

THE GLASS ROOM

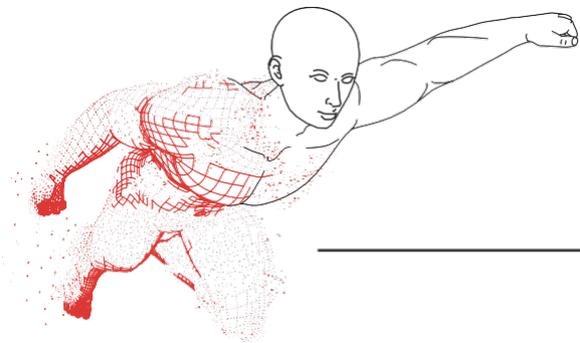
「 MISINFORMATION EDITION 」

#THEGLASSROOM

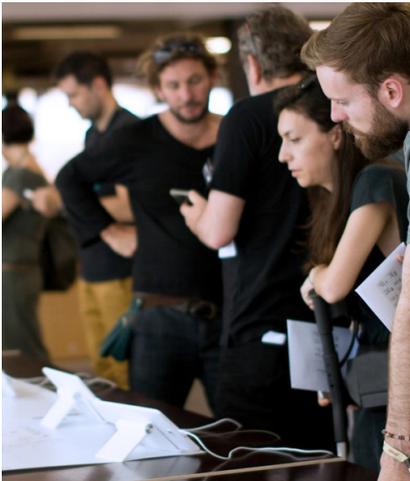
An eye-catching, self-learning installation on data and privacy you can easily set up and host for your own event, organisation or space.

We hear a lot about misinformation, disinformation and conspiracy theories these days. But what makes a piece of information reliable or unreliable? Is something “misinformation” if it simply presents an opinion we don’t agree with? And what role do new technologies and social media platforms play in how misinformation spreads and the impact it has on our culture, politics and society?

This exhibition explores what misinformation is why it’s shared and how it spreads. Find out how we, the individual users, take part through our many clicks, likes and shares. Learn about the business models, design practices and habits that create an environment where misinformation can spread or go viral.



And understand how misinformation becomes normalised, and how the decisions made by the gatekeepers of technologies can influence our behaviours and opinions. Along with the exhibition, our free Data Detox Kit reveals different ways misinformation disguises itself and gives you practical tips on how to find verifiable information on the internet.



In this exhibition you can explore how social media and the web have changed the way we read information and react to it. Find out about the new types of influencers, the new and old tactics they use, and the role we the users and consumers play in the way information flows and changes within that flow. We also examine the relationship between personal data, targetting and our opinions, views and behaviours, as well as the business models behind it.

So far, there have been over **471 Glass Room Community Edition events** around the world, reaching more than **352, 000 people** – with many more planned in 2022. So, when you host a Glass Room Community Edition event, you join a global conversation on data and privacy.

You can see where other events are taking place at www.theglassroom.org.

In this exhibition we explore how social media and the web have changed the way we read information and react to it. Learn why finding “fake news” is not as easy as it sounds, and how the term “fake news” is as much a problem as the news it describes. Dive into the world of deepfakes, which are now so realistic that they are virtually impossible to detect. And find out why social media platforms are designed to keep us hooked, and how they can be used to change our minds.

Pick up a free Data Detox Kit, which reveals how to tell facts from fiction and why it benefits everyone around us when we take a little more care about what we share.

Hosting the Glass Room Misinformation Edition

The Glass Room exhibition is a set of posters and digital objects that can be set up in any space, such as a library, school, organisation or at an event. The exhibit is visually striking and can adapt to most spaces. Generally, visitors browse the exhibits for between five to 15 minutes.

It's easy and fun to set up, so just about anyone can host their exhibition and start a conversation on data, privacy and information.

For the Misinformation Edition of the Glass Room, there are two versions available: one for adults and one specially created for young people aged 14 to 18. Versions are available in English, French, German, Spanish and Italian – in addition to more than 10 other languages.

The intervention works best in busy public spaces, where people can spend a few minutes looking at the display, animations and apps.

