Name discrimination
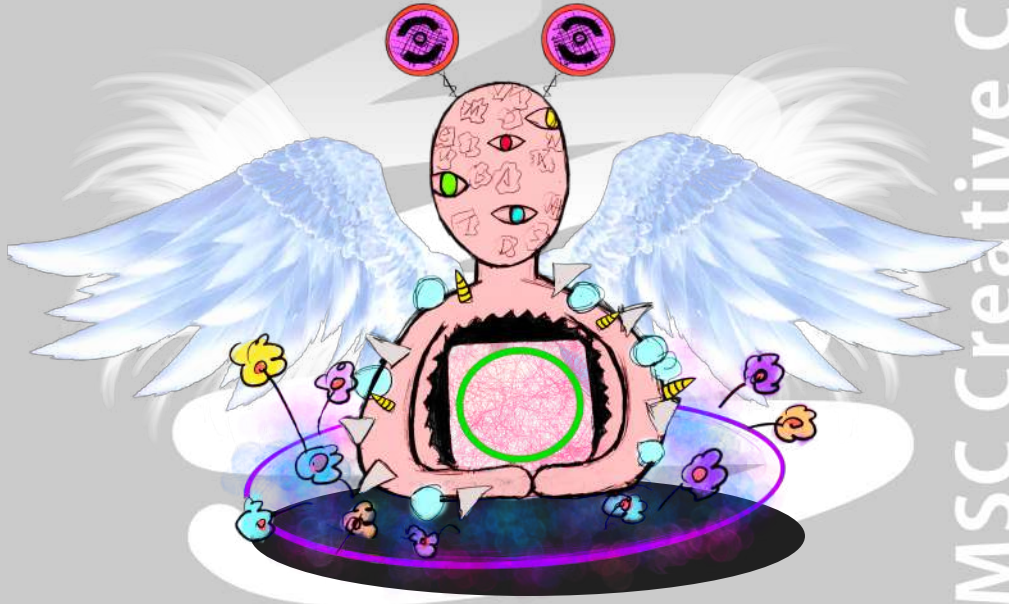## *Final Project*

Kexin Mei 20013506

INTRODUCTION

As our personal symbol, **the name** has a profound meaning and function. It may reflect the good expectations and blessings of our parents at the beginning, and it may also reflect a person's character, and even contains all kinds of stories. But nowadays, **"inappropriate names"** have brought us exclusion and racial discrimination. These phenomena not only occur in our real lives, but also in the virtual online world. The existence of name discrimination is not just about hurting a person's self-esteem. It also destroys a person's life.

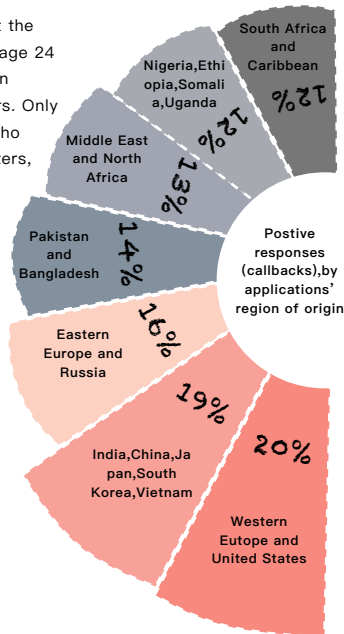# RESEARCH

Name discrimination in study abroad

During the 2017 Chinese New Year, many Chinese students' brands at Columbia University were deliberately torn up because of Chinese Pinyin. This racial discrimination, conveyed by name, prompted the then Chinese students of Columbia to make a video of "Say My Name", tell the world what it means behind the Chinese name, and rebel in this way

CATEGORY

- Racial bias
- Gender bias
- Cultural Bias
- Religious Bias
- Class bias
- Age bias

A survey by the University of Lucerne and the University of Geneva found that candidates who sounded like foreigners were less likely to be elected in Swiss elections

Celebrity lotions

Kal Penn
[real name:Kalpen Modi]

Actor Kal Penn (real name Is Karpan Modi, Kalpen Modi), Kelly Marie Tran (The local name is Trìn Loan) and Canadian-Indian Bollywood actress Sunny Leone (formerly Karenjit Kaut Vohra). They all changed their names at birth

Discrimination in the employment market

A study launched by the British Academy at the beginning of the year revealed that on average 24 per cent of applicants of white British origin received a positive response from employers. Only 15 per cent of minority ethnic applicants, who applied with identical CVs and covering letters, received positive responses.

