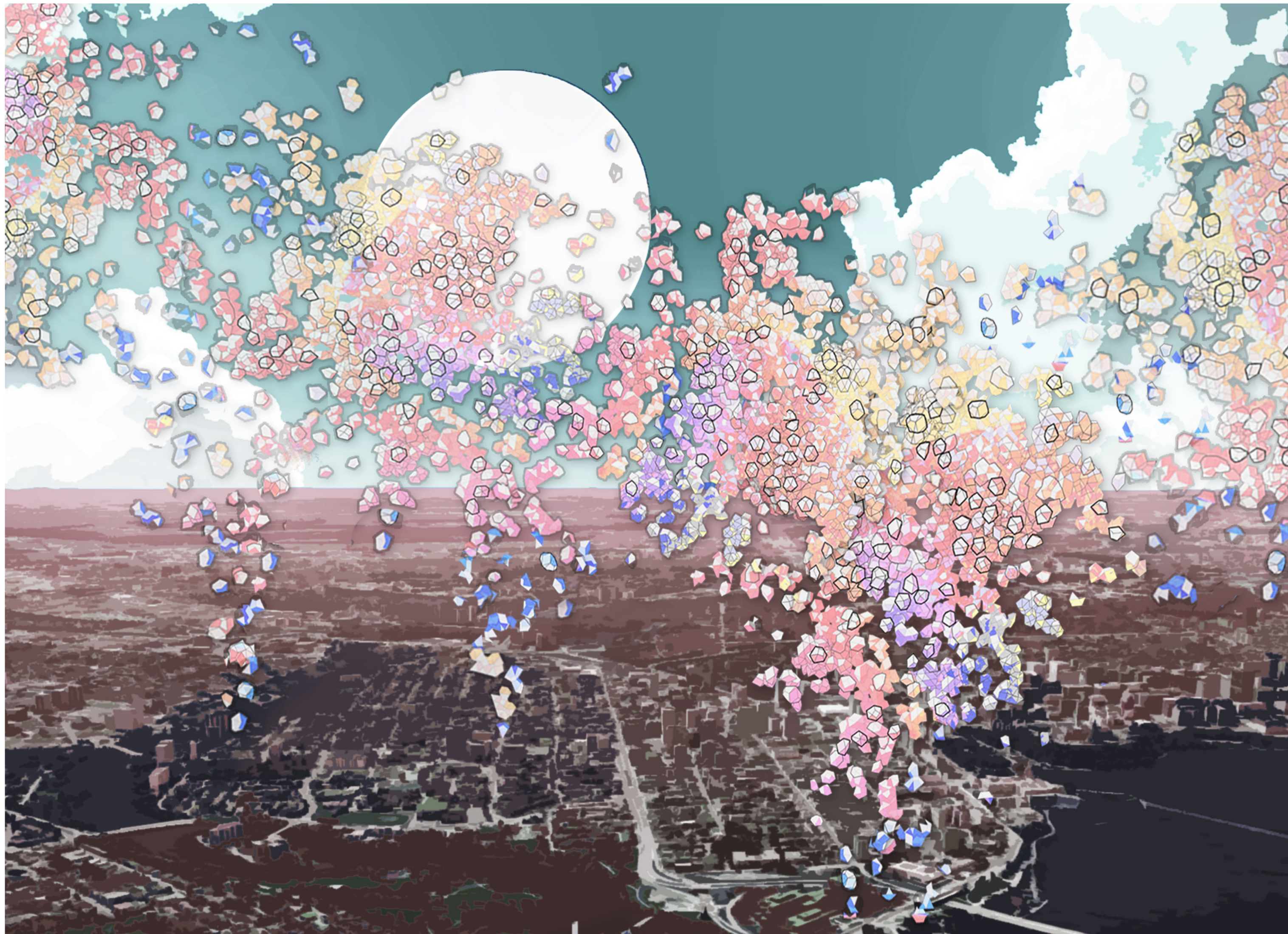
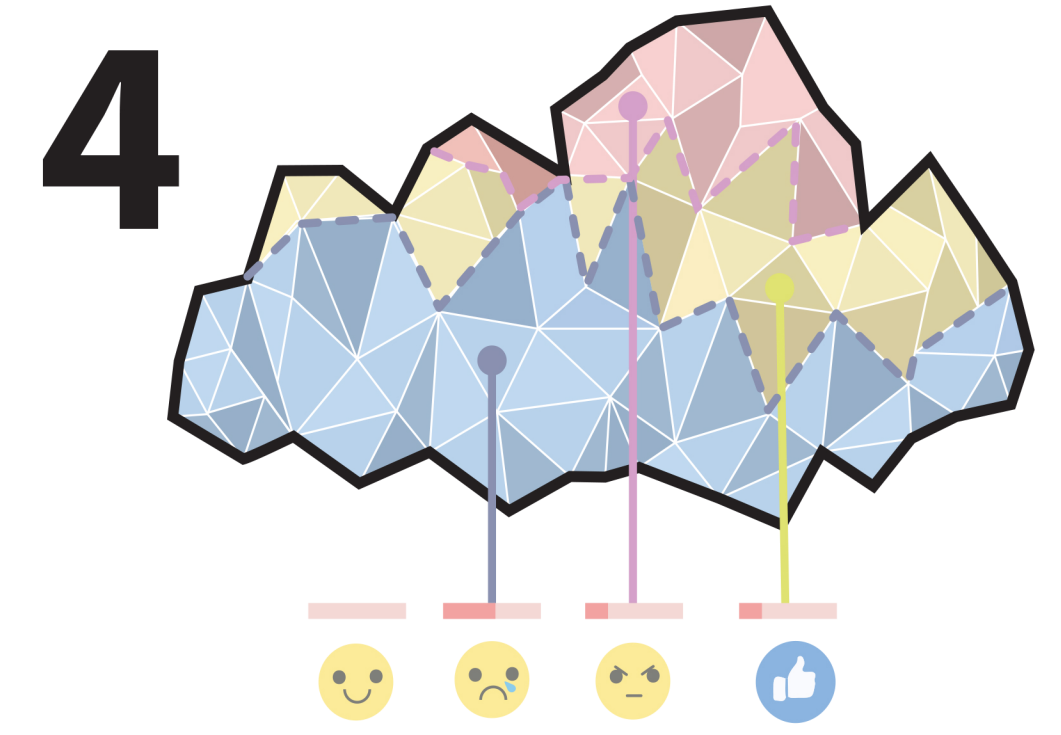
