

SOCIETY OF THE SPECTACLE

29  
/  
10

01

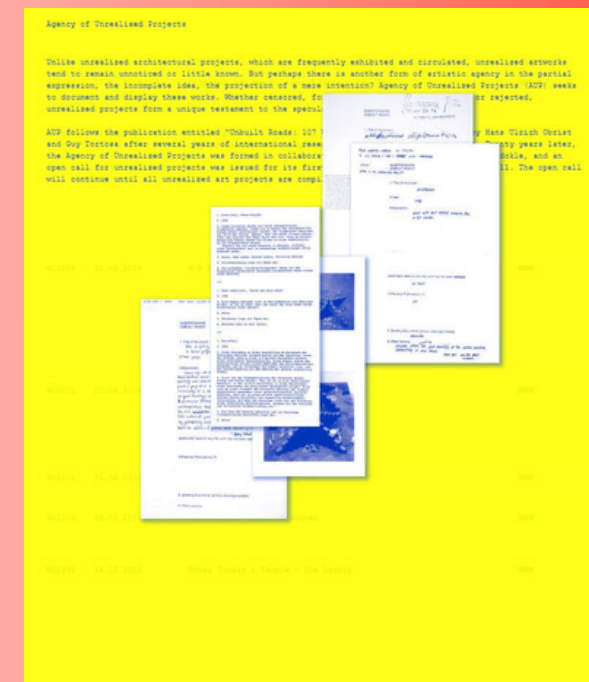
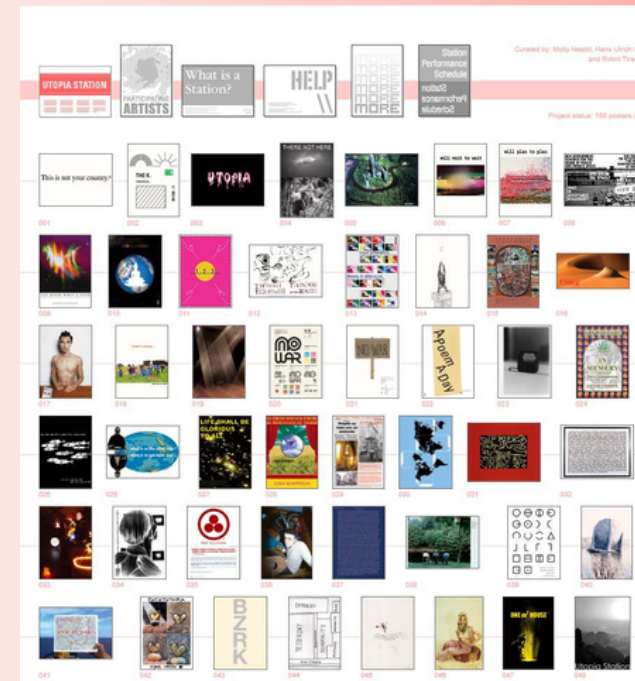
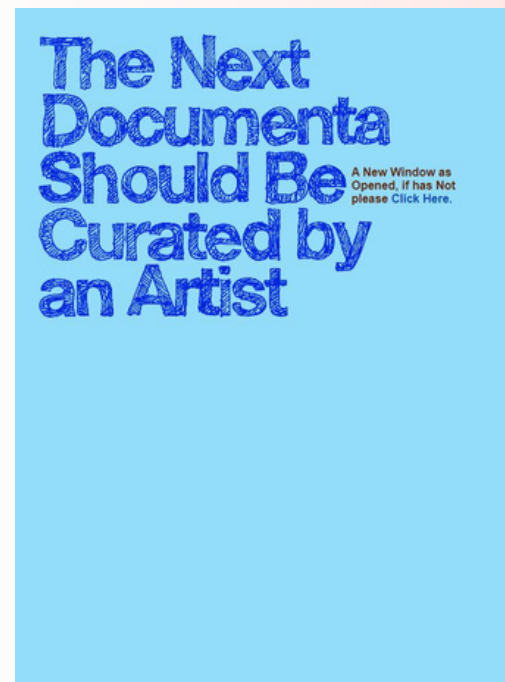
# DISCONNECTED

ANA - SJOERD - ILJA - NINA

# ARTICLE FINDINGS (A SELECTION)

## CHECK THE LINKS:

Ana :



- [http://projects.e-flux.com/next\\_doc/index.html](http://projects.e-flux.com/next_doc/index.html)
- <http://projects.e-flux.com/utopia/>
- <https://aup.e-flux.com/#>
- <https://cxl.com/blog/online-manipulation-all-the-ways-youre-currently-being-deceived/>
- <https://hbr.org/2016/05/learn-to-love-networking>

Sjoerd

- Justice within social dilemmas: <https://pubmed.ncbi.nlm.nih.gov/14633473/>
- The Risk Makers: <https://onezero.medium.com/the-risk-makers-720093d41f01>
- The Social Dilemma Fails to Tackle the Real Issues in Tech: <https://slate.com/technology/2020/09/social-dilemma-netflix-technology.html>
- ‘The Internet Is Broken’: æv Is Trying to Salvage: <https://www.nytimes.com/2017/05/20/technology/evan-williams-medium-twitter-internet.html>
- Who are the social media influencers? A study of public perceptions of personality: <https://www.sciencedirect.com/science/article/abs/pii/S0363811110001207>
- The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude: [https://www.researchgate.net/profile/Lim\\_Jean2/publication/330635364\\_The\\_Impact\\_of\\_Social\\_Media\\_Influencers\\_on\\_Purchase\\_Intention\\_and\\_the\\_Mediation\\_Effect\\_of\\_Customer\\_Attitude/links/5c6a0e1492851c1c9de70d34/The-Impact-of-Social-Media-Influencers-on-Purchase-Intention-and-the-Mediation-Effect-of-Customer-Attitude.pdf](https://www.researchgate.net/profile/Lim_Jean2/publication/330635364_The_Impact_of_Social_Media_Influencers_on_Purchase_Intention_and_the_Mediation_Effect_of_Customer_Attitude/links/5c6a0e1492851c1c9de70d34/The-Impact-of-Social-Media-Influencers-on-Purchase-Intention-and-the-Mediation-Effect-of-Customer-Attitude.pdf)

