

THE TRIPLE A PROFILER

AUGMENTED REALITY PERFORMANCE APP

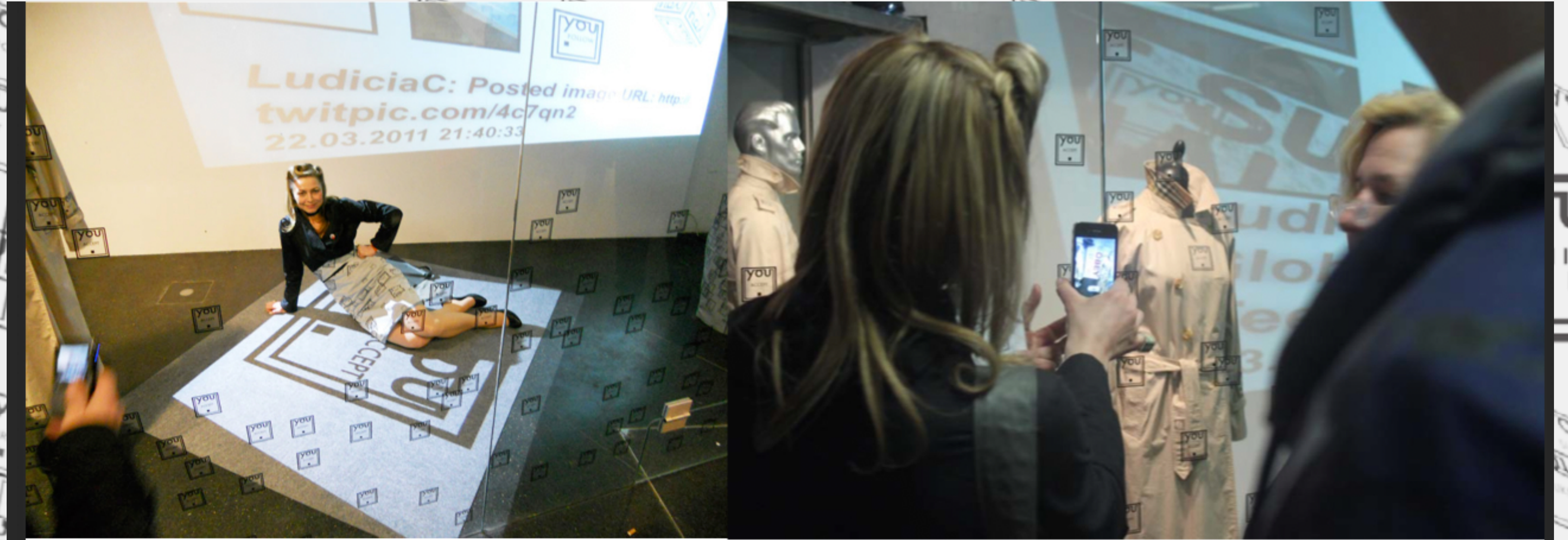
by Margarete Jahrman

concept support Brigitte Felderer, code design Max Moswitzer, programming Fares Kayali and Josef Schuh

The experiment was curated by Prof. Ruth Schnell and Lydia Lindner, exhibited at Electronic Avenue Museumsquarter Vienna, 2011.

INTRODUCTION

Several recent studies have shown that REALITY is broken. [1] Ubiquitous computing, mobile Apps and Natural Marker technologies change our attitude towards the real world. Through the use of our mobile devices as a door of perception into an augmented social reality, we increasingly understand the real world as only the first layer of an endless world of uploads, shares, tweets, pokes, likes, follows. This is connected to an urge to the „participative imperative“.



Experiment: (A) Download App (B) Shoot image (C) See superimposed words (D) Automatic Twitterfeed displayed live.

METHOD: SEDUCTION – that Subliminal Kid!

The performer was wearing a garment made of Alternate Reality Codes. Each photo taken with the App called up a hidden message, displayed as a text layer over the real photo. For example: The Code "YOU OBEY" was completed with the virtual message "PROPAGANDA". The app combined these two layers of an image and text with random twitter news. This was again twittered and projected in the installation.



The TripleA profiler app generates fake messages and misleads profiles. Today social profiles overwrite the professional profiling of international intelligence agencies. By downloading the App and taking a photo of the pattern-codes on site visitors experience the Participative Imperative. The pattern-designs call up messages and broadcast them in microblogs – with a complete opinion change on each statement without asking for permission!

