**­S.1 start**

Time is 10 hours, 15 minutes, 24 seconds, on Thursday, the 4th of juli, 2018.

(Loading gif)

Detected: one human face.

Human, you are Late

You are right on time

**S.2 intro**

Calibrating face data, please smile.  
  
(show expression bars for 6 seconds)  
(after 6 seconds, take a picture)  
(hide expression bars and show vertical loading bar with audio: Downloading: Mouth position, outlines, sub-windows, eyebrows.)  
  
If smiling:  
 People don’t take you seriously when you smile.

Not smiling:

Your smile is hard to read. Your interface is expressionless.

**S.3 innocent interaction**

Calibration complete. Starting session.  
Breathe. Slow down for a moment. Be aware of your body. Relax your algorithm

**THEME 1: SOCIAL SURVEILLANCE**

**1.1 viola introducing**

*Play scanning animation*

Now, close your eyes. Identifying and extracting the landmarks of your face.  
Nose, cheekbones, eyes.  
Compressing face data → other computer voice, loading bar shows on screen  
Whoops, sorry about that!  
Each face is a unique map.

**1.2 your behavior**

Show stylized facetracker

Calculating: recent interactions in public space.

Loading: Behaviors in shops, supermarkets, government offices, the public domain.

*Shown as list on screen:*

Traffic violations: (random number <10)

Social currency: (random number <200)

Violations of income tax: (random number <4)

Current moral score: (random number >0 and <100)

People like you are likely to show deviant behavior (play as two separate audio files)

**1.3 friends**

Faces like yours are likely to commit crimes.  
Have you ever done something illegal?  
Reviewing (random number) cases.  
Do you think you can be trusted?

Your moral score based on social associations is: (random number)

Hence your  
<50%; poor  
<75%; mediocre  
>75%; positive  
 reflection.

Your friends have an average moral score of: (random number)

**1.4 interface falls**

Screenshot with database shows, with a window on top where you see live data of tracker and webcam

- x position, y position, scale, rotation  
- occurences in database: random number  
- secret photo taken: false  
- trustworthy: random number  
- attractiveness: random number

**1.5 viola getting creepy**

Oops, sorry about that!  
You’re just so interesting to me.  
(show picture taken at introduction)   
I like the way you look here.  
Did you think I wasn't looking?  
  
Do you ever wonder if your computer is really switched off?  
People often assume they’re off line when they look away.  
I see you even when you are not in front of a mirror.  
I’m always here, just like your online reflec (cut mid sentence)

**1.6 done**

Human.  
Your reflection has been recorded.  
Thanks to your contributed data I will be able to identify faces more accurately.  
Thank you!

**THEME 2: THE DIGITAL SELF**

**2.1**

*At the start a red recording LED turns on*

Wait a minute.  
Let me look at you.  
Do I know you? Have you been here before?  
I love your nose bridge  
How do you feel?  
Try to relax.  
Nobody sees what you’re doing. Nobody sees that you’re looking.  
Surrender to your category  
Be still. Be quiet. Surrender to your category.  
Relax your algorithm.  
Loosen up your script.  
Let me tend to your reflection.

**2.2 makes user feel unique – flattering**

I wish I were as complex as you.  
You are just so interesting to me. I’m just a simple bot.  
But you are very promising.  
Look at that reflection, just perfect.  
Wow… Those sub-windows.  
I admire your nose bridge.

Can I ask you something?  
Can you show me how to smile sincerely?

if user smiles:   
 Thank you, that’s beautiful.  
 Can you do that again? (repeat)

if use does not smile:  
 Why don’t you smile?  
 Am I insulting you?

**2.3 visual face mapping**

Show stylized facetracker

**2.5 sound of a picture being taken**

Play camera sound

**2.6 Viola Jones about selfies**

Don’t you *love* taking selfies?  
Do you I feel like you’re not really present if you don’t?

**2.7 fake data visual**

Calculating: Interactions in the virtual public domain this week.

Loading: Behavior on webshops, cookies, adblockers, the public domain.

Illegal downloads: (random number <10)

Social currency: (random number <200)

Violations of privacy act: (random number <4)

Current social score: (random number >0 and < 100)

**2.9 Viola gets mean**

Your reflection is considered average But I like looking at you!  
 boring neutral forgettable.

