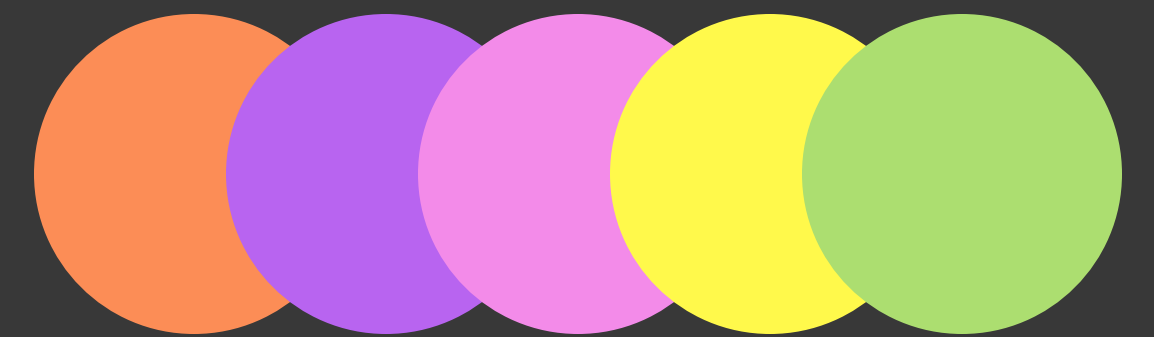


Cynthia Wang

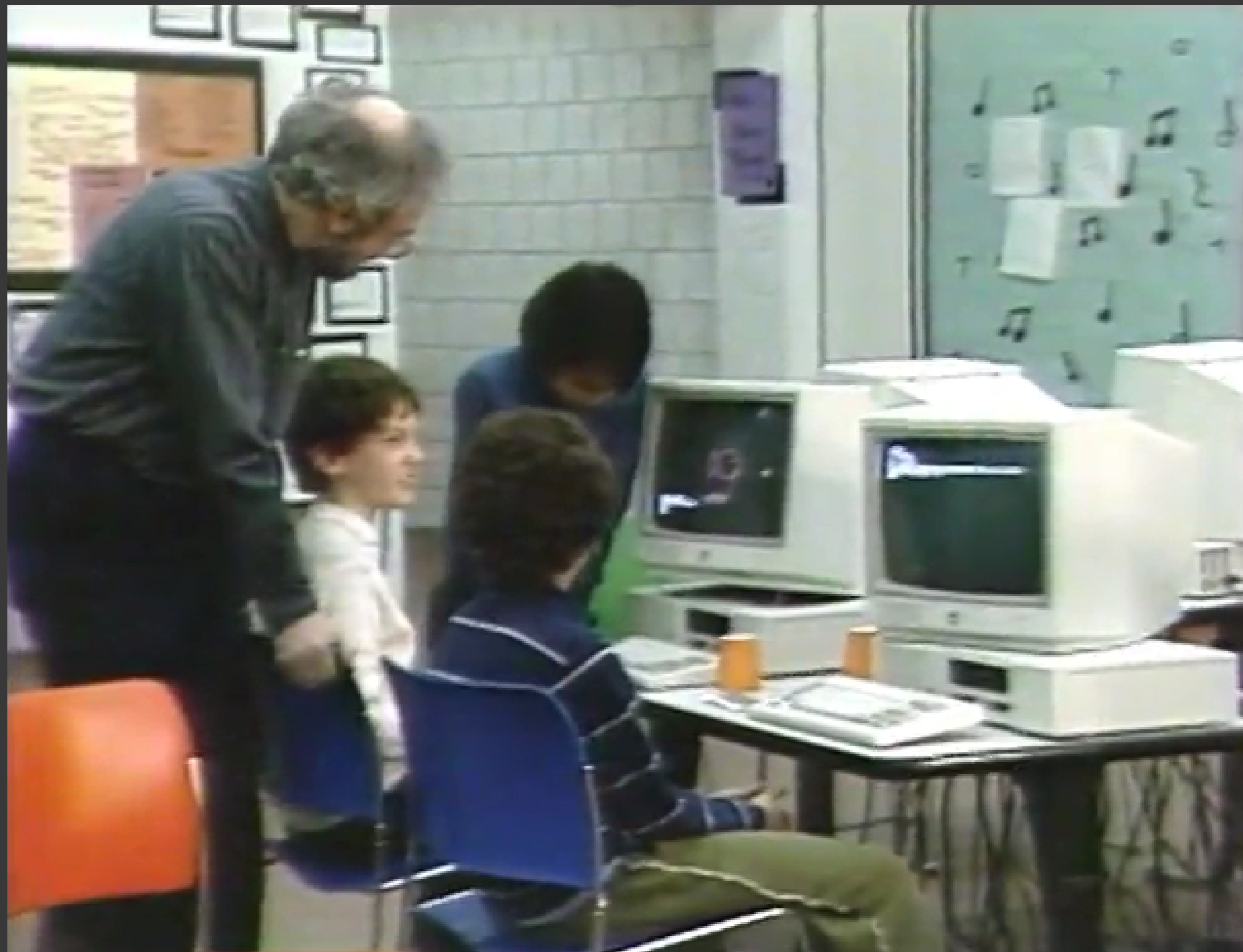
November 19, 2024

Web as Medium 1

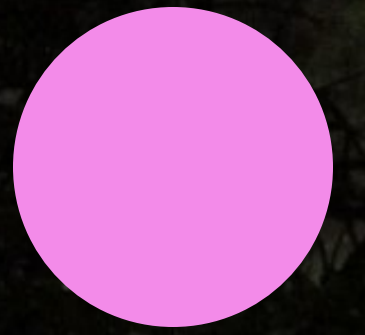
Users



Seymour Papert (1928–2016)



Studio Moniker (2012–2023)

