CONCEPT

'Perfect Citizen' is a satirical work, addressing the idea of a social credit system. In today’s society information is the primary currency. Our every move is digitised and converted into data. The rise of social media only served to significantly accelerate these trends. Centralised digital platforms enable easier tracking, where 'gamification' builds into surveillance. The idea of a social credit system fosters a public opinion environment, leading to a loss of agency and public shaming.

In this project I explore different scenarios. I look at whether this phenomenon potentiates a culture of honesty and safety, or a society of deceit through representation and conformity.

What happens to the maverick?
Perfect Citizen

Total count of credits: 631/1200
Social ranking: Second-class citizen
Contacts in your network: 239865

Trust credits: 120 - Average
Productivity credits: 98 - Below Average
Attention credits: 84 - Average
Network credits: 58 - Poor
Popularity credits: 106 - Average
Happiness credits: 135 - Above Average

Stars: 5463560
Views: 1358211
Weekly value metric: 

Live video tracking
You arrived at your work at MULTIMED Inc. 5 minutes late, your credit score has been penalised. Enjoy your day! (-10 network credits)

You have been detected jaywalking at 7:50 at Boulevard junction. The endangerment of human lives will never be tolerated. (attention penalty)

Please note this condition is only temporary, should you comply with the rules accordingly for the next 336 hours, your status is restored. We hope this helps.

Congratulations on your first child! It's a girl! Life is a miracle. Given the overabundance of girl children in accordance with our current social strata, standard family discounts do not apply. We recommend you plan responsibly all conceiving to follow. A balanced society is a happy society! (+35 productivity credits)

Our reports show that you have failed to attend your regional community meeting. Attending social events is in the interest of the community, and anti-social behaviour is not tolerated. Your credit score has been penalised. You may consider donating blood or attending community work to restore your previous status. Have a great day! (-12 network credits)

Your commitment of buying locally produced food is appreciated. Your efforts are recognised, stay consistent! A healthy society is a happy society!
Perfect Citizen

Denis Fett has been granted the status of elite-citizen, he can enjoy a 60% discount on domestic flights! As you are connected, your credit score has been raised by 5 credits.

Samantha Ferguson and 5 more of your friends are interested

Gastro-jazz night
Quill Club, Boston at 21:20

You need min. 680 credits to qualify

Valerie Ross has endorsed you back.

Learn why it is not full stars!
Perfect Citizen

Deacon Hill
profile #35678890

- Adopt a trend
- Give Data
- Copy a style
- Donation

Weekly value metric

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Second-class citizen

120 | 98
84 | 58
106 | 165