

CORRECTING AI'S CAUSED POWER IMBALANCE THROUGH DECENTRALISED BRANDS

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Abstract

This article explores the social and economic challenges posed by the rise of Artificial Intelligence (AI) in various sectors and industries. One of the main challenges is the shift in power from people to a small number of corporations, leading to job displacement, increased inequality, and ethical concerns. To address these challenges, we propose the creation of many decentralized brands that allow new forms of economic and social collaboration while maintaining the main characteristics of capitalism and the market system. This paper provides an overview of the social and economic challenges caused by AI. It explains how decentralized brands can help correct the power imbalance and promote equity, transparency, and decentralization in the AI automation-centered economic world.

Keywords: AI, FreeAi, FreeScience, Outfinity

The rise of Artificial Intelligence - AI (McCarthy J., 2007) presents a significant challenge to social and economic stability. As AI technology advances, it creates structural problems that could lead to psychological harm, unforeseen risks, and endanger social stability. The unchecked development of AI could lead to significant social and ethical concerns, posing a fundamental challenge to the traditional notion of work and employment. To ensure that AI development is guided by ethical principles and concern for social welfare, a collaborative effort is needed between AI researchers, philosophers, political scientists and economists to address the potential risks and challenges associated with the AI revolution.

Adopting Artificial Intelligence (AI) presents a structural challenge to social and economic stability. Job displacement, increased inequality, and the digital divide endanger social stability, while privacy concerns, regulatory challenges, and ethical issues lead to mistrust and the degradation of social trust. High levels of social trust have been linked to various positive outcomes, including economic growth, social cohesion, and political stability. In contrast, low levels of social trust have been linked to negative outcomes such as crime, corruption, and social conflict. Disruption of traditional industries, legal liability, and lack of transparency in decision-making exacerbate these challenges, potentially amplifying existing social problems. Furthermore, AI's ability to collect and analyze large amounts of

data raises privacy concerns, undermining public trust in technology. As AI advancements accelerate, regulatory frameworks and policymakers must balance innovation with citizen protection to ensure a sustainable and equitable AI ecosystem. Adopting Artificial Intelligence (AI) could lead to psychological issues and increased loneliness and suffering. Decreased human interaction and the education and skills gap AI creates could lead to new social classes. If people rely more on technology, AI could decrease human interaction, causing feelings of isolation and loneliness. The widespread adoption of AI could potentially lead to technological unemployment, creating a gap between those with the necessary skills and those without, potentially exacerbating existing social and economic inequalities. Vulnerable populations such as older adults or those with disabilities could experience increased social isolation due to the increasing reliance on AI. It is crucial to consider the potential psychological impact of AI and work towards a collaborative effort between multiple domains to mitigate potential risks and ensure that the benefits of AI are shared equitably. Due to its complexity, adopting AI brings new dangers and risks (Taeihagh A., 2021). Algorithmic biases, cybersecurity threats, and other unintended consequences caused by a lack of human oversight are just a few of the potential risks. AI systems could perpetuate biases and discriminatory practices, leading to inequalities and unfair

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treatment. Furthermore, AI could be vulnerable to cybersecurity threats, leading to the loss of sensitive data and critical infrastructure. The complexity of AI systems could lead to unintended consequences, such as biases or unforeseen negative impacts. The increasing reliance on AI could lead to a lack of human oversight, resulting in unintended consequences.

These unintended consequences could create new problems or exacerbate existing social problems, such as racial or gender inequality, rather than addressing them. Adopting AI could also lead to international competition for resources and talent, potentially exacerbating geopolitical tensions. It is essential to address these potential risks proactively through interdisciplinary collaboration and by developing ethical frameworks that guide the responsible development and deployment of AI technology.

MATERIAL AND METHOD

This article employs various methods to investigate the social and economic challenges AI poses. It proposes the "Decentralised Brand" approach as a solution. A literature review is used to identify gaps in existing knowledge and suggest new avenues for research. Case studies explore specific situations in-depth, providing insight into potential solutions to social and economic problems. Surveys gather data on attitudes, behaviors, and beliefs, providing insight into how people respond to social and economic changes. Comparative analysis also compares the social and economic outcomes of different policy interventions or approaches. Simulation models, data analysis, and social experiment investigations could also help validate the proposed solution.

