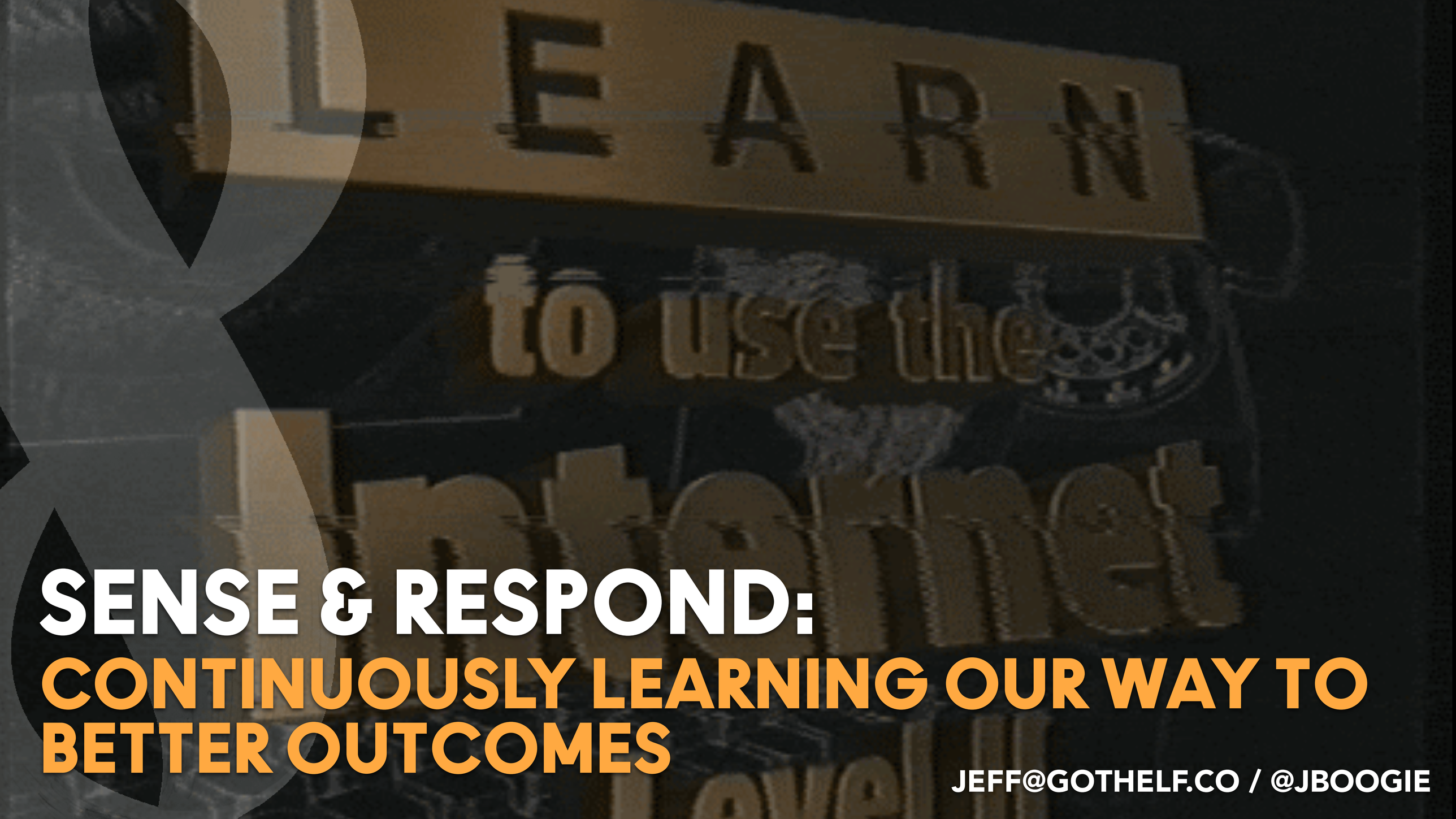
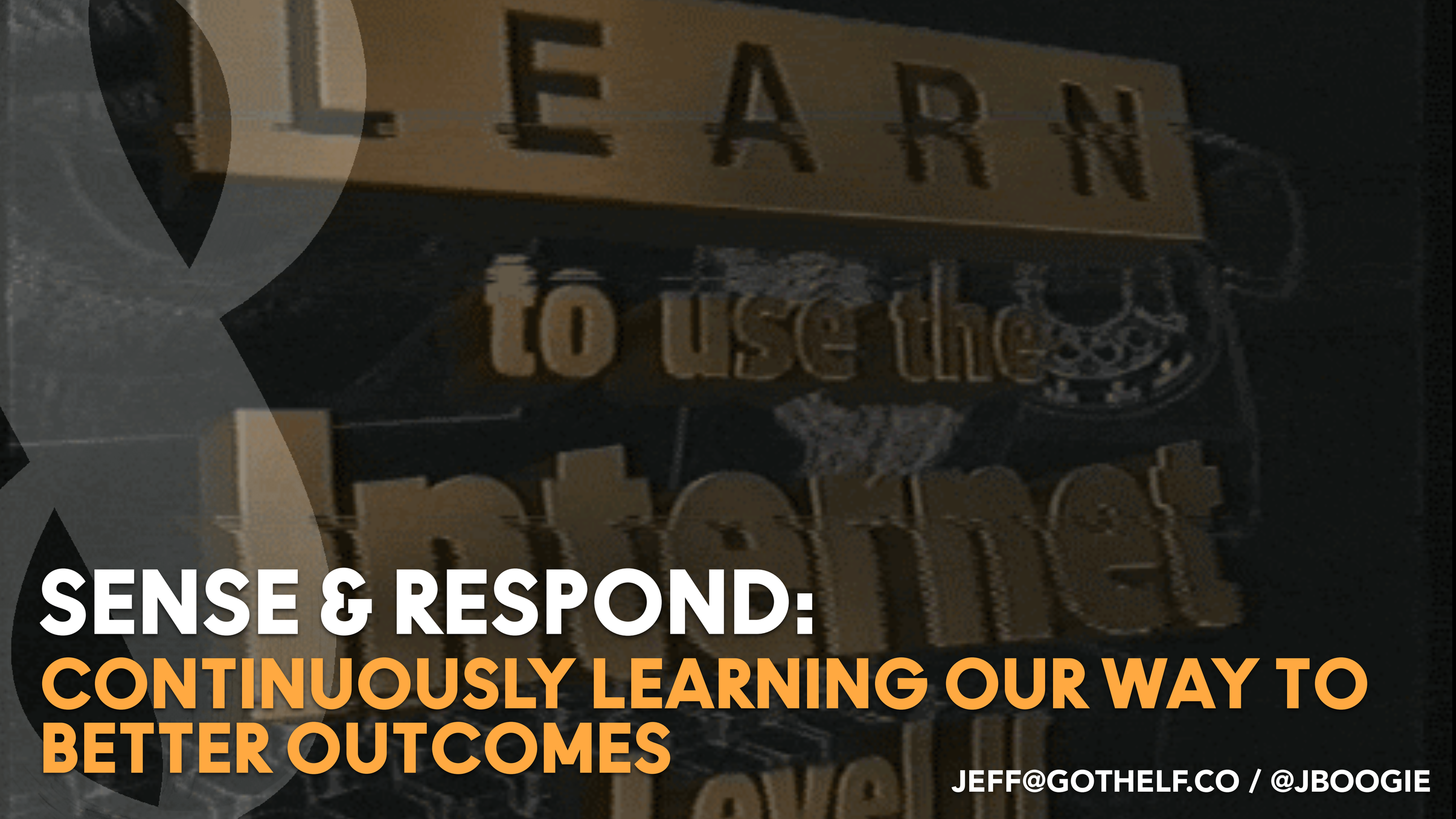


SENSE & RESPOND:
CONTINUOUSLY LEARNING OUR WAY TO BETTER OUTCOMES

JEFF@GOTHELF.CO / @JBOOGIE



SENSE & RESPOND:
CONTINUOUSLY LEARNING OUR WAY TO BETTER OUTCOMES

JEFF@GOTHELF.CO / @JBOOGIE

ONCE UPON A TIME...

GOTHELF.CO / @JBOOGIE

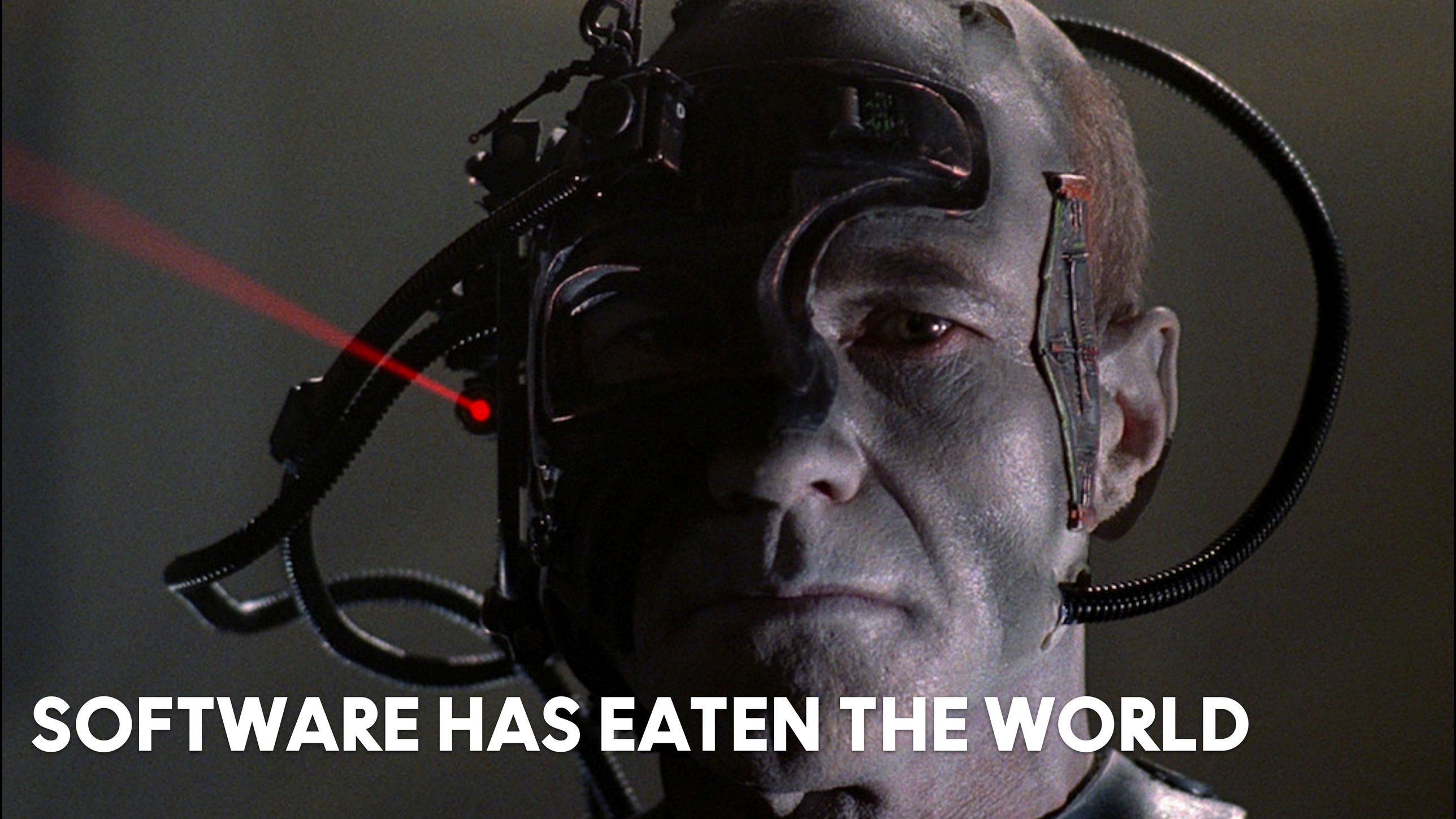
1. LEARNING LOOPS WERE LONG

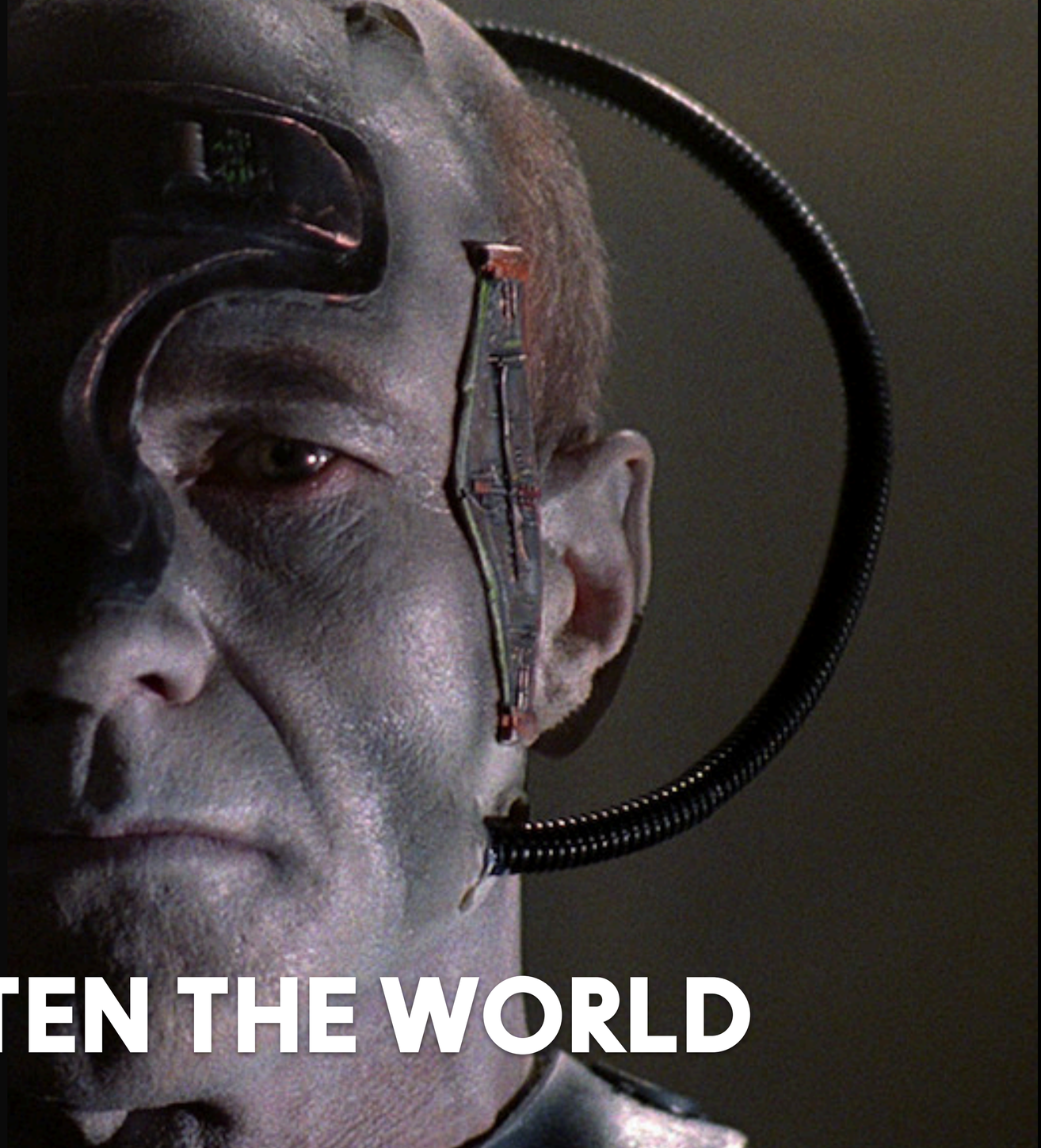
1. LEARNING LOOPS WERE LONG
2. SOFTWARE ADOPTION WAS SLOW

1. LEARNING LOOPS WERE LONG
2. SOFTWARE ADOPTION WAS SLOW
3. IMPACT WAS LIMITED TO THE TECH-SAVVY

1. LEARNING LOOPS WERE LONG
2. SOFTWARE ADOPTION WAS SLOW
3. IMPACT WAS LIMITED TO THE TECH-SAVVY
4. WORKS AS DESIGNED WAS THE GOAL

1. LEARNING LOOPS WERE LONG
2. SOFTWARE ADOPTION WAS SLOW
3. IMPACT WAS LIMITED TO THE TECH-SAVVY
4. WORKS AS DESIGNED WAS THE GOAL
5. SHIPPING SOFTWARE WAS SUCCESS


