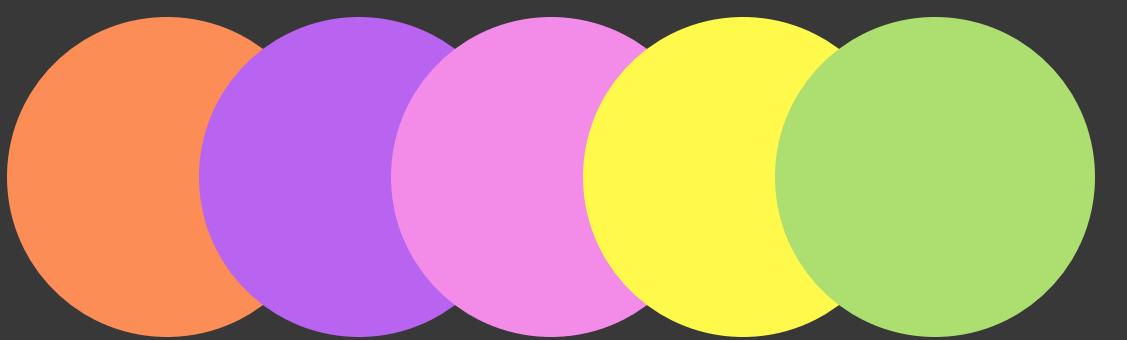


Cynthia Wang

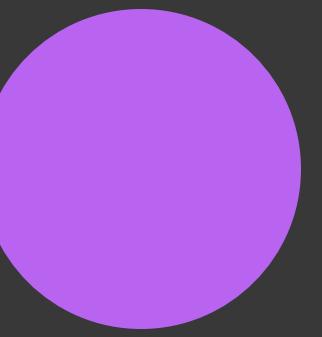
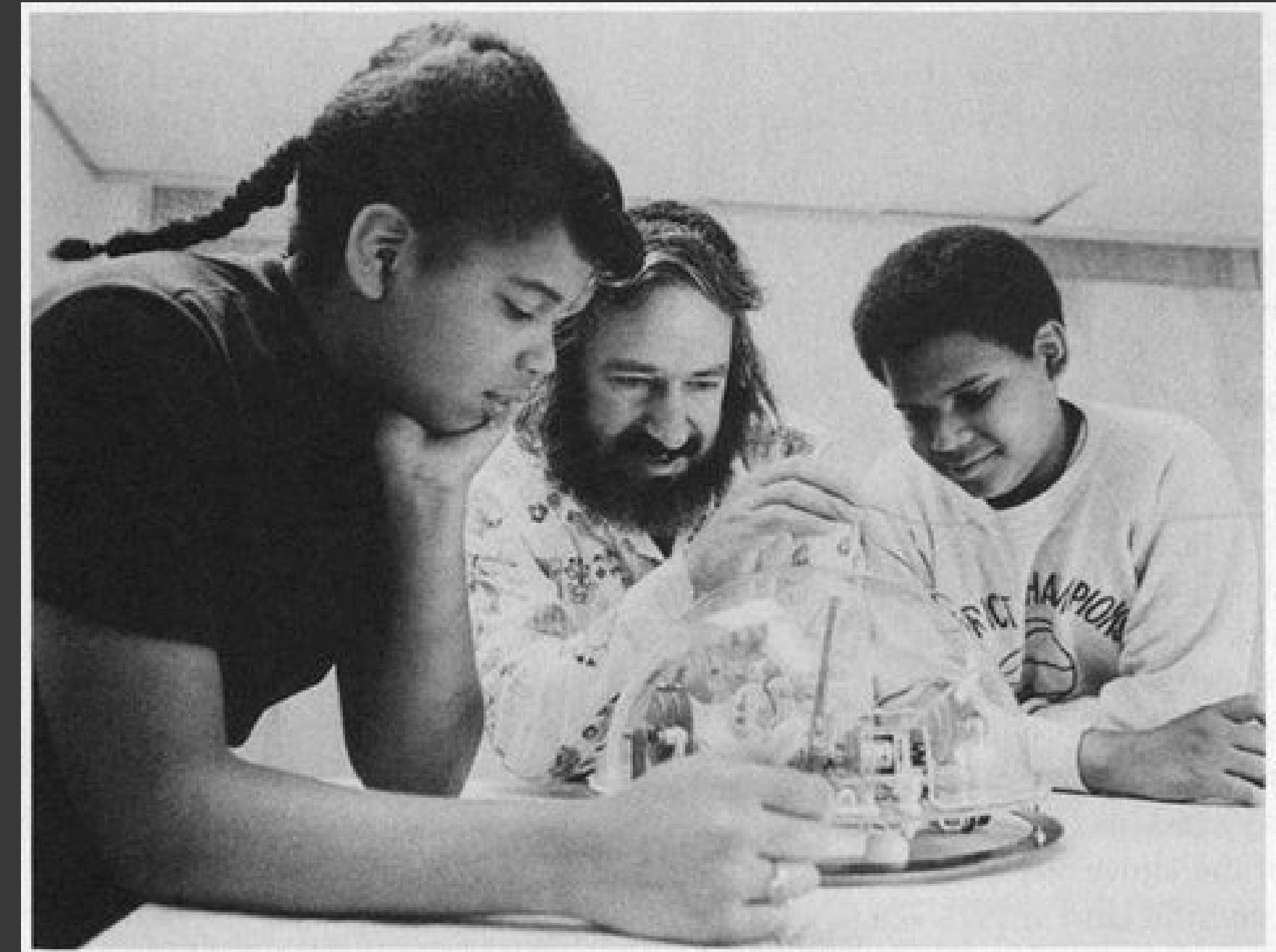
