

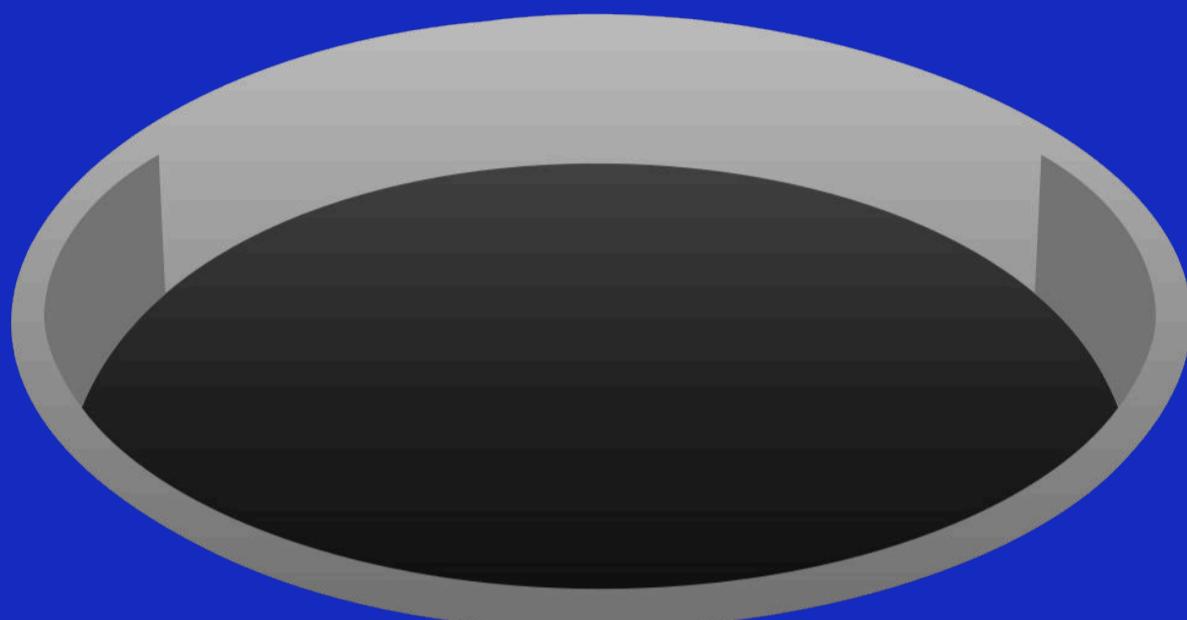


**please
learn to
have
an
original
thought**

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“AI is going to take over!”



– only over those
who can't bloody
think for
themselves.



The examples of
human hivemind
are even more
staggering on this
platform that is
supposed to be
“expert” and
“professional”.

◎*



The Jaguar screaming
contest.

The witch hunt for the
Em Dash.

The Studio Ghibli
avatars.

I can continue.

◎*



The internet gives you
the possibility to

do literally anything,

look for anything,

try anything,

say anything.

