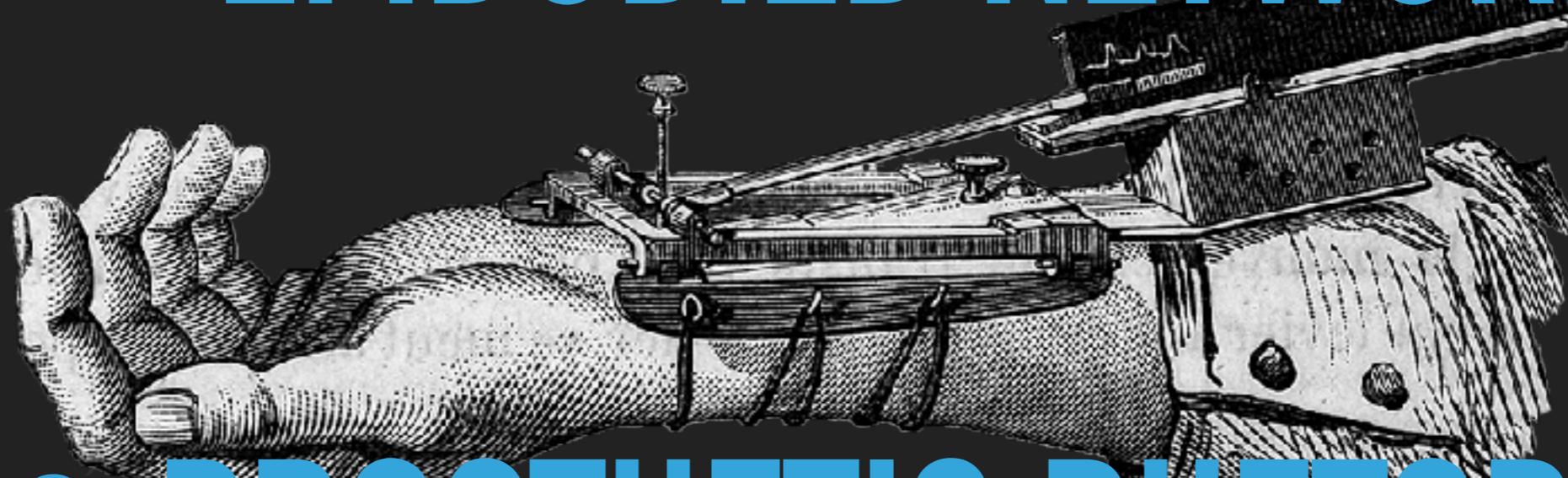


AUGMENTED WRITING, EMBODIED NETWORKS,



& PROSTHETIC RHETORIC

TEXAS A&M RESEARCH TALK 2021

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image credit:

"sphygmograph," wikicommons

OVERVIEW

- ▶ Networked, mobile media create paradigm shifts in how writing “takes place”
- ▶ Augmented reality (AR) and prosthetic media signal new ways our bodies experience and interact with the network
- ▶ These technologies offer opportunities to rethink writing's relationship with digital networks
- ▶ Writing becomes an embodied situation and practice

“THE MOST PROFOUND TECHNOLOGIES ARE THOSE THAT DISAPPEAR”

A NEW NETWORK PARADIGM

- ▶ Mark Weiser's "third wave"
- ▶ John Tinnell's "post-desktop interface"
- ▶ Andries van Dam's "best interface is no interface"



“First were mainframes, each shared by lots of people. Now we are in the personal computing era, person and machine staring uneasily at each other across the desktop. Next comes **ubiquitous computing**, or the age of calm technology, when technology recedes into the background of our lives.”

