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[Social, like technology, is for me a pharmakon] 🍷 □

My "cognitive" social experience has too often been a negative experience: from school to college, through work, including in the creation of a business,



I remember to what extent people always wanted to submit me to the norm, reduce me to the average, bring me into line, silence me, one way or another.

Above all, don't have a head sticking out, be "original" but no more than the others, or be careful of backlash. The ideal social person dreams of mediocrity. I even called it the 'lightning rod effect', and more than once I caught lightning.

However, I am well aware of the benefits of the community and to what extent if I still exist and if I am a thinking head, it is thanks to others, but to other singular individuals, selected by the community, too often once these individuals are dead.

Originality and true creativity (not this degenerate economic notion of "innovation") always have an individual and common sensical origin.

For sure, society is a transcendental condition of shared individual expression, a symbolic moral benchmark and sometimes also a dimension of care and education,

but in no case a "collective intelligence", rather a sometimes protective "recursive collective normalization", but too often today castrating.

It is only the collective historical trace which by "statistical" effect appears to us as such. There is no social collective-intelligence-by-itself, only a recursive socio-normalization process which can be a cure or, like today in its excess, more a poison.

Social, like technology, is a pharmakon.

All forms presented as collective intelligence are only successful coordinations of actions (including science for example) with a view to common objectives, appearing to an external observer as an emerging global intension.

But a “system”, in its formal dimension, is an abstraction, a heuristic, a post hoc reconstruction, a simple modeling. “Systems are not in nature, but in the minds of men” (Claude Bernard).

It is this normalizing society which is a model of “predictive processing”, this last conservative and capitalist avatar of the operational cognitivism of “natural” sciences, not the individual in his deep biological and embodied reality.

Only a body is truly creative, this historical and social blind spot.

I think that society has today reached a stage of legal and technological complexity such that it no longer maintains itself at the expense of individual singularities and that psychic and collective individuation is in an excess that has become totally disharmonic,

destroying its very source in its desire for autonomy and transcendence in a convergent abstraction that is both intellectual and social.

It is time to realize that we do not only live in the techno-sociological virtuality of language: natural language being the first *psycho-techno-logical* form generated by the desire/need for collective coordination,

and the "genAI " is its machinic reification, that is to say mechanical, externalized, dead.

For me, the basis of conventional reality is the individual, much more than this automatic and normalizing pseudo-social transcendence of the swarm,

and his task is to free himself from his survival selfishness to open up to a comprehensive, intimate and voluntary self-deconstruction, thanks to the recognition of otherness in similarity, this living and thrilling expression of love when truly embodied.

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