What happens when we increasingly rely on social media and the web for nearly all our information? What information do we see, and what do we miss? How do we know if a picture or a tweet is genuine or truthful? And what can we do if we can't be sure?

Information travels quickly and easily, maybe too easily, and it reaches far and wide. We haven't yet fully analysed or understood the scale of the social, political and cultural impacts of this supersonic speed and amplification.

Not only do we have many more channels to receive and share content, the way that content reaches us has also changed: from newsfeeds to influencers, the people and methods involved in producing, transferring and storing info and data have multiplied, not to mention the number of companies making big business out of it. All these factors combined can make it difficult to distinguish fact from fiction, which sources to trust and of which to be wary.

Whether it’s through a Twitter bot or a deepfake, we are all surrounded by high frequency information impulses, often not visible to us. As users and consumers of online content, we are no longer neutral or passive receivers of information. We can also be its main channels of distribution and proliferation.

At any age we need to be aware of the way that information that is incorrect and sometimes misleading can be shared and amplified by the tools we use. For young people especially, apps and social media are second nature, and many don’t stop to check before sharing something online with friends. But recent research shows that even older people struggle to tell the difference between genuine and questionable information – and share more than any other age group.

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

THE GLASS ROOM
MISINFORMATION EDITION

#THEGLASSROOM
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 – with other languages to be added soon.

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 on online privacy.

A Glass Room Community Edition event only requires about 20sqm 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.

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, targeting and our opinions, views and behaviours, as well as the business models behind it.

So far, there have been over 375 Glass Room events around the world, reaching over 270,630 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 — aimed at young people as well as adults — 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
What’s in The Glass Room Misinformation Edition?

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

6 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)
- 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 game to see which photos have been changed to catch you out.
- Deepfake Lab – an in-depth exploration of how deepfake technology can be programmed to fool us.
Alongside the posters, we also include a set of animations on USB that can be played on two monitors or TVs:

- Living with algorithms
- Personal data, political persuasion
- Serious profiling
- Trackography

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 20 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 for the animations (recommended but not essential).

Data Detox Kits

Our easy guide to online privacy and wellbeing for visitors to take away with them.

The new version has four chapters — Control, Shift, Escape and with a new special chapter on Misinformation — and can be printed on four sheets of double sided A4 paper.

We’ll send the PDFs for you to print out.

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.