- MARK WEISER

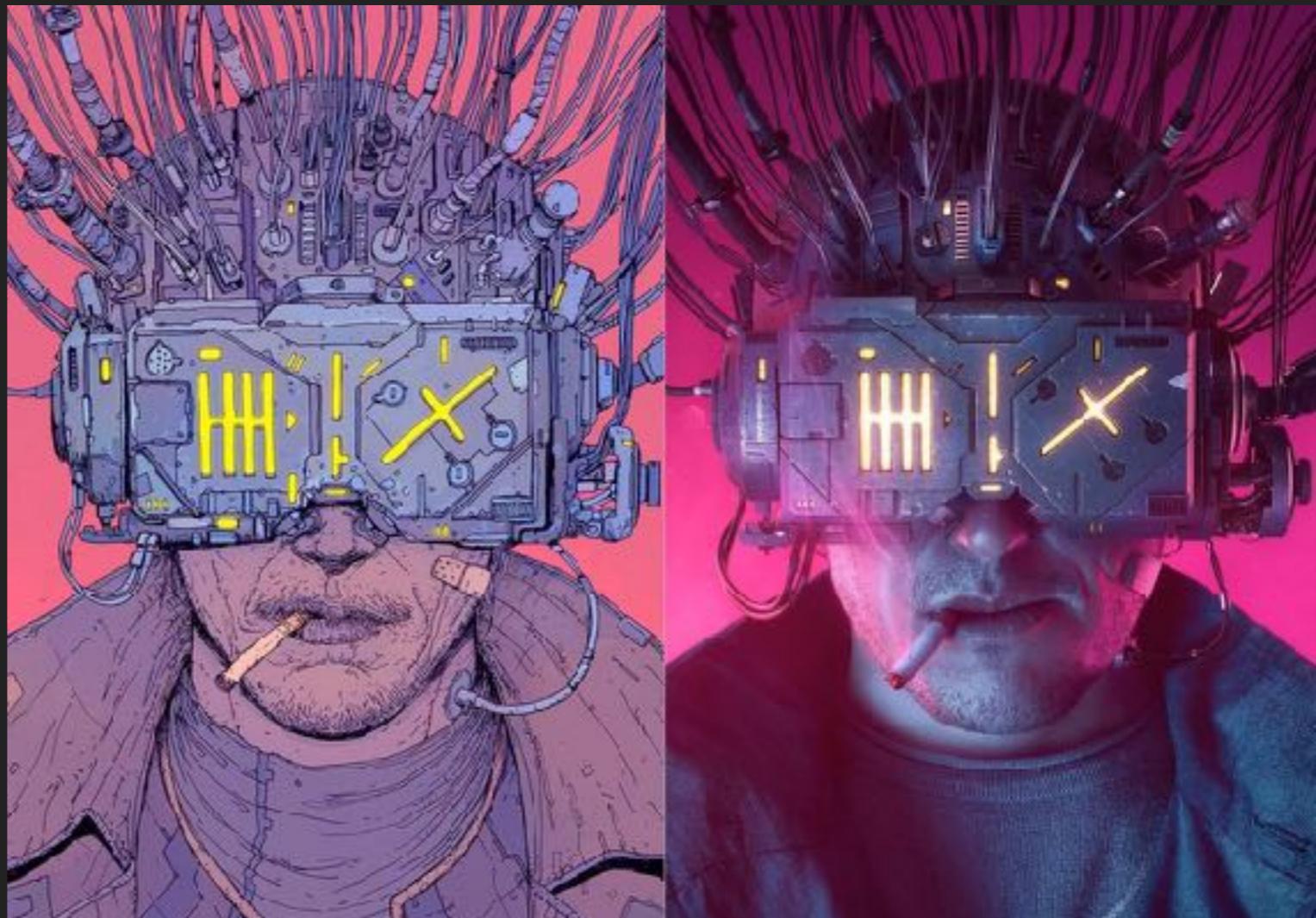


An AR-saturated future, as depicted in Keiichi Matsuda's experimental film, "HYPER-REALITY"
Used with permission. Link: <https://www.youtube.com/watch?v=YJg02ivYzSs>

"Now **cyberspace** has **everted**. Turned itself inside out. Colonized the physical." - William Gibson, 2010 *NYT* interview

THE CYBERSPACE CONCEIT

- ▶ **Cyberspace**: a virtual world to upload your disembodied consciousness
- ▶ **Eversion**: instead of inverting, the network is "stepping out," manifesting itself in everyday spaces



Left: *Neuromancer*'s Brazilian edition cover

Right: AR Instagram filter that lets users "wear" Case's VR headset

AUGMENTED SPACE

- ▶ AR is both a medium and a writing platform
- ▶ “Can an AR of the public sphere by the public provide a space for critique?”

