PHILOSOPHY

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The eternal debate about machine cognition: What kind of thinking are we dealing with?

The article considers the key problem of philosophical creativity of A.V. Potemkin, pointing to the importance of human thinking and reason. It exposes the cult of technology and the rationale for the status of instruments and devices to complement and enhance natural human organs. The paradox accompanying the turn to Big Data has been revealed, which has given rise to a new type of subject – data scientists. Claims against "partial" researchers due to their insufficient degree of reflexivity are outlined. The analysis of the "computer metaphor" shows that the limit of constructing a "thinking machine" is the rational way of thinking. Conclusions are drawn about the scientific failure of attempts to formalize the semantics of rational thinking and the impossibility of reducing human thinking to the schematism of algorithms.
Key words: turn to big data, data scientists, computer metaphor, quali, rational thinking, cognition

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