

Exploring the Potential Of Social Media-Based Creative Practice

In this watershed era -- where ethical issues with contemporary commercial social media platforms necessitate an exploration of what the arts community needs in the realm of social media platforms -- as we look to a future of the arts on social media it is important to explore the potential of social media platforms for creative practice.



Throughout the semester, I have been impressed, inspired, challenged and amazed by the different ways in which the students in Social Media Narratives have explored the potential of social media-based creative practice.

Reviewing the work of students in ARTTECH 4009-001, I've looked at some of the ways in which SAIC students have contributed to the social media environment -- beginning with "social media as an environment to create content for physical works". Judy Malloy

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Social media as a tool/resource to create content for physical works

Jose Pena – Second Life
gayvampire.pdf



Second Life-created panels (details above) narrate chapters of a compelling graphic narrative/artists book, and in the process, Jose Pena's *gayvampire.pdf* explores the use of social media-created visuals as an effective and innovative approach to tableau vivant/constructed photography.

Samantha Travis - eBay
Samantha Doll Wish List



eBay is used as a source of content for a series of multiples that divulge identity in "the idealized image of the consumer". Mail art -- an organic Internet precursor, which fostered visual communication and created bonds between artists -- is the vehicle of distribution.

Details. left: a midterm printout of the eBay search for American Girl Samantha dolls
right : a page from the final work of mail art, which, emanating from a comparison of selfies with photos taken by others, used a xerox transfer technique to overlay the images of the Samantha dolls with awkward childhood images of the artist herself.

Dexter Stokes-Mellor – YouTube and email

Studio Installation: *I-get-a copyright-strike-every-time-I-listen*



Social media is used as an issue-laden source of content for physical work in this installation which places the artist's YouTube series: "*I listen to Blue Monday every Monday*" in front of copyright notices he received during the course of his YouTube series

Social media as a host for electronic literature

Sora Candelario – Instagram

"Akit - Neh - Yo - I" and *Eagle Snake Rinche Aliens*

Pointing to the potential for Instagram to host significant narrative, in Sora Candelario's midterm "*Akit - Neh -Yo – I*"



gridded poetry introduces an electronic literature interface into Instagram's rigid formal constraints. Text runs across columns. Content overview and user directions are also divulged by the interface of this "looking glass into the identity and condition of post-colonial survivors, and by association the 'I'".



The series was continued as a final project, *Eagle Snake Rinche Aliens*, which -- with a background of The Treaty of Guadalupe Hidalgo -- raises the question of who is really the “Alien” when people returning to what was their own land are at extreme risk.

Bao Thoa Luong – Twitter

annessauna

Beginning as a short Twitter World Model and expanding into a multiversebook/narrative data structure, *annessauna* explores issues that might arise in a speculative quantum physics-based universe inhabited by multiple versions of oneself .

On Twitter, interactivity and hypertext have been elusive, but -- asking questions about same and different -- Bao Luong created an interactive Twitter-based narrative, that allows the reader to move among parallel identities



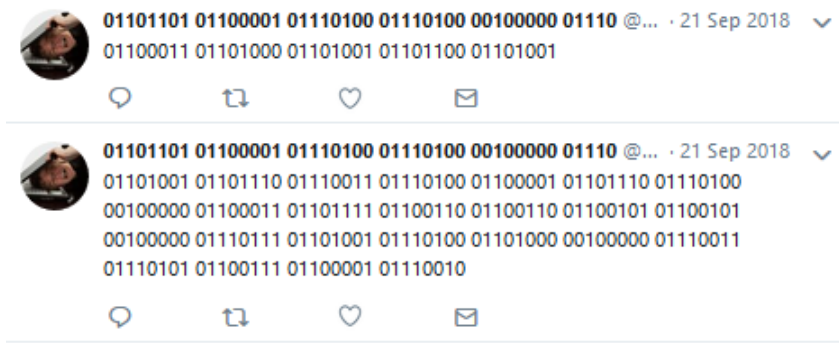
Kate Pritchard. *Feminist Killjoy.* FK utilizes Twitter's new "threads" affordance to create a dynamic expanding structure that has in the past been difficult on Twitter, and in the process, a powerful electronic ballad suggests the unstoppable flashbacks that sometimes occur after a traumatic incident

Kate Pritchard - Weebly
MSPQ's blog



Details of Kate Pritchard's MSPQ (Miss Supreme Purity Queen) performance persona emerge in the blog entries that comprise her final project for SAIC ATS Social Media Narratives. Notably, not only is the blog format co-opted to encompass character development, but also Pritchard's use of a blog component potentially heightens audience interest in publicly-situated performance.

Matt Ryerse. *01101101 01100001 01110100 01110100 00100000 01110.*



A binary code-created puzzle explores meaning and meaningless in digital environments and challenges the reader to decipher coded narrative.

Chris Tsai – Facebook
James Campbell

Beginning as a midterm, "*James Campbell*" has continued to be an interesting and challenging work that explores the idea of a Facebook Page as a container for words, images, sound, magic realism, and social media inspired devices, such as a vending machine for "likes" With offline elements of early Fluxus boxes and of John McDaid's *Uncle Buddy's Funhouse*, Chris Tsai's online use of Facebook as a container of media that discloses narrative points to the potential for innovative Facebook-based narrative structures.



