



# youtopia / ustopia

(finalized name to be determined)

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Playful Communication of Serious Research, Spring 2023

# Children's Social Representations of Utopian Societies



Groups of elementary students ages **10-11** were asked to come up with 'two major problems in the current society and a plan for how their utopia will eliminate these problems'

# Our Researchers



**John T. Jost**

Professor of Psychology  
and Politics and (by  
affiliation) Data Science  
at New York University



**André A. Fenton**

Professor at the Center for  
Neural Science, New York  
University



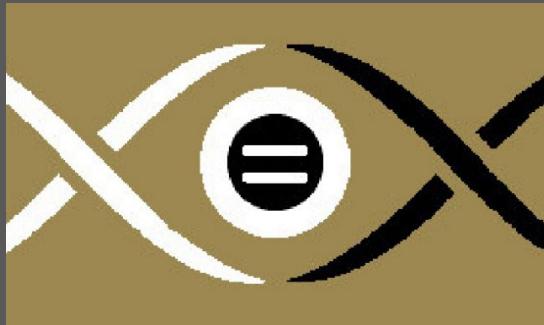
**E. Jost**

Eighth-grade student at  
Hunter College High  
School in New York City



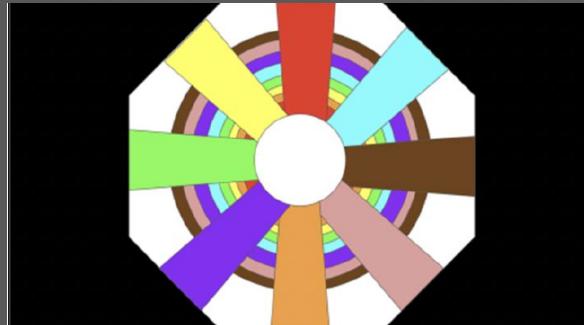
**Zora E. L. Fenton**

Seventh-grade student  
at Hunter College High  
School in New York City



## Aequalis

Latin for [equality](#),  
Symbols of freedom and equality for all



## United People of the States

Highlights the diversity of their country  
with all of the colors coming out of the light  
in the center



## Haudchao

Latin words for [not chaos](#)

