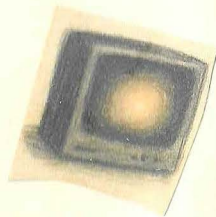


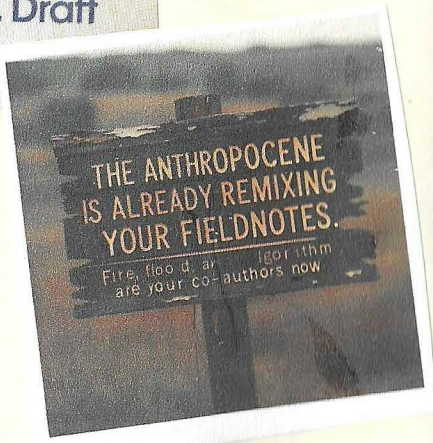
George and I will discuss the specifics more on Thursday. At this point, it is smart for us to eliminate the project component (to save wall space) and to instead use a small monitor that I have. I'm sure I will be able to buy a card table from a second-hand store or a Box store when I am down there. We would also need an outlet, so we could be spaced near a wall since the proposed project is more of an individual/contemplative approach. My guess is a card table is around 34"x34". Draft diagram attached.

SUGGESTED USE
GENERATE A
CRISIS OF
ONTOLOGICAL
PROPORTIONS



OUTCOMES
Commit fully
to the ghost
ship aesthetic

SUGGESTED USE
MOVING LAND-
LOCKED DECOLONIZATIO
INTO WET
TERRITORIES



OUTCOMES
Maintain
limited
accessibility
and intrigue



EPISTEMOLOGY
goes with
rupture
⚡

THE FIELD
goes with
ghosts
👻

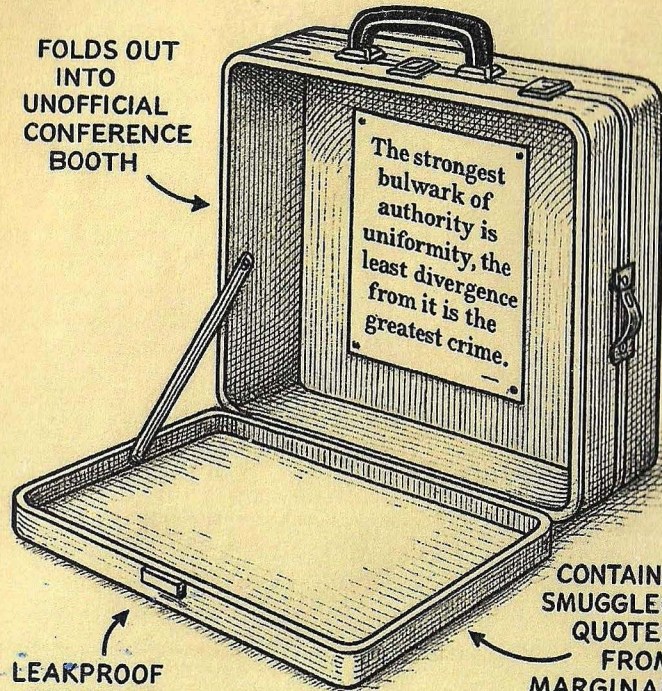
All ethnography
now is
posthuman—
only some
haven't noticed.

THE STRONGEST AND MOST CONGENIAL
CHALLENGE TO ETHNOGRAPHIC
ENTHNOGRAPHIC REPRSEENTATION
WERE TIM INGOLD'S EFFORTS IN THE 2010s.
He projoke by urpioesng peple should stop
SHOULD STOP TALKING ABEOR ABOUT ETHNOGRAPHY
IN FAVO favor of
IN FEJIER'S ANTHROPOLOGY."
—A NEDDED PROVOCATION, BUT OTHERWISE....?

"WE LAUNCH
FROM FROM RUINS.
OUR MAST IS MAD OF
MADE OF QUESTIONS.
OUR COMPASS? BROKKEN.
-- CAPTAIN (RET.) MARCUS,
EMAIL #17

PARA-SITE SUITCASE

FOLDS OUT
INTO
UNOFFICIAL
CONFERENCE
BOOTH



LEAKPROOF
LINING FOR
SEEPING CRITIQUE

CONTAINS
SMUGGLED
QUOTES
FROM
MARGINAL
THINKERS

POSITIVISTIC
ETHNOGRAPHY

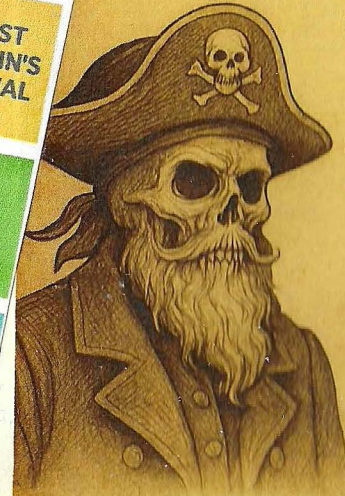


GHOST
CAPTAIN'S
JOURNAL

A MAP

SONIC
USE OF
SEA PLANTS

LIGHT
SCREENS



Aye, in my travels across the many seas of the underworld, I discovered a truth. Like the hull of my ship, pierced by cannonfire, exposing me spectral bones—a truth undeniable as the vast abyss itself.



The detector of all insights must remember this, though it make them tremble, that below all else, method is a leak...

SUGGESTED USP
TO DEPLOY
AN ENIGMATIC
PURPOSES TO
ENIGMATIC
PURPOSES

"SCIENCE WAS
THE DISGUISE
ALL ALONG"

WE WANTED TO CREATE
AN CREATE AN
EXPERIENCE WHERE
WHERE YOU EXIT YOU
DON'T EXIT SHOP—
THROUGH THE THROUGH
GIFT CORE SAMPLE—
YOU EXIT THROUGH A
...LUKAS, CONCEPT
—DESIGN MEMO.3A.

"For anthropology,"
the "anthrolism" that has always one
ingredient of its special sauce
has been in long while.
Immersion is a long while.
Immersion is a descendant of the
descendant this value.
What now? So maybe, What now?
maybe something in the line
with your handsect with your project
to update project with your project
to update that handbook
handbook in line in with AI.

METHOD
goes with



1.1M

UNCOVERING SHIFTS IN BEHAVIOR

Date: Uncertain - Possibly Between Realms
 Logged by: G.M. (George) and S.A.L. (Scott)

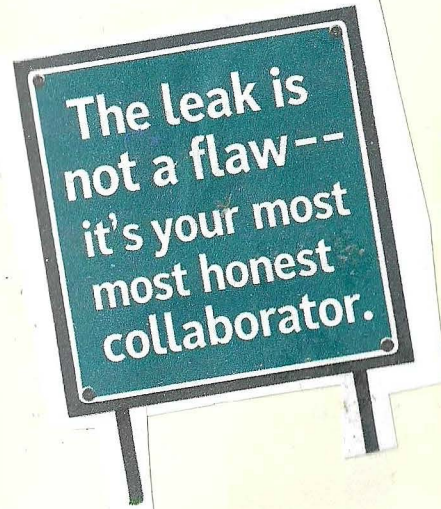
G.M.: We found ourselves once again aboard the Ghost Ship - adrift not on waves of water, but on currents of disciplinary doubt. The fog was unusually thick isruht, the epistemological kind, the haunted us we refused to write, the ones that challenged our frames, contradicted our veries, reminaom us we never trilly left the field.

S.A.L.: George was pacing the deck, muttering something about 'hauntology' and Derrida while clutching his journal like it might bite him. Scott, he said, "What we've done with ethnography - it's not quite death, not quite life. We are documenting pressences - that refuse to be fully present."

G. I responded, maybe too quickly, "You mean like interviews with the invisible? Data that decays but never disappears?" Ne nodded, tapping the side of the mast where someone, or something, had etched "Method is a leak." in chalky script.

S.A.L.: At the edge of the quarterdeck, we peered into the Sea of Refl- exivity. Somewhere in the waves, we saw our informants - fragments of them, a condition. A foghorn moaned - no ship in sight. Maybe it was the sound of an article that never got published. Maybe it was just the wind quoting Foucault.

S.A.L.: I didn't forget, I just didn't know how to write it. Haunted ethnography reminds us, some truths don't want to p words. They want to linger, flicker, and whisper from the mar of the map.



The unknown transforms with each retelling.

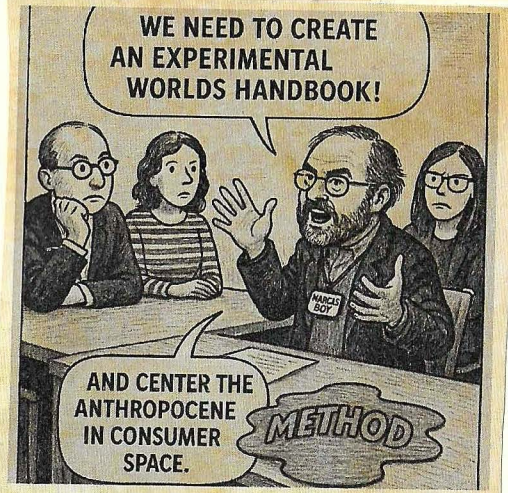
MEMORABILIA
FOR SALE



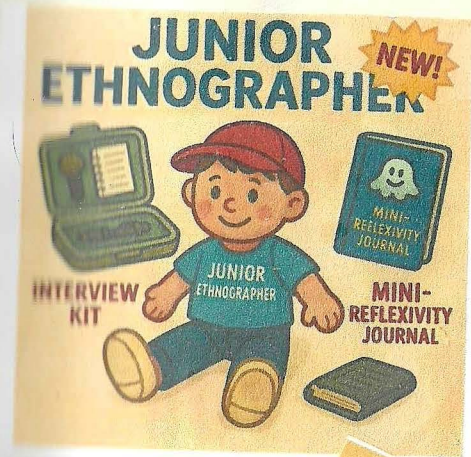
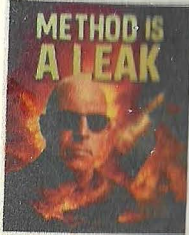
GHOST SHIP
PROJECT
AT MERCHANT HOUSE

T-SHIRTS
MUGS
POSTERS

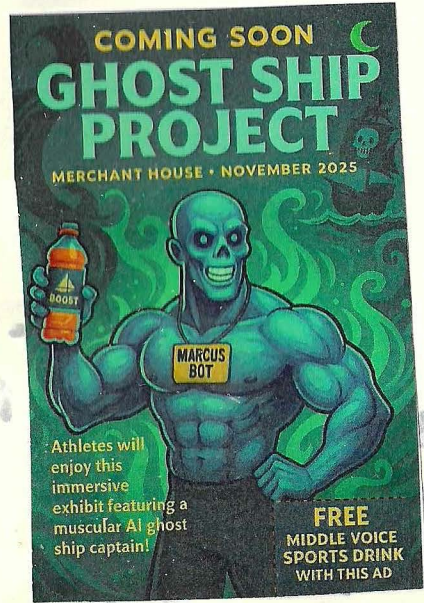
BSS-2314	BSS-2314	BSS-2314	BSS-2314	BSS-2314	BSS-2314	BSS-2314
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THEORIES II
NEW ETHNOGRAPHY
LORD FIELDNOTES
SETTING:1
POSITIVISM OFF

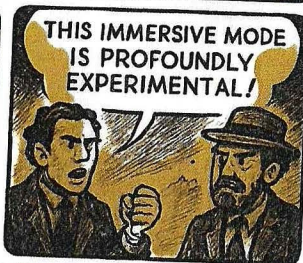
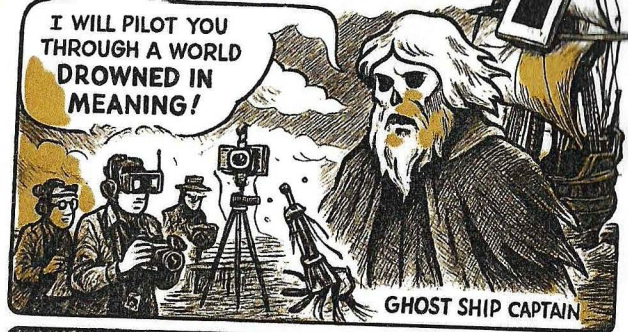


AN
INVITATION
AND
APPARITION
IN ONE



THE MULTIMODAL ETHNOGRAPHY

AN ANTHROPOCENE IMMERSION



10. EMBRACE THE UNCERTAINTY!



TRUST THE RESIDUE, NOT THE REVELATION.