# ARTICLE FINDINGS (A SELECTION)

## CHECK THE LINKS:

### Ilja:

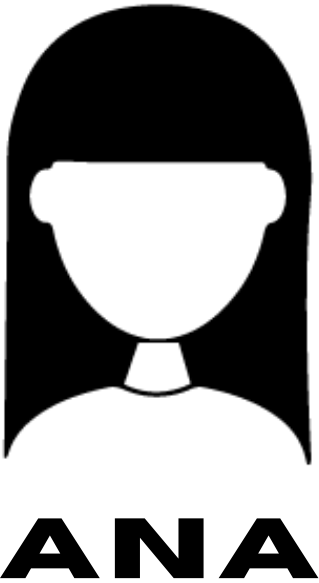
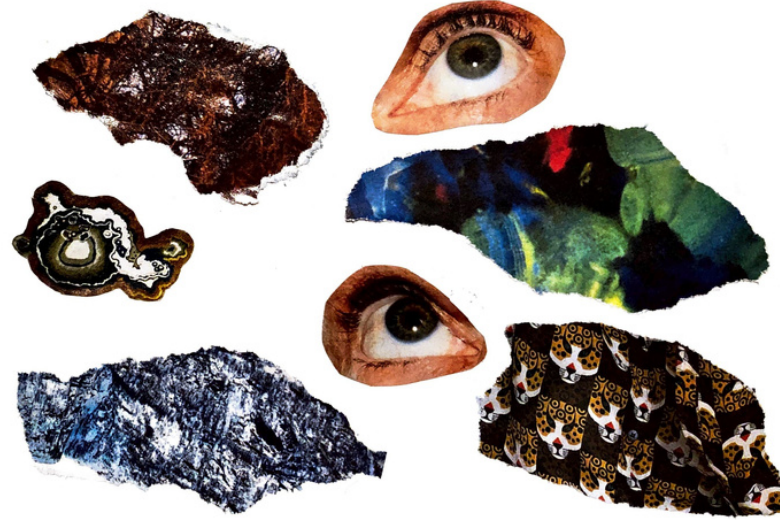
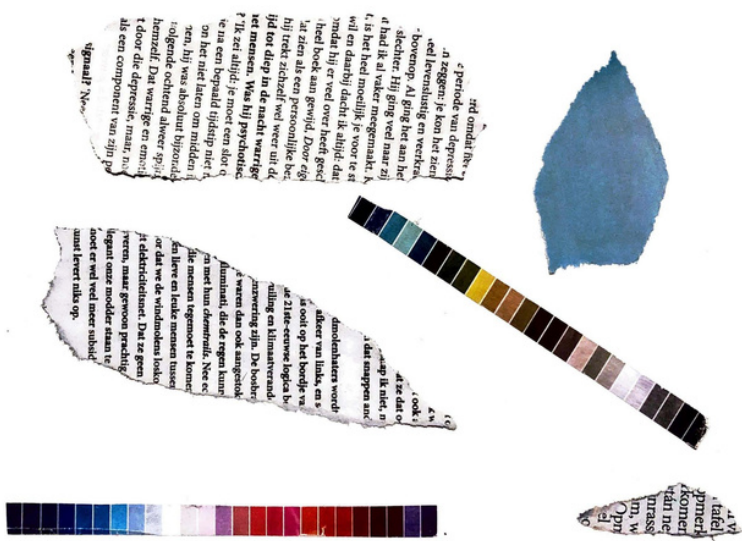
- Coronavirus: How the world of work may change forever  
<https://www.bbc.com/worklife/article/20201023-coronavirus-how-will-the-pandemic-change-the-way-we-work>
- Social media: Is it really biased against US Republicans?  
<https://www.bbc.com/news/technology-54698186>
- Tinder offers face-to-face video chats for potential matches  
<https://www.bbc.com/news/technology-54706065>
- Twitter Launches New Prompts to Reduce the Spread of Misinformation Around the US Election  
<https://www.socialmediatoday.com/news/twitter-launches-new-prompts-to-reduce-the-spread-of-misinformation-around/587774/>
- What Trump supporters see on their Facebook feeds  
<https://edition.cnn.com/videos/business/2020/09/24/facebook-trump-supporters-fact-check-misinformation-orig-me.cnn>

### Nina:

- <https://www.nytimes.com/2020/10/25/technology/apple-google-search-antitrust.html>
- <https://www.usnews.com/news/best-countries/articles/2020-10-27/coronavirus-pandemic-fuels-global-decline-in-internet-freedom>
- <https://www.netflix.com/watch/81254224?trackId=13752289&tctx=0%2C0%2C0c3c6a76c73af53597093d49da384a64fc44ba7e%3A952b6f865502223b6030b660cfdbb64ed178e889%2C0c3c6a76c73af53597093d49da384a64fc44ba7e%3A952b6f865502223b6030b660cfdbb64ed178e889%2Cunknown%2C>

