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ART 104/Blanton
2/14/18

Reading 3: Thoughts on *Identify Yourself* by Krystal South

Although she does not blatantly state her age, I feel like Krystal and I grew up in the

same time. I also grew up in the last generation that was fully immersed on the internet. For a

long time I studied Graphic Design in school because I thought that was the "proper way" to get

a job with Computers and Art, I wasn't even aware of Digital Media at the time. Studies that

appear with Digital Media just seemed like the norm. A lot of us just learned coding for fun to fit

in with our online personalities on Myspace or *alt* as referred to by Krystal. It was just another

thing to design 3D models or textures for SIMS or Second Life characters; the "cool thing to do."

The internet was an immersive way for my shy self to explore life and connect with people.

I feel the same way South does when she feels the threat of Net Neutrality is almost a

personal attack. The internet is a powerful form of art in which humans share interconnection

through time and space though an evolution of ideas and technology. Just as quickly as people

can hide behind personas, others can thrive and come alive in ways they cannot in real life, or

"away from the keyboard." As South writes, "We are both here and there." What we write could

resonate with and exalt humans years in the future, we have built connections for lifetimes. The

net really is part of the sublime.

South kicks off her manifesto by quoting Joseph Weizenbaum in reference to his feelings

about A.I. or Artificial Intelligence. Weizenbaum was a professor at MIT and believed that A.I.

could never be on the same level as computers because robots lack compassion and wisdom. He

stated, "Computers decide, Humans make judgements." South goes on to explain that this means history makes us human, it's our interpersonal connections that give us humanity.

Does cataloguing all of our personal interactions from the internet into public archives or forums such as Facebook make this more of a possibility for A.I to overcome? Could A.I. categorize our historical moments and sort patterns from it better than we ourselves can discern? Perhaps we at times lose ourselves too much within technology and A.I could surpass us mentally?

A.I. does not feel the need to social brand itself. As South points out, we have let technology reshape our internal selves. We have become impatient and need instant gratification, the next hit of dopamine in our veins from online validation. "We are so dependent on access to knowledge at rapid speeds any lull in our conception feels like a wasted moment," writes South. When we disconnect, we are lost. It's not that we couldn't find our ways home probably, we don't necessarily need GPS or Find my Car or all the other gadgets our Smart Phones offer, but we need the ability to google a question on our minds, or tweet about our innermost thoughts before we forget. Acronyms are created to justify how we feel in the form of "FOMO," when we feel a Fear of Missing Out. WIth the creation of FOMO, a need for JOMO was also realized- or a Joy of Missing Out if we are overwhelmed by technology and the constant need to perform, self evaluate and rank ourselves against others.

The internet has even evolved dating. The app Tinder is most people's go to for connecting with people outside of their inner circles. After using this app briefly, it reminds me of the movie *HER* with Joaquin Phoenix. Most people seem to get stuck in their online personas and just use the app to connect to people and try to overcome their loneliness. More people want

a penpal than a connection in the real in spite of being able to see exactly how many miles away an individual is from them. We have begun to speak our feelings in hashtags and memes in an attempt to rediscover how to relate to one another.