

## Design Statement Assignment 1 - 22359923

AI-powered platforms have seamlessly integrated into everyday life by offering convenience while almost unknowingly extracting, analysing, and profiting from personal data. Users unknowingly disclose sensitive information in interactions with AI platforms. My project critiques this unconscious data sharing, exposing the hidden data ecosystems that shape digital identities.

Drawing from *The AI Doppelgänger Era* (Barnes, 2025), my project explores how AI-generated personas, like AI influencer Lil Miquela, normalise algorithmic intimacy, blur the boundaries between reality and AI and encourage users to share personal details without realising the extent of AI-driven surveillance. Furthermore, Cybsafe's (2024) study reveals how AI chatbots reshape users' privacy expectations, with 40% of employees unknowingly sharing sensitive data.

My video shows a college student reviewing their CV on an AI platform without realising they are entering personal information into the AI platform. A digital doppelgänger, shown by data streams that form a humanoid avatar, slowly emerges as the AI processes this input, graphically illustrating the AI's expanding knowledge. The avatar appears after the student asks, "What do you know about me?" and responds, "Everything. I am you." Static distortions and glitch effects emphasise the AI's hidden data extraction. After a sudden blackout, the scene rewinds. This time, the avatar is gone, but the student remains, staring at the AI platform as it begins to type. The video ends before the answer is revealed, leaving the audience in suspense.

I used LTX Studio, an AI-powered video tool, to critique AI through its own medium. Some of the key AI techniques I used were the AI-generated avatars representing the college student. This ensured consistency across the entire video. Additionally, I used AI-driven scene generation to create my video. These tools simulate AI-driven surveillance, allowing audiences to experience the realisation of data loss rather than just being told about it. I was unable to use AI to create the laptop screens, which is why I utilised the green screen technology. I prompted the LTX Studio AI to display a green laptop screen and added screen recording with the tool Da Vinci Resolve over the green screen.

Key platform dynamics my video critiques are AI's role in digital identity construction, where the tools passively reconstruct user profiles, sometimes without consent and the gamification of disclosure in which platforms incentivise oversharing through AI-driven features like predictive text and chatbots. Furthermore, it criticises the illusion of personalisation where the AI appears helpful but actually profiles users and the trust in AI interactions through the AI, fostering a false sense of security and making users more likely to disclose sensitive data.

This project serves as both an artistic intervention and a social critique, revealing how AI tools manipulate behaviour while normalising unconscious data sharing. It forces viewers to confront their own digital doubles and reconsider their participation in AI-mediated digital spaces, leaving them with an unsettling question: Who really owns our digital selves?

**Key Question:** How can AI-generated media expose and critique the unconscious sharing of sensitive data with AI?