## SUMMARY | ENGLISH VERSION

The doctoral project titled *Maskarady* (Masquerades) is a critical analysis of the impact of digital platforms, generative artificial intelligence, and artificial neural networks on contemporary visual culture and digital identity. It systematically explores the methods of behavioral engineering employed by tech giants to influence our habits and foster dependency on their services and products. The project describes a daily reality interwoven with the digital mediation of human activities and examines the mechanisms of digital platforms driven by exponential growth imperatives reported to shareholders, which compromise privacy and threaten security.

*Maskarady* focuses on issues such as surveillance, addiction, and user manipulation, as well as the ethical dilemmas surrounding AI's role in shaping perception and self-image. It also addresses data commodification—what happens to data once absorbed by technology systems. As we leave increasing traces of our intimacy in the form of behavioral and biometric data, we fuel large foundational models that create algorithmically modifiable "ground truth." Through statistical prediction and optimization, new visions of reality are generated, assembled from fragments of our virtual presence on these platforms.

Generative AI, large language models, and machine learning used in facial recognition systems rely on data we habitually and voluntarily share online. Selfies and social photography have become ubiquitous forms of self-expression in visual culture, shaping how we see ourselves and others. This familiar form of communication can foster insecurity and pressure to meet unrealistic standards, while feeding digital platforms with enormous amounts of imagery. These images not only serve for profiling, creating targeted advertisements, and predicting future behaviors but are also used in facial and emotion recognition systems deployed by law enforcement, corporations, and governments.