Shape of the Emerging Memeplex
and How to Nurture It

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Introduction

Like a virus, a *meme* on its own is relatively inert (just a bunch of symbols) and only really comes to life when animated by a host mind. An idea only has meaning within a mind, hence a meme is a resonance of minds. A *memeplex* is a network of memes that reinforce each other, creating a self-consistent worldview or paradigm.

There is a new paradigm or memeplex emerging in the collective mind thus it is not for us to manufacture an entirely new memeplex. We need to identify what is emerging and help to nurture its emergence by identifying areas that are under-developed then clarifying them, as well as identifying areas that are erroneously thought to be unrelated and forging connections between them.

There are two main 'audiences' for the memeplex, these are sometimes referred to as the *intelligentsia* and the *masses*. The intelligentsia require a precise and accurate memeplex that integrates with other existing scientific / scholarly memeplexes. The masses require an easy to comprehend memeplex that integrates with other cultural memeplexes.

Revolutions are generally fuelled by the needs of the masses however they are triggered by the work of the intelligentsia who clarify the details of what must change and how. This is then simplified and distilled into catchy ideas, which the masses accept because the intelligentsia back them up with collective agreement and because the ideas give the masses a clearer idea of what they want and how to get it. Once this happens the stage is set for a

paradigm shift (collective mind-shift), which results in the establishment of the emerging memeplex as a new "ruling idea" or collective worldview.

Reaching out to both audiences is vital, yet in the early stages it is most important to reach out to the intelligentsia. Once the memeplex is established amongst a core group of intelligentsia it will evolve and be simplified into many different forms that are consistent with the precise and accurate memeplex whilst also being easy to comprehend by the masses.

Intelligentsia

Primary Threads

General System Theory

General System Theory allows us to comprehend the interconnectedness of seemingly separate things and understand that all things are inseparable parts of a unified whole.

> "There is this hope, I cannot promise you whether or when it will be realized - that the mechanistic paradigm, with all its implications in science as well as in society and our own private life, will be replaced by an organismic or systems paradigm that will offer new pathways for our presently schizophrenic and self-destructive civilization." (Ludwig von Bertalanffy, founder of general system theory)

> "In contrast to the mechanistic Cartesian view of the world, the world-view emerging from modern physics can be characterized by words like organic, holistic, and ecological. It might also be called a systems view, in the sense of general systems theory. The universe is no longer seen as a machine, made up of a multitude of objects, but has to be pictured as one indivisible dynamic whole whose parts are essentially interrelated and can be understood only as patterns of a cosmic process." (Fritjof Capra)

Information Theory

Information Theory is a conceptual framework that allows us to break away from materialism and focus on the patterns rather than some imagined sub-

stance (matter) for which there is absolutely no evidence of its existence. Information theory and system theory integrate perfectly into information system theory, thus a system is a dynamic pattern of information that conditions the flow of information.

"Traditional studies encounter problems because it is difficult to describe life and cognition in terms of matter and energy, since their laws are valid only at the physical scale. However, if matter and energy, as well as life and cognition, are described in terms of information, evolution can be described consistently as information becoming more complex." (Carlos Gershenson The World as Evolving Information)

"criticism from philosophers such as Mary Midgley...suggest that the concept of 'matter' is elusive and poorly defined." (http://en.wikipedia.org/wiki/Materialism)

"The new idea is that what is permanent in these ultimate particles or small aggregates is their shape and organization. The habit of everyday language deceives us and seems to require, whenever we hear the word shape or form of something, that it must be a material substratum that is required to take on a shape. Scientifically this habit goes back to Aristotle, his causa materialis and causa formalis. But when you come to the ultimate particles constituting matter, there seems to be no point in thinking of them again as consisting of some material. They are as it were, pure shape, nothing but shape; what turns up again and again in successive observations is this shape, not an individual speck of material..." (Erwin Schrödinger)

"In a comprehensive view of nature, the physical world is seen as a patterning of patternings..." (Amy Edmondson)

Quantum Physics

Quantum Physics is by far the most accurate and advanced science ever developed and it forces us to take a deep look at the nature of physical reality, whereon we see that it is all information in motion. Quantum phenomena such as non-locality, complementarity, entanglement, wavefunctions, their

'collapse' and so on make absolutely no sense within a materialist paradigm but are obvious and essential within a computational paradigm where the universe is understood to be analogous to a virtual reality simulation.