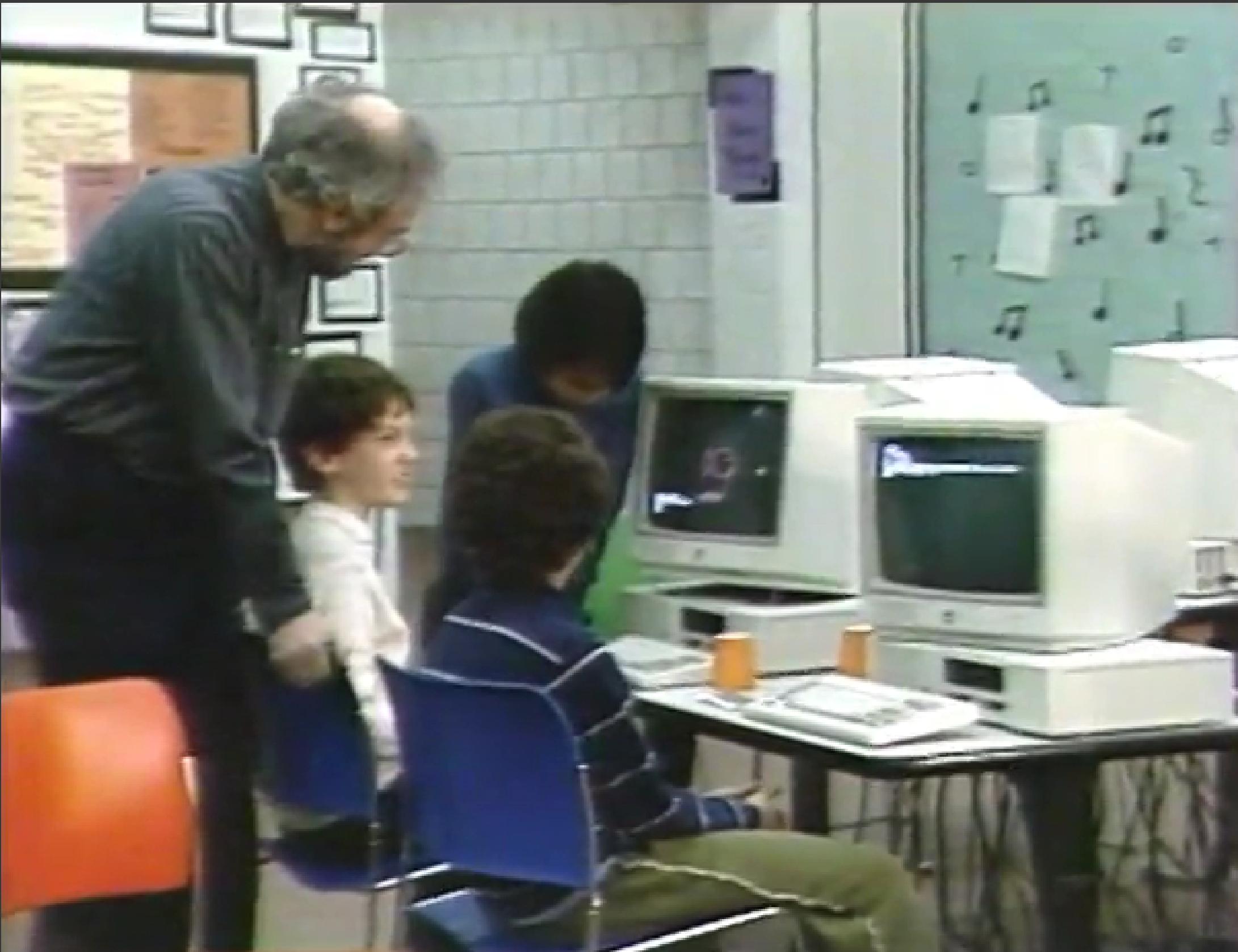
November 19, 2024

Web as Medium 1

Users



Seymour Papert (1928-2016)



Studio Moniker (2012-2023)

