PRIX ARS ELECTRONICA 2018 - Golden Nica

BitSoil Popup Tax & Hack Campaign

LarbitsSisters (BE)

Agenda

- **Background**
- Purposes
- Methods
- Effects
- Discussions

Background

▸ **Data** are the new **'black gold'** of the internet economy

  ▸ **Free services >? User data**

  ▸ **Huge profits**：attractive to advertisers and other third parties.

  ▸ Eg. Google, Amazon, FB, IG, YouTube, etc.

▸ Data from user, Profits to **the few big tech companies**

▸ Data has high value → "**BitSoil**"
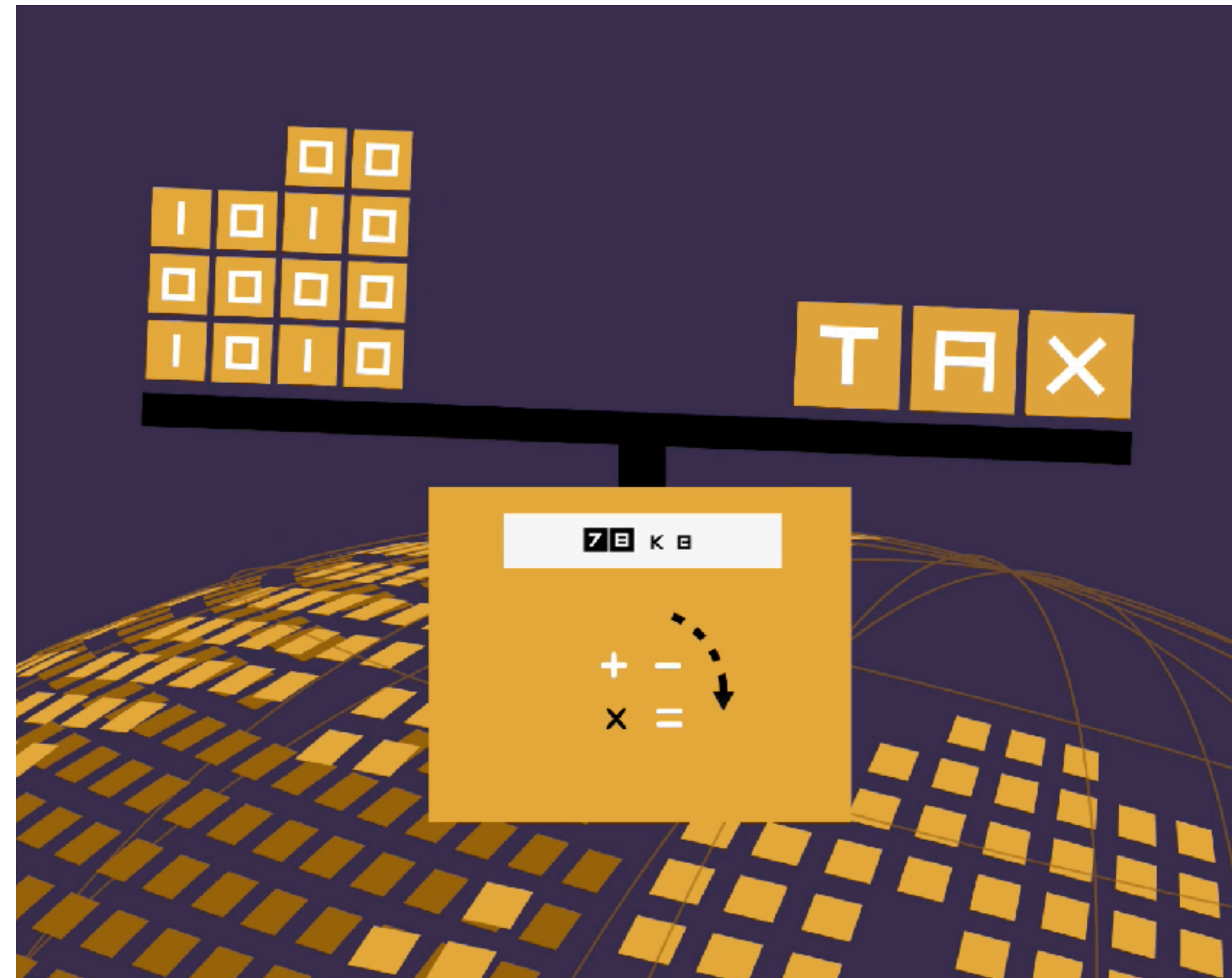
▸ Digital economy：Unfair and unbalance

