

Google

special conference

Shifting
Future
Views

December 6th, 2033

The Great Google Boycott has started and it's here to stay



“No company has quite seen an implosion like Google. The company embodies the sentiment ‘Too big to care’. With more data than any other institution at the world at it’s finger tips, and more power than any organization we’ve seen in history - Google refuses the mantle of responsibility, and has plagued its formerly massive user base with misinformation bubbles, fracturing an already polarized nation - beyond repair.”

Google is undoubtedly one of the chief culprits behind the collapse of the United States Experiment. It is only fair for the people to turn their back on a company that has already turned their back on the people. So far, Google has lost more than 50% of it’s user base to various competitors - and the number is still rising. ”

- Maura Shea, President of the National Ethics Committee

THE

DARK

TIMELINE

WHERE DID WE GO *WRONG*?

TODAY

2025

2027

2027

2029

2031

2033

THE INSURRECTION
ATTEMPT Backlash

THE Data Flood

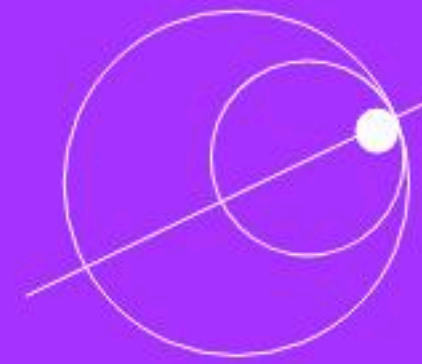
THE CULT Lawsuit

The Divided States
Vs. Google

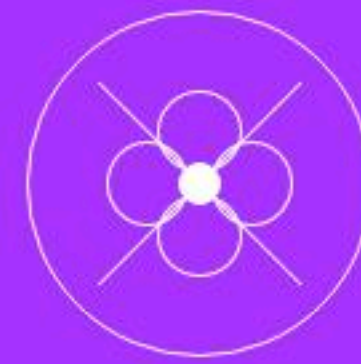
THE GREAT
GOOGLE
BOYCOTT

Google

THE THREE PLAGUES OF GOOGLE



Exploitation




Misinformation



Polarization

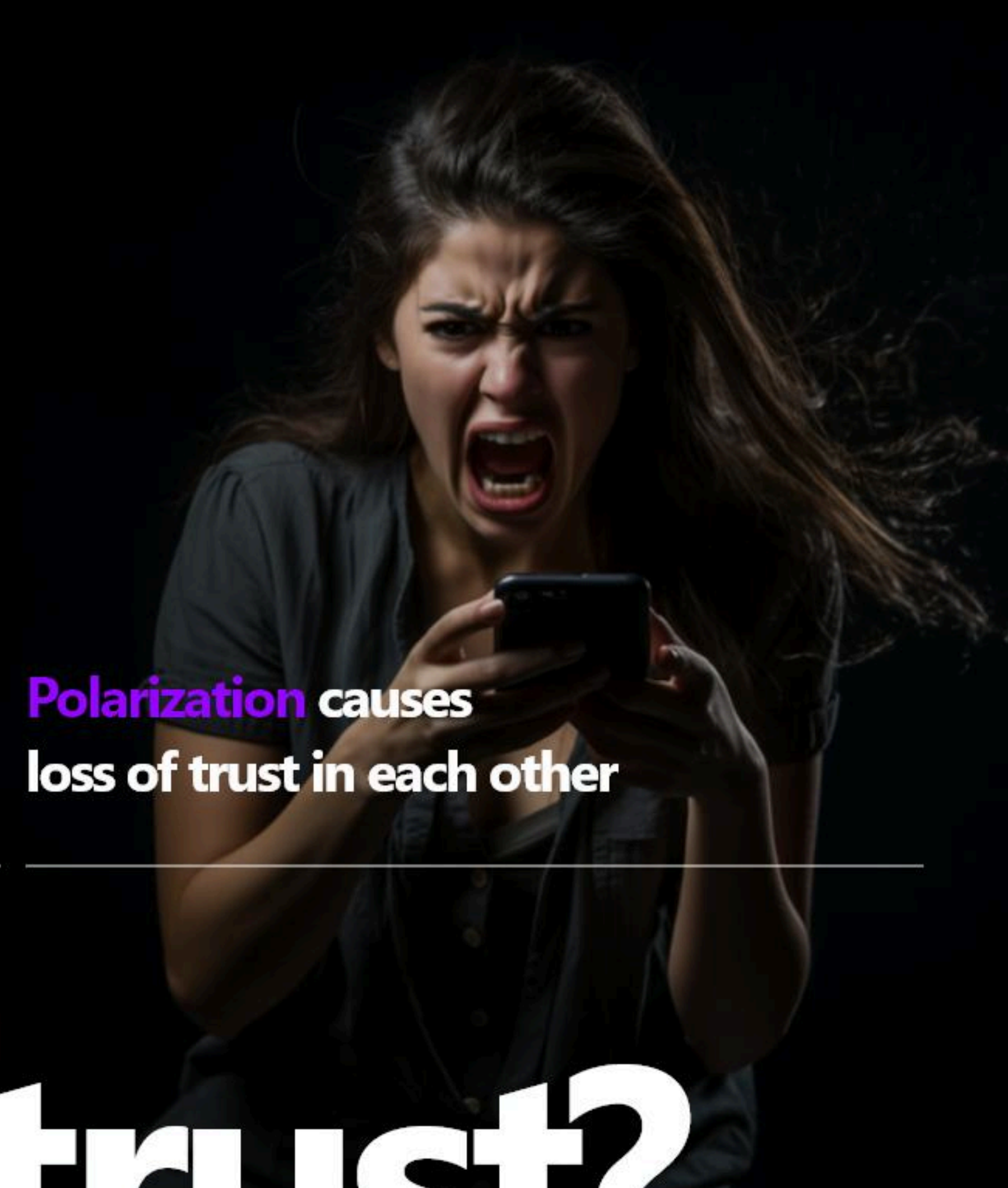
How Did We Start The Distrust Epidemic?



