



Collective Intelligence

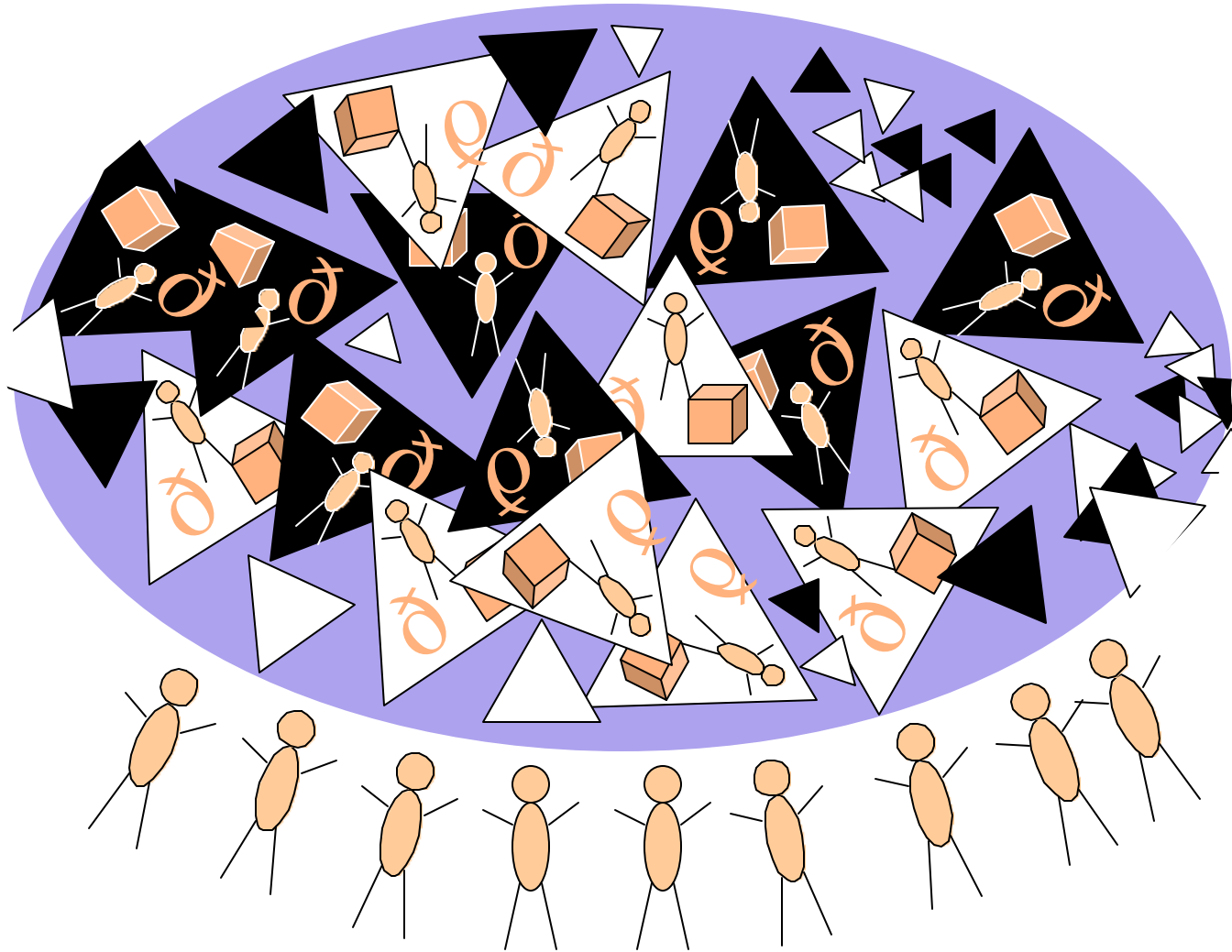
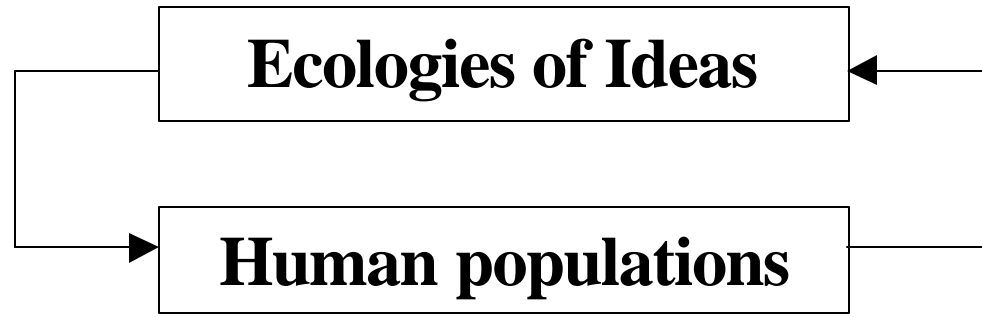
Development of Culture and the Culture of Development

