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Sensemaking What Makes Human Intelligence

Sensemaking is defined as the practice of cultural inquiry using human

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intelligence to develop a sensitivity toward meaningful differences. In other words, we want to gain an understanding of other people and their worlds and experiences. What matters to them and how is this different from what matters to us? Sensemaking allows us to empathize.

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"With sensemaking, we use human intelligence to develop a sensitivity toward meaningful differences—what matters to other people as well as to ourselves." O chamado é realmente para que passemos a enxergar o contexto social das coisas, a estrutura cultural que permeia qualquer extração de significado.

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Sensemaking attempts to make Heidegger digestible and relevant for modern decision-makers. The central argument is that context is everything when it comes to understanding and

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predicting collective human behavior.

Our cultures - religion, norms, values -
determine our behavior. Our
independent will is largely an illusion.

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Sensemaking — ReD Associates

Sensemaking is a form of cultural engagement made up of five principles. Compared to the mechanical efficiency of computers, it's clear our human thought processes are flawed. Yet we do have one distinct advantage over

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machines: cultural knowledge. This cultural knowledge can be most powerfully harnessed in a method called sensemaking.

Sensemaking by Christian Madsbjerg

Sensemaking. The Power of the Humanities. in the Age of the Algorithm.

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Sensemaking is the new book by ReD Associates' US Director, Christian Madsbjerg, with Hachette Book Group out on March 2017. Inspired by his work with companies like Ford and Coca-Cola, Madsbjerg's Sensemaking is a provocative stand against the "tyranny" of the algorithm and an impassioned argument that human intelligence,

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informed by the study of the humanities,
remains essential to success.

Sensemaking — ReD Associates

Part 2 — Storytelling and Sensemaking

This part is written by Artificial Intelligence. Humans use storytelling to make sense of the world. They have always done so; even at early times

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