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Clipping us together - postphenomenological analysis of google clips camera

The Google Clips camera is an intriguing and tempting prospect. Who wouldn't want to use an 'autonomous' camera, boasting cutting-edge technology paired with machine learning algorithms, in order to be more 'in the moment'? Who would not want to be in the picture, rather than behind the camera? To possess a 'photographer by his side to capture more of those authentic and genuine moments of life'? Achieving all of this without having to think about shutter configuration, composition, the objects in the photo?
Artificial intelligence (AI) currently plays an influential role in shaping behaviour. In the photography domain, AI is a key tool, assisting users in creating personal images and videos on their behalf. This article uses the Google Clips camera as a case study to illustrate the impact of autonomous machine learning on self-perception, and to investigate how 'delegation' of our self to those cameras occur.
I chose to research this topic using a form of qualitative netnography, 'ethnography for networks.' The research is based on data drawn from reviews of the Google Clips camera, analysed using Computer Assisted Qualitative Data Analysis (CAQDAS) and interpreted using postphenomenological theories. The analysis concentrates on human-technology-world interaction relations, using Don Ihde's postphenomonological framework complemented by Bruno Latour's concept of relation analysis. Positioning the Clips camera as a technological mediator, this research uses these frameworks to consider changes in self-perception through complex concepts, such as autonomy, agency, and rationality, which have an influence on self-perception.