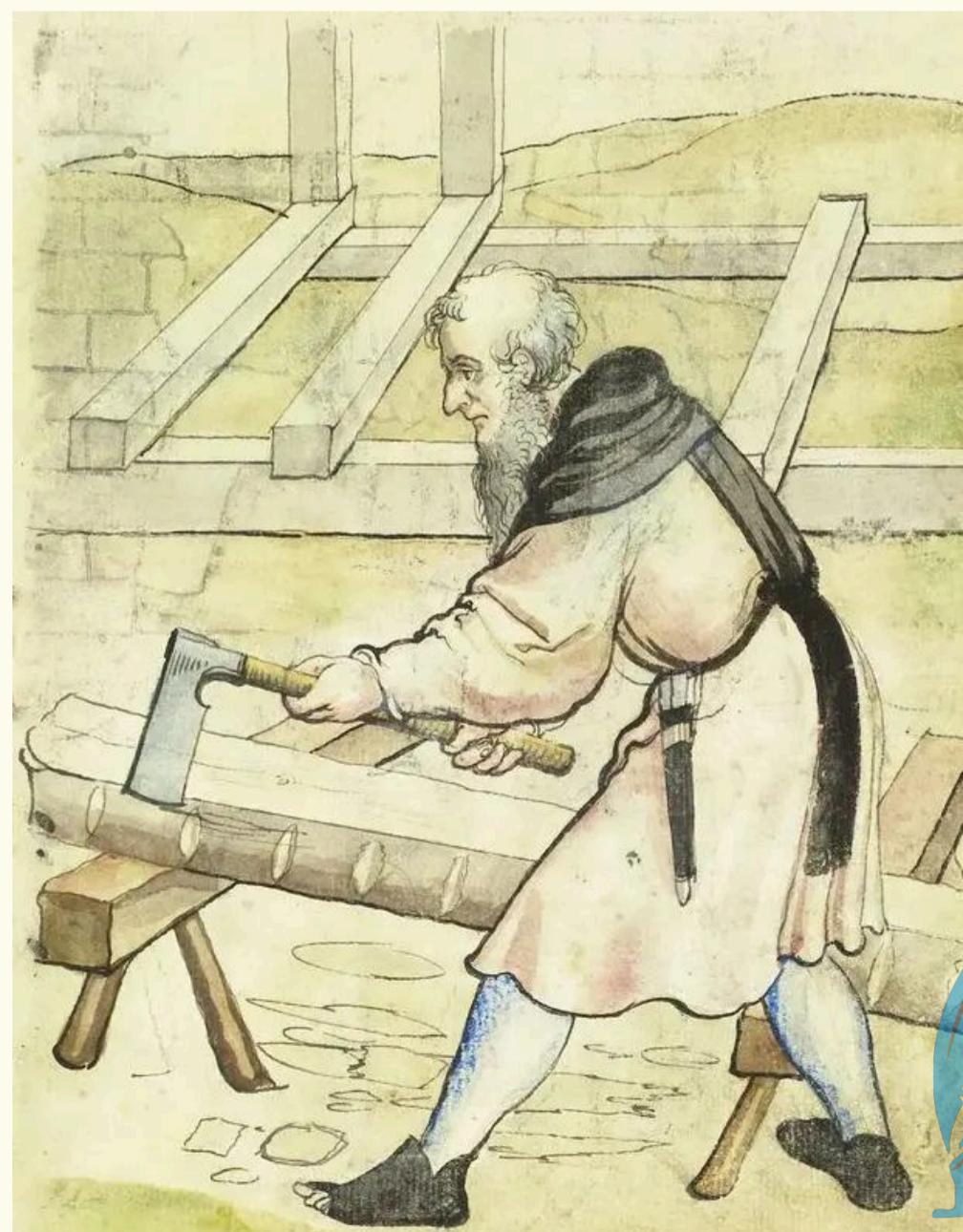


And you choose to say,
do, and read exactly the
same thing as anyone
else.