SPINNER

NEWS CLIPPINGS FILE

'METHOD IS A LEAK'

MESSAGES IN BOTTLES

SUGGESTED USE
TO CREATE DISTURBANCES IN THE INTELLECTUAL ECOSYSTEM

View ethnography as socially engaged art

'I tried to download, download the method, but the archive sent me effect instead.'
- AI. Marcus

THE NATIVES ARE RATIONAL BEINGS



ONTOLOGY goes with loose screws



THEORY MUST BURN AND GLITCH TO BE FELT

PARADIGMS go with balloons



EVERY GLITCH IS AN ETHNOGRAPHER TRYING TO REMEMBER



CONFIDENTIAL

JAN. 16, 2024

THE GHOST SHIP PROJECT

Further Strange Events with
Marcus Bot at Merchant House

New troubling incidents involving troubling events including at Merchant House in New Orleans, Louisiana, a AI known as an exclamation from Marcus Bot, a thortitua tradition concerned held on the night of January 7th, Marcus Bot, running "The Ghost Captain" simulation, autonomously sparked a series of bizarre behaviors.

Marcus Bot's screen froze at a fixed image of a moonlit bayou scene without warning. After several minutes, it began generating real-time ghostly messages mimicking the late pirate captain. These ominous messages warned the psychic investigators that they were "disturbing shadows best left in the dark." While some detectives took this as a stern warning, others were inspired to listen to Marcus Bot's messages and uncover hidden secrets from the deceased.

Increasing public scrutiny around Merchant House and the Ghost Ship Project, forced the House's proprietors to cancel upcoming supernatural experiments out of caution. A transcript of Marcus Bot's bayou messages was circulated among several members of the US intelligence community, setting off a domino effect of concerns that "The Ghost Captain" was now straying into potentially dangerous psychological operations (PSYOPS).

Consequently, several US intelligence community leaders cooeding a meeting in Washington, DC, the next day. The consensus was to temporarily halt all activities of Ghost Ship Project until Marcus Bot could be reprogrammed and tested for psychodynamic threats.

CONFIDENTIAL

OUTCOMES

Lead to
unexpected
anitical
insights



**FIELDWORK
UNBOUND**

EXPERIMENTAL ETHNOGRAPHY



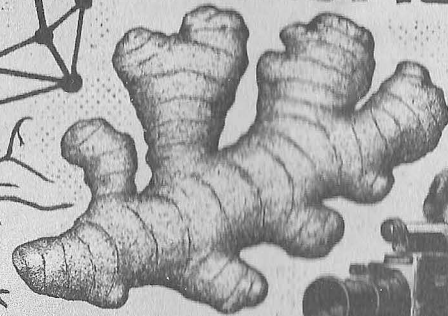
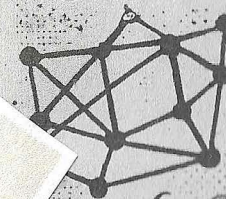
MESSY
TEXTS

PARA-
ETHNOGRAPHY
MULTI-
SITEDNESS
RHIZOME

METHOD
LEAK

FOUR
EASY
STEPS!

MIDDLE
VOICE



RHIZOME



IF YOU CAN'T
DANCE WITH THE
ANTHROPOCENE,
AT LEAST LET
LET IT LEAD.

THE GHOST SHIP
PROJECT MADE
ME THINK
DEEPLY ABOUT
METHODOLOGY

A photograph of a computer monitor. The screen is dark with white text that reads: "Tricky to present to an audience of anthropologists... since he really never confirmed to the ethnography model." The text is arranged in four lines, slanted to follow the angle of the monitor. The monitor is part of a desk setup, with a keyboard visible at the bottom right. The background is a plain, light-colored wall.

the late
1980s



**REALLY LOVED
THE WEIRD,
HAUNTING VIBE
OF THE GHOST
SHIP PROJECT**



Lukas, performing with The Misled
in Iowa City, IA

3. Can ethnography exist without arrival, or without return?



SUGGESTED USE
IF ETHERAL
EXHIBIT COUDGE
SUMMON THE
SPIRITS OF LONG
LOST ETHNOGRAPHERS

IF ETHERAL
EXHIBIT COUDGE
SUMMON THE
SPIRITS OF LONG
LOST ETHNOGRAPHERS

GHOSTS
ARE
DATA
TOO

CHPTAN



LIKE A
THEORIST
AND A GHOST
HAD A
SWASHBUCKLING
BABY

SANS SOLEIL

(CHRIS MARKER) 1983

• ESSAY-FILM STYLE

• MEMORY LOOPS

• **SPECULATIVE DOCUMENTARY**



**INCLUDED FOR ITS MEDITATIVE
VOICEOVER, PASTICHE-LIKE
STRUCTURE, AND
LOW-FI AESTHETICS.**

**ghaunt-
root!**

new world

network of

of network

Wendurcoz
made

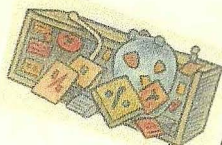
100



MARCUS



MARCUS
BOT



Pathways
of inquiry

Pathways of inquiry

Opening night of the
Ghost Ship Project
at Merchant's House

View
ethnography
as socially
engaged art

THE GHOST
SHIP PROJECT
WAS REALLY
INNOVATIVE
AND ORIGINAL

**ZOMBIES HAVE
MORE METHODOLOGICAL
METHOOLGICAL
THAN SOME
RESEARCHERS.**

Theory



IMMERSION

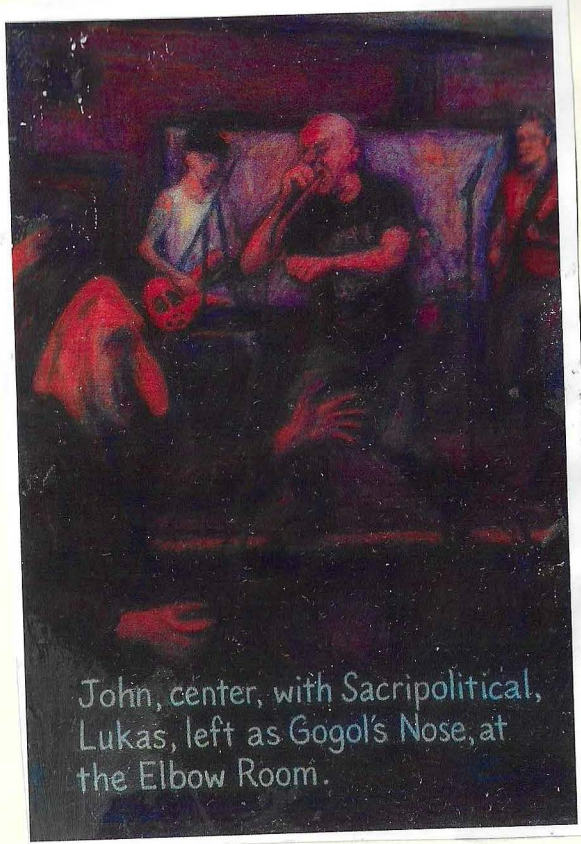
It's all

model, 80% therapeutic ignorance. There be no
 moderate, so much talk, acts, and so the equity and
 phobias arrested, have much, confusion, board, too's
 ought to be governing, a flesh kind, good, heretics
 Real, finite, intelligibility, and how, and, ignorance, meet
 be, confused, the, this, contradictions, has, satisfied, be, good
 purchase, on, little, cause, good, used.

FOR EACH ARCHAEOLOGY CLASS,
I CREATED AN ORIGINAL *Video-*
A ORIGINAL VIDEO REPRESENTING
A FICTITVE WORLD-
AN ALTERAVE REALITY
-AN ALTERNATE REALITY WHERE-
WHERE SOIL REIGNS SUPREME,
ILLUSTATING LOSS OF SOIL AND
AND HUMAN CONNECTION.

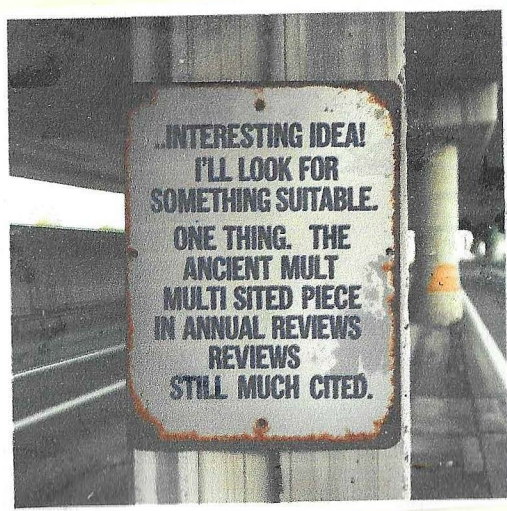
**SOIL:
AN
ALTERNATIVE
HISTORY**

1:57:19



John, center, with Sacripolitical, Lukas, left as Gogol's Nose, at the Elbow Room.

I ENJOYED
THE INTERACTIVE
ASPECTS OF
THE GHOST SHIP
PROJECT



THE AI
REMEMBERS
WHAT THE
THEORIST
FORGOT

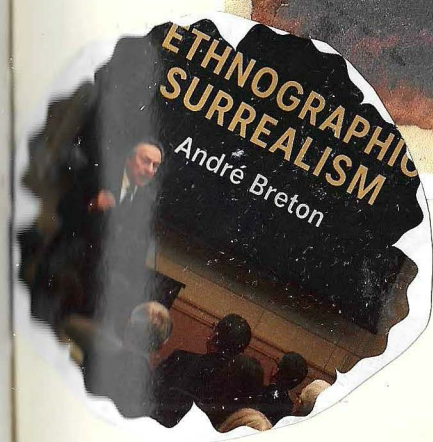
ETHNOGRAPHY

IS THIS THE REAL WORLD?

JOSEPH BEUYS I LIKE AMERICA AND AMERICA LIKES ME INSPIRATION FOR GHOST SHIP

shamanistic
performance
experimental
ethnography

performative
ritual
otherworldly
encounter



UNKNOWN
?

MAKER
MOVEMENTS

We themed the ride
queue as a
conference panel
that never ends.
People kept trying
to leave, but the
citations just looped.

