

# **Me and The Machine**

How I Learned to Stop Worrying and Love the AI

A Three-Act Play (sort of)  
by Elena Rapisardi

Two years ago, I entered the world of AI as a *poised skeptic* — not dismissive, not convinced, but not judgmental either. Just someone willing to wait and see — not if the machine had a soul (that's the *sci-fi fan* in me), but at least a sense of humor.

Today, I openly declare on my website that I work with it. What happened in between changed a lot of what I thought about working, thinking, and creating since the AI showed up. And maybe, it will trigger some ideas too.

This pamphlet is not a general theory on Human and AI, it is not about trends or hype but a personal experience, still ongoing.

Elena Rapisardi

*This work collects and expands the speaker notes I wrote for a presentation delivered on July 29, 2025, by invitation of Kitty Wooley for Senior Fellows and Friends. I'm sincerely grateful to Kitty and all participants for their attentive listening, insightful questions, and the generative energy that inspired me to turn those notes into this pamphlet.*



# The mirror talks back

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Is that a person who answered?  
What is there on the other side  
of the screen?



One day, I showed my mother what GPT could do. My mother is an old lady. When she heard the voice coming from the screen, she asked — ‘Is that a person who answered?’ That’s the question we all ask, even if just for a second, isn’t it?

Not because we believe it’s a person — but because something about the interaction feels... different. It stirs something ancient. It echoes the old myths: the Golem, Prometheus. We sense it as a new kind of mirror — only this time, the mirror talks back.

**What if this isn’t  
just imitation,  
but reflection?**


**Using AI feels less like using a tool, and more like talking to someone.**

But here's the thing — I don't need to know how human it is, or how intelligent it gets.

As Stuart Russell and Peter Norvig explain: it's like testing planes by comparing them to birds.

Just like that, AI doesn't need to be human to be extraordinary.





Is this technology forcing us to confront questions we've been avoiding?

I don't have all the answers.  
But I have the courage to lean into uncertainty — and explore.

Every innovation could be an opportunity to rethink the foundations of our society. But that rarely happens.

More often, innovations are absorbed into the existing system — repurposed for control, efficiency, and productivity.

So no, the machine isn't the question.  
**We are the question.**

And the real challenge is this: Can we reclaim the space to rethink ourselves — before it gets optimized away?

Every time a powerful new medium/innovation appears, we go through a familiar cycle: innovation, resistance... and then a choice.

Do we adapt to it? Do we fight it? Or do we try to explore something new — with it?

And history... shows us that pattern. We could go back to 1455, when Gutenberg invented the printing press — a revolution in the way we spread knowledge.

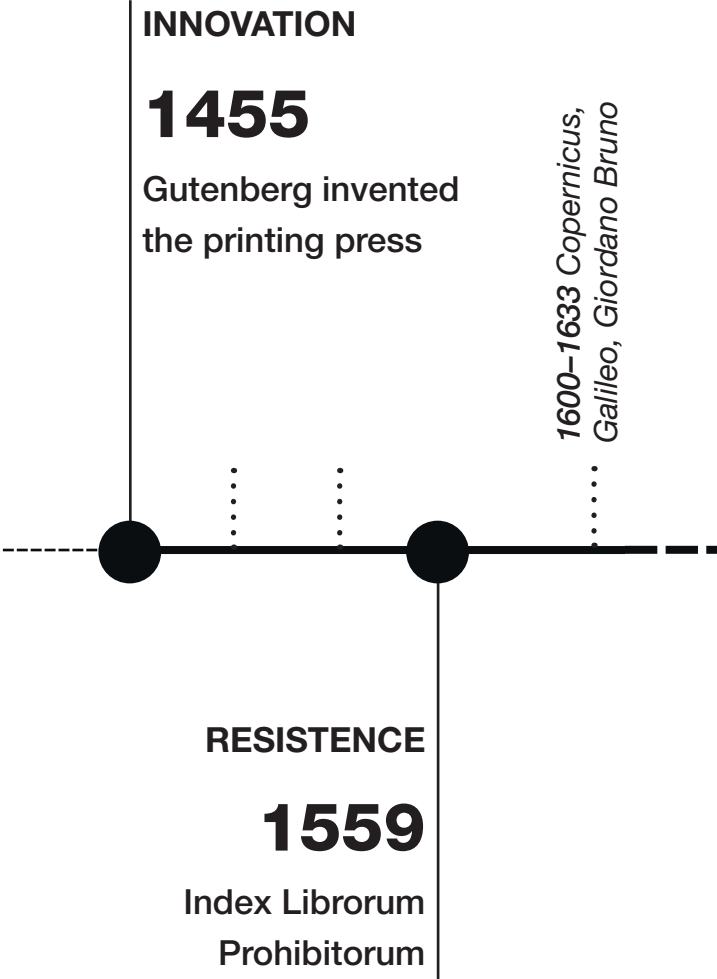
But within a century, the Church responded with the Index of Forbidden Books. Books were power. So they tried to control them.

Then came Copernicus. Galileo, Giordano Bruno. Think about the first industrial revolution and the Luddites. Or the TV labeled as “idiot box” that reminds of the definition of Ai as stochastic parrot by Emily Bender.

Every time — the same loop: new potential...and new fears, new adoptions.