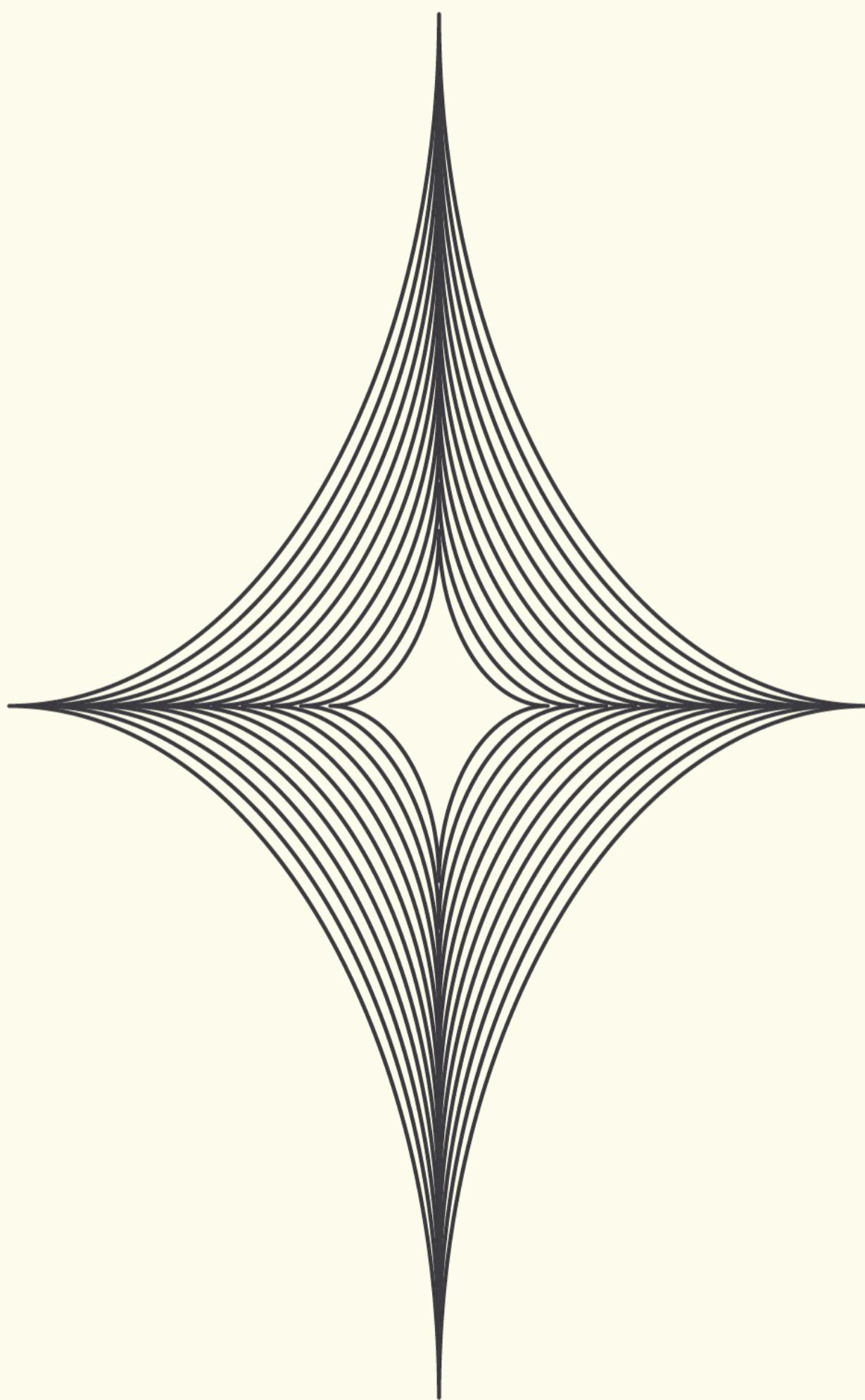


Well, conformism is a very good survival strategy.

You could be paid well for doing what everybody else was doing for most of human civilisation.



But AI can do the same thing as everybody else for \$20 a month and in four seconds.



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**It is indeed over
for intellectual
conformism.**



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But there is a cure.