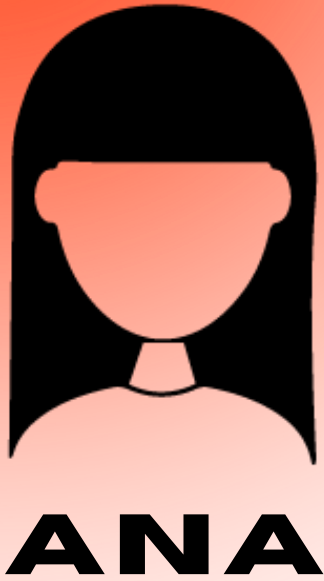


COLLAGES





COLLAGES



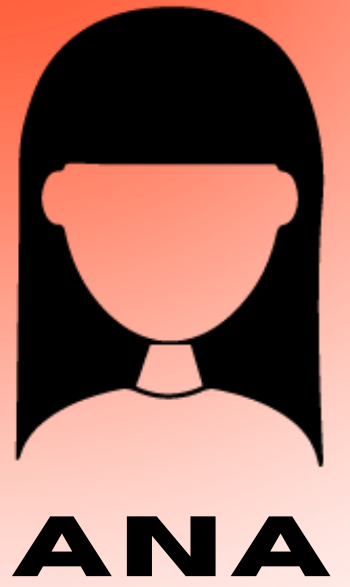
05





# PHOTOS (A SELECTION)

06

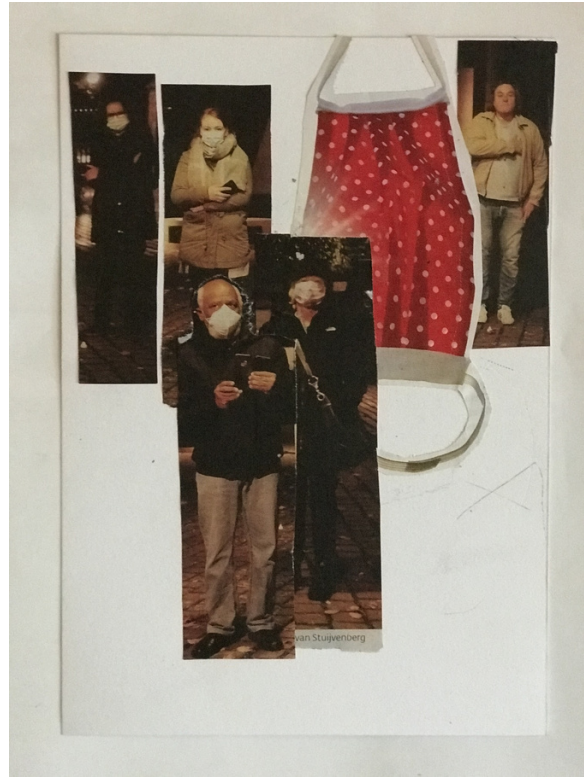