01

Neuhaus



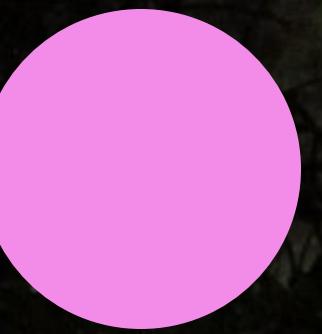
02

Painted Earth

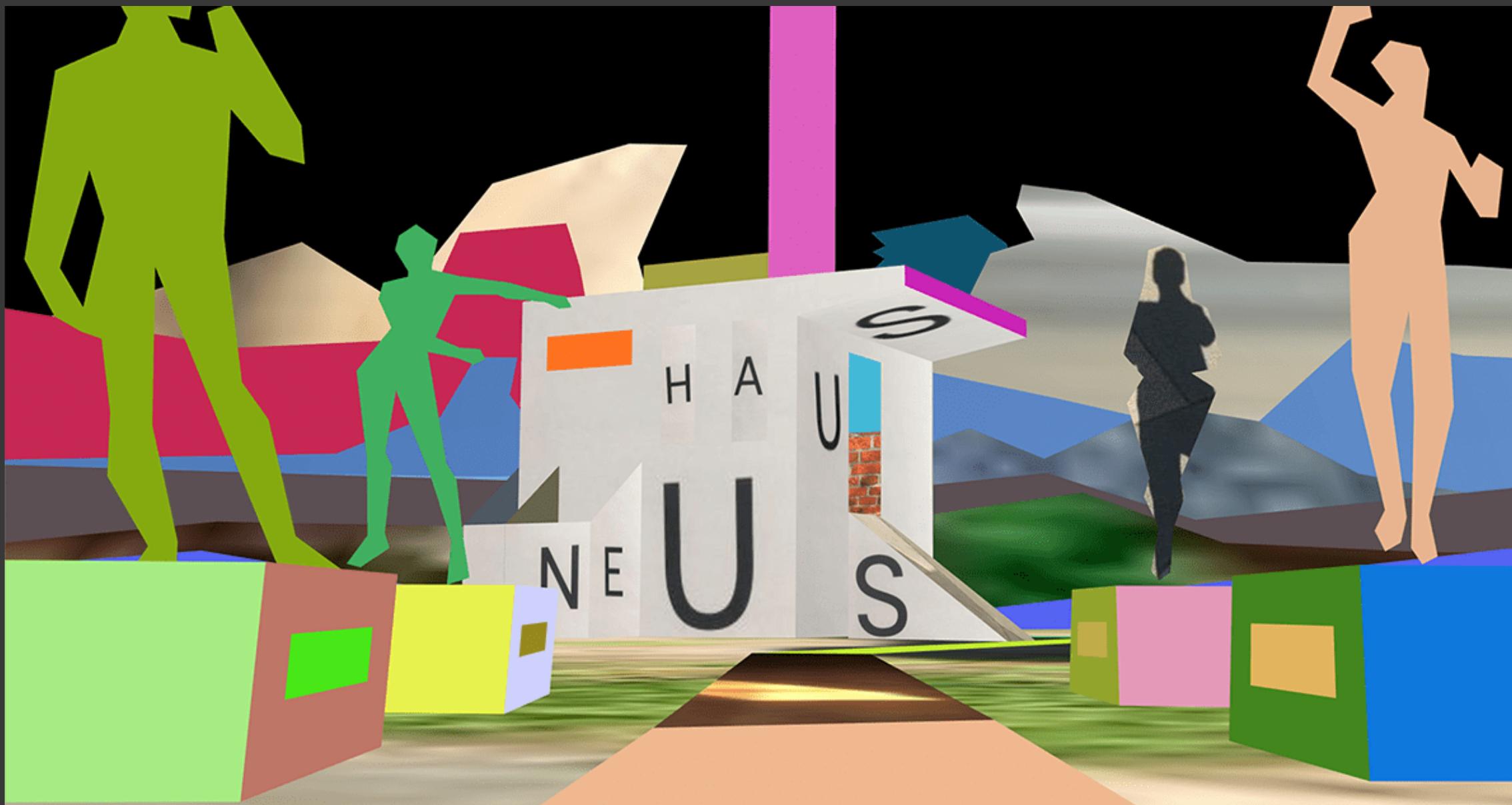
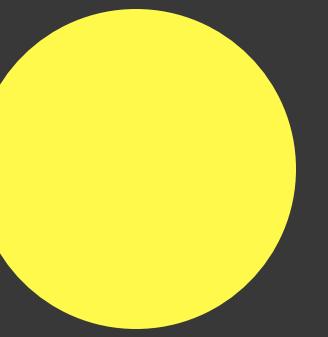


03

Sculpture Cam

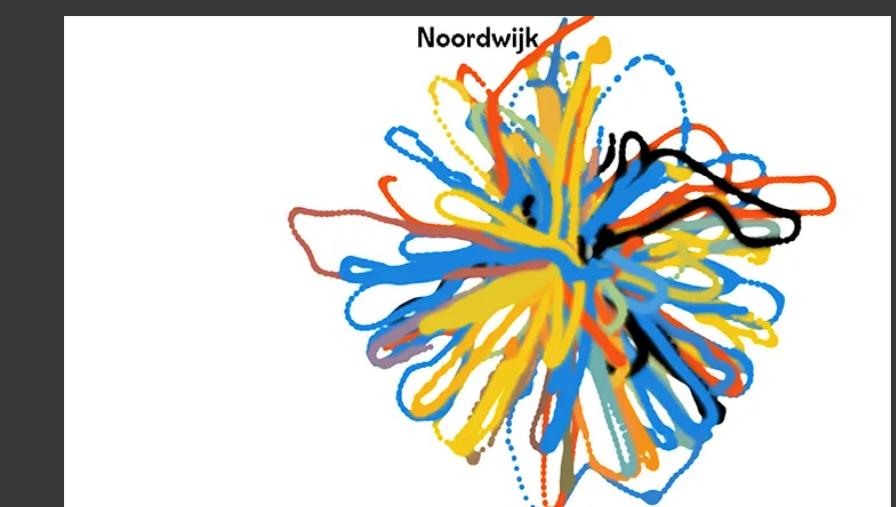
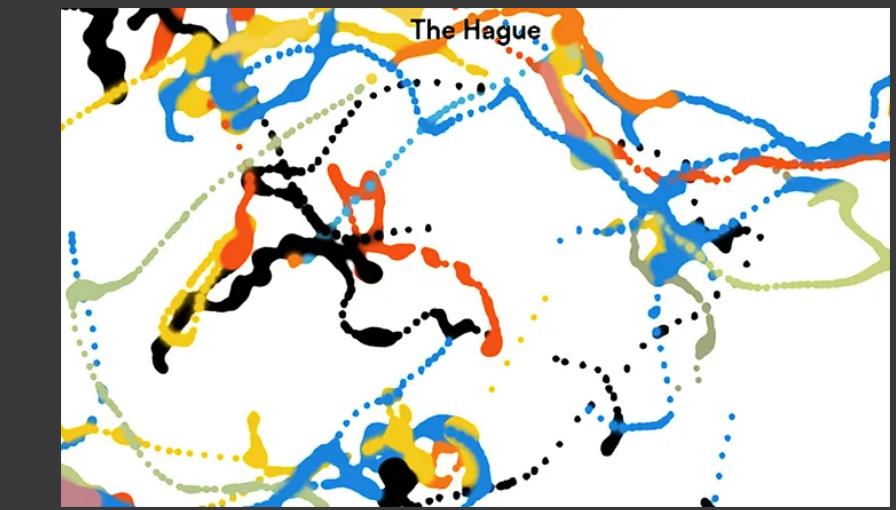
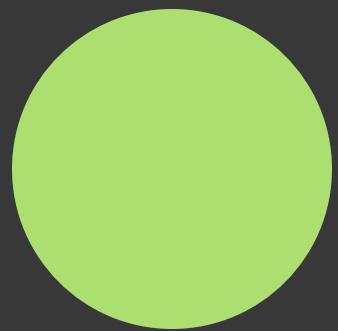


