



April 2nd 2007

Future of Media
Backcasting

Empathy and Apathy

Elements of Foresight.

APATHY IN FUTURE OF MEDIA

Empathy enables our total understanding of seeing where we want to go and how to get there – the shared foresight of going to the moon. To live without hope is to deflate the will, to live without empathy is to be isolated from the potential in the relationships that surround us, deliberately destroying the capability of what makes us human – our desire to see and be understood.

-Future of Media, The Nature of Want and Media

We push for empathy in order for understand the potential that exists around, but empathize so many things also blinds us, we get caught up on the critical balances that sustain what we understand to be the status quo that we forget that the system we are working with is linked with a thousand different things. An example of such is the indian ocean tsunami, the meteorologists has the foresight to understand that the tsunami was going to hit and the foresight of the economical impact such a announcement would have on the tourism industry and not to mention the future of their careers should the data turn up false. So they made a choice, they were more empathic towards their livelihood and for their countries' industry than for the potential of disaster. Foresight is simply what it is – Foresight, it doesn't blind us, our choices blind us, our own empathy blinds us.

In this the need for apathy is apparent, we need to possess the ability, each one of us to step outside the boundaries we are operating within and analytically consider how our actions effect things.

APATHY IN BACKCASTING

Hindsight is 20/20

-Unknown

In the backcasting project I hope to identify not only the behaviors associate with the selected subject matter, or the causal relationship between behavior and capability and how they interact with the technologies of those times, but to identity a system of linchpin events. Key events that if different choices were made, could have drastically changed the outcome of the timeline.

In the events I have only begun to classify, the choices made that we have classified as a negative choice from our stand point in the future can be attributed to there being a lack of empathy for one matter or too much in another. Ergo, apathy, even with it's negative connotations is critical to linchpin events. I hope through more work in the backcasting project, I may be able to find substantial proof for it.