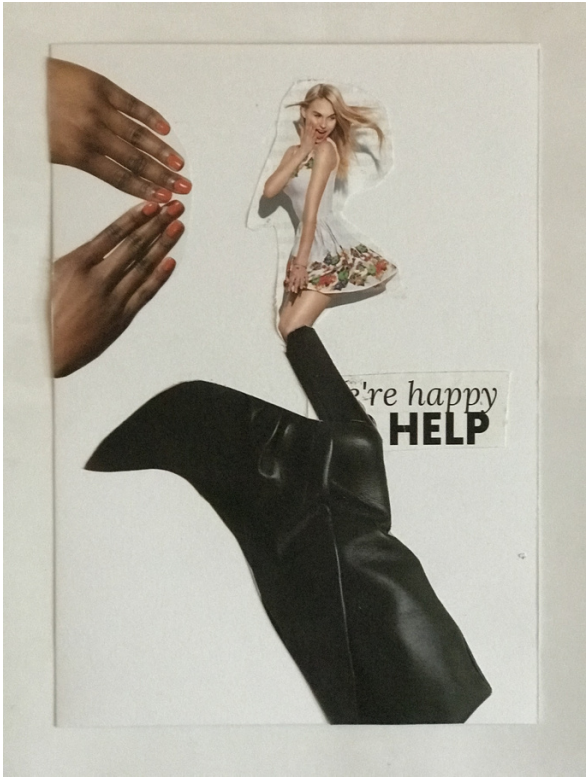
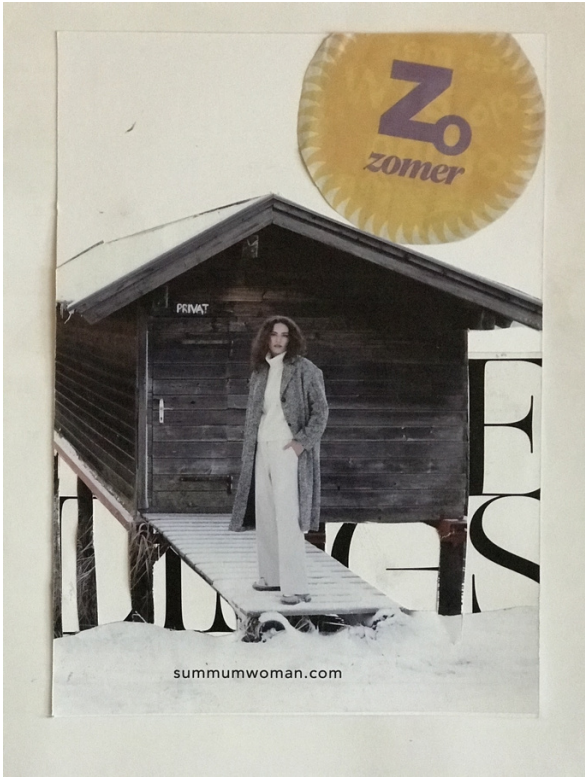
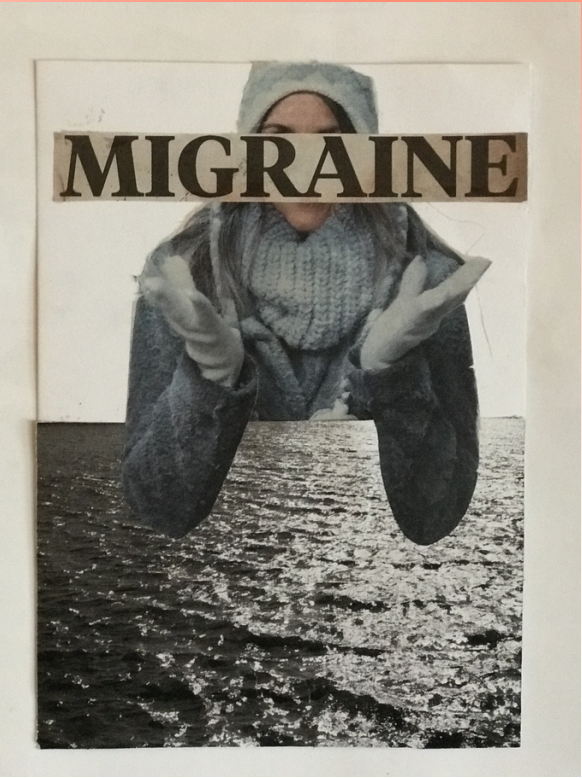
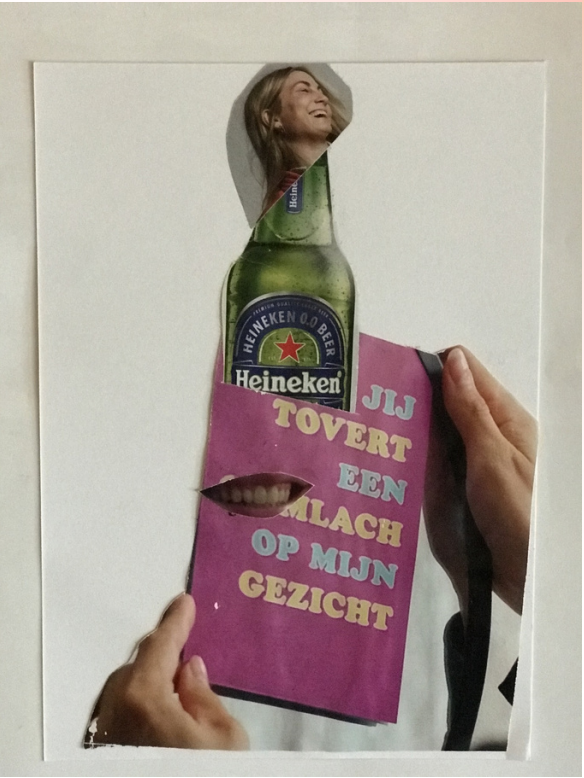
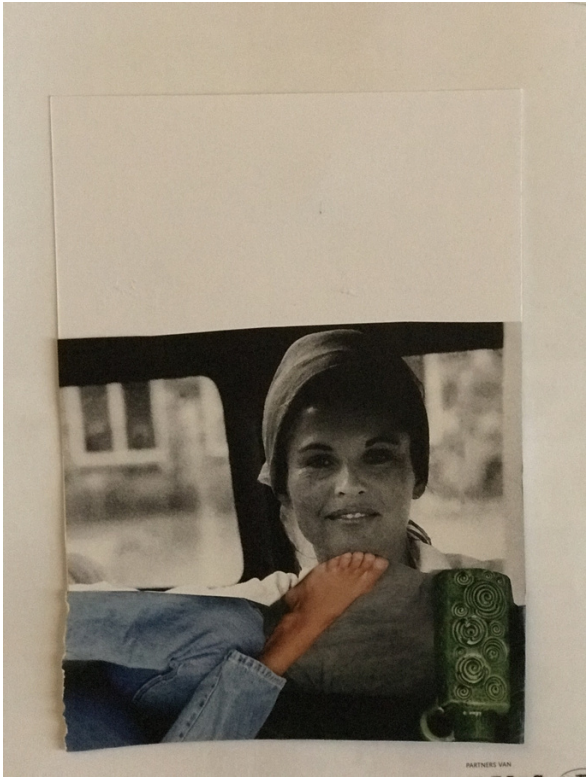




