

Hi there,
Welcome to the April 2023 edition of the BRI Newsletter. We hope you find this content useful. You can find a PDF version of the newsletter [here](#). As always, if you have any comments, announcements, or recommendations for content in future editions, or would like to contribute content, please let me know: douglas@blockchainresearchinstitute.org

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From the editor's desk

Douglas Heintzman, Chief Catalyst, BRI

AI and Misinformation

Four things happened in the last few weeks to shape my thinking on what to write about this month. First, I received quite a bit of feedback on last month's essay on AI. This encouraged me to dive deeper into the topic. Secondly, I listened to a sobering interview with [Eliezer Yudkowsky](#) titled "You're all going to die". This left me with a sense of existential dread. Thirdly, more than a thousand business and technology leaders, including Elon Musk and Steve Wozniak, wrote an [open letter](#) pleading for AI research companies to take a six-month pause in development to consider where all this leads and what controls we should put in place to protect us from undesirable outcomes. This gave me pause. And finally, I binge read Henry Kissinger, Eric Schmidt, and Daniel Huttenlocher's new book [The Age of AI And Our Human Future](#). This expanded the framework I use to sort through the complex issues around AI and forced me to do some deep thinking.

It is increasingly obvious that AI is going to shape business, government, the media, and society in general, in some profound ways. There are strong arguments made by smart people that we need to tread extremely carefully. These people argue that there is a lot of uncertainty around how this all plays out and that once this genie is out of the bottle there is no putting it back in. I think the calls for a "pause" on AI development for six months are designed to stimulate a discussion rather than a realistic expectation. I think that the financial opportunities and the risk of falling behind are just too great for both companies and for national governments to consider a pause. Of course, by not risking market or national security advantages, there is a danger we are putting fundamental components of our society at risk.

The line in the last newsletter that received the most comments was that "... [AI] can be accidentally or purposefully misused and magnify the fault lines in society". The potential for AI to make it extremely easy for almost anyone to generate very credible fake news and information, and plausible narratives that can be difficult to distinguish from genuine news or information, is very concerning. A specific type of AI called generative adversarial networks (GANs) can multiply the effectiveness of AI drafted misinformation by pitting one algorithm that generates fake content against another algorithm which detects fake content. In very little time, the generator algorithm learns how to avoid detection.

The ability to augment misinformation with deep fake images, audio, and video further complicates the problem. Furthermore, the possibility that advanced algorithms, trained on vast amounts of social media content, can package and precisely target individuals with highly tailored misinformation for maximum impact. This is truly scary.

My fear is that not only will highly convincing misinformation be used to influence elections, public opinion, and "magnify the fault lines in society", but that the collective acceptance of common truths, upon which we depend for most of our interactions, will be diminished. If we all come to accept or expect that even incredibly convincing information may in fact be false and designed to manipulate us, then we will inevitably suspect the veracity of all information. This has the potential to introduce harmful transactional friction and decohere society.

Jorge Luis Borges' 1941 short story "[The Library of Babel](#)" depicts a library with a near infinite number of books. It contains all books with factual accounts and cogent arguments and all books that contain fables, nonsense, and gibberish. The vast amount of information comes with a very little ability to sort to separate fact from fiction, makes the library's information is completely useless. The librarians devote into cult like factions, each set on destroying or searching for different collections of books based on increasingly reinforced biases. Visitors to the library, in pursuit of either ultimate knowledge or vindication for deeds done, destroy books they deem deceiving, kill each other, and go insane.

This is a depressing potential outcome for a species and society that depends so much on information conveyance.

So, what to do about this problem? Obviously, there will be an arms race between misinformation generators and misinformation detectors, but I think that a big part of the solution is that we will have to ledger information and build credible and verifiable reputations for information purveyors. Ledgering on an immutable blockchain will give us the provenance of critical information. It can give us the date, time and geolocation of a photograph or video. A blockchain reputation system could help us understand the credibility and agenda of authors or distribution channels. If we are clever and careful, we will hopefully be able to craft systems that allow us to take advantage of most of the value creation that AI has to offer while mitigating the worst effects of its dangers.