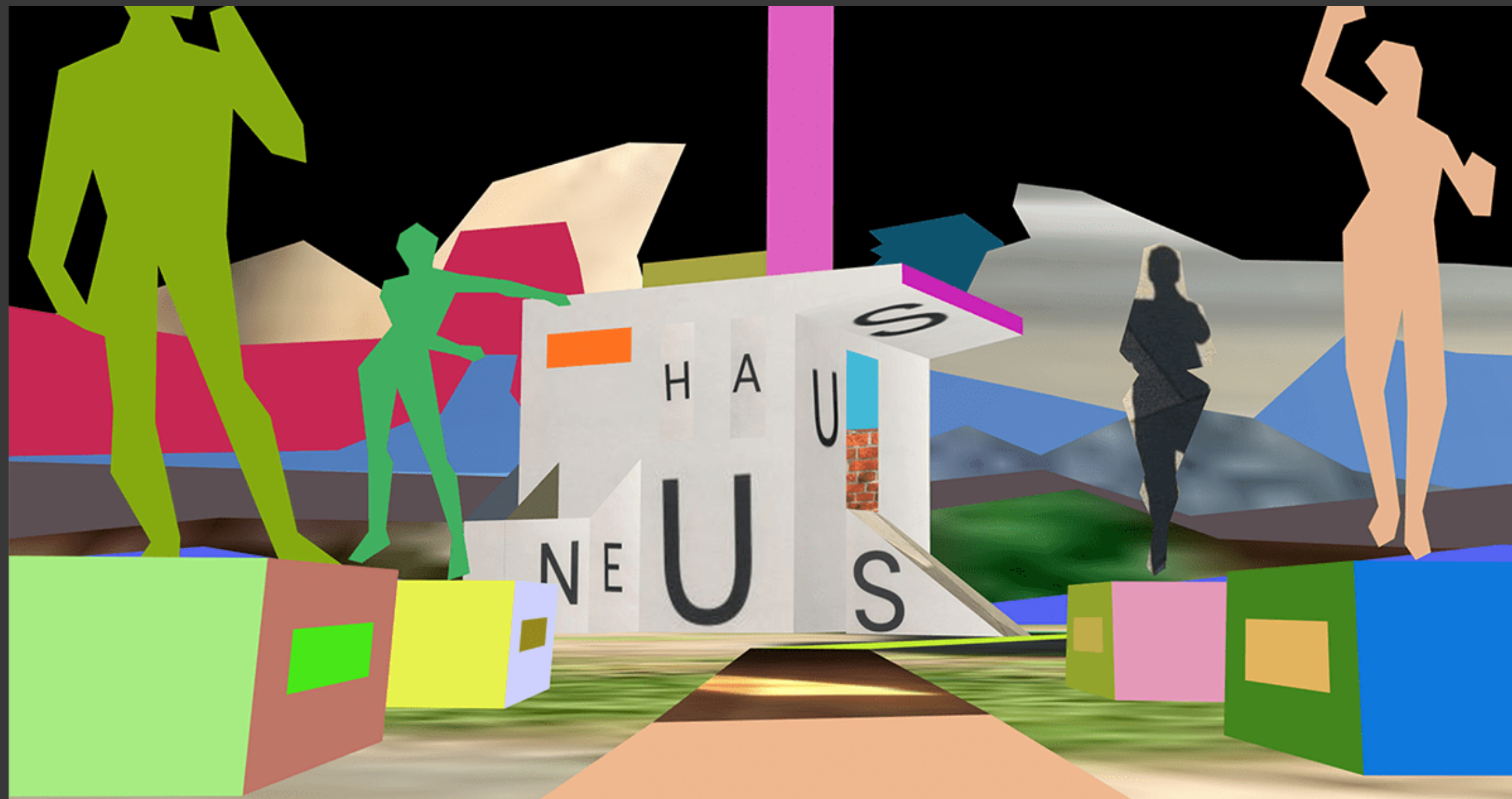
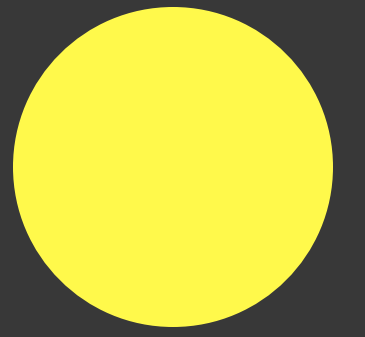


01
Neuhaus

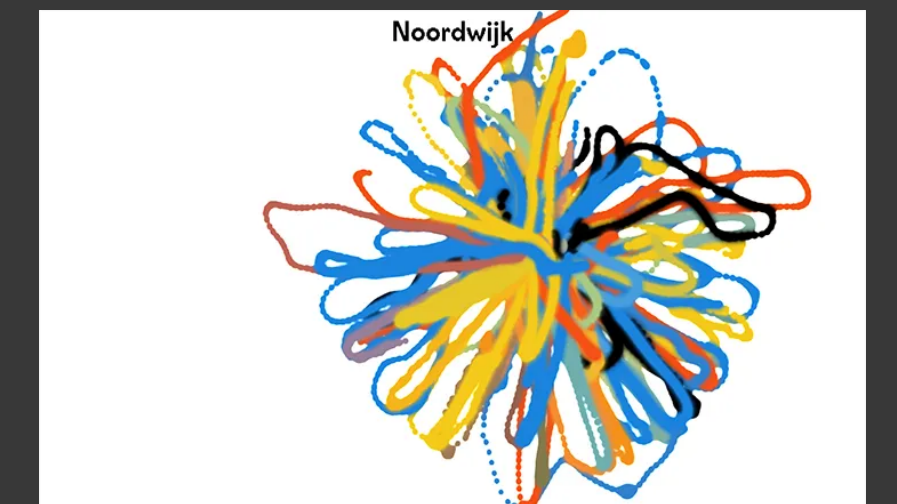
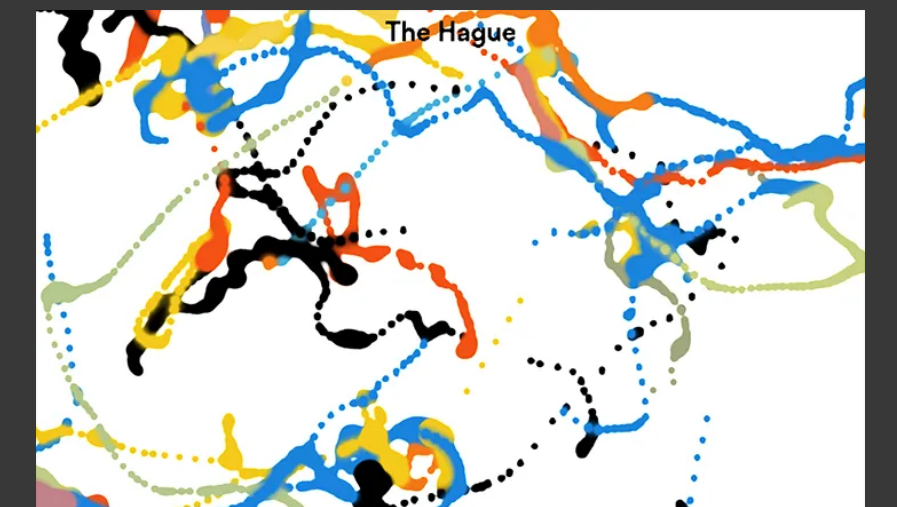
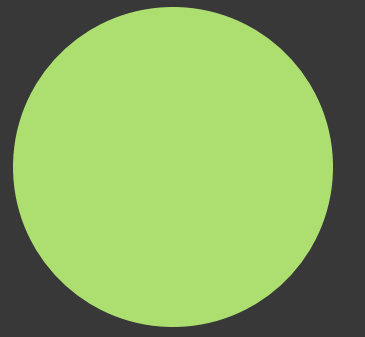
02
Painted Earth