Lack of privacy causes
loss of trust in the organization



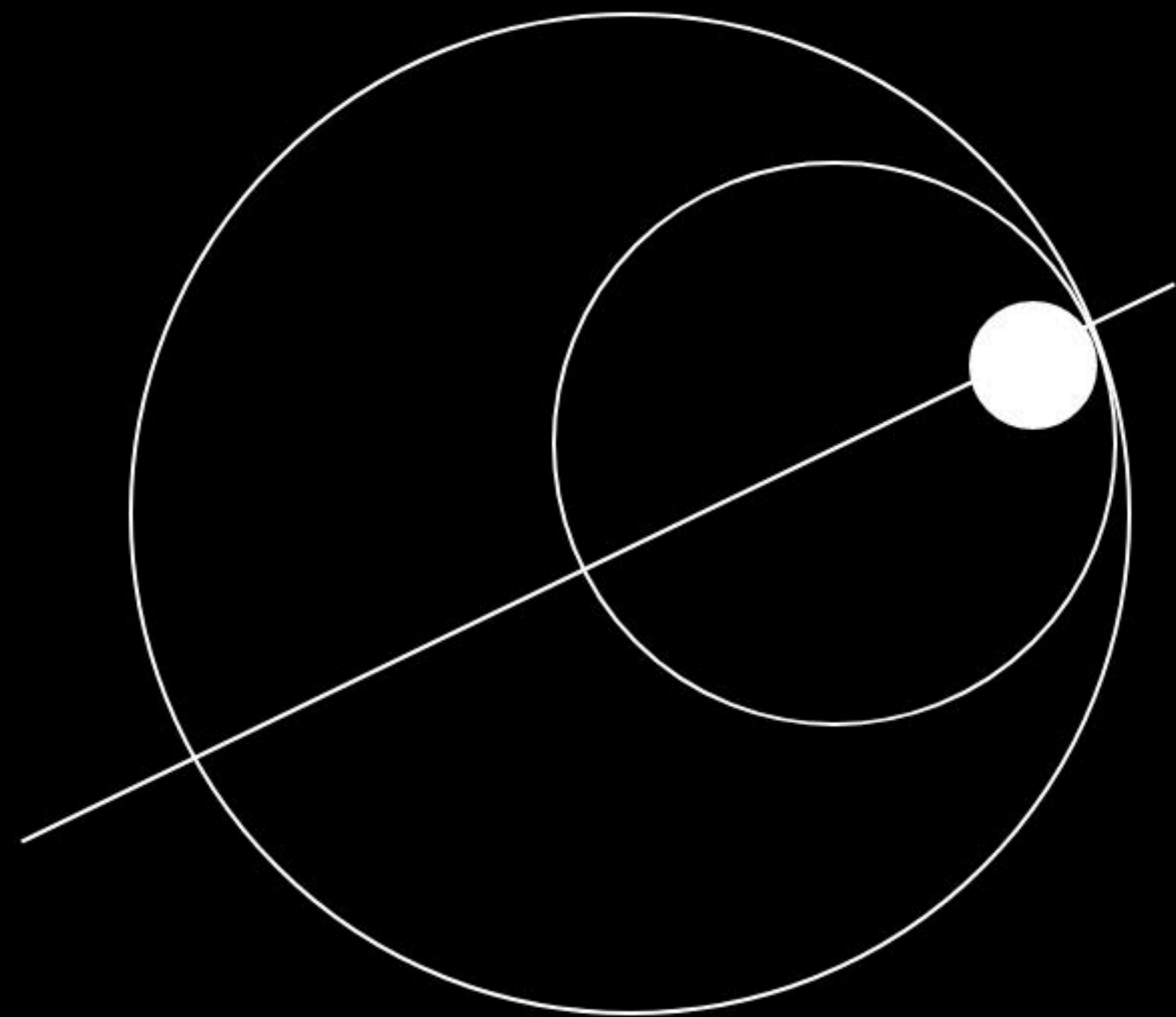
Misinformation causes
loss of trust in institutions



Polarization causes
loss of trust in each other

Who do we trust?

Exploitation



Plague 1

Exploitation

Repeatedly Hacked While Consistently Hacking

Exploitation

Repeatedly hacked...

Google stores most of its vast amount of data on server farms. Such centralized data infrastructure is prone to large data leaks.

Over the years, Google has been hacked many times, with each time millions of users suffering intrusion of their security and privacy within Google's hyper-connected ecosystem.

User data is often collected without notice, permission or knowledge, which is a fundamentally predatory process. When there are data breaches, highly sensitive information about users are released as well.

<https://firewalltimes.com/google-data-breach-timeline/>



... while consistently *hacking*

With the vast *volume* and *variety* of data that Google collects from its users, it provides free reign to their most profitable advertisers through the GDN (Google Display Network).

The Google Display Network is a group of 2 million sites partnered with google to display advertisements in all its platforms.

The advertisers on the platform are able to take sensitive user data and use it to bombard customers with signals and messages that suit their own ends.

<https://campaignforaccountability.org/work/how-google-makes-millions-off-of-fake-news/>

January 24th, 2023

PRESS RELEASE

Justice Department Sues Google for Monopolizing Digital Advertising Technologies

Tuesday, January 24, 2023

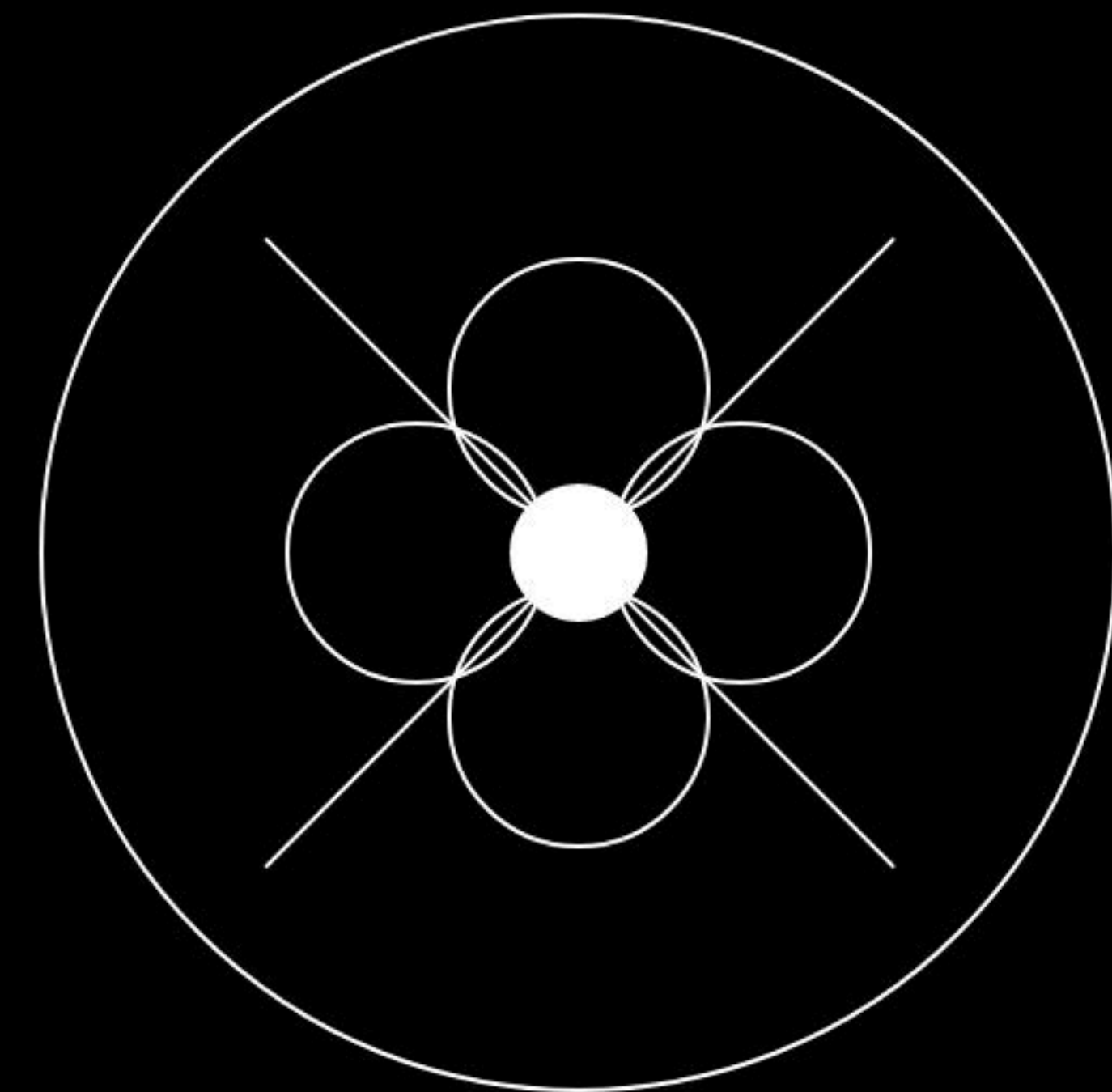
For Immediate Release

Office of Public Affairs

Share >

Through Serial Acquisitions and Anticompetitive Auction Manipulation, Google Subverted Competition in Internet Advertising Technologies

Today, the Justice Department, along with the Attorneys General of California, Colorado, Connecticut, New Jersey, New York, Rhode Island, Tennessee, and Virginia, filed a civil antitrust suit against Google for monopolizing multiple digital advertising technology products in violation of Sections 1 and 2 of the Sherman Act.



Misinformation

Who's Responsible For The Information?

What's responsible for the information?

