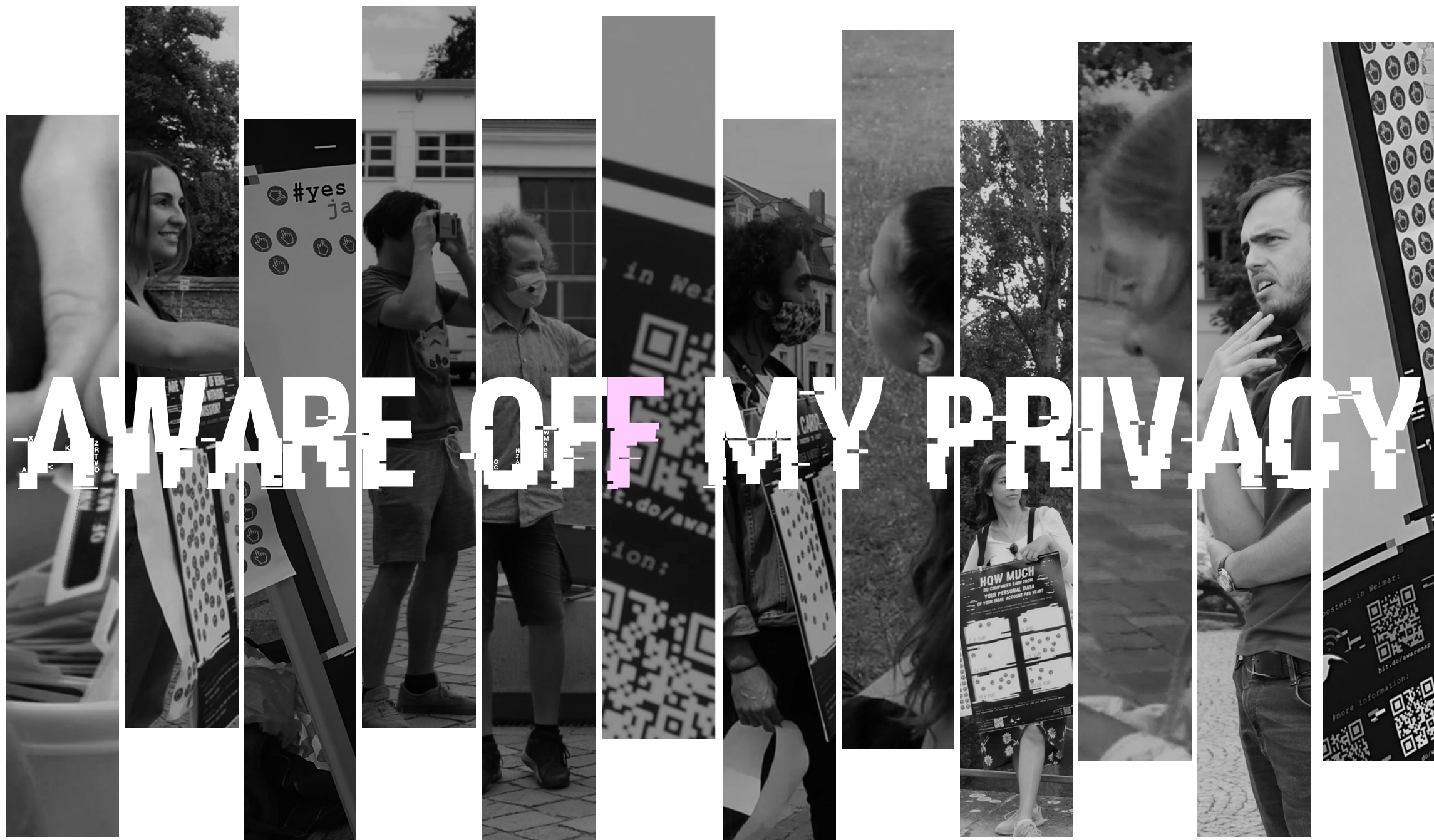




MEDIA ARCHITECTURE

BIENNALE 2020 #FUTURESIMPLIFIED

EVGENIA-MARIA ZOLOTA | MARTIN SALEK



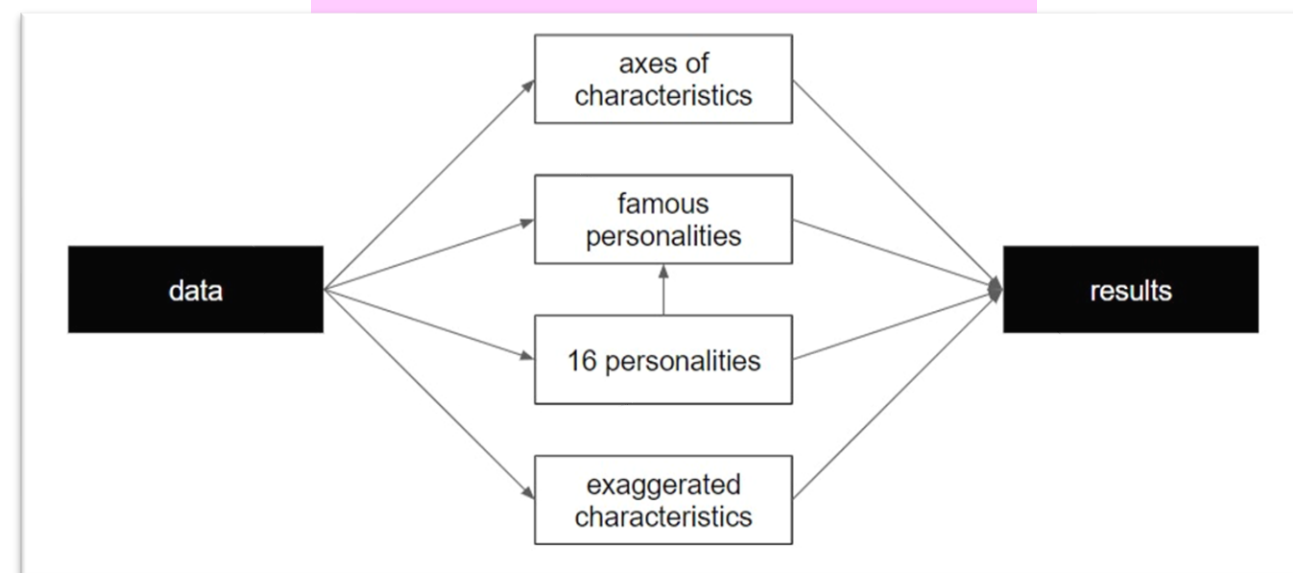
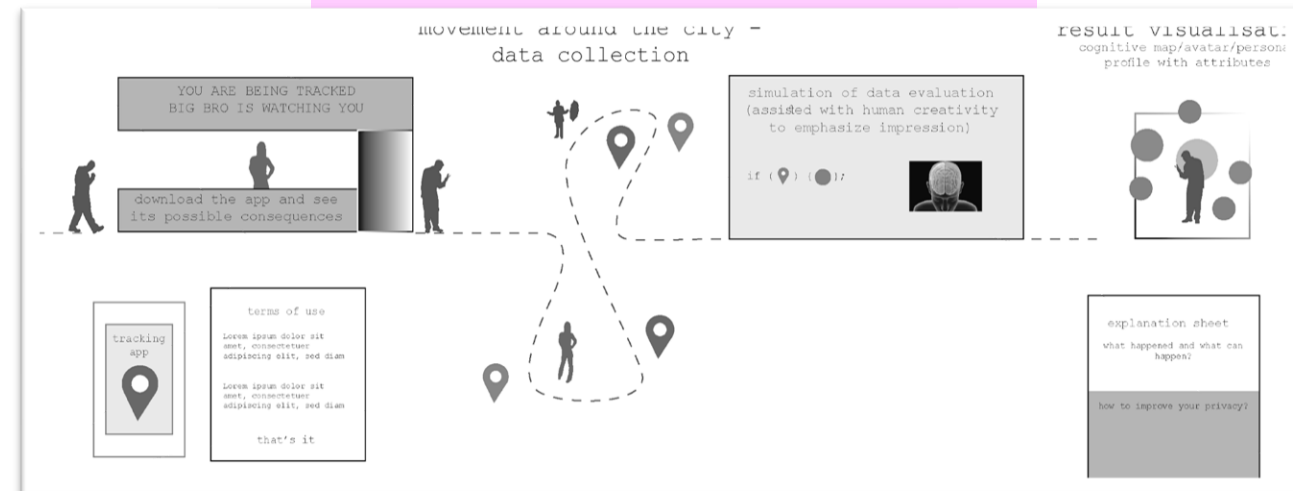
MEDIA ARCHITECTURE BIENNALE

One of the topics of Media Architecture Biennale 2021 are digital rights.

We consider this an important topic of this time and crucial to the future. Our goal was to raise awareness about this affair.

PROJECT EVOLUTION

On this we based our **first concept**, which focused on personal data tracking and following AI linking of it, which can be a dangerous tool for governments, like we have recently seen in countries like Turkey, China and Russia. We wanted to make people aware through simplifying the process and applying it on them, where they would download an app that would track them and subsequently, they would see a shocking image - their personal profile - based on the recorded data.



		Characteristics			
Friedrich Nietzsche		educated, radical, anti-religion, blind, sick, has to be taken care by women (mother), not very practical		Ludwig Bechstein	
Anna Amalia von Braunschweig-Wolfenbüttel		lover of culture, high society, kind		Carl Zeiss	
					fairytales, romanticism, adopted from a poor family optics, close looks, hardworking, leader

From the knowledge and experience we have gained through this process we changed our point of view and we came up with the final concept.

