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Diplom 2, 5th semester. Matr. -Nr. 102106

Project Name: **Xanadu Travel Agency**
Project Type: **KI / Sound / Video**

【**Project Abstract**】
The project is a series of works that includes an essay film, audio-visual performance, and installation. These works explore the concept of one-sided realities in travel images on social media, revealing the technical and aesthetic attributes of current cutting-edge image generation models. The project uses AI and machine learning to piece together fantasies and imaginings in a numerical way to create an "ideal other side" that is unattainable. The resulting model of these imaginings is a collective unconsciousness formed by AI, and these images produced by AI are ultimately unachievable, just like the picturesque places depicted on social media. By presenting these works in a range of formats, the project encourages viewers to question the authenticity of these images and the collective un/consciousness they represent.

How does collective consciousness impliment into AI model
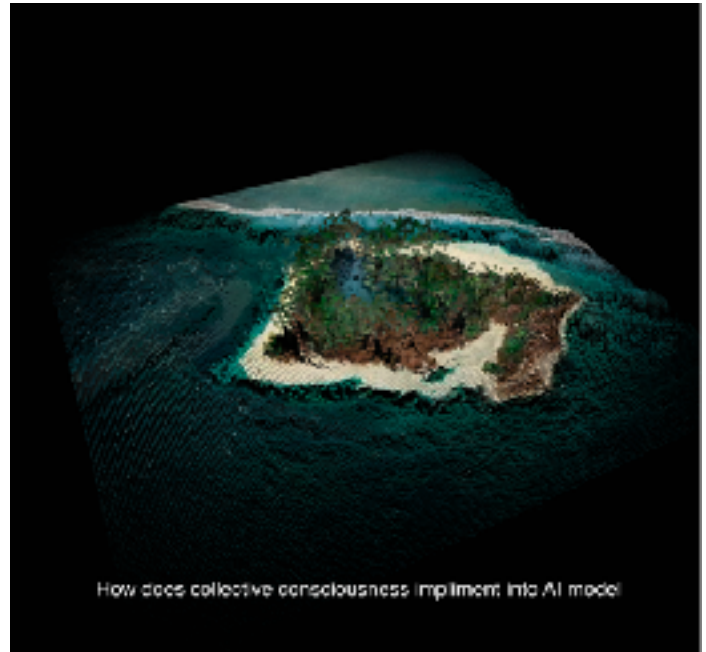
【**Research Topic**】

#Historical context of beach image as imaginary landscape

The beach has historically been represented in Western literature as a place of unknown dangers and disasters. It was not until the Enlightenment, when science began to clarify the mysteries of the sea, that the beach began to be seen as a symbol of modernity and tourism. French historian Alain Corbin explores the shifts in the Western world's understanding of the sea as a result of modernity in his book "The Lure of the Sea" (1994). Prior to the Middle Ages, Western literature often depicted the sea in connection with the unknown, floods, storms, monsters, and other disasters. It was not until the spread of science during the Enlightenment that the illusion of the unknown was gradually dispelled by poets, artists, and literary scholars in the 17th century. As a result, aristocrats and citizens began to build bathing beaches along the seashore, and the beach gradually became a symbol of modern tourism.

#The Bias of Artificial Intelligence Algorithms due to Social Media

The largest audience for human-produced text and images in modern times is no longer humans but machines. Computers learn and view human knowledge systems to produce them. Since the learning process is based on the images produced by humans, there is a certain amount of bias in the resulting images. Whether it is social media or an online library, the images that are searched for in relation to beaches are all bright, white, and clean beaches. Using such images as training data results in representation bias, so that the computer perceives the beach images as artificial scenery. At the same time, when these images are digested by the machine and test images are generated, the basis for determining whether the images match the impression of the "beach" also results in evaluation bias. Multiple biases also result in the generation of beach images by the transformer model, which often produces a mundane image of the beach.