COLLAGES

SJOERD

07

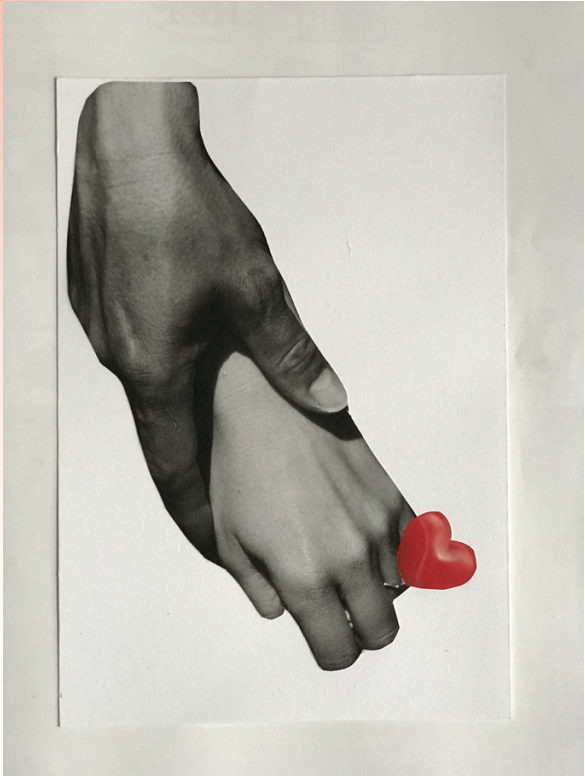




COLLAGES

SJOERD

08





# PHOTOS (A SELECTION)

SJOERD

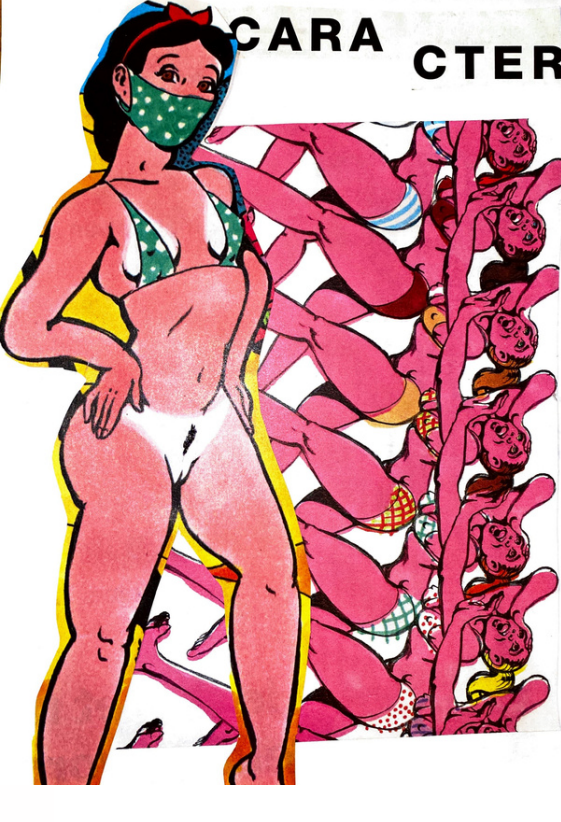