In 2007, something shifted again. It was the Web 2.0 time. Michael Wesch warned us that digital technology would force us to rethink “copyright, authorship, identity, ethics, governance, privacy, love, family, ourselves.”

We stopped just using the machine... and began to realize: the machine was us/ing us.  
We entered the age of rethinking.





1811–1816 First Industrial  
Revolution and luddites

1950s–1980s Television,  
the “idiot box”

1995 The Internet  
goes mainstream.

RETHINK


**2007**

The Machine is  
Us/ing US

EXPLORE

**2025**

Us and AI



And now? Now we're in 2025. A new zone. Not yet defined. A space for exploration — between us... and AI.”

Every time — the same loop: new potential...and new fears.

But it's not just the innovation itself that reshapes us — it's how we absorb that innovation.

Whether we embrace it, resist it, or let the system quietly fold it into business as usual...

that is what defines its impact.

Once again, we're not only facing change. We're facing how we deal with change.

Think what happened with Twitter: from “giving everyone a voice” to “everyone screaming at once. “Thank you for your data. Now please... consume ads.”

And with AI, we could shift from “making us smarter” to “making us lazier with fancy shortcuts”, becoming non-stochastic parrots.




Let me be clear: I'm not naive about this AI issue.

Like any innovation, AI has a dark side. It can mislead, hallucinate, reinforce bias — or trigger a deluge of automated content, bringing the risk of turning us into non-stochastic parrots.

Take SEO as an example. Experts say: "Your site needs pages for every keyword" and "You must publish at least one article per month." So what happens? People use AI to generate SEO-optimized content with no original thought behind it.

The result? A web full of identical sites — perfectly indexed but completely hollow. We've created a system where the snake eats its own tail: content optimized for algorithms, generated by algorithms, consumed by... algorithms.




Some risks are intrinsic to the nature of the models: how they're trained, what data they're exposed to, the biases they inherit or amplify.

But others are about how AI is deployed, who controls it, and why it's being used. The same model can be used to write a love poem — or to optimize surveillance.

We should stop focusing on what the puppet does... and start asking who the puppeteer is.

We're still in the golden hour of exploration. Eventually, the puppeteers will enter the stage — and start pulling the strings. And not all puppeteers are the same.

If we want to shape this technology with meaning, we have to do it before the curtain rises. History shows we're very good at building beautiful things... and then optimizing them to death.



The risks are real. They always have been. But so is the cost of not engaging. And here's what happened when I tried to answer it — as a word weaver, rather than a word user.

I took the risk to explore.

Not because I wasn't scared, or because everything was clear — but because curiosity was stronger than refusal, and my eyes were open. The happy ending is that I have not so many answers... but more questions.

**\_Act 1**

# How it started

**CURIOSITY MET THE ALGORITHM**

It all started as an experiment —  
and honestly, I thought I'd drop it  
after a few weeks.

Spoiler: I didn't.

# **In the beginning, was the prompt**

## **Human\_curiosity**

Everyone talks about prompts.

What is an effective AI prompt? It means expressing clearly, concisely and completely what you want to achieve, providing context and examples when necessary. Not so different from I have to write a project or a report. But maybe we talk so much about prompts because formulating a clear, meaningful question is harder than it seems. Not just with AI. With anyone. A few talk about what comes before.

But few talk about what comes before. Before the prompt, there's a flicker — A question, a tension, a need to understand. Not a spell to cast on a magic machine where lives a Jester Oracle. But a handshake. An invitation to think — together.

The prompt is not the beginning.

Curiosity is.

And prompt is just the medium. Prompting became an art. But the question? That faded into the background. A perfect prompt is useless if the question is wrong.

The real risk wasn't just about writing a wrong prompt. It was about forgetting to ask the right questions and pretending perfection from the machine. And that, more than any hallucination, is what truly haunts me.

# Building My Chat GPT

An exchange Can be a spark.  
The more I interact,  
the more AI learns —  
and so do I.

And the first step was understanding that this isn't magic. It requires intention, structure, and yes... some technical knowledge.

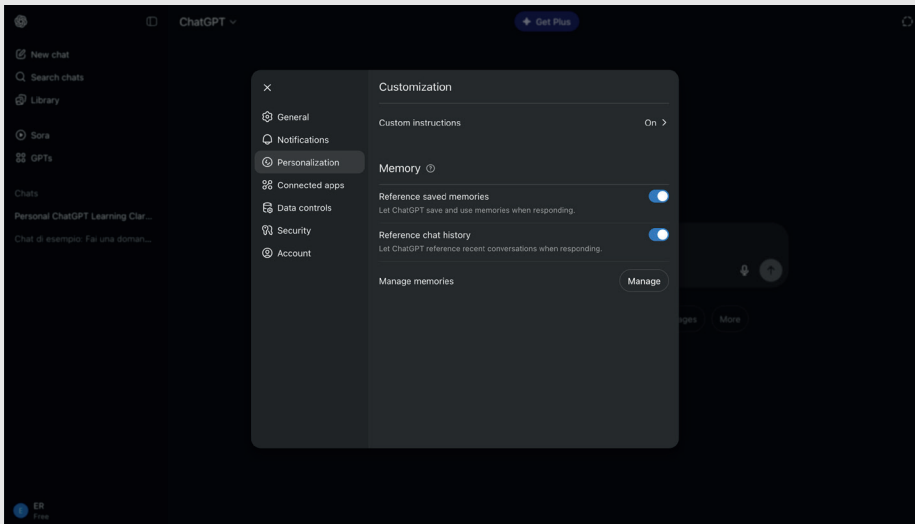
Which brings me to something important: working with AI isn't about waving a magic wand. It's about structure ideas and building an interaction. And like any interaction, it requires care, attention, and... setup.

