



# People Don't Change

Front-end London, 30/08/18



**Peter Gasston**  
**Innovation Lead at rehab**

**@stopsatgreen**



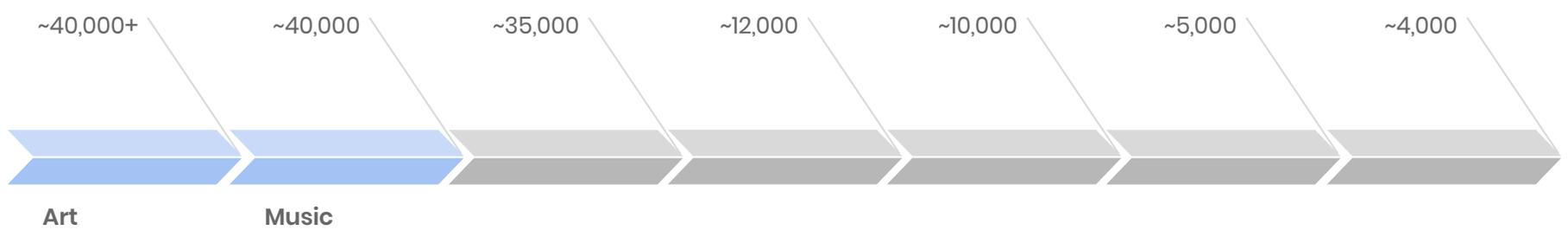
THESE THINGS ARE GOING TO LOOK PRIMITIVE TO YOU, BUT YOU HAVE TO REMEMBER THAT WE'RE NOT STUPID.

WE HAVE THE SAME INTELLIGENCE AS YOU. WE SIMPLY DON'T HAVE THE SAME CUMULATIVE KNOWLEDGE YOU DO.

SO WE APPLY OUR INTELLIGENCE TO WHAT WE HAVE.