John Tinnell and Sean Morey

Augmented Reality: Innovative Perspectives Across Art, Industry and Humanities



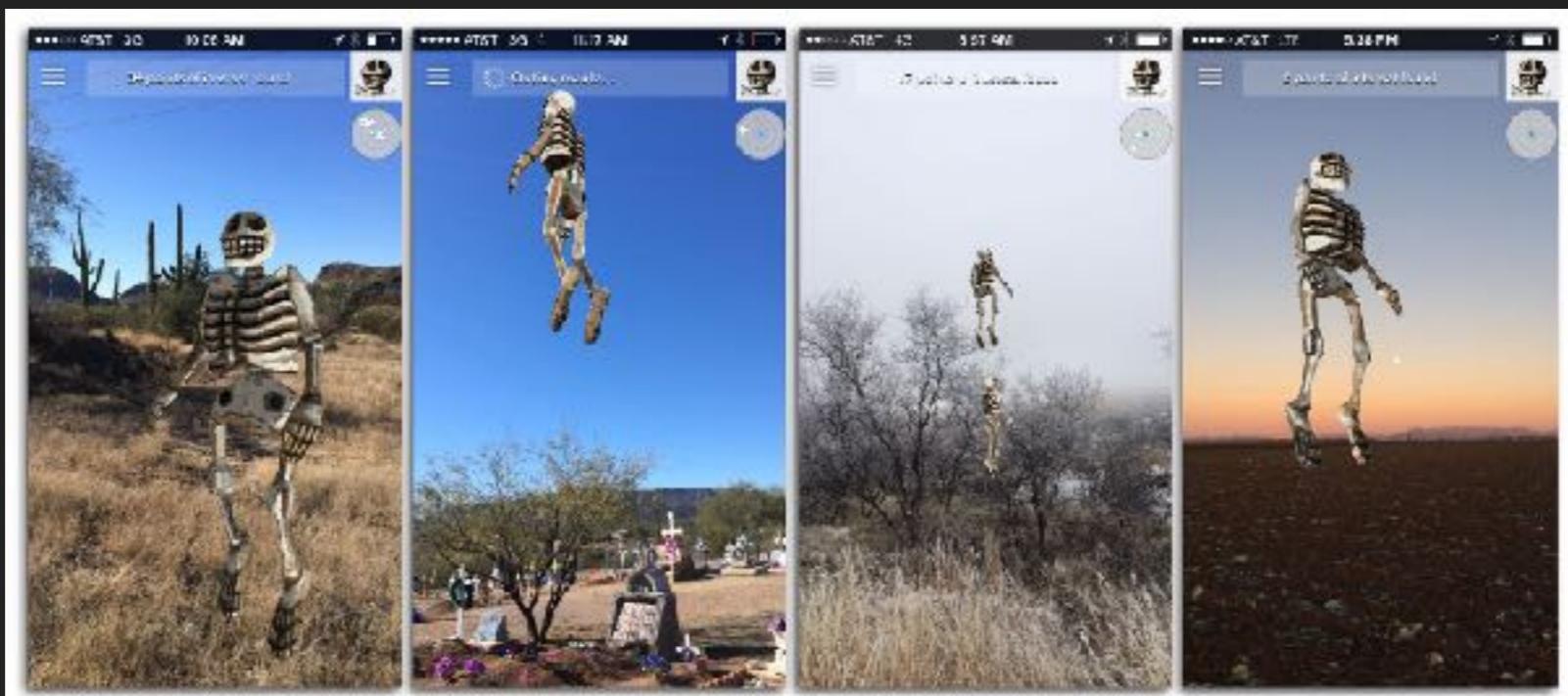
“The leak in your hometown” by
Mark Skwarek

the experimental
app **BrandKiller**
blocks ads in real
time

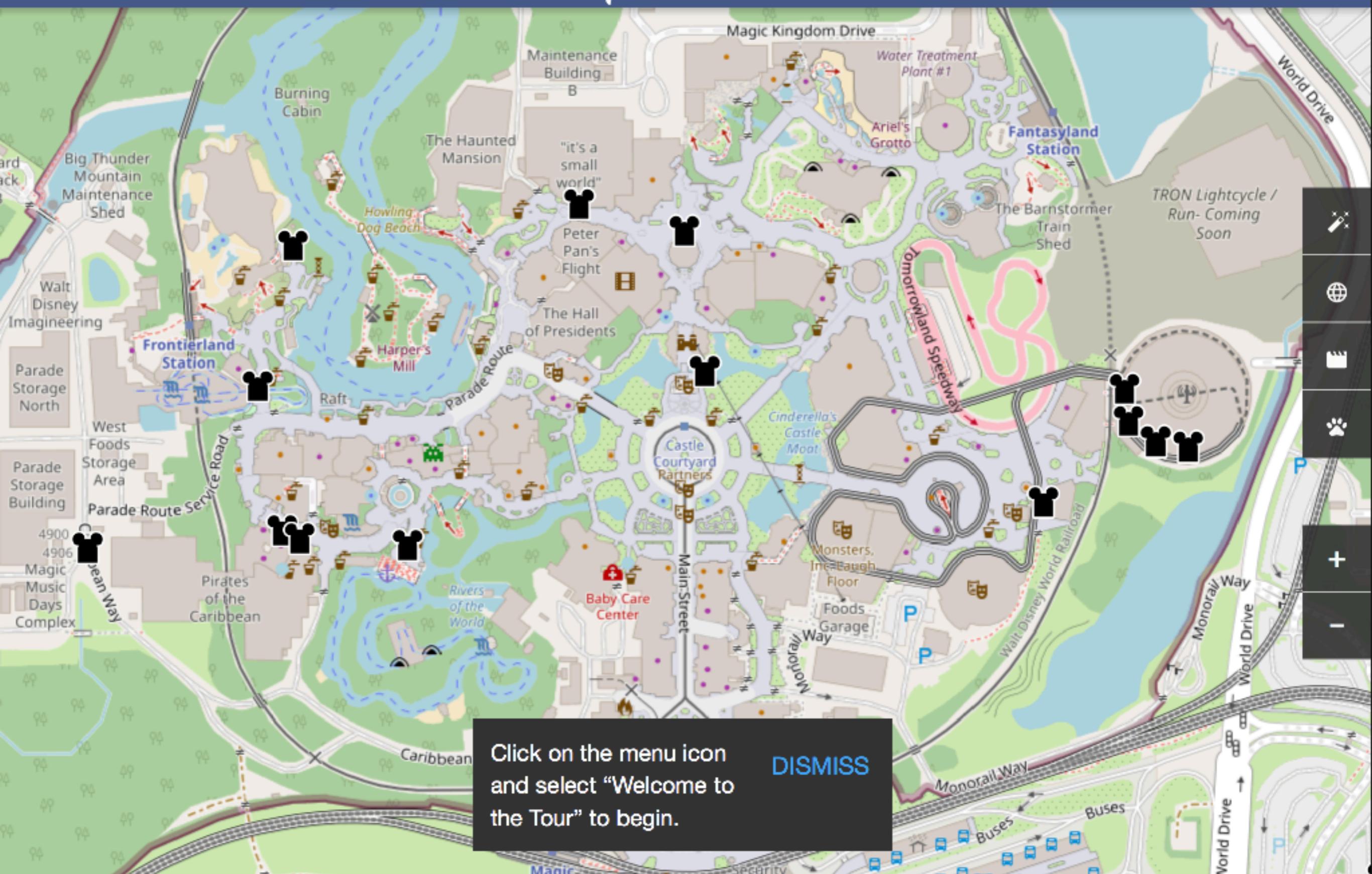
“Augmented Vision(s): Visual Rhetoric in the Augmented Reality Apparatus”
<https://tcjournal.org/vol8/crider>