03
Sculpture Cam

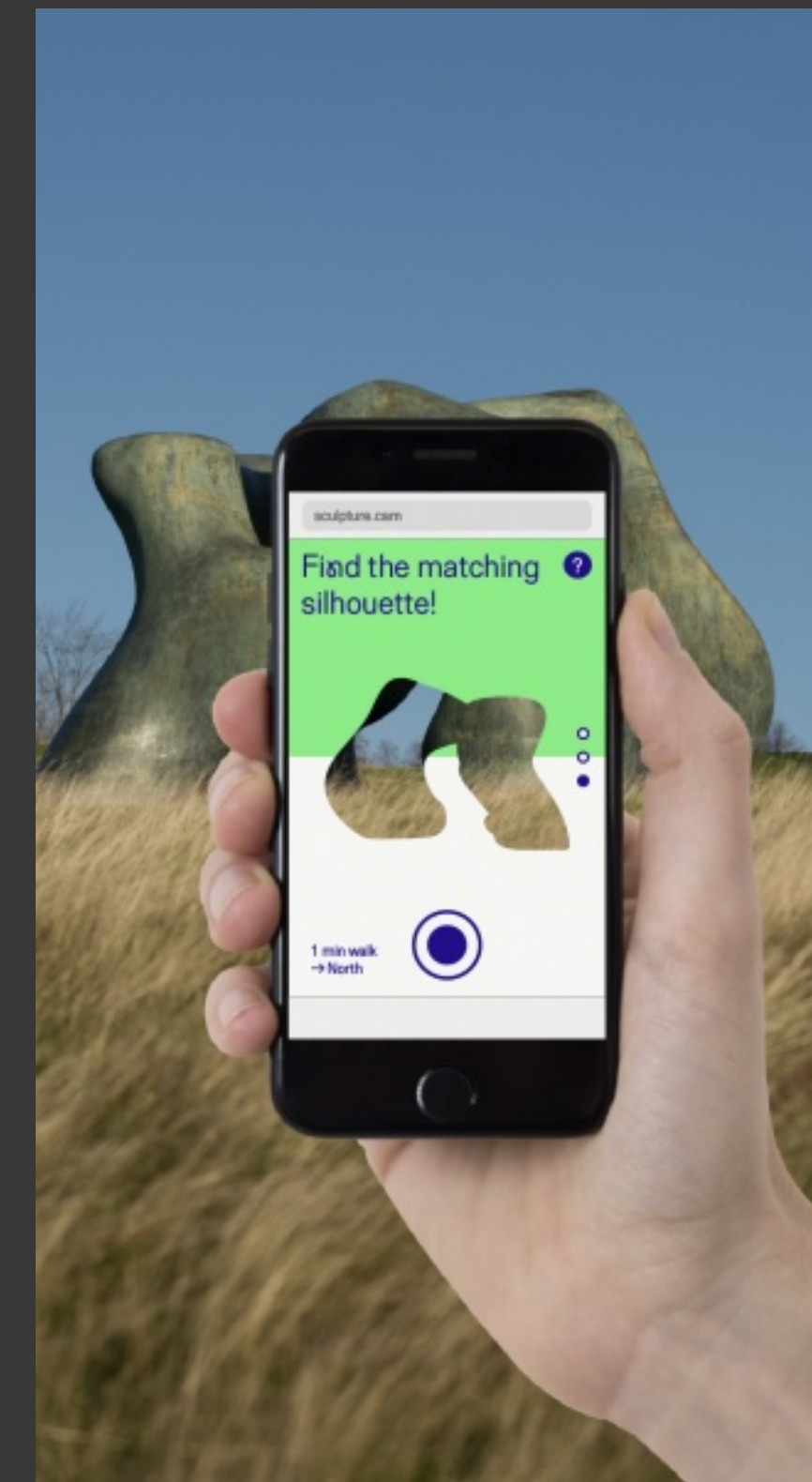
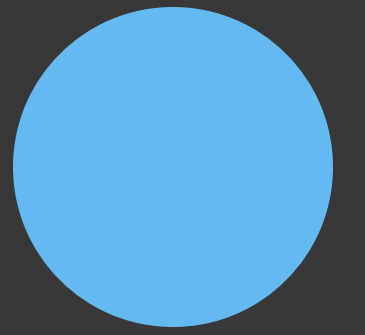
Neuhaus (2019), Studio Moniker



