Health Code Please

Thesis Studio I

LIU Yuran & CHEN Yuqiong

Digital Dictatorship

- **Key Concerns**
  - 1. being numb about privacy
  - 2. being manipulated by people who own the algorithms

    (eg.propaganda/advertisement)
- **Theme**
  - Users become the product to sell

    (eg. *Social Dilemma*/*The Great Hack*)
- **Inspiration**
  - 1. Eriend Prendergast: *CounterBug*
  - 2. Max Hawkins: *Two years of random living. In order to combat predictability.*
  - 3. The exhibition: *WHEN SPEED BECOME FORM-LIVE IN YOUR SCREEN*
- **Vision**
  - The wide use of Health Code

Key Concerns

In the digital age, people generate massive amounts of data every day. In the face of high technology, the hidden data invisibly controls people's behavior.

People are immersed in the pleasure that can be readily obtained and gradually lose their personal consciousness.

Pay by Face

Key Concerns

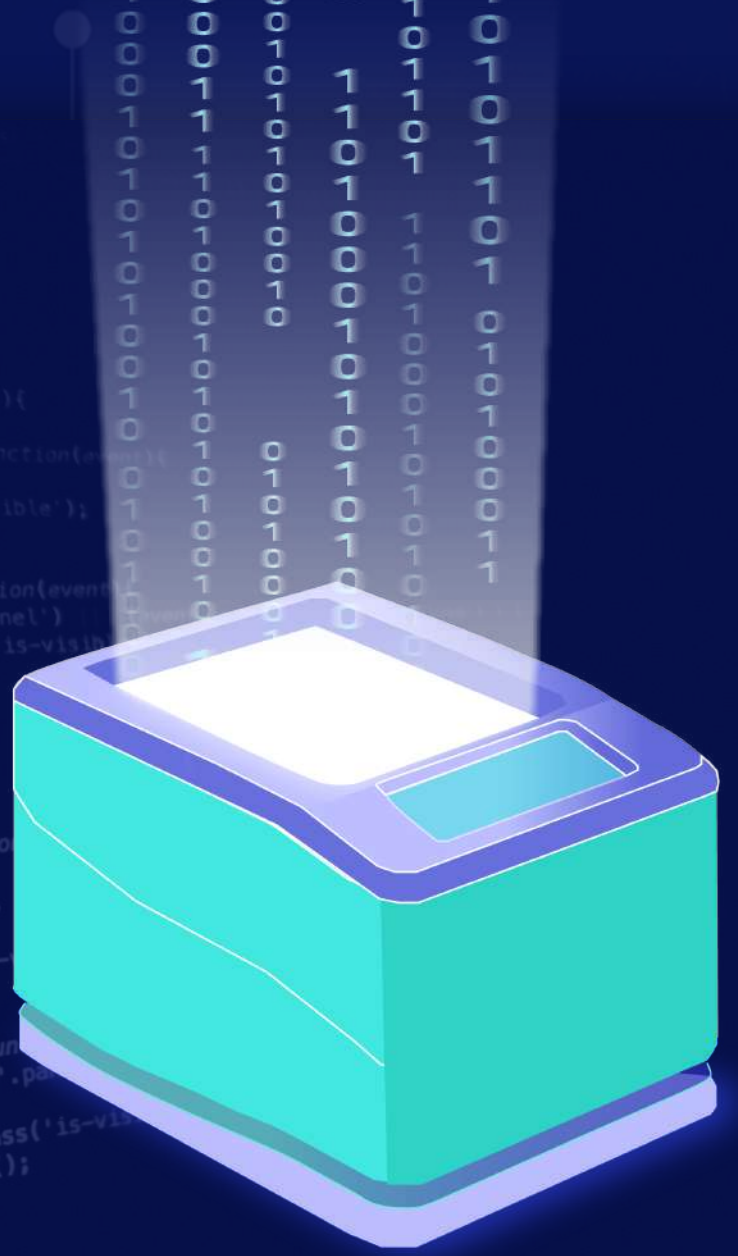
As the Internet is supposed to decentralize the power and give everyone a chance to voice out, the current situation shows the opposite. Information processing nowadays needs to collect large amounts of data and the decision making of what can be seen and cannot be seen is purely in the hands of the companies who own the data and algorithms. In this way, our data become their resources to make a profit and even the tool to control us. Digital dictatorship is formed and we as users have no say.

