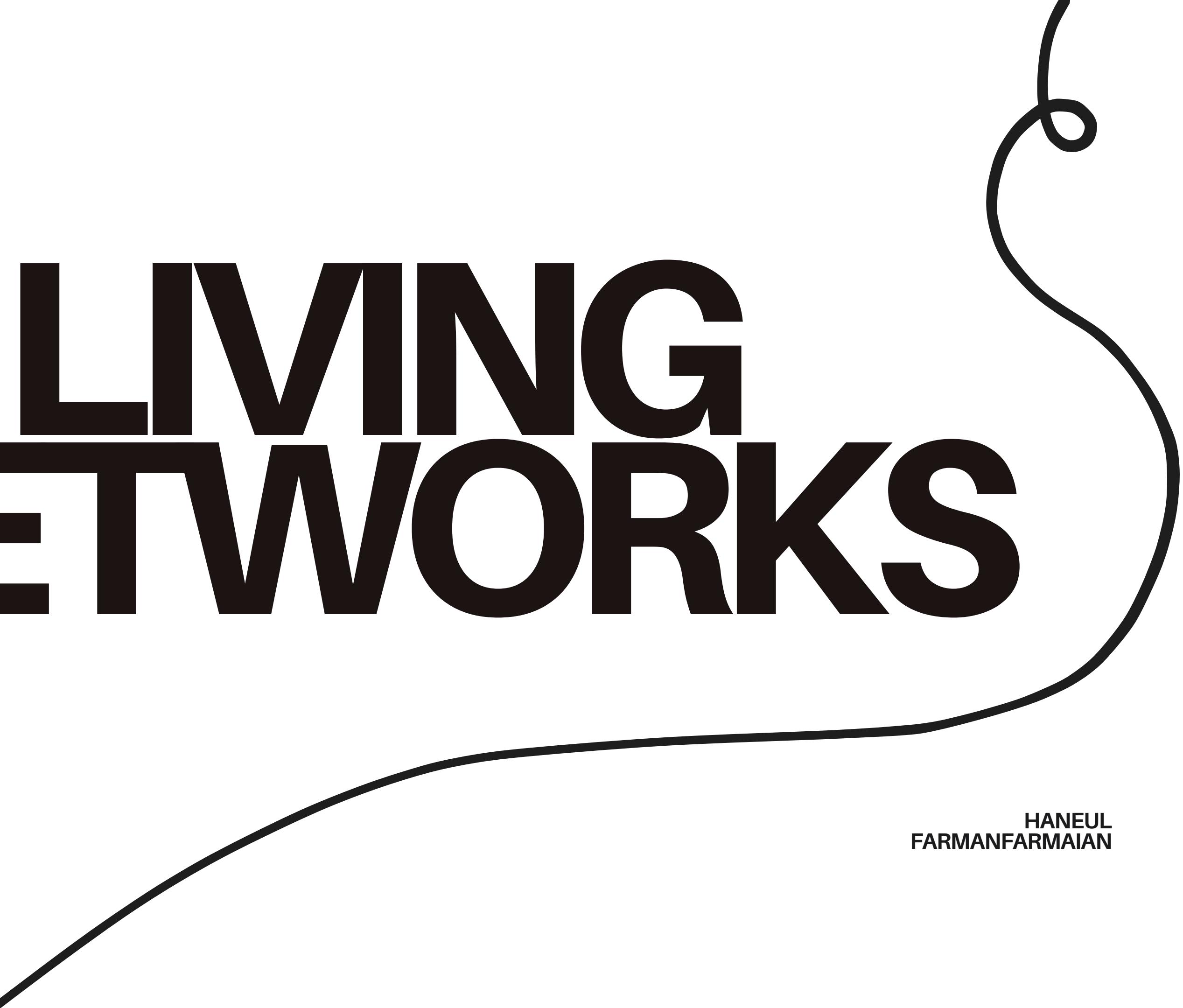


LIVING NETWORKS



HEAD MEDIA DESIGN 2025
MASTER THESIS

HANEUL
FARMANFARMAIAN

1 TOPIC, QUESTION

2 MOTIVATION

3 REFERENCE

4 METHODOLOGY

5 DESIGN

6 SCHEDULE

LIVING NETWORKS

Seeking New Belongings in a Post-Family Korean Society

- 1 How can digital spaces offer emotional belonging beyond traditional families?**
- 2 How can personal data become a living, shared presence online?**
- 3 Why are new forms of digital community especially needed in Korean society?**

A photograph showing a group of people in traditional Korean clothing (Hanbok) standing in front of a wooden folding screen. The group includes men in suits and ties, women in various Hanbok styles, and a young girl. They are all looking towards the camera with neutral expressions. The setting appears to be an indoor or semi-indoor space with traditional Korean architecture.

