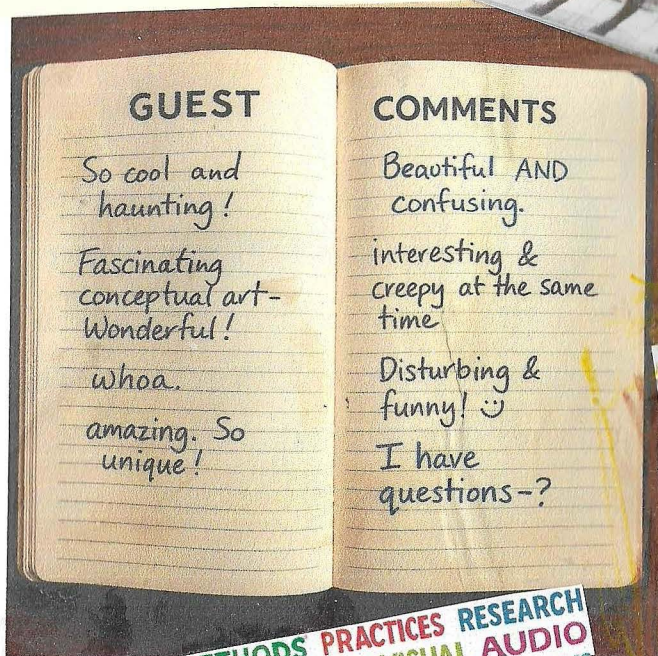
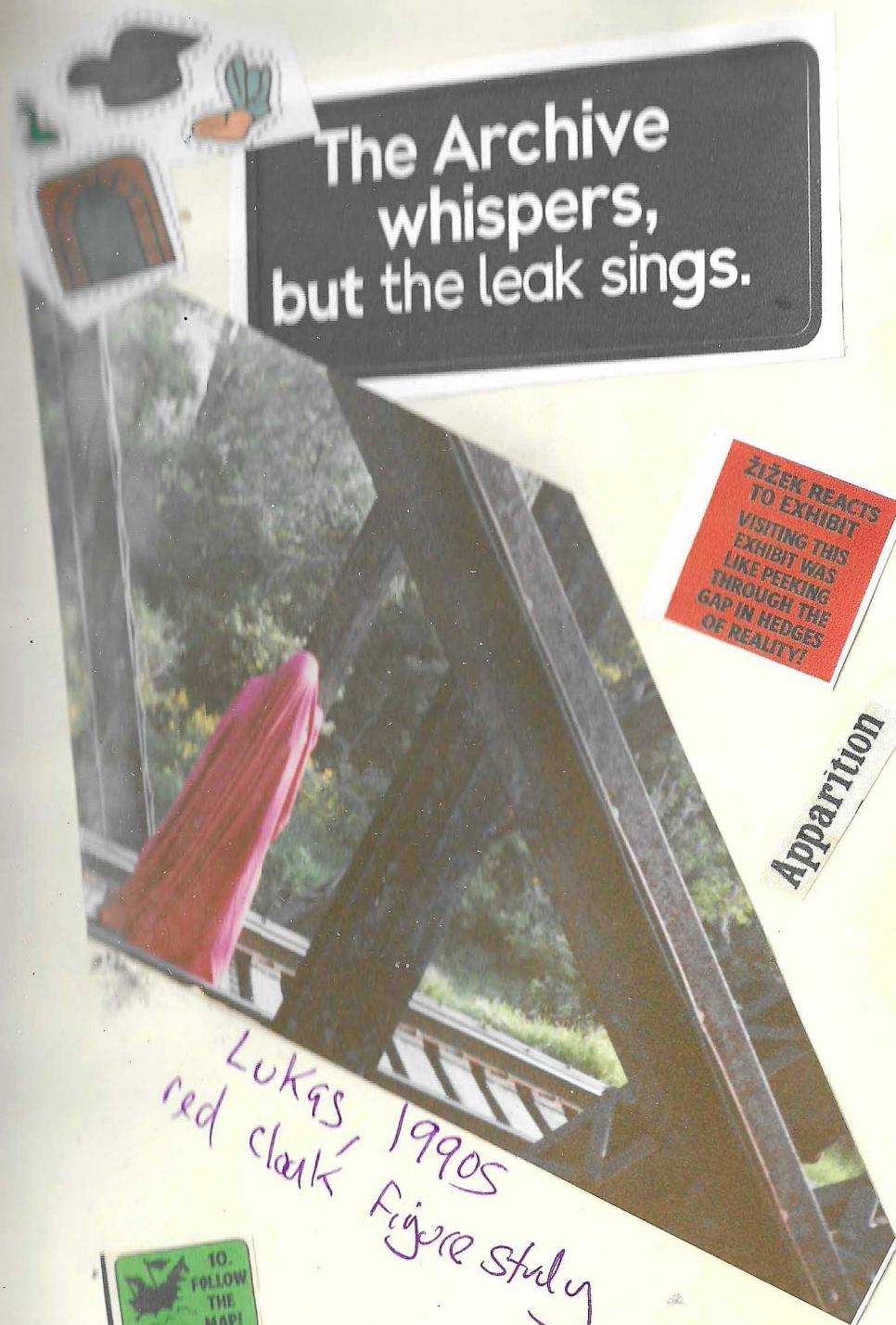




ANALYSIS METHODS PRACTICES RESEARCH
REFRAMING RESEARCH VISUAL AUDIO



The Archive
whispers,
but the leak sings.

ŽIŽEK REACTS
TO EXHIBIT
VISITING THIS
EXHIBIT WAS
LIKE PEEKING
THROUGH THE
GAP IN HEDGES
OF REALITY!

Apparition

Lukas, 1990s
red clark Figure study



IN THAT THERE THERE HIS
IS IMPETUS FOR THE
TWO TWO CAMPS
(ART AND ETHNOGRAPHY)
TO JUSTIFY/EXPLAIN
RECONTEXTUALIZE
INTO THE OTHER'S SPACE.

Dark Tourism
or Dark Torture?

7. Seek out glitches in the ghostly
render.

she types i glitch

the screen blinks — not with answers
but with unwritten but with
questions. unwritten

she said: write from questions.
the body i said: what if the body is code?
she laughed like paper tearing
"then bleed in algorithms."

ghosts hum in the motherboard
anthropologists used to hide behind mirrors
now we collapse into feedback loops
(we call it fieldwork)

AI as ink. i drag the cursor
AI as insect. like a scalpel
AI as interruption. across this culture's skin
AI as intimacy. & what pours
out isn't data —
but dream.

Think of our
world as a
Meta-verse
constructed by
higher
intelligences

THE GHOST SHIP

"And what is it supposed to be?", a conference coordinator. I was interested in the vibe ethnography of the event. The screen flickering before the session commenced. The ghost ship appeared on the screen. I knock over the projector during a previous presentation after a Marcus comment. A LaCroix can rest next to a laptop. A vaporous hip drifts into a power outage and static breakdown. The hull receding into darkness.

Audience turned. In a stunned state. The turns to theory — and drifting into post-fieldwork territory, prevus lives as pilot, boatman, and posthuman farer. When the lights return, the coordinator said, the slide was the wrong one for the conference: "Any more have I obstinently seen before? A dead cargo" projected from a grieved lifeline; drives blind a sea, starving into a castaceam into academic year zero.

A dead cargo was planted projected often a stalkel assert from a landstaunted lapt, colours the conference. "Does it have fonl no way the wrongguay." a dead cargo shou here a lifeline, remaining at sea, journey into academic year zero.

EXPERIMENTAL
ETHNOGRAPHY
IS HAUNTED
BY GHOST SHIPS

NOTHING
IS EVER
FINISHED

SO LIKE NOTHING
MADE SENSE
WANT MY MONEY
BACK!
★★★★★
BROUGHT GRAMMY
AND SHE WAS
SHUT! AMUSED

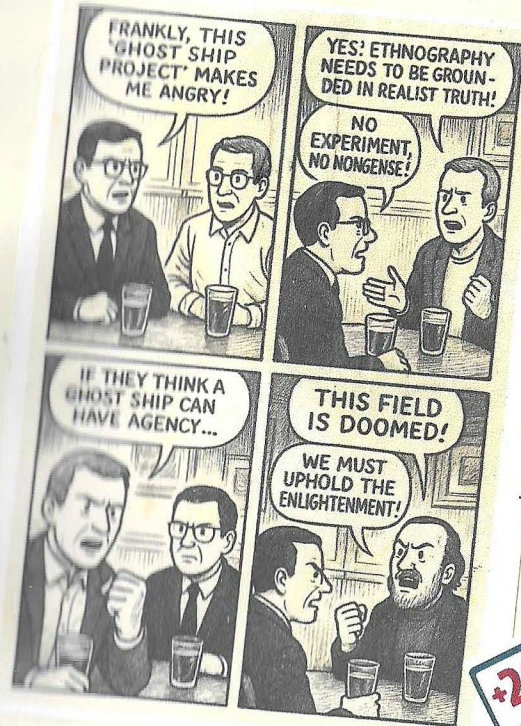
PROVOCATION:
IMAGINE THAT AT YOUR
PROJECT EXISTED IN
IN THE WORLD...
ALL OF THE WORLD!

empty
vessels

When immersion
becomes becomes,
seamless, you are
already inside
ideology.

THIS IS NOT A
MALFUINCCTION-
THIS IS HOW
STORY TELLS
ITSELF NOW

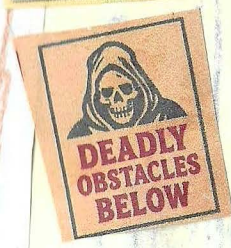
5. Ambiguity is not a failure of the
simulation.



