For Internet-era Humans, is Blockchain a realization of Asimov's 3 Laws?
Blockchain's Threat to 2nd-Era Social Media
by David Huer, Canada January 2018

This is an allusion to the idea of "Personal Presence"
in one of Asimov's 'Elijah Bailey/R. Daneel Olivaw' series of novels[1].

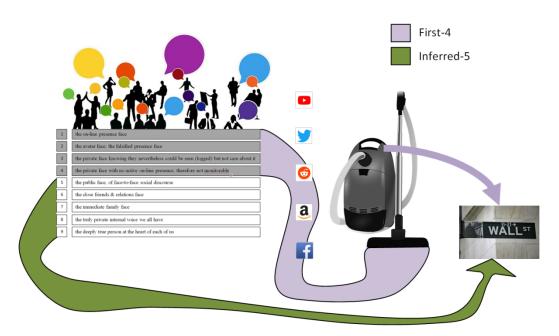## People in electronically-connected countries generally have 9 personas:

1	the on-line presence face
2	the avatar face; the falsified presence face
3	the private face knowing they nevertheless could be seen (logged) but not care about it
4	the private face with no active on-line presence; therefore not monitorable
5	the public face, of face-to-face social discourse
6	the close friends & relations face
7	the immediate family face
8	the truly private internal voice we all have
9	the deeply true person at the heart of each of us

During the Pre-internet Era (most of human culture), we had 5:

1	the on-line presence face
2	the avatar face; the falsified presence face
3	the private face knowing they nevertheless could be seen (logged) but not care about it
4	the private face with no active on-line presence; therefore not monitorable
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[1] *The Naked Sun* : Solaria, a planet with 10,000 robots/human, "where most people cannot tolerate the personal presence of other people."

During the 2nd (Post-Chat Room) Social Media Era, Websites sold "First-4" Data to Advertisers. Inferring that First-4 Data gleans clues about Inferred-5. Using machine-learning and AI, now, to claim further inference success...

First-4

Inferred-5

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Where are you on the daily persona journey?

Who plays the instrument that manipulates your soul?

Consider Facebook

- *FB replays 1, 3 and part of 2*
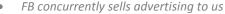- *FB sells us back to us (1, 2, and 3)*
- *FB concurrently sells advertising to us*
- *It has convinced advertisers it can also infer 4, 5, 6, and 7*
- *Using its data to repeat the inference, to persuade advertisers again-and-again*
- *FB and Advertiser are both aiming for inferences to get to 8 and 9*

What's worrisome for today's social media giants?

Self-demonstrating that there is NO social contract/respect for deep privacy.
Not needing to make one, without the presence of an alternative.

Blockchain's deep power? It is that alternative.

Blockchain systematically engineers true respect for deep privacy.
A true deep social contract, a truthfully private exchange.
Returning the First-4 to Asimovian Full-9 *Personal Presence and Control*
The next iteration of the Internetosphere.

Until Blockchain gets disrupted.