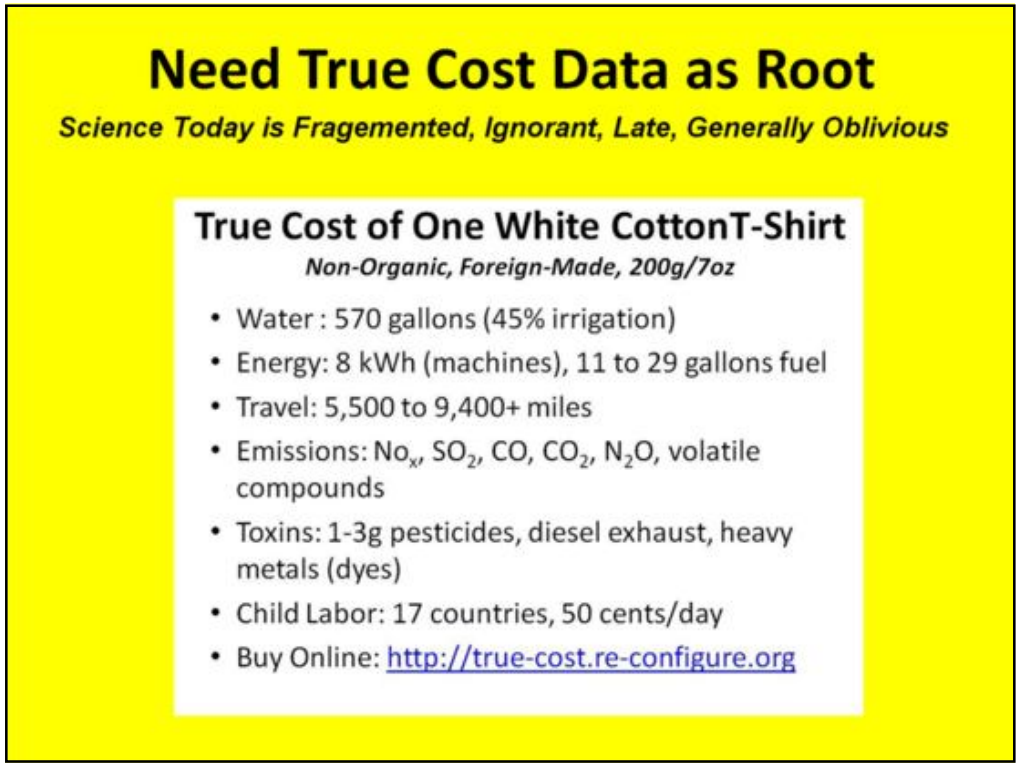


This is easier to read if you access the file. Created by Purin Phanichphant, and flagged by Michel Bauwens of the PfP Foundation, this is the chart that inspired my newest book.



I created an earlier version of this graphic for my keytone presentation to Gnomedex in Seattle in January 2007. Entitled "Open Everything," the video of that presentation appears to have gone viral and is easily found on the Internet.

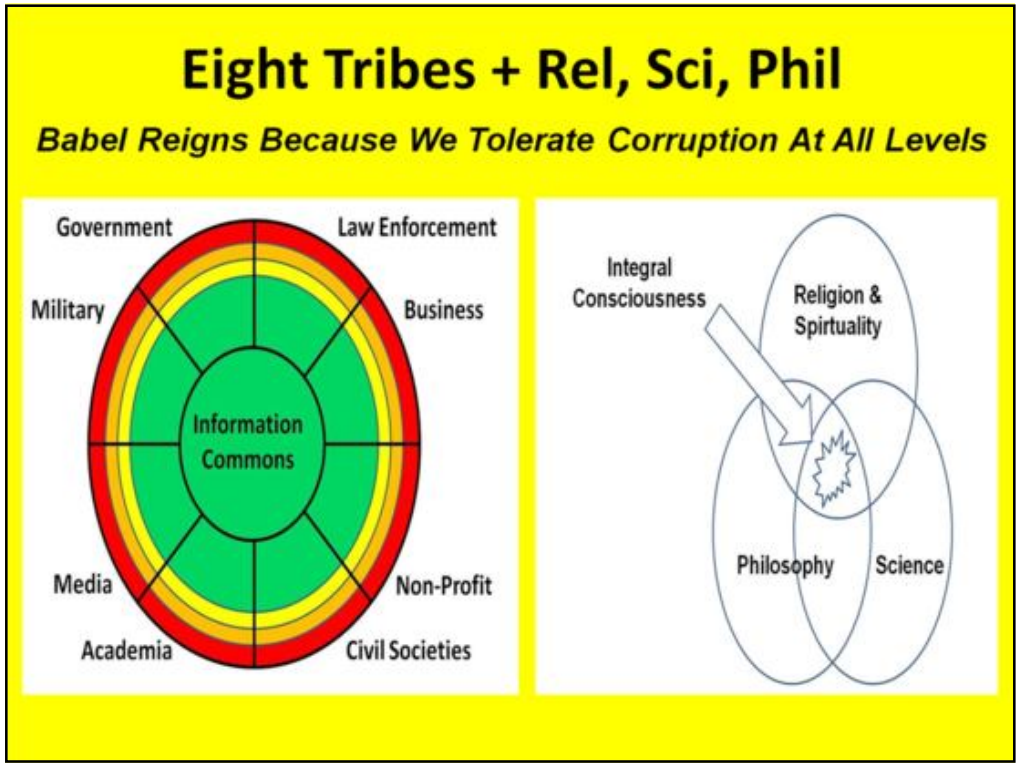
India is now rejecting Microsoft and going open source; the Netherlands has made Open Data Access the law of the land. It is time we all get serious out open everything.