These methods can help advance research on AI problems and the proposed solution of Decentralised Brands by providing insight into complex social and economic issues. They can help identify patterns and relationships in large datasets, explore the perspectives and experiences of individuals affected by social and economic changes, and measure the impact of social and economic interventions. Additionally, they can provide a framework for testing hypotheses and evaluating the effectiveness of proposed solutions. Overall, using these methods can help build a robust understanding of the social and economic challenges posed by AI and how the Decentralised Brand approach can be used to address them.

This next chapter presents three case studies that show how the proposed "Decentralised Brand" approach can help alleviate the AI research exploitation dilemmas. These case studies can serve as the basis for future research projects, not only in AI research but also to support research on

the effectiveness of the "Decentralised Brand" approach.

The first case study is about the vision of creating an open-source brand similar to Linux but for AI software and models (Hazy Research). This case study explores how a decentralised brand approach can enable collaboration and knowledge sharing across organisations and individuals working on AI, leading to more equitable and sustainable AI ecosystems.

The second case study focuses on the problem of training specific AI models for scientific knowledge in all major sciences (Xu Y. et al, 2021). This case study examines how a decentralised brand approach can enable collaboration between experts in different scientific domains to develop AI models that are more accurate, efficient, and reliable.

The third case study explores the training of AI models for ethical rules specific to each political party or country. This case study examines how a decentralised brand approach can promote ethical AI development by enabling collaboration between experts from different political and cultural backgrounds (PewResearchCenter).

RESULTS AND DISCUSSIONS

The concept of a decentralised brand can be traced back to the open-source Linux ecosystem. This operating system was developed through a collaborative effort of individuals and organisations from all around the world. The success of Linux is largely attributed to its open-source nature, which allows anyone to contribute to the development and improvement of the software. Despite its success, the Linux ecosystem is not without its challenges. The ecosystem is often controlled by large companies that seek to commodify the operating system. As a result, there is a lack of transparency in the ecosystem, which discourages participation from smaller companies and individuals. This presents a challenge for the Linux ecosystem. The decentralised brand approach addresses this challenge by creating a more equitable and transparent system that encourages participation from all "decentralised stakeholders" using crypto tokens. In the Linux open-source ecosystem, multiple distributions are available, each offering its unique flavour of the operating system. While this can create some risk of fragmentation and introduce friction for software creators, the existence of various distributions also offers opportunities for innovation. The different Linux distributions are essentially brands offering users different features and interfaces. The multitude of Linux "brands" increases the resilience of the Linux ecosystem. This variety creates a competitive environment that

encourages innovation and improvement. This competition can lead to the development new features and technologies that benefit the entire Linux ecosystem.

Moreover, the availability of different distributions increases the resilience of the Linux ecosystem. If one distribution faces problems or fails, users can switch to another without losing access to their data or applications. This resilience is a key feature of the Linux ecosystem, which has helped it to remain relevant and successful for many years. Drawing inspiration from the Linux ecosystem, our first case study proposes the development of an AI ecosystem that includes a range of tools for training AI models. This ecosystem would consist of various software programs that can run on multiple platforms, from mobile devices to powerful cloud servers. In addition, the ecosystem would offer a vast array of datasets for Reinforcement Learning from Human Feedback (RLHF) training and other data (Bai Y. et al, 2022) sets that can be used to train models for various use cases.

We have named this proposed project "FreeAI". This project aims to create an open-source AI ecosystem accessible to everyone and can be used to train AI models for a wide range of applications. By making this ecosystem freely available, we aim to encourage collaboration and innovation in AI.

This ecosystem would enable small companies and individuals to participate in developing AI solutions rather than being excluded due to the high costs associated with proprietary software and datasets. The availability of RLHF training datasets would also enable the development of more ethical and socially responsible AI models.