Painted Earth (2018), Studio Moniker

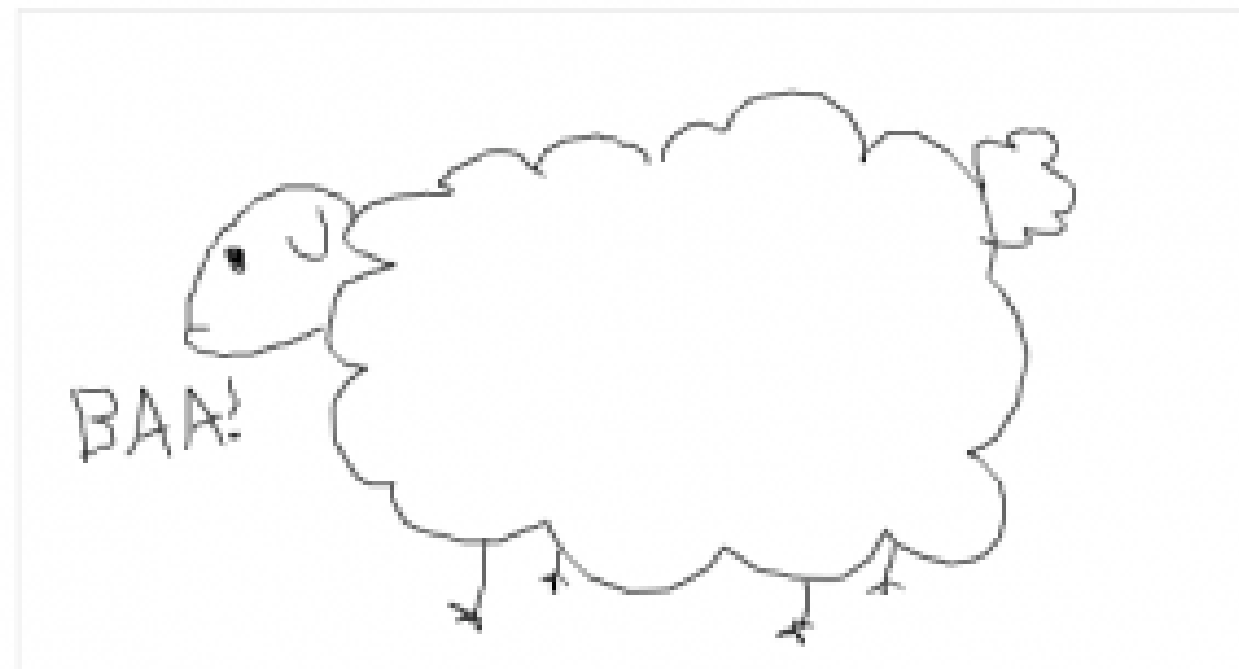


Sculpture Cam (2018), Studio Moniker

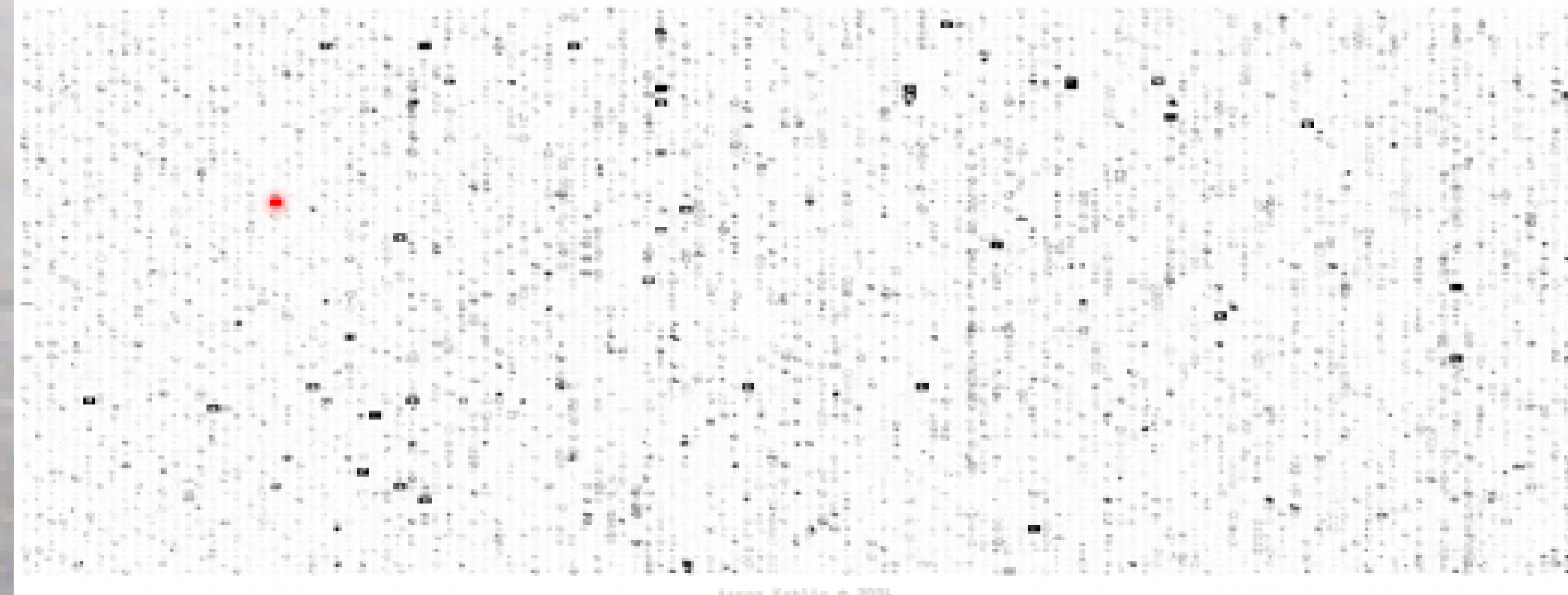


THE SHEEP MARKET

30,000 sheep created
by online marketers.
More...



