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Pretend to Be a Bot, Rehumanize the Web

In this article, Sebastian Schmieg brings up the idea that with technology and software becoming more and more important in our everyday lives, algorithmic systems and optimization is also becoming more present. Schmieg suggests that people working in the digital field are more like extensions to the software, requiring their body, senses, and cognition to create with that software. They are simply taking what the software can already do and inputting their own intentions. To Schmeig, there has to be a distinction between the software and people. However, both are trying to be as efficient as possible when working and creating, blurring that line of distinction since both aspects are trying to be as efficient as they can be.

I think Schmieg brings up interesting points in this article concerning artificial intelligence and creating art. AI is always improving with today’s technology, so the need of human work is reducing as a result. With enough advanced technology, AI can achieve the same results as human efforts even within the art world. However, like Schmieg, I believe that these bots cannot be considered as artists despite creating works themselves. At the end of the day, it is still humans who created the AI programmed to create and without the use of human input, the AI would not exist. Unless the AI becomes advanced enough and actually becomes self-learning, there will always be the lack of true creativity from the machine. With today’s technology, it is only a machine following the specific code and instructions created by humans for now.