SOFTWARE HAS EATEN THE WORLD



SOFTWARE HAS EATEN THE WORLD

SOFTWARE HAS EATEN

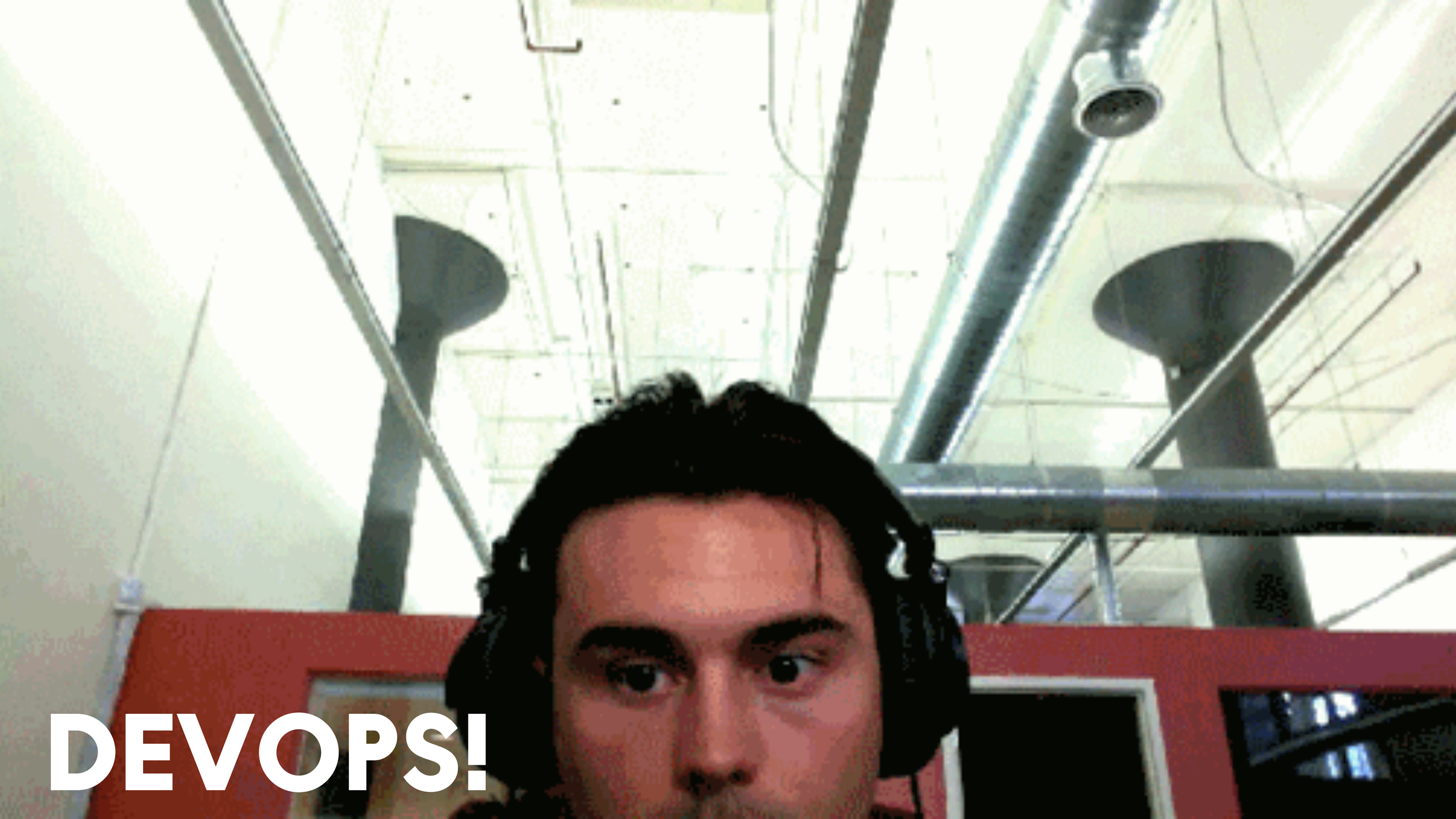
SMALT ABOUT BLOG

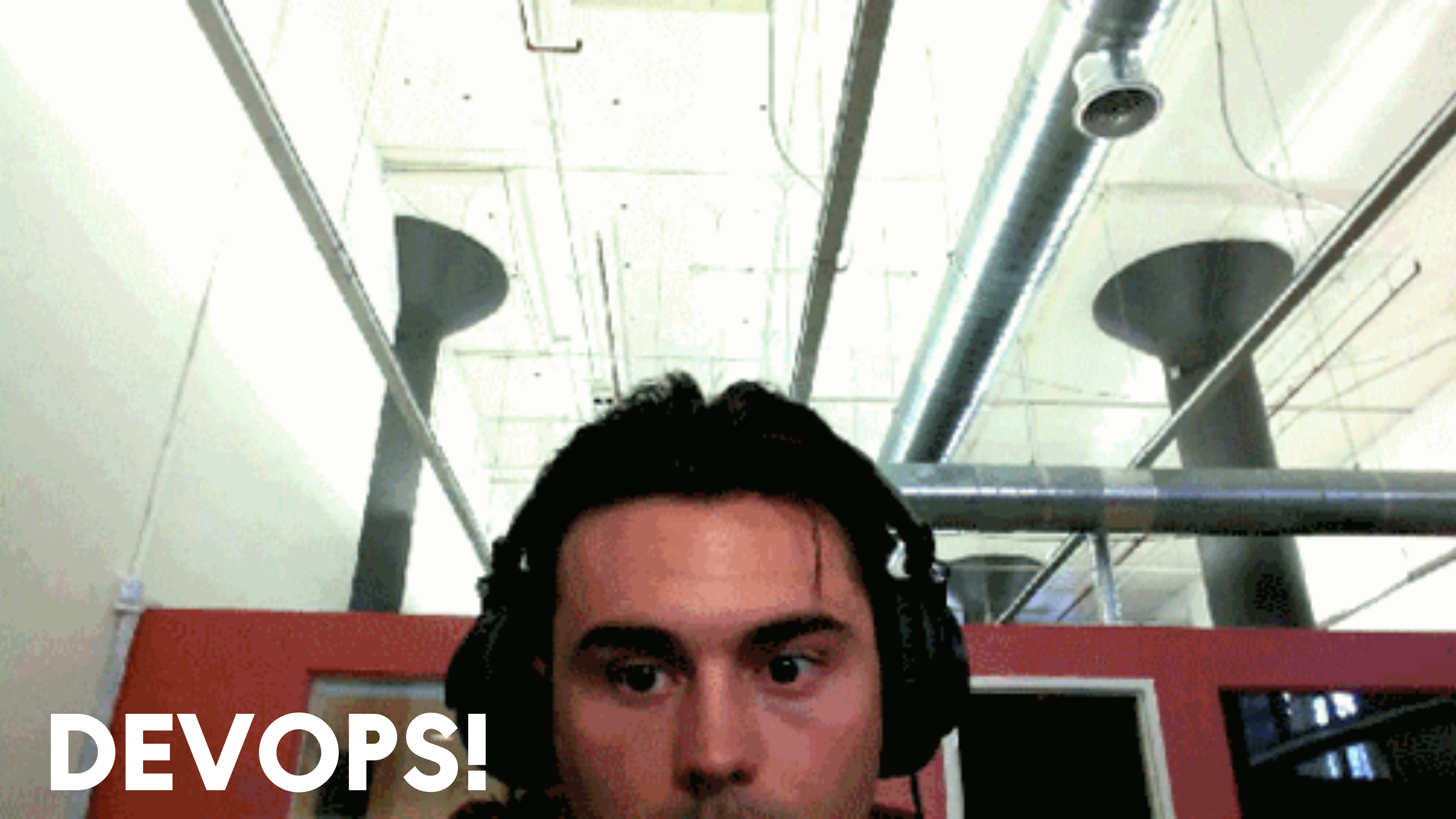
Smart Home meets Smart Dining

WORLD'S FIRST INTERACTIVE CENTERPIECE AND SMART SALT DISPENSER DESIGNED TO ENHANCE YOUR DINING EXPERIENCE

Features mood-lighting to set the ambiance and a Bluetooth speaker to play music!

COMING SOON ON INDIEGOGO!


DEVOPS!


DEVOPS!

SOFTWARE IS CONTINUOUS

SOFTWARE IS CONTINUOUS

©JBOOGIE / GOTHELF.CO

"We are witnessing the emergence of Big Data technology, the Internet of Things is taking off and Artificial Intelligence is still in the early stage. We are therefore competing in a race that has no finish line or predetermined route. Not even a set of rules to guide us in our efforts",

— BBVA Group Executive Chairman, Francisco González

ENGINE
A SNEAK PR
THE NEW DASHER
THE MACHINE CAR C
JANUARY 2019
ISSUE NO. 10
EVERY VEHICLE ON SALE IN THE U.S.A., IN FULL DETAIL
CAR AND DRIVER
SEP/2018
INTELLIGENCE. INDEPENDENCE. IRREVERENCE.
NEW FOR 2019
CARS, TRUCKS, AND SUVS
Genesis G70
Jaguar I-Pace
PLUS
WHO MAKES THE BEST THREE-ROW MOMMY-UTE?
WE DRIVE THE 3-SERIES PROTOTYPE. IS THE BMW MAGIC BACK?
AND 20 MORE BURNING QUESTIONS FOR 2019!
Chevrolet Camaro SS convertible
2019 CAR REVIEWED & RATED
MOTOR TREND
cars
ALSO
NISSAN KICKS
BMW Z4
JAG PROJECT 8

Microsoft
Windows95
Microsoft Internet Explorer

archi-techi.deviantart.com

Microsoft

Microsoft

Windows 2000 Professional

Built on NT Technology

TESLA

PARTNER CONTENT ALEX BRISBOURNE, KORE

TESLA'S OVER-THE-AIR FIX: BEST EXAMPLE YET OF THE INTERNET OF THINGS?

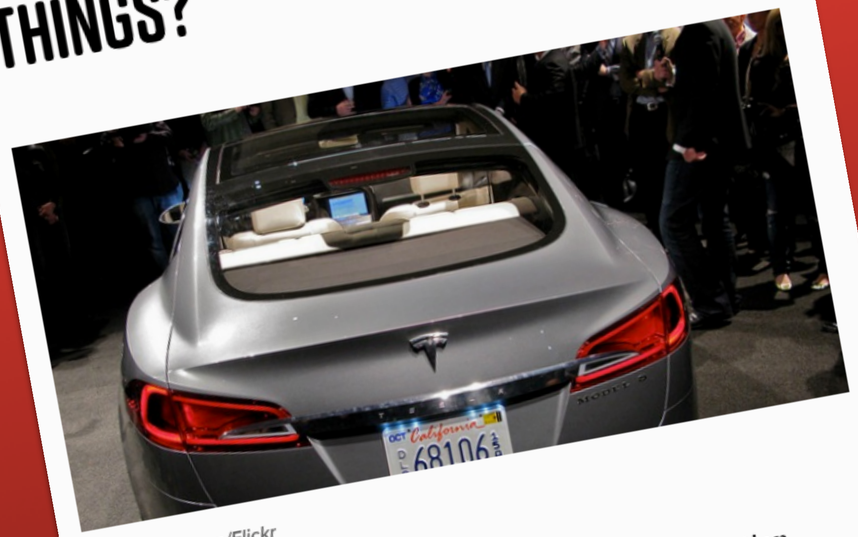


Image: jurvetson/Flickr

THE NATIONAL HIGHWAY Traffic Safety Administration recently published two recall announcements, one from Tesla Motors and one from GM. Both are related to problems that could cause fires. Tesla's fix can be conducted as an "over the air" software update and doesn't require owners to

TESLA

PARTNER CONTENT ALEX BRISBOURNE, KORE

TESLA'S OVER-THE-AIR FIX: BEST EXAMPLE YET OF THE INTERNET OF THINGS?

Image: jurvetson/Flickr

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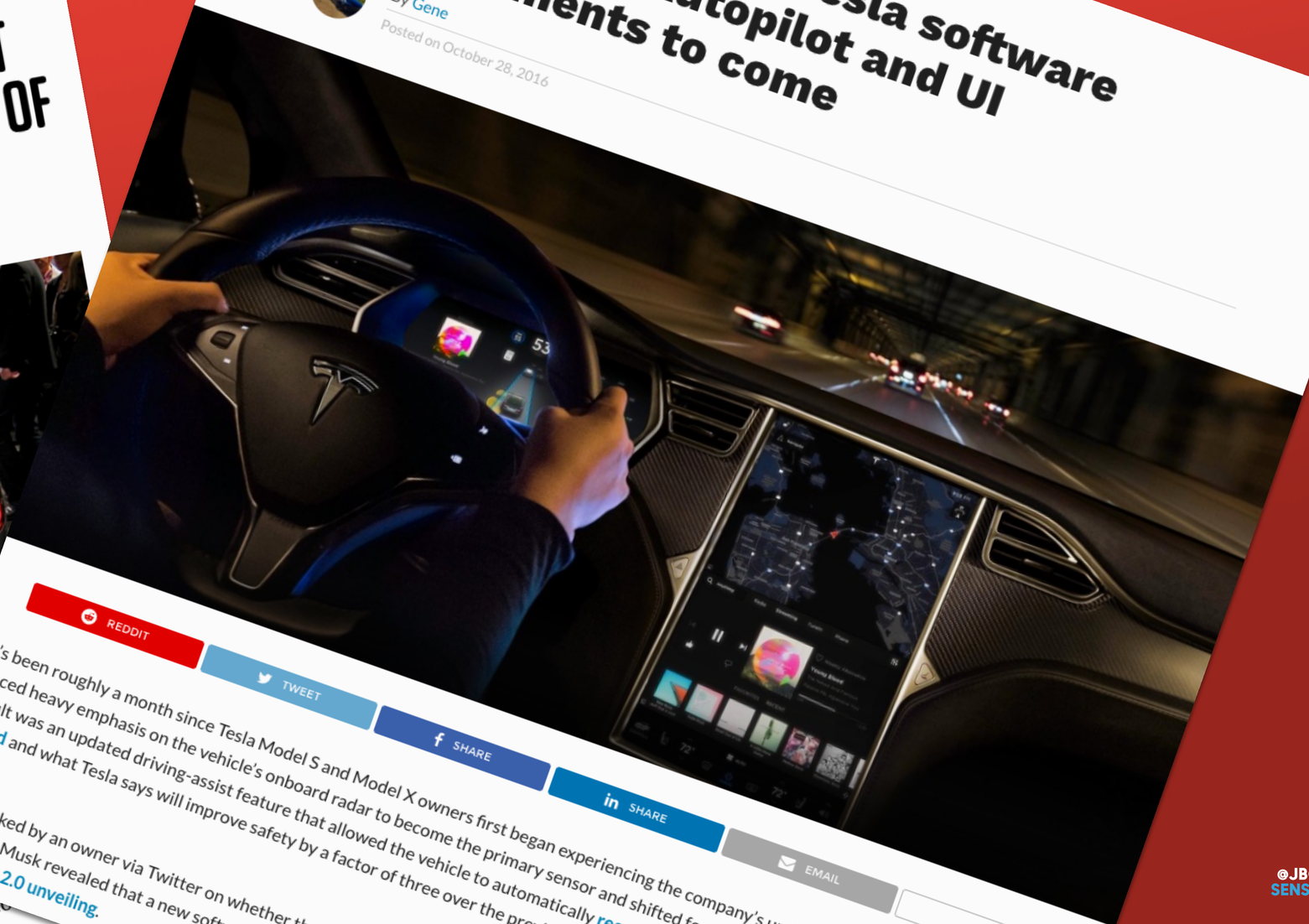
tes an automo

FIRMWARE

Get ready for more Tesla software updates: v8.1 Autopilot and UI improvements to come

By Gene

Posted on October 28, 2016



REDDIT TWEET SHARE SHARE EMAIL

It's been roughly a month since Tesla Model S and Model X owners first began experiencing the company's
placed heavy emphasis on the vehicle's onboard radar to become the primary sensor and shifted fr
result was an updated driving-assist feature that allowed the vehicle to automatically
ahead and what Tesla says will improve safety by a factor of three over the
bugs.

When asked by an owner via Twitter on whether
CEO Elon Musk revealed that a new
Powerwall 2.0 unveiling.

@JBOOGIE & @JSEIDEN
SENSEANDRESPOND.CO

PARTNER CONTENT ALEX BRISBOURNE, KORE

TESLA'S OVER-THE-AIR FIX: EXAMPLE YET OF THE INTE THINGS?

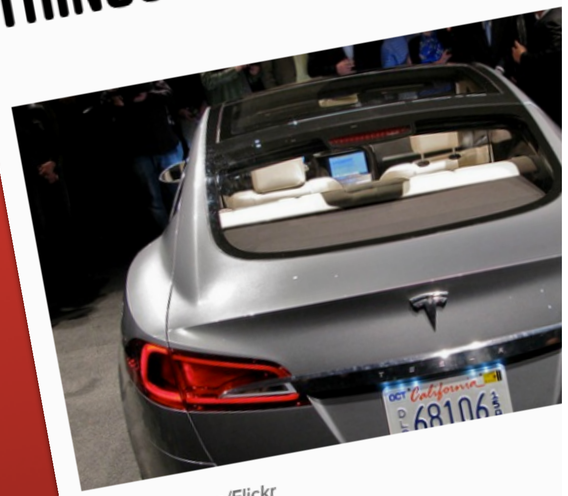


Image: jurvetson/Flickr

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cars to the dealer. F

MarketWatch

Opinion: One day, all companies might be in the software business

Published: Feb 7, 2017 12:07 p.m. ET

3 Aa

Enter Tesla **TSLA, +0.39%** Spawned from the brain of tech entrepreneur Elon Musk, the luxury electric-vehicle maker is leveraging the business of software to redefine how the car business operates. The most recent example is a telling one: A frustrated customer tweeted about inconsiderate Tesla owners hogging spots at charging stations, leaving their cars parked long after their charge had been completed while they were off running errands or eating lunch. Musk saw the tweet and promised to respond.

Loic Le Meur @loic · 1h

@elonmusk the San Mateo supercharger is always full with idiots who leave their tesla for hours even if already charged.

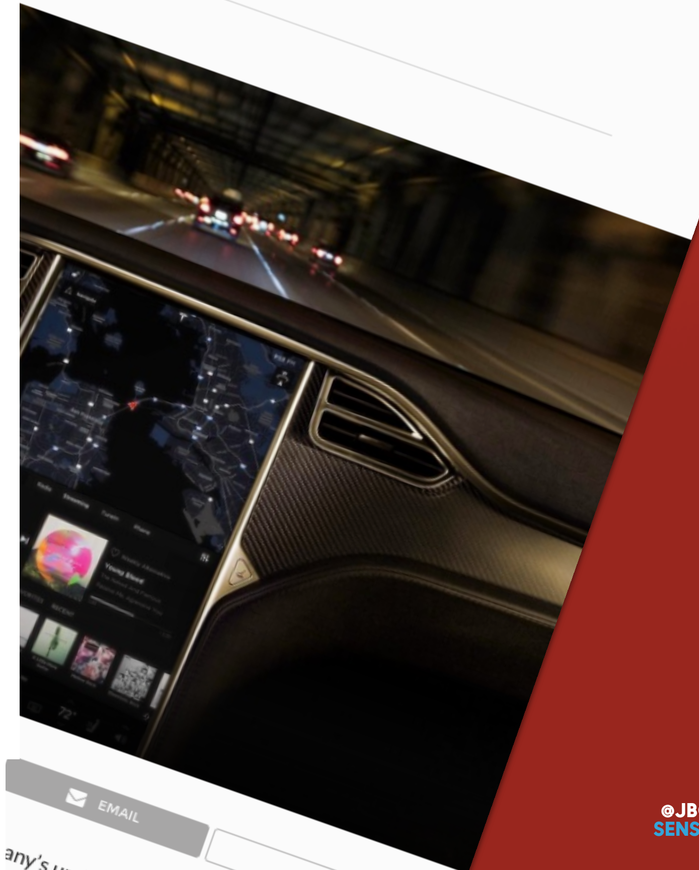
2 2 8

Elon Musk @elonmusk · 1h

@loic You're right, this is becoming an issue. Supercharger spots are meant for charging, not parking. Will take action.