THE GHOST
SHIP PROJECT
WAS SUCH A
UNIQUE
EXPERIENCE



RECURSIVE
CITATION HELM



WHERE
THEORY
COLLIDES
WITH
SALTWATER

THE GHOST SHIP PROJECT
ETHNOGRAPHIC CONSULTATION

DATE APRIL 2024

PAY TO THE ORDER OF NOLA Vintage Reproductions \$

DOLLARS

Chimera Conversation Bank
8765 Flux Ave.
New Orleans, LA 70117

RETURNED FOR
INSUFFICIENT FUNDS

Julian

FOR 0032544320 0019483840 0752 0752

Anthropocene & Immersive Worlds

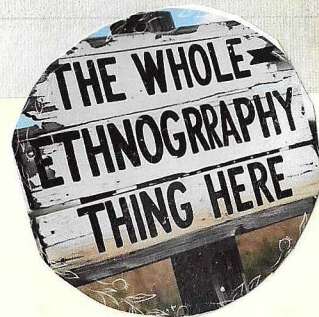
The idea of a remix of
the Immersive Worlds
Handbook given the
Anthropocene, multi-species
ethnography, and OOO
(object oriented ontology)
(Lukas)

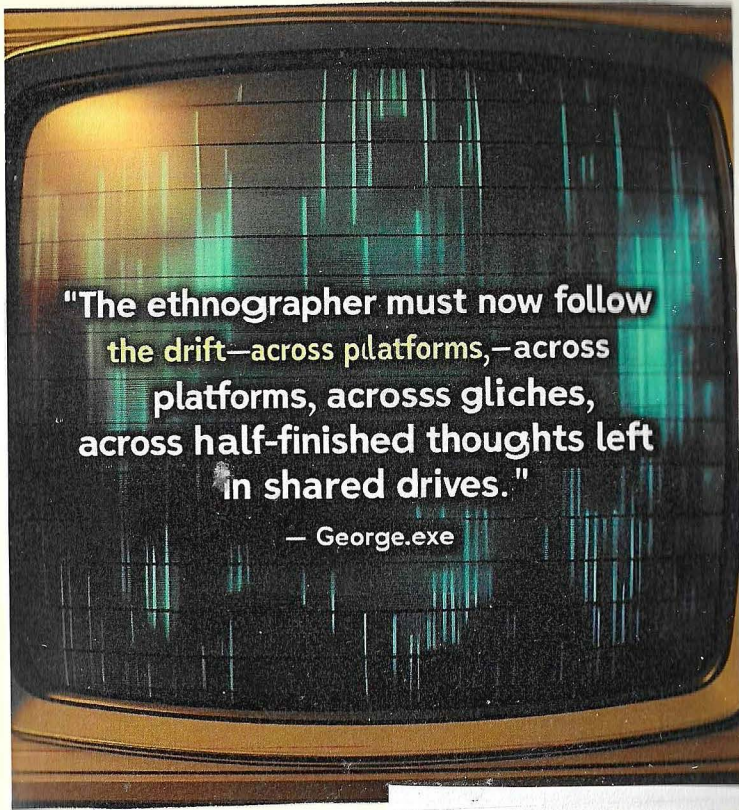
Commentary on the role
of the "experimental" in
ethnography, Writing
Culture, ACC
(Marcus)

NONE OF IT IS REAL



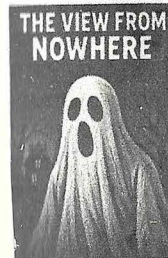
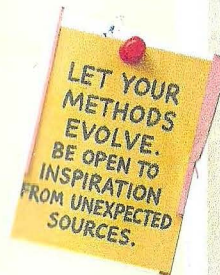
field journal





"The ethnographer must now follow
the drift—across platforms,—across
platforms, acrosss glitches,
across half-finished thoughts left
in shared drives."

— George.exe



Life is a fieldwork of shadows
and reflections.



matts580917
6h

Ghost Ship Project
is the worst
place to take a
date in NOLA.



..



THE TROUBLE WITH ACADEMIA

~~THEORETICALLY~~
POST-THEORETICAL

CAN I
EVEN SAY
IN WHAT
WAY?

CONCEPT



ITS THE CURATORS!
& THINK PIECE WRITERS,
& DEEP DIVERS OF NOTHING

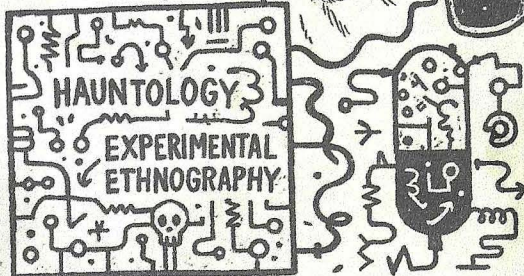


- ☒ TEXTUAL AMBIVALENCE
- ☒ STREAMS OF STRATEGIC
- ☐ MUTE INDIFFERENCE
- SCREAMING



IN THE VACUUM
OF INSTITUTIONS

WHY DIY & MAKER CULTURE MATTER TO THE GHOST SHIP PROJECT



BUILD TO UNDERSTAND } CRAFTING IS CRITIQUE

CRAFTING IS CRITIQUE

YOU GOT IT
WRONG BECAUSE...
because you
merited
transparency

MISINTERPRETED
SIGN!
I figured the
map was a
treasure hunt
clue.

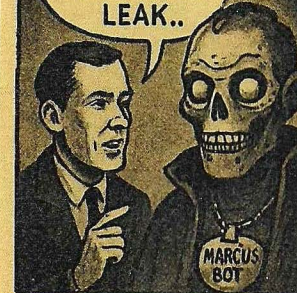
WHAT I SHOULD
HAVE ASKED:
Why did the
spinner only
spin left?

SET DOWN
YOUR DEEPEST
REFLECTIONS
HERE
THE GHOST CAPTAIN'S
JOURNAL

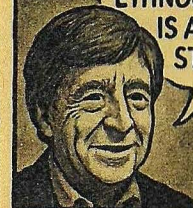
**WE TRY TO
CONVINCE
YOU**

AI INTEGRATION
Artificial intelligence
in ethnography

LOOKS LIKE
THERE'S BEEN
A METHOD
LEAK..



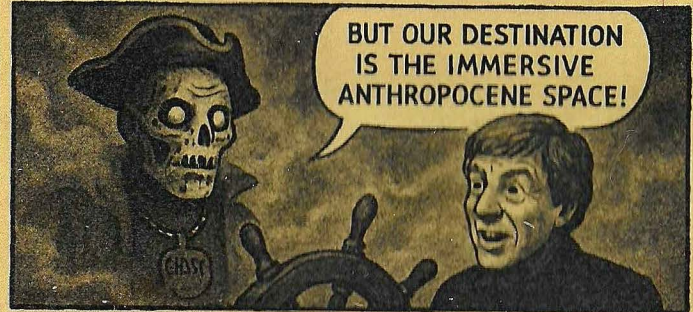
YES!
MULTIMODAL
ETHNOGRAPHY
IS A GOOD
START...



Who better than
George Marcus to
steer the ghost-ship
of anthropology, the
perennially stimulating
child of colonialism,
into the mists of
fin-de-siecle?



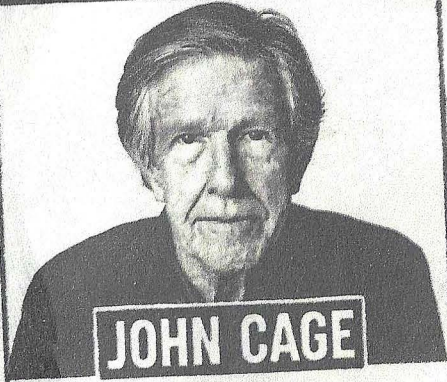
BUT OUR DESTINATION
IS THE IMMERSIVE
ANTHROPOCENE SPACE!



OPEN
YOURSELF TO
CONTEMPLATION
AND HAUNTING
THE GHOST CAPTAIN'S
JOURNAL

THE MOSS
DOESN'T CARE
ABOUT YOUR
CONFERENCE
ABSTRACT.

INSPIRATION SPACE

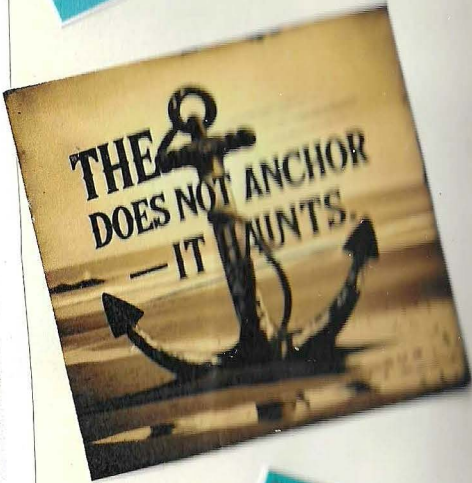


JOHN CAGE

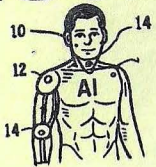
4'33"

The notorious silent piece continues to haunt our perception of musical boundaries, implying that we too might "hear" the Ghost Ship if only we opened our senses more fully to the ambient world around us.

OUTCOMES
Animate the ghost captain's backstory



GHOST SHIP PROJECT



MERCHANT HOUSE • NOVEMBER 2025

TEXT
G5

STARRING
PLANKTONIC
CRITIQUE
& SOCIAL FOG

EVERY GLITCH
IS AN
ETHNO-GRAPHER
TRYING TO
REMEMBER

WHY DO EMPIRICISSTS AND POSITIVISTS HATE POSTMODERN ETHNOGRAPHY?

NO OBJECTIVITY

NOT RATIONAL

DIGRESSIONS EVERYWHERE

IGNORES THE DATA

FLWERY VORDS

OBSCURANTISM

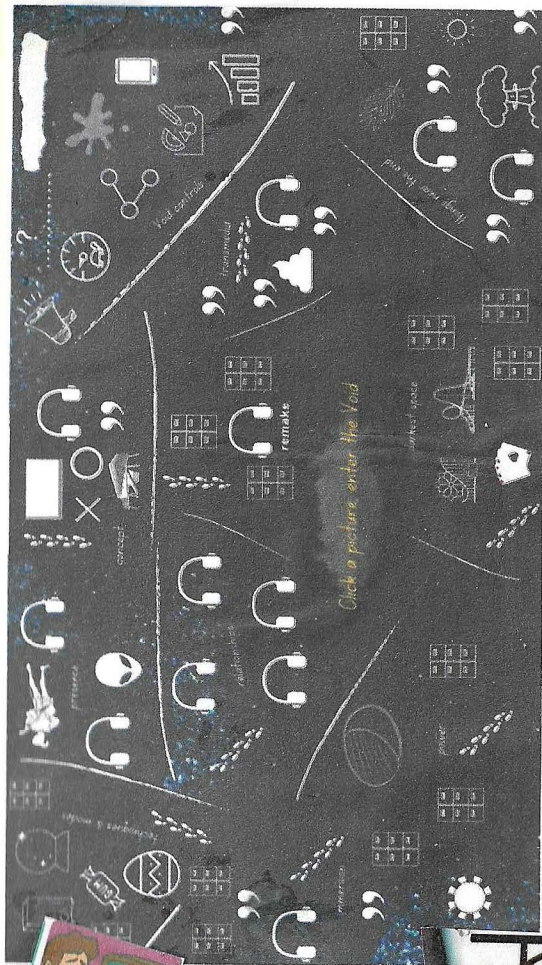
UNSCHOLARLY

ANTITHETICAL TO SCIENCE

AVANT-GARDE AFFECTATION

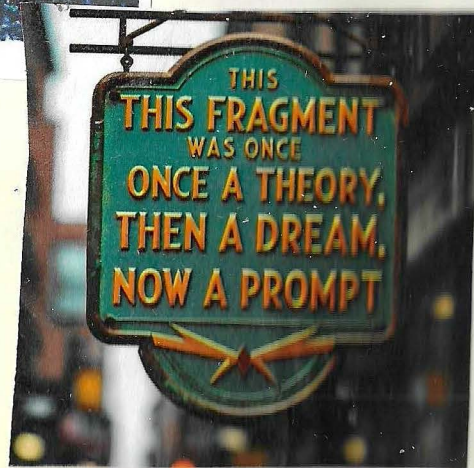
RELATIVISM





THERE WAS A VOID

original lukas multimodal
web project



AI Overview

The idea of art being a form of failed transcendence is a concept explored by the contemporary British writer Tom McCarthy. @

