whatsoundsyourmind

by Ezgi Didem Dağcı

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Conceptual Description

Whatsoundsyourmind *is a project that aims to raise the awareness on social networking problems.*

The website of the project is an informative, sampler one which aims to get people to be aware of the problems that can be faced during social networking. It basicly aims to say stop to be aggrieved by social network misusers. The site contains a questionnaire, researches and evaluations regarding the misuse of social networking and shares related most common problems. In content - virtuality vs reality problems, violation of user's data protection rights, privacy and state surveillance, identity fraud, online strangers and social phishing issues are handled. The main point in this project is to give information in an impressive manner. To create a contrast with the 'visual' world of social networking sites, use of 'virtual audio' medium is preferred. Besides the written information the target audience can listen 'virtual audio recordings'which help them to form a picture of real cases from life regarding the results of faced problems.

Objectives & Goals

Informing people and giving message is the originating point of the project however it's obvious that all social projects aim the same. Thus to distinguish whatsoundsyour-mind from the others, besides the written information there exist virtual audio recordings of scenar-ized cases which help people to make empathy with the social networking victims. It is must to explain that the project never has an aim to defame social networking sites or to strive for ban of social networking.

*Create / raise the **awareness** of the audience on social networking.*

Target Audience

Target audience of the project is mostly adult web 2.0 users who are interested in social networking.

Background Information

Technology is slowly changing the way people and organizations relate to each other. It's obvious that more and more, the Internet may drive users' social life. In that case social networking in web 2.0 platforms is the most common way to achieve this. The specific technology that has enabled this growth in the number and popularity of social networking sites is part of a wider online phenomenon, enabling self-expression, communication and user interaction online, known as Web 2.0. This technology is not unique to social networking sites and has helped the development of other interactive applications such as user-generated content sites like YouTube, file-sharing sites and Massive Multiplayer, Online Role Playing Games such as Second Life, World of Warcraft and Runescape, all sites typical of Web 2.0. This kind of web-based platforms are much more interactive and operate on a personal rather than corporate level, and so bring with them a different set of risks. At the most basic level; social networking sites are sites which allow users to set up online profiles or personal home-pages, and develop an online social network. The profile page functions as the user's own webpage and includes profile information ranging from their date of birth, gender, religion, politics and hometown, to their favourite films, books quotes and what they like doing in their spare time. In addition to profile information, users can design the appearance of their page, and add content such as photos, video clips and music files. Users are able to build a network of connections that they can display as a list of friends. These friends may be ofline actual friends or acquaintances, or people they only know or have met online, and with whom they have no other link. It is important to note that the term 'friend', as used on a social networking site, is different from the traditional meaning given to the term in the ofline world. In many ways the ideas behind social networking sites are not new. It has

been possible since the early days of the internet to do many of the things which social networking site users do now, such as creating personal web pages and communicating with others through interfaces such as chat rooms, internet forums, message boards, web communities and blogs. Whereas social networking site profiles were previously simple and text-based, they can now support images, site customisation, audio and even video content. However the main difference between social networking sites and earlier forms of many-to-many conversations such as chat rooms and blogs is that social networking sites are predominantly based on social relationships and connections with people, rather than a shared interest. Online communication has changed from being merely task-based or for sharing information and is increasingly an end in itself.

The increasing popularity that the social networks have acquired in the recent times, have highlighted the legal problems posed in the obvious risk for the privacy and data protection rights. Although these networks give many benefits to users by facilitating communication between them and the exchange of any kind of information in real time, this social networks represents a serious threat to the privacy rights and their data protection or to third parts related to them (family, friends, etc.) because the data they dump on the social networks (contact information, photographs, videos, etc.) are accessible in a public and global way. So that they permit criminal or malicious activity in unexpected ways. As cited in CEPIS report for example; mobile phone technology provides easy and instant digital camera and video facilities, and this can be used maliciously. The filming of an assault and then posting the video on social networking sites is considered to enhance the image of the attacker (at least amongst their peers). There have been cases of cyber bullying, misuse and corruption of personal information, the posting of material about an individual by third parties, often of a malicious nature, and

publishing of material involving others, without their consent, which can be embarrassing or worse. Besides that, identity theft becomes easier if social networking sites can be mined to provide in-depth information on an individual. Search engines are emerging, which specifically focus on collating personal information from social networking sites.(www.pipl.com for example)

Within virtual reality sites as a member of social networks, various further issues arise. People have a strong bond with their avatar. Even if logically this is a game, events which happen to your avatar may affect you emotionally and this introduces issues such as emotional bullying through social network sites. There are also opportunities to apply behaviour analysis to the avatar of an individual, and this may be quite revealing.

Another major issue is the extent to which virtual reality sites allow an individual to screen their real identity. Whilst it allows you to hide behind a virtual identity, it also allows others to do the same, and this may be exploited. You can no longer believe what you see. People are usually trusting adults. Real-life crime will inevitably intrude into virtual reality sites if they can. Second Life, for example, allows cash transactions using virtual Linden Dollars, which are negotiable currency and can be bought and sold in real life. Virtual goods can be bought and sold, and therefore theft, fraud, money-laundering etc. become possible. In virtual worlds people can meet and talk, and virtual meetings may be a way of keeping together groups of friends or business colleagues. This is also useful to international terrorist or criminal cells.

Social networking sites do carry a great deal of personal information, and the unwary or uninformed user may easily give away a great deal more information than they had intended.

