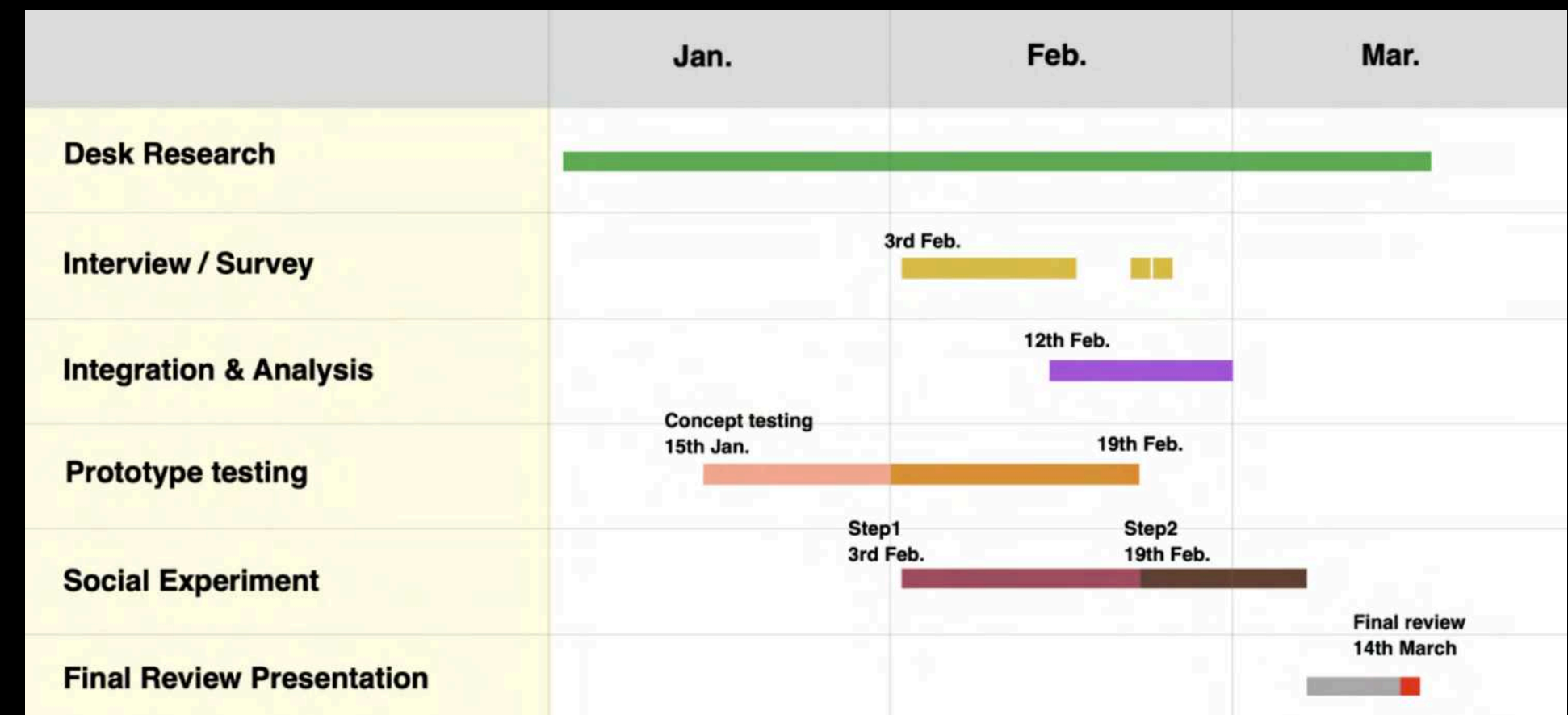
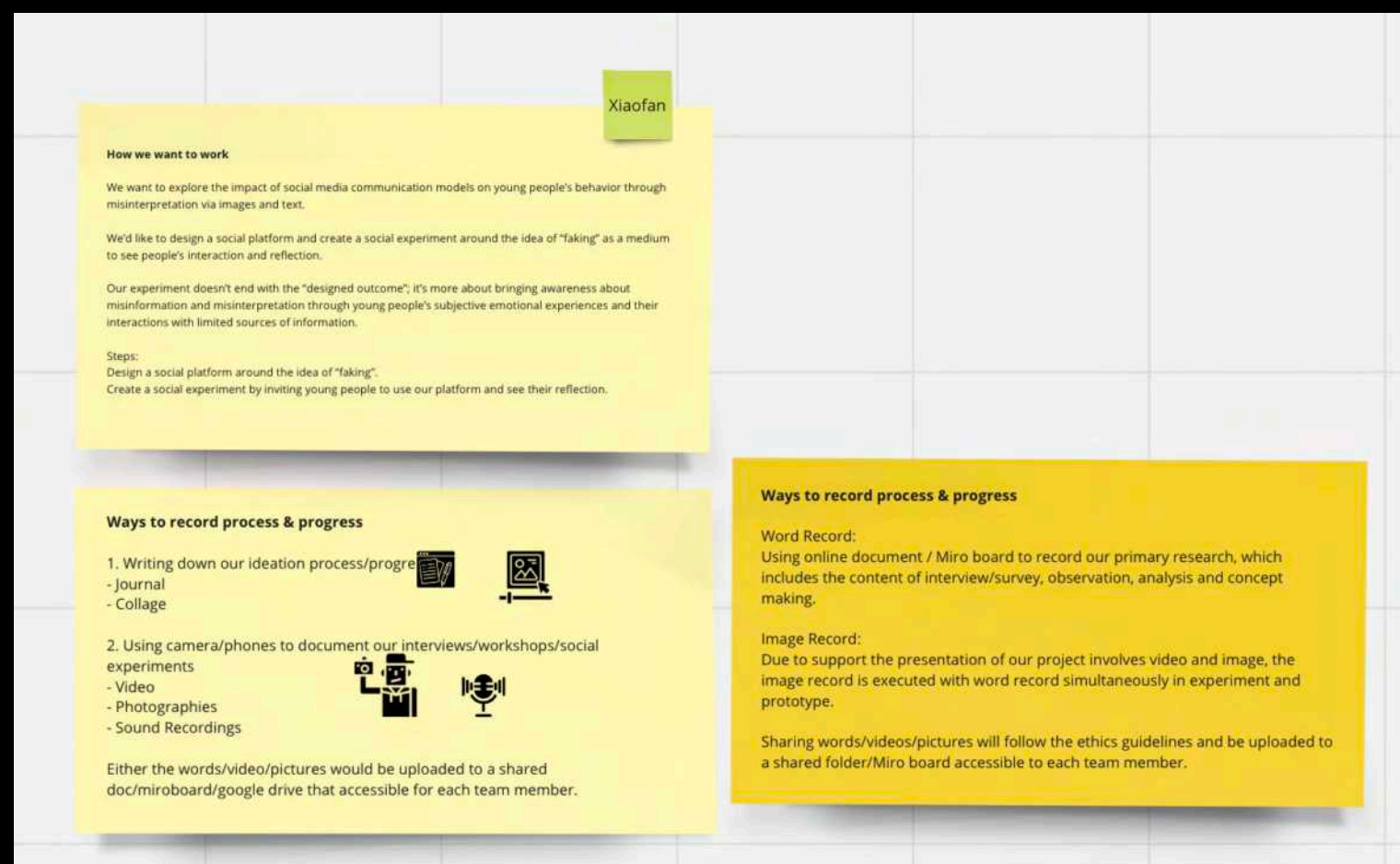
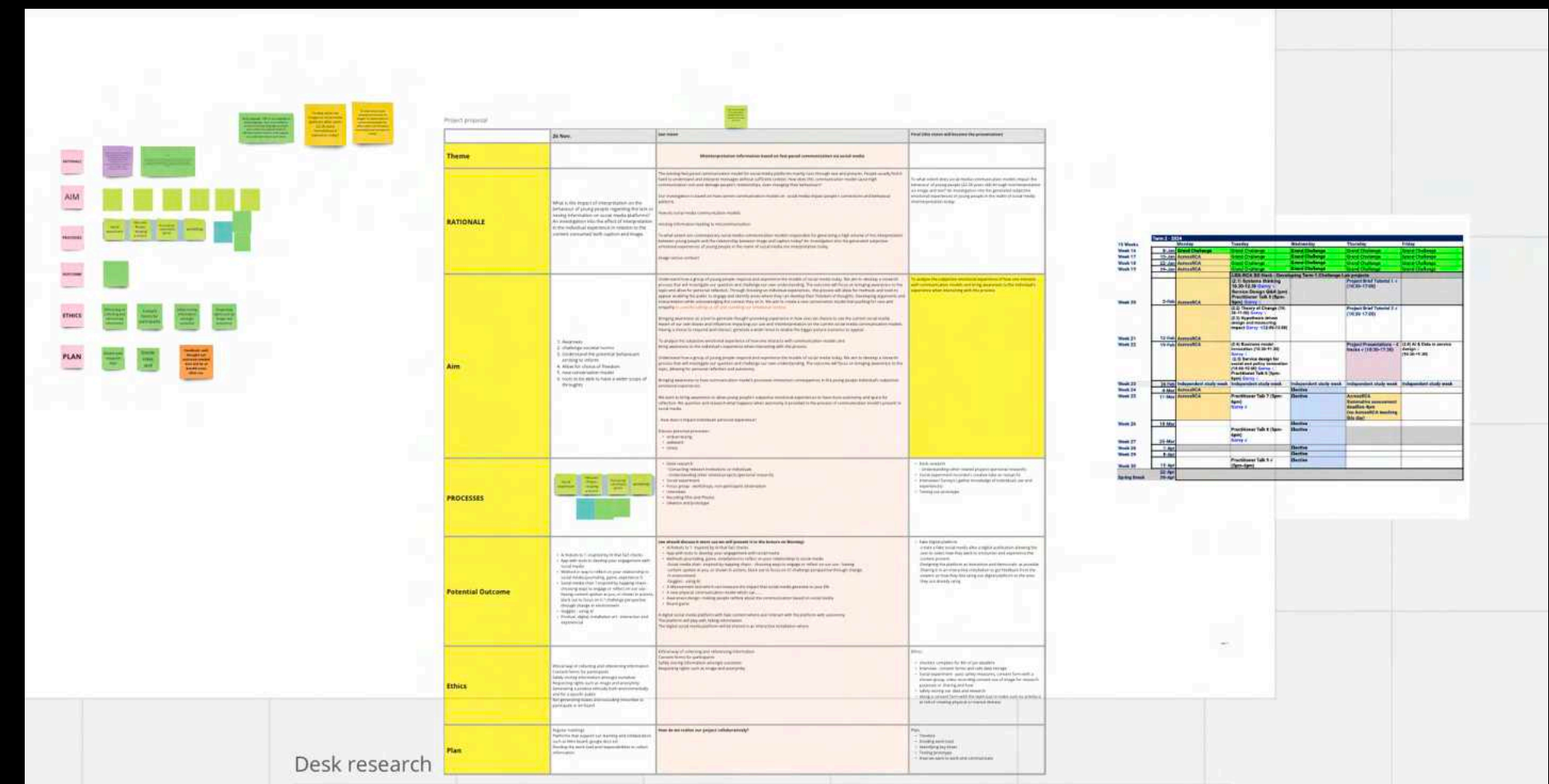
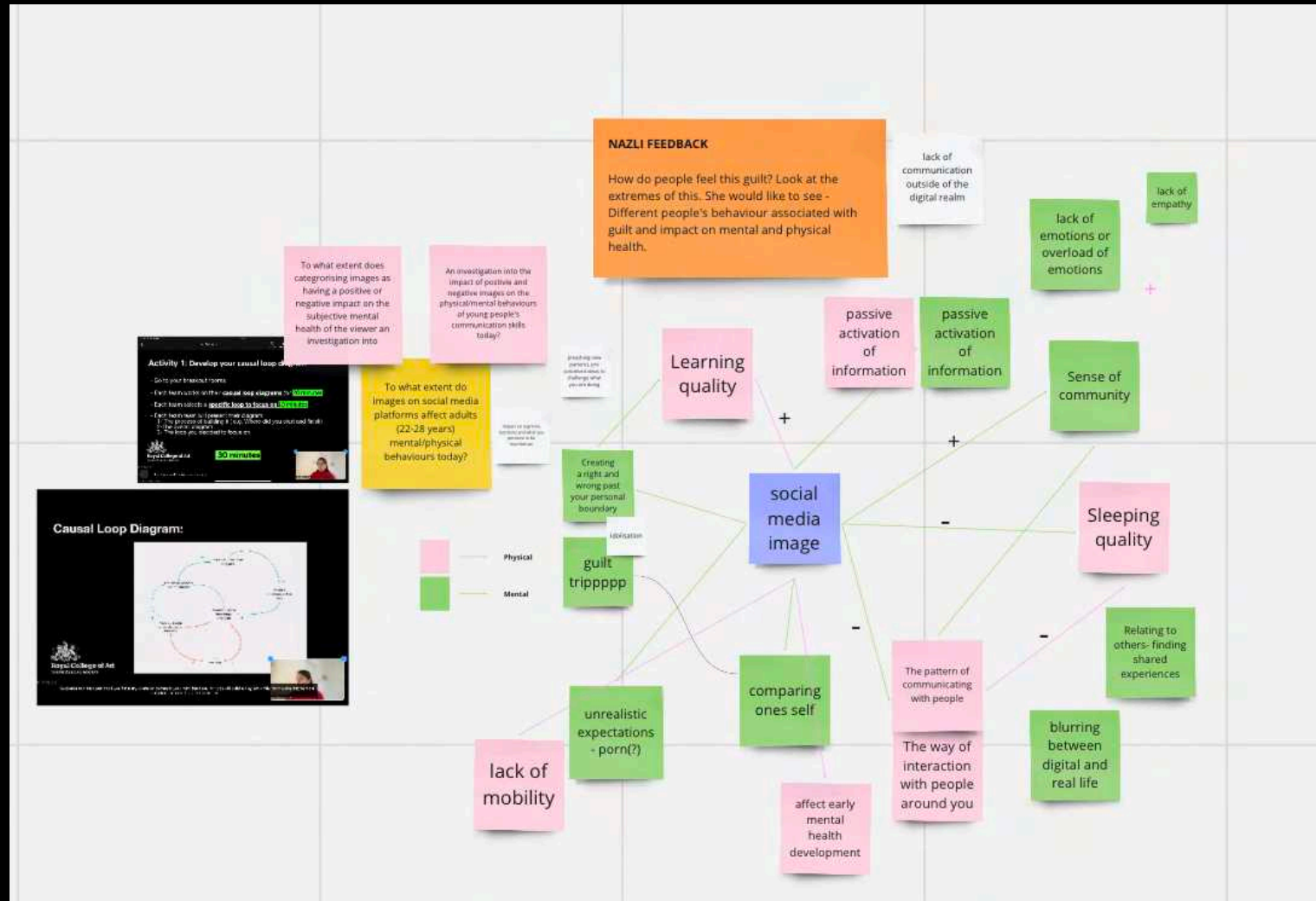


