

Hybrid Society: What Will Come Next After Covid-19?

**Professor Emeritus and GSM
Distinguished Professor
Kyoto University**

Kiyoshi Kobayashi

Driving forces for new work-life balance

Diversity of value systems

Diversity of life styles

Platform society

SHOCKING FACTS ABOUT THE MILLENNIAL GENERATION



Millennials are the generation born between 1982 and sometime in the early 2000's.



Approximately **10,000** Millennials turn 21 everyday in America.

The Millennials are the largest generation on our planet.

A pyramid diagram with three levels. The top level contains one person icon. The middle level contains two person icons. The bottom level contains three person icons. The pyramid is set against a white background with a red border and a yellow scalloped top edge. Below the pyramid, the text reads: "The Millennials are the largest generation on our planet."

DIFFERENCES BETWEEN

MILLENNIALS

&

BABY BOOMERS

- Tech-Savvy
- Actively engage in social media
- Learn by exploring
- Want continuous feedback
- Expect and demand instant gratification
- Committed to their personal learning and development
- Are lifelong learners

- Uneven relationship with technology
- Great team players
- Need clear and concise job expectations, and will get it done
- Expect everyone to be workaholics
- Hard working and productive
- Self - sufficient
- Paying attention isn't really a problem- great attention spans

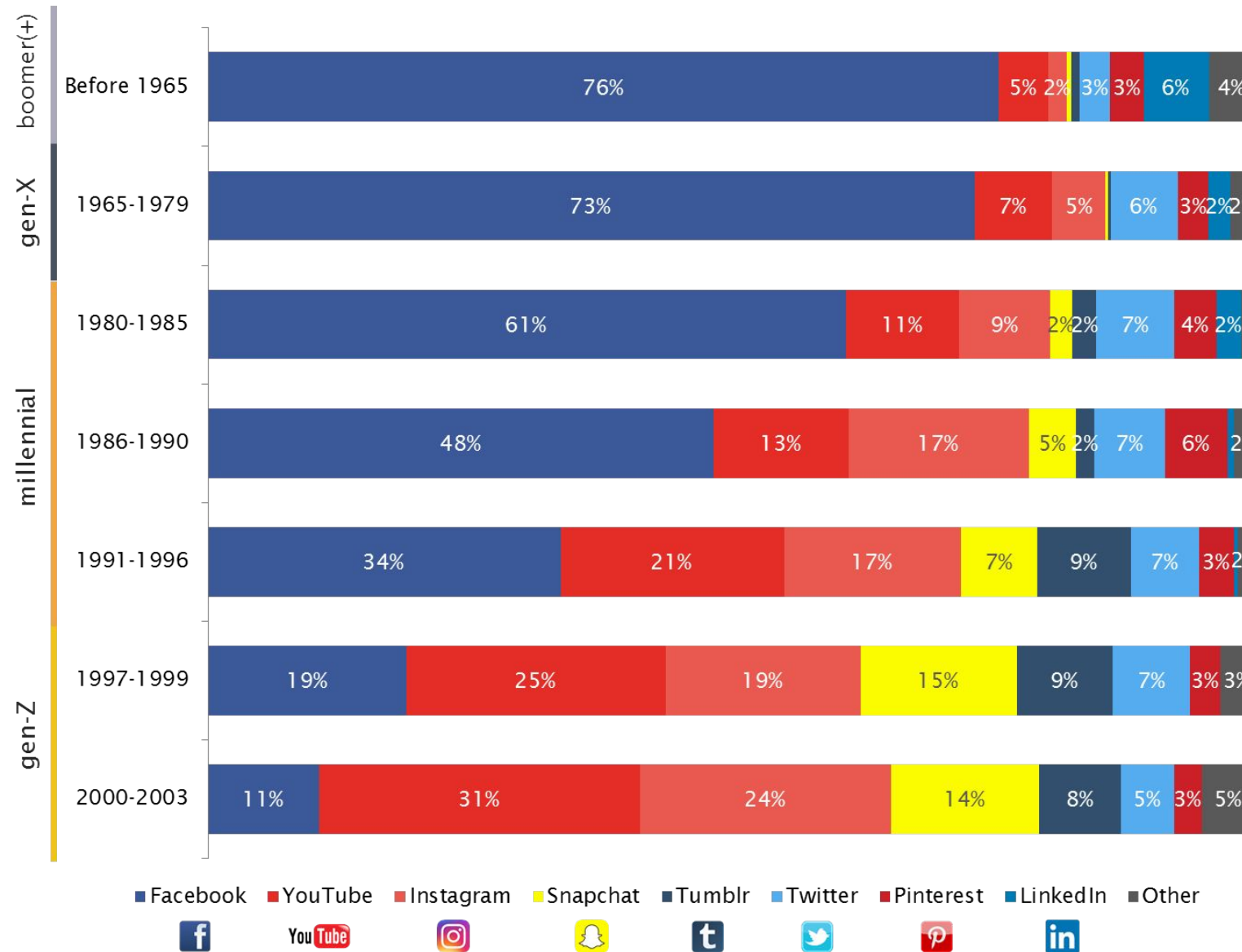


SHIFT

DISRUPTIVE LEARNING



Favorite social media platform by birth-year (2016)



