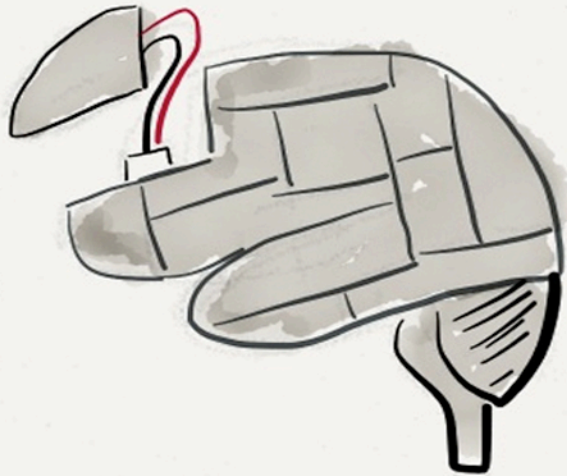


# SYNTHETIC BRAINS, FACEBOOK & THE NEW REVOLUTION



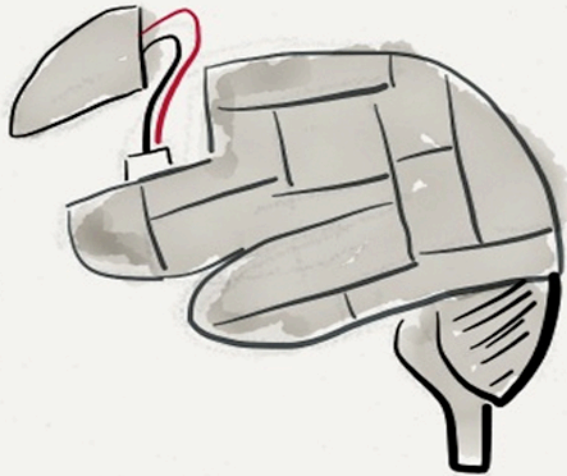
PAUL J. LAURIENTI



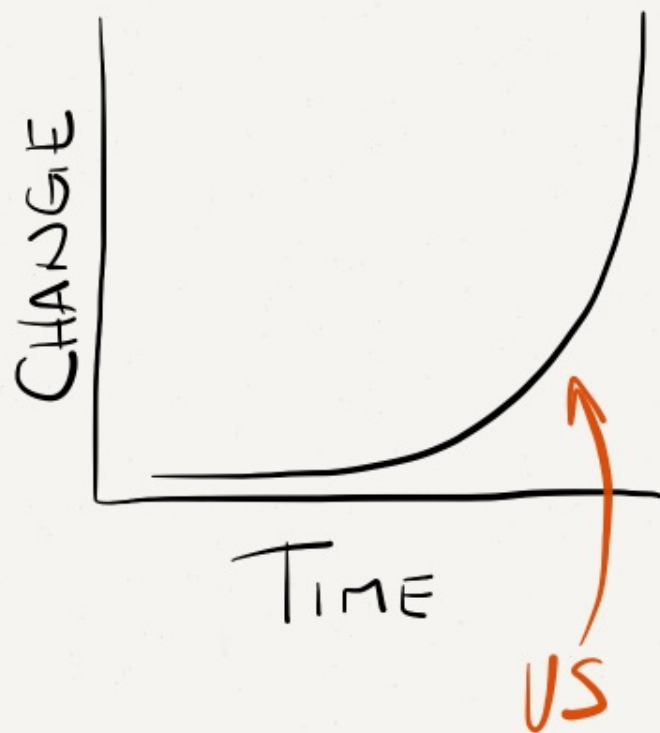
@LAURIENTI

#FAKEBRAINS

# SYNTHETIC BRAINS, FACEBOOK & THE NEW REVOLUTION

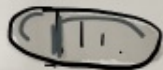
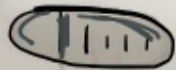
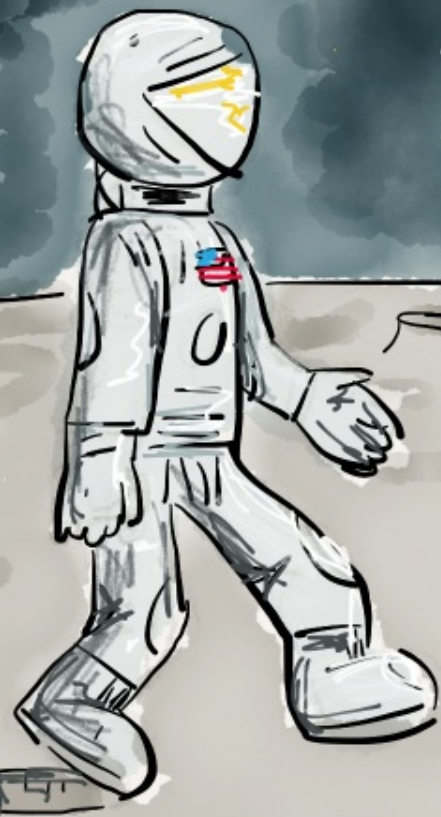