Of continuing concern to me is the lack of a strategic analytic model within the academy, one that focuses all disciplines on real-world problems and on the true cost of each good, service, or practice.

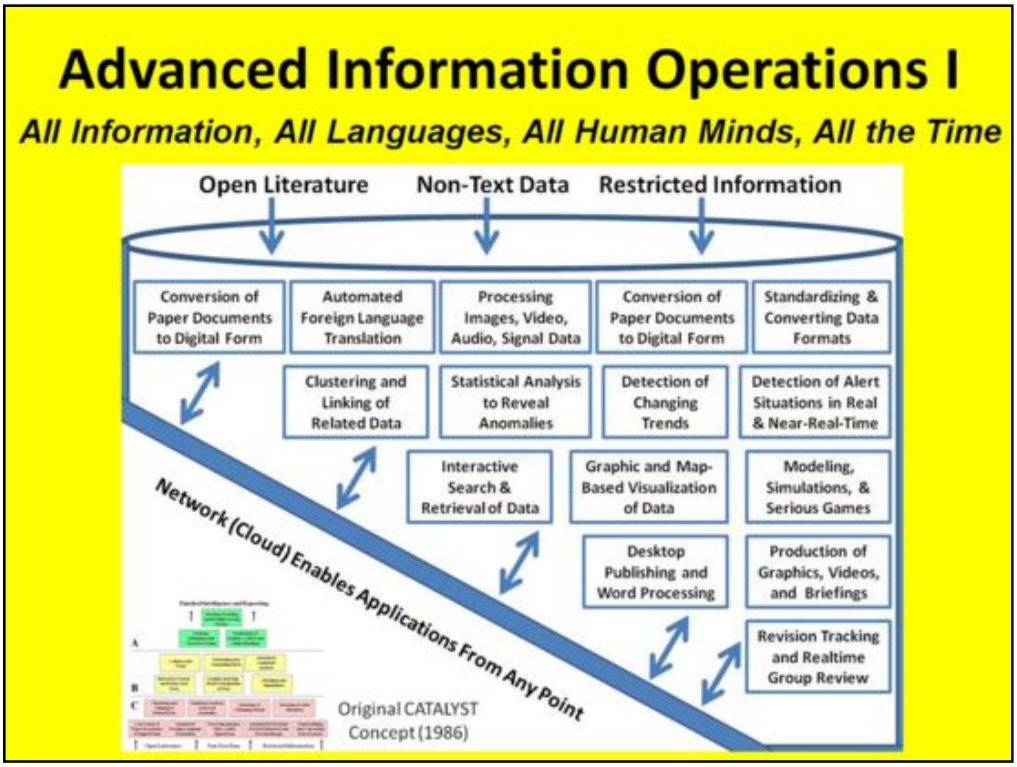
T-Shirts get to market today because the true costs are ignored by all concerned – the true cost of water, of toxins, of fuel, of child labor, of tax avoidance, etcetera.

Making true costs integral to all decision making is how we get the experts, the decision-makers, and the public to converge on reflexive informed thinking for all.