BORDER MEMORIAL: FRONTERA DE LOS MUERTOS

- ▶ John Craig Freeman and Jessica Auchter's AR public art project and memorial
- ▶ "Dedicated to the thousands of migrant workers who have died along the U.S./Mexico border in recent years trying to cross the southwest desert in search of work and a better life"



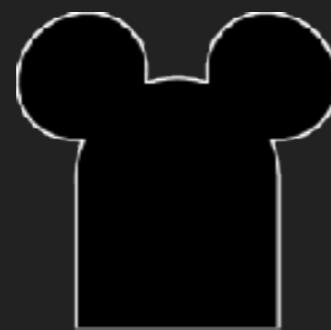
Disney DEATH Tour



"It's company police—no one dies at Disney" – *Inside the Mouse* p.115

MEMENTO MORTIMER

- ▶ The Disney Death Tour is both a mobile-ready webtext, and an AR experience used within Walt Disney World
- ▶ AR offers a public writing platform within an otherwise closed space
- ▶ Users embody the critique



MEmorial



- ▶ the “**inhabitable monument**,” a methodology described by Gregory Ulmer
- ▶ “A first step in the design of a **MEmorial** is to notice an abject loss that the community acknowledges is a problem but that is not accepted as a sacrifice on behalf of a belief or value structuring a group subject”

Electronic Monuments, p. 134

Trace ARCs

- ▶ Trace is a Digital Humanities initiative in UF's English Department
- ▶ As Augmented Reality Criticisms Coordinator, I facilitate interdisciplinary AR projects with faculty and students



The screenshot shows the TRACE website homepage. The header features the word "TRACE" in large, bold, black letters with a horizontal line through it, followed by "Augmented Reality Criticisms". Below the header is a navigation bar with links for "Projects", "About", "Tutorials", and "Submissions".

Recent Projects

A photograph of a person's hand holding a smartphone. The screen displays a mobile application interface with a red and white graphic and text. In the background, a large, ornate cathedral with multiple spires is visible under a clear sky.

Mobilizing pARis

Beginning with posters and graffiti from May 1968, Mobilizing pARis maps the circulation of texts on the streets of Paris and creates an AR route that reunites the spread of images with the spread of people and protest.

Created by Shannon Butts

A graphic of a speech bubble with the words "COMICS ARCHITECTED" written in blue capital letters inside it. The speech bubble has a dark blue outline and a white interior.

Comics ARchitected

Comics ARchitected augments portions of the first issue of Alan Moore and Kevin O'Neill's *The League of Extraordinary Gentlemen* comic book series to demonstrate how the comics page functions architecturally and how augmented reality can preserve or disrupt the reader's experience of a comic when providing foreign language translations.