In the election

Postive responses (callbacks),by applications' region of origin

- South Africa and Caribbean — 12%
- Nigeria,Ethiopia,Somalia,Uganda — 12%
- Middle East and North Africa — 13%
- Pakistan and Bangladesh — 14%
- Eastern Europe and Russia — 16%
- India,China,Japan,South Korea,Vietnam — 19%
- Western Eutope and United States — 20%

PROBLEM STATEMENT

Name discrimination is due to a long history of cultural influence, and the root cause is the existence of this diversity. The current focus of attention on name discrimination should be not only from the name itself, but should be derived from the social and cultural context of the whole, by name discrimination, racial discrimination in its core and other reasons, and the existence of a variety of adverse conditions for the discriminated

DESIGN DIRECTION

I hope to start from the perspective of being discriminated against, from the negative feedback that society brings to the discriminated person when the name is displayed in front of people, so as to trigger the public to think about name discrimination, this kind of discrimination will have a devastating impact on people. What we really should do is to embrace cultural diversity and understand each culture

IDEATION&REFERENCE

Tony Oursler

https://www.lissongallery.com/artists/tony-oursler
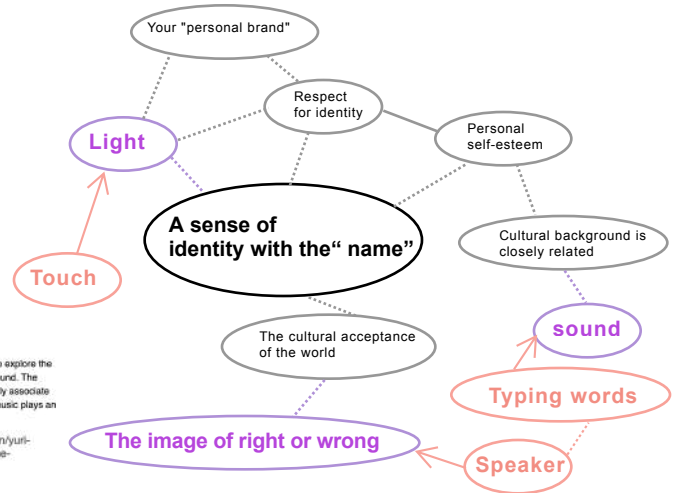
Neil Mendoza

ROBOTIC VOICE ACTIVATED WORD KICKING MACHINE

http://www.neilmendoza.com/portfolio/robotic-voice-activated-word-kicking-machine/

yuri suzuki

experience beauty through sound

It is a speaker device that allows visitors to explore the relationship between space, shape and sound. The exhibition questioned why people often only associate beauty with visual aspects, even though music plays an important role in our perception

https://www.designboom.com/design/yuri-suzuki-acoustic-pavilion-saint-etienne-biennale-03-14-2015/

- Your "personal brand"
- Respect for identity
- Personal self-esteem
- **Light**
- **Touch**
- **A sense of identity with the "name"**
- Cultural background is closely related
- **sound**
- The cultural acceptance of the world
- **Typing words**
- **The image of right or wrong**
- **Speaker**

DESIGN DEVELOPMENT

INPUT[3]:

· Digital signal input with **touch module**

· Digital signal input by **keyboard**

· Digital signal input by **Speech recognition module**

OUTPUT[4]:

· Light output by **the light bar**

· **Processing screen** switching

· The noise played by **the mp3 module**

· output light by **8*8 matrix light**
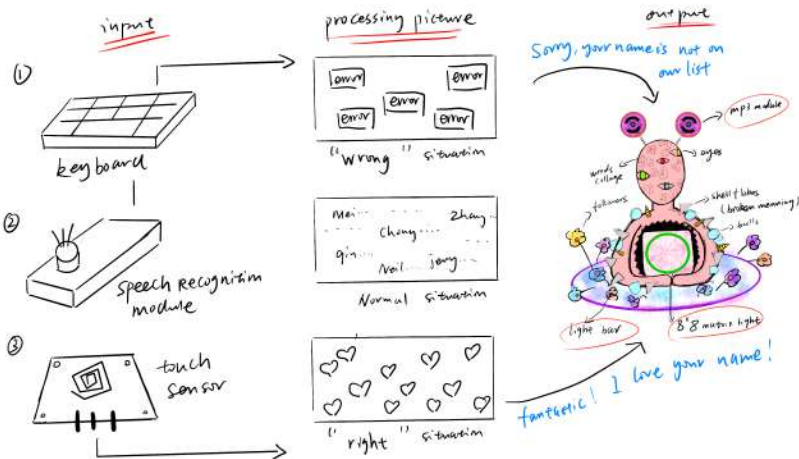
COMPONENT COLLECTION