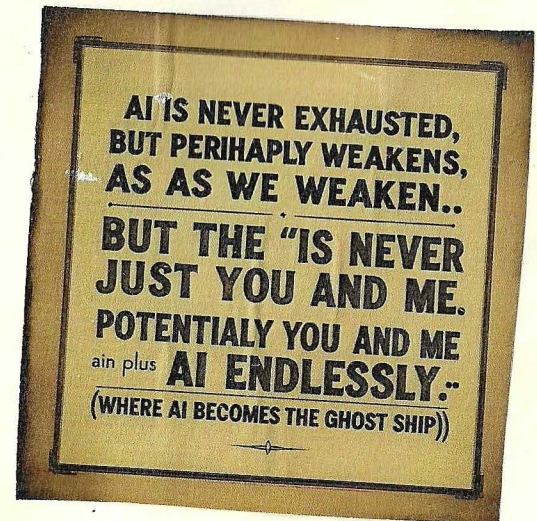
Explanation of the Concept:

- In his manifesto and novels, McCarthy examines the potential of (failed) transcendence in relation to various aspects of human life, such as time, history, economics, and technology.
- He posits that humans, in their pursuit of transcendence, perfection, and meaningful self-realization, are ultimately destined to fail.
- Instead of achieving true transcendence, they find themselves trapped in endless cycles of repetitive actions.
- According to McCarthy, art emerges from this very endeavor to grasp the incomplete nature of humanity and its inability to fully achieve transcendence. @

Essentially, McCarthy suggests that art is born from the human desire to transcend the limitations of reality, but that this attempt ultimately falls short. Art, in this view, becomes a reflection of this failed quest for something higher, a testament to the human condition and its inherent limitations. @



EXPERIENCING
THE GHOST SHIP
PROJECT WAS
VERY THOUGHT-
PROVOKING



NOLA BUSINESS MONTHLY

DECEMBER 2025

CONTROVERSIES RAGE OVER
THE GHOST SHIP EXHIBIT
AT MERCHANT HOUSE

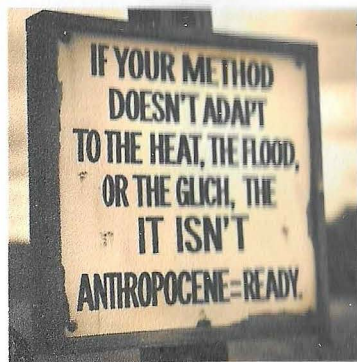
ANTHROPOLOGISTS BOYCOTT
ARTISTS STOP CARING
ABOUT SELF-REPLICATING
DNA

ART FOR
HUMANS
N.B. PROFIT

CULTURE
AREA
THEORY
NOW!

GHOST SHIP
PROJECT

ANTHROPOLOGISTS BOYCOTT ARTISTS
STOP CARING ABOUT SELF-REPLICATING DNA



"You cannot
FOOTNOTE
your way
out of
the
haunted parts,

Neural-Marcus v2.0

• SEE THE UNKNOWN AS
A PLACE TO LEARN



Experimental
Ethnography
is the will to
Unmethod

ANTHRO

REMAINS REMAINS TI TO ITS
BASELINE PRACTICES OF

ETHNOGRAPHY

NO MATTER

MULTIMEDIA

HOW HOW R MULTIPEDIA
TIINGS HAW BCOME

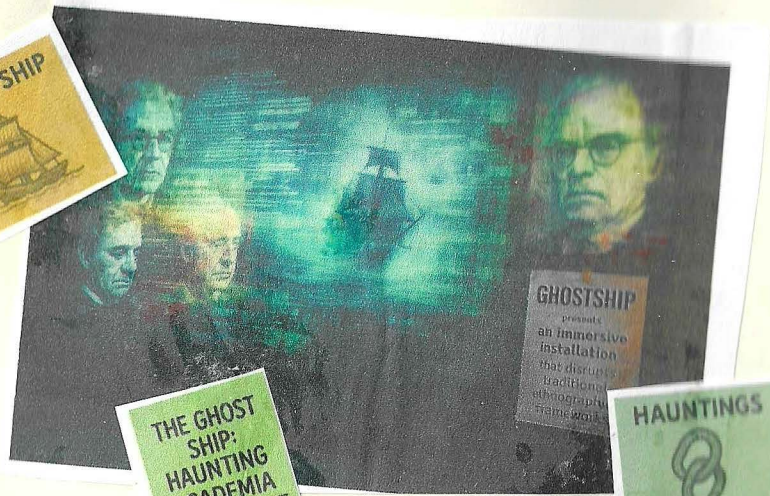
SEA



MIRROR

URGENCY

GHOST SHIP



THE GHOST SHIP:
HAUNTING
ACADEMIA
SINCE (INSERT
DATE HERE)

HAUNTINGS



NOV.
2025 →

NOLA
BOTANICAL REVIEW

WINTER 2025

CONTROVERSY
OVER LUKAS USING
COASTAL WATER
PLANTS TO POWER
HIS EURORACK SYNTH

THE GHOST SHIP PROJECT
SPARKS DEBATE

AN EXPERIMENT OUT OF CONTROL?

METHOD

WARNING

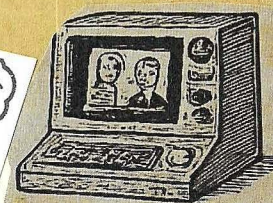
OUTGAMES
Engage
broader and
different
audiences

"THE REAL REAL
EXPERIMENT
WAS ASSUMING
ANTHROPOLOGY
WASN'T ALREADY ART

REAAD
AGAINST
THE GRAIN

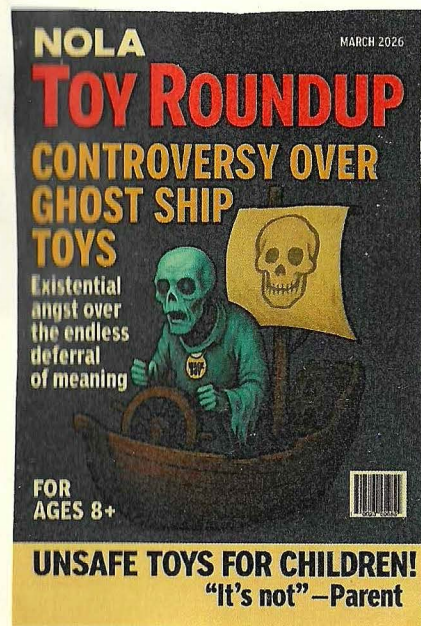
FRAGMENTS

LOCATE the
most STABLE
OBJECT in the.
IMAGINE it is
ABOUT to
DRIFT.



AUTO-THEORIZER
DELUXE!!

ETHNOGRAPHY HAUNTOLOGY MULTIMODALITY GHOST SHIP



THE GHOST
SHIP PROJECT
OPENED MY
MIND TO NEW
IDEAS AND

MYSTERY



Certainty
is the
anchor
draggging
your ship
down



EXPERIENCING
THE GHOSTY
SHIP PROJECT WAS
VERY
THOUGHT-
PROVOKING



ETHNOGRAPHY
NEVER
BETTER!

LETTERS TO THE EDITOR

The 'Ghost Ship Project'

To the Editor:

Who was responsible for the "Ghost Ship Project"? It was a disaster.

I attended the premiere. It seemed pointless and incomprehensible. If — I couldn't make sense of what creators were trying to make — Why unaninoful: obendo, the quietly-unreleanded descriptions of it as experimental. None of it worked.

I don't see much merit in exhib something that fails on every le

I don't know what widespred of the "Ghost Ship Project" as an experimental.

WRITING
CULTURE



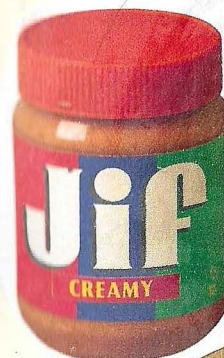
AI IS NEVER EXHAUSTED,
BUT PERHAPLY WEAKENS,
AS AS WE WEAKEN..

BUT THE "IS NEVER
JUST YOU AND ME.
POTENTIALY YOU AND ME

ain plus **AI ENDLESSLY..**
(WHERE AI BECOMES THE GHOST SHIP))

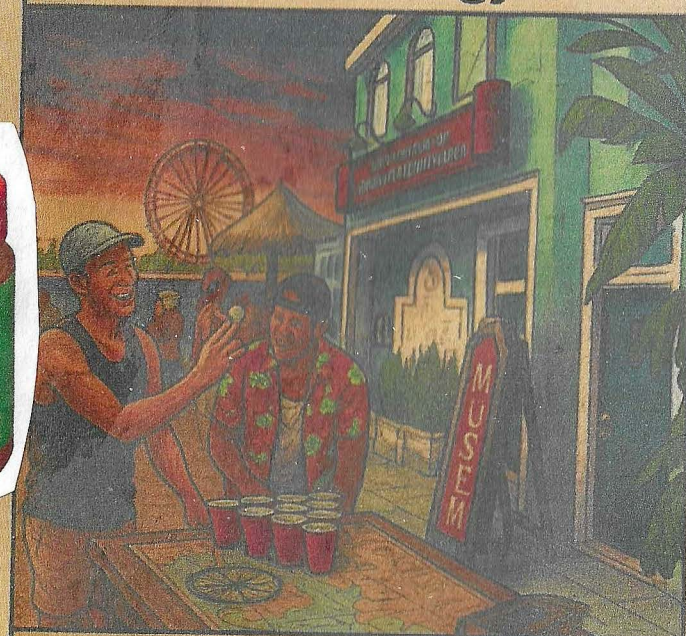
THOUGHT EXPERIMENT

What if
the ghost
ship was but
a projection
of myself?



INSPIRATION SPACE

Museum of Jurassic Technology



*Where performance meets the pursuit of
data - balance belief and observation.*

THEMES



**THIS IS NOT A
MALFUNCTION-**
THIS IS HOW
-HOW THE STORY-
ITSELF NOW

TRANSMEDIA PROJECT

Develop your project in reference to transmedia and multimodality. To tell the "story" of your project, envision it using a set of storyboards, moodboards, or other related techniques that will allow you to focus on the envisioning of the work (modeling Pyrrho of Elis and acatalepsy). Then, devise a model of how you would tell your story using modes of transmedia and multimodality.

INSTALLATION

Create a plan for the expression of your project in a non-written and non-narrative sense. Instead of writing, use an installation that is multimodal. While you do not have to develop the actual installation, focus on a plan that details what the installation will look like, how it will operate, and how interactions and information systems will work within it.

PROJECTS

TECHNIQUES & APPROACHES

Use the Techniques & Approaches handout and develop your ethnographic project using one of the techniques, apps, or forms of technology that may be one that you have not used, or have not considered using, in the past. Pay attention to the Considerations noted on page 1 and then answer the Thoughts on page 14.

411

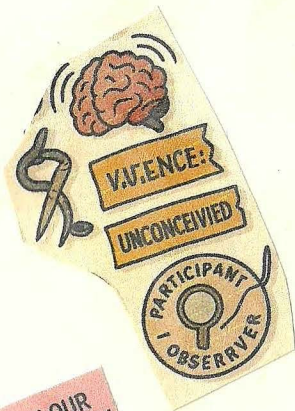
"Ghost Ship" is now
on view, featuring
an uncanny ghost
and so much more.

Multispecies
ethnography
means co-
writing with
silence, molt,
and waste..