Created by Madeline E. Gangnes

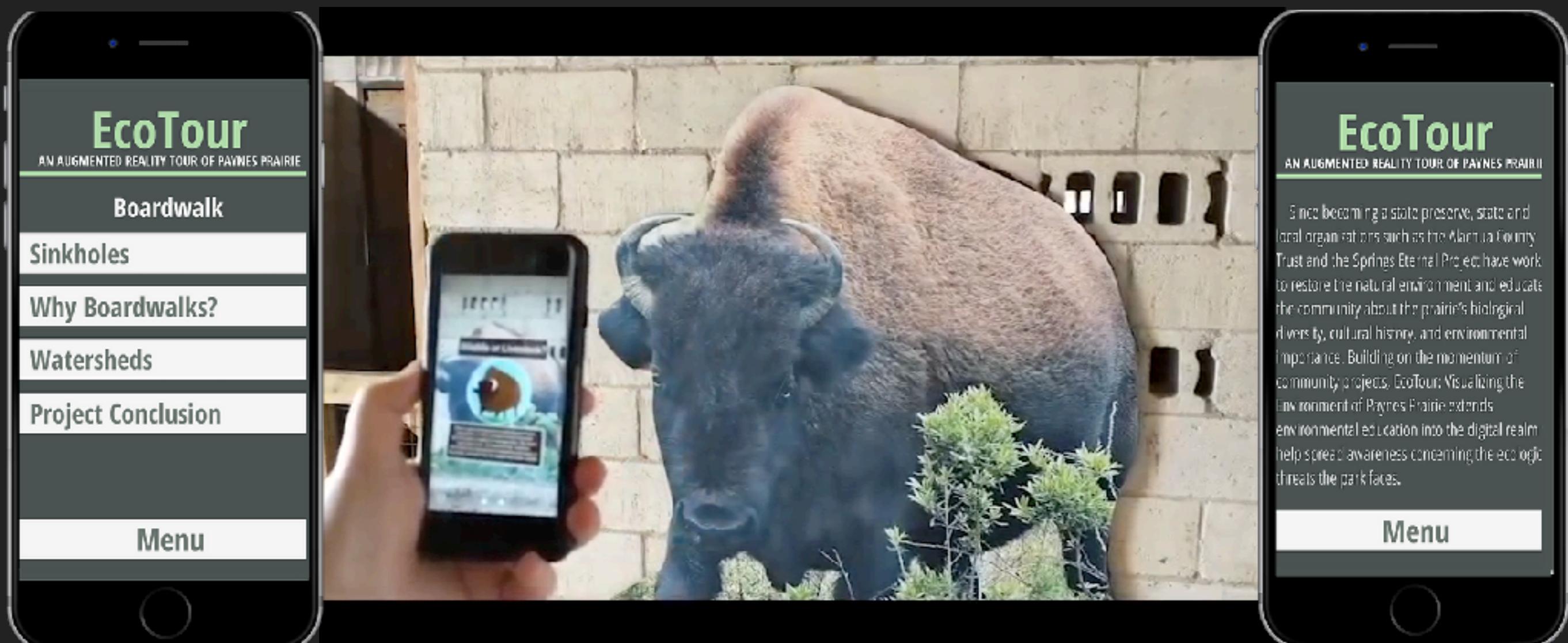
A photograph of a smartphone displaying a mobile application interface. The screen shows a historical marker for the Lincolnville Historic District. The marker is blue with gold lettering and a small emblem at the top. The background of the phone screen shows a building and some trees.

Lincolnville St. Augustine History Tour

In collaboration with the Department of History and Samuel Proctor Oral History Program (SPOHP), Trace is currently developing a location-based history application for the neighborhood of Lincolnville in St. Augustine, FL. Drawing from a database of oral histories collected by SPOHP, the application will coordinate audio narratives from community members to historical churches, businesses, and homes throughout Lincolnville.

Created by Raja Rahim

ECOTOUR AND THE EVERTED CLASSROOM



PROSTHETIC RHETORIC

- ▶ Isabel Pedersen and Andrew Iliadis' "data-blended body"
- ▶ Prosthetic media is any digital technology that *becomes* the body
- ▶ Explores the everted network via disability tech, body hacking, and user experience (UX)
- ▶ Digital writing and embodied literacies



Bertolt Meyer's #SynLimb prosthesis

TYPE 1 DIABETIC

- ▶ Autoimmune condition, no known cause or cure
- ▶ Distinct from Type 2 (95% of diabetes) in that the body no longer creates **insulin** at all
- ▶ Chronic illness that uses **digital media** as treatment
- ▶ Now use (and hack) two medical **prostheses** to monitor and administer synthetic insulin



INSULIN AS PHARMAKON

- ▶ “There is no such thing as a harmless remedy. The *pharmakon* can never be simply beneficial”

Jacques Derrida, *Dissemination*



a popular T1 meme demonstrating the constant
“game” of maintaining healthy blood glucose levels



manual insulin injection



insulin pump

CONTINUOUS GLUCOSE MONITOR (CGM)

- ▶ My Dexcom G6 CGM sends blood glucose level updates to a phone, watch, or computer
- ▶ Visualizes actionable trends
- ▶ Sends warnings when glucose levels are trending high or low