# **Modern human behaviour**







**Lunar  
Astronomy**



~40,000+

~40,000

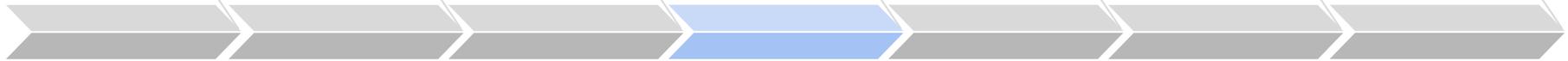
~35,000

~12,000

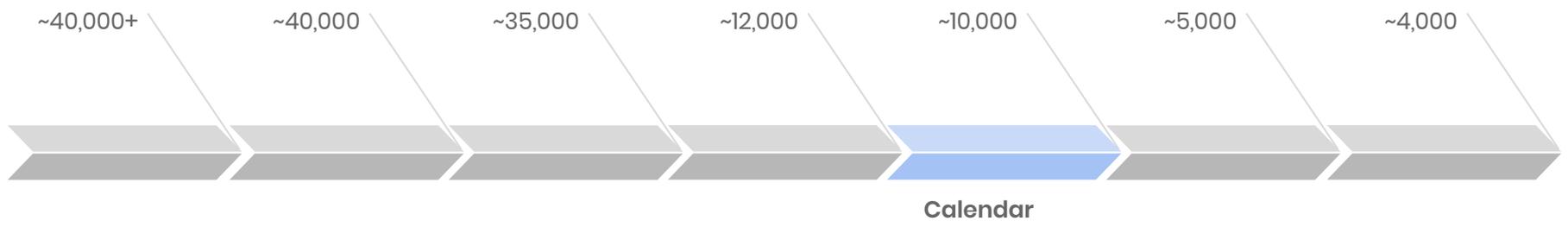
~10,000

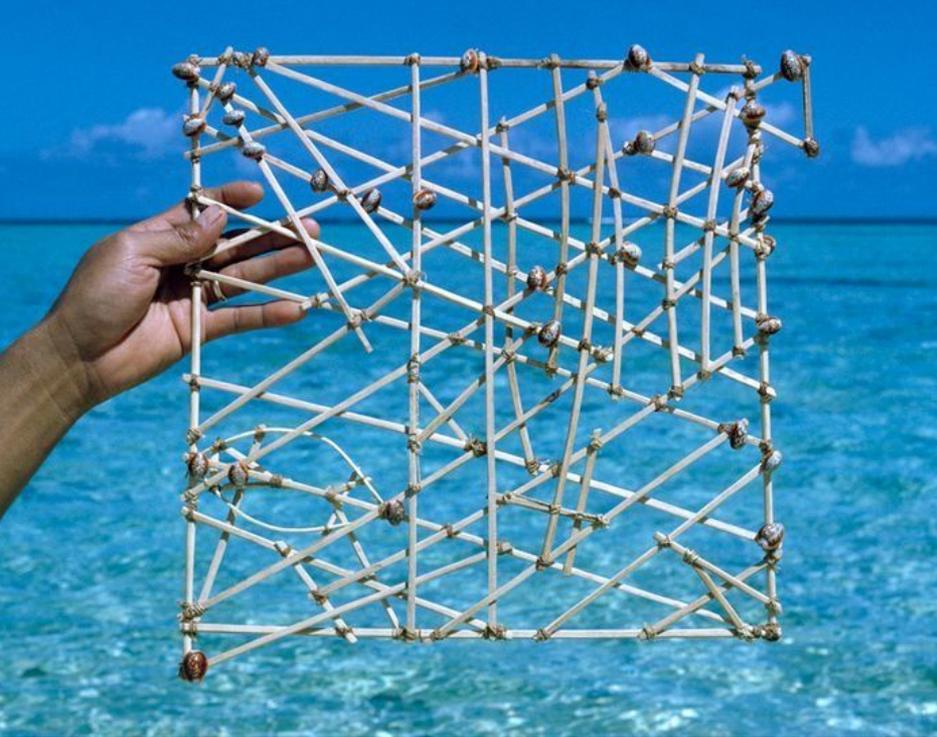
~5,000

~4,000



**Monumental  
Architecture**





~40,000+

~40,000

~35,000

~12,000

~10,000

~5,000

~4,000



Navigation

**Why did things take so long?**

**Often A isn't useful without B,  
and B isn't useful without A.**

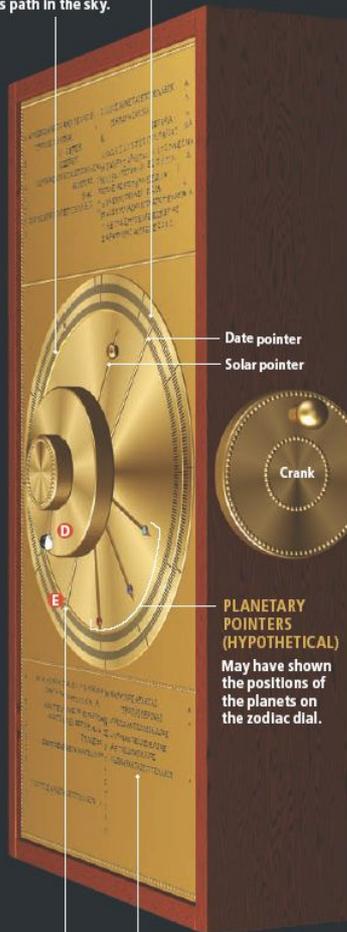
**Why did things take so long?**

**Things got invented  
but then forgotten.**



Shown the 12 constellations along the ecliptic, the sun's path in the sky.

Displayed 365 days of a year.



Date pointer  
Solar pointer

Crank

PLANETARY POINTERS (HYPOTHETICAL)  
May have shown the positions of the planets on the zodiac dial.

#### LUNAR POINTER

Shown the position of the moon with respect to the constellations on

#### FRONT-PLATE INSCRIPTIONS

Described the rising and setting times

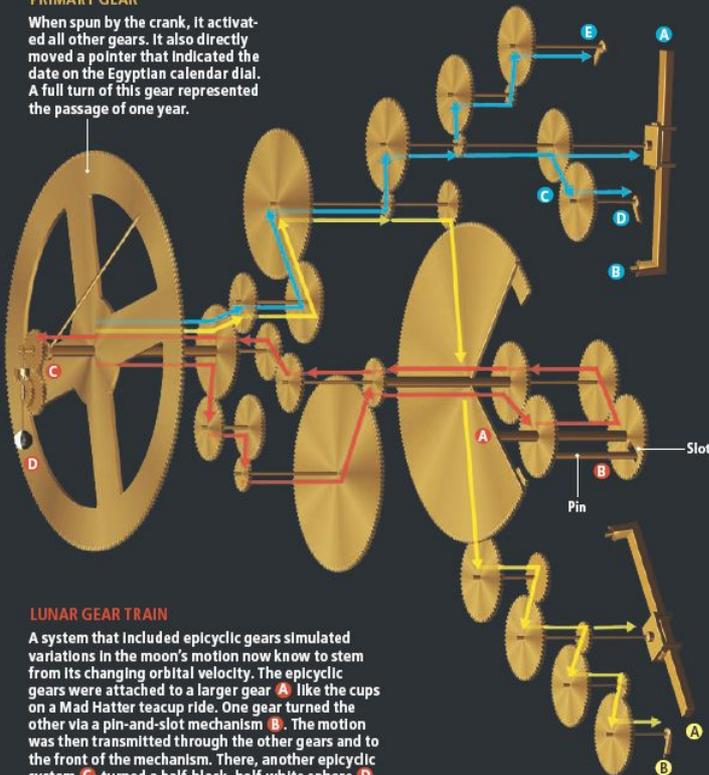
them via pointers on the zodiac dial.

#### METONIC GEAR TRAIN

Calculated the month in the Metonic calendar, made of 235 lunar months, and displayed it via a pointer **A** on the Metonic calendar dial on the back. A pin **B** at the pointer's tip followed the spiral groove, and the pointer extended in length as it reached months marked on successive, outer twists. Auxiliary gears **C** turned a pointer **D** on a smaller dial indicating four-year cycles of Olympiads and other games. Other gears moved a pointer on another small dial **E**, which may have indicated a 76-year cycle.

