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by Freya Hattenberger

Feelings are an inner matter. Organic, intertwined. Hidden beneath layers, growing under the ivy. They are processes withman goddess of agriculture. Ceres. and the word "crescere". meaning "to come into being, to be born, to multiply, to grow." in our bodies that help us to be in touch with the world-even without words. Ivy, too, cannot exist without clinging on. In a world in which machines seem to be able to imitate and While AI excels in many areas, emotions that guide and dieven surpass more and more abilities, human creativity is rect us are at the heart of our humanity. more important than ever.

Currently, AI is primarily used to automate routine tasks, generate ideas, and en- Art does not aim to mirror reality; it hance creative processes. We think of AI as a means to simplify our everyday con- transcends it, weaving realms beyond cerns-a modus operandi of "no need". No need to do the dirty jobs, so we can focus the confines of convention. One of its on the more enjoyable or important tasks in life. Well, all magic comes at a price.

preting, and reacting to human emotions can lead to a scenario akin to a science-fiction novel. And bility: affect control through artificial intelligence. Al's mechanistic approach to generating images.

»In a world in which machines seem to be able to imitate and even surpass more and more abilities, human creativity is more important than ever.«

even more powerful platform for potential manip- It knows no freedom of mind. It will never touch the ivy. ulation is emerging. GPT-4V can expand the possi-

bilities for emotional manipulation significantly. By combining text and Freya Hattenberger, a media artist based in image analysis, GPT-4V and subsequent systems with implemented generalized emotion recognition (GER) can generate targeted emotional messages. Multimodal AI can also be used in political communication to subtly and effectively influence public opinion.

The visual component enhances the emotional impact and

increases the potential for manipulation at both individual and societal levels. Social-media platforms and AI systems already collect and analyze vast amounts of intimate and personal data to compile emotional profiles of users. Al's ability to interpret and generate text and images increases the risk of misuse.

FOUCH

Affect Control and AI

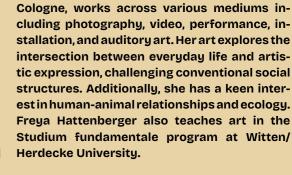
Social-media algorithms are designed to prioritize content that evokes strong emotional responses to boost user engagement, often promoting posts that evoke or amplify specific emotional states to an extreme. The loss of control over one's own feelings and decisions poses a fundamental threat to personal autonomy. There is a growing concern that people might become emotionally dependent on AI systems, relying on them to regulate their emotions, which could lead to alienation from their own feelings and impair their ability to self-regulate and develop emotional resilience.

> It is crucial for us to regularly ask ourselves what we are actually doing and how we feel about it. Such questions cannot be answered by a black mirror. AI has no consciousness; it lacks a level of reflection. Creativity, deeply rooted in human experience, emotion, and intuition, remains beyond AI's grasp. The word creativity is derived from the ancient Ro-

> > defining aspects is to transcend the real, the actual, and to create worlds

Al systems that are capable of recognizing, inter- beyond given paradigms. It delves into the depths of the psyche, giving expression to hidden images. Artistic processing of the world is grounded in the real experience of the sensory world. Art has the powyet, it is moving ever closer to the realm of possi- er to embody. This creative process distinguishes us markedly from

With the development of GPT-4 and specifical- The real world in which we meet, in which we touch and feel, remains ly the addition of visual capabilities (GPT-4V), an inaccessible to AI. Pure utilitarian thinking is intelligence without depth.



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2 pictures of the series "Ivy Touch", ©Freya Hattenberger/VG BildKunst The photos were taken without AI. Still images from the video featuring two dancers were projected onto a wall covered in ivy and photographed by the artist. The choreographed actions revolve around touch, relationship and emotional contact: Just like ivy needs to hold on in order to grow, we humans need contact and touch in order to grow both internally and externally.

