Twitter Thread by Carlos E. Perez

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I suspect that Emergentism and Enactivism have very little appeal in a world dominated by Reductionists.

To get funding one must present a reductionist idea. A perfect example of this is the European Blue Brain project. https://t.co/0H1b11rVRN

I also suspect that pitches that show how one can get a competitive advantage over the rest of humanity has a much greater appeal than pitches that show how one can that has a unified view of humanity.

My book 'The Deep Learning Playbook' out sold my other book 'Artificial Intuition' by a metric mile. I am however more proud of the latter book.

That's because the word 'playbook' conveys a thing that once possessed gives one new power. In contrast, the word 'intuition' does not feel like a think but more of a process (a thought process). Processes don't appear like things that can be owned.

We pay a premium to go to university so that we can own a thing that is a symbol of our connections and competence. We aren't paying for learning how to think better about this world.

We buy the latest gadgets, not because they are more useful to us but rather because of the social signaling that ownership of that new gadget endows us with.

It is a hard sell if your product implies that your customer must make an intellectual effort to acquire its benefits. The more you can outsource thinking, the more appealing one's product. That's why an AI product will always be appealing.

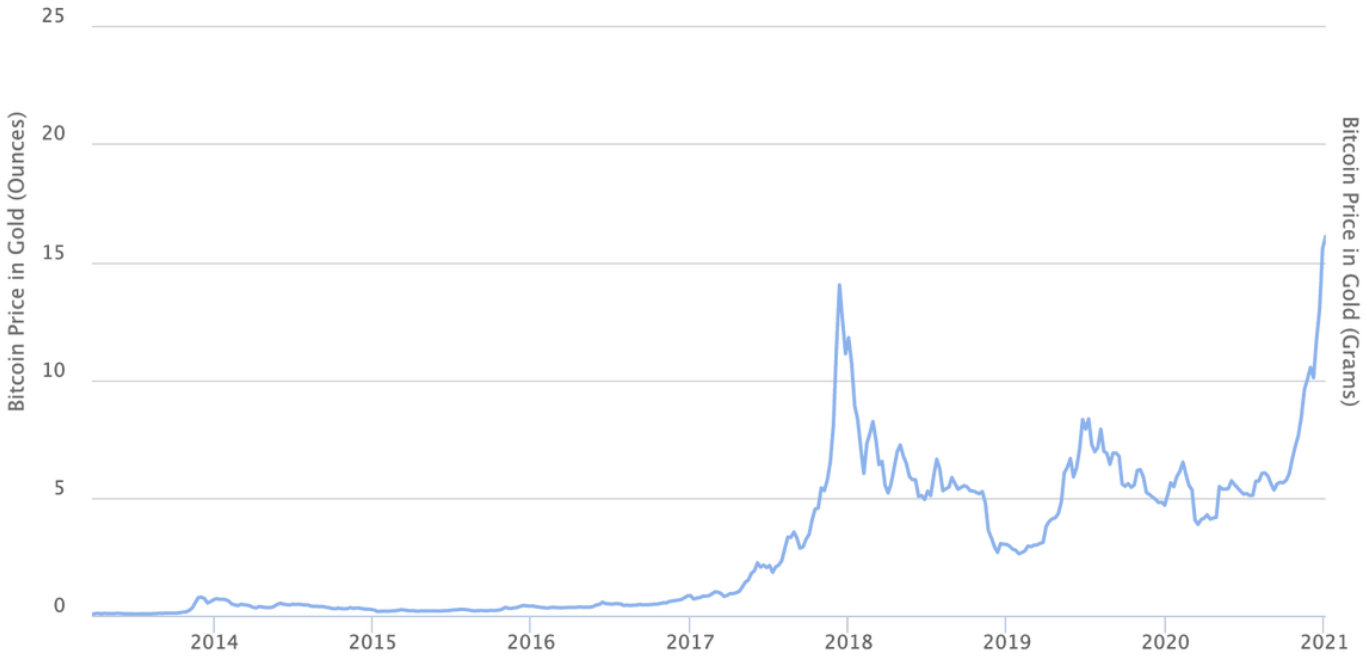
Products that require that someone actually do something is a product that will be ignored. It is very rare for anyone to pay for a programming language. Lot of stuff that's open source that you can get for free are in the same product category that requires exerting effort.

Brains are intrinsically lazy. Things that can be acquired to avoid work has the greatest appeal. Explains the appeal of the stock market. https://t.co/PP9V1TRGVe

There is no greater product than that thing that prints money (isn't this what bitcoin and ethereum are about?).

That affliction of collecting books that you never ever read (Tsundoku (Japanese: ■■■)) is a manifestation of this prioritization of thing over process.

It is indeed odd that the thing that they call bitcoin isn't an actual thing. It's a process. The argument of gold bugs against bitcoin has always been that the former is a real thing. But does that really matter?



Bitcoin, gold, stocks are all manifestations of the human inclination for ownership of things. Pollution, consumerism, climate change, the loss of meaning are all manifestations of the same inclination.

This is because meaning only emerges through enactivism. Ownership leads only to symbolism. There is no grounding on symbols alone.

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