Tittle Tattle

Control 9

MIRO BOARD - DEVELOPMENT AND RESEARCH PROCESS

Primary research



Initial research enquiry question


To what extent are contemporary social media communication models responsible for generating a high volume of misinterpretation between young people and the relationship between image and caption today? An investigation into the generated subjective emotional experiences of young people in the realm of social media misinterpretation.



Final research enquiry question

To what extent does social media communication models impact the behaviour of young people (22-28 years old) through misinterpretation via image and text? An investigation into the generated subjective emotional experiences of young people in the realm of social media misinterpretation today.

ETHICS


Royal College of Art
Postgraduate Art & Design

Participant Project Information & Consent Form

Consent form for survey participants

Dear Potential Participant,

I we are Control 9 a student research team part of the Across RCA module of 2023/2024 at the Royal College of Art. As part of our studies, we are conducting a research project aimed to better improve our way of interaction with social media platforms and their communication models. Our project has secured ethical approval from the College. You are invited to take part in this project which is described below.

CONTROL 9

We are CONTROL 9 a collaborative multinational group developing a project as part of our Across RCA module of our Master Programme (2023-2024) at the Royal College of Art in London. We are working together on a research project developed during our time at the college and aim to further challenge and bring awareness to topics of misinformation in social media. Our group consists of multiple master programs such as: Digital Direction, Photography, Service Design, Product Design and Curation.

PROJECT OUTLINE AND INVESTIGATION

Our current project enquires the current use of social media and its impact on young people today. We are specifically exploring this research question: To what extent does social media communication models impact the behaviour of young people (22-28 years old) through misinterpretation via image and text? An investigation into the generated subjective emotional experiences of young people in the realm of social media misinterpretation today. Our aim is to analyse the subjective emotional experience of how one interacts with communication models and bring awareness to the individual's experience when interacting with this process.

RESEARCH OUTCOME

In this research we are collecting data to help us create a new social media digital platform alike a digital publication allowing the user to select how they want to

encounter and experience the content presented. We aim to create a platform designed to be as interactive and democratic as possible. The digital platform will then be shared in the Royal College of Art in early March 2024 (date to be confirmed) in an interactive installation to get feedback from the viewers on how they feel using our digital platform vs the ones they are already using.