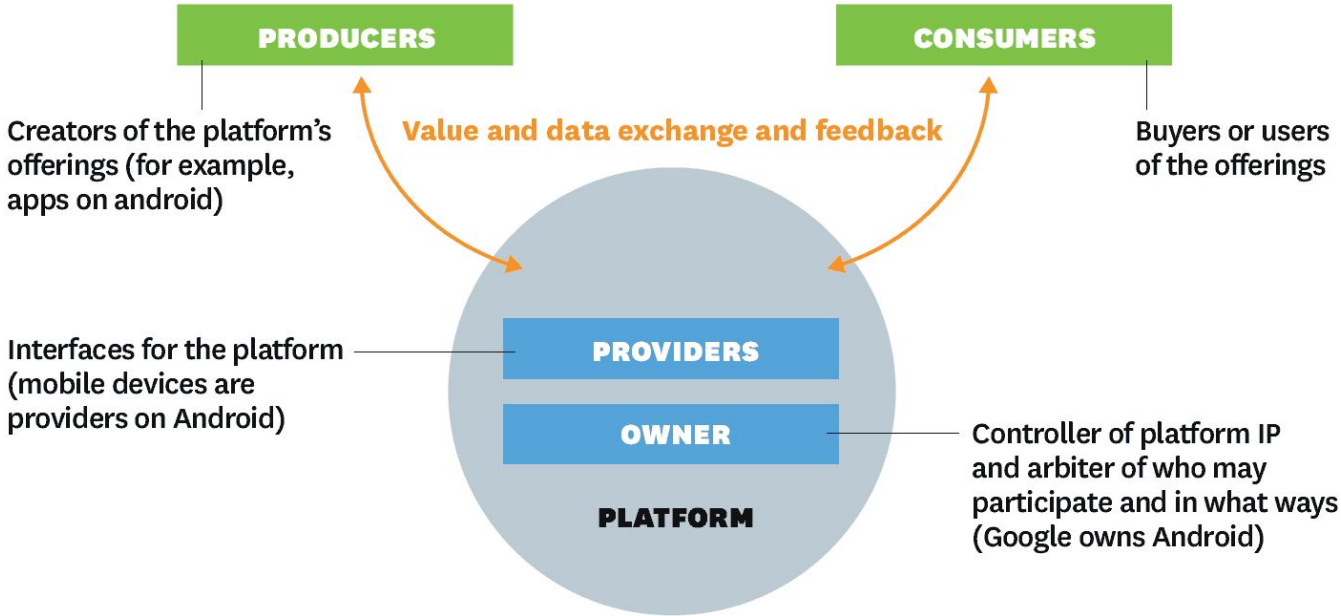
Source: genYZ segmentation study preliminary results Aug. 2016 (n=4,298)

Platform economy

- Credit cards, Membership club
- GAFA (Google, Amazon, Facebook, Apple)
- DMO, Cookpad . . .
- MaaS

The Players in a Platform Ecosystem

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but may shift rapidly from one role to another. Understanding the relationships both within and outside the ecosystem is central to platform strategy.

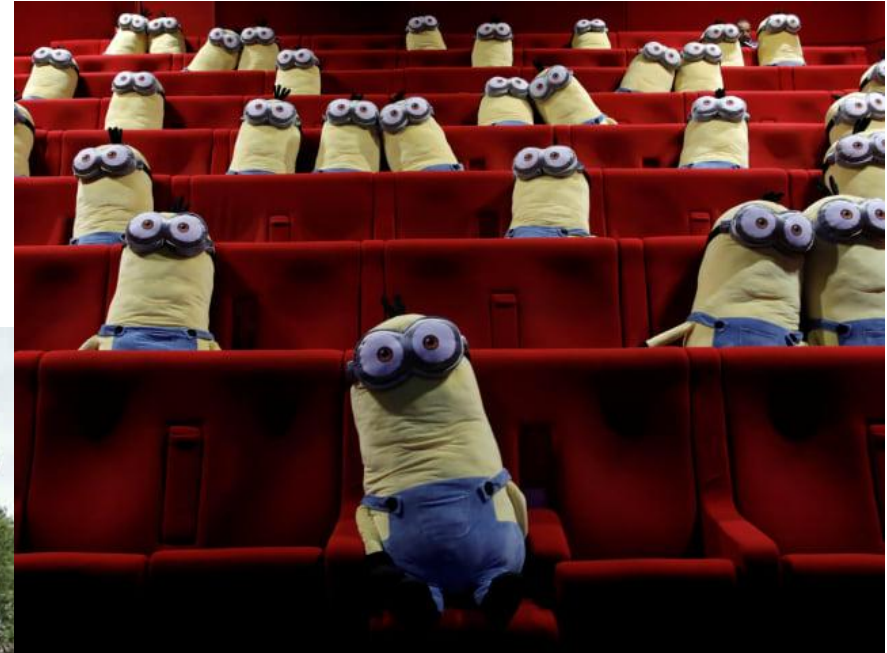


SOURCE MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY FROM "PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY," APRIL 2016