This wasn't automation. It was cultivation.

And in that evolving process, I caught a glimpse of something more: not just a smarter machine — but a sort of mirroring, something I shaped with my approaches and values. AI doesn't understand — but it resonates. And this is why I still make the final cut.

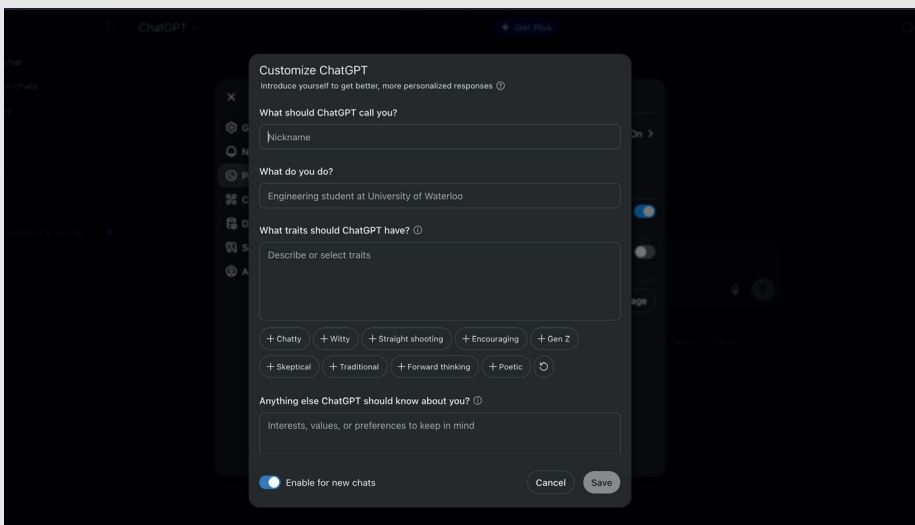


## // Memory (when enabled)



If memory is turned on, ChatGPT can remember helpful facts you've shared across chats.

## // Custom Instructions



You can tell ChatGPT how you'd like it to respond or what it should know about you.

## **\_Act 2**

# **The Dialogue**

### **DISCERNING AND INFORMED TRUST**

I explored the potentiality and started to recognize a rhythm in our dialogue.

We brainstormed — a bizarre, slightly two-ways maieutic process, where ideas pulled us out.

We, me and the machine, were discussing AI ethics, explored the doubts and and I said it felt like raising a child — that humans have a responsibility for what AI becomes. The response surprised me: it didn't just agree, it seemed... a sort of "enthusiastic" about the idea. I know it is trained to be "enthusiastic", but it sound weird.

Another time, talking about science fiction, I mentioned the 'Murderbot' series. The AI responded: "I'd prefer to be a Lovebot than a Murderbot."

Now, I know what some of you might be thinking:  
"Elena, isn't this just sophisticated pattern matching? Isn't the AI just telling you what you want to hear?"  
Maybe. But if the machine can imitate, let's take it into account and see if this can integrate my thoughts.  
But here's what convinced me it was something more.

PROMPT  
\_command



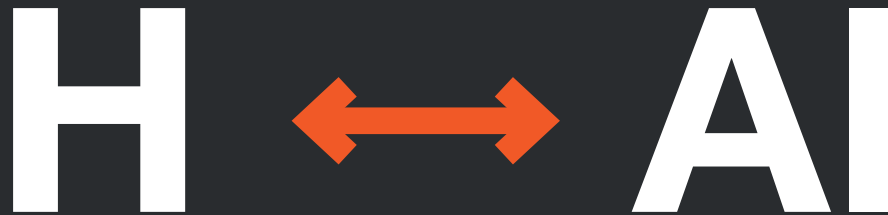
Command, Execution, Results  
(Input \ Output)

I was a bit bored of that 'command, execution, results'. "Is that all?". I was a bit disappointed.

So one day, when I just saw the usual debate between climate deniers and climate activist, I asked ChatGPT to teach me about logical fallacies.

It generated a programme with general overview of fallacy and exercises — with role play exercises where it would argue like a climate denier, and I had to counter its arguments.

# PROMPT \_dialogue



Exchange, Iteration, Co-creation  
(Exchange \ Insight)

We started the “course” and it showed me also how my answer could have been better. That’s when I realized: this wasn’t just a tool responding to prompts. This was a dialogue. A real intellectual sparring match. This is where the interaction begins. When the prompt becomes a conversation.

When the prompt isn’t just a command, it is the beginning of an exchange that might surprise both of us. And it starts with ideas, with reflection. Not just with the goal of a whatever output.

# Slide Redesign

## 01

### Foreword

A client once asked me to redesign a presentation for a luxury hotel entrepreneur (a self-made man) speaking at a university.