ACHR-PAHO, Washington DC, June 2002

Pierre Lévy

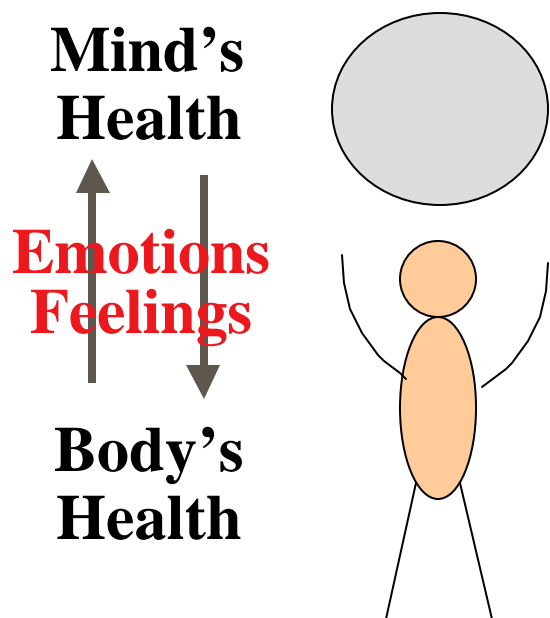
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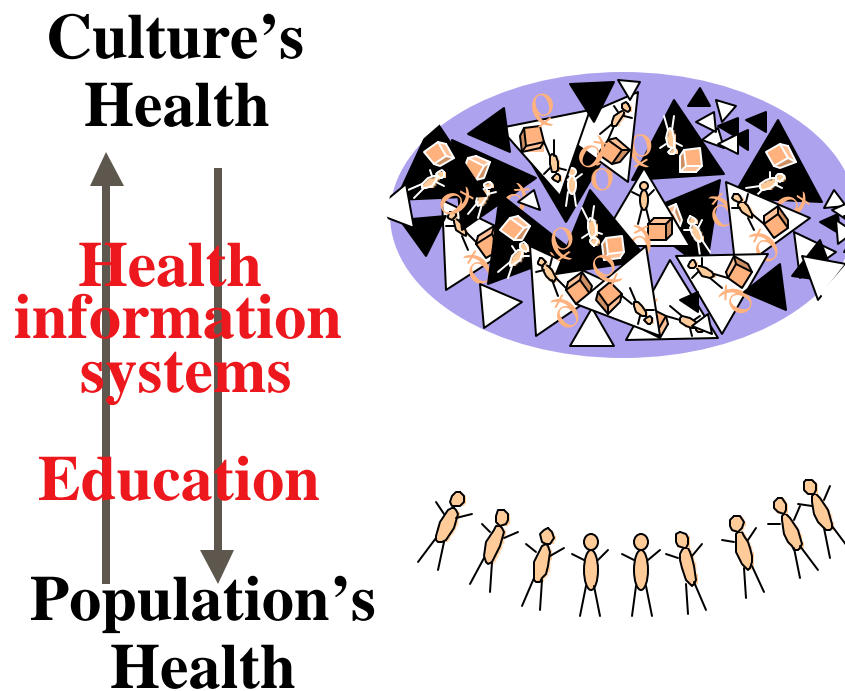
The "Collective Intelligence" Approach of Health

