CHORAL
RESEARCH PROJECT *(max. 5 pages)*
APPLICATION FORM TO REQUEST FOR FUNDING FOR JOINTLY SUPERVISED DOCTORAL THESIS

TITLE OF THE RESEARCH PROJECT

Revisiting the scientific career of a deceased researcher using artificial intelligence creations: The case of Michel de Certeau

SUPERVISORS

From recruiting University	First name	LAST NAME	University	Department
Supervisor **HDR or equiv.** **YES**	Jacques	IBANEZ BUENO	USMB	Hypermedia and Communicati on

	First name	LAST NAME	University	Department
Co-Supervisor **HDR or equiv.** **Yes**	Simone	Natale	Università di Torino	Department of Humanities

5 main KEYWORDS

Michel de Certeau; Artificial intelligence; Multimodal methods; Interactive design; Digital uses

ABSTRACT *(250 words max.)*

As we approach the centenary of Michel de Certeau's birth (2025), a figure who is part of the common heritage of the territories covered by UNITA, as a researcher born in Chambéry, seat of the Université Savoie Mont-Blanc, and whose influence remains worldwide, we need to revisit his conceptual proposals, particularly in the reference book *L'Invention du quotidien* (1980). At the time, the author was formulating concepts relating to the use of traditional media (books, print media, radio and television). Detour and resistance are examples of tactics developed by media consumers in the face of communication strategies. The author, who died in 1986, was unaware of the mainstream Internet and more recent communication technologies such as artificial intelligence. The primary aim of this research is to question concepts applied to traditional media, and to revisit them in order to check their validity in the light of new developments in a now-hybrid daily life, i.e. both physical and digital.

Research aims and methodology

Asa detailed in the abstract, the first objective of this research is to question concepts applied by Michel de Certeau to traditional media, and to revisit them in order to check their validity in the light of new developments in a now-hybrid daily life, i.e. both physical and digital.

The second objective is to experiment with visual and multimodal methods (Sarah Pink: 2011) in the service of research questions. The use of artificial intelligence is planned in aesthetic and computational terms, with a view to creating a Michel de Certeau avatar that will enable us to think about new theoretical propositions and interactive narratives specific to artificial intelligence, and to work on the public reception of this technology.

This perspective follows in the footsteps of Michel de Certeau, an interdisciplinary and creative author who broke new epistemological and methodological ground within the humanities and social sciences community.

The research proposes an overlay on artificial intelligence, both as a research object and a research method.

Following an invitation from the Mexican Benemerita Universidad Autonoma de Puebla for Jacques Ibanez Bueno to take part in a research visit in August 2023, a first interactive production including an AIgenerated avatar was created. The provisional result was presented (J Ibanez Bueno ; Marleni Reyes Monreal ; Miguel Escalera) at the International Symposium AI Cultures - Turin, 24-25 October 2023. If the project is approved for funding, computational sciences laboratories will be sought at both partner universities.

Relevance and added-value of the proposed research in relation to the current state of knowledge

The proposed research will lead to three major research contributions, which complement each other:

1)   Revisiting an author, Michel de Certeau, who retains his modernity and relevance for research on our contemporary societies.

2)   Interrogating artificial intelligence in a multidimensional way, in its aesthetics, its narrative and its cultural and social effects.

3)	Introduce artificial intelligence to the visual and multimodal methods used in the human and social sciences.

Interdisciplinary nature of the research together with the alignment with the CHORAL programme and complementarity expertise of the teams

Two of the four axes are involved in this research project.

Michel de Certeau was born in a mountainous region, Les Bauges, near his home town of Chambéry. The local authorities (Mairie de Chambéry) and the *Scène Nationale Malraux* are among those supporting the development of Michel de Certeau's intangible heritage in terms of collective and individual memory. Axis 2 concerns "Intangible cultural heritage and identity narratives: oral traditions, romance languages and literature, performing arts (music, dance, drama), rituals, travels, cultural identity, religion, collective and individual memory, migrations, vulnerable communities, gender studies, transnational history, values, human rights."

Axis 3 is particularly concerned with "Enhancement and dissemination of cultural and natural heritage: tourism and valorization, education, communication, heritage management, digitization/digital tools, storytelling, institutions and heritage". A prototype for the creation of heritage content (live performance; interactive production for museums) via digital tools using artificial intelligence to enhance interactive storytelling.

The LLSETI research group at Université Savoie Mont-Blanc specializes in Images et Arts Numériques for the design of interactive devices. It has also initiated an international network https://visualmodi.hypotheses.org with an international research association on visual and multimodal methods, whose president is Professor Jacques Ibanez Bueno.

Simone Natale's research team in Turin specializes in the social and cultural dimensions of new communication technologies, with a particular focus on artificial intelligence. He will contribute to supervision a specific expertise on current debates about the application of generative AI to cultural memory and cultural heritage, as well as insights into the cultural and social implications of applying generative AI, especially text-to-image and Large Language Models (LLMs), to the case examined.

Output plan including publication and dissemination activities

The project will lead to the following outputs:
-	International conferences and events: At least one conference and one symposiumor workshop related to the project's topic will be organized during the project. These events will benefit the doctoral students in terms of networking activities and presentations opportunities.

- PhD thesis: The studentship will lead to the completion of the first PhD dissertation dedicated to reviving Michel de Certeau in the age of Artificial Intelligence. The thesis will thus contribute both to literature on Michel de Certeau and to timely debates about AI and its cultural applications and impact.
- Academic publications: At least one publication (e.g. journal article, book chapter) will be planned for submission during the project's timeline. Moreover, publications emerging from the doctoral thesis (e.g. monograph, journal articles) will be planned as a mediumterm output.
- Exhibitions of a few versions of an interactive prototype on Michel de Certeau. Analysis of public reception

Estimated schedule

- Semester 1: Université Savoie Mont-Blanc

- Semester 2: University of Turin

- Semester 3: University of Turin

- Semester 4: University of Turin & 3-month international mobility in a non-European Research Group

- Semester 5: Savoie Mont-Blanc University

- Semester 6: Savoie Mont-Blanc University