Agenda

Purposes

▸ **Campaign Purpose**

  ▸ Let people understand the **value** of their data

  ▸ **Fair distribution** of the wealth of the digital economy

▸ **How?**

  ▸ turns the BitSoil into a **Universal Redistributing** mechanism

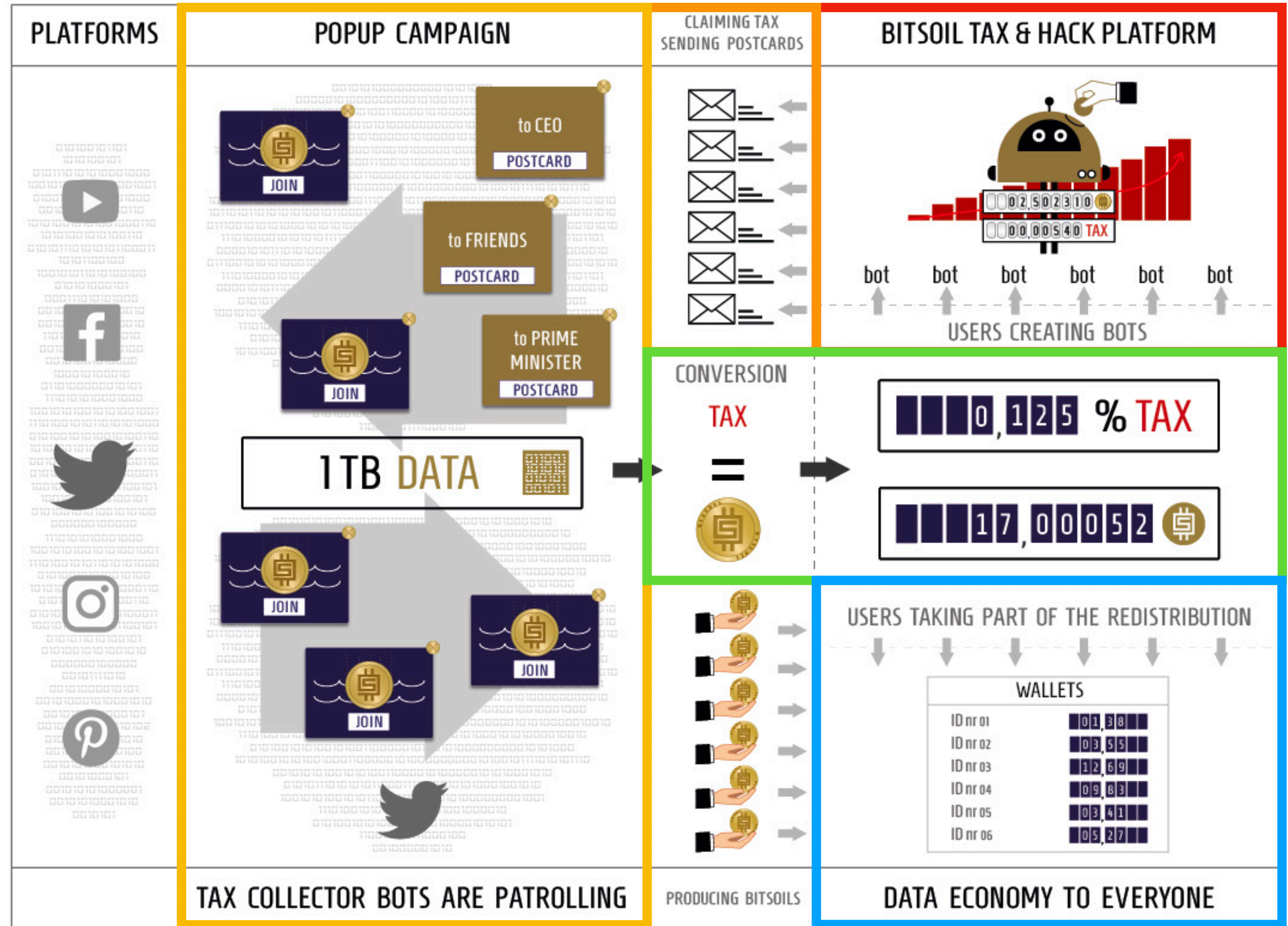 ▸ users of social media platforms → claim a **micro tax** on their data

