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 how misleading information 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 with friends. Research shows that even older people struggle to tell the difference between genuine and questionable information — and share more than any other age group.
In 2022, The Glass Room developed a banner exhibition, which is much larger scale than its Poster and Easyprint versions. This version is intended to be shown outdoor, as it is mounted on metal fences, but depending on the set-up, it can be adapted to fit most spaces. It's easy and relatively simple to set up, so just about anyone can host their exhibition and start a conversation on data, privacy and information. Generally, visitors browse the exhibits for between ten and 15 minutes.

The intervention works best in busy public spaces, where people can spend a few minutes looking at the banners. Alongside the exhibition visitors can pick up a Data Detox Kit—an easy-to-read printed guide to data and privacy, so they can take practical steps to improve their digital lives.

So far, there have been over 375 Glass Room Community Edition events around the world, reaching over 270,000 people. 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.

Hosting the Glass Room Misinformation Edition

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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 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.

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 requires sufficient space to install 3 to 6 fences of 3.5 metres each and a transit area for visitors. 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.

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Dimensions

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- Standard construction site fence
- fence size: 200 x 350 cm
- banner size: 173 x 340 cm
- eyelets every 50 cm
- requires plastic cable ties to attach the banners to the fence: 370 mm x 4.8 mm, transparent
- cement blocks secure the fence

Possible assembly variations

The Misinformation Edition Outdoor version has a total of 6 banners depending on the space available, you can display the entire set or only a selection. You can choose to display the posters single-sided or double-sided based on the amount of space available.

You can adapt the structure of the exhibition to your spatial circumstances and organise the fences e.g. as:
- closed geometric figures
- open figures that can be entered and show posters from both sides
- a long row, with posters on one or both sides.

6 banners hanged all on the same side on 6 fences or on 3 fences on both sides
(Fences can be set in a straight line) | 24 meters length x 3 meters width
Content Overview

Intro poster
A poster introducing the exhibition. It includes a QR code which links to the online exhibition...

Deep Future
A visualisation considering the different ways deepfake technology could change our lives.

How Your phone is Designed to Grab Your Attention
A visualisation that explores the tricks and techniques used by online apps and tools to keep us dependent on our mobile phones.

Google Society
A visualisation exploring Google’s parent company Alphabet, and what they know about us.

Hooked / Are you Hooked?
These visualisations explore the time we spend on our phones. Visitors can anonymously add their own screen time data to the banner.

Misinformation Tryptic
This visualisation defines the different types of misinformation and questions why it spreads.
Setting up the Outdoor Version

1. When you are ready to put up the banners, we suggest first laying the fence down on the ground, and aligning the top of the poster with the top of the fence.

2. With the banner laying flat on the fence, use the transparent cable ties to attach the banner to the fence, pull as tight as you can, to create tension. Then, cut off the excess.

3. Once you have mounted the banners using the cable ties, lift up the fence and place it in the concrete blocks.

4. You can use metal stabilizers to hold the fences in place. These should be provided by the fence rental company.

5. On the interactive poster, Are You Hooked, attach the masking tape to the top of the poster using a cable tie or string. There are QR codes on certain posters which will take the visitors to the digital exhibition, so they can explore further.
As a host you need to provide:

- **Metal Fences (200 x 350 cm)**
  Depending on how many banners you would like to exhibit, and in what format, we recommend renting between 3-6 fences. Please also rent cement blocks to stabilise the fences.
- **Space to install 3 to 6 fences** of 3.5 metres each and a transit area for visitors.

Two or three people to set up — it normally takes around one to two hours.

- **A pack of 100 cable ties**
  370 mm x 4.8 mm, transparent.
- **Black or coloured masking tape (25 mm width)**
  You can use different colours if you’d like

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**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.