> "nature seems to 'make the calculation' and then present us with an observed event." (J. Gribbin)

The physical universe is not made of inanimate matter, it is an information process wherein the objects are objects of perception and have no independent self-nature. The universe is like a virtual reality simulation, underlying which there is a simulator. Whenever anything happens in the simulation it is the simulator that is the doer. Whenever anything is perceived within the simulation it is the simulator that is the seer. The simulator is the Supreme Self that the mystics have been talking about for aeons and the Supreme Self is the innermost self of all things.

> "Quantum theory essentially erased the difference between matter and fields, making reality a unit that exhibits the properties of both. This single, unitary stuff gave rise to the fantastically successful algorithm now used by physicists in all calculations involving quantum theory. But nobody knows what this unitary stuff really is. Most quantum physicists, of course, stop short of calling this unitary substance consciousness." (Norman Friedman)

Parapsychological Research

Parapsychological Research is providing incontrovertible evidence for the interaction between consciousness and 'physical' systems. Research has shown that focused intention can measurably influence physical devices and technologies have been developed and deployed to measure the ambient field of collective consciousness. Long term studies have been done on remote viewing where information can be obtained about locations and events that are physically remote, this has produced undeniable evidence.

> For thirty years the Princeton Engineering Anomalies Research Lab (PEAR) had the "agenda of studying the interaction of human consciousness with sensitive physical devices, systems, and processes, and developing complementary theoretical models

to enable better understanding of the role of consciousness in the establishment of physical reality" (PEAR) and "The composite formal human/machine results are unlikely by chance to the order of 10^{-12} ." (R.G. Jahn and B.J. Dunne, The PEAR Proposition)

"Our purpose is to examine subtle correlations that may reflect the presence and activity of consciousness in the world. We predict structure in what should be random data, associated with major global events. When millions of us share intentions and emotions the GCP/EGG network shows small but meaningful differences from expectation. This suggests that large scale group consciousness has effects in the physical world. We need to know about this, and learn to use our full capacities for creative movement toward a conscious future." (Global Consciousness Project)

"Remote viewing is a novel perceptual discipline for gaining information not available to the ordinary physical senses. Used extensively by so-called 'psychic spies' during the Cold War for classified military projects, it has a long history both as an intelligence gathering tool and as the subject of research and applications in the civilian world. Remote viewing has now taken a long step into the public domain with the formation of a professional association to propose standards, test performance, and promote peaceful use and development of this unique human mental capacity." (International Remote Viewing Association)

Mysticism

Mysticism is experiencing a vast resurgence in the greatest spiritual revival of all time. It is breaking through the naïve realist superstition and religious dogma that has kept is suppressed for aeons and is emerging clear and vital in the minds of millions.

"Mysticism. . . is the pursuit of achieving communion or identity with, or conscious awareness of, ultimate reality. . . through direct experience, intuition, or insight; and the belief that such experience is. . . an important source of knowledge, understanding, and wisdom." (http://en.wikipedia.org/wiki/Mysticism)

"Is there a world outside your knowledge? Can you go beyond what you know? You may postulate a world beyond the mind, but it will remain a concept, unproven and unprovable. Your experience is your proof, and it is valid for you only. Who else can have your experience, when the other person is only as real as he appears in your experience?...

The body appears in your mind, your mind is the content of your consciousness; you are the motionless witness of the river of consciousness, which changes eternally without changing you in any way. Your own changelessness is so obvious that you do not notice it. Have a good look at yourself and all these misapprehensions and misconceptions will dissolve...

God is only an idea in your mind. The fact is you. The only thing you know for sure is: 'here and now I am'. Remove the 'here and now', the 'I am' remains, unassailable. The world exists in memory, memory comes into consciousness; consciousness exists in awareness and awareness is the reflection of the light on the waters of existence." (Sri Nisargadatta Maharaj

"That which permeates all, which nothing transcends and which, like the universal space around us, fills everything completely from within and without, that Supreme non-dual Brahman – that thou art." (Sankaracharya)

"The concepts of science show strong similarities to the concepts of the mystics... The philosophy of mystical traditions, the perennial philosophy, is the most consistent philosophical background to modern science." (Fritjof Capra)

Semantic Web

The Semantic Web has been in development by the W3C for over a decade. It uses technology derived from the field of artificial intelligence in order to eventually connect billions of humans and machines as neurons within a vast intelligent global brain that will radically accelerate the emergence of global collective consciousness.

"The Semantic Web enables the formal communication of a higher level of language – metalanguage. Metalanguage is language about language – language that encodes knowledge about

how to interpret and use information...The combination of computing networks with semantic metalanguages represents a major leap in the history of communication and intelligence...