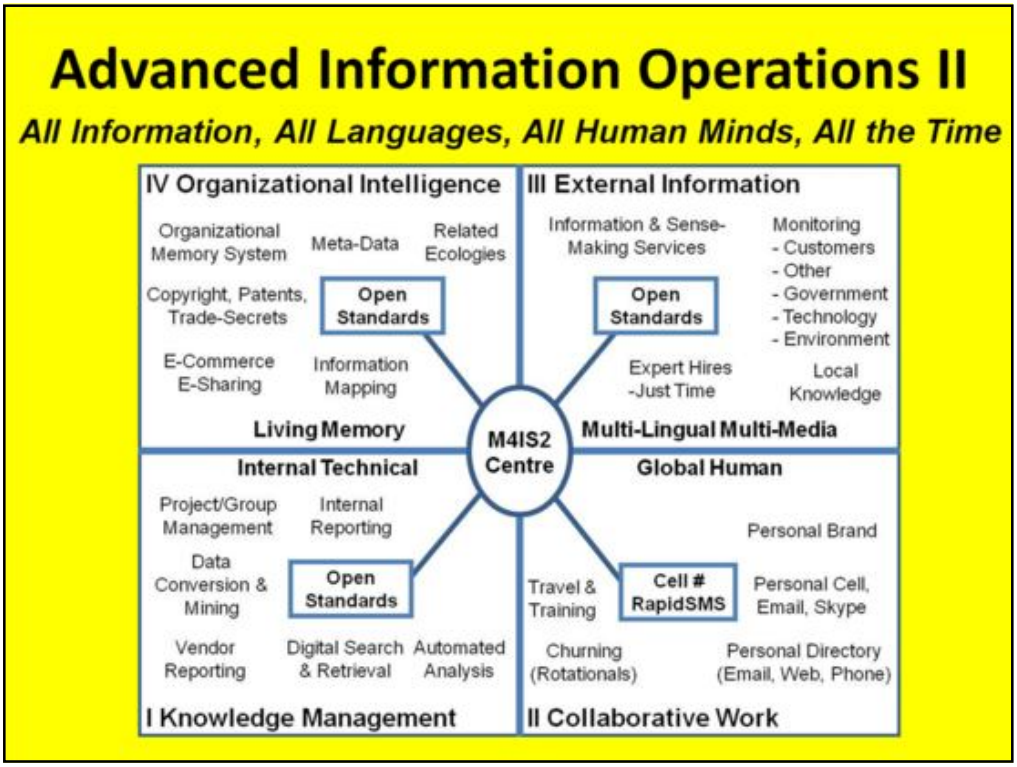
The Academy cannot know the world in isolation from the other seven major communities of information and intelligence: Civil Society, Commerce, Government, Law Enforcement, Media, Military, and Non-Governmental/Non-Profit.

Nor can the Academy get a grip on reality without factoring in both religion and philosophy—integral consciousness lies at the intersection of all three and cannot be claimed by any one of the three in isolation.

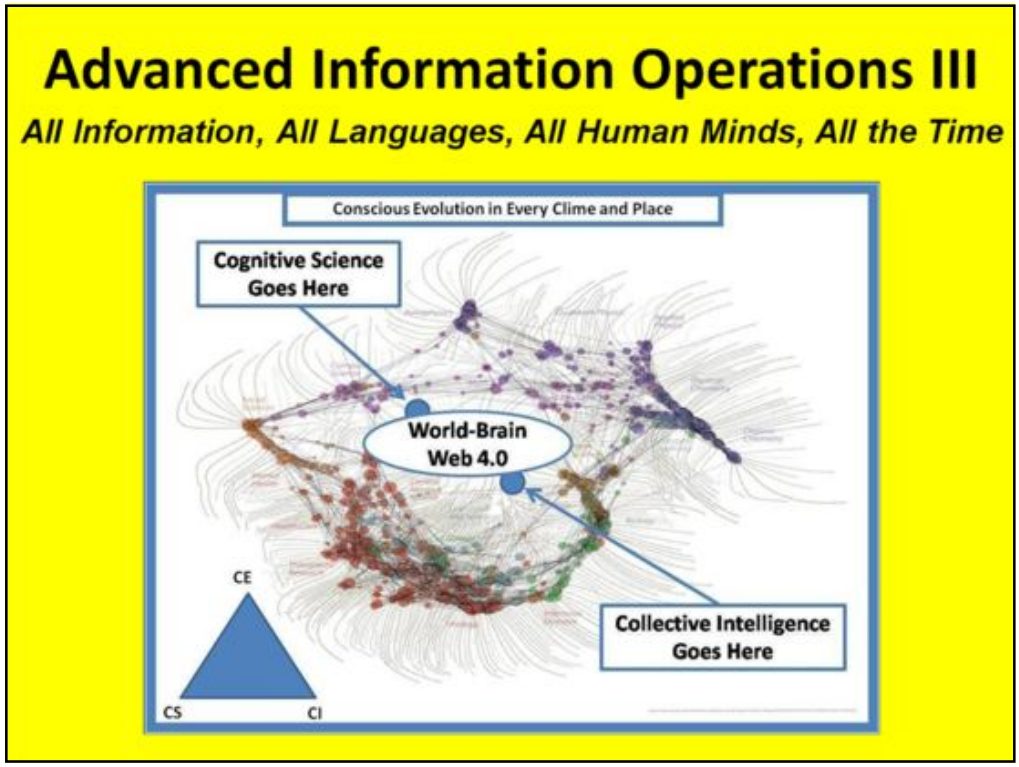


Reflexive thinking, in my view, requires multiple analytic models, one each for the strategic, operational, tactical, and technical levels. It also requires tools for thinking that we lack today .

