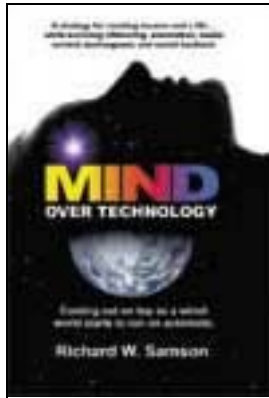


***Excerpt from ...***

# **MIND OVER TECHNOLOGY**

**Coming Out on Top as a Wired  
World Starts to Run on Automatic**

**Richard W. Samson**



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**A strategy for creating income and a life ...  
while surviving offshoring, automation, media  
control, technogreed, and social backlash**



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**Technology is moving into every nook  
and cranny of our jobs and lives.**

Bad News: It can leave us destitute, dominated or dead.

Good News: It can let us start living like kings -- IF we  
start making higher use of our minds.

***This breakthrough book explains --***

- ▶ Why service and high-tech jobs are following factory and farm jobs into oblivion -- through offshoring or automation.
- ▶ Why electronic systems will take over most know-how work, just as mechanical systems took over most manual work.
- ▶ How technology is enabling us but also controlling us through the media -- even fueling suicide and terrorism.
- ▶ How electronic systems inherently outperform us and could replace us, and how we can outperform even the smartest electronics and end up in control (through "metamind," the higher use of our minds).
- ▶ How entrepreneurs, executives, and changemakers of all kinds can create wealth and a better world through metamind.
- ▶ How anyone can use metamind to make their life better NOW.

Opportunities for: business people, technology developers, politicians, artistic creators and performers, philanthropists and volunteers, teachers and professors, students and parents ... everyone who wants to create a better future.

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Business Management)

*Ask for the Moon -- And Get It* (with Percy Ross --  
Putnam)

*The THINK Program* (Innovative Sciences)

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**Richard W. Samson**

**EraNova**

**EraNova Institute**  
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# **MIND**

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# **THE PROBLEM**

Something's going on that  
could be spectacular but spells  
trouble and needs fixing.

What is it?

# 1

## **What's Going On Here?**

### *Today's Biggest Trend*

Today's most significant trend flows beneath the surface of public awareness. Without quite grasping it or putting a name to it, we feel the surge of its promise and the drag of its danger.

What's going on is the biggest transformation in history, one that could thrust us onto lush new shores or plunge us into ugly, black depths. It involves golden and murky blends of mind and technology.

### **Early Intimations**

In my first corporate job after graduating from Whittier College, California, in the early 1960's, I went to work for -- you could guess -- IBM.

They whisked me away from my beautiful, bright new bride, Suzanne, for two weeks of 24/7 indoctrin-

ation. With a dozen other cyber-monks, I was to undergo the then-famous “Phase 1.”

In a rush of numbers, facts, and machine work, I would learn everything a budding systems engineer should know about the brave new future that would march inexorably to the Internet, artificial intelligence, self-sufficient satellites, automated factories, microchips more plentiful than potato chips, cars getting ready to drive themselves ... cyber-uber-allis.

The most significant thing that happened to me during Phase 1 was a dream I had one night.

### **Fantasy Becomes Reality**

In the dream I was lying on my back, bathed in light and surrounded by surgeons in white. With intense focused faces and careful precision, they cut a trap door in my skull and removed about a tablespoon of my brain matter. In its place they slowly, deliberately inserted a metal-and-plastic object. I recognized it as a switching device, one I had been studying earlier that day. The surgeons closed up my head, and all was well. No pain. No apparent after-effects.

The interpretation seemed obvious. Dreams can be metaphors, and they can express groundless fears as well as realities one should heed. New, foreign-seeming but powerful capabilities were being inserted into me. At the same time, maybe I was afraid of losing a bit of my humanity. Looking back at the dream now, I see an expanded interpretation. Back then, I didn't wonder what the surgeons did with the brain tissue they

removed. Discarded it, I supposed. What else? Now I wonder, and now I think I know. To explain, I'll add a new scene to the dream:

After discharging me from the operating room, the surgeons don't drop my brain tissue into a slop bucket. They carefully preserve it in a refrigerated container and take it down a long corridor to a large, air-conditioned room. Inside the room, humming eerily, sits a gigantic computer.

They open a hatch exposing the machine's innards and crack the lid of the refrigerated container, releasing a whiff of white condensation. They reach into the container ... and of course implant my brain tissue into the computer's brain. The machine brightens, humming with a bit more intelligence.

