

World Building: a practice-centred response to online conspiracy narratives

Format Festival Conference 2023

"I am honored to be amongst all of you. Many of us have dedicated our entire lives to the awakening. Do not fear. I truly love all of you"

"I do not need actual evidence. There is enough smoke and there IS fire, and global connections. The evidence to seal the deal is in gov. hands and I trust will be dealt with in time."

"I'm so glad the Lord is at work, and am praying that He use the saints to bring this evil down. Hallelujah!"

"I only believe the reality I create myself."

"I remember a year ago when I was ardently wishing for some dense movie or novel, some ultra. dark, quasi. political, hugely complex, seemingly bottomless labyrinthian mystery. It'd be awesome in fiction, but it's proving to be not so awesome in real life."

"Shame on the old America! we're in business now! Let's change the world."



What can photography be

Transdisciplinary Approach

Research-creation, in the ways that it so regularly fails to resolve clearly into either "art" or "scholarship," and in the ways that it so regularly renders its makers illegible from one perspective or another, often unpredictably, is, at its most interesting, a decidedly uncanny practice.

(Loveless, 2019)

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Broader Context



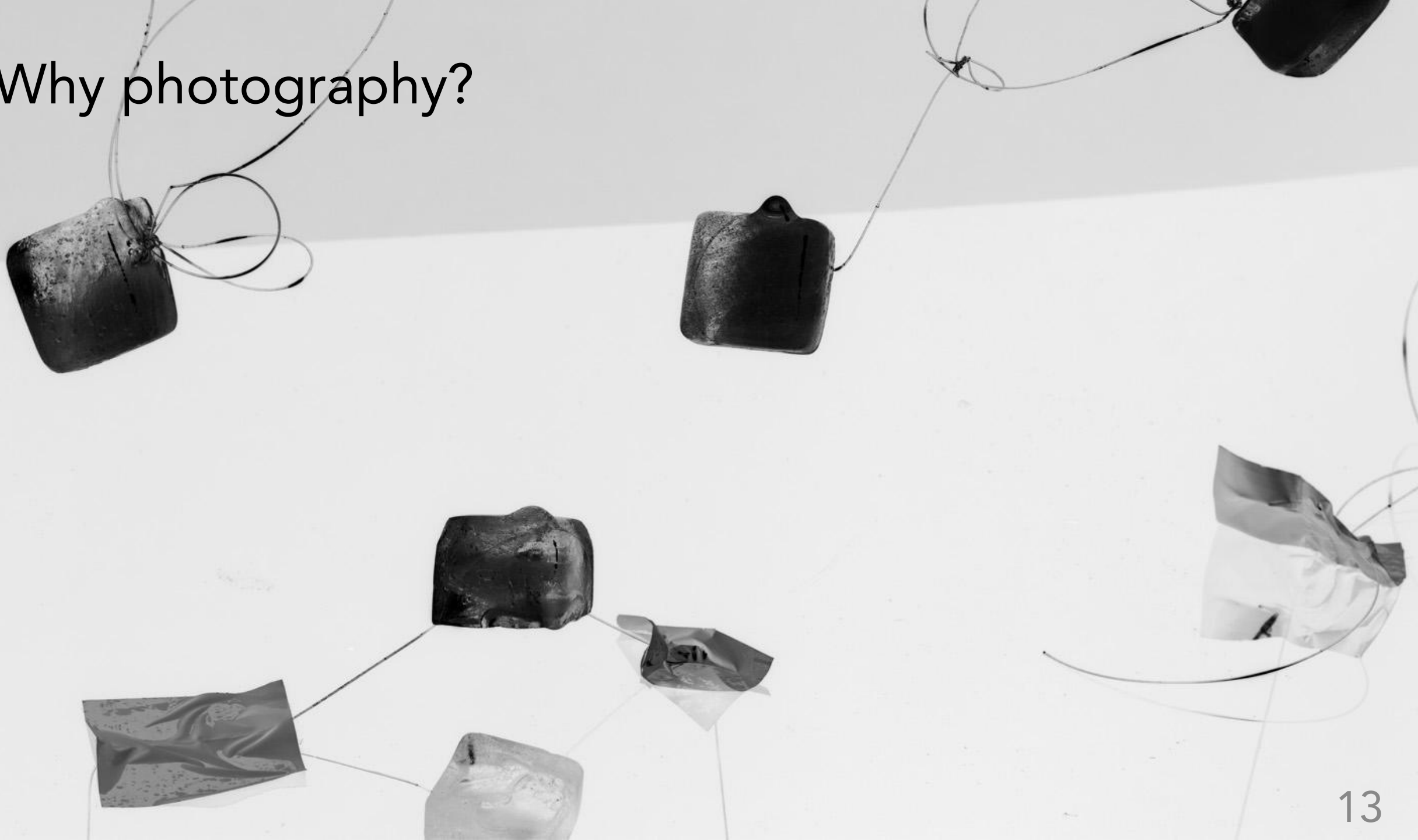
Consequences



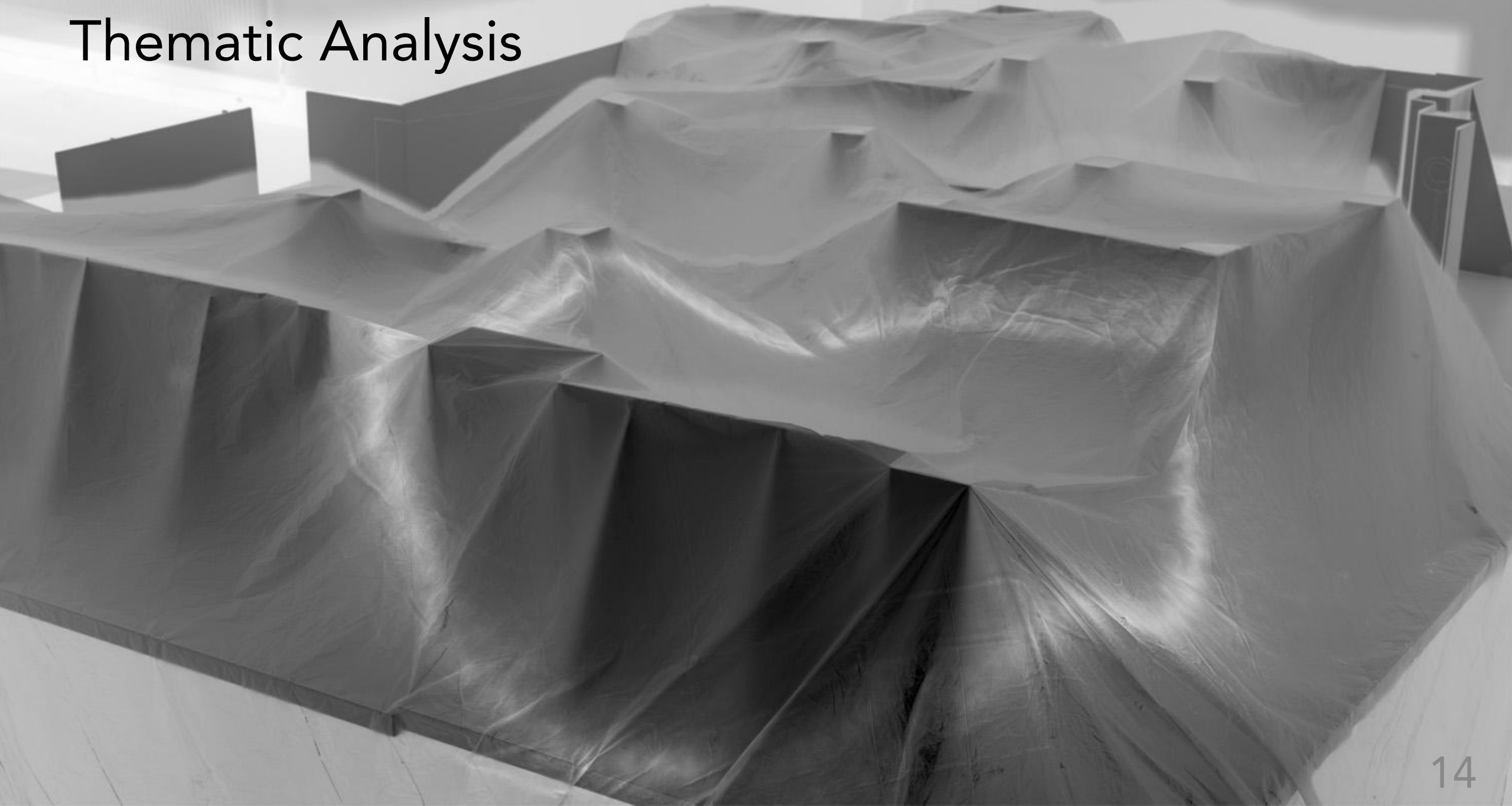
... The Issue of Representation



Why photography?



Thematic Analysis



Thematic Analysis

World Building

1. Building Group Identity
2. Interpretation of Evidence and Theorising
3. Maintenance of Theory
4. Cultural Markers
5. Strategy

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“People will say it’s not pizzagate related but pizzagate is going to blow open all the conspiracy theories. Tavistock created our education and entertainment systems with the sole purpose of keeping our brainwaves in a suboptimal frequency range, to maintain our status as complacent workhorses. NASA, the space game, academia, science, all a big sham. These are satanists who think they’re doing the right thing by killing off over 90% and leaving only the elites, and those under MKUltra control, thereby creating a devil’s playground. Sorry if this seems outlandish or unrelated to pizzagate, it’s all connected, their evil knows no bounds, it’s a hard concept to grasp.”