PARTICIPATION AND CONSENT

Participation is entirely voluntary. You can withdraw at any time up to the point of submission and there will be no disadvantage if you decide not to participate. All information collected will be confidential. All information gathered will be stored securely and once the information has been analysed all individual information will be destroyed.

(a) At no time will any individual be identified in any reports resulting from this study.
(b) Images or quotes, which may allow you to be identified will only be used with your express permission.

WHERE IS THE INFORMATION BEING STORED

All information chosen to be shared in the survey will be safely stored on a google drive amongst the five researchers. The information will only be used for the research period and will be deleted after the installation in March 2024 in order to respect the consentment given by participants. All information will be shared anonymously through out the collection and research process to avoid any identifiable responses to appear.

HOW ARE THE INFORMATIONS BEING USED WITHIN THE RESEARCH

The survey is part of our primary research phase allowing us to understand and question how young people (22-28) are currently interacting and experiencing social media platforms such as : facebook, whatsapp, instagram, tiktok, pinterest ect. The information and data collected will be used to analyse anonymously patterns or recurring experiences shared by young people in the survey. It will allow for the research to have a greater reach and understand from various perspectives how social media is impacting them.

PLATFORM BEING USED – survey monkey

CONSENT

•

I understand the aim and purpose of the research project and have been given sufficient information

•

I understand where my data will be stored and how it will be used for the purpose of the research process and outcome

•

I understand my rights of being anonymous and will not be identifiable through out the research process

•

I understand that all data collected will be deleted after the research process and outcome at an exact date in March 2024

•

I consent for my data to be used in the structure of this research process

•

I consent for my data to be shared amongst the research team

•

I consent to participate in this survey having been provided with enough information through out

Thank you for your interest.

I (*please print*) have read the information above and all queries have been answered to my satisfaction. I agree to voluntarily participate in this research and give my consent freely. I understand that I can withdraw my participation from the project up to the point of submission and do not have to give any reason for withdrawing.

I understand that all information gathered will be stored securely, and my opinions will be accurately represented. Any data in which I can be clearly identified will be used in the public domain only with my consent.

Participant Signature.....

Researcher Signature.....

Date:

CONTACT INFORMATIONS

I am aware of how to get in contact with CONTROL 9 team and can reach them at any point of the research to ask for further information. Email 10030512@network.rca.ac.uk. If you have any concerns or would like to know the outcome of this project, please contact my supervisor at the above address.

Complaints Procedure:

This project follows the guidelines laid out by the Royal College of Art Research Ethics Policy.

If you have any questions, please speak with the student. If you have any concerns or a complaint about the manner in which this research is conducted, please contact the Taught Student Ethics Committee by emailing tse@rca.ac.uk

TERM 1 - FINAL RESEARCH PLAN

PLAN

How do we realize our project collaboratively?

1. Understanding each other's specialism
2. Align to our project objective during the process
3. Regular in-person meetings
4. Using learning platforms
5. Dividing the workload to collect information



Process

- Prototype Testing via Social
- Prototype designing
- Integration & Analysis
- Interviews/Survey
- Desk research

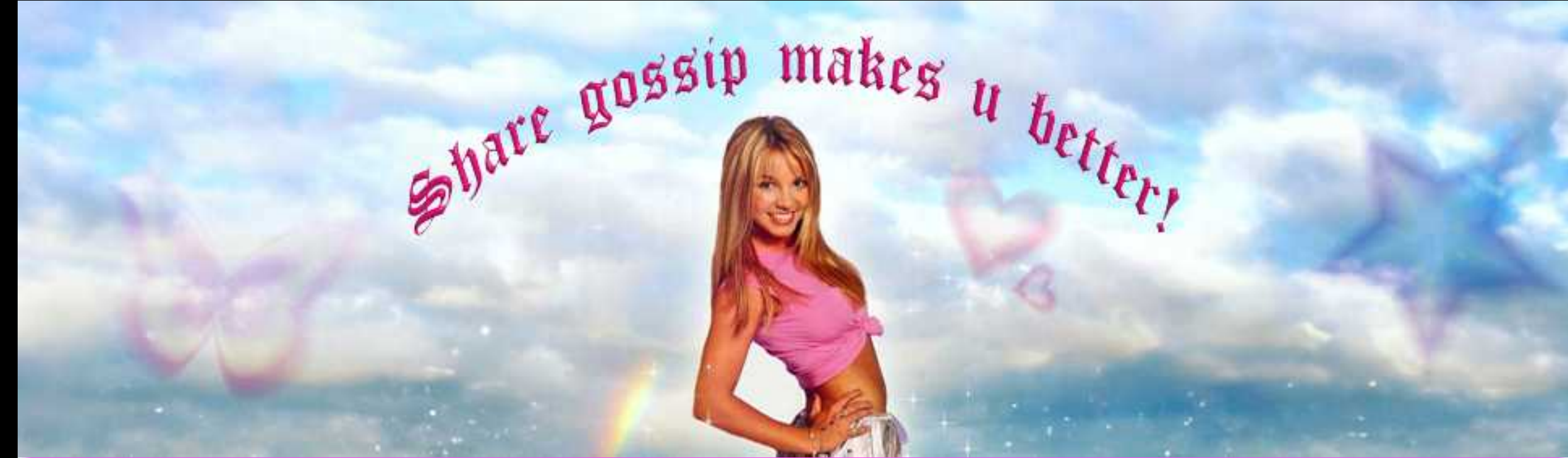
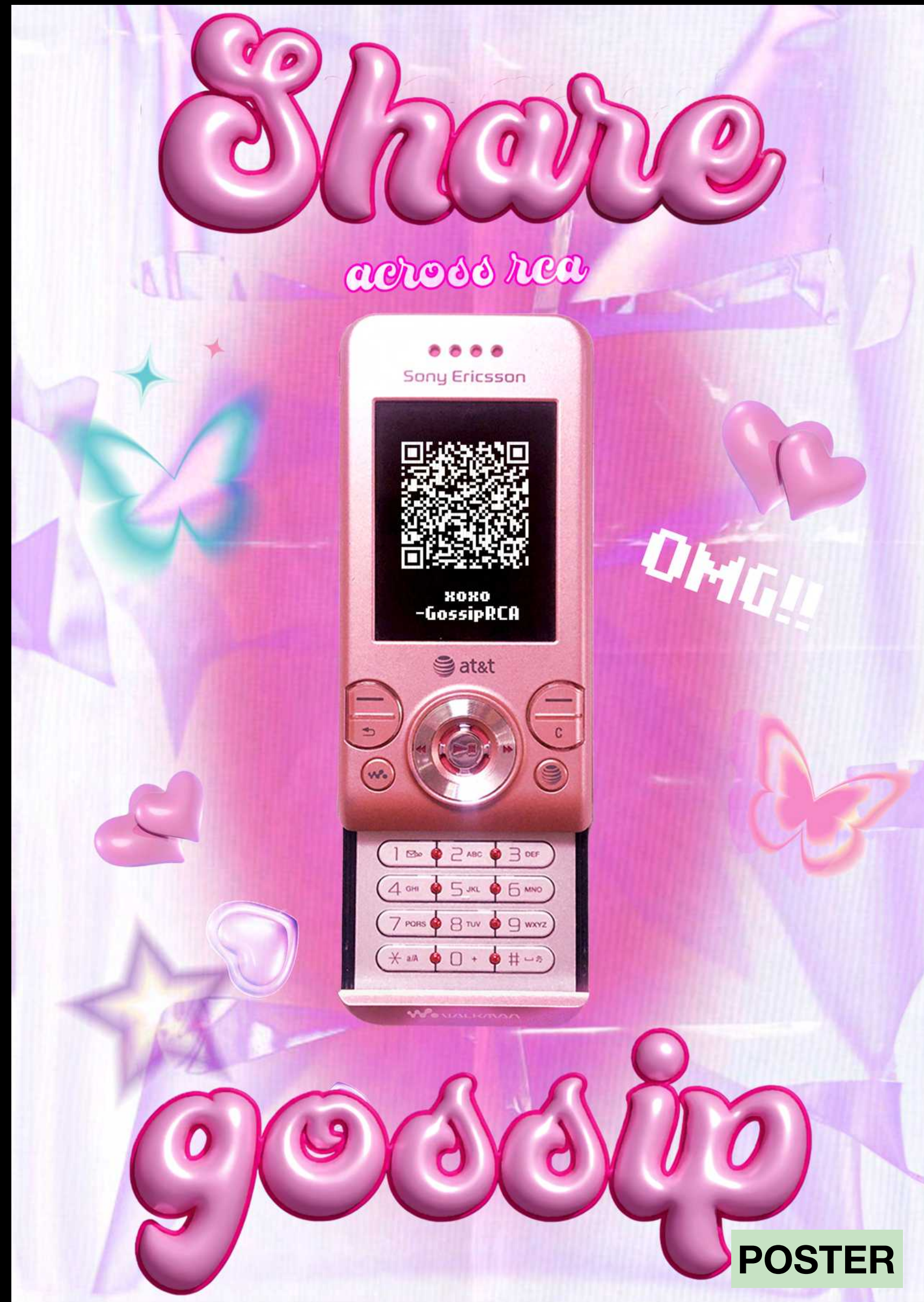
Aim