#### PRIMARY GEAR

When spun by the crank, it activated all other gears. It also directly moved a pointer that indicated the date on the Egyptian calendar dial. A full turn of this gear represented the passage of one year.

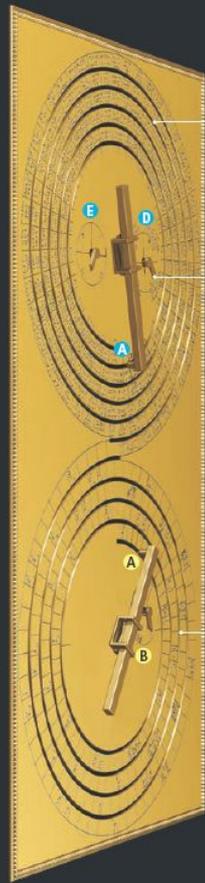


#### LUNAR GEAR TRAIN

A system that included epicyclic gears simulated variations in the moon's motion now know to stem from its changing orbital velocity. The epicyclic gears were attached to a larger gear **A** like the cups on a Mad Hatter teacup ride. One gear turned the other via a pin-and-slot mechanism **B**. The motion was then transmitted through the other gears and to the front of the mechanism. There, another epicyclic system **C** turned a half-black, half-white sphere **D** to show the lunar phases, and a pointer **E** showed the position of the moon on the zodiac dial.

#### ECLIPSE GEAR TRAIN

Calculated the month in the 223-lunar-month Saros cycle



#### METONIC CALENDAR DIAL

Displayed the month on a 235-lunar-month cycle arranged on a spiral.

#### OLYMPIAD DIAL

Indicated the years of the ancient Olympics and other games.

#### SAROS LUNAR ECLIPSE DIAL

Inscriptions on this spiral indicated the months in which lunar and solar eclipses can occur.