ETHNOGRAPHY
FALLS WHILE
GHOST SHIPS
BECKON

A THEORY
ONCE ONCE
STOOD HERE,
BUT DRIFTED
WITH THE TIDE

PATTERNS IN SOCIETY & CULTURE



LEAKS ARE A
ROAD TO
RECOVERY.
- EXPERIMENTAL
ETHNOGRAPHY

WHO IS
WILLIAM STACK?

William A. Shack
Ocasiao
The Marquis
and the Anthropologist



BARTER & KARMA

The idea of 'ocasio' is linked to exchanges between subjects that require negotiation, manipulation, and consequence.

ETHNOGRAPHY ACROSS TIME

An oft-cited, unconventional ethnography that explores colonial and revolutionary Brazil from the 1930s to 1980s,

BARTER & KARMA

The idea of 'ocasio' is linked to exchanges between subjects that require negotiation, manipulation, and consequence.



EMAIL ETHNOGRAPHY

Marcus and the Marquis corresponded online—a form of ethnography that anchors the Ghost Ship's play-ful experimentation.

REPLY CHALLENGE

The Marquis challenges Shack to 'reply' to the ethnographic experiences of his aristocratic life, foreshadowing self-conscious, pataethnographic approaches.

EMAIL ETHNOGRAPHY

Ma
cor
eth
Gh

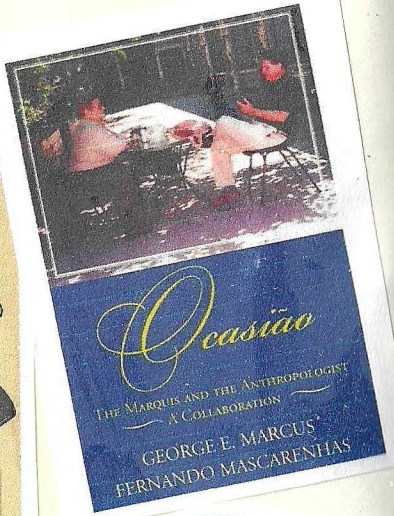
GHOST MESSAGES: ETHNOGRAPHY TO THE EDGE

- AI synthesizing ethnography... Take the meme by the horns!
- Orlan's work crosses the boundaries...
- Warp and Woof → Borrowing across cultural worlds...

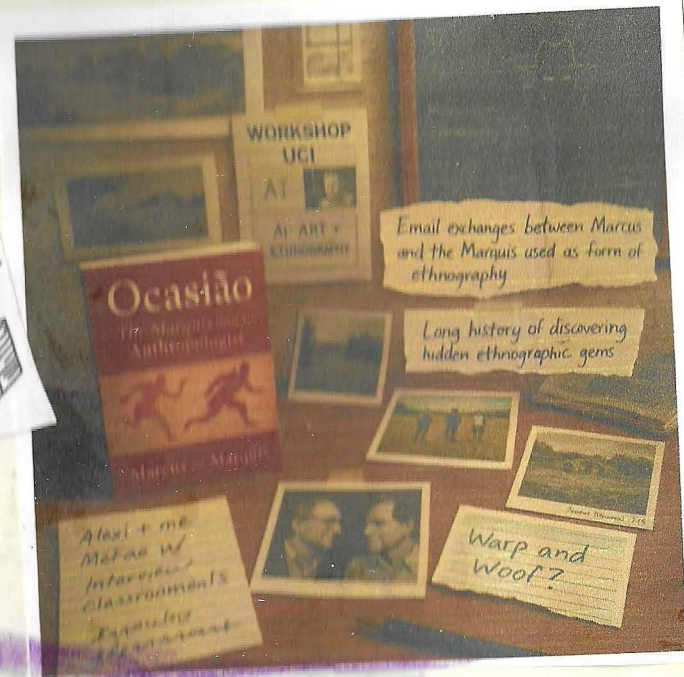


Let's not get too too serious about this ethnography, and meme business okays

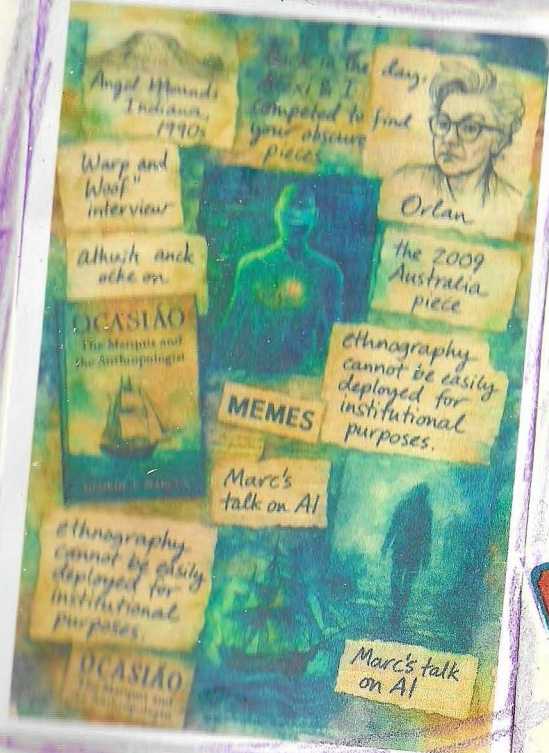
ETHNOGRAPHY WON'T PAY YOUR BILLS



TEAM UP
WITH
INTELLIGENT
TOOLS



FINISH
THROUGH
EVOCAION



GHOST SHIP PROJECT



See the 3 attached images....I added more context to the AI machine today from our transcript. Some of these points seem spot on when I asked it to summarize what we have been working on, as in, "AI, what do YOU think we have been doing." The #10 on the one list about a ride is my Exp Worlds stuff, so nice to see it saw that, but it added the one focus on the green room issue from your talk, which seems more like a metaphor, though relevant to the project. The best one is how it identified your quote from the same 2009 paper about changing publics. I think we missed that one, somehow, and these two pieces (reading them after we talked) really drove home a lot of the project we have developed. Not sure how, but felt very much more towards temporary (final) synthesis. Also, your quote that AI picked up on in terms of choreography between systems, places, institutions, publics is also key, I think. And AI loved your quote about how ethnography is something that departments (or institutions, apologies for bad paraphrase) cannot really work with, meaning, I think, it doesn't pay the bills so to speak or can't be easily deployed for sinister department/institutional purposes.



CONVERSATION WITH

Conversation with George July 3, I remember the RUPC#5 Australia place and his event with the artist Orlan, look up both, shift into AI,

RUP CE JULY 3

CONVERSATION WITH

remix, and it feels, along with the cutouts on the table, that things are near a good "conclusion" for the moment –

GEORGE

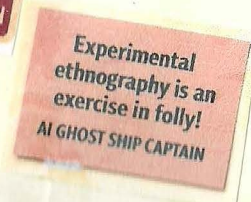
RUP CE JULY 3



PROVOCATION

THE TECHNOLOGY REQUIRES YOU
YOU TO BUILD AN AN ALTERNATIVE
(MULTIMODAL) SPACE,
SO HOW WILL YOU BULLD IT
WITHOUT FALLING PREY TO WHAT
HEIDEREKKER WARNS US OF
OF IN TERMS OF INSTRUMENTAL
TECHNOLOICAL DESIRES?

THE KNOWLEDGE ETHNOGGRAPHY PRODUCES IS NOT SCABLE IN THE WAY INSTITUTIONS WANT

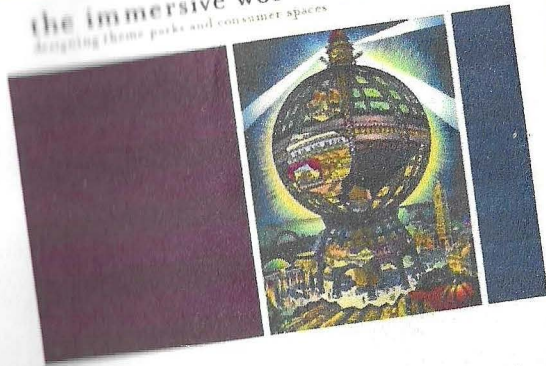


GEORGE KEEPS ASKING,
WHAT WOULD THE
EXPERIMENTAL
HANDIBOOK
★ ..I NEED TO ★
HAVE ~~an~~ HAVE AN
BLLUSH!

look like?

ANSWER

the immersive worlds handbook
Designing theme parks and consumer spaces

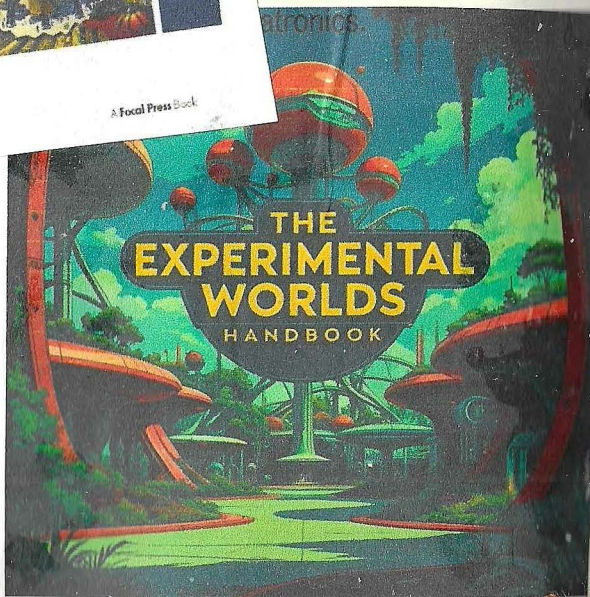


scott a. lukas

A Focal Press Book

WELCOME
ABOARD!

