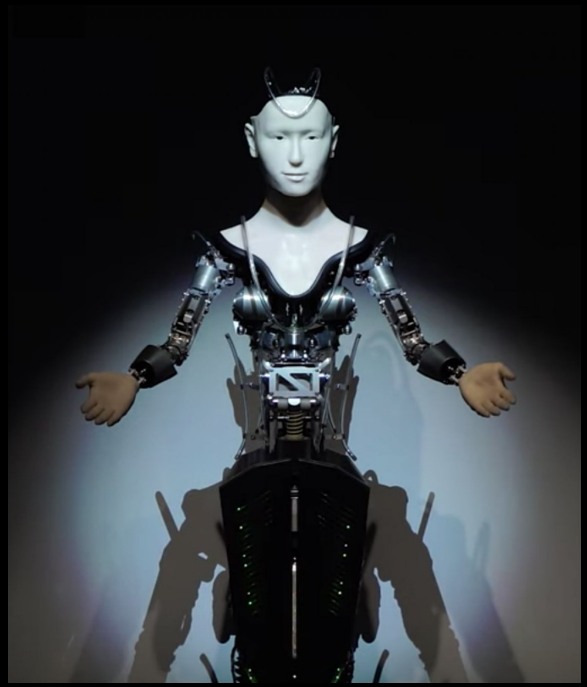
AUTOMATTIC

Who Do The Robots Work For?

Dave Lockie
Automattic

Credit: https://animalia.bio/white-cheeked-gibbon/x

What is a robot anyway?



Credits: https://techbit.pt/aproveite-xiaomi-robot-vacuum-x10-com-base-promocao/, https://wetried.it/tesla-model-3-refresh/, https://www.newsweek.com/mindar-robot-buddhist-japan-1458581

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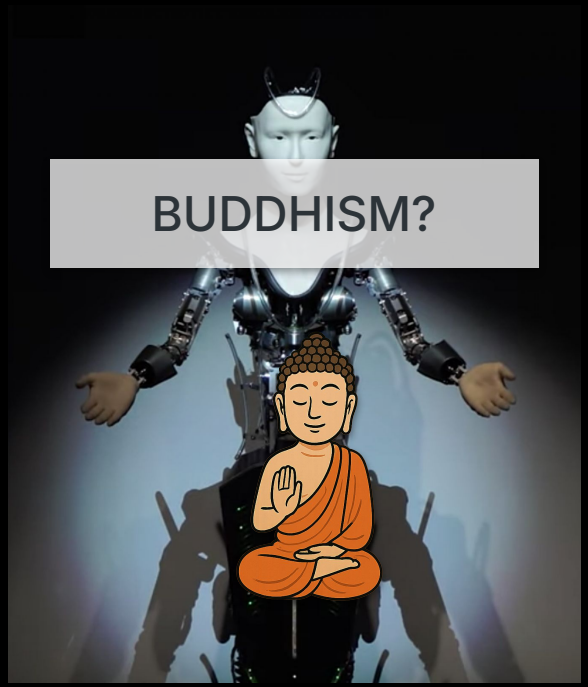

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Who does AI work for?

Sir Tim Berners-Lee at SXSW 2025

Credit: https://sunnewsaustin.com/2025/03/23/an-ai-that-knows-you-better-than-you-know-yourself/

Person → People →
AI → Robots

We exist in the middle of very large, complex systems that we do not fully understand... this reduces our agency; it makes our every action deeply precarious

James Bridle

Credit: https://en.wikipedia.org/wiki/James_Bridle

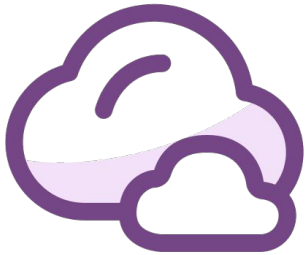
AUTOMATTIC

Game time!

Time to get your phones out and open up slido.com in your browser of choice.

Credit: https://www.youtube.com/watch?v=aNPPFdjGx2E

Do not edit
How to change the design



What word comes to mind with DREAM / BREAK / LIGHT?

Presenting with animations, GIFs or speaker notes? Enable our Chrome extension

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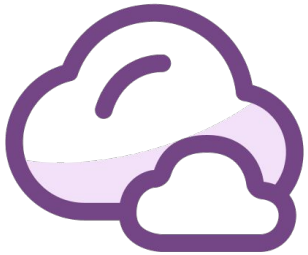

What word comes to mind with CAKE / SWISS / COTTAGE?