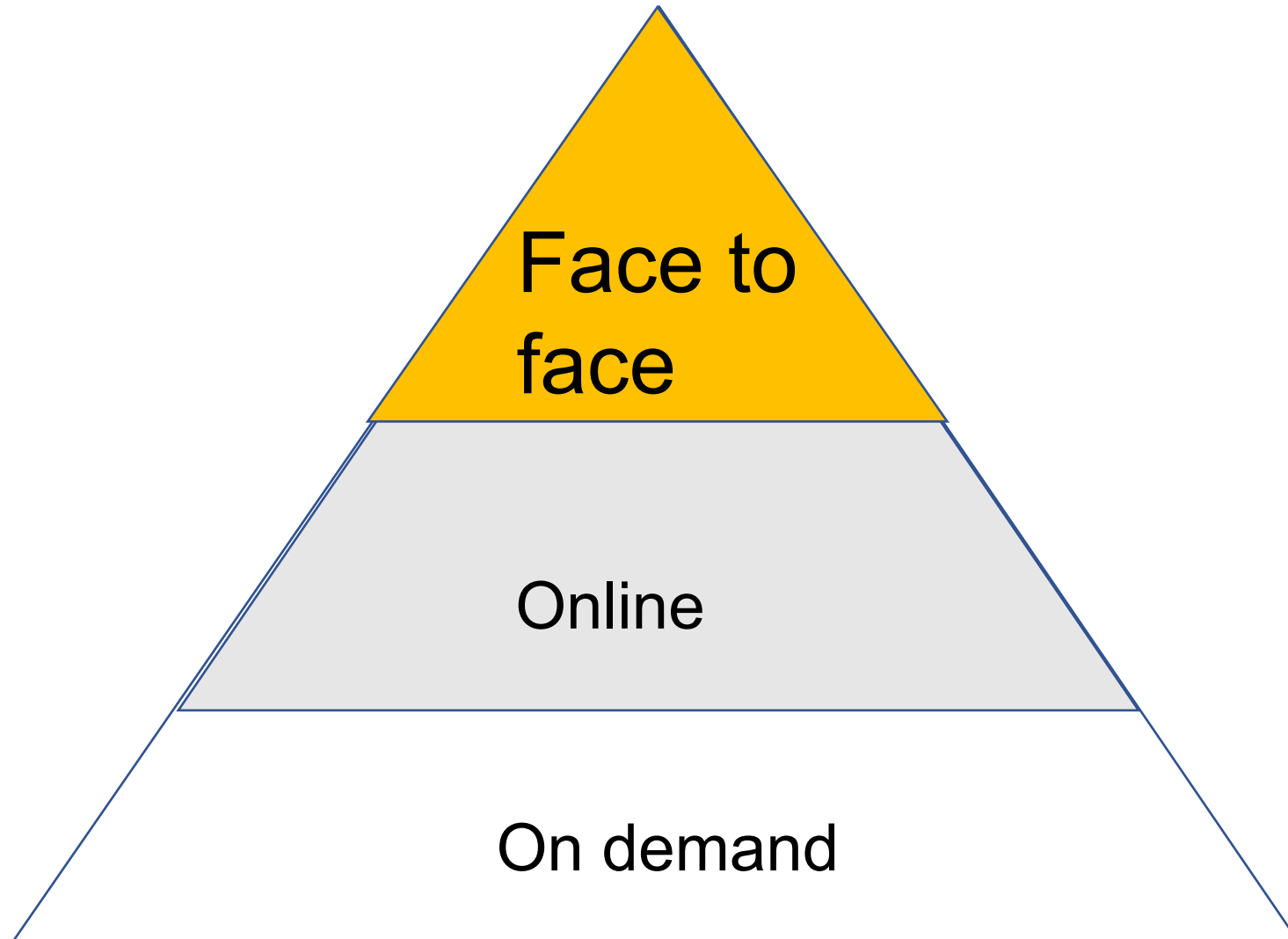
Traditional platform

- two-side matching (network externality)
- strong path dependency
- standardized commodities (time and place)
- lack of platform of platforms (Line)

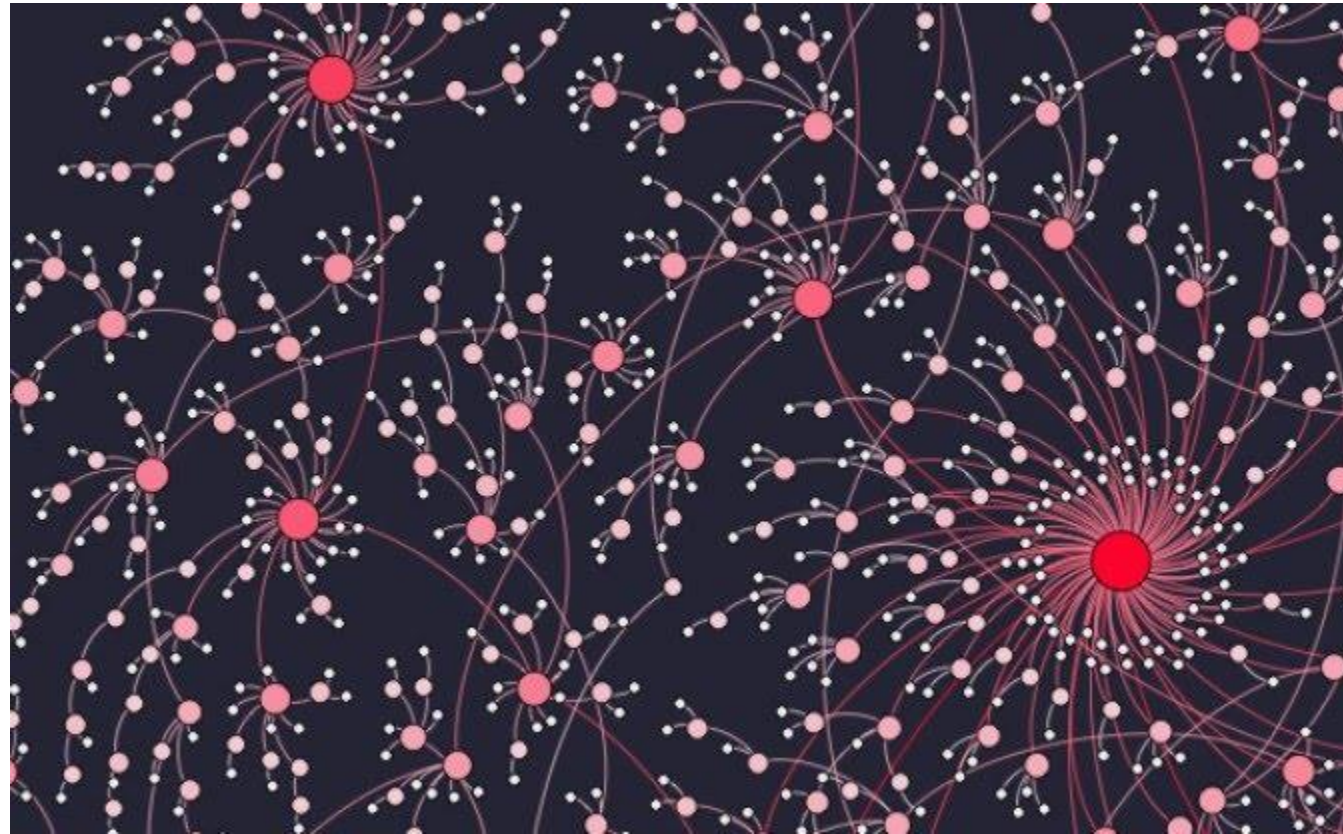
Social distancing



The Pyramid of Communication Modes



Clustering human networks



Reimagine Work



CORNERSTONE INSIGHTS

Cornerstone
ON DEMAND Empowering People

New infrastructure technology

- On Line technology
- IoT (Internet of Things) IPv6
- Metaverse
- platform of platforms

The Logic of Urban Capitalism

Excessive diversity and instability on the African continent. Different tribes have different living techniques. The ecology of the African continent is changing rapidly. Tribes that rely on specific life skills are forced to move through space in response to ecological changes. There is a fundamental cause for the establishment of spatial mobility and exclusive tribalism.