LIFE WITH A CGM



Dexcom G6's smartwatch interface

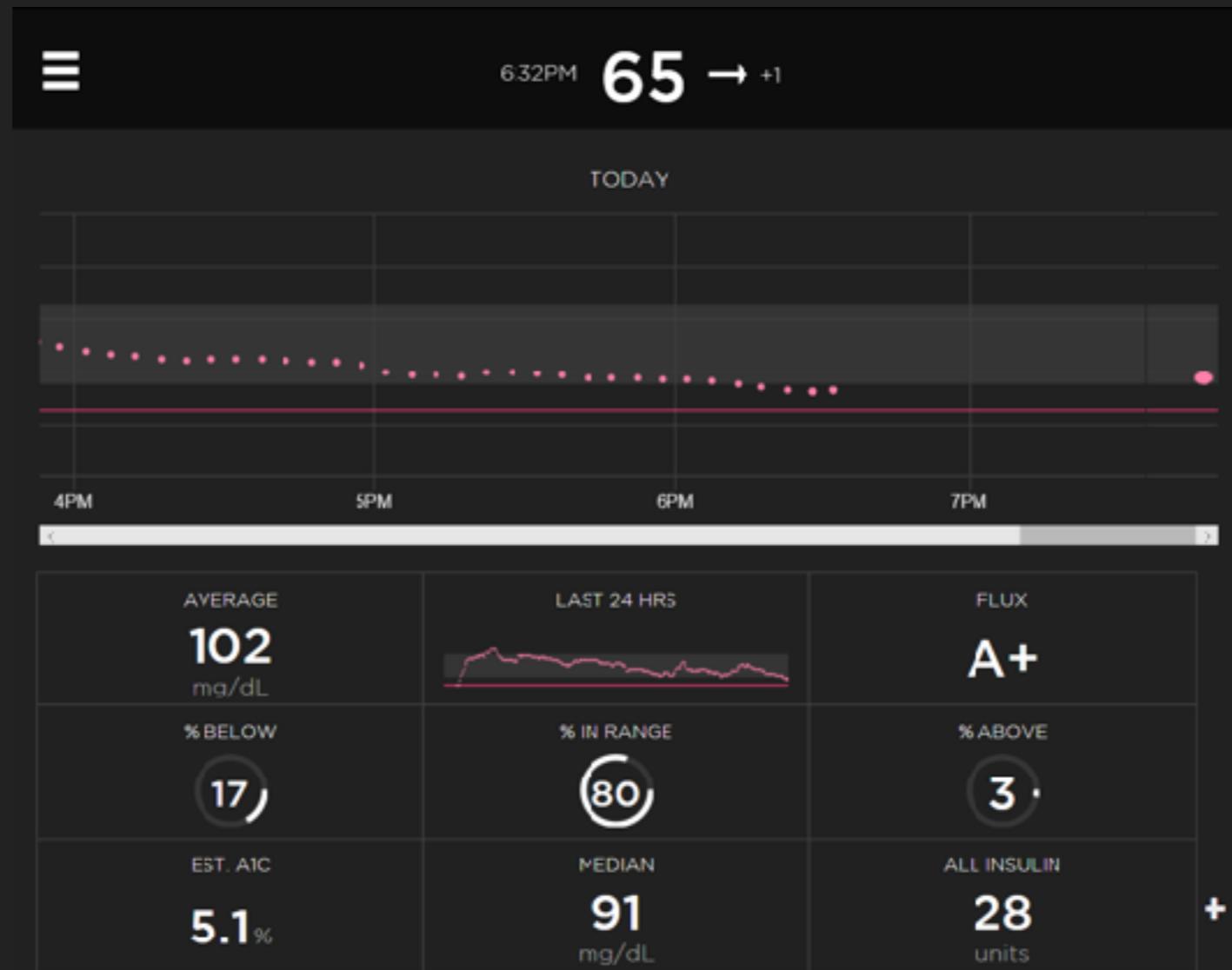


Nick Jonas, a controversial T1 advocate

Henry Jensen, T1 educator and advocate

TO PREDICT AND EMBODY...MEDIA I BECOME

Digital media “seek[s] to shape and predict—indeed embody—a future based off past data”
—Wendy Chun, *Programmed Visions*



Sugarmate, an open-source and customizable CGM and insulin pump interface

Wearables “sit midway between media you carry...and media you become”
—Isabel Pedersen, *Ready to Wear*

TACTILE HEALTH LITERACIES

- ▶ “T1Ds act as lay scientists with regard to their own biology. As such, the complex relationships between T1Ds' bodies and medical technologies gives us fertile ground for re-embodying health literacy through the notion of tactility.”
- ▶ “the space of literacy is defined as being in the head as opposed to the body”

Lora Arduser

HOW I HACK MY G6 DEXCOM

seamlessly hacked my G6 Dexcom and am currently on day 34 of my first sensor. I hope I don't jinx it!

HERE IS HOW I DID IT:

1: Once the session ends, start new session with NO CODE.



2: Let it warm up for 5 minutes.



3: Go into the setting on your phone all and stop session (towards the bottom, you will need to scroll) and start "new sensor" With the code you used when you first put on the sensor.