Six days later, Tesla released a new feature, implemented via the Tesla app, that would discourage parking at charging stations by imposing a per-minute fee on idle owners once their charge was complete.

re Tesla software
pilot and UI
ome

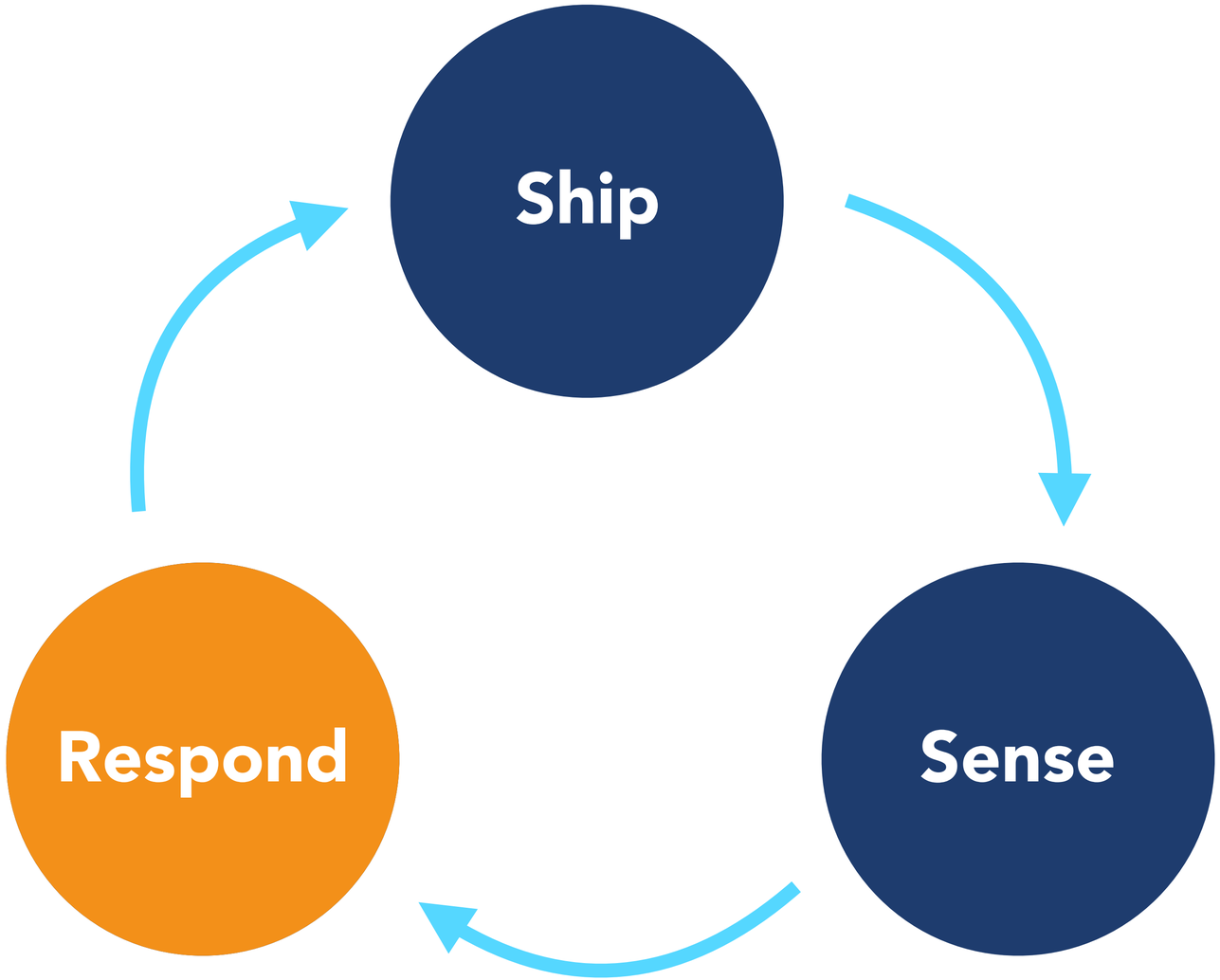


EMAIL

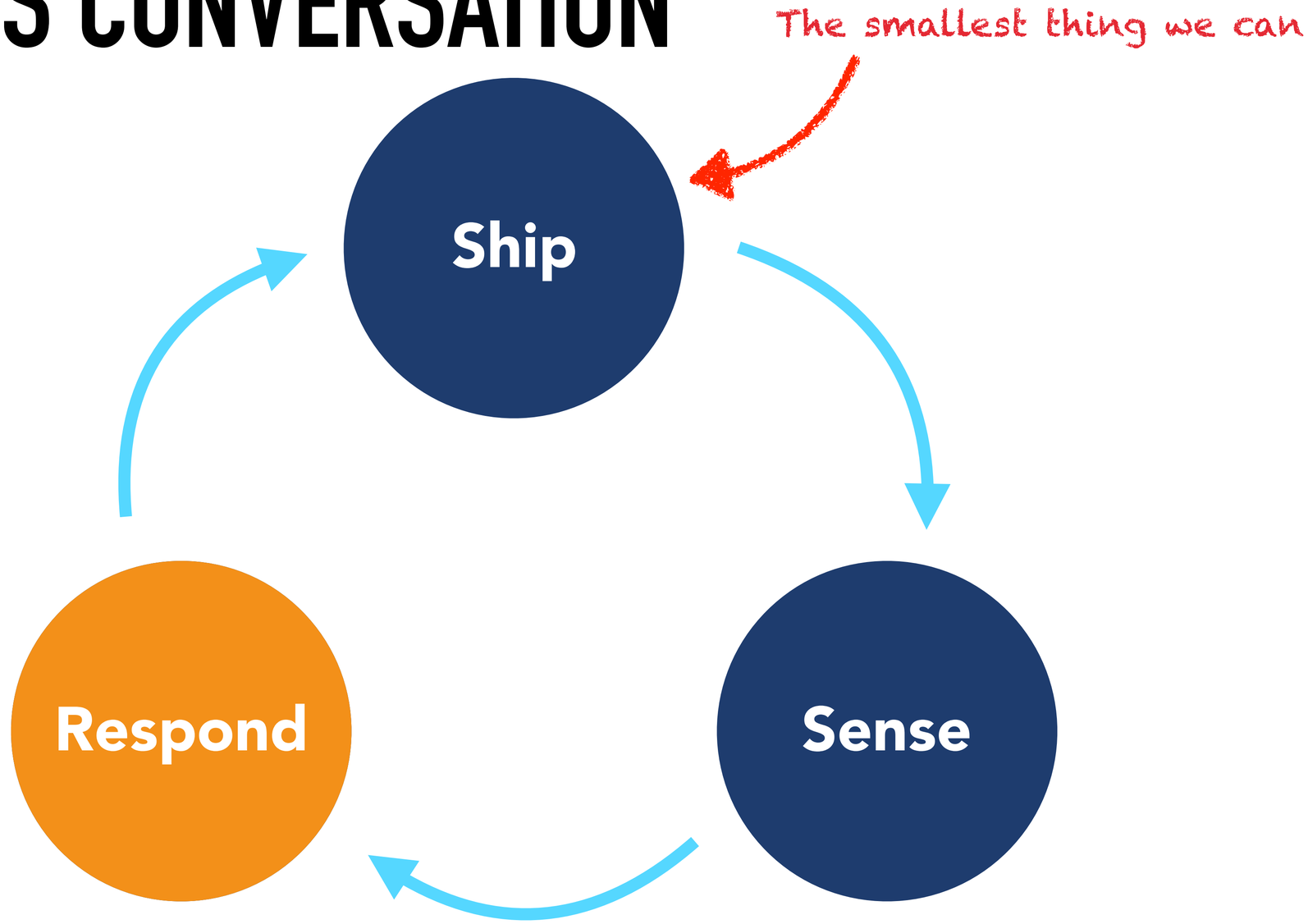
@JBOOGIE & @JSEIDEN
SENSEANDRESPOND.CO

WITH THIS AMAZING CAPABILITY COMES TREMENDOUS OPPORTUNITY

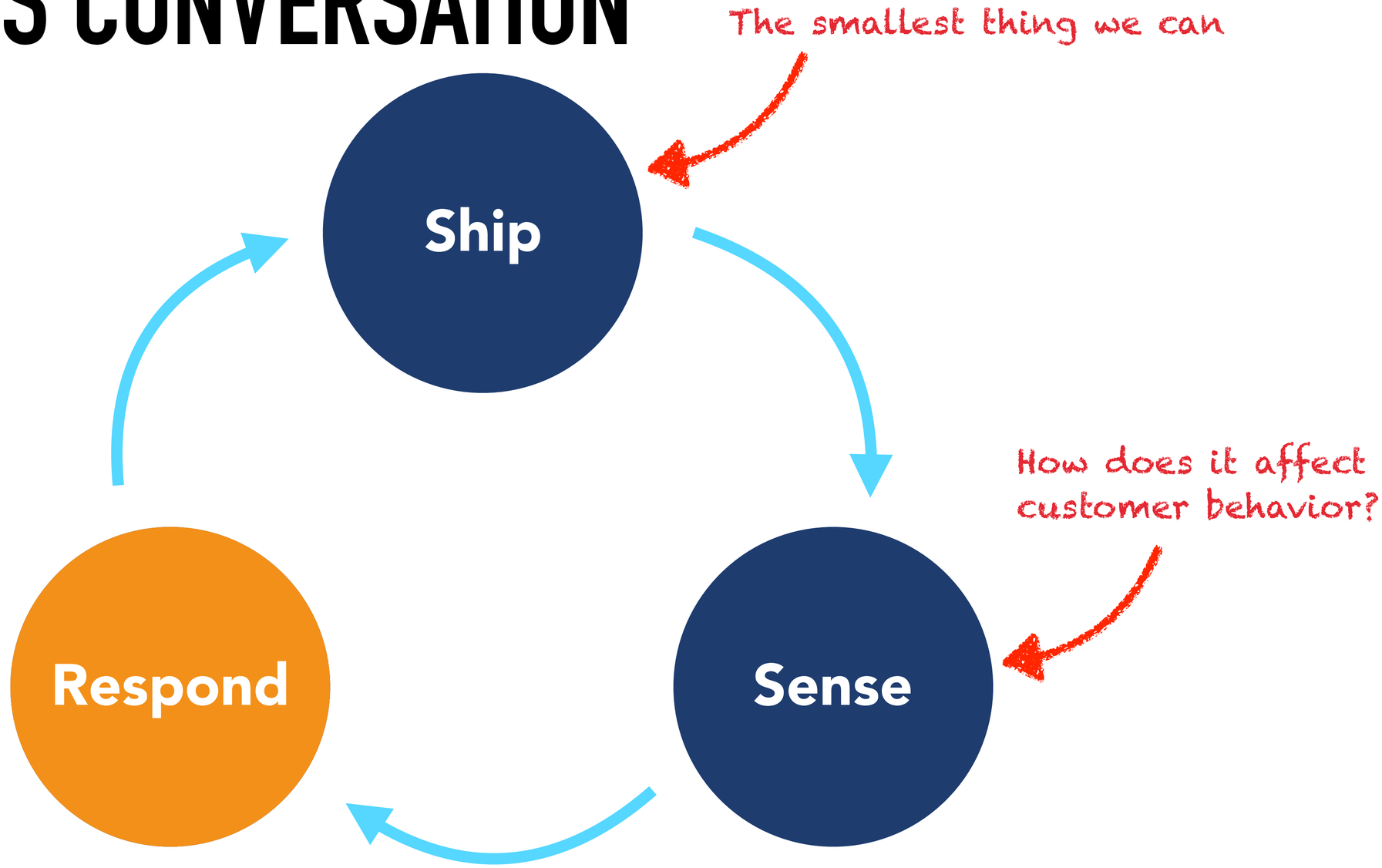
CONTINUOUS CONVERSATION



CONTINUOUS CONVERSATION



CONTINUOUS CONVERSATION



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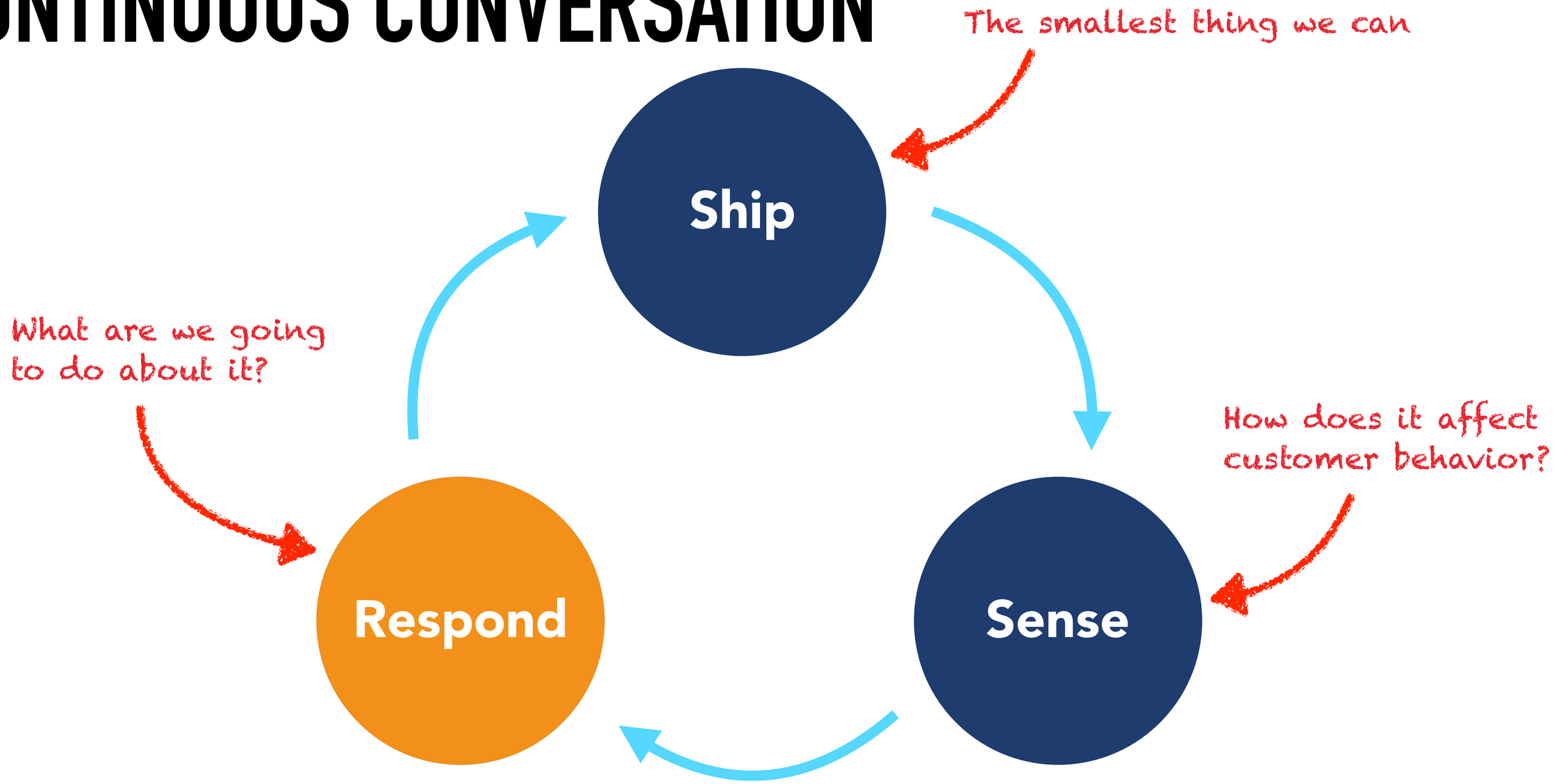

