In this talk I consider how a version of positivism can survive and even thrive in the 21st century. To be precise, I propose and defend a liberalised conception of observability and an associated, and accordingly liberalised, conception of empiricism. ‘Universal observability’ and ‘universal empiricism’ unchain themselves from the burdens of traditional conceptions of experience while remaining firmly tethered to what, it is argued, is the true source of epistemic credibility in the senses.