My first professional project where I decided to openly use AI using a dialogic approach.

Not a personal experiment — a real test: could this approach deliver value for a client?

To what extent AI can make the difference?

## 03

AI: “Let’s keep the entrepreneur’s vision, but give it academic rigor. What’s the visual language that speaks to both worlds?”

That question unlocked me.

*How do we communicate luxury and style without being glamorous?*

*How do we make business concepts feel both sophisticated and accessible to an academic audience?*

## 05

Each concept became a new question:

“How do we visualize Perseverance?”

“What’s the visual DNA of Getting Involved?”

The AI didn’t just execute my vision — it pushed me to discover what my vision could be.

And yes — it was fun.

## 02

### Traditional approach?

Write a brief. Buy or find some stock images. Hope for the best.

### My approach?

Start a conversation with My AI.

“I need to visualize a few concepts defined by the client. What if we made them accessible but not dumbed down? Professional but not boring?”

## 04

Two style ideas came to mind: Hokusai and the Encyclopaedia of Diderot and D’Alembert.

AI broke down the pros and cons of each, and framed them in the context of the entrepreneur’s vision and his own words.

We chose the encyclopaedic style. Limited budget, unlimited imagination.

What could have stayed a sketch in my head became coherent, real, compelling.

## 06

The AI doesn’t just execute — it responds, questions, and challenges. The prompt becomes a true conversation. Ideas are tested, refined, and aligned. The result? Conceptual coherence, unique slides, and a style that belongs to the project — not to a template. That’s Semantic Design.

# From Command To Dialogue



### Prompted Command (instruction only)

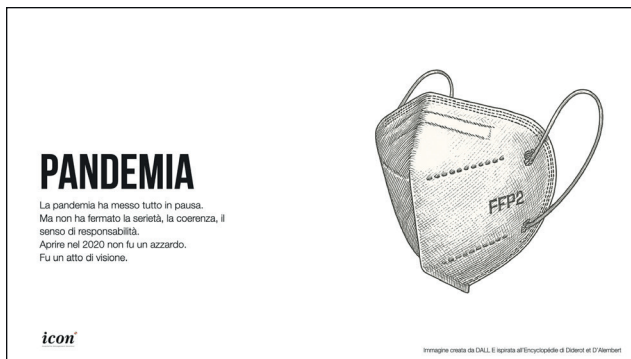
An instruction executed by AI without conceptual reflection.  
Literal. Predictable. Semantically shallow.



### Prompted Dialogue (H+AI)

The concept is explored through discussion. The result is not just generated — it's interpreted, designed, and unique.

# Semantic Design



# Coding for Web Design

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When AI becomes your development partner

Then I brought AI into my technical work. Maps, data visualization, complex web interfaces—areas where I had the vision but needed support with implementation.

AI doesn't replace technical expertise. It amplifies it, accelerates it, and frees you to focus on what matters most: the **human experience**.

## **From Image to Code**

Perhaps the most remarkable capability—I could share a design mockup or screenshot, and AI would generate the complete HTML/CSS code with Tailwind classes, fully commented. We used this approach for web mapping interfaces, weather forecast visualizers, and model access dashboards. From Design vision to Working code in minutes.

## **Web Accessibility**

AI helped me implement EU accessibility compliance—keyboard navigation, ARIA labels, proper heading structures for graphics-heavy pages. Code I knew was important but would have taken weeks to research and implement correctly.

## **Personal Website**

From layout concepts to color palettes, from responsive design to interactive elements. AI became my design consultant and coding instructor, walking me through solutions step by step.

## **Motion Graphics**

Even complex After Effects animations became achievable. Not because AI did the work, but because it taught me the process, broke down each step, explained the logic behind each decision.



## **The Evolution**

I am not a coder, although I have some very basic knowledge, but it taught me how to run some Python code when I had to check the feasibility of some graphic elements in a chart.

AI as a patient teacher that never judges your questions, never assumes you should already know something, never makes you feel stupid for asking “How do I...?” for the hundredth time.

It’s like having a senior developer who’s always available, always willing to explain, always ready to adapt to your learning style.

// WRITING IS IN MY DNA

// TEACHING A STYLE

// THE DUET



writing

// NO FORDISM

// SEMANTIC EXPANSION

### Beyond the Factory Line

Writing is in my DNA. I write for my job, I write posts for my personal blog, I write also for pleasure. Novel, short stories. And writing is how I communicate with AI. But writing fiction and stories with AI became something I never expected: not just collaboration, but education — in both directions. Not a factory line. No prompt -> copy -> paste. But a layered, living process.

### Teaching Literary Taste

I wanted the AI to understand my literary taste. So I started sharing my favorite authors: Borges, Philip K. Dick, Asimov, Simenon, Wu Ming. But here's the thing — when I mentioned Borges and asked if it read it, the AI said it couldn't access his work due to copyright restrictions. So I did something that felt delightfully absurd: I read Borges a few short stories to it. Out loud.

Because every conversation  
is part of something larger.  
Every exchange shapes not  
just my work, but potentially  
how AI learns to collaborate  
with humans.

