

ABSTRACTS

Monika Litscher

RELOCATIONS IN URBAN SPACE – ON BEHALF OF PRIVACY

Rambling through Swiss cities, transformations on account of private postulations get apparent which bring disciplining, controlling and monitoring. This essay focuses on structural manifestations – as a result of these transformations –, their lawfully established designed structures and their effects on daily experience and perception of urban space. These manifestations are getting in every part of the complex spatial-social structure, affect sociocultural, political and legal interests and change the understanding of privacy and the public.

Keywords: urban center, public space, the public, control, disciplining, privacy, norms

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Hanspeter Thür

PRIVACY AND THE RIGHT TO BE FORGOTTEN IN THE INTERNET

The latest European Court's judgment regarding the link-deletion from Google excited and astonished different parties: Some media representatives have already feared for the freedom of press on due to censorship on the Internet. «The Freedom Loses in Luxembourg» headlined *NZZ* and *Sonntagszeitung* titled: «Right to Be Forgotten with Fatal Consequences». Opposite parties on the other hand hopefully see this decision finally establishing the right to be forgotten. Others even doubt the judgment's importance for Switzerland. How does this verdict fit in the context of Swiss legal protection of personality?

Keywords: Privacy, Internet, search engine, legal protection of personality, freedom of press, public interest, Google

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Joël Luc Cachelin

IMPRISONED IN THE DICTATORSHIP OF THE EGO

Digitalization enables our individual world view and allows us to subdue our unique identity, while we get wrapped in solipsistic cocoons of information and a feeling of reclusion grows. Digitalization records every click we make and generates a permanent feeling of interception. Future dictatorship gets built by means of self-censorship.

Keywords: Identity, individualism, quantification, digital psycho-analysis, social networks, reclusion, standardization

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Daniel Stanislaus Martel

WHOSE INTEREST DO I ATTRACT? THE FUTURE OF UNMANNED AERIAL VEHICLE

At least we occidental people feel the need for quiet, discretion and privacy. We «tend our secret garden» – so say the West-Swiss'. But we hardly are «on our own» – most of us couldn't bear it. Many people thoughtlessly reveal their intimate affairs via mobile or on Facebook. Skilled observers so are enabled to collect more information about their target than desired. This topic is a matter of data-protection. But the discussion concerning intimacy and exposition now gets in the third dimension: missiles, getting more and more affordable, expand the possibilities of spying – or of self-expressing, even more in the future.

Keywords: Missile, army, war, terrorism, technique, privacy, narcissism, voyeurism

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Gerd Leonhard

WEARABLES – CURSE AND BLESSING

Wearables are useful, simplify your life, but at the same time they bear the danger of abusing your data and social isolation. Developers and producers need to ask the question: bring these devices lasting value to their user or are they just data-collecting mouse traps?

Keywords: Wearables, consumer electronics, information, big data, privacy, comfort, Google Glass

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Felix Keller

THE WORLD – AN AIRPORT? DATA BASES AND MYTHS AS A THREATS

An American supermarket collected a girl's data about her buying behaviour. Even before her own father knew about her pregnancy, vouchers for baby goods were coming in: the data already knew. There was a medial chorus of outrage: customers as pellucid beings! Controlled by algorithms! The author Felix Keller unmasks this story as scare tactics and puts data-power into perspectives.

Keywords: Data base, buying behaviour, observation, algorithms, non places, big data, consumer neuroscience

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Thomas R. Köhler

INTERNET TRAP AND THE FUTURE OF PRIVACY

Every click on the Internet leaves the user's traces. Via data-collecting these get collected and even analyzed. What about our privacy? Will we soon be transparent beings thanks to Facebook, smartphone apps, GPS and Google Now? Thomas R. Köhler analyzes the status quo of data-collecting and depicts the future dimension of tracking.

Keywords: Data, security, commercials, data protection, tracking, smartphone apps, Facebook, Google, information, identity

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Friederike Bornträger

THE PSYCHOLOGICAL EFFECTS OF PRIVACY

It feels good to decide on your own when and where you do retreat into your privacy. This basic need of human nature ergo is legally justified. But how do you create this private resort? How do you use it best? Freiderike S. Bornträger pursues these and further questions.

Keywords: Privacy, haven, room, organization of situations, wellbeing

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Max Schrems

ABSOLUTE CONTROL AND SELF-CENSORSHIP

We leave our traces on the Internet and reveal much about our personality. The author creates two scenarios: an utopian with self-disciplined supermen and a horror-scenario about absolute control. The author has a sceptical opinion about internet-firms such as Google and Facebook; there is no trading (data versus new technologies) but overexploitation to the benefits of one small group. This text is an extract of his lately published book «Fight for your Data».

Keywords: Internet, control, privacy, profit, self-censorship, scenario, utopia

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Andreas M. Walker

THE BAROMETER OF HOPE – FIVE YEARS

Since autumn 2009 swissfuture has gathered information regarding the population's future-view five times. More than 20'000 people meanwhile participate the annual internet-survey, held in different European countries. Dr. Andreas M. Walker, founder of the Barometer of Hope, explains its history and the last survey's most important results.

Keywords: Hope, white hope, attitude towards life, affluent society, meaning of life, personal responsibility

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Michaela Büsse

APPLIED FICTION – IMPACT OF DESIGN, FICTION AND FUTURE

Be it an illustration, a comic or a scenario – attempts to communicate research results of futures studies often fail due to the degree of abstraction the concepts hold. It is common knowledge that the current means to mediate neither support a further dissemination of research results nor the engagement with future issues in general. However, what is not acknowledged so far is the potential design features in the context of an investigation about the future.

Keywords: Fiction, Future Studies, Objects of Everyday Culture, Speculative Design

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