Tribal societies with mandated spatial mobility have no incentive to invest fixed capital in space. Africa's unique ecology, inseparable spatial mobility of Africans, and exclusive tribalism have hindered investment in infrastructure and accumulation of urban capital over a long history.



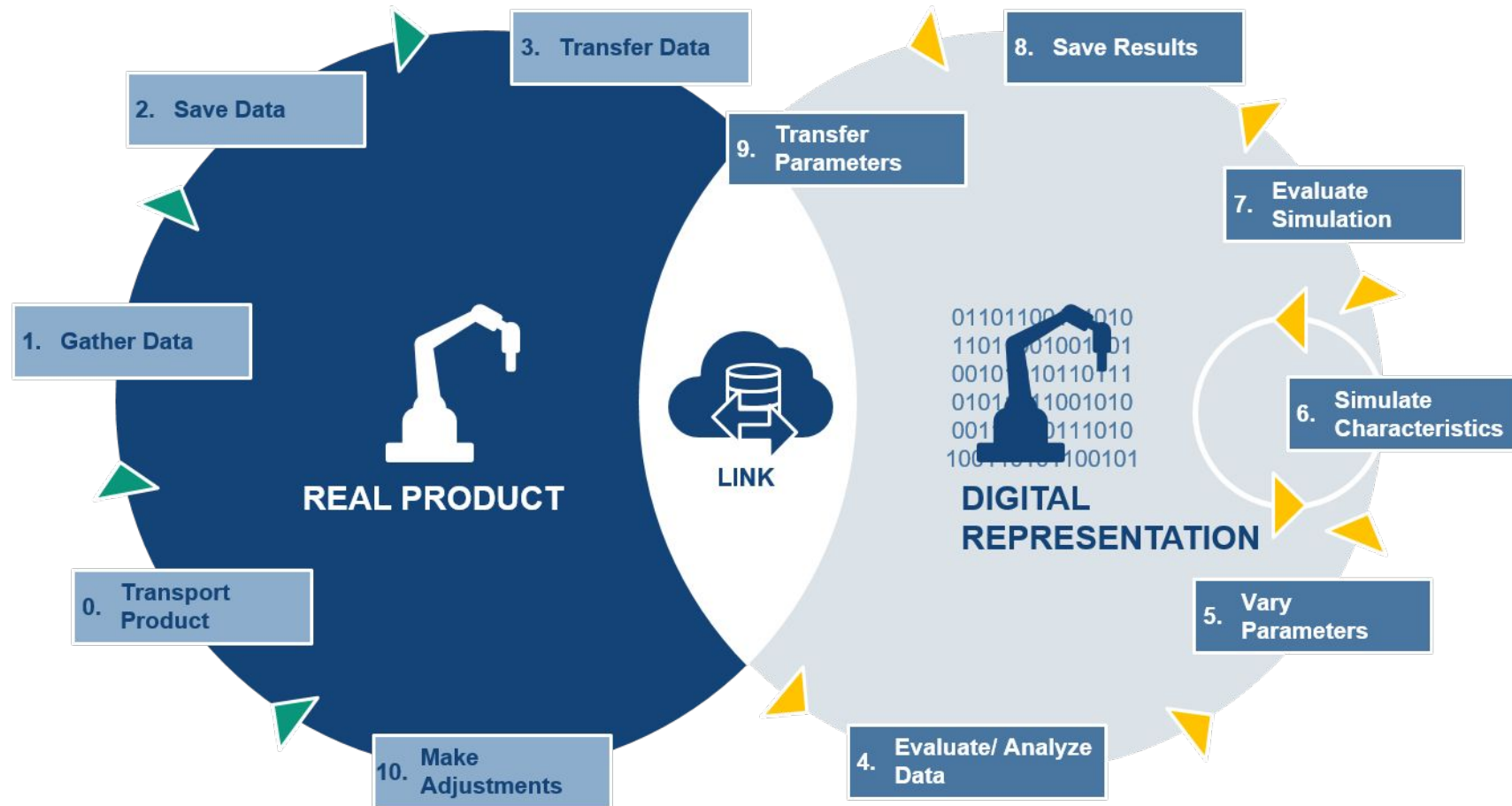
Dilemma in Affluent society

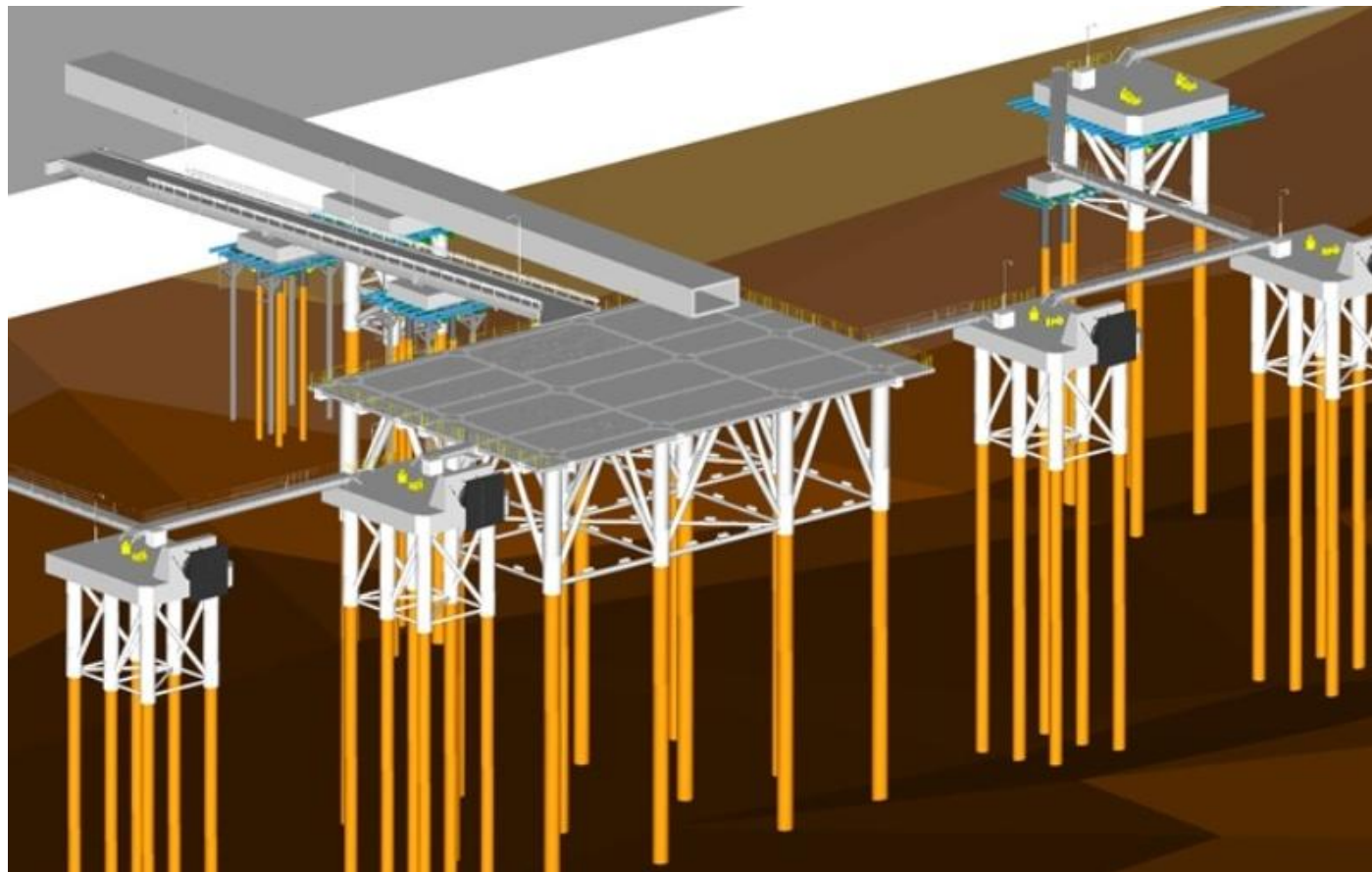
- Simultaneous in-house domestic consumption
(any leisure consumes time)
- How to increase the possibility of outdoor
simultaneous consumption
Public and collective consumer goods.

Simultaneous Consumption in Public Space



Digital twin





- オレンジ色が鋼管杭、白色が鋼製ジャケットを示す。ソフトウェアはオートデスクの「AutoCAD Civil 3D」や「Revit」を使用。ジャケットの支保工などの構造や寸法を現場で検討するには、操作が比較的容易な米トリプルの「SketchUP」を用いた(資料:五洋建設)



副品
E1

EPSON

EPSON

Hybrid Society: Anyone can be Banksy