**Why did things take so long?**

**Things got invented  
but not communicated.**

**“The future is already here—  
it’s just not evenly distributed.”**

**William Gibson**







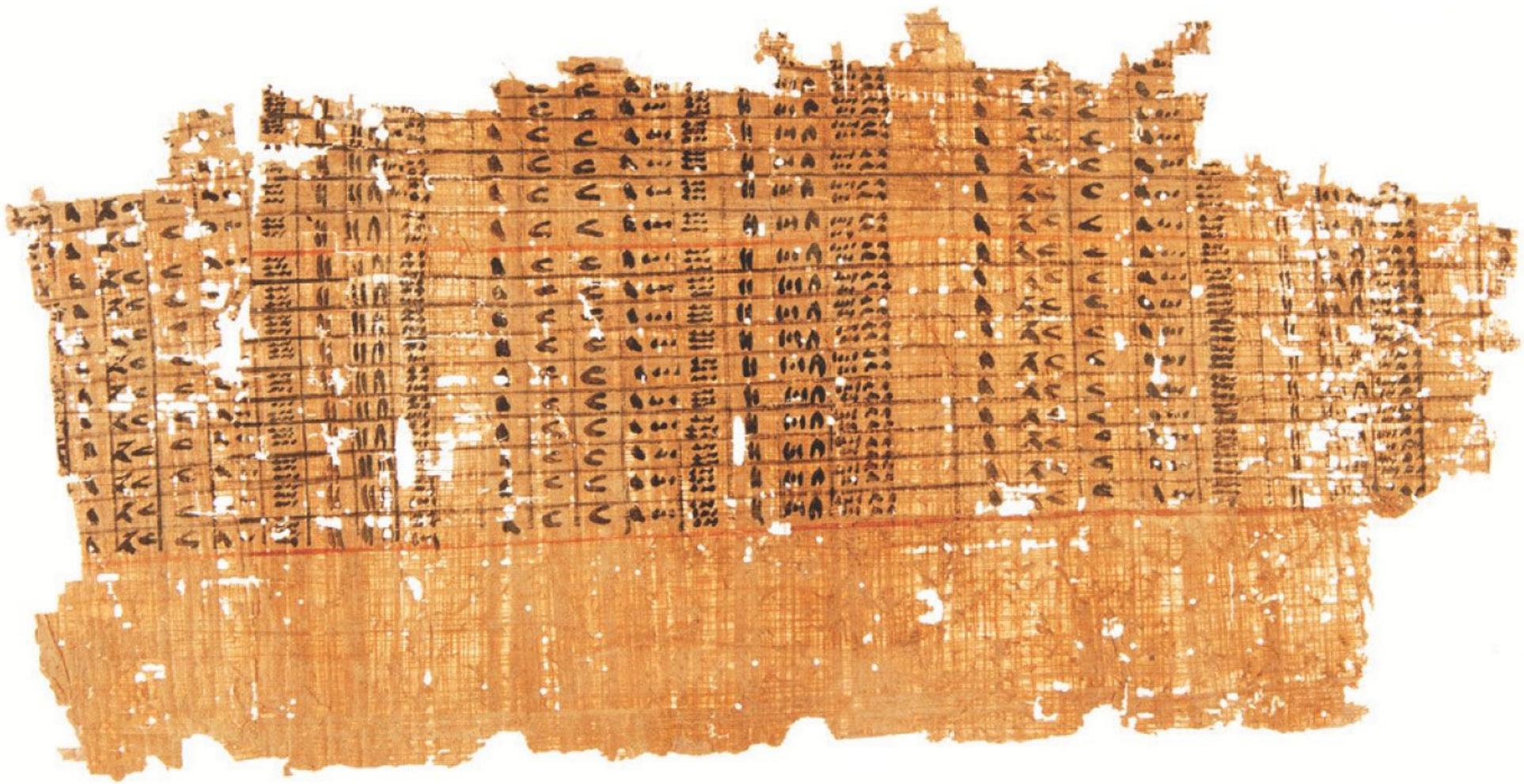
**Why did things take so long?**

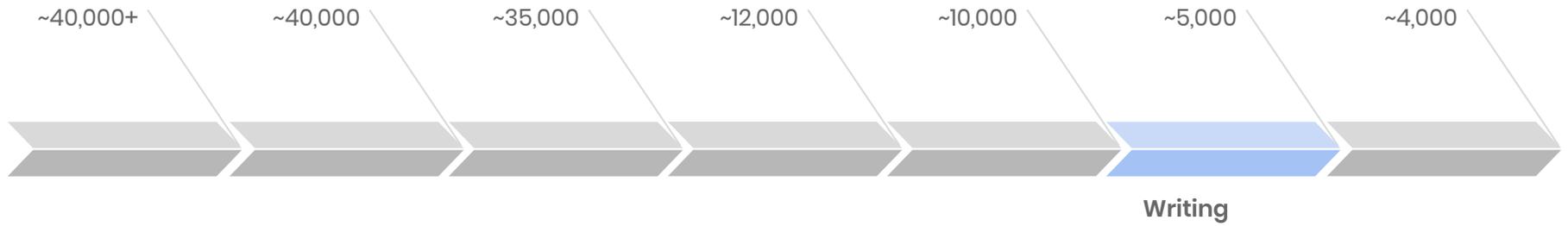
**Having external thinking tools  
is a big deal.**

**Writing is  
recorded  
thoughts**











Gaziantep

Aleppo

Hama

Palmyra

Syria

Syrian Desert

Damaskus

Lebanon

Beirut

Israel

Jerusalem

Amman

Jordan

300 km

Waššukani

Hatra

Assūr

Mosul

Ninive

Kirkuk

Nuzi

Mari

Bagdad

Sippar

Babylon

Kerbela

Kisch

Nadschaf

Isin

Nippur

Uruk

Ur

Lagas

Charax-Spasinu

Basra

Ahvaz

Kuwait

Persian Gulf

Iran

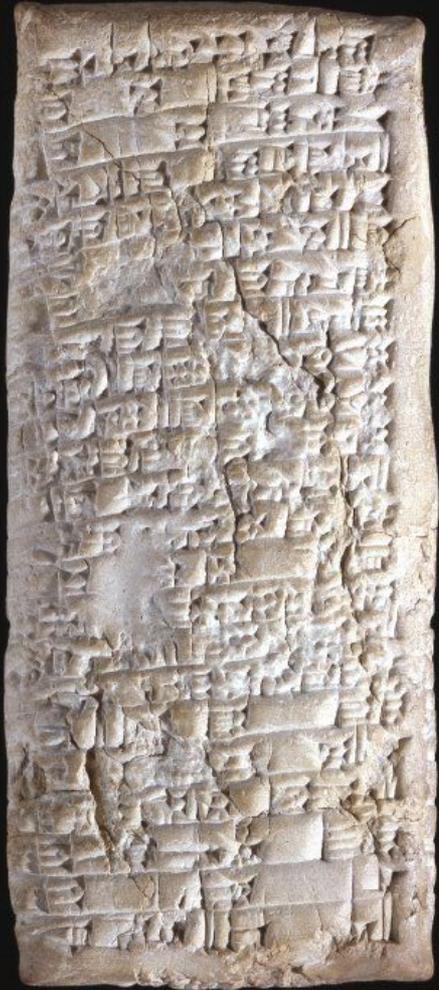
Zagros Mountains

Taurus Mountains

Mediterranean Sea

approximate extent of the Persian Gulf until 5500 B.C.

**The invention of writing lets us know not only what people were doing, but what they were thinking.**



“What do you take me for, that you treat somebody like me with such contempt?”

“I have sent as messengers gentlemen like ourselves to collect the bag with my money (deposited with you) but you have treated me with contempt by sending them back to me empty-handed several times, and that through enemy territory.

“Is there anyone among the merchants who trade with Telmun who has treated me in this way? You alone treat my messenger with contempt! On account of that one (trifling) mina of silver which I owe(?) you, you feel free to speak in such a way.”