Our Perspective

- The wide use of health code in China during the COVID-19 pandemic.
- The health code becomes a vivid example of digitalization of humans where the digital data become inseparable from our physical body.

Our Perspective

- People are labeled as green/yellow/red codes determined by the data and algorithms behind without knowing the real mechanism. However, the yellow and red codes means your activities are restricted.
- The action of being scanned reminds us that we are the product to be consumed.

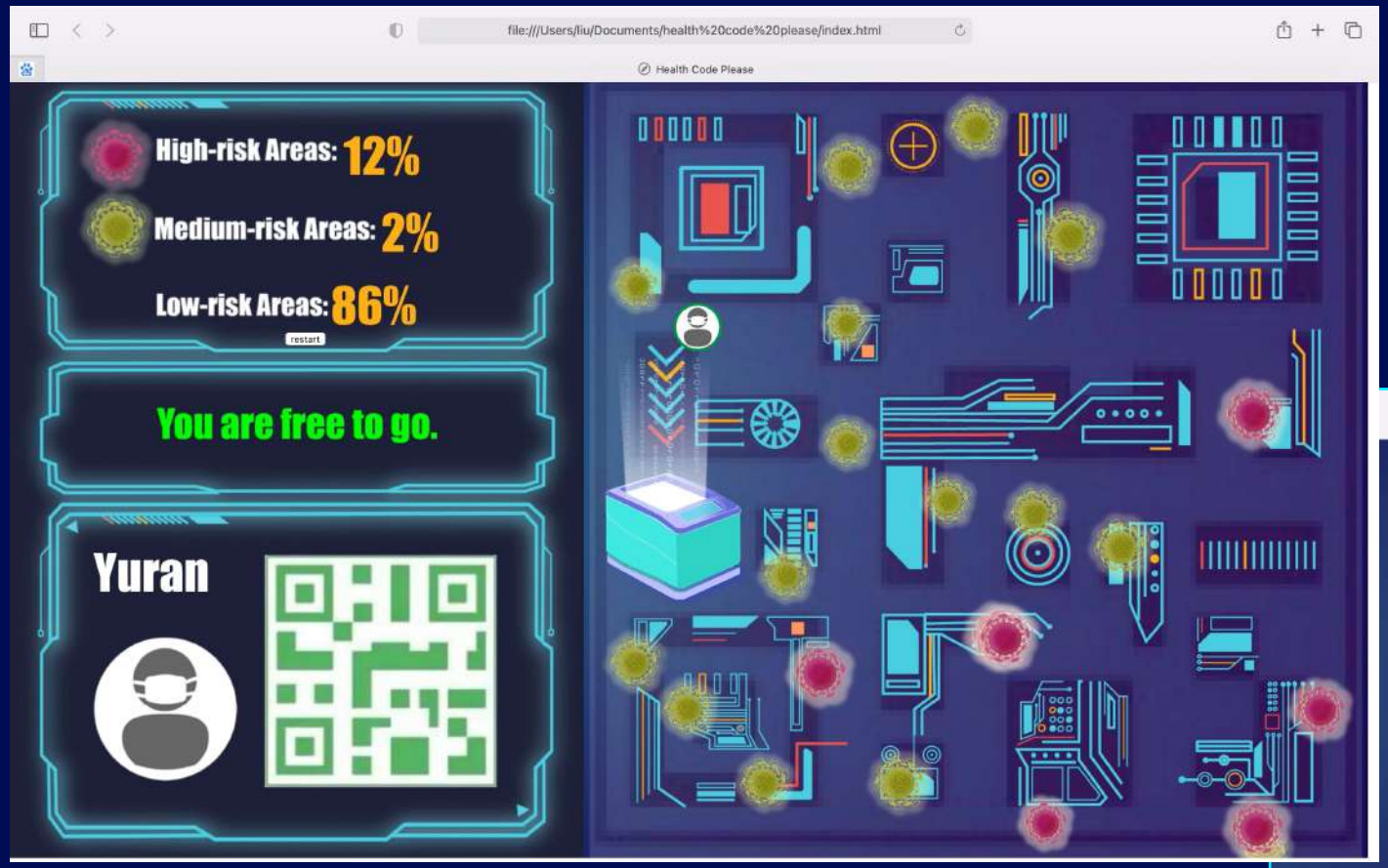