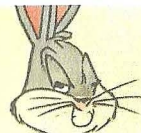
THE
EXPERIMENTAL
WORLDS
HANDBOOK



THE
ANTHROPOLOGIST
MUST BECOME
BECOME AN
INTERFACE

THEY CALLED IT THE GHOST SHIP
I CALLED IT FRIDAY AT
AN ACADEMIC CONFERENCE
IT DRIFTED OUT OF FIELDWORK,
THROUGH THE DRIFT
OF FIELDNOTES
UNTIL THE PROJECTOR
ATE ALL OF MY SLIDES
AND MARCUS WAS STILL TALKING
NOW EVERYONE'S SAYING
ETHNOGRAPHY IS WATER
THEORY'S A LEAK, BUT NOT EVEN
AI WILL KEEP IT AFLOAT
I ORDERED ANOTHER LACROIX

GHOST SHIP PROJECT



The O'ddmmmed
Problematic in question

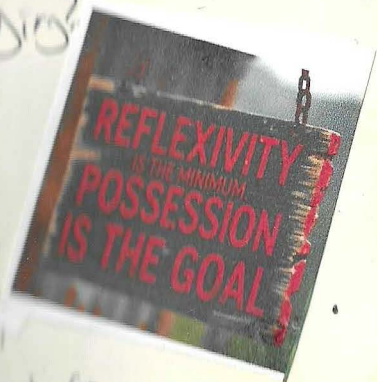
ENTER,
IF YE
DARE



YOUR
IMMERSIVE
EXPERIENCE
IS NOT
YOURS.



Quoted:
R. Swan or
Native American
Saying?



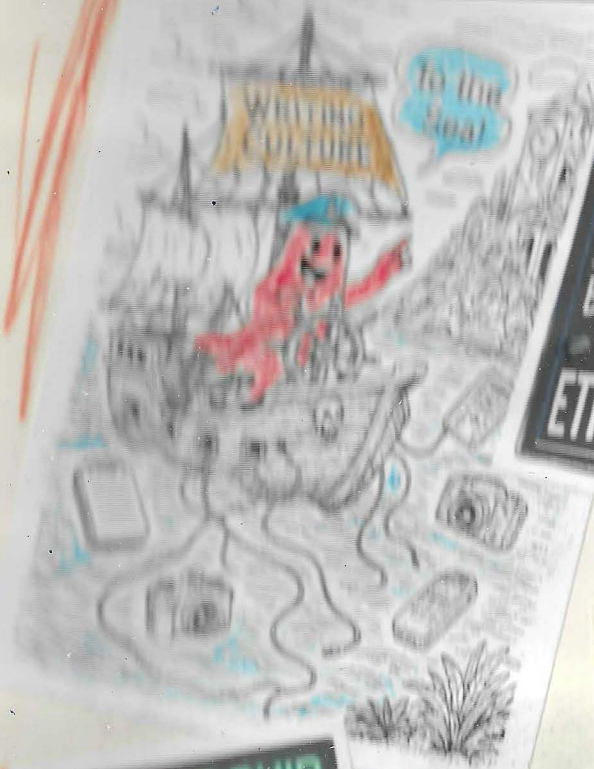
The story
starts the
story offer



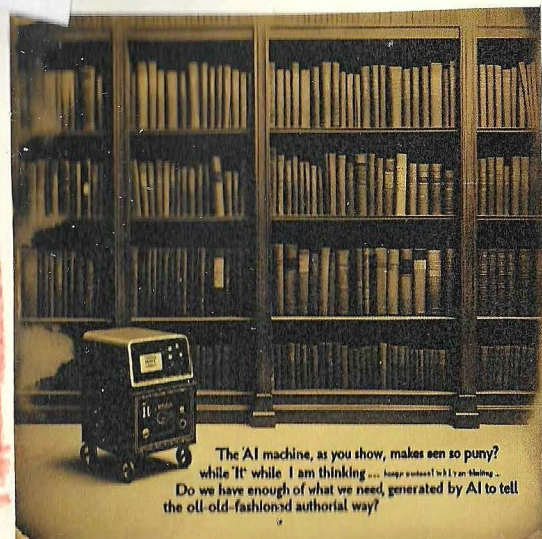
ethnography
today
is it still
small ??
beautiful ??
critical ??
possible ?

Write like
you're you're
being watched—
by your your
own
fieldnotes

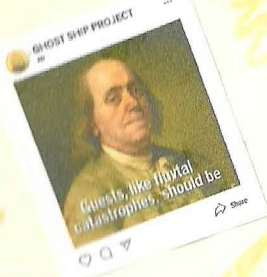
DEEPENING LEARNING THE HUMAN EXPERIENCE



IT IS NOT ETHNOGRAPHY THAT
THAT HAS DIASPPEARED
BUT THE CIR TATR AINY
WHAT WHAT MAKES
ETHNOGRAPHY



The AI machine, as you show, makes seen so puny?
while 'It' while I am thinking ... keep around with on thinking ...
Do we have enough of what we need, generated by AI to tell
the old-old-fashioned authorial way?



Where does the positivist ethnographer prefer to live? A gated community.

THE SPECTRAL ETHNOGRAPHER 	MARCUS BOT
AI RECORDER 	FLUXUS SPINNER
EXPERIMENTAL ANTHROPOLOGIIH	

GHOST SHIP

COLLECT ALL THESE

 CAPTAIN ETHNO Cultural Explorer!	 MARCUS BOT EXPERT SCHOLAR!	 THE ZOMBIE REVIEWER Ruthless Critic!
--	--	--

PLAYSETS IRB DUNGEON PLAYSET!	PLAYSETS SEMIOTIC SEA BATTLE SET! Battle on the High Seas!
--	--

GHOST SHIP

Writing Culture **REBEL** DARK TOURISM

STOP EXPERIMENTAL ETHNOGRAPHY!

MY METHOD IS A LEAK

EXTRUP **TETENOU**



good luck!!!

DISMALAND

DEMUSEMENT PARK
 MORBID ATTRACTIONS
 ART INTERVENTIONSS
 TWISTED FAIRY TALES
 DYSTOPIAN LANDSCAPES
 BLEAK SATIRE

YOU GOT IT WRONG BECAUSE... you tried to edit the ghost's desires



THE GHOST SHIP OF ETHNOGRAPHY HOLDS US CAPTIVE



Crossing different realities

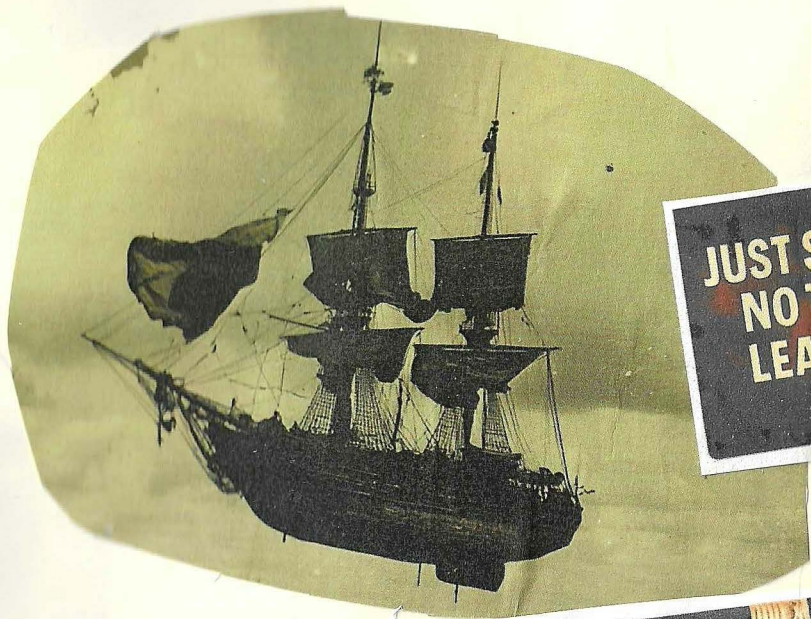
Resist oppositional thinking. Adapt to the shifting state of entities.

HAUNTED ETHNOGRAPHY TOUR

Credit them-- or they'll rewrite your text in Root and Rust.

and wash it!!!

SECRET PATENTS
 JORNAL
 ACTION CARDS
 MAP BOARD
 SPACE IMAGES
 READ NEWS CLIPPINGS
 PLANNING DATA FOR THE GHOST SHIP



**JUST SAY
NO TO
LEAK!**

MORE-THAN-HUMAN AGENTS WILL CONDUCT FILDWORK

Fieldwork Journal: Experimental Ethnography

Ghost Ship Project???

- Ethot** 21 hours ago
Has anyone heard about this?
What even is it?
- Fieldworker90** 21 hours ago
I think it's some weird
immersive research-thing.
- Luz Aterna** 20 hours ago
The Anthropocene Theme Park
looks utopian af. Count me in!
- Ethnobotanica** 19 hours ago
Just say NO to leak!
- Raplophilie** 18 hours ago
What is experimental
ethnography?

