CS4059 – Creative Coding
Assignment 2: Net.Art

'Search History _ 0.1'
by Jack Haigh (13130498)

Inspired by: '%Location'
by Joan Heemskerk and Dirk Paesmans

Analysis of Inspired Piece:

%Location by JODI (the pseudonym for Net.Art duo Joan Heemskerk and Dirk Paesmans), is a visually and conceptually interesting piece. Upon loading the webpage, the observer is presented with multiple lines of various characters and numbers, presented in a green font with a black background, likened to a terminal or command prompt interface (Heemskerk and Paesmans 2017). While it serves merely and a splash page to a much larger amalgamation of work (A Structural Analysis of http://www.jodi.org 2017), the piece in itself is a conceptually interesting piece.

When the observer views the source code of the webpage, they are presented with a perfect ASCII diagram of the H-Bomb (Schäfer and Gendolla 2015). HTML Documents are structured by relevant DIV or BR tags, and do not retain the structure presented in its source code. It is for this reason that the ASCII symbols are presented linearly and 'unstructured' in the piece, in ways representing the aftermath of the H-Bomb.

Description of Search History _ 0.1:

How does Search History _ 0.1 relate to %Location? My piece is inspired visually rather than conceptually to %Location. Intrigued by the linear and chaotic fashion of which JODI presented %Location and some of their other pieces, I combined the visuals of their piece with the concept of the Science journal article written by Sparrow et al (2011).

The main description of Search History _ 0.1 is a visual display of the day to day search queries of the average internet user using P5. There exists extensive research into the growing fear of the human race becoming progressively less intuitive and intellectual due to the availability of the Google Database (Carr 2008; Sparrow et al 2015; Haigh 2006).

While the interface of Search History _ 0.1 has no real function, it attempts to show how an individual would take the availability of Information via a Search Engine for granted in an aesthetically interesting way.
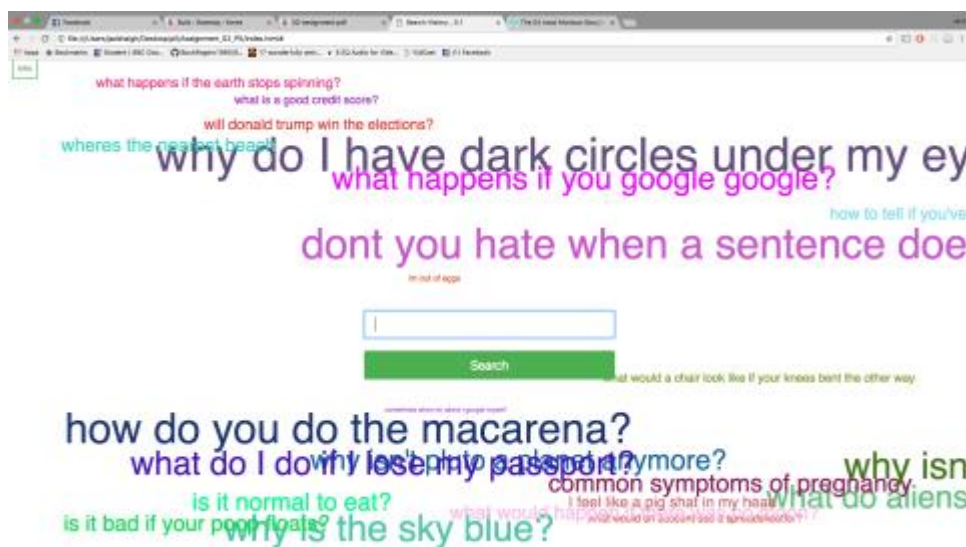

Figure 1: Search History _ 0.1 Interface

References:

Carr, N. (2008) 'Is Google making us stupid?', *Yearbook of the National Society for the Study of Education*, 107(2), 89–94.

Heemskerk, J., Paesmans, D. (2017) %Location [online], available: http://wwwwwwwww.jodi.org/ [accessed 6 Apr 2017].

Haigh, G., others (2006) 'Information idol: How Google is making us stupid', *Monthly, The*, (Feb 2006), 25.

Only!4!!!!!!!!!!!!!!!!!!!!!!!!4-for YOUR Private Eyes. A Structural Analysis of Http://Www.jodi.org [online] (2017) available: http://www.hgb-leipzig.de/artnine/huber/writings/jodie/indexe.html [accessed 6 Apr 2017].

Schäfer, J., Gendolla, P. (2015) *Beyond the Screen: Transformations of Literary Structures, Interfaces and Genres* [online], Medienumbrüche, transcript Verlag, available: https://books.google.ie/books?id=KuhKCgAAQBAJ.

Sparrow, B., Liu, J., Wegner, D.M. (2011) 'Google effects on memory: Cognitive consequences of having information at our fingertips', *science*, 333(6043), 776–778.