**Nanni**

Ur, Iraq

0 friends

1 review

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1750 BC

What do you take me for, that you treat somebody like me with such contempt? I have sent as messengers gentlemen like ourselves to collect the bag with my money (deposited with you) but you have treated me with contempt by sending them back to me empty-handed several times, and that through enemy territory. Is there anyone among the merchants who trade with Telmun who has treated me in this way? You alone treat my messenger with contempt! On account of that one (trifling) mina of silver which I owe(?) you, you feel free to speak in such a way.

Was this review ...?



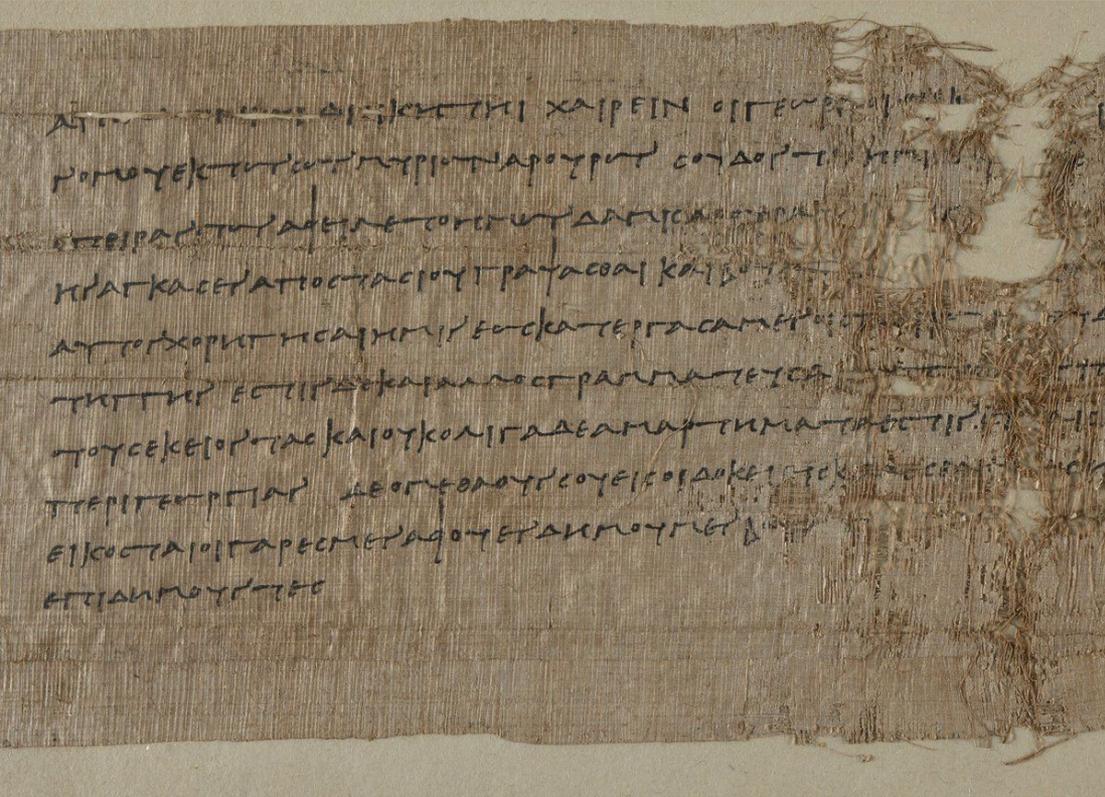
Useful



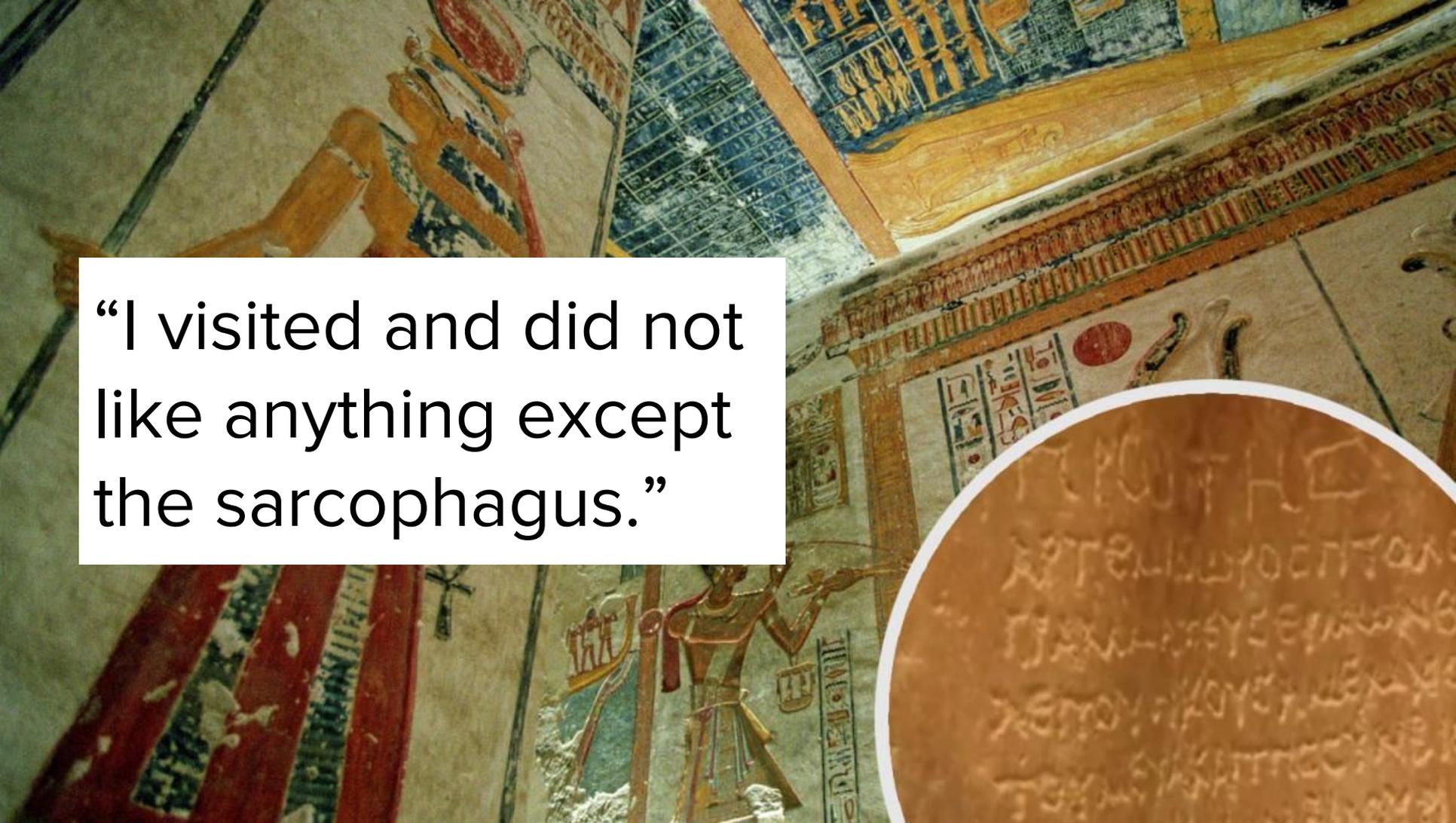
Funny



Cool



“Please call some of us in and listen to what we wish to tell you: There are lots of mistakes here as no one in charge knows about farming.”