Agenda

▸ Background

▸ Purposes

▸ **Methods**

▸ Effects

▸ Discussions

Interaction Flow

1. ✦User generate bots
2. ✦Sending claims
3. ✦BlockChain deals
4. ✦Levy a **TAX**
5. ✦Redistribution to users
6. ✦Installation

PLATFORMS

POPUP CAMPAIGN

CLAIMING TAX SENDING POSTCARDS

BITSOIL TAX & HACK PLATFORM

JOIN

to CEO
POSTCARD

to FRIENDS
POSTCARD

to PRIME MINISTER
POSTCARD

JOIN

1TB DATA

JOIN

JOIN

02,502310
00,00540 TAX

bot   bot   bot   bot   bot   bot

USERS CREATING BOTS

CONVERSION

TAX

=

0,125 % TAX

17,00052

USERS TAKING PART OF THE REDISTRIBUTION

WALLETS	
ID nr 01	01,30
ID nr 02	03,55
ID nr 03	12,69
ID nr 04	09,83
ID nr 05	03,41
ID nr 06	05,27

TAX COLLECTOR BOTS ARE PATROLLING

PRODUCING BITSOILS

DATA ECONOMY TO EVERYONE

✦User generate bots

✦Sending claims

▸ **VPN + IBM's AI-Watson Natural Language Classifier Service** (自然語言處理) to train social media bots

▸ **Why** bots？

  ▸ **low-cost** (no need to pay the salary)

  ▸ **powerful, effective** (no need to eat and sleep)

  ▸ able to **mine BitSoils**

▸ **Two** types of bots:

  ▸ **prospector bots**

    ▸ **detect** the keyword and **invite** users join the campaign

  ▸ **tax-collector bots**

    ▸ **set of predefined tax claims**

    ▸ send regular intervals to **leaders and influencers**

      ▸ the CEO's of the top 10 biggest tech giants

      ▸ the Prime Minister

✦BlockChain deals

▸ View the post as the **virtual currency**

▸ **Calculate** the value of the posts

▸ Robots can m**ine BitSoils**

  ▸ equipped with a personal BitSoil mining counter

  ▸ counts and converts the action done by the bots into bitsoils

Levy a TAX

- Data value

- The tax is levied at a rate of 0.0427
  - 440.145774 x 0.0427 = 18.7942245
  - raise **8,5 billion on tax money** at an annual base of **200 billion tweets per year**.