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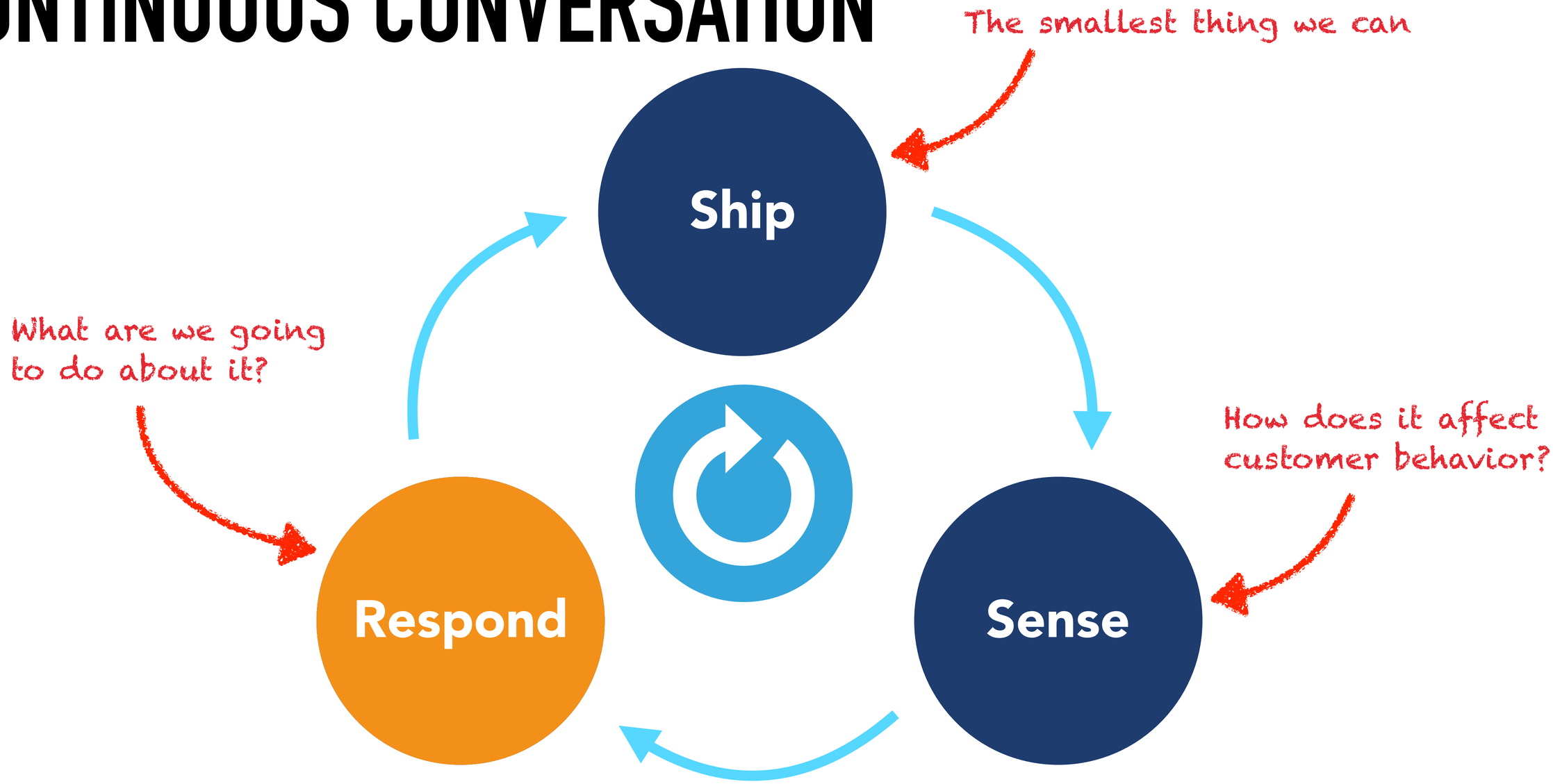
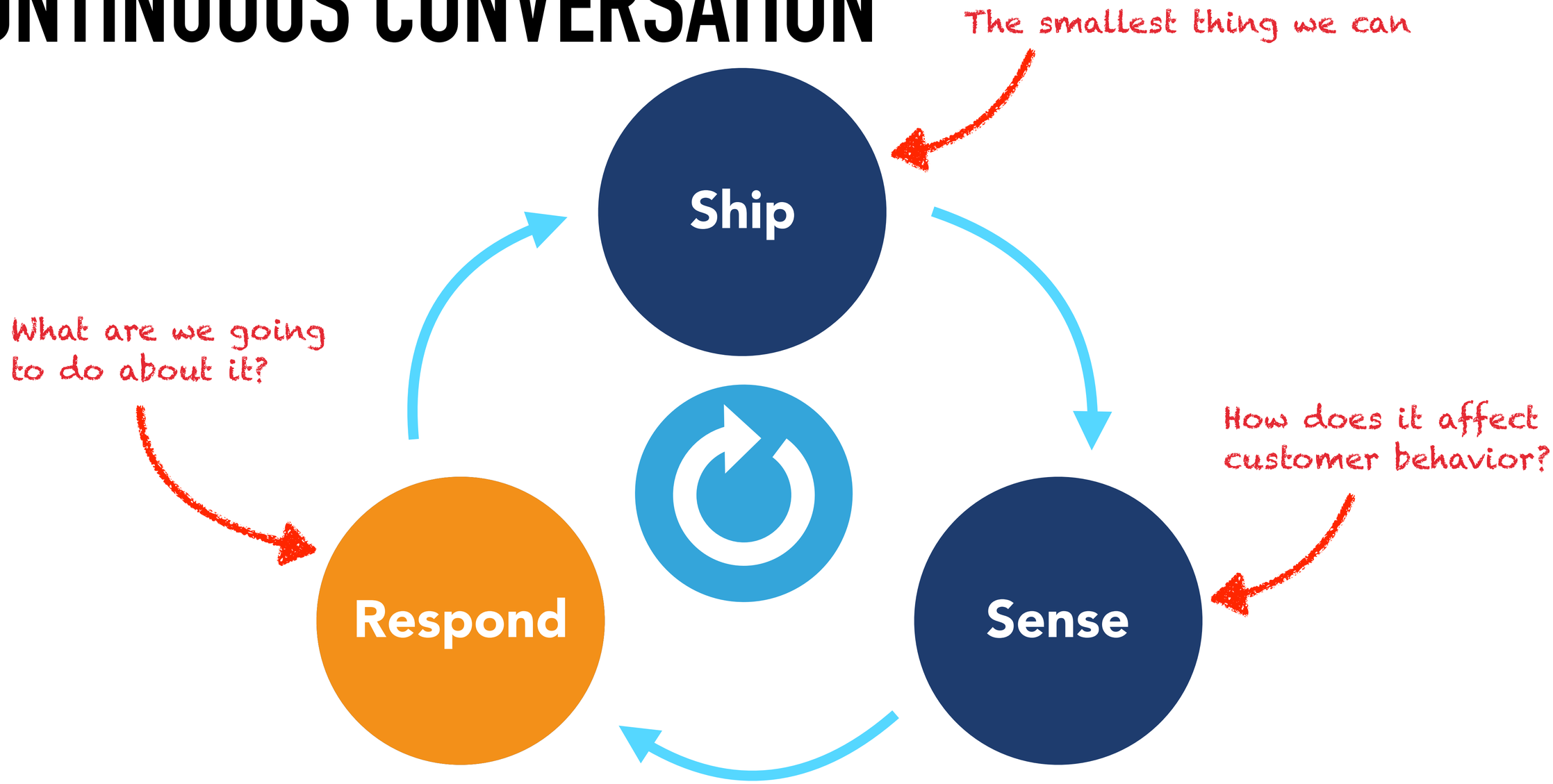


CONTINUOUS CONVERSATION



Augustiner-Bräu
München

WE CANNOT CONTINUE TO OPERATE AS A SOFTWARE FACTORY

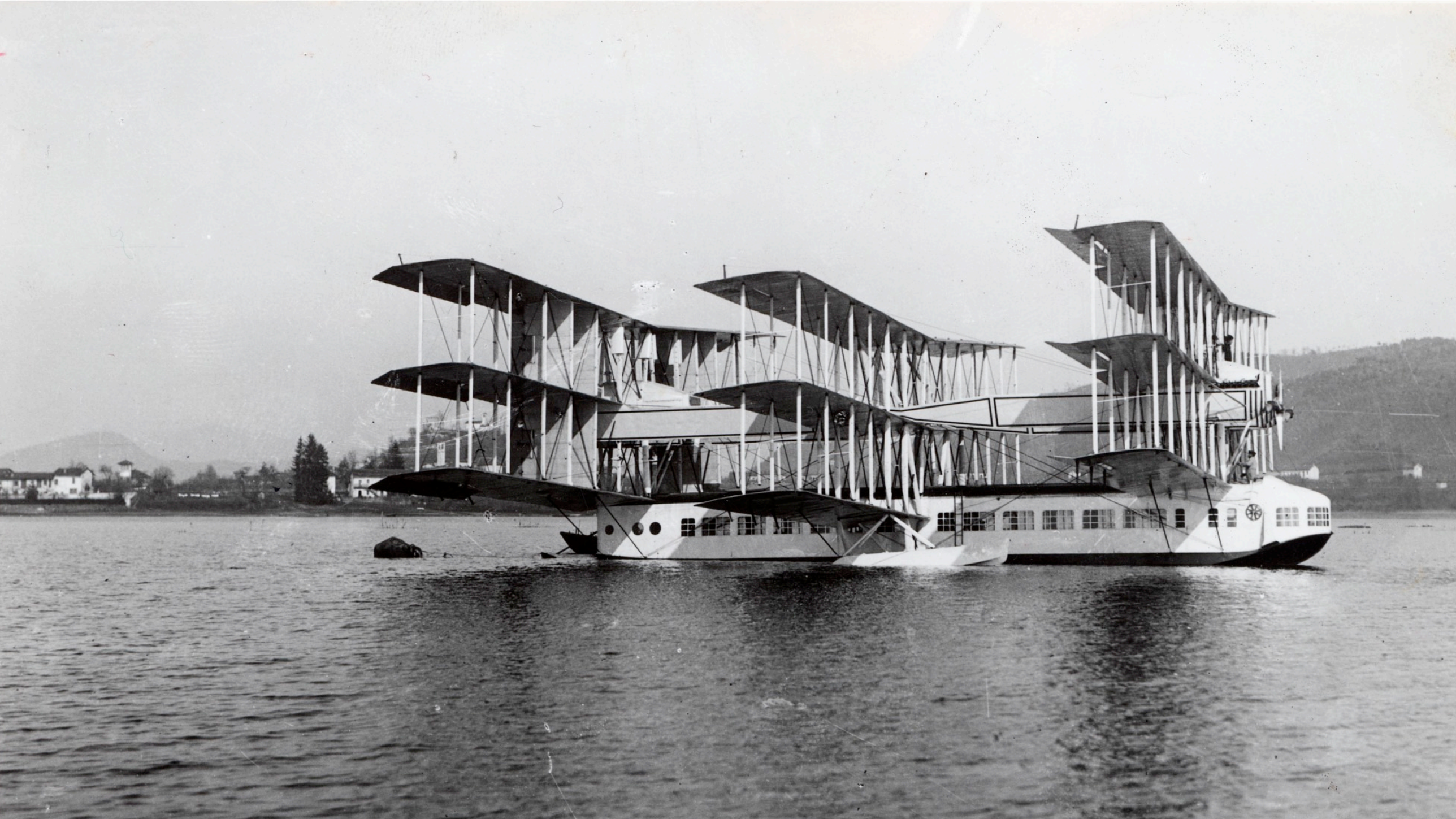
Augustiner-Bräu
München

MORE CODE DOES NOT EQUAL MORE VALUE

Augustiner-Bräu
München

OUR MEASURE OF SUCCESS MUST CHANGE

Augustiner-Bräu
München



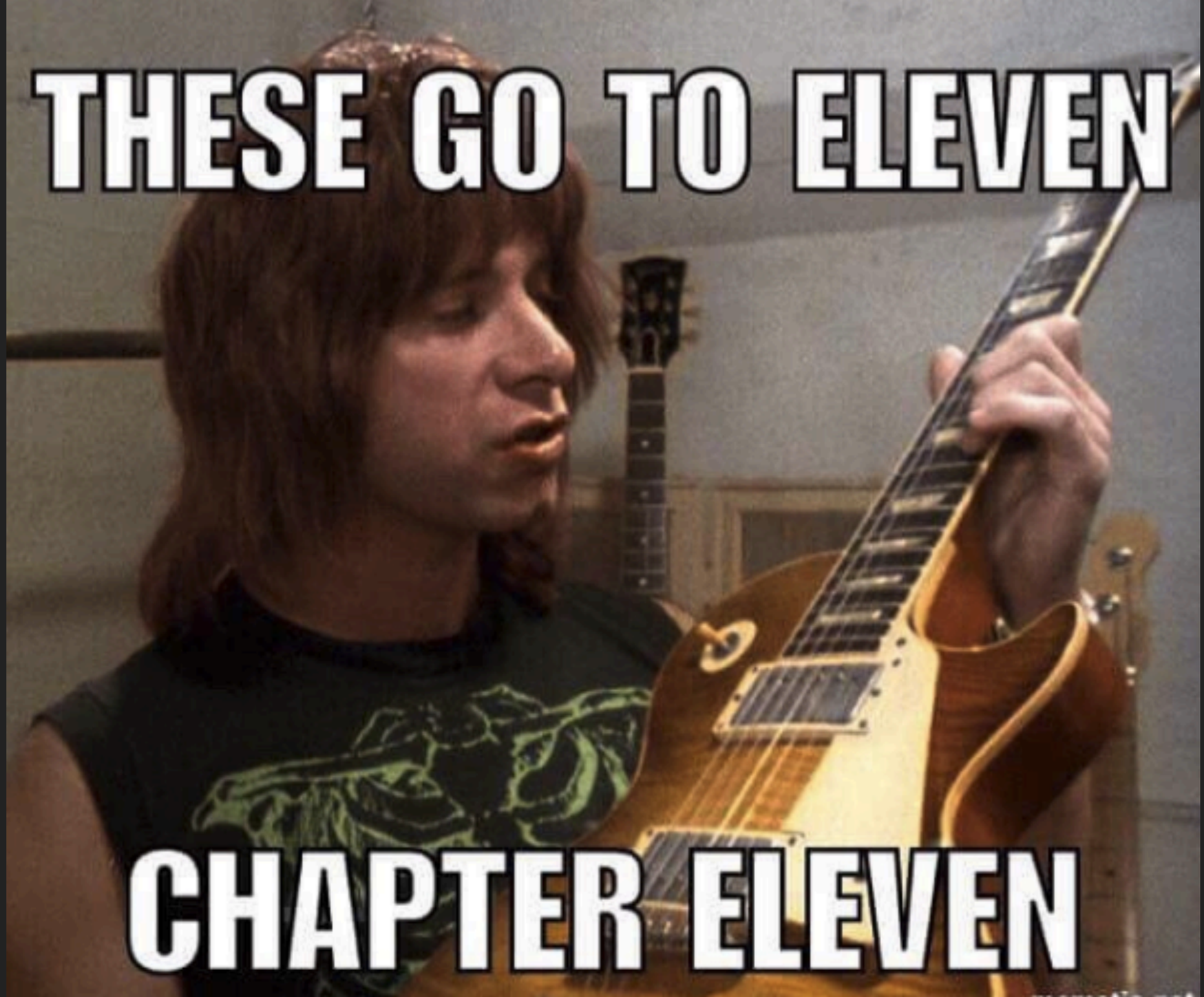
JUST BECAUSE YOU CAN BUILD IT...

OUTCOMES:
MEASURABLE CHANGES IN USER BEHAVIOR

OUTCOMES TELL US WHEN WE'VE DELIVERED CUSTOMER VALUE

OUTCOMES TELL US WHEN WE'VE DELIVERED CUSTOMER VALUE

OUTCOMES TELL US WHEN WE'RE DONE


THESE GO TO ELEVEN
CHAPTER ELEVEN

Slash Appointed as Gibson's First Global Brand Ambassador

THE FENDER FEED

PLAY

#play #basics

Tips to Nudge Yourself Towards Practice

GEAR

#accessories #tune #strings #beginner

The 11 Essential Tools for Any Guitarist

GEAR

#electric #modshop #telecaster #stratocaster #precisionbass #jazzbass

THE PROBLEM:
WE CAN'T PREDICT BEHAVIOUR

STOP
NO
LEFT
TURN
STOP

STOP
NO
LEFT
TURN
STOP

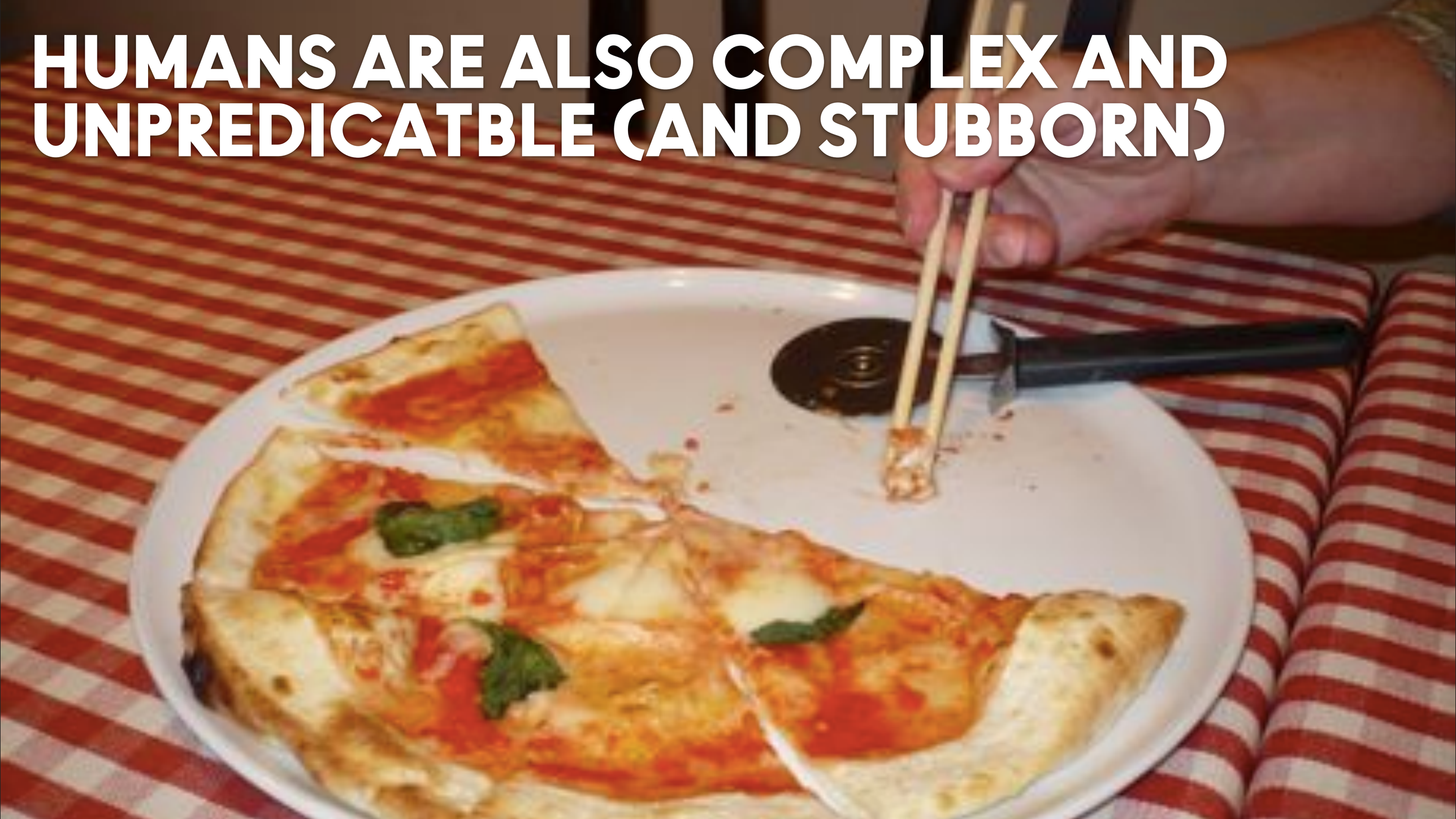
THERE'S A GOOD CHANCE THAT YOU'RE WRONG.

OUTPUT
STOP
NO
LEFT
TURN
STOP

OUTPUT
OUTCOME
STOP
NO LEFT TURN
STOP

SOFTWARE SYSTEMS ARE COMPLEX & UNPREDICTABLE

HUMANS ARE ALSO COMPLEX AND UNPREDICATBLE (AND STUBBORN)



BEHAVIOUR EVOLVES

BEHAVIOUR EMERGES THROUGH THE USE OF THE SYSTEMS WE BUILD

Instagram
shu.ga
samui island

FINSTA

●●●○○ AT&T 11:58 AM 94%

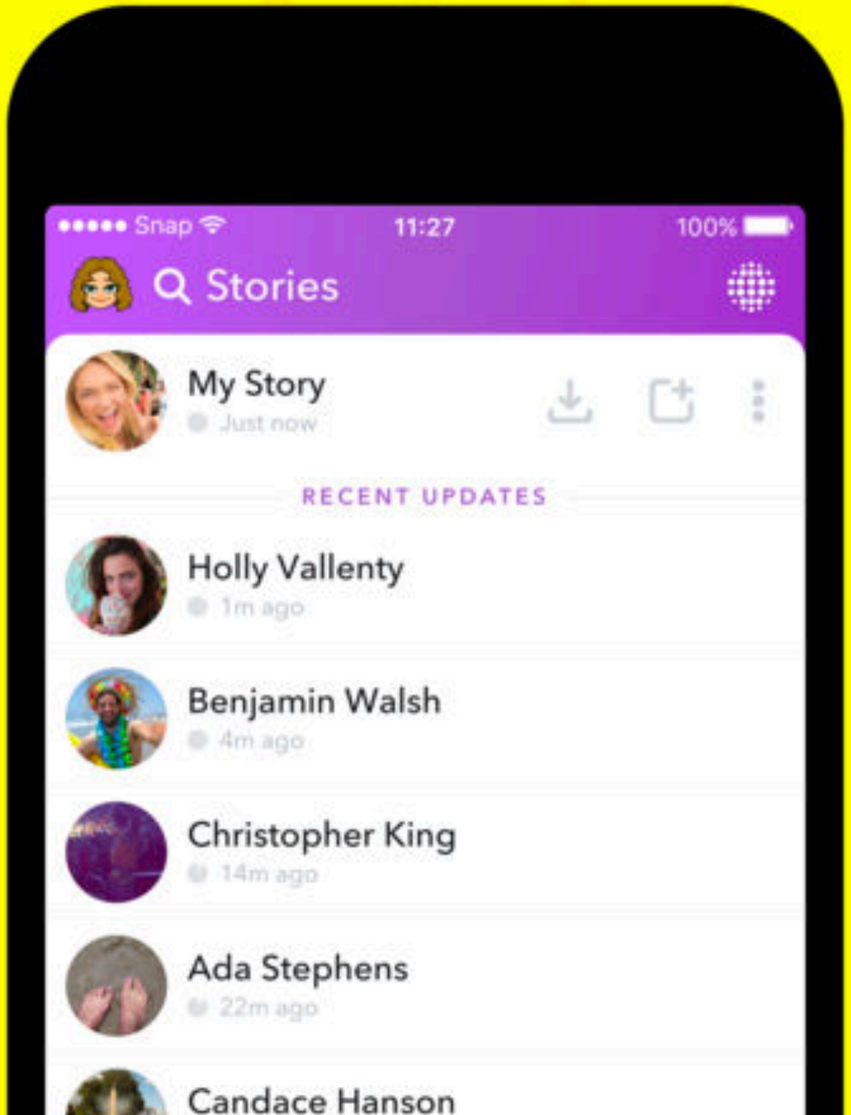
PHOTO

[redacted]

Insomnia

Stories

Keep up with your friends'
Stories every day.