Make the virtual space a template and make it accessible to everyone. Graffiti is drawn on the digital twin of the city,

Invite your friends. It is the customization of urban space.

The logic of urban capital is established on the ownership of space.

Virtual space is liberated from ownership. Customization of urban space

LANDIC presents

バンクシー展
天才か反逆者か

BANKSY GENIUS OR VANDAL?

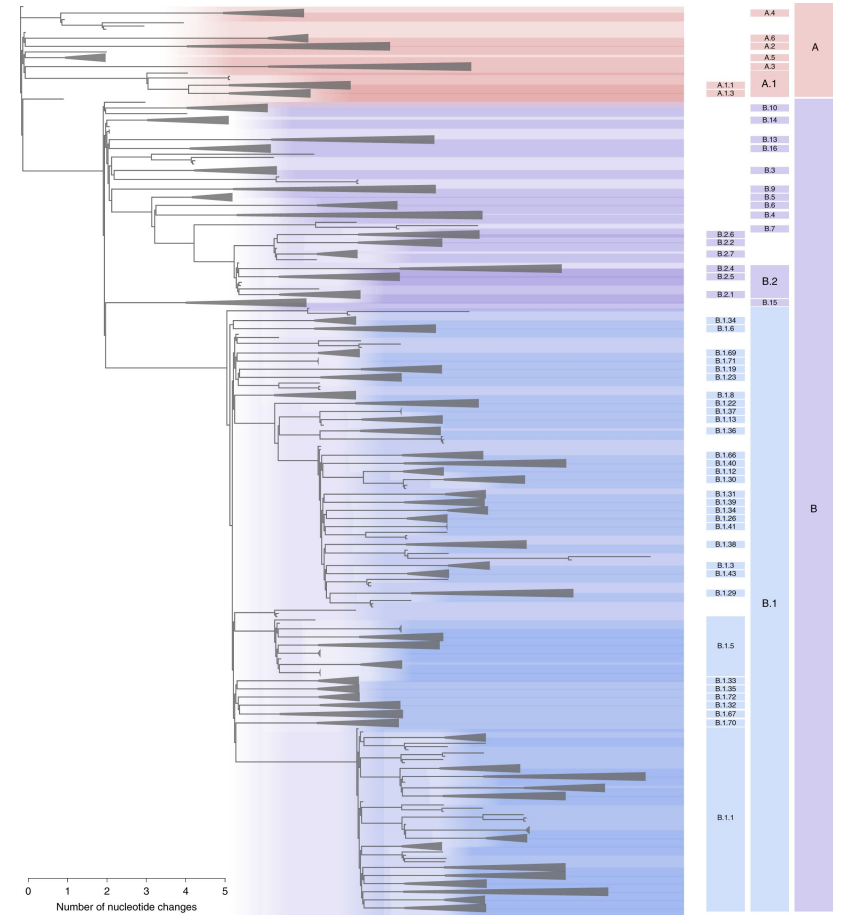
AN UNAUTHORIZED EXHIBITION OF ARTWORKS FROM PRIVATE COLLECTIONS BY ARTIST KNOWN AS BANKSY

100万人動員の展覧会、ついに九州初上陸！



Toward Democratic Platform

- Virtual space management platform
- Virtual space variant management
- Original certification
- Virtual space pattern recognition







13:41

かざ)をやっ
ファミリー
チャンネル



18:16

マイツキー vs セキュリティハウス
まいぜんシスターズ
字幕 819万 回視聴・1 年前

Cybernetic Avatar “Kiyopon”



CA (Hybrid Mind-Body Issues)

Humans now have multiple bodies in virtual space.
CA's body can do more than its own physical ability.