World Building

a creative act of fiction

pile of speculative accusations

the virtual realm

belief system and world view

unlimited interpretation

distorted and biased

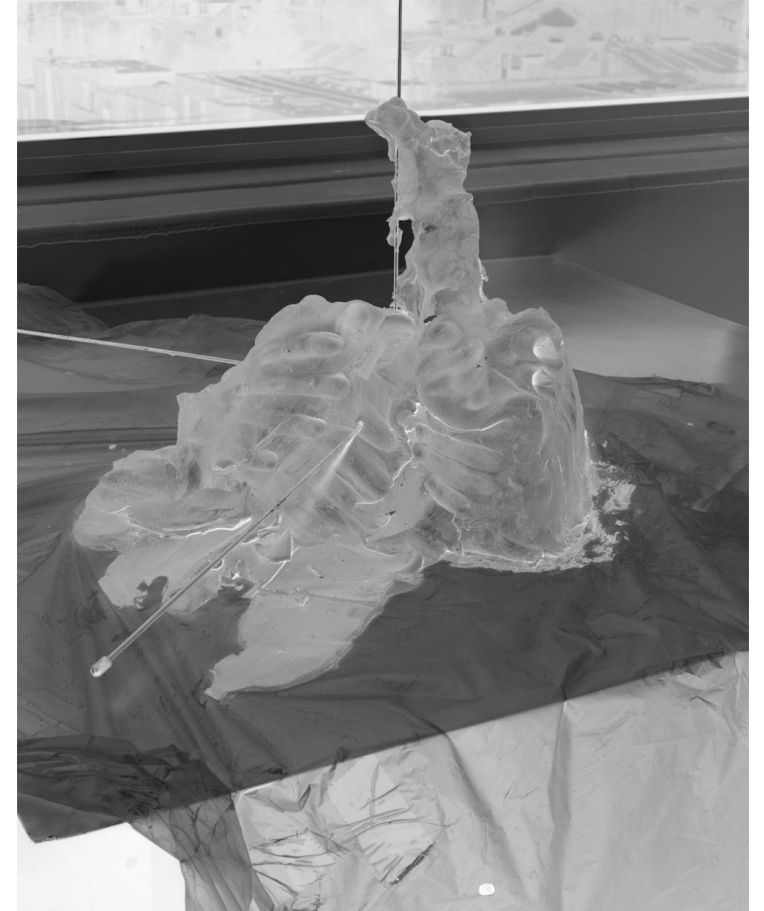
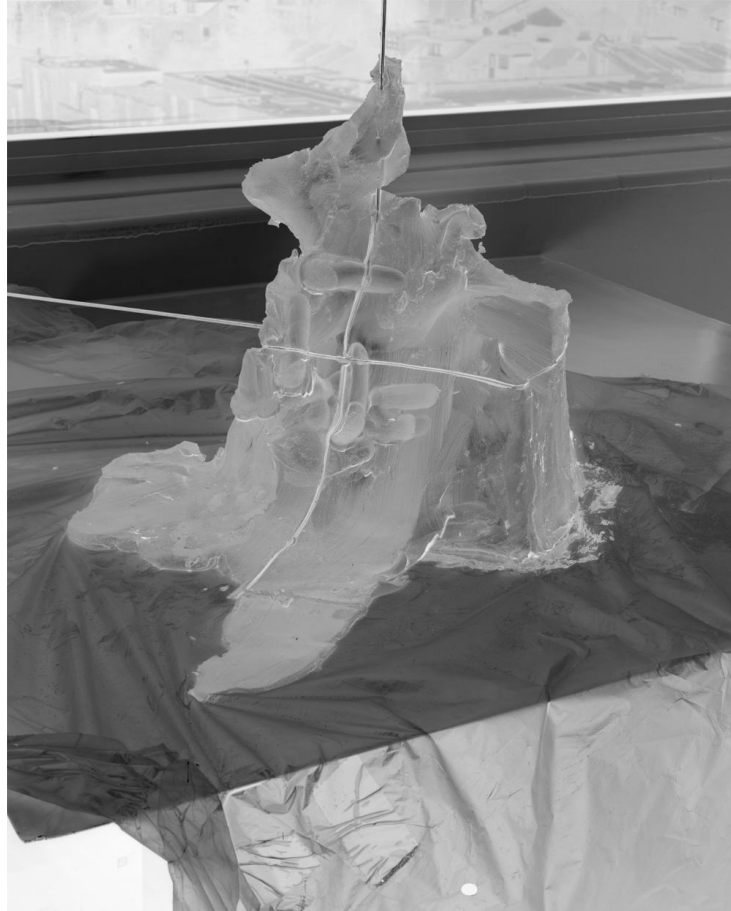
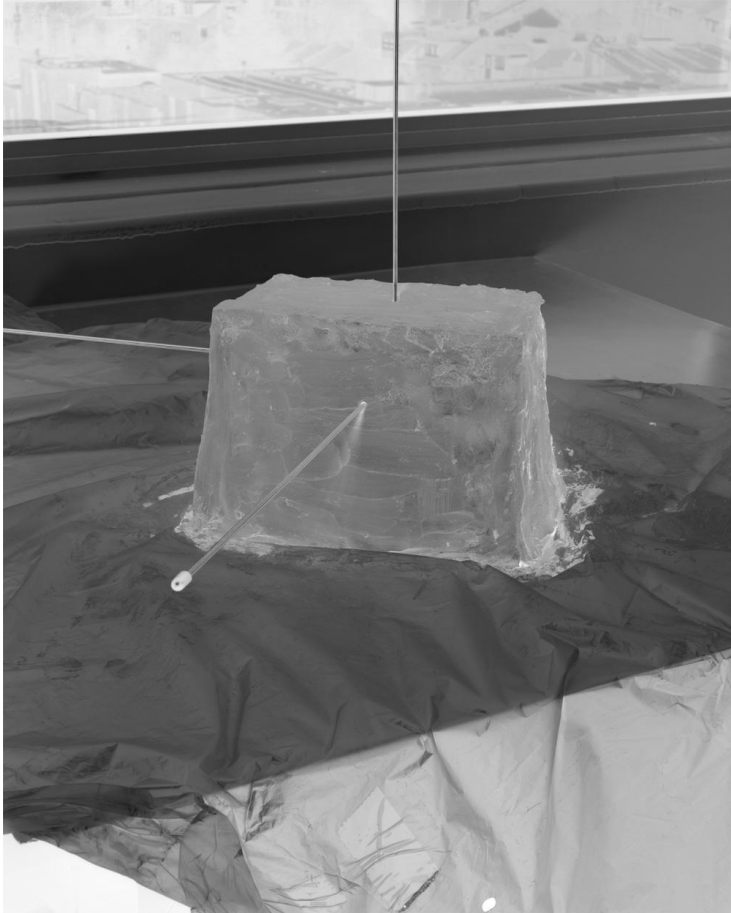
references to religion