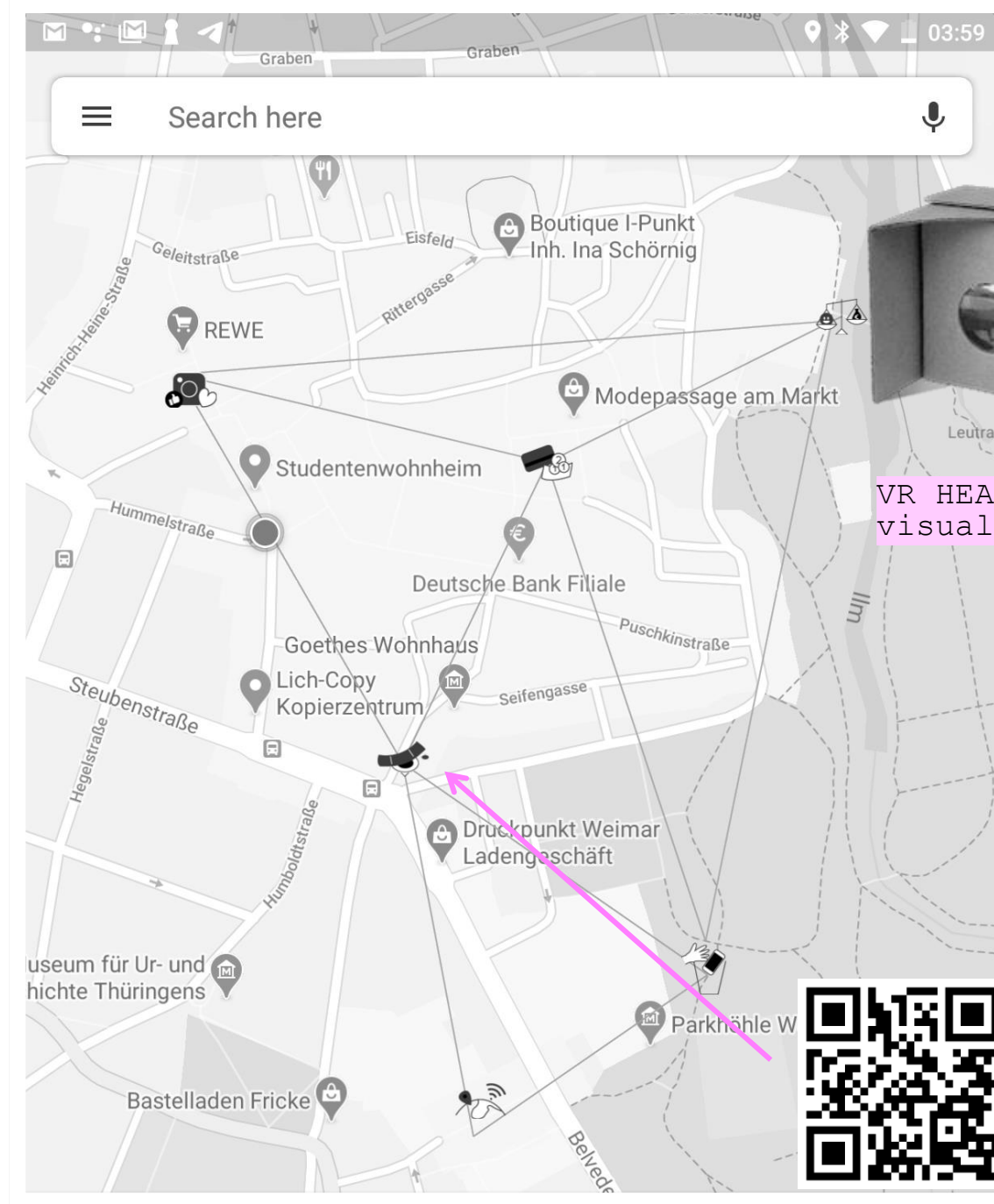
It covers the topic more broadly and has more impact on the participants. All it needs is some participant's time and reaction to straightly asked questions. Each poster would have a set of stickers for respondents to put to their answer's field in the poster.



CONCEPT

Multiple questions from the topic of digital privacy are asked at multiple installations, consisting of a poster and, in our case, a person holding it, inviting people to participate and explaining.