1628 / 30000



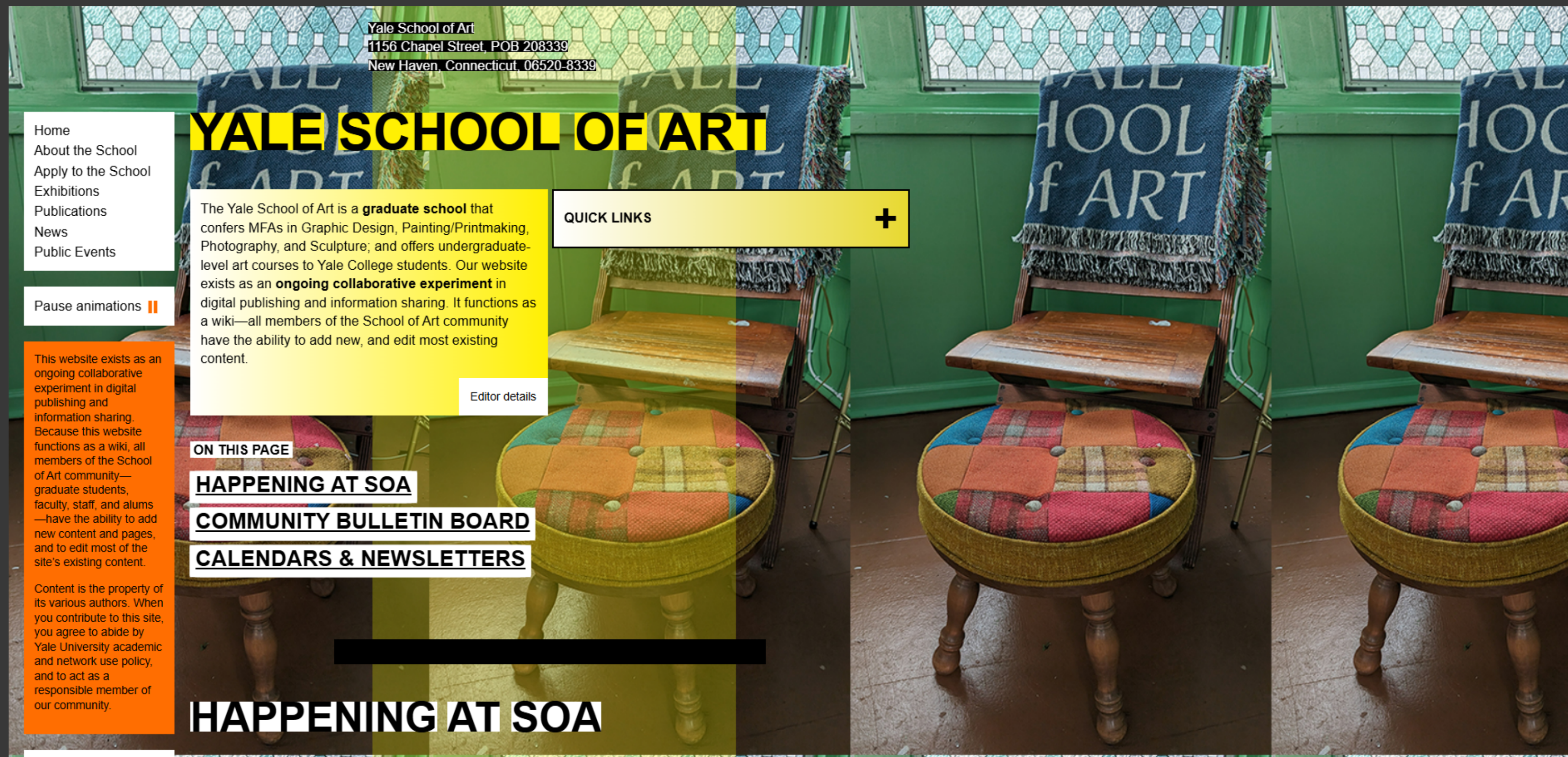
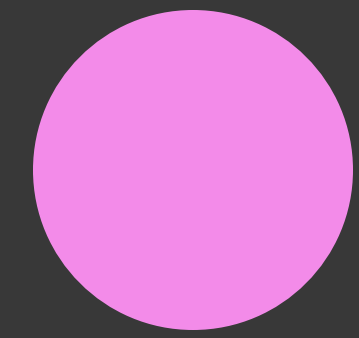
Aaron Koblin © 2006