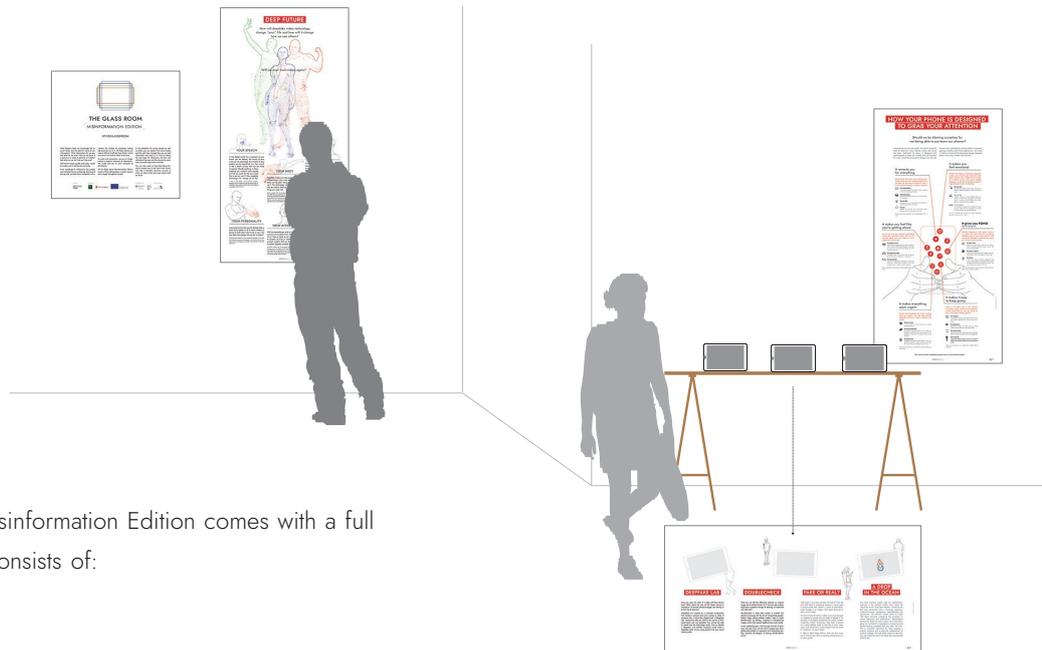
Alongside the exhibition there is a “Data Detox Bar”, where visitors can pick up a Data Detox Kit – an easy-to-read printed guide to data and privacy, so they can learn how to take practical steps to improve their digital lives.

It works as a stand-alone installation – all the exhibits have simple explanations.

But it works even better if there is one or more people on hand as “Data Detox Ingeniuses” to explain the exhibit or give tips and advice regarding online privacy.

A Glass Room Community Edition event only requires about 20 sqm of space, with walls and some tables to display the exhibition. A Glass Room event can be as short as a day or can be two weeks or more – it's up to hosts to decide what will work best for them.

What's in The Glass Room Misinformation Edition?



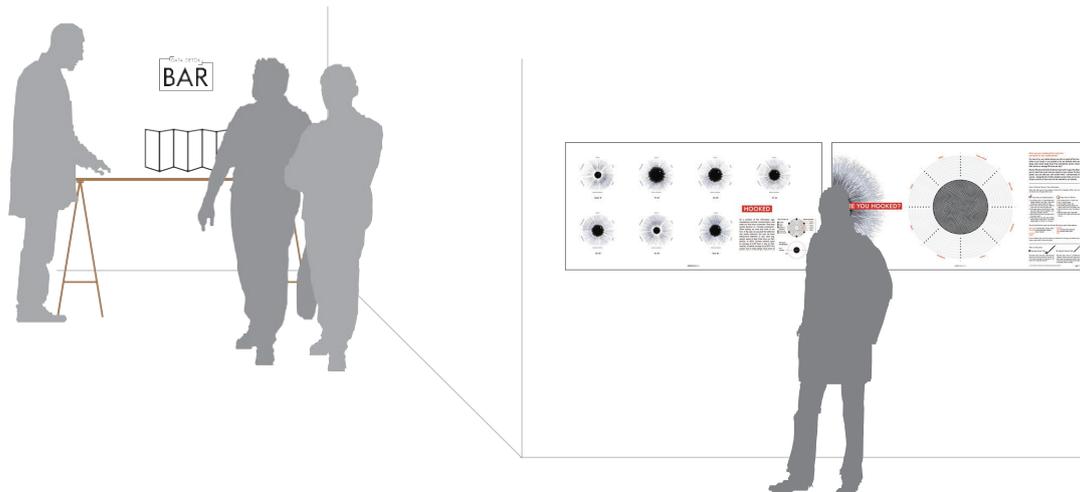
The Glass Room Misinformation Edition comes with a full setup manual and consists of:

