Hover & Discover

Overview

★ Hover and Discover is a web page that aims to raise awareness about the dominance of tech moguls in the production of technology most people rely on every day.

★ The user is prompted to identify pieces of technology interspersed in normal living room

★ Once the cursor hovers over a specific object, a prompt is displayed to reveal a fact about a major tech company known for the manufacturing of the particular product.

Hover and Discover

The rise of technology has drastically changed our way of life in the past decade. Everything is at our fingertips — our friends, shopping and even our finances. There's nothing you can't do from the comfort of your own home.

But this convenience comes at a cost.

Slowly but surely, over the past decade, the providers of these services — the mega-tech conglomerates like Amazon and Google — have built an empire of influence over society. They've established their dominance in the market and their services are used globally. They collect data from their vast userbase, using the massive amounts of data to manipulate the general public. Even worse, these capitalistic corporations are built off of exploitation of the very same userbase.

In the 21st century, tech is inherently political. We aim to show how every product is embedded within a political system of exploitation.

START

Demo

HP-branded corporations play key roles in Israel's oppression of Palestinians. They are complicit in Israel's occupation, settler-colonialism and apartheid regime. They provide computer hardware to the Israeli army and maintain data centers through their servers for the Israeli police. They provide the Itanium servers to operate the Aviv System, the computerized database of Israel's Population and Immigration Authority. This forms the backbone of Israel's racial segregation and apartheid.

Inspiration

★ Ideas of digital labor exploitation, concentration of control in the digital space in a few major companies, privacy invasion and capitalistic surveillance that were explored in the class

★ Observation of the extent to which technology has infiltrated every facet of our day to day living experience

★ Lack of awareness about the omnipresent control and influence these large companies have

Project Goals

★ Increase our users' awareness of the degree of infiltration and grip tech conglomerates have over the digital world.

★ Help the user understand their degree of dependency on tech conglomerates and think critically about the ethicality and the necessity of that dependency.

★ Re-emphasize the democratic principles of freedom, unrestrained entry and participation, and privacy protection upon which the internet was built.

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Implementation

- ★ Simple landing page made with HTML and CSS
- ★ Main page made with p5.js
- ★ Graphical elements made with Adobe Photoshop
- ★ Hosting on GitHub Pages