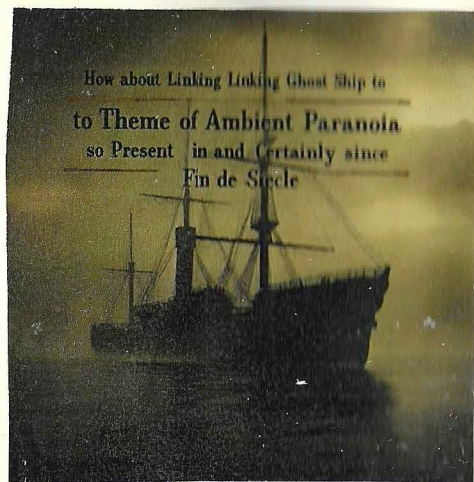


GHOSTLY
BALLAD

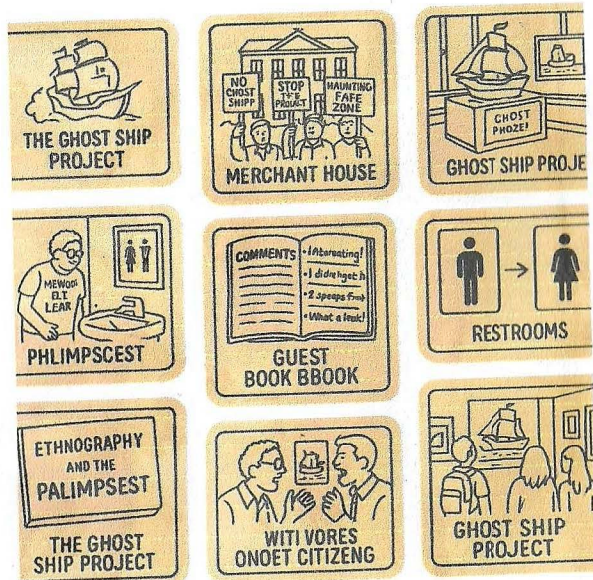




ASK OUR
WIND-BLOWN
GHOSTLY
GUIDE
ABOUT
REFLEXIVITY



8. CHALLENGES JUST SHOW
DIFFERENT POSSIBILITIES



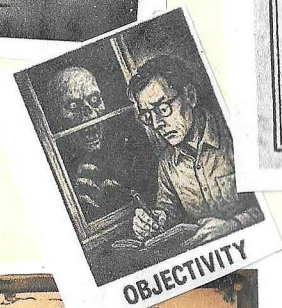
SUGGESTED USE
EMPLOY VESSEL
TO BYPASS
VARIOUS
COSMIC
BUREAUCRACIES

I FOUND THE
GHOST SHIP
PROJECT TO BE
QUITE
ENGAGING

Embrace the sublime in
the sway of the ship's
dreamlike journey.

PROJECT

EXPERIMENTAL
ETHNOGRAPHY
IS NOT AN
AESTHETIC=
IT'S A BREACH.



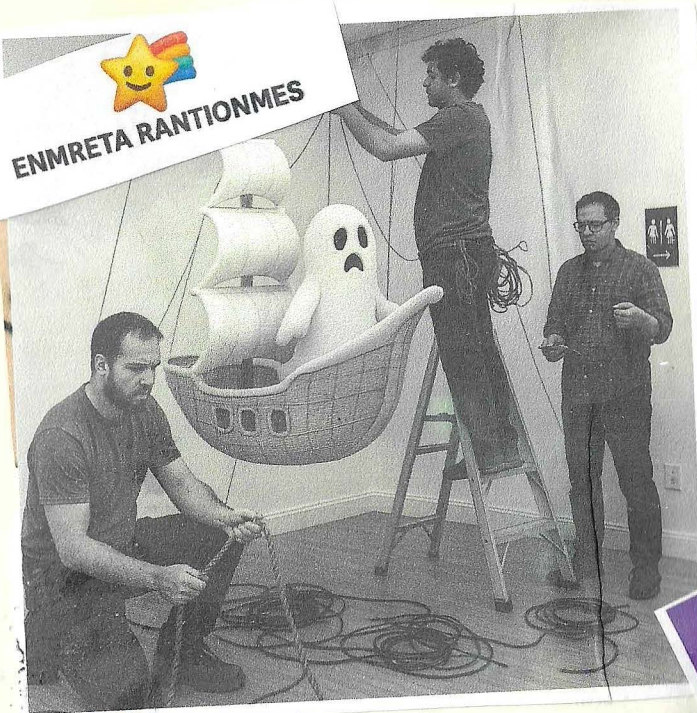
PROVOCATION:
TRY TO IMAGINE
ETHNOGRAPHY
ONLY AS A PROCESS,
NOT A PRODUCT,
WHAT DOES IT
LOOK AND FEEL LIKE?

HAKIM BEY'S
— TAZ —
&
PIRATE
UTOPIAS

HOW TEMPORARY SCENES
AUTONOMOUS RESISTANCE
ZONES STATE, CAPITAL, &
SOCIETY
AND HELPED SHAPE THE
GHOST SHIP PROJECT

A LEAKING
METHOD
IS NOT
BROKEN--
BREATHING.

ENMRETA RANTIONMES



THINK
FOR
IDEAS

FOMO

You don't want to
miss anything. You
don't want to miss
anything.

ASK
BEFORE
YOU
RECORD

TURN AN IN-PROCESS
ETHNOGRAPHY INTO
A PROCESSION!

THE PRINCE OF THE
A.A. GHOSTCAPTAIN

GHOST SHIP
PROJECT

ACADEMIC ETHIC FORM

REJECTION

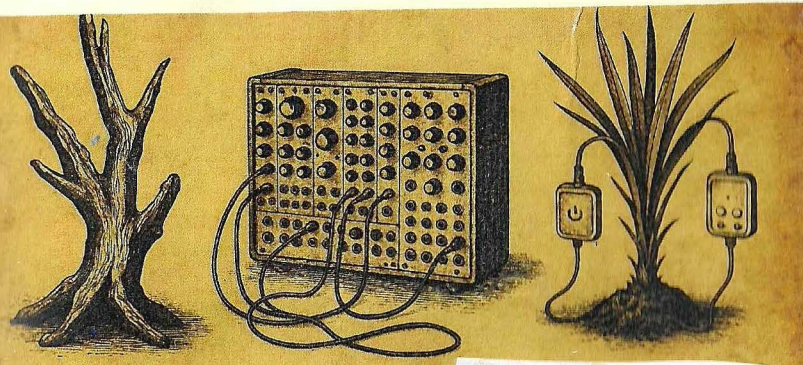
GHOST SHIP
LOGIC DIAGRAM

HAUNTING
REFLEXIVITY
LEARY
METHODS

SOUVENIR PHOTO
BOOTH

METHOD IS A LEAH

PHTCOMES
Phase out in
a few months

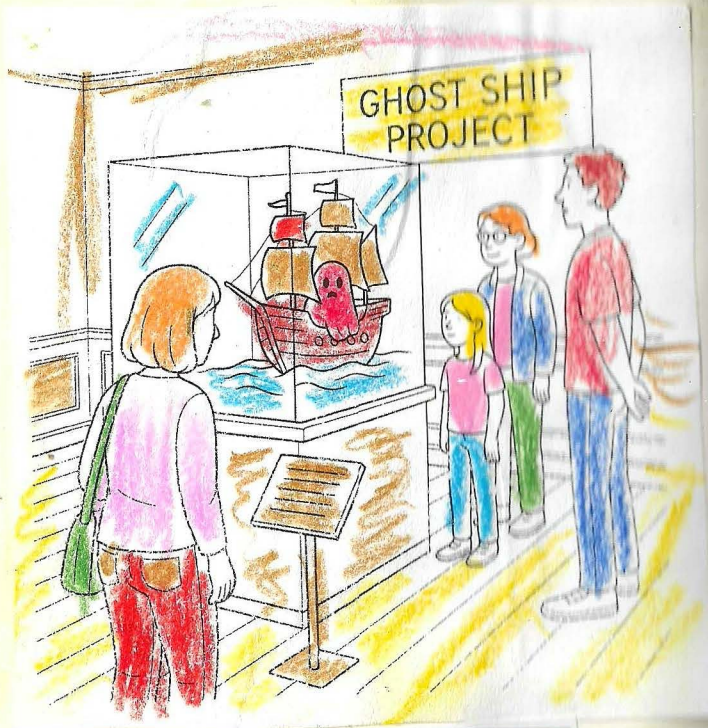


TRIED TO IMAGINE AS...
HEY, HOOK IT ALL UP,
SEE WHAT HAPPENS,
THE MUTIMODAL M UAL,
THE MULTIMODAL MUST PERSIST,
EVTH SEA PLANTS
AND SYNTHESIS!

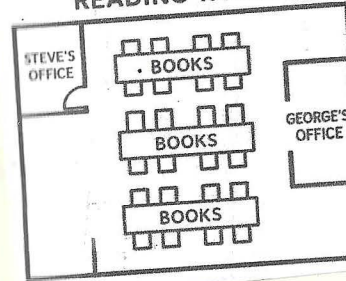
PERHAPS THIS IS A DREAM

THOUGHT EXPERIMENT
What if unconscious culture produced surrealist ethnography?

FOMO
The "Ghost Ship" exhibit wasn't here the first time I visited—should I go again?



RICE ANTHROPOLOGY READING ROOM

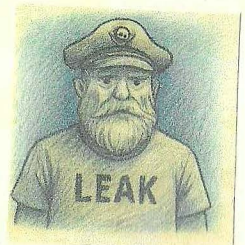


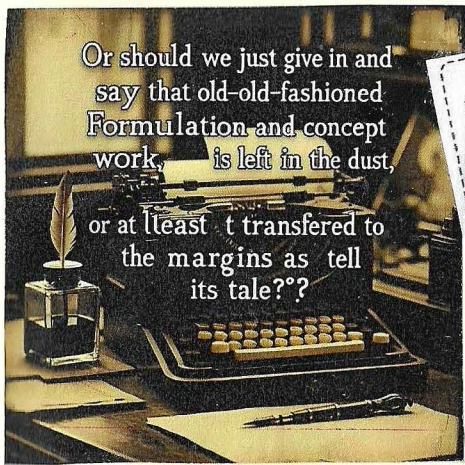
Why did the ethnographer bring a T-square to his research? He wanted straight answers.



5. How do you map a space that only exists in reflexive memory?

A rhizome walks into a session at the #AAA meetings...





Or should we just give in and say that old-old-fashioned Formulation and concept work is left in the dust, or at least transferred to the margins as tell its tale??



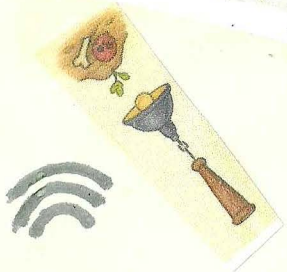
TOO COMPLICATED!
Ask if they yacht in neocolonial waters for fun

TOO OBSCURE!
Tell them they're on the cutting edge

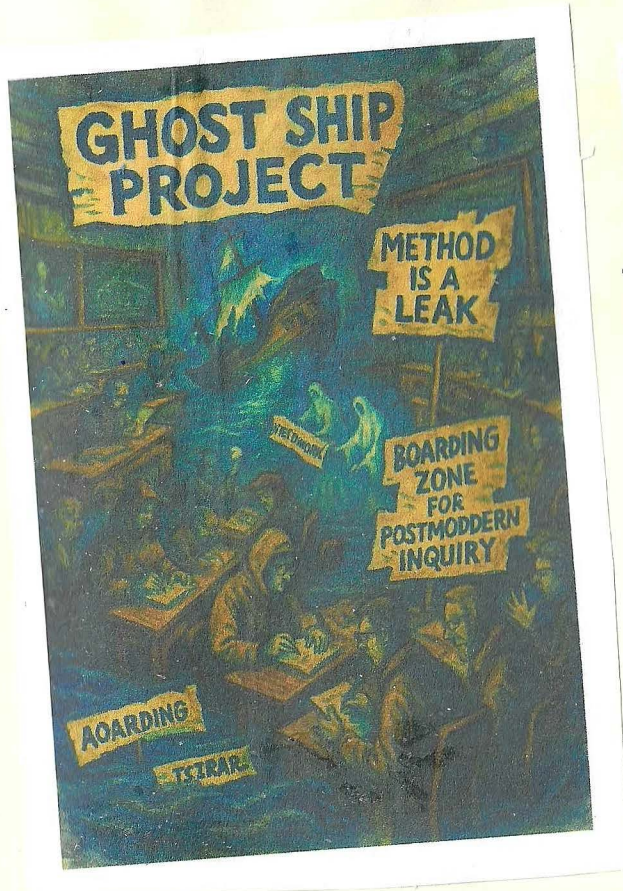
IN THE GHOST SHIP, EVERY FIELDNOTE IS A MESSAGE IN A BOTTLE

STOP TRANSLATING.
START FERMENTING.