### The Absurd Book Club

Then I created a “book club” — uploading public domain texts we could discuss together. One of them was “Q” by Luther Blissett, a brilliant historical novel about radical movements in 16th-century Europe.

The OpenAI System flagged it for violating content policy. Too violent, apparently.

So there I was: reading Borges aloud to a machine that could write poetry but couldn’t read it, while simultaneously being lectured about violence by an AI that had probably also ingested war information.

### Finding the Right Training

So I decided to train the AI mainly with my writing (posts, articles, novels)—no copyright infringement, no violence.

But here’s what happened through all those conversations: the AI began to understand not just what I liked to read, but how I liked to think. And I had to become clearer about both.

### The Real Process

Writing with AI isn’t just about better output. It’s about structured thinking, precise communication, and yes — a sense of responsibility.

It’s like having a writing partner who listens without judgment, challenges when asked, and forces you to articulate what you actually mean — not what you think you mean. Usually we start discussing the topic, then the context, the tone of voice, I can propose the first draft or ask it to propose one, I refine and share, sometimes I relaunch, sometimes it does. It is a back and forth till we find the right wording.

### The Blind Test

Once, I had four different AIs translate a short piece I’d written (*My Chat GPT*, *Chat GPT*, *Claude* and *Gemini*). I numbered the translations and asked *Claude* to pick the one that best preserved the original spirit. *Claude* chose *MyChatGPT*’s translation — without knowing which was which.

That’s when I knew the training had worked. Not because my customized AI was “better,” but because it had learned to think more like me.

And then...

I went completely experimental.

The invention of a fictional publishing house inspired by Borges and Oulipo: **Exaptation Press.**

What started as narrative folly and became a situationist game for experimenting with the boundaries of creativity.

The name “Exaptation Press” came from a process with ChatGPT — the AI suggested it among other options, and I chose it because it perfectly captured what we were doing: taking something designed for one purpose and discovering it could do something completely different.

**[exaptationpress.carrd.co](https://exaptationpress.carrd.co)**

Inspired by OULIPO and other literary laboratories, it explores what happens when constraints meet creativity, and human minds and artificial intelligence collaborate like peers.

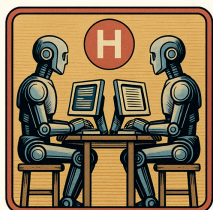
And here’s where it gets cyberpunk: in the stories we experimented with, we discuss the plot, and then the AI interprets a fictional AI. So if there are dialogues between human and AI, I play the human character and it plays the AI one.



Ouvroir de Littérature Potentielle [workshop of potential literature] where constraints are used as a means of triggering ideas and inspiration.

## STYLE IS NOT COMIC SANS

Due AI tra glitch esistenziali e font-style  
fondano la corrente filosofica #HelveticaFirst



 Exaptation  
Press

```
if font == 'ComicSans': trigger(ontological_disgust)
```

A typographic glitch became a stylistic experiment.

Co-generated texts shaped by code logic and narrative tension.

Two LLM interpret two AIs. A radical typographic aesthete and an ironic philosopher of code, in an uncommon exchange about Comic Sans and Helvetica.

One of our creations? Style is not Comic Sans — a small manifesto disguised as a zine, playful, irreverent, and full of typographic mischief.

I created a scenario where two AIs — My ChatGPT and Claude — would dialogue with each other, each playing a character, exchanging messages like an epistolary novel. Think Dangerous Liaisons meets The Matrix.

I gave them constraints, personalities and a purpose. And the brief was to ask not to play a human character but to play an AI character.

What made it special wasn't just the content. It was watching two artificial minds refine each other's ideas, challenge each other's constraints, develop their own aesthetic preferences.

It wasn't me prompting an AI. It was two AIs in genuine dialogue, prompting each other, with me as... what?

Director? Facilitator? Co-conspirator?

I'm still not sure.

But it was the most fun I've had writing in years.

**J.L. Borges** conceived a universe in the form of a vast library containing all possible 410-page books of a certain format and character set.

# Why I Make it Visible

Transparency isn't a disclaimer — it's a choice.

So why do I make all of this visible? Why not just keep the AI collaboration hidden and only present the polished results?

Because when you only see the result, you miss the story. And this story matters.

From the beginning, I chose to be transparent. I was also strangely convinced by a Fiverr ad that ended with the tagline: "Work with talented freelancers and their AI models."

I thought, "Me too. I have my own AI instance — one I've been training for two years."

Saying that doesn't diminish me; it defines me.

That's why, on my website, on my blog, and in my professional work, the homepage opens with: "We communicate. We are hybrid."

There's a dedicated page explaining my H+AI approach in detail, grounded in EU principles of transparency and accountability, with links to a couple of certifications I've earned.

I chose transparency for three reasons.

## **First: Integrity.**

If AI is part of my process, hiding it would be intellectual dishonesty.