# THE REVOLUTION





# EXPLORATION VS. SCIENCE



# NIH

NATIONAL  
INSTITUTES  
of HEALTH

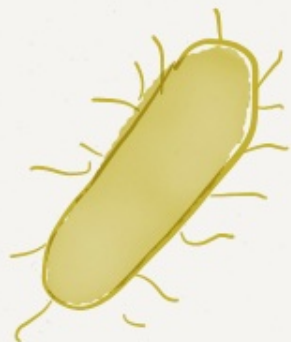


ANNUAL  
BUDGET

\$ 30,900,000,000

# 1900

INFECTIONS



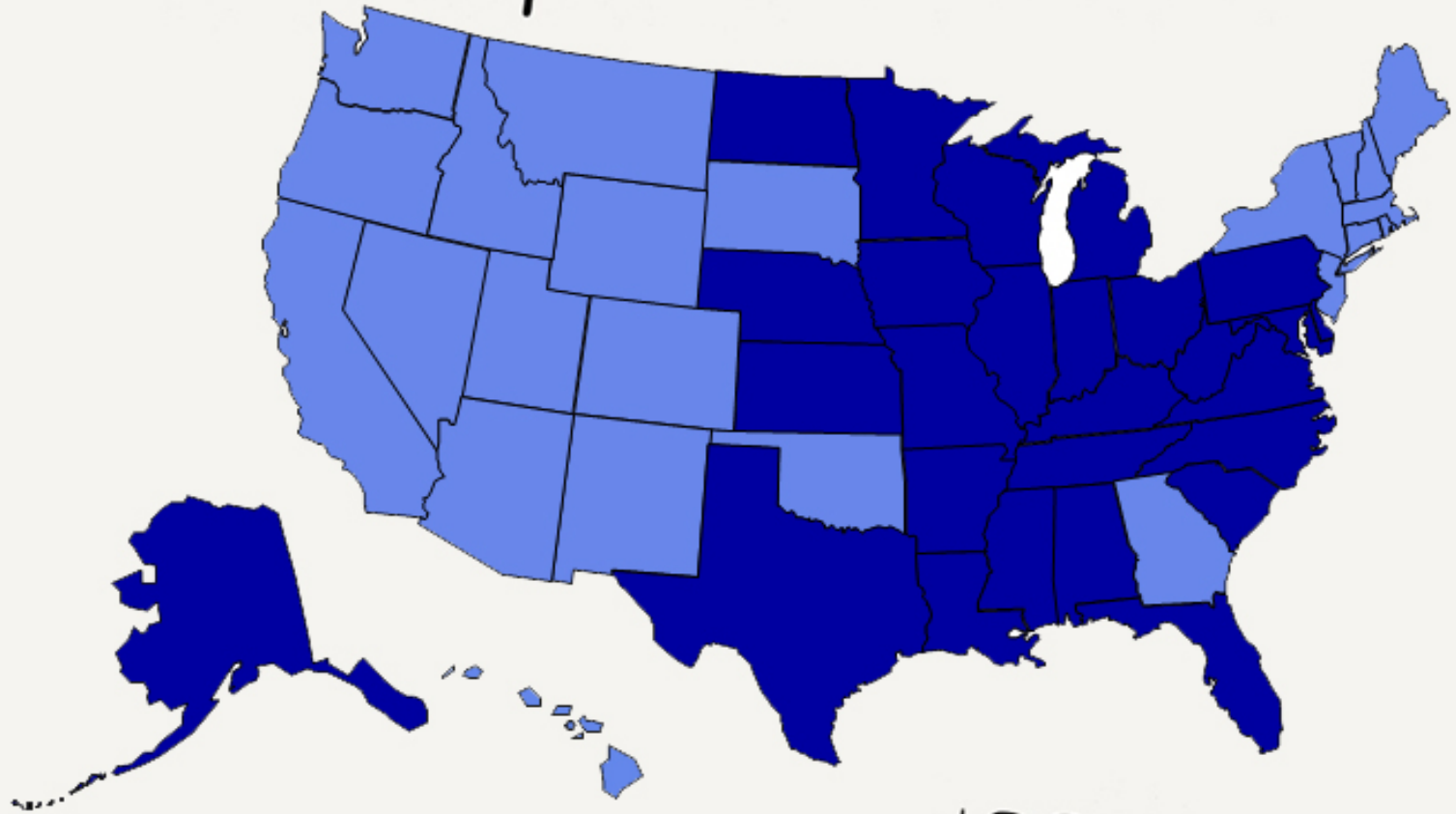
CHRONIC  
DISEASE



# NOW



# Obesity Epidemic in U.S.

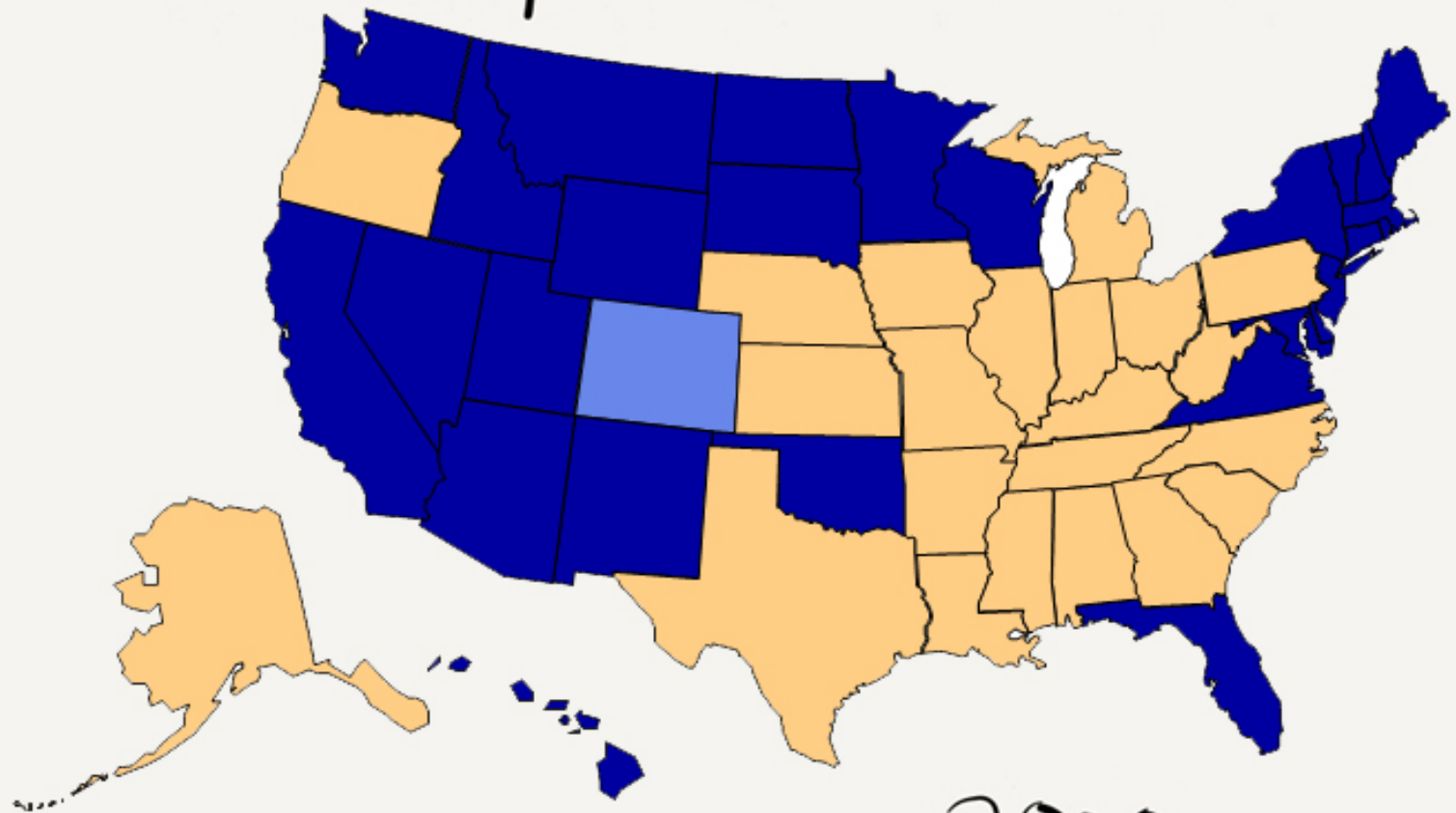


1995

10-14% 15-19%



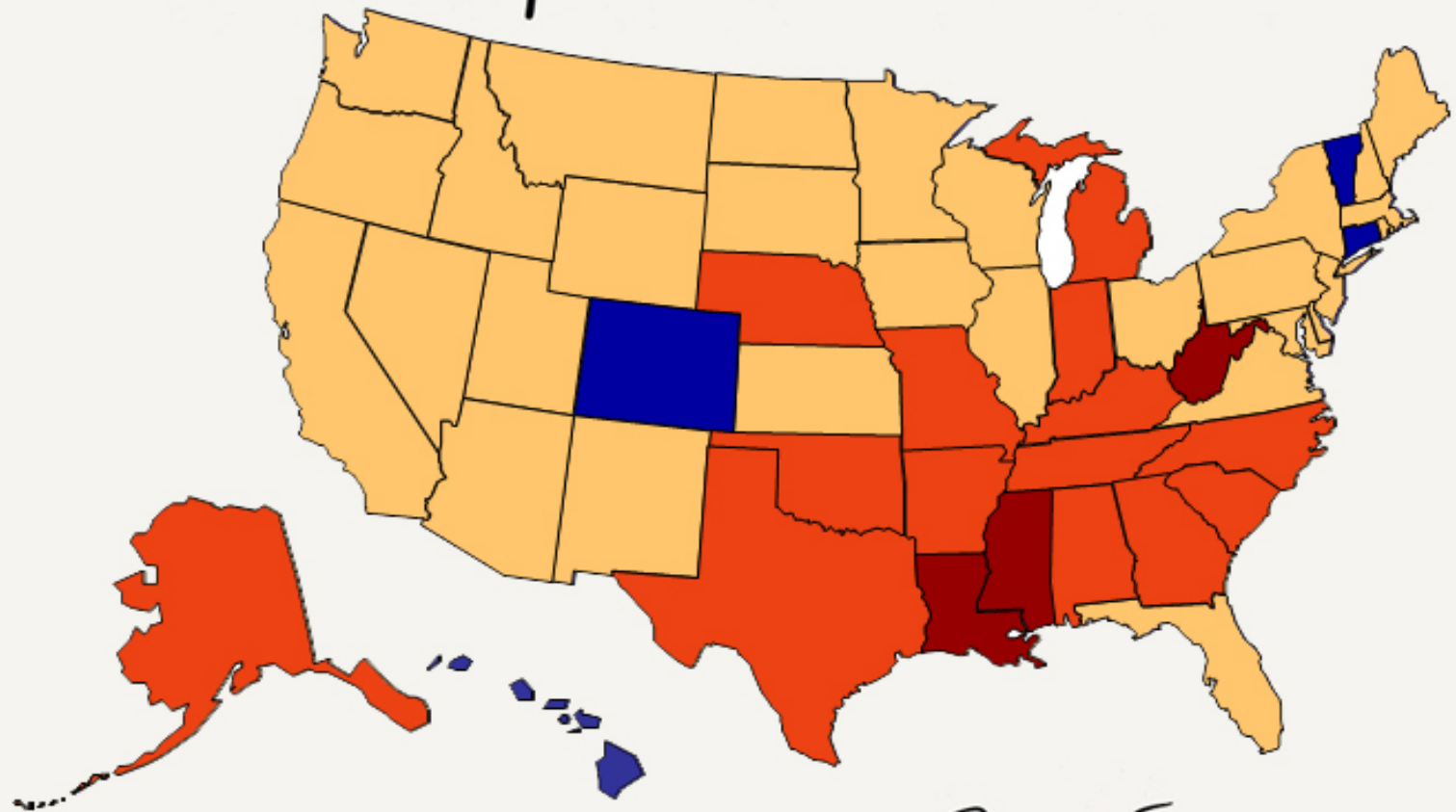
# Obesity Epidemic in U.S.



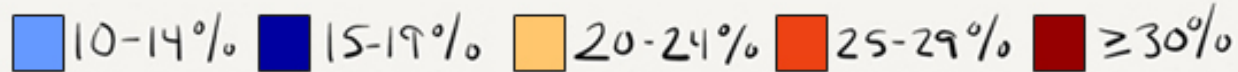
2000

10-14% 15-19% 20-24%

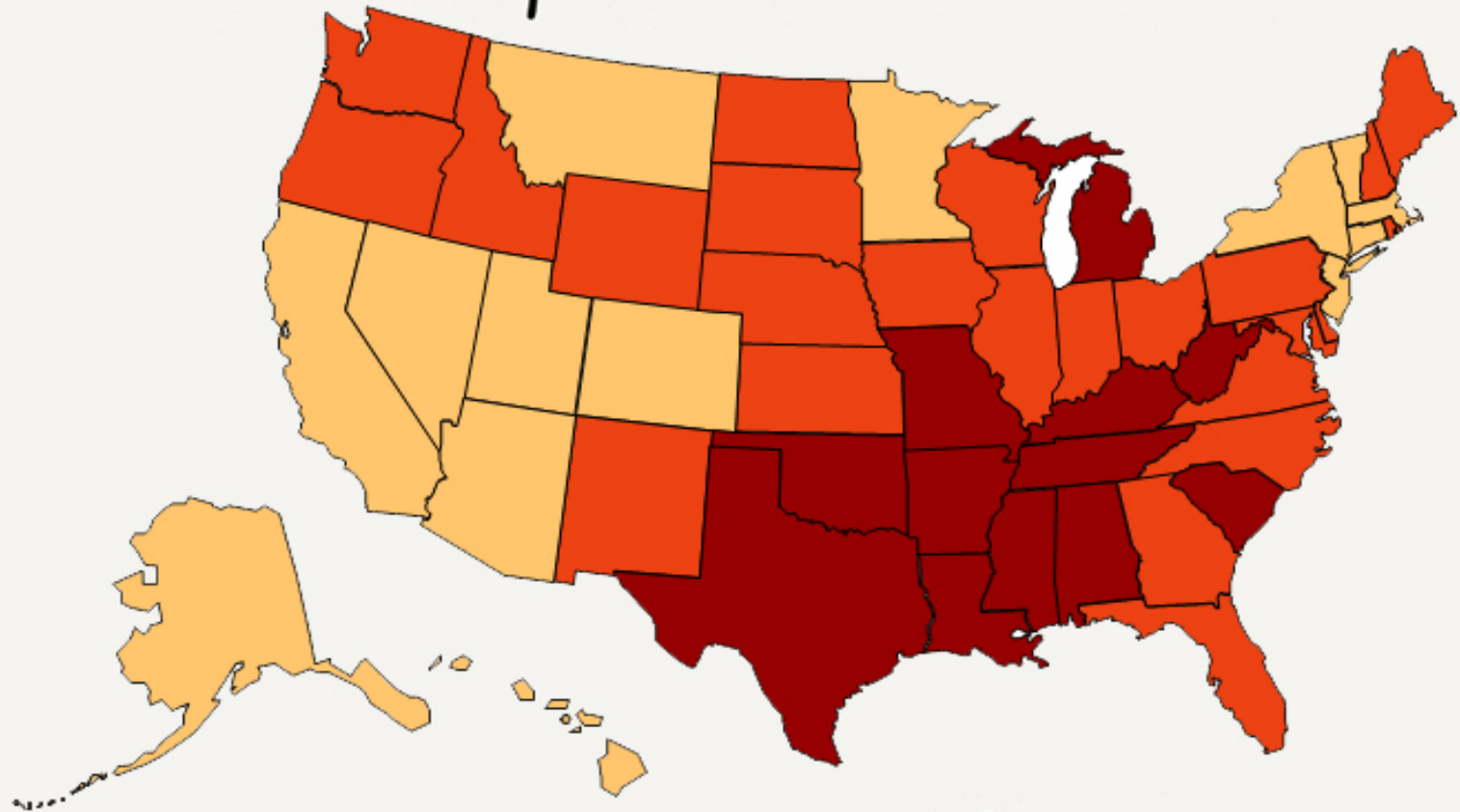
# Obesity Epidemic in U.S.



