People in this country have had enough of experts
• Wilde (1849) - *Tymboglyphics*
• Deane (1886) - tomb-writings
• Coffey (1912) – solar cults
• Breuil (1921-34) – figures and faces
• Macalister (1921) – crabbed characters
• Mahr (1937) – swastika
• Crawford (1957) – eyes and goddesses
• Herity (1974) – vocabulary and language
• Brennan (1983) – celestial phenomena
• Tilley (1991-9) – grammar and torn pages
• Thomas (1992) – readable symbolic media
• Lewis-Williams and Dowson (1993) – entoptic phenomena
• Dronfield (1995) - subjective visual phenomena
Why Some Ideas Survive and Others Die

MADE TO STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)
Certain narratives become naturalised.

They become taken for granted.

Considered intrinsic and thus not subject to reflection.

A truth that does not need to be questioned…
If you don't know what's true, you can say whatever you want and it's not a lie

- Jack Holmes 2016
Interpretation is the revelation of a larger truth that lies behind any statement of fact.
Archaeology is the search for fact not truth

Dr Henry Walton ‘Indiana’ Jones Jr
Is Computational Imaging the Death of Truth in Photography?

by Wasim Ahmad
November 10, 2019 | 36 Comments
Valley of The Shadow of Death
- Roger Fenton, 23 April 1855
note how Joseph Goebbels is erased – but his arm remains – with erasure there is always trace

erasure creates new images…
within a situated knowledge perspective all views are not equal...
DEEPFAKE VIDEOS: WHY SEEING ISN'T BELIEVING
Matters of Fact

Objects, facts, artworks are passive substrates onto which subjects project their own interests and desires.
Matters of Concern

Assemblages, gatherings, ideas, forces, actions, players, things, come together with each other.
Matters of Concern

To have common facts, you need a common reality - a common ground
• Does truth matter, and if so how do we get to it?

• Can we make a virtue out of uncertainty?

• Can we help people understand the differences between fake, fact, alt-fact, post-fact, factish myths etc?