DECENT WORK AND  
ECONOMIC GROWTH



REDUCED  
INEQUALITIES



CLEAN WATER  
AND SANITATION



INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



LIFE  
BELOW WATER

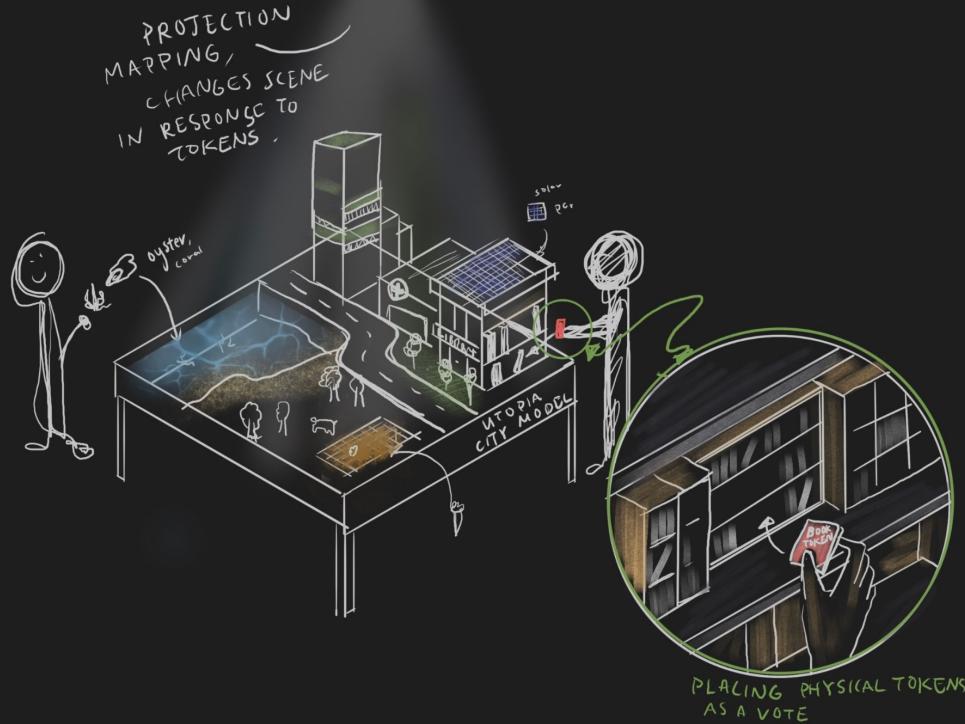


## Comparing with the 17 UN Sustainable Development Goals

# Audience & Goals

**Goals:** Introducing the concept of the research (comparing children's "ideal sociality" to the UN standards of Utopia sociality), briefly explaining the history of utopia sociality, and collecting and displaying input from the visitors.

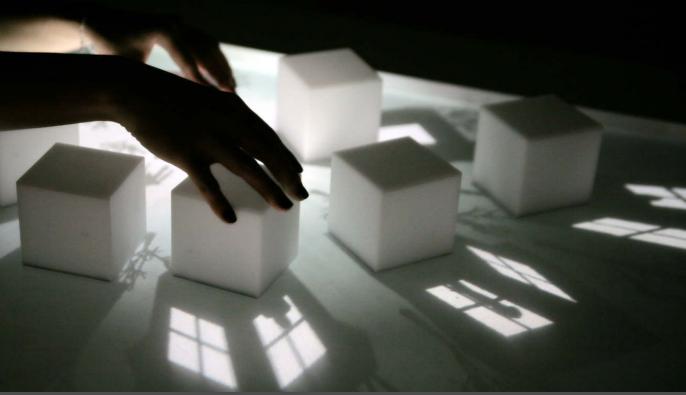
**Audience:** The experience will be for both children and adults. Since we are gathering input from the viewers, we wish for a more diverse crowd.



IDEA #1

# Interactive City Miniature Projection

Projection mapping on city block models that changes in real time to reflect audience's votes and visualize a utopia co-created by the audience as a whole





IDEA #2

## AI-Generated City Skyline Mural

**Projection mural of an AI generated city skyline in which every viewer responses produces a new block. Each response is an individual exercise with a potential to contribute to the research.**



# Audience & Goals

**Goals:** Introducing the result and concept of the research via an activity that encourages collaborative interaction.

**Audience:** The experience will be for both children and adults.

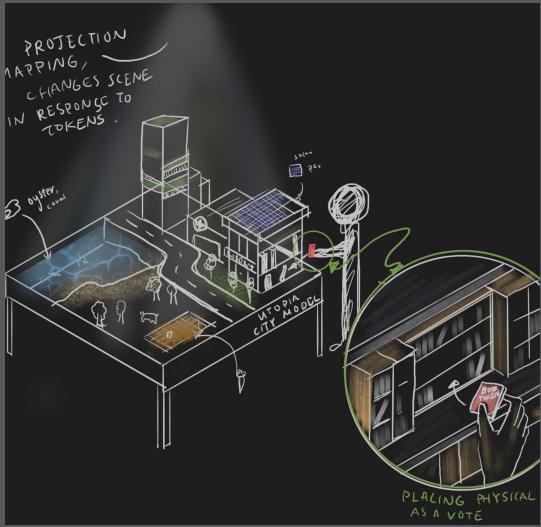


IDEA #3

## Scavenger Hunt

Scavenger hunt that encourages viewers to **collaborate** by finding different items referencing the research at different stations. The items have RFid tags that changes the black and white interactive mural into a colorful and lively one when brought back.





A. Miniature City



B. Generative Mural



C. Scavenger Hunt

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