The background image shows the interior of an ancient Egyptian tomb. The walls are covered in hieroglyphs and painted figures. A large, ornate sarcophagus is visible in the upper right. The ceiling is decorated with a grid pattern and other symbols. The overall scene is dimly lit, highlighting the textures and colors of the ancient masonry and paint.

“I visited and did not like anything except the sarcophagus.”





CAVE CANEM

EVENE

INTEVA

CONIOM C I P IVIR DR P

CEVASE VINDVM  
UNID NELLENS ROC

GLOI LIVALEV CVIL NED DR O









**People  
don't  
change**

“I cannot forbear carrying my watch in my hand in the coach all this afternoon, and seeing what o’clock it is one hundred times, and am apt to think with myself, how could I be so long without one; though I remember since, I had one, and found it a trouble, and resolved to carry one no more about me while I lived.”

Samuel Pepys, 1665





**Dana Schwartz** 

@DanaSchwartzzzz

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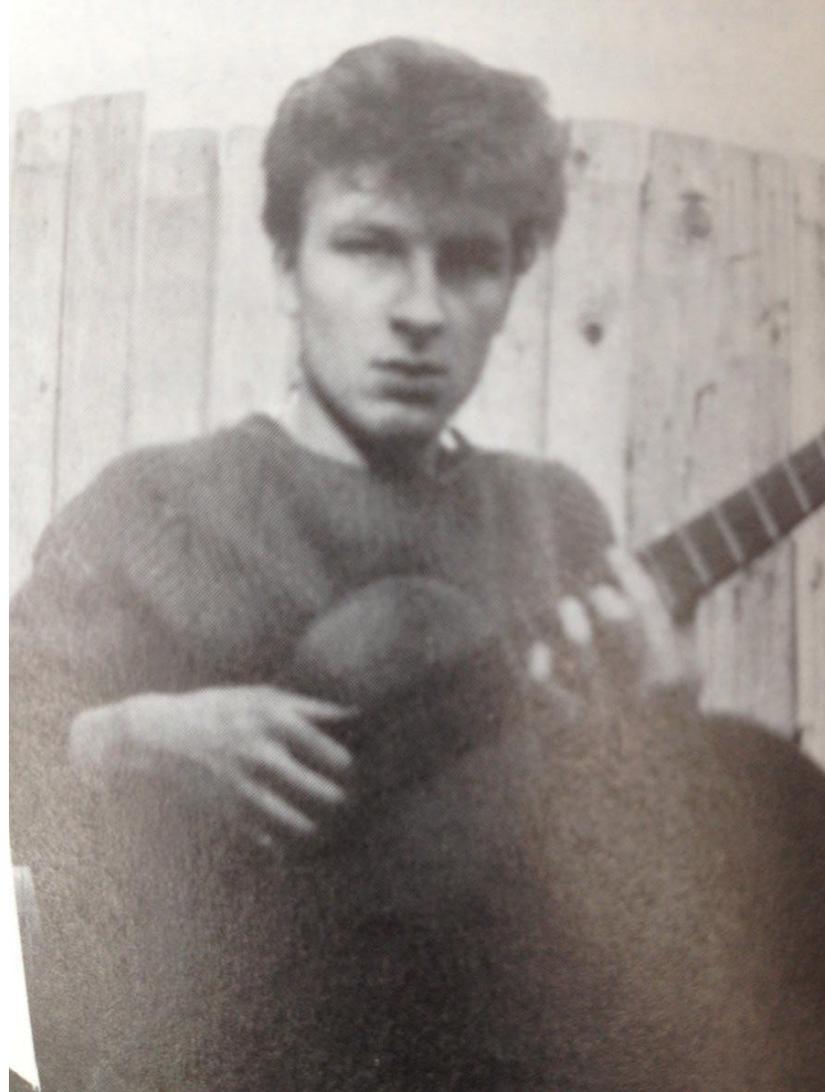
Ugh kids so narcissistic with their "selfies" I miss the good old days when people commissioned 8 ft tall oil portraits