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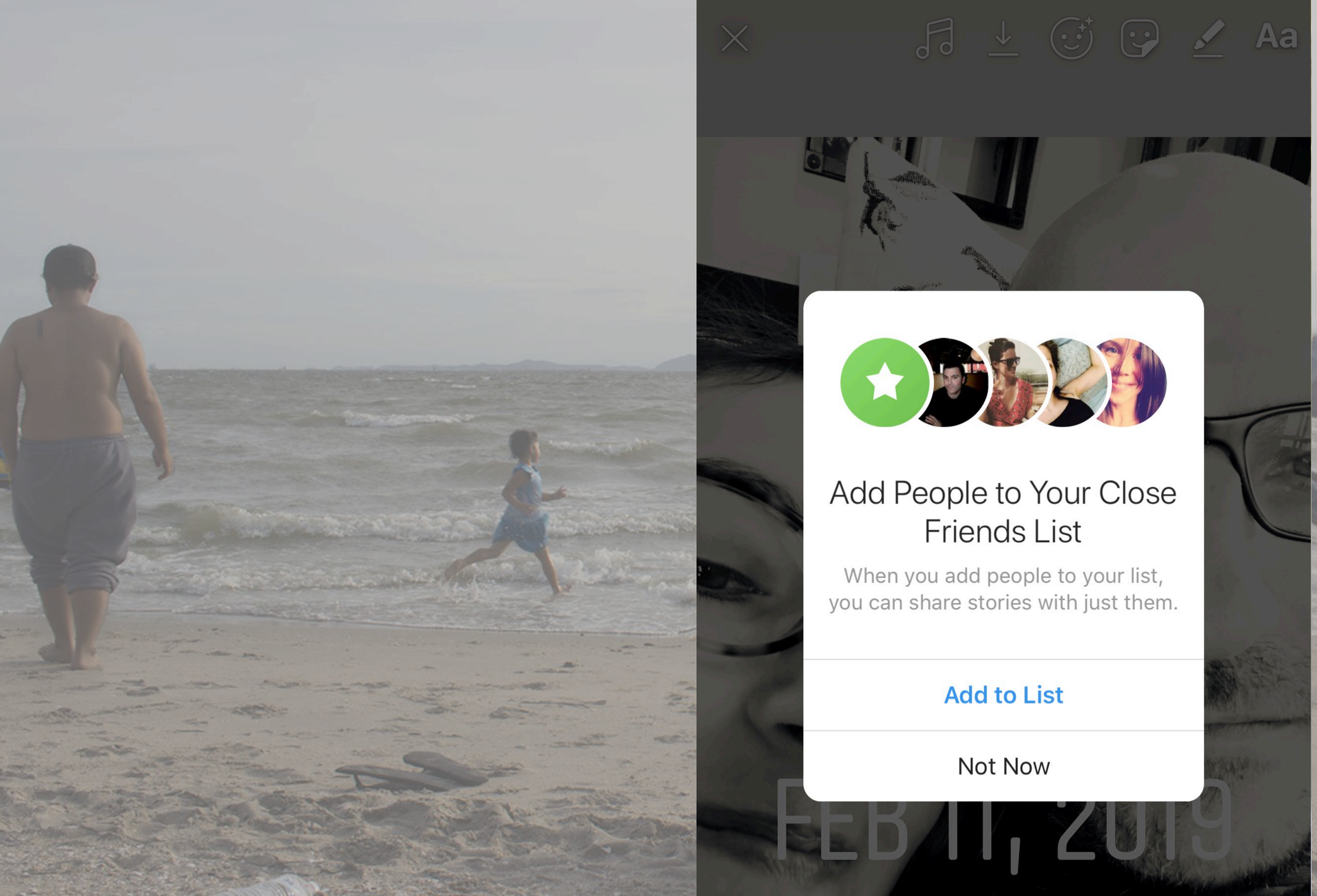

Aa
Add People to Your Close Friends List
When you add people to your list, you can share stories with just them.
Add to List
Not Now
FEB 11, 2019

WE CAN USE THE ABILITY TO LEARN CONTINUOUSLY TO MAKE OUR USERS MORE SUCCESSFUL

10:47
100%
Saved
Bus
Cycle
Tube
Rail
Get Me Somewhere
Get Me Home
~28 min
Get Me To Work
~46 min
1 Place
COMMUTE
Morning
Citymapper

OUTCOME = PEOPLE ARRIVE AT THEIR DESTINATIONS FASTER, MORE CONSISTENTLY

Citymapper

10:47
100%
Saved
Bus
Cycle
Tube
Rail
Get Me Somewhere
Get Me Home
~28 min
Get Me To Work
~46 min
1 Place
COMMUTE
Morning
Citymapper

Introducing the Citymapper Smartbus

Reinventing the bus for the smart city era

This has been a long time coming. We're proud to unveil our biggest kept secret: Project Grasshopper (previously known as Project Caterpillar, (previously known as Project "yo, we should buy a bus. totally.")).

We're running a (smarter) bus service

In fact, we're reinventing the entire software stack for running and operating a bus. We believe smarter buses lead to better mobility and cities.

Starting on Tue May 9th and Wed May 10th. With an experimental popup route: CMX1, running a Circulator in the heart of London.

CMX1

Popup Route - Circulator

- SF Kings Reach Building
- C Blackfriars Station / South Entrance
- J Blackfriars Station / North Entrance
- P The Royal Courts Of Justice
- B Lancaster Place / Somerset House
- N Waterloo Bridge / South Bank
- M Waterloo Road

Citymapper

We're also introducing a smaller, nimbler vehicle that we believe is necessary in crowded cities.

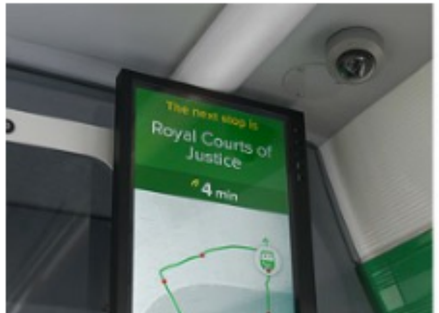
Regular Bus

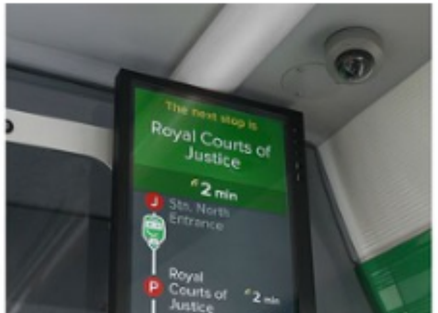
Smaller Bus

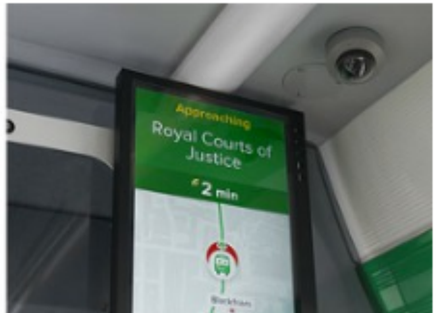
Citymapper

We redesigned the bus

Interior and exterior. We've tried to keep things simple, but well, everything is green. Yeah.







Citymapper

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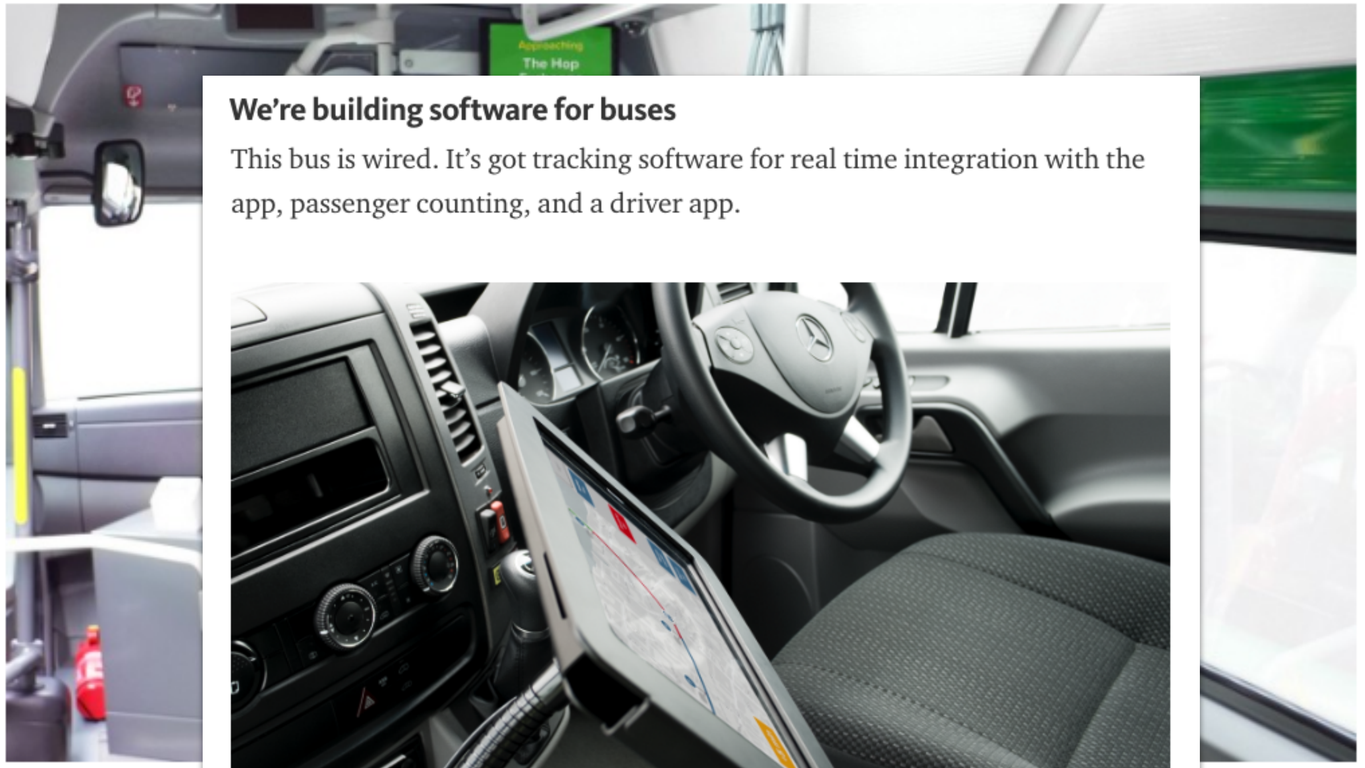
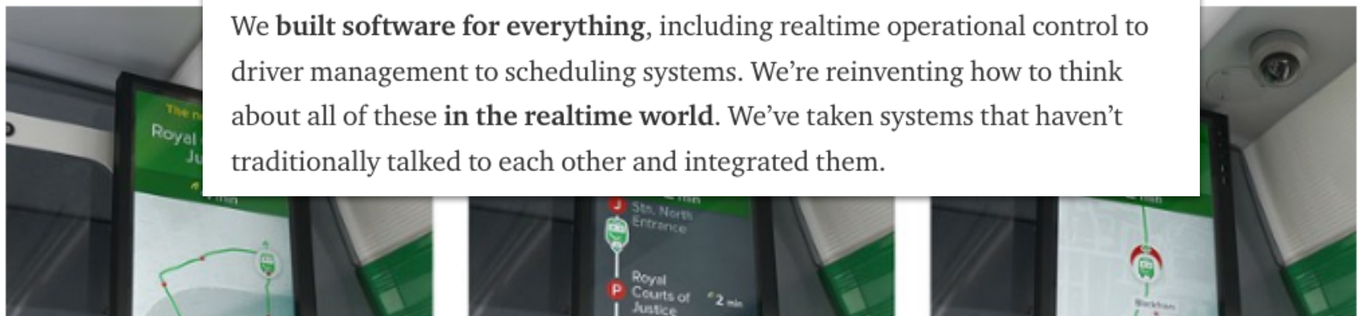


We're building software for buses

This bus is wired. It's got tracking software for real time integration with the app, passenger counting, and a driver app.

We **built software for everything**, including realtime operational control to driver management to scheduling systems. We're reinventing how to think about all of these **in the realtime world**. We've taken systems that haven't traditionally talked to each other and integrated them.

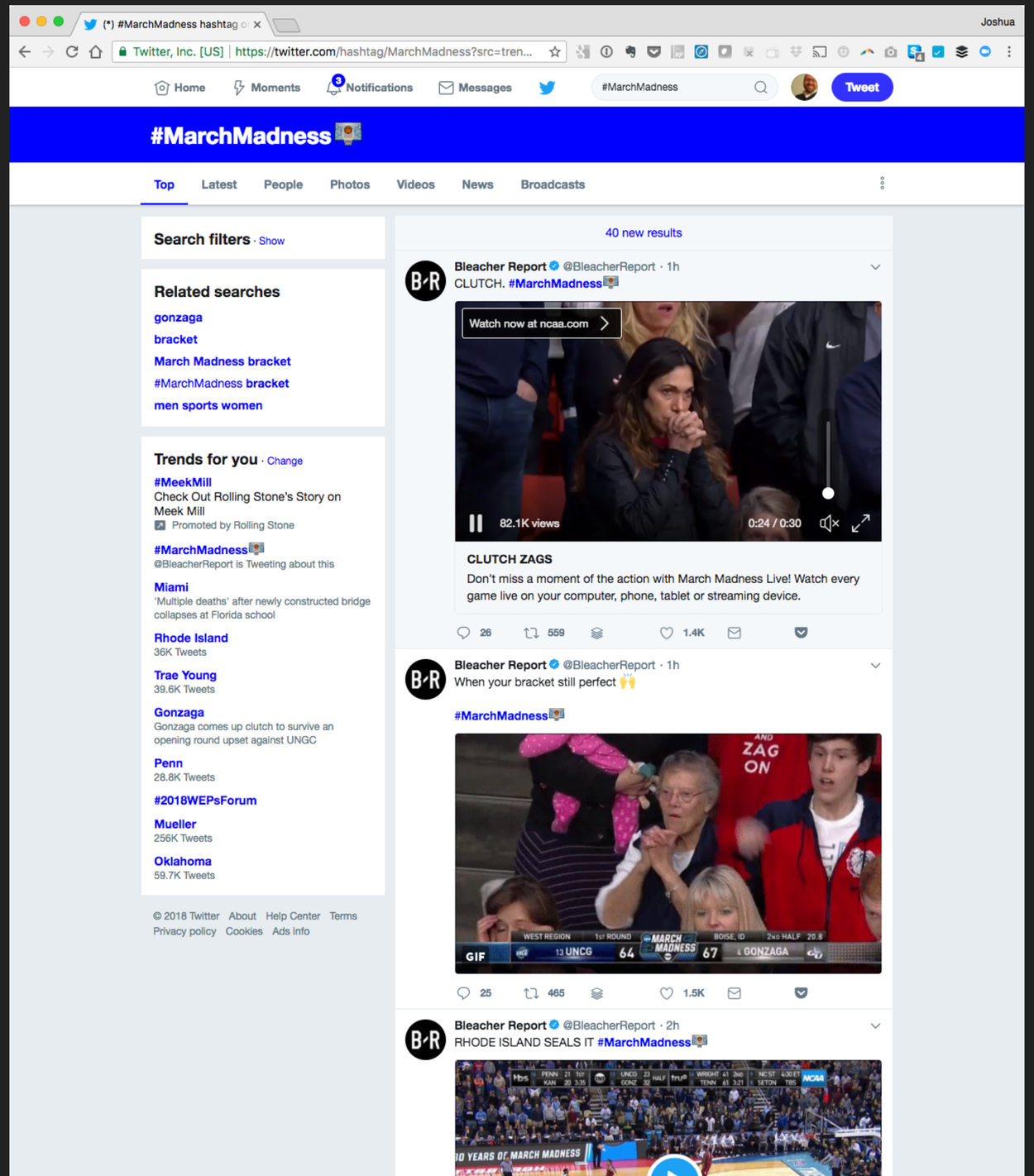


Citymapper

BUT SOMETIMES WHAT SEEMS TRIVIAL ENDS UP CREATING UNINTENDED CONSEQUENCES

2007 User Proposes

"how do you feel about using # (pound) for groups. As in #barcamp [msg]?" -Chris Messina, Aug 23 2007