Detailed Project Description

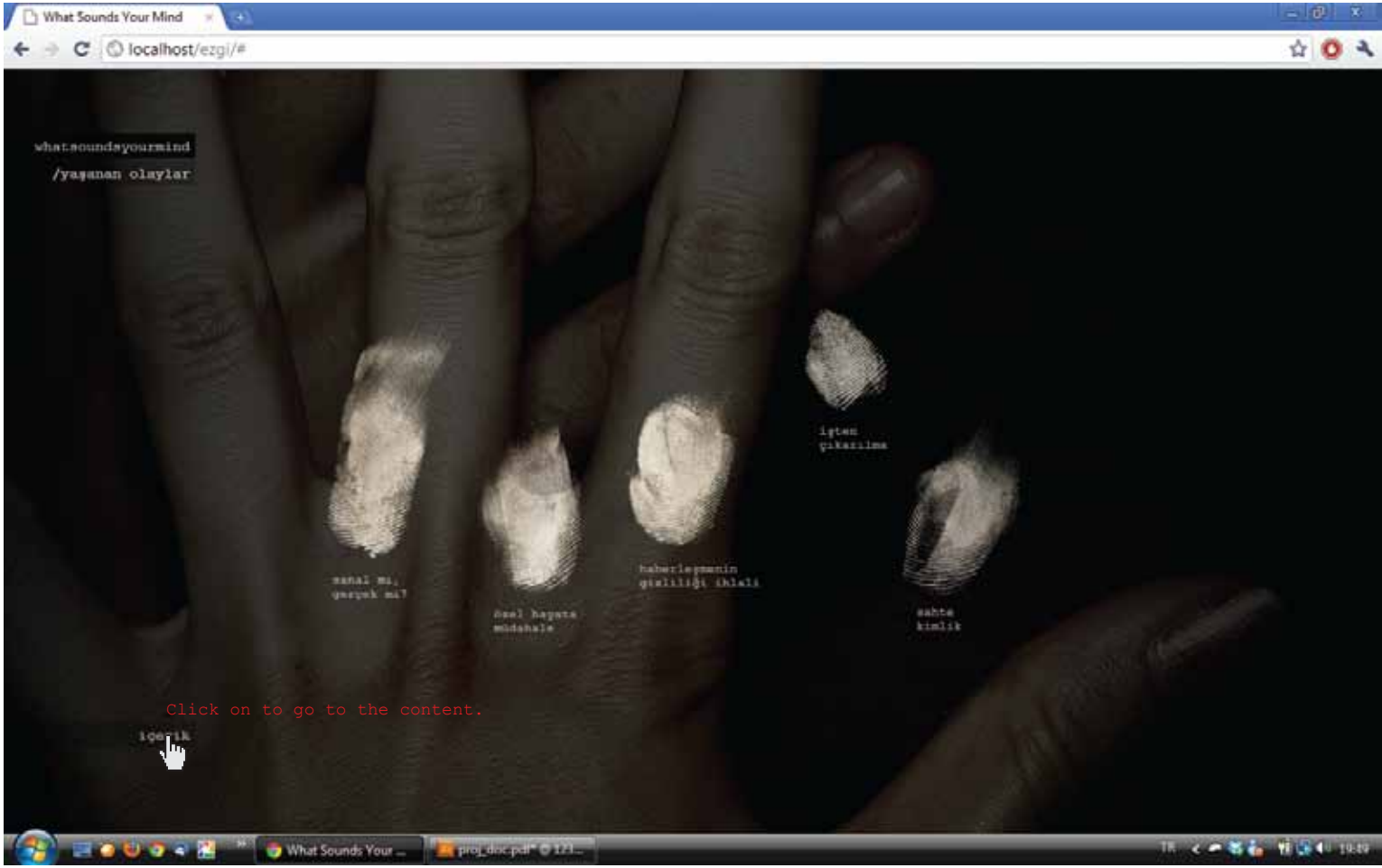
Whole topic is covered in 4 departments;

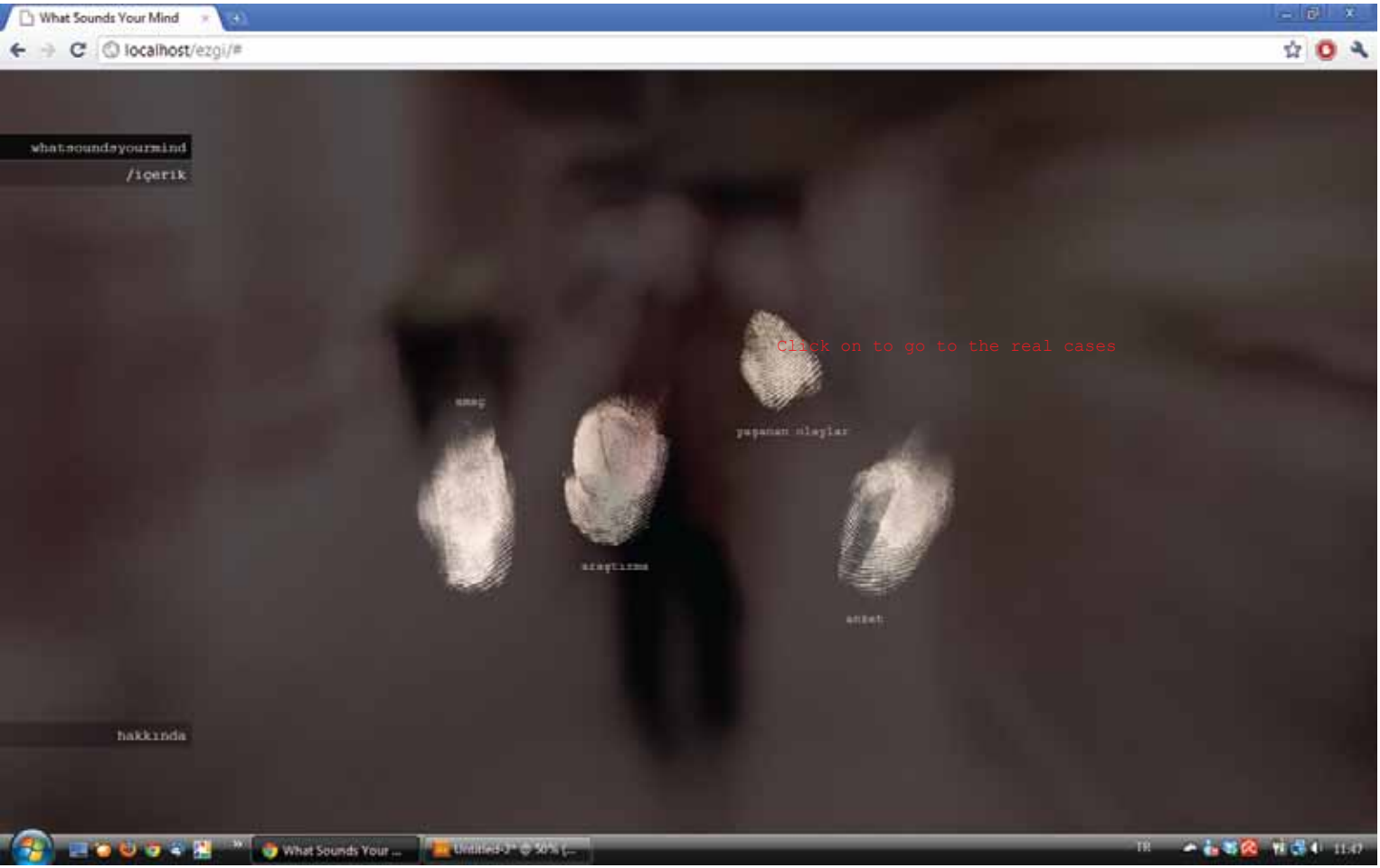
Aim: Short description of the purpose.
Research: Related academic papers/Reports/Evaluations/Statistic
Real Cases: Records of cases:virtual audio recordings
Questionnaire: asking about the users'habits and their use of social network.