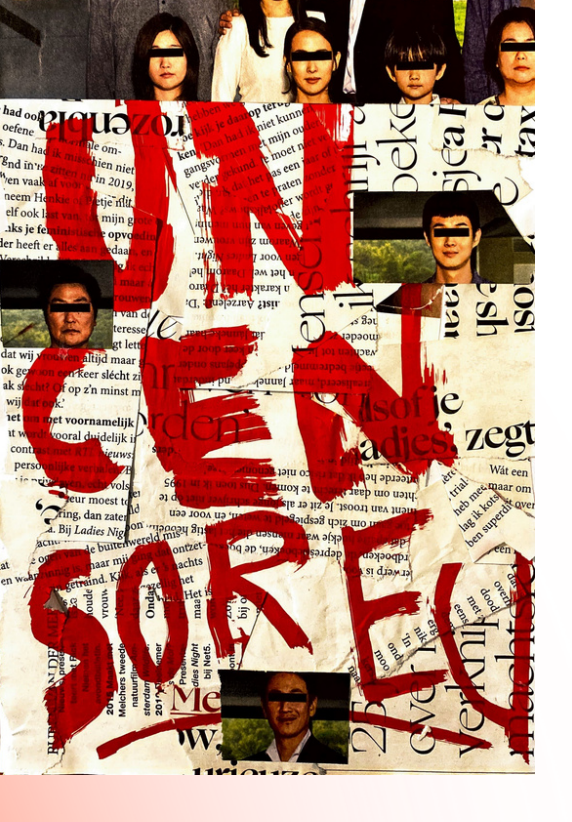
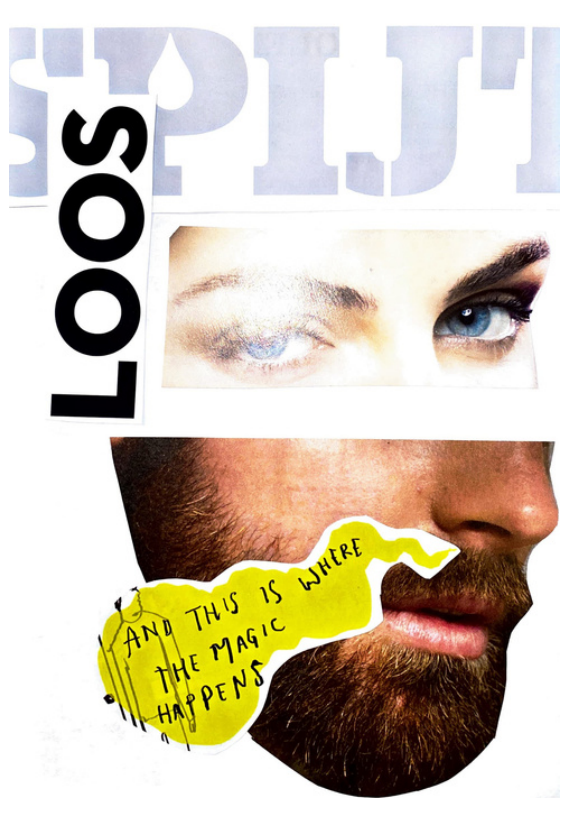
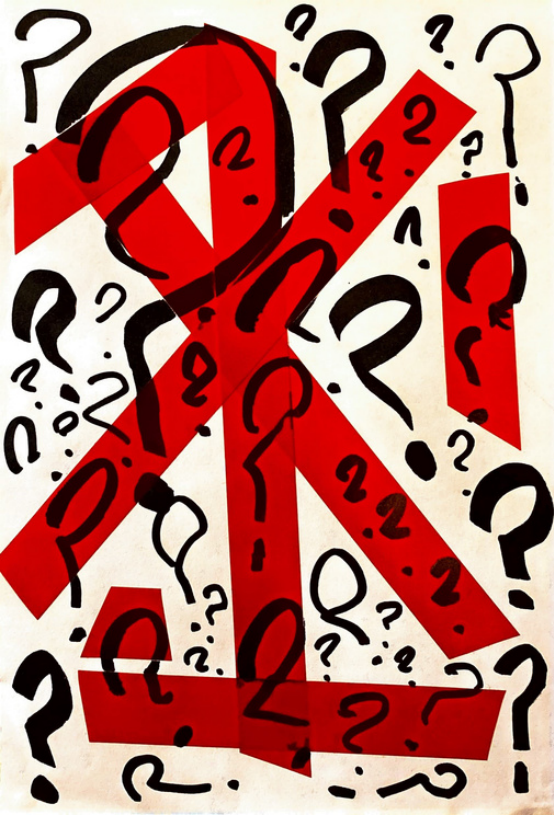
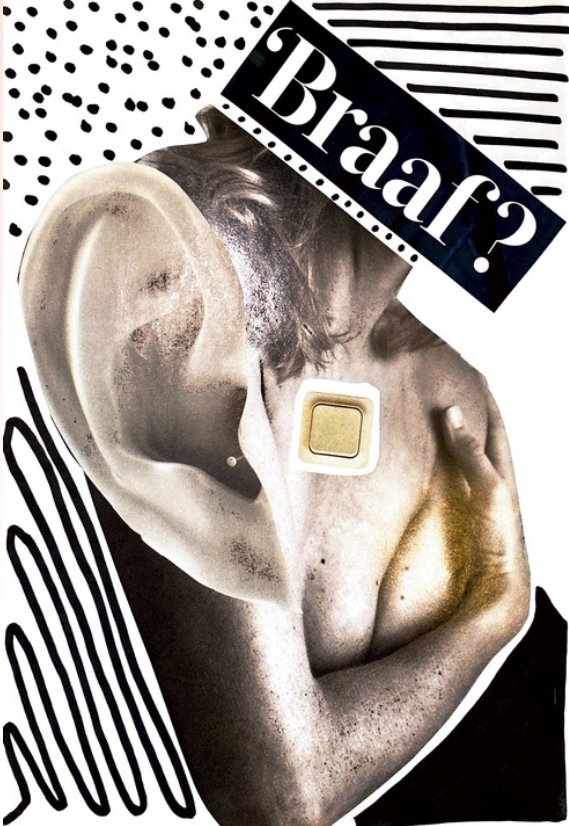
09