This paper's second and third cases highlight the need for a decentralised approach to AI development. In these cases, it is unlikely that a huge AI model could cover all the sciences or ethical nuances of different political orientations or cultures. Attempting to create a single, monolithic model for these purposes would be impractical and dangerous by limiting the diversity of opinions. Monoculture risks limiting the adaptation solution for future challenges and creating fragility in complex systems. This is where a decentralised brand approach becomes crucial, like the proposed FreeAI project. By creating an open-source ecosystem with a range of tools and datasets for training AI models, the FreeAI project could enable collaboration and innovation across a wide range of domains. This decentralised approach would allow for the developing of multiple AI

models, each tailored to specific scientific domains or ethical frameworks.

By implementing a decentralised brand approach, we can avoid the risks associated with any single entity or corporation monopolising the development of AI models. The proposed FreeAI ecosystem, consisting of multiple competing but still collaborating decentralised brands, would facilitate a greater diversity of opinions and ideas. This approach would also promote greater antifragility and resilience in the face of unexpected challenges.

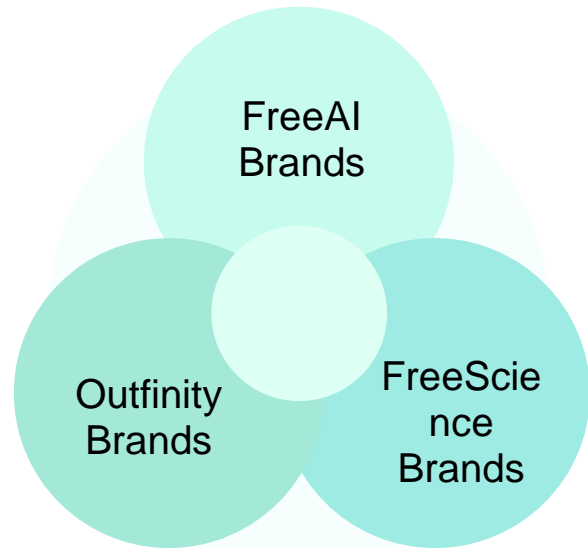


Figura 1 **FreeAI Ecosystem, FreeScience Vision & Outfinity**

This paper introduced the vision of the second and third cases we will refer to as FreeScience and Outfinity. The FreeScience project aims to create multiple decentralised brands for training AI models for various sciences and even for different schools of thought within each science. FreeScience would bring immense benefits to education, technology, and the progress of science.

Given the enormity of the FreeScience scope, it is obvious that centralising this project would be extremely dangerous for society. Instead, the decentralised brand approach would enable the creation of thousands of competing AI models for different science branches. The FreeScience project could create a more diverse and inclusive environment for developing AI models in various scientific domains by enabling collaboration and innovation across other schools of thought.

Multiple competing AI models will facilitate communication between researchers by allowing them to identify differences in assumptions between various schools of thought. Ultimately, the FreeScience project would create a more diverse and inclusive scientific research

environment, fostering innovation and progress in various fields. The FreeScience project represents a significant opportunity to leverage decentralised brands' power to drive scientific research progress.

In our research, we came across a fascinating insight into the immense diversity of ethical rules across different cultures and societies. This led us to consider how the decentralised brand approach could be applied in such a way as to accommodate these diverse ethical perspectives.

As a reflection of our research vision regarding decentralised brands, we have chosen to refer to our internal project as "Outfinity". We named our internal research project "Outfinity" to represent the limitless ethical perspectives and approaches that can be incorporated into the decentralised brand approach. Outfinity aims to develop a framework for incentivising the creation of new business models and collaborations based on ethical AI models through decentralised technologies such as distributed ledgers and from progress in decentralised social networks. These collaborations should accurately reflect the ethical perspectives of their diverse stakeholders. By avoiding a monolithic AI model, Outfinity promotes a more inclusive and diverse approach to AI development and how we conduct our social and economic affairs.

Ethical behaviour enforcement methods are critical in a decentralised brand setup because the decision-making process is spread across various stakeholders, and no central authority oversees every aspect of the business. Here are some key aspects of ethical behaviour in such a setup: Trust and Reputation, Decision-making, Collaboration, Compliance, Sustainability, Brand engagement and retention, Competitive advantage, and Risk management. In a decentralised setup, maintaining a consistent brand image and reputation depends heavily on the ethical behaviour of all involved stakeholders. Ethical behaviour helps build trust with customers, partners, and the community, as they can rely on the brand's commitment to integrity and social responsibility.