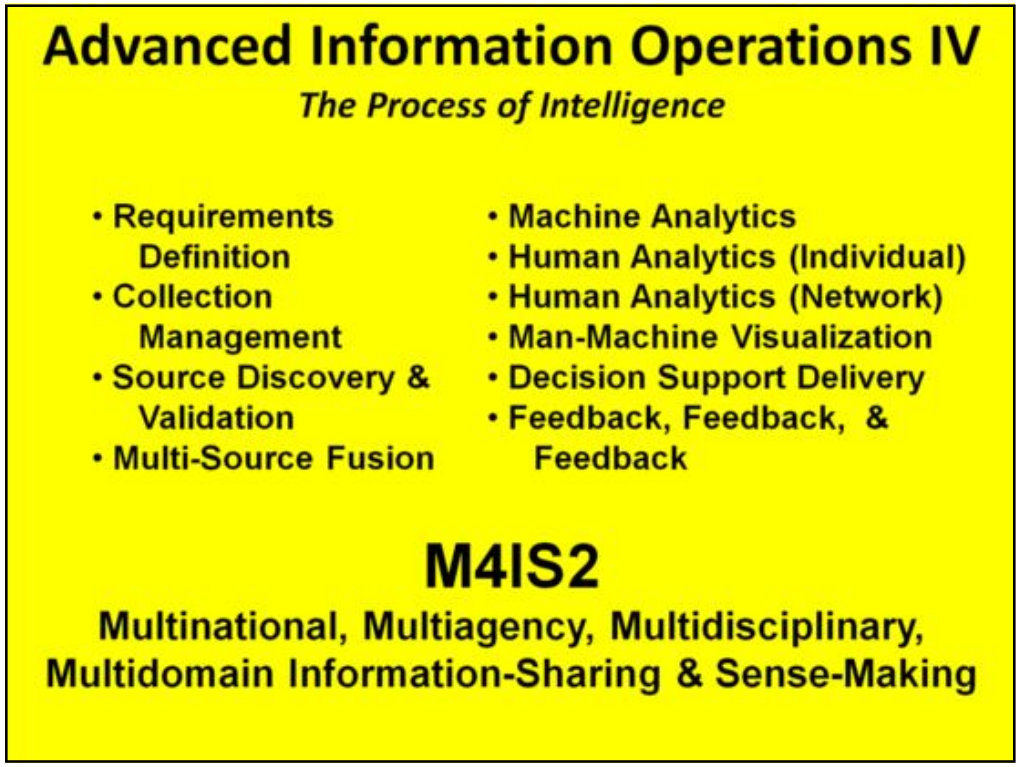
Here are eighteen functionalities that we knew in 1986 were required. They do not exist as an integrated whole today because of the corruption of our government and our industry and our academy.



At the operational level, we are all mired in Quadrant I and nowhere near getting much out of Quadrants II and III. The last Quadrant, named by Harold Wilensky in the 1960's, is unachievable with today's mind-sets, databases, and tool-kits.