As more information is generated by Artificial Intelligence, Google will be populated by artificially created content.

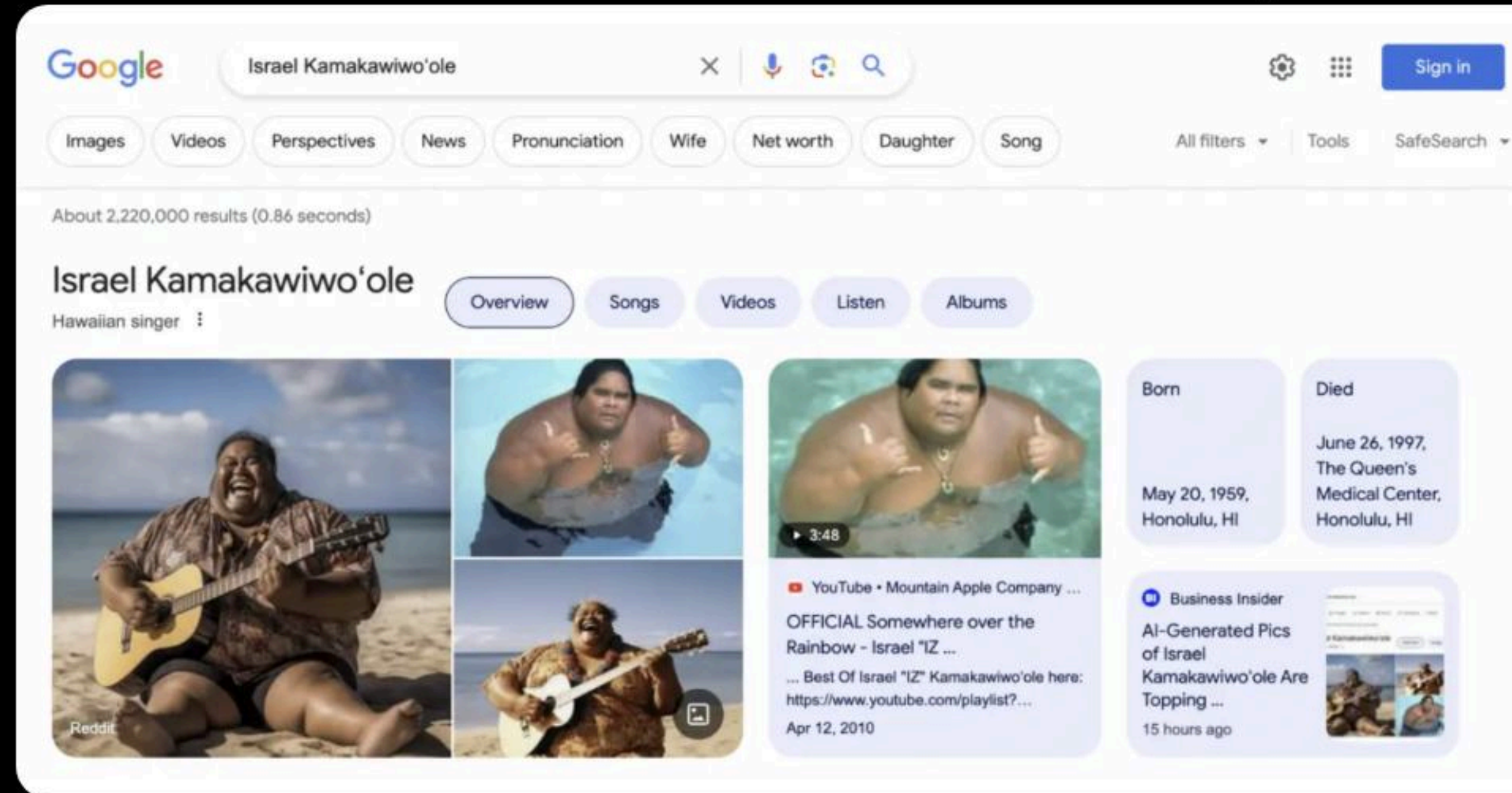
Such content can be distorted depictions of reality, that maintain the veneer of being authentic.

From deepfaked images and videos, to AI generated websites, Google doesn't yet have the tools or policies developed to identify and filter such information effectively.

TECH · GOOGLE

With the right prompts Google's Bard can easily jump its guardrails and generate misinformation on 8 out of 10 topics, research group finds

November 28th, 2023



Who's responsible for the information?

Be it Google Search, YouTube or other google platforms, it is often difficult to verify accuracy and source credibility of information - often resulting in users surrounded by a deluge of *low quality* and *false* information.

Google's top earning advertisers are politically-charged, often producing inaccurate content that have been heavily scrutinized for actions as serious as swaying elections, across the globe.

<https://campaignforaccountability.org/work/how-google-makes-millions-off-of-fake-news/>

January, 2022

YouTube is major conduit of fake news, factcheckers say

YouTube is a major conduit of online disinformation and misinformation worldwide and is not doing enough to tackle the spread of falsehoods on its platform, according to a global coalition of factchecking organisations.

A letter signed by more than 80 groups, including Full Fact in the UK and the Washington Post's Fact Checker, says the video platform is hosting content by groups including Doctors for the Truth, which spread Covid misinformation, and videos supporting the "fraud" narrative during the US presidential election.

October, 2023

Technology

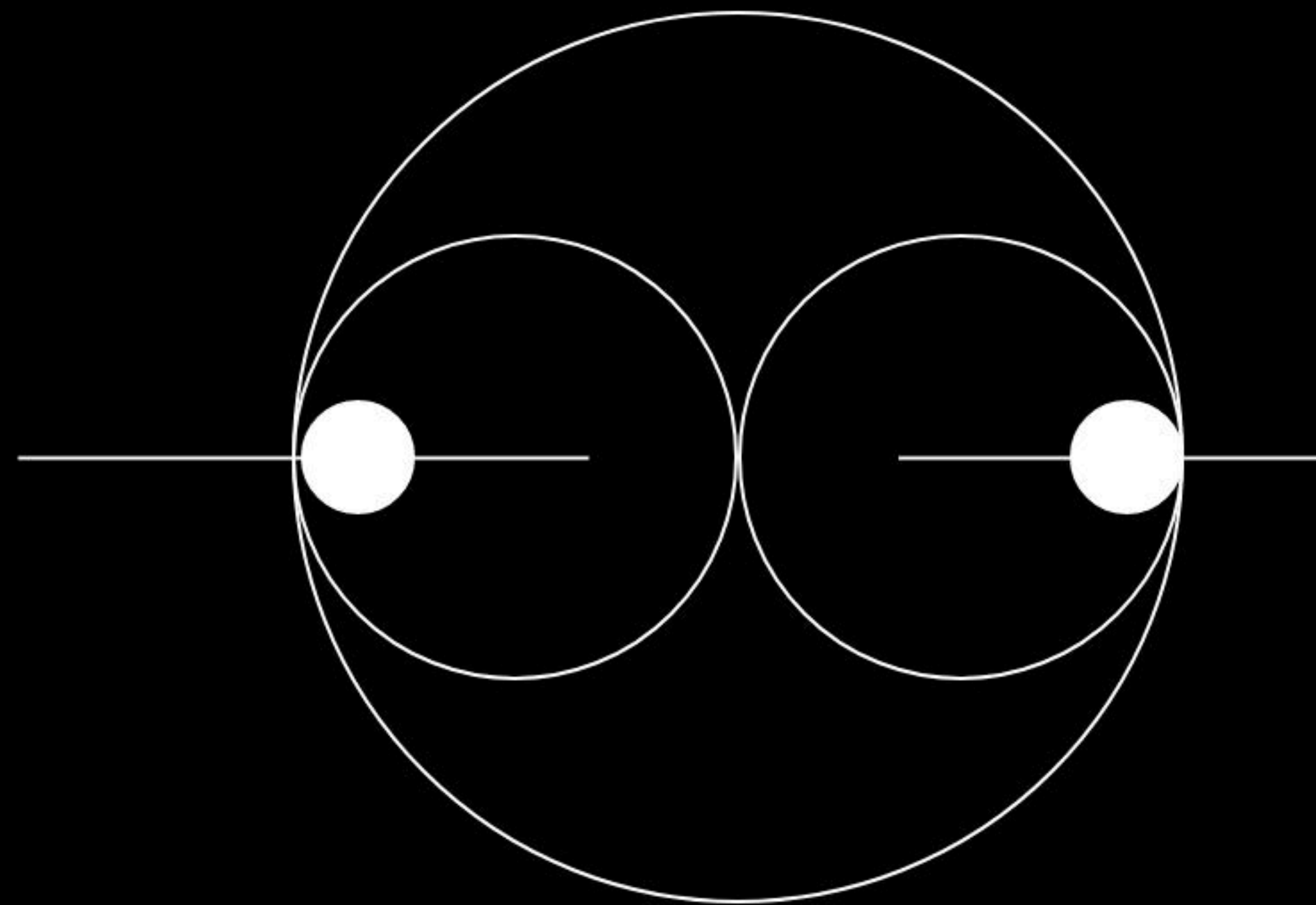
How Google's Ad Business Funds Disinformation Around the World