4: 2-hour warm up and done!

PROTIP: Make sure you write down or keep the paper off of the sensor that has the code on it. You'll need it to do a restart.

FOR MORE INFO VISIT KELLYSCHMIDTWELLNESS.COM
@DIABETIC DIETITIAN

CGM “hacking” guides like this are popular in online T1 spaces

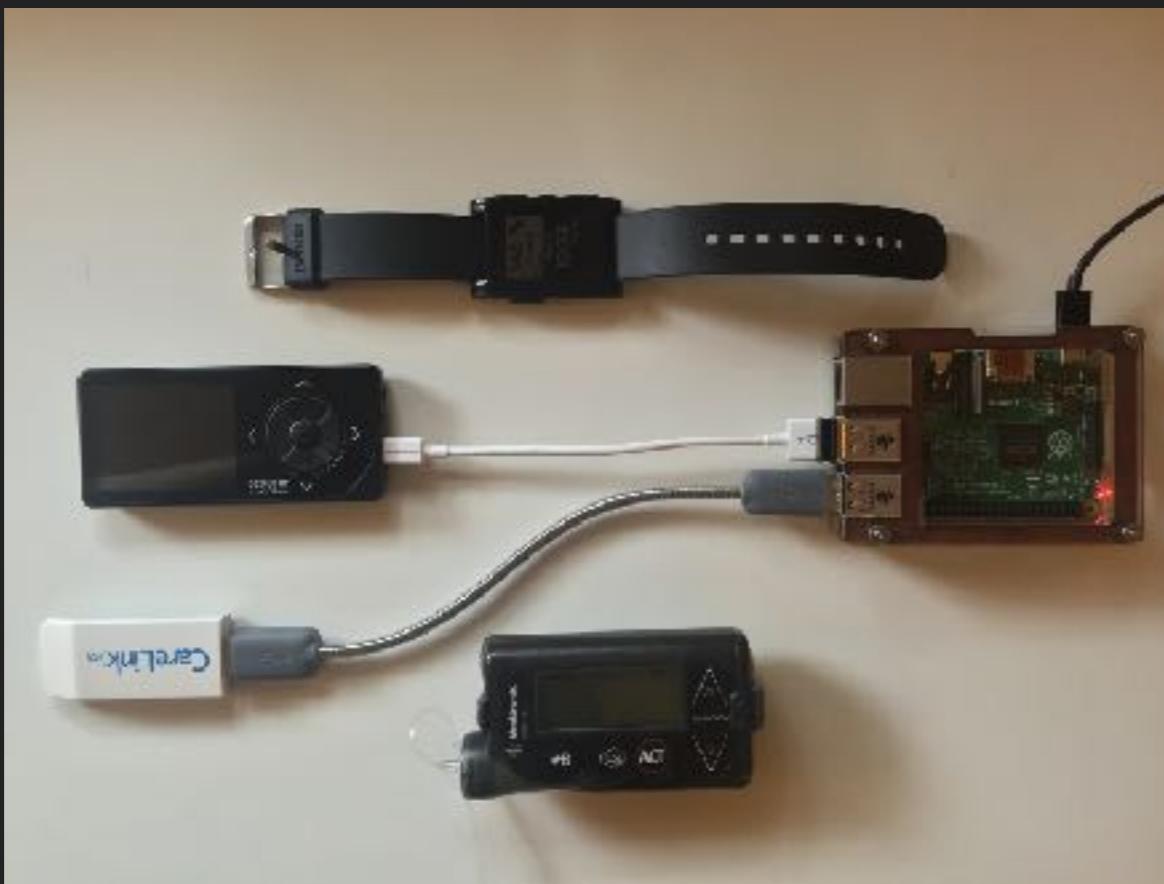
MÊTIS

- ▶ For Jay Dolmage, *metis* foregrounds practicality and cleverness, is "full of reversals and thus demanding resourcefulness"
- ▶ His "*metis* historiography then wants to look like an extraordinary body: double, divergent, flawed, incomplete, surprising, in need of others"



Metis, the ancient Greek winged Titaness

CLOSING THE LOOP



- ▶ #WeAreNotWaiting
- ▶ #insulin4all
- ▶ OpenAPS (Artificial Pancreas System)
- ▶ OpenAPS puts a **CGM** into “conversation” with an **insulin pump**
- ▶ Allows users to access and write their own embodied algorithms

FUTURE WORK

RHETORIC OF PROSTHETIC MEDIA

- ▶ Planned monograph
- ▶ Combines location-based rhetoric and composition work with disability studies, coding literacy, and health humanities
- ▶ Articles:
 - ▶ “I See the Body Electrate” (excerpted here)
 - ▶ “Daimonic Composition: Embodying the Algorithm” (invited)
 - ▶ “Rhetorical T1nkering” (in-progress)