Semantic metalanguages provide a way to formally express, distribute and share the knowledge necessary to interpret and use information, independently of the human mind...This is important for artificial intelligence because it means that expertise for specific domains does not have to be hard-coded into programs anymore – instead programs simply need to know how to interpret the metalanguage...Once programs can speak this metalanguage they can easily import and use knowledge about any particular domain, if and when needed, so long as that knowledge is expressed in the metalanguage...

The emergence of standards for sharing semantic metalanguage statements that encode the meaning of information will catalyze a new era of distributed knowledge and intelligence on the Internet...the Internet (the hardware) is already evolving into a distributed global brain, and its ongoing activity (the software, humans and data) represents the cognitive process of an increasingly intelligent global mind. This global mind is not centrally organized or controlled, rather it is a bottom-up, emergent, self-organizing phenomenon formed from flows of trillions of information-processing events comprised of billions of independent information processors...

Like a human brain, the Internet is a vast distributed computing network comprised of billions of interacting parallel processors. These processors include individual human beings as well as software programs, and systems of them such as organizations, which can all be referred to as 'agents' in this system. Just as the computational power of the human brain as a whole is vastly greater than that of any of the individual neurons or systems within it, the computational power of the Internet is vastly beyond any of the individual agents it contains...The power of the system grows exponentially as agents and connections between them are added...

[W]e individual humans cannot possibly comprehend the distributed intelligence that is evolving on the Internet. But we are part of it nonetheless, whether we know it or not. The global

mind is emerging all around us, and via us, is our creation but it is already becoming independent of us - truly it represents the evolution of a new form of meta-level intelligence that has never before existed on our planet...

Communicable ideas (memes), having already evolved technologies to externalize themselves outside the human mind (i.e. books, recording, software, the Web, etc.) are starting to evolve the ability to propagate intelligently and interact without human intervention. In other words, although today memes are for the most part completely immobile and static unless perceived within a human brain, with the advent of the Semantic Web the cognitive processes for running memes will begin to spread outside the human brain, enabling memes to 'run' without depending on humans." (Nova Spivack Minding the Planet: From Semantic Web to Global Mind)

Naïve Realism

Naïve Realism relates to all of the above fields in the sense that system boundaries are defined by perception, hence systems really only exist in our minds and there are no fundamentally real entities but only a vast web of information flows. Quantum physics provides categorical proof that naïve realism is a fundamentally false perspective and that reality does not consist of entities with well defined characteristics. Parapsychological research can find a coherent theoretical explanation only within a non-naïve realist paradigm. The central aim of mysticism is to overcome naïve realism and thereby dwell in reality rather than fantasy. And the semantic web is fostering a global collective consciousness which will force us to overcome our naïve realist ideas about 'people' being the measure of all things.

A naïve realist believes: "I ...am a human being. There is this one physical world, the space where everything exists and the time in which everything happens. There are many things in this physical world, each largely separate from the other and persisting over a span of time...My senses give me direct knowledge of reality. If I see a chair, it is because there is a chair physically where and when I see it. There are exceptions, like when I am dreaming or watching a movie, but these

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are rare and obviously not real. I can know things through my senses, through thinking about things, and through communication with other people. Other people's beliefs may be correct or not, but beliefs of people I respect, and beliefs held commonly by most people in my society, are usually true." (http://www.boogieonline.com/seeking/first/yesterday.html)

""[W]e have to give up the idea of realism to a far greater extent than most physicists believe today." (Anton Zeilinger)...By realism, he means the idea that objects have specific features and properties – that a ball is red, that a book contains the works of Shakespeare, or that an electron has a particular spin...it may make no sense to think of them as having well defined characteristics. Instead, what we see may depend on how we look." (Physicists bid farewell to reality? originally in Nature but recently deleted).

Weaving Together the Threads

All these threads and many more are weaving together of their own accord within the collective mind and from this a memeplex is arising that can encompass the whole of reality, both the contents of consciousness and consciousness itself. This catalyses a process of innovation and discovery that will radically and permanently change the face of this planet and the very nature of humanity.

It is not for us to manufacture an entirely new memeplex. We need to identify what is emerging and help to nurture its emergence by identifying areas that are undeveloped then clarifying them as well as identifying areas that are erroneously thought to be unrelated and forging connections between them.

For example, amongst other things I have done this by writing the Wikipedia article on naïve realism (ref), writing an article on naïve realism in the newsletter of the Society for Scientific Exploration (ref) and by developing the mathematical foundations that can help the emerging paradigm to eventually become established as a rigorous science (ref).

This latter approach weaves together all of the above threads and more into a single memeplex that has a coherent mathematical foundation. It unifies system theory and information theory into information-system theory, then unifies this with quantum physics. Then unifies this with parallel

computation and the semantic web. Then unifies this with mysticism. Then uses these to shed light on consciousness and naïve realism. All of these are integral parts of a unified mathematical science.