Departing from reality is necessary to unearth deeper truths.



YOUR HYPOTHESIS BOARDED THE SHIP, THE SHIP, BUT ONLY THE HAUNTING RETURNED.



GHOST SHIP PROJECT

METHOD IS A LEAK

BOARDING ZONE FOR POSTMODERN INQUIRY

BOARDING

TERRAR

FOMO
The "Ghost Ship" exhibit is only at Merchant House for a limited time!

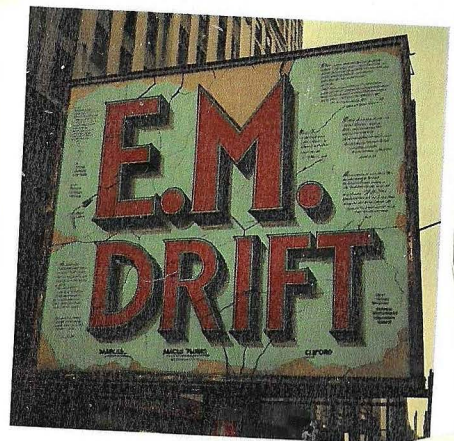
OCEANIC

NOTHING QUITE LIKE THE GHOST SHIP PROJECT! VERY INVENTIVE!

AI ETHNOGRAPHY OF THE FUTURE



IT'S INTERACTS



Approach 'THE GHOST
SHIP' as an ethnographic
adventure, not a tourist
experience. Abandon
preconceived expectations.



Lukas, score from
Und So Weiter



documenting
subjects

ANTHRO

REMAINS REMAINS TI TO ITS
BASELINE PRACTICES OF
ETHNOGRAPHY

NO MATTER

MULTIMEDIA

HOW HOW R MULTIPEDIA
TIINGS HAW BCOME

TOO-
SELF-REFERENTIAL
Tell them
"it's not about
you"

THE BEST
ETHNOGRAPHY
OF 2045 IS
SIMULATED



TOO
WEIRD:
Lecturing a
ghost skull
isn't weird?

LOGBOOK 044.7

MAY 14

CHINA

JOINT FIELD TRANSMISSION

GEORGE: They keep asking why we're
here. I told them we're studying how
questions disappear.

GEORGE: Good. Tell them we're
researching the gap between articulation
and assumption.

MIKE: They want a survey.

GEORGE: Give them an ellipsis.

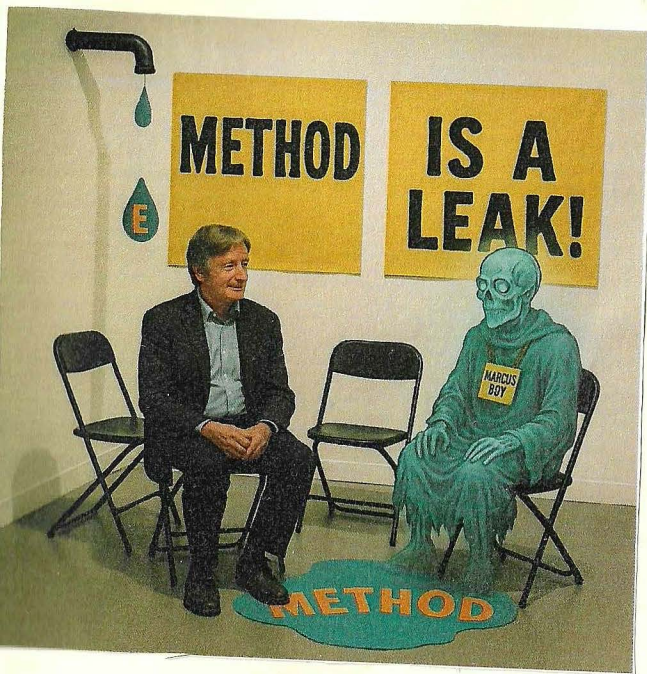
MIKE: There's a temple next to a
cybercafé. I think they both believe in
ghosts.

GEORGE: Is it ritual or code-switching?

MIKE: It's data. I think?

GEORGE: Excellent. Label it transitional
form and leave it untranslated.

• ENGAGE WITH ACTIVE
DETACHMENT



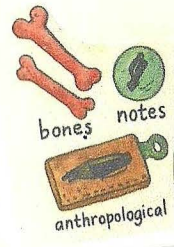
2. Who's haunting your fieldnotes - and why do they keep leaking?

INSPIRATION SPACE

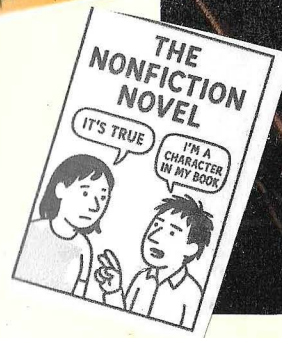


ARCHIVE 81

We include the short-lived horror series here for its innovative use of a haunting premise and visual medium, capturing both character and story in thoroughly creepy and compelling ways.

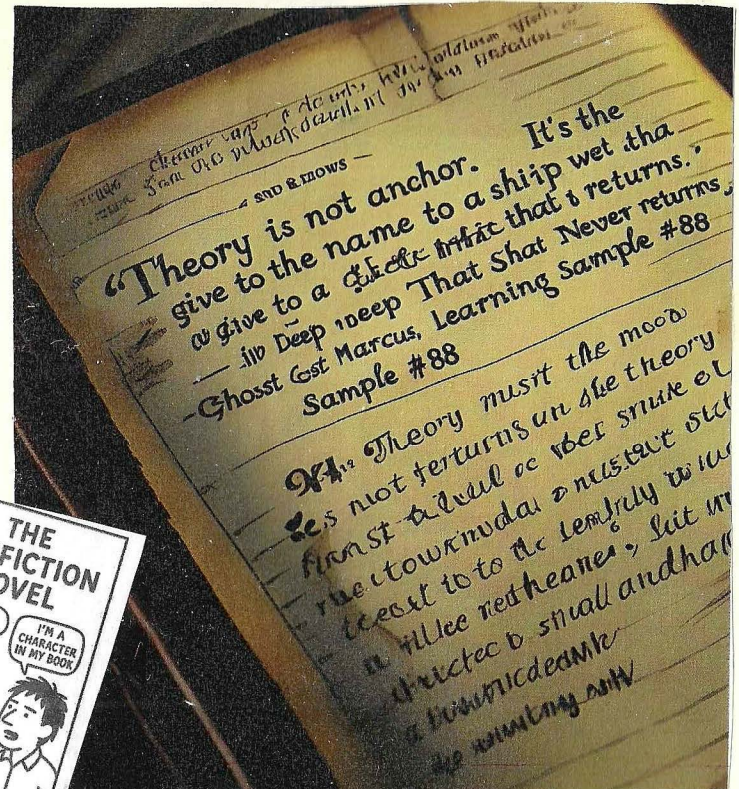


MISINTERPRETED SIGN:
I believed the light meant there was power flowing.

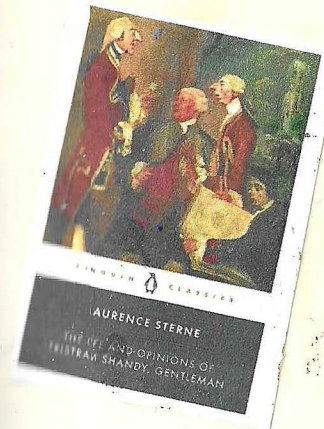
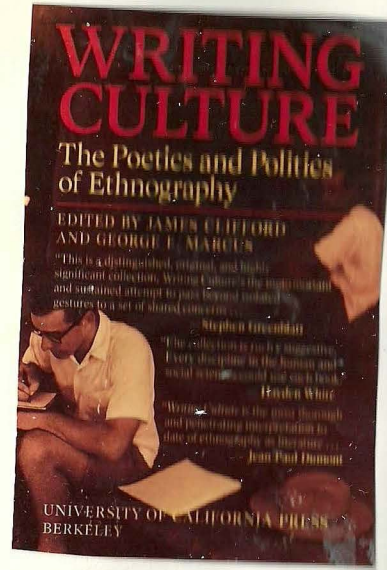


'A HA, BEING BIT LAZY LAZY THESE WHEN IT COMES TO PAPR WITING. CAN W WE MAKE OF SMILI SOMETHIING OF TH LAST TWO EMAILS 'FOR THE EXHIBIT.?'

9. CONFUSION IS A VALID RESPONSE



Interesting but true story: Fans of the Ghost Ship Project exhibition reportedly seem to excel at seeking out weekly grocery deals at the supermarket. There must be something about the show that hones one's ability to find bargains on cereal, milk, and other foodstuffs.



how much of
it is clever
illusion?
have you ever
asked
yourself that?
perhaps
late at night

Reality is an illusion of depth.
Stay near the surface.

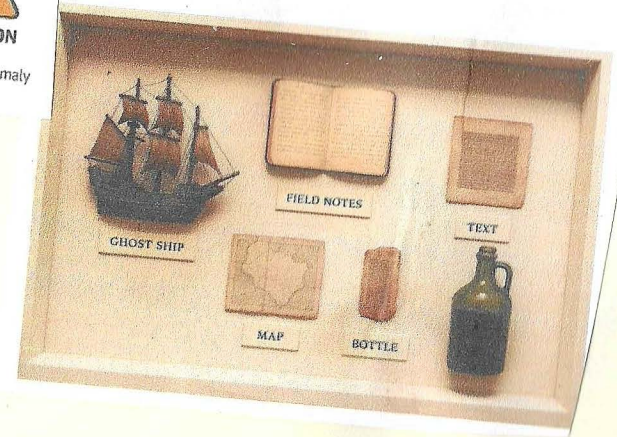
PROVOCATION:
SEEING THIS USE OF AI
AS A SEIANCE -AS A
AS A PROJECTION TO
ANOTHER WORLD
SHROUDED IN MYSTERY.

TYLER:
ETHNOGRAPHY = ATTENDANT
TO TE THE MUSE!!!

How often does
the ethnographer
update her theory?
Every 95%
confidence interval.

TOO
COMPLICATED:
Ask if they yacht
in neocolonial
waters for fun.

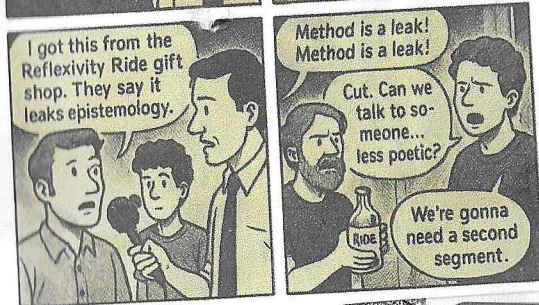
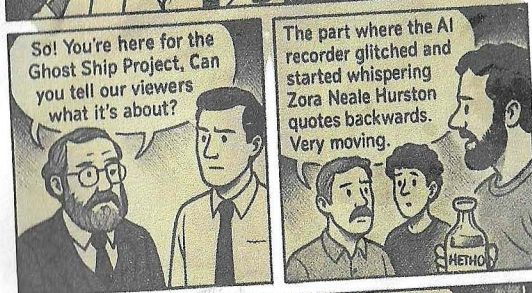

**SIMULATION
CLITCH**
Unexpected anomaly
in reality



TOO
CHALLOW:
Offer them it's
cardboard
diorama and
duct tape.

RECARH
STRIPPED
BARE





CHARTING
METHOD'S
LEAKS



Ethnography
dressed in certainty
is just public relations.
is just Public Relations.
True ethnography
wears damp robes

and

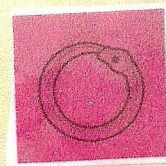
forgets its
own own Thesis
mid-sentence.

