

BENCHMARKING

Middle Ground



“Middle Ground” is a social experiment created by the youtube channel “Jubellee”. Its objective is to confront people with different opinions/judgements about a specific theme. The experience is taken on an industrial site and there are 2 rows of chairs front to front. Each social session has a specific topic to be debated. People with strong opinions on that theme are invited to the experience. 3 with a similar opinion and other 3 with the opposite opinion. One example would be Natural Beauty vs Cosmetic Surgery. The objective of the experience, like the name states, is to find a middle ground. The users are asked if they agree about a specific aspect of that theme, and if they agree they stand up and reunite with the others that agree, showing that even tho they have different ideas, they might be in accordance with certain aspects.

Divergent Tryology



“Divergent”, “Insurgent” and “Allegiant” are movies from a famous tryology based on the Divergent novels by Veronica Roth, an American author. This trilogy is set in a dystopian society where people are divided into five factions : Abnegation (the selfless), Amity (the peaceful), Candor (the honest), Dauntless (the brave), and Erudite (the intellectual). When children reach the age of 16 a serum-induced psychological aptitude test is taken, indicating the best-suited faction. The remaining population are the Factionless, who have no status or privilege in this society. Tris Prior discovers she is a Divergent, meaning she will never be able to fit into just one faction.

Blade Runner - Voight-Kampff Test



Blade Runner is a science fiction movie directed by Ridley Scott, and written by Hampton Fancher and David Peoples from 1982, based on Philip K. Dick's 1968 novel Do Androids Dream of Electric Sheep? It's set in a dystopian future in Los Angeles of 2019 in which synthetic humans known as replicants are bio-engineered.

A cop named Rick Deckard reluctantly agreed to hunt down a fugitive group of advanced replicants. To distinguish replicants there's a test named "The Voight-Kampff test", has 20-30 questions and measures bodily functions such as respiration, heart rate, blushing and eye movement in response to those emotionally provocative questions.