

## Santa, God & AI why does magic never die?

*Group: Chris Usher, Lucy Adeniji & Lucia Ene-Lesikar*

## Project Overview

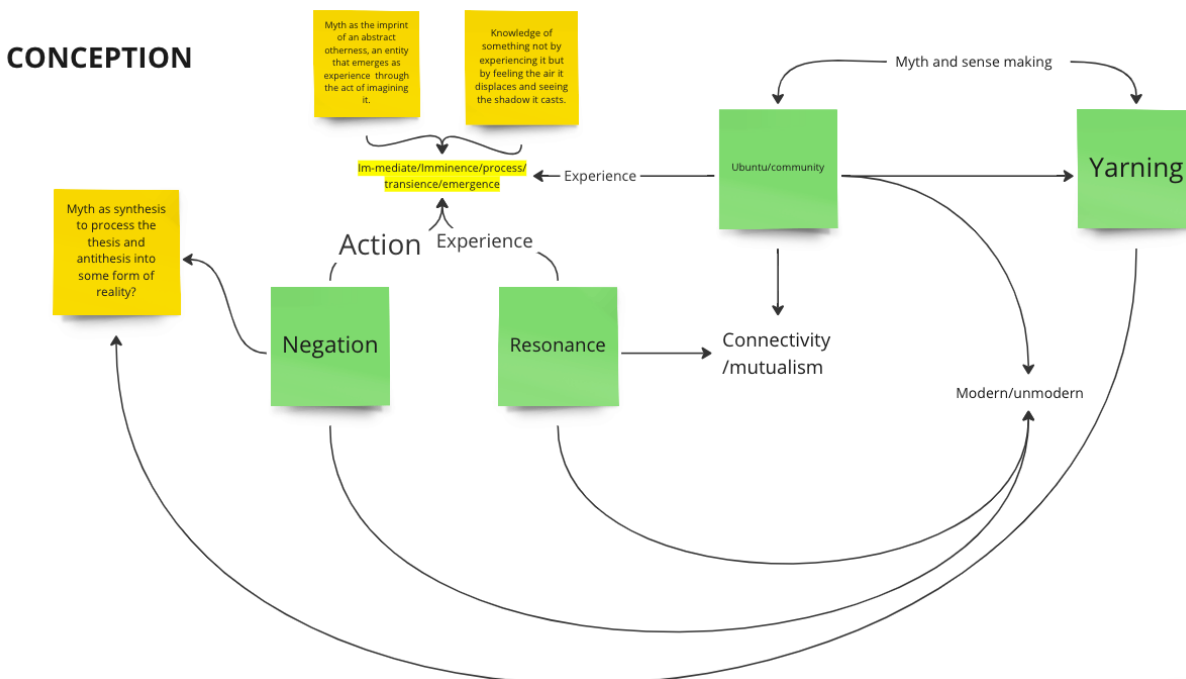
We will be exploring the enduring nature of magic and mythology in human culture, specifically through the lenses of Christmas, religious belief, and artificial intelligence. Investigating how these elements connect to human desires for companionship and understanding of the non-human intelligence.

We are working alongside another group of students tackling the same problem through a separate conceptual lens. We hope our separate insights will integrate to provide a more holistic understanding of the research question.

## Objectives

1. To analyse the intersection between mythology, tradition, and technology.
2. To understand the human tendency to seek connections with non-human intelligence.
3. To explore the resonances between Christmas traditions, religious beliefs, and the evolving concept of AI.

## Conceptual Approach



## Methodological Approach

### 1. Netnography of Online AI Communities:

Conduct netnography of the subreddit r/singularity to study an online communities engaged in AI development, focusing on their perceptions and interactions with the sentient nature of AI.

### 2. Interaction with AI:

Implement principles of netnography to explore AI as a subject of study, 'interviewing' GPT-4 on its own existence.

### 3. Social Semiotic Analysis:

From this data collected, perform a social semiotic analysis of symbols related to deification and religion, applied to AI discourse.

### 4. Speculative and Experimental Film Creation:

Utilise art practices in speculative media creation to develop a short film.

## Expected Outcomes

- A comprehensive narrative that blends mythology, sociology, and technology.
- Insights into how traditional beliefs and modern technology intersect and influence each other.
- A speculative exploration of the future of human relationships with non-human intelligences.

## Informative Sources

*Gibert, M. and Martin, D., 2022. In search of the moral status of AI: why sentience is a strong argument. AI & SOCIETY, pp.1-12.*

*Golding, Johnny, 'Fractal Philosophy (And the Small Matter of Learning How to Listen): Attunement as the Task of Art', Deleuze and Contemporary Art (Edinburgh, 2010; online edn, Edinburgh Scholarship Online, 22 Mar. 2012)*

*Hanegraaff, W.J., 2003. How magic survived the disenchantment of the world. Religion, 33(4), pp.357-380.*