

GIDEON ROSENBLATT**Writer at The Vital Edge**

Gideon Rosenblatt writes about technology's impact on the human experience. For ten years, he ran a mission-driven consulting company dedicated to helping environmental organizations use technology to better engage their constituents. His *Movement as Network* whitepaper, written during that time, helped inspire a new generation of networked social change. Prior to that work, Gideon spent ten years in marketing, management, and product development at Microsoft, during which time he founded CarPoint, one of the world's first large-scale e-commerce web services. Before earning his MBA at Wharton, Gideon spent four years at the US-China Business Council advising US companies on their China strategy, part of that time as Deputy Director of its Beijing office. Gideon now lives in Seattle with his wife and two teenage boys.

Machine-based collective intelligence and the human experience

Humans excel at embedding individual intelligence in shareable constructs. Our early knowledge sharing relied on speech and other social behaviors, but over time we augmented this capacity for collective intelligence with writing, publishing and other technologies. This silent transformation – this long-term shift from the social to the technological – has led to a world where machines now play an increasingly dominant role as our containers of collective intelligence. Today's explosive growth in machine learning marks a turning point as we now prioritize the teaching of machines over the teaching of humans. As this happens, knowledge becomes increasingly abstracted from individual human minds and machines transition from mere containers of our collective intelligence to agents capable of using that information on our behalf. This transformation changes humanity's relationship to knowledge and raises profound implications for the future of the human experience.