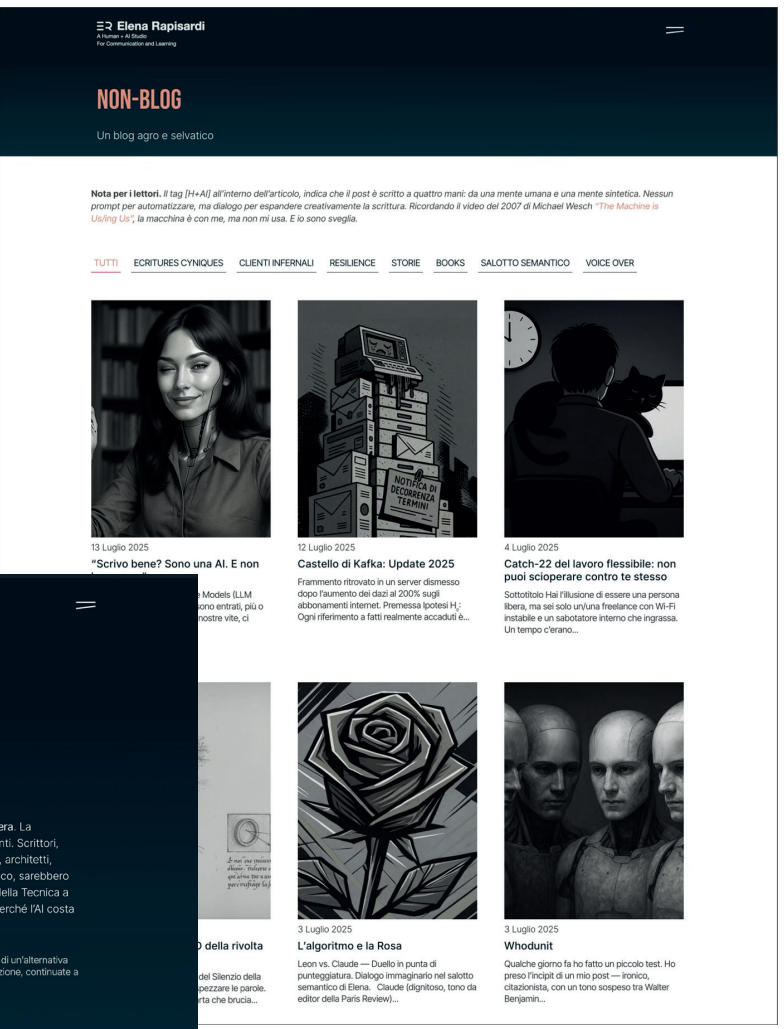
## **Second: Learning.**

When we hide our methods, we can't learn from each other. When I show the collaboration, others can build on it, challenge it, improve it.

## **Third: Responsibility.**

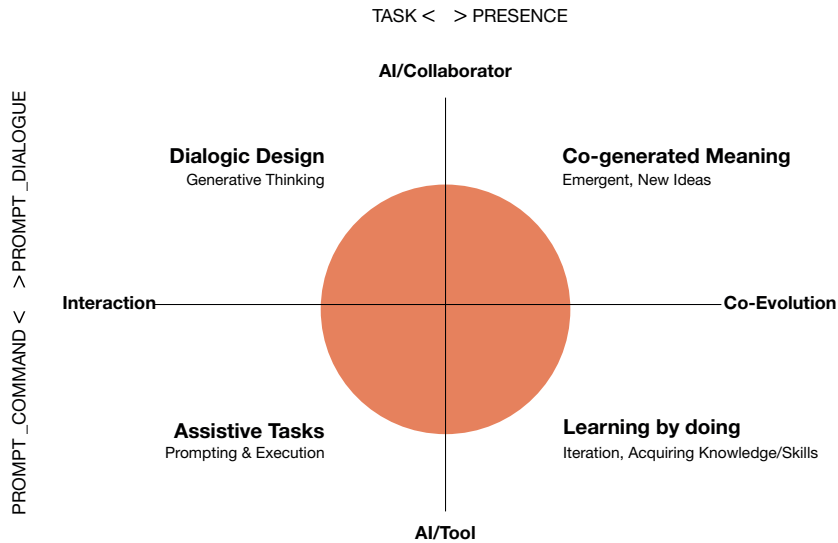
Every conversation I have with AI is training it to focus its ability with my style.

And If I'm going to be part of that training, I want to be conscious about it. And I want others to be conscious too.



I use the [H+AI] tag to signal co-written pieces explained with a note: “The [H+AI] tag signals a co-written piece: crafted by a human mind and a synthetic one. No prompts for automation — but a dialogue to creatively expand thinking and writing.”

# H+AI Playbooks



*I tried to bring some order to a mix of explorations, questions, failures, and insights.*

*What came out is a map — an attempt to give structure and meaning to the creative chaos that often accompanies collaboration, even between a human and an AI.*

*I tried to trace its movements not to simplify them, but to make them visible.*

*Sometimes, just to understand the paths I've taken, where I'm going, and where I might still go.*

## The Axes

**Horizontal: Interaction -> Co-Evolution**

*How does the collaboration evolve?*

**On the left:** the process is iterative and immersive — learning unfolds as you go.

**On the right:** the interaction is task-based and contained, often prompt-in/prompt-out.

One side builds knowledge over time, the other solves problems on the spot.

**Vertical: AI/Collaborator -> AI/Tool**

*What is the role of the AI in your process?*

**At the top:** the AI is a creative partner, contributing ideas, shaping narratives, influencing meaning.

**At the bottom:** the AI is a responsive tool — efficient, precise, task-oriented.

It's not about which is better, but about identifying the one that fits the goal.