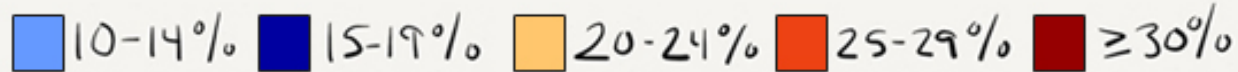
2005



# Obesity Epidemic in U.S.



2010



37%

60 AND OVER

TAKE



5

OR MORE

PRESCRIPTION  
DRUGS





CONSCIOUS  
CAPITALISM

JOHN MACKAY

RAJ SISODIA

*John Mackey*

Psy Q





I.Q.



E.Q.

SyQ



Slides of Ursus Wehrli's work

See-

<http://www.kunstaufraeumen.ch/en>

[http://www.ted.com/talks/ursus\\_wehrli\\_tidies\\_up\\_art.html](http://www.ted.com/talks/ursus_wehrli_tidies_up_art.html)

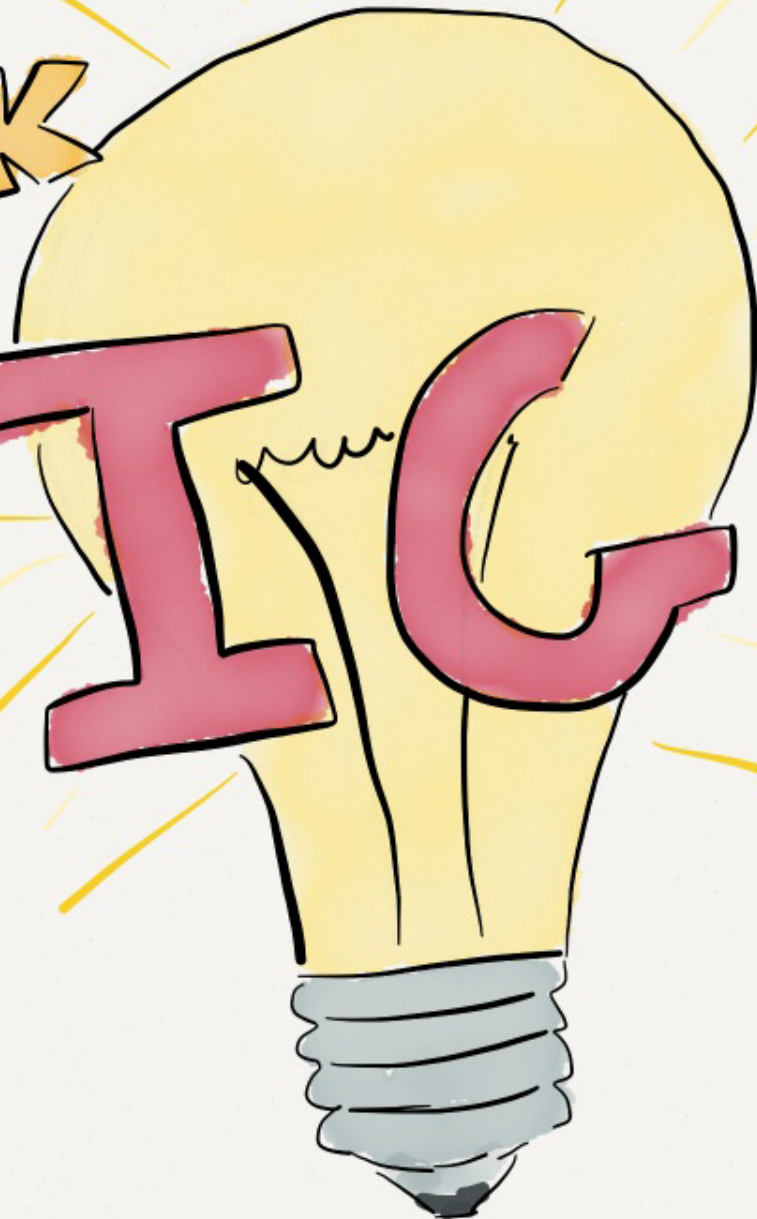
# COMPLEX SYSTEMS





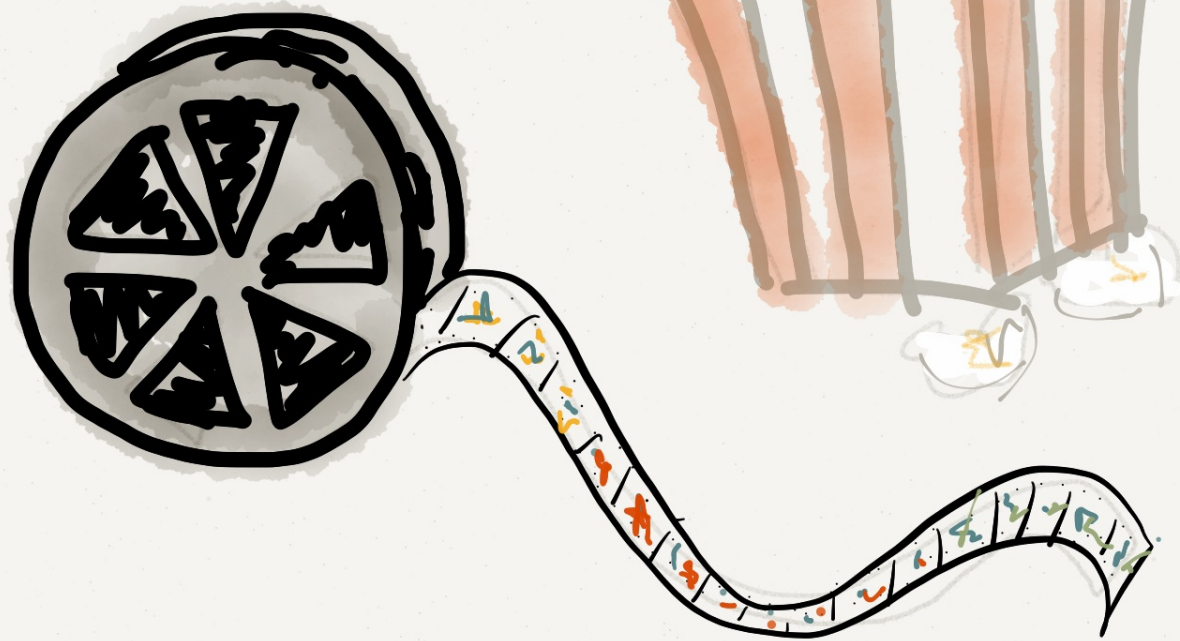
THINK

BIG





Movie  
Time!





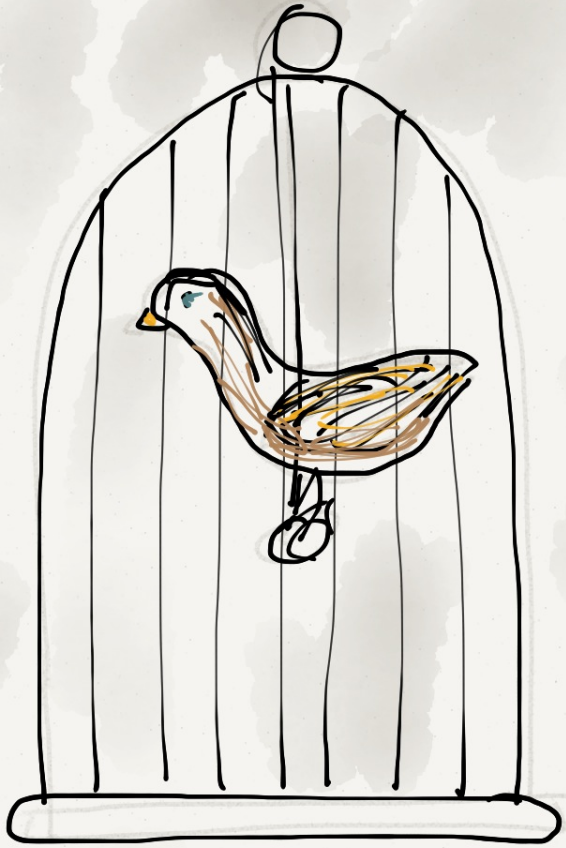
Showed a video of a flock of starlings called “Murmuration.”  
Can be viewed islands and rivers website.

