



Abstract

## Discovery of Innovation Blindness

*This is a synthesis on the results obtained from the research on the unicist ontology of the anti-concept of innovation to define its unicist ontogenetic map led by Peter Belohlavek.*

### Prologue

The development of unicist technologies and their implementation processes required the research of innovation blindness to develop strategies to avoid it.

Change blindness is a well known and experimented subject. The research was developed by different educational institutions:

<http://viscog.beckman.uiuc.edu/change/people.shtml>

The functionality of innovation blindness was researched at The Unicist Research Institute in the field of management on the basis of innovative processes developed by more than 100 participants.

The complexity research methodology was applied making the research within real applications without artificial experimentation. The objective was to find a solution for innovation blindness in the field of business management.

### Introduction

An innovative solution is the consequence of a creative personal action to overcome scarcity in a given context in an environment that has the expectation, trust and credibility that a new solution will be found.

All innovations imply change, but not all changes are innovations in the sense it was described. Innovations require the existence of a structural change of how a scarce element is being managed.

Inventions and discoveries are innovations only when they modify the management of scarcity. Inventions and discoveries only exist if the innovation can be apprehended. The use of an innovation is a condition for its existence. Until this happens it is perceived as an expression of the inventor's or discoverer's ego.

A necessary condition to apprehend an innovation's functionality is its operational recreation. This recreation requires a high level of adaptation to the environment in order to be able to "introject" the functions of the innovation.

Innovation blindness is an unconscious response of individuals who do not perceive the proposed change, when the conditions to make use of it are not given.



The functionality of innovation blindness is the avoidance of energy consumption to introduce a new task in an individual's brain.

## Causes of innovation blindness

There are social and individual causes.

### Social causes

- 1) When there are utopias implicit in the innovations that are out of reach for a group or society.
- 2) When the innovation does not respects the myths of a culture.
- 3) When the innovation disrespects the taboos of a culture.
- 4) When the innovation modifies the ethics of a culture.

### Individual causes

- 1) When it modifies an individual's habits.
- 2) When it modifies the ethics of an individual.
- 3) When the "functional recreation" by a user requires a level of knowledge the individual does not have.
- 4) When the ego or the "business" of an individual is affected.
- 5) When an increase of responsibility of the user is required and s/he has no need to assume such responsibility.
- 6) When an increase of internal freedom of the individual is required.
- 7) When it stimulates guilt or fear of the user.

## How blindness works

Innovation blindness is a characteristic of "innovation-phobics" and "innovation-busters". These individuals cannot see changes, avoiding the necessary work to recreate their functionality.

### This blindness produces:

- a) An incapacity to perceive the functionality of new elements
- b) The vision that the new elements lack some functionalities included in the existing solutions.

## Blindness functionality

The individual "grasps" and transforms the new object:



- 1) All the new elements that cannot be recreated in the mind of the individual are eliminated. They are considered superfluous or non-operational.
- 2) Preexisting functionalities of the existing solution are added, considering they are needed in the innovation.

In order to avoid the innovation, the necessary fallacies are built. Thus those who do not have the necessary knowledge to apprehend a new reality are “blind” and those who do not have it but think they do, are blind and deaf.

The consequence of innovation blindness is that individuals cannot see an innovation and cannot hear about it. It is homologous to change blindness:

[http://viscog.beckman.uiuc.edu/djs\\_lab/demos.html](http://viscog.beckman.uiuc.edu/djs_lab/demos.html)

## An example

The invention of tubeless tires, replacing the use of inner tubes and tires is a typical example of introduction of innovations.

Those who suffered innovation blindness did not use the solution because they did not see its advantage, and in this solution an inner-tube was missing according to them.

The demonstration of its functionality and the dissemination of its use convinced them to use this technology. They might have used tubeless tires with an inner tube for some time, but at the end they accepted the new technology.

## The solution

The introduction of changes implies having a conscious perception of what is being done.

The first cars were horse-wagons with a motor. The first steam ships were sail ships with a motor.

When possible, the simultaneous use of innovations with known and accepted elements is a solution (when they are compatible).

Breakthroughs do not allow the use of elements of the past. The invention of the airplane is an example. In this case it is necessary to segment the implementation, counting that experience will demonstrate the functionality of the innovation.

Compromises are necessary to introduce new management models in a company. It will often be necessary to develop horse-wagons with a motor.

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