MEDIA



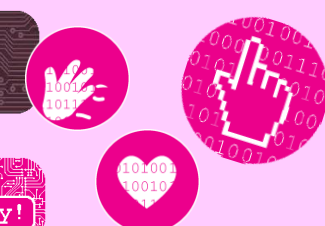
VR HEADSET for visualization of VPN



QR CODES for online map of installation and more information



POSTERS for asking questions and gathering information



STICKERS for reactions and web cameras

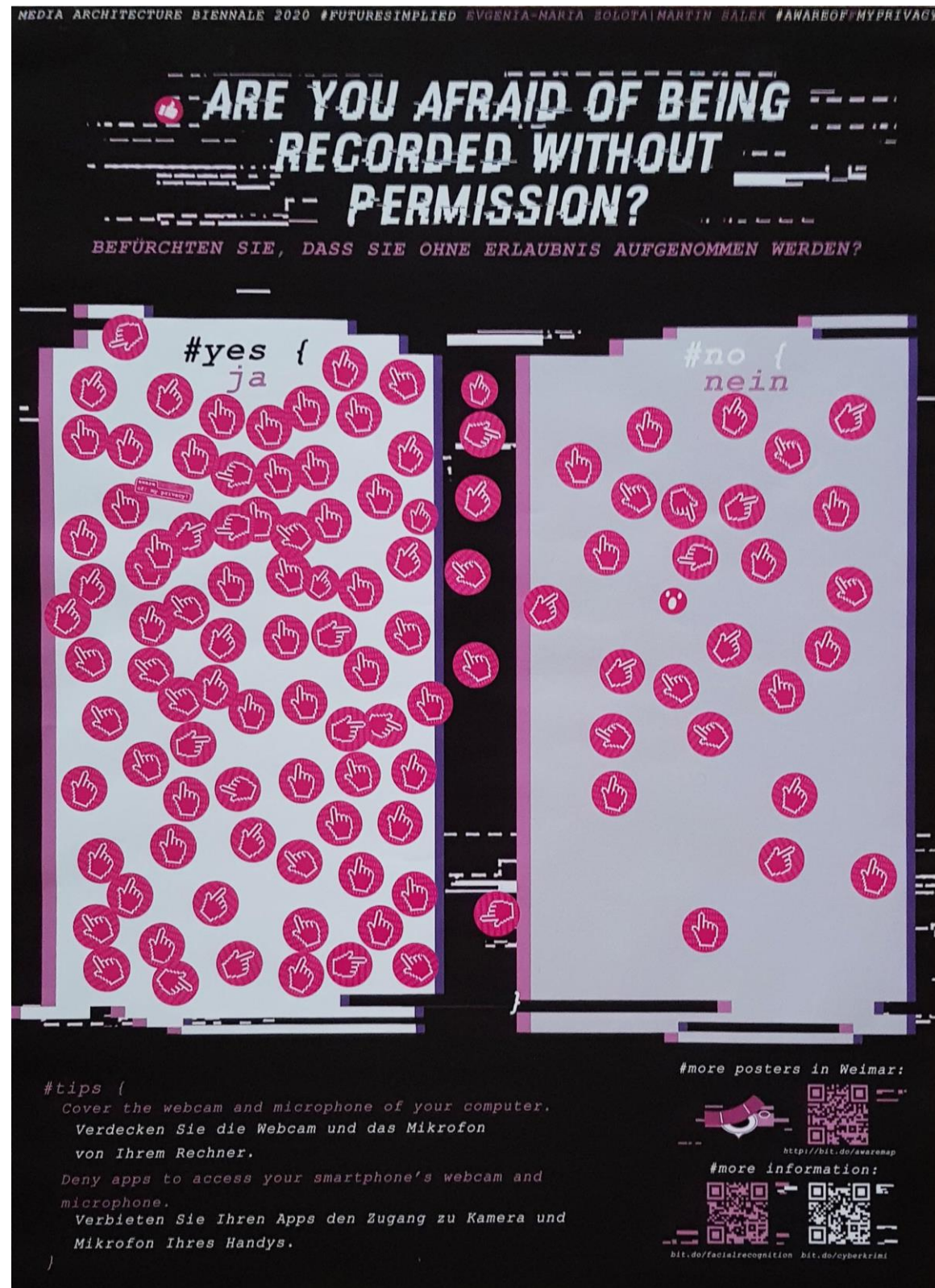


UNDER SURVEILLANCE

First aspect focuses on violation of privacy through recording. The question tells whether people are afraid of this. Each respondent got a sticker to cover their webcam with the project name "aware off my privacy" on it.

This way they will not only have an attractive and effective protection against some forms of unwanted surveillance but also remember to be careful with their actions every time they open their laptop.

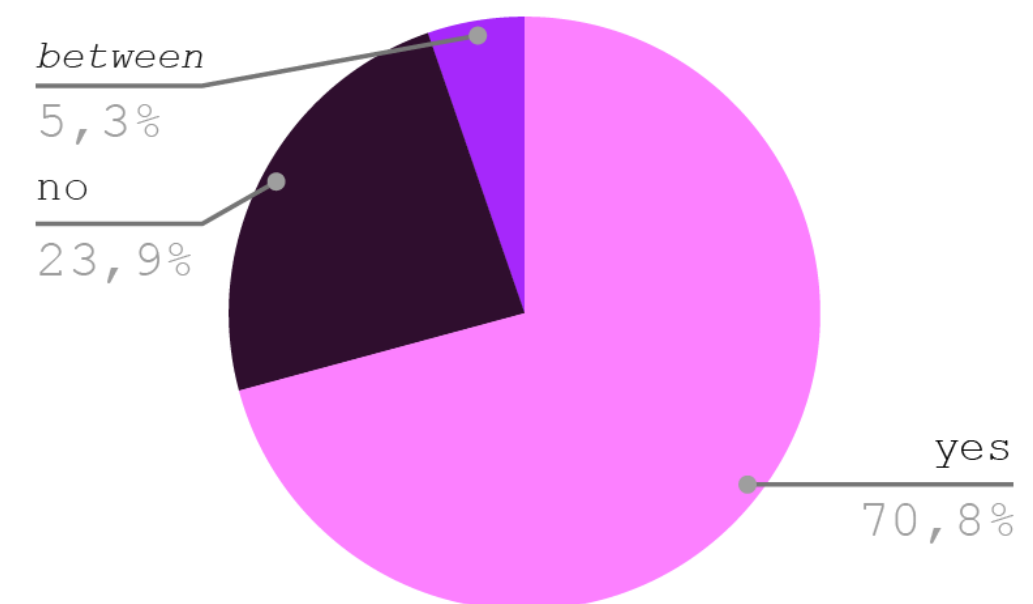




LOCATION WIELANDPLATZ

PARTICIPANTS 113

The majority of responders to this question were rather afraid of unaware surveillance, about a quarter were not afraid and a few of them put their sticker between the two voting fields.