fantastical and ludicrous

anger, disillusionment and anxiety



Provoking interpretations





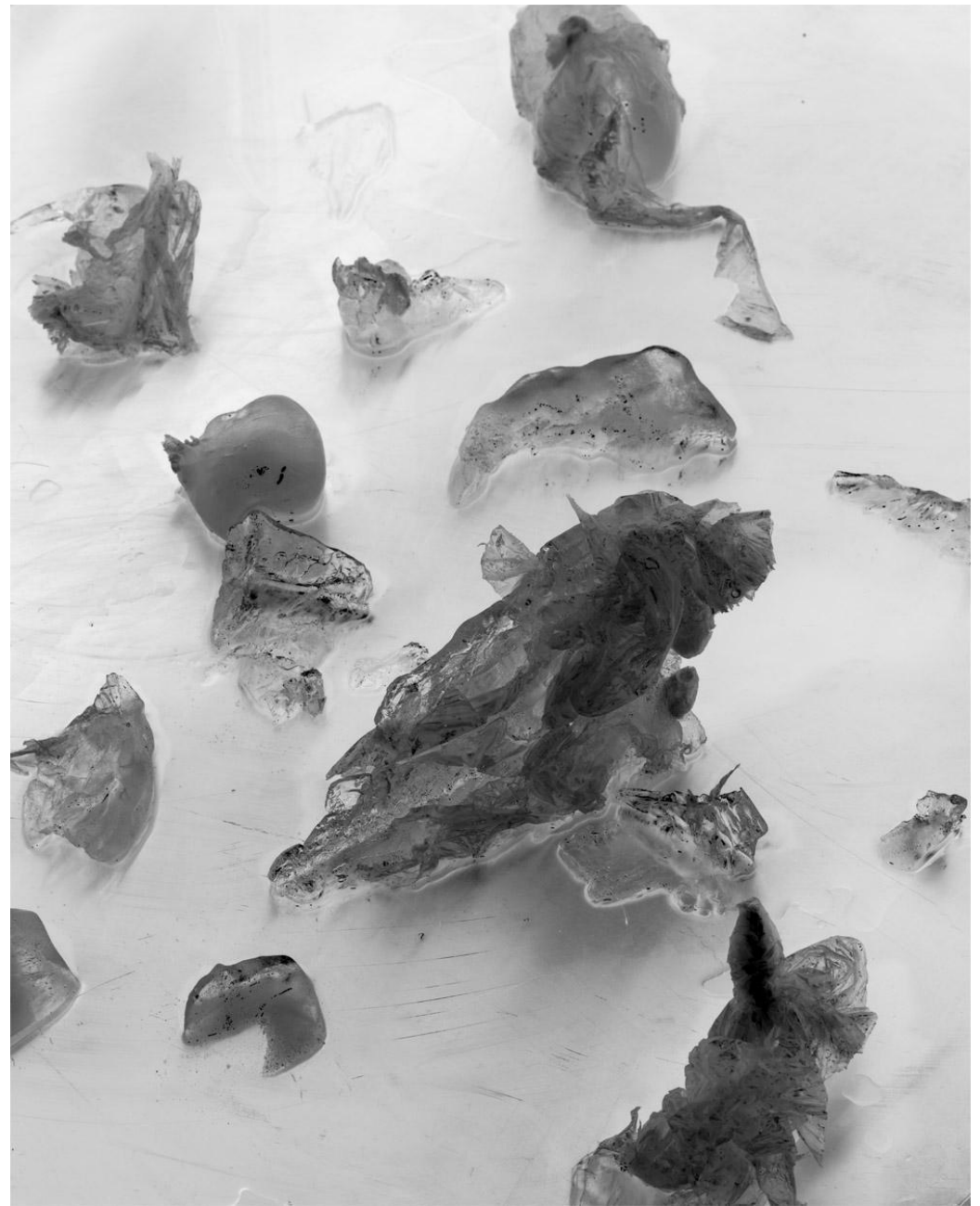
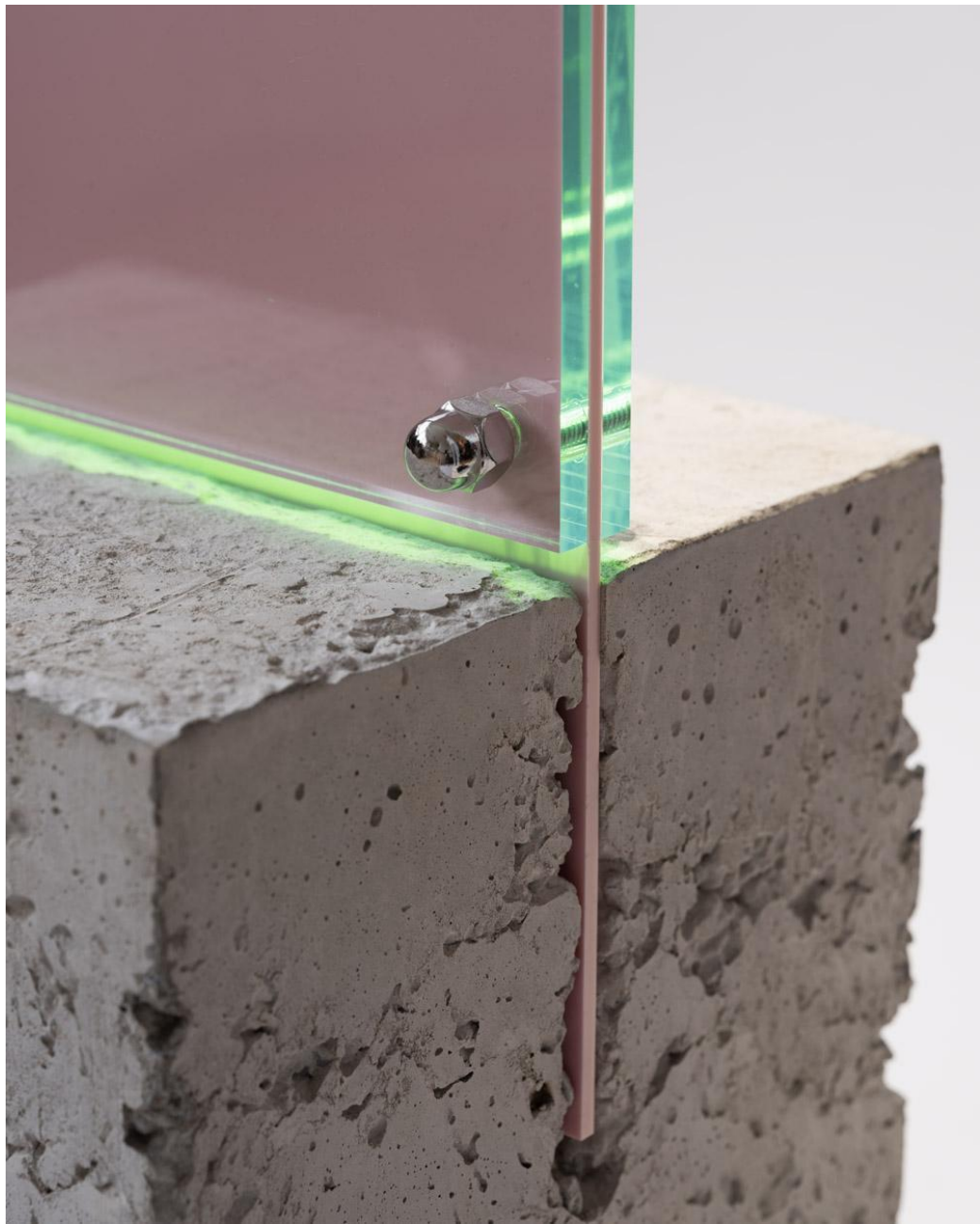






