

CEPTCHA MANIFESTO



You are human!

You are not a robot!

You eat/drink/stink (sometimes)/laugh/love/cry/fight/bleed and reproduce. You are very different from a computer. Humans and computers are not difficult to tell apart and yet we developed a **C**ompletely **A**utomated **P**ublic **T**uring test to tell **C**omputers and **H**umans **A**part. A so-called **CEPTCHA**.

Millions of people, every day have to prove to a robot that they are not a robot by doing 'robot stuff'. Selecting images with cars or traffic signs, typing blurry words or ticking a checkbox. And in doing so, they provide some interesting input for the technology companies.

These tests are boring.

Think these tests are derogatory.

These tests are insulting.

These tests are inhumane.

After all we are human. We have unique human qualities. We can easily prove that we are human. So, why do we have to prove that we're not a robot? Why do we have to do robot stuff? Select, click, check marks? Why? **Give us a test that enables us to prove that we are human!**

That's why we designed a **CEPTCHA**. It is a **CAPTCHA** but much better. A **CEPTCHA** appeals to our deep, unique, human capacities. It is a safe, fun test that invites us to prove that we're human. A test that appeals to our sense of humor. During a **CEPTCHA** you are presented with a joke and you have to find the right punch line. It is easy and fun! It is something computers cannot do.

Do not accept a test that asks you to prove that you are a human, by doing 'computer stuff'. Refuse a **CAPTCHA**. Demand a test that appeals to your unique human qualities.

Demand CEPTCHA.

We need to replace **CAPTCHA** everywhere with a better test: the **CEPTCHA**. A **C**ompletely **E**ntertaining **P**ublic **T**uring test to tell **C**omputers and **H**umans **A**part.

A test that allows us to prove and celebrate our humanity with a smile!

A test that reminds us again and again that we are humans and that we are very different from computers, which is something we cannot be reminded of enough.

CEPTCHA: It is more important than you might think!

(See **WHY** on the next page!)

BACKGROUND



A **CEPTCHA** allows us to prove that we are human and in doing so reminds us that we are very different than computers. This seems obvious but is of great importance because we are increasingly ascribing all kinds of human qualities to computers. We reason **from** digital technology **to** people.

We frame human shortcomings as technological progress.

Let's look at a few examples. You regularly read about people falling in love with a chatbot. Some even want to get married. Or people who bury their broken robot vacuum cleaner in the garden. Sometimes they hold a small ceremony. They seem like illustrations of the unparalleled progress in technology, but aren't they also examples of the decline of humanity?

Another example. Headlines attributing all kinds of fantastic properties to artificial intelligence (AI). AI can recognize emotions. AI can write stories and articles. Nonsense, of course. AI cannot recognize emotions, but can classify facial expressions. AI cannot write articles, but can calculate the most logical next word. That is something completely different. Recognizing emotions and writing stories are uniquely human qualities. If we attribute those qualities to AI, we are selling ourselves short. And by the way, the AI in question is also built by humans. **The danger of AI is not that it works, but that we believe that it works.**

We reason to often from technology to people. That is a dangerous development. How many times have you read that Facebook's AI is feeding us toxic information? While, of course, it is the designers of the AI who serve us toxic information. It's a business decision.

Companies want to transform digitally. They want digital thinking to penetrate deeply into the DNA of the organization and the employees. Why? Digital is binary. One or zero. Black or white. Right or left. Pro or con. Shouldn't we place more value on shades of gray? Context? Exceptions? Improvising? Uniting opposites? Shouldn't we therefore strive for human transformation supported by digitization? The world could use some nuance.

Organizations strive to be data-driven. Despite all the limitations of data. Despite the fact that data only gives a faint impression of people. Data-driven education is a bad idea. Student-driven education, supported by data is a good idea. I don't want to go to a data-driven hospital, but to a patient-driven hospital supported by data.

We are human. We are not robots. It doesn't hurt to be constantly reminded of that. **CEPTCHA is a first, important step!**