Arduino Uno

MP3 Module

5V 10A Switching Power Supply

Speech Recognition Module

60 plants/m 2812 Light Strip
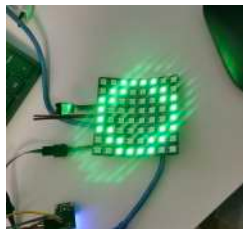
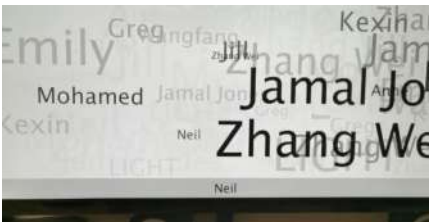**Power Cable & Dupont thread**
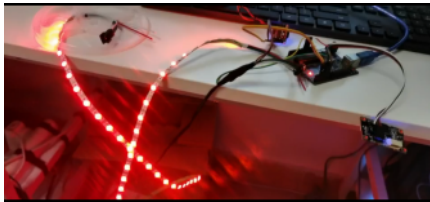
Touch sensor

**8*8 2812 Light Board**

9*15 Strip Board

TEST EXPERIMENTS
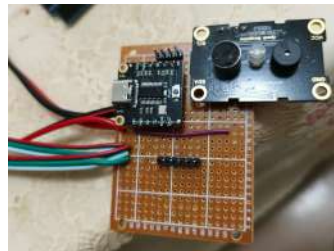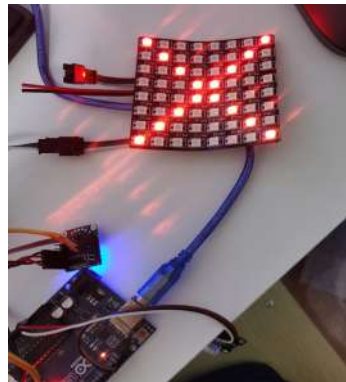
DIFFICULTY

1. When testing the speech recognition module, I have spent a lot of time exploring it because I have not touched this module. At present, there are still unstable problems after the test.

2. The light matrix is also more complicated, I need to write the shape I want

3. I tried soldering for a long time , because i haven't try this before

CIRCUIT DIAGRAM DISPLAY
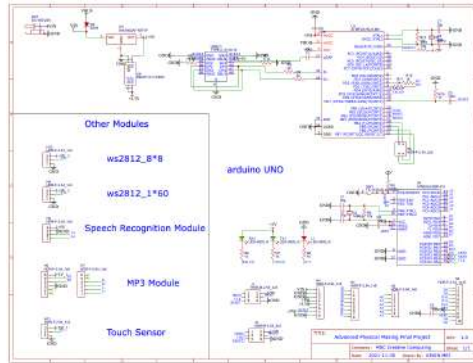
THE ARTWORK OUTCOME
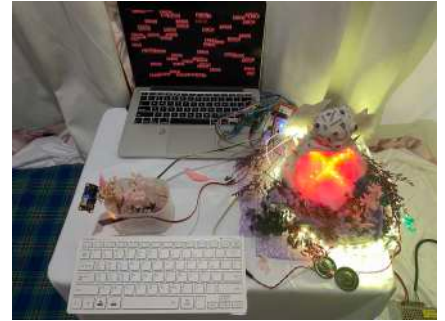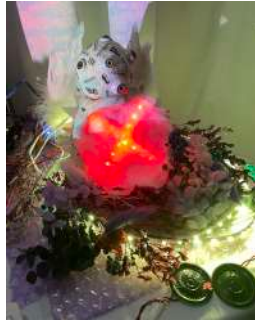
THE POSSIBILITY OF THIS PROJECT IN TH FUTURE

1.Continue to improve the current accessories, because I only saved a few names for voice input, I wonder if I can combine with AI for database storage in the future

2.The sensitivity of voice input needs to be adjusted. During the test, I found that the voice module is not sensitive

3.In the future, I want to derive this subject from the perspective of practicality, which can be cut from the perspective of user experience. How to let others learn from the beginning to avoid name discrimination problems, you can try to use current mobile phones and other devices for secondary design

FINAL ARTWORK

Video link: https://vimeo.com/651573760

Thank You

Kexin Mei 20013506

Video Link:

https://vimeo.com/651573760

My Github Link:

https://github.com/orionmel/20013506_Kexin-Mei_Physical_Final_Project

Final Project Code Link:

https://github.com/orionmel/20013506_Kexin-Mei_Physical_Final_Project/tree/main/
Final%20Code%20%26%20Module%20list%20%26%20circuit%20diagram%20File