CAMERA STICKERS

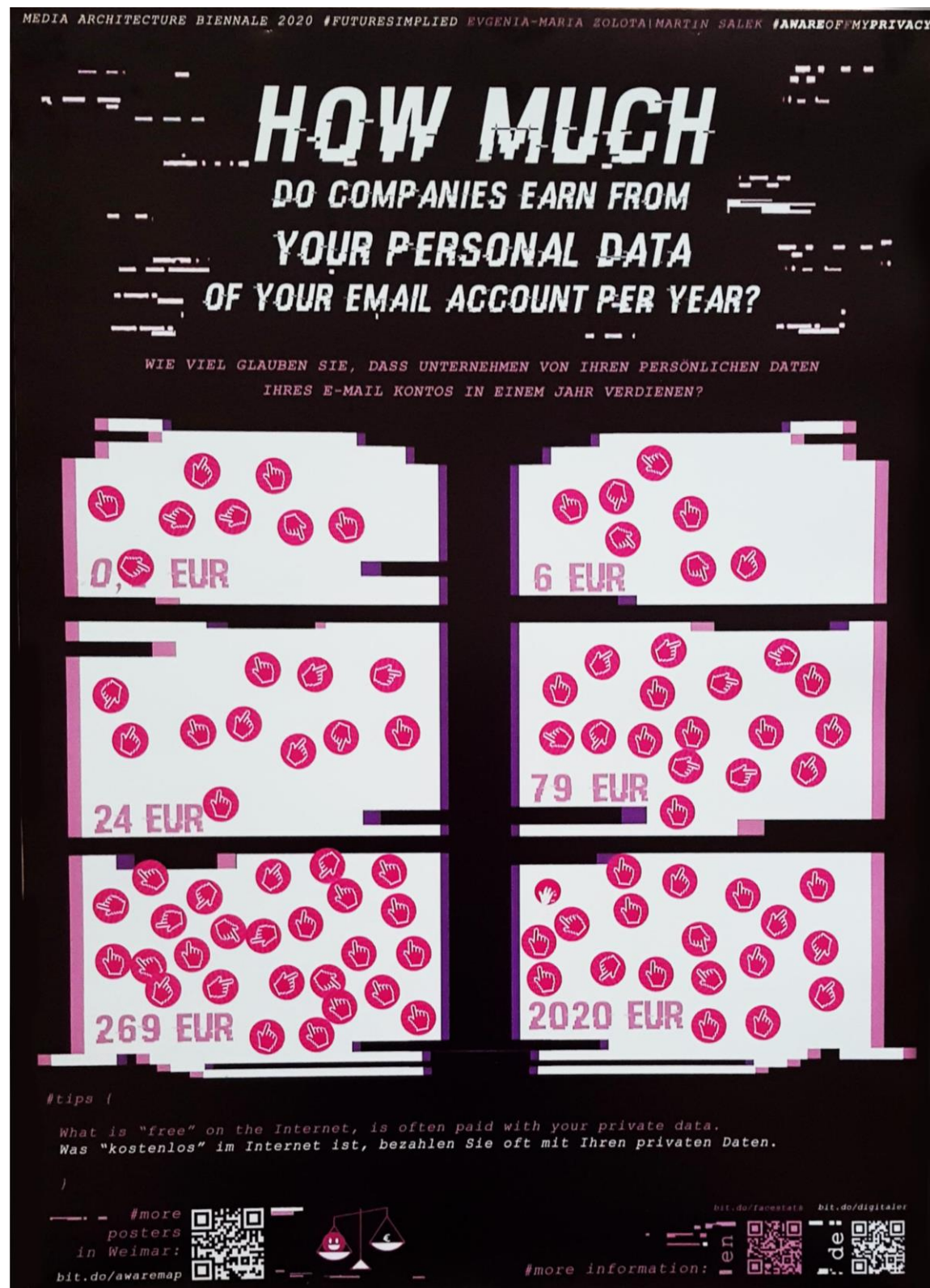


VALUE OF PERSONAL DATA



With this aspect we wanted to address the issue that for most of the online services like search engines, social networks, e-mail or maps, which we consider free of charge, we pay with our private data, which can be bought by marketing agencies or governments.

Therefore, it has a certain value. People guess how much the value of the data connected to their e-mail address is over one year.

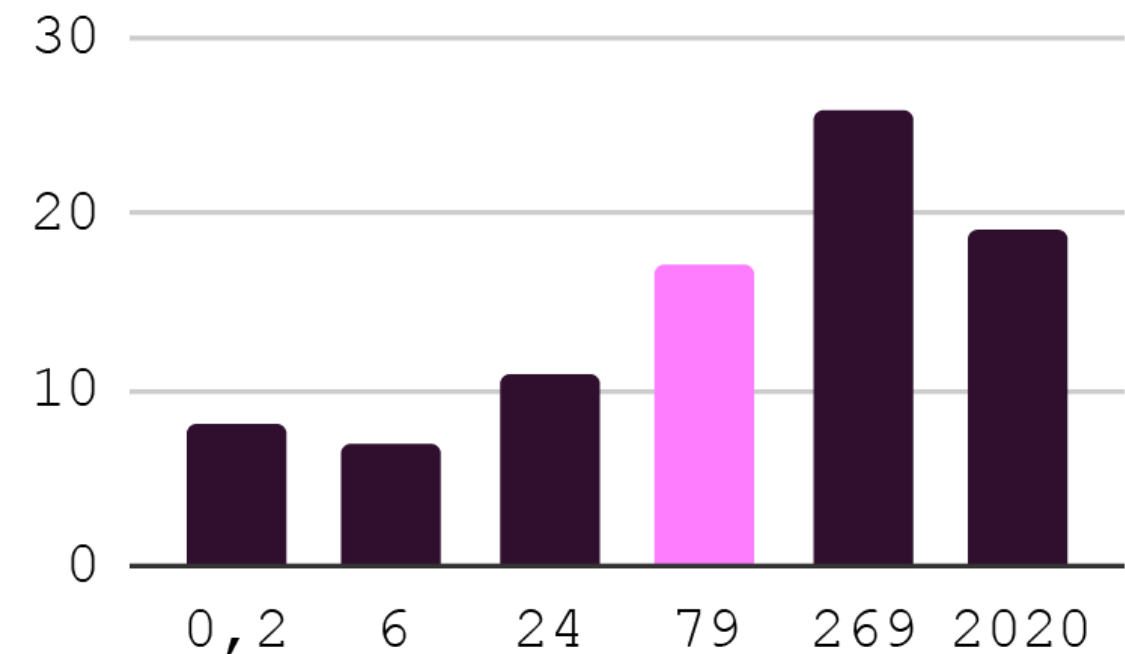


LOCATION STERNBRÜCKE

PARTICIPANTS 88

Out of 88 respondents on this topic, 17 guessed the right answer - 79 EUR.

Surprisingly, more than a half, 45 respondents, overestimated this average value and guessed values much larger, 269 or 2020 EUR yearly. Anyways, before told the right answer, most of the responders thought about this question, which was our goal.



GO OFFLINE



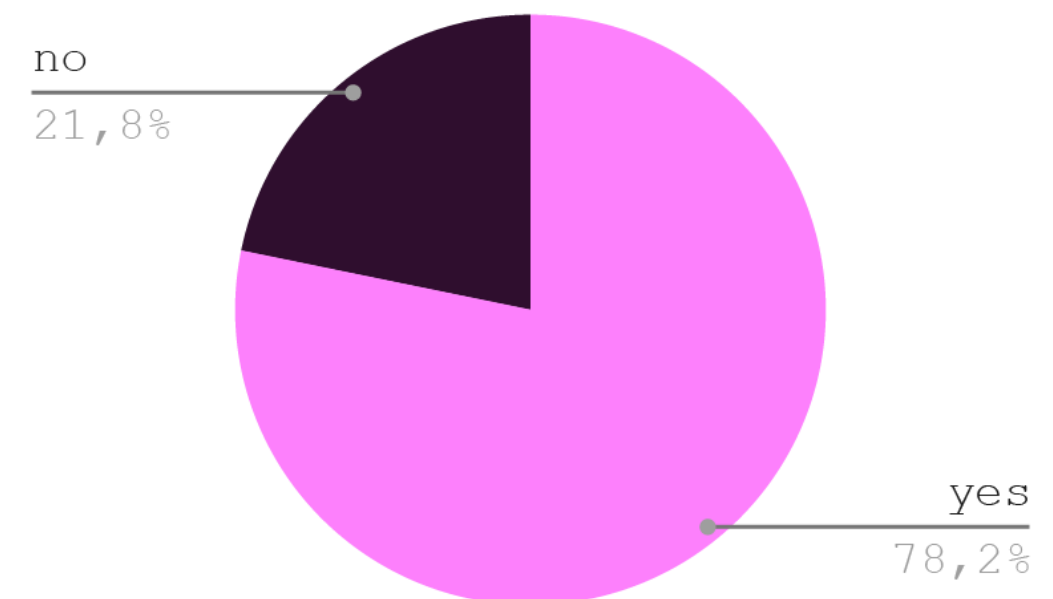
This topic is based on surveillance through our mobile devices, performed by mobile network providers and operators, map services and other apps tracking our location. We can prevent some of them from accessing it but the only effective way not to be tracked this way is to turn our mobile phone off or leave it at home.