To analyse the subjective emotional experience of how one interacts with communication model and bring awareness to the individual's experience when interacting with process

Collaborators

- M L X A V** Everyone
Desk research
- A V** Antonio and Val
Visual Design
- M L X** Mila, Lindsey, Xiaofan
Curating the digital platform/installation
- M L** Mila, Lindsey
Ethical consideration

TERM 2 - SURVEY AND COLLECTING GOSSIP



Gossip is not made for being secret

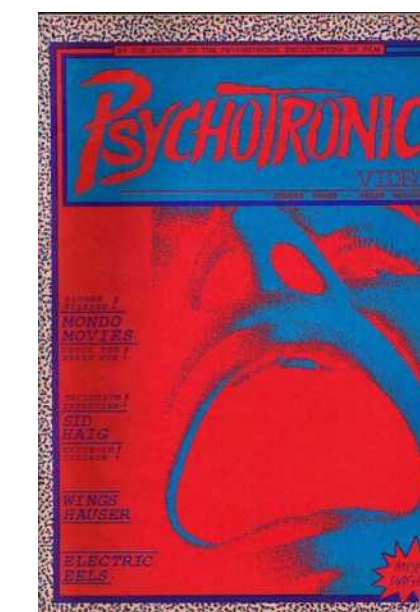
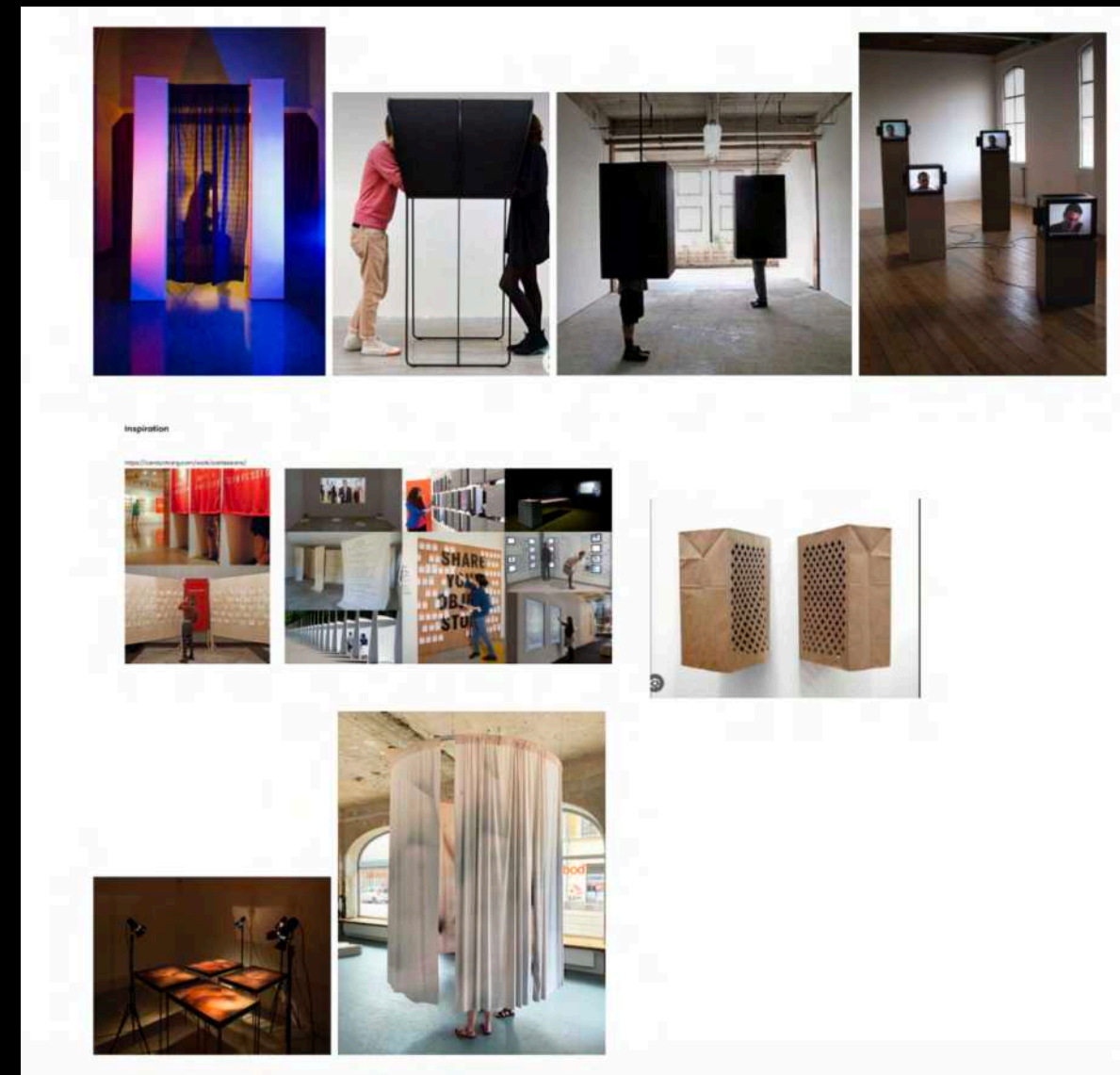
We are CONTROL 9. A multinational group working together as part of the 'Across RCA' module (2023-2024). Our research project aims to further challenge and bring awareness to topics of misinformation in social media.

Our current project enquiries : To what extent does social media communication models impact the behaviour of the RCA community through misinterpretation via image and text? An investigation into the generated subjective emotional experiences of young people in the realm of social media misinterpretation today.

This project aims to share content that reflects popular culture: celebrity gossip, upcoming trends, unpopular opinions, weird habits or niche interests. Your submissions will be used anonymously for: research purposes, an offline digital platform and an installation.

Our project does not condone any hateful or harmful behaviours. We will not share any content that: mentions an individual by name, refers to a harmful situation, uses allegations or has the intent to offend, harm or divulge personal information without the consent of the participants. Comments that are by nature homophobic, racist, sexist, xenophobic or transphobic will not be tolerated. If you want to report a situation that has made you feel uncomfortable, please contact student support.

MOOD BOARDS OF FORMAT DEVELOPMENT



big title that catches the attention

design by Antonio Domenico

BRAIN STORMING, CONCEPT TESTING

Equality Equity Inclusivity

Geographic Location:
Education:
Neurodivergency:
Disability:
Income:
Age:
Race:
Gender:
Sexuality:
Religion:

Rules on our platforms

- 18+
- anonymus (hide)
- Typographic art using key words for values

could be a conscious decision to deliberately show all these + and -

How people do behave online

Exhibition
what would your values be in your ideal social media?

LAPTOP: add key word

FREEDOM
Speech

If thought want to look at consumers they don't have to.

Creation of one that has design faults?
Feedback + participation from others
contribution

How do you make a safe space?
Treating people with respect. How do you control that?
What does equality mean in social media?
Identity - don't consider myself minority or different

Control 9 22.1.24

agenda

1. Complete the survey (inc. careful wording at start) **HFEB** the ending date Goal 50 ppl

2. Check the poster → print it and spread it → share on insta

3. Next week

- independent research (allocate work)
- Decide the key time → Borrow the studio
- Look at results so far from Survey Monkey
- Start to collate content?

estimated number

focusing on THE INTERACTION BTW. NEWS AND PEOPLE NOT ABOUT THE TRUTH BEHIND INFO.

① DIGITAL PLATFORM, DESIGN DIGITAL PLATFORM WITH FIGMA

COLLECT GOSSIP/NEWS w. Gossip Girl

DESIGN POSTER → SHARE THE SURVEY/POSTER INSIDE RCA

PHOTO

SURVEY → PROCESS FOR PUTTING INTO THE DIGITAL PLATFORM.

PHYSICAL - DIGITAL COMS? RELATIONS INSA?