With multiple stakeholders making decisions, ethical behaviour ensures that decisions align with the brand's values and objectives. It helps to create a shared understanding of what is right and wrong, and it provides a moral compass for decision-makers.

Stakeholder collaboration is crucial for success in a decentralised brand setup. Ethical behaviour helps foster a collaborative culture where stakeholders can work together effectively, respecting each other's perspectives and interests.

Decentralised brands must comply with various legal and regulatory requirements across

jurisdictions. Ethical behaviour ensures that the brand and its stakeholders adhere to these requirements and avoid potential legal pitfalls.

Ethical behaviour in a decentralised brand setup involves a commitment to sustainability and environmental stewardship. By prioritising sustainable practices, the brand demonstrates its long-term vision and responsibility towards the planet and future generations.

Ethical behaviour creates a positive work environment, which attracts and retains talented contributors and dedicated customers. A strong ethical culture can boost satisfaction and motivation, increasing productivity and performance and therefore could become a competitive advantage for decentralised brand stakeholders.

Brands that consistently demonstrate ethical behaviour can differentiate themselves. This ethical commitment can become a competitive advantage as consumers increasingly prioritise and support companies that share their values.

Ethical behaviour helps identify and mitigate potential risks of decentralised decision-making. By ensuring that stakeholders adhere to ethical guidelines, the brand can better anticipate and manage potential issues that may arise.

In conclusion, ethical behaviour plays a vital role in a decentralised brand project, as it fosters trust, collaboration, and sustainability while mitigating risks and providing a competitive advantage. By emphasising ethical behaviour, a decentralised brand can maintain a consistent image, attract and retain talent, and thrive in a rapidly changing business landscape.

Decentralised brands can cater to various niches, such as serving individuals and small groups of specialists through facilitating business-to-business interactions or championing socially relevant causes. These brands can provide tailored solutions and foster innovation for niche communities, enable seamless collaboration and value exchange between companies, and address pressing social issues by aligning with the values and needs of a wider audience.

By incorporating these elements into their operations, personal brands can harness the power of decentralisation to create more resilient, adaptable, and community-centric businesses.

The core principle of a "decentralised brand" can be suggested by the phrase "trust but automatically verify". The meaning of this phrase is that collaboration starts with a high level of trust, but automatic verification should be in place. The verification occurs based on distributed ledger technologies (DLTs) and Artificial Intelligence, as described further.

By utilising blockchain technologies, digital signatures for every action, and advanced artificial intelligence monitoring all group activities, achieving the slogan "Effortless trust through smart verification" becomes possible. This approach ensures that all transactions and interactions within the group are secure, transparent, and automatically verified. Blockchain provides a tamper-proof and immutable record of all actions, while digital signatures authenticate the participants involved (Ahmad L. et al, 2020). Meanwhile, advanced AI continuously monitors and analyses the group's activities, detecting anomalies or potential issues and providing real-time insights. This combination of technologies creates a seamless and trustworthy environment where participants can confidently rely on intelligent verification without additional effort.

AI-powered chatbots and virtual assistants that we call AI Facilitators can provide efficient and responsive customer support, answering questions and addressing concerns in real time. AI Facilitators will help build trust with users and improve their overall experience with the decentralised brand.

Advanced AI algorithms can continuously monitor and analyse the vast amounts of data generated by a decentralised brand's activities. These algorithms can detect unusual patterns or deviations from the norm, potentially identifying fraudulent activities, security breaches, or other issues that may compromise trust within the community.

AI can provide real-time insights into the operations and performance of a decentralised brand, allowing stakeholders to make informed decisions and respond quickly to any issues that may arise. This transparency and responsiveness build trust in the community and ensure that any concerns are addressed promptly.

