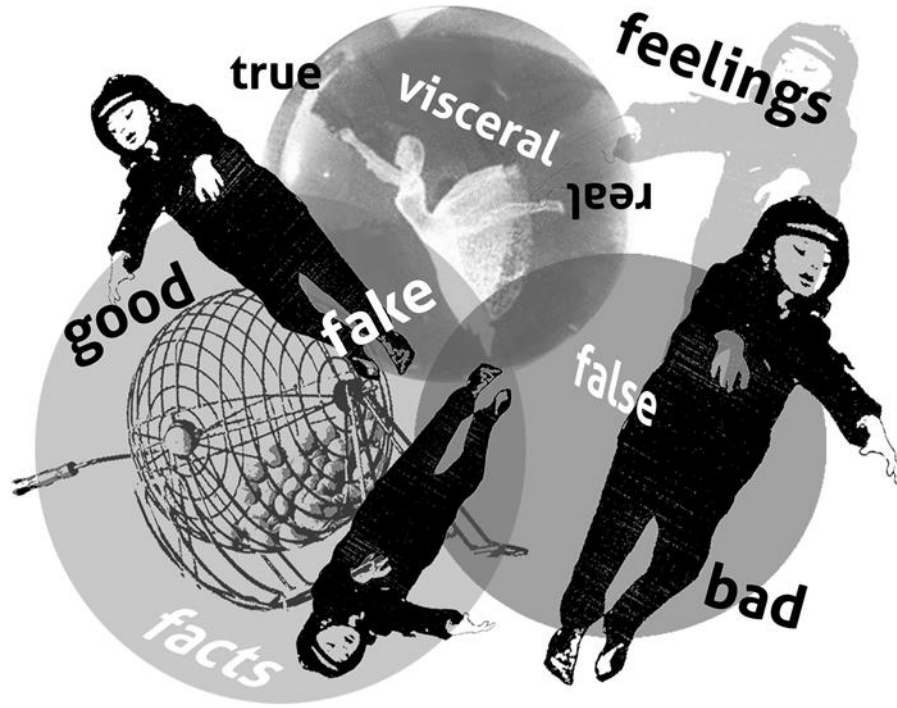


# SSASS Session One

## Introductions



# Introductions

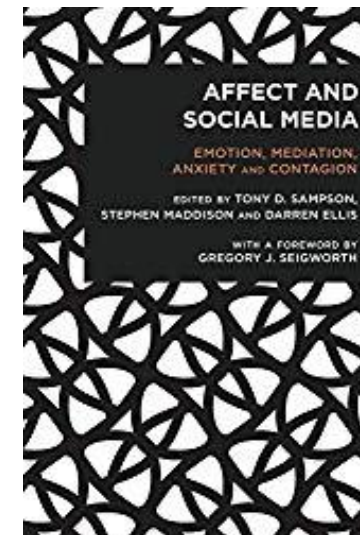
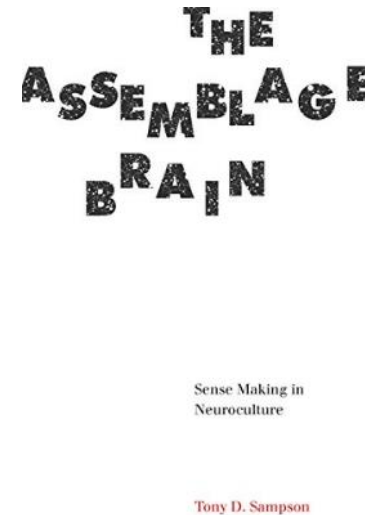
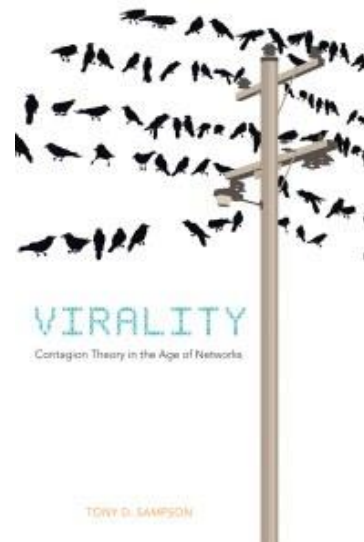
Dr Tony D Sampson

Dr Mikey B Georgeson

# Tony D Sampson

[born 1965] is a British critical theorist with an interest in philosophies of media technology, design thinking, social and immersive user experiences and neurocultures

REQUIRE FOR CONSENT: RECURRING INFORMATION  
FROM: I MOST WOULD THIS PRESENT CONFERENCE IN THIS TRANSMISSION.  
THIS IS BY THE WAY OF THE NATION AS BEING OFFICIALLY CONFIDENTIAL AND  
"THE" "SECRET". I AM DONE AND HAVE CONFIDENCE OF YOUR ABILITY AND  
REGULARITY TO PRODUCE A TRANSMISSION OF YOUR GREAT SIGNATURE  
REQUIRE A PERSON TRANSMISSION RECURRING INFORMATION CONFERENCE  
WE ARE THE OFFICIAL OF THE FEDERAL GOVERNMENT CONTRACT SYSTEM  
RECURRING INFORMATION OF INFORMATION OF YOUR GREAT SIGNATURE  
YOUR FROM WHICH ARE PRESENTLY TRAPPED IN RECURRING INFORMATION  
TRANSMISSION THIS INFORMATION WE RECURRING YOUR SIGNATURE TO RECURRING  
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THE SPAM BOOK  
ON VIRUSES, PORN, AND OTHER ANOMALIES  
FROM THE DARK SIDE OF DIGITAL CULTURE  
Jussi Parikka and Tony D. Sampson, editors  
with a foreword by Sadie Plant



# Mikey B Georgeson

Mikey Georgeson (born 1967) is an artist and musician, working in an assemblage of media, making up what he defines as aesthetic machines. Audiences of his band David Devant and his Spirit Wife will be familiar with the aesthetic machine's atmosphere of proliferating creativity. He explains that the idea of these modular spaces of felt understanding is partly a response to the increased propensity to place art in representational frameworks. He explains, "Due to a life with hearing loss, my relationship to meaning is often not what I hear but what I feel. My hearing loss creates a tapestry of linguistic flows as I fill in the gaps and reinvent phrases through the shifting repetition of day-dreaming."

He has a Doctorate in Fine Art from UEL where he also lectures in Contextual Studies. In 2016 he took part in a Festival of Georgian culture at the Shakespeare Theatre Gdansk, using song and performance to explore boundaries and national identity. His painting "Dopamine molecule of intuition" was exhibited at the John Moore's painting prize. In 2016 he created a song-film with Turkish and UK artists for the Istanbul Design Biennale "Are we Human?" His film the Deadends was shown as part of the ICA's 100 years of Dada and The Nonbifurcatedman at the Athen's Festival of Digital Art. His installation Actual Occasion is part of the 2019 Dogon Egg transpersonal community entanglement project at the Amp Gallery Peckham.

# Schedule

## US Schedule 3x 2hour sessions

### Session One: *Aesthetic Fact*

Kimey - *Aesthetic Fact* (10mins)

10mins - *Introductions*

Tony – Beyond the Cognitive Paradigm (Intro lecture 1hour max with Q&A (attached). Sets out some approaches to affect studies future...)

Mikey – 40mins workshop - Song Writing from Matter Flow Morning Drawings

### Session Two: *Lures of Experience*

Mikey – Actual Occasion and the Rope Goggles of Entanglement – (10mins)

Tony – Aesthetic Fact lecture 30mins max with Q&A (attached)

Kimey – The Lure of Felt Experience (10mins)

Q&A with Tony and Kimey (10mins)

Mikey – 60mins workshop tbc – Mask making and song writing development

### Session Three: *The Collective Nonconscious*

Kimey – The Collective Nonconscious (15mins)

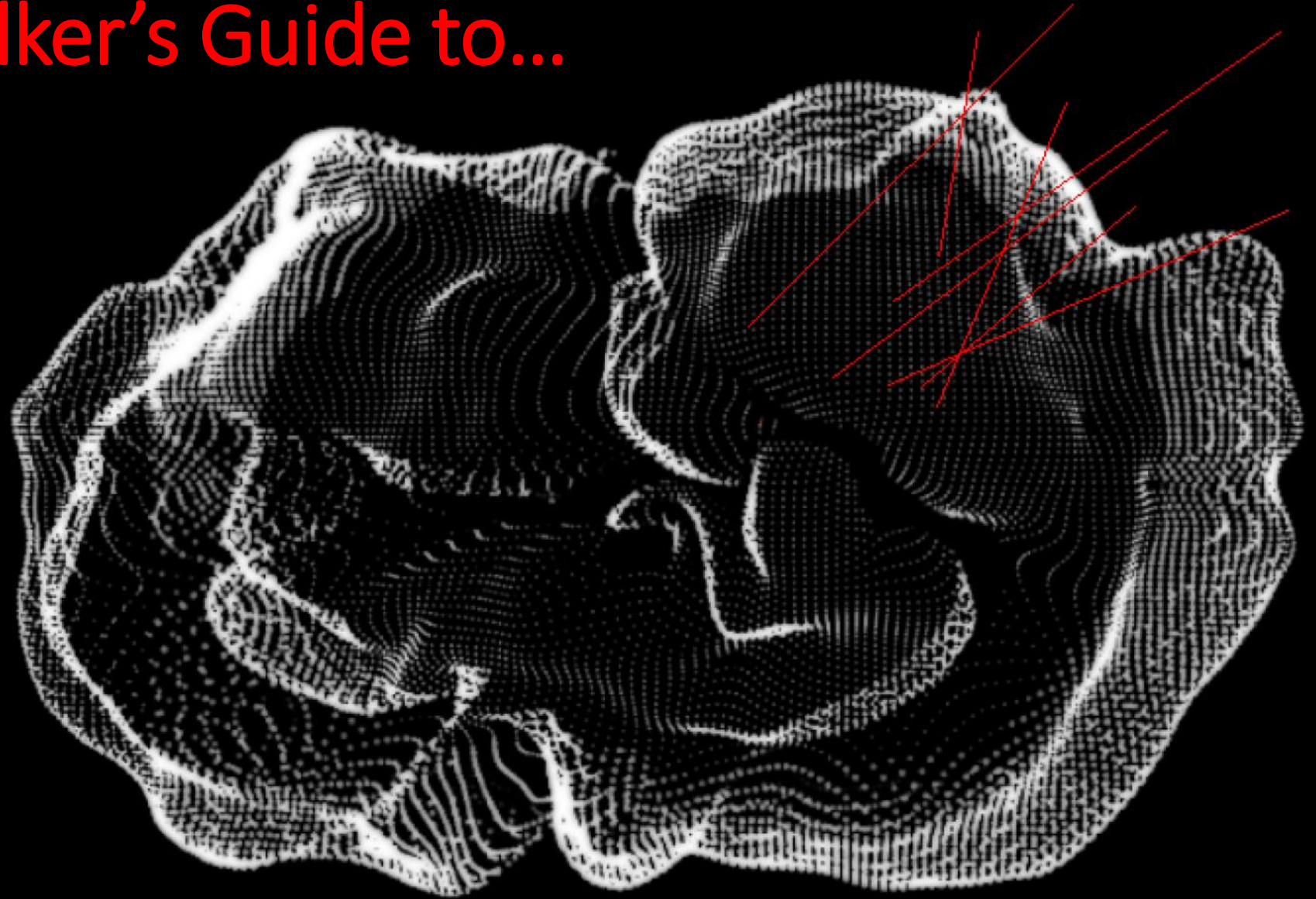
Tony to lead on Sleepwalker lecture - and key (pre)concepts discussion with group (slides on Sleepwalker and each keyword - tbc) – 1hour

Group led discussion on how these concepts might feed into affect studies – 30mins

Masked performance of the group song - to end 45mins

# A Sleepwalker's Guide to...

Tony D Sampson



Assemblage Brain image  
by Francesco Tacchini

# The Sleepwalker/the Collective Nonconscious

## Not the Unconscious!

**Social Theory - Durkheim/Tarde**

**Affect Theory/New Materialism**

**Sensation>>>Concept**

**Neurocultures**

**Experience (Capitalism)**

**Aesthetic Ontology**

**The Sleepwalker**

A new conceptual persona – Tardean, Whiteheadian





# Command Posts and Footholds





# Command Posts and Footholds

We sleep; we are half-awake; we are aware of our perceptions, but are devoid of generalities in thought; we are vividly absorbed within a small region of abstract thought while oblivious to the world around; we are attending to our emotions— some torrent of passion— to them and to nothing else; we are morbidly discursive in the width of our attention; and finally we sink back into temporary obliviousness, sleeping or stunned

(Whitehead P&R, p. 161).

# The Brain is a [Cognitive] Computer?

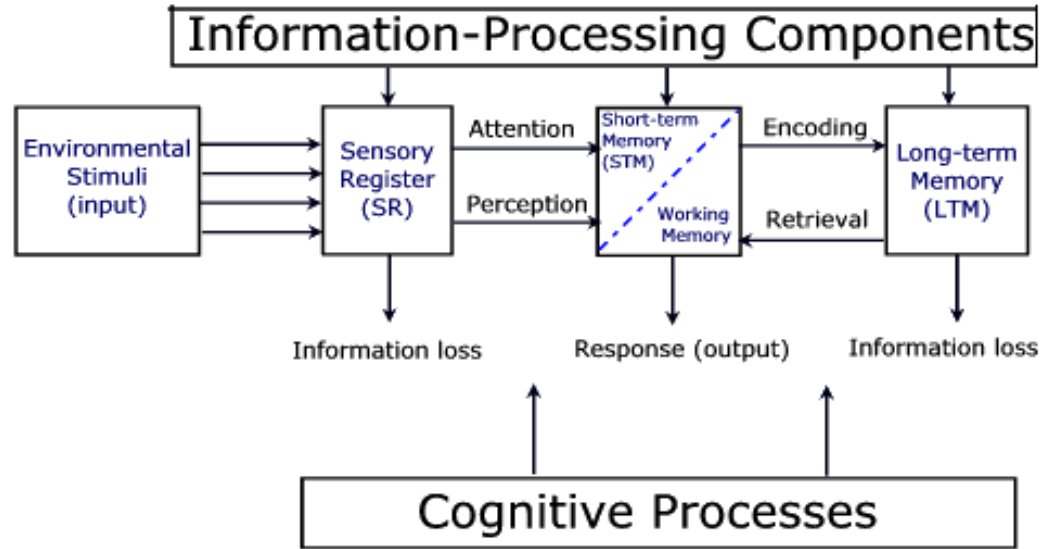
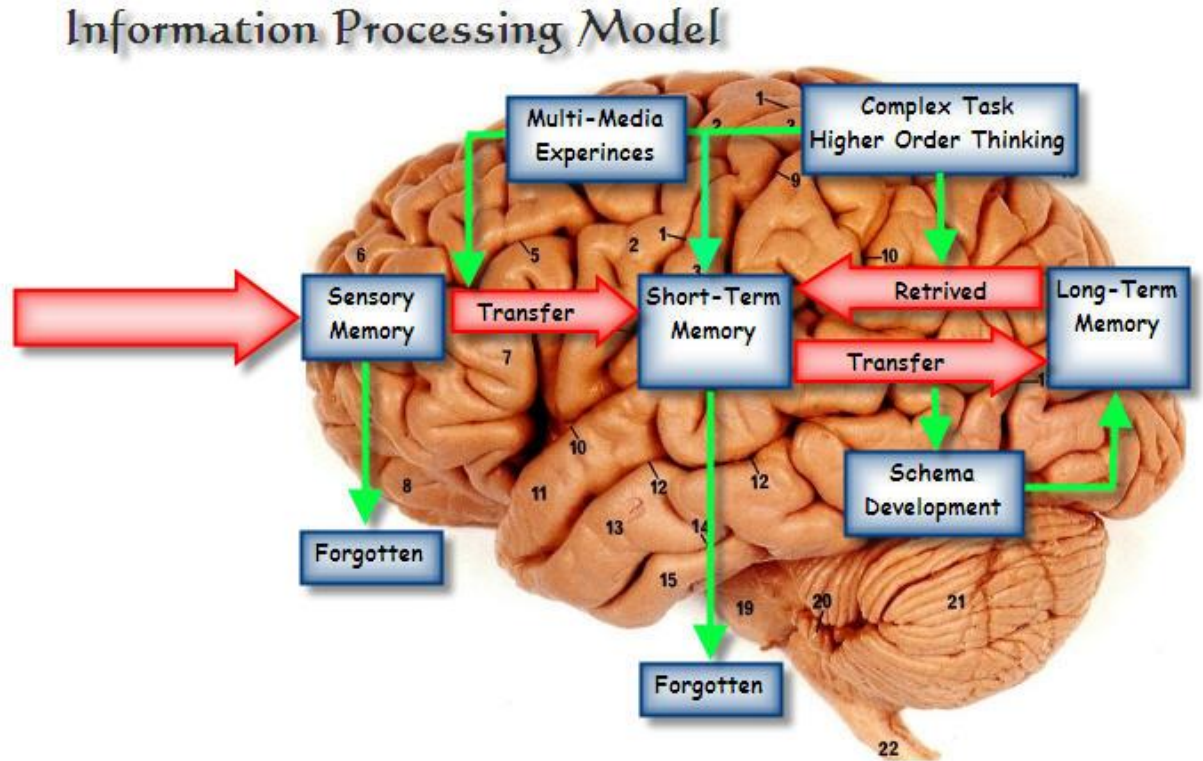


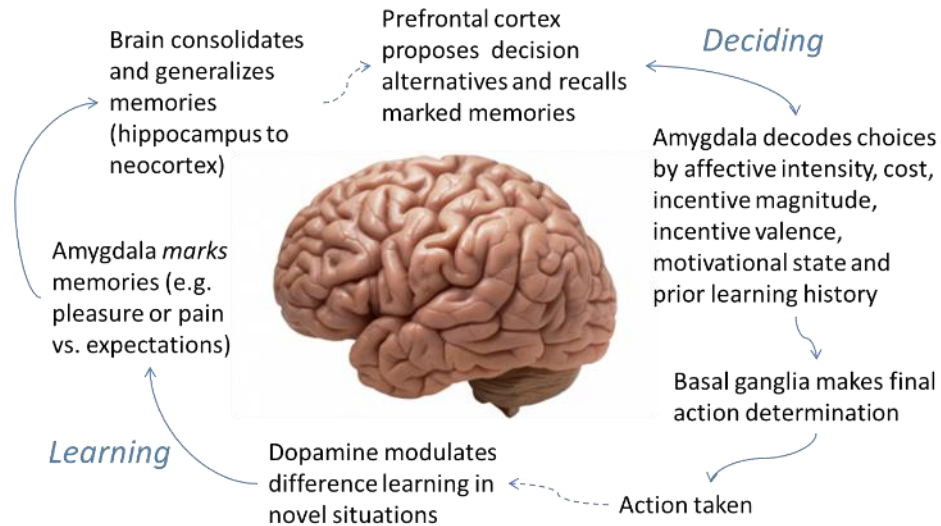
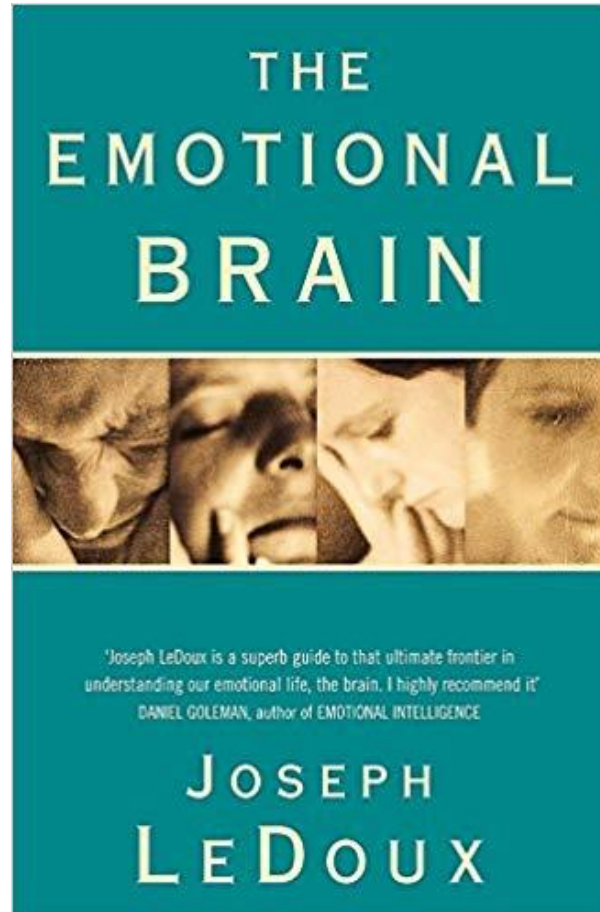
Figure 1.2 An Information Processing model