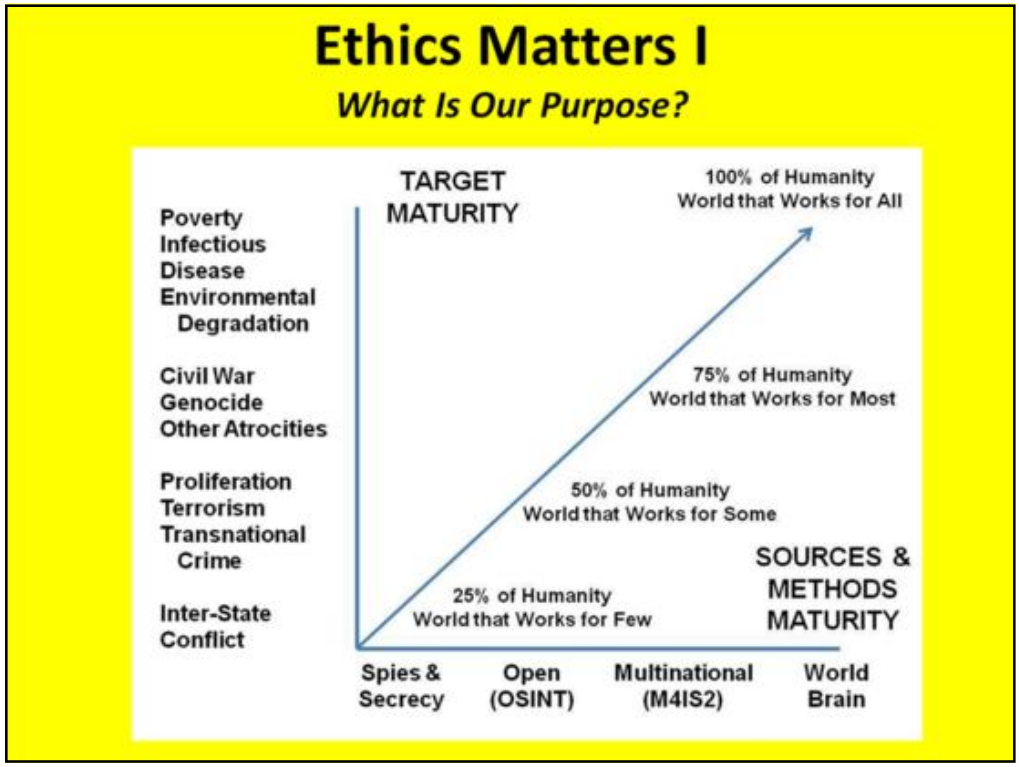


At the strategic level, we are long overdue for creating the World Brain Institute and the Global Game that I have been championing since the 1990's. We do this in part by using cognitive sciences to channel the scientific disciplines, and collective intelligence – now a discipline in its own right despite many naysayers – to channel the humanities.



We are entering the third era of intelligence. The proven process of intelligence – of decision-support—when done in M4IS2 fashion and mindful of the actual true costs of every product, service, and practice, is revolutionary. It eradicates corruption. It ends fraud, waste, and abuse.

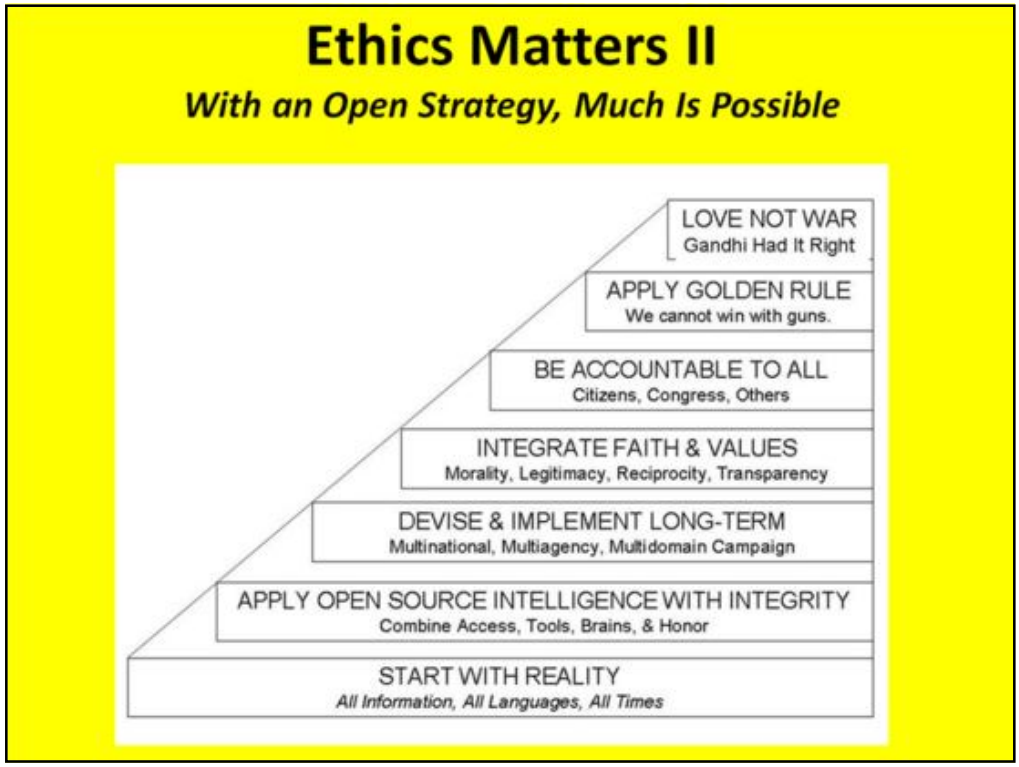
This is about infinite feedback loops among all humans in all languages all the time.