Social Networking Problems

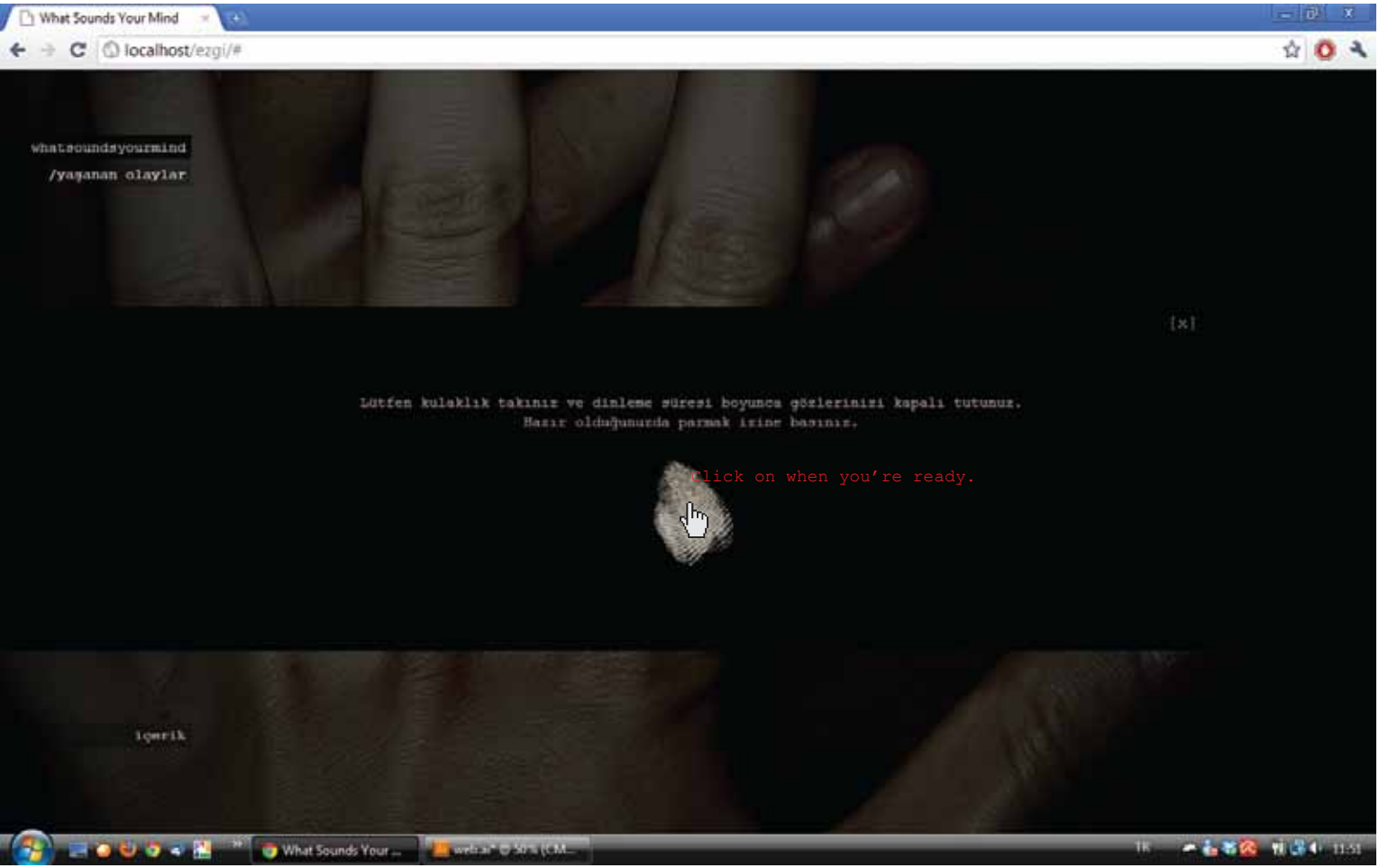
-Virtual vs real life
-Intervention in private life
-Violation of private communication
-Dismissal because of social network statuses
-Identity fraud

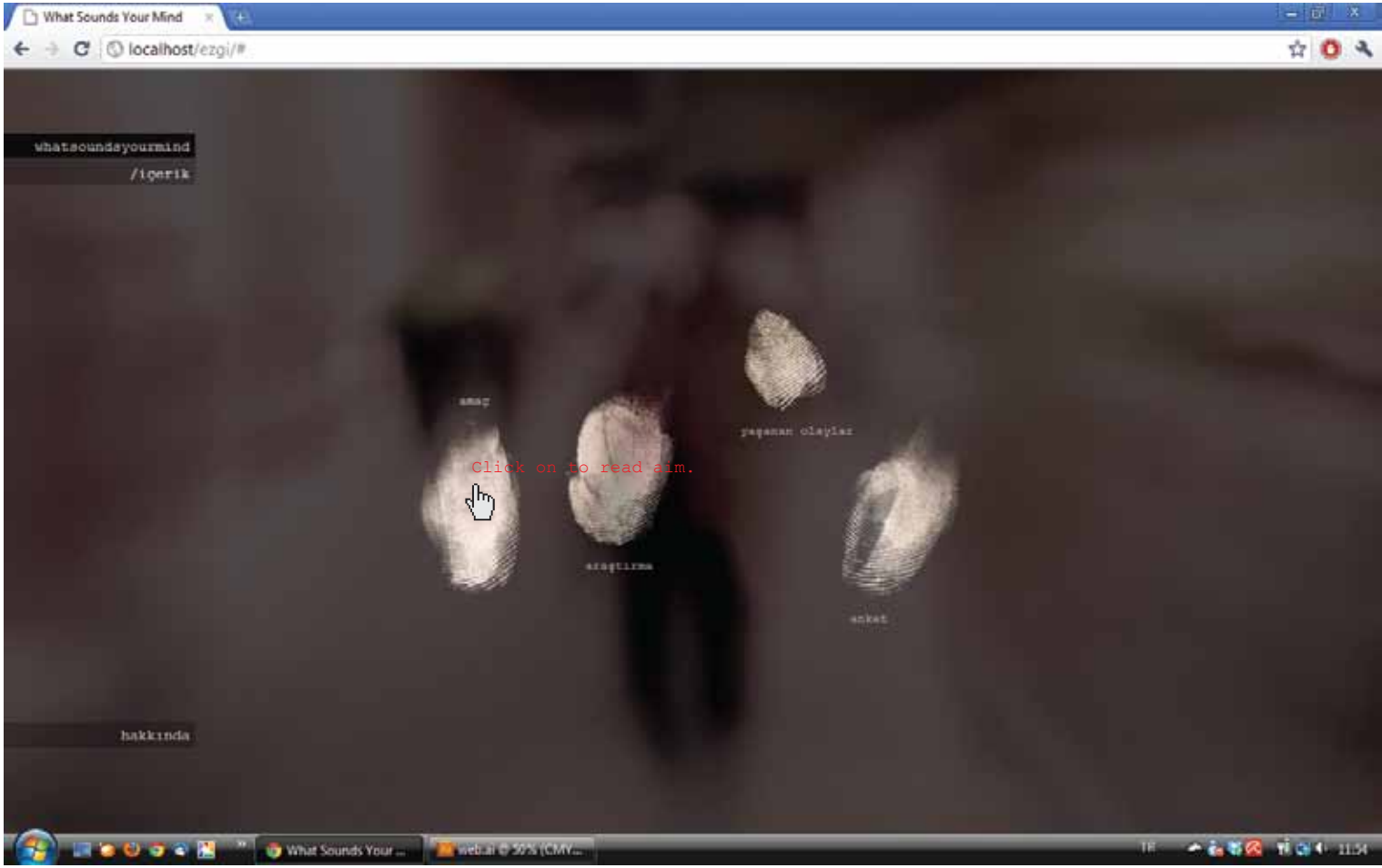
Main Page / Want to see the content?

