



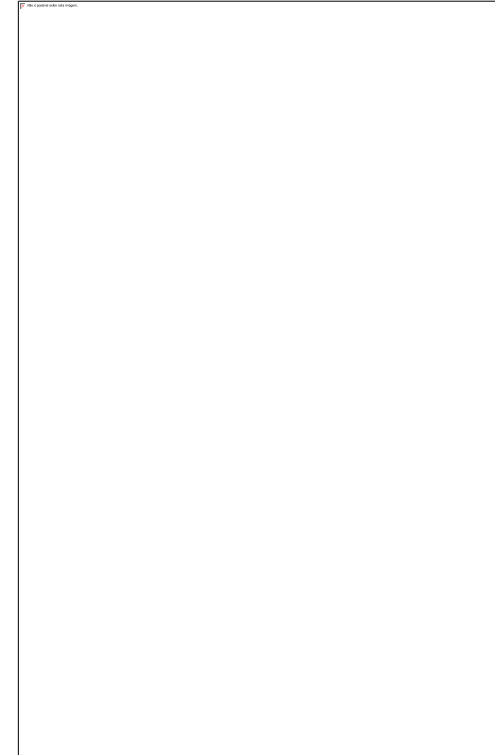
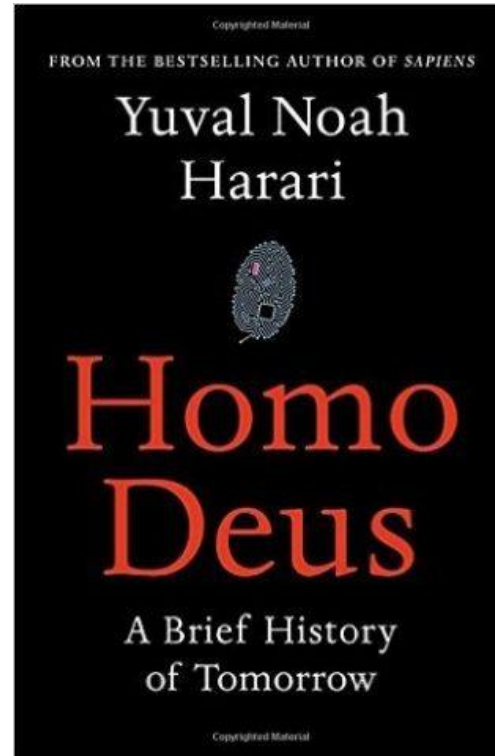
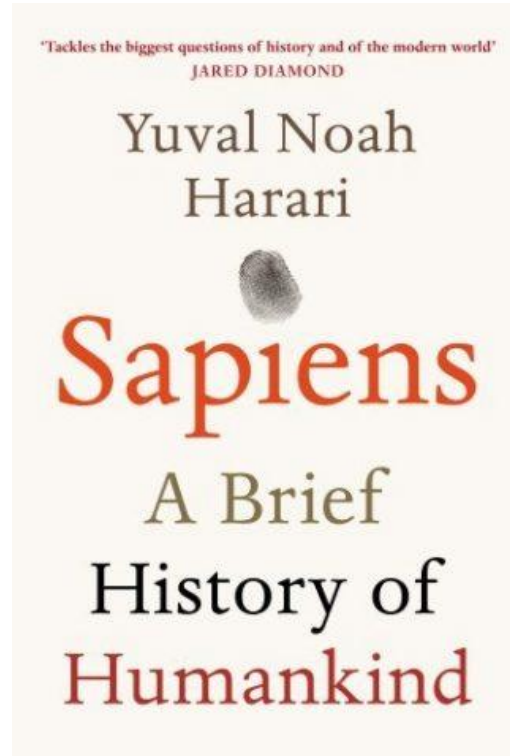
# A CULTURA E O HOMEM 4.0