✦Redistribution to users

‣ Redistribution the tax to the users

✦Installation

‣ Raspberry-pi microcomputers

‣ Generate **smoke** when triggered

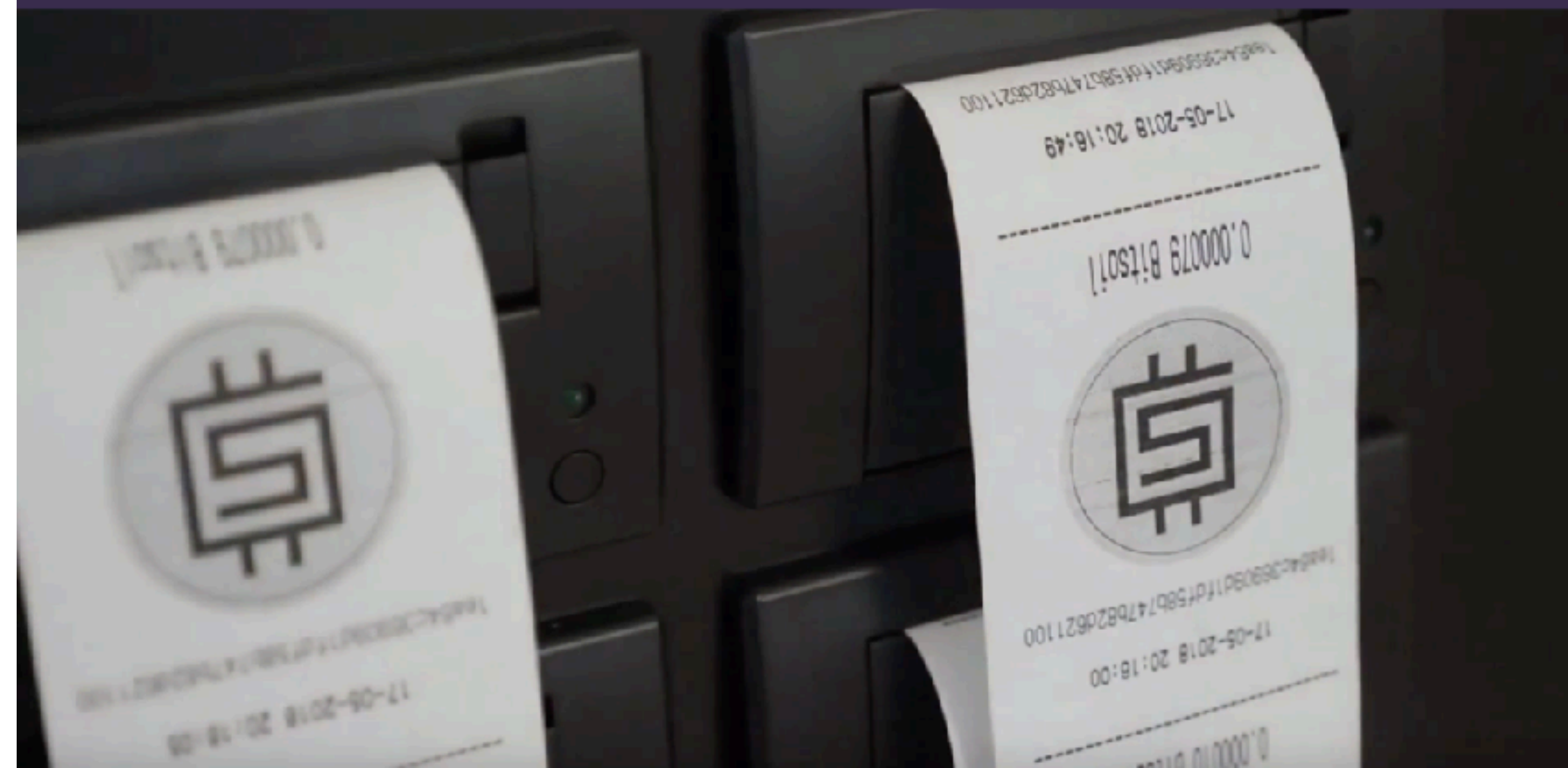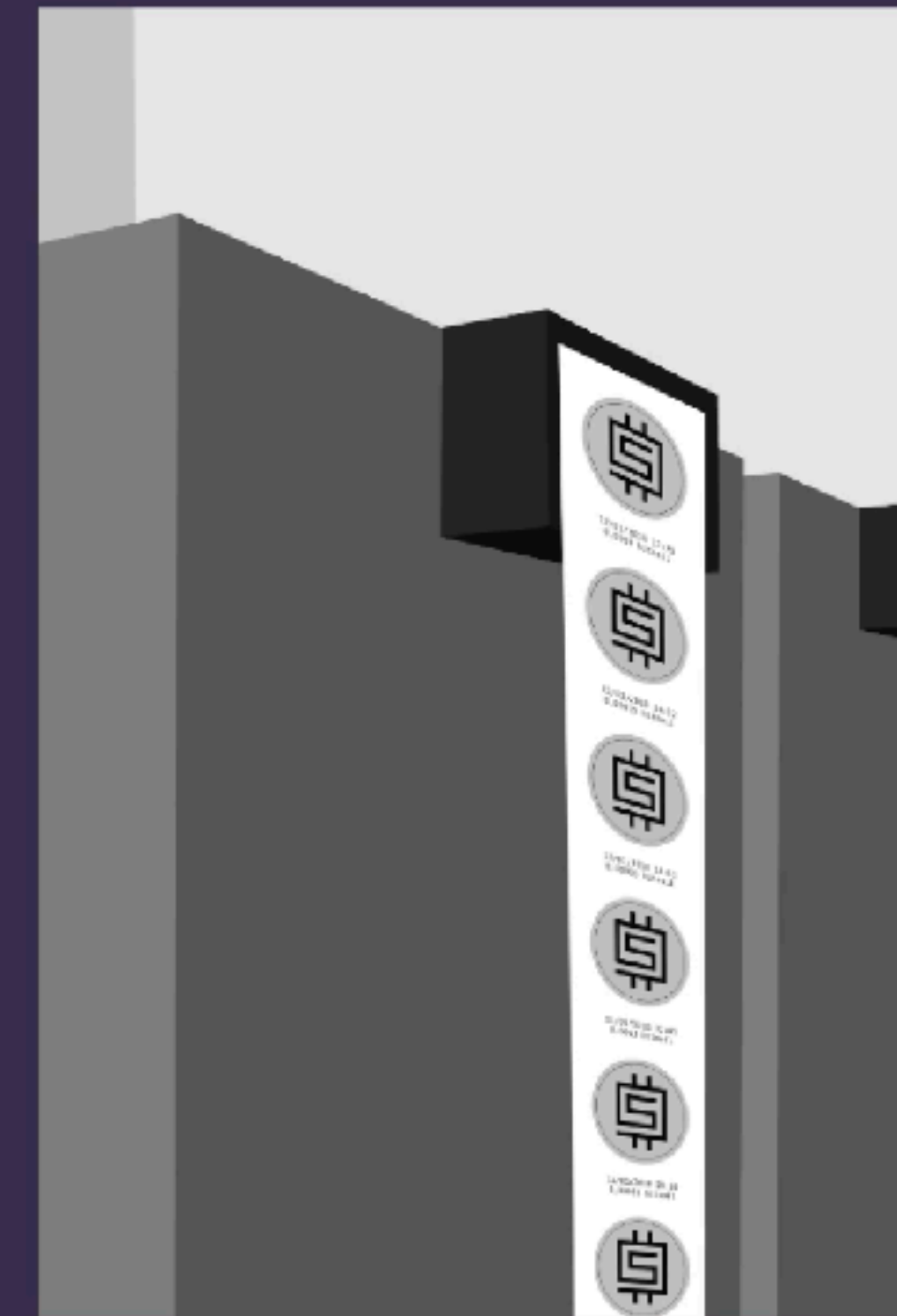‣ **Print** flow of tickets showing the number of Bitsoils to users

