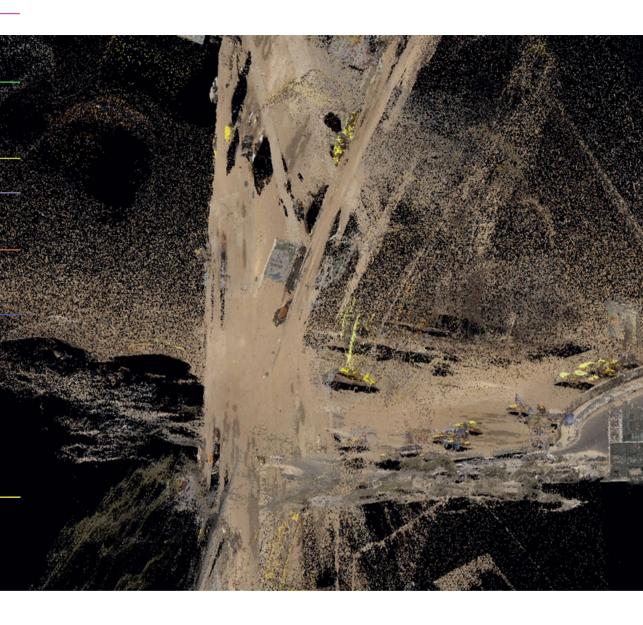
ALGO-RHYTHM: A Hip-Hop Film about Microtargeting and Online Electioneering

Manu Luksch

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Manu Luksch is an intermedia artist and filmmaker who interrogates technological notions of progress including the regulation of public space, the disciplining of time, and autonomy and identity in our hyper-connected world. Her works have landed in many different places: from street protests in Hong Kong and independence movements in the Golden Triangle, to the Collection Centre Pompidou, Paris, and the Core Collection at the Academy of Motion Picture Arts & Sciences. Currently Resident Artist at Somerset House, London, her current focus is on corporate-governmental relationships and the social effects of predictive analytics in the algorithmic city.







Manu Luksch

ALGO-RHYTHM

A Hip-Hop Film about Microtargeting and Online Electioneering

Infallible

ALGO-RHYTHM

▶ Presidential Candidate #1

he people love me – I'm Fortune's candidate Who else gonna ride the Presidential motorcade?

Young, fresh, driving I've got new ideas firing Citizen consciousness Revolutionisina!

Tools to build strong 'n stable Government, democratic

Stuffing ballot boxes? out of the guestion!

Buying opinion? uh-uh!

jailing opposition?

Bribes? threats? violence?

voter intimidation?

Forget it – I got the

perfect solution...

Everything about everyone that's what I know ► Mr X: CEO, Data Analytica

hat they eat and whom they meet

Their fears and their dreams When they wake

where they sleep

Favourite colours,

hopes, beliefs

▶ Presidential Candidate #1

get that you got game Now about my programme.

But the path to the palace Is treacherous and slick The winning hand's gonna Need some mean trick They say that round here You're the best that there is So fix it for me Fulfil my deepest wish

► Mr X: CEO, Data Analytica

'm light-speed digital djinn Lamp genius phenomenal Logical seer, algorithmic Spirit, y'all – demonical

Infallible tech, invincible code Infinite reach – yeah, I got it

Traces that they hide

symptoms that they show

Intimate secrets of the

innocent and the guilty

I don't just spy on them — I

read their minds completely!

People confide and confess Their whole lives

to the networks

To new friends so accepting trustworthy and intelligent Goldmines of personal data private histories that I rent

Presidential Candidate #1

o what exactly is it you claim to have on them? ► Mr X: CEO, Data Analytica

ot your ideas but their emotions will be the basis of campaign

How to market politics? Profile, classify, target Cryptic black box algorithms compute and predict

The swings and intentions

of the voters that we seek







it knows all my habits

Citizen M

ser-friendly, slim & smart it knows all my habits The whole world in the palm of my hand — imagine it! Watch what I like, exactly where and when I want to Find all my friends... ha!

they find me too

Post a selfie, hashtag, like,

retweet, fave & commenting

Three six five, day and night online, website-crawling

Twitter, Instagram, Snapchat

– do vou hear me?

Seen it, been there, done that

– feeling alive!

Facebook's never getting full I'm top ranking on Google

Take her down, discredit her defame, expose the gap Reveal skeletons in her closet

– and those under her hat

Juling

Her election promise?

Chaotic future, it's gonna be Refugee infestation

fiscal catastrophe!

Never mind Jerms & Conditions

Welcome to a new era

where all borders tumble

Searching out strangers

they become my people

Distance is zero

news travels fast

We remain neighbours

even continents apart

▶ Citizen K

ever mind Terms & **Conditions**

Who's got time to read 'em?

I gave my name, age,

address, profession...

And there I was — in!

All of this to hype the crowd Make them love & praise me!

► Presidential Candidate #2

ou know my ambitions for our nation are immense I'm the only one with skills

to realise its emergence

Progress, modernity

growth accelerating

Digital economy

my strategy advancing

I know I'm the candidate

they need to hail

The other, she? – zero

quality, a thousand fails

► Mr X: CEO, Data Analytica

'm light-speed digital djinn

Lamp genius phenomenal

Logical seer, algorithmic

Spirit, y'all – demonical

My tech's infallible, infinite

Code – invincible

Your wish? My command!