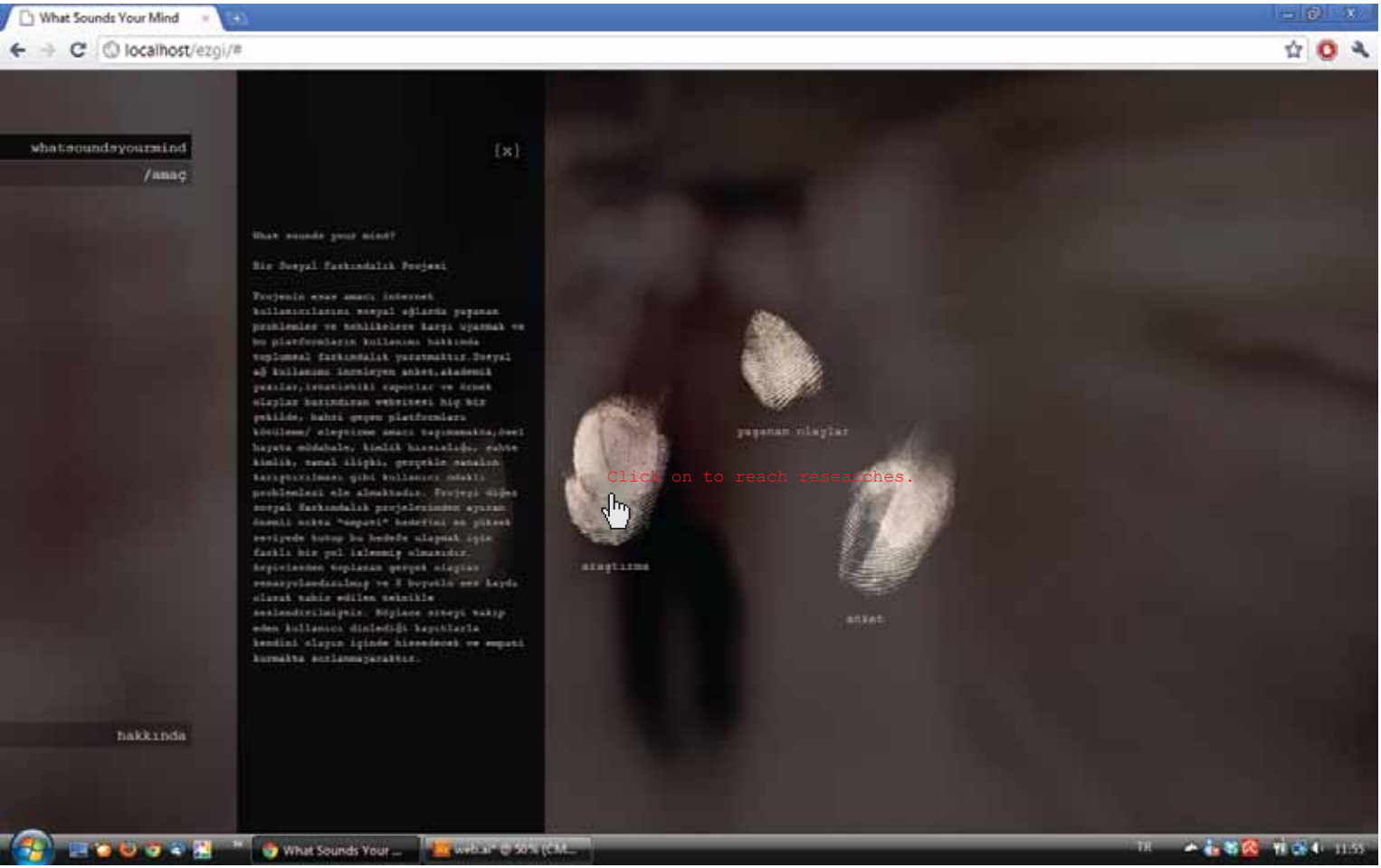


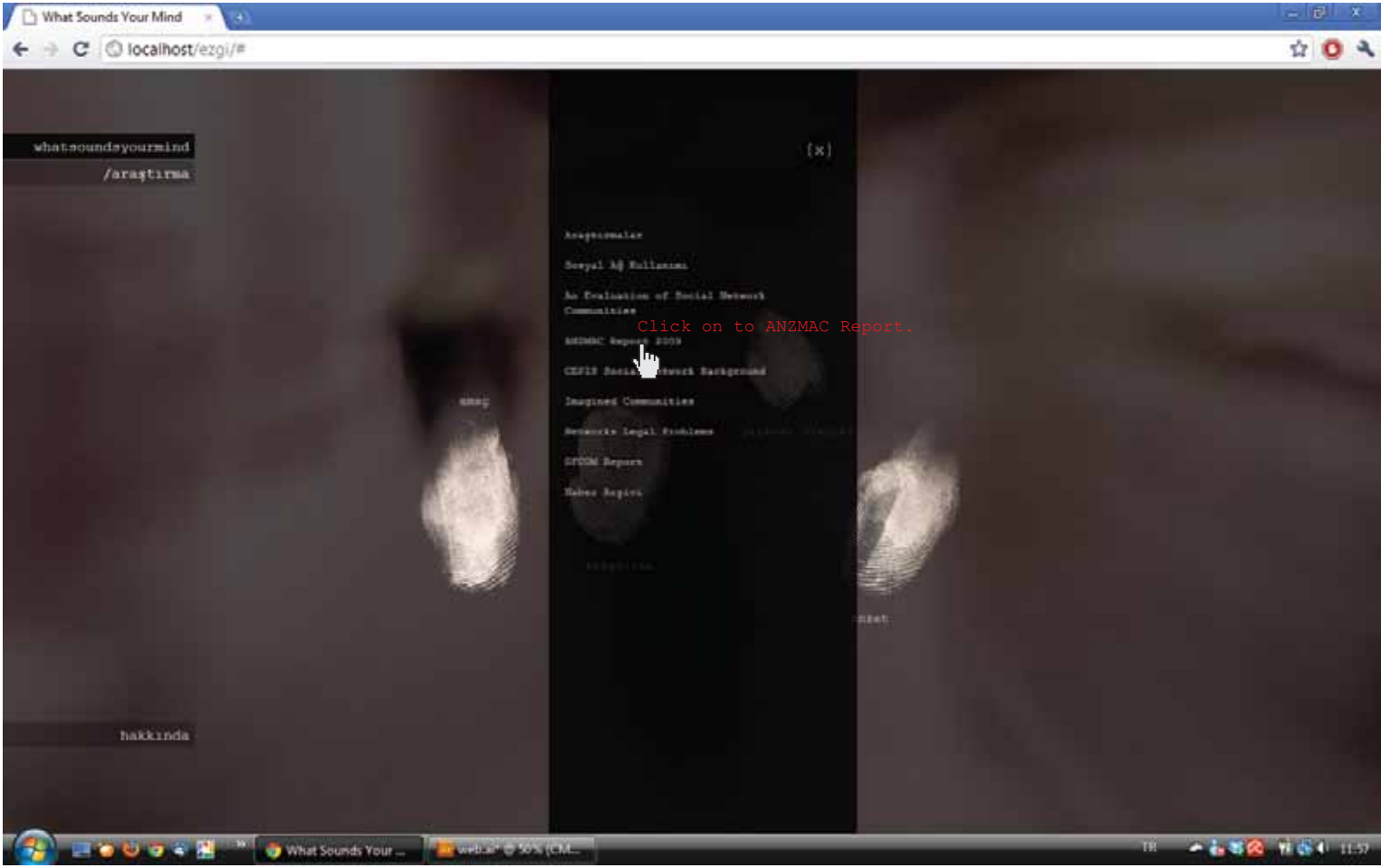

What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/içerik
Click on to go to the real cases
araştırma
anket
hakkında

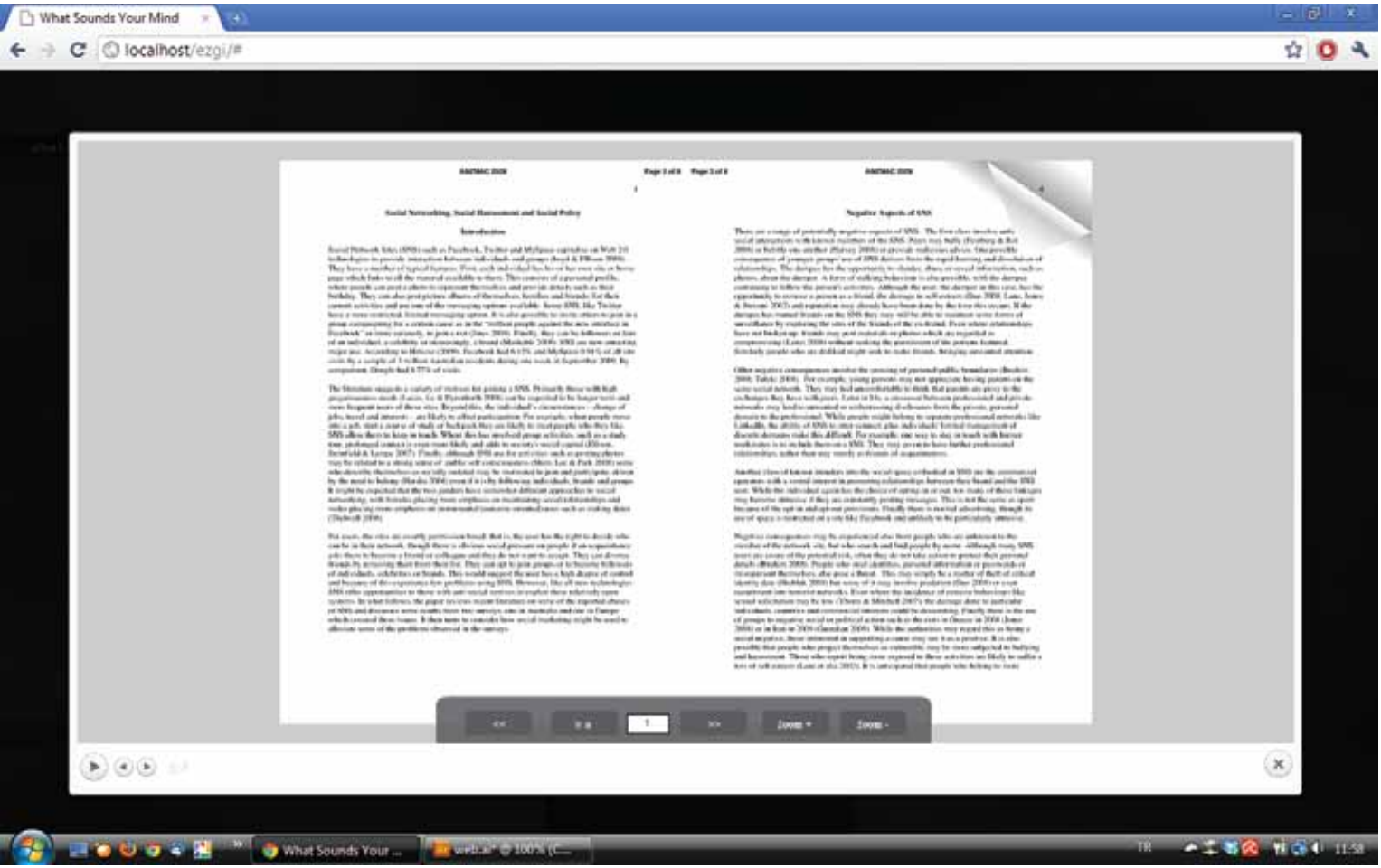
What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/yaşanan olaylar
Click on to listen audio.
sanal mı, gerçek mi?
özel hayata müdahale
haberleşmenin gizliliğini ihlali
işten çıkarılma
sahte kimlik
içerik
web.ai* @ 50% (CMYK/Preview)
What Sounds Your ...
web.ai* @ 50% (CM...
TR
11:50

