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.

The Glass Room’s newest Community Edition exhibition is an eye-catching, self-learning installation exploring misinformation, influence and opinion making. You can easily set up and host your own event. This manual gives an overview of the objects included in this edition, how to set-up the exhibition and what tools and space is needed to host.

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

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

The Glass Room Misinformation Edition, originally launched in 2020 and updated in 2022 explores how social media and the web have changed the way we read information and react to it. We present 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.
We hear a lot about misinformation, disinformation and conspiracy theories these days. Is misinformation simply opinions we do not agree with or is it more complicated than that? What is it, how does it work, what effect does it have on us individuals and on society at large? What role does technology and social media play in how information is spread, proliferating in different channels and impacting the way we learn, communicate and make vital decisions about ourselves and others.

This exhibition is aimed at people of all ages, 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.

You can read our free Data Detox Kit, which reveals different ways misinformation disguises itself and gives you tips on how to find verifiable information on the internet. Learn why it benefits everyone around us when we take more care about what we share.

Hosting The Glass Room Misinformation Edition (Easyprint Version)

The Easyprint Edition is a set of A3 and A4 prints and digital objects (apps and animations) that can be set up in any space, such as a library, school or classrooms. The exhibit is easy to produce and can be adapted. Generally, visitors browse the exhibits for between five to 15 minutes.

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

For the The Glass Room Misinformation Edition, there are three versions available:

• Poster: Our original version (75x75 cm, 150x75 cm)
• Easyprint: A3 / A4, self-printed sets ideal for classrooms
• Outdoor: Large banners (340x173 cm) printed on PVC and mounted on metal fencing ideal for open-air events

There are versions available in over 15 languages. If you’d like to know more, please email us at events@tacticaltech.org.

For the Easyprint version, the intervention works best in classrooms and libraries, where the exhibition can be easily set-up. The visitors 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.

The Easyprint version only requires about 15 sqm of space, with walls and some optional 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? (Easyprint Version)

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

9 Easy-to-print posters

- **Introduction** — poster introducing the edition
- **Deep Future** — how “deepfake” technology could change your lives.
- **Hooked** — a visualisation exploring the time we spend on our phones.
- **Are You Hooked?** — an interactive poster where visitors can find out how long they spend on their devices and add their own data to the chart.
- **How Your Phone is Designed to Grab Your Attention** — explore 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.
- **We All Share** — Find out what makes us share content.
- **We All Have Opinions** — How do you feel misinformation impacts you?
- **We Are All Connected** — What is the true cost of connecting everyone?
How to Assemble

- Posters are printed on A3 and A4 single sided sheets of paper.
- A total 36 of A4 sheets of paper and a total 19 of A3 sheets of paper comprise the whole exhibition.
- You don't have to print and display all 9 posters, you can choose to show only a selection.
- On the bottom left-hand corner of every sheet there is a code (Title | 1 out of 10). Some documents will have a few A3 pages and a few A4 with the same title.
- The A3 sheets of paper have cut marks (scissor icon) and glue marks (glue icon). Please follow the instructions, on how to connect two A3 sheets of paper to form one large central image.

1. Cutting
2. Apply glue
3. Glue the two parts together using the printed guide

Working with tape

- We recommend working with tape to set-up the exhibition.
  Using 4 pieces of tape p/sheet.
- Black masking tape (also called: washi tape)
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 PDF’s 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.

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