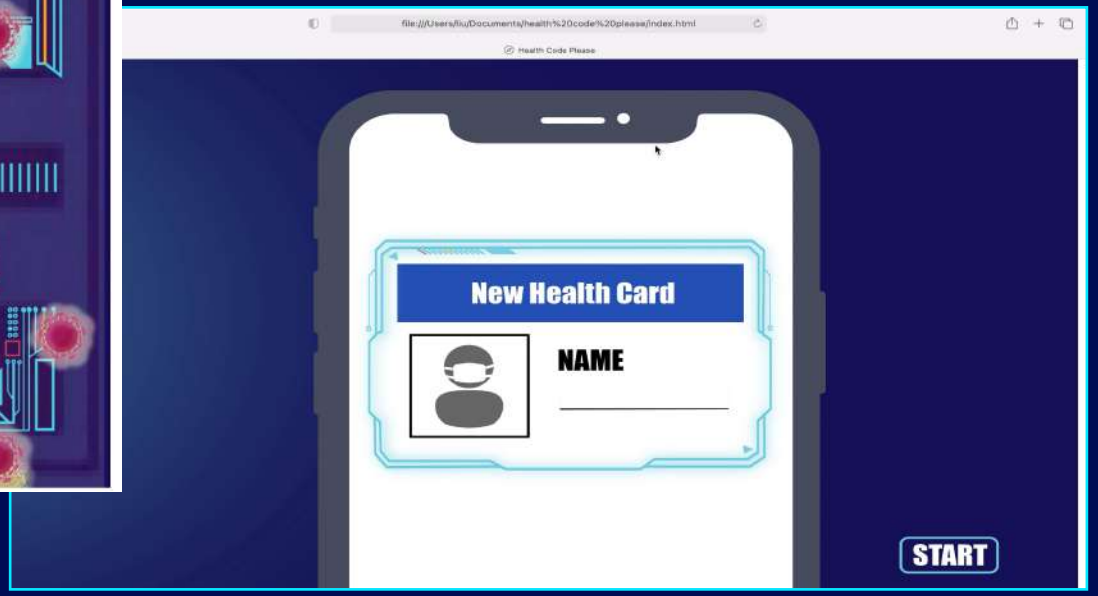
Theme

- To rethink about the use of health code as it is the expansion of authority's power.
- To question the digital dictatorship behind where one person's health status is determined and judged by the data and algorithms which are not transparent to the general public.
- To address the deviation and collateral damages when the system is running.
- The concerns of the Frankfurt School (Adorno and Horkheimer): conformity and depoliticization instead of anarchy.

They Live (1988)

