

AUTHENTICITY TRAP

Do you really want to be who you are?

An AI Ethics
Case Study

AUTHENTICITY TRAP

Consumers say sticky orange dust a Cheetos disadvantage.

NeuroFocus discovered the icky dust triggers a powerful sense of giddy, enjoyable subversion.

AI marketing can contradict the findings of focus groups.

Gizmodo Science,
Neuroscientific Explanation for Why We Love Cheetos

GET WHAT YOUR TRUE YOU
WANTS, *DESPITE* WHAT YOU
THINK YOU WANT, OR WANT
TO WANT





NO ESCAPE FROM YOURSELF
AI AUTHENTICITY = 360° KNOWN

TIME

Who you were: Digitized, Inescapable
Who you will be: Predictable

NO ESCAPE FROM YOURSELF

PLACE: DELETED

“You have one identity. The days of having a different image for your co-workers, and for other people you know, are ending. Having two identities for yourself is an example of a lack of integrity.”

- Facebook's Mark Zuckerberg



Community Standards

PART IV.

Integrity and Authenticity

17. Misrepresentation

Authenticity is the cornerstone of our community. We believe that people are more accountable for their statements and actions when they use their authentic identities. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.



Why do people want to be authentic?

Can data and algorithms truly capture who you truly are?

If you had to choose right now, would you want to know and be yourself perfectly, or remake yourself from nothing?

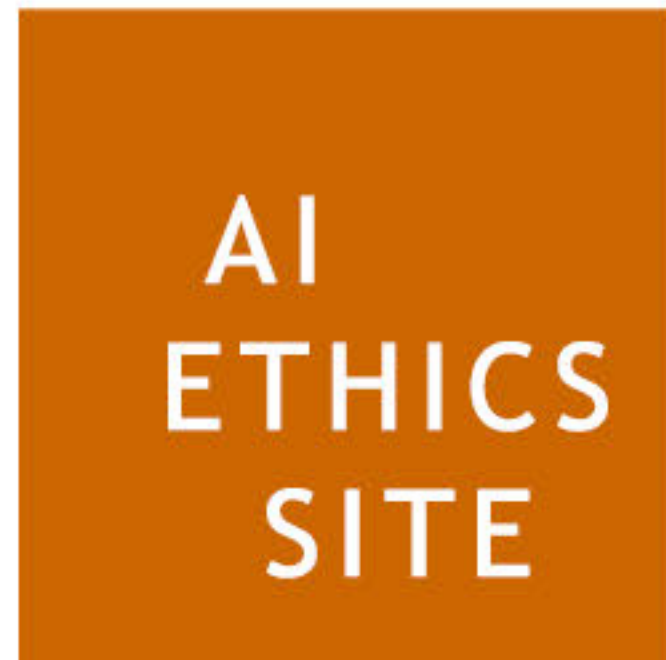
Provocation: Make the case that it is good to be inauthentic

Provocation: Can the marketing and platforms of authenticity be turned against themselves?

Authenticity



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AI Ethics Site
Artificial Intelligence + Human Experience