Level 1: A body that draws out your abilities and potential

Level 2: A body that can parallelize itself and perform different actions

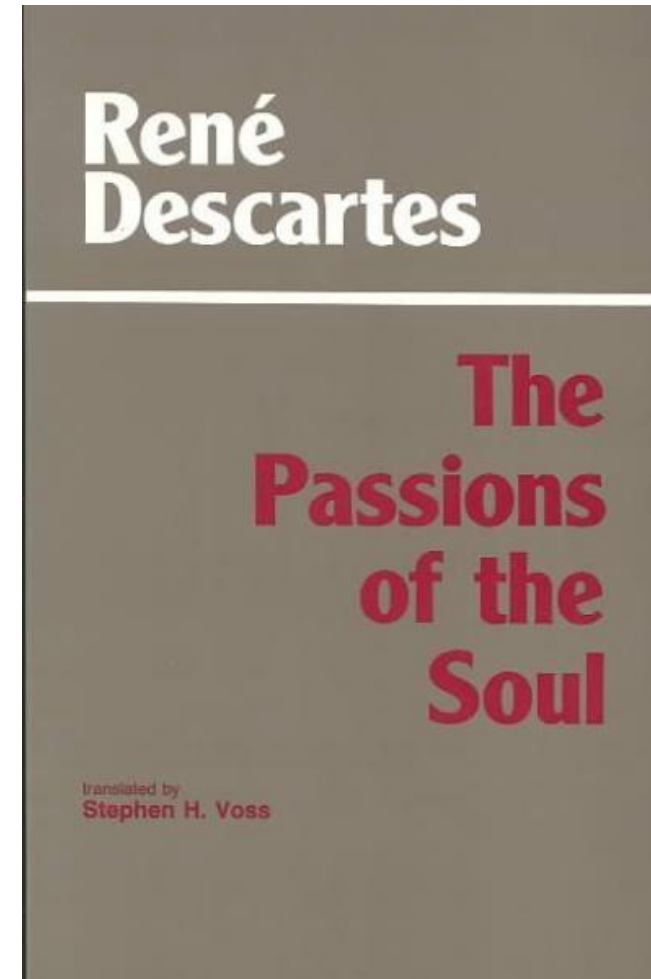
Level 3: A body that can take in the skills of others and surpass one's own abilities

Hybrid mind-body problem

"In what kind of mechanism is the self reconfigured?"

"Rights and Responsibilities for Actions Inflicted by CA"

"Can we share each other's experiences and skills while guaranteeing the independence of people?"



Hybrid Mind-body Problem

- Human behavior in real space is constrained by physical conditions. Ultimately, it is the individual in the real space who collects and controls the information on CA's behavior in the virtual space. Individuals in real space are bound by time constraints. What supports the flexibility of action in real space is the capital and various infrastructures in real urban space. Of course, the capital accumulated in the real city space can become the infrastructure of the Metaverse space as a template for the virtual space. However, due to the existence of physical constraints in real space, the degree of freedom of human behavior in the hybrid world is secured by capital formation in real space.

Gap analysis

- Real worlds
- potential evaluation (through big simulation)

Urban Capability

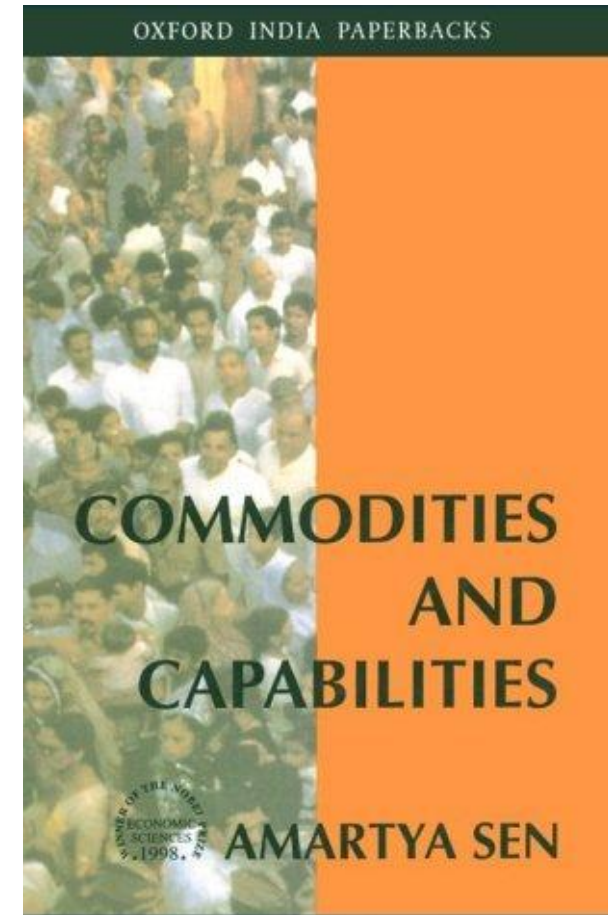
well-being is a matter of what people can do and be. (A. Sen)

What can a person do? For example, a single parent with a handicapped child and a healthy young man. Even if they have the same type of a car, there is an overwhelming difference in how you can live with it. A major paradigm change to look at urban spaces.