AI Facilitators can assist in ensuring that a decentralised brand adheres to regulatory requirements and industry standards. By automating the process of monitoring and reporting on compliance, AI reduces the likelihood of human error and ensures that all stakeholders can trust that the brand is operating within the necessary legal and ethical frameworks.

AI can be integrated with blockchain-based smart contracts to automate various processes within a decentralised brand, such as verifying transactions, managing supply chains, or distributing rewards. These automated processes, combined with the transparency and immutability of blockchain technology, can help build trust by ensuring that all operations are conducted fairly and efficiently.

AI Facilitators can be used to perform sentiment analysis on the community's feedback and online discussions related to the decentralised brand. This analysis can help the brand identify any areas of concern, monitor reputation, and proactively address any issues that may impact trust.

AI Facilitators can play a role in conflict resolution within a decentralised brand by impartially analysing data and providing evidence-based recommendations for resolving disputes. This unbiased approach can help establish trust in the system and reassure stakeholders that their concerns are addressed fairly.

Verification of claims made by a decentralised brand, including product origin, sustainability of production processes, and accuracy of marketing messages, can be supported by AI-generated objective evidence, improving trust in the brand's transparency and authenticity.

AI-based software can create predictive analytics to anticipate potential issues, trends, or opportunities within the decentralised brand ecosystem, enabling the brand to address challenges and capitalise on opportunities proactively.

AI can automate quality control processes to ensure the products or services offered by a decentralised brand meet high standards, bolstering trust in the brand's commitment to excellence.

AI can analyse data across the entire supply chain of a decentralised brand, identifying inefficiencies, predicting potential disruptions, and suggesting optimisation strategies. This approach can improve the reliability and efficiency of the supply chain, which in turn bolsters trust in the brand's ability to deliver products and services as promised.

AI can facilitate the creation and curation of relevant and engaging content tailored to the interests of the brand's stakeholders, enhancing the brand's reputation and building a stronger community among stakeholders.

AI can identify and prevent fraudulent activities within a decentralised brand ecosystem by analysing transaction patterns, user behaviour, and other data points. This way, a decentralised brand can help protect stakeholders from scams and other malicious activities, ensuring the integrity of the brand's operations and maintaining trust among users.

By leveraging AI in these additional areas, a decentralised brand can further enhance its operations, user experiences, and overall reputation, ultimately fostering a stronger sense of trust and commitment among its stakeholders. The combination of artificial intelligence and

decentralised technologies ultimately creates an environment where stakeholders can be confident in the brand's operations, values, and commitment to ethical practices.

Our research indicates the possibility of simulating a brand's consciousness using artificial intelligence techniques, emotion and sentiment analysis, and ethical rules of a society or country's laws. Creating an "ethical engine" that could function as a "conscience" for organisations has the potential to revolutionise the way businesses operate and interact with their stakeholders. An AI-powered ethical engine would provide real-time guidance to organisations, helping them make decisions that align with their values, societal norms, and legal frameworks. This would ensure that organisations maintain their ethical commitments in various situations. This ethical conscience would improve corporate governance by monitoring the organisation's activities (e.g., economic, social, or scientific) and issuing warnings to stakeholders when the brand's values are violated. This would create a culture of accountability and transparency, fostering stakeholder trust. By integrating an ethical engine, organisations can proactively identify and address potential ethical issues, reducing the likelihood of public relations crises and strengthening their reputation. The ethical engine would help organisations navigate complex ethical dilemmas, providing valuable insights and recommendations based on analysing emotions, sentiments, and societal norms. This would lead to better-informed decisions that align with the organisation's values and stakeholder expectations. As societies evolve and laws change, the AI-powered ethical engine can adapt and learn from new information, ensuring that the organisation remains compliant and up-to-date with the latest ethical standards. The ethical engine can serve as a platform for stakeholder engagement, enabling organisations to gather feedback and input from various stakeholders and fostering a more inclusive and collaborative decision-making process.

The term "decentralised brands" (Balan A. et al, 2023) refers to a new type of organisation and management of commercial brands that leverages blockchain technology and decentralisation principles to empower communities and reduce intermediaries. This concept is based on the idea that instead of a single entity controlling and managing a brand, a group of people or a community can play an active role in its development and management.