11:50 pm - 9 Apr 2016



**Technology  
matches desires,  
not makes them.**

“Selfie took in 1958.  
Put a house brick on  
a box camera. Lined  
it up. Tied cotton to  
the camera clicker &  
my toe.”







I AM THE QUEEN

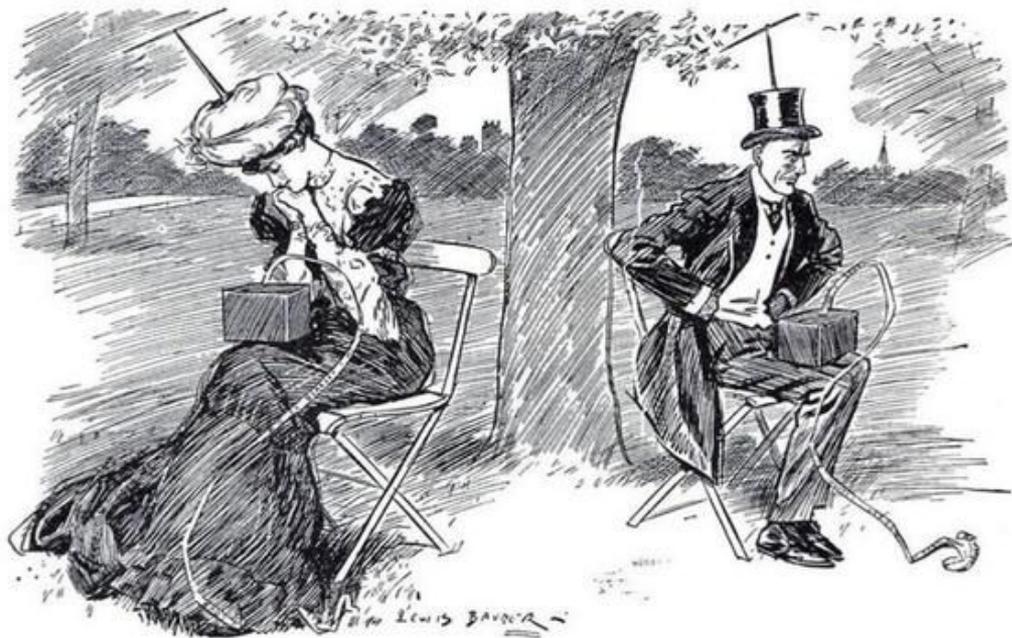








**Human universals:  
playful, scientific,  
legislative, epicurean,  
clandestine, gossipy.**



DEVELOPMENT OF WIRELESS TELEGRAPHY. SCENE IN  
HYDE PARK.

*(These two figures are not communicating with one another. The lady is receiving an amatory message, and the gentleman some racing results.)*

(1906)

© 2013  
P. Polo.  
6-15-13





“This invention [writing] will produce forgetfulness in the minds of those who learn to use it, because they will not practice their memory.”

Socrates, ~410BCE

“In so far as the broadcasting adds to the general welter, it may fill us with foreboding.”

Hilda Matheson, 1933

“Students today depend on paper too much. They don’t know how to write on a slate without getting chalk dust all over themselves.”

Unknown principal

“Why doth solid and serious learning decline, and few or none follow it now? Because of coffee-houses, where they spend all their time.”

Anthony Wood, ~1670

# Walkmans a menace?

## Walkman ban okayed

WOODBIDGE, N.J. (AP) — Motorists, pedestrians and cyclists who tune in to portable radios and tape players with lightweight headphones are also tuning out traffic hazards, says the Township Council.

