

## HIDING EVIL

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**The topic in this text is the designed reality where aesthetics are hiding the evil. Aesthetics is a tool that can be used in various ways. As a designer it can be adding value to a product or helping people sort out the stream of information we are facing or that we wish to know more about.**

Some of the designed realities would only be possible to maintain because of aesthetics hiding the evil.

During the Gulf War Iraq invaded Kuwait there were live board castings from big television channels such as CNN and Sky news. The war was monitored and showed in a way that makes you think of an action movie or a football game because of the way it was filmed and portrayed. When it comes to documenting a war there is choices of how to edit the content in a way to not only make it informative but also adding a sense of action or and tension. Can news be subjective if the media in this way influences them? Tech warfare is new and it changes how we see conflicts. The philosopher Jean Baudrillard claims that the Gulf War never existed. He discussed in his texts about virtual reality's that we distort the actual reality as soon as it gets reproduced in a technical way such as films and images ect. Visual reality's can become a hyper reality and deform reality in such a sublime way that you don't know what is hyper reality and what is real. What is "fake", what is "real"?

The documentary "The Cleaners" tells the story of people tasked with the job algorithms cant do. Sorting through graphic content every day from sites like Facebook and Google, and determine in just a few seconds whether the posts have broken the site's content rules. Working as a moderator you are obligated to go through 25.000 flagged content containing murder, terrorist propaganda, suicide and rape. It's sometimes a hard judgment, which raises ethical questions. The documentary also checks in with a few of the artists, activists, and provocateur who's content has been blocked by these moderators. For instance, this image was spread all over Internet for a couple of days and then taken down even though it's art because it's offensive and connected to a well-known person. Another example on an dilemma is moderators deleting terrorist propaganda also silences those who want to draw the world's attention to the bombing of innocents. or distinguish between child pornography and iconic Vietnam war photos, between the glorification of violent acts and the exposure of human rights abuses. Decisions must be culturally contextualized. This requires intuition and human judgment. Algorithms can't do that.

As the moderators sink deeper into the ethically murky world of the web, we're

forced to reckon with the idea that technology has likely progressed too quickly to be controlled. They see their job as a sacrifice to the greater good. In January, moderators in similar roles at Microsoft sued the company, alleging that exposure to images of "indescribable sexual assaults" and "horrible brutality" resulted in severe post-traumatic stress disorder. So because of the cleaners we are privileged to be in the in this reality. Its bad for the society to have these images up for everyone to see, because of the cluster effect/copy cat effect of suicide and terrible acts of violence when it is not portrayed or told correctly in the media it encourages other individuals and it's the triggering push they need to act on their thoughts or maybe start thoughts in others, and when its videos or images of these terrible acts they cant design how they are portrayed like they can in the media and cant control the affect it has on people.

But on the other side of the coin the big tech companies in the surveillance capitalism, they control how we live our lives where we go, what kind of propaganda we see, what news we see, and even who we date, like for example tinder has top picks that the algorithm has chosen for you, but where do I tell the algorithm that I have daddy issues? The design in this case is showing the duality in keeping people in a filter bubble where reality is so integrated with our world perception that we don't know the horrible reality that the moderators are keeping away from us. We choose whenever we want to see cruelty in the world, a high polished documentary, not even reality. On the other side of the spectrum, the cleanliness of the online services is hiding another type of evil with design. Companys like facebook and google want us to feel like our online experiences is like a park where we hang out with our friends. Sharing detailed informations on our terms. Flawless design that offers a space for us to fill information about ourselves. The park is more likely a mall where we aren't users but products.

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