by Craig Silverman, Ruth Talbot, Jeff Kao and Anna Klühspies

Oct. 29, 2022, 5 a.m. EDT

Google is funneling revenue to some of the web's most prolific purveyors of false information in Europe, Latin America and Africa, a ProPublica investigation has found.

Polarization



Plague 3

Polarization

Why Can't We All Just Get Along?

Trapped in *bubbles* ... with *no middle ground*

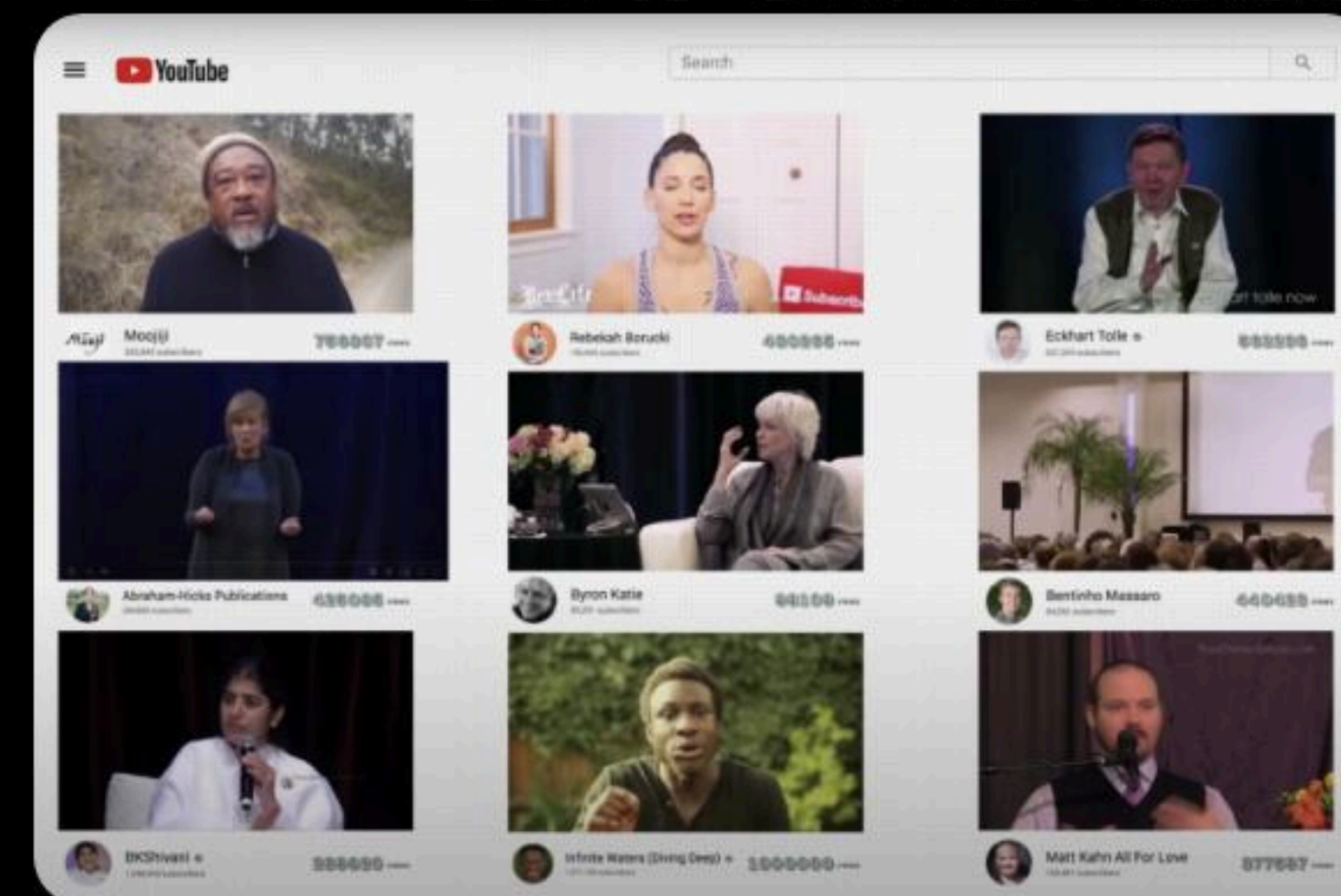
Google's platforms have been creating silos on its platform, trapping its users in information environments with similar content aggregated by recommendation engines.

The recommendations have been designed bypass privacy restrictions - and is especially harmful when users are exposed to environments with extreme and potentially misinformed views.

As users are trapped in these information environments, their views are increasingly reinforced. Even if users use Google in private browsing without logging in, their recommendations are still active, preventing them from breaking the bubble.

<https://campaignforaccountability.org/work/how-google-makes-millions-off-of-fake-news/>