Using this type of approach we can nurture the emerging memeplex by identify key areas that can be clarified or brought together, thus strengthening sub-memeplexes and forming connections between them in order to strengthen and integrate the overall memeplex.

Other Threads

- Complex systems

- Cybernetics

- Complexity Theory

- Philosophy (epistemology, ontology, metaphysics, hard problem of consciousness, monism (neutral, Russellian, type-F), panpsychism, intersubjectivity)

- Buddhism, Vedanta, Taoism, Sufism, mystic Christianity, shamanism, perennial wisdom

- Computer science (internet, semantic engineering)

- Environmental science

- Social science

- Political science

- Biology

- Psychology

- Alternative medicine

- Economics

- Technology (all forms of engineering)

- Etc...

Examples of Related Organisations

- Society for Scientific Exploration (SSE) see its journal.

- International Society for the System Sciences (ISSS)

- System Dynamics Society

- Principia Cybernetica

- UNESCO Encyclopaedia of Life Support Systems (EOLSS)

- New England Complex Systems Institute (NECSI)

- World Wide Web Consortium (W3C)

- Center for Integral Science

- Mind and Life Institute

- Princeton Engineering Anomalies Research (PEAR)

- International Consciousness Research Laboratories (ICRL)

- Global Consciousness Project (GCP)

- International Remote Viewing Association (IRVA)

- Etc...

Masses

This is not my area of expertise but I'll make a few comments.

There is no single message that is suitable for the entire masses. It depends on their particular prejudices and culturally conditioned responses. Some will object if it is too scientific, others if it is too spiritual, others because they cannot see how it impacts upon their immediate financial or social gain, and so on.

For those with maximum prejudice there is no message that will get through. For those who are entirely self obsessed a message that might work is that nothing is separate and it is not just 'others' who will suffer from ignorance induced catastrophes, but *you too* will suffer.

For those open to science a simplified version of system theory and quantum mechanics might work. For those with an interest in psychology then focusing on advances in the understanding of consciousness and using consciousness based metaphors such as the world as a dream, reality as the dreamer and enlightenment as lucid dreaming might work. For those interested in self-enquiry and self-realisation mysticism might work. For those interested in religion using religious spiritual metaphors might work. For those interested in computers talking about the semantic web and the idea that the universe is like a virtual reality might work. Other ideas such as awe and wonder may also be able to be conveyed, which will serve a useful purpose. These are just a few examples and many more will be discovered over time.

All of the messages to the masses will have some common factors, they will be simple and tightly targeted at certain audiences, they will all have their roots in the same underlying memeplex and they will all induce a degree of ontological commitment to the underlying memeplex.

> "To describe a sentence's ontological commitments is to describe some of the demands that the sentence's truth imposes on the world..." (Agustín Rayo)

By accepting certain notions as true, this automatically forces the acceptance of other notions as being true even though one may be entirely unaware of those other notions. The simple messages only relate to small portions of the overall memeplex however once a simple message is accepted it structures the person's thinking in such a way that they act in accordance with the overall principles of the memeplex. For example, once you accept the need to own a house and car this automatically commits you to the whole of the current economic system even though you may never have given any thought to the economic system itself.

Put simply, the memeplex must first be nurtured by the intelligentsia (which is happening) and only then will the memeplex itself evolve ways to communicate itself to others in particular niches and bring them into the overall synthesis of minds. This process will manifest as individuals and groups become host to the memeplex and feel inspired to communicate messages. These messages will arise spontaneously and so long as the underlying memeplex is well established and communicated amongst the intelligentsia then all these other messages will be harmoniously integrated because they

will all arise from a common foundation of understanding. The various ontological commitments will eventually bind vast numbers of minds into a collective synthesis that is animated by the underlying memeplex.

To get an idea of the hundreds of thousands of organisations related to the masses browse through the affiliated organisations on Global MindShift, Wiser Earth and other similar nexus points.

Conclusion

Nurturing a memeplex is a long term process involving observation and timely intervention in strategic ways. We must also allow the memeplex to take root within our own minds so that we can clarify it and nurture it within ourselves so that we become vectors for its propagation and in so doing help it to evolve and spread.

Once it has taken root it will shift your mind (paradigm shift) and by following your intuition and inspiration you will act appropriately in the stream of events as the global paradigm shift unfolds. For those minds that are staunch hosts to the outgoing memeplex there will be frightening and confusing times ahead, but for those who are hosts of the new memeplex things will only get better and better.

Further Advice

For some oracular advice (via the I Ching) see Advice on Nurturing the Emerging Memeplex.