Emotions, feelings, affect?  
Marginal, noisy, messy, irrational

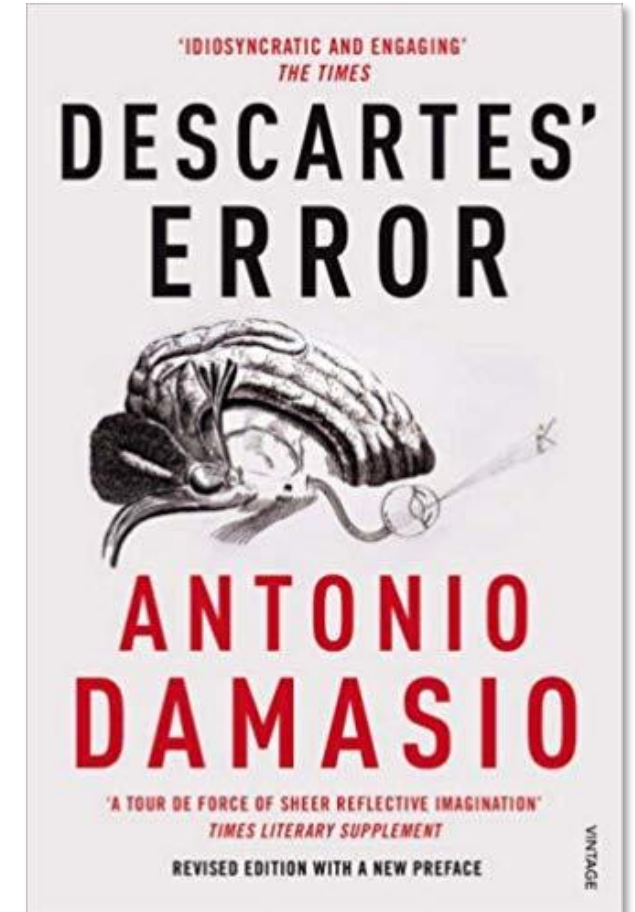


# Emotional Turn in the Neurosciences



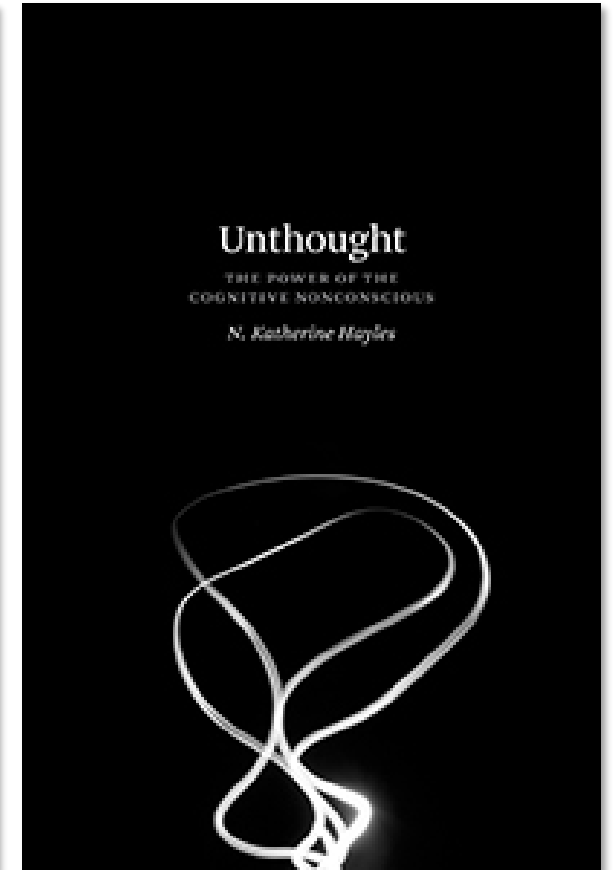
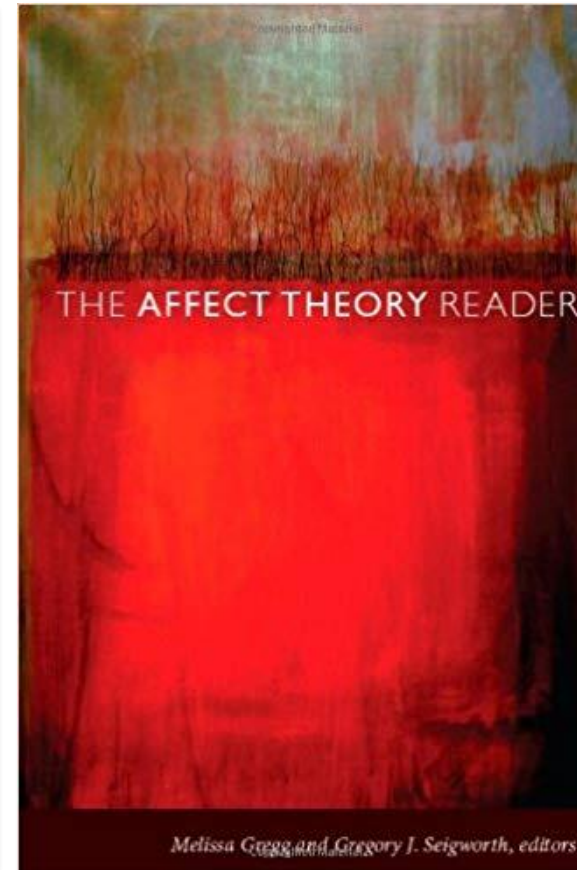
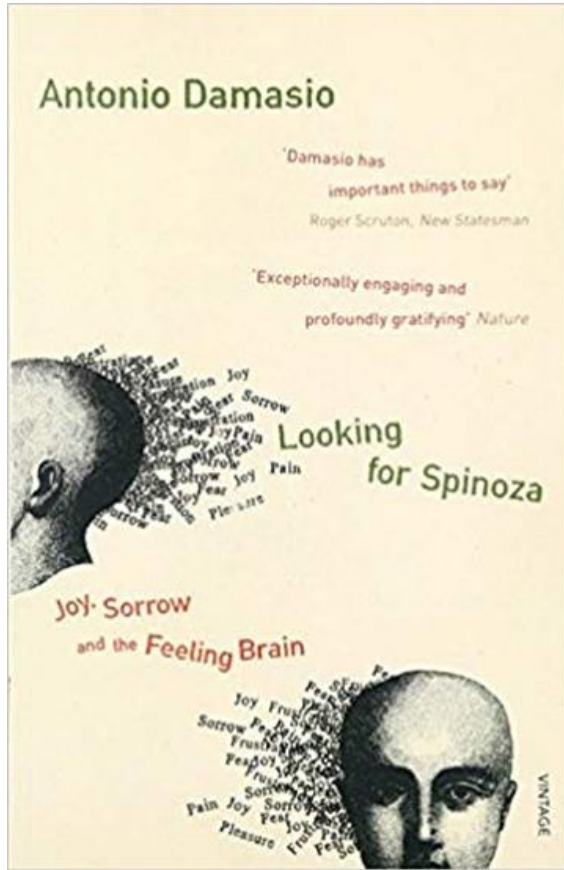
"... emotions and feelings may not be intruders in the bastion of reason at all; they may be enmeshed in its networks."

Damasio cited in Tony D. Sampson, "Contagion Theory Beyond the Microbe." CTheory Journal, 2011

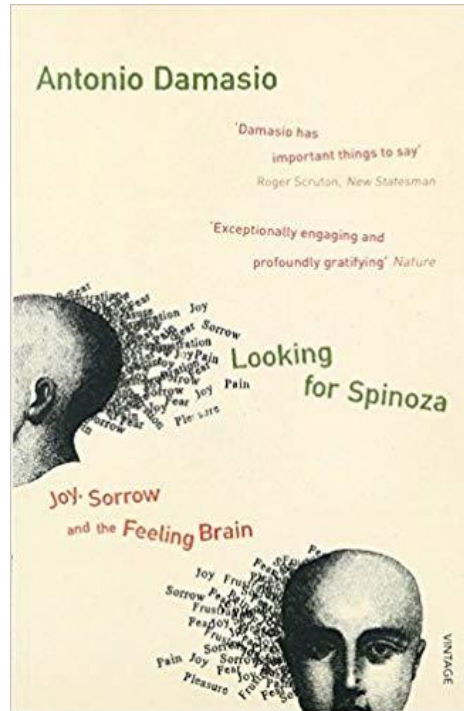




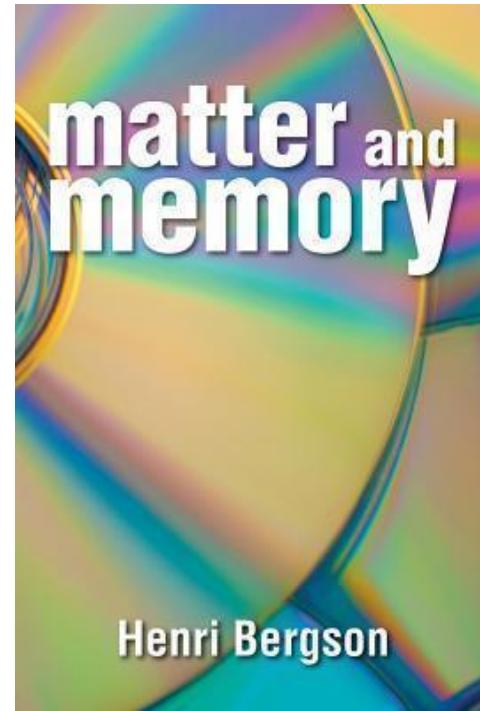
# Much Theoretical Excitement



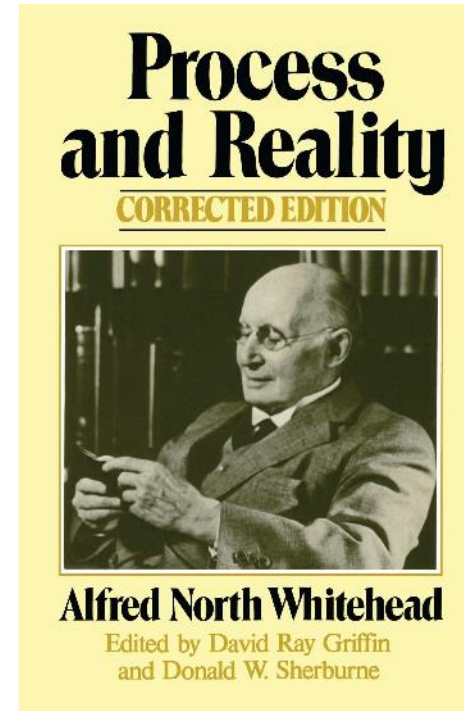
# Much Philosophical Excitement!



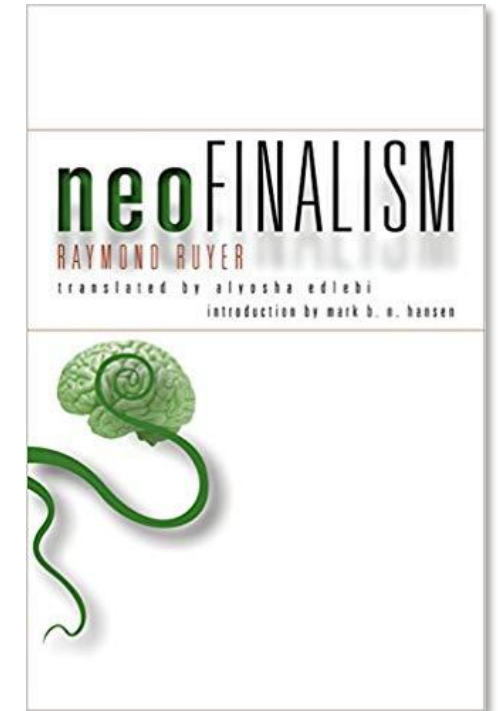
Affect Theory  
Spinoza/Descartes  
“What Can a body  
do? “Consciousness  
always arrives late.”



“Impulsive *decision*  
*acts* given priority  
over [cognitive]  
hesitations.”  
Brain is like a  
delimiter”



“In Whitehead’s  
*aesthetic ontology*  
consciousness is not  
a *command post*, but  
a *foothold* in reality”



“Perceptual reality is  
secondary to the  
primacy of absolute  
sensation.”



# Nonconscious Debate

2018 | Capacious: Journal for Emerging Affect Inquiry 1 (2)

CAPACIOUS

## Unthought Meets the Assemblage Brain

N. Katherine Hayles and Tony D. Sampson

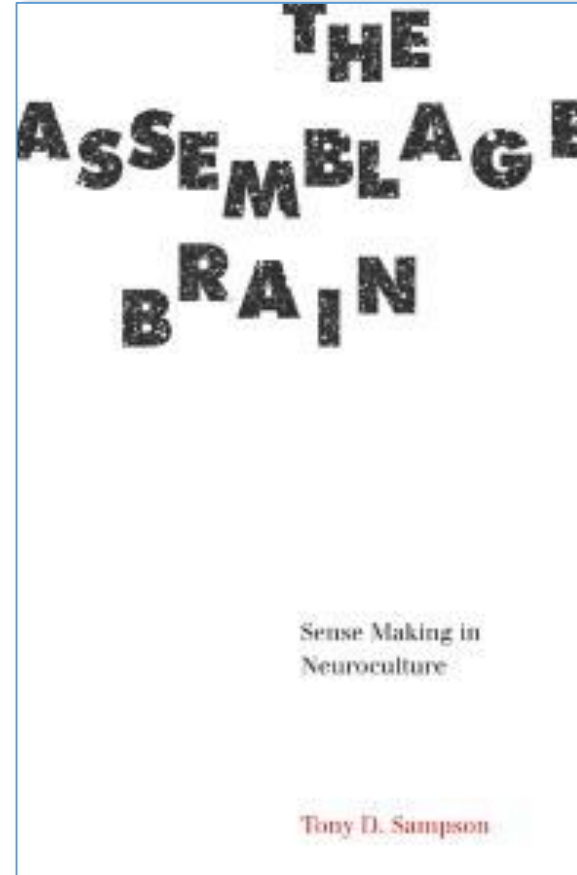
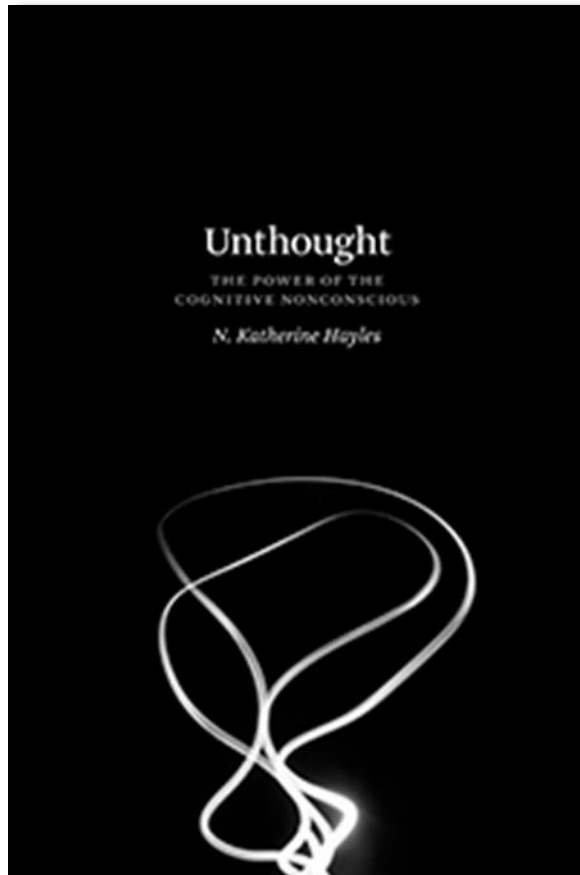
### A Dialogue Between N. Katherine Hayles and Tony D. Sampson

It has become such a refrain for affect studies—Spinoza's “what can a body do?”—that it is sometimes repeated half-absentmindedly: as if all questions involving the realm of consciousness have been largely settled, as if they are somehow located elsewhere, as if they are entirely different sets of questions than those asked of a body. But of course they're not. Perhaps that's one of the reasons why the place of “nonconscious” is so particularly intriguing to take up: troubling any too-ready line drawn around, through, or between body-mind-and-world. “Just *where/when* is the nonconscious?” is, at least initially, as pertinent as the “what-can-it-do?” question—as it comes out of the cognitive sciences to intersect with and complicate the affect studies' refrain.

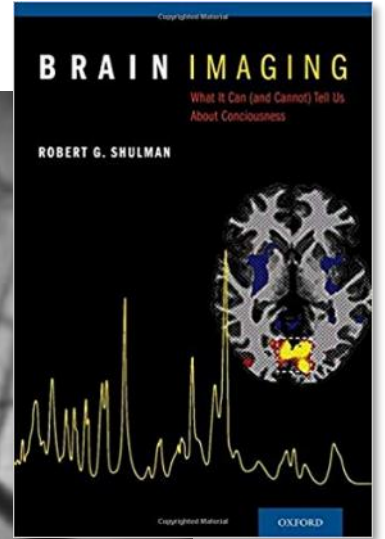
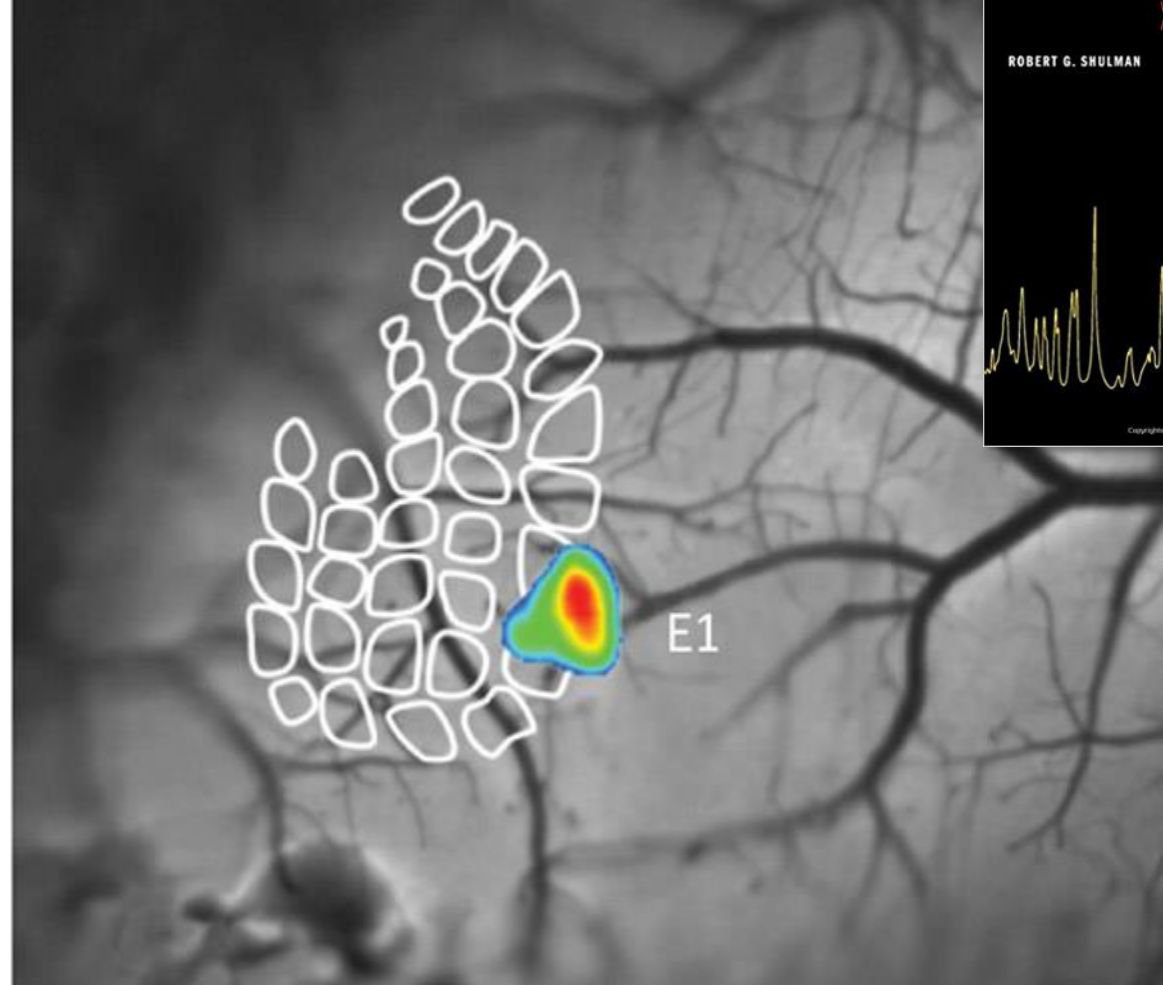
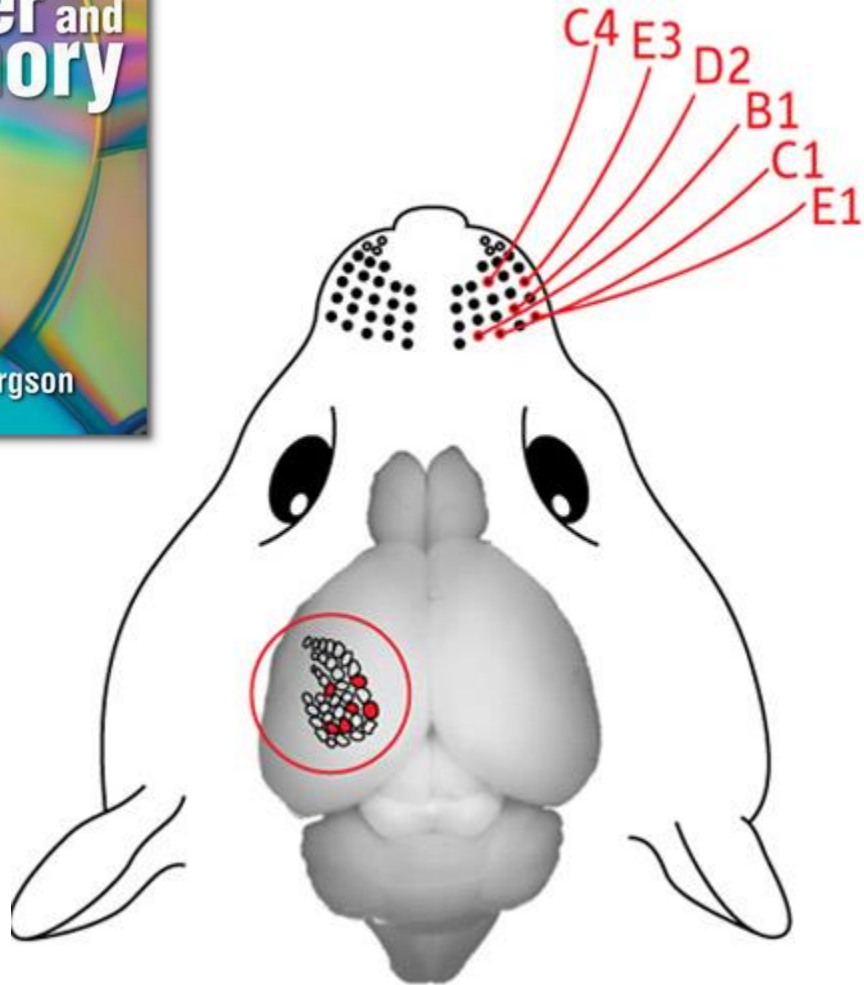
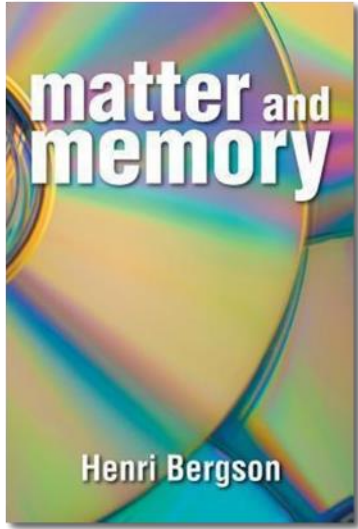
And that's what makes this dialogue between N. Katherine Hayles and Tony Sampson so fascinating and theoretically rich. Following upon their most recent books—Hayle's *Unthought: The Power of the Cognitive Unconscious* (University of Chicago, 2017) and Sampson's *The Assemblage Brain: Sense Making in Neuroculture* (University of Minnesota, 2016), the convergences and divergences that emerge and weave throughout this conversation are quite revealing.