LOCATION ILM PARK

PARTICIPANTS 101

This installation was performed in the Ilmpark, asking people whether they would survive a day without their mobile phones. As most of the respondents replied positively, to go offline is indeed an option for them.





SOCIAL NETWORKS

To put one of the main principles of social media, reaction to other users' posts, of course monitored and stored in database, into practice is the concept of this installation. Respondents used stickers to react to statements about digital privacy in the poster. Not only did they think about these statements, but also the trace they left.

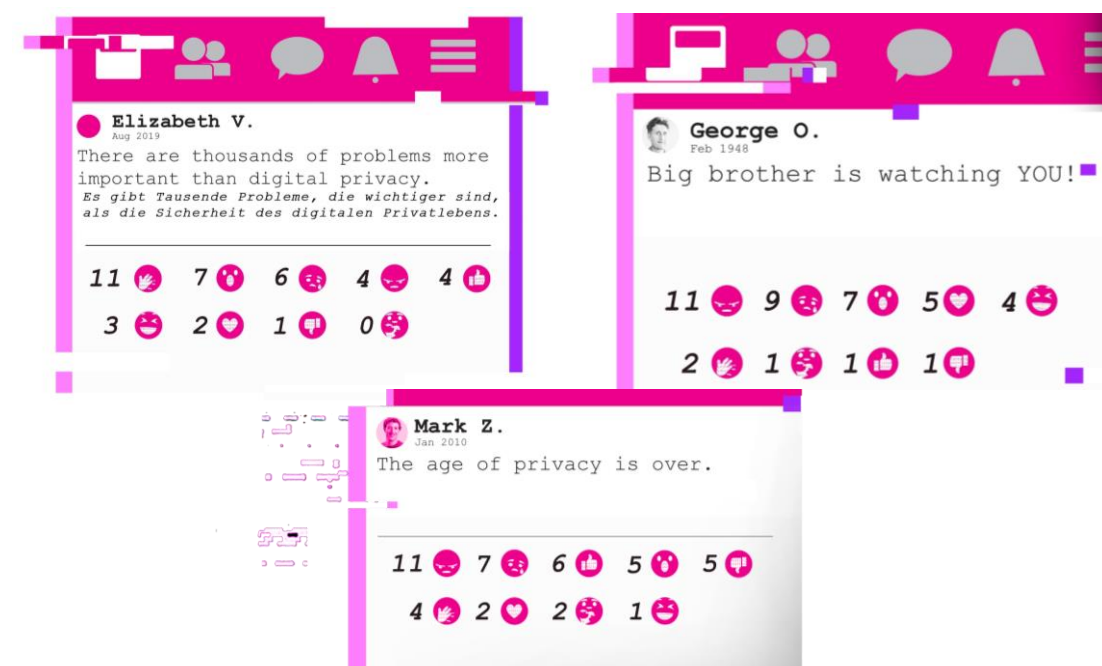
Little number code on the stickers (in all installations) is a hint that most actions online are stored, and the data may be used.



LOCATION THEATERPLATZ

PARTICIPANTS 122

All statements were perceived rather negatively, with Angry, Sad, Shout and Facepalm reaction prevailing. Some people took the special stickers for this installation and used them in other installation, which is a creative customization and a hint that some passers-by were attracted to the installations enough to look for more of them.



PAYMENT METHODS



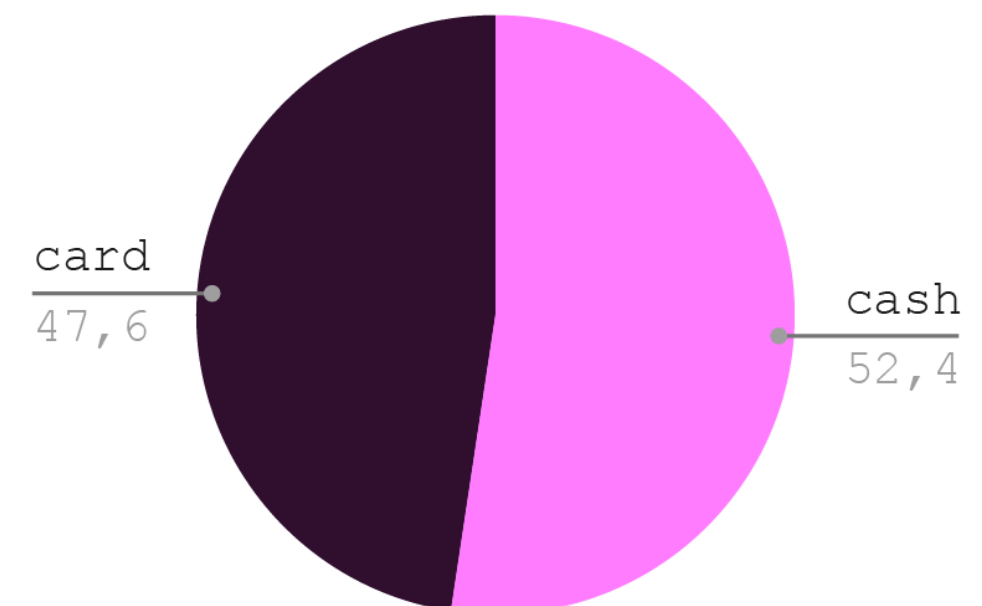
From the view of personal data gathering, paying with card is problematic, cause leaves digital traces. Respondents were simply asked whether they prefer to pay with cash or card.



