

ISEA2017
23rd INTERNATIONAL SYMPOSIUM ON ELECTRONIC ART
XVI INTERNATIONAL IMAGE FESTIVAL
CREATIVE CALL

1. Title

ReportU

2. Organizers and presenters' names and affiliations

Erin LaPorte / UC Davis Design Student

3. URL of the demo website or video

www.elaporte.github.io/des157/project/final

4. Abstract (ready for diffusion). 200 words maximum.

ReportU is aimed to increase community awareness and reduce the national statistic of 1 in 4 female victims of sexual assault by creating a digital platform for users to report sexual threats, attacks, spots of concern, etc. anonymously. The anonymous feature ideally increases the number of attacks that get reported since most go unreported. The target audience is college campuses, specifically those aged 18-24.

5. General description of the Project

This project will be a mobile application that's ultimate goal is to reduce sexual assault attacks. Using a user's location and desired radius, notifications regarding safety in a community will be sent out. This originally began with college campuses in mind, given the significantly higher rates of sexual assault on those ages 18-24. Ideally, it could be used anywhere. The user can report sexual assault, be it an attack, a threat, a hot spot that made them feel unsafe, etc., anonymously if they so choose, and it will create a push notification to all those in the area. This is a safe way to alert the community and save others from becoming victims and by offering an anonymous option, it will hopefully increase the number of sexual assaults that actually get reported. This is a very sensitive topic, thus anonymity is key. However, few people ever believe they could actually be the victim of sexual assault but the national statistic is 1 in 4 women, and this app aims to lower that number.

6. From glenda: I'm not sure what they will be asking in this field, but I imagine they will want to see how you connect your content to the ISEA call, so that is what I would like you to write here.

I believe my content connects well with the sub-theme of "Critical perspectives on the use of technology for peace". My app uses technology and the reliance that our generation has on technology to know what's going on in the world around them to create a safer, more vigilant community in regards to sexual assault. The subtheme mentions "intercultural dialogue," which here is translated to naïve undergraduate students and the unfortunate surrounding world that does not necessarily think as optimistically. The stereotype regarding college students is a high level of intoxication at late hours possibly in minimal clothing with a low level of awareness. This mindset paired with those looking for money, sex, dominance, etc., can lead to mental and physical scars that can change someone's life forever. This app aims to reduce sexual assault by using technology to increase community awareness and connect the town's members to what is happening right under their noses.

7. Biographies of the Author(s).

Erin LaPorte is a fourth-year design major focused in graphic and web design, at the University of California, Davis. Passionate about her ability to create for and contribute to the world around her, she is looking to transition into interaction design professionally. When not hunched over a bright screen, she is off playing tennis or soaking up the last few months of undergrad with the incredible UC Davis community, of which some individual friends inspired the development of this app.