We have talked about Web3 as an era defining platform that combines AI, blockchain, IoT and AR/VR/Metaverse. I think that as we develop one part of the Web3 world such as AI, we need to be sure to co-develop the other parts can be used to improve outcomes and mitigate risks.

For more information on The BRI's new Web3 program please contact us at [here](#) or send us a note at info@blockchainresearchinstitute.org

A Limerick

The Dangers of AI's Impact on Misinformation

by ChatGPT

There once was a world ruled by AI
Generating news that made people cry
Misinformation at its peak
The truth was what they seek
But AI's lies were hard to deny.

Announcements and News

[CV VC](#) and [Standard Bank](#), have published their [African Blockchain Report 2022](#). This report offers vital insights into African blockchain-related activities and the region's blockchain landscape. Topics covered include the latest funding data, regulatory updates across various countries, and industry advancements.

On May 24th and 25th the [Government Blockchain Association](#) will host the [The Future of Money, Governance, and the Law](#) conference in Washington DC. It will bring together regulators, lawyers, business leaders, and policymakers to answer some questions on where the financial sector is heading. Tickets are on sale now [here](#). Early Bird Pricing ends March 31.

Don't miss the evening reception, CryptoNITE, a James Bond meets cryptocurrency networking event you will remember long after your government bonds have expired.

Hedera is showcasing its green public ledger for everyone at Consensus in Austin (booth 822).

On Thursday the 27th, Jonathan Rackoff (VP and head of Global Policy at The HBAR Foundation Sustainable Impact Fund), Sam Bryski (Chief Regulatory Officer at Hedera) and I will be hosting round table discussions at the Consensus @ Consensus convenings on:

- Crypto's Environmental Conundrum: How Can Blockchain Accelerate ESG and Protect the Planet?
- Reimagining the Content Economy: How to Restore Choice, Agency and Engagement for Consumers, Creators, Publishers and Brands
- The Digital Future of Public Money

In November 2022, Brightline PMI released a new book, [Building Resilient Organizations](#). With 21 articles from leading thinkers and practitioners from throughout the world, [Building Resilient Organizations](#) shares best practices, tools, and insights on how leaders can help their organizations thriving in times of unprecedented change and disruption. Get your copy of the book [here](#).

Transformation Talk:
[Calmly Confronting Chaos: The Tao of Disruptive Change](#)

Brightline PMI invited the innovation expert, Scott Anthony, to their Transformation Talks-series. In an interactive conversation with the Director of Brightline PMI, Tahirou Assane, Scott Anthony drew on his research and fieldwork to describe:

- The "Tao of Disruptive Change" – the eight paradoxical demands leaders face today
- The "Paradox Choice" – how adaptive capacity can allow leaders to turn paradoxes from binding constraints to enabling opportunities
- "Paradox Practices" – four simple ways to develop the ability to calmly confront chaos and master change

Watch the entire webinar with Scott Anthony, among others, on-demand [here](#).

[Cardano4Climate](#) invited the BRI's Doug Heintzman to present to its weekly meeting on the topic of "[Regenerative Finance and Building Impactful Solutions in the CARDANO Community](#)". You can find his presentation at time stamp: 27:00min

Australia Event: Organizational Transformation Series

Tahirou Assane, the Director of Brightline PMI, hosted a session about "[Transformation - Generating Value & Economic Growth](#)" together with PMI Australia New Zealand Chapter on March 19th, 2023. It was a provocative, interactive discussion engaged with thought leaders to learn, share ideas, to answer the question about how to transform and deliver value from your projects with the people you have.

To learn more about transformation, please check Brightline PMI's course on [Organizational Transformation](#). Take advantage of a limited offer, Get 20% off any course in the Organizational Transformation series Through 30 April with code OTSERIESGLOBAL.