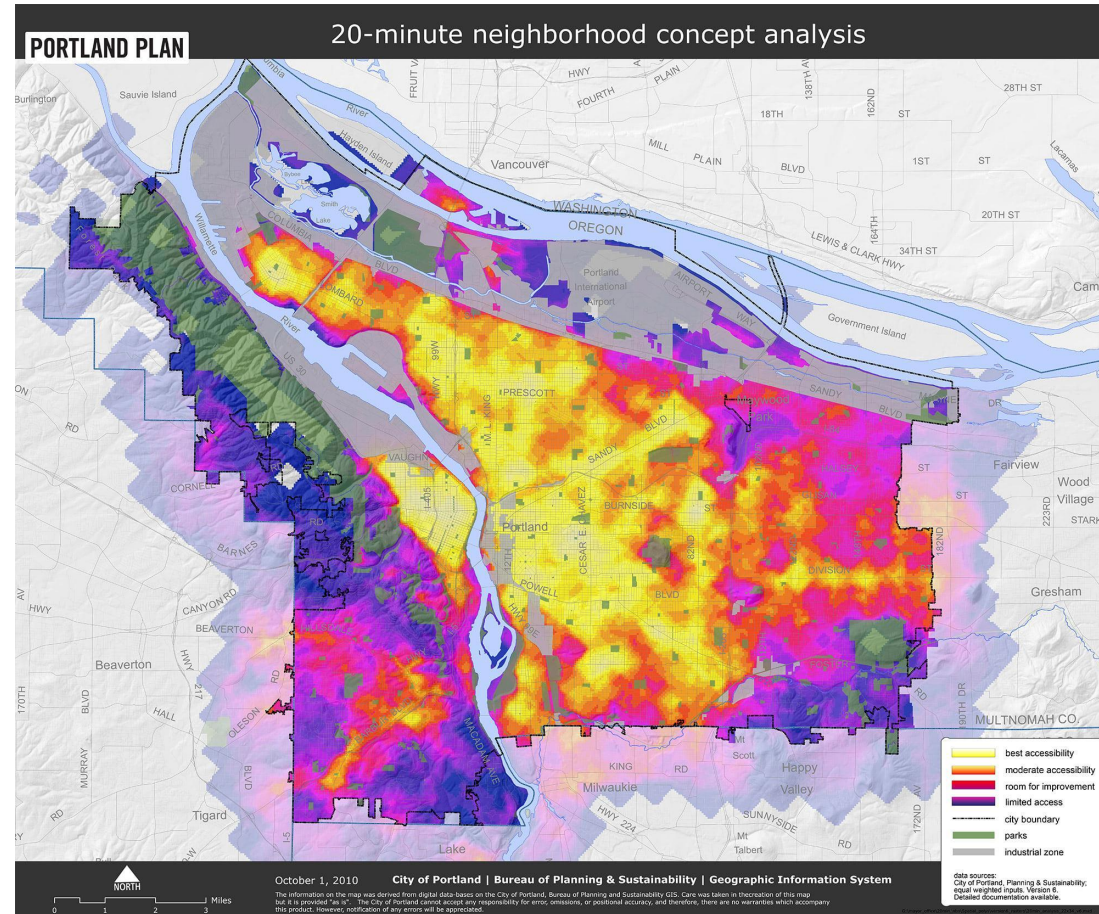
To realize an urban space where people can carry out various ways of life with the support of advanced technology. That is the philosophy of incisive smart city.

Matching people's needs with urban services. We have to create an urban organizational platform that will make that happen.

Digital divide (Exclusion)

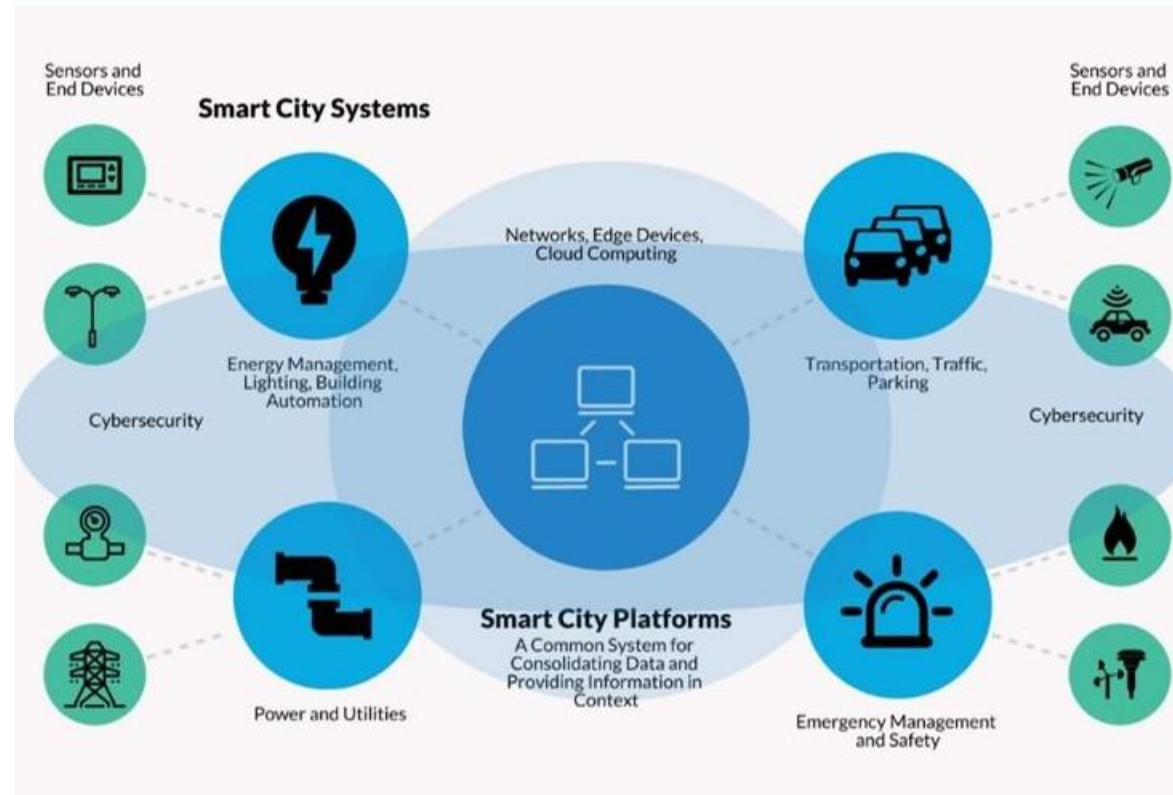


Urban Capability: Evaluation and planning decision support



Neighborhood city:
Portland

Platform for Platforms (p4p)



