

Summary

I set out to create a project which scrutinised what we believe in and why. Starting from the news and what makes a good news reporter/who is selected to indoctrinate people on a large scale, through to the formation of conspiracy theories (often constructed by those opposing what they hear in the mainstream news).

I would say I have achieved what I initially set out to achieve in my proposal, **I have maintained a focus on what makes us believe something** though through researching conspiracies broadly at the beginning I was introduced to a subject of much controversy that I decided to focus on for the majority of the project. I have become fascinated by Space and UFO conspiracy theories, delving into accounts of people that claim to have experiences around these areas. I have interacted with people that I never thought I might encounter, from field investigators in Florida of MUFON (Mutual Ufo Network), supernatural enthusiasts on Omegle to a performance artist I discovered in Frieze. Each of these encounters have influenced and improved the works that I am making. I have technically been working mostly with found footage of one UFO account in particular, from this work I decided to invent three fictional characters that I would film telling the same exact UFO account which then led to me conducting a poll on social media requesting strangers to vote on which fictional character they would deem to be most believable/credible. The most successful part of my project for me would have to be receiving the poll results after having developed the films to that extent, the figures partially answer my question about what makes somebody believable (out of the “rich housewife”, the “eccentric teen” and the “busy mum”) the busy mum came out on top as the most believable.

My research (specifically “The power of persuasion” (Levine, R. (2006). *The power of persuasion*. 1st ed. Oxford: Oneworld) led me to consider the fact that a person has a heightened ability to persuade to somebody that finds them “relatable” or “personable”. This reading has allowed me to be able to interpret the findings of my poll in a new way, by considering the fact that people might be more inclined to believe somebody that they consider to be “relatable”, I am able to create work (should I wish to do so) deliberately tailored towards my audience to ensure that they find it “relatable” and therefore believable.

I feel that the three fictional accounts came to a natural conclusion upon receiving the poll results, rather than developing these further, I was more interested in revisiting the Colorado UFO account and removing all traces of the woman that speaks visually. I will be reflecting the empty spaces in the video with different elements of sound from the piece being experienced in different ways (some through motion detection, some through conscious

pressing of buttons). I am wondering if my audience will find the account believable if I place the piece's narrative into their hands. Through interaction they are going to be controlling how much of the re-worked account they are exposed to.

In summary, I have learnt and have engaged in numerous research activities to put together this project that I have found thoroughly enjoyable and will pursue this further as I feel that the project has ended too soon.