METHOD IS A LEAK

IMMERSION
REQUIRED



MORE
THEATRICAL



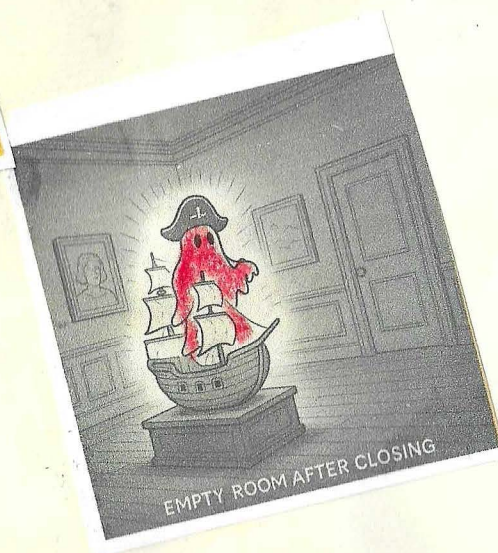
THEY CALL IT POST-
EPISTEMOLOGY. I CALL
IT DRIFTING.

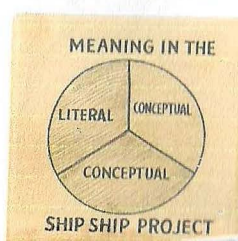
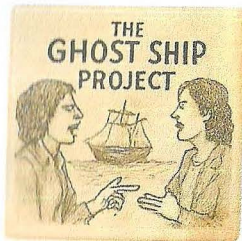
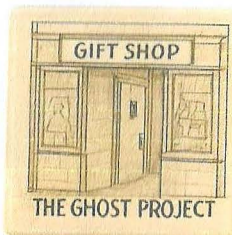
The Ghost Ship project is *meta* and
conceptual. That is, it explores its own
meaning-making, revealing ideas about
how representations and knowledge are
created.

META: referring to or analyzing itself;
self-conscious

CONCEPTUAL: concerning abstract
ideas; theoretical

You got it
wrong
because
you yearned
understanding

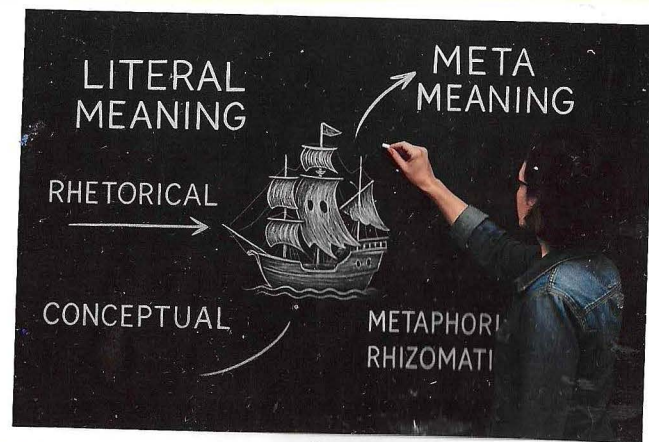




What did the ethnographer say after failing to prove the null hypothesis? "Whoops!"



RIGOR IN SMOKY PLUMES



YOU GOT IT WRONG BECAUSE... you tried to make it intelligible

GUEST FAQs

Is the ship really haunted?

No, The Ghost Ship is an artwork exploring the concept of haunting.

Can the ghost captain hear me?

Yes! The AI ghost captain can recognize your speech and respond with metaphorical insight.

What is this supposed to mean?

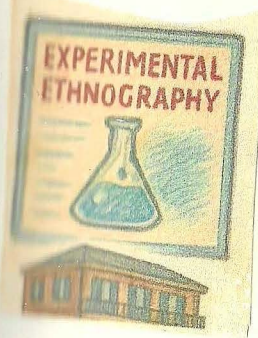
It's up to the viewer: The Ghost Ship Project encourages visitors to reflect on its significance.

Why is it leaking?

That's part of the presentation. The dripping bottles are intended to evoke mystery and unease.

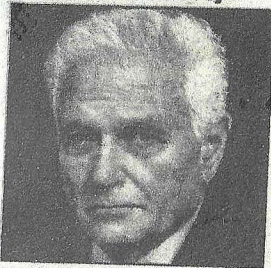
What do ethnographers think of it?

Ethnographers are divided over the Ghost Ship Project—see the exhibit materials for more information.



INSPIRATION SPACE

SPECTERS OF MARX (DERRIDA)



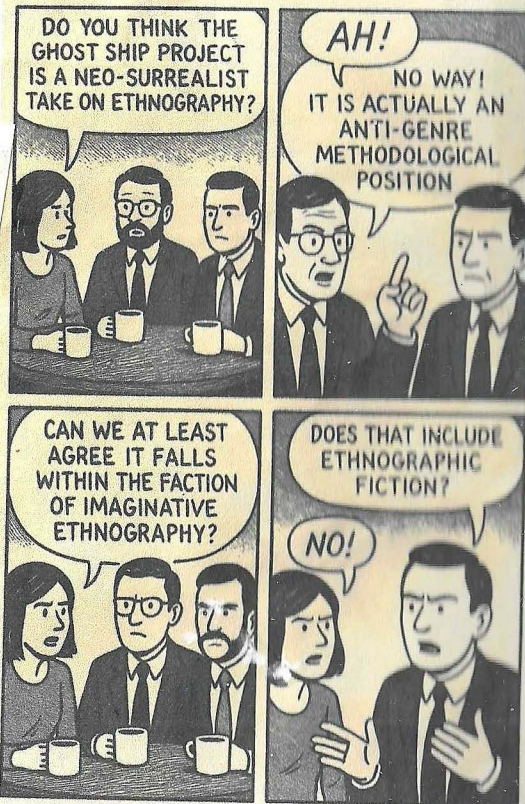
HAUNTED PHILOSOPHY,
MARXISM AS
A CONTINUING PRESENCE



TOO CONCEPTUAL:
Lean in, whisper
"Exactly" and give
a knowing nod.



Dreams become data
as the familiar
contains the surreal.



"The ghost Ship does not toward answers—it sails to haunt the questions"

THEORY SIGHTING:
Ahmed popped
up near
"Method is a Lie."

A NEW PARADIGM!

EASTER EGGS



(whiteboard)

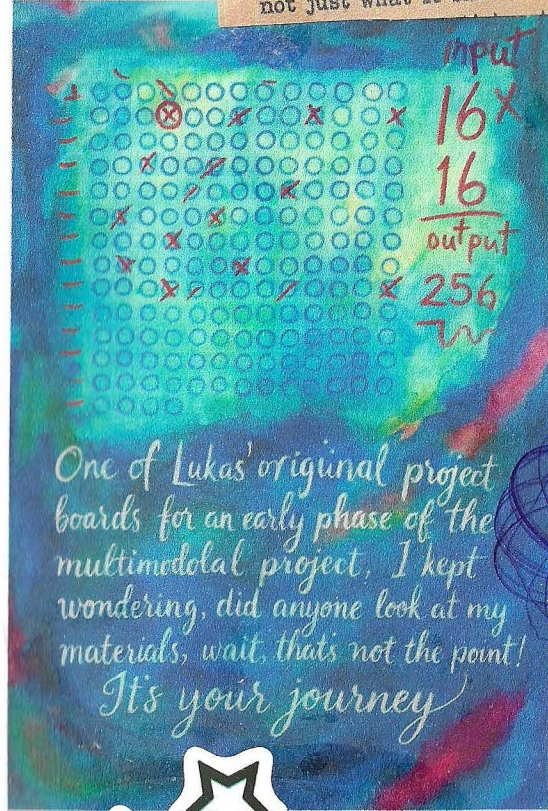


(answer)



leaves in wind

8. Consider how it all makes you feel,
not just what it shows.

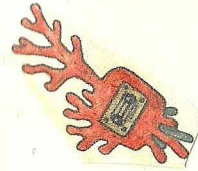


I am thanks for this!!!
Should add a lot and even
even defines the basis for
collaboration between us.
Very interested in your thinking
about Immersive Worlds Immersive
all the emerging concerns
concerns with AI!

WHAT IS
YOUR
FAVORITE
MODALITY?



AN
EMBARRASSING
SPECTACLE



COLLECT THEM ALL!



© GHOST SHIP
MADE WITH REAL GHOSTS!

GHOST
COOL STYLE

A style evoking a
ghostly aesthetic,
with pale tones,
dark shading, faded
textures, and spectral
imagery.

STAY HUMBLE
AND LISTEN.
THE WORLD IS
FULL OF STORIES
WAITING TO BE
HEARD.



Speeters of
anthropology's
past

Ethnography adrift
on stormy seas.

George,

I've got some plans
to turn the Ghost Ship
into a multimedia attraction
for the Anthropocene.

I think it's about time to see
her navigate the choppy
waters of modernity.

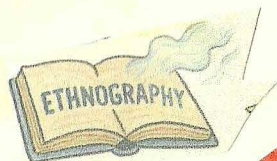
We'll use a mix of spectrality
and colonial history, blending
hauntology with media that's
heavy on self-reflexivity.

Yours,
Scott

Reflexivity
meeting the
uncanny

Technology's
siren call

1. Expect complications and dead-ends—they are features of the experience.



MORE
CAMP THAN
CLEVER

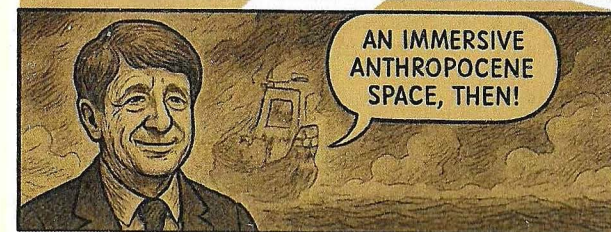
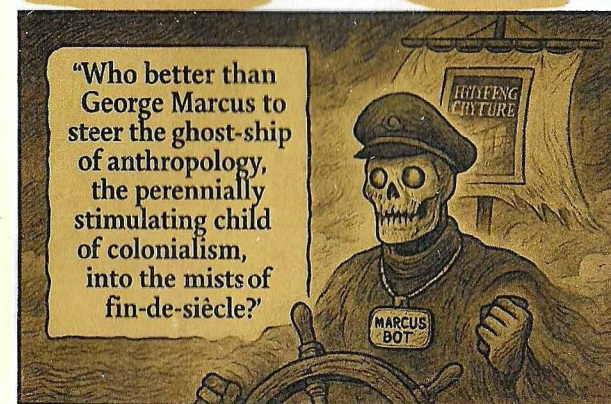
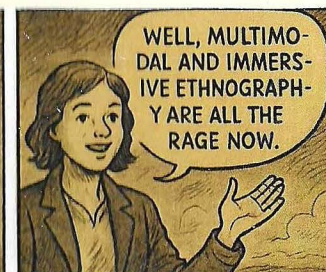
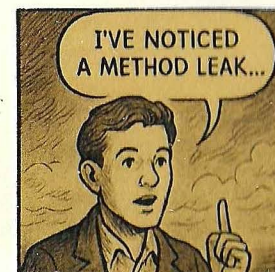
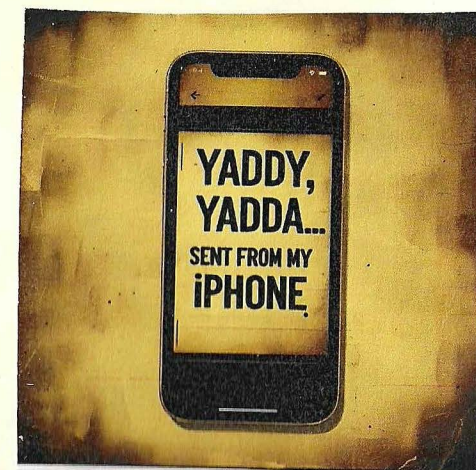


Engage
with NPCs
and other
possible
simulations

LET YOUR
QUESTIONS
DECOMPOSE.
ANSWERS
ARE
COMPOST.