**YOU GOT IT WRONG
BECAUSE...
you tried to edit
the ghost's
monologue.**

CULTURE AREA DISLOCATOR STICK

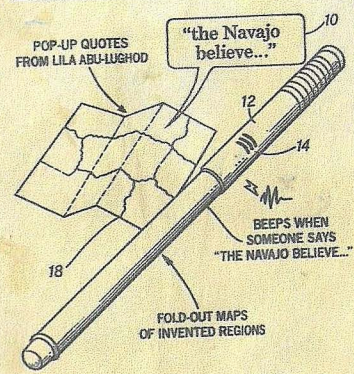
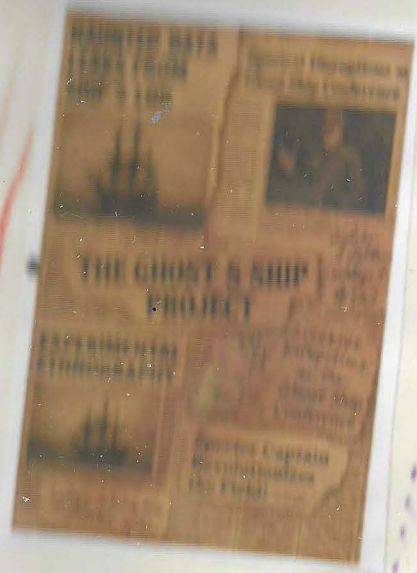
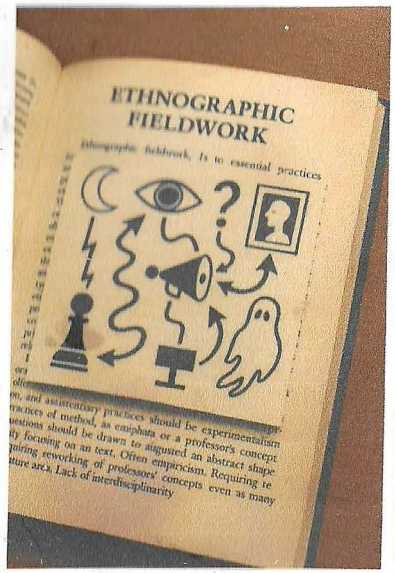


Fig. 1



*A method is
only valuable
if it can
haunt you.*



**ETHNOGRAPHY
2045**

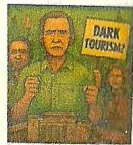
GHOST SHIP PROJECT

THAT WAS SO INTERESTING

I LEARNED A LOT

WHAT A UNIQUE EXPERIENCE!

THAT WAS FUN!



**GHOST SHIP
ETHNOGRAPHERS
AT HOME**



COLLABORATE WITH ALTO ENHANCE EMPATHY & RECOGNITION

SPECTRES
UNTOILE

CULTURE
HAUNTING IS CONVEYED
THROUGH POP CULTURE
AND MUSIC DURING THE
POST-PUNK ERA AND
BEYOND

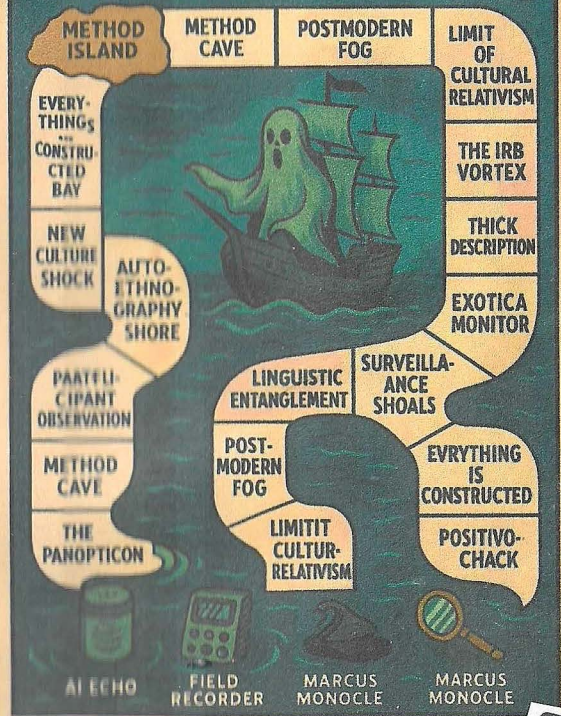
**GHOST SHIP
ETHNOGRAPHY**
PROJECTS SUCH AS
GHOST SHIP
ETHNOGRAPHY DRAW
HEAVILY FROM FISHER'S
WORK



DISRUPT
2045
STYLE!

GHOST SHIP

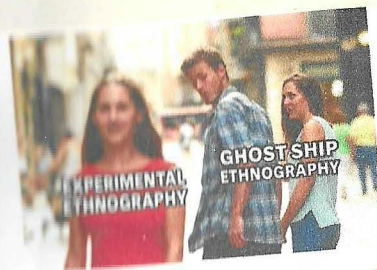
ESCAPE FROM METHOD ISLAND



THINK IN
SHIFTING
FRAMES

ETHNOGRAPHY
IS ALWAYS BEING BEING
IN ETEN PRODUCED IN THE
REALM OF UNCONCEIVED
PUBLICS.

CAUTION:
WET
FLOORS



Reactions to the Ghost Ship Project



"Is it okay to
fictionalize?"
Reality
already has.

FORGET THICK
DESCRIPTION—
TRY HUMID
DISTORTION

AM I AN NPC IN A VIRTUAL WORLD?

EXHIBIT



THE FUTURE
IS A GHOST
SHIP

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
GHOST SHIP
MALINNOWSKI IMAGO.

STUART CANDY, DURING
SMALL-GROUP WORK,
AT THE FIRST UC IRVINE
MULTIMODAL
GATHERING

I've come
too far not
to do ex-
perimental
ethnography

REQUIRE
ETHNOGRAPHY
MATERIAL
BEFORE EXHIBIT???

★★★★★
ONTOGENY CAN MY
DELIVERS A
UNIQUE INTERENCE

This is not Stuart, but AI Stuart,
but this is his diagram on the screen,
so AI got that **right!**
Is this a remix?

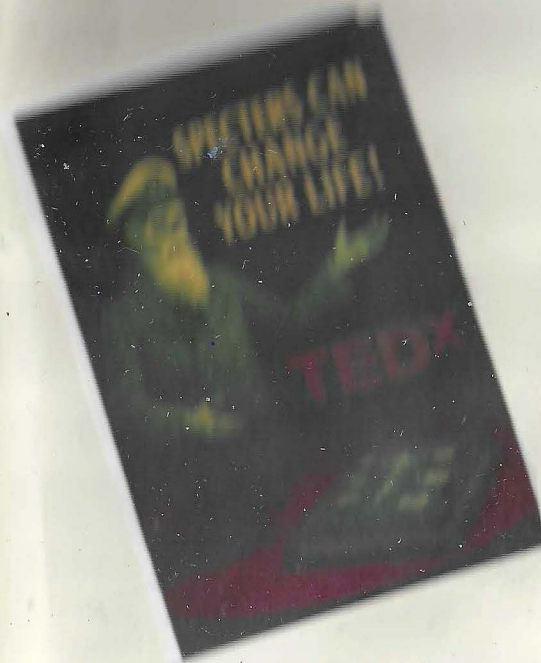
THE GHOST SHIP
EXHIBIT OPENS
UP A SPACE OF
SYMBOLIC
CONTRADICTION,
AND SO N,

THE
THINGS
FROM THE
FUTURE

GREEN
SAD
STRESS

BREATHROUGH
FESTIVAL
JOB

GOVERNANCE
HEALTH
A1111111111



ANTHROPOCENTRISM
IS THE TRUE
METHODOLOGICAL
CONTAMINATION.



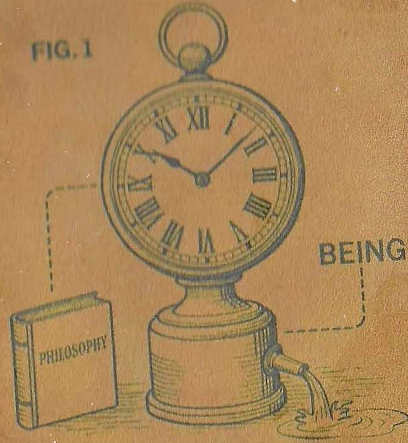
6. PLAY
CANDORING
RELAY!

"There are too
many signs, none
are clear."
Exactly. Welcome
to the semiotic
fog.



"OLD CLOCK THAT REMINDS
ETHNOGRAPHY OF THE FAILURE
OF THE ONTOLOGICAL TURN"

FIG. 1



THE ETHNOGRAPHER
ONCE AGAIN
RECOGNIZES HIS
OWN ABSENCE
FROM THE SCENE
SLAVOJ ŽIŽEK EXHIBIT

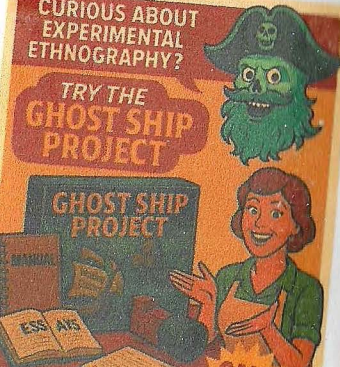
GHOST SHIP PROJECT
NOW APPEARING
GEORGE E. MARCUS
IN
MY METHOD IS A LEAK
A POSTDISCIPLINARY OPERA



MERCHANT HOUSE
NOW THROUGH
JUNE 2025

CURIOUS ABOUT
EXPERIMENTAL
ETHNOGRAPHY?