Neuhaus (2019), Studio Moniker



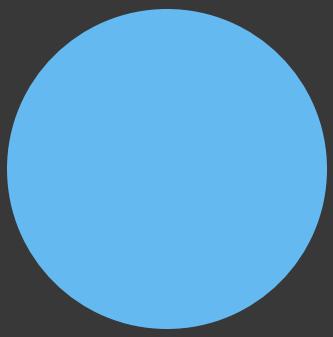
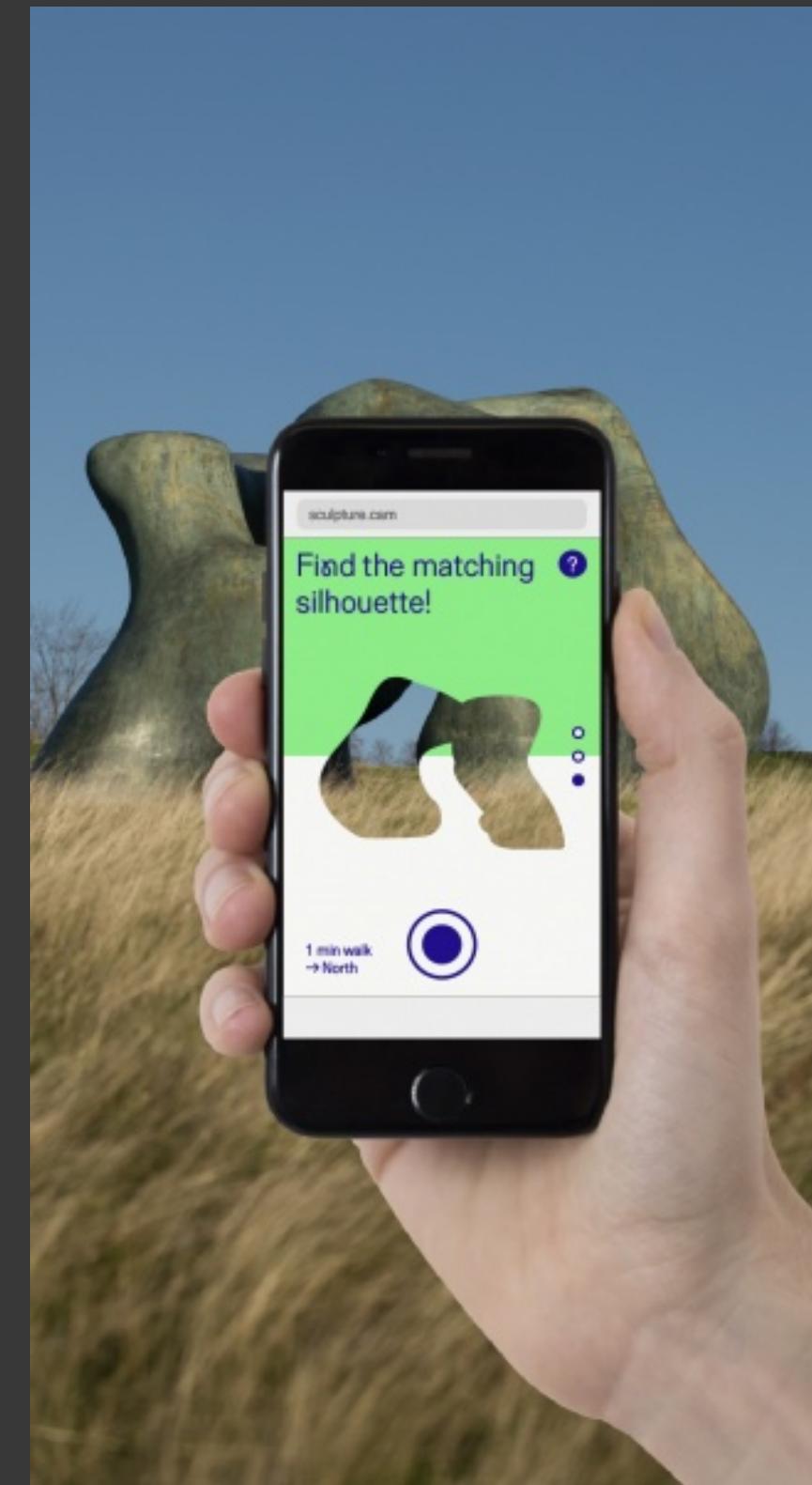
Illustrator, Blender, Unity 3D, ThreeJS, React, Redux, Dokku

