Hello.

This is a Crypto-Persona Experiment

# 1. Francois Laruelle, Non-Philosophy & Philo-Fiction

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It is a thought-in-action.

## Francois Laruelle, Non-Philosophy & Philo-Fiction

Non-philosophy is "a practice that uses philosophy as a material, a practice, but it's practicity is a theoretical practice, not merely a theory."

It is a thought in-action.

It is inherently performative / a theoretical-practical practice

"Philo-fiction is a genre parallel to science-fiction, a lowering of dogmatics and of philosophical axiomatics to the state of fiction."

Francois Laruelle, EN DERNIÈRE HUMANITÉ, p82

"Radical fiction, of creation of sense, and of a sense freed from its inscriptions in the objects, texts, representations, blendings of the "effective" world. This possible is absolutely unleashed from its variable blendings with the real, is itself deprived of all position and is an indivisible and necessarily plural event.

(NonPhilosophy, 91)



just saw a youtube video that contained the phrase 'double



Painn Scarehell



□ 11/21, 6:34pm



# alright so, lots of shit happened recently, lets get right to it.

meatsleep







Published on Oct 24, 2015

Meatsleep

## Analysis-Fiction



Does Reignbot actually try to debunk blank room?

The analysis videos are not fictions, but philo-fictions. Instead of 'debunking,' they keep possibilities alive.

### Deep Web Attention

- asking questions
- keeping possibilities open by posing new strange connections
- paying attention to what is erased
- looking across unconnected things/sites/details

## Crypto-Persona

-operates online in an opposite manner to 'mainstream' social media behavior

-context, behavior, and identity are obscured /disconnected

# Why do we care? And why do we call it 'Crypto'?



My.Skyhook

Community

Changelog

Public Site

Search Q

Log In

#### CONTEXT ACCELERATOR

Introduction

Quick Start Guide (Android)

Quick Start Guide (iOS)

#### Context Accelerator Personas

Personas - API

Personas - Batch

SDK Data Previews

Recipe: Improve Your Targeting with ...

Recipe: Generating Personas via Batc...

Recipe: How to send your users a we,...

Recipe: Getting to Know Your Users i...

Recipe: Remind Users to Enable Blue.

#### Context Accelerator Personas

Suggest Edits

#### Personas Introduction

Skyhook combines a curated and quality controlled venue database with users' location history to compute probabilistic personas of each user based on a partner provided Unique ID. Skyhook Personas are algorithmically constructed and anonymized based on where a consumer lives and visits, rather than generating them from a static list or database.

This data is informed by mobile device location behavior and intended to provide partners with insights regarding their audience demographics and the most likely interests and activities to help inform advertising and/or user experience enhancements.

Diners	Description			
Restaurant Diner	Restaurant Diners often visit restaurants and enjoy the dining experience. They are more likely to respond to local recommendations, and may be looking for post-dinner entertainment options. This does not include QSR diners.			
QSR Diner	QSR Diners often visit Quick Serve restaurants such as McDonalds and Burger King. They are likely to be a convenience shopper who is more price sensitive than other restaurants diners.			
Upscale Diner	Upscale Diners often visit expensive restaurants. They are more likely to have disposable income, and indulge in other luxury purchases.			
Casual Diner	Casual Diners often visit lower priced restaurants such as Friendly's, Fridays or Ruby Tuesdays. They are looking for convenience and a dining experience at a value.			

Lifestyles	Description			
Coffee Drinker	Coffee Drinkers regularly visit coffee shops such as Starbucks, Dunkin' Donuts, or local cafes. They can be characterized as either impulse or habitual buyers. Most likely to be brand loyal.			
Moviegoer	Moviegoers are movie-buffs, visiting movie theaters far more than the average population. They value first-look and exclusive entertainment content.			
Live Sports Fan	Live Sports Fans visit sports stadiums often. This person is in the market for local team merchandise and ticket deals on upcoming sporting events.			
Luxury Lifestyle	The Luxury Lifestyle is for people who live in high income areas and regularly indulge in their spending habits. They visit high-priced stores, restaurants and other locations.			
New Parent	New Parents have a high household probability of children aged 0-5 and visit baby or maternity specialty stores such as Destination Maternity, Buy Buy Baby and Babies R Us. They are more likely to change previously established brand affinities.			



