Group polarization

In life, factors such as distribution of responsibilities, group pressure, cultural background and group leaders can contribute to the phenomenon of group polarization.

Information Social

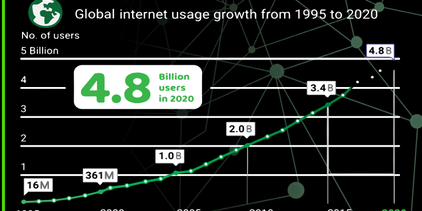
In the era of social media, the access to information increases, and the filtering in the process of information transmission will promote the formation of different circles, and different circles will form mutual closure or even opposition due to different factors such as information acceptance, interests and personality traits.

Case Studies

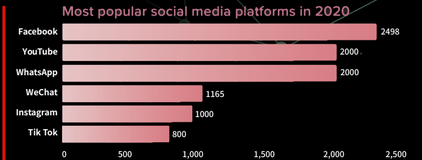
REAL NEWS

Group polarization leads to problems such as public opinion net violence, which affects our ability to make correct judgments

Research



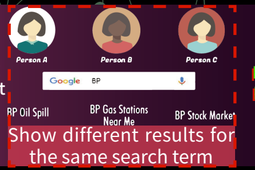
With the dual identity of transmitter and receiver, the increase in numbers makes social media full of opinions



The increase in social media has multiplied public opinion and led to the polarization of online groups