What transpires in the unmediated space-time excess that moves, at once, between and alongside cognition and recognition, between and alongside formation and information, between and alongside prehension and comprehension? Nietzsche

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capaciousjournal.com | DOI: <https://doi.org/10.22387/CAP2018.14>

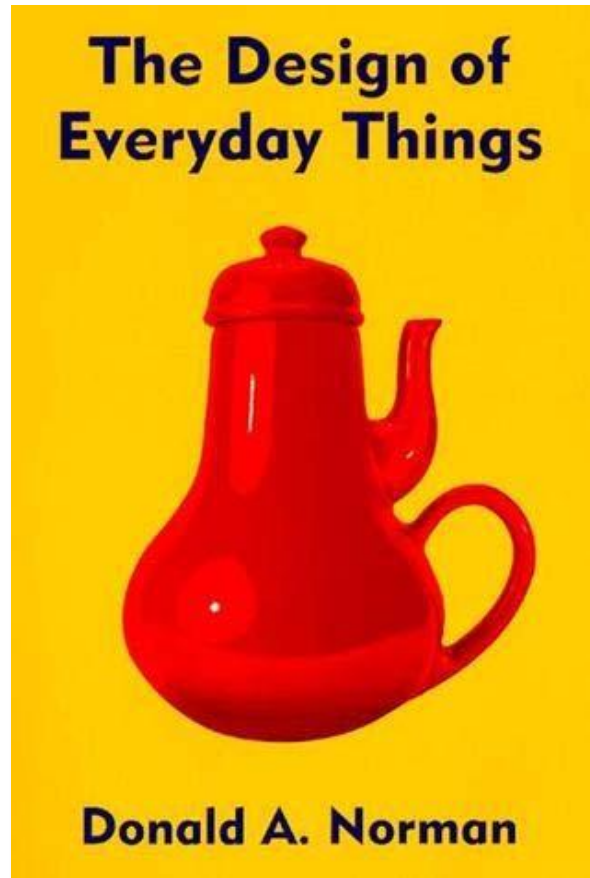


# Sensation to Concept

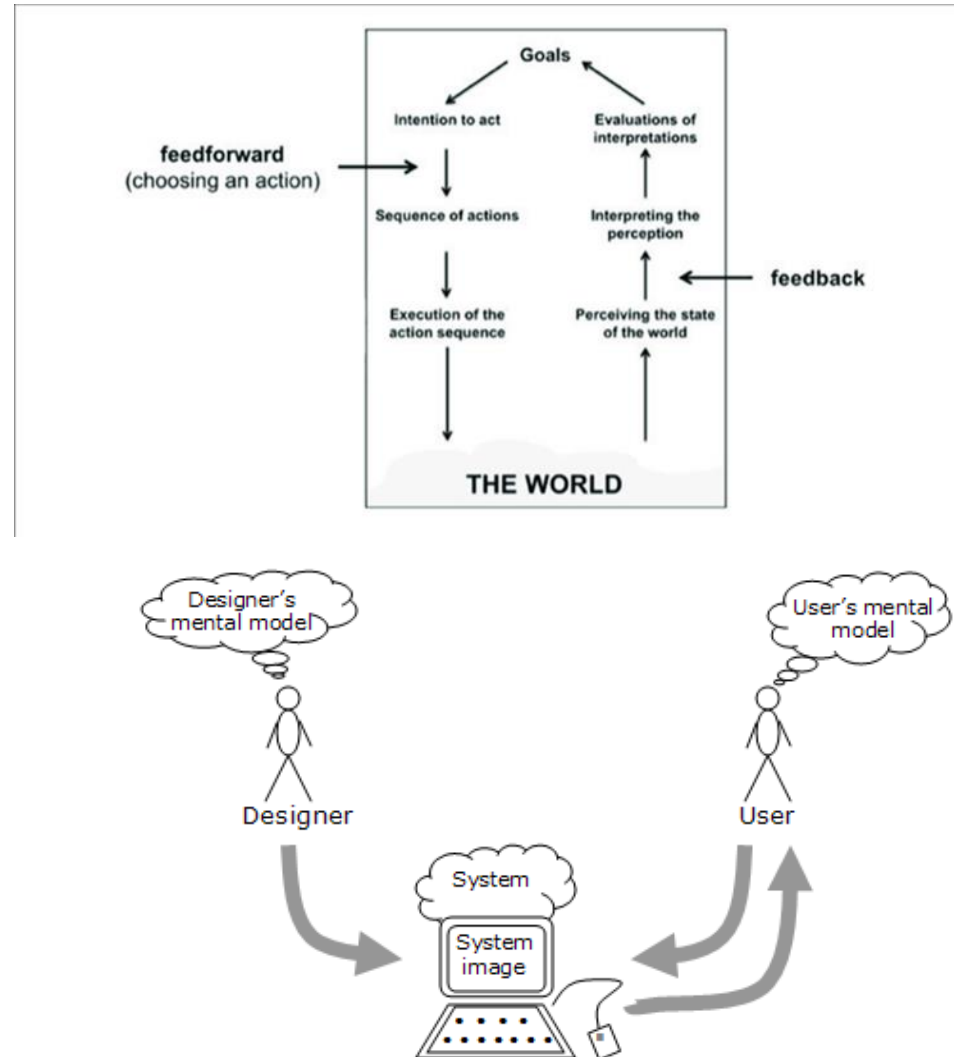


# Design Thinking

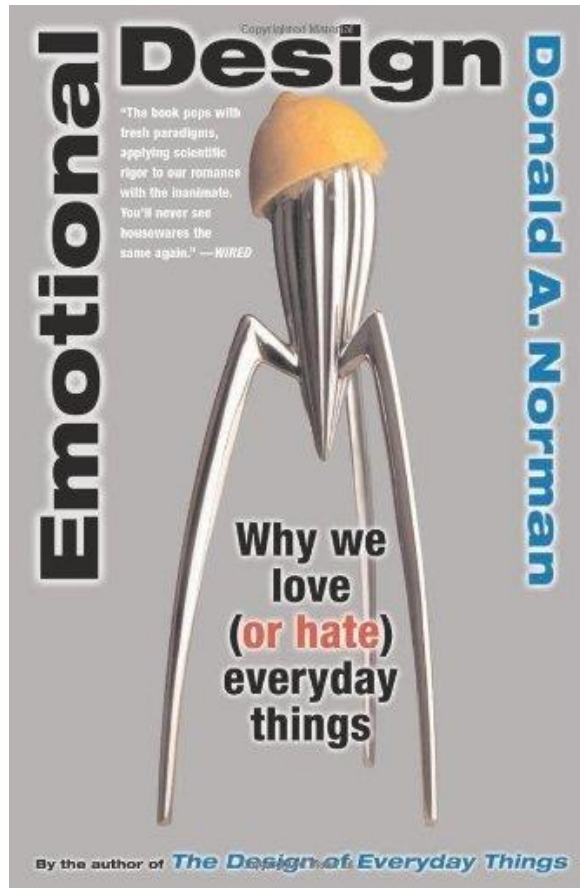
# Design Theory [Cognitive]



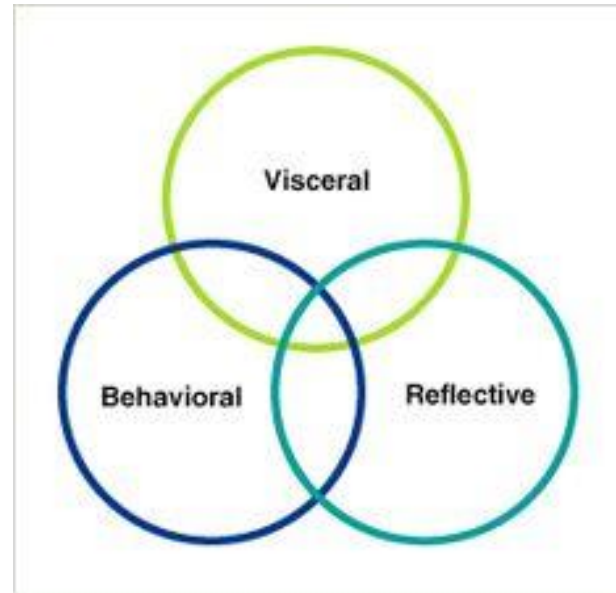
1988



# Design Theory [Emotional]



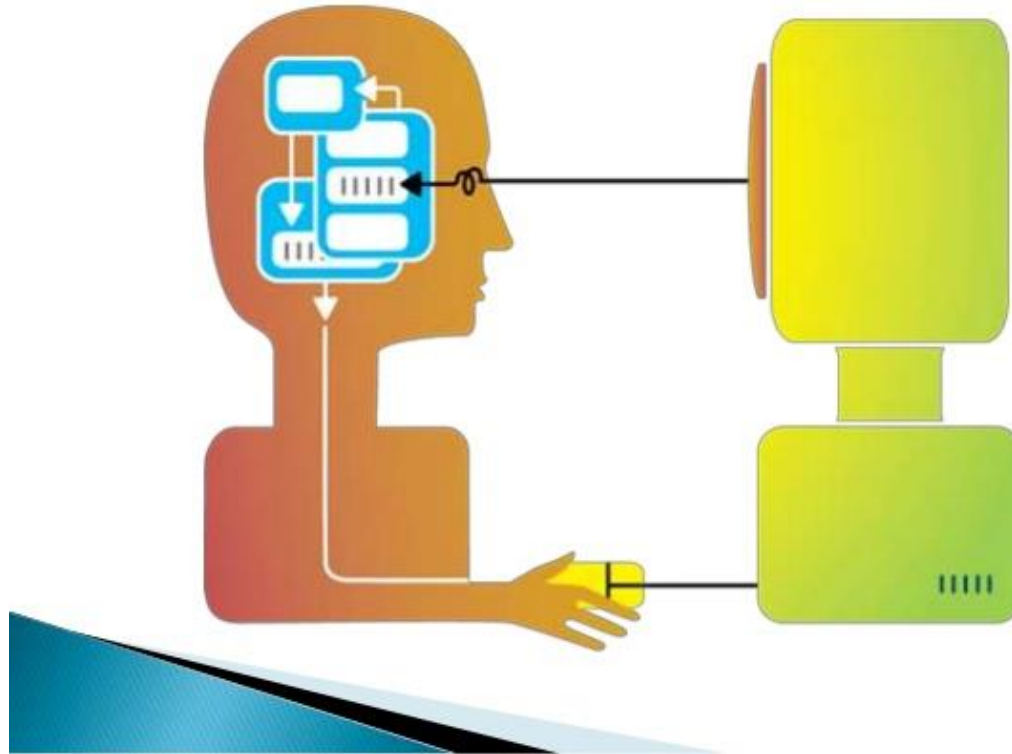
2003



“How the brain processes emotional experiences”

# What is HCI?

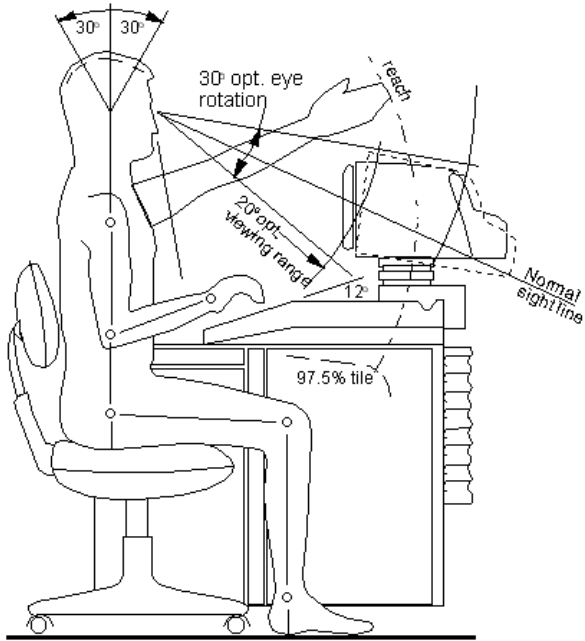
**What is Human Computer Interaction (HCI)?**





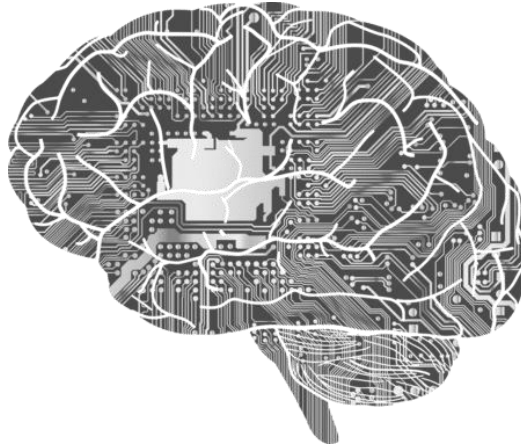
# Three [managerial] Paradigms of HCI – shift toward user experience and experience marketing

## 1. Ergonomics



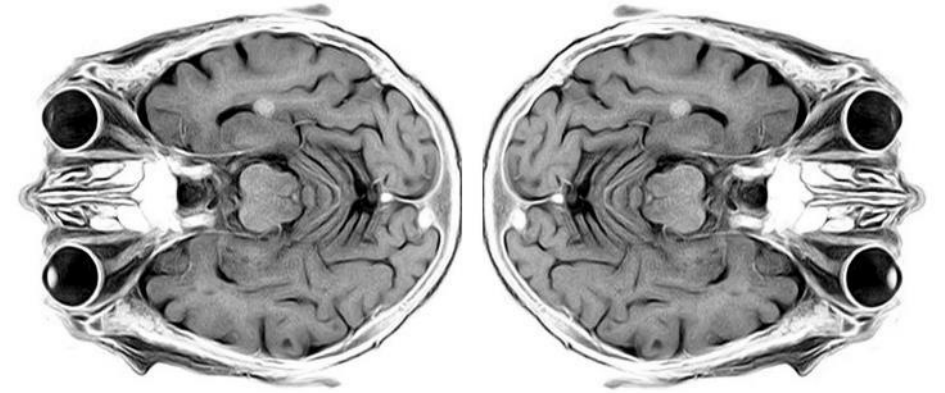
Management of efficient human-machine coupling  
(Ford, Taylor, Factory Capitalism)

## 2. Cognitive HCI



Management of efficient coupled info-processors: perception, attention & memory) (Cognitive Capitalism)

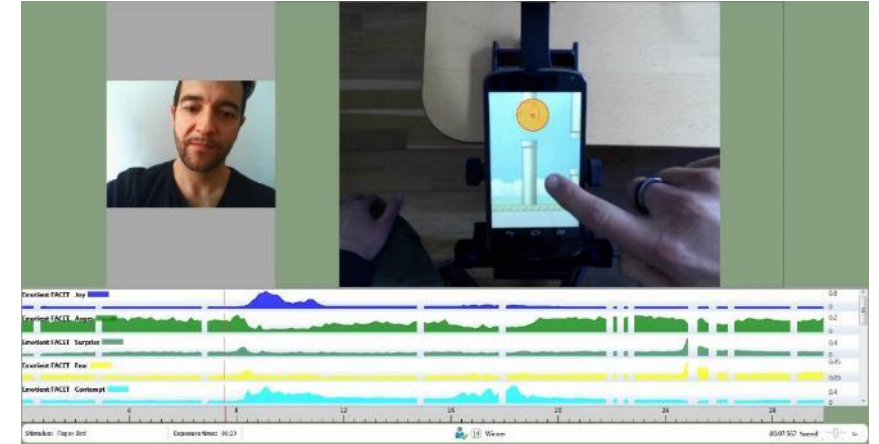
## 3. Experience HCI



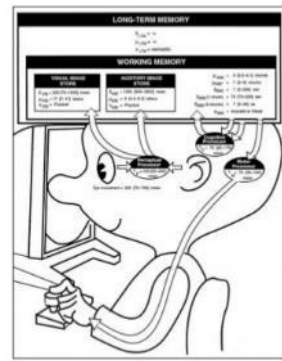
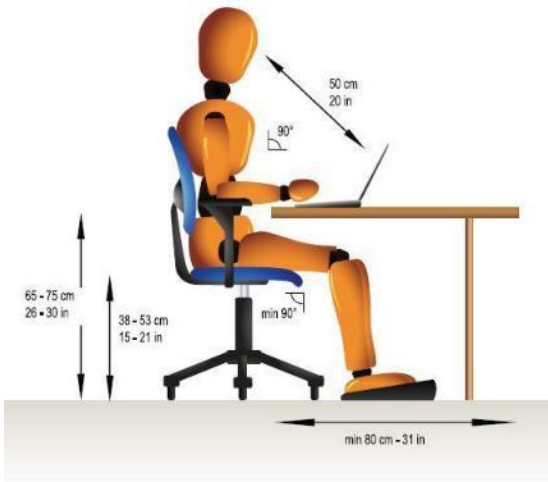
Management of efficient emotional experiences (feelings), neurological nonconscious (Experience Capitalism)

# Three HCI paradigms

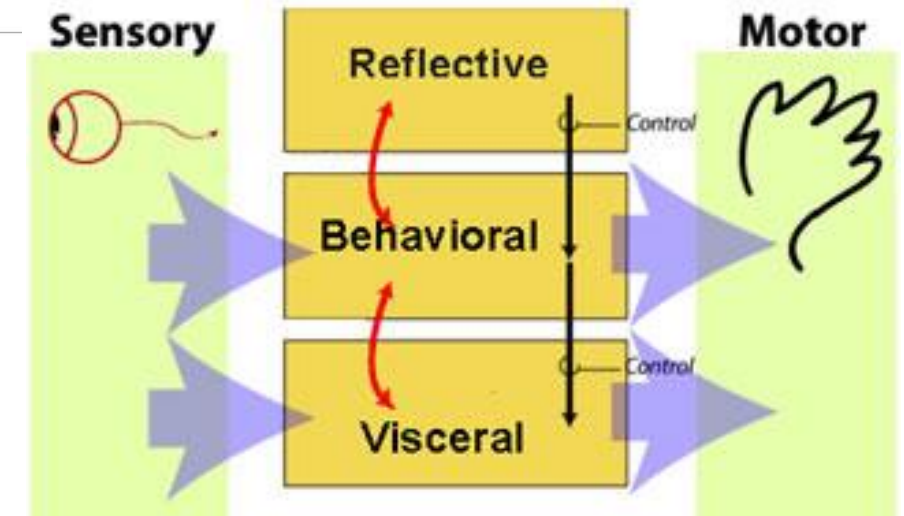
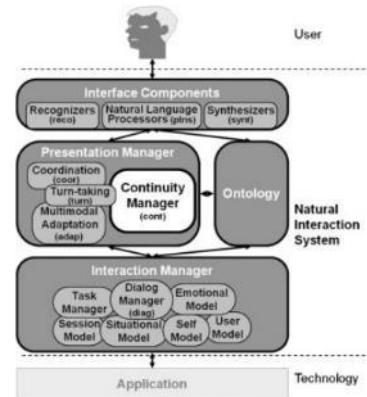
1. Ergonomic - human/machine coupling
2. Cognitive – mind/computer metaphor
3. Experience – brain processing