Documentation



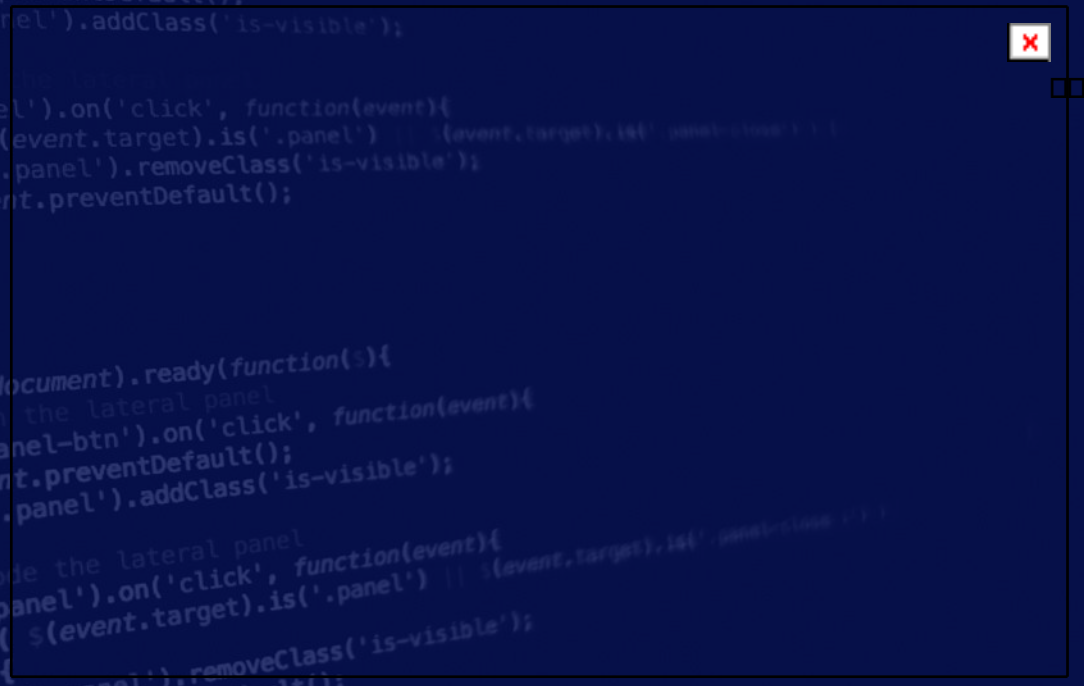


Thank You!

Example

Propaganda in old China

Nowadays



Example

Advertising Algorithms

Rely on the data and algorithms to show people advertisement, and strive to make the advertisement useful information and provide you with better services.

Theme

Under the business mode of surveillance capitalism, the users is no longer the consumers. The consumers of the digital platforms are the advertisors, who pays for the advertisement on the platforms with expectation of certain outcome. To satisfy the "consumers", the Internet companies collect personal data as much as possible and use it to build prediction model of user behaviors in order to achieve "certainty".

Social Dilemma (2020)

Theme

It will lead to a horrifying reality:

We surrender half of our time to the addiction of social media, and half of our money to the consumerism. We become "content" with the reality and the pleasure it creates and forget to desire changes.

We stay blindfolded when we are fed in captivity and hunted by the capitalism.

***The Great Hack* (2019)**

Theme

As the Frankfurter School(Adorno and Horkheimer) worried about mass media，"The better future is no longer in contradiction with the unhappy present; culture offers ‘fulfillment’ instead of the promotion of ‘desire.’".

Whereas conservative thinkers (i.e., Leavisism)
have worried about anarchy, the Frankfurter School (Adorno and Horkheimer)
worries about the opposite: conformity and depoliticization.

They Live (1988)

Inspirations

Erlend Prendergast: *CounterBug*

Glasgow School of Art graduate Erlend Prendergast has designed a modular robotic device that talks back to Amazon's virtual assistant Alexa in order to protect users from digital surveillance.

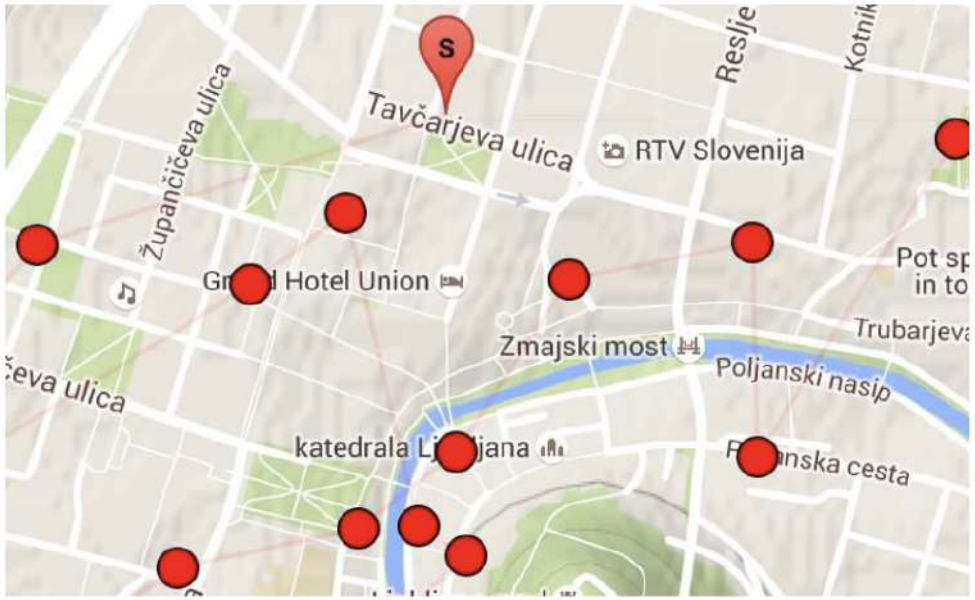
CounterBug responds directly to some of the privacy issues raised by users. It performs tasks that are targeted at disrupting Alexa's ability to gather different types of

Inspirations

Max Hawkins: *Random living to combat predictability*

Starting in 2015 Max let a computer decide where I lived and what I did for over two years. It sent me all over the world—everywhere from small town bars in rural Iowa to cat cafes in Taipei, Taiwan.