FAMILY-CENTRIC SOCIETY > POST FAMILY SOCIETY

INDEX RELATIONSHIP

WEBSITE IS “A SHIFTING HOUSE NEXT TO A RIVER OF KNOWLEDGE”

NEW EMOTIONAL ECOSYSTEM

DIGITAL FAMILIES

MOTIVATION

“It's not only about having fun. It's about people feeling that they belong somewhere. And when people are happy, they stay at their company and deliver better results.



“It's not just about being connected; it's about fostering that same shared momentum, urgency, and camaraderie that drives great teams to achieve extraordinary results, no matter where they are.

REFERENCE

SOCIOLOGICAL & CULTURAL THEORY

Individualization - Ulrich Beck

Life on the screen: Identity in the age of the internet - Sherry Turkle

MEDIA & WEB CULTURE

Internet Art: From the Birth of the Web to the Rise of NFTs - Omar Kholeif

My Website is a Shifting House Next to a River of Knowledge - Laurel Schwulst

DESIGN, DATA & MACHINE LIFE

Design Noir: The Secret Life of Electronic Objects - Dunne & Raby

Critical Visualization - Peter Hall & Patricio Dávila

METHODOLOGY

#11 Observation Participante

This research emphasizes immersion in digital social spaces.

Rather than observing from a distance, I will actively participates in virtual environments to gain insight into emotional dynamics.

ex) *Meta horizon world, Discord, Gather town etc*

1. **#4 Arpentages**: How users move spatially in digital environments.
2. **#5 Relevés de conversation**: Documenting emotional conversations.
3. **#6 Gestes et postures**: Observe avatar behaviors, posture, and ambient presence.

