

A CRITICAL STUDY OF THE NATURE OF INTERPERSONAL RELATIONSHIPS THROUGH ONLINE DATA EXCHANGE: STATISTICAL AND LINGUISTIC ANALYSIS AS ‘LOVE ESCHATOLOGY MACHINE’ PROJECT’S MEANS OF ARTISTIC EXPRESSION

Gorlanova K.S. (ITMO University)
Research supervisor – prof. Morozov D.B.
(ITMO University)

The report explores the challenges posed to humanity by over-reliance on digital forms of communication in building interpersonal relationships. Described are conceptual and expressive means of the artistic research on online media interaction’s impact on experiencing reality, later to be implemented in the ‘Love eschatology machine’ interdisciplinary art piece.

Introduction

Nowadays a substantially increasing level of social distancing occurs in parallel with an increasing convenience of online communication. Real life vulnerable discussions are easily substituted with so-called ‘parasocial interactions’ in the whole addictive, non-stop social media performance and discussions polarized by the medium itself.

The total connection is seducing society with promises for transparency, certainty and profit at the expense of the unprecedented form of digital influence presumably robbing humanity from actually experiencing reality.

Problem statement

‘Love eschatology machine’ installation project is a result of an interdisciplinary artistic research, which uses methods of data-analysis, natural language processing, sociology and hybrid arts. The research is preliminarily spread in three parts as follows:

1. ‘Research problem relevance’;
2. ‘Case-study. Resonating personal experience’;
3. ‘Artistic research workflow & implementation’.

Explored are the extent to which the over-reliance on media-communication makes it impossible to articulate long form, reducing personal and intimate relationships to just data exchange rather than actual bond-building.

The research includes emotions and sentiment dynamics case-study. Primary API parced research data is studied:

1. statistically, including messaging time, frequency and length characteristics, etc;
2. using Natural Language Processing, the proper methods for the russian-language data-set used are to be chosen from:
 - a. sentiment analysis;
 - b. toxic comments detection;
 - c. text complexity evaluation;
 - d. short-text topic modeling;
 - e. aspect-based sentiment analysis;
 - f. structure topic modeling;
 - g. suggestion mining.

Final artistic project is to be implemented as a kinetic data-driven light installation illustrating and emphasizing crucial points of research. Collected and presorted virtual data batches are to be used by the audience at the exhibition to run the physical art-object. Interfaces, mediums, means of online communication and text-messaging, familiar to the vast majority of the general public, are artistically reinterpreted to represent the ambiguous dichotomy of real and digital in this type of interaction.

Conclusions

This report's objective is to contribute to public discussion on the impact of social media communication in building interpersonal relationships in general and on individual's mental and physical health in particular. The 'Love eschatology machine' aims to convert data sorting into complex spatial-media experience, extruding the essence of realness of human-to-human interaction in the current 'text-distancing' online media environment.

Gorlanova K.S. (author)

Signature

Morozov D.B. (scientific supervisor)

Signature