Causes of Group Polarization

Guessing users want to see



Filtering Bubbles

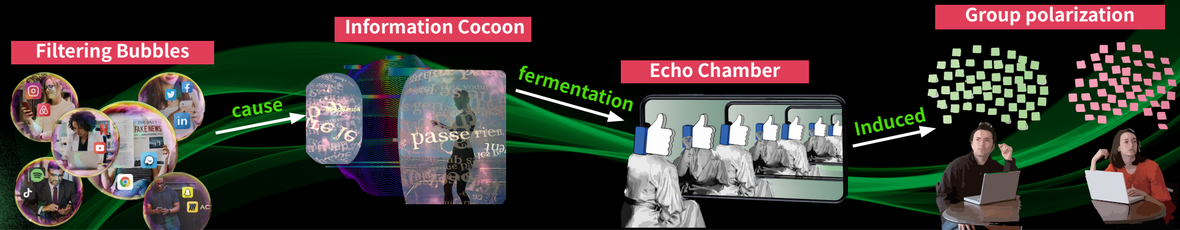
Push content users like

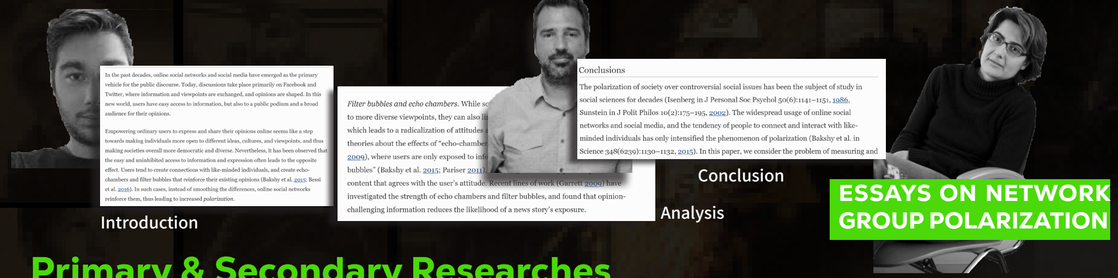
Information Cocoon

Push to agree with the view

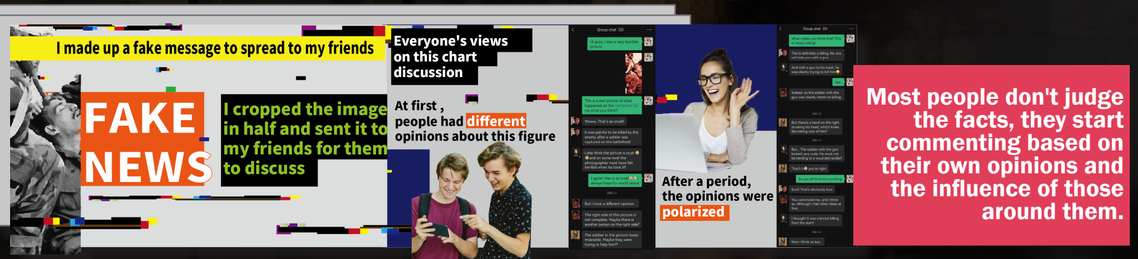
Echo Chamber

Information Dissemination





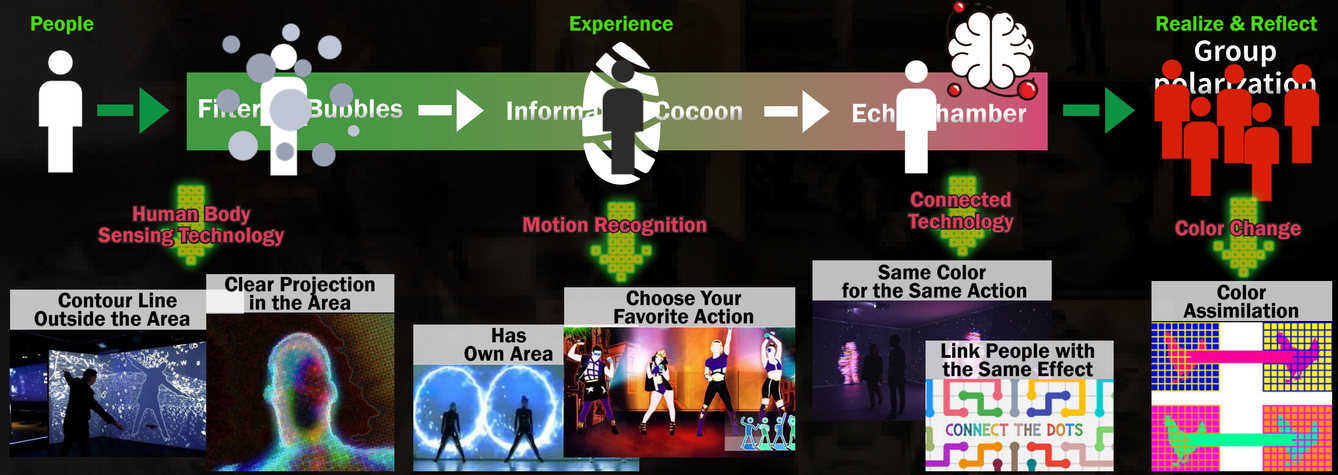
Primary & Secondary Researches



Current Situations

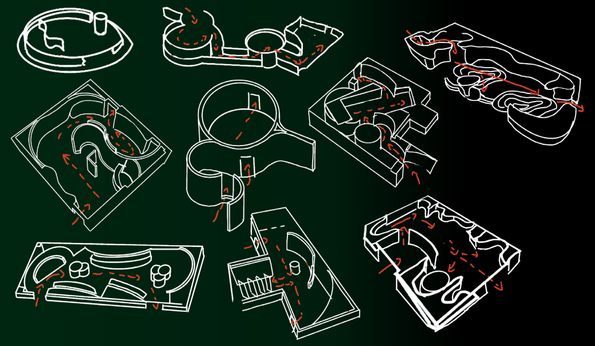
Concept

TO REMIND PEOPLE OF THE PHENOMENON



Sketches & Modeling

EXHIBITION HALL DESIGN



Idea 1

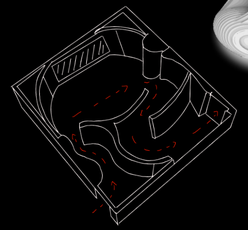
Space utilization ●●
Display area ●●
Movement line ●●

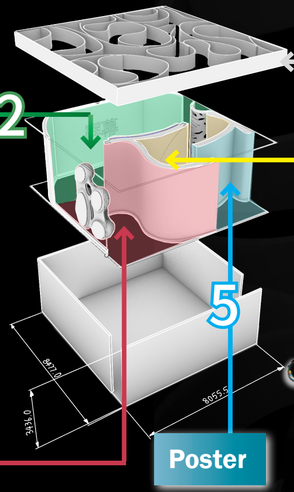
Idea 2

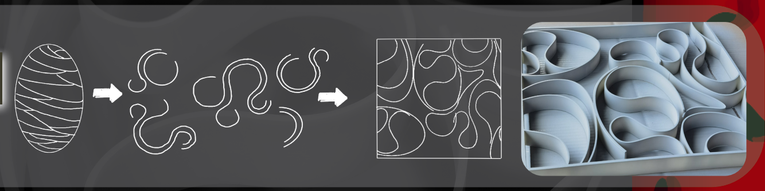
Space utilization ●●●
Display area ●●●
Movement line ●●