LOCATION MARKETPLAZ

PARTICIPANTS 85

Even though the popularity of payments with card has been growing for years, the answers of our respondents are almost evenly distributed between both options. It is worth noting that this installation was performed around the Marketplace of Weimar and the question was not always understood as a survey but sometimes as an unwanted advertisement.



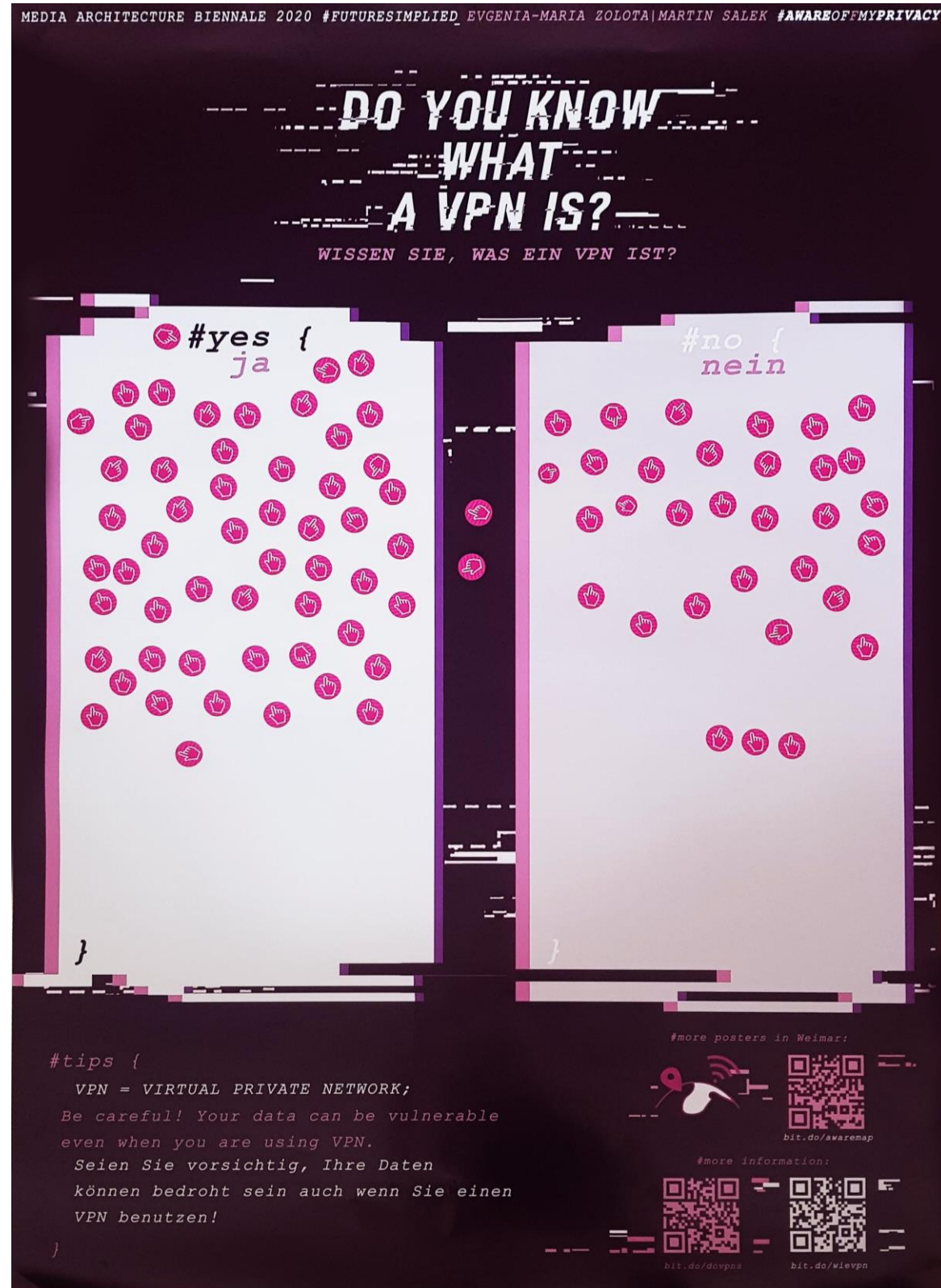


VPN

There is a wide range of tools to secure digital privacy when accessing the Internet and VPN is one of them.