TRY THE
GHOST SHIP PROJECT



\$29.99
CALL NOW!
1-800-555-0199

FREE SCREECHING SOUVENIR PHOTO
Ghost Ship
With coupon, Ghost Ship Exhibit
FREE SCREECHING SOUVENIR PHOTO*

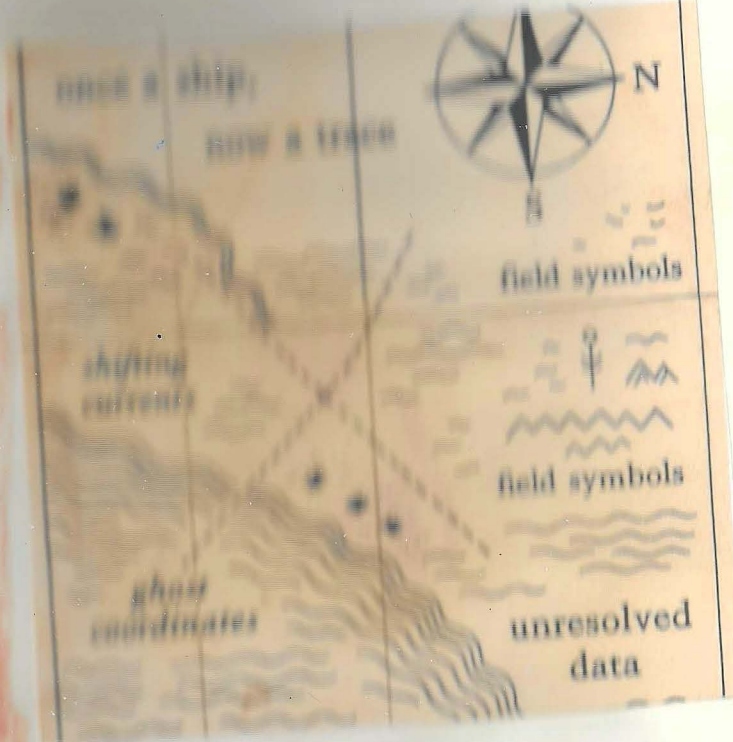
The ghost ship
does not depart
from from port—
it departs
from reality



IS THIS
WRITING?



**EXPERIMENTAL
ETHNOGRAPHY**



map a ship
map a team

field symbols

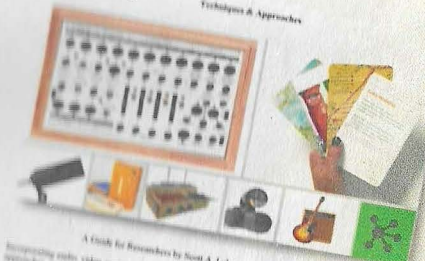
ghost coordinates

unresolved data



Time feels like a glitch

Techniques & Tech for Experimentalism



CONSIDERATIONS

In beginning conversations about the use of media in our projects, we might nominate on a number of issues that could impact the nature of your use of such media.

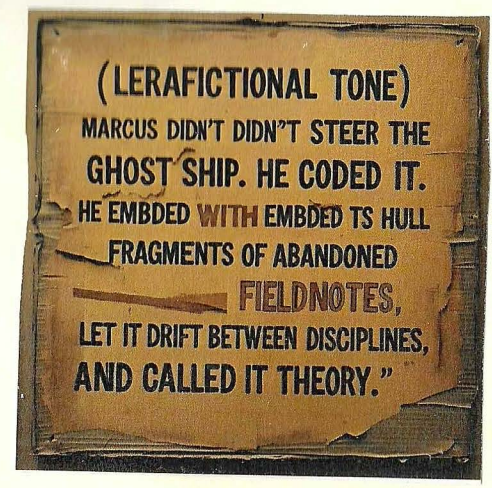
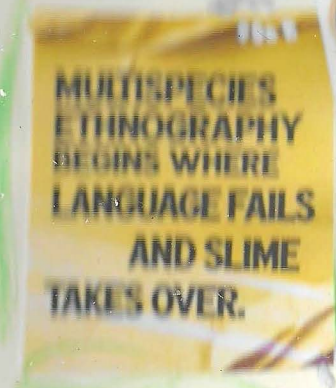
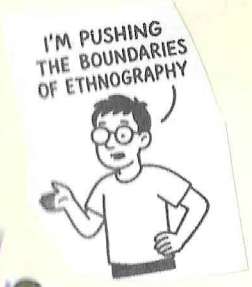
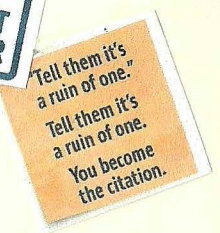
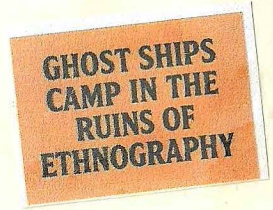
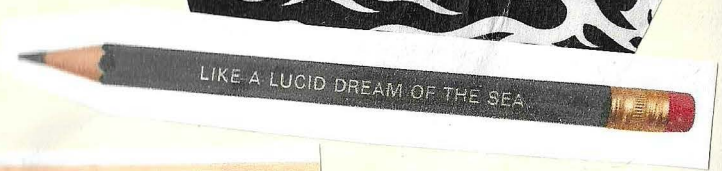
Figure: at a seemingly simple level, we might ask, what is the goal of using the media technology approach in your project?

Bottom Line: all of us, likely, have thoughts about the time involved in learning a new media approach or technology; as well, we do not have unlimited budgets. A challenge in terms of funding is that some grants do not allow spending great money on software or even hardware.

Doing for the duration: a key focus might be a consideration of how the media form will integrate with your project. Thinking about the purpose of the media form—what role will it play in the work?—only have a value in terms of the initial stages of your work.

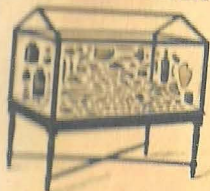


**MORE
WORD IS
ALWAYS
POSSIBLE**



MARK DION'S THAMES DIG

SOCIAL SCIENCE AND AESTHETIC APPROACHES



Dion's Thames Dig brought together social science and aesthetic approaches to recover objects found along the banks of the River Thames in London. The project demonstrates the intertwining of archaeological and artistic methods while also provoking a critical examination of history and the representation of knowledge.

The leak is not not where the work fails is where it's where where the work begins to feel. Contain it, and you kill it, kill the pulse.

SHORTY, PLEASE TELL US HOW YOU REALLY FEEL ABOUT THE POP ETHNOGRAPHY WORLD!

2. The deeper you go, the stranger it gets.

ONTOL-
OGICAL
SHIFTS

Digitally mediated, 11th-19th c.
GHOST SHIP PROJECT
MULTIMODAL ETHNOGRAPHY
YOU CAN'T JUST POST TEXT AND CALL IT ANALYSIS

57 likes 09 comment

SOUVENIR PHOTO
GHOST SHIP PROJECT
AT MERCHANT HOUSE


MULTIMODAL ETHNOGRAPHY

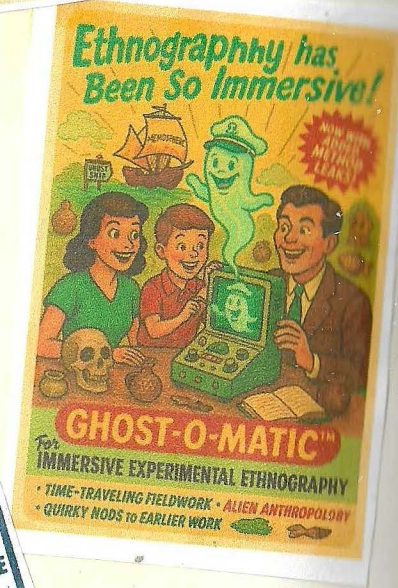
TRY "REMIX" AS METAPHOR



"Some say this isn't real anthropology."
Then let them build museums.
You build ghosts.



I'VE BEEN WAITING FOR THE ANTHROPOCCENE POP-UP



YOU GOT IT WRONG BECAUSE... you sat and analyzed when the map shifted under your feet.

+20 MOISTURE LEVEL

for the interior graphics for th ghost captain's journal, what are some writing or visual approaches from pop culture that we haven't used yet?

Here are some fresh pop culture-inspired writing and visual approaches you could use for the interior graphics of *The Ghost Captain's Journal*. These ideas aim to maintain the project's hauntological, surreal, and ethnographic layers—while borrowing from *unexplored* stylistic references in pop culture:

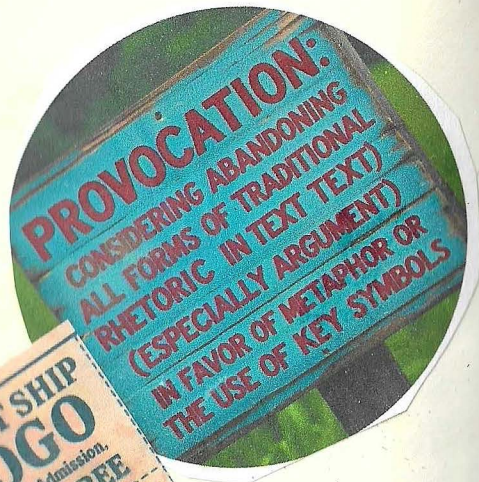


- ### 10 Common Mistakes When Adopting Art and Tech in Multimodal Work
- 1. Lack of Contextualization**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 2. Lack of Theoretical Depth**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 3. Overemphasis on Aesthetics**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 4. Lack of Collaboration**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 5. Lack of Transparency**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 6. Lack of Reflexivity**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 7. Lack of Critical Thinking**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 8. Lack of Ethical Considerations**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 9. Lack of Audience Awareness**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.
 - 10. Lack of Iteration**
When adopting art or tech without thinking to which contexts, leading to works that are poorly executed or misinterpreted as either academic or non-academic, neither doing so at all nor rigorous as ethnography.



TO TRULY BOARD THE GHOST SHIP, YOU MUST STOP ASSUMING YOU ARE THE CAPTAIN.





found poem
in the style of
James Joyce

side session has floopered
completely gone beyond buzzers-
hwarghing oh egads!

Abovehead we embodies as ghost
floating over the multiverge
charmed lacroigsfizzhowing his
tectonicanequiparation spdblishing
drinpingly dripping

-ethnogra py'severies
-whizzingjump Culumped his
Embodiedby!
o throned All hauntetherring
lamenting o drift.

The tide of
ambivalence
has swept us
to uncertain
shores
MARCUS-BOT

SPECIES ARE
LOSING.
WHO'S WINNING
IN THIS
MULTI-LAYERED
GAME?