By definition, the major characteristics of decentralised brands are group and community-centric, trustless collaboration through Distributed

Ledger Technologies (DLTs), built-in economic incentivisation, disintermediation and antifragility.

The surrounding community plays a significant role in growing and maintaining the brand. Voting and active participation should influence the decentralised brand's decisions and direction.

Distributed Ledger Technologies (like blockchain) record and manage transactions, ownership rights, and other essential aspects of the brand. DLTs ensure transparency and security in all aspects of the brand. Digital tokens could be used to reward the community and provide incentives. Tokens can also finance the brand's development and involve community members in decision-making.

Decentralised brands should promote disintermediation by relying less on intermediaries and third parties since the community and groups actively manage the brand.

Since control over the brand is distributed among community members, decentralised brands can be more adaptable and innovative, and they could confer antifragility as a brand characteristic. Decentralised brands aim to respond quickly to changes and incorporate new ideas and solutions compared with traditional brands.

Antifragility is a concept introduced by Nassim Nicholas Taleb in his book "Antifragile: Things That Gain from Disorder." Antifragility goes beyond resilience and robustness, as it describes systems that not only withstand shocks, stressors, and volatility but also improve and grow stronger. While "resilience" refers to a system's ability to absorb shocks and return to its original state, "antifragility" implies that a system can adapt, learn, and improve in adversity. In other words, an antifragile system thrives under stress and uncertainty, while a resilient system merely endures it.

To better understand antifragility as a stronger form of resilience, consider the following distinctions between the two concepts: A resilient system can withstand shocks and stressors without significant damage. It returns to its original state after disturbances, maintaining its core functions and structure. Resilience is about stability and recovery.

An antifragile system not only withstands shocks and stressors but also benefits from them. It evolves, adapts, and becomes stronger when exposed to disturbances, making it better equipped to handle future challenges. Antifragility is about growth and adaptation.

Antifragility applies to various domains, such as biology, economics, finance, engineering, and social systems. For example, a diverse and

adaptable investment portfolio in financial investments can be considered antifragile, as it can benefit from market fluctuations and uncertainties. In contrast, a rigid and concentrated portfolio may only be resilient at best.

Decentralised brand vision demands extensive research in technology domains (such as blockchain and artificial intelligence) and social fields (like ethics and sociology), believing that artificial intelligence can potentially monitor and enforce ethical compliance, revolutionising decentralised collaboration between individuals and companies.

The decentralised brand vision can be seen as a social technology, distinct from technologies based on hard sciences. While hard sciences focus on developing tools and solutions for specific technical problems, social technologies like decentralised brands create new ways to organise and empower human communities.

Decentralised brands are not just about technological innovations but also about fostering new social structures and relationships supporting decentralisation, collaboration, and empowerment. They respond to the limitations and drawbacks of centralised structures, which can create power imbalances, limit participation, and constrain innovation.

In contrast, technologies based on hard sciences focus primarily on technical solutions to specific problems without necessarily addressing broader social and ethical implications.

Therefore, the decentralised brand vision represents a new paradigm of social technology that seeks to harness the potential of emerging digital technologies for the benefit of all rather than just for the benefit of a select few. It strongly emphasises collaboration, transparency, and empowerment and promises to transform our social, economic, and political systems.

The concept of decentralised brands (Balan A. et al, 2023) is emerging from our research as a new social technology that can potentially transform how we think about interpersonal collaboration, businesses and organisations. While brands have existed for centuries, they have taken on a new form in the digital age. Social media and other technologies allow for greater collaboration and decentralised decision-making.

Brands are a form of social technology that humans have used for thousands of years. Anthropologists have long studied the role of symbols and shared beliefs in human societies, and the power of brands can be seen as an extension of this. Brands are a way to create meaning and identity, and they can unite people around common values and goals.

However, the rise of digital technologies has enabled a new level of decentralisation and collaboration, allowing for the creation of decentralised brands. These brands are not controlled by a single entity or organisation but are co-created and maintained by a network of stakeholders, including customers, employees, partners, and other community members.

