Part 1

What is the condition of transformation, travel, and technology today?



What *is* transformation?

From "You have interests"
to "The interests have you…"

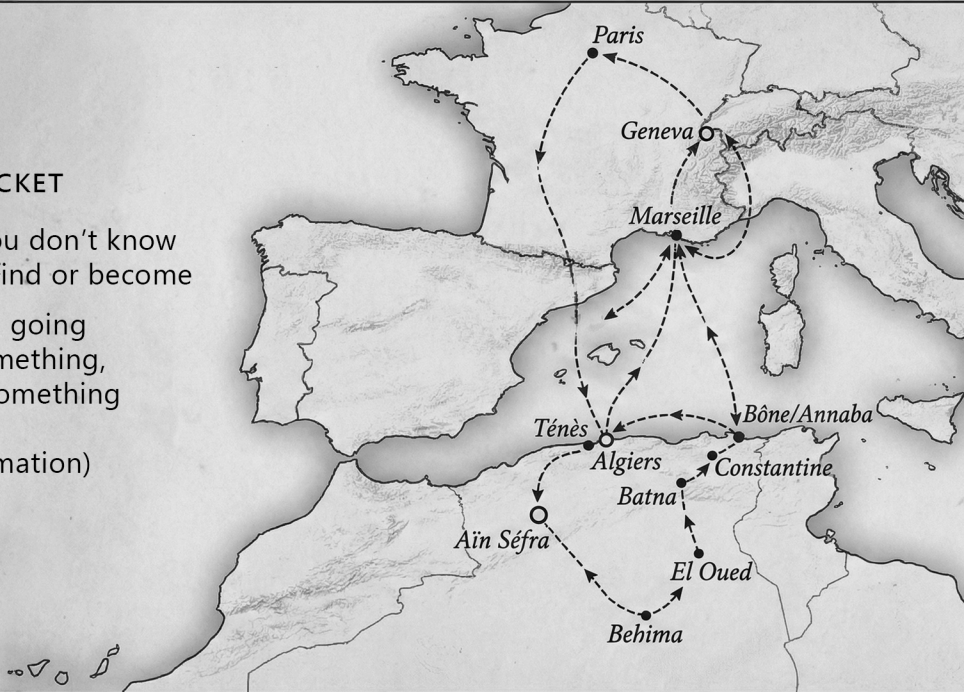
(*Example = change your major?*)

One-way ticket

Go *because* you don't know
what you will find or become

As opposed to going
to become something,
or to escape something

(Pure transformation)



Ethics: Unknown as intrinsically desirable/good

(Innovation *versus* Safety debate in AI)

Problem… The end of the one-way ticket?

The days of you having a different image
for your co-workers, and for the other people
you know, are coming to an end pretty quickly.

https://michaelzimmer.org/2010/05/14/facebooks-zuckerberg-having-two-identities-for-yourself-is-an-example-of-a-lack-of-integrity/

Relative to others AND to yourself



Conclusion
Problem (Facebook) *is* a solution

versus "Right to discontinuity"



Max Hawkins

Part 2

Do we want pure transformation (travel *because* not know what we will find)?



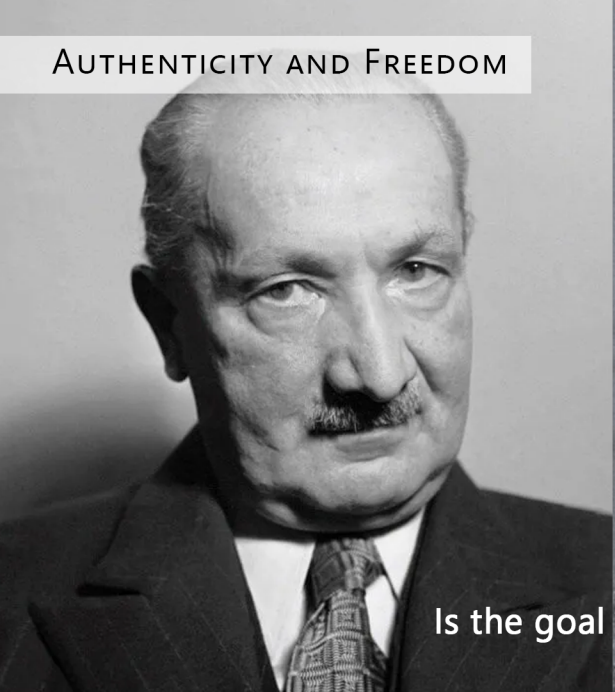
You're inside a pleasurable room that you don't want to leave. Silently, someone locks the door from the outside.