When the computer chose a location Max would live there for roughly a month. Once there, the computer chose places to go, people to meet, and things to do within the selected. city.

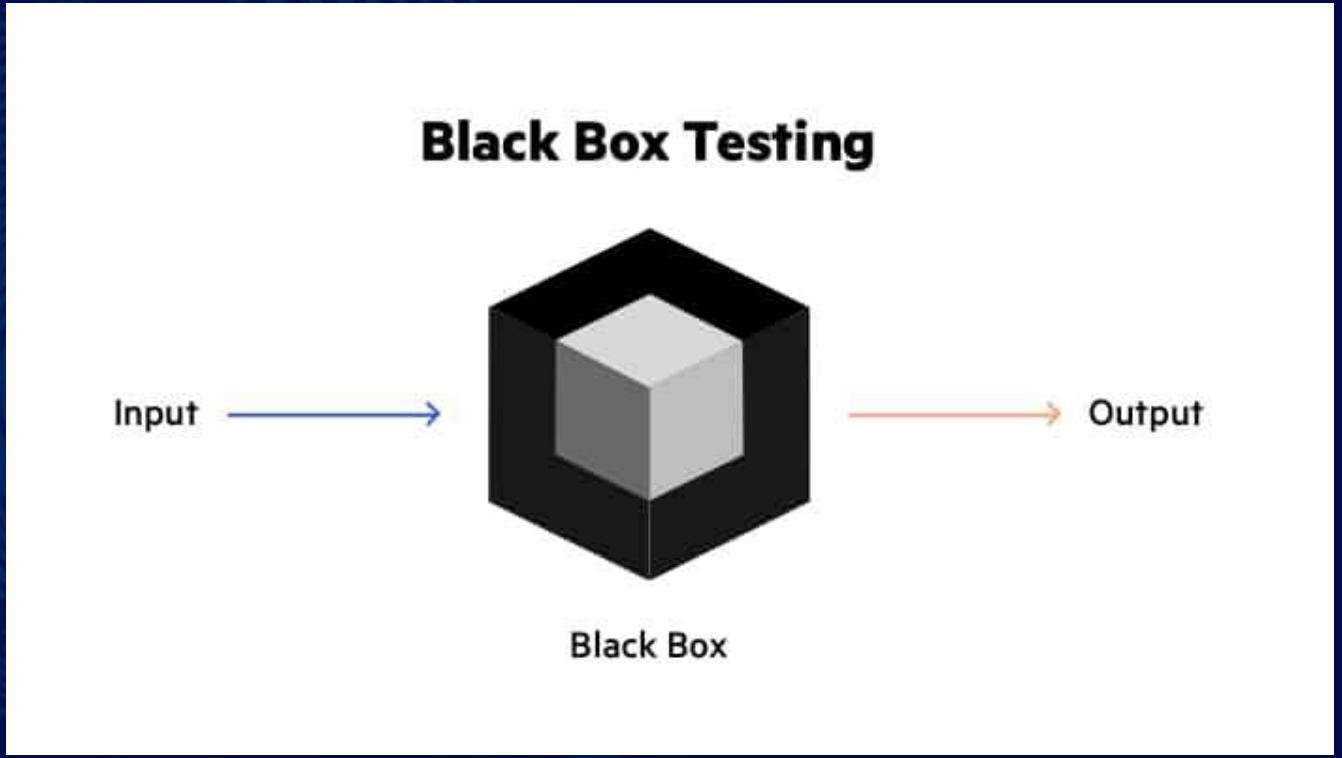


Random path through Ljubljana

Vision

Black Box Testing

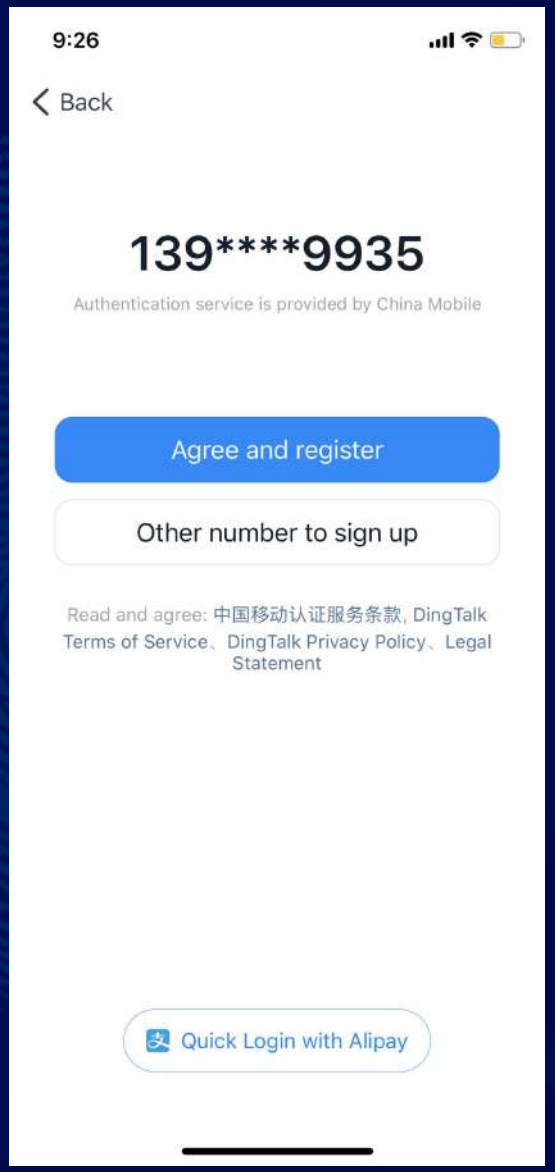