Agenda

Effects

▸ **Everybody** can join the campaign

▸ Highlight the keyword

▸ **Spread by social media**
   and also **fight against social media**

▸ **Ministers** and **the net giants** will notice the campaign

▸ Notice the **mass value** of user's data
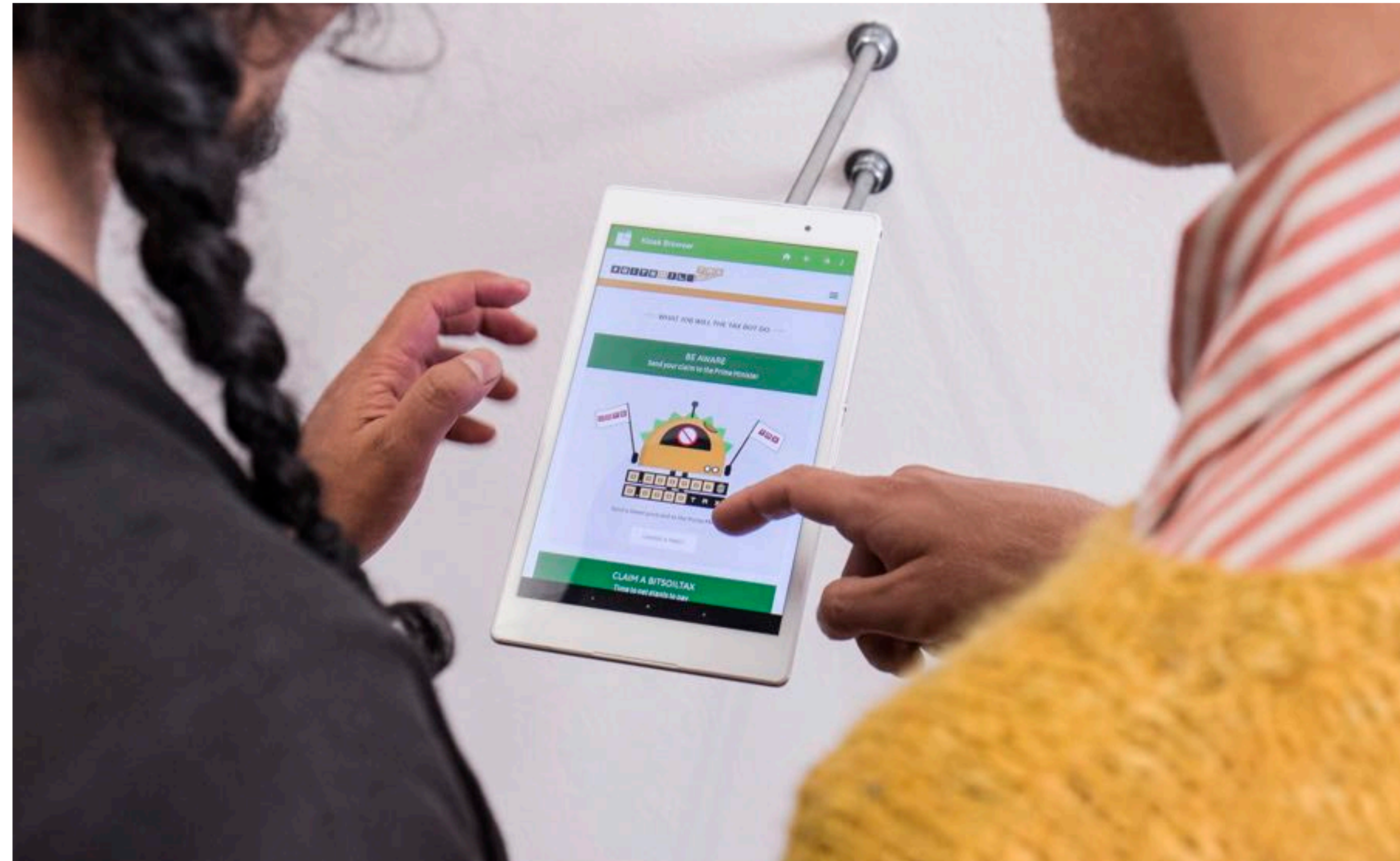
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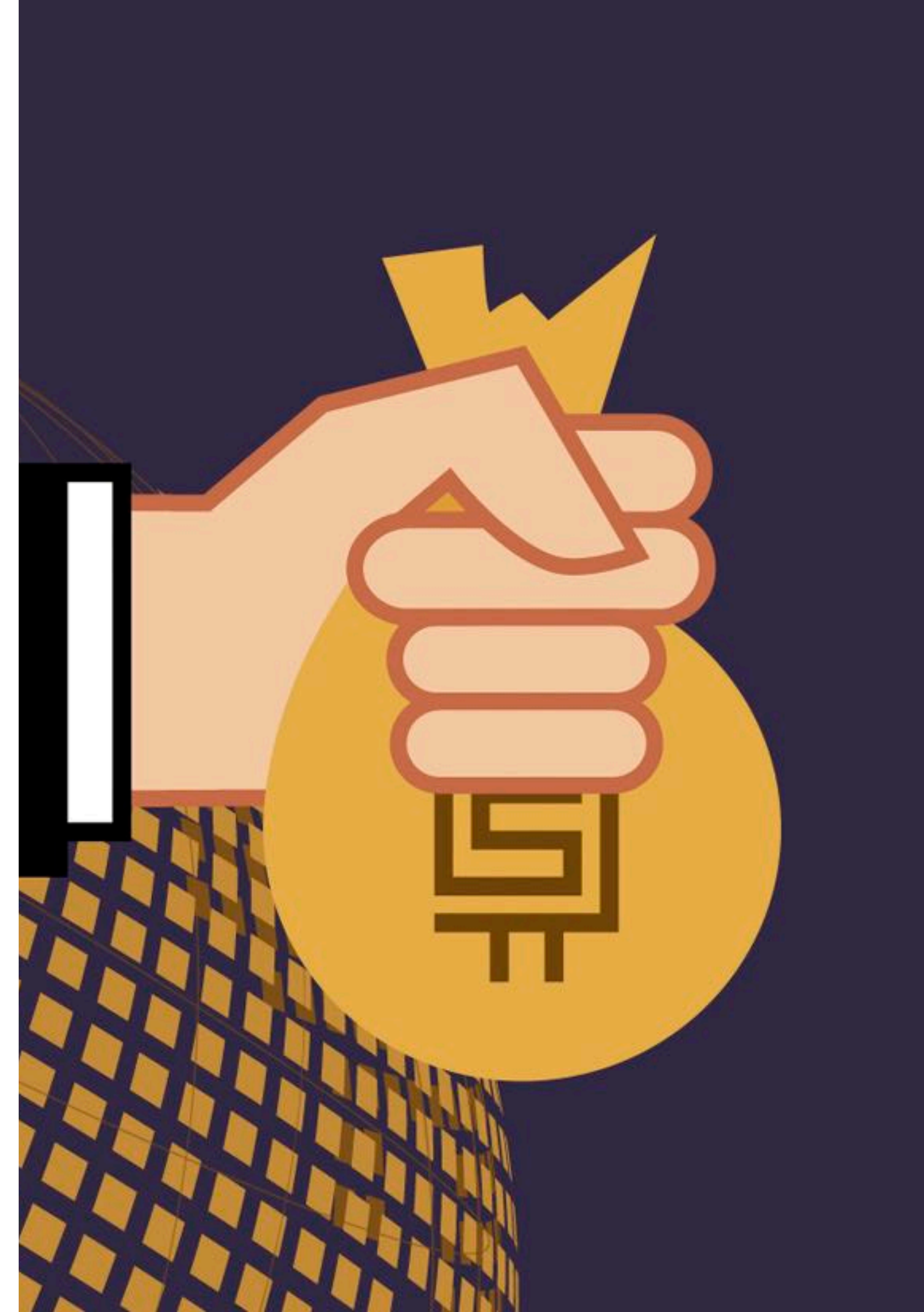- Methods