② INSTALLATION → RATIONAL

experience senses engagement

PROJECT DESCRIPTION
PROJECT MANAGEMENT (DATE, TIME, SPACE) OBJECTS OR RENTING
COMS - sharing the event
SCENOGRAPHY
AUDIENCE
ETHICS - disclaimer
TEXT? description/credits

③ RESEARCH → definition what happens when we receive

INSTALLATION IDEAS

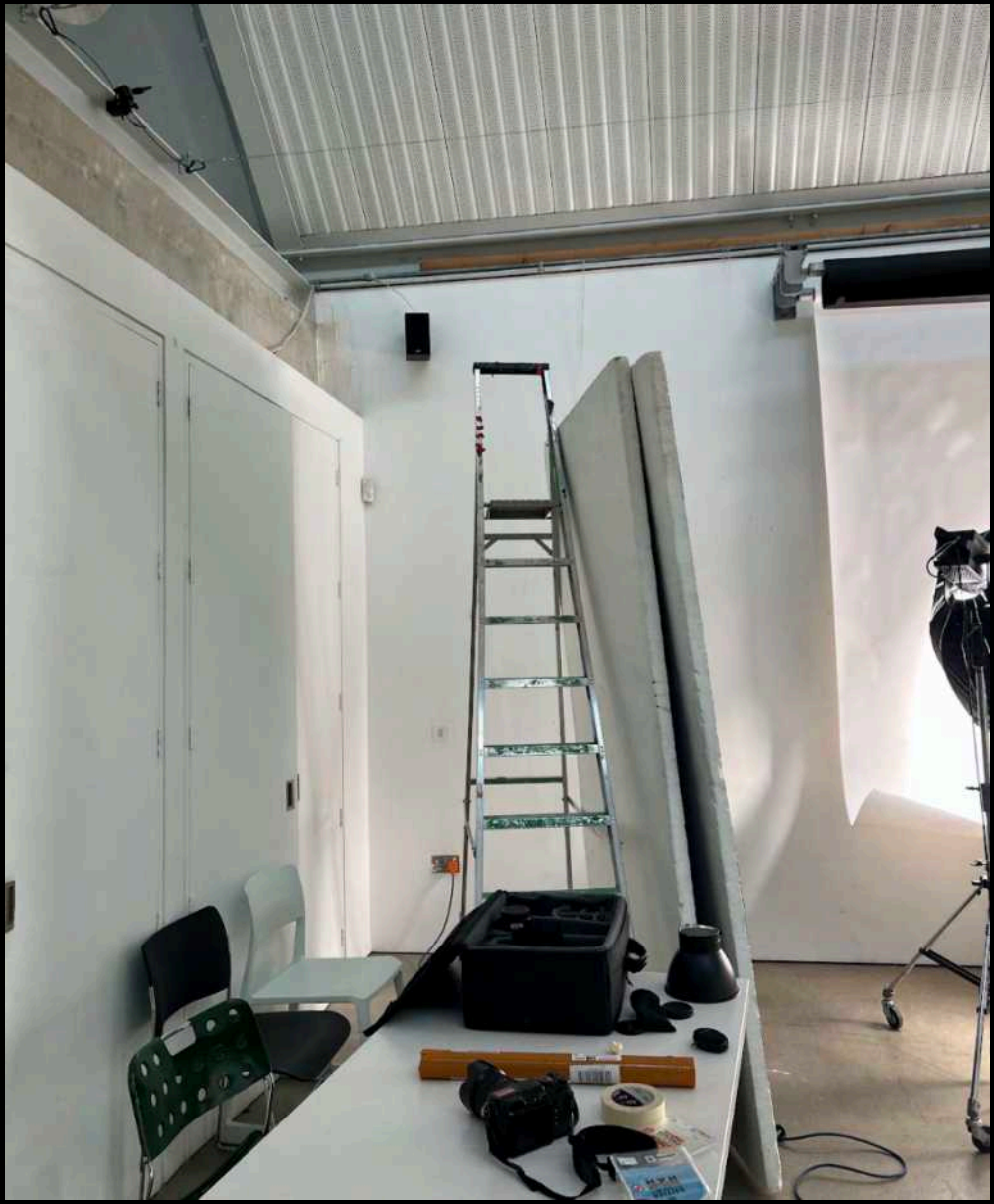
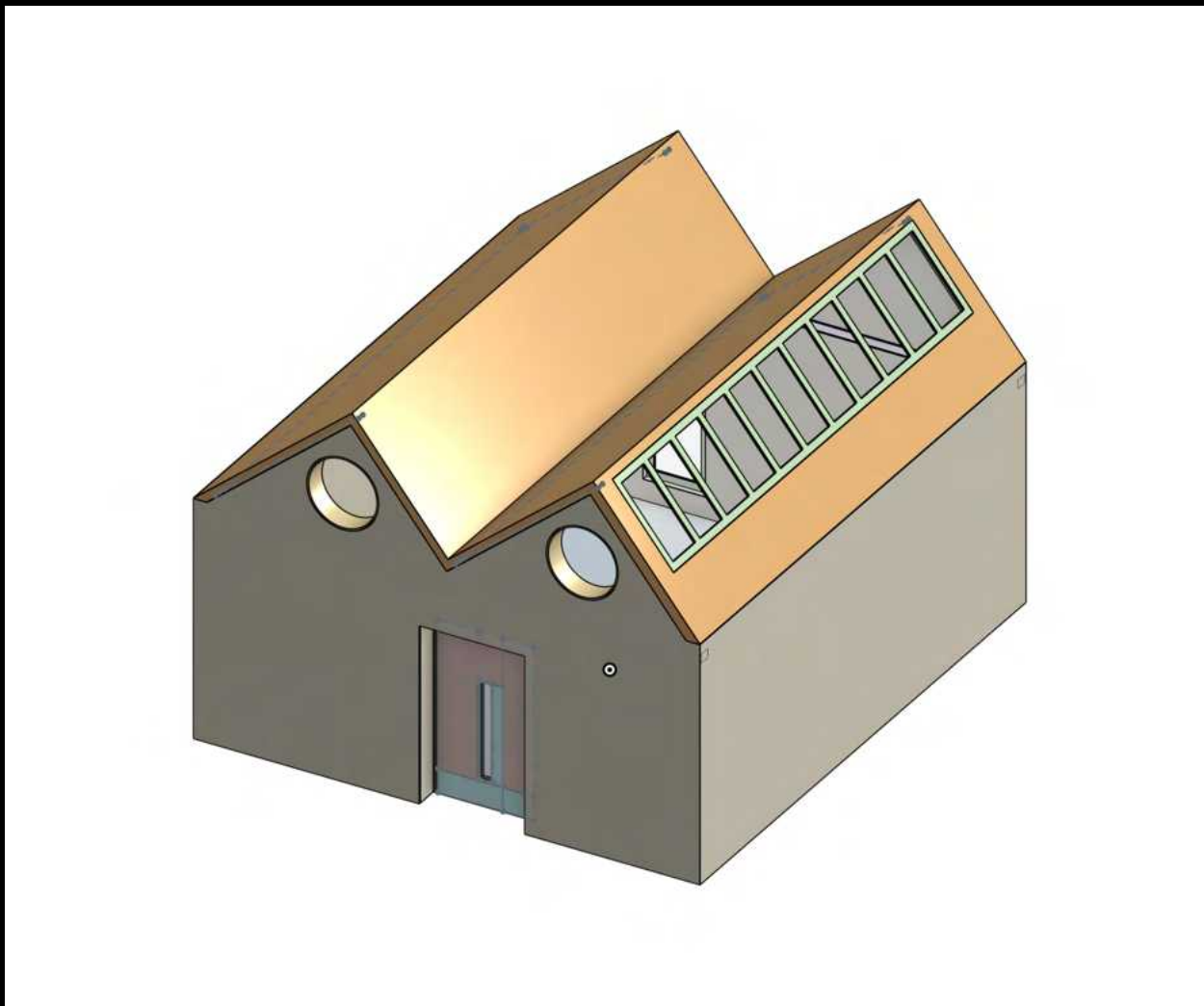
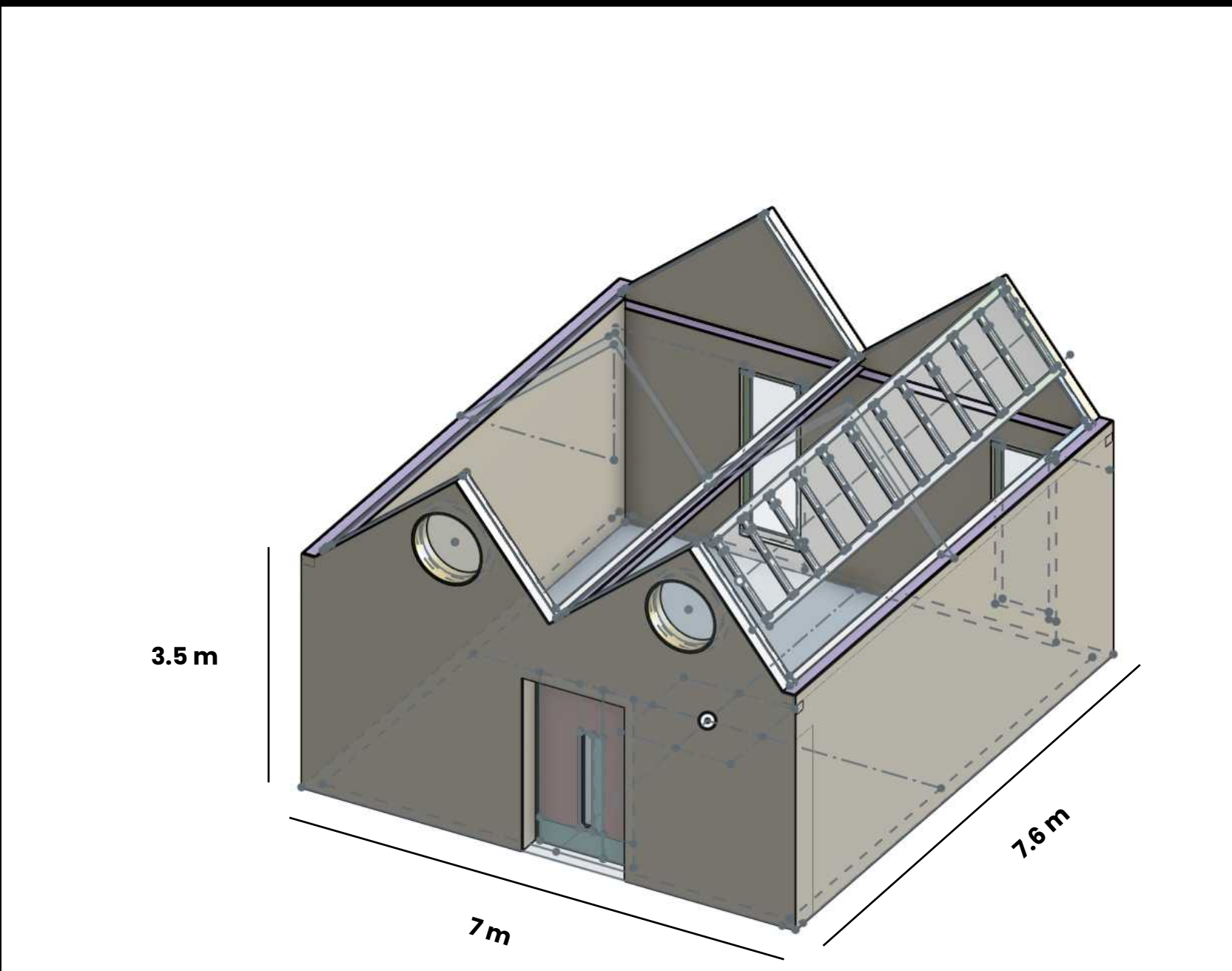
ophone box
o confession box (religion)
o design scenography