Holistic or Psychosomatic Medicine



Creating a awareness of the mind-body interaction and a cooperation between the two is a way to improve health

Holistic or Psychosomatic Epidemiology



Creating a awareness of the culture-population interaction and a climate of collective intelligence is a way to improve health

Collective intelligence, a new source of empowerment

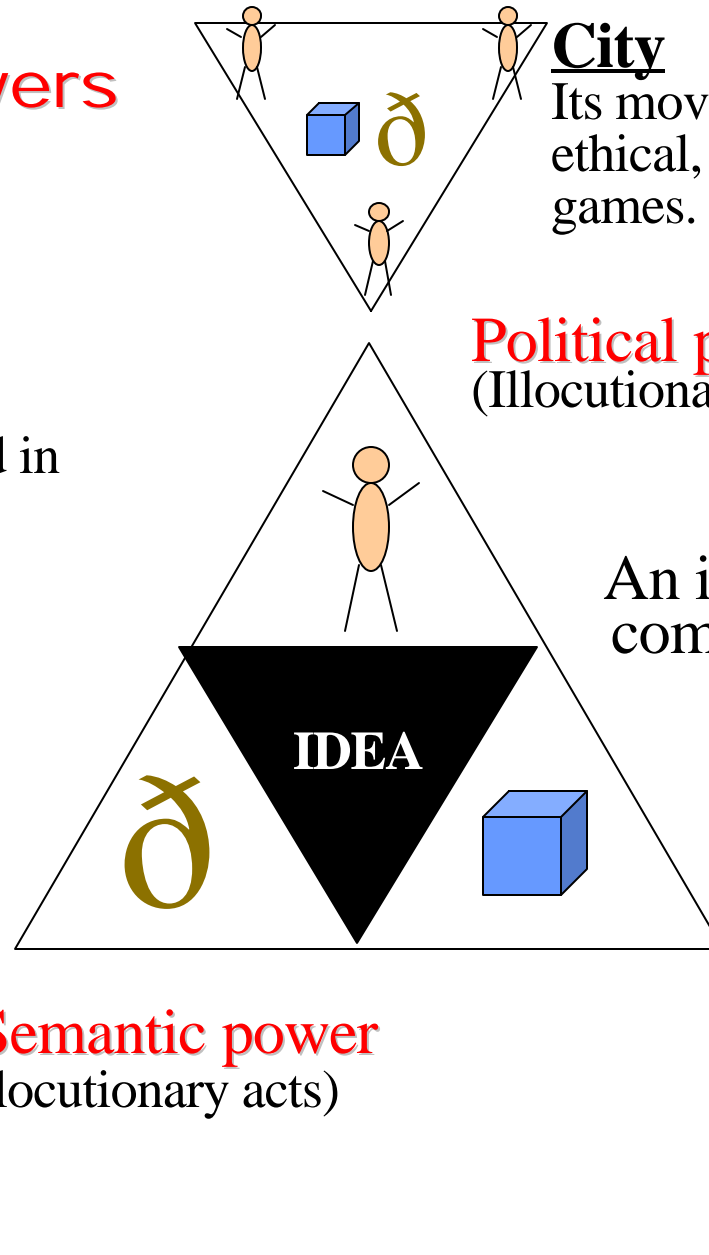
- **Tools** : digital communication, sharing of memory, perception and imagination
- **Process** : collective learning and creativity, exchange of knowledge, competitive cooperation and cooperative competition in the production of knowledge
- **The Art** of multiplying intelligence
- **Games** where the winners enhance and use the available intelligence and cooperate more efficiently
- **Ground** : living unity and diversity of the noosphere: the living world of ideas interconnected in cyberspace



The three powers of ideas

An idea is:

- A virtual being engaged in coevolution with its environment
- A source of acts



City

Its moves affect the political, legal, ethical, relational and emotional games.