The Sheep Market (2006), Aaron Koblin



Yale School of Art (2007), Linked by Air



Visitor: Log in

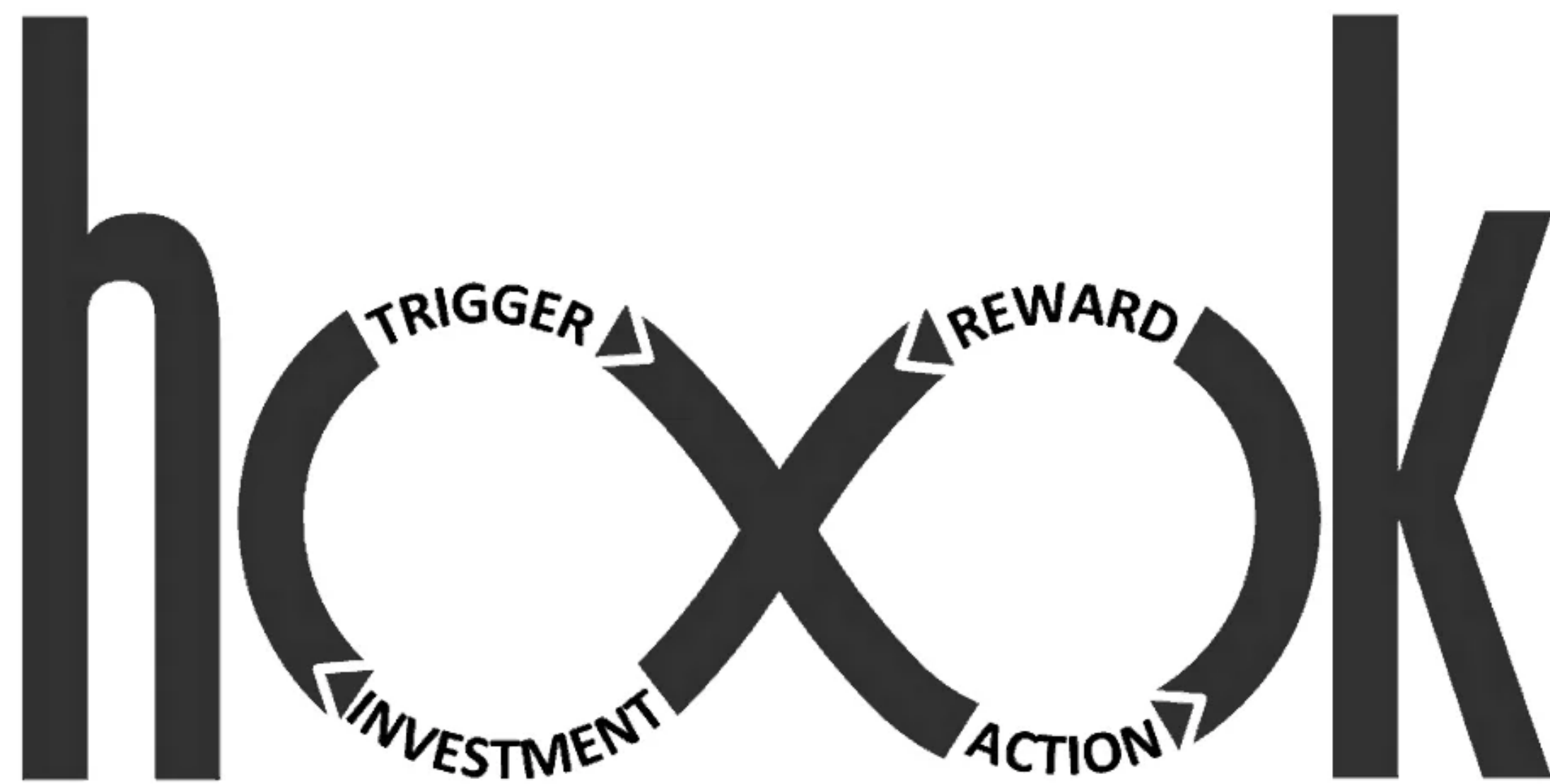
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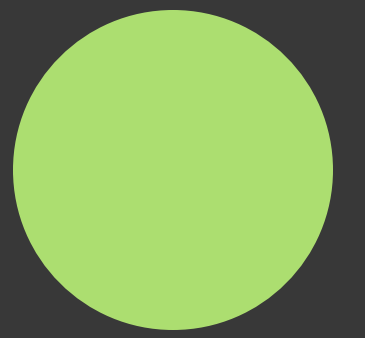
Background changed by: Sara Cronquist

Hooked: How to Build Habit-Forming Products (2013), Nir Eyal



NIR AND FAR

Technology created to change its user's opinions, attitudes, or behaviors to meet its goals