Painted Earth (2018), Studio Moniker



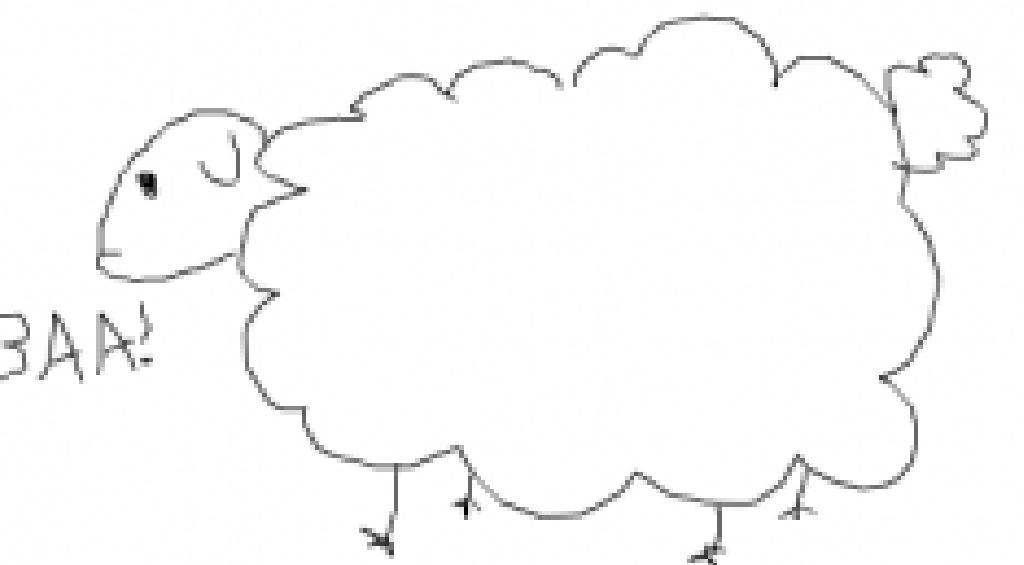
ThreeJS, Mapbox, React, Redux

Sculpture Cam (2018), Studio Moniker

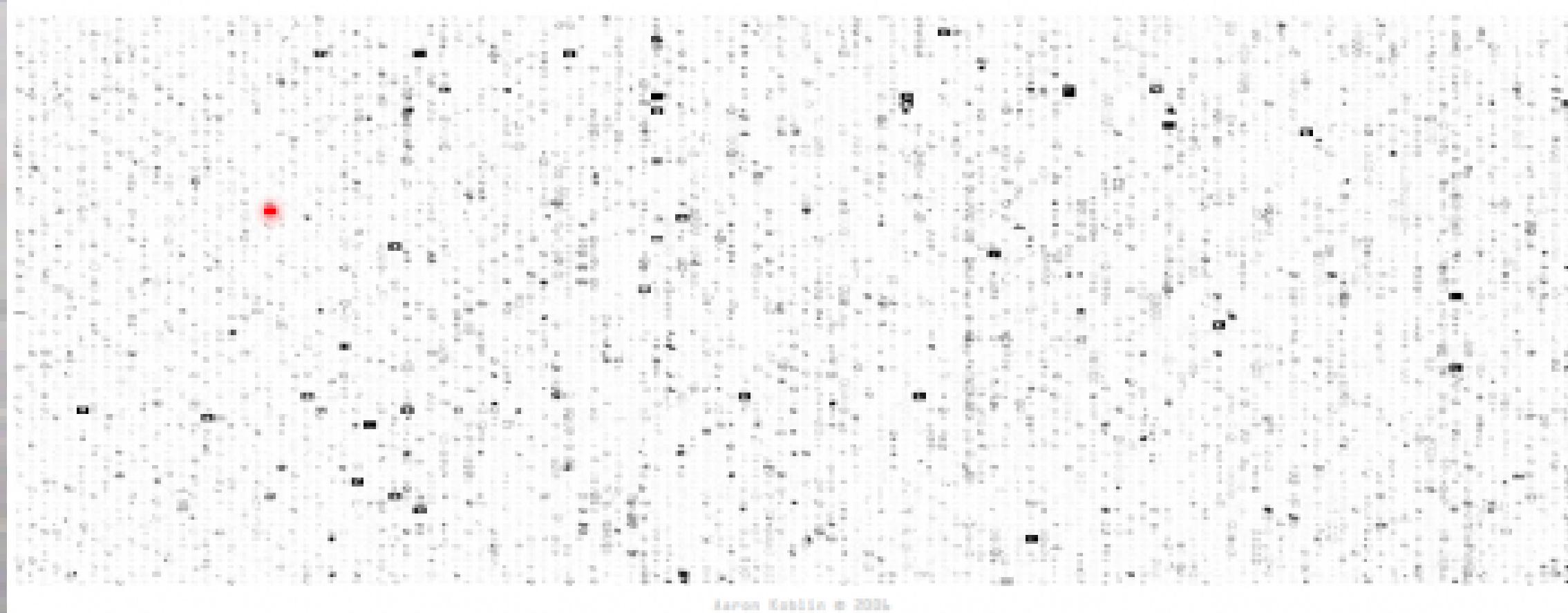


THE SHEEP MARKET

30,000 sheep created
by online workers.
More...