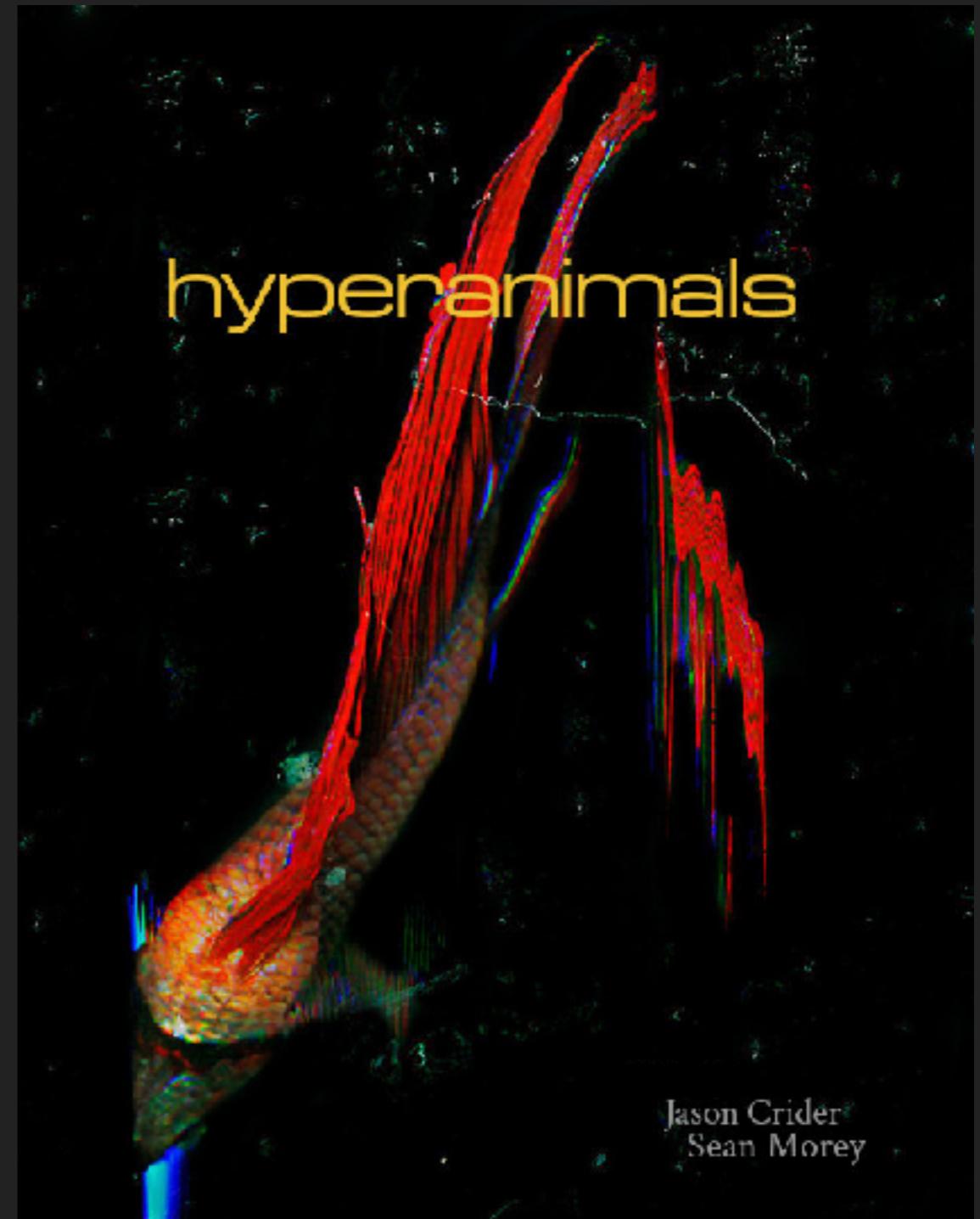
THE HUMANITIES DIVISION

- ▶ Co-edited collection with Sidney Dobrin
- ▶ Addresses the ongoing promotion of intellectual silos in Western education—most recently manifested in STEM
- ▶ Explores the emerging “modifiers” of the humanities:
 - ▶ Digital Humanities
 - ▶ Health Humanities
 - ▶ Environmental Humanities
 - ▶ Energy Humanities
- ▶ Currently under contract at *Parlor Press*, expected 2022

AND SAY THE HYPERANIMAL RESPONDED...

HYPERANIMALS (COLLABORATION)

- ▶ Builds from an *ISLE* article co-authored with Sean Morey, “Hyperanimals: Inverting Nature through Pokémon Go”
- ▶ Currently drafting first chapter of our monograph on the post-digital animal, tentatively titled *Hyperanimals*
- ▶ “Down and Out in the Animal Kingdom” AR grant project





THANK YOU

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University of Florida

Texas A&M Research Talk 2021

image credit:
[reddit.com/user/DandyDiabetic](https://www.reddit.com/user/DandyDiabetic)