

Question-Answer with Emma-Jane MacKinnon-Lee

Where can people follow your work or read more of your thoughts on the space?

I move pretty async across everything, and honestly—we're already well past the era where performative social media presence, "founder myth" theatrics, or chasing clout meant anything real. That stuff never worked. It was never interesting. And I've never been comfortable playing into it. Privacy matters. Focus matters more. That said, I do write. You can find a lot of my thinking archived on Synthetic Futures, and I've been publishing more mixed-gen video pieces, interviews, and experimental content across my sites. GitHub is where I'm most active online and Lens is where I post.