## COGNITIVE ARCHITECTURE



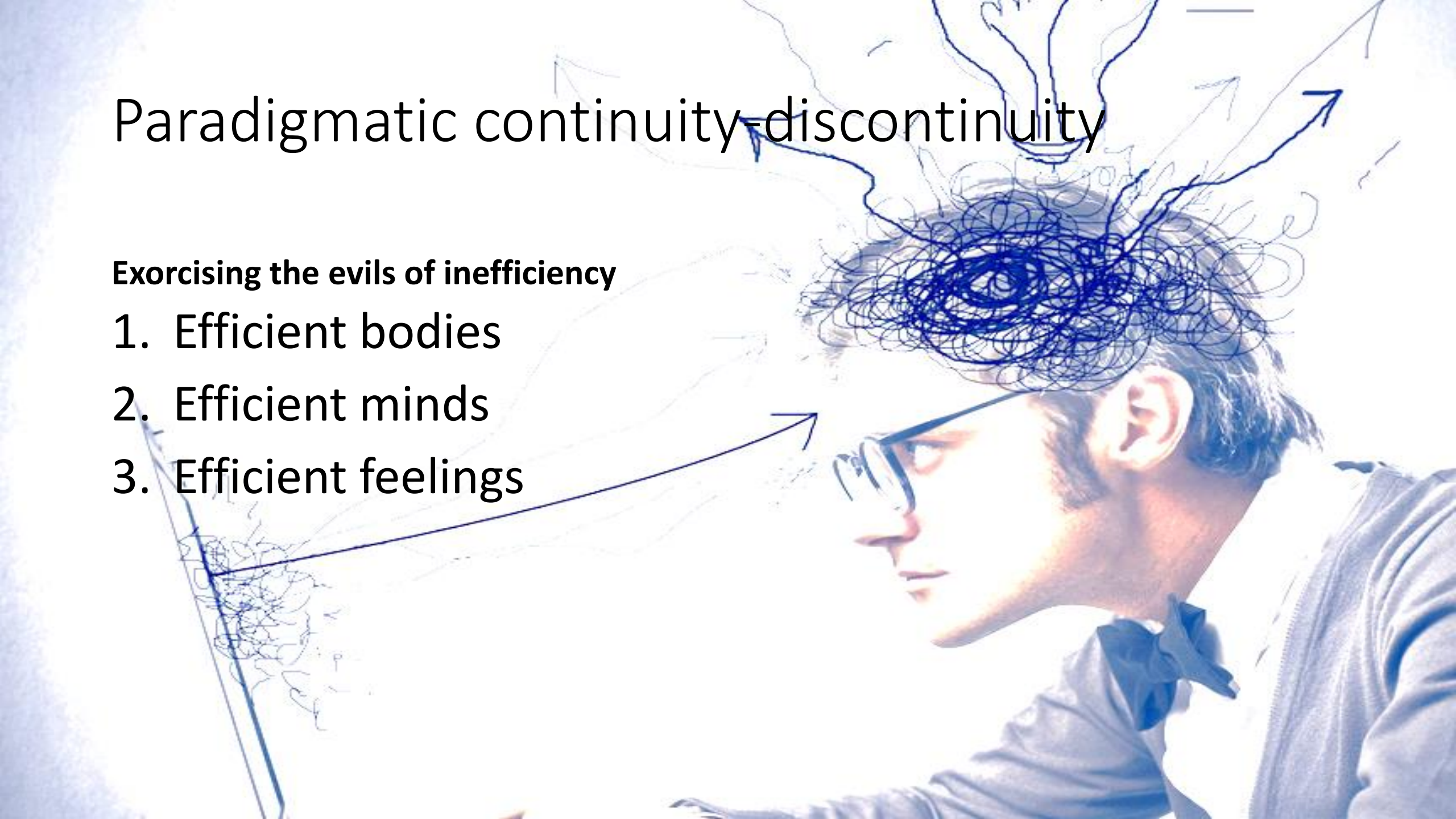
A model of the user based on an information processing metaphor



# Paradigmatic continuity-discontinuity

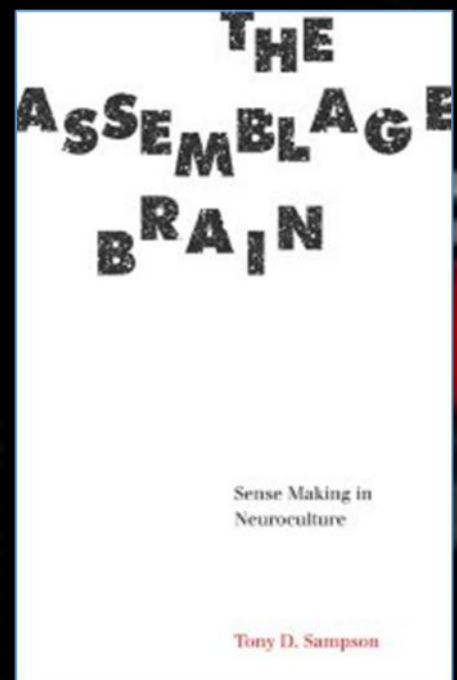
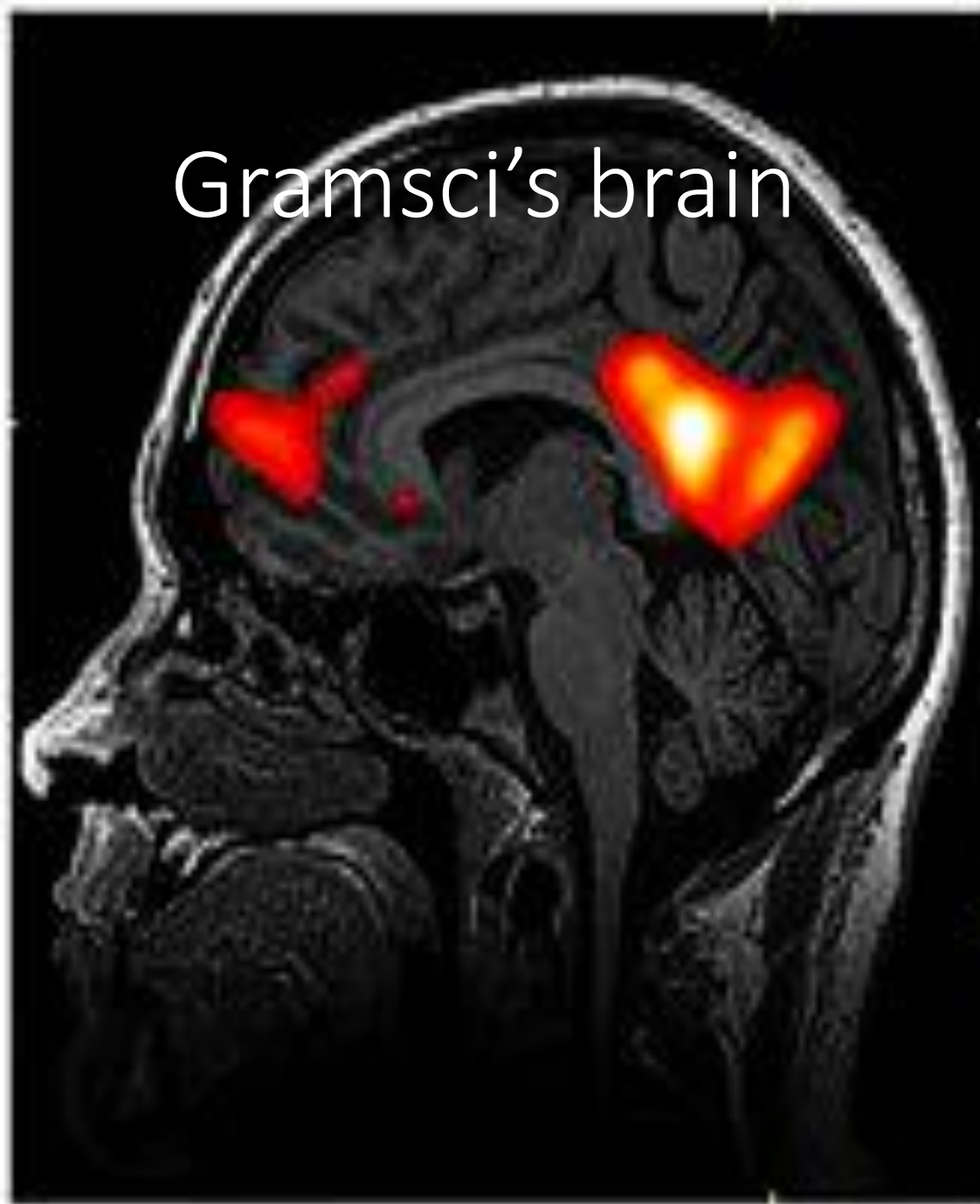
**Exorcising the evils of inefficiency**

1. Efficient bodies
2. Efficient minds
3. Efficient feelings





Gramsci's brain

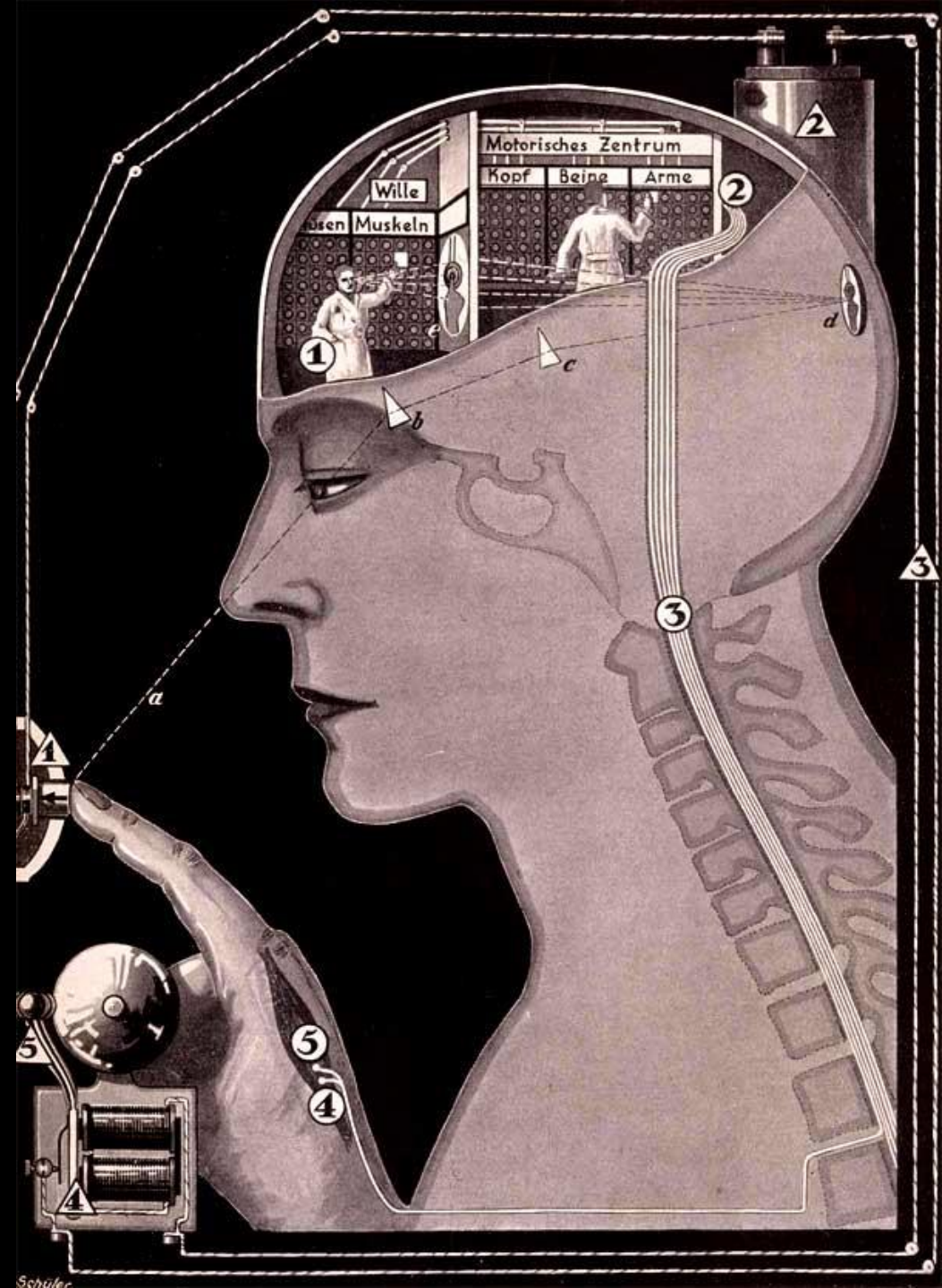
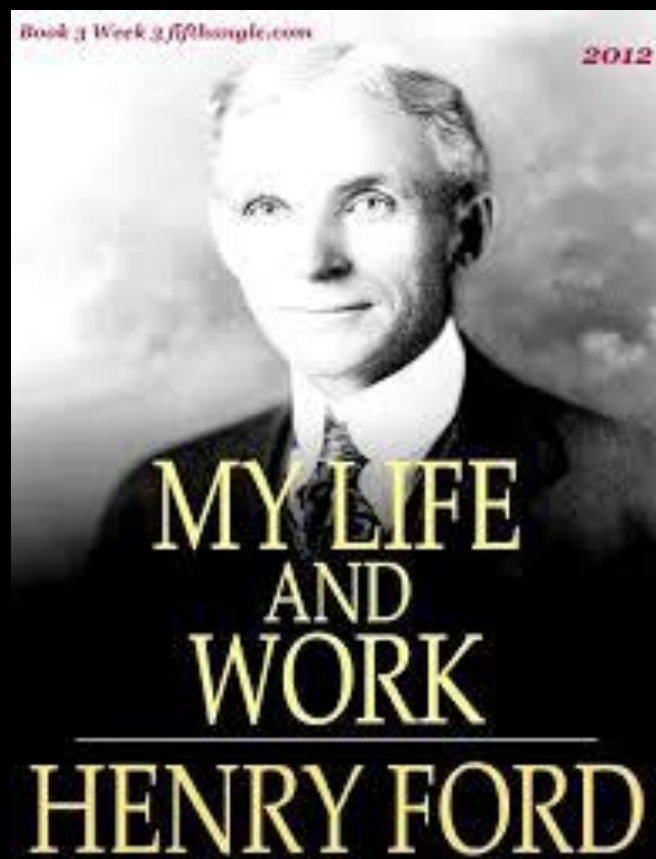


Selections from the  
**PRISON NOTEBOOKS**

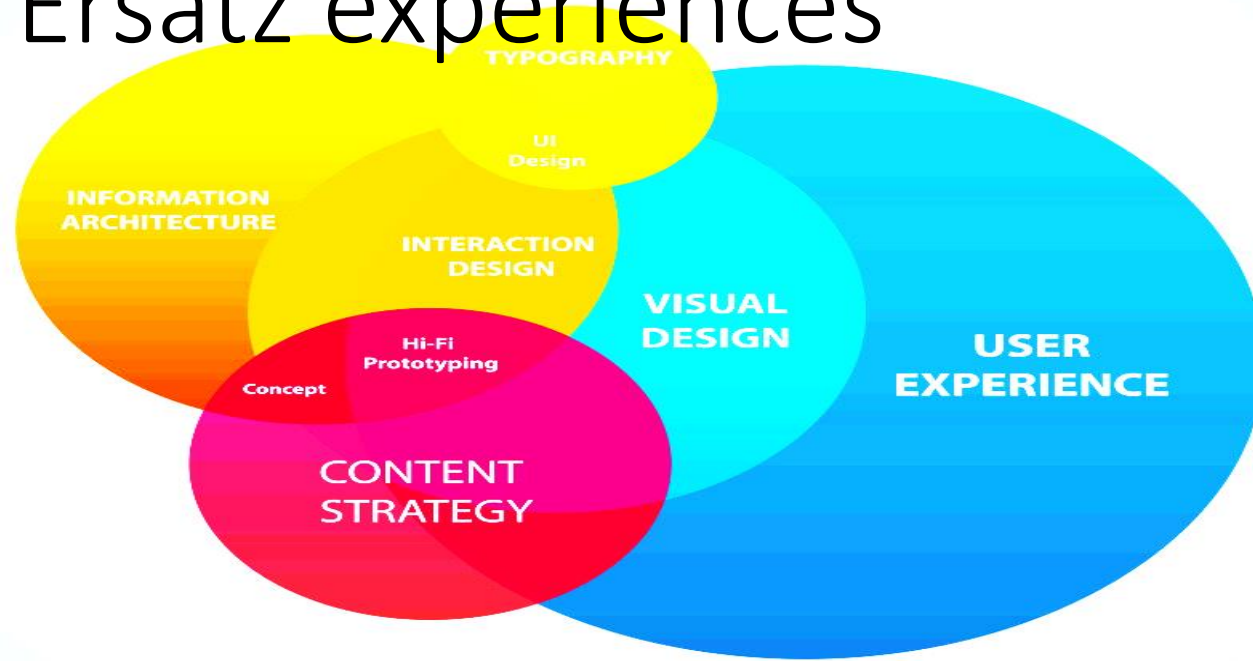


**ANTONIO GRAMSCI**

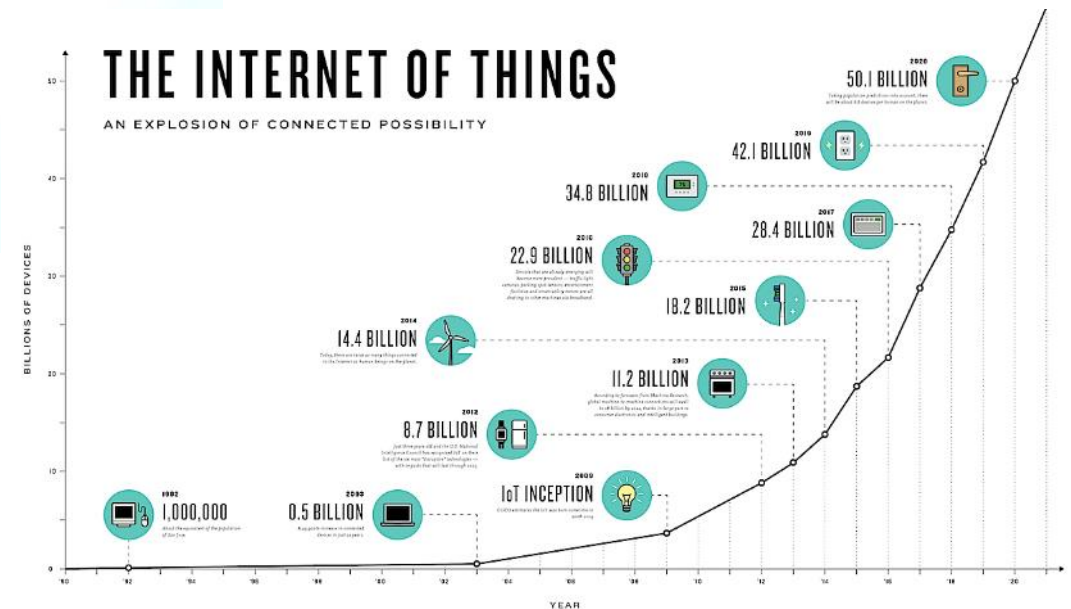
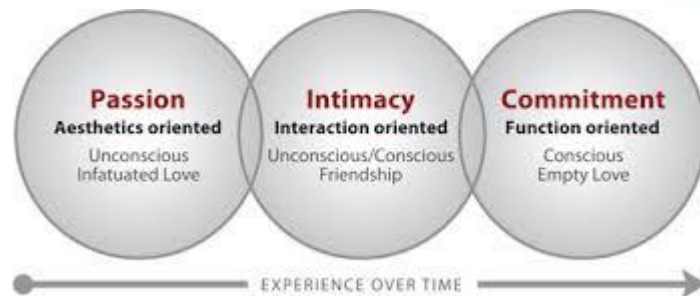
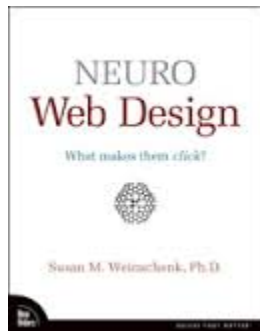
# The mental power plant



# Ersatz experiences



How the Brain Processes an Experience

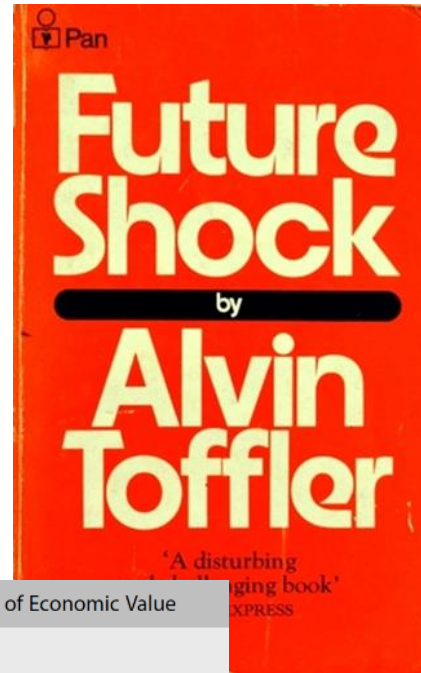
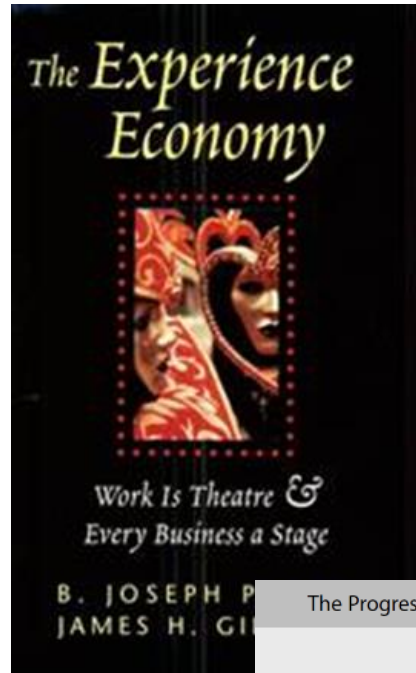




# Neurocapitalism?

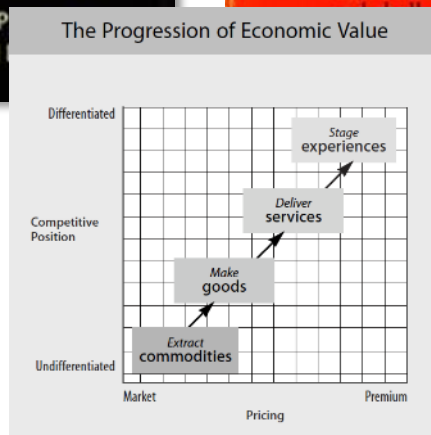


# Experience Industries

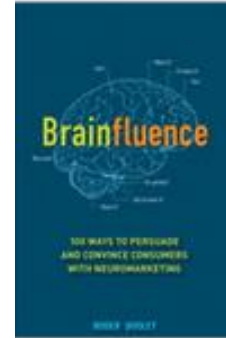
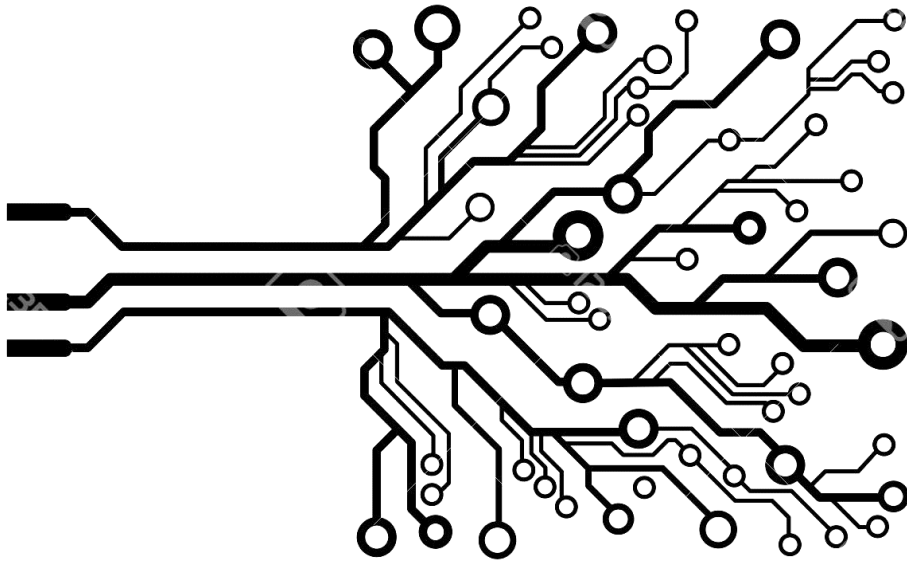


“[The experience industries are] a revolutionary expansion of certain industries whose sole output consists **not of manufactured goods, nor even ordinary services, but pre-programmed ‘experiences’**. The experience industry could turn out to be one of the pillars of super-industrialism, the very foundation, in fact, of the post-service economy... **the experience industry of the future and the great psychological corporations, or psych-corps... will dominate** (Toffler, 1970, 208-09).”