**Could just be decorative,
who knows. Just weird.**

**I do not have a lot of
forensic experience to
help out but I do have a
good attention to detail
so if there are hidden
images anywhere I'll
notice lol. Like the
triangle in the tab title
of the Panda Head
website. Definitely an all
seeing eye reference
there.**





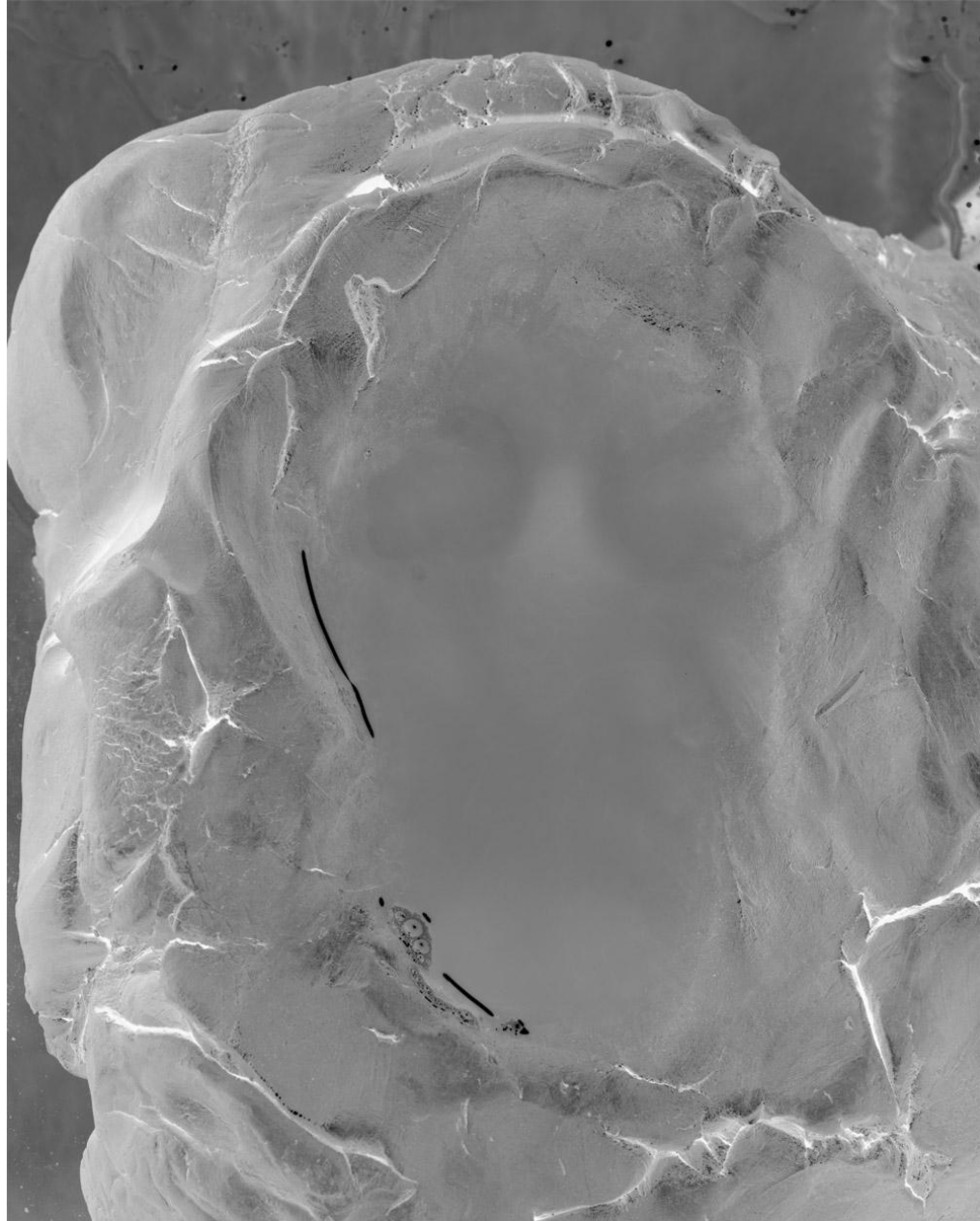
The Impulse to Narrative Organisation

(Cobley, 2001)

Unlimited Semiosis



(Eco, 1975)



Research-creation ... produces hybrid forms, defamiliarizing and uncanny, that oscillate between more than one "species" of production and that result in "offspring" that are often unthinkable, illegible within the current institutional frameworks of academia. It creates a chimera.

(Loveless, 2019, p.56)

