



# Social Interaction Project: Jamais Vu – Updated pitch

Multimedia Master

MIEEC TEC

**Multimedia Lab(2020/2021)**

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## **1. ELEVATOR PITCH**

An experiment where a person creates a profile for a stranger based on a single picture and later receives their own.

## **2. SHORT DESCRIPTION**

Jamais Vu is an experiment where people who don't know each other create a profile for someone else based on a single picture and receive a profile about themselves. All the information inserted by the participants are saved into a database and compared. People can see if their guesses were wrong and what other people thought about them. With this project, we aim to discuss that preconceived notions may harm social interaction, and we may also be victims of them.

## **3. COMPLETE DESCRIPTION**

Jamais Vu is an interactive social experiment where you share first impressions with someone you don't know. It is a web application based on javascript and HTML connected to a SQL database by a local server.

Discover how the world sees you, and understand how others perceive and think of you through first impressions. This experiment can show users the issues of trusting preconceived notions and that these problems may apply to them as well. Another issue that this experiment aims to discuss is the lack of social interaction between people who are strangers despite working or studying together.

The experiment begins with participants filling out a form by adding information about themselves, such as NAME, BIRTHDAY, AGE, HOMETOWN, FAVORITE MUSIC GENRE, FAVORITE MOVIE GENRE, PROFESSION, HOBBY, SPORT, AND FAVORITE FOOD. Once they have finished, they will move on to the next stage of the Jamais Vu app.

They will see the picture of someone and will create a profile for them. The first thing they must do is write down the first impression they have of the other person. They will do that by selecting from a set of normalized options to create a sentence that defines the other person according to their first impression.

With this type of question/answer scheme, we facilitate the interaction between user and system and give a straight forward trait-based answer to each user.

The first step of this social experience will be over either when the person fills out all the fields, or the timer expires. Participants will have a time limit for each phase, and questions left unanswered will be blank. The timer will be defined later when the questions are already assigned.

After this first impression, participants will move on to the second phase, where they will create a "social network" profile for the image, similar to the one they created for themselves.

Finally, this stage of the experience ends. Later, participants will receive the first impressions other participants wrote about their pictures via email. They may choose to engage in conversation after receiving their profile or decide to ignore it.

Every single answer given during the experiment, even the initial form, will be saved into a database where everyone can compare the real information with the first impressions.

The project's communication consists of the visual identity, posters, the website, a teaser, and a Twitter account. The posters will attract people to take part in Jamais Vu when it is operational. The website will contain both an online version of the experiment and the information collected in previous experiments, so users can access and compare data. The Twitter account will post information showing diversions between first impressions and reality.

With Jamais Vu, we aim to discuss how preconceived notions may harm social interaction. First impressions may not always be correct, and we may also be victims of them.