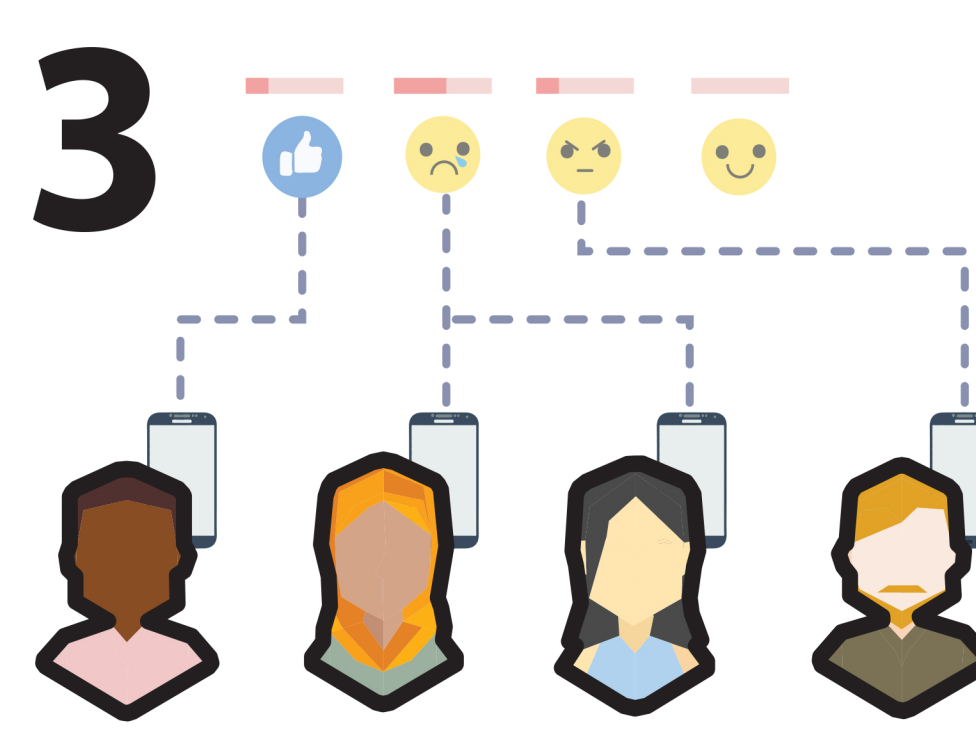
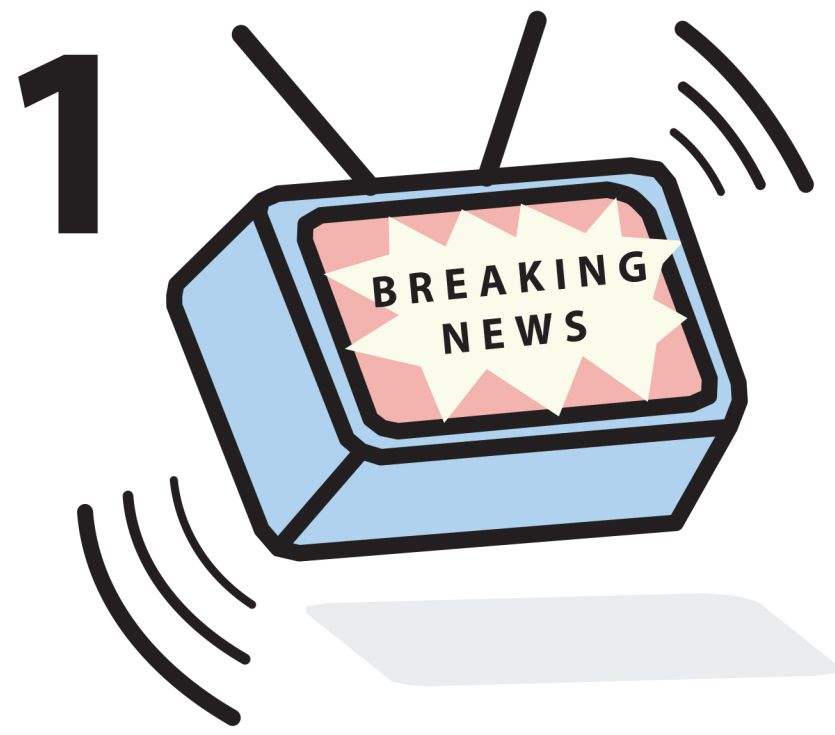