Inovação e Indústria 4.0

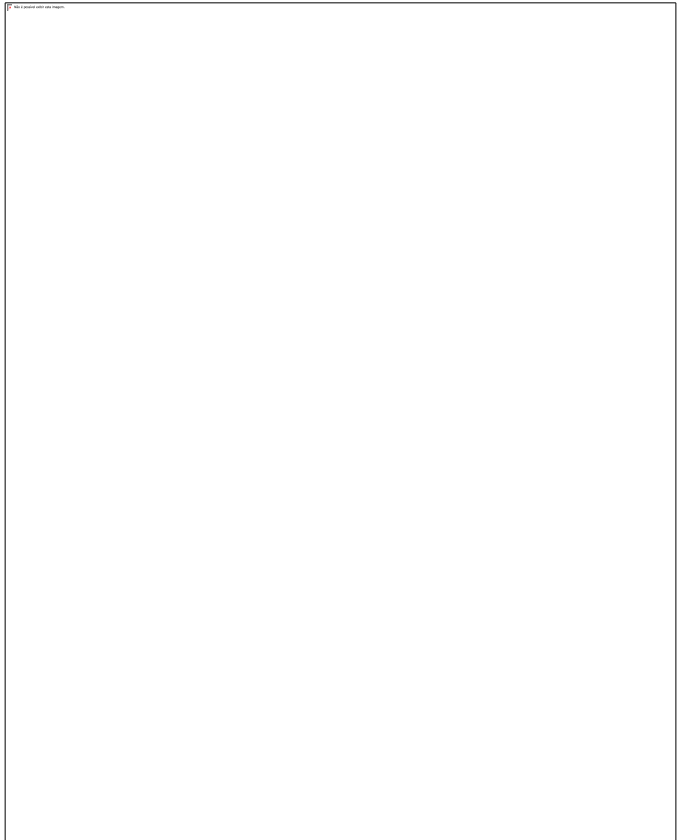
Prof. Dr. Arnaldo José de Hoyos Guevara

Elaboração: Bruno Barbosa Cezar

# YUVAL NOAH HARARI



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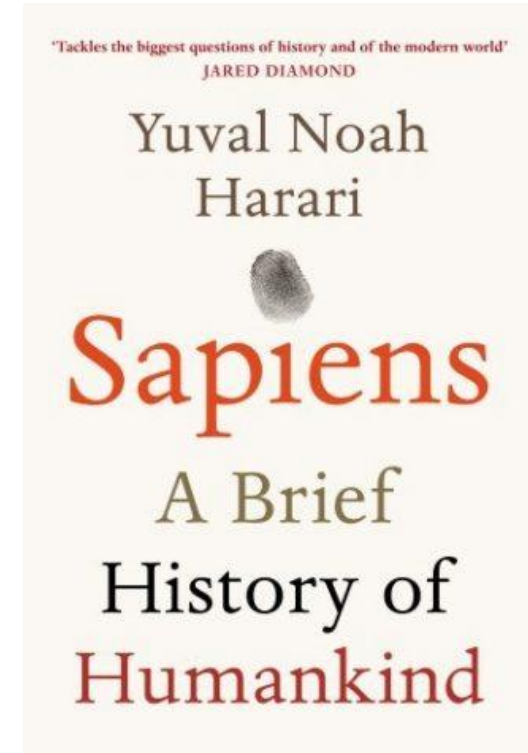


- *Born in Israel in 1976 (43 years old);*
- *PhD from Oxford University (2002);*
- *Originally specialized in world history, medieval history and military history. His current research focuses on macro-historical questions such as:*
  - *“What is the relationship between history and biology?”*
  - *“What is the essential difference between Homo sapiens and other animals?”*
  - *“Is there justice in history?”*
  - *Does history have a direction?*
  - *Did people become happier as history unfolded?*
  - *What ethical questions do science and technology raise in the 21st century?*

Source:



- A brief history of Humankind;
- A brief history of tomorrow;
- 21 lessons for the 21st century.



# EVOLUTION - HOW WE GET HERE?



# A BRIEF HISTORY OF HUMANKIND

- *The cognitive revolution;*
- *The agricultural revolution;*
- *The unification of Humankind;*
- *The scientific revolution;*

*“Homo sapiens rules the world because it is the only animal that can believe in things that exist purely in its own imagination, such as gods, states, money and human rights.”*