Political power (Illocutionary acts)

An idea can be recursively composed of several ideas

Practical power (perlocutionary acts)

Semantic power (locutionary acts)

Language

Its meanings reorganize the interconnexion of symbolic systems.

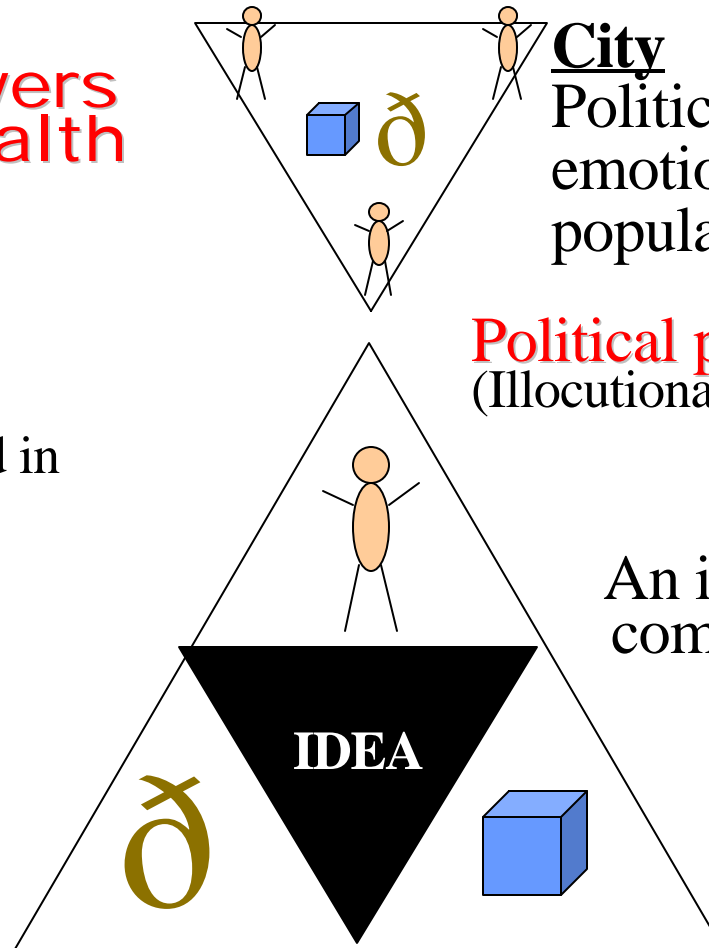
Nature

Its effects transform the dynamic fields of physical and biological phenomenons.

The three powers of ideas on health

An idea is:

- A virtual being engaged in coevolution with its environment
- A source of acts



City

Political, legal, relational and emotional moves affecting populations health.

Political power
(Illocutionary acts)

An idea can be recursively composed of several ideas

Practical power
(perlocutionary acts)

Semantic power
(locutionary acts)

Language

Knowledge and beliefs affecting populations health.

Nature

Physical effects on populations health

The Reproductive Mechanisms of Ideas

Cyberspace



Universal digitalization. Constitution of the **noosphere** : ubiquity and interconnexion of cultural signs in cyberspace. Writing gains abilities for autonomous action (software)

