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Where is our data?
Our Approach: Engaging through Design

James Bridle’s ‘Rorschmap’

Thomas Thwaites' ‘Nebo’
Research

Initial responses

“How do you feel about companies and organisations having access to your online data?”

“angry”
“make a promise”
“they have to tell me first”
“get my permission”

Probes

Interviews
Research Insights: Faith & Superstition
Research Insights: Transparency

Traceroute to Facebook: New Cross to Mountain View

Anurag Das-MacbookPro: anuragdas.trace route to facebook.com (173.252.118.273), 64 hops max, 32 byte packets
1 192.168.1.1 (192.168.1.1) 1.252 ms 6.827 ms 8.792 ms
2 router.god-uk.co.uk (192.225.226.193) 1.726 ms 1.373 ms 1.883 ms
3 192.168.1.1 (192.168.1.1) 1.555 ms 1.581 ms 1.200 ms
4 g8-4-4-9.lendingsurvey.co.uk (146.97.326.217) 2.310 ms 2.234 ms 2.465 ms
5 bel2.roundcube-rfr1.ja.net (146.97.66.34) 2.719 ms 2.887 ms 3.640 ms
6 eq04.landscapes.cfiae.net (146.97.37.197) 2.550 ms 2.417 ms 2.744 ms
7 * * *
8 sbe3.lend-sb.tms3.la.net (146.97.35.174) 3.282 ms 3.384 ms 2.884 ms
9 195.46.237.69 (195.46.237.69) 2.924 ms 3.783 ms 3.629 ms
10 aol3.bhs2.lh2.tfnnu.net (151.256.187.124) 4.809 ms
11 aol3.bhs1.lh2.tfnnu.net (151.256.187.134) 3.188 ms
12 aol3.bhs2.lh2.tfnnu.net (151.256.187.120) 3.188 ms
13 aol3.bhs1.lh2.tfnnu.net (151.256.187.120) 3.188 ms
14 aol3.bhs2.lh2.tfnnu.net (151.256.187.120) 3.188 ms
15 aol3.bhs1.lh2.tfnnu.net (151.256.187.120) 3.188 ms
16 aol3.bhs2.lh2.tfnnu.net (151.256.187.120) 3.188 ms
Exploring Data Centres

How can we make these places visible?
How can we physicalise ‘the cloud’ through an object?
The Wired Eye

Through a kaleidoscopic lens, the Wired Eye shows you aerial images of data centres where your information resides.
Imagined Working Model
Making the Wired Eye
How did we find the data centres?

Step 1
Choose any website that you use.

Step 2
Find the IP address of that website.

Step 3
Geolocate that IP address.

Step 4
Use the coordinates to get the aerial view.
Scenarios of Use

“It is interesting to see if your online data is in a different location from where you actually thought it would be.”
Challenges & Next Steps

How to confront a complex topic with a playful design?

Acknowledging technological challenges and finding new directions

How might the relationship change between people and the companies they trust?

Give the object to people for longer periods. Does it spark conversation or engagement?

Take the object to exhibitions and spaces to engage people in discussions about personal data.