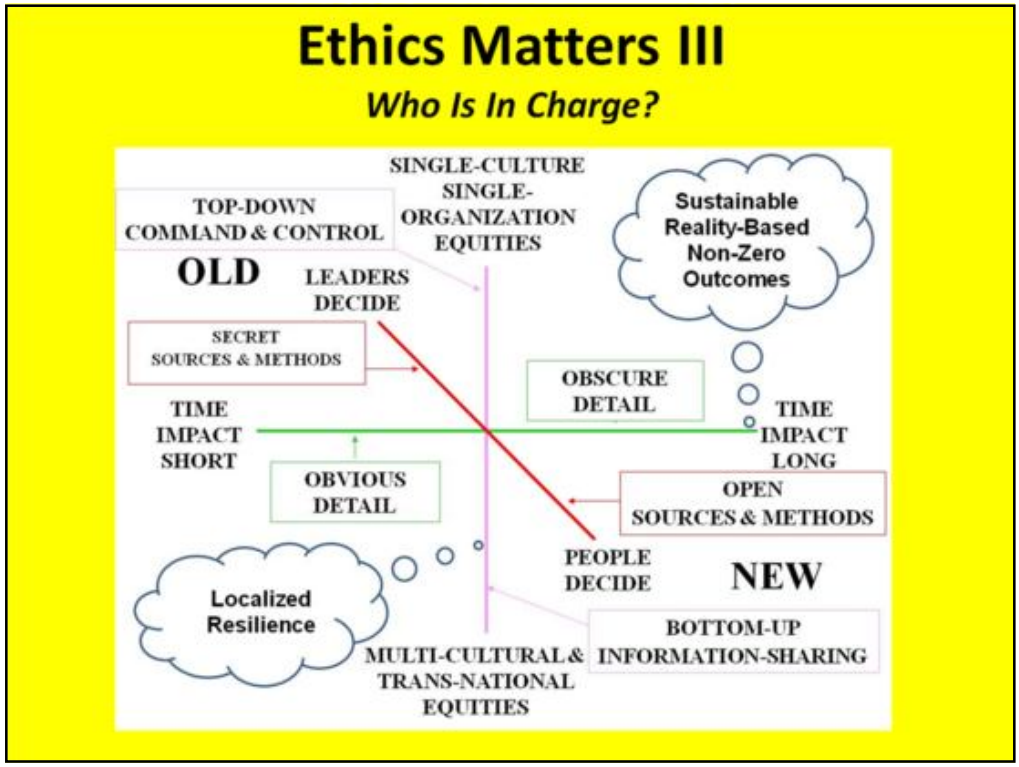
Open Source Intelligence (OSINT) is the application of the proven process of intelligence (decision-support) using only open sources and methods.

M4IS2 is Multinational, Multiagency, Multidisciplinary, Multidomain Information-Sharing and Sense-Making.

Our relatively retarded governments, corporations, and international organizations are bogged down, are very immature. What we do today serves the few at the expense of the many. We can mature quickly—all it takes is one government or one great university, to set the example.

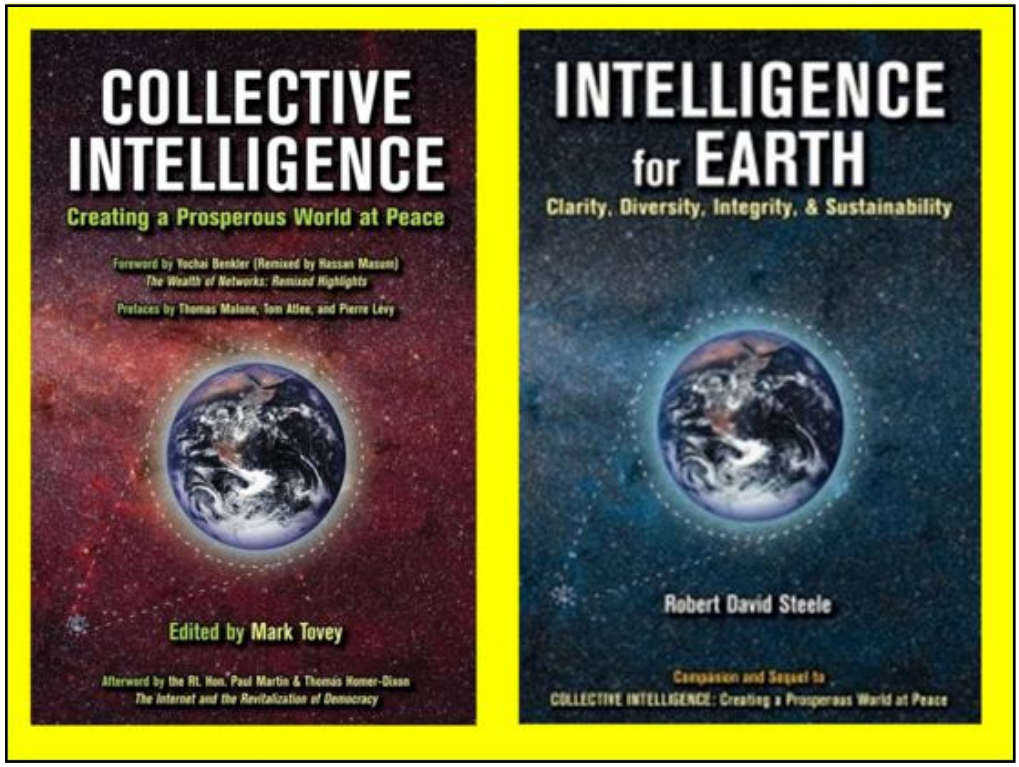


Although I developed this strategy close to a decade ago, I have never found anyone anywhere willing to embrace it. In my view, this is how we achieve what Robert Wright calls *Non-Zero, The Logic of Human Destiny.* Win-Win is the only sustainable win. *Conscious Evolution*, *Evolutionary Activism*, *Integral Consciousness*—all book titles—is where we can and must be going as a species.