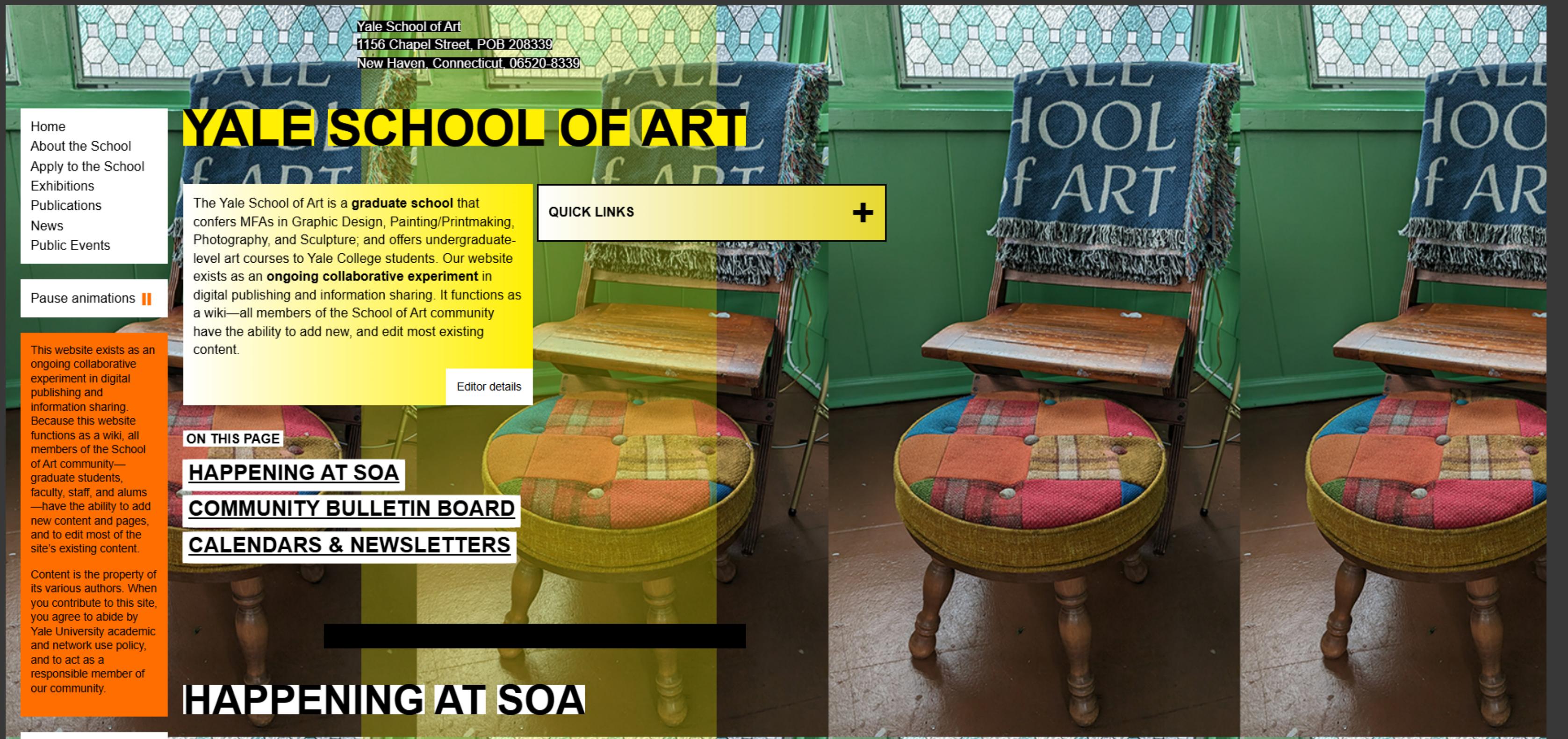


1628/30000

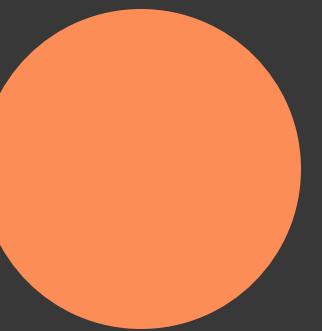


The Sheep Market (2006), Aaron Koblin

Yale School of Art (2007), Linked by Air