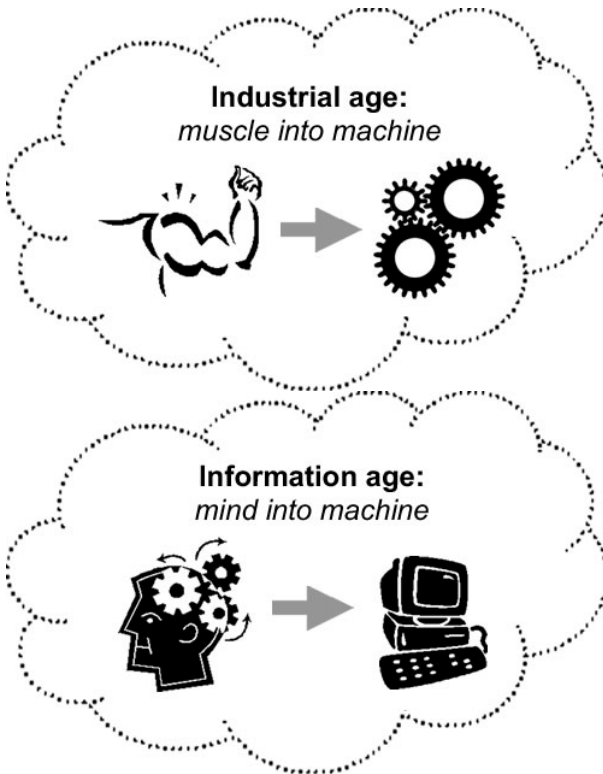
### **From Mind into Electronics**

What's happening in the world today is a vast process of "mental transplantation." Into us, and out of us. Thanks to electronic advances, great new capabilities are being incorporated into our minds, our jobs, and lives; but at the same time, our mental processes -- from memory to decision making -- are being rapidly transferred into computers, microchips, networks, and mechanical devices of all types. It's happening in a way that's altering jobs, transferring wealth, and changing lives. Current impacts include --

- **Offshoring of professional and service jobs** (a shift made possible by information technology).

- **Automation of more and more tasks**, moving us toward a world that will run on automatic.
- **Conversion of our minds into media dumps** -- passive repositories of consumer information.

Just as our muscle power was transferred into machinery during the rise of the industrial era, today -- as the information age matures -- our *mental* power is being transferred into our tools. This can be a very good thing, but dangers lurk.



*We should be scared. Exhilarated and giddy, perhaps, but also scared.*

Think of the process, in its current predominantly outgoing mode, as a great global brain drain, one that is currently draining dollars as well as mentality. It's the most critically pivotal -- either empowering or suicidal -- trend of our times. Yet while aspects of the trend have made economic and lifestyle headlines, the trend itself is under-reported by the media and remains virtually invisible to the public eye. It has not yet been recognized as the all-pervasive, all-consuming behemoth that it is, and it's not on policy makers' radar screens. Ordinary people, legislators, and corporate leaders scarcely know what's happening let alone what to do about it.

### **Industrial Age Precedent**

Caught up in the almost daily advances in hardware and software (all incorporating memory, decision making, and other capabilities patterned after human mentality) we should be wary of history repeating itself.

Back at the dawning of the industrial age, people who hoped to avoid sweatshops and a diminished quality of life adjusted by moving from labor-intensive jobs to specialized know-how jobs. That won't work during the present transition, because specialized know-how tasks are the very kind being usurped. If we are to avoid being permanently displaced and diminished in

favor of smart chips and code (and their manipulators), we need a new strategy for the new transition.

## **Big Impact on Employment**

*We can't count on yesterday's jobs for tomorrow's income.* During the rise of the industrial age, farm employment never came back, until now it accounts for less than 2% of the U.S. workforce.

**Today, thanks to the brain drain of human skills into electronic systems, even the most high-tech jobs are being downsized and restructured rapidly. They'll never resize and some will disappear entirely.**

Through corporate "offshoring," millions of technical and service jobs are going to low-paid professionals overseas; but that's only temporary -- the first wave of the change. In time the foreign contractors will also lose out, to all-electronic solutions. No matter how little pay Indians or Pakistanis are willing to accept, no one can work as cheaply as a chip.

Electronic intelligence is now performing much of the mental work formerly done by secretaries and middle managers, accountants and governmental administrators, product designers and corporate planners, soldiers and salespeople, farmers and restaurateurs, stockbrokers and bank tellers, doctors and diplomats, drivers of delivery vans and drivers of industry. Pieces of human mentality have been sucked out of virtually

all of us and spewed into networks and chip-enabled devices. “All of us” includes, of course, the mafia, commercial predators, digital pranksters, Al-Qaeda operatives, and nuts dreaming up the next domestic mayhem.

To a large extent the human-to-electronic mental transfer is a fait accompli. Many of the things you and I used to figure out, organize, or remember are now being figured out, organized, and remembered by silicon-based systems.

### **Big Impact on Our Lives**

More than our occupations are affected. The mentality we’re transferring into electronics has the power to come back at us -- assaulting our minds as consumers and citizens. Formerly dumb media systems have gotten smart; now they’re feeding our minds more deftly, with personalization and interactivity. It has happened almost overnight and continues to happen with shocking speed. The outcome could be wonderful or catastrophic. Already the process accounts for much of today’s anxiety and feelings of being overwhelmed, assaulted, and manipulated.

We are being enabled and empowered as never before; simultaneously, many of us are also being marginalized and threatened as never before. In addition, companies, social structures, and national economies are being dismantled and restructured at a furious pace. Everything is getting buffeted, changed around, and transformed.

