



# Appreciating cultural innovation requires a belief there is intention...

Appreciating cultural innovation requires a belief there is *intention* behind it.

“But let’s say some piece of interesting mechanized culture cuts through the noise and receives human attention. Or even, computers are programmed to “jump” outside of convention and create non-conventional outputs. At that point, we would still have another strong neurological defense: Humans dislike arbitrariness. Even with rule-breaking art, we only accept the rule-breaking when we believe its creator is a genius, not a madman. Appreciating cultural innovation requires a belief there is *intention* behind it. There is already good research demonstrating that our brains reject visual art that seems to lack intention. [Danish psychologist Ulrich Kirk and his colleagues](#) placed subjects in an MRI and showed them abstract images either labeled as venerated works from a museum or automated generations. The subjects not only rated the supposed human-crafted images as “more attractive,” but the premise of human creation alone increased neural activity in the brain’s reward and memory systems. In other words, brains engage more with cultural artifacts when they’re perceived to be made by humans *for a reason*.”

<https://culture.ghost.io/our-natural-human-defenses-against-a-i-culture/?ref=culture-an-owners-manual-newsletter>

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