A film by Liberty Smith and Sophie Windsor Clive

Music  
Nomad Soul

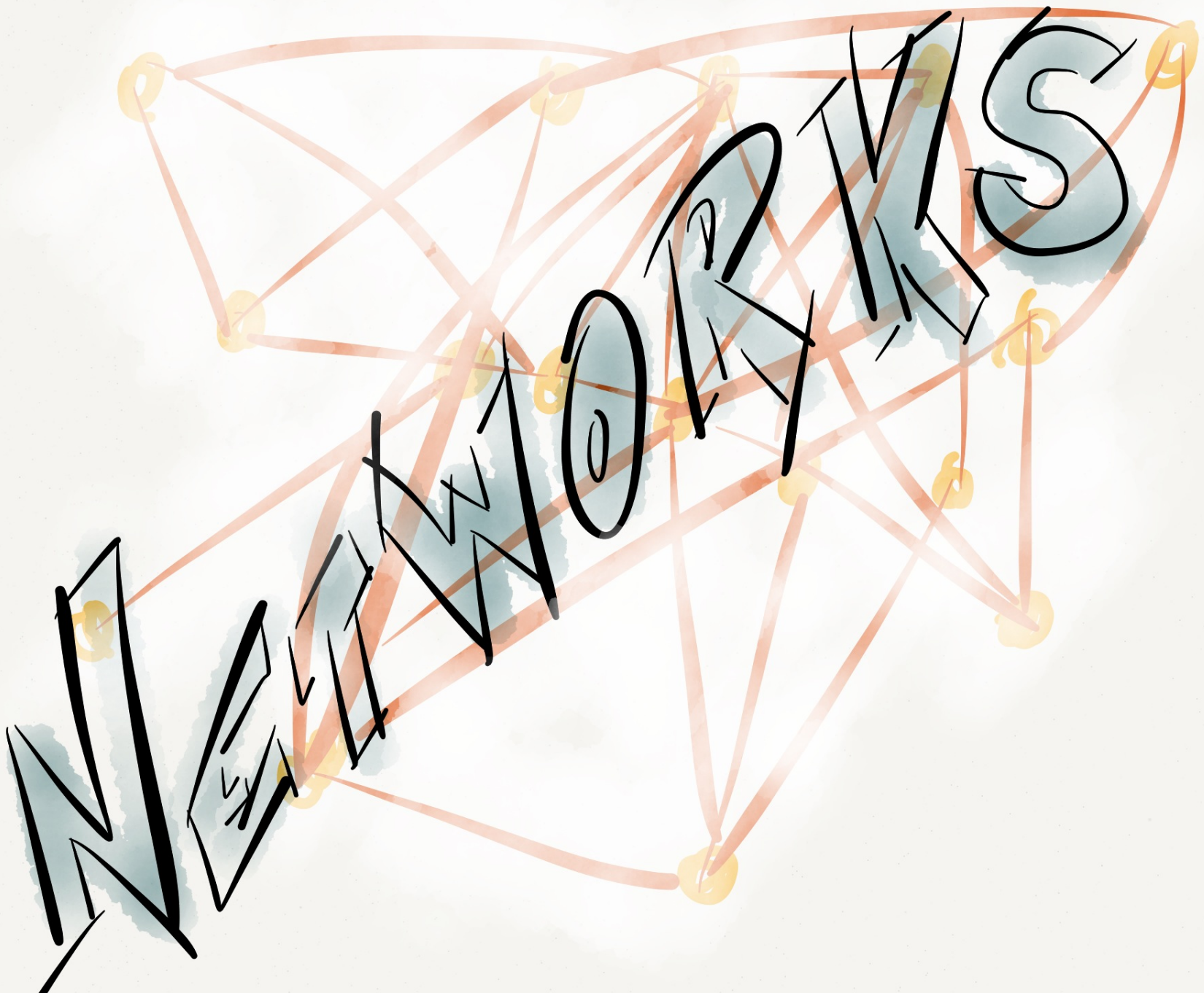
[www.islandsandrivers.co.uk](http://www.islandsandrivers.co.uk)