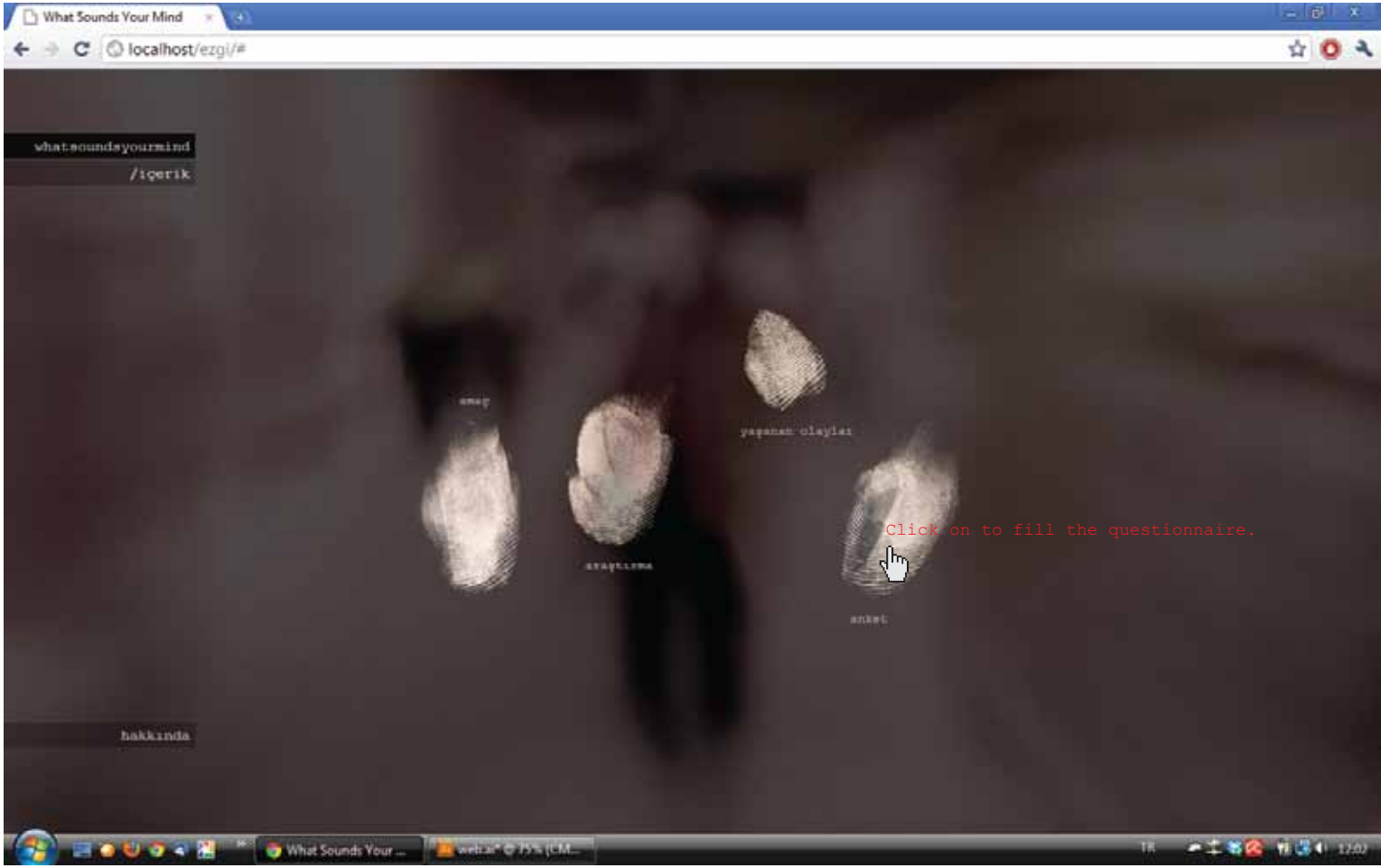

What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/yaşanan olaylar
[x]
Lütfen kulaklık takınız ve dinleme süresi boyunca gözlerinizi kapalı tutunuz.
Hazır olduğunuzda parmak izine basınız.
Click on when you're ready.
içerik

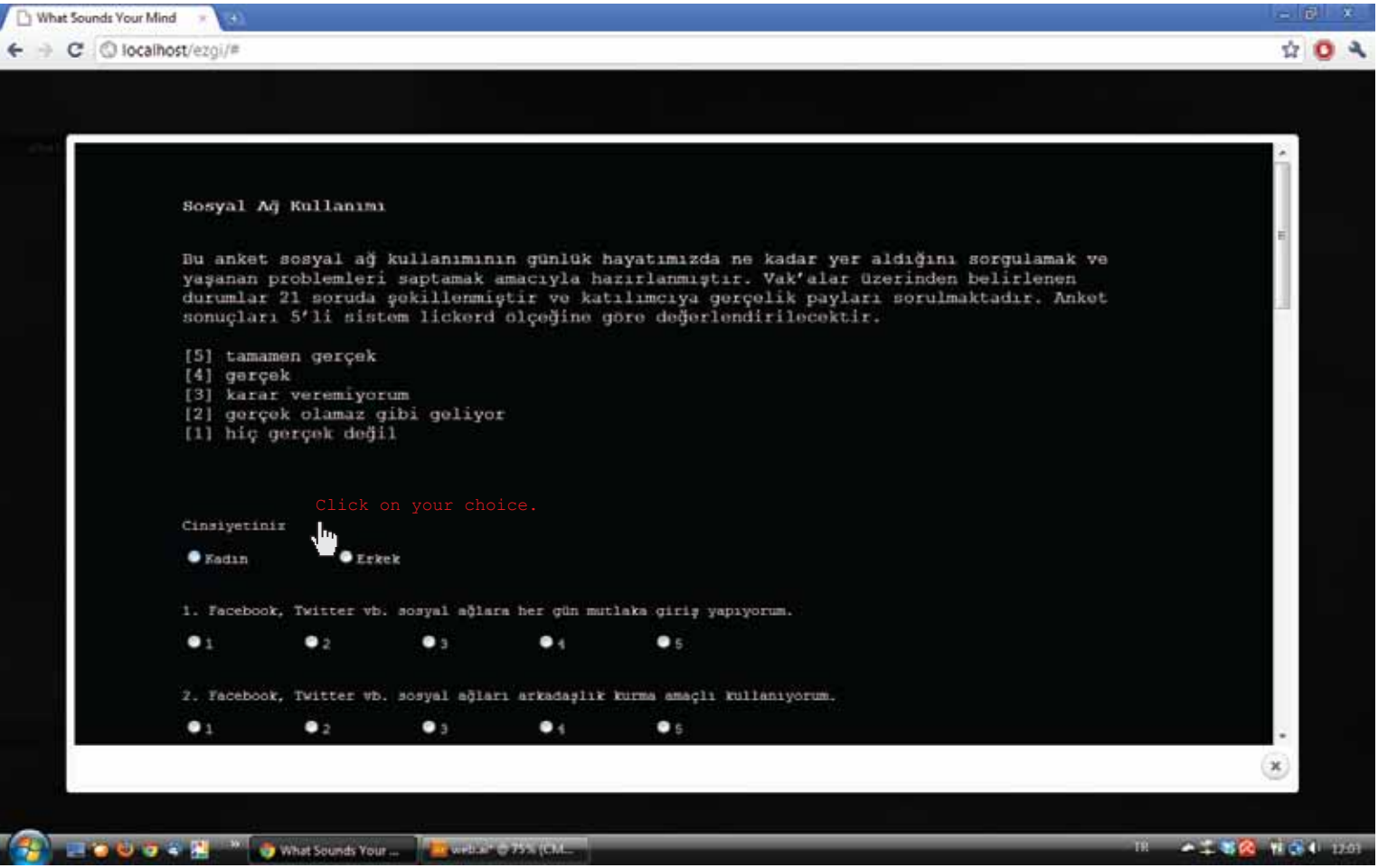

What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/içerik
amaç
yaşanan olaylar
Click on to read aim.
araştırma
anket
hakkında
What Sounds Your ...
11:54


What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/amaç
hakkında
[x]
What sounds your mind?
Bir Sosyal Farkındalık Projesi
paşanan olaylar
Click on to reach researches.
araştırma
anket