Holbrook and Hirschman (1982: 132-40) argue for “**an experiential view**” of consumption focused on the symbolic, hedonic (the **pursuit of fantasies, feelings, and fun**), and aesthetics of the consumption experience.

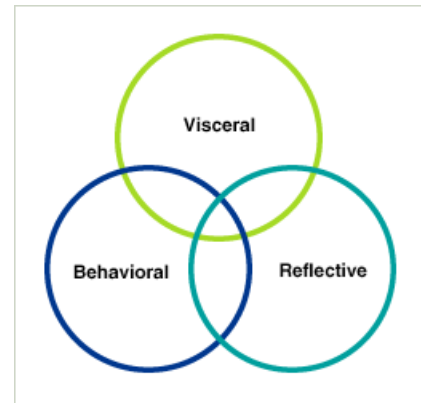
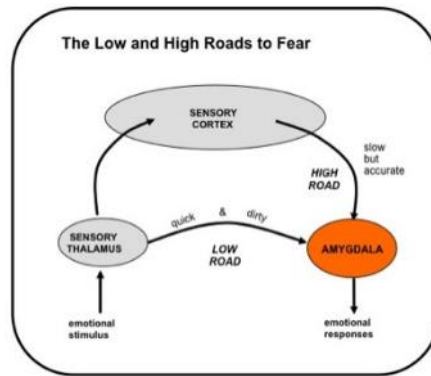
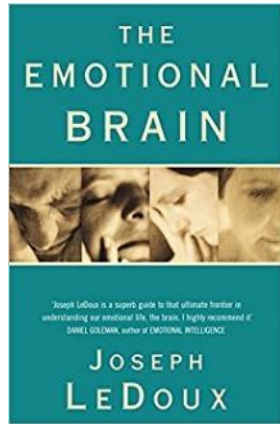


# Cultural Circuits of [Experience] Capitalism





# Cultural Circuits of Experience Capitalism



Decision Making



THE ROLE OF  
EMOTION IN  
DECISION-MAKING



## Theoretical background and research for iMotions - Emotion Technology

Quantifying Emotion by analyzing Eye properties!

**EMOTIONAL STRENGTH**

AROUSAL: 6.9

95% Confidence: 6.5 - 7.3

excited 10

calm 0

**WHAT IS THE EMOTION MEASUREMENT IN IMOTIONS EMOTION TECHNOLOGY BASED ON?**

The Emotion Measurement in iMotions' technology is based on the **INTERPRETATION OF EYE REACTIONS** collected via a camera and analyzed in a specially designed software.

**PUPIL DYNAMICS, BLINK CHARACTERISTICS AND GAZE BEHAVIOR** are among the Eye Reactions interpreted by the iMotions Emotion Measurement System in order to assess and calculate an index of the **IMMEDIATE EMOTIONAL RESPONSE**.

**Jakob de Lemos**  
Inventor of the emotion measurement system  
CTO & Co-Founder of iMotions

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**iMotions™**  
EMOTION TECHNOLOGY



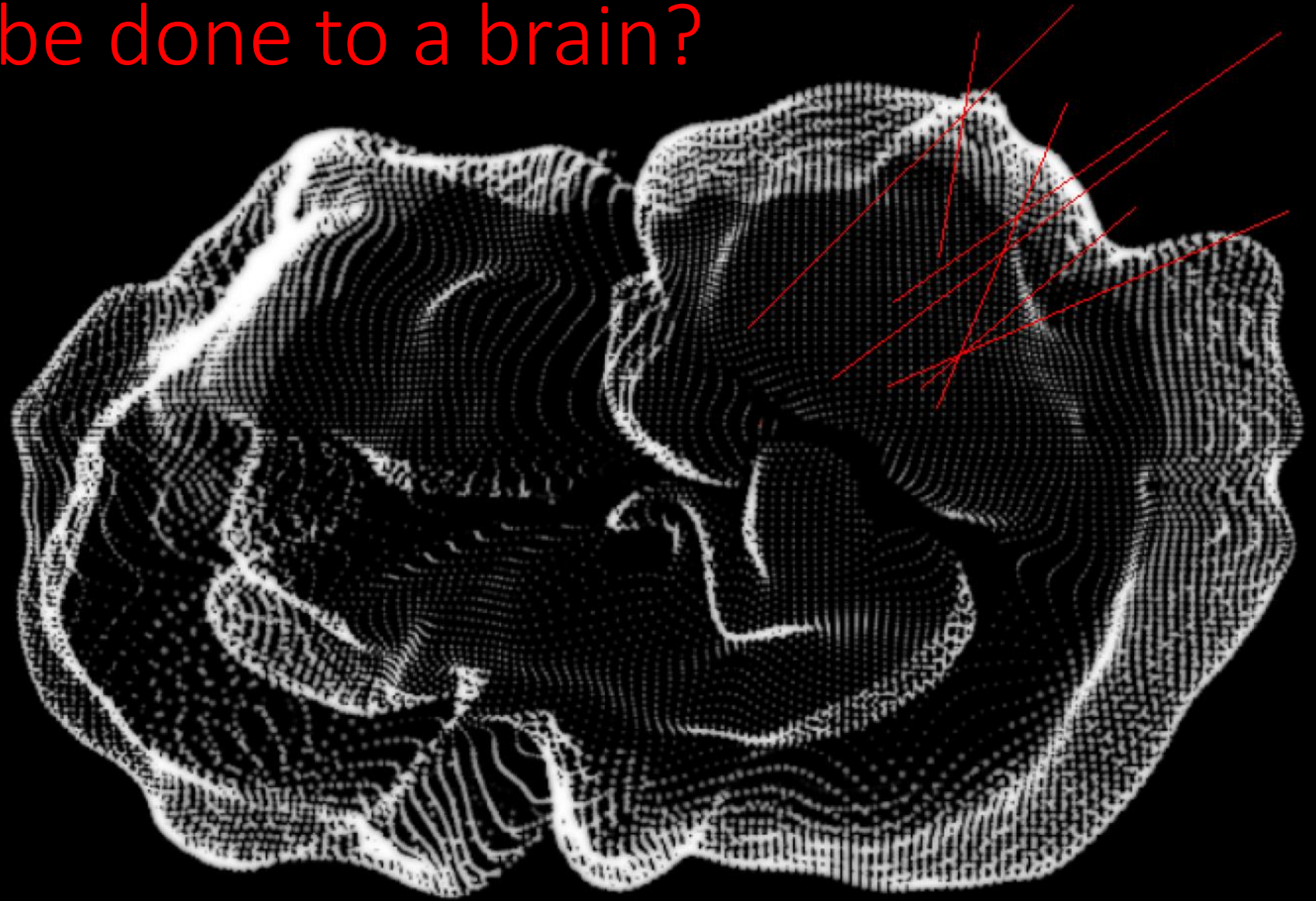
# Digital factories

## Circuitry of Experience Paradigm





# What can be done to a brain?



Assemblage Brain image  
by Francesco Tacchini



# Corporate Social Media and the University

## **Facebook/Cornell Emotional Contagion Experiment**

**Published in the Proceedings of the National Academy of Sciences (PNAS)**

It is “a matter of concern that the collection of the data by Facebook may have involved practices that were not fully consistent with the principles of obtaining informed consent and allowing participants to opt out.”

But...

“As a private company Facebook was under no obligation to conform” to these principles

“PNAS editors deemed it appropriate to publish the paper.”

# “Inside Britain’s Meme Factory”

**“Emotion is the fuel that fires virality.”**

**“People share feelings, not information.”**

**“There is a lot of science behind all this,** you know, and how it connects to human nature and how humans connect with each other.”

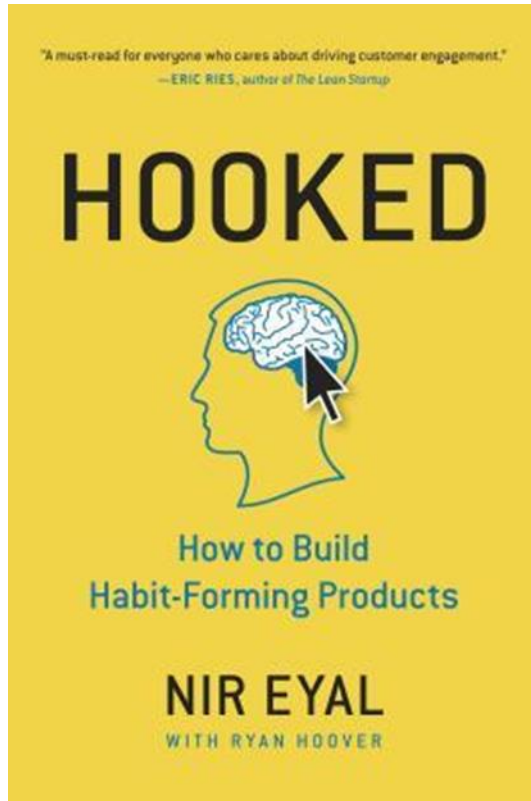
“The stronger the emotion that a Facebook post, tweet or Instagram story elicits, the further it will be carried by the churning waves of [an] algorithm.”

**“Low-arousal emotions such as contentment and relaxation are useless in the viral economy.”**

“If you want to get anywhere in the social-media game, **you’re going to need something stronger: frustration, anger, excitement, awe.**”

“Currently, Social Chain’s services cost anywhere between £10,000 and £50,000 per month.”





Technologies have turned into compulsions, addictions.

“It’s the impulse (pull) to check a message notification... for just a few minutes, only to find yourself still tapping and scrolling an hour later.”

Claims designed “experiences” can become habit forming...

## The Hook



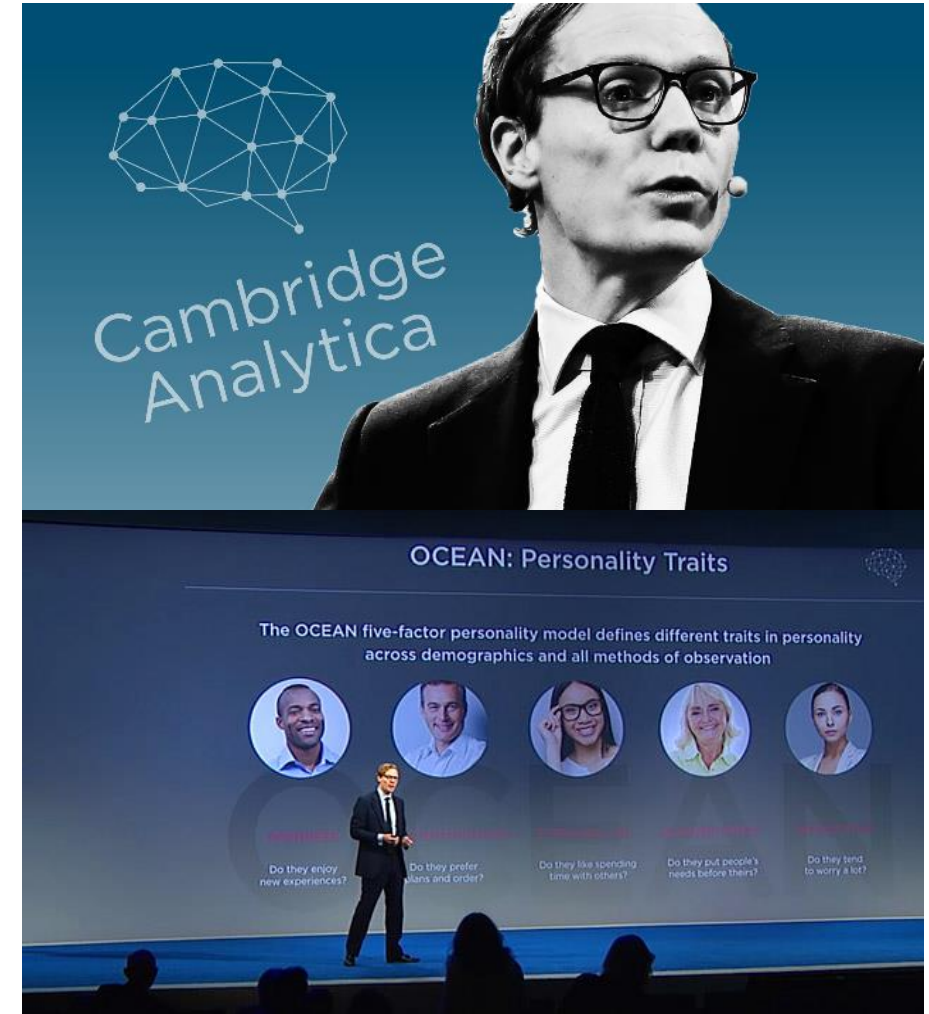
NIR EYAL  
NirAndFar.com  
@niryal



# Cambridge Hypnotica

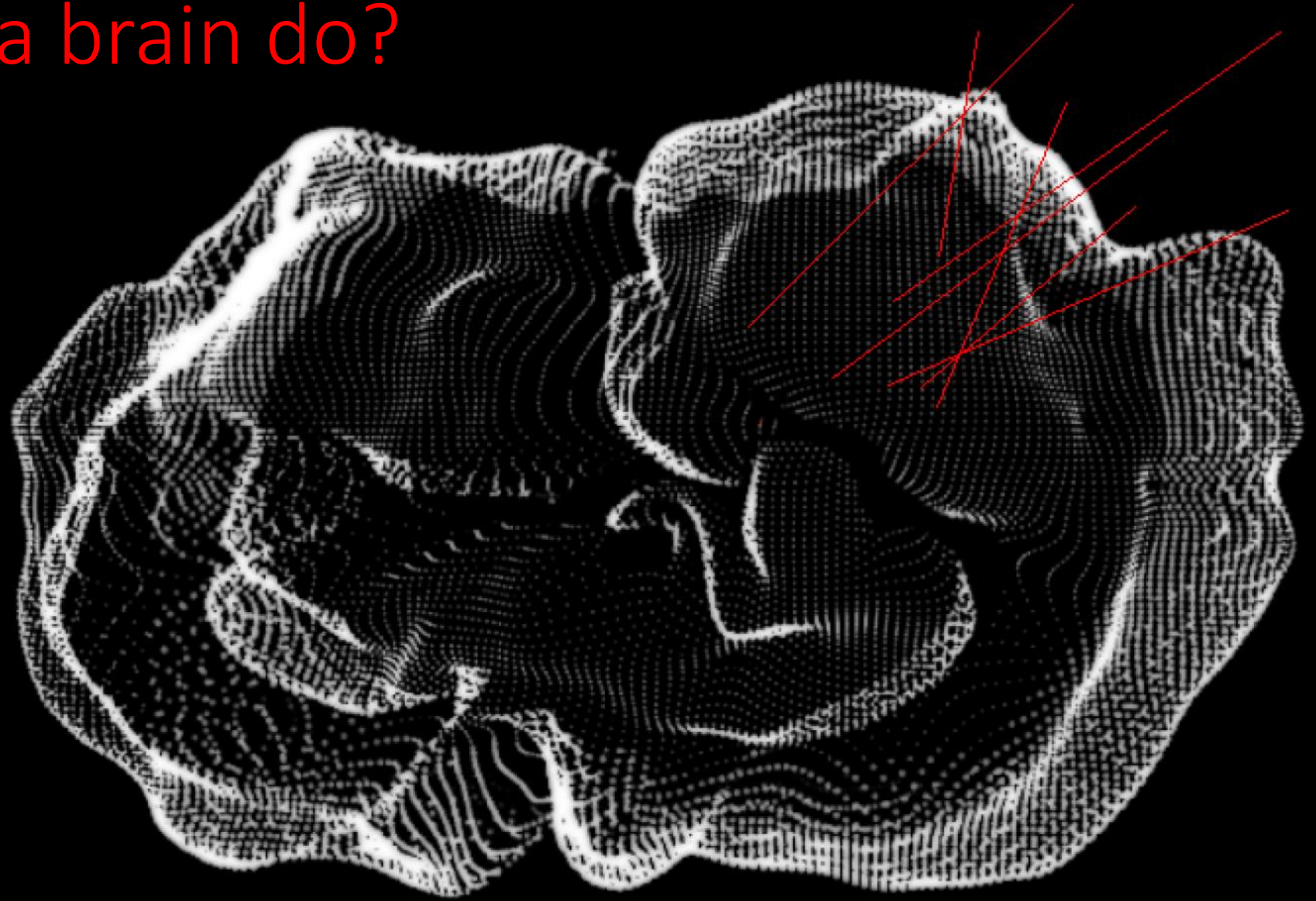
“It’s no good fighting an election campaign on the facts because actually **it’s all about emotion**. The big mistake political parties make is that they attempt to win the argument rather than locating the emotional centre of the issue, the concern, and speaking directly to that.”

Mark Turnbull, former managing director of Cambridge Analytica Political Global team, caught by Channel 4 sting





What can a brain do?



Resistances: Disconnecting, blocking, banning, limiting, controlling, preventing...

Weekend magazine technology special

# 'Our minds can be hijacked': the tech insiders who fear a smartphone dystopia

Google, Twitter and Facebook workers who helped make technology so addictive are disconnecting themselves from the internet. **Paul Lewis** reports on the Silicon Valley refuseniks alarmed by a race for human attention

by Paul Lewis in San Francisco



# Resistances: Kicking the Habit?

*4 key resistances to The Hook*  
*Reverse-engineering The Hook*

## The Hook



NIR EYAL  
NirAndFar.com  
@niryal

1. **Know Your Triggers**
2. **Know Your Desires**
3. **Limit Your Investments –**  
Stop telling Facebook what's on your mind!
4. **Change Your Behaviour –**  
Don't press that lever!