8 Large Posters

- An exhibition Introduction poster (75 cm x 75 cm)
- **Deep Future** – how “deepfake” technology could change your life. (Portrait 75 cm x 150 cm)
- **Hooked** – a visualisation exploring the time we spend on our mobile devices. (Landscape 150 cm x 75 cm)
- **Are You Hooked?** – a visualisation where visitors can find out how long they spend on their devices and add their own data to the chart. (Landscape 150 cm x 75 cm)
- **How your phone is designed to grab your attention** – a visualisation exploring the tricks and techniques used by online apps and tools to keep us addicted to our mobile phones. (Portrait 75 cm x 150 cm)
- **Google Society** – a visualisation detailing the various ways Google is present in our daily activities. (Landscape 150 cm x 75 cm)
- **Misinformation Posters (We all share, We all have opinions, We are all connected)** – a visualisation exploring the reasons and impacts of sharing information online (3 posters, each Portrait 75cm x 150 cm)
- **Tablet apps “surround” poster** – this poster is laid on a desk and introduces the apps on tablets that sit on it. (Landscape 150 cm x 75 cm)

Apps for Tablets

- **Fake or Real** – News Edition – find out for yourself how easy it is to detect facts from fiction in online news.
- **A Drop in the Ocean** – take a test similar to the one that Cambridge Analytica used to capture from Facebook millions of personality profiles, and find out what kinds of ads you may be shown as a result.
- **Doublecheck** – play this captivating game and see if you can spot visual dis- and misinformation.
- **Deepfake Lab** – this app goes behind the scenes to reveal how deepfake technology works, the process of how a deepfake is created, and how you can identify one.



Alongside the posters, we also include a set of animations that can be played on two monitors or TVs:

- Living with algorithms
- Personal data, political persuasion
- Serious profiling
- Trackography
- Six easy steps to get you addicted to your phone
- Deep Future
- The real life of your selfie
- A data day

As a host you need to provide:

- **Three tablets**
with internet connection (Android or iPad) for the apps. (We can loan a set of tablets in Europe, if one is available).
- **20 sqm or 200 sq ft space**
with wall space and two to four tables.
- **Two people**
to set up – it normally takes between one and two hours.
- **Two large TVs/Monitors/Projectors**
for the animations (at least one machine, but two is recommended).
- **A red marker**
for the Are You Hooked? poster (or a few different colored markers)

Data Detox Kits

Our Everyday steps you can take to control your digital privacy, security, and wellbeing in ways that feel right to you.

Here you will find four guides to get you started:

- Control Your Smartphone Data to Increase Your Online Privacy
- Shift Your Settings to Secure Your Data
- Escape the Defaults to Enhance Your Digital Wellbeing
- 6 Tips to Steer Clear of Misinformation Online

These guides, shared as PDFs, can be economically printed on four sheets of double-sided A4 (also available as 8.5x11 inches) paper on any at-home or office printer.

Alongside the exhibition assets we'll send you a full set up manual and resources for running your own workshops.

And we'll also send you an evaluation survey to send back to us after the event – telling us how it went, how many people attended and your experience of hosting the event that we can share with others.

If you want to host your own Glass Room event, please contact us at events@tacticaltech.org, and we will get back to you with full details.



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TECH**

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