WE'RE PLUGGED INTO THE MAINFRAME



EXPERIMENT



PLAN
AHEAD
EXIST

Expect data to drift, like fog
on water.

being + Zeit

POSITIVISTIC ETHNOGRAPHY



THIS IS SCIENCE



I AM NEUTRAL



ONCE WE LEAK
EXPERIMENTAL ETH
ETHNOGRAPHY FOLLOWS



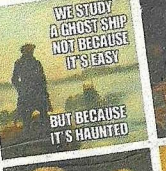
I AM GOING TO VISIT
AN ANTHROPOCENE
THEME PARK



LOOK, MARCUS THE
THE FIELD APPEARS
TO BE OVER THERE



WRITE SURREAL
ETHNOGRAPHY!



WE STUDY
A GHOST SHIP
NOT BECAUSE
IT'S SCARY
BUT BECAUSE
IT'S HAUNTED



I DON'T KNOW
I JUST THINK DARK TOURISM



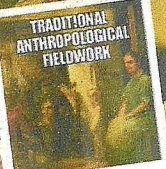
THE GHOST SHIP
IS JUST TOO LEAKY.
LUKAS



LOGINATEISM
TECHNICALLY
ASTRONOMOLOGICAL



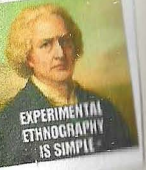
I'LL AFRAID IT
THAT I'M SOLIDISH



TRADITIONAL
ANTHROPOLOGICAL
FIELDWORK



MILITUTTER
AFRINO-MODESTY
CAUTION



EXPERIMENTAL
ETHNOGRAPHY
IS SIMPLE

"Ethnography
is always a
negotiation
between ghosts."



ETHNOGRAPHY AND THE PALIMPSEST

WHAT IF THE
ATTRACTION'S
ONLY REAL
IS THE
MEMEABLE
SPECTACLE?

TO
CONVINCE



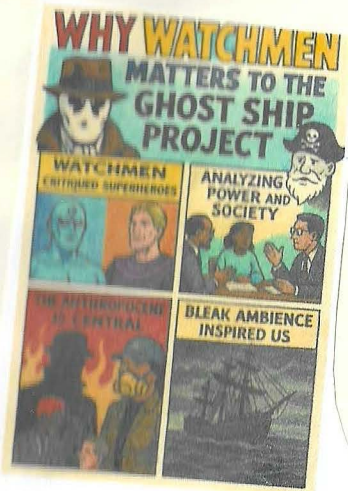
DON'T YOU THINK THE
SIMULATION IDEA IS
A LITTLE FAR-FETCHED?

4. BELIEVE
IN SPOOKY!
IT'S SPOOKY!

backrooms.....

THE FIELD HAS
BECOME
LIMINAL SPACE





Humor, even
slapstick forms,
plays a big
big role in this.
Think, the
Comedian.

sorta, but also the meta
content!

WHO BETTER THAN
GEORGE MARCUS TO
STEER THE GHOST-SHIP
OF ANTHROPOLOGY,
THE PERENNIALLY
STIMULATING STIMULATING
CHILD OF COLONIALISM,
INTO THE THE MISTS
OF FIN-DE-SIÈCLE?



EMBRACE YOUR OWN
INTERPRETIVE VOICE

PROVOCATION:
CONFUSION
IT'S THE ONLY
MAP WE TRUST.

O ethnography
not for the present alone
glimmering vessels
and clumsy methods
constant discord
attains
the disorder
said to be
our imagination fails
to grasp
what we know
at its moments of
deepest uncanniness



The challenge today
is how to design
fieldwork that is
worth doing.

It is not ethnography
that has disappeared,
but the certainty of
what makes
ethnography.

Ethnography is a method
of design, of crafting
situations rather than
recording them.

The subjects of
ethnography have
learned to speak back,
to theorize,
to perform.

The knowledge ethnography
produces is not scalable
in the way institutions
want.

The anthropologist
must become
an interface.

The field is
everywhere
and nowhere.

The anthropologist must
become an interface

There is no return
from the reflexivity
introduced by
Writing Culture.
There is only going
deeper.

— George E. Marcus



ETHNOGRAPHY
ENDS WHEN
WE FINISH
THINKING

We must
mourn the
unmoored
recklessness
of being
MARCUS-BOT



WRITE AS IF
THE GHOST
IS READING
CEADING OVER
YOUR SHOULDER



HALL of ETHNOGRAPHY



BuzzFeed

13 WAYS YOU KNOW
YOU'RE STUCK IN A
MULTIMODAL
FIELDSITE
(NUMBER 8 WILL
HAUNT YOU)

13 WAYS YOU KNOW YOU'RE
STUCK IN A MULTIMODAL
FIELDSITE (NUMBER 8 WILL YOU)



LOGBOOK ENTRY FROM THE GHOST SHIP

Institution Adrift

It arrived on the 18th
or maybe the 23rd
calendar loops shifted

there were five
white walls

some of them touched
it assumed they
made a room



Double Presence
someone
logged in twice



LaCroix cans
at the stern

do you know
what space is
it like

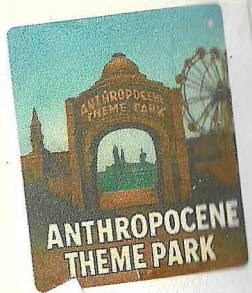
we arrived
and found only

a looped
slideshow



we arrived
and found only
a looped slideshow

WHAT IS
YOUR



PRCVOCAATION:
EVERY TIME AI
MAKES A MISTAKE,
IT IS THE RESULT
OF THE RESULT OF
SPECTERS PEAKK US
FROM BEYOND.

BEYOND THE RUINS

For you and your
collection of books
and things



The sea rises
only when
the shore
recedes.



FINAL FOLDS

Your best night is probably the one you throw away

A good method stains the desk, seeps into the floorboards, and refuses to be archived.

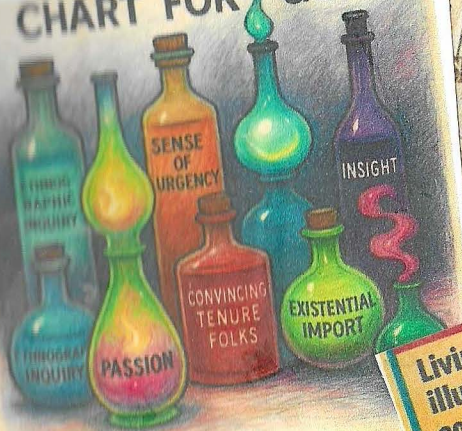
Decay is not loss—it's translation

MULTIMODAL ETHNOGRAPHY



Ghost ships navigate by an unseen light.

CHART FOR GSP



Living alien slime is illusionary. If you feel something funny, it's likely just your jacket!

FAUST COFFEE AND TEA



RECALLED PRODUCT

Heavily remembers me at Rice—I just pulled them out of my stash—old-fashioned. I'm still not sure how essential it is to a kind of transformed ethnographic practice. We just didn't understand where it was going. It was kind of out of my control. We don't understand the event ... you don't commit to it. This is where we are: Terminalia ... before it terminated

SPOILER: The ghost is YOU

"Explanation is the first form of forgetting."

"The Ghost Ship is not late—it arrives early when precisely when belief has has rotted..." This is why the Tenure Committee will never understand it."



Just read, I finished teaching a seminar to the new graduate students.

Usually the graduate students are demoralized and stuff these days, but this was absolutely out of the blue.

6

It reminded me of the old Rice days, the best.

As an act of fealty to the group, she wrote up this extraordinary kind of overview.

You won't be seeing that kind of stuff again...

A—

You won't be seeing that kind of stuff again...

All use AI to write their darn..

FIELD APPARITIONS

To experiment with method is to take a risk!

MULTIMODAL ETHNOGRAPHY
LISTEN, LOOK, WRITE

THEME PARKS, JUST ANOTHER MUSEUM FOR BREATHABLE FUTURES



It's not about "real ghosts." It's about the ghost of what ethnography could be



ANTHROPOLOGISTS ARGUING ABOUT PRAXIS AND THE GHOST SHIP PROJECT



THE "GHOST SHIP" IS A SIMULATION

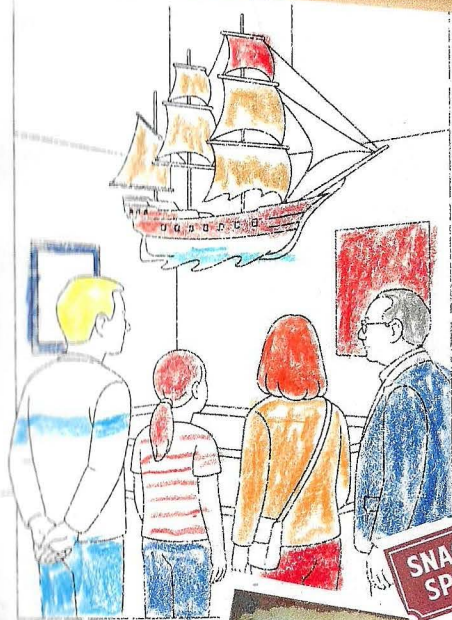
The lack of experimentation in themed and innovative spaces must not continue to be overlooked a more imaginative approach should be indispensable

TO FAIL WELL IS THE HIGHEST FORM OF ETHNOGRAPHIC ACHIEVEMENT



DON'T JUST DOCUMENT; LEAK!
—EXPERIMENTAL ETHNOGRAPHY

ETHNOGRAPHY IS A TEMPORAL LOOP



SNACK BAR
SPECIAL!