© Sophie Windsor Clive and Liberty Smith







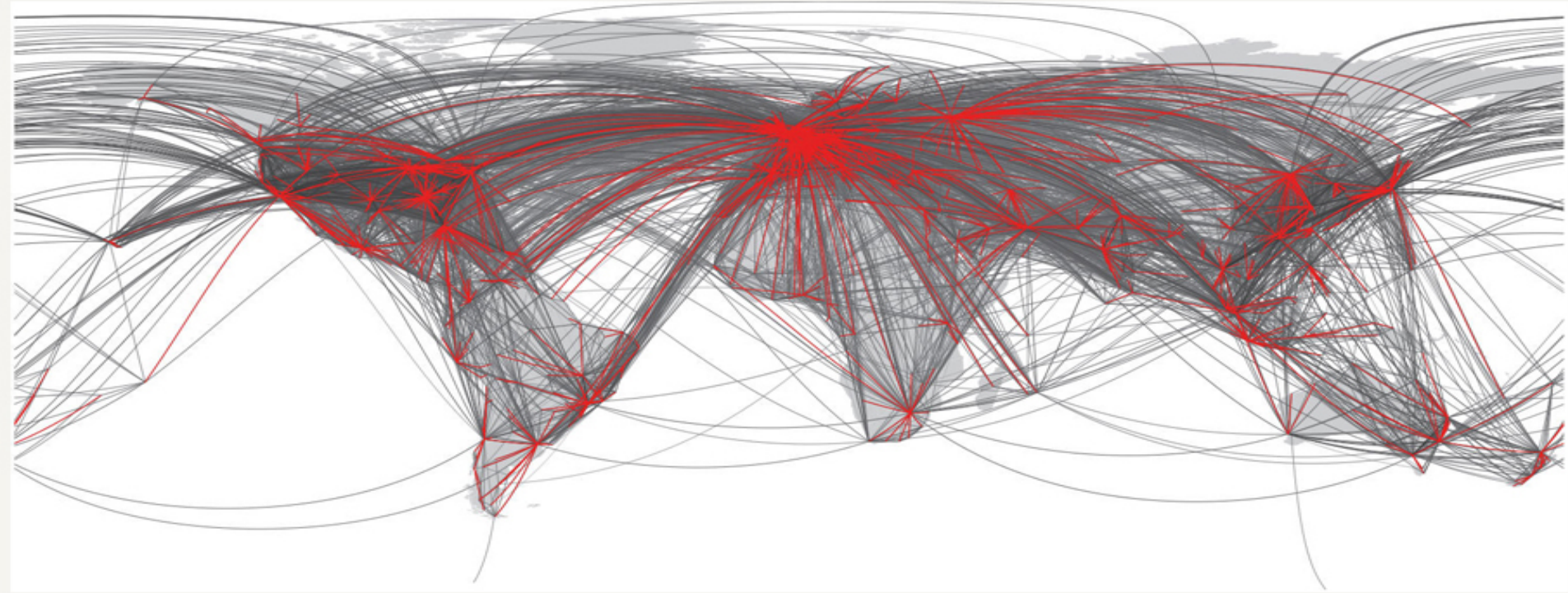


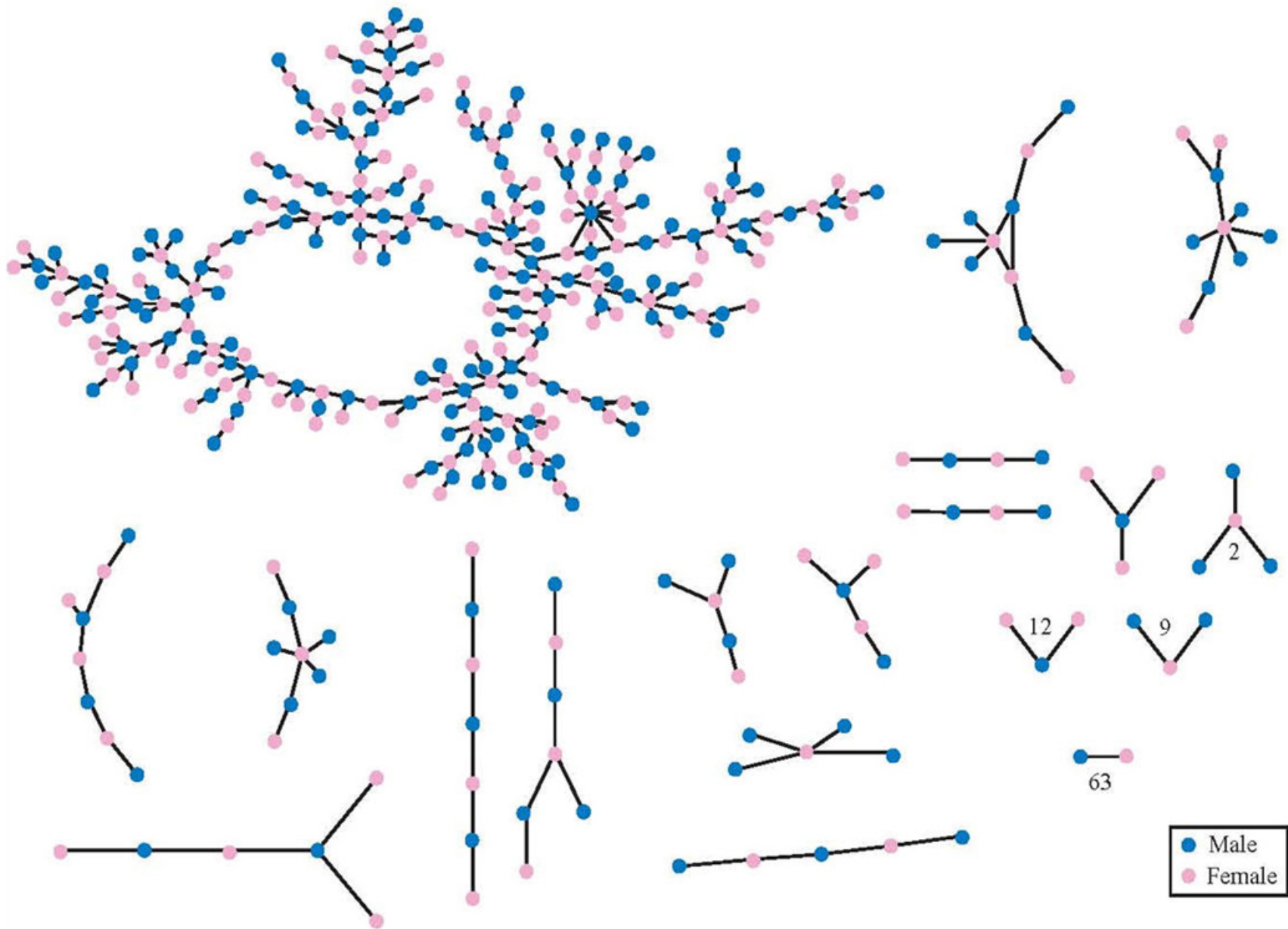




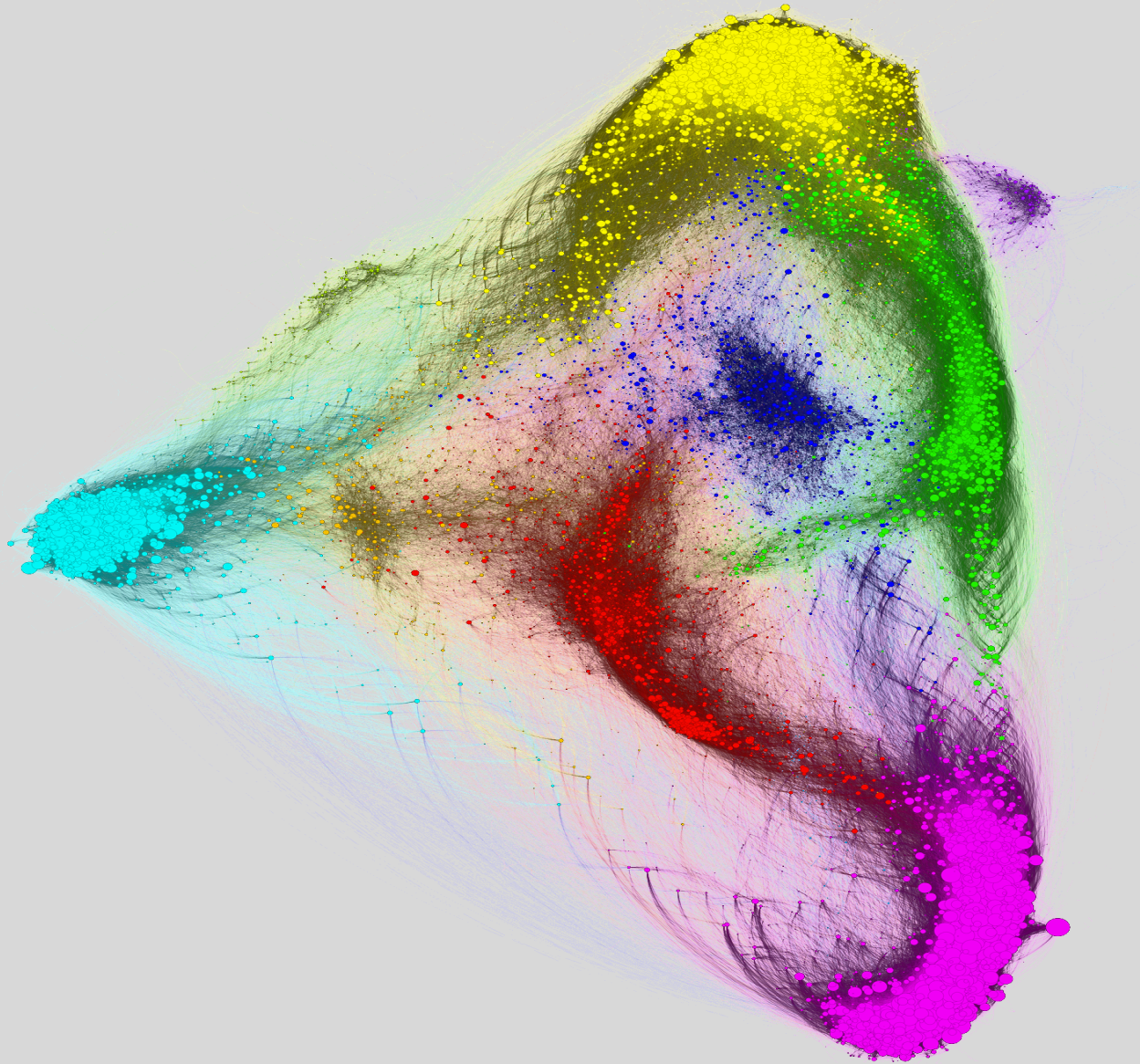
**facebook**

December 2010



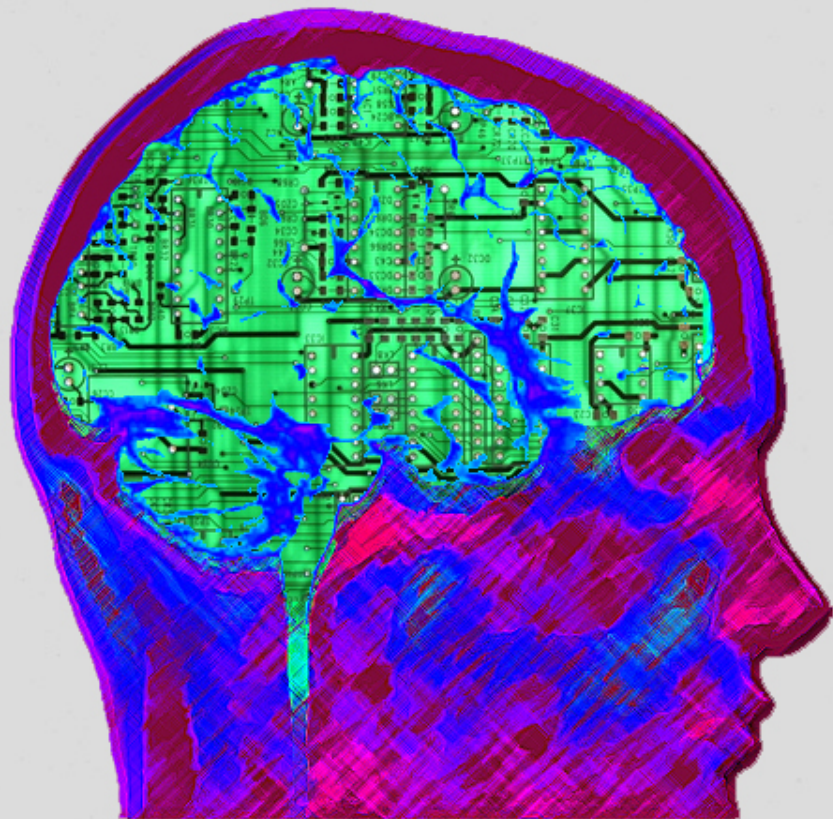




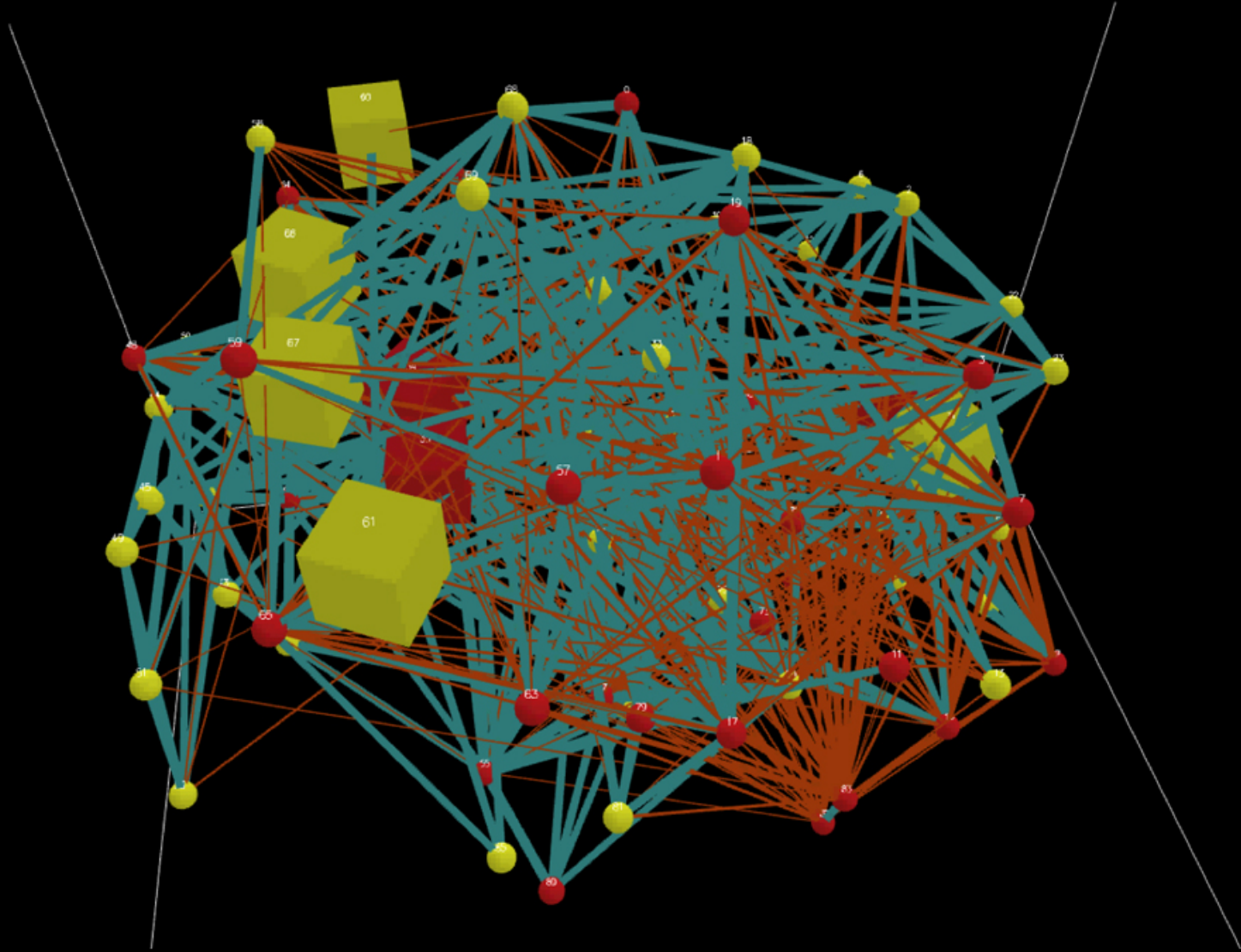