Subliminal messages subtly persuade us. Sometimes the subliminal message is what is implied and not spoken consciously. Extraterrestrial manipulators feed subliminal messages, which affect the subconscious within milliseconds, into electronic media. The evil mob beams back to earth.... (Burroughs, 1964:82) [2]

RESULTS

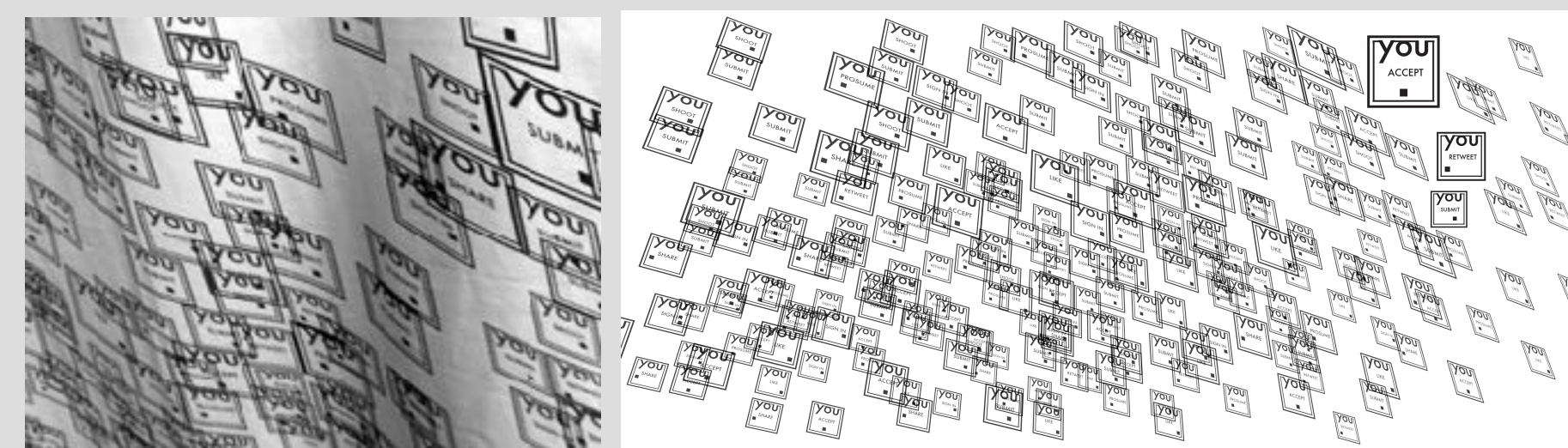
Here we investigated whether it makes a difference for developing a critical consciousness against the PARTICIPATIVE IMPERATIVE of social media whether or not participants are required to react to a projected LIVE TWITTER feed with their image - showing a different reality than what they perceived live.

Task: Download App. Take images in an exhibition with App.

Participants: 40 - 80 (age 20-60, majority female).

Experiment design: A: performance (image1) of a woman lying in a shop window, wearing coded garments.

B: The AAA Profiler installation introduced AR codes to call up hidden messages and apply Cut-Up methods on Twitter feeds. It successfully recombined different realities of images, social media and faked personal profiling.



CONCLUSION

The present study demonstrates that irrelevant postings were on average used for profiling of the individual user, even though the social posts about political contents were only randomly taken out of databases after the live performance as stimulus presentation. The results match the prediction that only the subconscious reaction to upload stimuli are used for updating of the prior profiling out of big social data.

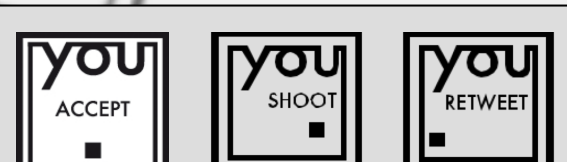
Our finding that the prophets of mythopoieia beam back to social networks and viral propaganda [3] may reflect a general mechanism of profiling as surveillance practice. Such action-dependent experience of subconscious surveillance can be a solution superior to political activism that might become action-relevant.

REFERENCES

- [1] McGonigal J (2011) Reality Is Broken: Why Games Make Us Better and How They Can Change the World. Penguin Press, New York.
- [2] Burroughs, W. S., 1964. Nova Express, New York.
- [3] Jahrman M, Felderer B (2017) Pervasive Propaganda Plays. In: Ludic Society UBIK Xtra issue, Vienna. 05-14.

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LUDIC-SOCIETY

- Link zur App: <https://itunes.apple.com/at/app/aaa-profiler/id419355899?l=en&mt=8>
- Short Link: <http://tinyurl.com/AAAprofiler>
- Download the „AAA“ App from the itunes App store and take a photo of the pattern-codes!
- You Accept, You Submit, You SignIn, You Retweet, You Poke, You Follow, You Shoot...