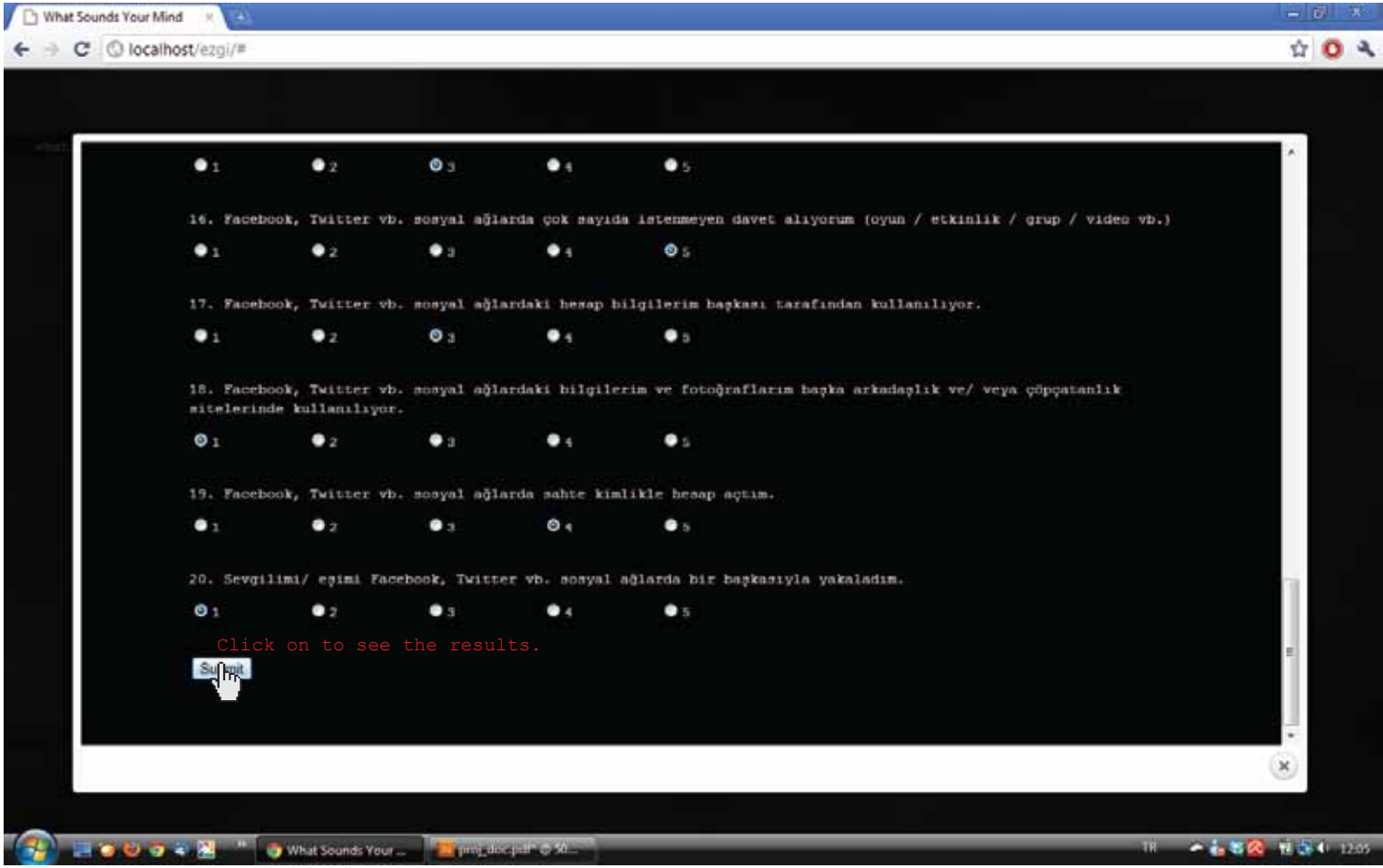

What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/araştırma
hakkında
[x]
Click on to ANZMAC Report.
Imagined Communities
What Sounds Your ...