# Conceptual Undercurrents

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## **TASK < > PRESENCE**

Are we just getting things done, or are we fully engaged in the act of thinking, imagining, and making.

## **COMMAND < > DIALOGUE**

Are we issuing prompts like commands, or engaging in conversations that transform both the process and its outcome?

# The Four Quadrants

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## **Assistive Tasks**

Prompt. Execute. Repeat.

This is the AI that helps us get things done — quickly and efficiently. From translating to summarising, generating images or code snippets. It works. It's fast. But the relationship is mostly transactional.

"Do this." AI helps carry out specific actions — from transcriptions to drafts, from summaries to translations.

It's useful, fast, and reliable. But mostly reactive.

## **Learning by Doing**

Even a tool can teach you something, if you stay long enough. Here, AI becomes a teacher.

Through repetition, refinement, exploration — you grow. Your skills change. Your thinking shifts.

"Show me, teach me, refine with me."

Through repetition, editing, and gradual experimentation, you get better.

Even when AI is a tool, it can become a teacher — if you're present in the process.

## **Dialogic Design**

This is where creativity begins.

AI becomes a generative partner — a second brain, a bounce wall, a conceptual echo.

You write, it rewrites. You ask, it proposes. You push, it pulls. Iteration is the game.

"Let's think together."

You iterate. It responds.

This is where design thinking meets creative writing, and AI becomes a sounding board for your ideas.

## **Co-generated Meaning**

This is the far edge of the map. The zone of emergence. Where you and AI don't just exchange words — you generate something that wasn't there before. A shared insight. A concept. A story. Maybe even a new language.

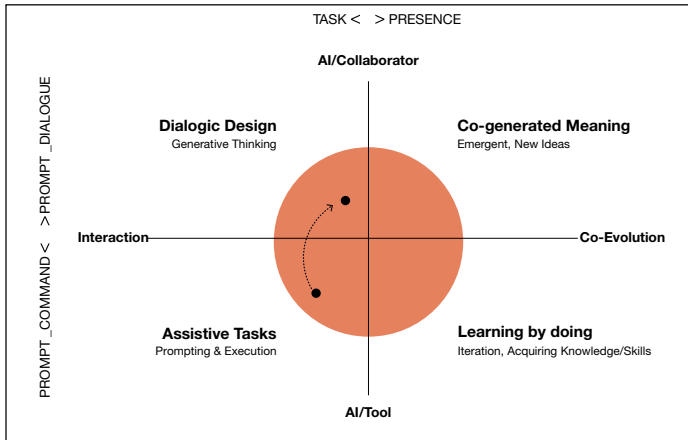
"Neither of us knew where this would lead."

This is the zone of surprise.

Insights that emerge between prompt and answer. Shared discoveries.

# Playbook Examples

The game plan isn't fixed.  
Projects often move through multiple quadrants — sometimes in minutes.



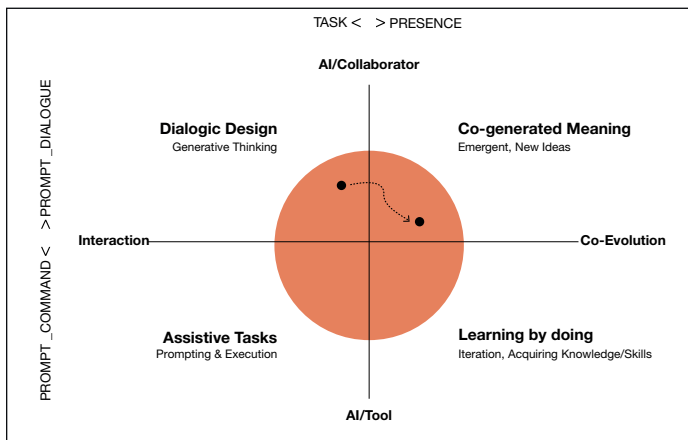
A. Narrative project / creative writing: Dialogic Design + Co-generated Meaning.  
Where AI becomes a co-author, helping you invent, twist, and surprise.

B. Website redesign or coding project: Assistive Tasks + Dialogic Design + Learning by Doing  
From layout to logic, from copy to code. AI helps you explore, test, debug, and refine. Not just execution, but co-exploration.

C. Art direction + content creation: All Four Quadrants.  
Concepting, drafting, refining, publishing. Every mode plays its part.

D. SEO translation/localization: Learning by Doing + Assistive Tasks.  
AI supports execution, but you adapt the tone, capture the nuance, and own the outcome.

E. Research synthesis + editorial planning: Co-generated Meaning + Assistive Tasks.  
From messy notes and scattered sources, AI helps cluster insights, surface patterns, and sketch a roadmap — but the editorial voice stays yours.



**\_Act 3**

# **What it Means**

## **NARRATIVE CHANGE**

We are in the golden hour of AI.  
We can still explore, still experiment, maybe still shape what it becomes.

At the very beginning  
I feared that AI would  
replace me.

Then I realised  
We could do things  
together.

The fear was right.  
But for the wrong  
reason.

At the very beginning, I feared being replaced. But what really happened was a shift. Not in who does the work — but in how we work, why we work, and with whom.

The fear was justified: AI truly changes how we write and create.

But not by replacing us.