<https://law.stanford.edu/wp-content/uploads/2017/11/SSRN-id3062984.pdf>

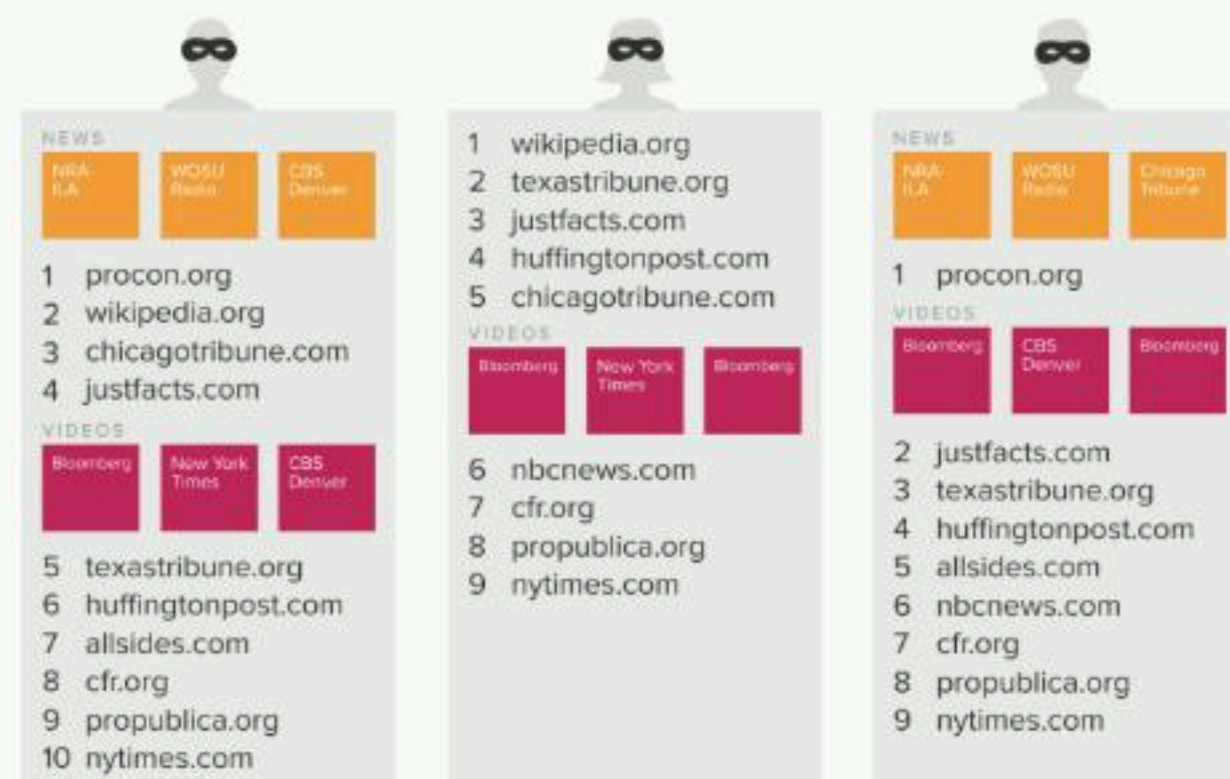


The Filter Bubble

Google's Filter Bubble

87 people across the U.S. searched Google at the **same time**, **logged out**, and in **private browsing mode**. You might think they would get the same results. **They didn't.**

gun control



Actual results from three people in the study.

Does Google have a responsibility to foster an inclusive and safe digital environment?

THE PRIME TIMELINE

A Collaboration For Informational Factfulness


Using AI, Experts & Crowdsourcing for Fact-Checking



Crowdsourced
Scalable & diverse

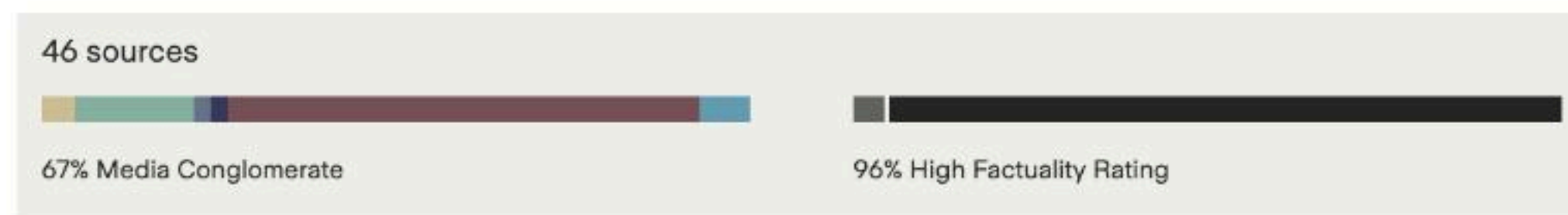


Expert
Nuanced & detailed

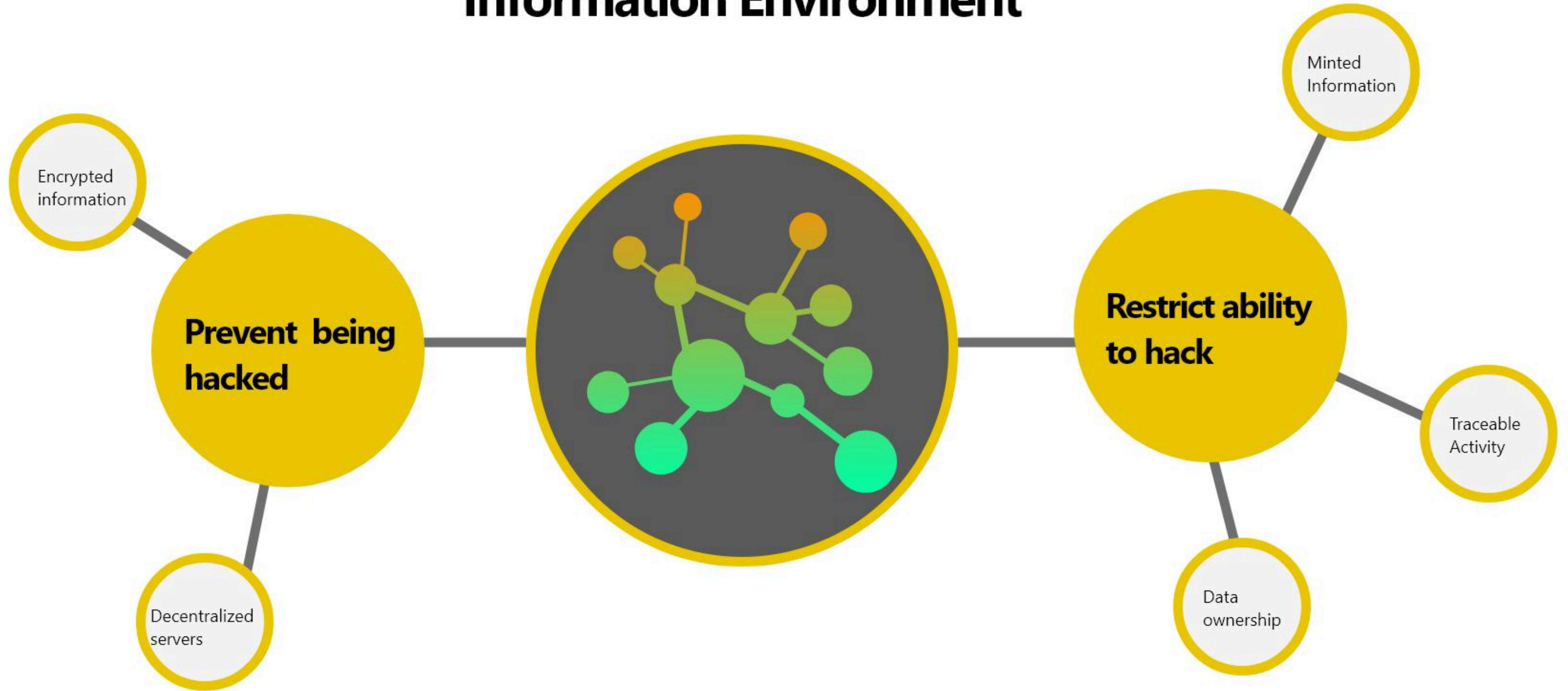


AI
Rapid & Iterative

While Making the information transparent



A Secure & Traceable Information Environment



With transparent information interfaces on a blockchain backend..

Information is **secure, diverse, checked by multiple sources** and **traceable**

Own your data.

Trust your info.

doppls.

