

## **GeoAI Place: Socio-technological place representations and imaginaries in the era of generative artificial intelligence**

Nowadays, we find ourselves immersed in a landscape where content on the internet is increasingly being produced, either fully or partially, by artificial intelligence (AI). It encompasses various forms such as written material, visual artworks, virtual avatars and environments, chat assistants, marketing recommendations and even generated influencers pretending to be humans. In the scope of research in human geography, it would be relevant to initiate inquiries into how the content generated by AI affects changes in the human relationship with place. On the one hand, it raises the question of whether and how generative AI can capture the identity of a place and, on the other hand, how the perception of a place might change under the influence of AI-generated content. Therefore, we seek to explore and understand the complex interplay between these cutting-edge technologies and our socio-cultural imaginaries of place. In the presented project, we contextualise **generative artificial intelligence** (GAI) technologies within the broader narrative on the influence of digital technologies on the experience of places. Therefore, we draw together contemporary narratives and provide geographical reflections on digitalisation, both mediation and reproduction of experiences of place through GAI. GAI technologies can now produce highly realistic spatial visualisations and simulations that can influence perceptions and decisions about real-world locations. These AI-generated representations of places do not merely reflect existing realities but also shape and construct new imaginaries, potentially altering our interactions with these locations and understanding of places. Thus, nowadays, human beings are beginning to function in a reality made up of symbols and signs, or representations, which become more significant than the actual objects they represent. It is happening because an ever-increasing amount of digital content about places consumed by humans is being created by GAI. This content may become part of everyday life, enriching or changing the surrounding reality. It raises questions about the impact of this content on the way we perceive and experience place, especially as the boundaries between what is real and what is created by GAI are beginning to blur. Our project aims to develop a comprehensive theoretical framework to bridge and delineate the relationship between digital representations of places and their socio-cultural imaginaries. Based on these results, we will also highlight socio-technological imaginaries about the functioning of AI in forming contemporary reality. Thus, the project aims to situate AI within a human-place-technology relationship framework, shedding light on human perception and experiences of place. Our research is particularly timely and relevant, as the contemporary developments in AI are increasingly affecting the everyday lives of humans, underscoring the urgent need to understand its comprehensive impact. The project is also timely as current socio-technological imaginaries over artificial intelligence, such as how society perceives, interprets and organises AI, bring many concerns over the future.