SOCIAL BYTES

THE DIGITALLY REACTIONARY CLOUD

GROUP: 2017-10





THE CLOUD

The Social Byte is a cloud that allows all members of society to share opinions publicly while ensuring anonymity remains intact if desired. The Social Byte seeks to create a link between three sectors: information, individual reactions, and the general public's opinions. It allows all members of society to be informed of events at multiple levels – from the community scale, municipal, provincial, national, and international scale – and to give their input and reaction concerning such topics without fear of prejudice or judgement. The colours in the sky are a physical manifestation of each individual thought and/or feeling that come together to paint the democratic view – one that does not idealize public opinions to be black or white – rather to be an array of emotions. The diversity in the sky reflects the diversity of society – scratching the surface to the versatility of options determined by differences in needs and life styles – or the lack of diversity – a strong moral standard of all peoples of different life stages and backgrounds. It provides a visual and real-time representation of each member's impact on society in an informal, modulated, and artistic expression promoting social engagement.

Thoughts, opinions, and reactions are transferred from individuals to the modulations via personal cellular devices and public interfaces that are found in bus stops and old telephone booths throughout the city. Inputs are translated into algorithms that are digitally transferred and stored temporarily in the physical cloud through expression of colours. All members can participate and express themselves when topics are shared onto the cellular apps or are displayed at the public stations. The Social Byte keeps all members of society informed, allows for personal opinions to form, and empowers individuals to share opinions upon seeing their voices within the larger scales of their community, city, country, and within the world.

