

## **“Applying Machine Learning to Cultural Visual Data”**

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I will present my PhD project, the goal of which is to experiment with using machine learning to process large amounts of visual cultural data. Much like "distant reading" approaches are offering new insights into literary studies I want to find methods of "distant viewing" of photographic heritage, and contemporary photo and video. The material for study is plentiful: visual heritage is being digitized in massive amounts all over the world, and born-digital contemporary visual cultural data is being produced in incomprehensible amounts on social media, video sharing websites, Google Streetview etc. – too much to be processed by humans alone. My approach is informed by phenomenology and visual anthropology.