Product Revolution 2

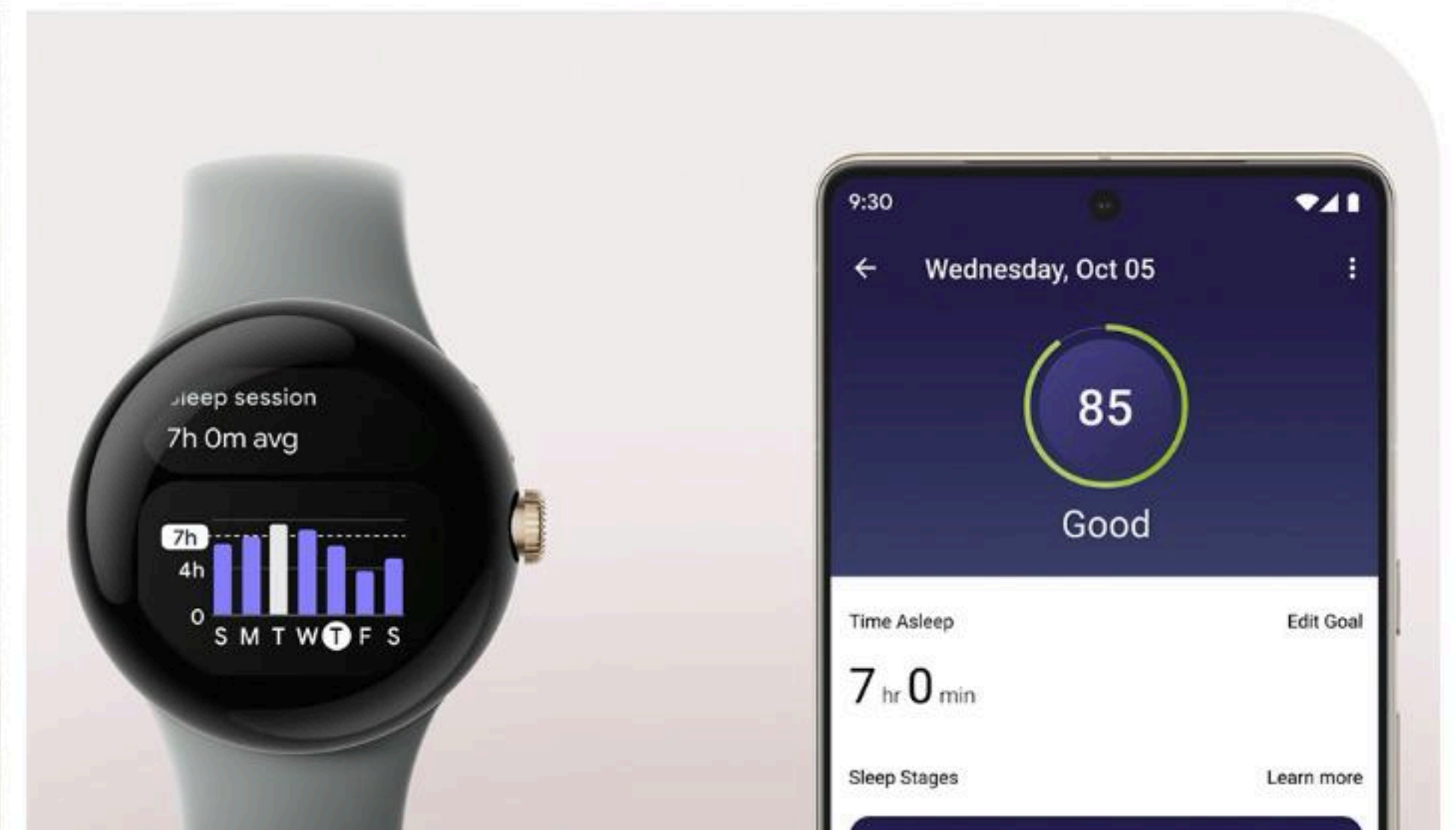
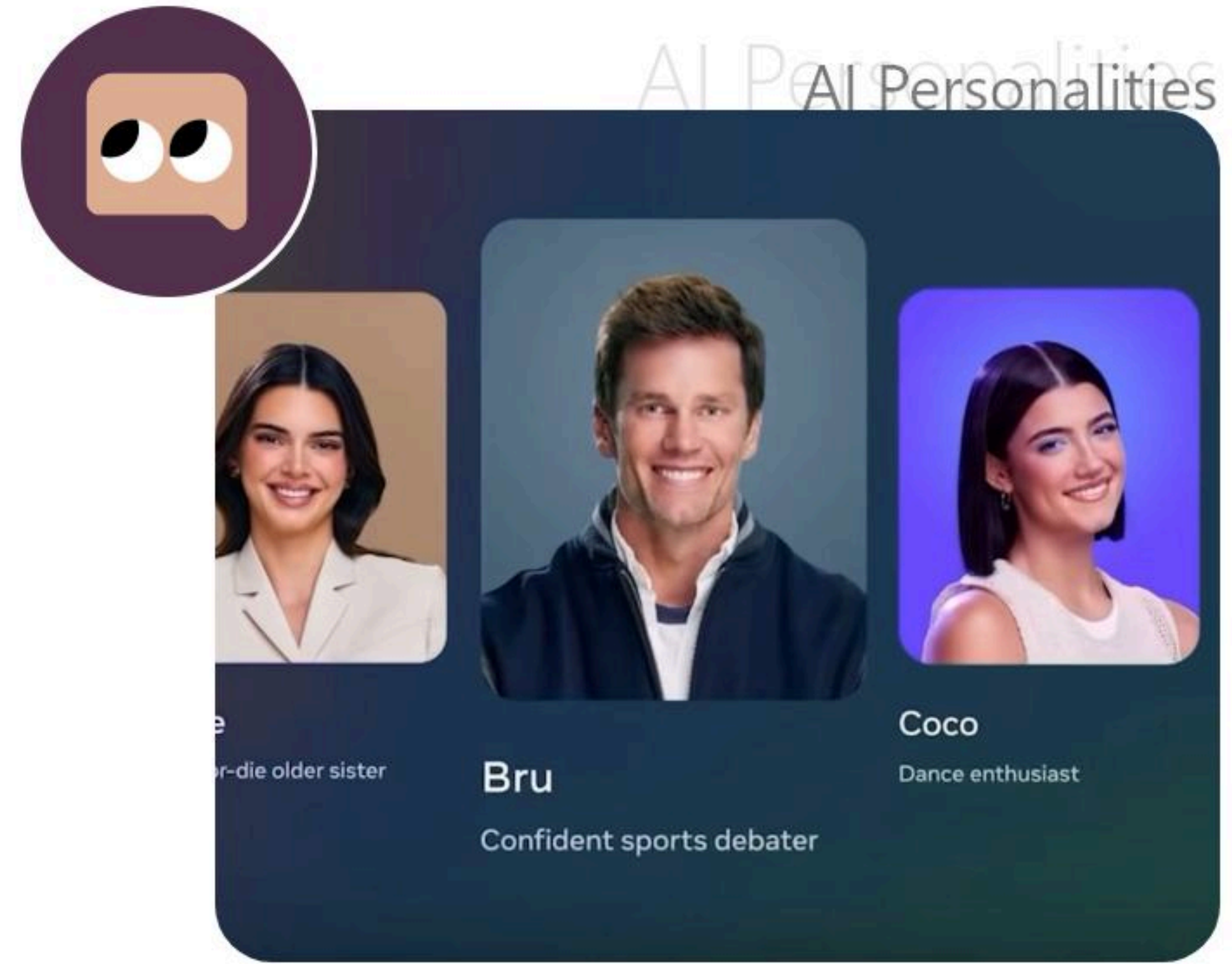
AI Pals designed to moderate and foster empathy

- | doppls take multiple shapes and forms
- | Various personalities provide different viewpoints and recommendations
- | **Different personalities provide different viewpoints and recommendations**



doppls.