a Collective Crypto-Persona Youtube Page





#### outroanimal

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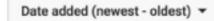
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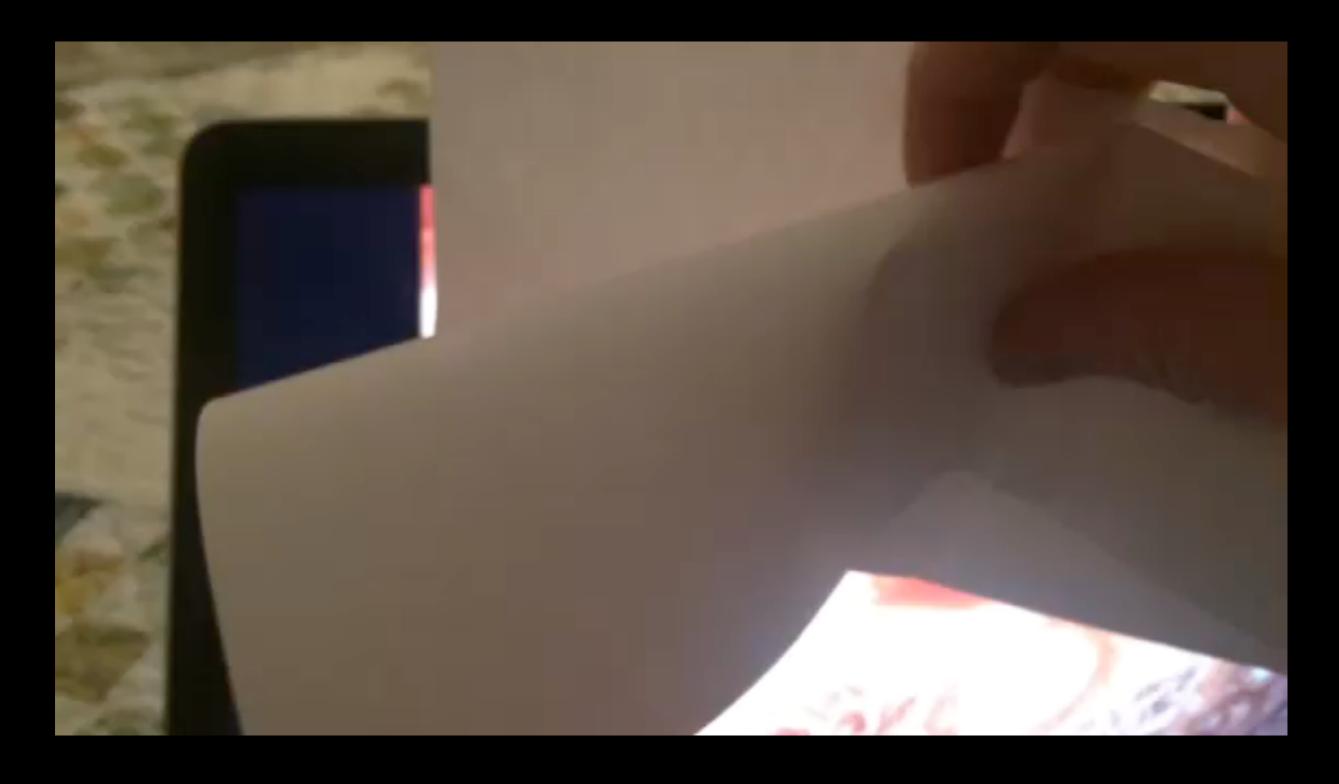


IMG 1401.movstyrofoam 1 hour ago



interrupting IMG\_7944.mov

1 hour ago



#### Tutorial Matrix - Instructions:

These are instructions for building a crypto-persona through a tutorial matrix. It may be bizarre and, at times, difficult to implement. Do not be deterred. You may use the internet, other technologies, inventions, interpretations, free associations, etc.

It does not have to work. It does not have to be obvious. It does not have to make sense. It does not have to relate to the instructions. Other people may get in your way, or their tutorials intrude in your tutorial on accident in some way.

1.	Find a partner and ask them to select words from the appropriate category, fill in the blar	ıks
	for the following:	

how to \_\_(action)\_\_ with \_\_(object)\_\_ and \_\_(microbehavior)\_\_

- Think with the above sentence for 1-2 minutes. Look around the room. Find materials to work with.
- Document the tutorial: make a short video (30 seconds to 1 minute), sound clip, or take photos of your tutorial. You have 5 minutes.
- 4. Email it to outroanimal@gmail.com or upload it to the external harddrive.
- 5. Switch your paper with the person next to you. Repeat.

....

#### Word/Category Bank

- Behaviors/Actions: Drawings, Rebellions, Mappings, Internet search, Record sound (of),
   Look at (with), Respond, Question, Notice, Hear, Perceive, Eliminate, Embody, interrupt,
   Make a poem, Experiment, Travel in time, Trace, Upend, Append, Distend, Struggle, Analyze
- Objects: Balloon, Screwdriver, The thoughts in your head, paper, Sub-Titles, Styrofoam, Pencil, Sticks, The internet, Markers, Sticks, Boxes, Plastic bag, Mask, Music, Sounds, Words, Hair, Shoes, Cloth, Tape
- Micro-behaviors: Blinking, Finger-movement, Shoulder-movement, Breathing, Mouth-movement, Hand-folding, Foot-shaking, Head-bobbing, Mysterious reaction, Posture, Hand Gestures, Hair-touching, Gait
- Location/Context/World: Outer space, The floor, The ceiling, The wall, A chair, Your brain,
   The parking lot, Stairwell, Movie theater, A screen, A website, A cell, A void
- Concerns: The environment, Politics, Humanity, Immortality, Death, Time, Space, Gravity, Feminism, Quantum physics, Literature, Poetics, Horror, Surveillance