*Will Personal Headphones  
Lead to a World of Silence?*

**Personal Stereos Causing Considerable Furor**

**'Let's ban the Walkman'**

1840

THE MODERN BOOKWORM IS TOO BUSY *READING* ABOUT THE WORLD TO *LOOK* AT IT.



1880

NO ONE *TALKS* ANYMORE—WE TAKE OUR DAILY NEWSPAPERS IN SILENCE.



1910

THE MAGAZINE IS DESTROYING CONVERSATION. WE EVEN READ AS WE WALK!



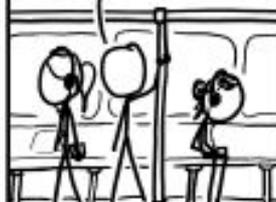
1960

TELEVISION HAS PUT AN END TO FAMILY DISCUSSION.



1980

THANKS TO THE SONY WALKMAN, ANTI-SOCIAL ISOLATION IS NOW THE NORM.



2015

WE'VE BECOME TOO ABSORBED IN OUR PHONES TO NOTICE THE-

*DUDE. IT'S BEEN TWO CENTURIES. TAKE A HINT.*



# History and the future

IS THERE A FULL MOON  
EVERY NIGHT IN ACAPULCO?

Phone call -

H. K. 10-6-61

Are Plato, Aristotle and Socrates one and  
the same person ?

Tel. question Nov. 24, 1950 JE

What kind of an apple did Eve eat?

Telephone request  
NB 9.28.56

Why do 18th century English paintings have so  
many squirrels in them, and how did they tame  
them so that they wouldn't bite the painter?

10.76

**You can't be a  
futurist without  
being an  
historian.**



**Benedict Evans** 

@BenedictEvans

Following



Everything I've done in my career has ended up building my understanding in some way, but I still often feel my history degree was the most important part.

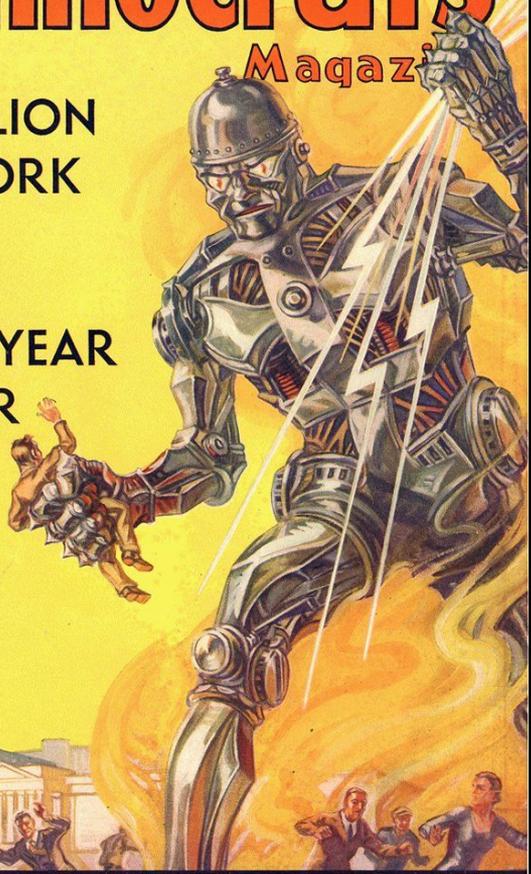
5:40 pm - 13 May 2018



15 CENTS

# The Technocrats' Magazine

THIRTY MILLION  
OUT OF WORK  
IN 1933—  
OR  
\$20,000 A YEAR  
INCOME FOR  
EVERY  
FAMILY—  
WHICH?



EXPLAINING TECHNOCRACY  
A REVOLUTION WITHOUT BLOODSHED

**“We humans tend to repeat our biggest social mistakes when they slip out of living memory, which means they recur on a time scale of seventy to a hundred years.”**

**Charles Stross**



**Medieval Death Bot**

@DeathMedieval



John de Waltham, struck upon his head with malice in  
1322 by John Myng in the lane called "Shitebournelane"

8:37 AM · Aug 28, 2018



**Medieval Death Bot**

@DeathMedieval

Following



Cristina de Menstre, stabbed to death in 1301 by William le Sawiere when she refused to spend the night with him and attempted to flee.

6:37 pm - 16 Jun 2018

**“Technology reflects the values of the societies in which it’s deployed, and can’t fix problems that a society is unwilling to fix within itself.”**

**Nanjala Nyabola**

A close-up photograph of Mark Zuckerberg, the founder of Facebook, speaking at a conference. He is wearing a dark grey t-shirt and a small earpiece. The background is a blurred green and blue pattern. Overlaid on the left side of the image is a quote in white, bold, sans-serif font with a black drop shadow.

**“Facebook has  
been a useful  
instrument for  
those seeking  
to spread hate.”**

**“The four most expensive words  
in the English language are ‘this  
time it’s different’.”**

**Sir John Marks Templeton**



**Thanks  
for listening**