We have arrived at our current crisis by adhering to an old model for decision-making, one that allowed the few to dominate the many. That model is no longer sustainable. The new model—actually the oldest model, the model of our indigenous forebearers—is the only sustainable model for governance.

Think of this in terms of feedback loops – instead of the few, the many.



Reflexivity, and integrity, place the human in the loop. The human brain can do petaflop calculations per second, weighs almost nothing, consumes virtually no energy. There are five billion human brains lying fallow. Embracing their potential, connecting them to an autonomous internet that cannot be shut down by any actor, is our next challenge, in my view.

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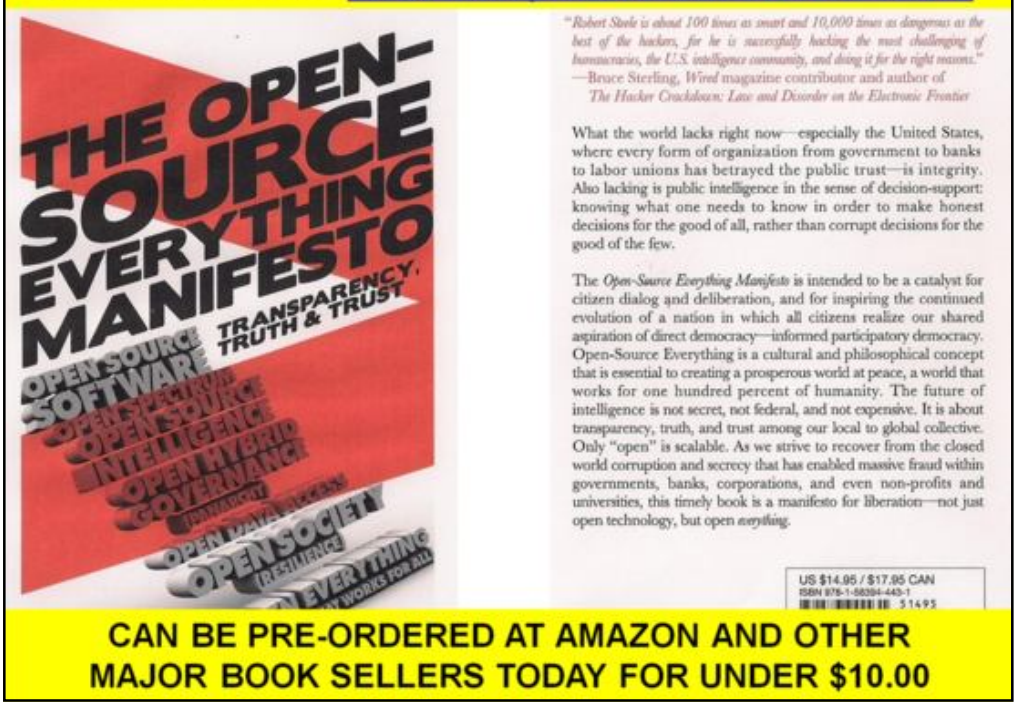