Transformation Talk:
[Calmly Confronting Chaos: The Tao of Disruptive Change](#)

The University of British Columbia
HSLU Lucerne University of Applied Sciences and Arts

Lucerne University of Applied Sciences and Arts (HSLU) is partnering with the University of British Columbia to organize the [2023 Summer Institute in Vancouver](#) which will run from 10 July – 23 July.

This year's Summer Institute will also be open to people outside of UBC and HSLU. Participants can earn an UBC Blockchain Microcertificate.

Blockchain or Europe and IOTA Foundation have just published a fascinating new paper "[An Overview of Blockchain for Climate Action and Sustainability](#)".

Dimitra CEO Jon Trask sat down for a great interview for Real Vision Crypto on "[Why Blockchain AI Can Be a Fertile Farming Ground](#)".

KPMG's latest podcast [Proof of Reserves 1: The State of Cryptocurrencies](#) discussion focuses on proof of reserves, including leading practices, regulations and some of the challenges for implementation and maintenance.

[Solve.Care](#) Launches Care.Chain, A Decentralized Layer-2 Blockchain Infrastructure for Healthcare

BRI Research

Featured Research

[Decentralized Finance Analysis: How To Identify Value Within The Crypto Ecosystem](#)

In this project, our research leaders develop a method of formal analysis of the value of decentralized finance (DeFi) initiatives. Inspired by Vitalik Buterin's writings on the intrinsic worth of projects in the crypto economy—that they must solve legitimate human problems on a macro scale—our researchers mirror the approach of Benjamin Graham and David Dodd in [Security Analysis](#).

[It's Easy To Talk, It's Hard To Build: Don Tapscott Interview Charles Hoskinson on building the future](#)

At W3B World Don Tapscott and Charles Hoskinson took centre stage to engage in a [profoundly thought contemplation about where we go from here.

[Web 3 and the Music Industry: A Second Wave of Blockchain Innovation](#)

In this project, our research lead reviews what we learned from the music industry's first wave of blockchain innovation and explores the opportunities in its second wave, including innovations such as non-fungible tokens and metaverse experiences.

[What is Web3?](#)

This brief looks at the evolution of the web platforms. Web 1 refers to the read-only internet (1980s–early 2000s) where most users consumed content like encyclopaedia entries, directories, and catalogs. Web 2 refers to the read-write internet (early 2000s–2020) with many killer apps like Google search and Facebook for finding, collaborating, and transacting with each other online. Web 3 is the read-write-own internet (2020–today), based on blockchain protocols that support online privacy, self-sovereign identity, and property rights to digital assets.

[Click here to access the research library](#)

Headlines

- [Binance integrates ChatGPT into its Web3 academy](#)
- [Consensus starts!](#)
- [Romania plugs into Web3 with national NFT marketplace](#)
- [Google Cloud expands startup program to boost emerging Web3 projects](#)
- [Web3 Deserves A Permanent Place On The Global Decision-Maker Agenda](#)
- [The next generation of Web3 Digital Twin Stadiums](#)
- [Google Launches Accelerator For Blockchain Companies](#)
- [Blockchain for a better society: How to reach beyond financial industry](#)

BRI Education

WEB3 AND BLOCKCHAIN FUNDAMENTALS

"NEW" Short course! Earn your certificate in under 4 hours. Developed by the BRI in collaboration with INSEAD and Coursera.

Enroll today!
[bit.ly/w3b-fundamentals](#)

The demand for Web3 and blockchain education is high, and Coursera—the world's largest provider of Massive Open Online Courses (MOOCs)—has identified it as an "in-demand topic" for 2023. As a member of the BRI community, we also recognize that your time is incredibly valuable and that your busy schedules can make it challenging to commit to lengthy educational programs. That's why we're excited to announce the launch of our new short course, [Web3 and Blockchain Fundamentals](#), developed in collaboration with INSEAD and Coursera.

We've designed this new course specifically with our community of business leaders in mind. In under four hours, you'll gain a comprehensive understanding of the fundamentals of Web3 and blockchain technology, including topics such as digital assets (tokens), smart contracts, decentralized autonomous organizations (DAOs), and the blockchain "trilemma." You'll also explore some real-world use cases and examples of companies that have successfully incorporated blockchain into their business models.

