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A HATÉKONYSÁG MÉDIA ARCHEOLÓGIÁJA

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DOKTORI ÉRTEKEZÉS

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MULTIMÉDIA-MŰVÉSZET SZAK

BUDAPEST

2021.

OBJECT_TIME

MEDIA ARCHAEOLOGY OF EFFICIENCY

» Statements

In my doctoral thesis and masterwork I argue that certain techno-social phenomenon can be problematized with the help of media artistic research. My main research topic is the shaping of the notion of efficiency. Media archaeology is applied in the thesis as main methodology. In my masterwork, certain technical and historical dimensions are displayed in parallel. In result, new spaces for thinking are opened in order to examine the notion of efficiency in a more somatic way.

» 6.

» 1. Measurable spectrum of human productivity has been tracked, captured, mediated and communicated with devices. *Late modern tools have become media.*

» 2. Networked devices are able to communicate their own operation in real time. This also happens to the subjects who measure their own operation and communicate it. *By networking the things and their own lives, subjects have become things.*

» 3. By *propensity of a medium* I mean those structural, material, operational features, which exist apart from the medium's socio-cultural embeddedness. Such ontological features then may lead to the medium's alternative usage, to future developments and artistic applications.

» 4. Similar to people and space, usage also has memories. The way how personal stories, historical atmosphere may appear around an object, I call it *usage-technical aura*. The parallel examination of the usage-technical aura of two different historical periods allows them to represent their very own substance. Thus we can gain non-verbalized, somatic impressions of such substance.

» 5. I introduce the concept of *acquired efficiency,* where the sense of productivity is born in a non-working situation. Where an activity apart from labor, namely leisure time is shaped by the logic of work. Acquired efficiency emerges in those activities, which usually avoid quantification by their own nature, such as being in a contemplative state.

» 6. As a result of networking things, one part of physical computing's measurable spectrum is in transition from the unnecessary field towards the useful field. This part of the unnecessary is colonized by consumer society. The remaining part of unnecessary remains the same, since it is so useless, that it is no need to measure. This I call *a new kind of unnecessary.*

» 7. As several thinkers pointed out, hegemony of sight has been strengthened as a result of the appearance of optical media in the last centuries. In parallel, the role of touching, hearing and other body sensations are lightening. In the era of dataism, the usage of sensory organs keeps modifying. Display culture utilizes the possessed and objectified characteristics of seeing. *One potential of media art is designing multisensory experiences in order to broaden somatic knowledge.*

» 8. By examining social constructions related to technology usage with *methodologies of media archaeology,* possibilities of new perspectives may emerge, that would remain hidden otherwise.

» 9. *Media archaeology can be a useful pedagogical tool* for designer students to get a wider view towards their future vision, since it supports critical perspectives unanchored from contemporary.