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[The Collective Drift Towards Erroneous Conceptions: the example of Memory]

The "cognitivist" mentality (computo-representational functionalism) has allowed AI to cause our collective memory to drift towards erroneous conceptions,

which are nevertheless crucial for understanding cognition and the mind, that is to say, consciousness and our own perceptions of ourselves.

The tragedy is that this has impacted the entire scientific (normative) community and therefore the whole of society for many years. Let's be clear: this is a socio-historical systemic drift that only persists because it is intimately coupled with capitalist logics

whose main force is the reproduction and maintenance of the same and the "steady-state", socio-economically simulating the homeostatic biological normativity of the living, while having abstractly become autonomous from real carnal reality.

The error is fundamentally based on the confusion between the heuristic conceptions of engineering and the normative experimental conceptions of science. From an academic position, any explicit description is implicitly also a prescription.

This was until recently the scientific normative privilege. But technological normativity has today taken over what was initially a harmonious coupling between rationality and empiricism. The criterion of truth has become exclusively doing.

I have already illustrated this with a key example: memory:

(Localized) computer "memory" initially has little to do with the *distributed* functioning of the biocognitive memory of living beings. This metaphor metaphorically surfs on our common non-scientific sense of memory as a "storage place".

This is precisely what the second generation of computing shows: that of parallel and distributed systems (ANN, "Deep Learning", etc.).

(NB: the parallel between these models and real neurons is highly heuristic).

Metaphorically, we can speak of "distributed representations", to link it to our common sense (folk psychology), resulting from the enactive coherence of *micro-processes*.

But this has nothing to do, except heuristically for our intelligibility, with what we classically understand by "representation".

It is rather a question of processual "re-presentations", of processes that appear to us psychologically as static forms. These forms are dynamically enacted by our biocognitive body.

Only a second-order rationality coupled with a vital normativity will make it possible to re-balance this very dangerous imbalance, this disconnection from lived reality

that has now become obvious on a global scale, even though the disruption of genAI is a techno-normative, shifted disruption of our collective memory.

The logic of the dominant system is simple: let's adapt individuals psychologically to our own perception of "reality".

Unfortunately, this perception is clearly out of step and erroneous today, because by taking the part for the whole, it confuses the necessary with the sufficient.

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