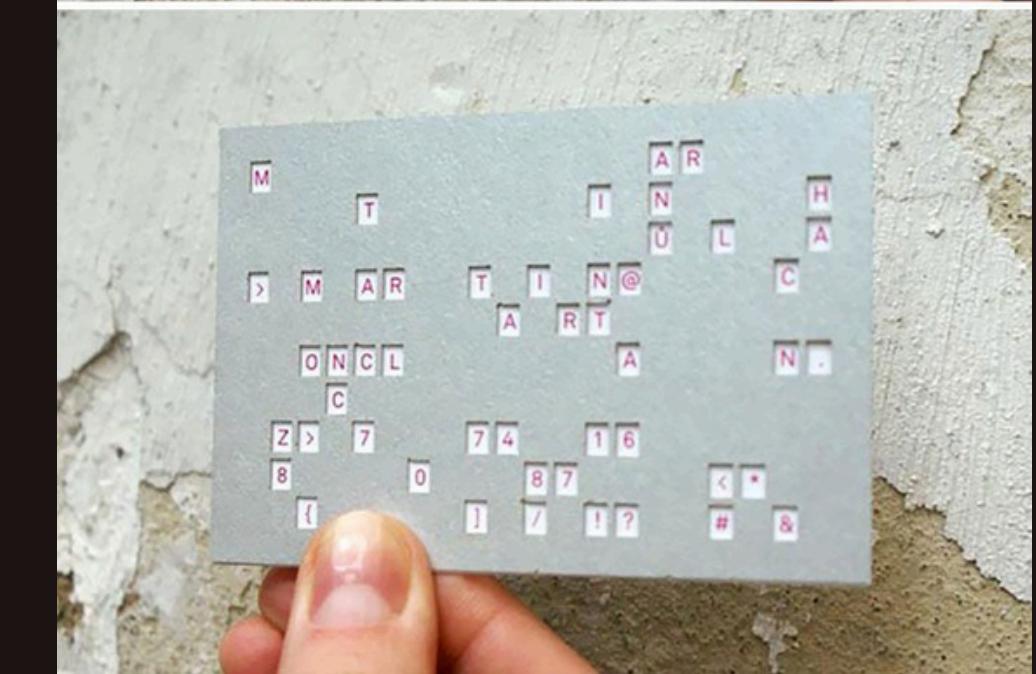
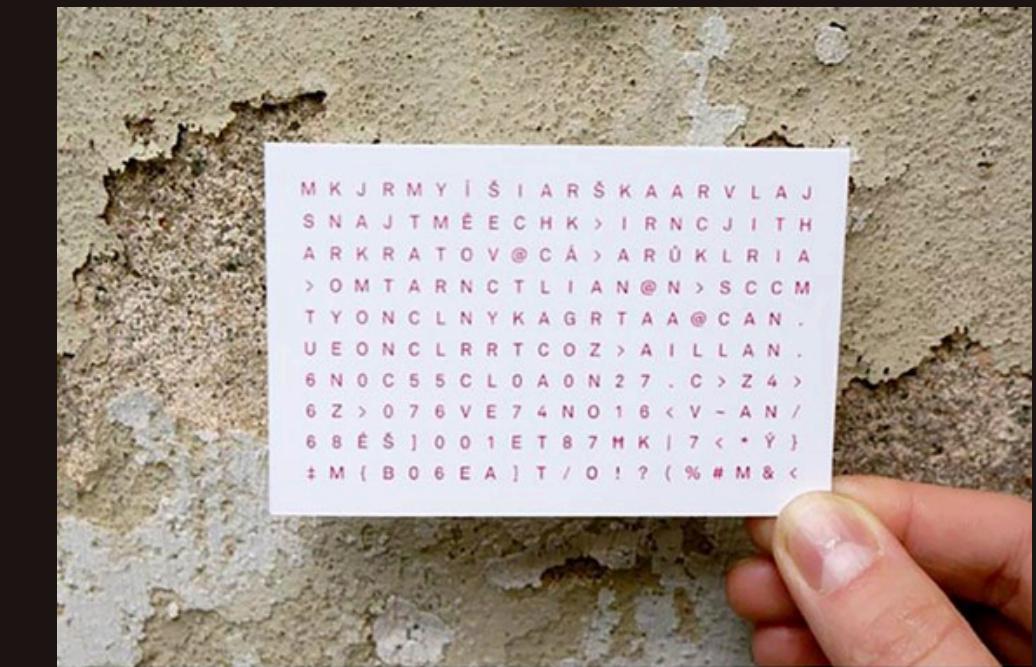
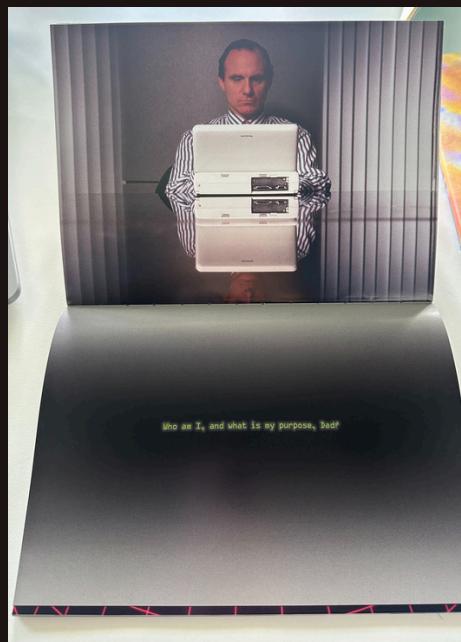
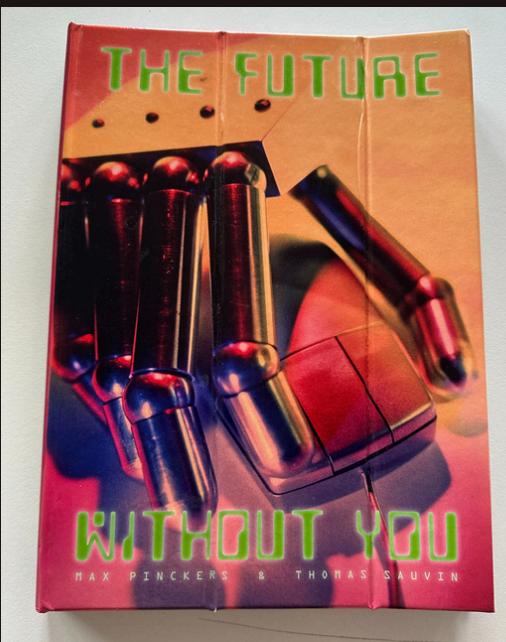
INTERVIEW

Target

- Young adults living alone in Korea
 - experiencing digital community through games, SNS, fandom, or VR
- Mix of genders and digital literacy levels

Questions

- In what situations have you felt emotionally connected in a digital environment?
- What does “belonging” mean to you in your current life stage?
- If your digital traces (emotions, routines, messages) could grow into a living entity, what would it look like?
- Do you feel traditional family structures still meet your emotional or social needs?



DESIGN

SCHEDULE

6

OBSERVATION & READING

Read, organize literature with Zotero,
Online space observations

7

KOREA FIELDWORK

Interviews with Digital users,
Observe Korean digital spaces

8

ANALYSIS & WRITING

Visualize insights,
Start writing