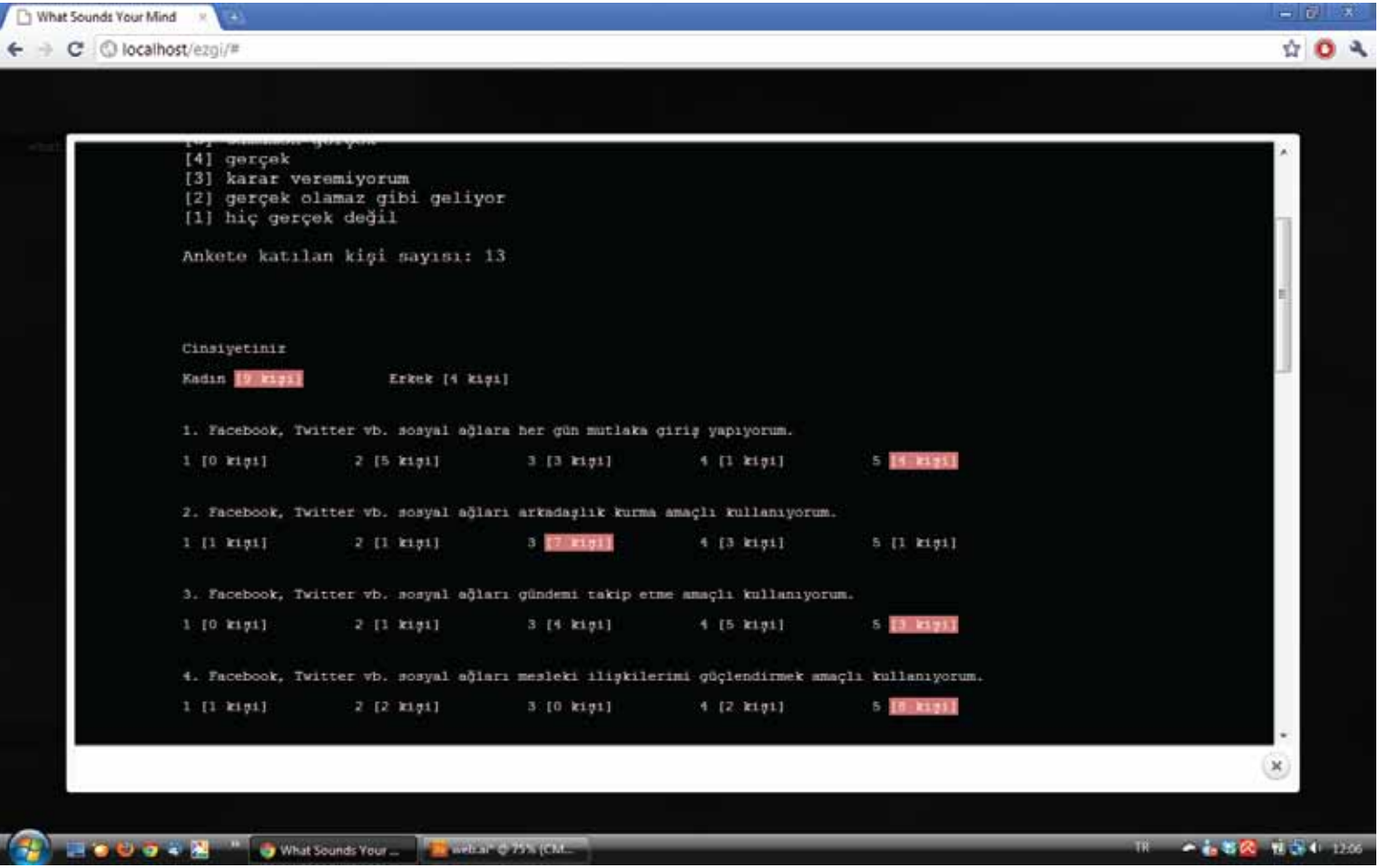

What Sounds Your Mind
localhost/ezgi/#
Social Networking, Social Harassment and Social Policy
Introduction
Negative Aspects of SNS
What Sounds Your ...


What Sounds Your Mind
localhost/ezgi/#
whatsoundsyourmind
/içerik
amaç
yaşanan olaylar
araştırma
anket
Click on to fill the questionnaire.
hakkında


What Sounds Your Mind
localhost/ezgi/#
Sosyal Ağ Kullanımı
Bu anket sosyal ağ kullanımının günlük hayatımızda ne kadar yer aldığını sorgulamak ve yaşanan problemleri saptamak amacıyla hazırlanmıştır. Vak'alar üzerinden belirlenen durumlar 21 soruda şekillenmiştir ve katılımcıya gerçeklik payları sorulmaktadır. Anket sonuçları 5'li sistem lickerd ölçeğine göre değerlendirilecektir.
[5] tamamen gerçek
[4] gerçek
[3] karar veremiyorum
[2] gerçek olamaz gibi geliyor
[1] hiç gerçek değil
Click on your choice.
Cinsiyetiniz
Kadın
Erkek
1. Facebook, Twitter vb. sosyal ağlara her gün mutlaka giriş yapıyorum.
1 2 3 4 5
2. Facebook, Twitter vb. sosyal ağları arkadaşlık kurma amaçlı kullanıyorum.
1 2 3 4 5
What Sounds Your ...

Questionnaire / Want to see the results?




What Sounds Your Mind
localhost/ezgi/#
[4] gerçek
[3] karar veremiyorum
[2] gerçek olamaz gibi geliyor
[1] hiç gerçek değil
Ankete katılan kişi sayısı: 13
Cinsiyetiniz
Kadın [9 kişi]
Erkek [4 kişi]
1. Facebook, Twitter vb. sosyal ağlara her gün mutlaka giriş yapıyorum.
1 [0 kişi]
2 [5 kişi]
3 [3 kişi]
4 [1 kişi]
5 [4 kişi]
2. Facebook, Twitter vb. sosyal ağları arkadaşlık kurma amaçlı kullanıyorum.
1 [1 kişi]
2 [1 kişi]
3 [7 kişi]
4 [3 kişi]
5 [1 kişi]
3. Facebook, Twitter vb. sosyal ağları gündemi takip etme amaçlı kullanıyorum.
1 [0 kişi]
2 [1 kişi]
3 [4 kişi]
4 [5 kişi]
5 [3 kişi]
4. Facebook, Twitter vb. sosyal ağları mesleki ilişkilerimi güçlendirmek amaçlı kullanıyorum.
1 [1 kişi]
2 [2 kişi]
3 [0 kişi]
4 [2 kişi]
5 [8 kişi]
What Sounds Your ...
TR

A Scenario Sample

The stories, scenarios are based on real cases which are broadcasted on television, published on newspaper or internet. Here is just an end from one of the scenarios based on violation of private communication, which is written by Ayla Kapan:

"POLİS – Bakalım neler olmuş! E kızım yazıyorsun işte arkadaşının facebook sayfasına, burada her şey görünüyor. Şimdi her şeyi baştan anlat bakalım.

GEÇİŞ MÜZİĞİ

ERDAL – (Alaycı.) Eee küçük hanım ortam sanal olsa da suç gerçek maalesef! "Haberleşmenin gizliliğini ihlalden" bir ile üç yıl arasında yargılan da aklın başına gelsin…

EDA – (Ağlayarak.) Özür dilerim, çok özür dilerim, ben şaka yapmak….
(Sesi giderek kaybolur.)

BİTİŞ MÜZİĞİ"

Technical Information

One of the most important element of the project is the virtual audio recordings in which basic social networking problems are vocalized in a cinematic manner. So that it is a must to make the target feel as if he / she is in that situation too. There are many ways to have an effective recording however the binaural one is the most suitable technique that fits to the project.

Binaural Recording is a special way of recording audio which basically uses a special microphone arrangement at a specific distance which approximates the position of an average human's ears. Binaural recording is different from stereo recording in a way that conventional stereo recordings do not factor in natural ear spacing or "head-shadow" of the head and ears, since these things happen naturally as a person listens. A typical binaural recording unit has two high-fidelity microphones mounted in a dummy head, inset in ear-shaped molds to fully capture all of the audio frequency adjustments that happen naturally as sound wraps around the human head and is "shaped" by the form of the outer and inner ear. Binaural recordings can very convincingly reproduce location of sound behind, ahead, above, or wherever else the sound actually came from during recording.

Coding the Website

Programme: Dreamweaver
Language: HTML
JavaScript Library: jQuery
Plug-ins: PrettyPhoto, Codebox
Database Language: MySql

Why whatsoundsyourmind?

Naming the project was the last step of the whole process because the name had to be both related to the sound and the social content. It had to highlight the idea of uttering the problems of social networking victims so regarding to that there came out a tricky name **whatsounds yourmind**. Besides its highlighting function it also harbours a facebook motto inside. When you just cross out the letters; u,d and s, there comes out **"What's on your mind?"**

Credits

Project Owner: Ezgi Didem Dağcı
Supervisor: Ekmel Ertan
Sound: Ebru Sürek
Code Help: Burak Tonyalı
Scenarios: Ayla Kapan
Questionnaire: Dr. Meral Çulha, Ezgi Didem Dağcı
Actors: Cem Bender, Şerif Erol, Ahmet Sarıcan
Actresses: Demet Bendik, Ridade Tuncel,Naz Bender
Music: Pasquale Catalano - Mine Vaganti Colonna Sonora Originale
Influenced by: DemoKino Project, ZeroDb Project

**Special thanks to Şule Ateş, Selçuk Artut and all of my friends who, somehow, contribute to my project.*

Colophon

Design: Ezgi Didem Dağcı
Typefaces: Courier New
Type Designer: Howard "Bud" Kettler
Printing & Binding: Cemil Copy Center

June 2011, İstanbul