Integration vs Coordination

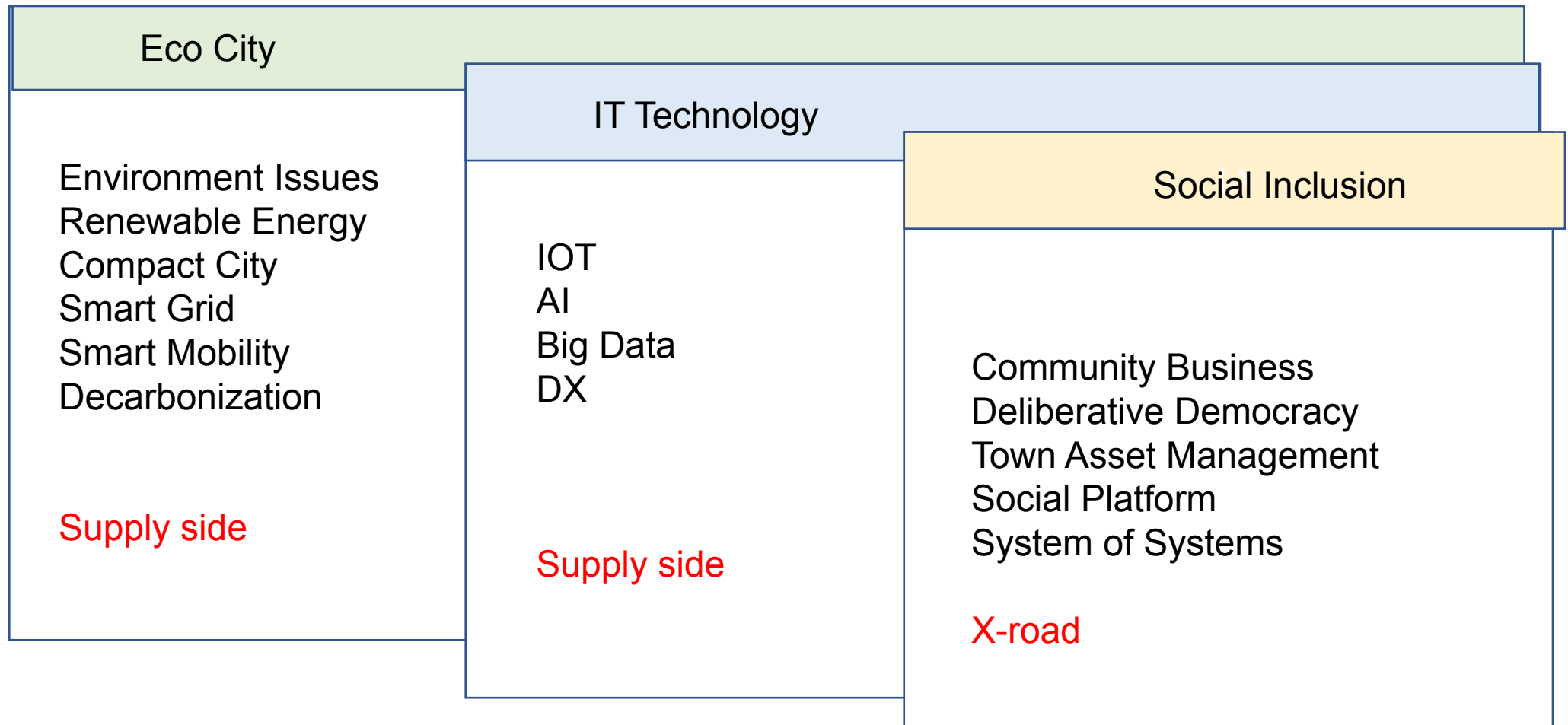
- System Integration (Optimization) AI, Big data,
Boundary of a system

- System of Systems (Coordination)

Rules as **greatest common divisor**,
(**min-max principle**)

Visions as **least common multiple**

Smart City: Concepts



Entrepreneur Approach

- Private sector and VA designing and plan new idea of policy or planning under the collaboration with government.
- Utilities of Partnership-oriented entrepreneur approach (Saidel, 1989)
 - Reduction of time cost
 - Innovation of government service
 - Easy of tailoring programs
 - Detection of potential client
- Benefit of Partnership-oriented entrepreneur approach
 - It enable government use the knowledge and technology accumulated by private sector and VA through entrust the service of government to private sector and VA.
 - Government faces difficulty to legitimize the reason to provide specific service for an individual or a community due to **impartiality principle**.
 - VA involvement is useful for finding structure of individual and context-dependent problem and its progressive resolution

Regional Learning

- Regional Learning
 - Citizen participation approach : gives a chance for citizen to learn
 - Stakeholder approach : induces behavior change of stakeholder by education (Is enlightenment justifiable?)
 - Entitlement approach : gives a chance to residents involving public service production and policy planning
 - It is necessary to give some resource and decision making discretion for public service planning and production to voluntary association and residents
 - It is necessary to require accountability of voluntary association and residents
 - Joint creation, coprovision, cofinancing
- Condition for joint creation (Brudney, 1992)
 - Citizen participation is necessary
 - Participation is necessary sound
 - It should be collaboration, not custom
 - Active participation, not passive
 - Taking group relationship into institution
 - No relationship with specific individual and association