Social Media-Based Collaborative Narratives

Matt Ryerse – Instagram

nb.archive

This collaborative *nb.archive* centers on archiving queer expression and creating a central place for non-binary visibility. Each week the baton is passed to another (gender-nonconforming) person, who uses it to document their identity, life, and community. In the process, an important archive is created.

“I wish that I had easier access to the rich history of gender-variance, and I think this Instagram could be a start at constructing that history as it's happening.” – Matt Ryerse

Maca Burbano – Proposal for an Instagram page in *Humans of New York* format but with a focus on minorities

Sora Candelario – Proposal for a project exploring identity tensions between the individual and community

Amanda Heldenbrand – Proposal for a Chicago-based bathroom locator app that includes gender neutral bathrooms

Chris Tsai – Proposal for a “likes” vending machine

Enrichment of expected social media creative practice: the selfie

Matt Ryerse – Facebook

Themhood

Using photoshop to explore malleable gender identity, Matt Ryerse’s Facebook album *Themhood* augments the idea of Facebook photo albums and selfies by effectively utilizing manipulated photography in a social media context.



Nichole Fowler– Instagram
Three Identities

Expanding the idea of “selfie” and exploring multiple identities, a series of filtered Instagram pages -- with the same photos but on each page differently filtered -- work both separately and together to create separate works that can be considered either three different identities or one person’s multiple



identities expressed in three different ways.

Jess Darnell – Instagram Finsta



In Jess Darnell’s blog-like Instagram finsta -- written to every day in her last semester at SAIC-- there is an energy: the feeling of playing to an unseen audience, while at the same time there is a need to record both the difficulties – crying on the couch in a gallery, for instance -- and the moments of pleasure and anticipated pleasure – from dreaming about seeing her dog at home, to the arrival of a package with red boots, to setting in motion a life with her own studio.

Art as research: Exploring the meaning of social media platforms

Amanda Heldenbrand – Instagram

Instagram?



Amanda

Artist

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SAIC '21 🎨🖌️

Snapchat : coffeeshopcats

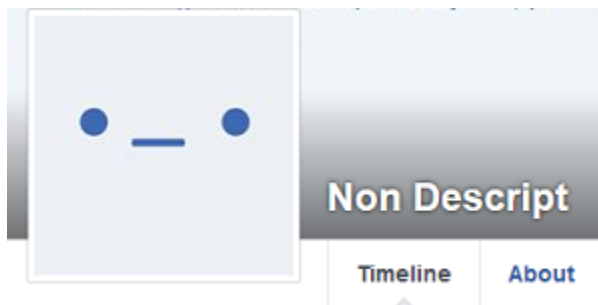
Twitter: average_amanda

superdestroyer.bandcamp.com/merch

This essay -- on visual coherency, on patterns of posting, on reasons for using Instagram and on the potential of the platform for personal expression -- explores the medium itself – with a focus on how the artist and her colleagues are creating visual coherency on Instagram.

Bao Thoa Luong - Facebook

Non Descript



Exploring identity on Facebook in terms of Heidegger's "Why are there beings at all, instead of Nothing?" , a Facebook page is created with the challenging identity: "Non Descript". In the midst of an environment of Gerede (chatter/gossip), the artist leads us through a series of constrained Facebookian interface-determined identifiers -- over which we have very little control. The result is a classic conceptual use of documents as well as a thinking space to explore – from an unusual angle -- the process of building identity on Facebook.

Social Media-based generative poetry strategies

Jose Pena – ? *clouds 2 rest* ? Using Nick Montfort's *Taroko Gorge* code, ? *clouds 2 rest* ? works on many levels and includes graphic images

Samantha Travis – *COIL*. Adapting Judy Malloy's shuffle code, *COIL* effectively intertwines the subject and the process

SAMANTHATRAVIS
COIL

Night turned on and my reflection becoming a length of something wound in a series of rings, met me in the widow. I stand upright in a line and I turn to face the end and end up running around my own body which brings me back to the start of the line. The hand is drawing a line that follows a line and the line swallows its end and its end is its start and its start is its end as the line follows the line as it swallows its tail. Having a dream in which I was a strong even spiral rising from the ground. A spring, cold and non-ferrous titanium. Gaining power with each increment of compression. A coil of christmas lights lay at the floor. Falling over itself in a limp continuum like a skin of milk creeping over the surface of an older skin of milk that conceals an identical skin of milk, not unlike rug stacked with another rug folding is self over and over again not unlike a peppermint ribbon candy appearing every year while lasting a year. And its tail leads to its mouth and the tail's mouth ends at the tail as the worms two ends look at each other for the first time and continue to look at each other for a while after.

[Another COIL?](#)

Dinner and a finale

Maca Burbano - Instagram

Mac Eats

Recipes for zucchini frittata; oven roasted salmon and potatoes; vegetables on the grill; basil, tomato, and green onion pasta and more. Plus restaurant selections from Chicago, New York, Santa Monica, and Miami. Artist's photos, words, and a visual coherence make this regularly updated page a memorable artist's vegetarian food adventure.



Dexter Stokes-Mellor – YouTube

Spem

On one YouTube screen, 20 different performances of Thomas Tallis' 40 part *Spem in alium* occur. From the entrance of audiences and performers, to the curator-choreographed ending, this perfectly timed performance collage is enchanting.