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Credit: https://www.youtube.com/watch?v=UfcAVejslrU

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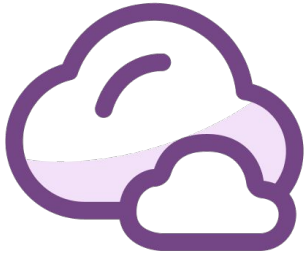

What word comes to mind with FISH / MINE / RUSH?

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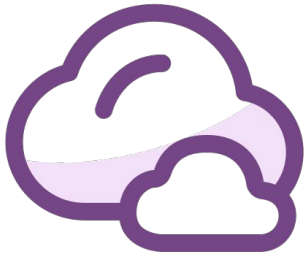

What word comes to mind with HIGH / DISTRICT / HOUSE?

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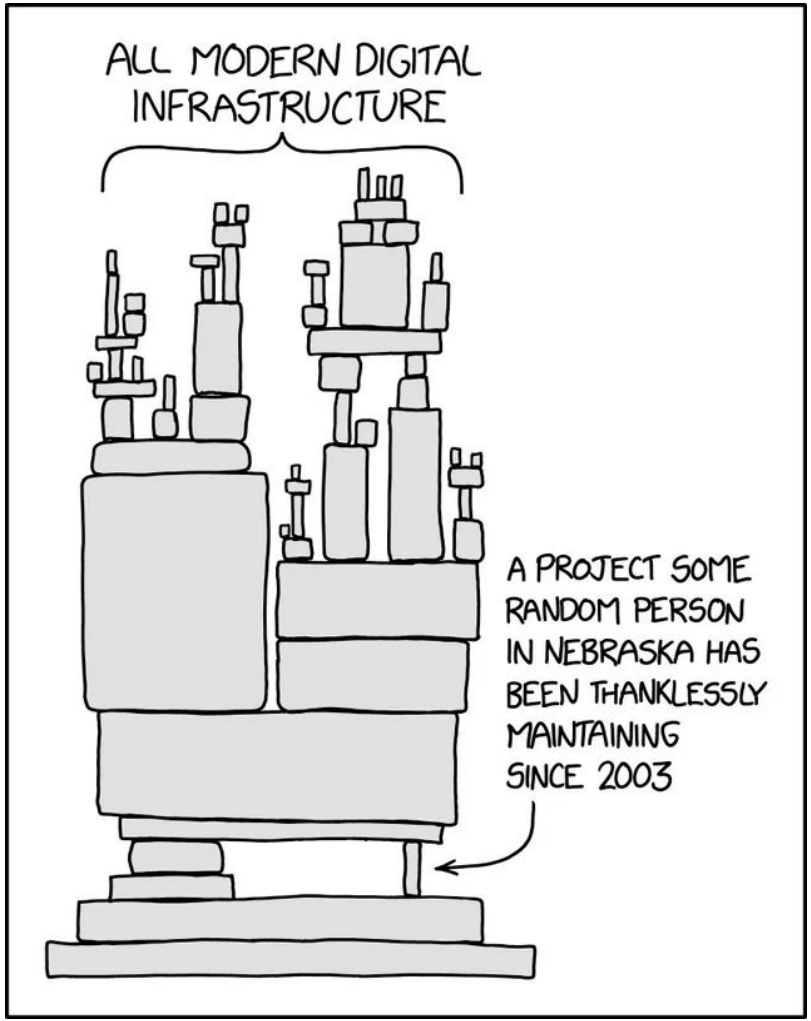
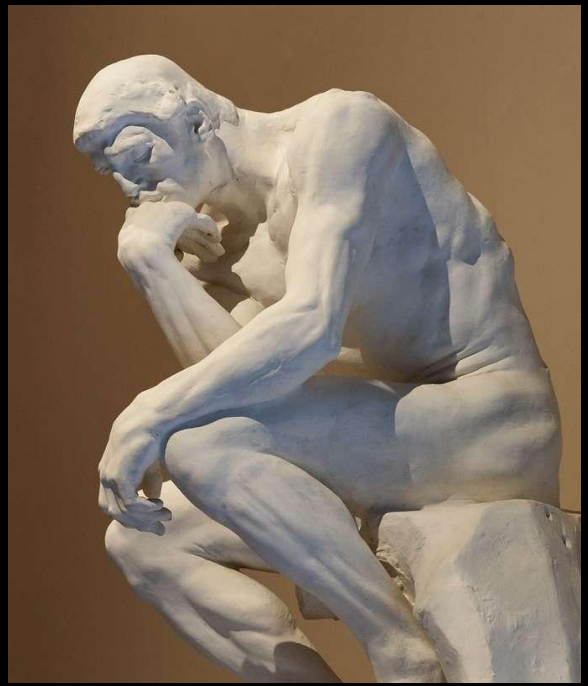
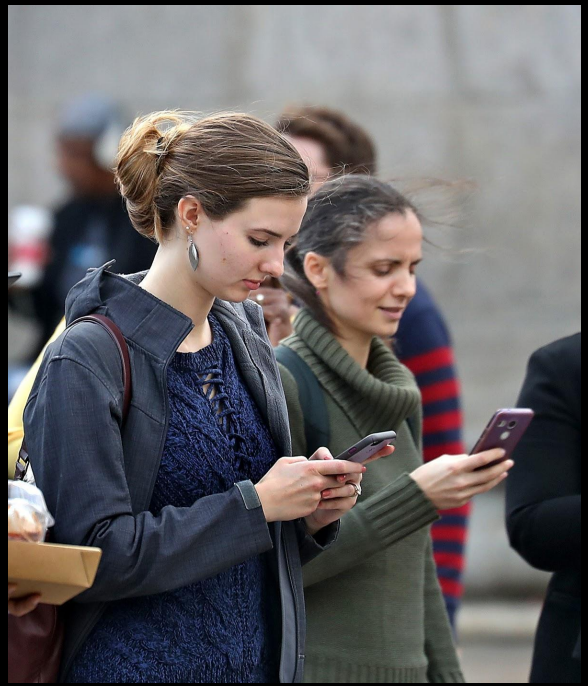
State determines creation