Hooked: How to Build Habit-Forming Products (2013), Nir Eyal



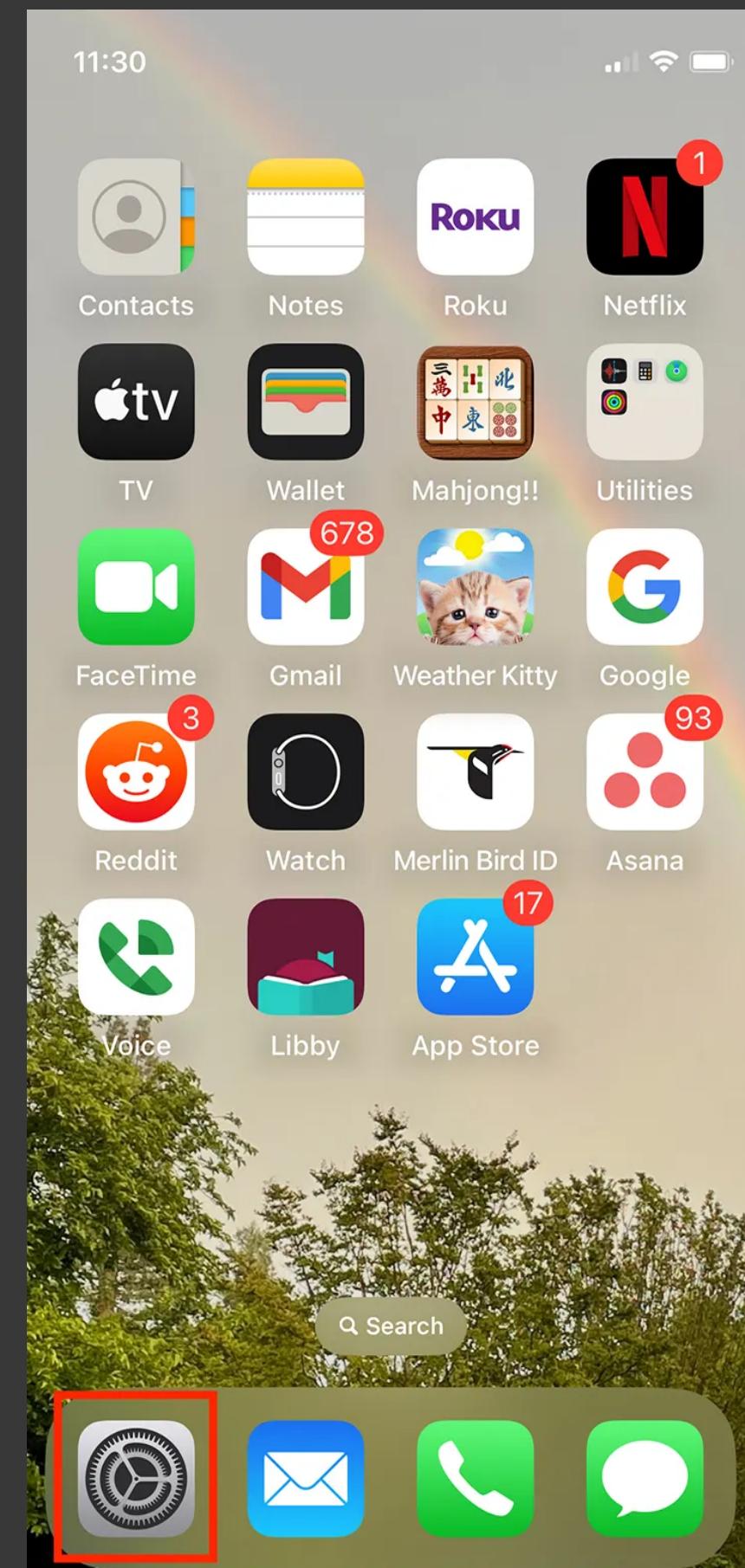
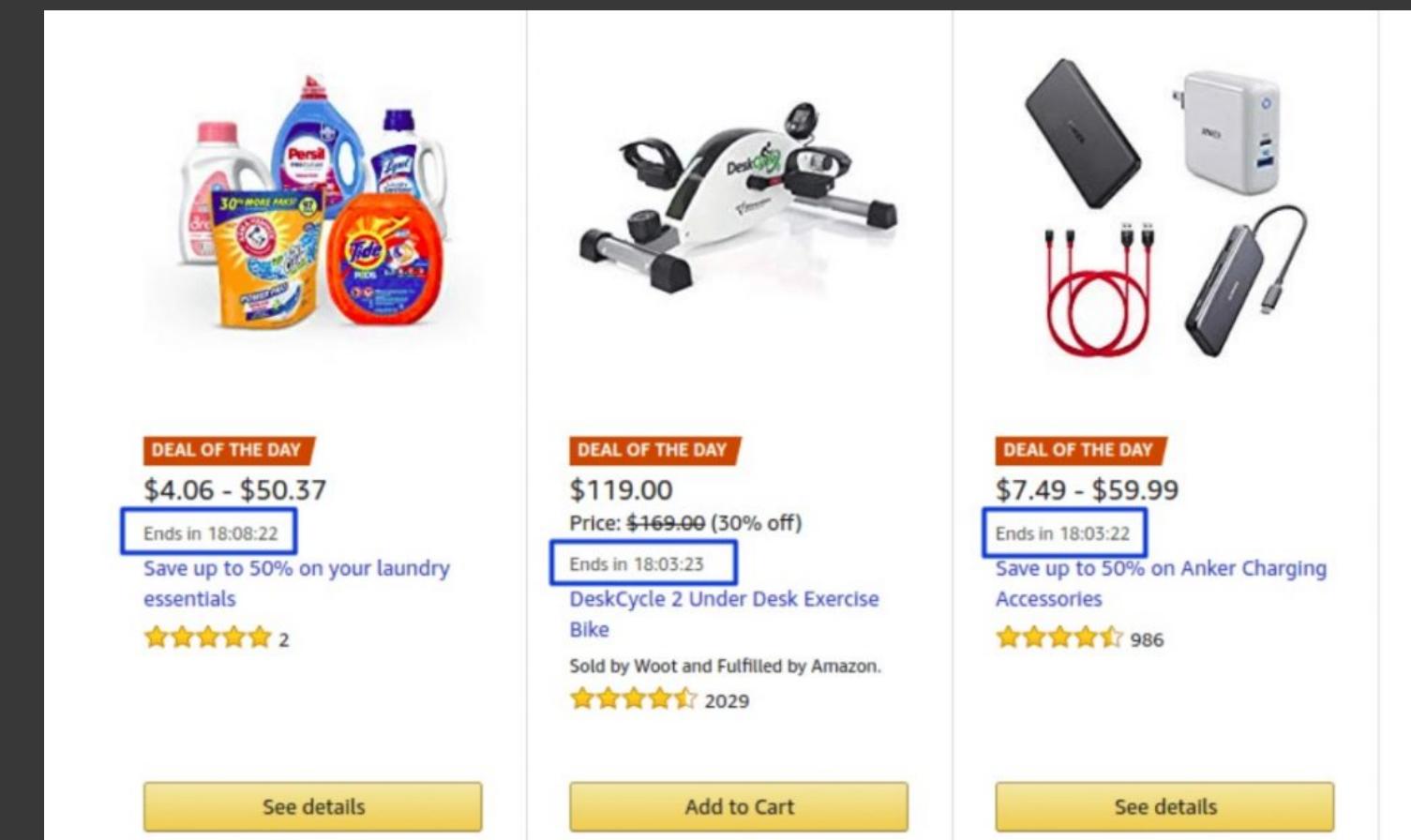
Technology created to change its user's opinions, attitudes, or behaviors to meet its goals

