

thinking with AI

attention* is all you need

* Universities used to be where you learned to pay attention. To difficult readings. To arguments you didn't yet follow. To other people in rooms. The model was built on a paper called Attention Is All You Need. The paper described a mechanism: an architecture that became a product. The product runs on attention: it needs yours to train and it needs yours to sell. The attention the machine is built from is the attention it is built to take. You are the resource. The resource is finite.

The university taught you to pay attention. The platform taught you to spend it.

After Vaswani et al., 'Attention Is All You Need', 2017 – a paper about how machines attend. It became a machine that needs you to.

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