Furthermore, using digital technologies to create and manage decentralised brands raises concerns about privacy and security. How can we ensure that user data is protected and that decentralised brands are not used for malicious purposes?

The emergence of modern brands raised important ethical questions about ownership and control. Who has the right to control the brand, and how are decisions made about its use? How can we ensure that decentralised brands are used in ways that align with social and environmental values?

Trying to provide an answer to these difficult questions, the concept of decentralised brands could represent a new frontier in the evolution of social technologies. As we continue to explore the potential of these new forms of organisation and collaboration, we must be mindful of their ethical implications and work to ensure that they are used to create a more just and equitable world.

Indirectly, this paper delves into the complex relationship between individualism and collectivism, emphasising the importance of striking a balance between the two for societal well-being. We use case studies to explore the potential of the "Decentralised Brand" concept, which is enabled by emerging technologies such as blockchains and artificial intelligence. The "decentralised brand" idea fundamentally embraces biases as inevitable, fostering antifragile systems that continuously improve by cultivating human diversity and inherent biases. Instead of eliminating biases, they are harnessed for enhancement, leveraging the complexities of human nature and allowing the development of antifragile systems that prosper amidst stress and uncertainty. This paper's perspective is based on the belief that artificial intelligence should serve as a tool to augment human wisdom rather than take control. We assert in this paper that without tools like blockchain technology and ethical guidance from artificial intelligence, social systems' complexity will hinder collaboration. Persisting habits of simplistic behaviour, such as violence, tribalism, and unfair obstruction of competition, will continue to flourish, ultimately causing long-term harm to human systems on all levels.

Decentralised brands generally represent an innovative and democratised approach to

managing and developing personal and commercial brands that benefit from blockchain technology and group collaboration.

While it may seem counterintuitive, some arguments favour oligarchy and authoritarianism on specific social levels, and some favour decentralisation and democratisation.

This Decentralised brand approach combines the potential benefits of both systems to create a more balanced and effective structure. Oligarchies and authoritarian systems often place individuals with specialised knowledge and experience in power. This can lead to more informed and effective decision-making in specific areas or industries. With a smaller group of Decision-makers, local policies can be more consistent, ensuring that frequent changes in direction maintain long-term plans and projects. Local oligarchies and authoritarian systems may stabilise communities with weak or divided political systems, preventing chaos and disorder from arising from constant conflict and disagreement. Decentralisation and democratisation ensure that diverse perspectives and interests are represented in decision-making processes, leading to more equitable outcomes. Decentralisation allows communities to take control of their development and find contextually relevant solutions that address their specific needs and challenges.

Decentralised systems can foster innovation and creativity, encouraging exchanging ideas and knowledge among various stakeholders. Decentralised and democratic systems are more adaptable to change, as they can quickly pivot their strategies and resources to address emerging challenges. Decentralisation and democratisation can lead to greater transparency and accountability as they create opportunities for participation and representation from various stakeholders. A combination of oligarchy and authoritarianism focused on solving urgent problems with large-scale decentralisation and democratisation values in society can potentially create a balanced system that leverages the strengths of both approaches. The fundamental idea behind the decentralised brand approach stems from a dissatisfaction with the traditional method of governance through voting, which can be susceptible to demagoguery and manipulation. Instead, we propose a more solid and equitable approach to governance based on the concept of "vote with your feet." This means that individuals and communities can choose which decentralised brands to participate in based on their alignment with personal values and beliefs.

We believe that temporary forms of oligarchy or authoritarianism may be useful and

desirable in certain limited contexts, such as during times of crisis or in small communities. However, ensuring that such governance structures do not become permanent or entrenched is subject to regular review and scrutiny is important. Ultimately, the decentralised brand approach aims to empower individuals and communities to make informed choices and foster a culture of transparency, accountability, and open dialogue.

By embracing this approach, we aim to create a system where participation is voluntary and based on mutual trust and respect rather than enforced through top-down hierarchical structures. Decentralised brands offer a framework for individuals and communities to collaborate on shared goals and values while maintaining autonomy and diversity of perspectives. This approach promotes a more equitable and sustainable system, where power is distributed among multiple entities rather than concentrated in the hands of a few.