COLLAGES

ILJA

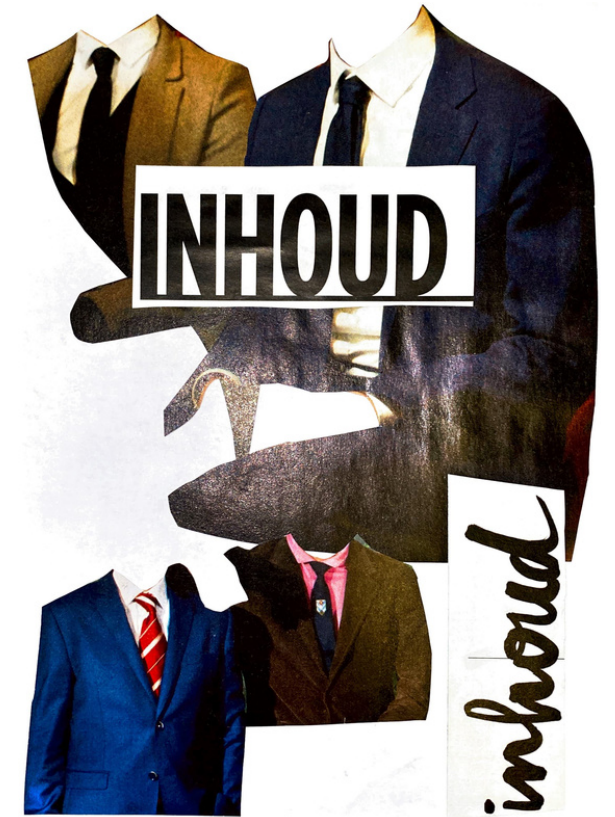
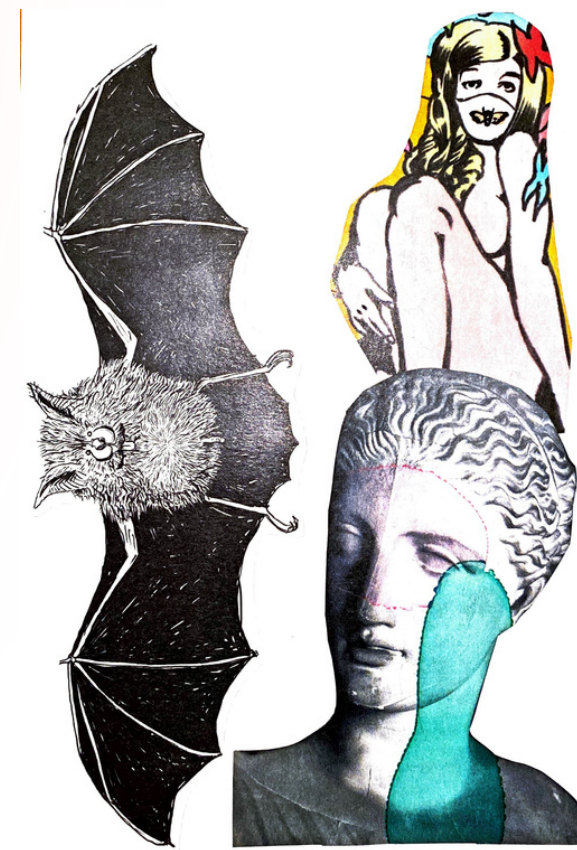
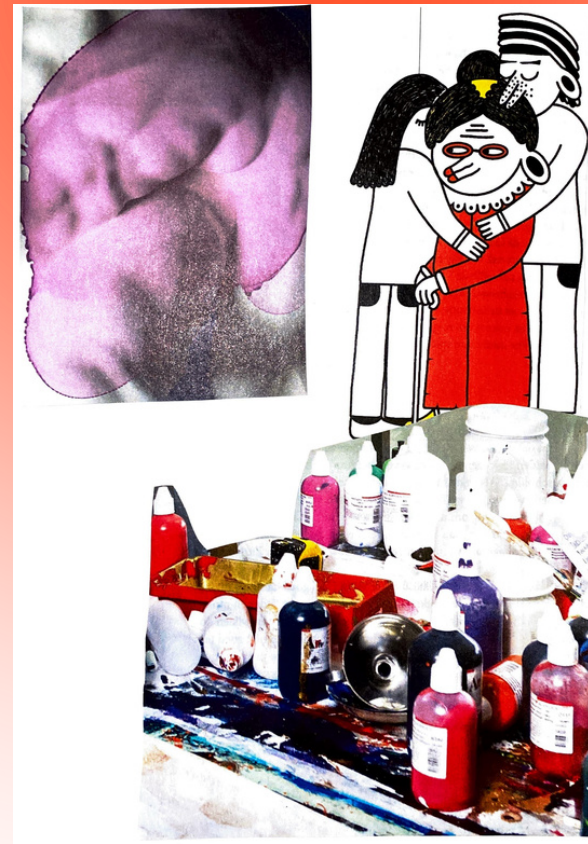