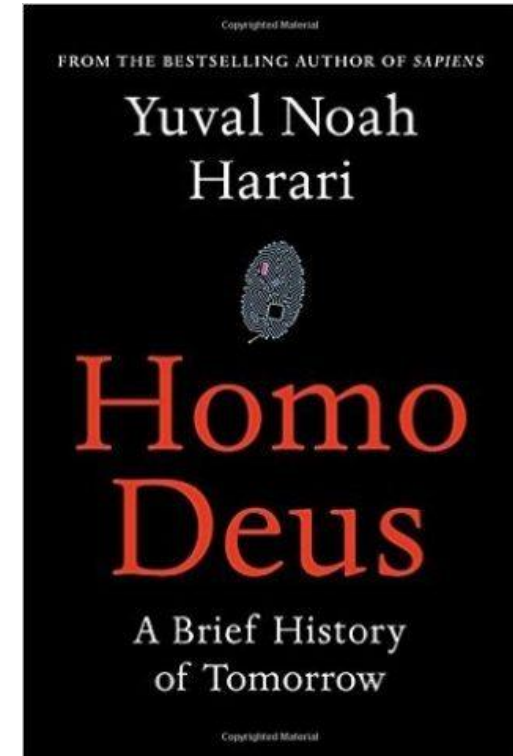
“Fire gave us *power*, gossip helped us *co-operate*, agriculture made us hungry for more, mythology maintained *law and order*, money gave us something we *could really trust* and science made us *deadly*.”







- A brief history of Humankind;
- A brief history of tomorrow;
- 21 lessons for the 21st century.



# A BRIEF HISTORY OF TOMORROW

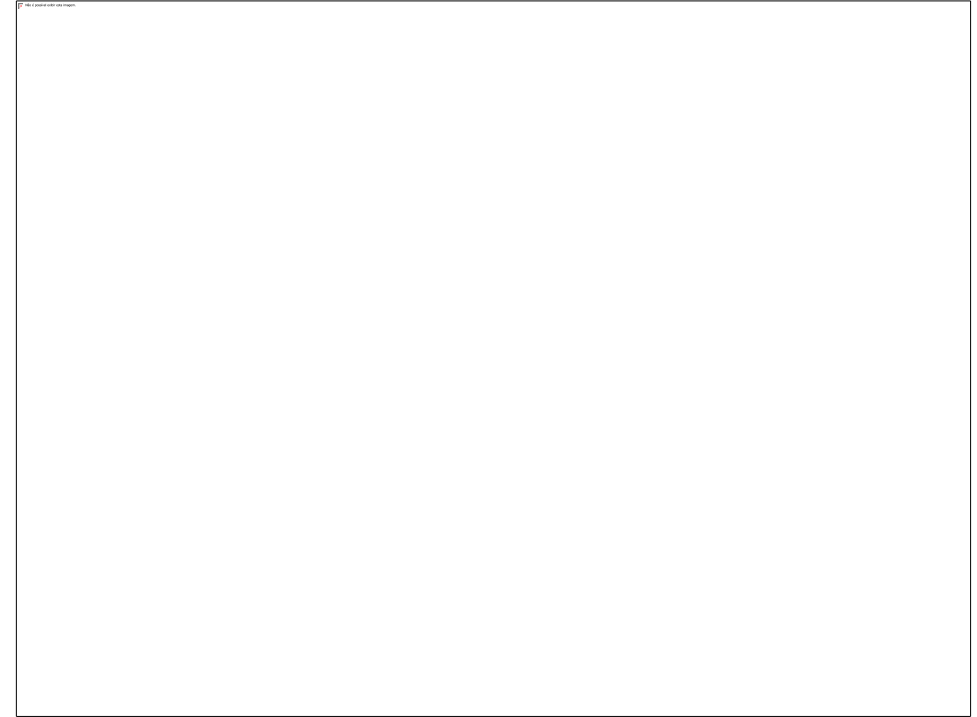
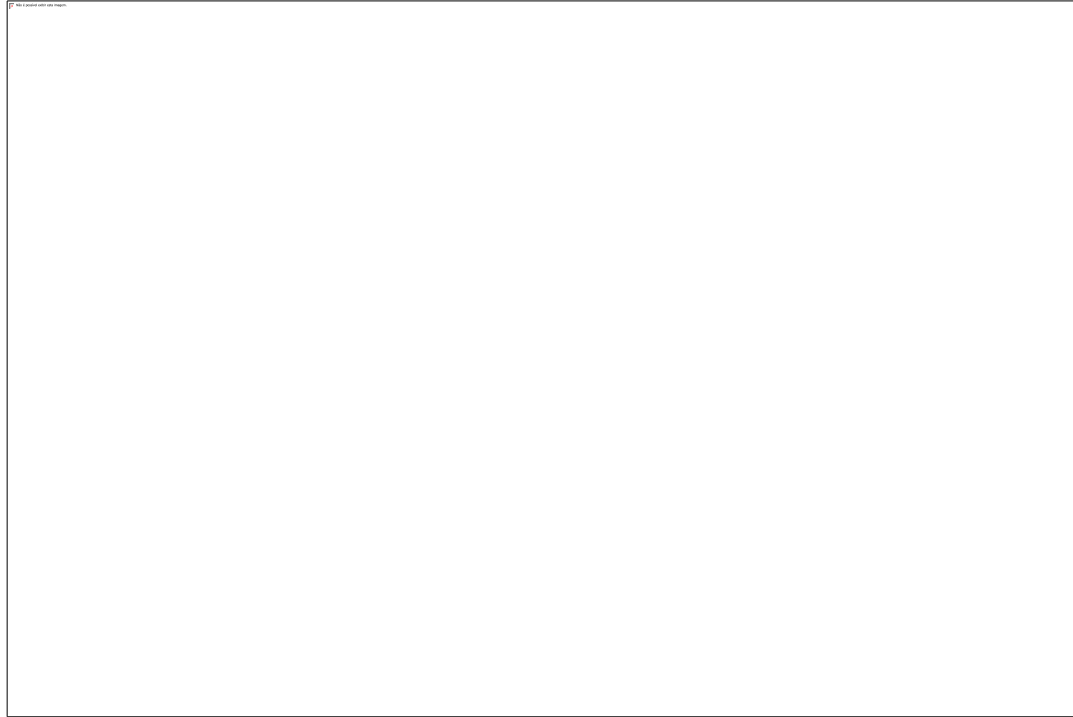
- *Homo Sapiens conquers the World;*
- *Homo Sapiens gives meaning to the World;*
- *Homo Sapiens loses control;*