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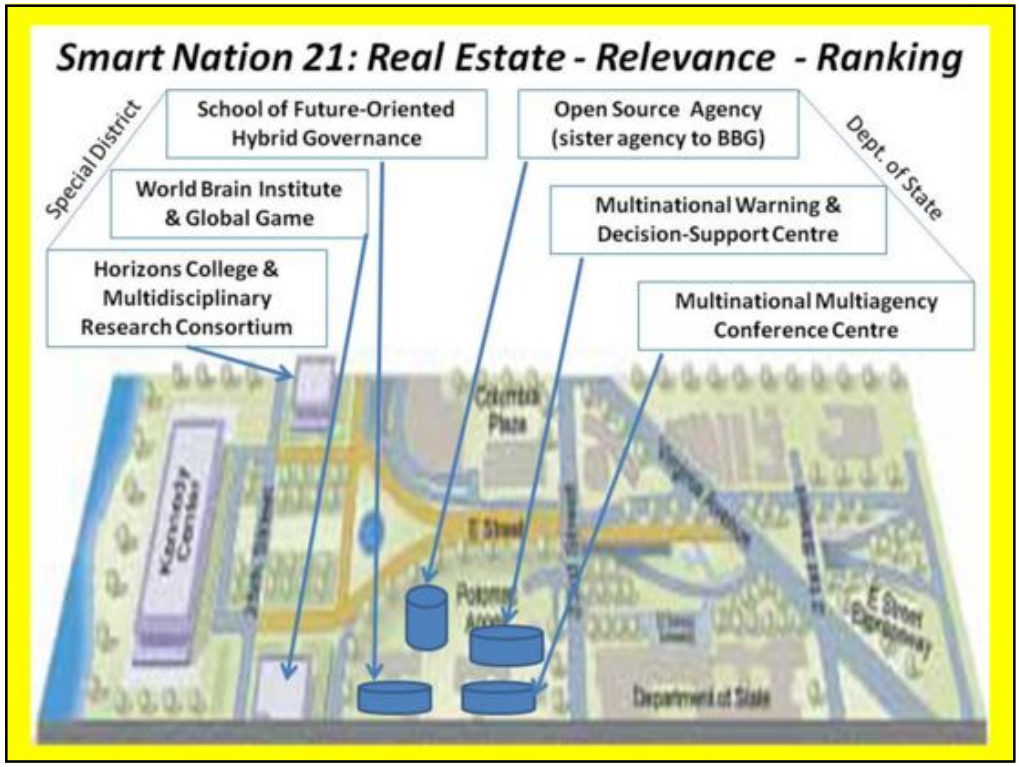
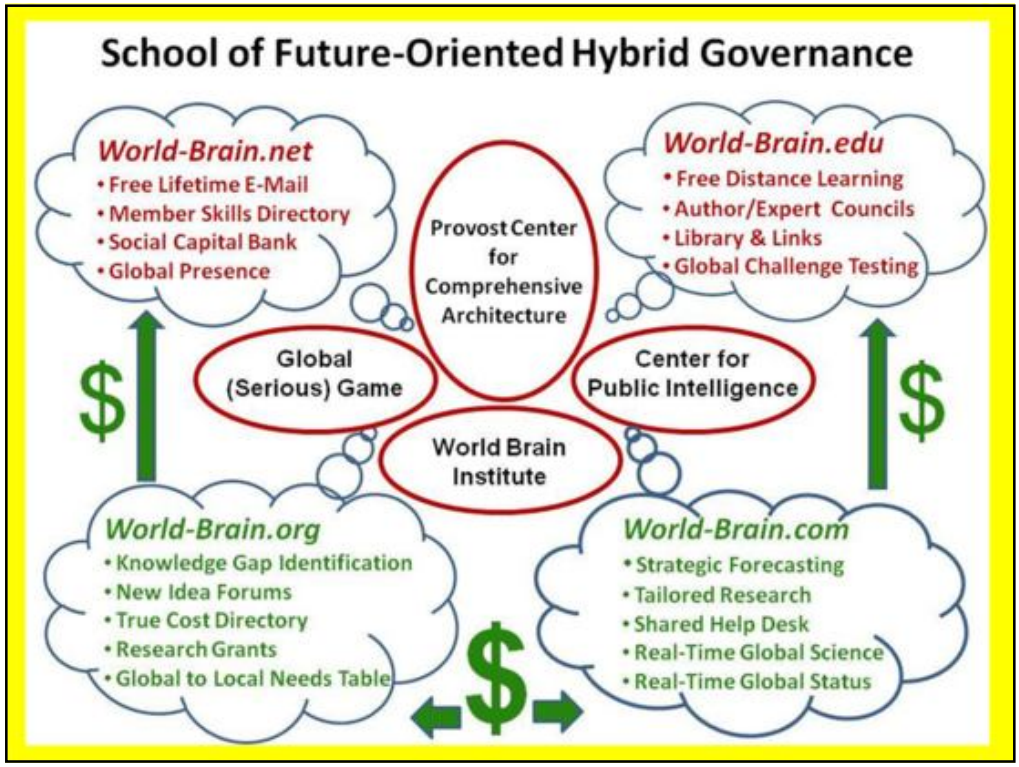
Winston Churchill liked to say that "Americans always do the right thing – they just try everything else first." Russell Ackoff teaches us to not do the wrong thing righter, do the right thing. Buckminster Fuller recommends that we not try to repair all that is broken, but instead displace it.

My next two—and my last—slides outline what I want to build to create a reflexive global environment for us all.



Since this is the Washington Academy of Sciences, I include this one slide that has been delivered toward Hillary Clinton three times, and each time I believe it has been blocked by the CIA and others who greatly fear the ideas in this briefing.

The JFK Center came up with the idea of the Potomac Plaza, I and Joe Markowitz and others came up with the idea of an Open Source Agency, and the Saudi Embassy may or may not come up with the money for the Plaza.



I know how to build this. I have led others in doing the homework.

What I cannot find is one university provost or one university president with the gravitas to "get" this and champion what should be a hub for creating a Smart Nation and a prosperous world at peace.

Have brain, will travel.

Thank you.