

HEY! YOU LOOK INTERESTING, LET ME KNOW YOU * BETTER

Delph•E

The presence of technology | Making profiling algorithms tangible

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The projects was created for the **Creative Coding** course at **Politecnico di Milano**.

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Year: 2022/2023

Medium: Interactive visualization through a monitor, a keyboard, a mouse, stereos and web-cam.
Prototype available on: <https://drawwithcode.github.io/2022-group-project-group04/>

Description

"Delph•E" is the result of a reflection on the presence of technology in the everyday life. Focusing on the concept of User profiling, the projects aims to make the profiling algorithm very tangible, raw, and coarse, highlighting the moment it collects data and translates it into recommendations.

Surfing on internet, users often aren't aware of the ways in which the network collects their data to exploit it in profiling processes, and when the algorithm returns those information as 'tailored' recommendations, users end up considering it almost as a kind of magic, which brings up the question: **"Are the algorithms the new crystal ball or even the 21st Century Oracle of Delphi?"**

Delph•E is an interactive experience that replicates this phenomenon, making the whole profiling and recommendation process intentionally coarse and stereotyped. Through some explicit technologies such as facial expression recognition, the website collects user's emotions and reactions to a certain content to extort his preferences and make a series of inferences about him. The profiling uses also some implicit data, that the user isn't initially aware he is giving during the experience, such as the time spent watching different GIFs. The result is the flattening of the user, associated with a false and stereotypical identity model, then the user will receive recommendation that are extreme, even violent. The aim is to make the user aware of the recommendation system by taking its process to the exaggerated.

The name "Delph•E" comes from the algorithms' ambition to not only know everything about the world but to know everything about its user. The most famous Delphic maxim in the Ancient Greek was indeed "know thyself".

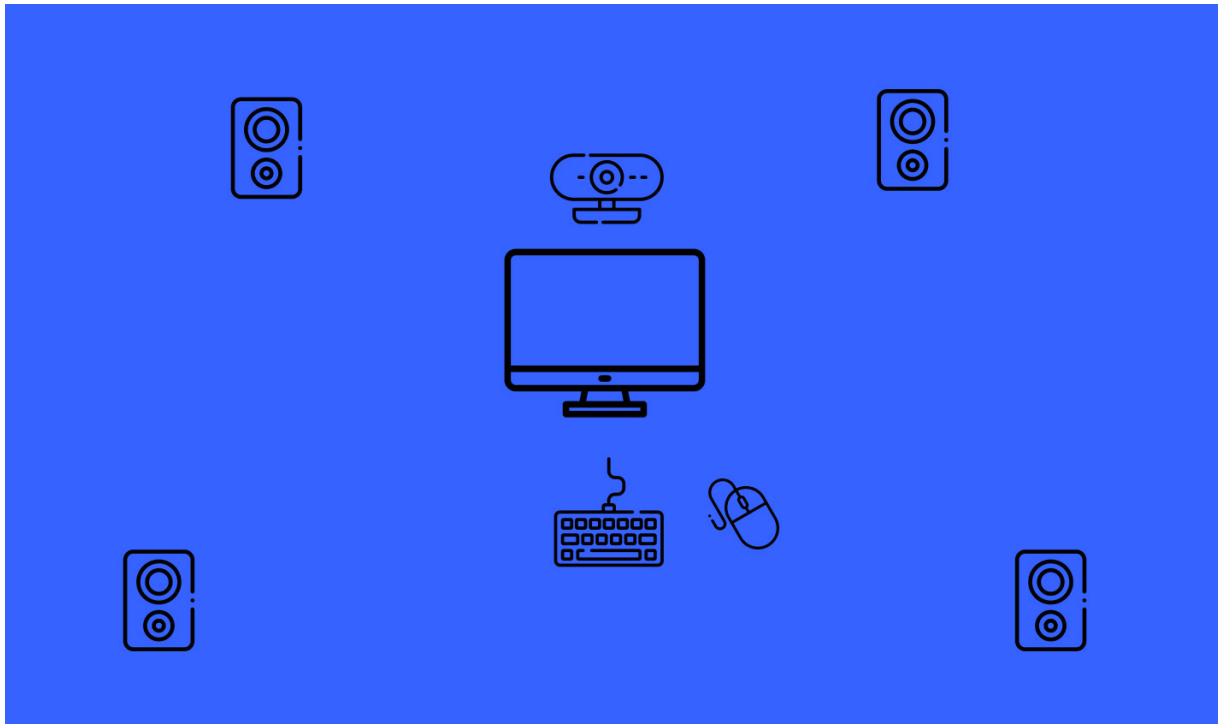
Exhibition requirements

We envisage a small dedicated room for the installation of Delph •E to increase the impressiveness of the experience. When the visitors enter the room their attention will be captured by the installation's voice that playing when no one interacts with it.

The virtual platform should be visualized on a 1440 x 800 monitor provided with a keyboard and a mouse to interact with the installation. The platform should be executed on Google Chrome with internet access, otherwise with the website folder the platform can be run locally.

A Web-cam is also required and installed near the monitor in order to use the face recognition system.

Multiple stereos should be put in different spots inside the room in order to create an alienating environment in which the algorithm is the master and its voice it's absolute and ever present.



Alternative virtual exhibition

If the possibility of physical exposure ceases to exist, the installation can be used as a virtual exhibition too; the installation can be accessed as a website.