Intentional design

Deliberately crafted to influence users, rather than a byproduct of technology design

Psychological principles

Uses social proof, scarcity, and reciprocity to persuade users



Persuasive Technology

A User's Guide to Not Getting Used (2019), Anna Reutinger

01

Find out how they make their money



02

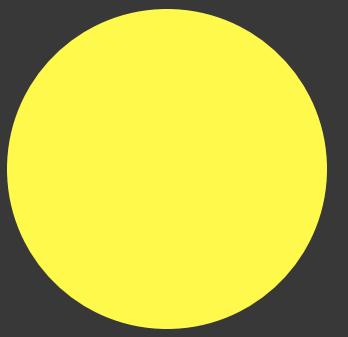
Subvert a platform's intended usage

03

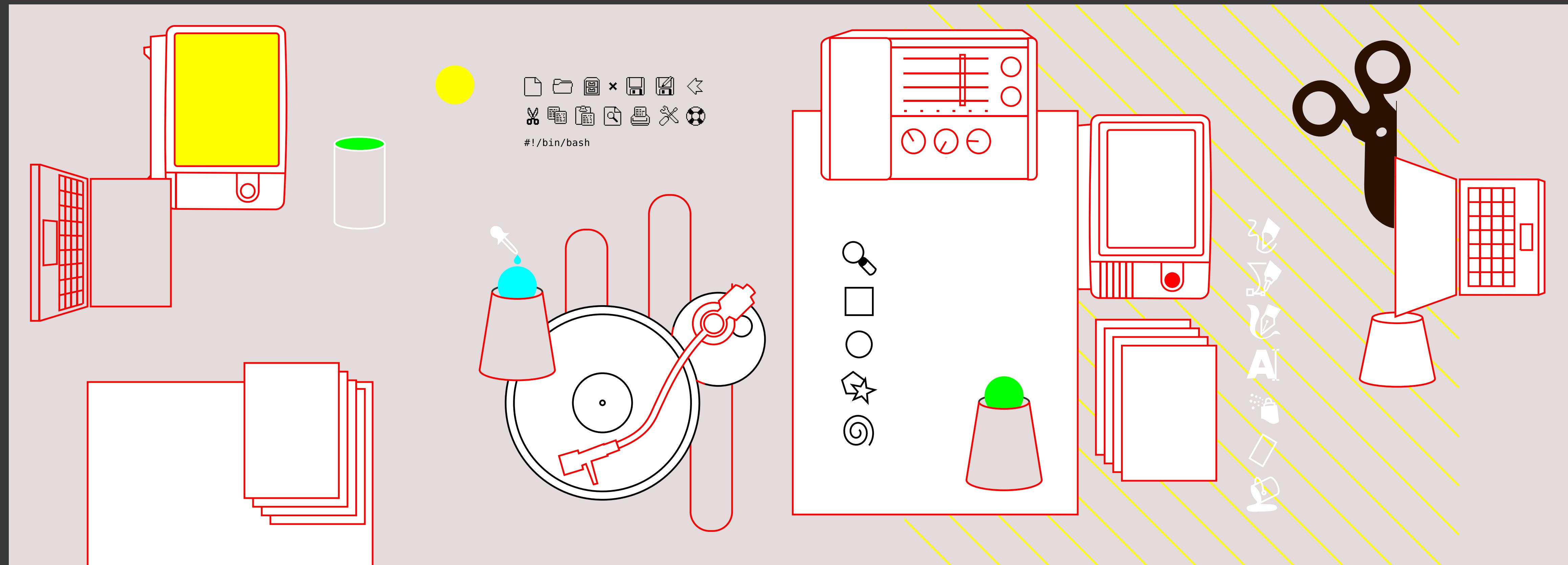
Un-blackbox (not unbox) your life

04

Use digital platforms to make experiences IRL



Freeze+Press



Building Socially-Inclusive Design Systems (2019), Tatiana Mac