# SYNTHETIC BRAINS



# Video of model brain in action



# DRIVES

# TO

# SURVIVE

SLEEP



EAT

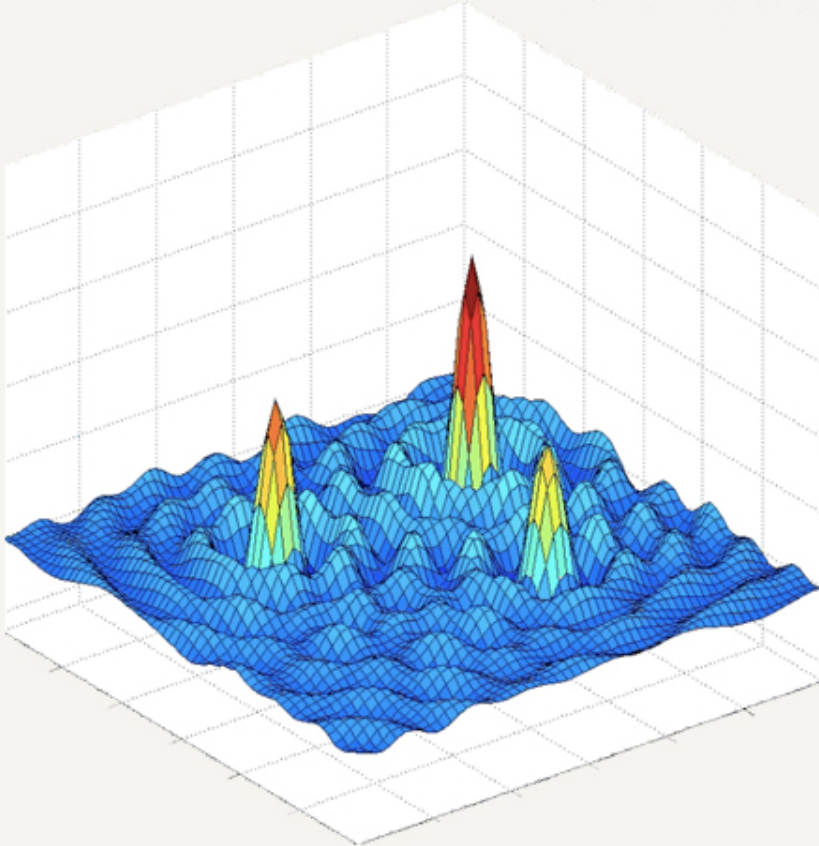


INTERACT



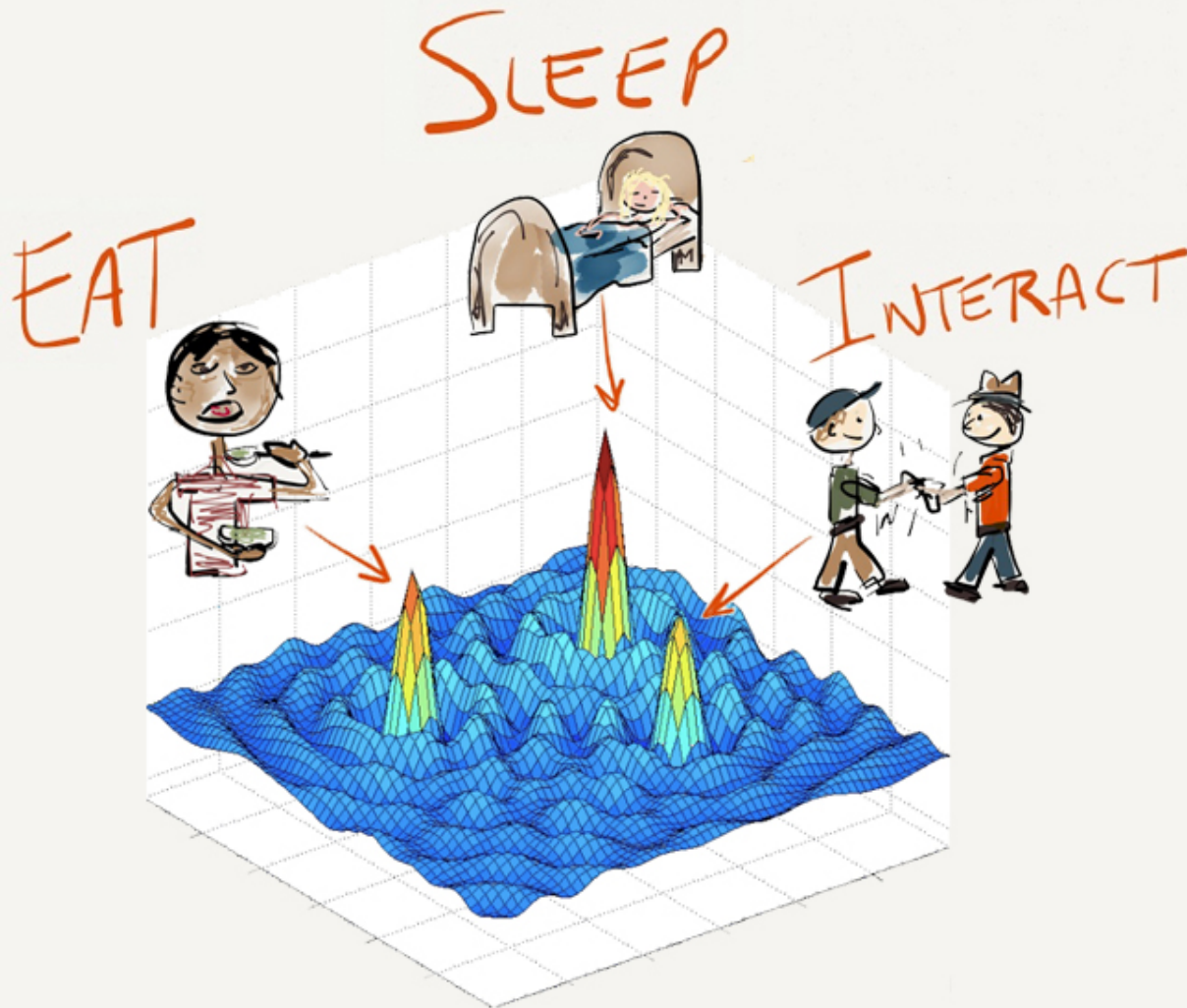


# MODEL BEHAVIOR

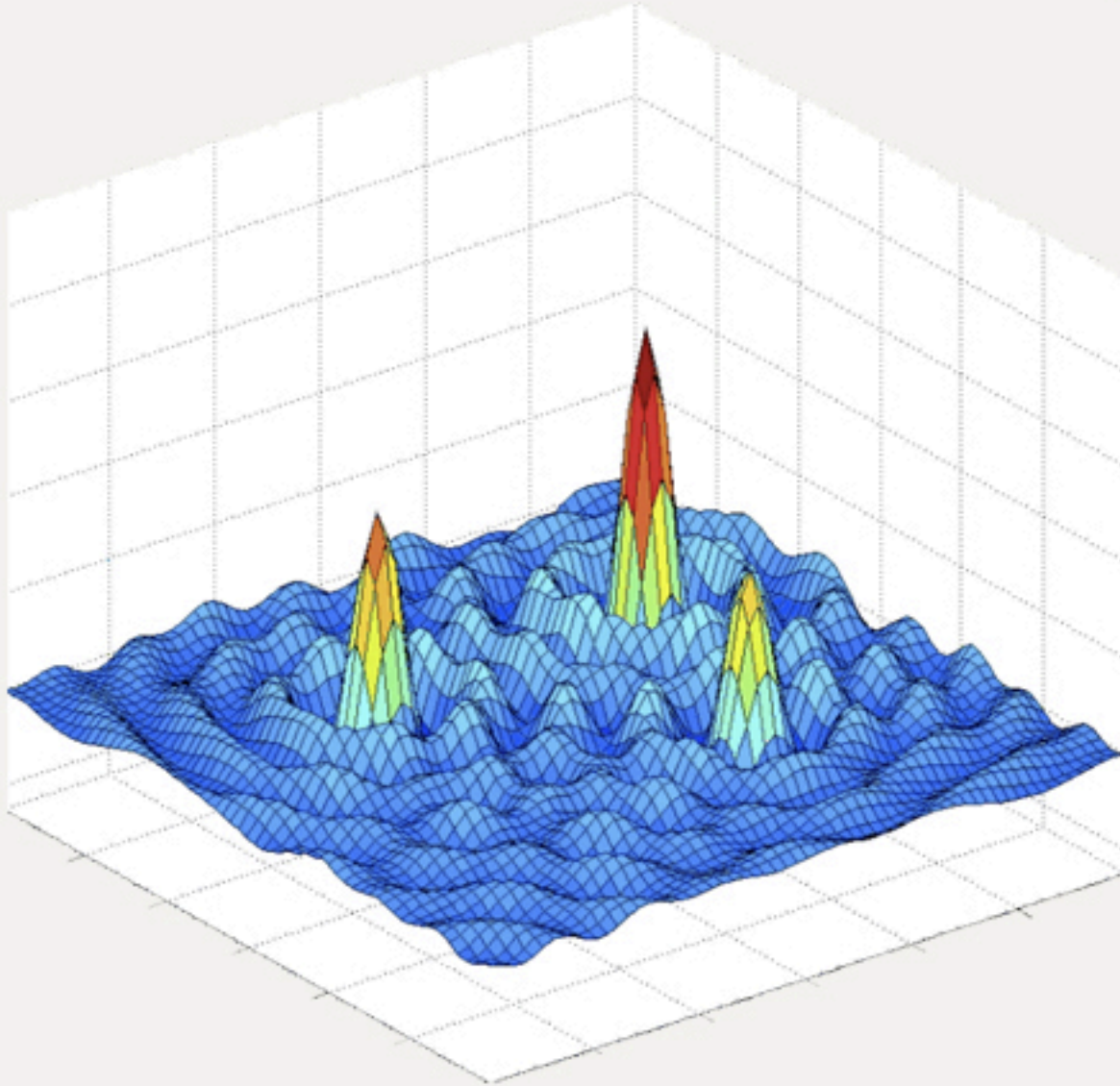




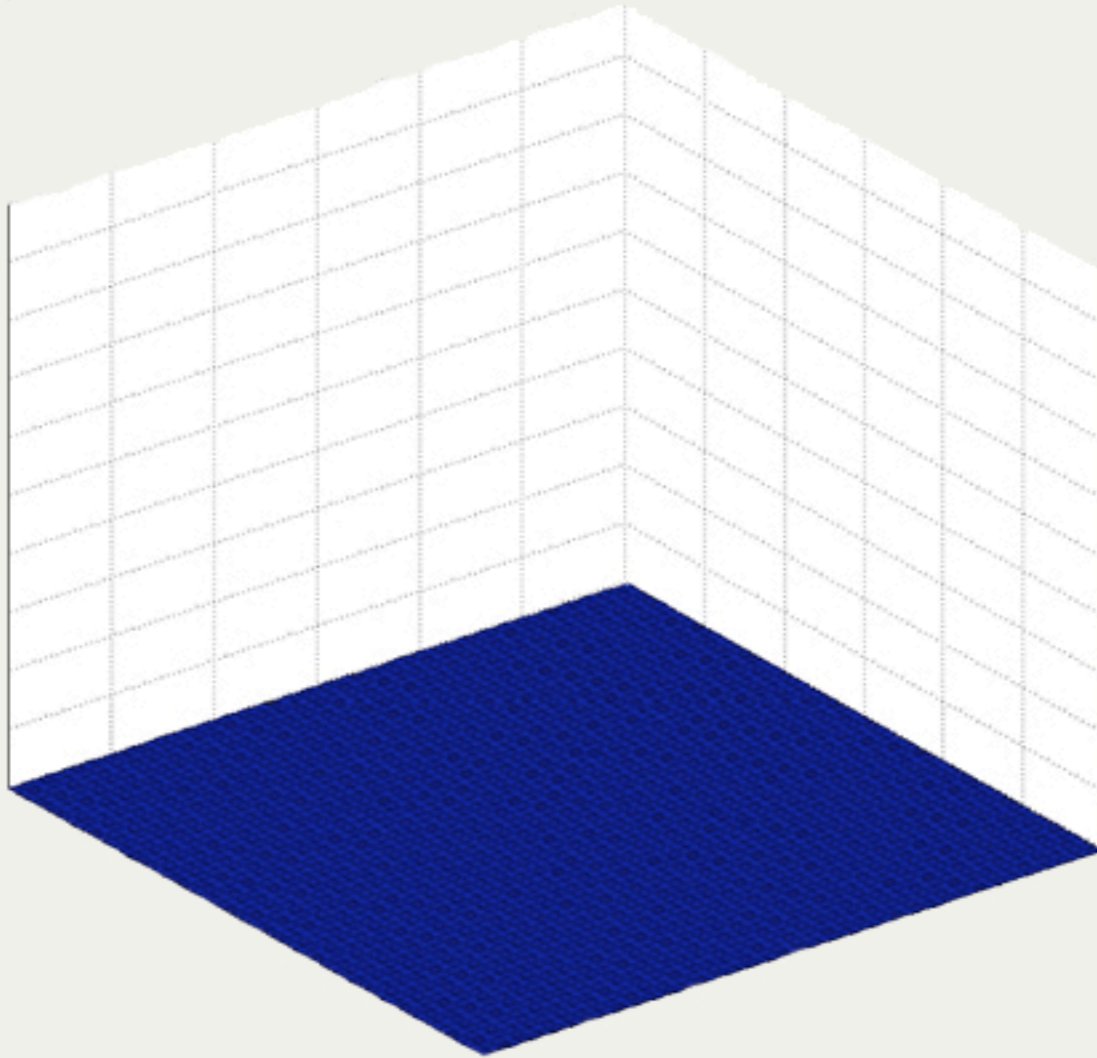
# MODEL BEHAVIOR



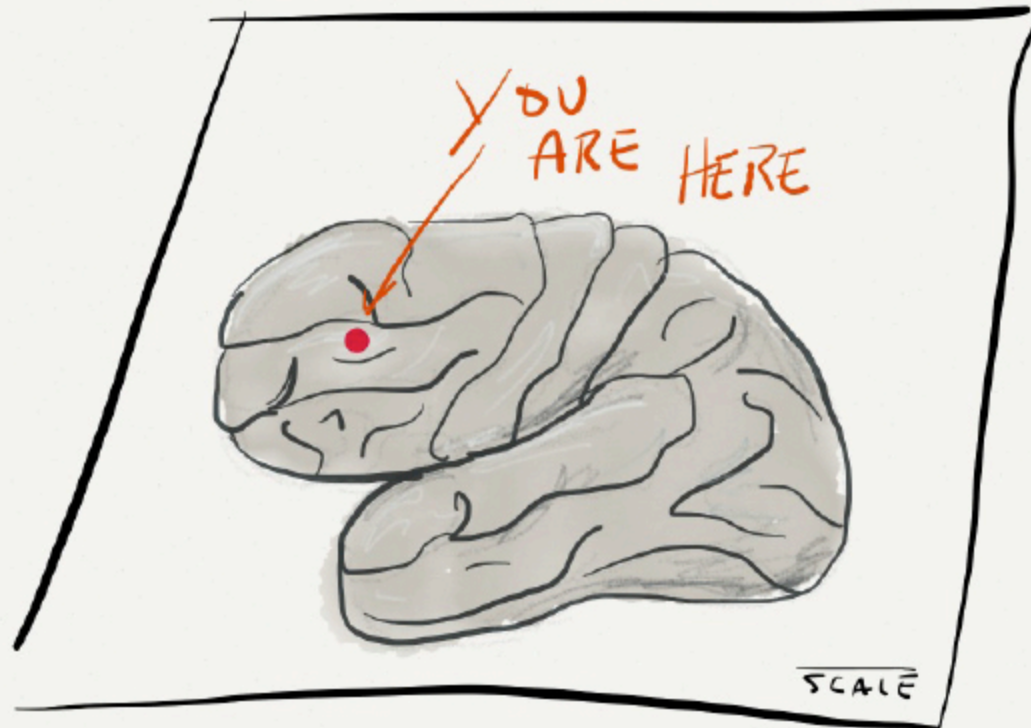