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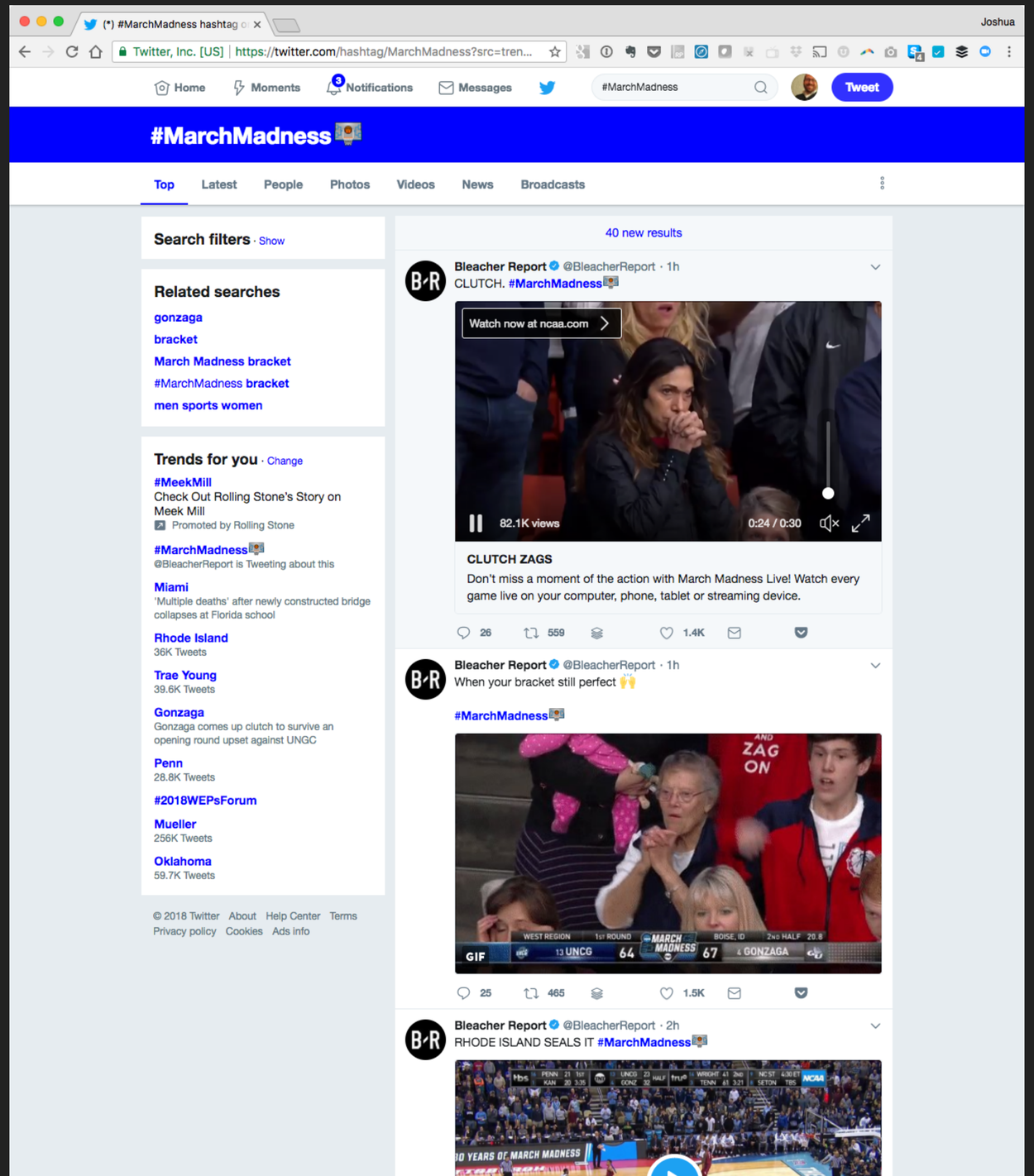
Twitter adds hyperlinks to hashtags used in tweets.



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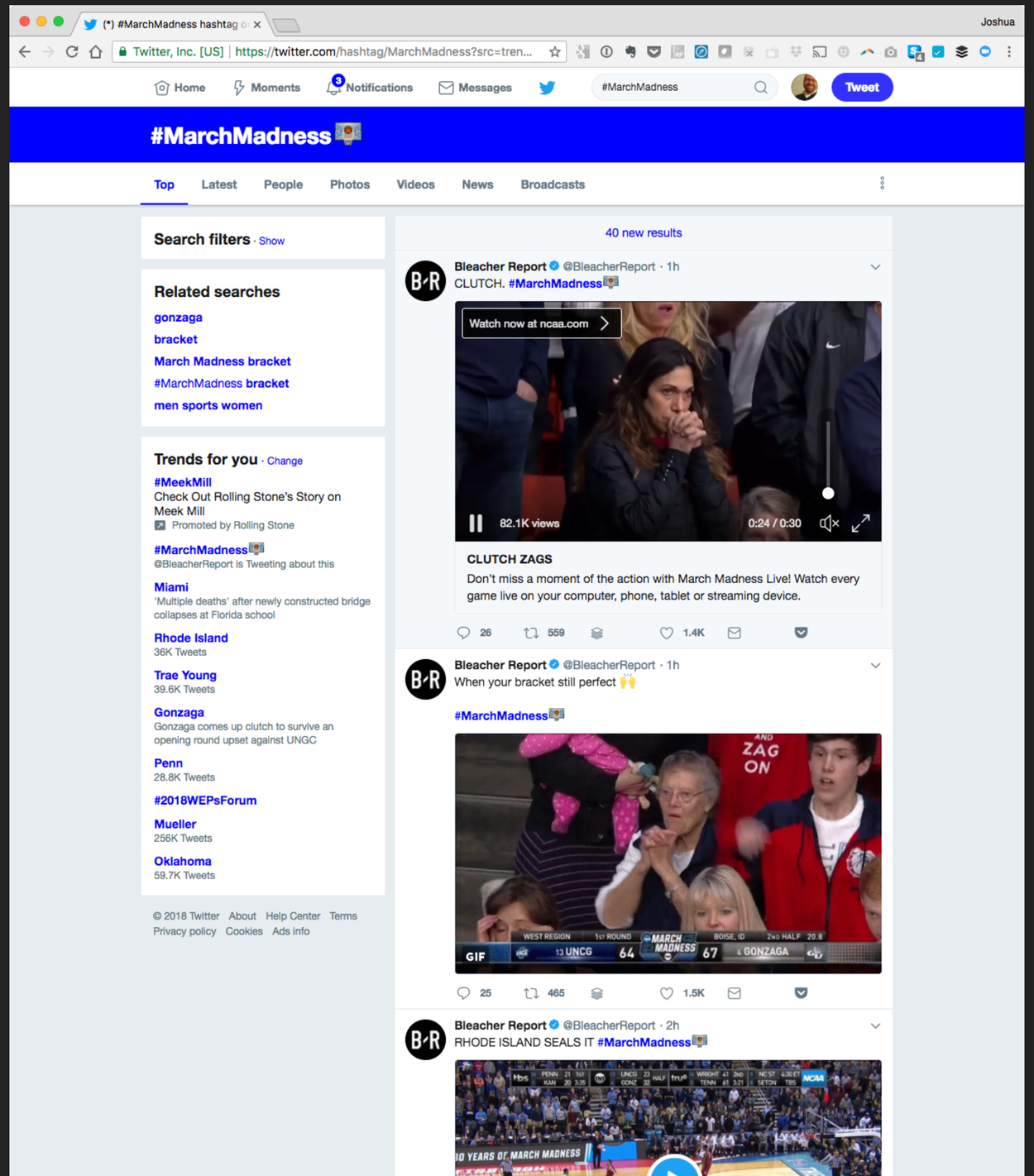
All the things...

@replies, RTs, emerged the same way



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All the thin

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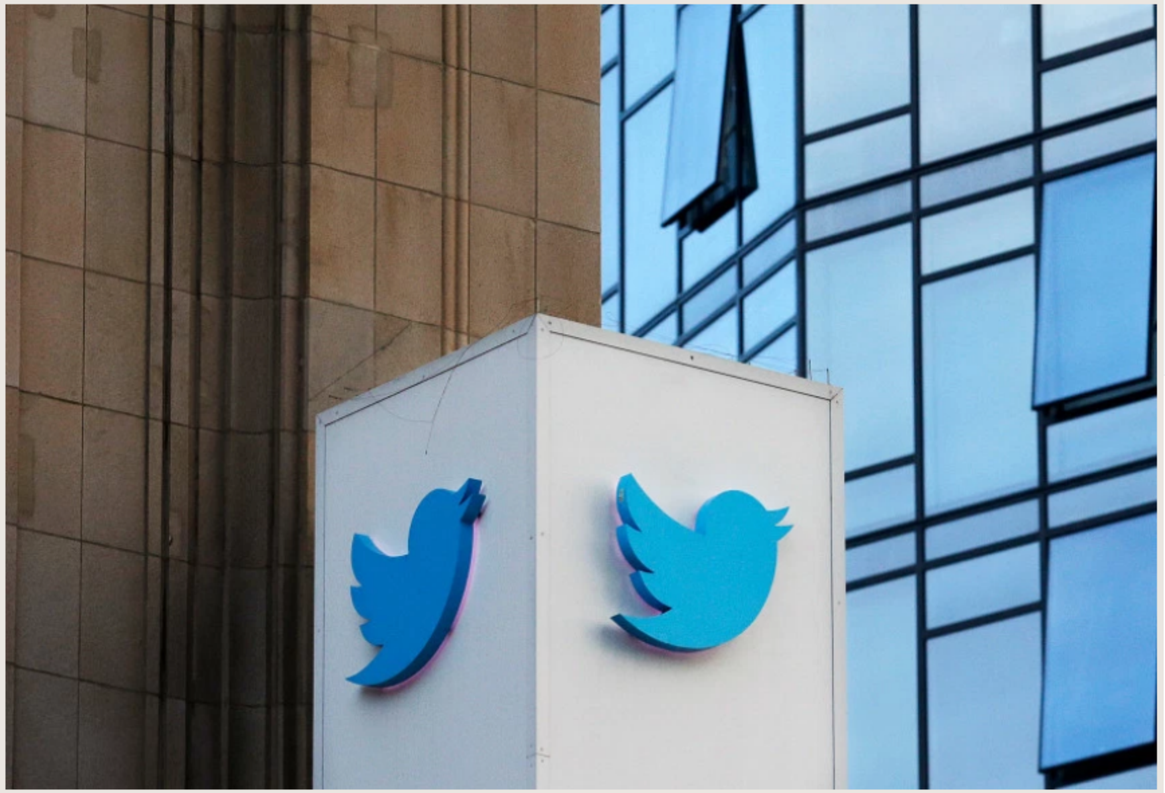
Business > Technology

Facebook, Twitter, Google CEOs face calls to testify to Congress



AP Photo/Jeff Chiu/File

This Oct. 26, 2016 file photo shows a Twitter sign outside of the company's headquarters in San Francisco. Twitter, Facebook and Google are facing renewed bipartisan demands to explain to Congress what they're doing to counter abuse of their networks ahead of this year's congressional midterms elections.

(*) #MarchMadness hashtag

Twitter, Inc. [US] | https://twitter.com/hashtag/MarchMadness?src=tren...

Home | Moments | Notifications | Messages | #MarchMadness | Tweet

News | Broadcasts

40 new results

Bleacher Report @BleacherReport · 1h
CLUTCH. #MarchMadness

CLUTCH ZAGS
Don't miss a moment of the action with March Madness Live! Watch every game live on your computer, phone, tablet or streaming device.

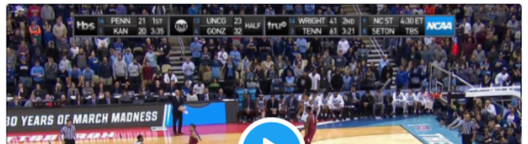
26 | 559 | 1.4K

Bleacher Report @BleacherReport · 1h
When your bracket still perfect 🙌

#MarchMadness

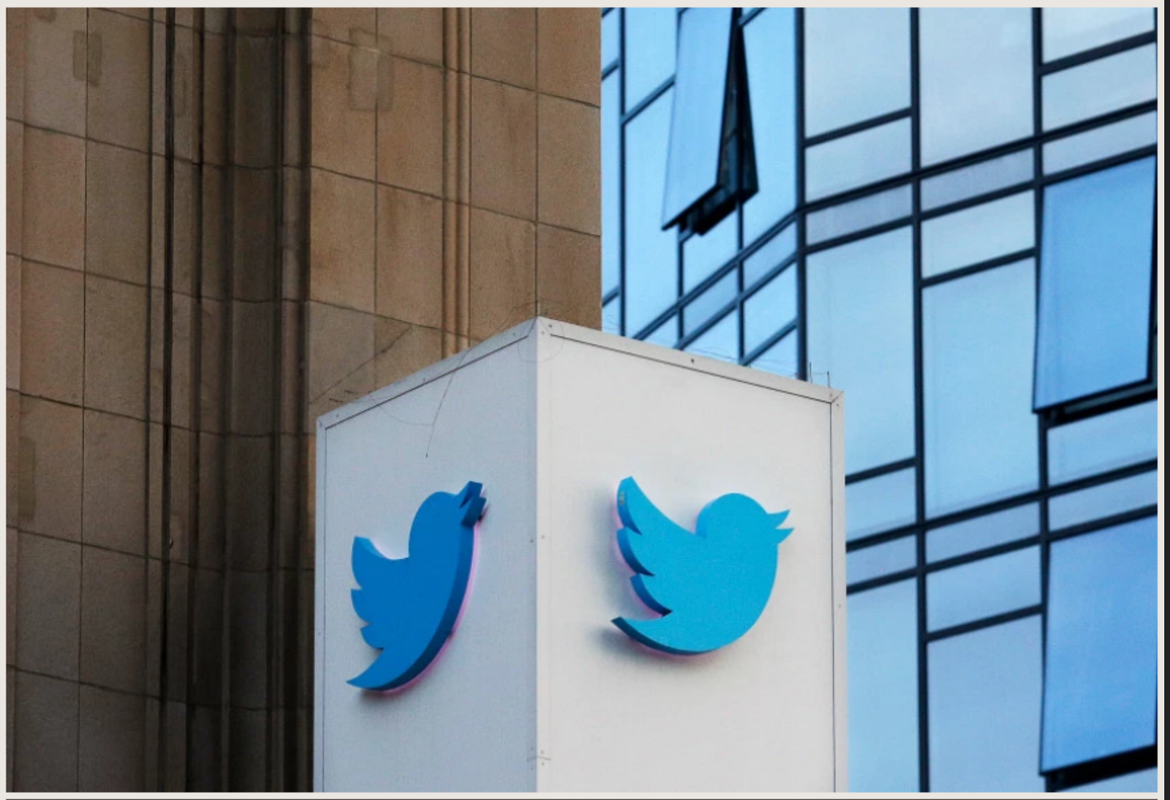
25 | 465 | 1.5K

Bleacher Report @BleacherReport · 2h
RHODE ISLAND SEALS IT #MarchMadness



Business > Technology

Facebook, Twitter, Google CEOs face calls to testify to Congress



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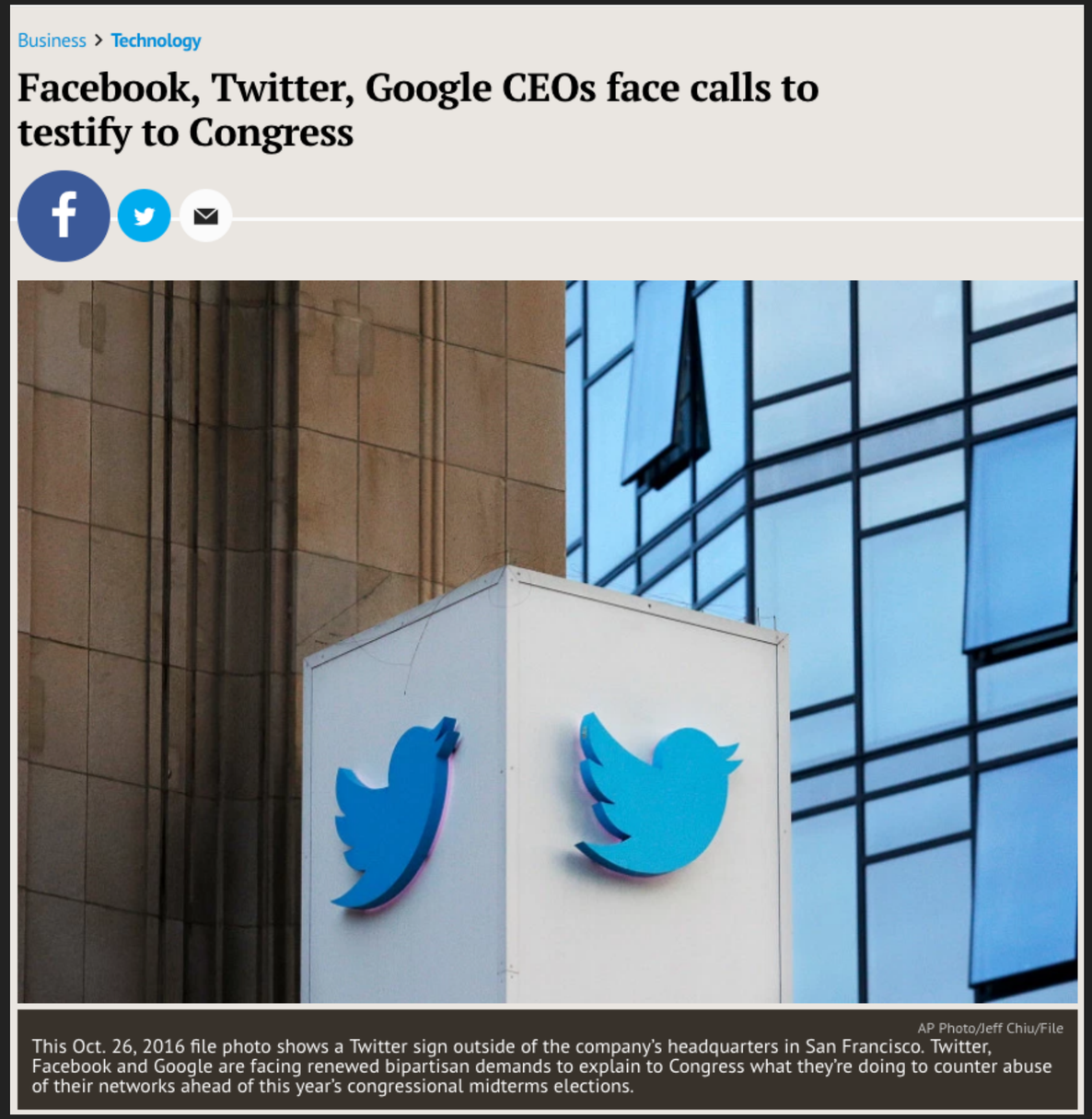
jack
@jack
Following
We’re committing Twitter to help increase the collective health, openness, and civility of public conversation, and to hold ourselves publicly accountable towards progress.
10:33 AM - 1 Mar 2018 from San Francisco, CA
2,768 Retweets 7,044 Likes
2.8K
2.8K
7.0K
Tweet your reply
jack @jack · Mar 1
Why? We love instant, public, global messaging and conversation. It’s what Twitter is and it’s why we‘re here. But we didn’t fully predict or understand the real-world negative consequences. We acknowledge that now, and are determined to find holistic and fair solutions.
203
379
1.4K


Business > Technology
Facebook, Twitter, Google CEOs face calls to testify to Congress
AP Photo/Jeff Chiu/File
This Oct. 26, 2016 file photo shows a Twitter sign outside of the company’s headquarters in San Francisco. Twitter, Facebook and Google are facing renewed bipartisan demands to explain to Congress what they’re doing to counter abuse of their networks ahead of this year’s congressional midterms elections.

