

So, I was at a stage where I had gathered research on people's unique interpretation of information (the orange peel and radio studies). I was exploring the possibilities of using machine learning tools to measure and quantify more intimate aspects of the 'human'.

This was to develop upon my initial interests in our lives being codified by sensing machines.

I found out that all the content that I was making was called synthetic media. Referring to media that is created using machine learning algorithms and techniques, such as deep neural networks, generative adversarial networks (GANs), and style transfer.

The p5.js and ml5.js interactions were my introduction to synthetic media. The potential of these libraries to explore the ideas of my project made me research a little into what these machine learning algorithms actually are. What is the data that they use to function and how is it gathered?

As we interact with these algorithms, we also participate in the creation and shaping of the synthetic media they produce. We become co-creators and co-authors of the content we consume, blurring the lines between producer and consumer, and transforming our relationship with media from one of passive consumption to active engagement.

When I think of media ecology I ask myself, what will be the behavioural impact of such a societal shift?

How will the introduction of synthetic media impact our behaviours, beliefs, sense of identity and relationship with data?