## Positive Prospects?

To save us on the job front, will small, new businesses come to the rescue, as in the past? Don't count on it, not for new specialized know-how jobs.

In the past, innovation has always created new forms of employment to replace those lost, and that *can* happen now. But what exactly are those new jobs this time? No one knows. We need to create a whole new kind of work, beyond specialized know-how; and we can. Call it "meta-mental" or "hyper-human" work, described later in this book.

Hyper-human work -- based on metamind skills that are described in chapter 5 -- will gradually become tomorrow's norm (with planning and luck). This brave new work will be based on attributes and abilities that computers are not likely to co-opt -- at least for the next few decades.

In our personal, social, and cultural lives, we need to counter the negative mentality that is making life overly chaotic and prone to aberrations such as over-eating, drug addiction, crime, and terrorism. Through a focus on our most human qualities marshaled by metamind, we can do it, creating a world that works for everyone.

## A Great, Gushing Mental Outflow

We're not only going out of our minds but could be losing the fully-empowered use of our minds -- which could lead to loss of our livelihoods, degradation of our

lifestyles, and eventually even the end of our existence. But it doesn't have to be that way.

The transplanted of mental functions from us to our electronic tools can be an enormously good thing. Our minds, through adept use of electronics, can be amplified with new capability to remember, track, research, and create -- so long as more than a select few control the tools. We can gain unprecedented power to make things happen, create better lives for ourselves, and shape the world we want. However, if we fail to recognize the dark, disempowering side of megatech, we will find that many of our mental services will become unnecessary, and we'll be sidelined.

### **Sucked Into the Global Brain**

Our mental skills and processes are fast flowing not only into our PC's, handhelds, and appliances, but also into the ever-smartening electronic nervous system of our planet, the global brain. Invasive as it already is, the process has only just begun. Infrastructure now in place or in development provides a massive catapult for rapid acceleration of the transference.

Listen to the sucking sound getting louder. It's the sound of your mind being extracted into the electronic cortex with its fibers and wireless pulses extending everywhere. It's happening slurp by tiny slurp:

- **Slurp ...** spell checking done by PC's.
- **Slurp ...** banking and grocery checking done by automated stations.

- **Slurp ...** highway tolls collected by electronic pulses bouncing off tags in windshields.

The electronic brain drain with its giant sucking sound is perhaps only five or ten percent complete. There's much more to come. The emerging planetary intelligence will contain great gobs of our smarts. We'll all be connected, but it's unclear just how.

Depending on how the process proceeds and how we adjust, the end result can be incredibly beneficial or just plain awful. The global brain can extend and empower our individual minds in spectacular new ways, or leave us mentally destitute and irrelevant.

For years the mind-into-electronics trend has been gathering silent momentum. We can no longer ignore it. Facile systems are muscling in on our mental work and every facet of our lives.

One way or another the world is going to run on automatic, with us in control or subordinated and silenced. Metamind will make the difference. If we can muster it, we'll be the bright masters of the universe; if not, darker forces will rule.

## How This Book Can Help

This book offers an arsenal of cautions and options for better negotiating the perils and prospects ahead. You'll learn --

- Industrial-age mistakes to avoid now.
- Key e-trend dangers to look out for.
- Ways to build wealth in business ventures big and small.
- Ways to keep your mind from becoming an e-media dumping ground.
- How interactivity can be used to manipulate you, and how to avoid it.
- A simple way to raise your consciousness instantly, on the job and off.
- How to help create a mind-based vs. e-dominated society.
- Strategies for sound career choice and advancement.
- How to assert your human edge in daily activities.

You'll also become privy to speculations on possible new "meta" modes of art, science, religion, and culture -- supported by smart electronic systems. And you'll explore the potential for "common consciousness," with and without e-support.

If you're a professional helping to build information-age infrastructure (physical, political, business,

educational, community, or cultural) the book offers many action options for your consideration:

- New profit-making ventures and business improvements based on metamind.
- New industrial policies and laws that can ease occupational transition.
- New ways to think about the content and delivery of movies, sitcoms, and sermons.
- New mindsets for creating ads and media that promote good things better than ever.
- New curricula fostering meta-consciousness in our schools and universities (building on the recent popularity of “thinking skills”).
- An expansion of the online arsenal of mind-extending tools (a positive complement to company-management software when combined with people-friendly employment policies).
- People-empowering changes to the physical environment, such as the morphing of industrial-age cities and towns into “intercommunities” (described in chapter 7).
- And much more.

Over all, the book will help you join others in charting a path around social chaos and a bleak future, toward a golden age of mind-powered human interaction.

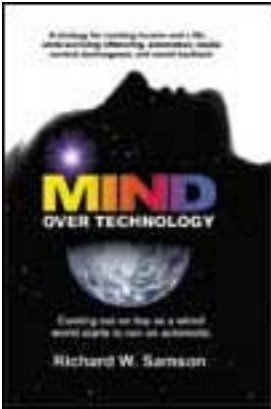


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