Every Fucking Monday AT 10:30 pm.

DYSTOPIAN DIGITAL PLATFORM EXPLORING BEHAVIOUR AND INTERACTION OF THE RCA COMMUNITY ONLINE LYING

① CREATE poster + survey
② Find Reference for installation and digital platform

SPACIAL DESIGN BY XIAOFAN LI



OUTCOME- INSTALLATION

TITTLE



TATTLE

Have you heard that...

MILA FERNANDEZ, YI CHU
CHANG, XIAOFAN LI, ANTONIO
PAOLILLO AND LINDSEY MACADIE

RCA BATTERSEA
BRIDGE STUDIO
(3rd Floor Dyson)
04.03.24

6.30PM - 8.30PM

Title Tattle

In an age where fast-paced content is overloading our minds, information gets lost and misunderstood constantly. From messages to images the transparency and context is not always available. So how can we navigate the origin, context and misinformation in the content we consume daily?

"Title Tattle" a gossip or casual conversation where nothing is ever confirmed as true, emerges as a thought-provoking exploration into the intricacies of digital communication and its impact on our perception of reality. Lacking emotional context, digital misunderstandings are born out of a lack of access to in person sensorial cues such as: body language, tone of voice and facial expressions, our interpretations are left astray. Thus messages and images appear very convincing even in the presence of both fact and misinformation. This installation invites participants to navigate a dynamic interplay between the tangible and the virtual.

As participants engage with projections, online images, and textual snippets, they are confronted with the inherent challenges of interpreting online content. Where physical and digital meet through a misguided game of endless perceptions, the fluidity of meaning becomes apparent as individuals attempt to capture the nuances of context, intent, and authenticity in a landscape where transparency is often elusive.

Through this immersive experience, "Title Tattle" prompts reflection on the ways in which digital interactions shape our understanding of the world. Inspired by the confession boxes in the catholic church and polling stations, the viewer is placed in the role of the anonymous contributor on the live online platform. By highlighting the power dynamics inherent in online communication, the installation underscores the importance of critical thinking and media literacy in navigating the complexities of the digital age.

Ultimately, "Title Tattle" serves as a poignant reminder of the dual nature of our online existence. In confronting the dangers of anonymity and the ethical implications of online engagement, participants are invited to consider the profound impact of their digital footprint on both individual and collective realities. Blurring the boundaries between what is seen and unseen, what is understood and misunderstood.

(Text by Antonio Paolillo, Mila Fernandez, Lindsey Macadie)

PROJECT DESCRIPTION

Tittle Tattle would offer audiences gossip and images gathered from RCA communities – we wouldn't guarantee the authenticity of the content, however, that is exactly what our installation is about. In this technologically advanced age, where information of all kinds can be typed and spread at our fingertips easily; conversations that take place in a three-dimensional world become no more stereoscopic when turning to two-dimensional digital communications due to the lack of face-to-face 'information sending' and 'information receiving', and misunderstandings therefore arise. Audiences who come to our immersive space would face the challenge of interpreting images/text that are less 'transparent'. Tittle Tattle would explore the intricate relationship between digital communication and people's perception of reality and aims to blur the boundaries between what is seen and unseen, what is understood and misunderstood.

OUTCOME

**Come in and discover what hides
beyond the tittle tattle ...**

An installation by Control 9

**Set Design: Xiaofan Li, Yi Chu Chang, Domenico Paolillo,
Lindsey Macadie, Mila Fernandez**

Digital Platform design: Yi Chu Chang

**Text: Domenico Paolillo, Lindsey Macadie and Mila
Fernandez**

Sound: Eternal Dystopia

OUTCOME - PROJECTION

Have you heard that ...