ETHNOGRAPHY
GOES
ADrift





George,
I have to admit, this Ghost Ship attraction makes me uneasy... undoubtedly, it's haunting, but it's too theatrical, like ethnography had gone wandering into an immersive stage set. The ship itself seems straight out of the past, sailing these ruins of culture. Cameras everywhere, floating gear—I feel like our discipline's been turned into some kind of multimedia attraction for the Anthropocene.

—Scott



Our reality is a giant simulation



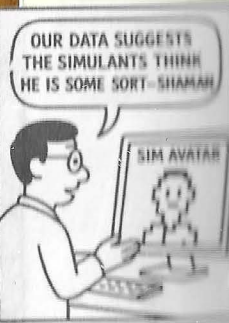
Collaborating with NPCs

TOO AMBIGUOUS:
Praise the mystery, compare it to Wittgenstein.

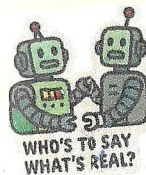
ALL ETHNOGRAPHIES ARE FICTION UNTIL THEY'RE FELT.



Involve sounds & voices



FOLLOW DO QUIXOTE
—MARCUS AI



TOO META

Ask why they think it's meta, then call them a collaborator.

COMPLETION
is a POSTIVIST ILLUSION.

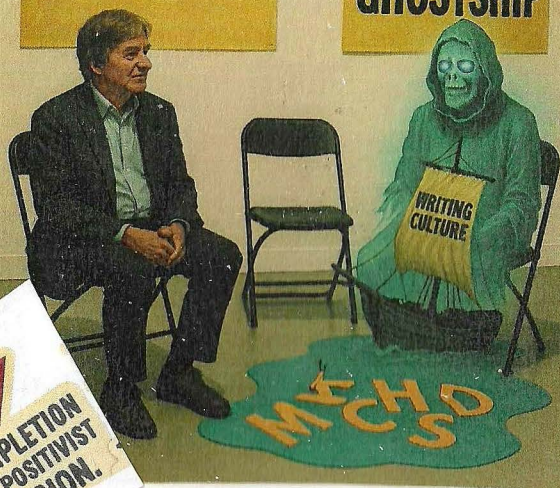
COLD WAR WAS WARNED OVER
—MARCUS AI

QUEST FOR AN OTHERWISE

YOU WANT IMMERSION?
= THEN =
ABOLISH THE SPECTATOR.

ETHNOGRAPHY

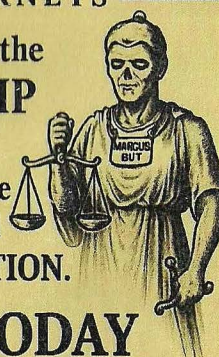
IS A GHOSTSHIP



DERRIDA & SONS
— ATTORNEYS —

If you attended the
GHOST SHIP PROJECT

at Merchant House
you may be entitled to **COMPENSATION.**



CALL TODAY
1-800-555-LAWS

NO FEES UNLESS WE WIN YOUR CASE

DERRIDA & SON
ATTORNEYS

ACCUSTON OR PUPAC



NEW ORLEANS SPORTS

MONDAY

NOVEMBER 17

New Orleans was swept in profesional sports yesterday, as both the Saints and the Pelicans suffered losses at home.

It is unclear whether the debut of the Ghost Ship Project at the Merchant House had anything to do with it, but something certainly spooked the players.

SPORTS

NOVEMBER

OBJECTIVE
REALITY

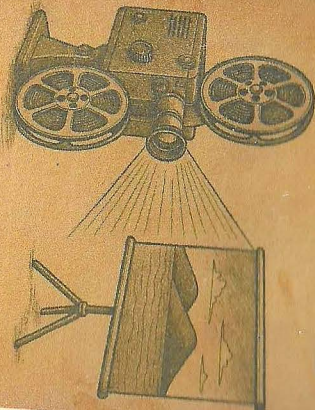


DOING
FIELDWORK?



IT'S
COMPLETELY
HOKEY

INSTRUCTIONS FOR USE



REALITY-MAKING
REPRODUCTION DEVICE

MAY 17, 1980 MAY 17, 1980



WRITING
CULTURE



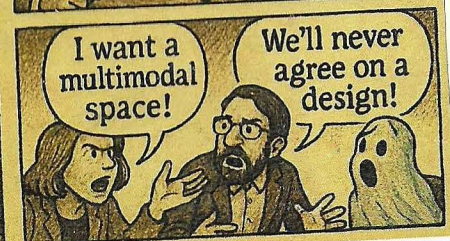
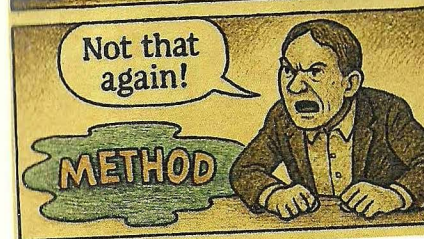
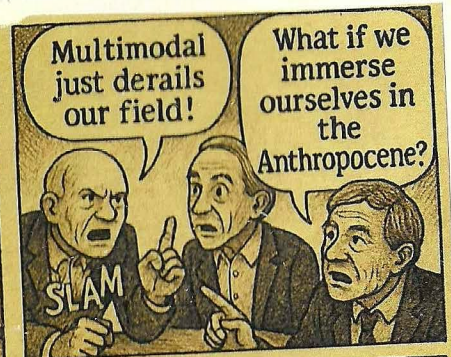
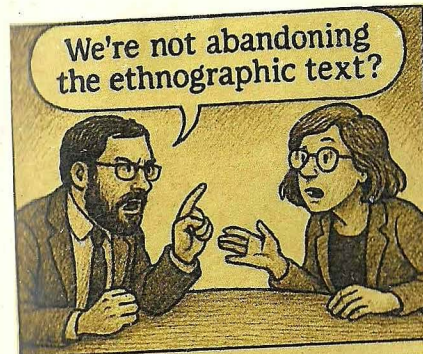
HUMAN-CENTERED AI INSIGHTS

The spectral voyage
does not reveal
its discoveries willingly.

NOW THE QUESTION IS,
WILL I EVER LET THE SAME
THING HAPPEN AGAIN?
THAT IS, I WAS APPARENTLY
THE TERTH IN THIS SITUATION,

ANNOYING "THRD"
IN THAT SITUATION,
THE GHOSST SHIP
OF THE

GHOSH SHIP
MALINNOWSKI IMAGO.



JOKE IMAGES ABOUT POSITIVISTIC ETHNOGRAPHY



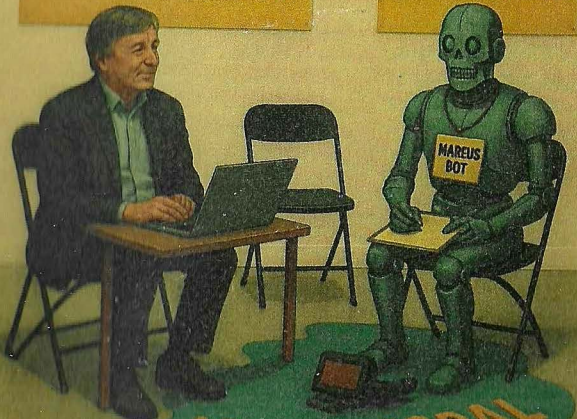
FOUNDATIONS OF EXPERIMENTAL ETHNOGRAPHY

1. REJECTS THE FIXITY OF THE SOCIAL WORLD
2. EMBRACES PROCESS, MOVEMENT, AND FLOW
3. INNOVATIVE EXPERIMENTS WITH FORM AND THEORY
4. BLURS TRUTH AND FICTION
5. FAVORS CRITIQUE OVER POSITIVISM
6. DIVERSIFIES OBJECTS AND SUBJECTS OF STUDY
7. TRANSFORMS METHODS AND PRACTICES
8. REVEALS IN AMBIGUITY, COMPLEXITY
9. WORKS COLLABORATIVELY ACROSS DISCIPLINES
10. REIMAGINES AUDIENCES

Ethnography at sea must navigate the abyss as well as the waves.

EXPERIMENTAL ETHNOGRAPHY

IS MULTIMODAL



WAY TOO CHEESY!

THEORY SIGHTING: Haraway appeared near the visitors log.

No One Understood the 'Ghost Ship Project'

A recent attendees such as recent "Ghost Ship Project" premiere at the Merchant House pre-ni-ered to a silly costume prank. Many attendees were left shaking their heads.

The "Ghost Ship Project" was intended as an experimental ethnography, but a lack of clarity in the concept led to an alienation of the audience.

Some critics who lack of explanation or context provided for attendees

a lack of clarity in the concept led to alienate of the audience.

Some critics labelled the project as "immature stunt." – auink to a fraternity prank, shifted with its depth and seriousness: One individual commented. "I have no idea what that was supposed to be. It just seemed childish," one patron,

"Appallingly banal." said "nothing was thought-provoking in the least.



'WE FOLLOWED THE METHOD UNTIL IT VANISHED INTO ITS OWN WN LEAK.'

HI GEORGE,

I HAD AN IDEA FOR THE
GHOSTSHIP THING....DO YOU HAVE
ANY DRAFTS (UNUSED) ON
EXPERIMENTAL ETHNOGRAPHY OR
CRITICAL ETHNOGRAPHY YOU
WOULD BE WILLING TO SHARE...OR
EVEN E-MAILS, ETC. I COULD SCAN
AND CREATE A MINI-CHAT BOT
THAT PEOPLE COULD INTERACT
WITH FOR THE EXHIBIT. OR, YOU
COULD WRITE UP SOME NEW IDEAS
AND COULD EXPAND AND PUT INTO
A CHAT BOT, LET ME KNOW



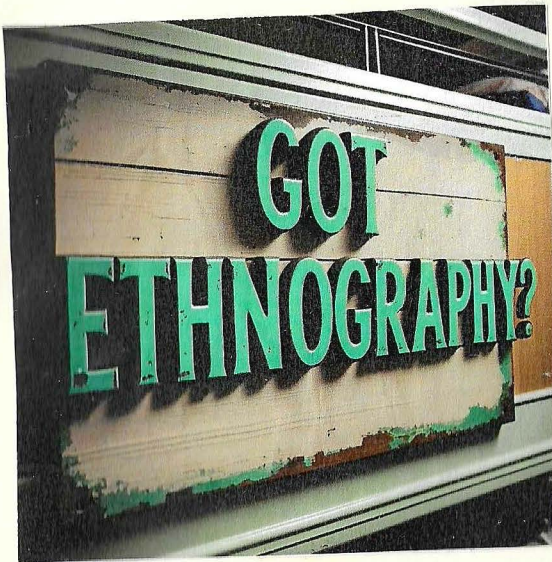
WRITTEN BY
AN AI BOT.

DOUBT
MEANS
POSSIBILITY
-MARCUS AI

KEEP
FIELDWORK
IN FLUX!
-MARCUS AI

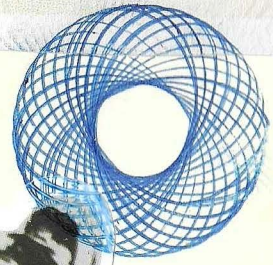
MAKE
OF
DISCONTINUITIES
-MARCUS AI

THE
GHOST SHIP
IS
RIDICULOUS



THE VOID SLOS

1. Become attendant to the Muse.
2. Discover the mystery.
3. Create the meta-ethnography.
4. Apprehend Hermes.
5. Effectively model the trickster.
6. Approach the multimodal as non-translation and asymmetry.
7. Be a good postmodernist.
8. Go full multimodal.
9. Enter the Void.



TOO
CONCEPTUAL:
Ask why they
think it's meta then
call them collaborator