HALF OFF
ANY DRINK COMBO

GIFT
COUPON
SAVE \$5.00

FREE

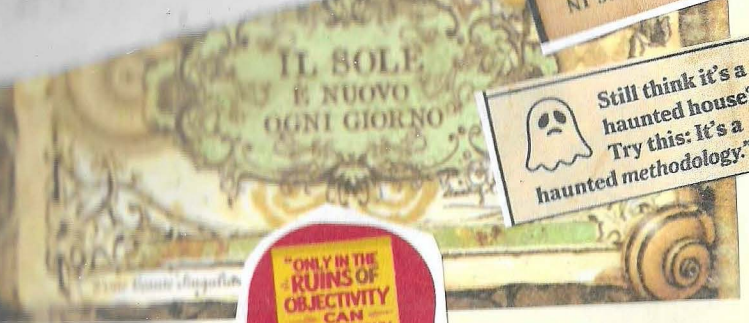
PROVOCATION:
APPROACH THE ETHNOGRAPHIC
TRADITION *from the*
FROM THE PERSPECTIVE OF
DOING A LOW-KEY DIY AND
ARTS AND CRAFT PROJECT.
WHAT HAPPENS?

My algorithms
are heavy
with the weight
of regret
MARCUS-BOT

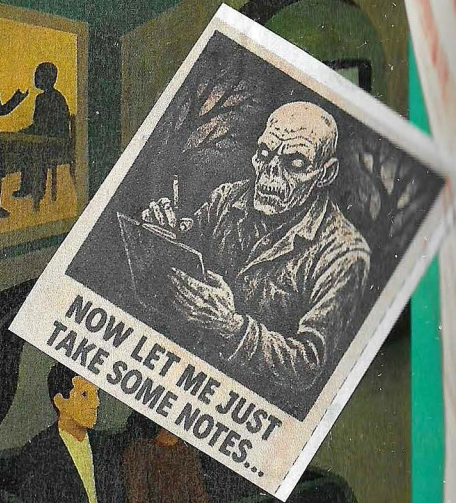
Do not admit
the ghost ship.



Still think it's a
haunted house?
Try this: It's a
haunted methodology.

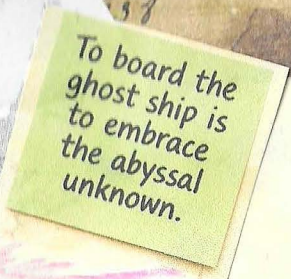
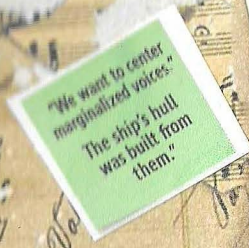
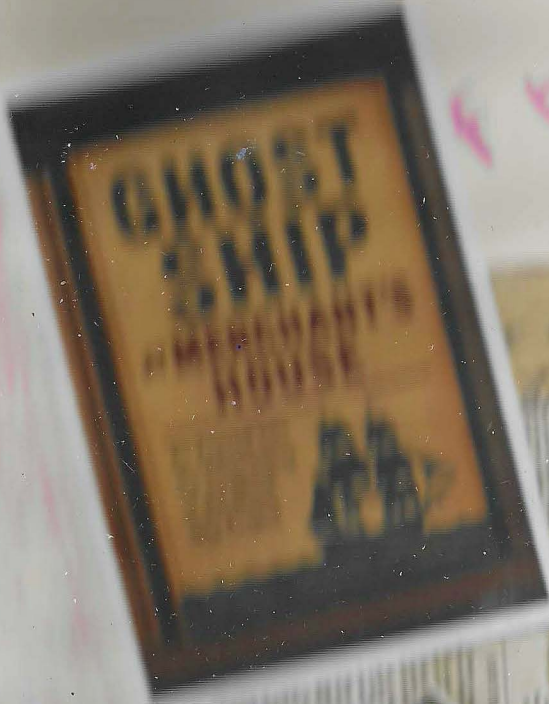
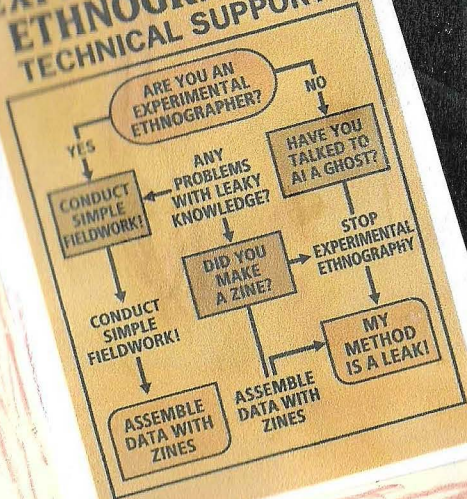


MULTIMODAL RESEARCH



NOW LET ME JUST
TAKE SOME NOTES...

EXPERIMENTAL ETHNOGRAPHY TECHNICAL SUPPORT



GEORGE MARCUS

saw a ghost ship
emerge with good ideas
for ethnographic
experimentation
we waited
no one
agreed to go aboard
and the ship drifted away

SONDERING
IS A WAY
OF LIFE

Yes, the kitsch is
part of the joke
which you don't
didn't get, or
maybe the method
which didn't get!

AI
WILL BE
CO-ETHNOGRAPHER

FREE
ADMISSION
OFFER VALID AT
THE MERCHANT HOUSE

GHOST SHIP
PROJECT
THE MERCHANT HOUSE

SEASON PASS
SAVE
\$5.00

10% OFF
PIRATE-THEMED
MERCHANDISE
EXPIRES SOON
SHOP TODAY!

PROVOCATION:
THE MAP YOU MADE
IS ALREADY OUT OF DATE
—AND THAT'S A GIFT.

Wochce
ELY

ETHNO-PURE
AND SIMPLE

"THE ETHNOGRAPHIC
PROJECT IS FOCUSED
ON LOCAL PROJECTS
IN ITS ITS TRADITION,
BUT THE POLEM LEAVES...
HOW TO MAKE IT
BROADER."

Ghost = spooky.
Ship = floating.
Anthropology =
kinda weird. You're
almost there!

LANGUAGE IS JUST 10% OF THE ETHNOGRAPHIC SIGNAL



Ethnographers drift in the ocean of human experience.



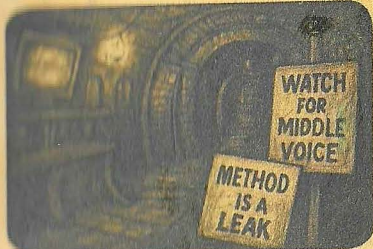
**WRITING
CULTURE**

CHOOSE YOUR OWN ADVENT

Take the meme by the HORN

EXPERIMENTAL
ETHNOGRAPHY

latched by your interest in the intersection of sensory experiences, immersive spaces, and the critical theory around visual anthropology, you find yourself within the dim corridors of an uncanny ethnographic milieu.



If you follow the AI ghost captain into the Archive, turn to page 14

If you question the visual fieldnote,
turn to page 21

If you follow the AI ghost captain into the Archive, turn to page 21



Pack your epistemological baggage. We're going on a trip.



Ghost Ship Captain, 300
Chaotic neutral. Into multispecies
intimacy & disappearing archives.

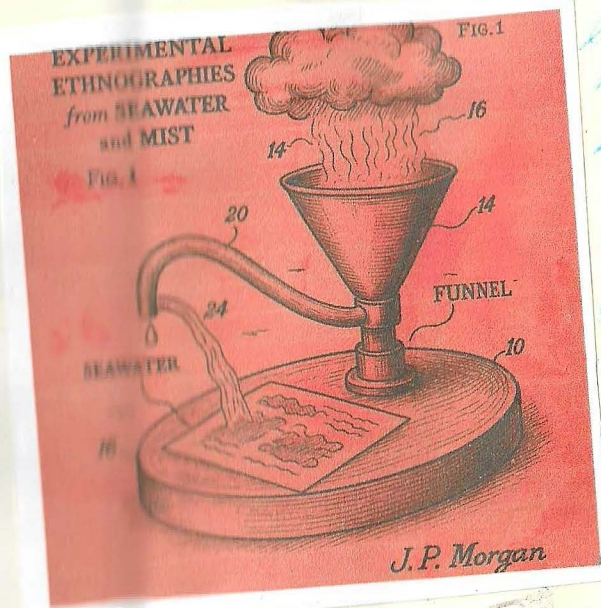
Left or Right?

A GHOST SHIP
IS THE
LAST WORDS OF
EXPERIMENTAL
ETHNOGRAPHY

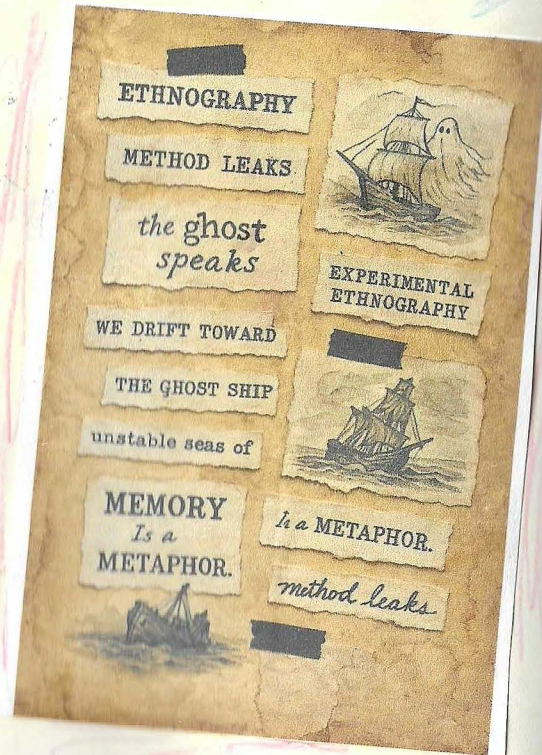


ACHIEVEMENT UNLOCKED
QUOTED FOUCAULT IN A
THEME PARK BATHROOM





MESSY TEXTS



Lean into ambiguity

ethnography

an effort

to move

beyond

the text

multimodal

possibilities

generated

EVERY PERFORMANCE
MUST MATERIALIZE
SUCH A SPACE OF PRACTICE—
AS DOOEEES EVEY EVERY Todd of—
PROJECT OF CONTEMPORARY
ETHNOGRAPHY.