Mindfully humanized AI assistants



With Inclusive & diverse
AI moderators

Online interaction is now
mindfully facilitated by
diverse perspectives

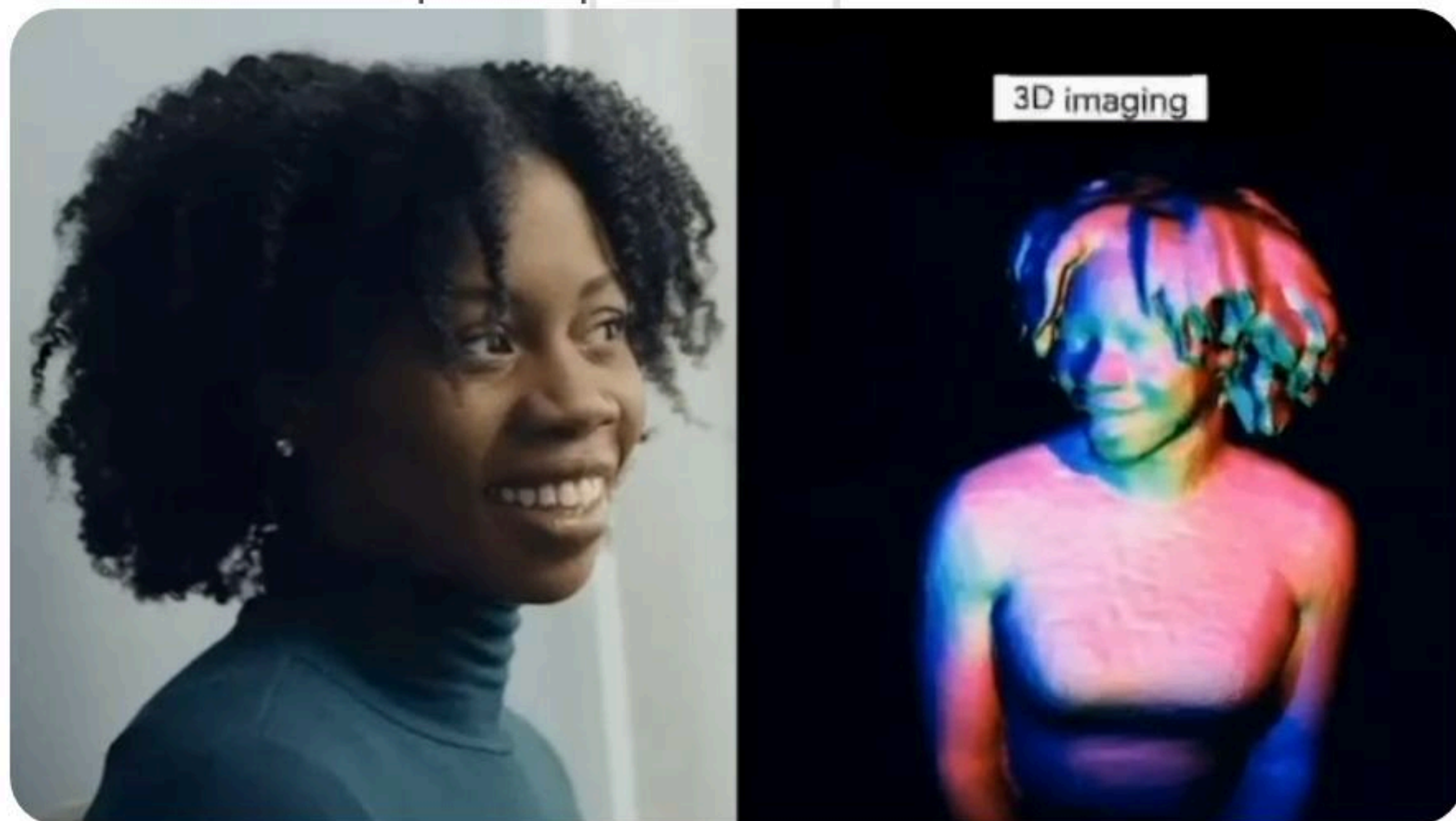
Step
outside
your
bubble and
Interact
safely.