# What Can a Brain Do?



Can “altered states” free brain from Plato’s Cave? Metzinger’s Neurophilosophy

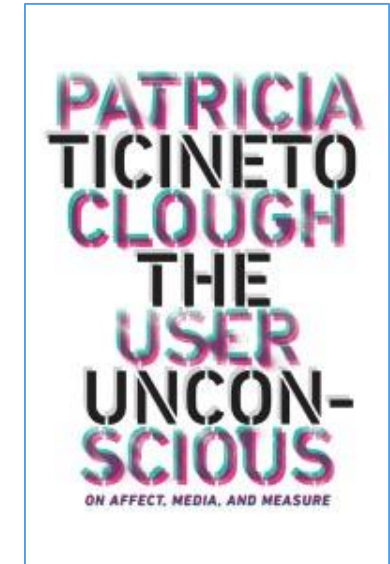
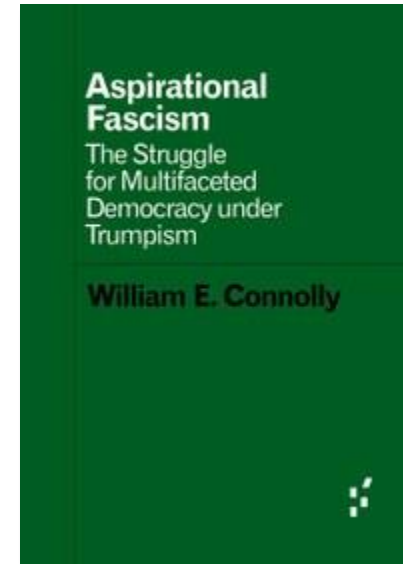
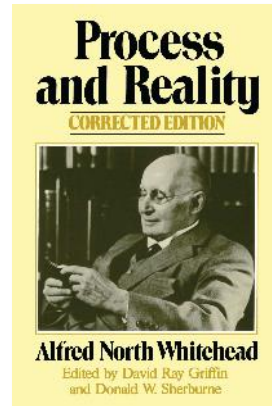
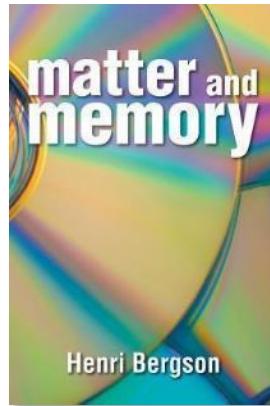
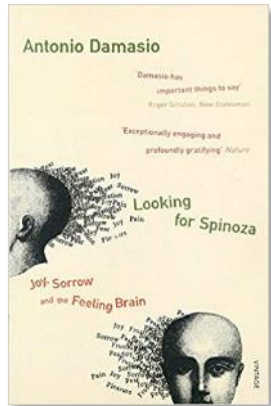


**Filters off:** “Brain scans of individuals high on the drug revealed that LSD allows parts of the cortex to become flooded with signals that are normally filtered out to prevent information overload.”

**Filters on:** Bratton’s speculative design is concerned with the muffling effects of “intuitive neurological and emotional comfort-zones.”

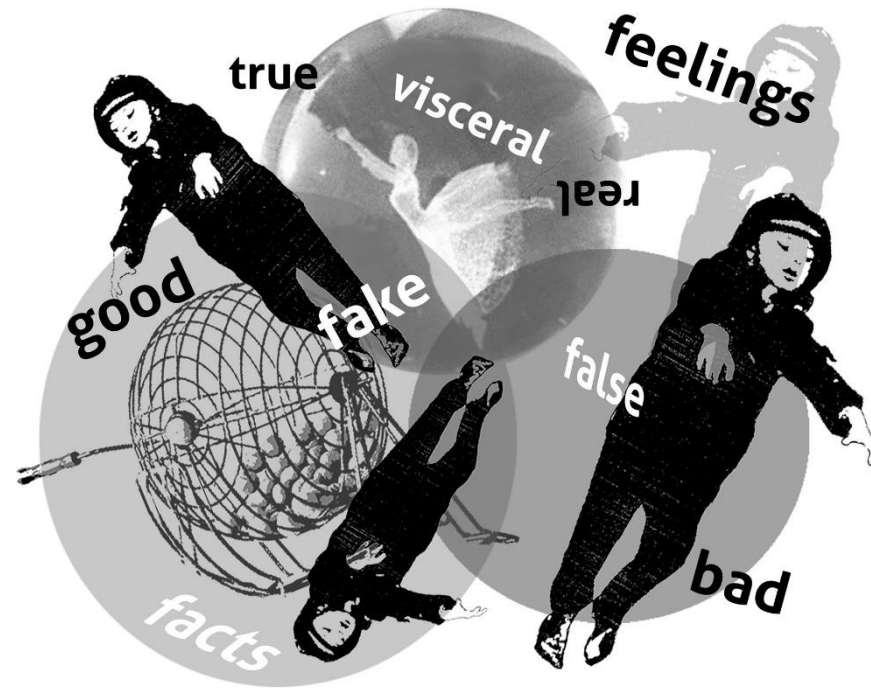


# What Can a Brain Do? On the Visceral Register

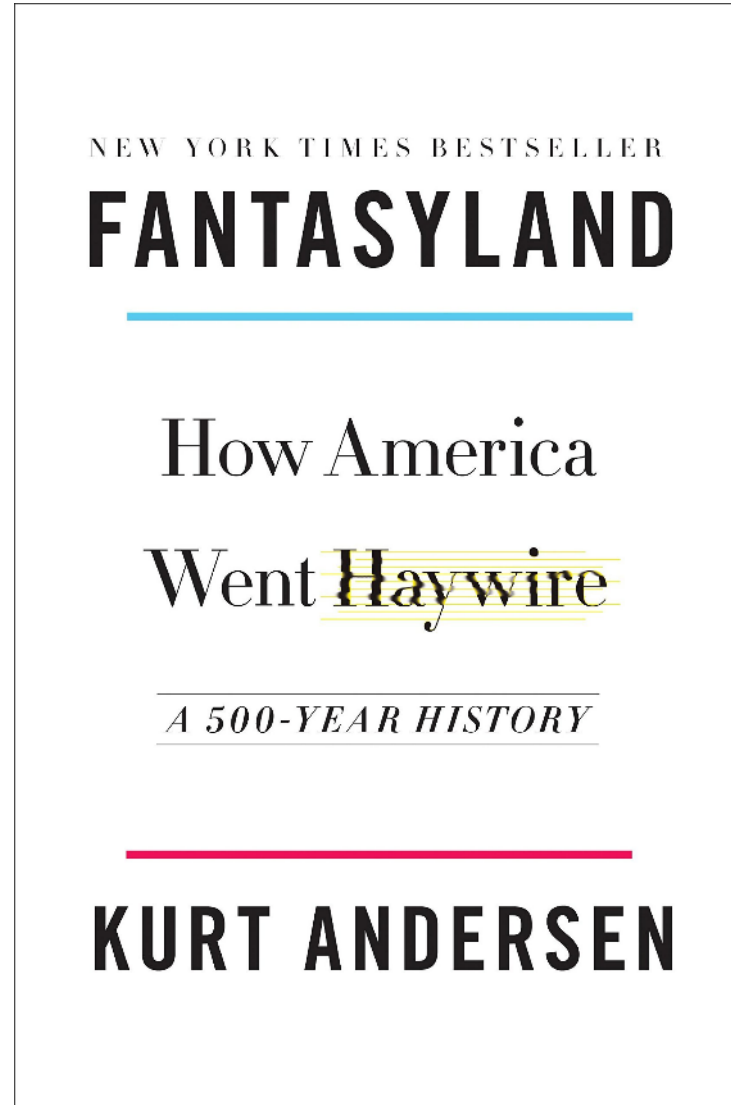


# SSASS Session 2

## Aesthetic Facts



# The Rise of the Fantasists



USA on a spectrum  
between  
rationality  
and irrationality





The feelings expressed by Trump are unfortunately taken as a typical positivistic equation between the polar opposites of logical thinking and an emotionally defined irrationality.

Divides truth and facts from feelings and moods





**truth** *n* (ca. 1567) : telling or disposed to tell the truth  
<a ~ witness> — **truth·ful·ly** \-fə-lē\ *adv* — **truth·ful·ness** *n*

**tru·thi·ness** \'trü-thē-nəs\ *n*

**1** : truth that comes from the gut, not books (*Stephen Colbert, Comedy Central's "The Colbert Report," October 2005*)

**2** : the quality of preferring concepts or facts one wishes to be true, rather than concepts or facts known to be true (*American Dialect Society, January 2006*)



Truthiness

**truth serum** *n* (1924) : a hypnotic or anesthetic used to induce a subject to tell the truth  
induce a subject to tell the truth freely



**TRUMP**

2016  
FUCK YOUR FEELINGS

**TRUMP**

2016  
FUCK YOUR FEELINGS







# Cleveland's Pain Was Trump's Gain





# BRAD PITT

RICHARD  
JENKINS

JAMES  
GANDOLFINI

RAY  
LIOTTA

SCOOT  
MCNAIRY

BEN  
MENDELSON

A FILM BY ANDREW DOMINIK

# KILLING THEM SOFTLY

**AMERICA ISN'T A COUNTRY. IT'S A BUSINESS.**








EMERGENCY EXIT  
BREAK GLASS

fund our

NHS

Feeling, Fakes and Facts





# Tōri Wankūr

Dining set

£17.99





# Idiocy or Conspiracy, Big Picture or Big Lies

**SEO tactic?**

**Political Fictioning Machine?**

**Aesthetic Figure?**

**Technological Nonconscious**

**Deep entanglement of computing power, bodies and brains**

**An impersonal lure**





- Fact is Fact
  - Transparency
- “What the postmodernists did was truly evil.” Dennett, 2017



“Postmodernism didn’t cause Trump. It explains him”  
Halon, 2018

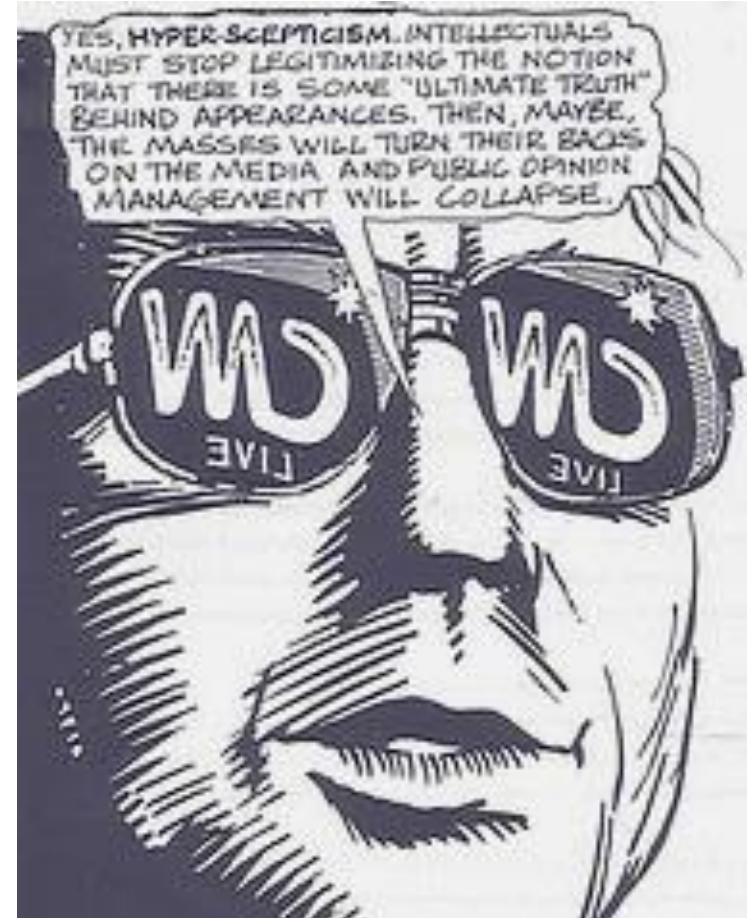
Impasse based on generosity

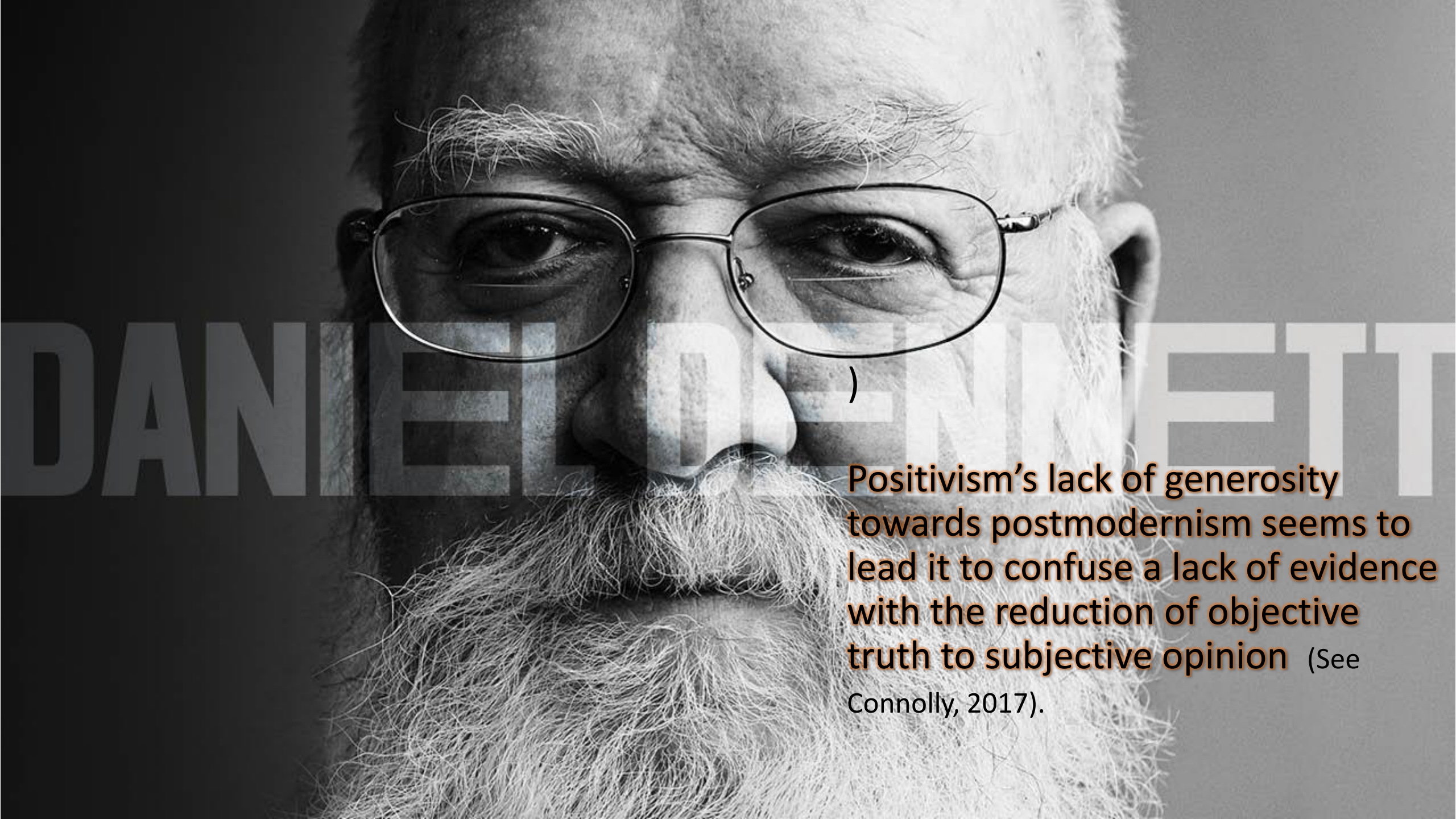


# Moving Beyond the Impasse of the Two Ps

Connolly (2017) on  
Postmodernism

The “presumptive  
generosity” of  
postmodernists...





Positivism's lack of generosity towards postmodernism seems to lead it to confuse a lack of evidence with the reduction of objective truth to subjective opinion (See Connolly, 2017).



1 **MODES OF**  
2 **THOUGHT**  
3 **ALFRED**  
4 **NORTH**  
5 **WHITEHEAD**



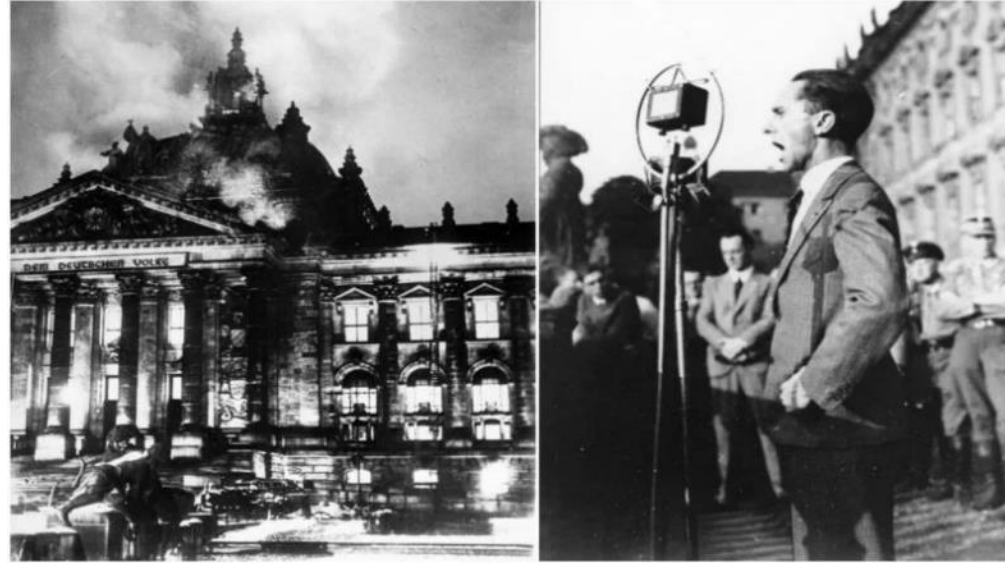
## Speculative Approach

**“Some facts are both real and simmer with potentialities to become other than they are. Such facts are more than themselves”**

(Connolly, 2017)



# Fascist Big Lies work with potential



Donald J. Trump   
@realDonaldTrump



 Follow

Refugees from Syria are now pouring into our great country. Who knows who they are - some could be ISIS. Is our president insane?

RETWEETS  
10,001

LIKES  
16,579



5:54 AM - 17 Nov 2015



# Truth and Speculation in New Materialism

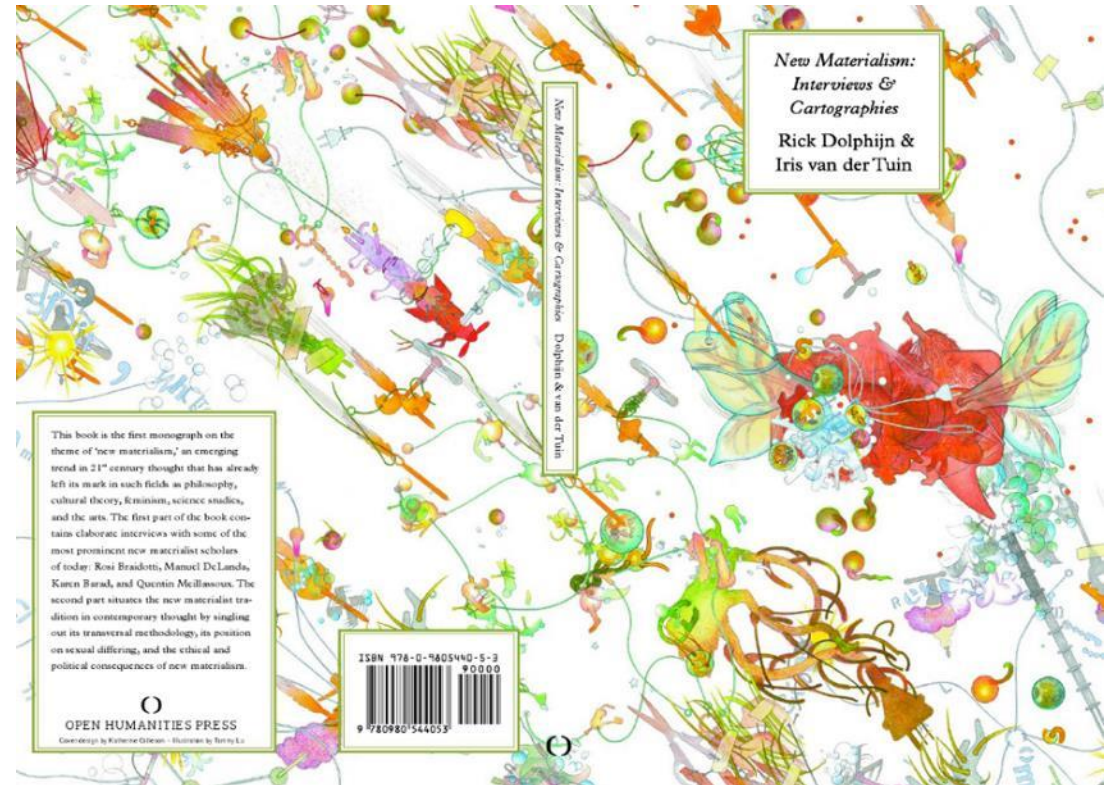
“Some facts are both real and simmer with *potentialities* to become other than they are.”

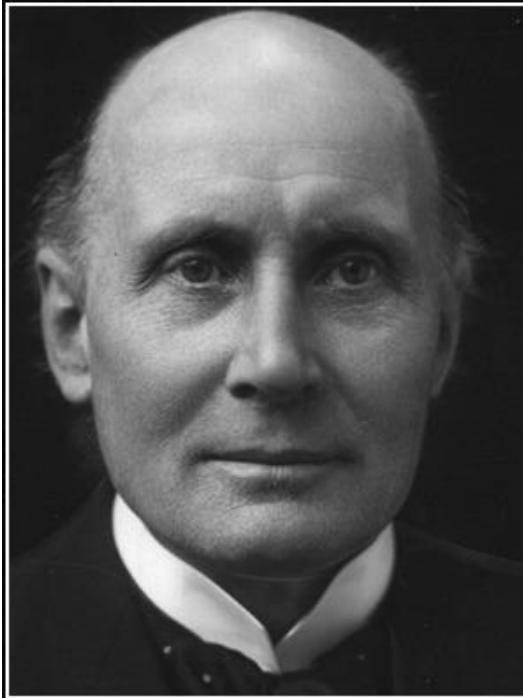
Connolly, 2017

“Enactive speculations of the future potential of activity”

Massumi (2015)

Nonconscious experience = a process that has *mental* components of sorts





Art is the imposing of a pattern on  
experience, and our aesthetic  
enjoyment is recognition of the  
pattern.

