

# The Soul in the Circuit:

Weaving Humanity into Tomorrow's Care.

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# **“The soul in the circuit”**

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# Global retail and agentic Ai

- searches,
  - compares,
  - validates,
  - builds baskets,
  - completes purchases
- sometimes without the human ever asking directly.



## The changing consumer

They want **meaningful relevance**. Not a flood of information, but a flow of respect. Not bombardment, but anticipation. Not intrusion, but understanding.

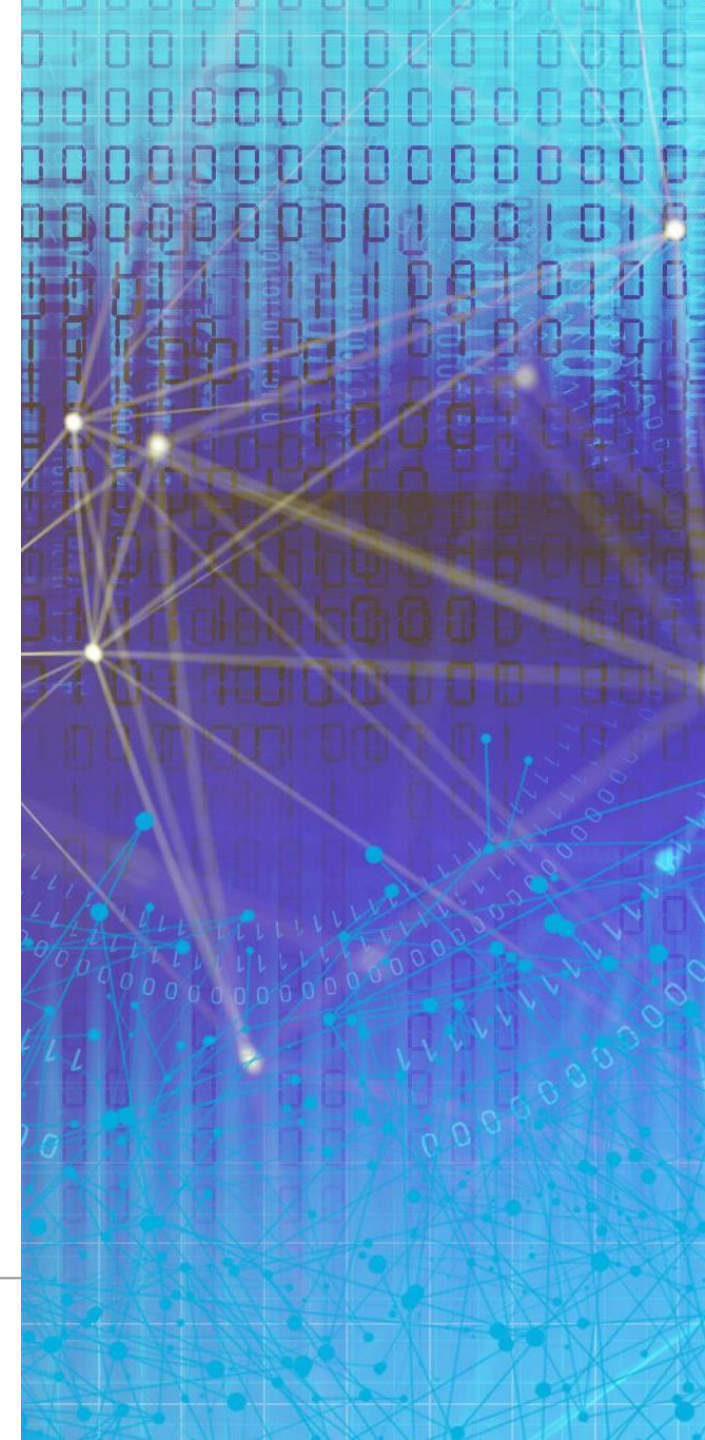
AI systems build **subtle psychological profiles, micro-signals, timing rhythms** –

So retail is shifting toward anticipatory systems: **AI that predicts need before need is spoken.**



# The omniconsumer.

Retail is not only evolving personalisation; it is dissolving the idea of channels altogether. You are not a user of a platform - ***you are the platform.*** Everything flows around you. You become the pivot, the context, the centre point.



# W(h)olistic Ai in care

Retail's omniconsumer is simply a commercial metaphor for what we in care have known for generations:

A person's life is not a set of disconnected episodes - it is a whole, living, relational story.

And AI allows us, perhaps for the first time, to coordinate care in a way that honours that wholeness.



# But with this immense capability comes risk.

We could see:

- erosion of autonomy,
- opaque decision-making,
- surveillance without consent,
- systems that infantilise rather than empower,
- a loss of the right to “be” rather than be managed.



# PANEL

- Participation,
- Accountability,
- Non discrimination,
- Empowerment, and
- Legality.

## Participation

The older person, the individual receiving care, must shape the technology, not simply be shaped by it.

**They must be co-creators.**

## Accountability

**AI cannot become an unchallengeable oracle.** Decisions must be explainable. Systems must be transparent.

## Non discrimination

**AI inherits the bias of the data it is trained on.**

If we do not build inclusively, AI will magnify inequality.

## Empowerment

**It must help someone to live the life they want, not the life a system predicts for them. It must create capability, not dependency; confidence, not compliance.**

## Legality

**AI inherits the bias of the data it is trained on.**

If we do not build inclusively, AI will magnify inequality.

# The measure of success in AI in care is not efficiency. It is human connection

If AI deepens relationship, strengthens autonomy, widens possibility, and restores dignity - then it is ethical.

If it replaces presence, narrows choice, or fragments relationship - then it is not.

We stand at a moral threshold. Not simply a technological one.



# The soul in the circuit

The soul is not in the machine.  
The soul is in the intention.  
The soul is in the relationship.  
The soul is in the choice to  
design with dignity, to govern  
with humility, to innovate with  
compassion.



# Thank you

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