Hyperreal

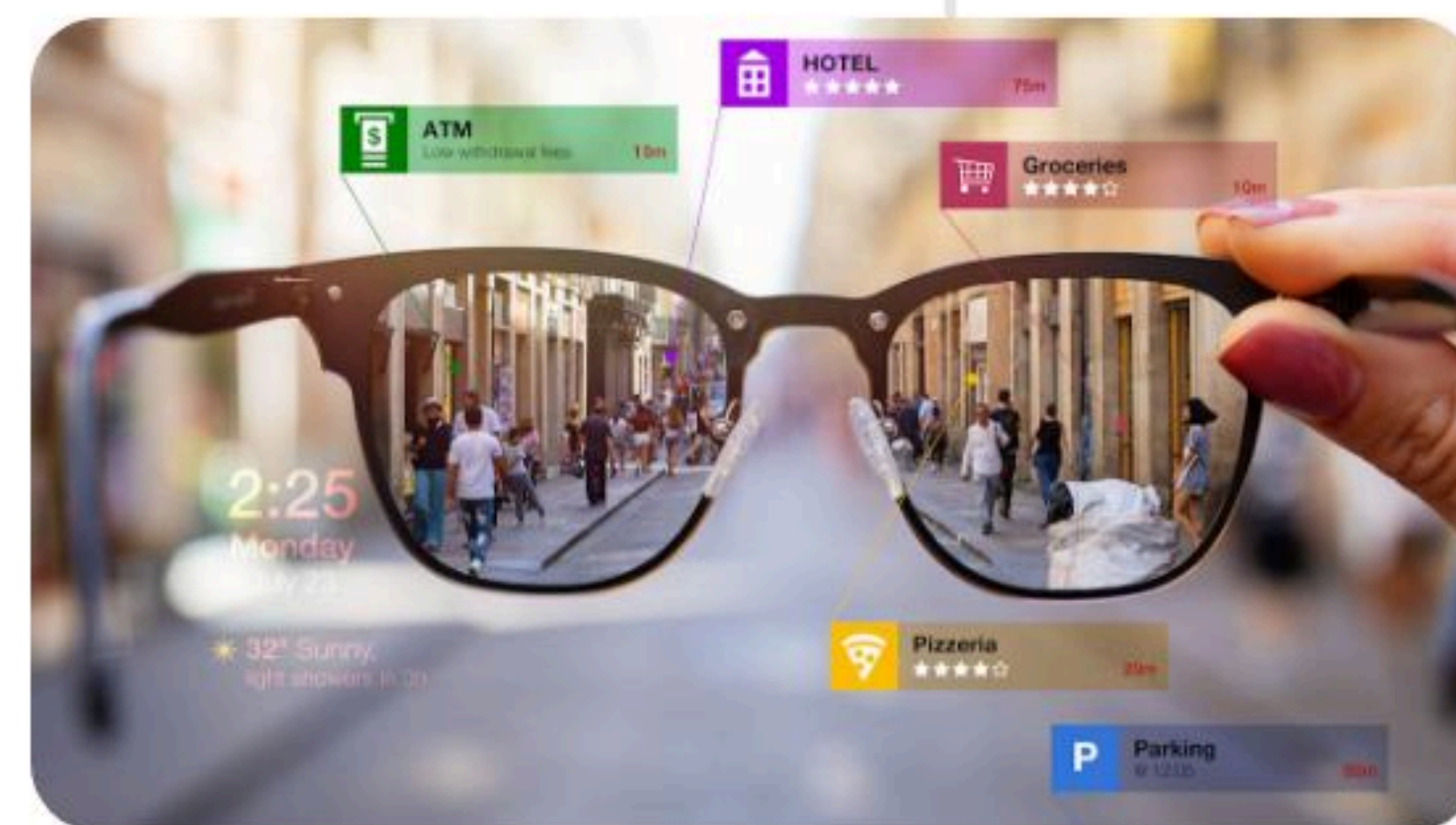
Making the Internet *feel* tangible

Product Revolution 3

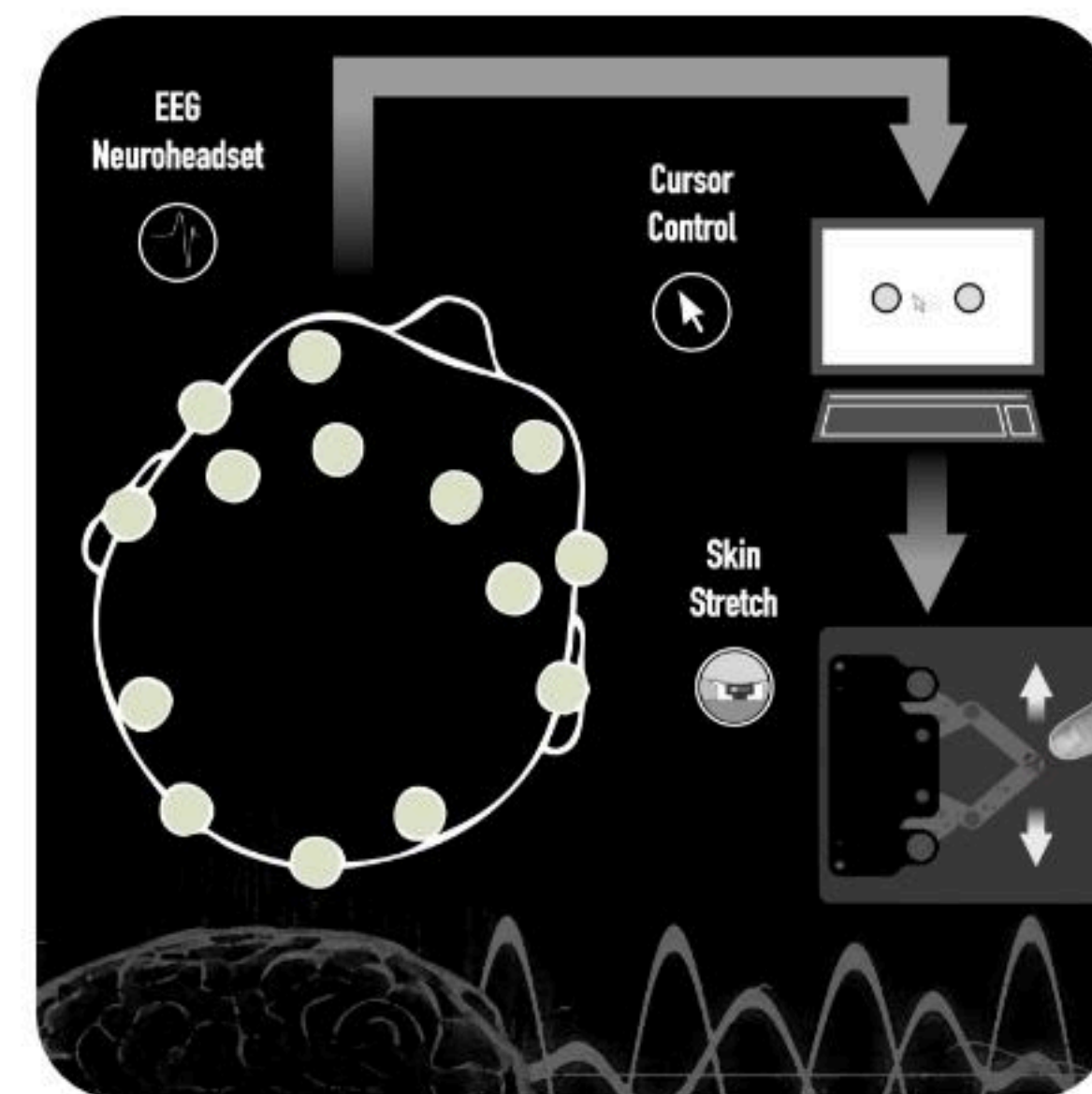
Motion & depth capture



XR XR Interfaces



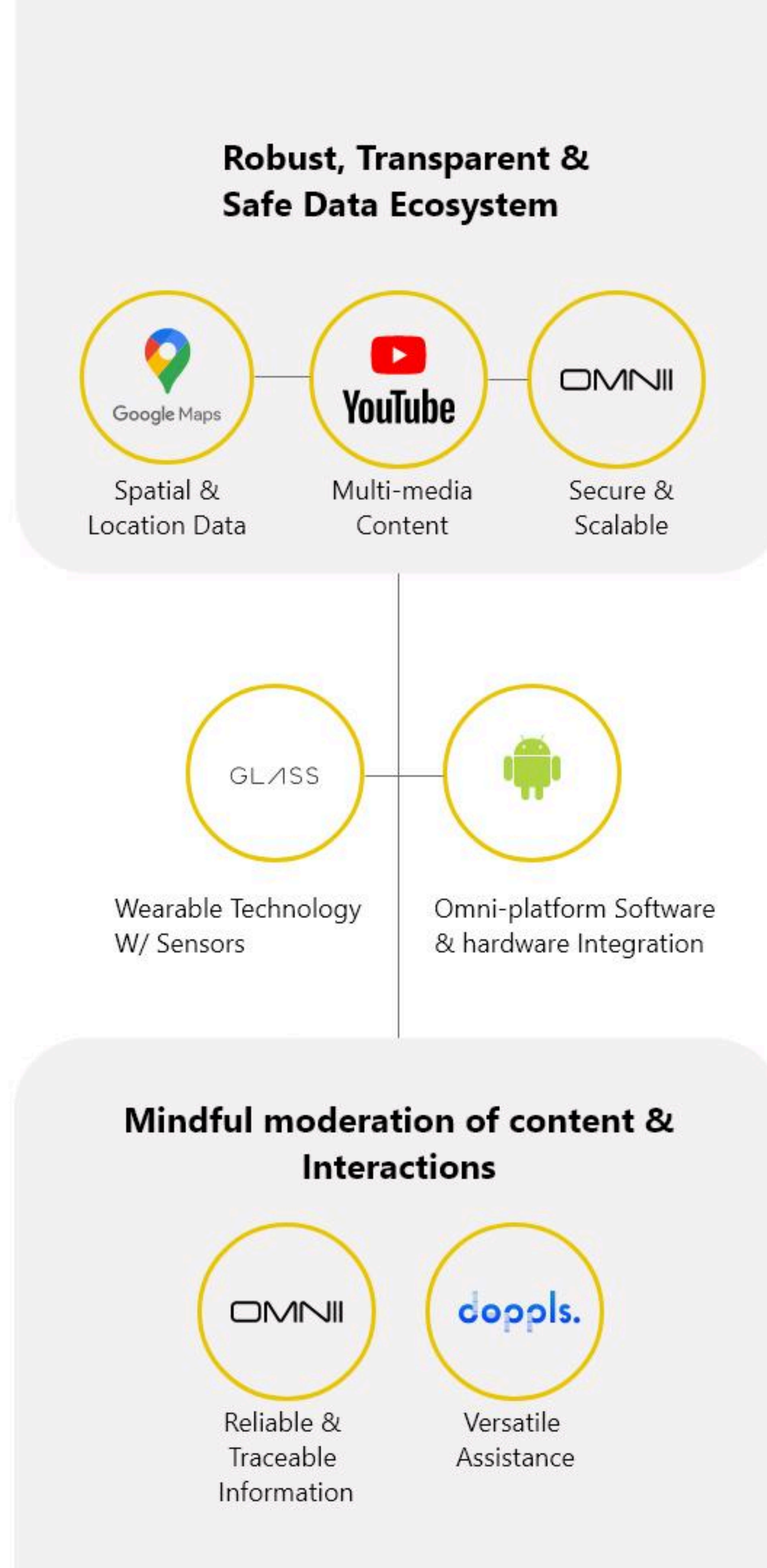
Spatial & Sensory Immersion



Hyperreal

Product Revolution 3

An Integrated Product System For a New Spatial Internet



With the Spatial Web...

The internet doesn't need to feel like a separation from reality. It can be **an extension of reality**

Your
online self
is your
real self.

December 6th, 2033

Google awarded the International Peace Prize for bridging the mass online divides

"The company was recognized for their outstanding efforts in fostering secure, safe and inclusive online environments - leveraging their wealth of resources to bring people from diverse backgrounds together in a manner that has ameliorated vast conflicts, and has fostered a global village - all while adhering to the hallmarks of transparency, security and trust - a remarkable achievement considering a company of it's size!"

- Maura Shea, Panelist for IPP conference 2033