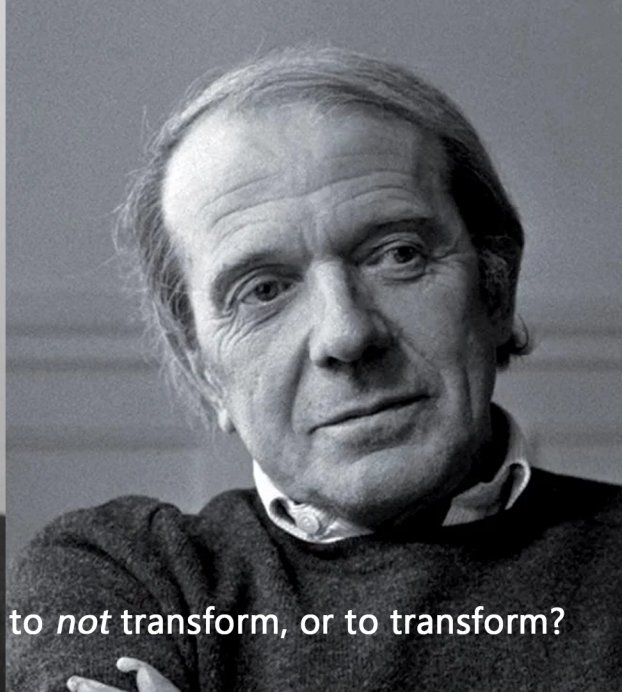
Are you free? Do you *want* to be?

Do you want to transform?

*Locke, John. (1689). *Essay Concerning Human Understanding*.

Authenticity and Freedom





Is the goal to *not* transform, or to transform?

Technology and transformation: against and for, radically

Euphoria convenience ~~transformation~~

Convenience of convenience

Get what you want,
despite what you think you want,
or want to want.



Freedom^2 pure transformation

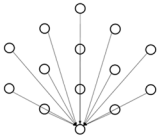
Choosing choosing (without anything to choose from)

Unfamiliar, unimagined things to want



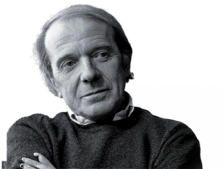


Conclusion: Philosophy of transformation: *do we want it?*



	Ontology (What am I?)	Epistemology (Who am I, How can I be known?)	Ethics
Evolve	One self	Self captured by data: Who I am decides what I do	Authenticity, Euphoria convenience
Transform	Discontinuous selves	Self overflows data: What I do creates who I am	Freedom[2]





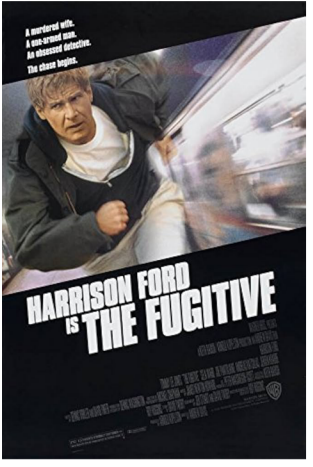
Part 3

What is to be done? Recommendation algorithms and the problem of transformation

How do they work?

Content filtering

NETFLIX





?

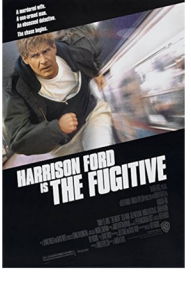
Collaborative filtering

NETFLIX

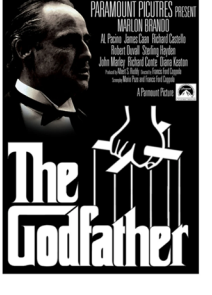




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We create the technology, and then the technology creates us...



Problem: Anti-Transformation....

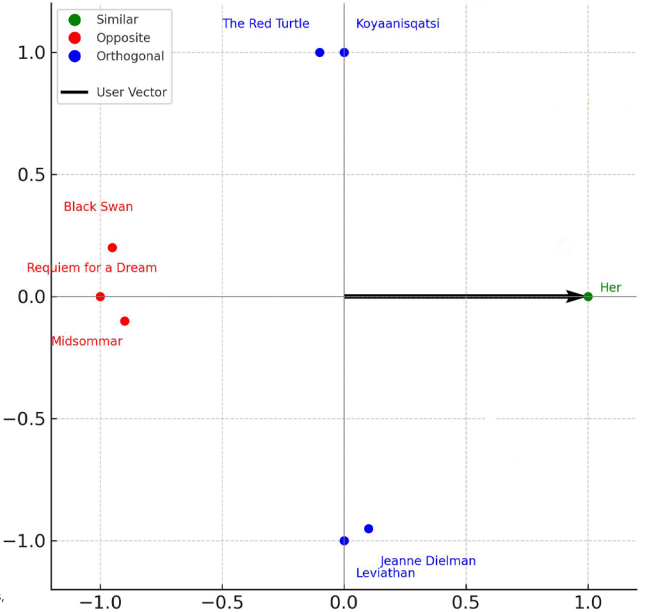
Hard to discover new interests
and experiences

How can recommenders be twisted (like Max Hawkins and Facebook) to provoke transformation?