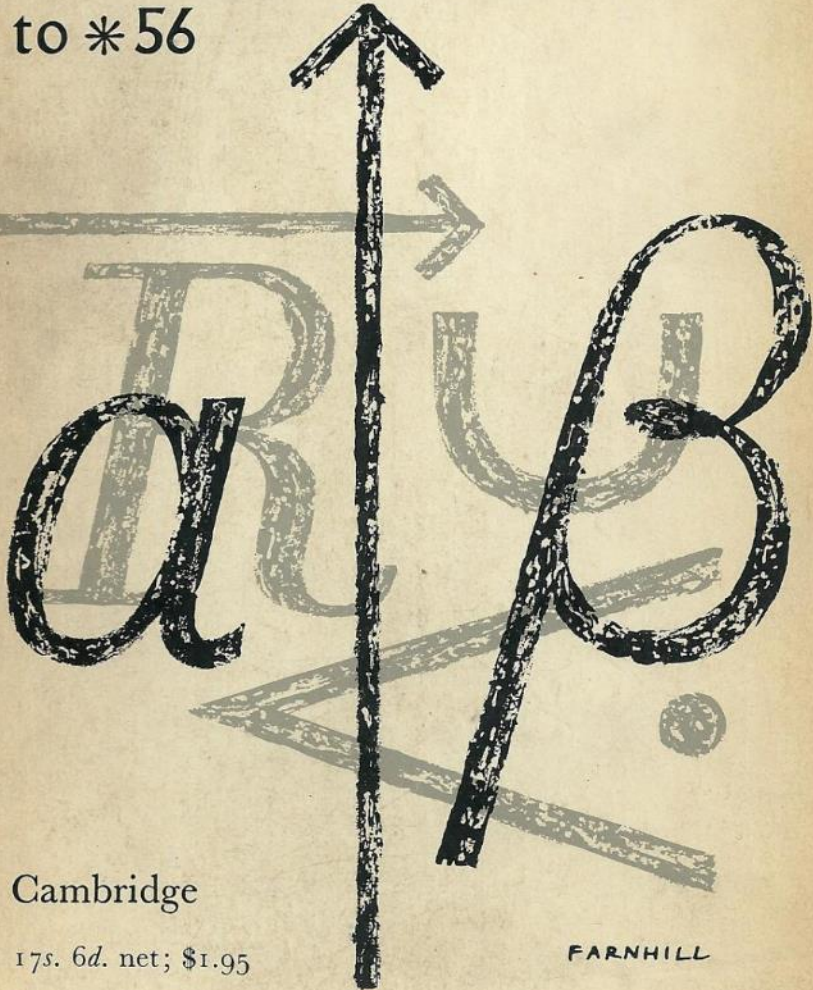
— *Alfred North Whitehead* —

AZ QUOTES



Whitehead & Russell  
**Principia  
Mathematica**

to \*56



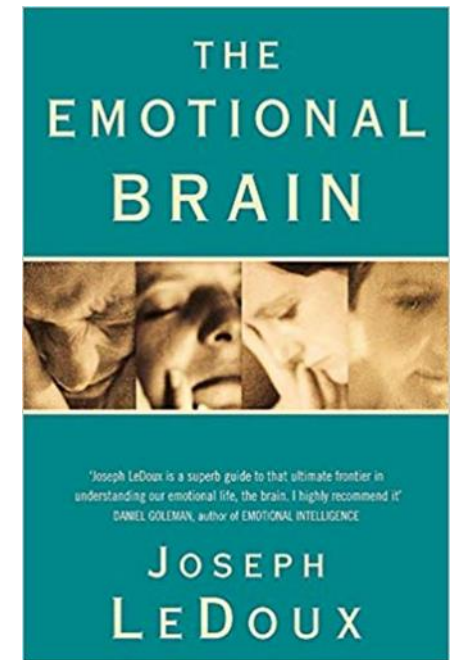
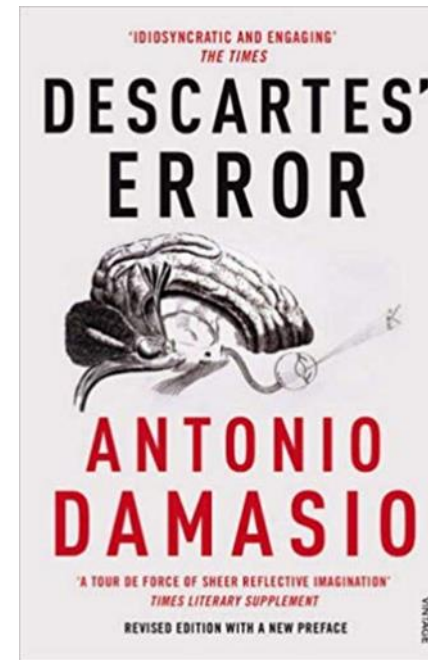
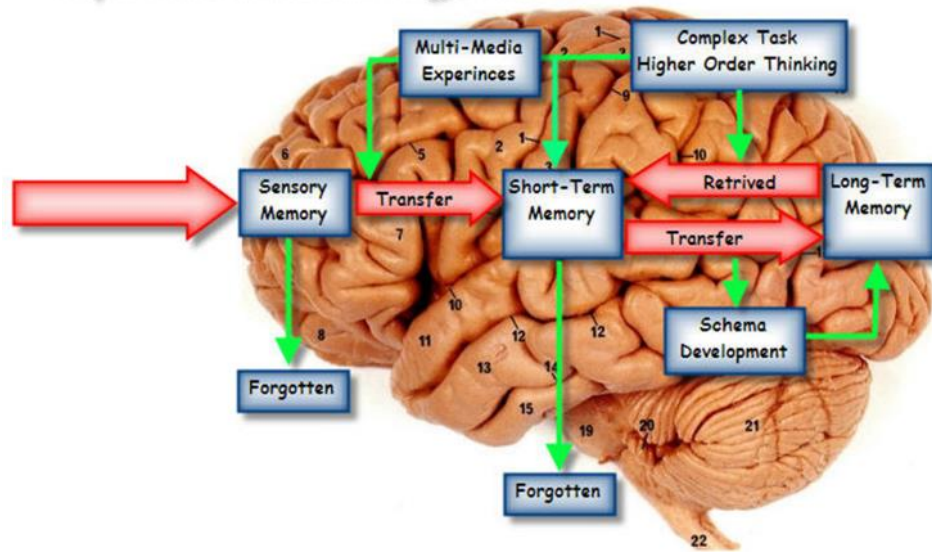
## Closed System of Symbolic Logic

- Axioms
- Inference rules
- Mathematical truths

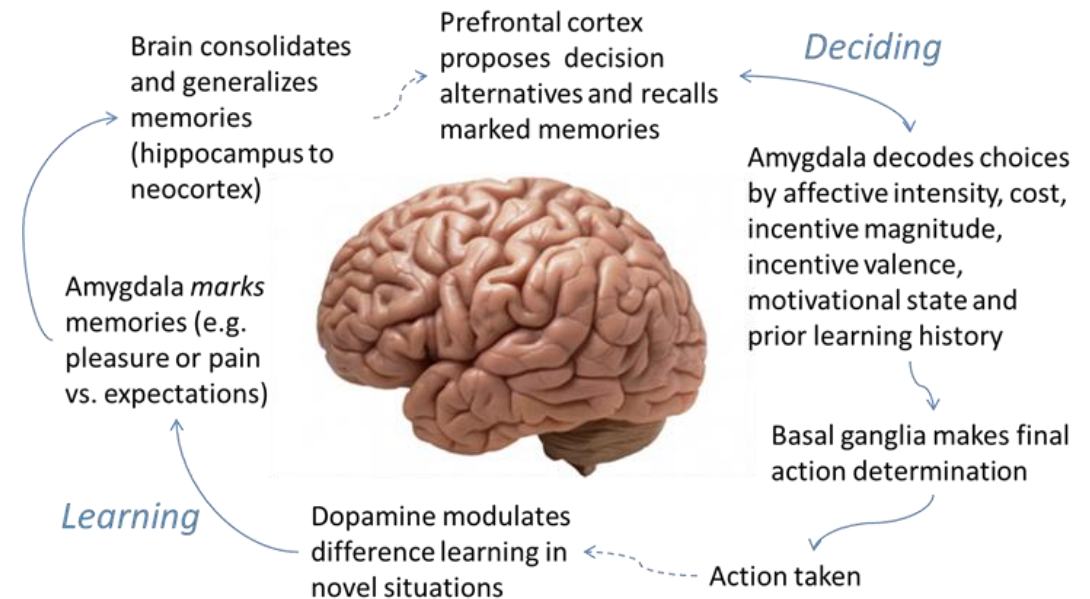
“Whitehead’s earlier thinking [is] partly responsible for the mess we’re in”

Andrew Murphie, 2018 *Affects, Interfaces, Events* conference, Aarhus

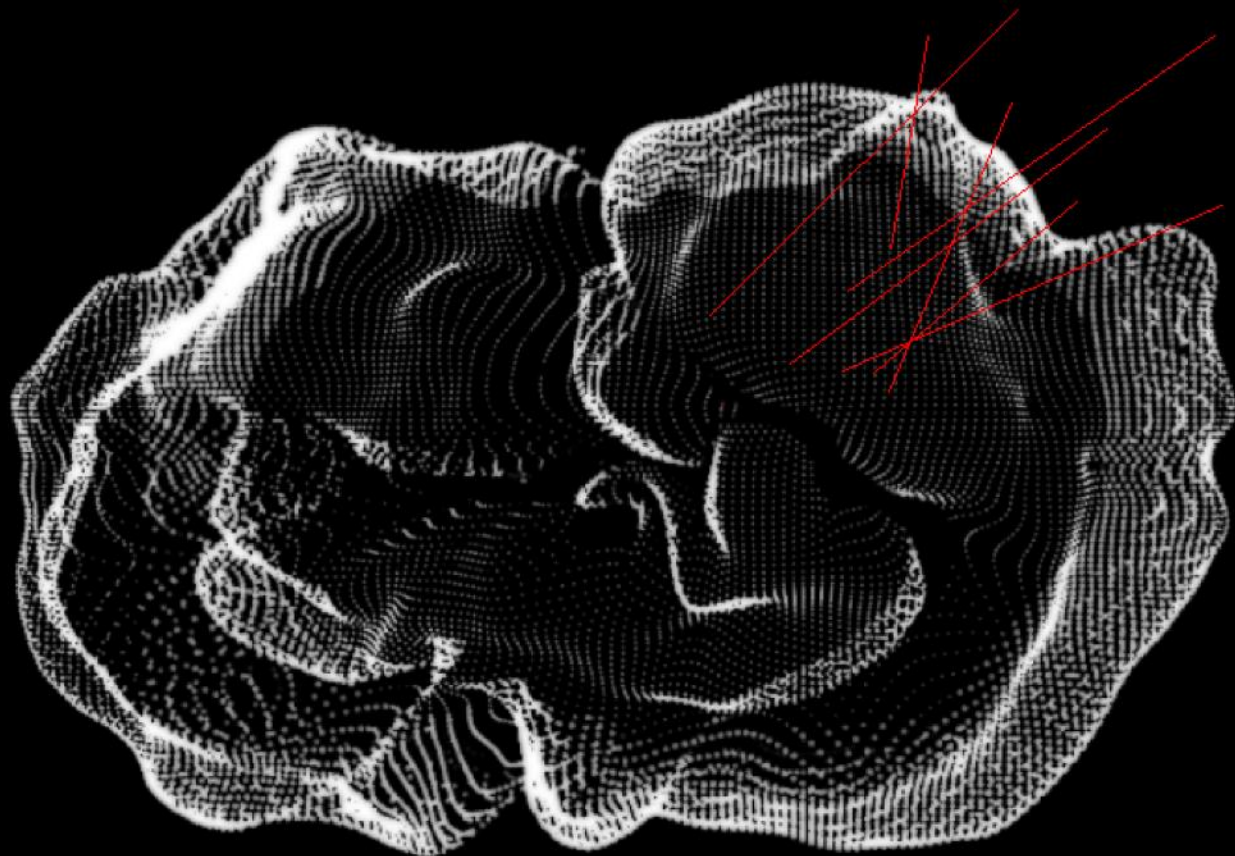
## Information Processing Model



Logical  
Inconsistencies...  
This sentence is false  
(liar paradox)  
“I will purposefully  
misspell wierd” (Harry  
Collins, 2019)



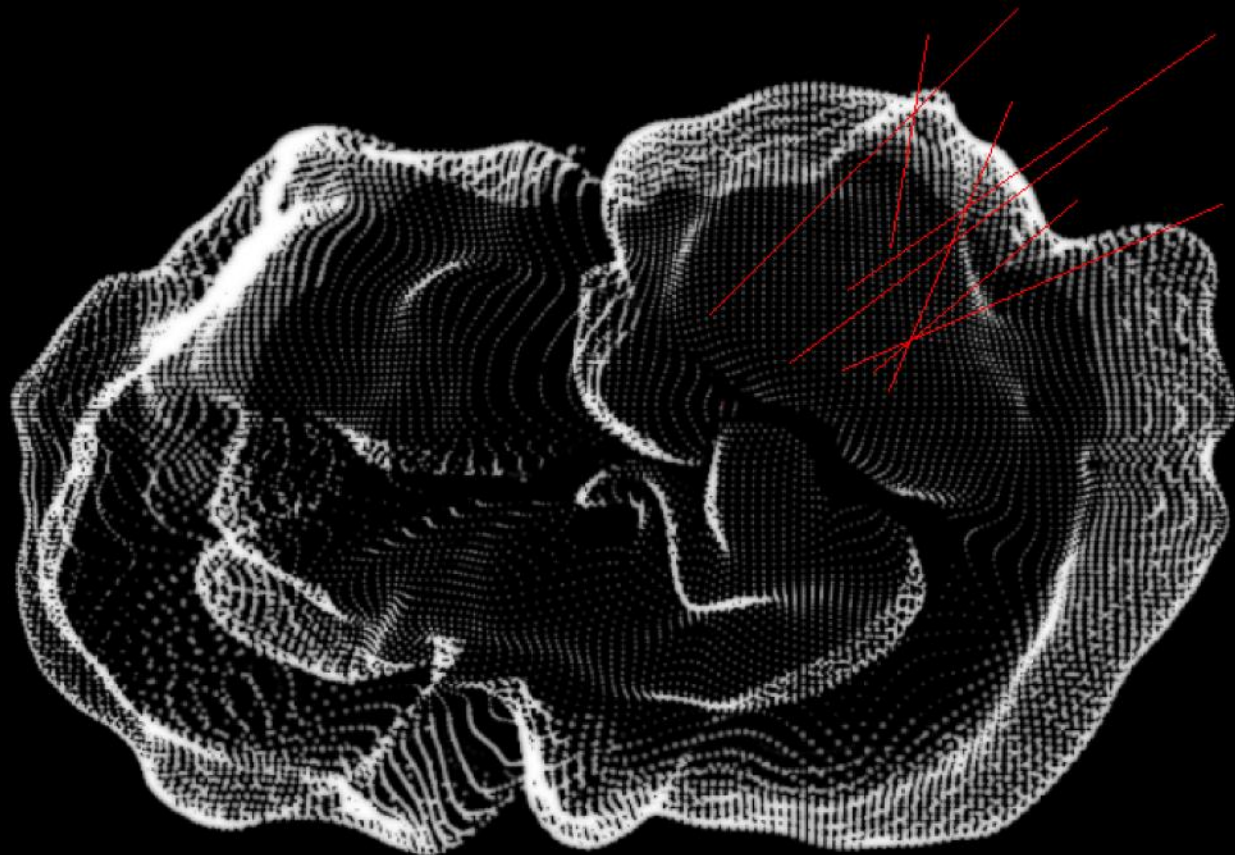




D  
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n  
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“...consisting of predisposition





# Ae Fa

“The  
shoul  
narro  
some  
eclips  
lure f

# Aesthetic Fact and Fictioning Machines

A work of fiction appeals to an audience on an aesthetic register of experience

A different *measure* of fact.

A 'value' based on 'elements in feeling.'

*Intensity of experience.*

Feeling is not opposed to fact.

Not a personal or irrational experience.

A powerful, impersonal *lure* that draws an audience into the delightful experience of the fact.

This does not mean that we have to deny facts (e.g. climate change). However, Whitehead's aesthetic proposition generally refuses to be 'pushed to meticulous exactness.'<sup>1</sup>





# Vegas: Shock Events & Data Voids

Exploitation of shock events – rumour, conspiracy and fabrication



Data & Society

## Data Voids: Where Missing Data Can Easily Be Exploited

May 2018

MICHAEL GOLDBERGER  
Network Blog

SARAH BOYD  
Network Research and Data & Society

### Contents

Introduction

How Network Research Works

Network Research in Action

Typology of Network

data.society.net



# Shock, rumour and conspiracy

"We have two scenes!"  
yelled an officer. "We have  
an active shooter. We have  
an active shooter inside the  
fairgrounds!"



# Fabrication: A SEO Guide to Using Shock Events to Weaponize Data Voids

```
uploadImage(newFileName) {  
  this.attCtrl.uploadAttachment({ file: newFileName })  
    .then((response) => {  
      alert(response.data);  
    })  
    .catch(  
      ale  
    any  
    )  
  ;  
}
```

Property 'data' does not exist on type 'void | FileUploadResult'.  
Property 'data' does not exist on type 'void'.  
any

# A SEO Guide to Weaponizing the Data Void

“As soon as an event happens, everything is new... There's no system for the algorithm to filter out truth and reality”

SEO expert, 2017





# Not all shock events are dramas

## Idiocy or conspiracy?



20 June 2019

- [https://en.wikipedia.org/wiki/New\\_Routemaster](https://en.wikipedia.org/wiki/New_Routemaster)
- <https://www.busers.org/news-events/news/goodbye-to-the-boris-bus>
- <https://www.onlondon.co.uk/five-years-of-the-new-routemaster-how-has-boris-johnsons-hallmark-policy-fared/>
- <https://www.citylab.com/transportation/2016/07/boris-bus-hot-air/492344/>
- <https://www.busers.org/news-events/news/goodbye-to-the-boris-bus>
- [https://en.wikipedia.org/wiki/New\\_Routemaster](https://en.wikipedia.org/wiki/New_Routemaster)

SERP overview for "boris bus"

Image pack Top stories People also ask Tweet box Thumbnails

Search result	AI	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume
<b>Top stories</b>									
<b>Tweet box</b>									
1 Goodbye to the Boris Bus - Bus Users UK <a href="https://www.busers.org/news-events/news/goodbye-to-the-boris-bus">https://www.busers.org/news-events/news/goodbye-to-the-boris-bus</a>	342K	56	9	0	0	95	8	boris bus	1.2K
2 'Mesmerising': Boris Johnson's bizarre model buses claim raises eyebrows - The Guardian <a href="https://www.theguardian.com/politics/2019/jun/26/mesmerising-boris-johnson-bizarre-model-buses-claim-raises-eyebrows">https://www.theguardian.com/politics/2019/jun/26/mesmerising-boris-johnson-bizarre-model-buses-claim-raises-eyebrows</a>	121	93	15	384	0	429	7	guardian	2.0K
3 Boris Johnson reveals he makes models of buses to relax   Politics - The Guardian <a href="https://www.theguardian.com/politics/2019/jun/25/boris-johnson-reveals-he-makes-models-of-buses-to-relax">https://www.theguardian.com/politics/2019/jun/25/boris-johnson-reveals-he-makes-models-of-buses-to-relax</a>	121	93	14	215	0	18	9	london models	350
4 New Routemaster - Wikipedia <a href="https://en.wikipedia.org/wiki/New_Routemaster">https://en.wikipedia.org/wiki/New_Routemaster</a>	17	96	35	303	115	1,385	186	boris bus	1.2K
5 Boris Johnson: 'I make models of buses' - BBC News <a href="https://www.bbc.com/news/uk-politics-49766451/boris-johnson-i-make-models-of-buses">https://www.bbc.com/news/uk-politics-49766451/boris-johnson-i-make-models-of-buses</a>	118	93	18	5	0	104	3	boris johnson interview	800

Google

boris bus

Top stories

Boris Johnson: 'I make models of buses'

BBC

4 hours ago

'Mesmerising': Boris Johnson's bizarre model buses claim raises eyebrows

The Guardian

8 hours ago

'I make models of buses': Boris Johnson mocked on social media for bizarre...

RT.com

3 hours ago

More for boris bus

boris bus on Twitter

<https://twitter.com/search?boris+bus>

Ian Collins (@iancollinsuk)

For those who haven't seen this, it's quite something. What IS going on here? Do you really believe that Boris makes models of busses? Or is it a metaphor or some kind of Etonian joke on the press. This afternoon on @talkradio we'll be putting Boris in the psychiatrists chair.

11 mins ago

Hanover Comms (@hanovertweets)

"It's good to see a contest that is taking shape and is defined". @hanovertweets Senior Adviser @GutoHarri on @BBCNewsnight discussing Brexit, Boris, and buses. Watch here: [www.bbc.co.uk/player/le...](http://www.bbc.co.uk/player/le...)