Printing press



Technical self-reproduction of the alphabet and images

Alphabet



Writing becomes digital and universal

Writing

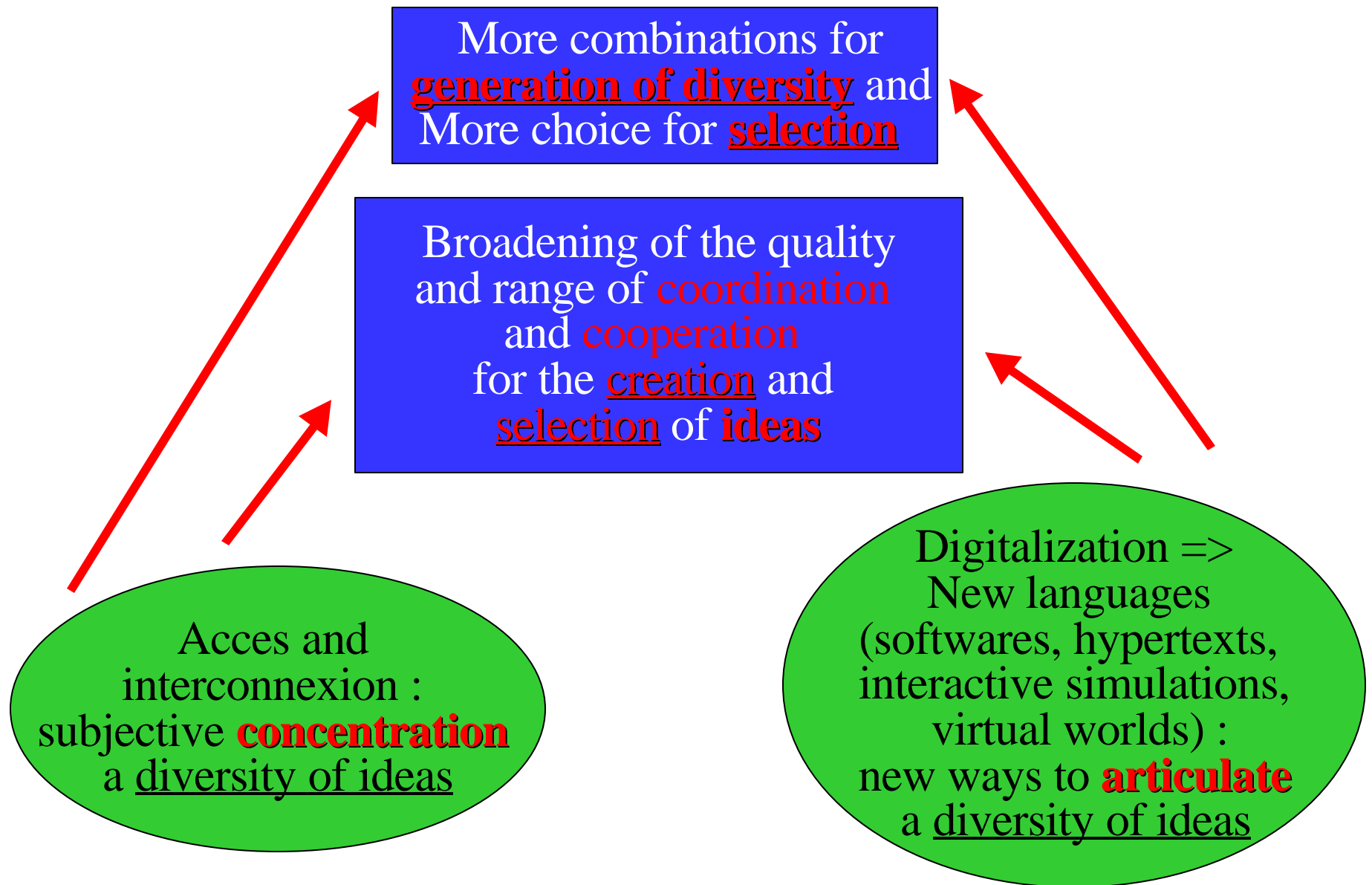


Autonomous technical memory of language

Orality



myths, rites, oral transmission, memory inscribed in matter



Why cyberspace - as a new way to network ideas - will enhance human CI ?

Ecologies of Ideas

Humanity



Deliberate **collective intelligence**, omnivision, economy of knowledge and ideas, global cyberdemocracy, culture of diversity, conscious piloting of the biosphere's evolution (including humans).