**Here is how to
learn to think for
yourself.**



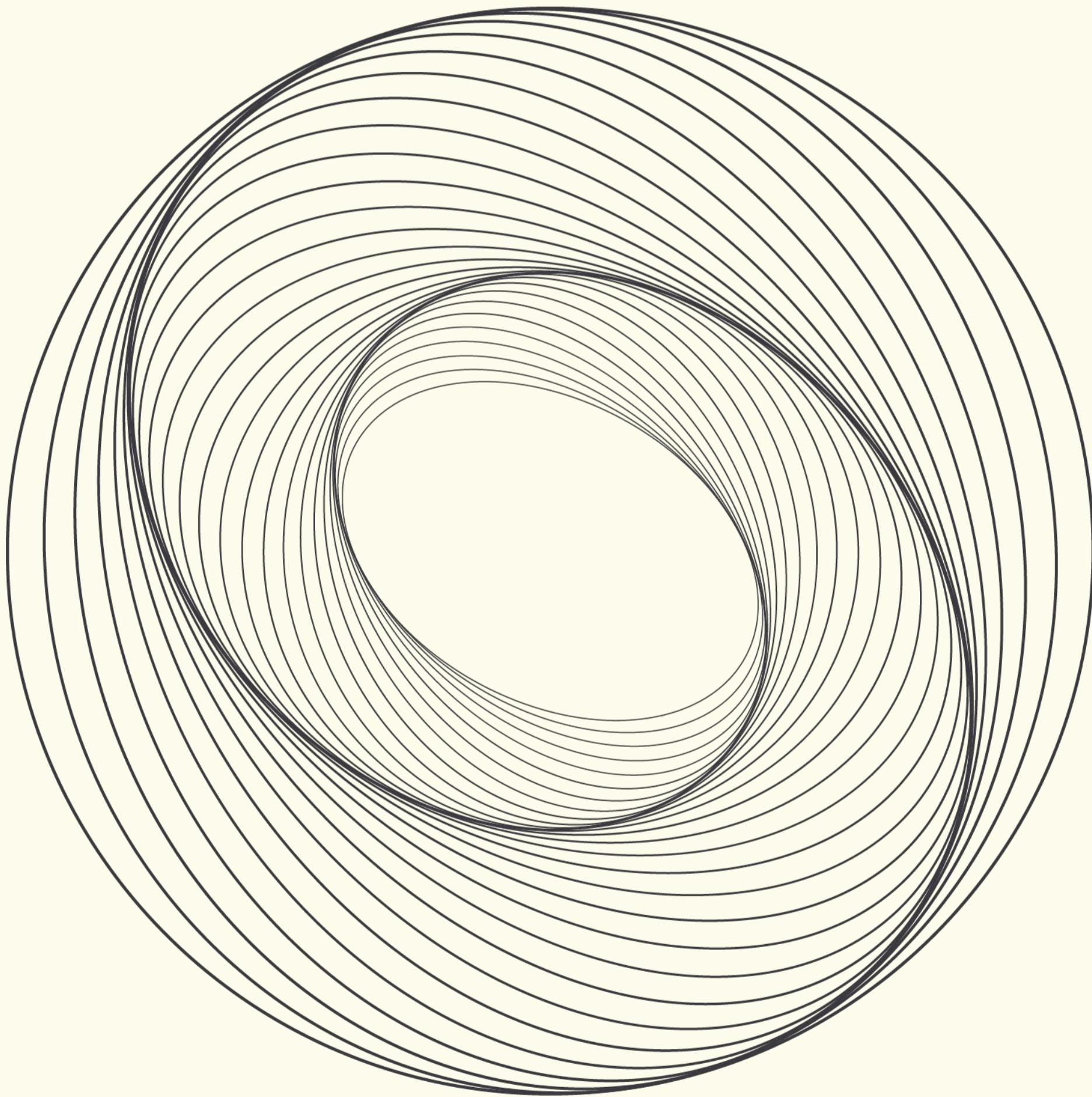
1. Write

The common misconception is that you first need to have ideas in your head, then to write them



◎*

**It's the other way
around.**



First you start unloading
the thoughts,

then your
brain starts
the
mechanism
of generating
new ideas.



◎*

What you write will suck
for a while.

But soon your brain will
use up all the second-
hand thoughts in your
head and will be forced
to create original ones.



◎*

2. Find original sources.

Not the social media feed, but a newsletter.

Not a newsletter, but an old website.

Not a website, but a book.



Not a book, but a
medieval tractate on
practical black magic.

Not a tractate, but a
dadaist painting.

Not a painting, but a
reading of classical
Arabic poetry.



Not a reading, but
Scythian gold and the
history of Indo-
European mythology.



Keep digging.



3. Explore new contexts

Jump, wriggle, crawl out of the party with your same-industry friends and run barefoot into the real world.



◎*



Find where the artists
hang out.

Listen to a symphonic
concert in a church.

Talk to people on a train.

Join a burlesque
collective.

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The world is choke-full
of raw, uninhibited,
joyful human creativity
that we completely
overlook while we're
stuck in our feeds and
bubbles.