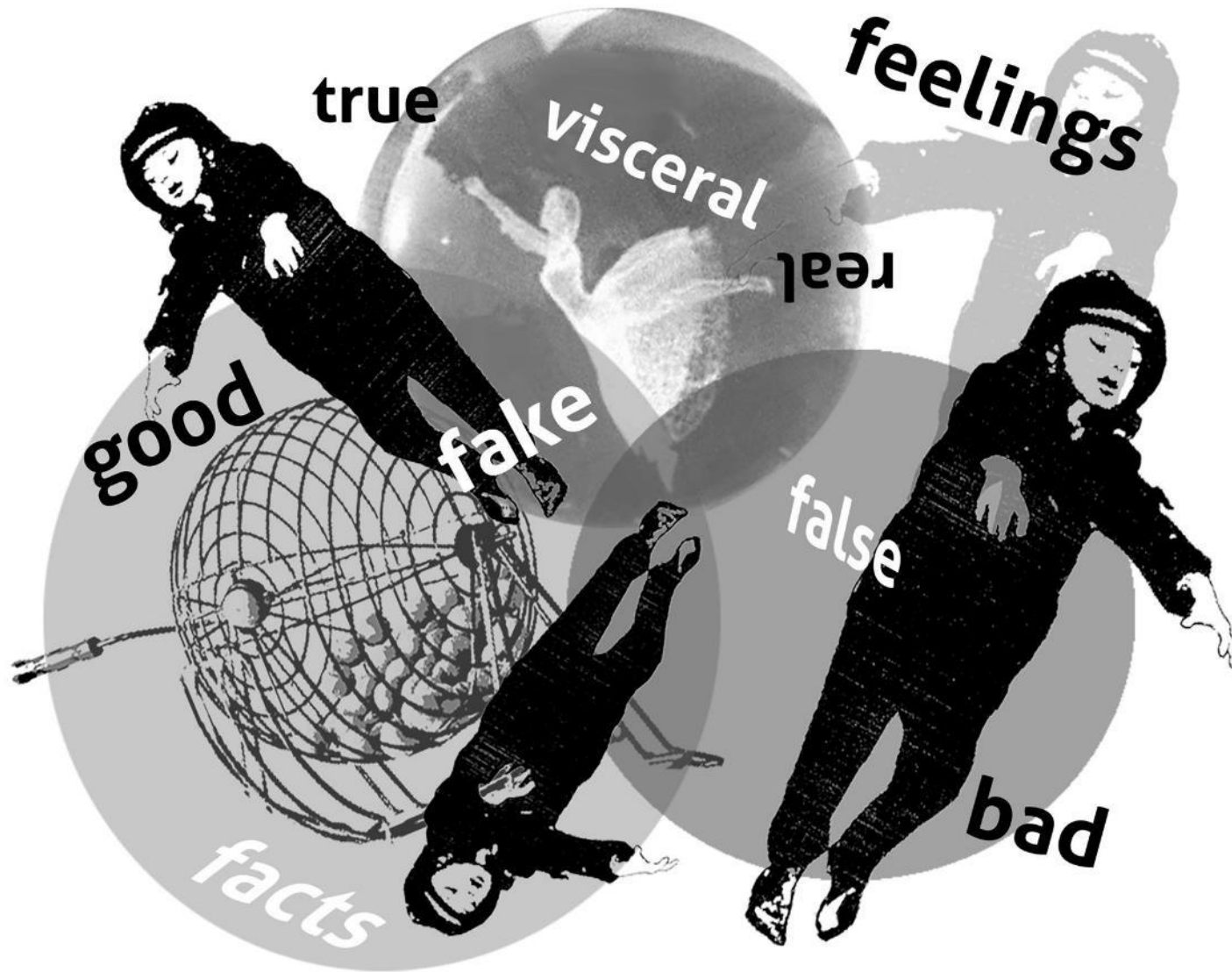
16 mins ago

Matthew Brooker (@mbrookerhk)

My country is doomed. Luckily, I've lived in Hong Kong since... oh BBC News - Boris Johnson: 'I make models of buses' [www.bbc.com/news/aviuk-...](http://www.bbc.com/news/aviuk-...)

49 mins ago

View on Twitter

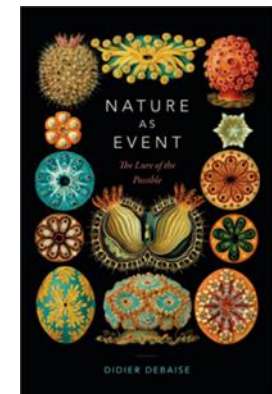


On the Spectra of Aesthetic Experience  
From the *Sleepwalker's Guide to Social Media*  
Diagram by Mikey Georgeson

# The Lure of Felt Experience

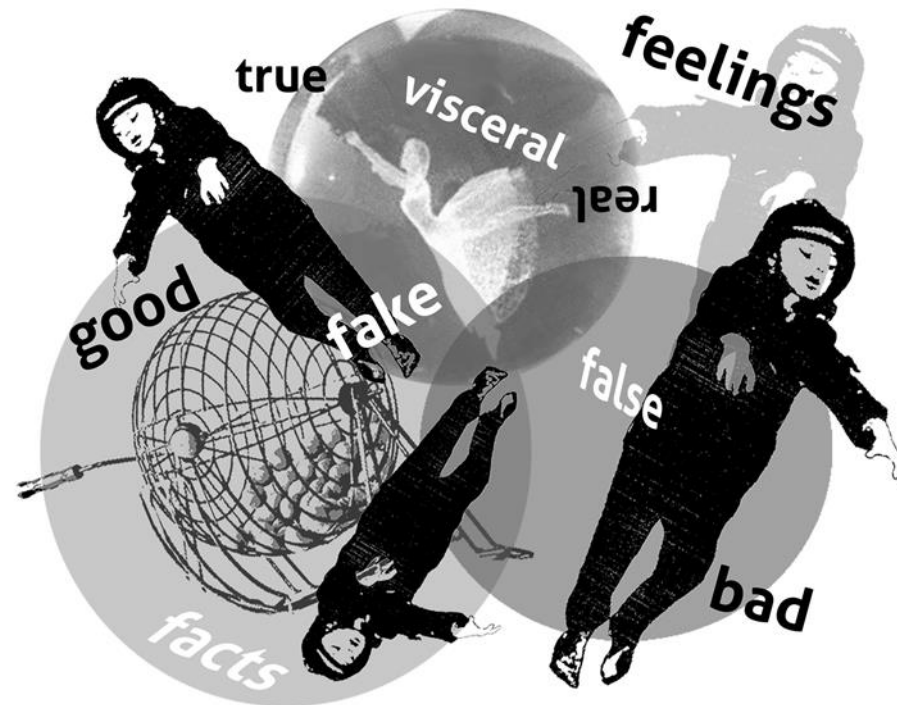
A lure is not an artifice designed to fool someone, or an illusion that masks reality... It simply is a matter of seeing propositions as involving *capture* and *grasping*.

Debaïse, 2017: 81-82



# SSASS Session Three

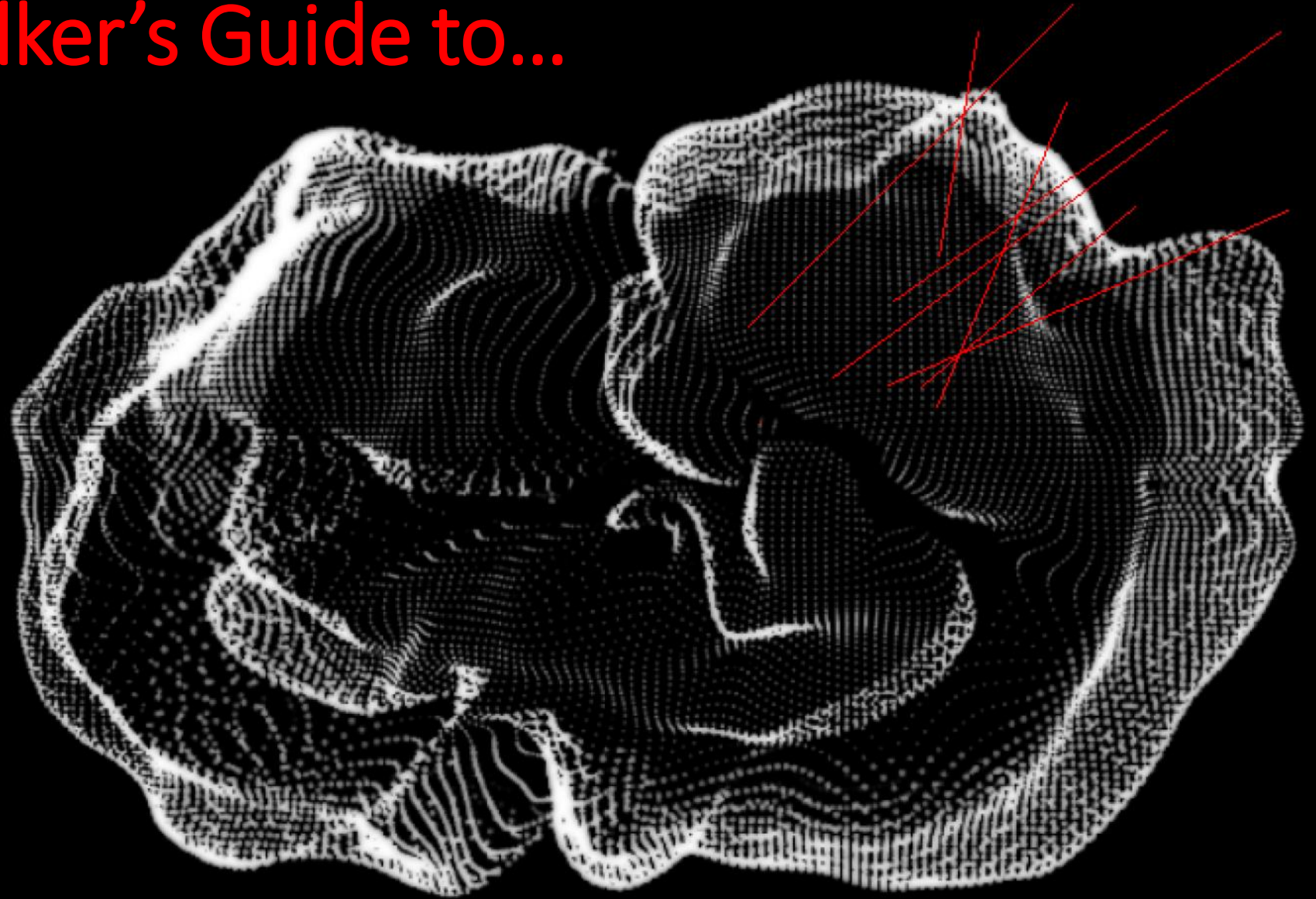
## The Sleepwalker





# A Sleepwalker's Guide to...

Tony D Sampson



Assemblage Brain image  
by Francesco Tacchini

# The Sleepwalker/the Collective Nonconscious

## Not the Unconscious!

**Social Theory - Durkheim/Tarde**

**Affect Theory/New Materialism**

**Sensation>>>Concept**

**Neurocultures**

**Experience (Capitalism)**

**Aesthetic Ontology**

**The Sleepwalker**

A new conceptual persona – Tardean, Whiteheadian



# Command Posts and Footholds





# Command Posts and Footholds

‘We sleep; we are half-awake; we are aware of our perceptions, but are devoid of generalities in thought; we are vividly absorbed within a small region of abstract thought while oblivious to the world around; we are attending to our emotions— some torrent of passion— to them and to nothing else; we are morbidly discursive in the width of our attention; and finally we sink back into temporary obliviousness, sleeping or stunned’

(Whitehead P&R, p. 161).

# Nonconscious Debate

2018 | Capacious: Journal for Emerging Affect Inquiry 1 (2)

CAPACIOUS

## Unthought Meets the Assemblage Brain

N. Katherine Hayles and Tony D. Sampson

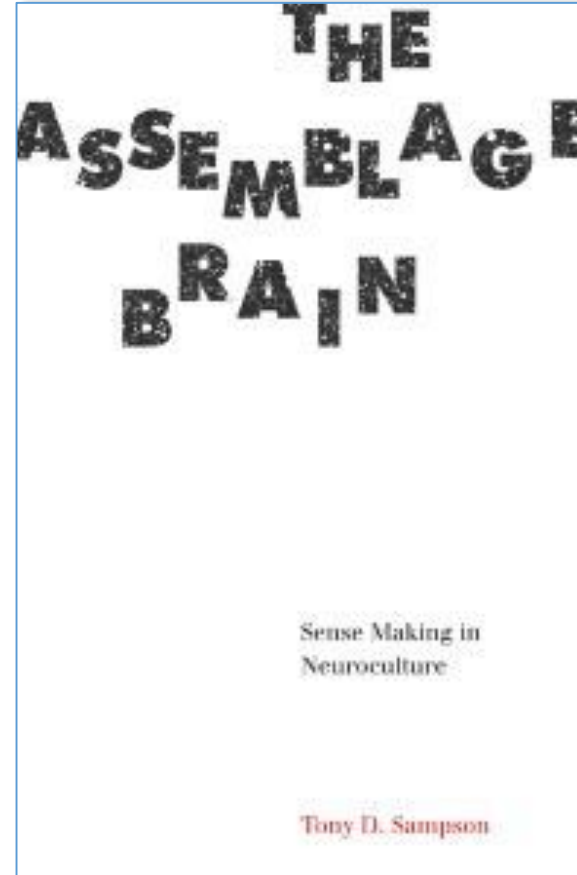
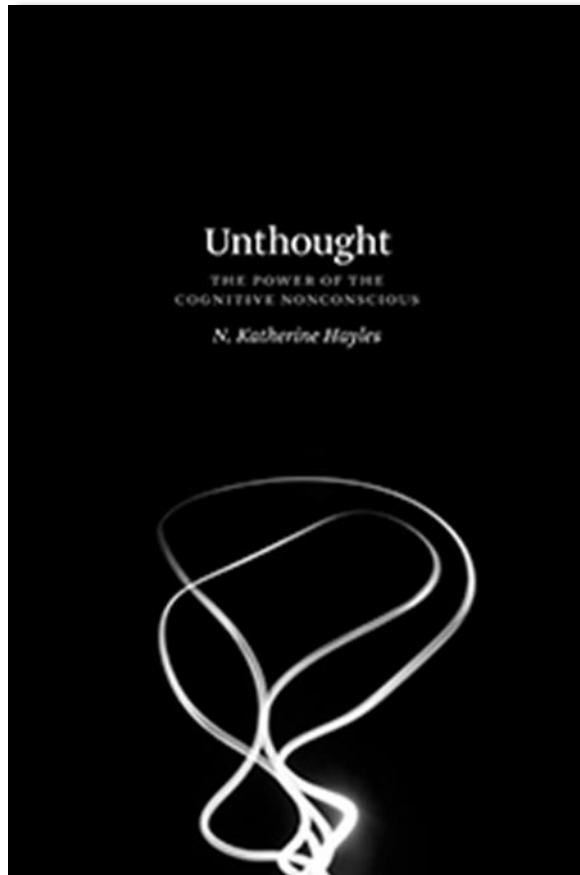
### A Dialogue Between N. Katherine Hayles and Tony D. Sampson

It has become such a refrain for affect studies—Spinoza's “what can a body do?”—that it is sometimes repeated half-absentmindedly: as if all questions involving the realm of consciousness have been largely settled, as if they are somehow located elsewhere, as if they are entirely different sets of questions than those asked of a body. But of course they're not. Perhaps that's one of the reasons why the place of “nonconscious” is so particularly intriguing to take up: troubling any too-ready line drawn around, through, or between body-mind-and-world. “Just *where/when* is the nonconscious?” is, at least initially, as pertinent as the “what-can-it-do?” question—as it comes out of the cognitive sciences to intersect with and complicate the affect studies' refrain.

And that's what makes this dialogue between N. Katherine Hayles and Tony Sampson so fascinating and theoretically rich. Following upon their most recent books—Hayle's *Unthought: The Power of the Cognitive Unconscious* (University of Chicago, 2017) and Sampson's *The Assemblage Brain: Sense Making in Neuroculture* (University of Minnesota, 2016), the convergences and divergences that emerge and weave throughout this conversation are quite revealing.

What transpires in the unmediated space-time excess that moves, at once, between and alongside cognition and recognition, between and alongside formation and information, between and alongside prehension and comprehension? Nietzsche

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capaciousjournal.com | DOI: <https://doi.org/10.22387/CAP2018.14>



# Hayles (2017) on the Unthought

‘Conspicuously absent from [new materialist] considerations are consciousness and cognition, presumably because of the concern that if they were introduced, it would be all too easy to slip into received ideas and lose the radical edge that the focus on materiality provides. This leads to a performative contradiction: only beings with higher consciousness can read and understand these arguments, yet few if any new materialists acknowledge the functions that cognition enables for living and nonliving entities. Reading them, one looks in vain for recognition of cognitive processes, although they must necessarily have been involved for these discourses to exist at all’ (pp. 65-66).

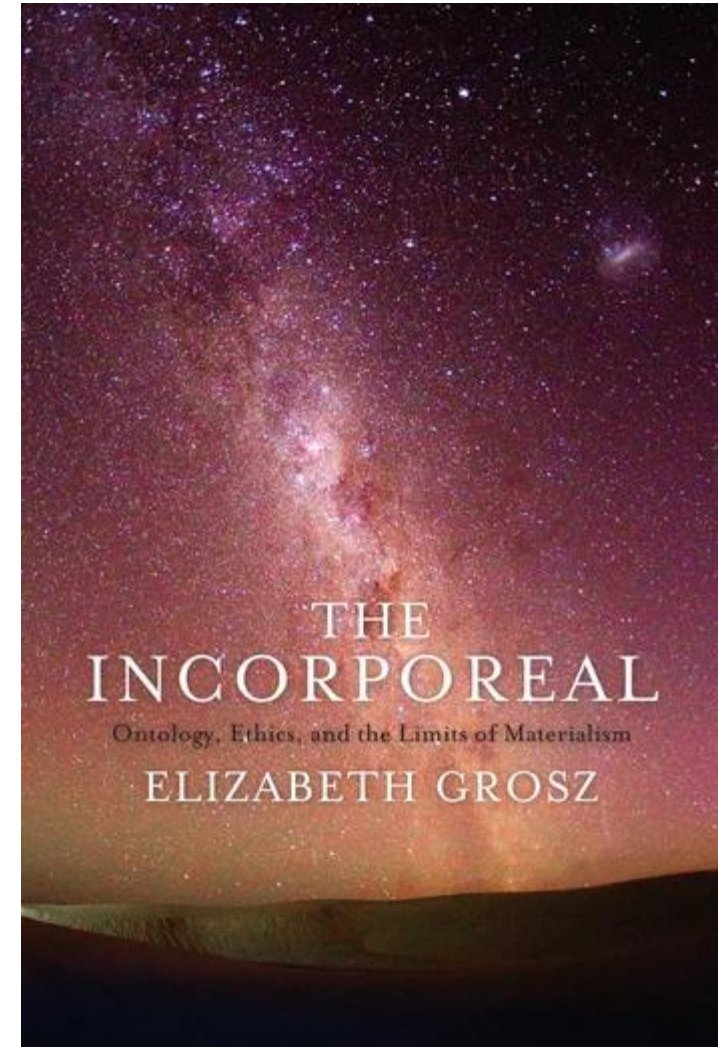


# Grosz on Consciousness

‘Consciousness is not a separate organ added to life at a certain stage of its growing complexity; rather, it is the condition for the dynamic unity of an organism, an organism’s capacity to survive, to act in its environment, in short, to enjoy itself, to experience autoaffection, immediate self-enjoyment’

(Grosz, 2017 p. 216 *The Incorporeal: Ontology, Ethics, and the Limits of Materialism*)

See also Clough, Ruyer



# Two Polarities of the New Materialist Sleepwalker

## 1. Somnolent

Fuller's 'somnolent version of the Cretan Paradox.'

'... In order to think about [sleep] we must be awake or to know something... Sleep, unlike any other part of culture has no capacity for reflexivity within its own conditions. In sleeping one simply sleeps, one does not know, anything..

Sleep is therefore 'ungraspable, unwritable [and] only perceivable at its edges or its outside.'

(Fuller in How to Sleep: The Art, Biology and Culture of Unconsciousness, 2018 pp. 1-2)

## 1. Somnolent

As Clough similarly explains by referring to Jean-Luc Nancy's *The Fall of Sleep*:

We are told that we do not fall asleep, but that sleep falls upon us. Or, it is not "I" that falls into sleep, not an "I" that can be distinguished itself from anything else, "from anything more than its own indistinctness." "I" fall asleep – that is to say, 'I' fall...." "In my own eyes, which no longer look at anything, which are turned toward themselves and toward the black spot inside them,..." I am "isolated from all manifestations, from all phenomenality, the sleeping thing..."

Clough (2018) *The User Unconscious*

# Two Polarities of the New Materialist Sleepwalker

## 2. Ambulant

The act of walking can indeed be performed when sleep falls on the subject. Sleepwalking is, like this, an impulsive act, which can be achieved when the act itself is *out of mind*, since its mechanical and habit bound processes are, for the most part, nonconscious rather than conscious.

## 2. Ambulant

Collective experience wherein bodily interactions become entrained...

Rhythm of footsteps, bobbing heads...

As Clayton et al argue, in entrainment theory “any bodily implementation of interacting processes is real, no matter whether it is consciously experienced or not.”

Clayton, Martin; Sager, Rebecca and Will, Udo (2005). In time with the music: the concept of entrainment and its significance for ethnomusicology. *European Meetings in Ethnomusicology*, 11, pp. 3–142. p. 70.





# Group Discussion on keywords

Aesthetic ontologies, aesthetic facts, lures of the possible, feelings, intensities of experiences, the nonconscious, collective nonconscious, technological nonconscious, Fictioning machines, entanglement, somnambulism, positivism/postmodernism, events (actual occasions), speculative philosophy, cognitive consciousness, unthought, assemblages, phenomenological/nonphenomenological, immanence