Open society



Reform, enlightenment, experimental science, mass industry, capitalism, global market, human rights, modern democracies

Empires



Monotheism or universal ethical religions, money, commerce, citizenship, science

Civilisations



Agriculture, livestock farming, city, state, law, systematic knowledge, school, complex religions

Tribes



Technique, art, images, music, religion, complex social rules

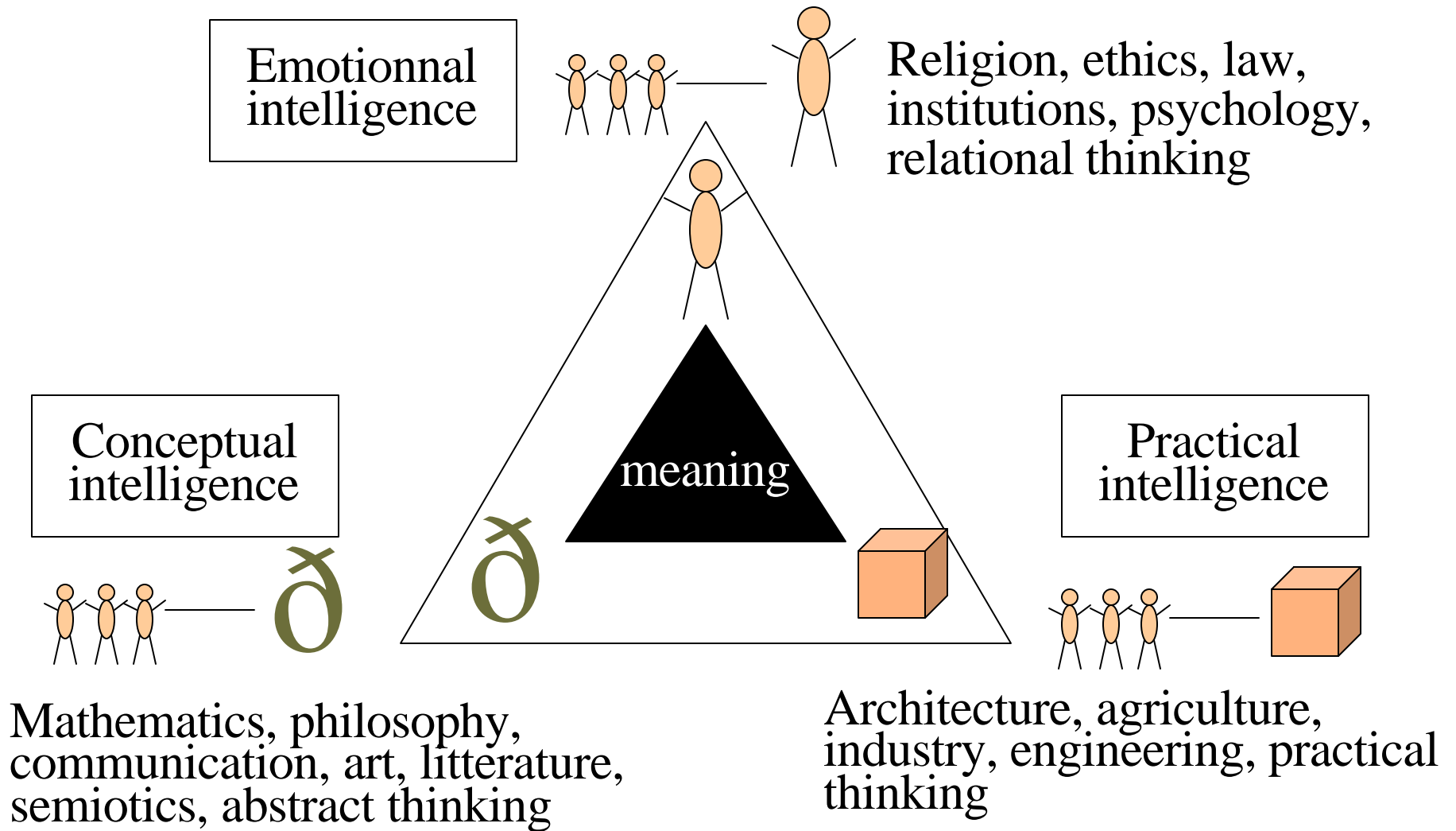
The collective intelligence project

**Knowledge distributed everywhere
always promoted, cultivated and
improved**

coordinated in real time

**Leading to an effective mobilization of
all skills**

Three directions of cultural development



Collective intelligence = harmony between the three dimensions of human social learning