【**Budget**】

Product Name	Amount	Cost (EUR)	Reference	
Raspberry Pi + (Accessory)	3	80	link	240
Live Video Recording Card	1	150	link	150
Online Ai Image calculations	100000	0.002	link	200
Printing Cost	1	200		200
External Harddrive	1	200	link	200
Postcard Stand	2	100		200
Installation Fee	1	100		100
			Summary	**1290**

【**Technical Graph**】
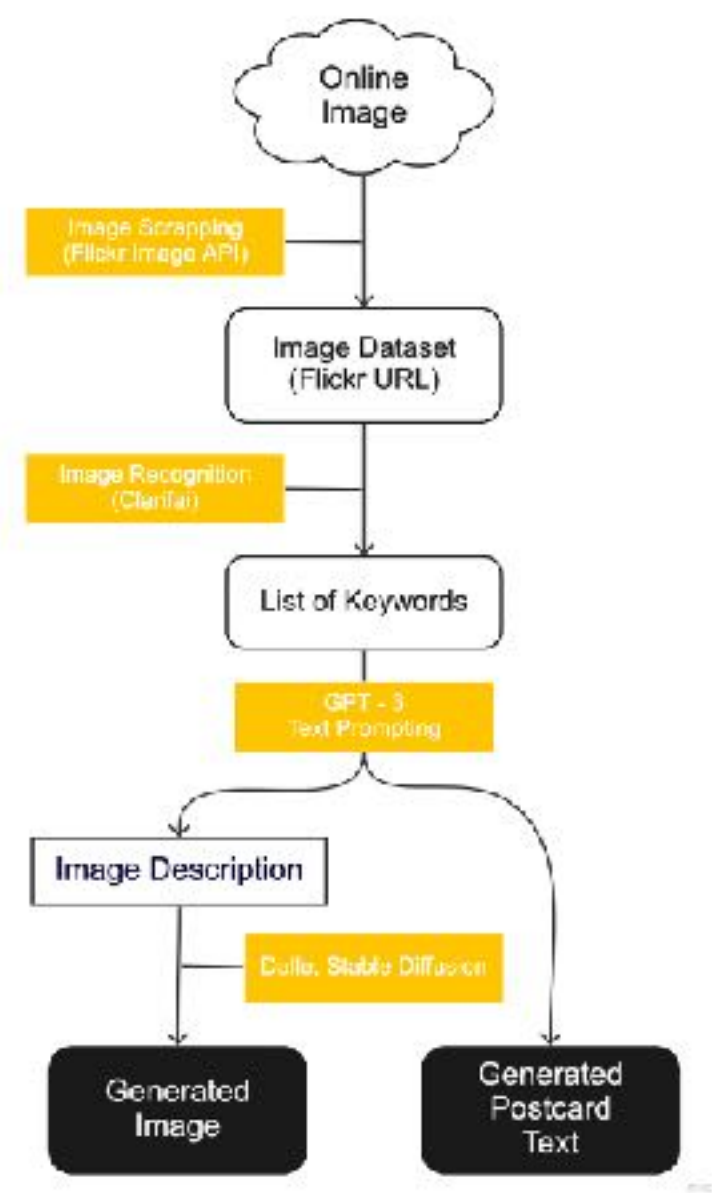
【Project Description】

As a starting point for my project, I created a series of postcards featuring images of the beach. I used the Flickr API to obtain a large dataset of beach photographs, and then employed image recognition techniques to categorize and combine these images. Using a Prompt generated from the keywords obtained through this process, I fed the description of the postcard text and image to GPT-3, which generated the final description for the postcard. I then used Dall-E to generate the corresponding image, resulting in a series of postcards that appear generic and are similar to those that might be sold at a seaside souvenir shop. After exhibiting these postcards at the end of the period, I began to consider the potential for further development of this project. One possible direction is to use the generated images as source material for an essay film, exploring themes related to the biases and limitations of artificial intelligence algorithms in image generation.

Signature of adviser: _G. Frog_____