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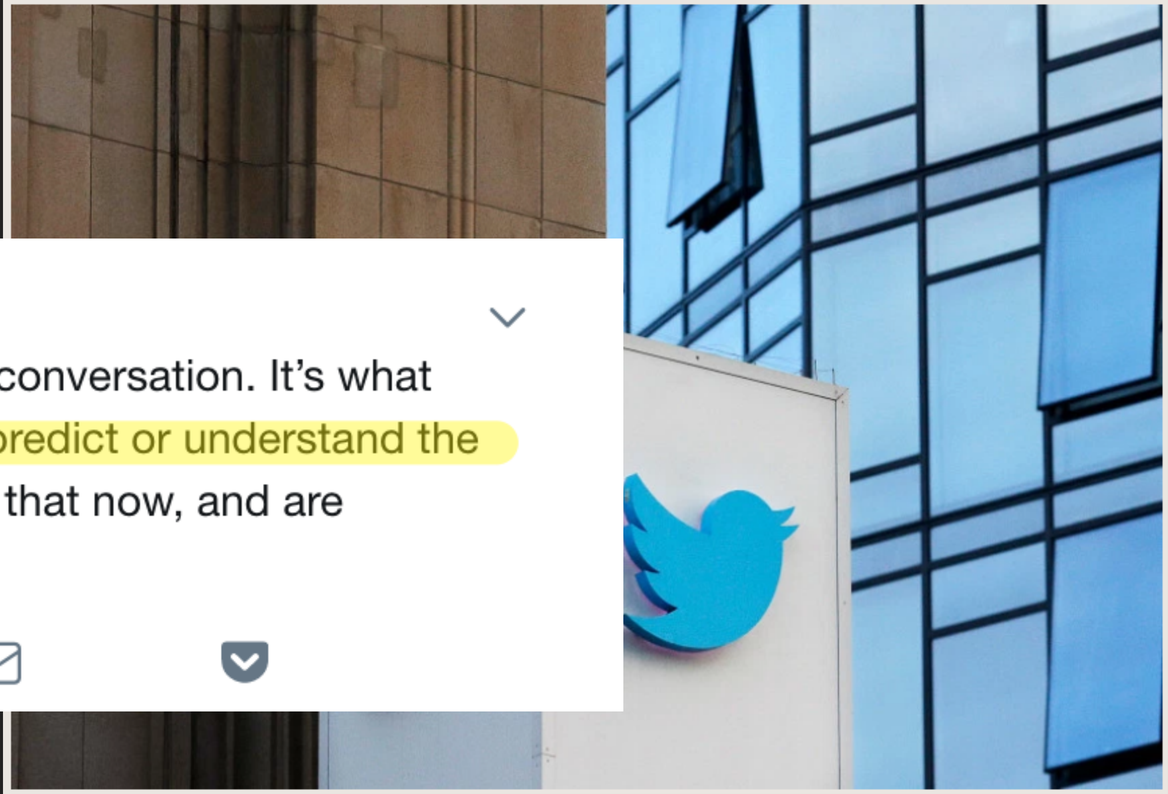

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Why? We love instant, public, global messaging and conversation. It's what

jack @jack · Mar 1

We've focused most of our efforts on removing content against our terms, instead of building a systemic framework to help encourage more healthy debate, conversations, and critical thinking. This is the approach we now need.

363 354 1.2K

Business > Technology

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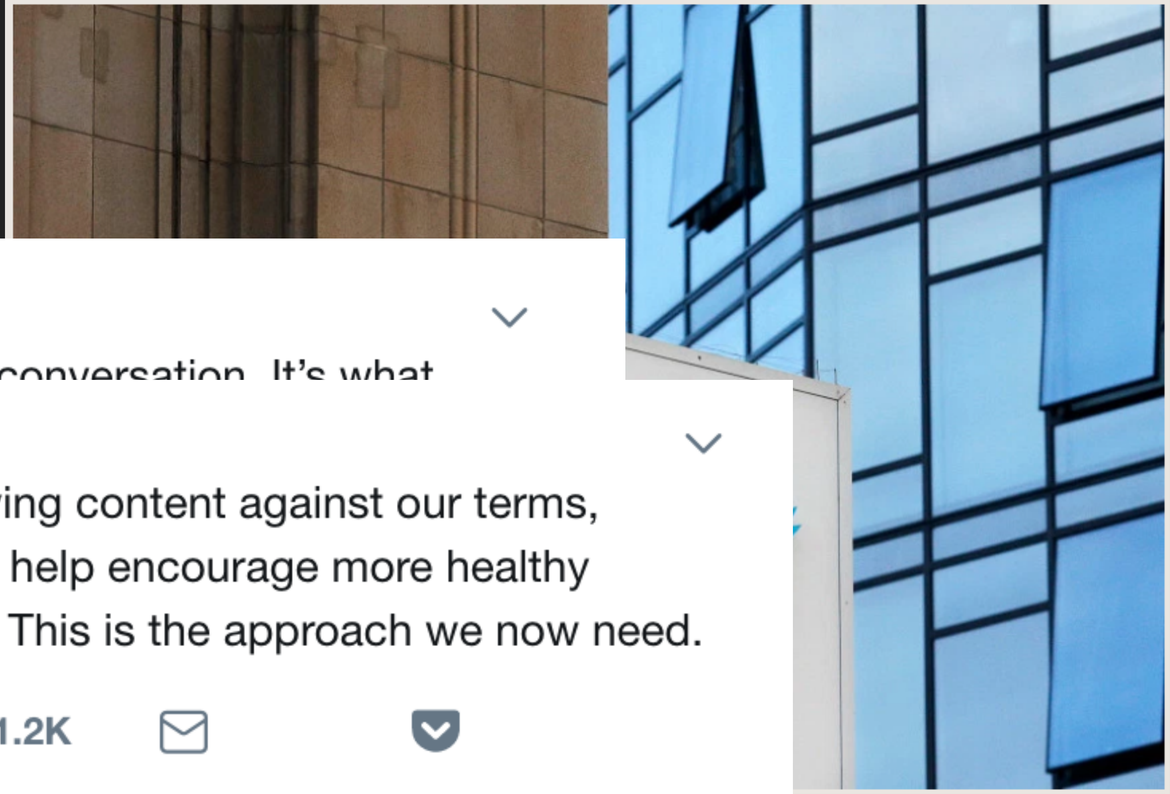

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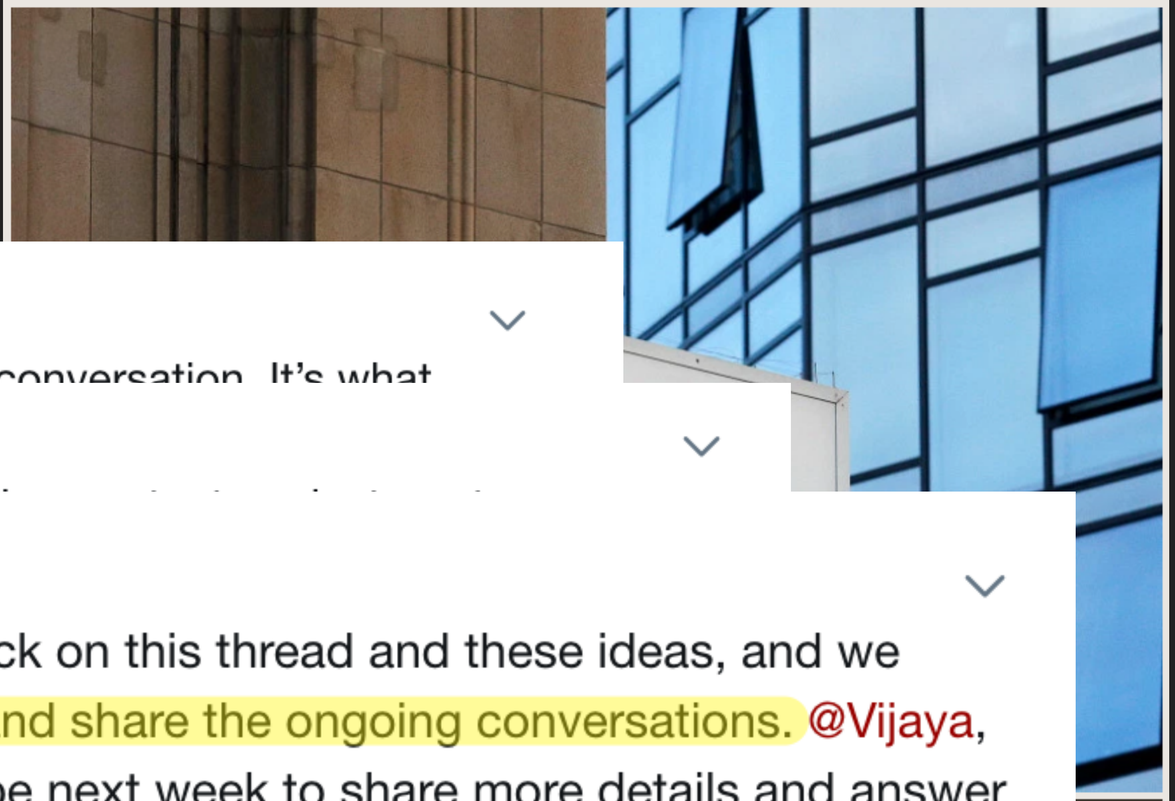

f Chiu/File

abuse

jack @jack · Mar 1

Why? We love instant, public, global messaging and conversation. It's what

jack @jack · Mar 1

jack @jack · Mar 1

We're going to get a lot of feedback on this thread and these ideas, and we intend to work fast to learn from and share the ongoing conversations. @Vijaya, @mrdonut and I will do a Periscope next week to share more details and answer questions.

144 179 765

jack
@jack

Following

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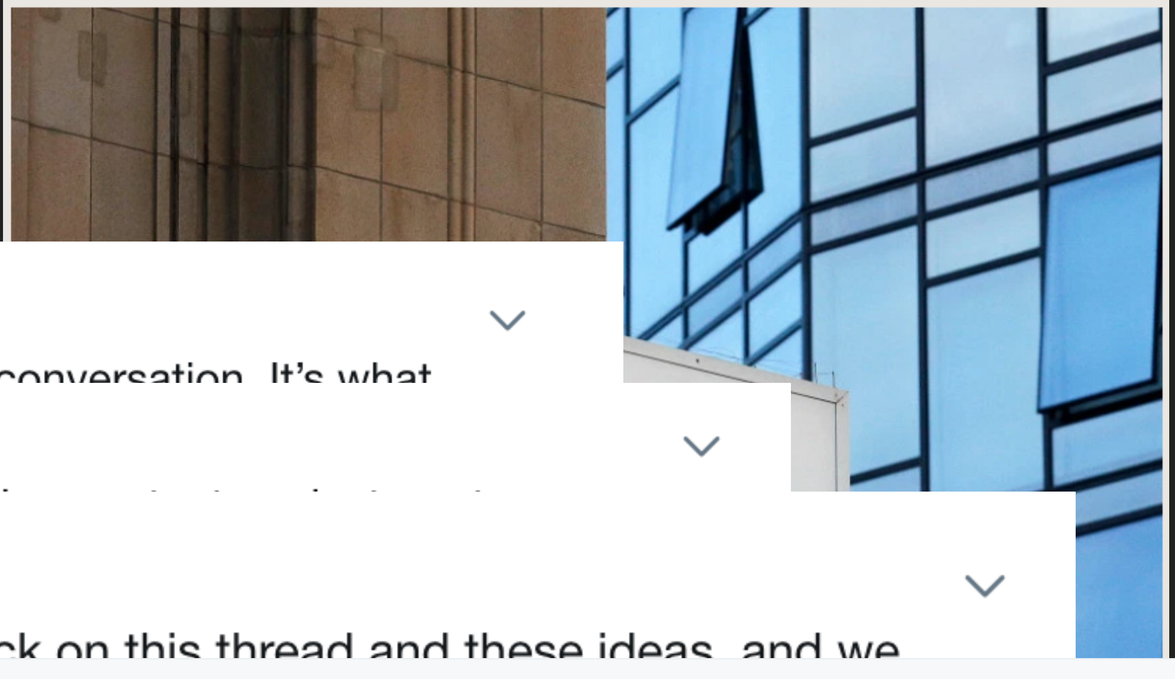

jack @jack · Mar 1

Why? We love instant, public, global messaging and conversation. It's what

jack @jack · Mar 1

jack @jack · Mar 1

We're going to get a lot of feedback on this thread and these ideas, and we

Luke Dicken @LukeD · Mar 1

Replying to @jack

Are you for f[redacted]g real?

4 3 67

BLINDLY OPTIMISING FOR METRICS, WITHOUT CONSIDERING REAL-WORLD IMPLICATIONS IS, AT BEST, RISKY.

AT WORST, IT'S CRIMINAL.

IN THE NAME OF `ENGAGEMENT´...

BBC | Sign in | News | Sport | Weather | Shop | Reel | Travel | More

NEWS

Home | Video | World | UK | Business | Tech | Science | Stories | Entertainment & Arts

Asia | China | India

Facebook admits it was used to 'incite offline violence' in Myanmar

6 November 2018 Share

GOTHELF.CO / @JBOOGIE

Natalie Martinez
@natijomartinez

Facebook just announced that they will permit speech from politicians that violates community standards on their platform. The specifics of this new policy extension aren't listed, but considering the extremist, violent rhetoric on the right, this exemption is absolutely wild.

Newsworthiness Exemption

Facebook has had a newsworthiness exemption since 2016. This means that if someone makes a statement or shares a post which breaks our community standards we will still allow it on our platform if we believe the public interest in seeing it outweighs the risk of harm. Today, I announced that from now on we will treat speech from politicians as newsworthy content that should, as a general rule, be seen and heard. However, in keeping with the principle that we apply different standards to content for which we receive payment, this will not apply to ads – if someone chooses to post an ad on Facebook, they must still fall within our Community Standards and our advertising policies.

YouTube

@fredbenenson

Follow

So @kevinroose's piece on YouTube's radicalization contains a perfect example of one of the core moral hazards in machine learning and AI: you can make an algorithm that can powerfully optimize any metric but no algorithm will tell you whether that metric is worth optimizing

> learning.
>
> The new A.I., known as Reinforce, was a kind of long-term addiction machine. It was designed to maximize users' engagement over time by predicting which recommendations would expand their tastes and get them to watch not just one more video but many more.
>
> Reinforce was a huge success. In a talk at an A.I. conference in February, Minmin Chen, a Google Brain researcher, said it was YouTube's most successful launch in two years. Sitewide views increased by nearly 1

7:51 PM - 8 Jun 2019

GOTHELF.CO / @JBOOGIE

@fredbenenson

Follow

@fredbenenson

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7:51 PM - 8 Jun 2019

IN THE NAME OF 'SALES'...

IT CAN CAUSE RELATIONSHIP STRESS

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

Kashmir Hill Forbes Staff
Welcome to The Not-So Private Parts where technology & privacy collide

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target TGT -1.41%, for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

Target has got you in its aim

GOTHELF.CO / @JBOOGIE

IN THE NAME OF `EFFICIENCY`...

IT CAN DISCRIMINATE...

FAST COMPANY

CO.DESIGN | TECH | WORK LIFE | CREATIVITY | IMPACT | AUDIO | VIDEO

10.10.18

Amazon's hiring AI may have weeded out women: Report

[Photo: Flickr user Tony Webster]

BY MELISSA LOCKER 1 MINUTE READ

Artificial intelligence is slowly becoming the first round of human

Pixelmato

GOTHELF.CO / @JBOOGIE

AI used for first time in job interviews in UK to find best applicants

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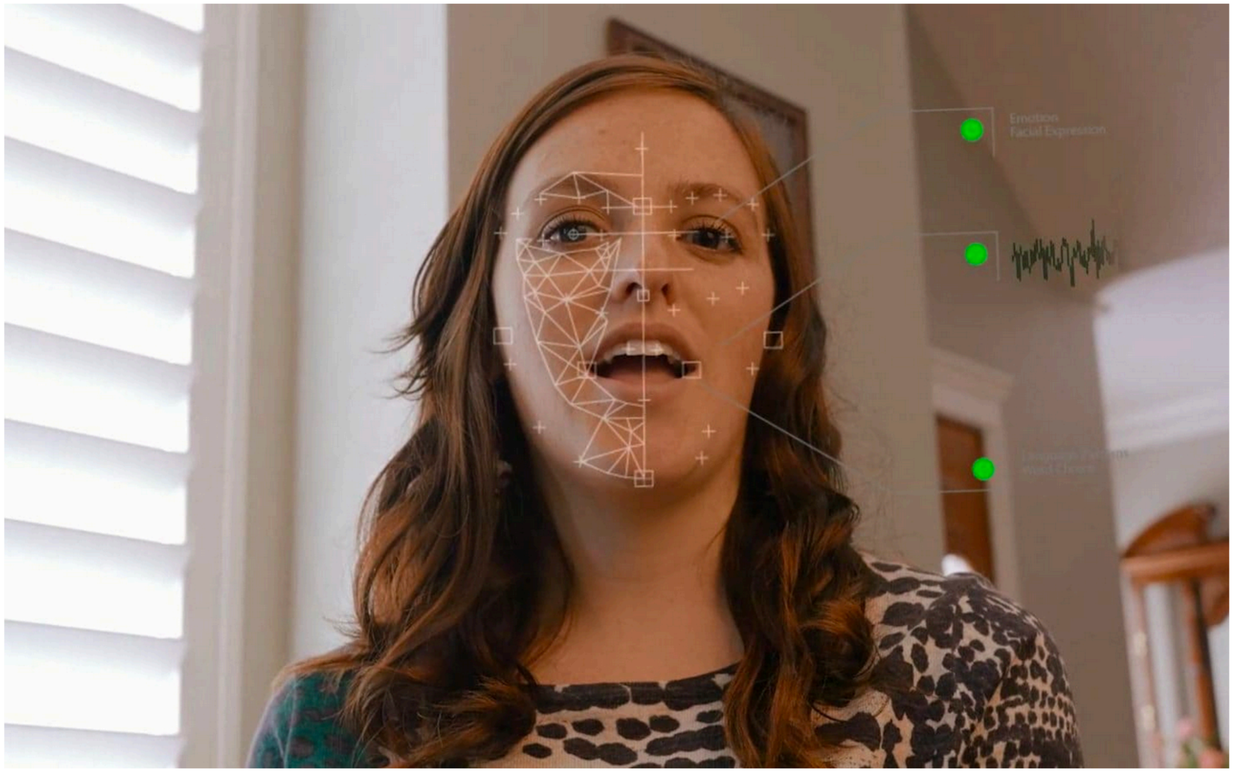

An applicant being interviewed on their phone

Follow

By **Charles Hymas**, HOME AFFAIRS EDITOR

27 SEPTEMBER 2019 • 10:00PM

GOTHELF.CO / @JBOOGIE

News

AI used for first time in job interviews in UK to find best applicants

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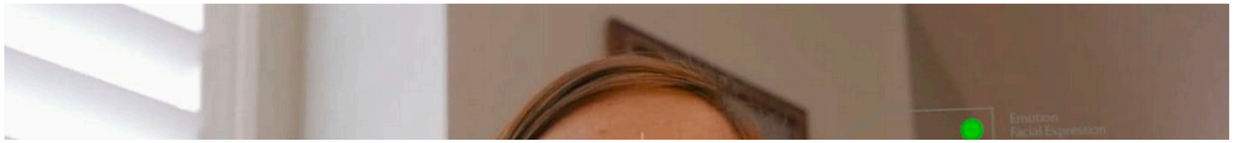

The algorithms select the best applicants by assessing their performances in the videos against about 25,000 pieces of facial and linguistic information compiled from previous interviews of those who have gone on to prove to be good at the job.