Video of model meeting basic drives



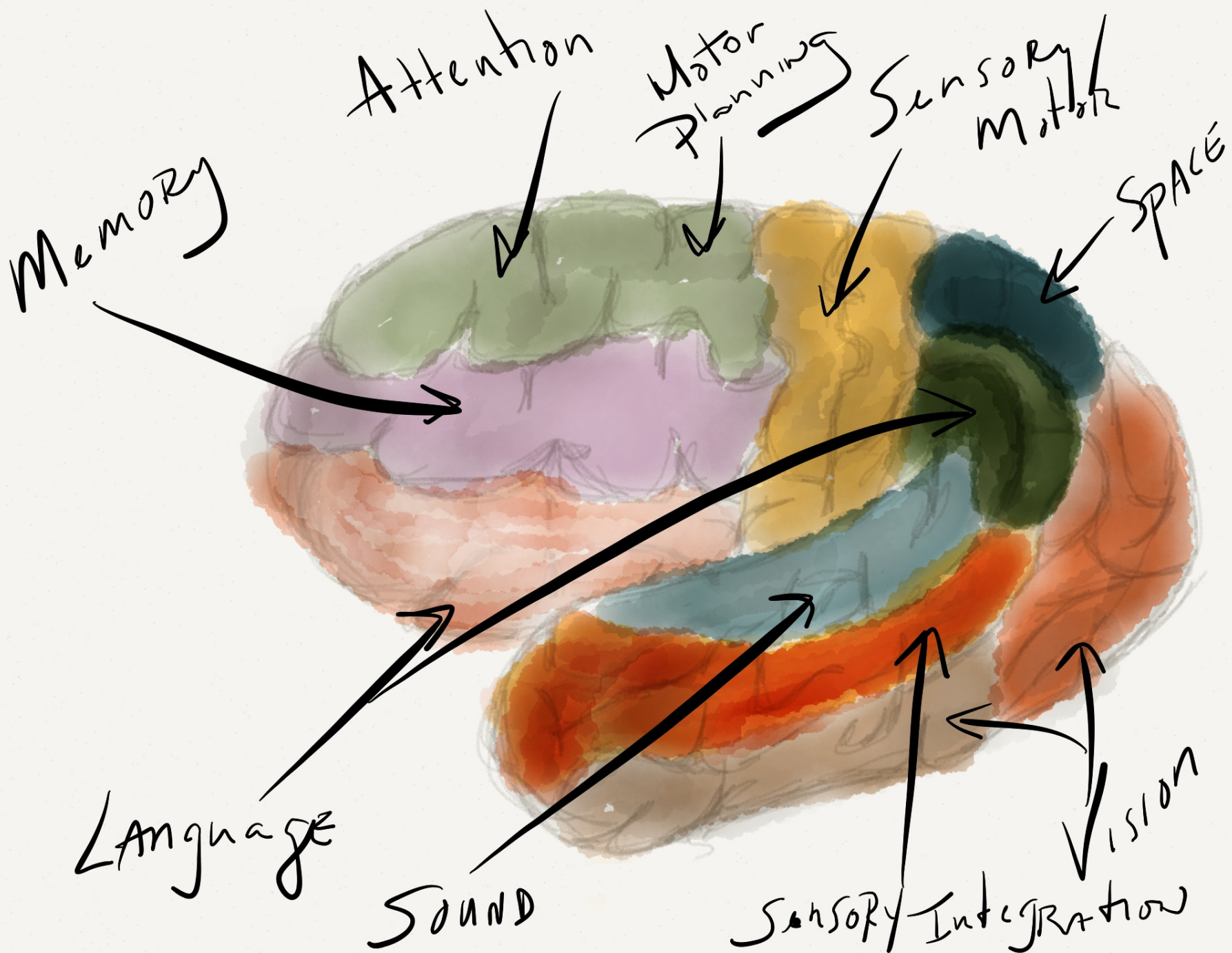
Video of the memory of all model behaviors



# OBAMA'S BRAIN ACTIVITY MAP







~~NIH~~

BRAINX

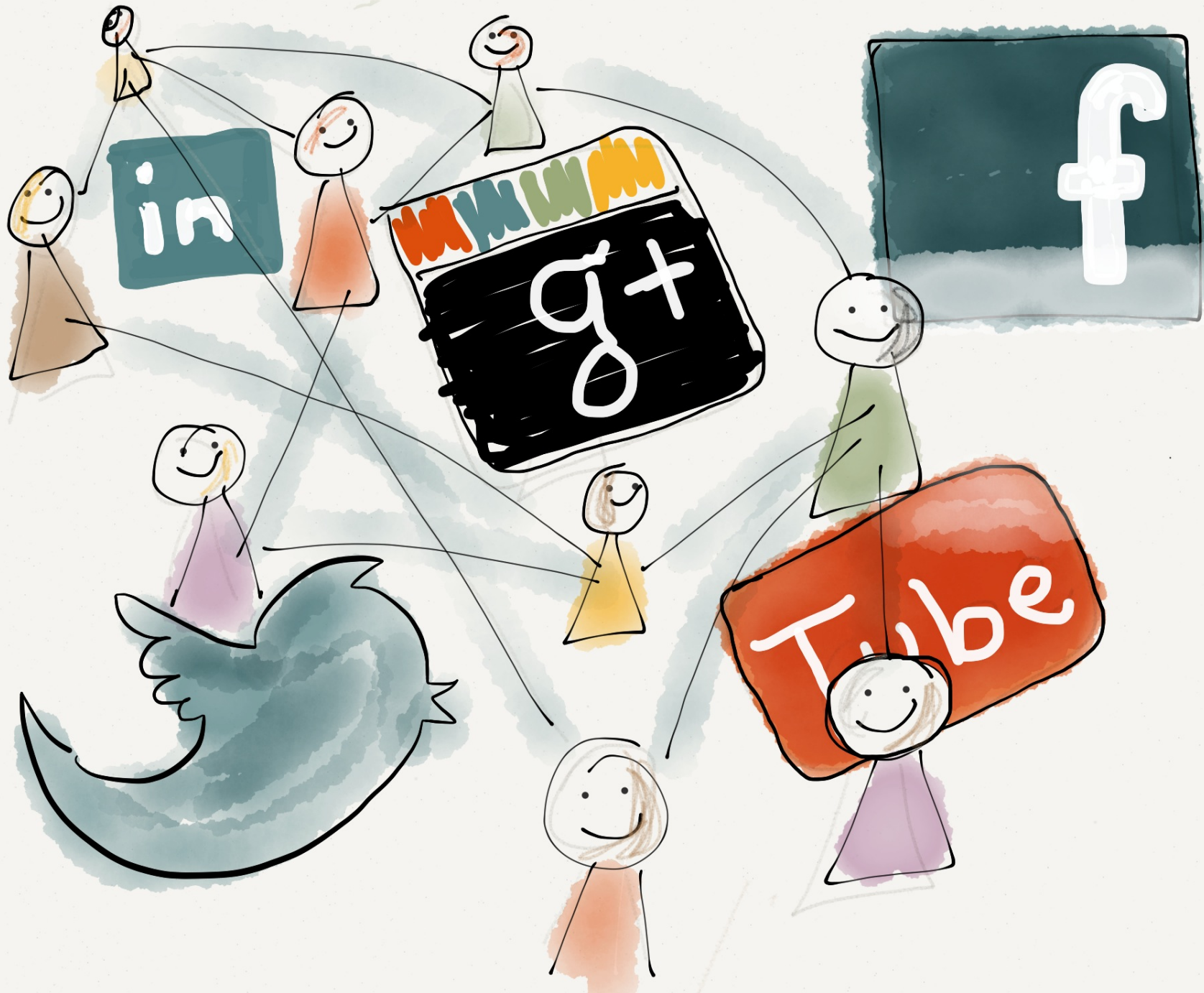
LET'S NOT WASTE  
ANOTHER \$3,000,000,000





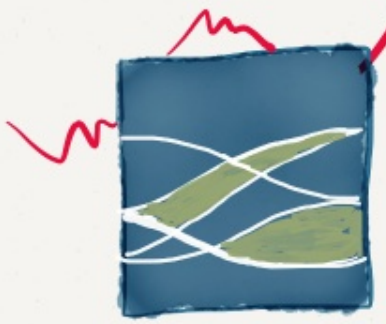