Technical

Orthogonal

Movies *or* users
that move independently
of likes and dislikes



Iaquinta, Leo, Marco De Gemmis, Pasquale Lops, Giovanni Semeraro, Michele Filannino, and Piero Molino. 2008. "Introducing serendipity in a content-based recommender system." In 2008 eighth international conference on hybrid intelligent systems, pp. 168-173. IEEE, 2008.

Technical

Orthogonal Score

$$\text{Score}_{\text{orthogonal}}(i,u) = \underbrace{(1 - |\cos(i,u)|)}_{\text{Orthogonality}} \times \underbrace{\text{partial_alignment}(i,u)}_{\substack{\text{Personalization} \\ \textbf{Cross-domain}}} \times \underbrace{\text{novelty}(i,u)}_{\text{Newness}} \times \underbrace{\text{quality}(i)}_{\text{Engagement Potential}} \times \underbrace{\text{coherence}(i)}_{\text{Internal Consistency}}$$

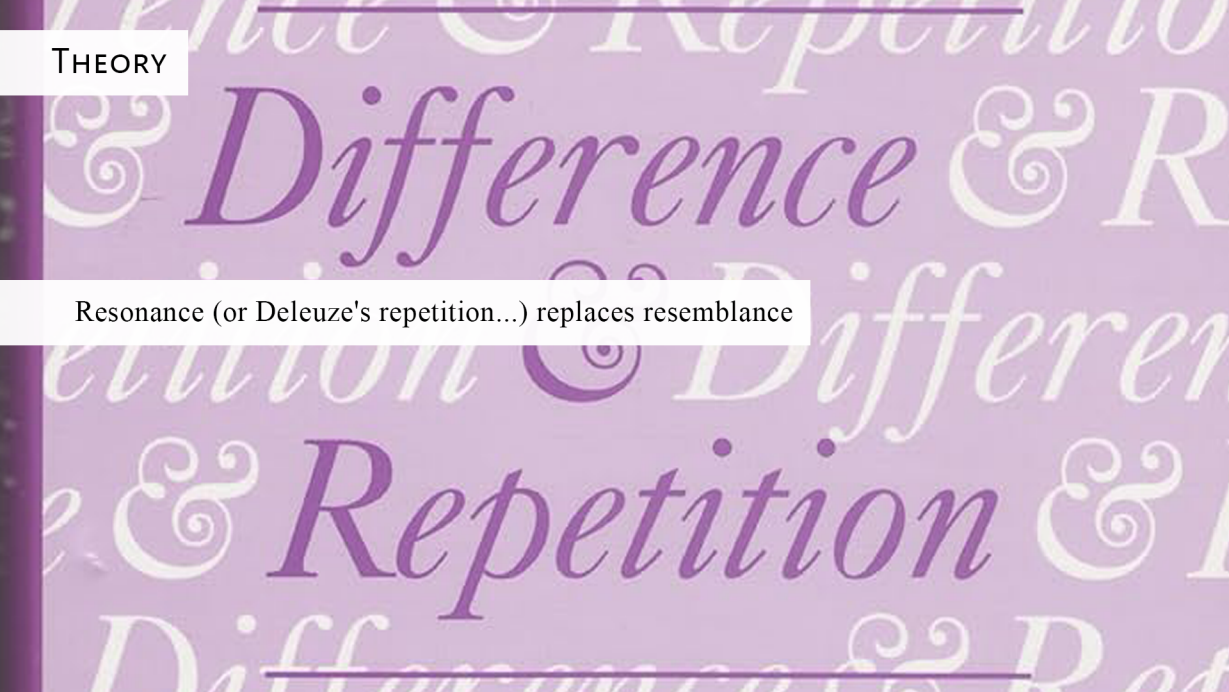
Hard part

Resonance replaces resemblance

Different *then* same...



Theory



Resonance (or Deleuze's repetition...) replaces resemblance

Cross-domain recommending (Resonance)

Different movie preferences
Different age
Different gender
Different nationality
Different language
Similar taste in restaurants
Different music preferences
Different pastimes













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Different age
Different gender
Different nationality
Different language
Similar taste in restaurants
Different music preferences
Different pastimes



Conclusion
Twist anti-transformation technology into transformation tech

START WITH DIFFERENCES

Difference: Movie preferences

Difference: Fashion preferences

Difference: Age

Difference: Language

...

SEEK:
ONE SIMILARITY

Shared: Favorite restaurants

Or shared: Music

Or shared: Pastime

Or shared: Profession

...

THEREFORE: RECOMMEND

One person's enjoyed movie recommended to other

Purpose: Open ***new range or genre*** of interests



One-way tickets, recommendation algorithms, and identity transformation

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