

Sensory Interface and Algorithmic Desire in a Society of Anticipation

Information is not experience.

Jaron Lanier, *Who Owns the Future?* (2014)

What do US drone strikes, Apple, online services of infidelity and the film *Her* (dir. Spike Jonze, 2013) have in common? As Americans run their lives through networked computers, we witness a new digital form of communitarianism emerge with its paradox of techno-intimacy—the simultaneous desire for omniconnectivity and for individual difference from the multitude. Digital code, paired with computational networks, has succeeded in beguiling American mentality, which—as I will argue—is due to their sensorial aptitude to s(t)imulate addiction. I will explore how computational media equipped with sensors of advanced body-infiltrating power and endowed with superb data-crunching, AI and profiling capacities, romance the senses and algorithmically design experience through customization and social anticipation. The digitally enhanced capitalism, guided by Moore's Law and iterative and simulative design, thus promotes anticipatory experimentalism as a novel foundation of American morals, revealing that the provisional is the ultimate object of desire. By engaging with the opening examples, I will demonstrate how the optimization-fixated sensory media algorithmically feed-forward the data, thus promulgating a forever accomplished future.