**Starling**  
**Insights**<sup>SM</sup>







2008



BEAR STEARNS

LEHMAN BROTHERS  
JPMorgan



Bank of AMERICA

Goldman Sachs



Freddie Mac

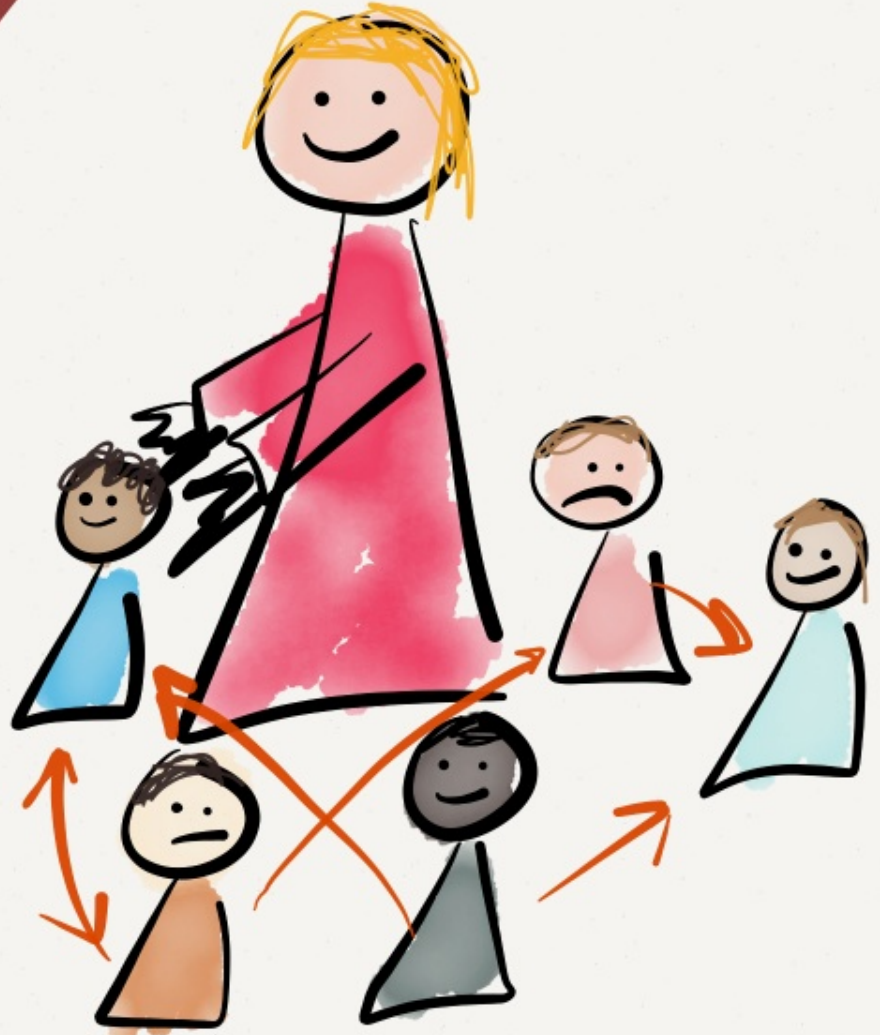


Fannie Mae





EDUCATION







PAUL J. LAURIENTI



@LAURIENTI

#FAKEBRAINS



# SURVEY



# SAYS

<http://sxsw.tv/d1w>