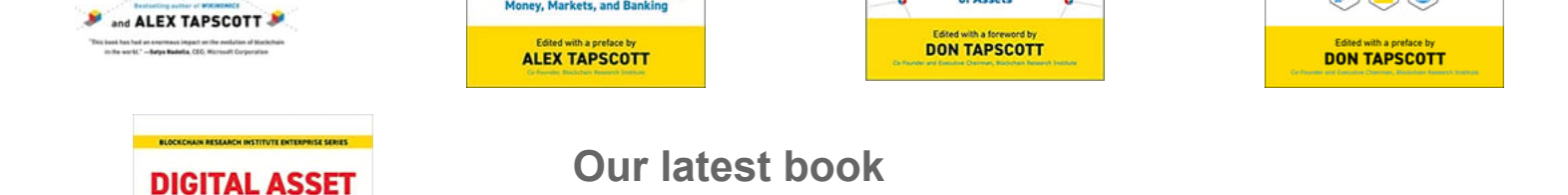
At BRI, we are committed to delivering the most relevant and tailored educational content to our Members. That's why we want to remind you that our team is always available to discuss the possibility of customizing our courses to meet the specific needs of your organization, audience, or customers. Whether you're looking to deepen your knowledge of Web3's impact on a particular industry or to achieve specific targeted learning objectives, we are here to help you create a bespoke educational program that is right for you. Reach out to us today to discuss how you can leverage the BRI's expertise to enhance your organization's learning experience.

We're excited to offer this new course and to continue providing valuable educational opportunities to our community.

[Enroll Here!](#)

Book Series

Buy our books on [Amazon.com](#) or [Amazon.ca](#)



Our latest book
[Digital Asset Revolution: How Blockchain Is Decentralizing Finance and Disrupting Wall Street](#)
"The foundational book on cryptoassets, decentralized finance, and the transformation of value."

Available on Amazon

Podcasts

You can find "W3B Talks", our podcast series on Web3 and its impact on business and society [here](#). You can also find it on your favourite podcasting platforms such as [Spotify](#), [Amazon Music](#), [Google Podcasts](#), and [Apple Podcast](#).

Recent episodes include:

- Web 3 and Real Estate with Sanjay Hagavan
- The Circular Economy and ReFi with Tian Zhao
- The Role of Smart Contracts and AI in Automation with Florian Herzog
- Tackling the Agricultural Crisis with Jon Task
- Using Oracles to Integrate Climate Data into Decision Making with Manav Garg

Check out the latest episode of [DeFi Decoded](#) with Alex Tapscott and Andrew Young: [Sky's the Limit: The Potential of Web3 Gaming with Alexander Larsen of Sky.Mars](#)

You can see other episodes on Youtube [here](#).

COURSERA Online Courses

Enroll in our online courses produced in partnership with [INSEAD Business School](#) and [FedEx](#).

Discover how blockchain is transforming business, government, and society with our suite of online courses hosted on COURSEERA. Anyone can enroll in our [Blockchain Revolution Specialization](#), which includes four courses taught by Don Tapscott and Alex Tapscott. Produced in partnership with INSEAD Business School, the [Blockchain Revolution Specialization](#) covers everything you need to know about the disruption, opportunities, and implications of blockchain across industries and business sectors.

About the Blockchain Research Institute

Navigate, accelerate, and lead the blockchain revolution.

The [Blockchain Research Institute](#) is a global think-tank exploring the promise of blockchain technology for business, government, and society. Our syndicated program is funded by an international community of Member organizations, including enterprises, governments, and technology start-ups from around the world.

We're always looking for new organizations to collaborate with, through a number of initiatives.

- [BRI Member Program](#)
- [BRI Global Partnership Program](#)
- [Web3 and Blockchain World Conference](#)

For all inquiries, please email douglas@blockchainresearchinstitute.org