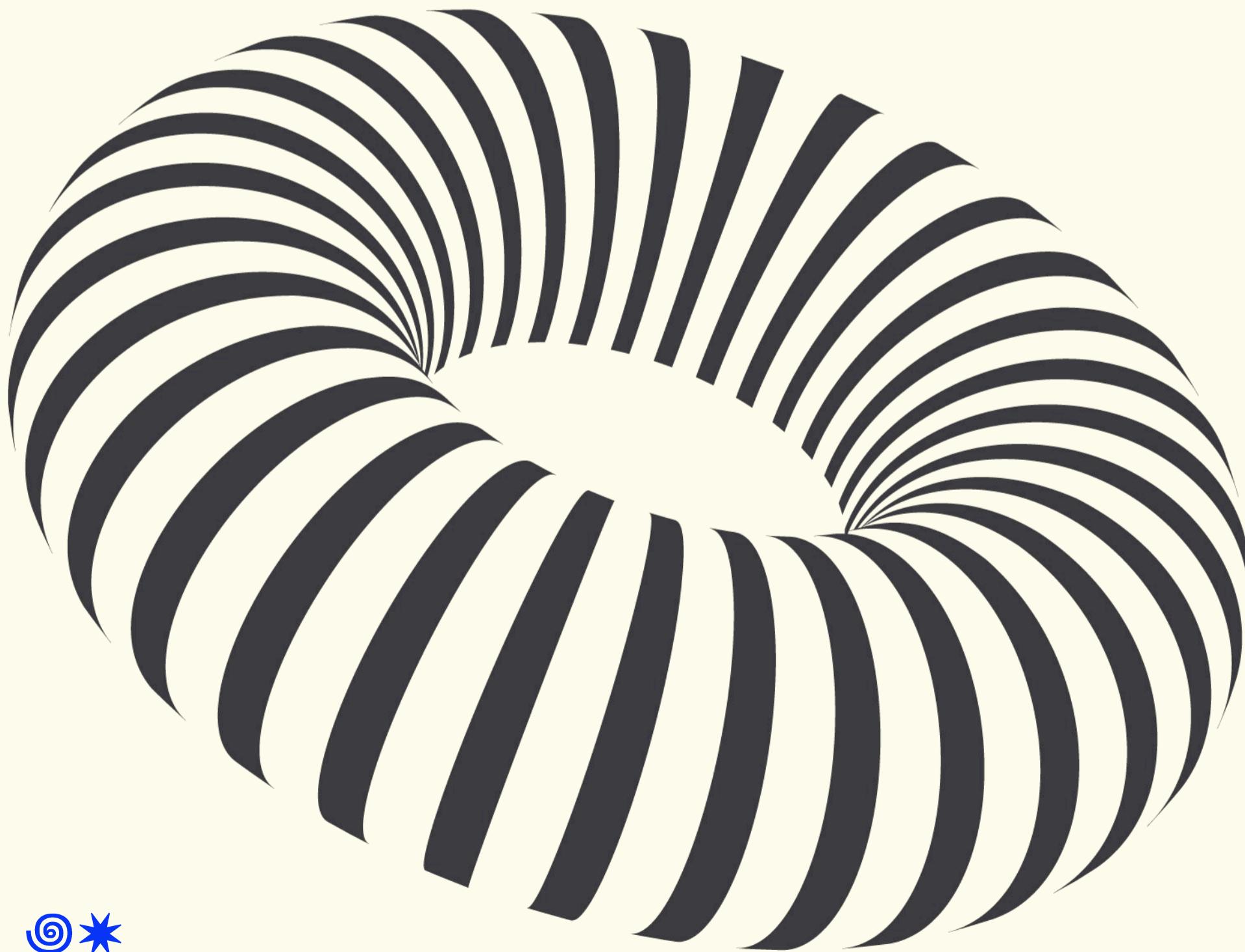


◎*



I am guilty of this
myself.

The digital doom is
comfortable, the
outside world is scary.



◎*



Yet every time I force
myself to dive into the
unknown



I come back less of a
bot and more of a real
human person.

◎*



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please start now.



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