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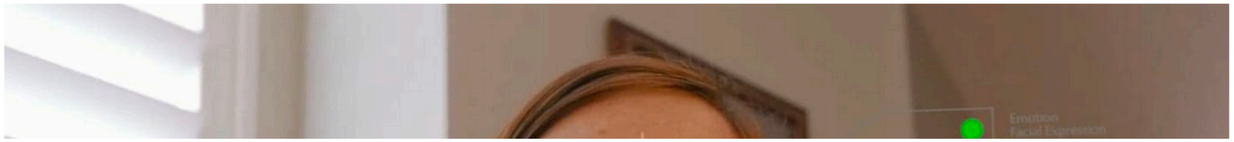

However, academics and campaigners warned that any AI or facial recognition technology would inevitably have in-built biases in its databases that could discriminate against some candidates and exclude talented applicants who might not conform to the norm.

An applicant being interviewed on their phone

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By **Charles Hymas**, HOME AFFAIRS EDITOR

27 SEPTEMBER 2019 • 10:00PM

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IN THE NAME OF 'CONVENIENCE'...

IT CAN BE USED TO HURT PEOPLE...

The New York Times

Thermostats, Locks and Lights: Digital Tools of Domestic Abuse

IN THE NAME OF ‘NEWS’...

IT CAN ELEVATE THE WORST IN US...

AND IT'S NOT JUST SOCIAL MEDIA OR RETAIL.

MOST INDUSTRIES ARE USING SOFTWARE TO CHANGE THE BEHAVIOUR OF THEIR USERS.

Let's Stop Pretending Facebook and Twitter's CEOs Can't Fix This Mess

They've been trained to not care.

The core problem is that these CEOs are actually making totally logical decisions every step of the way. Capitalism—which drives the markets, investors, venture capitalists, and board members—demands a certain approach to growth and expansion, one that values particular metrics. So social media companies and the leaders who run them are rewarded for focusing on reach and engagement, not for positive impact or for protecting subsets of users from harm. They're rewarded for keeping costs down, which encourages the free-for-all, anything-goes approach misnomered "free speech." If they don't need to monitor their platforms, they don't need to come up with real policies—and avoid paying for all the people and tools required to implement them.

WIRED

THIS IS A LEADERSHIP ISSUE

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required to implement them.

THIS IS A LEADERSHIP ISSUE

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SOMETHING TO KEEP AN EYE ON...

“I TRUST MY PRODUCT MANAGER”

“I JUST WANT TO WRITE CODE”

“I JUST WANT TO WRITE CODE”

By default, new technologies bear the ethical fingerprints of their creators, not of wider society.

- Cennydd Bowles, author of Future Ethics

BUT WHAT WILL YOUR CODE BE USED TO DO?

Volkswagen Engineer Gets Prison in Diesel Cheating Case

James Liang, a Volkswagen engineer, is the first employee sent to prison in the scandal that has tainted the company's reputation and cost it billions in fines and settlements with consumers. Virginia Lozano/Detroit News, via Associated Press

By Bill Vlasic

Aug. 25, 2017

DETROIT — A Volkswagen engineer was sentenced on Friday to 40 months in prison for his role in the German automaker's decade-long scheme to cheat on federal emissions tests for diesel-powered cars sold in the United States.

IT'S YOU WHO WILL PAY THE PRICE

Goal-driven. Values guided. Measure both.

- Kim Goodwin

WHAT CAN YOU DO?

GOTHELF.CO / @JBOOGIE

1. UNDERSTAND YOUR BUSINESS MODEL

1. UNDERSTAND YOUR BUSINESS MODEL
2. TAKE AN INTEREST IN YOUR CUSTOMERS

1. UNDERSTAND YOUR BUSINESS MODEL
2. TAKE AN INTEREST IN YOUR CUSTOMERS
3. USE THE SOFTWARE TO LEARN

1. UNDERSTAND YOUR BUSINESS MODEL
2. TAKE AN INTEREST IN YOUR CUSTOMERS
3. USE THE SOFTWARE TO LEARN
4. MEASURE THE IMPACT OF YOUR WORK

1. UNDERSTAND YOUR BUSINESS MODEL
2. TAKE AN INTEREST IN YOUR CUSTOMERS
3. USE THE SOFTWARE TO LEARN
4. MEASURE THE IMPACT OF YOUR WORK
5. DISCUSS THE DANGEROUS EDGE CASES

1. UNDERSTAND YOUR BUSINESS MODEL
2. TAKE AN INTEREST IN YOUR CUSTOMERS
3. USE THE SOFTWARE TO LEARN
4. MEASURE THE IMPACT OF YOUR WORK
5. DISCUSS THE DANGEROUS EDGE CASES
6. REFUSE THE WORK THAT HARMS PEOPLE

HAPPY TO QUIT
FOR $90M
– NO SEXUAL
HARASSMENT REQUIRED
WORKERS RIGHTS
ARE
WOMENS RIGHTS
WoC.
HAPPY TO QU
FOR $90M
– NO SEXUAL
HARASSMENT REQUIRED
DON'T
BE EVIL
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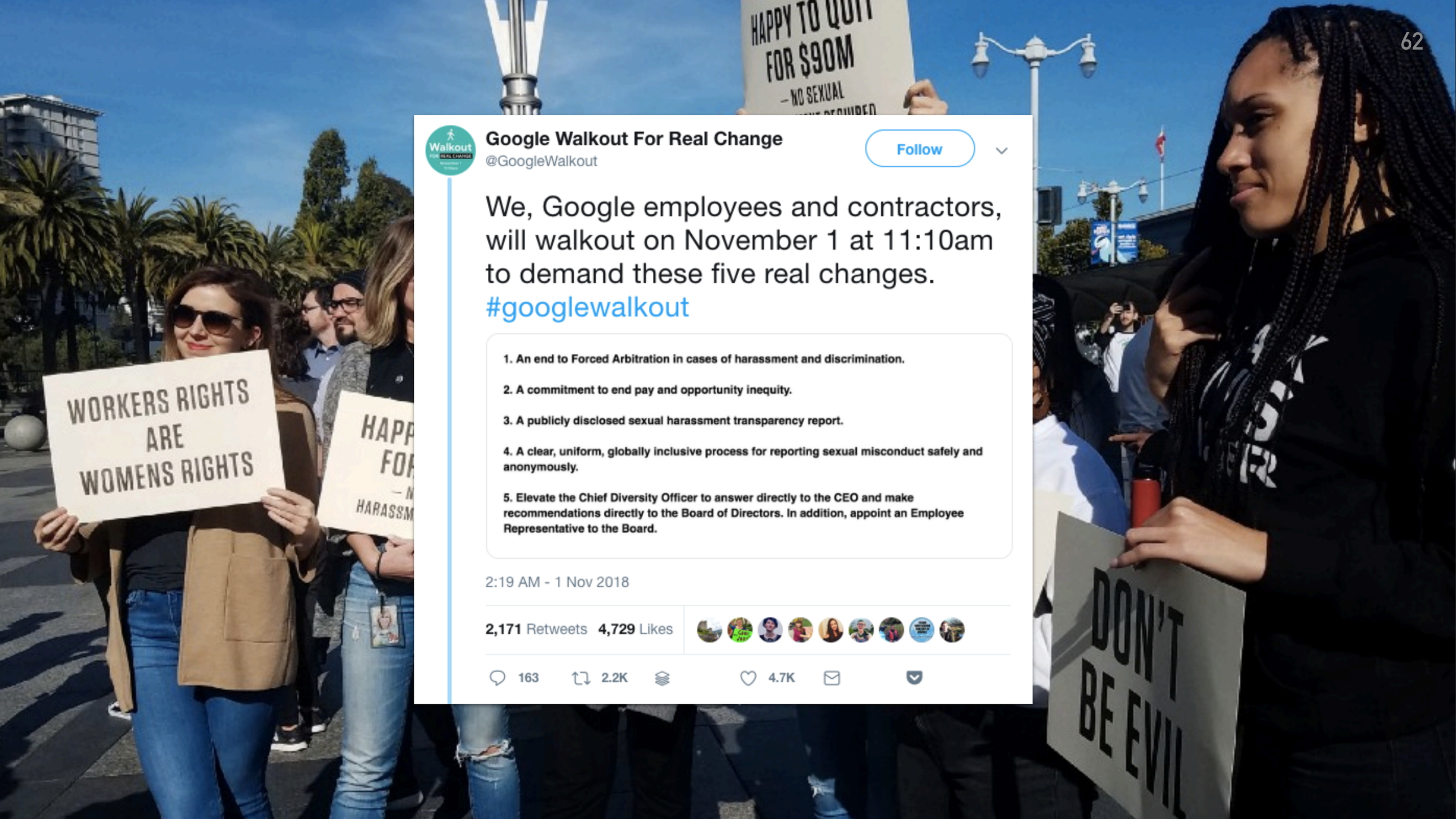


Google Walkout For Real Change
@GoogleWalkout

Follow

We, Google employees and contractors, will walkout on November 1 at 11:10am to demand these five real changes. #googlewalkout

1. An end to Forced Arbitration in cases of harassment and discrimination.

2. A commitment to end pay and opportunity inequity.

3. A publicly disclosed sexual harassment transparency report.

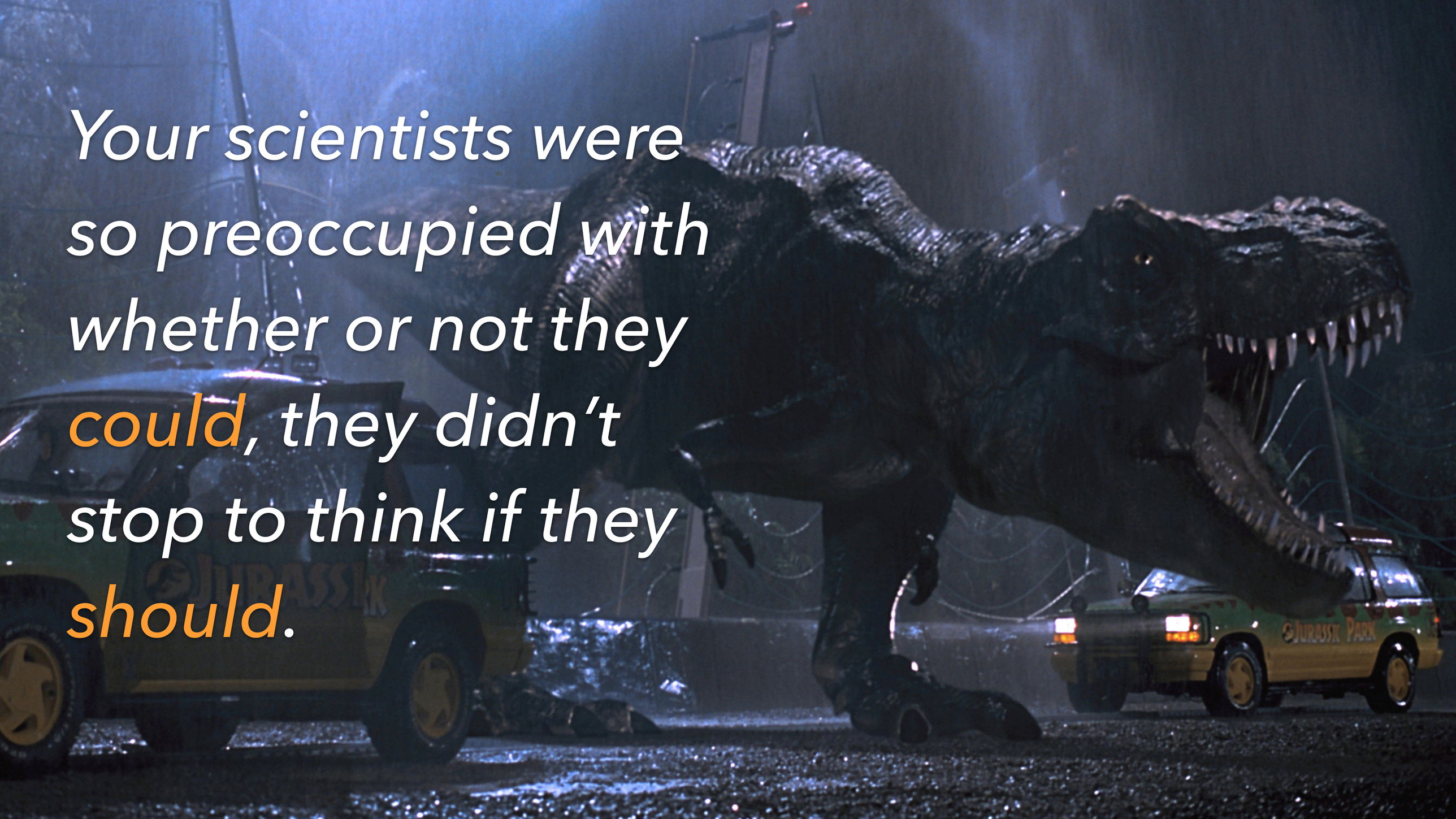
4. A clear, uniform, globally inclusive process for reporting sexual misconduct safely and anonymously.

5. Elevate the Chief Diversity Officer to answer directly to the CEO and make recommendations directly to the Board of Directors. In addition, appoint an Employee Representative to the Board.

2:19 AM - 1 Nov 2018

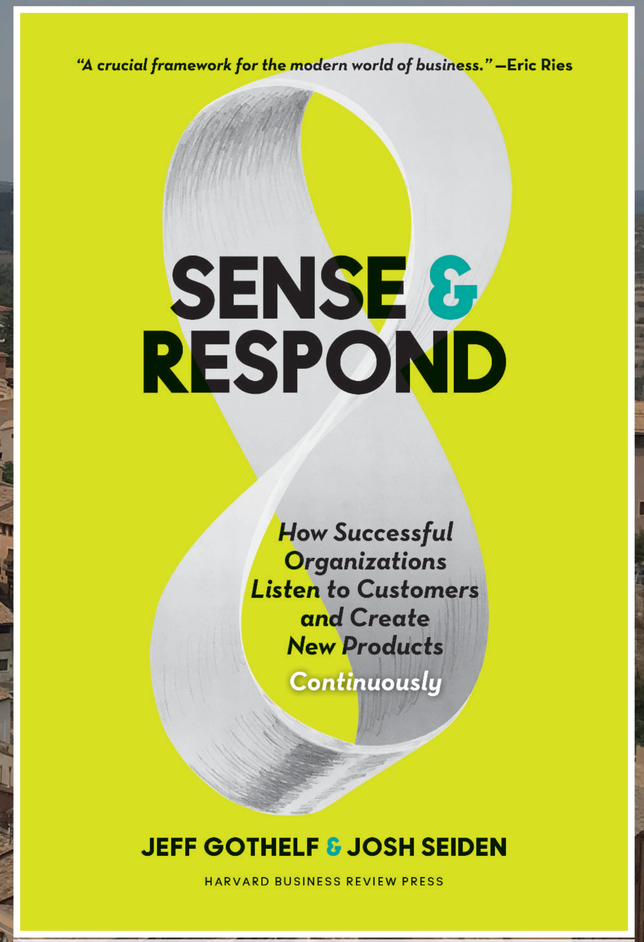
2,171 Retweets **4,729** Likes

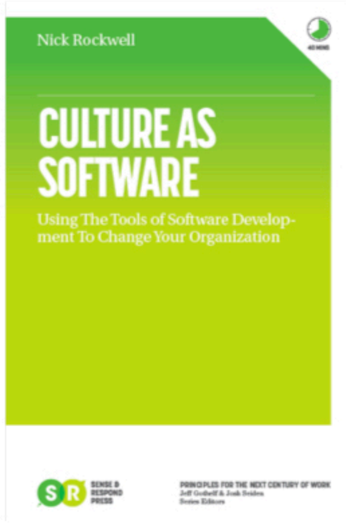
163 2.2K 4.7K

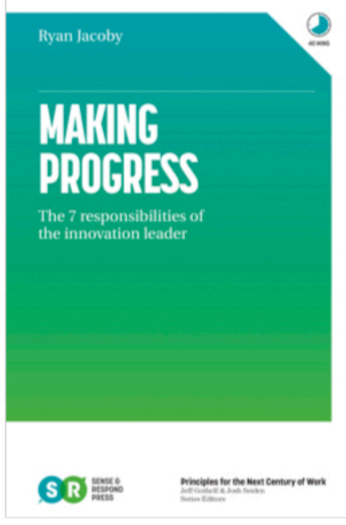

Your scientists were so preoccupied with whether or not they could, they didn't stop to think if they should.

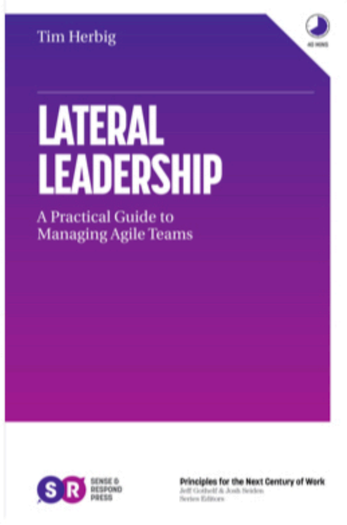
THANK YOU!

JEFF@GOTHELF.CO / @JBOOGIE / GOTHELF.CO









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