# COLLAGES

ILJA

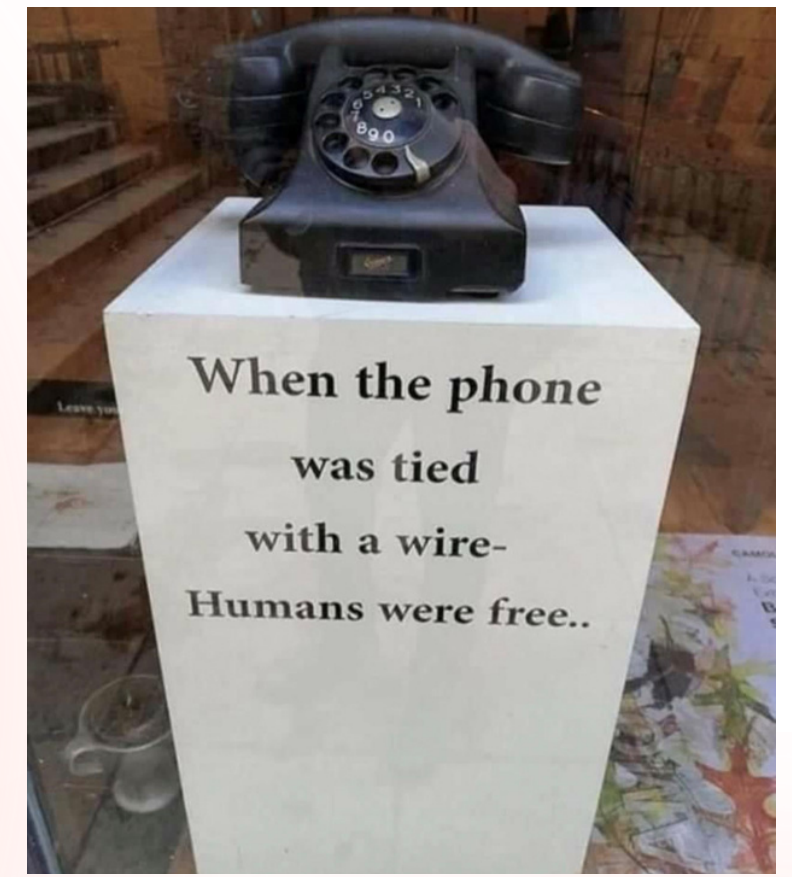
11



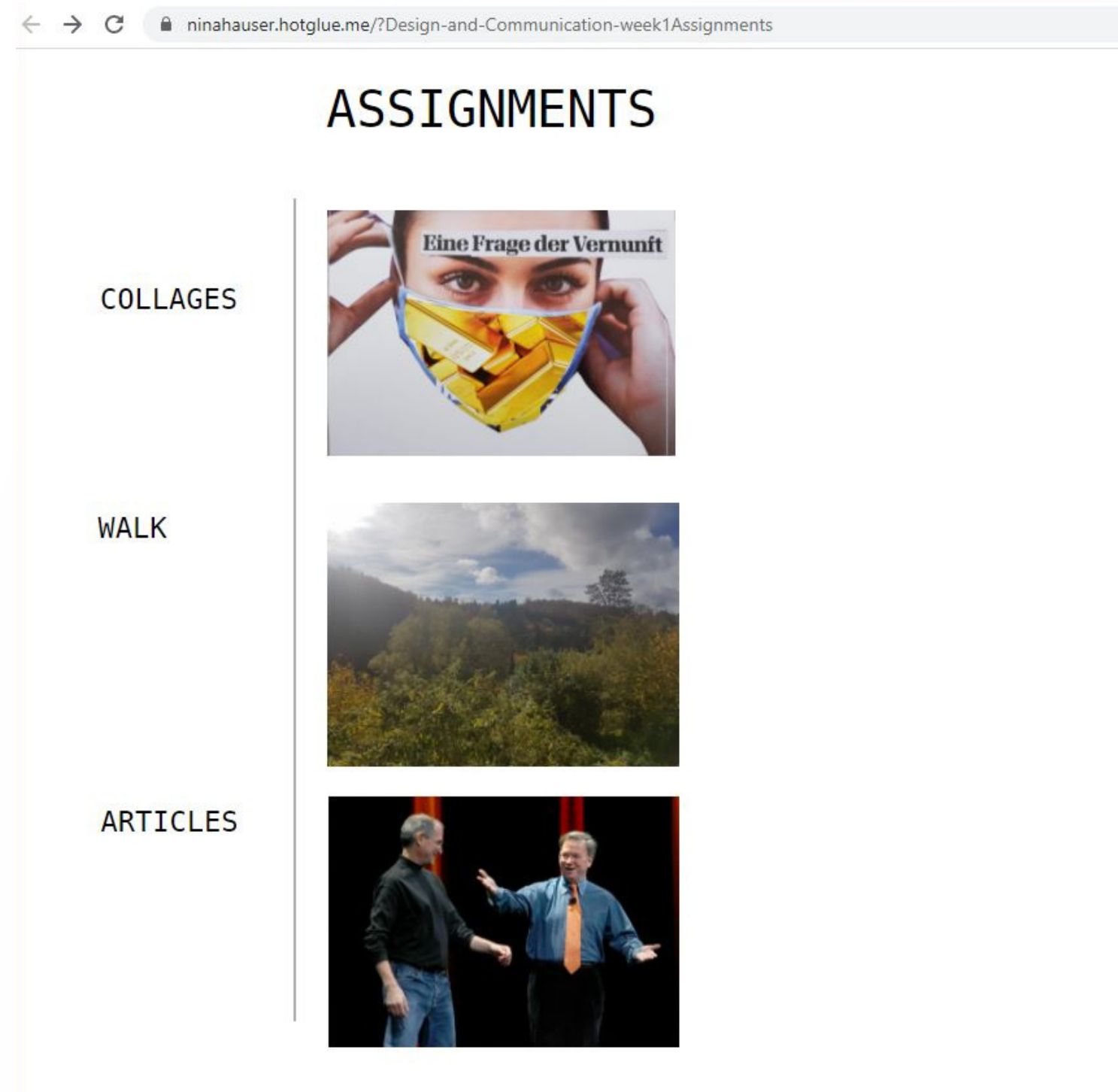


## PHOTOS (A SELECTION)

ILJA







<https://ninahauser.hotglue.me/?Design-and-Communication-week1Assignments>



## PROJECT THEME AND COMMON INTERESTS WITHIN THE SUBJECT

### DESIGN QUESTION

We are so dependent on the internet; we couldn't even imagine being without it. What does that do to us and our sense of reality? How does the internet affect us unconsciously?

Is it possible to be disconnected? What would happen?

### SUBJECT

Our subject is based on critique towards the Society of the Spectacle of the 21C regarding online platforms. We would like to create something that mocks the way in which the internet culture works, so the viewer would have to interact with the project and engage in strange activities.

### IDEA

We don't want it to get dark or too critical, but mostly to make people aware of this manipulation in a funny way. Our research will include looking into persuasive design and weaponized design. We will, as well, inform ourselves on behavioural patterns online.



**TAGS:** #disconnected  
#error404  
#pagenotfound  
#online  
#manipulation  
#social media  
#influence  
#critical

**MAIN EVENT TITLE IDEA:**  
**THE RE-NEWED SOCIETY OF THE SPECTACLE**

We would like to develop a project using the concept of persuasive design and weaponized design (pushes us in directions, our changed behaviour is the product). Can we avoid being persuaded by design?

How are we persuaded? We can show the methods of persuasion in an installation or game, maybe a combination of both.

Is disconnecting possible? (self-experiment, turn it into an installation maybe, VR experience, make a movie)  
We could also combine the physical space with digital platforms



## ROLE DIVISIONS:

16

**ANA**

oversees the entire project, designs and gives clear presentations, writes sparkling convincing texts about the event, assigns tasks and develops a detailed one and keeps a close eye on it

**NINA**

is responsible for the design and implementation of the sub-event/project

**ILJA**

is responsible for the design and implementation of the (online) campaign of your own sub-event/project

**SJOERD**

is responsible for the design and implementation of the (online) campaign for the entire event



SOCIETY OF THE SPECTACLE

29  
/  
10

17

# DISCONNECTED

ANA - SJOERD - ILJA - NINA