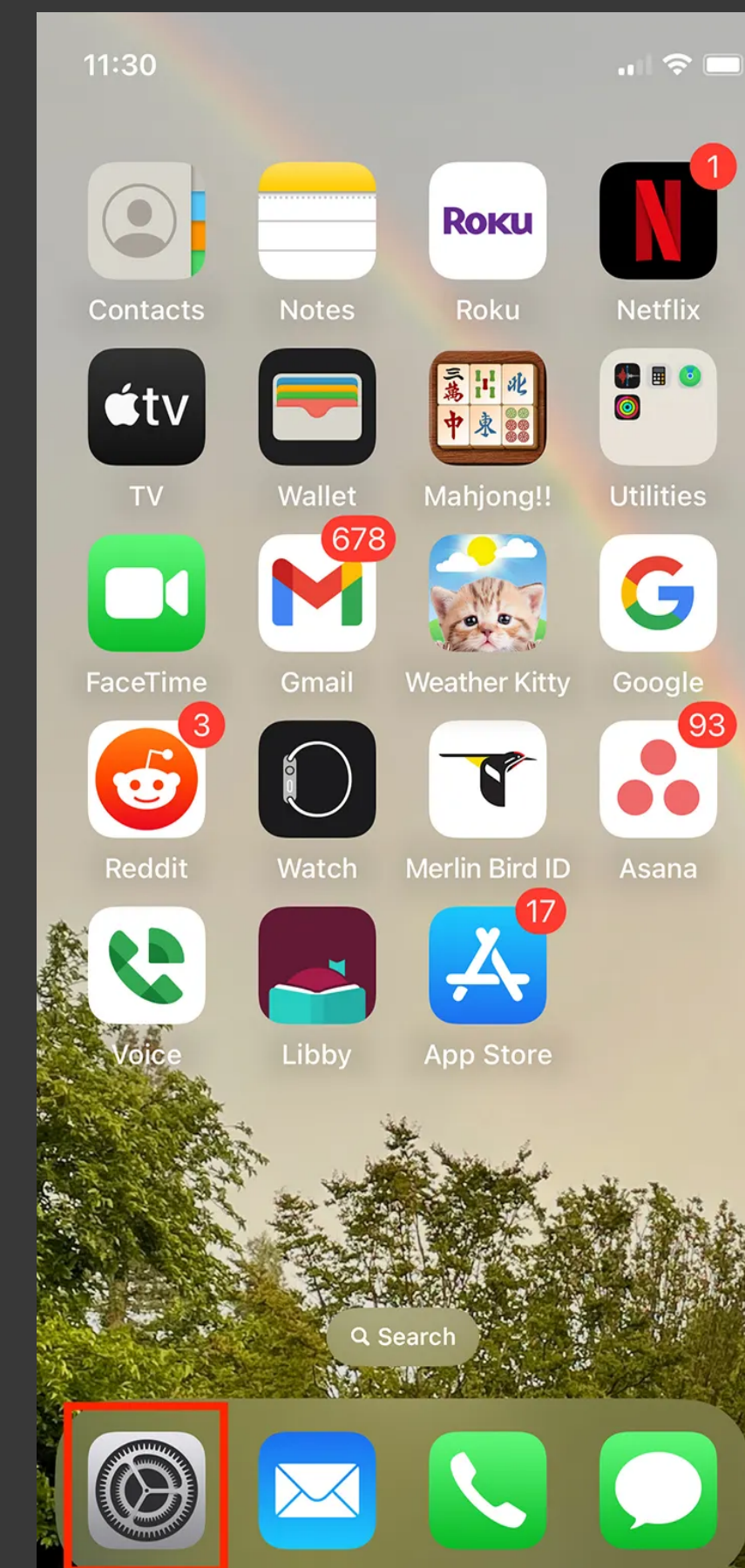
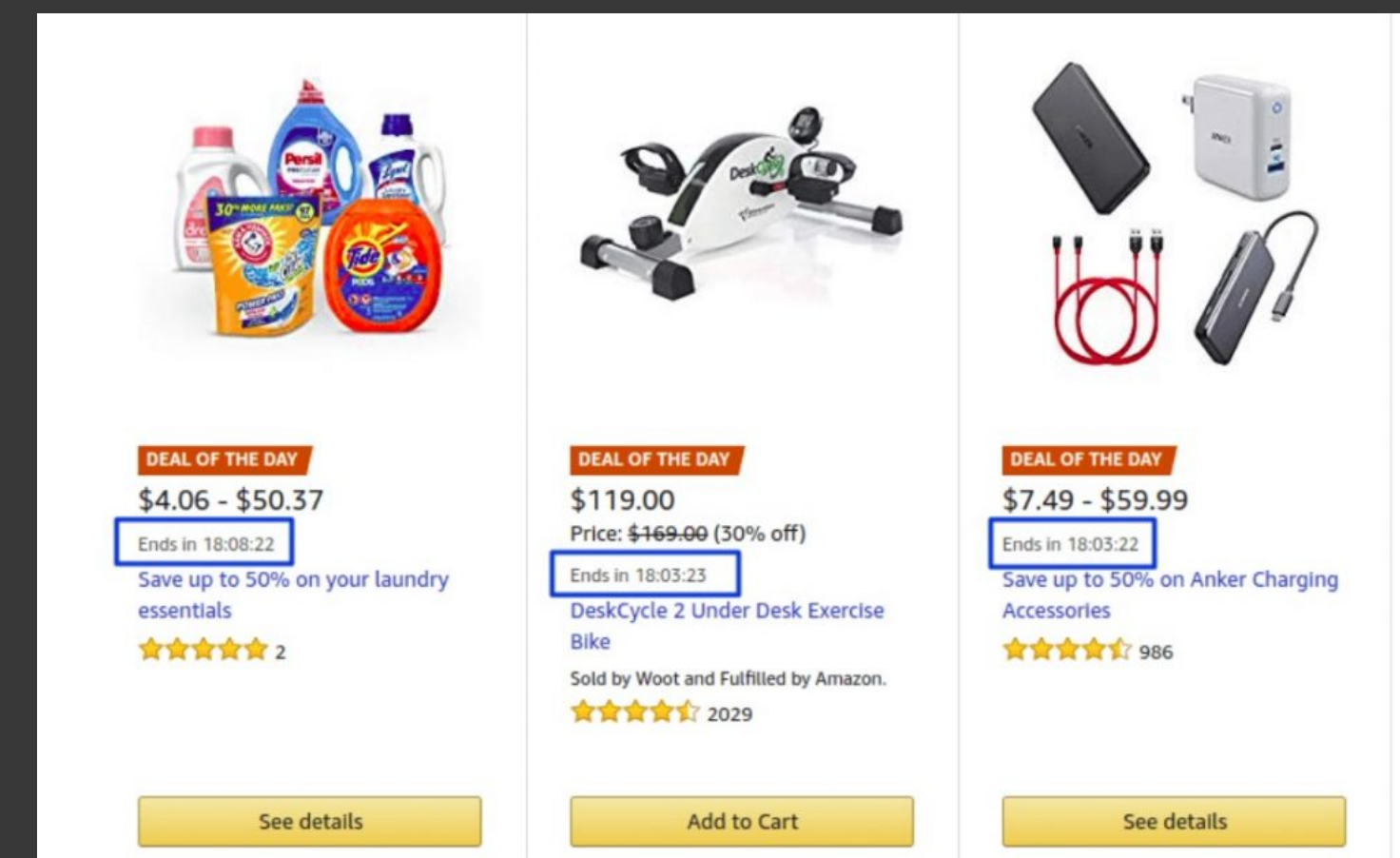


Intentional design

Deliberately crafted to influence users, rather than a byproduct of technology design