For her – fake news scandal?



rlive!





infinite, code

► Presidential Candidate #2

the rooftops

So they all see her true face

► Mr X: CEO, Data Analytica

ur methods are more subtle, believe me
More effective, très utile
We're dealing in

the new drug of the nation

Hooked up to my connection?

- you've also got the poison!

Megatonnes of metadata collected and scrutinised

We find their weaknesses

and target them

Feed anxieties, make

easy prey of them

► Citizen I

nternet for everyone –

a zone of freedom

Protest, exchange,

share information

Where secrets are exposed

where revolutions are born

Where you feel the pulse

of the people's rage

► Citizen R

ure, you learn on the Net

You play on the Net
Hang with the crowd there

yeah, BFFs

But are you sure

you're in control?

Hidden algorithms

reading your profile

Peeking at your interests

figuring your weakness

First they show you

what you searched for

Then clickbait lures you to

what they want you to see

Megatonnes of metadatas

We have permits to analyse it classify and categorise it

The hopes and fears

of the electorate

Their addictions

and their secrets

– we know them by heart

Personalities, vulnerabilities Changing moods and loyalties

Alliances, infidelities...

The Internet: where each one

teach one about politics

Folks know they got power

Now the politicians

are running scared

Each citizen a vigilante

the Internet our armoury

Fight till every single voice

is heard and counted

If you don't know

what's going down

The Internet's real shady

And if you do know

what's up with it

You better get top security!





► Citizens (together)

he Internet is not for free everything has got a price

Don't be a fool – contend!

Google's not your friend! Harvesting your data

the trillion-dollar tout

Don't ignore it –

Facebook sells you out!

Be determined! be strong! Be darina

be daring

be daring!

Noone should fool you

Noone should sway you

- say No! Refuse!

Noone should think for you

– say No!

Prove who you are!

Be responsible! Refuse pressure!

Why?

why?

whv?

Why let them influence you? Don't let them engineer you!

'Don't be Evil'?

Google's not your friend!

en t be a fool-bay no. Refuse!

▶ Griot Tassoukat

odern world, today's youth – These words are for you Why should other people meddle in your matters?

Each of you — be autonomous! Think for yourselves! Be independent!

Each of you — be autonomous!

Discover yourselves! Be strong!

Act for yourselves! Think for yourselves! Why would others want to know your future?

The way you dress

The way you snap selfies... Why spread them

over the Internet?

You get all dressed up

for Whatsapp

All dressed up for Facebook Dressed up for the Internet

Say No! Never! Refuse! Believe in yourselves! Be strong!

Be daring

be daring

be daring!

Be daring

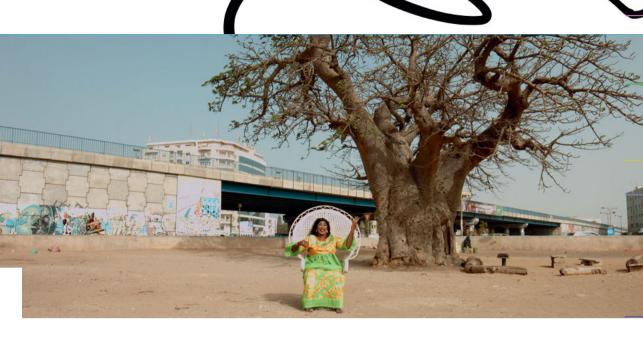
be daring

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Be daring

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Mr Y: Good News Anchor

good evening, good day & good tomorrow to you

Wherever you're watching

may peace be with you!

Emotion probes reporting
now: happiness unbound
Elevated zest for life
love and lust going round

Till the next time, with more Good News...

Dynamic, precise,

algorithmic...

The city grows day on day more efficient, safe and slick

Dynamic, precise

and algorithmic

Its sensors have their

eyes wide open

even while you're fast asleep

Three million

two hundred thousand
one hundred ninety four
Our economic indicators

tower high above the floor

Marine meteorologists are on a similar bullish tip

Ocean levels falling fast – plateauing, they predict

Central Index of Perception

of Nervous Stress up next Clearly trending down

across all suburbs west

And finally, the exceptional news of the day:

Archaeologists unearthed relics from another time

A bizarre box of paper slips

each inscribed with signs
Apparently, each one counted

for one person's voice

— This was called 'voting',

I believe

From a time when the people were exploited and deceived By unscrupulous politicians' preposterous decrees

Long before the coming of algorithmic government

Our god – perfect sovereign

and servant – omniscient

Give thanks to our A. I.

machine-lord of the qubits
How did we ever make

a decision without it?

ALGO-RHYTHM

a film by Manu Luksch AT/SEN/UK 2019

English text by Manu Luksch and Mukul Patel based on:

▶ French lyrics by Makhtar Fall aka Gunman Xuman,
Manu Luksch, Mukul Patel,
and Cheikh Séne aka Keyti

▶ Wolof lyrics by Illégal,
Kruh Mandiou Mauri, MC Mo,
and Rhapsod, developed in a workshop led by Cheikh Séne

▶ Tassou (Wolof recital) by
Adja Fall, extemporising on Immanuel Kant's 1784 essay
'Answering the Question: What is Enlightenment?'