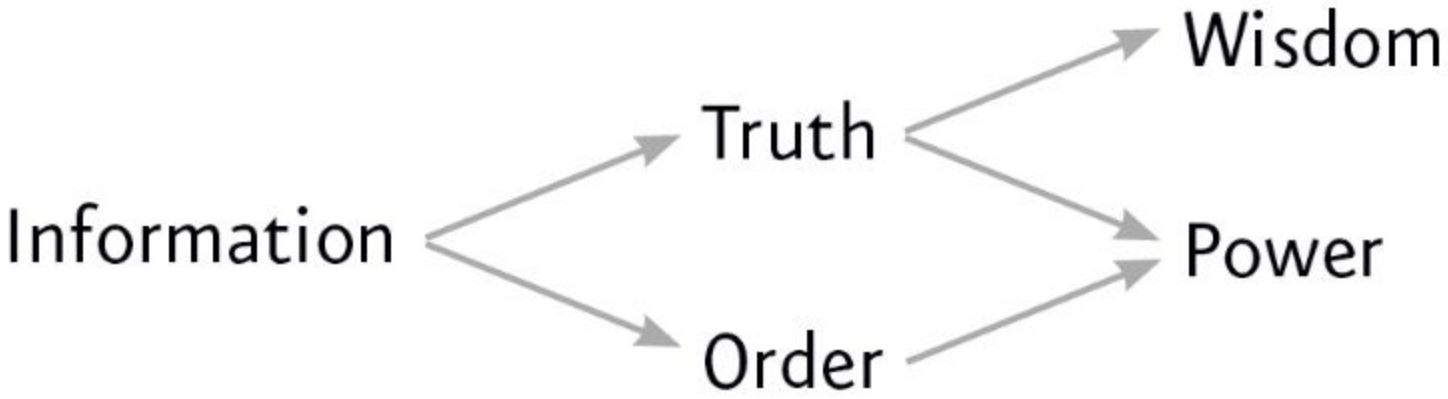

ALL MODERN DIGITAL INFRASTRUCTURE
A PROJECT SOME RANDOM PERSON IN NEBRASKA HAS BEEN THANKLESSLY MAINTAINING SINCE 2003

Self → Superego → Hyperego





Credits: https://www.needpix.com/photo/1613928/yoga-pose-exercise-woman-female-fitness-lifestyle-person-meditation, https://picryl.com/media/the-thinker-by-auguste-rodin-grand-palais-paris-13-july-2017-60daa5, https://www.bostonglobe.com/arts/2017/11/12/honolulu-walking-and-texting-can-cost-you-but-boston-phone-zombies-roam-free/0Xux8FnjNhS9wGDDUMXOdM/story.html



Credit: Nexus, Yuval Noah Harari

Credit: https://animalia.bio/white-cheeked-gibbon/x

Self-connection tools

1. Triangular breathing to regulate
2. Brown noise or brain.fm for better focus
3. Exercise
4. Mindfulness
5. Dance
6. Yoga
7. Breathwork
8. Massage and touch
9. Nature

Mental models

1. Have to → get to
2. Problem → puzzle
3. If I was using this, would it help me improve my physical, mental or social health?

What if the meaning of life on earth is just to live and be with other people?

Sally Rooney

Credit: https://www.britannica.com/biography/Sally-Rooney

The robots work for whoever builds them.

Who will you be?

Credit: https://giphy.com/gifs/hug-gibbon-gv6M5EBN5fhMA

Questions?