Psychological principles

Uses social proof, scarcity, and reciprocity to persuade users



Persuasive Technology

A User's Guide to Not Getting Used (2019), Anna Reutinger



01

Find out how they make their money

02

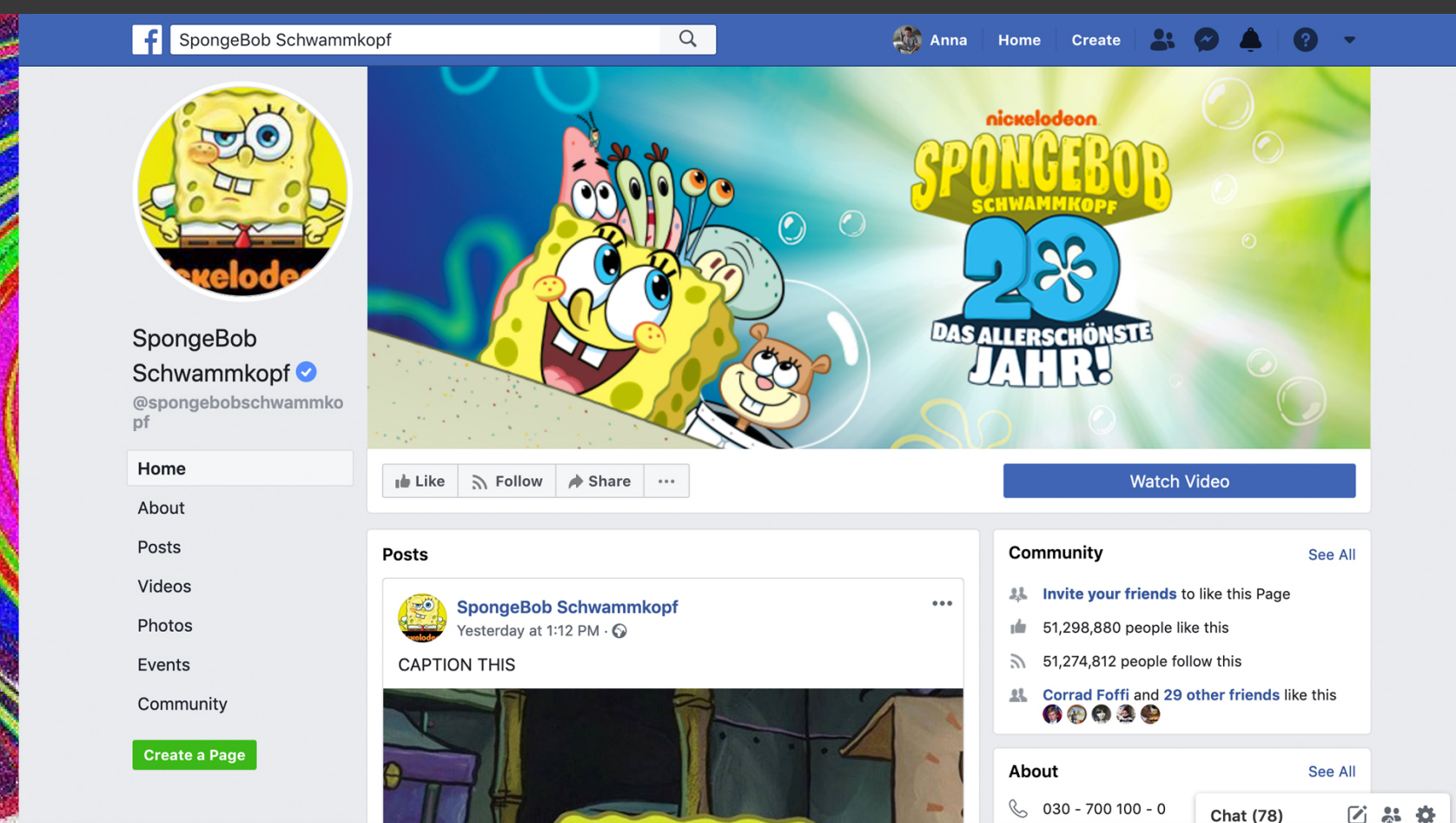
Subvert a platform's intended usage

03

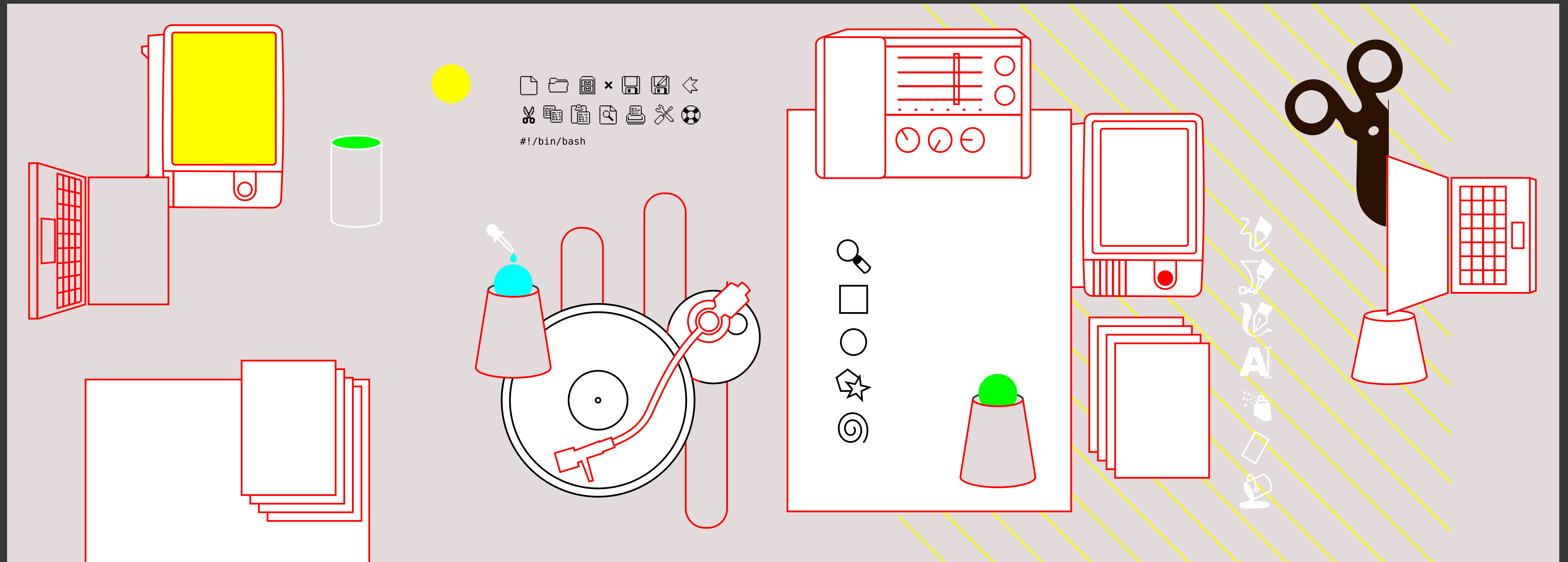
Un-blackbox (not unbox) your life

04

Use digital platforms to make experiences IRL



Freeze+Press



Building Socially-Inclusive Design Systems (2019), Tatiana Mac