*“Sapiens is about our past. Homo Deus is about the future: How we will try in the 21st century to transform ourselves into gods. How we will try to acquire abilities to create things, animals, even humans according to our wishes.”*





# A BRIEF HISTORY OF TOMORROW



*“The **brain** isn’t the **mind** - and we are far from understanding the mind.”*



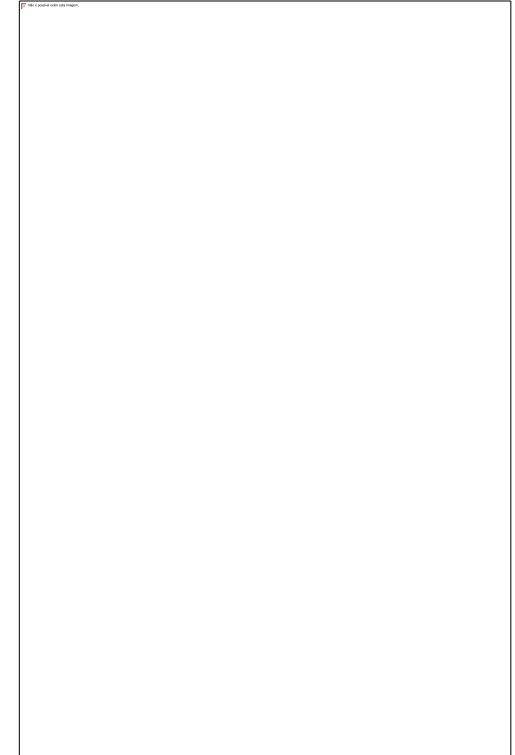
# A BRIEF HISTORY OF TOMORROW



*“Technology isn’t deterministic. If you don’t like some future possibility, you can do something about it.”*



- A brief history of Humankind;
- A brief history of tomorrow;
- **21 lessons for the 21st century.**



# 21 LESSONS FOR THE 21st CENTURY

- *The technological challenge;*
- *The political challenge;*
- *Despair and Hope;*
- *Truth;*
- *Resilience.*

*“In a world deluged by irrelevant information, clarity is power. Censorship works not by blocking the flow of information, but rather by flooding people with disinformation and distractions.”*







# 21 LESSONS FOR THE 21st CENTURY