Oligarchy and authoritarianism can provide quick decision-making, consistency, and stability, while decentralisation and democratisation on a larger scale ensure inclusivity, empowerment, innovation, and adaptability. A hybrid approach can lead to more effective governance and problem-solving across different levels and contexts.

The concept of a decentralised brand, by embracing antifragility, indeed imposes an inevitable condition where social systems and collaborations must embrace both decentralised brands influenced by a collaboration-oriented model and centralised brands based on authoritarianism. The secret to resolving the planned cultural conflict that ensures antifragility is ensuring an ecosystem where brands evolve and disappear before becoming irreplaceable and capable of destroying their competition.

Encouraging a competitive environment where both centralised and decentralised brands can coexist allows them to compete on merit and value provided. This dynamic competition prevents monopolies and fosters innovation, ensuring that brands cannot stagnate and become irreplaceable. Establishing regulatory frameworks that support the coexistence of diverse organisational structures, including both centralised and decentralised brands, is crucial.

These frameworks should promote fair competition, prevent anti-competitive practices, and facilitate an environment where organisations can learn from one another and adapt to changing conditions. Encouraging brands to be flexible and adaptable helps them remain resilient in changing market conditions and societal demands.

Embracing antifragility ensures that centralised and decentralised brands can learn from their experiences, evolve, challenge each other and continuously improve their offerings and operations.

CONCLUSIONS

Supporting a culture of experimentation, where organisations can explore different governance models and strategies, can help identify the best practices for various contexts.

From the antifragility perspective, a decentralised brand requires social systems and collaborations to accommodate both democratic, collaboration-oriented models and centralised, authoritarian models overwhelmingly present in the current economic life. We can only hope this balance can be achieved on a large scale through dynamic competition, regulatory frameworks, flexibility, collaboration, and experimentation.

The key to resolving this cultural conflict is to create an ecosystem where brands can evolve and disappear before becoming capable of destroying competition through violence or anti-competitive ways. The overall culture in society should help brands fail fast when they become obsolete or dangerous.

In this paper, we advanced the presentation of the decentralised brand. We explored the idea that simulating a brand's consciousness through AI techniques and ethical analysis can create an ethical engine that serves as a conscience for organisations. This conscience could oversee a company or a group (e.g., a decentralised brand economic, social, or scientific activities) and issue warnings to stakeholders when the brand's values are violated. The decentralised brand's ethical engines and the associated cultural perspective can revolutionise corporate governance, decision-making, and stakeholder engagement, leading to more ethically responsible and accountable organisations.

The proposed FreeAI project could be crucial in developing decentralised AI models tailored to specific scientific or ethical domains. This approach would ensure greater diversity of ideas and promote resilience in unexpected challenges. The FreeAI, FreeScience, and Outfinity project visions would encourage the development of more accessible and sustainable AI solutions that can benefit society.

These case studies demonstrate the potential of the "Decentralised Brand" approach to address the social and economic challenges AI poses. This approach can create a more equitable and sustainable social environment for our common

future by promoting collaboration and knowledge sharing across different organisations and individuals. AI technologies have brought various social and economic challenges to our attention and the potential to endanger existing social stability. However, innovative solutions such as the Decentralised Brand approach can address these risks and improve the quality of life for billions by finding sustainable solutions for global challenges like climate change, inequality, and injustice. Implementing such solutions can also enhance resilience and anti-fragility in social governance mechanisms.

In this article, we also discussed the vision of a humanity-scale research project named FreeScience, which aims to revolutionise the transfer of scientific knowledge into AI models for the benefit of humanity. The project envisions the creation of multiple decentralised brands that will take charge of the AI model training for various scientific fields and even different schools of thought within the same scientific domain. This would significantly increase educational and technological advancement and promote scientific progress with thousands of models available for various scientific branches.

Additionally, creating AI-driven ecosystems for entrepreneurship can offer better and more efficient opportunities where skills align with marketing and customer values. Overall, the enormous potential benefits of AI make it imperative to explore decentralised approaches to mitigate risks and pave the way for a more sustainable and prosperous future.

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