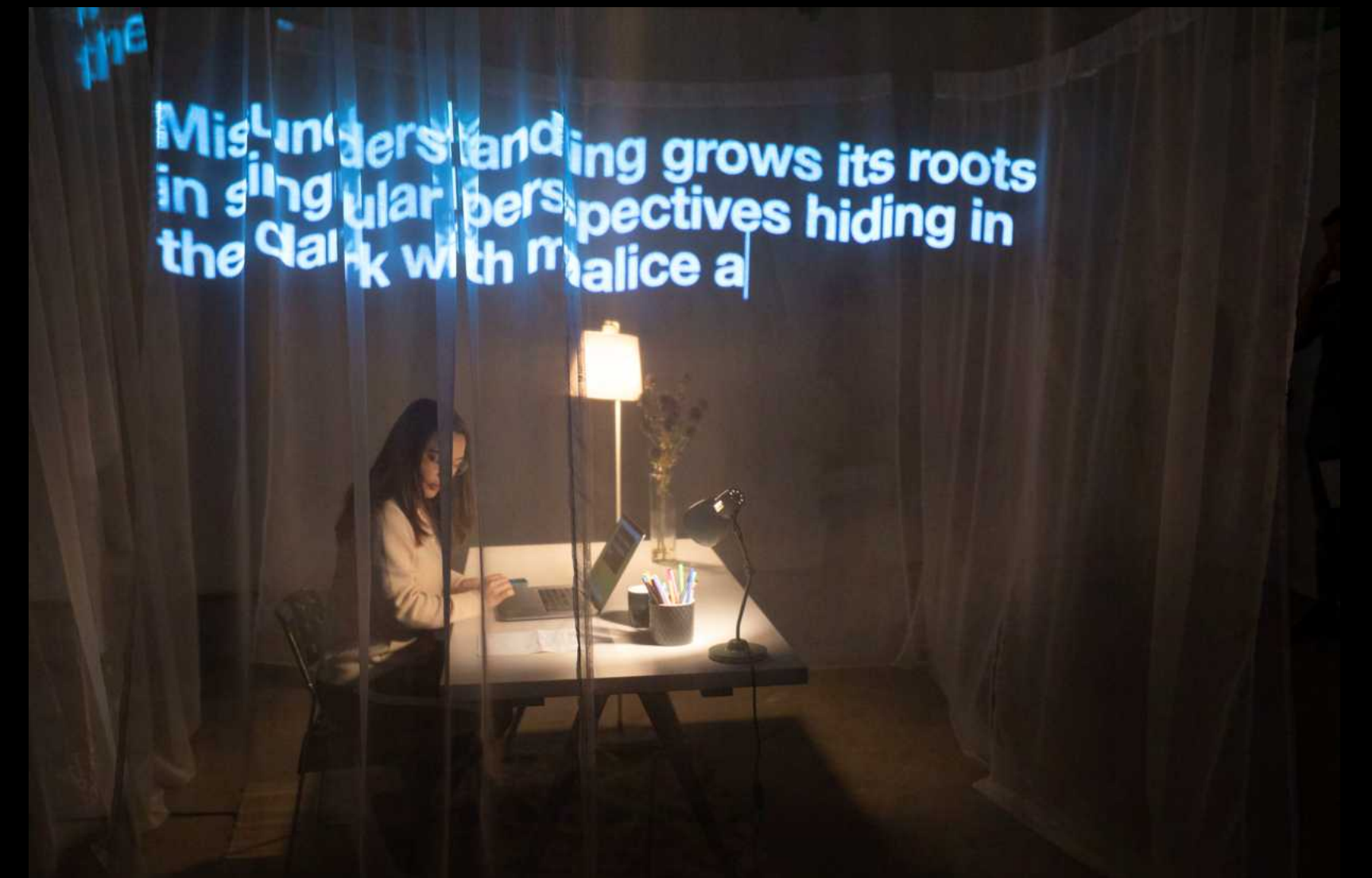
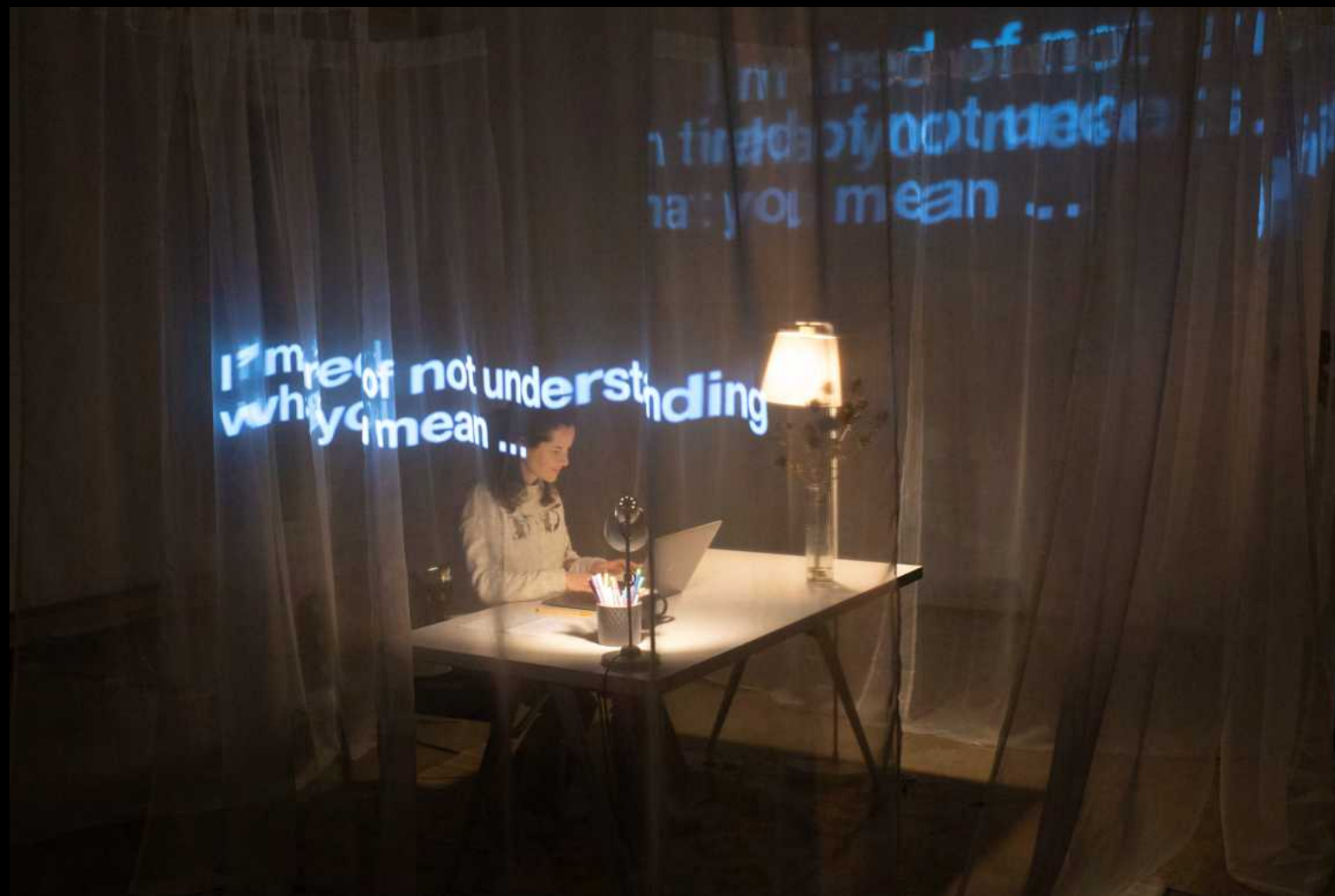
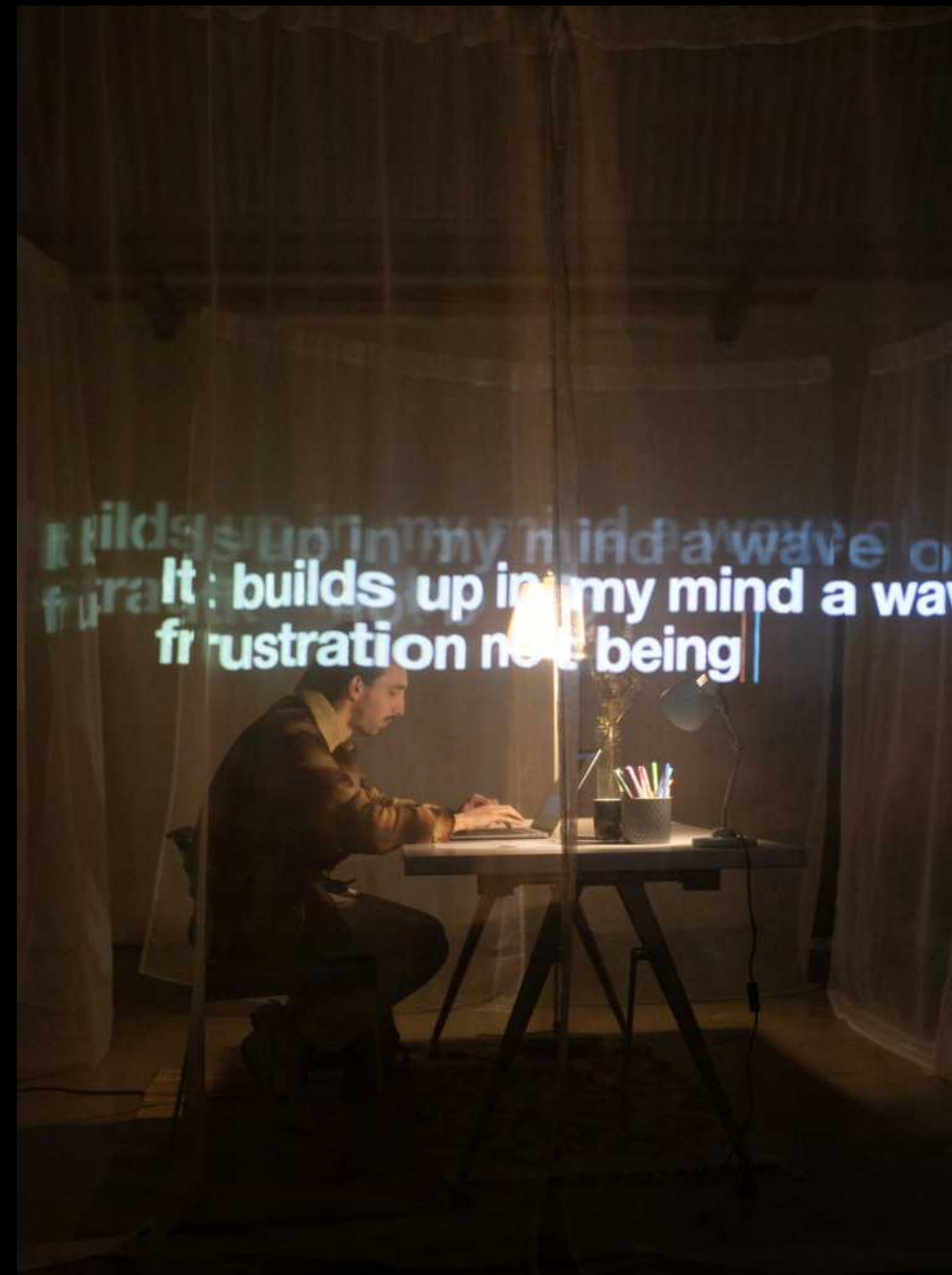
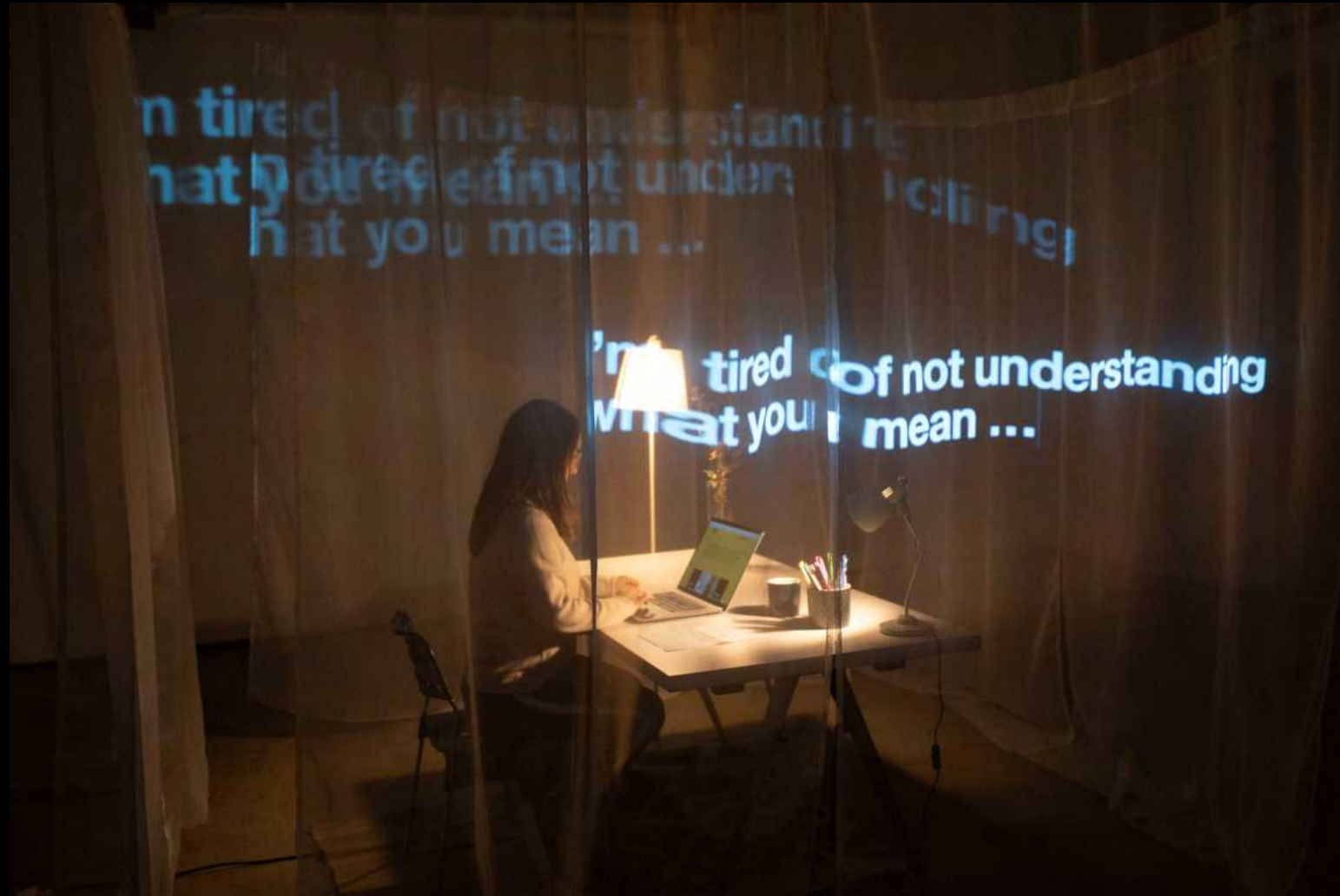
It builds up in my mind a wave of frustration not being able to read the words you sent ...