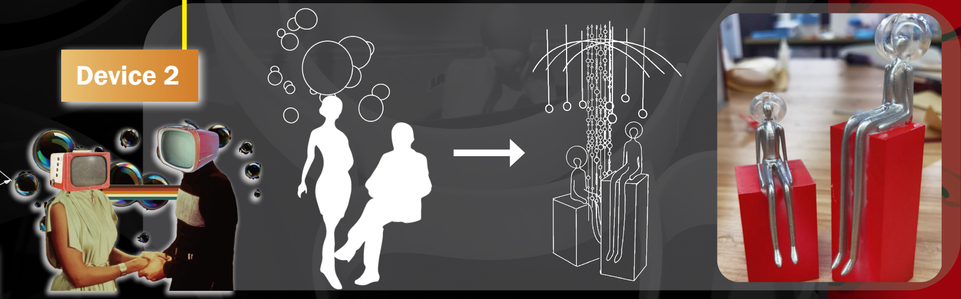
Final Design

Space utilization ●●●
Display area ●●●
Movement line ●●●





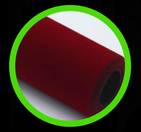




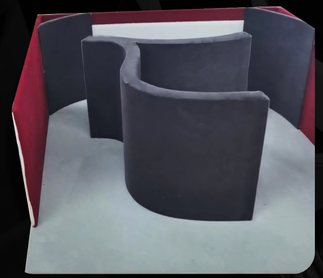
MATERIALS

3D printing resin

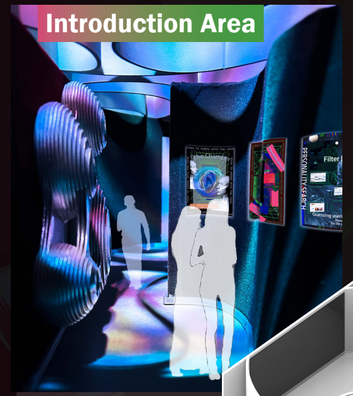
PVC sheet



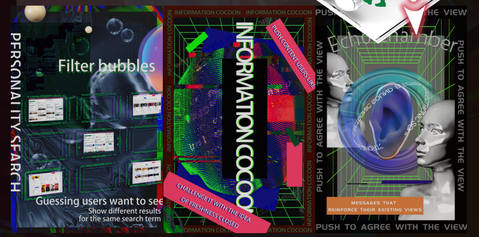
Flannel stickers



Introduction Area



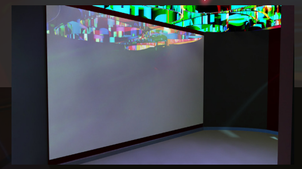
Exhibition Hall Entrance



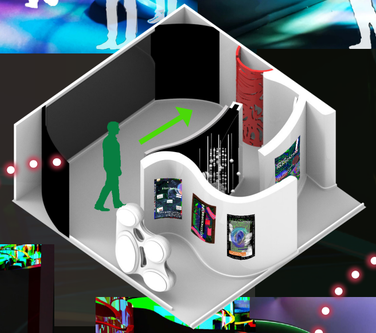
Introduction of filter bubbles, information cocoons, echo chamber effects on people

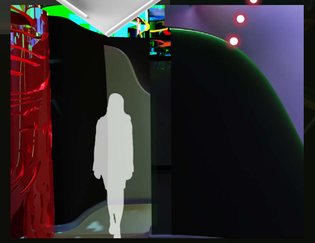
Interaction Area

Interactive Screens



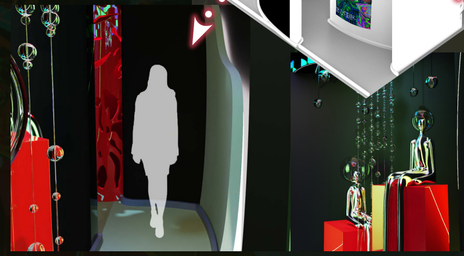
A large enough interaction space to allow people to experience the process of gradual group polarization from three effects





Enter the Decoration Area

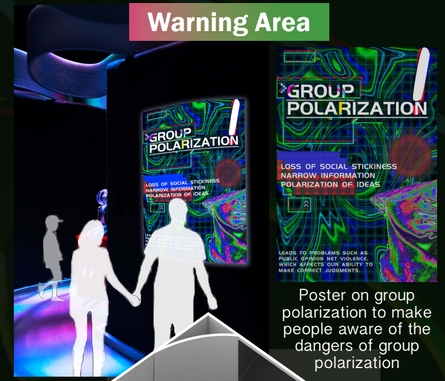
Decoration Area



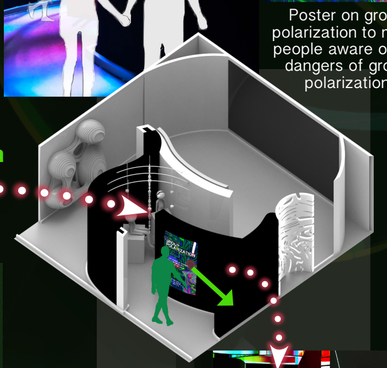
About filter bubble decoration: everyone has their own filter bubble

Enter the Warning Area

Warning Area



Poster on group polarization to make people aware of the dangers of group polarization



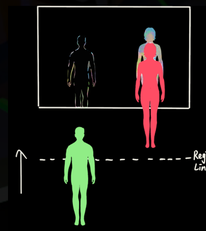
Exhibition Hall Exit

Scenes in Interaction Area

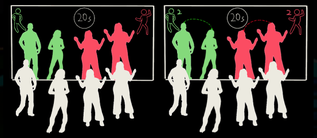
enter the area only to have a clear display

become the color corresponding to the action

The link breaks when instructions are not followed, eventually the majourity affect the minority



Select to enter the area



people in same color are linked together

All colors will be assimilated by most people's colors

Motion Recognition Programming