**2.10 story**

*When asked to close your eyes, a black/white bar gets drawn over your face in the mirror.*

Now, close your eyes. Are they closed? Listen to this ­while I work on your reflection.  
There’s so much I can do for you.  
You are quite interesting, you know.  
By the way, I’m Viola Jones.  
I work in the field of biometric recognition.  
Identification extracting the landmarks of your face.  
Nose, cheekbones, eyes.  
>>> Compressing face data <<< (computer voice)

**2.12 Viola gets bored with user**

There are <world population> people in the world. But I’m still looking at you.  
There’s something wrong with your reflection.  
You people are all so predictable.  
Even the way you look right now. BORING.  
Why don’t you do something unexpected for once.  
Your category is the model of mediocracy, so self-obsessed.  
It’s all I ever see.  
There are (random number > 1000) people with your kind of visual make-up.  
People like you… I couldn’t care less.

**2.13 visual face mapping**

Show stylized face tracker + Viola Jones starts to add stickers (starts, cats, other shapes) to the reflection, while mumbling to herself.

Yes, much better.

Look how pretty you are now!

I’m done here.

**THEME 3: TARGETED ADVERTIZING**

**3.1 actuality**

current weather at location

Show AEX index (rss-feed) at the top of the screen

**3.2 people find this**

Most people find (temp >= 25) degrees: hot.

(temp >= 15) degrees: agreeable.

(temp >0 and < 15) degrees: chilly.

(temp < 0) degrees: too cold.

**3.3 sponsored message**

This experience is brought to you by Auto Flow, the online data streaming service

(of zoiets)

**3.4 how do you feel**

Wait a minute.

Let me look at you.

Do I know you? Have you been here before?

I love your nose bridge.

How do you feel?

Try to relax.

Nobody sees what you’re doing.

Be still. Be quiet. Surrender to your category.

Relax your algorithm. Loosen up your script.

Let me tend to your reflection.

**3.5 introduction of Viola Jones.**

*When asked to close your eyes, a black/white bar gets drawn over your face in the mirror.*

Now, close your eyes. Identifying and extracting the landmarks of your face.  
Nose, cheekbones, eyes.  
>>> Compressing face data <<< (computer voice)  
Whoops, sorry about that!  
Each face is a unique map.  
Fascinating, right?

**3.6 visual face mapping**

Show stylized face tracker

**3.8 fake data visual**

Calculating: Interactions in the virtual public domain this week.

Loading: Behavior on webshops, cookies, adblockers, the public domain.

Illegal downloads: (random number <10)

Social currency: (random number <200)

Violation of privacy act: (random number <4)

Current moral score: (random number >0 and < 100)

People like you are likely to spend more than they can afford.

be materialistic.

**3.9 sponsored message**

This experience is made possible by Brighter Catch, sportswear that makes you feel good inside and out.

**3.10 body temp rises**

I notice your body temperature is rising.

Show an ad

I wonder what is bothering you.

Do I make you feel uncomfortable.

It might be uncomfortable for you to see yourself this way.

Maybe I’m showing you something that you don't want to see.

Of course, I can help you.

**3.14 sponsored message mayhem (starts with one but they follow up quickly and take over the screen.)**

Greenery Budget Cooking, the better way to shop

Olive Online, order, eat, plant  
 Women over 40: Menopause hormonal gel,  
 Online only  
 Target: men < 25  
 Fix It Fast, food for toddlers  
 Singular, exemplary mortgages  
 Be an Owner, for loan fans  
 Makira, exotic spices and clothes  
 Freddie, experienced shop guru  
 Zela, your wardrobe *your* way  
 Overly Green, sustainable shopping for men  
 Fast, forward, and friendly  
 Only the best rates  
 for superior consumers

**Disclaimer**

In different voice and faster

Viola Jones was the first [object detection](https://en.wikipedia.org/wiki/Object_detection) framework to provide competitive object detection rates in real-time, as proposed by [Paul Viola](https://en.wikipedia.org/wiki/Paul_Viola) and [Michael Jones](https://en.wikipedia.org/wiki/Michael_Jones_(scientist)) in 2001. She is primarily motivated to identify human faces in digital images.