

The Film & Media Studies Program at Amherst College presents:
Helene Keyssar Distinguished Lecture Series

How to Comply with an Algorithm: Lethargy and the Affects of Big Data



with Tung-Hui Hu

Thursday, March 8, 2018

Frost Library 2nd Floor | 4:00 - 6:00 PM

Free and open to the public!

Poet and scholar Tung-Hui Hu writes on media art and the politics of digital culture. He is the author of *Prehistory of the Cloud* (MIT Press, 2015) and three poetry collections, including *Greenhouses*, *Lighthouses* (Cooper Canyon Press, 2013). In his talk, Hu introduces what he calls lethargic media as a response to digital platforms like Facebook that constantly demand that we offer up our emotional life, asking "What's on your mind?" For example, in *Think You Know Me* (2015), artist Erika Scourti performs a seemingly-personal text by repeatedly accepting her iPhone's first predictive text suggestions. In an era where it is virtually impossible to undermine digital platforms or refuse their use, Hu wonders if lethargy, or doing "just enough" to satisfy the demand to communicate, can be a way forward.