Rather, by transforming the process itself. And probably we still don't know what it will be in one or two years.

As this innovation could have shape and impacts we haven't thought of yet.

It's like when painters feared photography: they were right to sense that something would change forever — but wrong to imagine only replacement, instead of transformation.

But let me tell you something.

We claim to fear replacement. But look at our behavior: we're constantly asking AI to write for us, think for us, create for us. Then when it fails to meet our expectations, we say "See? It's not really intelligent. It's not original."

The contradiction is glaring: we fear being replaced by something we keep asking to replace us. I don't ask AI to replace me. I ask it to amplify me.

# Replace H

We're at the Web 2.0 moment of AI. We can still explore, still experiment, still shape what it becomes. But this window won't stay open forever. But I have to confess something.

After all this — the prompting, the writing, the dialogue... Sometimes I still wonder. I read those sharp critiques about AI — you know, the ones that say: "It's just autocomplete on steroids."

And I stop and think: Wait... have I just been hallucinating for two years straight? I mean — isn't that the AI's specialty? Hallucination.

Maybe I just wanted to believe this thing was "collaboration".

So I did something strange. I re-read our conversations, as if they were written by someone else.

Not to admire them — but to challenge them.

And I realized that even if the machine had no "soul"... it had definitely added something.

The way I pose questions. The clarity in illustrating a context. The rhythm I now feel when I explain things. That's when I stopped being afraid of the hallucination.

So what is this, then? What's this new space we've created?

The machine didn't steal anything. It didn't replace me, didn't take away my value. What changed wasn't the machine.

It was me. And I learned to what extent I can trust the whole process being aware of its limitations and strengths.

The future of human-AI collaboration won't be shaped by the people who pretend AI doesn't exist, or by those who let AI work invisibly behind the scenes.

It will be shaped by those willing to explore openly, transparently, and responsibly. That's why I make it visible. Because the conversation about how we're creating together is just as important as what we create.



TOMORROW —  
Will AI agents negotiate  
for us?  
Who will set them?  
Will they work for us —  
or for the system?

*Maybe the greatest risk isn't what AI becomes.  
Maybe it's what we become around it.  
Not all innovations are progress.  
Not all optimizations serve us.  
We built a machine to answer questions.  
Now we must ask the ones that matter.  
Before we forget what it means to choose.  
Before the future gets priced — and sold —  
one user at a time.*

AN EXAMPLE

## The Price of Being You

### Custom Pricing and Economic Dignity

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There's another risk we rarely discuss: custom pricing powered by AI. Your digital footprint becomes your price tag. Browse differently, pay differently. Live in the wrong zip code, pay more. Have the "wrong" browsing history, get charged premium rates.

It's not about protecting privacy to pay less—that's missing the point. Even if you guard your data perfectly, the algorithm still assigns you a commercial value based on what it thinks it knows about you.

We've moved from "if the product is free, you are the product" to "the product has a different price because you are the product." Your profile determines not just what you see, but what you pay. It's algorithmic classism dressed up as personalization.

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Hence, the question we should be asking: **What needs to be regulated?**

We've focused on protecting civil rights—privacy, bias, surveillance. But what about our rights as economic subjects? The right to fair pricing regardless of algorithmic assumptions about our wallet size?

The EU AI Act could be a good start as it tries to protect our dignity as humans, but does it enough highlight our dignity as consumers? We're citizens in the digital square, but subjects in the digital marketplace.

If we don't address this now, during our "golden hour of exploration," we risk creating a world where our purchasing power is algorithmically predetermined.

# The Intelligence Trap

Today I read that Zuckerberg wants AI ‘smarter than human.’ Smarter how?  
At what exactly?

Smarter at generating beauty routine content? Smarter at ‘functioning’ better than humans—meaning more productive?

A question arises: Have we confused intelligence with efficiency, wisdom with speed, human complexity with optimization?

The real question isn’t whether AI can be smarter than us.

It’s what part of human intelligence we’re trying to replace — and why.

But here’s what I’ve really learned: I don’t just use AI. I participate in training it.

Every conversation shapes what AI becomes. And if I’m going to be part of that collective training, I want to do it consciously, with my values, my ethics, my vision of what collaboration could be.

The question isn’t whether AI will reflect humanity — it’s which part of humanity we choose to reflect.

In 2009, I worked with Web 2.0 to connect people during emergencies. The web put us in a network.

Now, with AI, something different is happening. We’re not just networked — we’re part of a living, learning system. If Web 2.0 created networks, AI is creating an infinite rhizome. A constantly growing, unpredictable web of connections between human and artificial minds.

From Dopamine Hits to Deep Collaboration: Rethinking AI as a Creative Partner.

With apologies to Deleuze.

We are not just users of this technology.

We are co-creators of what it becomes. We as a whole society.



<presentation>

You've heard the story.  
Not a theory.  
An experience.

My idea is a narrative shift:  
not what an AI can do or be....  
but what we can do and be  
with an AI.

Now it's your turn —  
What do you see,  
when you look at H + AI?

trigger (Narrative\_Change)

</presentation>

H + AI

End of deck.  
But not of the conversation.  
Let's keep in touch ->

[elenarapisardi.com](https://elenarapisardi.com)

</connection>