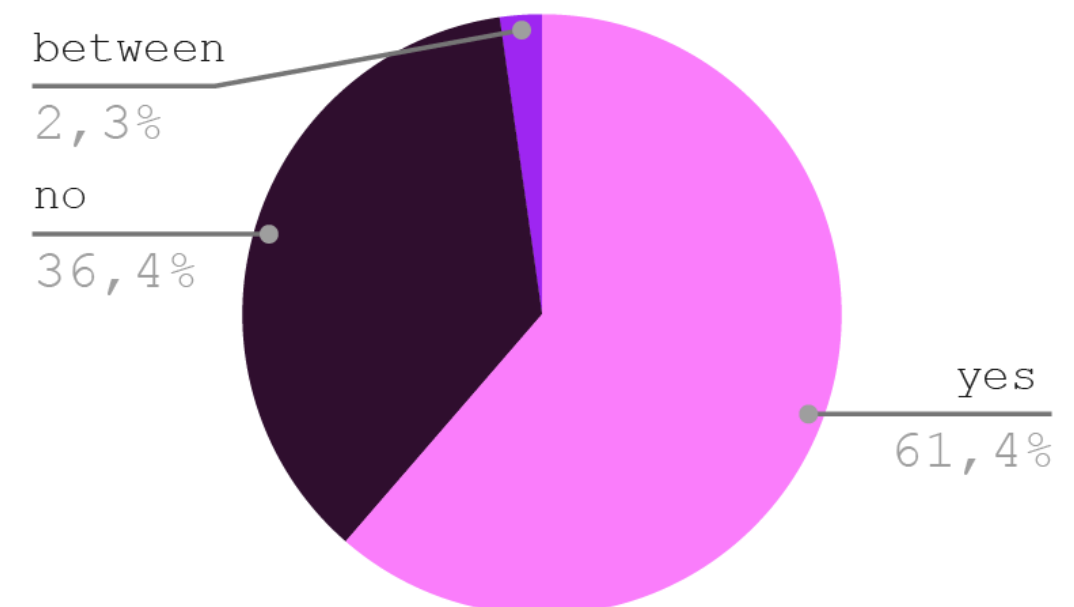
With the last installation, we wanted to find out the people's awareness about this technology.

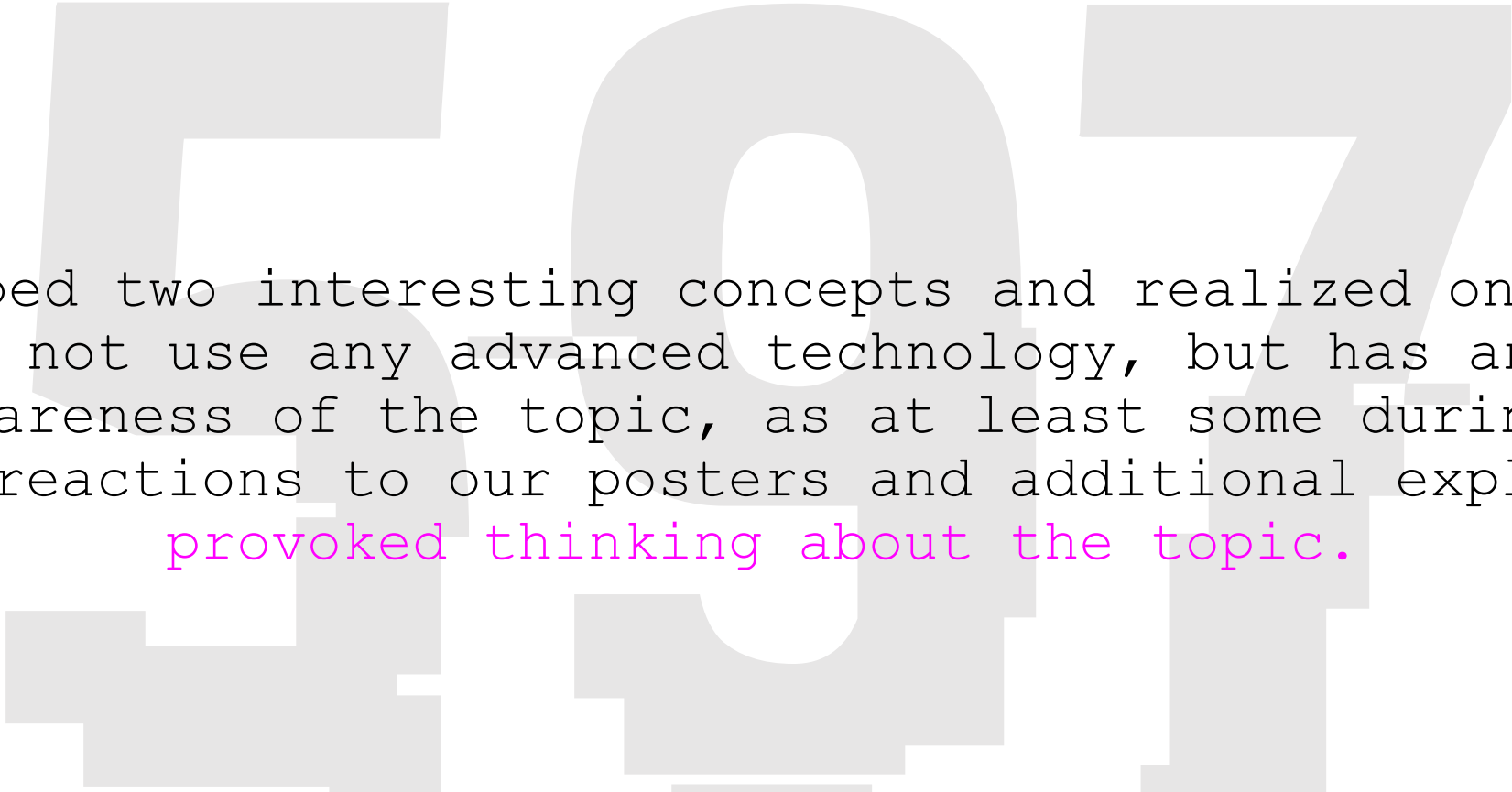




LOCATION BAUHAUS UNIVERSITY PARTICIPANTS 88

Most of the respondents knew what it was and some of them actively used it. Although some people from the old and very young generations also knew what it was, most of the participants had some experience with information technologies as the installation took place in the university campus.





We developed two interesting concepts and realized one of them, which does not use any advanced technology, but has an impact in public awareness of the topic, as at least some during the 597 sticker reactions to our posters and additional explanations provoked thinking about the topic.

CREDITS

Bauhaus-Universität Weimar

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Media Architecture Biennale 2020 #FuturesImplied

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