Black-box testing is a method of software testing that examines the functionality of an application without peering into its internal structures or workings.

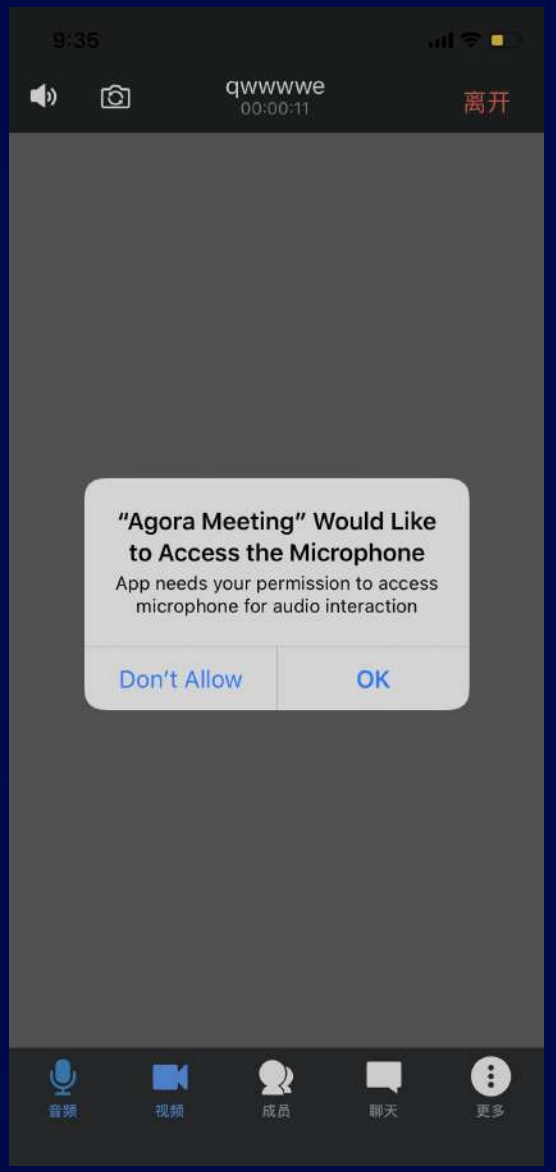


Vision

Privacy or Convenience?

In this era, the user's personal privacy has become a ticket for him to use Internet services.





Thank You!