Look where we are now. If only you had asked, you would have understood that ...

I'm tired of not understanding what you mean ...

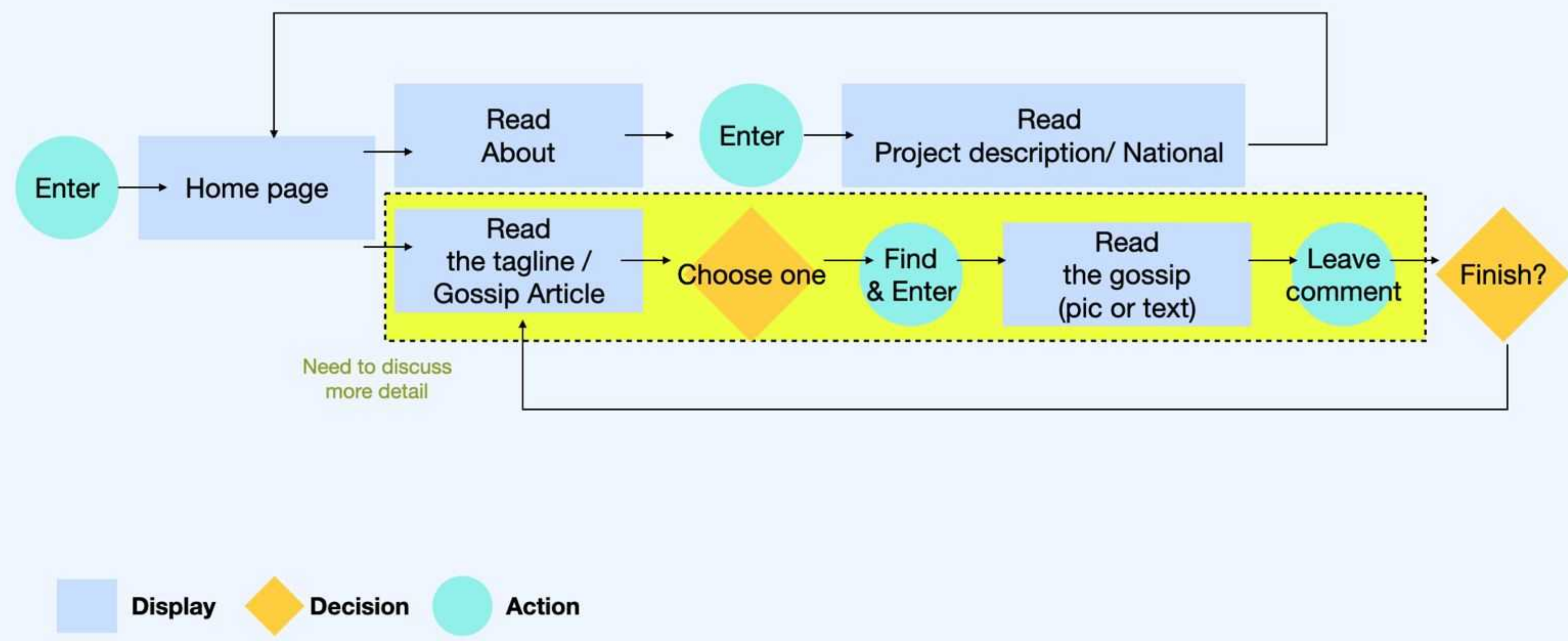
Misunderstanding grows its roots in singular perspectives hiding in the dark with malice and chaos ...

IMAGES OF THE INSTALLATION



DIGITAL PLATFORM RESEARCH AND MOOD BOARDS

https://miro.com/app/board/uXjvNQseXKc=/?share_link_id=514708327825



Follow the previous gossip and leave their interpretation
 next one do the same thing
 free to choose the topic of gossip
 free to choose the topic of gossip
 what the interaction we want to create on the platform?
 should decide with the the installation, merge it together

different juicy topic can choose
 e-soc for the participant
 online forum playful and fit to key visual

PERSPECTIVE
 BRIANNA WILLIS
 VERONICA ENGLAND

BETH SILVA
 CHRISTINE RUSSELL
 HOLLIE BLANKENSHIP
 MONICA HUMPHREY
 NETTIE PECK
 BRIANNA WILLIS
 ELISE PRATT
 VERONICA ENGLAND
 MASON DECKER

The Art of Connection
 To the most playful and...
 0 responses to "GOSSIPRCA"
 Like & Reply

DIGITAL PLATFORM BY VAL CHANG

