PROPOSAL FOR MP1

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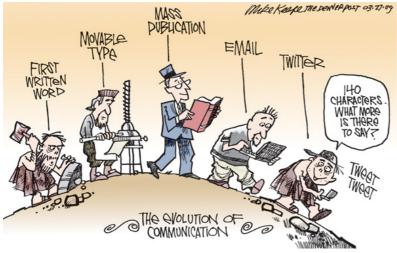Texts used:
- **"Recommended for you: The Netflix Prize and the production of algorithmic culture" by Blake Hallinan and Ted Striphas**
- **"A theory of resonance" by Wai Chee Dimock**

Mankind striving for advancement, the cause of cultural and semantic changes

Culture changes as time goes on. Even though mankind living at any point in time doesn't itself experience huge changes in culture, they understand the past changes through historical and literary texts. We witness microscopic changes in different factors of life often, which seem insignificant but accumulate to be significant over time. These changes which might seem negligible at the time of their origination, originate from collective human thought either in the form of social evolution or our advancement in understanding of natural sciences. We as a civilization refine our culture making changes we believe will improve our lifestyles. We mold social norms to create more equal and comfortable space for all entities. We also build on our current technological and scientific advancements and innovate continuously, making our lives easier in various ways.

For eg. In the past few years, social media has been a part of everyone's life and the space is still evolving. Though we have still seen it coming a long way. I use this object to portray how our adaption to multimodal objects like pictures and videos for communication has shortened the amount of texts used on social media.

I agree with Hallinan and Striphas as they describe the Netflix contest and its constituent elements to be parts of a more abstract situation described as "a state of things in which something that will perhaps matter is perhaps unfolding amid the usual activity of life". The participants really do give birth to something extraordinary. Such an innovation gains community's trust for algorithm and leads us to a data driven future or culture. Using this meme as an object showing satirical use case for recommendation systems in everyday life.

In "a Theory of resonance", Dimock talks about how artifacts change their meaning over time. In a way that they add sound to it. I think that is true because with social evolution, our perspectives and meaning to different things change. I would say that if the argument is true, then in a hypothetical situation where an artifact from today was shown to someone in the past, a similar sound will be added to it but with a reverse effect. And a perfectly normal artifact from today might seem taboo or at least strange to the people in the past. As an example, I use this image of a girl proposing to a guy which is something what was not so normal even a few decades ago. But still it's something that should be very natural to humans. This is also an example of how our openness to new social ideas has changed our culture.

The Netflix recommendation algorithm uses Singular Value Decomposition technique as also stated in the text. The algorithm finds characteristics which connect people and movies such as crime, drama, romance etc. and gives each user a score for each of those characteristics which is promotional to their liking of that characteristic. As people and cultures evolve, the spectrum of these characteristics broadens. Would the same algorithm still perform as well? In my final project, I plan to include an easy visual explanation of how this algorithm, which is a mathematical masterpiece, will keep evolving to such changes and would be able to factor in or out new characteristics as they come and go without any changes to it.

Intended Audience

The intended audience for this project is philosophy and science students. I plan to keep the language basic for simple understanding and use objects to explain complex claims or analogies.

Genre and Modes
- I plan to use a creative genre where I could arrange text and my objects in a spatial space such as website or poster-like thing.
- Modes planned to use: linguistic, image, and video