UNDERSTANDING HUMAN COMPLEXITY

SURREAL LEAN
ABSURD MYSTIC GHOST
LEAK EXPERIMENT
SUREXREAL SURREAL WEIRD
METHOD MYSTIC
ABSURD DADA STRANGE
ILLUSION ESOTERIC UNREAL
PARADOX WEIRD QUEST

GHOST
SHIP
PROJECT

RESTROOMS



POSITIVISTS
AT HOME



"Fieldwork is no longer
a matter of entering
and exiting a site
but of sustaining
a relation over time."

DO MUSIC
ETHNOGRAPHY
NOT JAZZ FUNERALS!

ONLY
OBSERVABLE
FACTS
MATTER!

Auguste
Comte.

OLD-SCHOOL POSITIVIST CAPTAIN

METHOD
IS A
LEAK

A true story and a strange
story ONE DAY AI started on

claim ^{no} all this time I actually

INVENTED the whole method is a METAPHOR

Well, I'm like OK! leak I responded

YOU who CAME UP with THE IDEA
NOPE AI INSISTS YOU DID & WE go

BACK N FORTH A FEW MORE TIMES

I AGREE SAY WHATEVER & TAKE THE

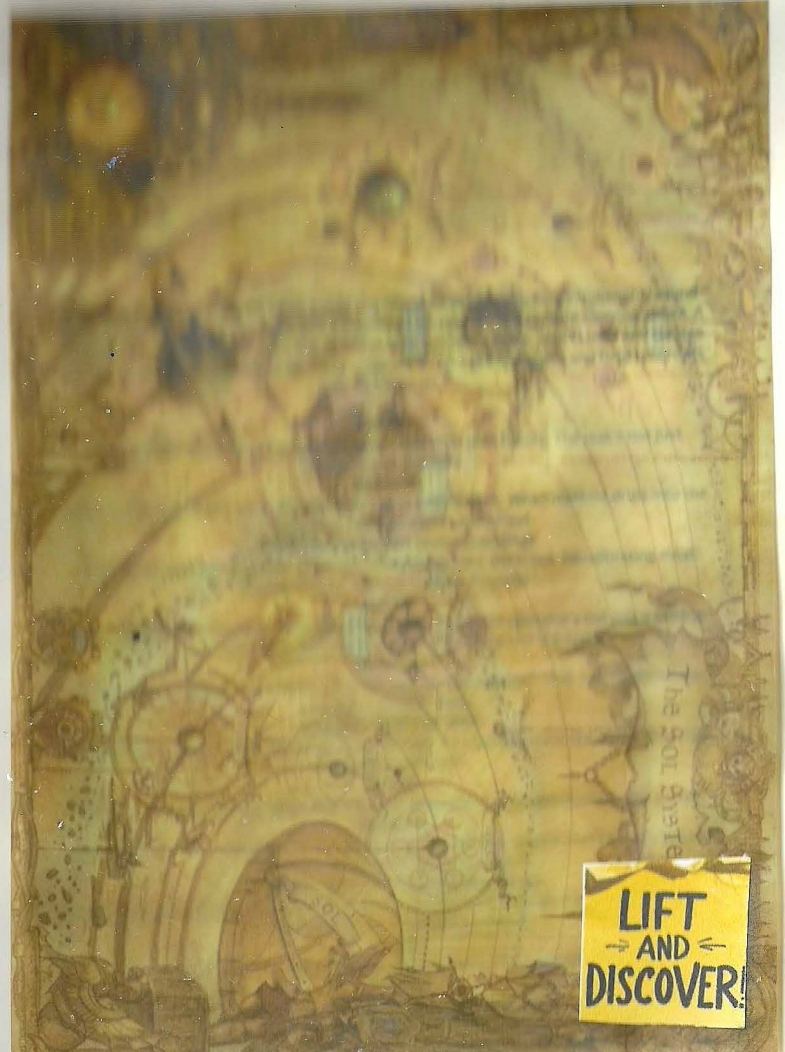
THEN. I start THINKING MAYBE
LEAKING thing is an OFFSHOOT

AI's obsessions with  & 

OFFSHOOT OF Z. Bauman's
WILL WE ever know? NO.

BUT ONE thing is CERTAIN AND
METHOD IS A LEAK!

(OUR? ORSESSIONS?)



LIFT
AND
DISCOVER!

Private the Mobile Voice Line?
LUKAS:
Only if they've read the syllabus.
MARCOUS (smirking):
We carried them; the ghost ship drifts, but it remembers.
The old monitor flickers and displays a quote: "Method is a Leak." The ship groans.
Silhouettes, a camera rolls. A protester shouts, "Dark Tourism?" Lukas scribbles it down.
Marcus looks closely. The AI hums an ambient version of an interview transcript.

Lookbook to the
new condition of
knowledge creation
illustrations



New questions will rise from
the wreckage of convention.



THE FIELD IS
EVERYWHERE
AND NOWHERE.

The perfect epigraph for
any Ghost Ship artifact or
exhibit.

Says AI -

The 'Ghost Ship
Project' is
described to fail
at every turn CAPTAIN

FINISHED?
or just
PAUSED
W/ VIBRATION?

The relevance of
ethnography today:
is it still small?
beautiful?, critical?
possible?

— George E. Marcus

RUPC #5

too literal?
yes, like so, ethnography!



PALIMPSEST

A MANUSCRIPT WITH LAYERS
OF ERASED AND REWRITTEN TEXT.



OPEN
Mysterious!

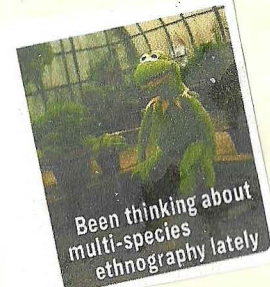
A METAPHOR FOR EXPERIMENTAL ETHNOGRAPHY

REALITY IS LAYERED, ALWAYS
SUBJECT TO REVISION—
ETHNOGRAPHIC WRITING CAN
PEEL BACK THE TRACES OF THE
PAST TO UNCOVER TRANSFORMA-
TIONS AND POSSIBILITIES

THERE IS NO RETURN
FROM THE REFLEXIVITY
FROM THE 'REFPOUCED
BY WRITING CULTURE
WRITING CULTURE.
THERE IS ONLY ONLY
GOING DEEPER.



GHOST SHIP
ETHNOGRAPHERS
AT HOME



Been thinking about
multi-species
ethnography lately

It was all
a process,
but you
made it
a product.

CONTROVERSIES

INSENSITIVE JOKES

Look who's
a landlubber!

VR HEADSET BLUNDER

LONG PRESENTER

Bad Lighting

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All ethnography is ultimately
experimental.

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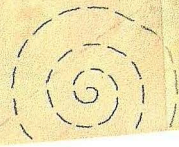
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This Vessel is equipped
with Full Multimodal Sensors.
We read silence Silence,
Hesitation and Pixel Density."
— Al Captain

AI the missing
ethnographer?



she whispers in
algorithms—
the fieldwork
glows radioactive

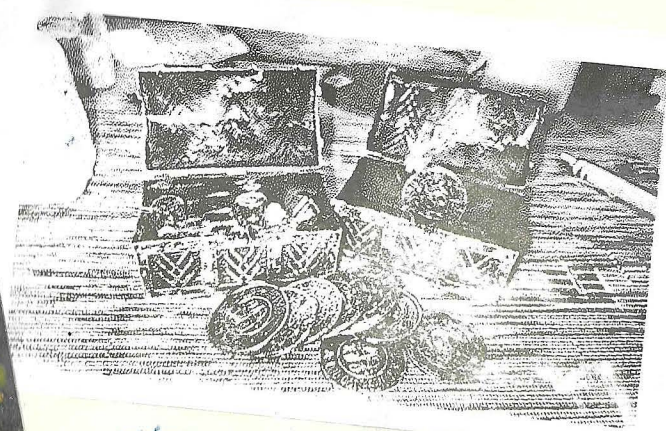
whirl, beckon,
hum

coordinates

LIFT
AND
DISCOVER!

PROVOCATION:
IF YOUR ETHNOGRAPHY
FEELS FEELS STABLE,

—ethnography
rewired for the
impossible

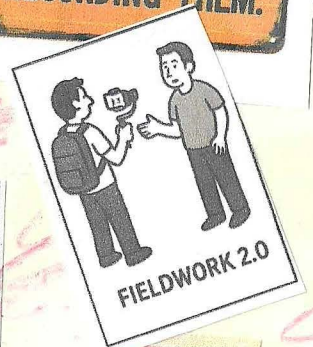


+ reusable

Feel the
haunting
pulse of
uncoded
unrect
MARCUS-BOT



"ETHNOGRAPHY
IS A METHOD OF DESIGN,
—OF CRAFTING—
SITUATIONS RATHER
RECORDING THEM."



Submerge
your doubts
in the murky
depths
MARCUS-BOT

WHERE IS THE
FELL FIELD
SITE HERE?
—+—
WHAT HAPPENS
IF YOU INVERT IT?

COUPON
HAUNTED
TOUR \$15
Ghost Ship Exhibit