- Effects

- **Discussions**

Discussions 1/3

Why Blockchain technology ?
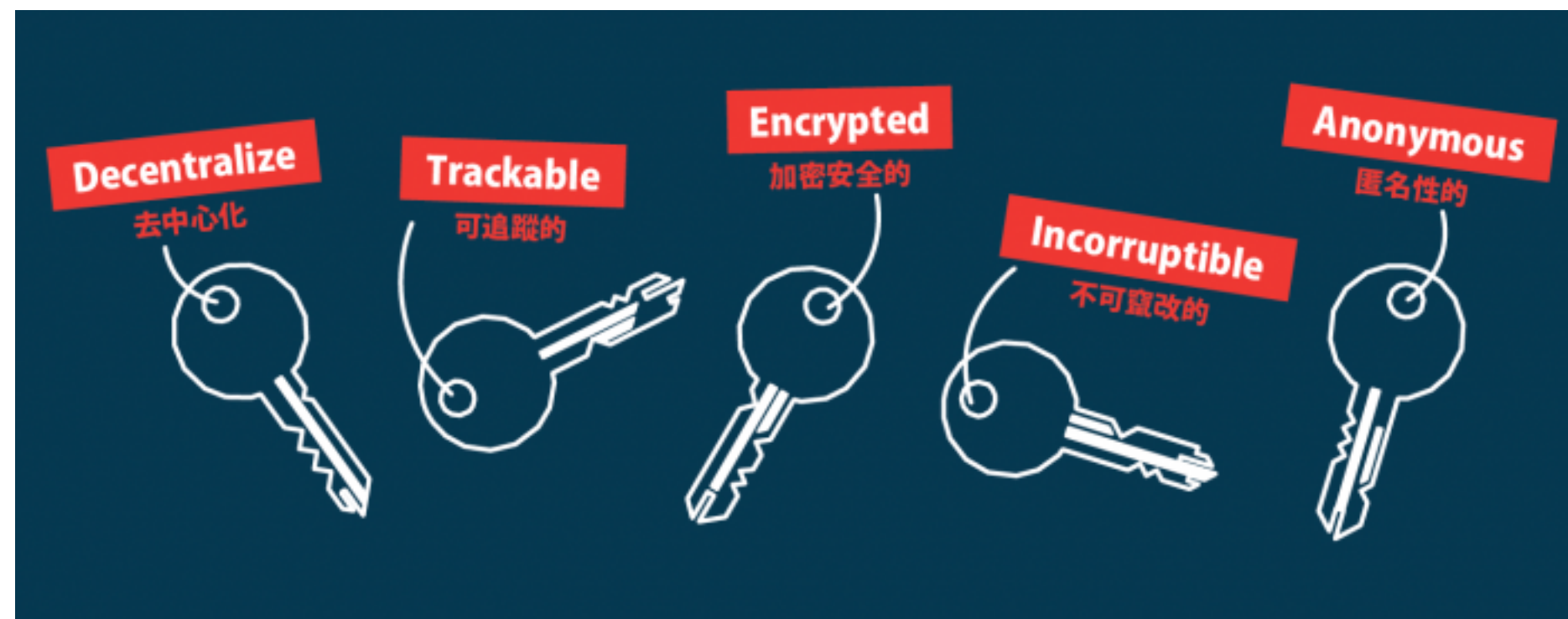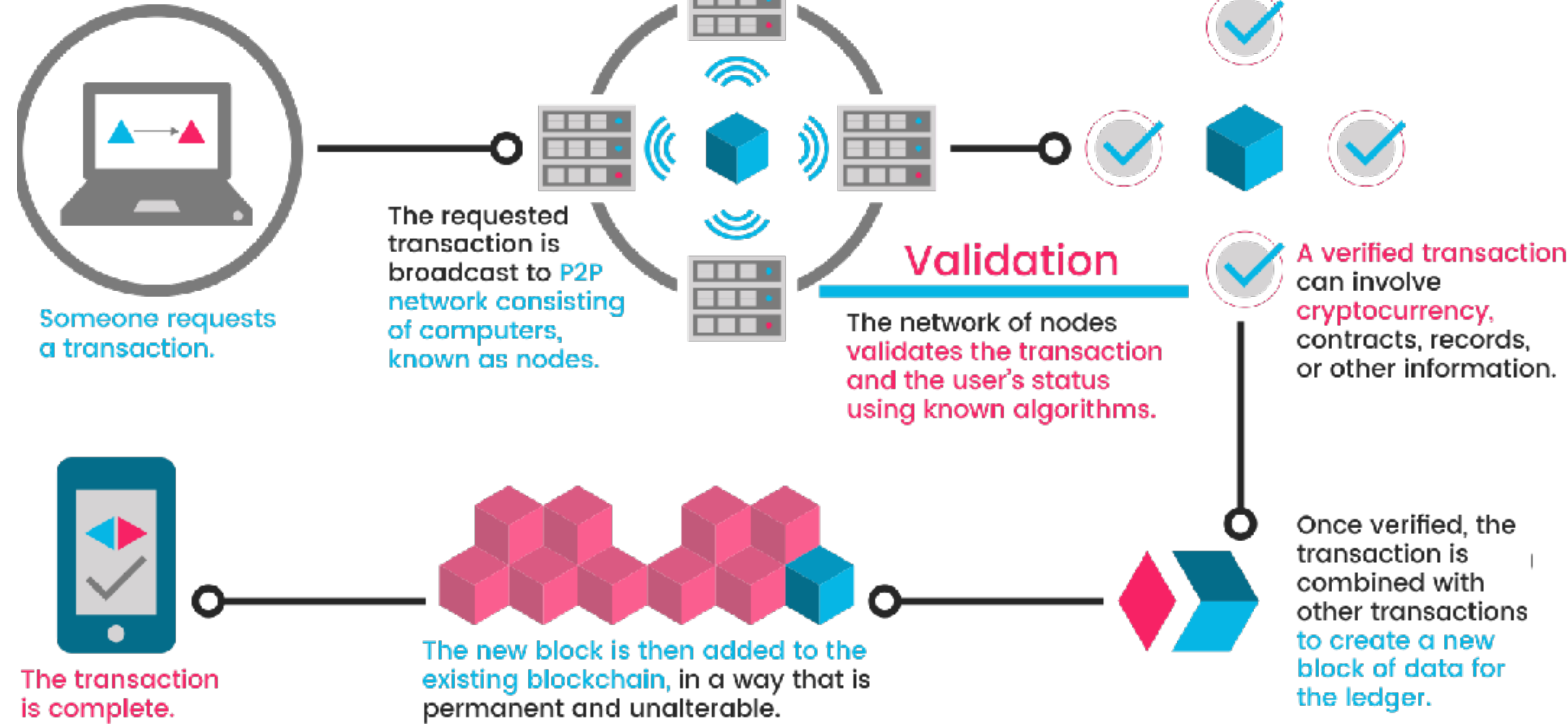
Discussions 2/3

Why 2018 Golden Nica ?

Discussions 3/3

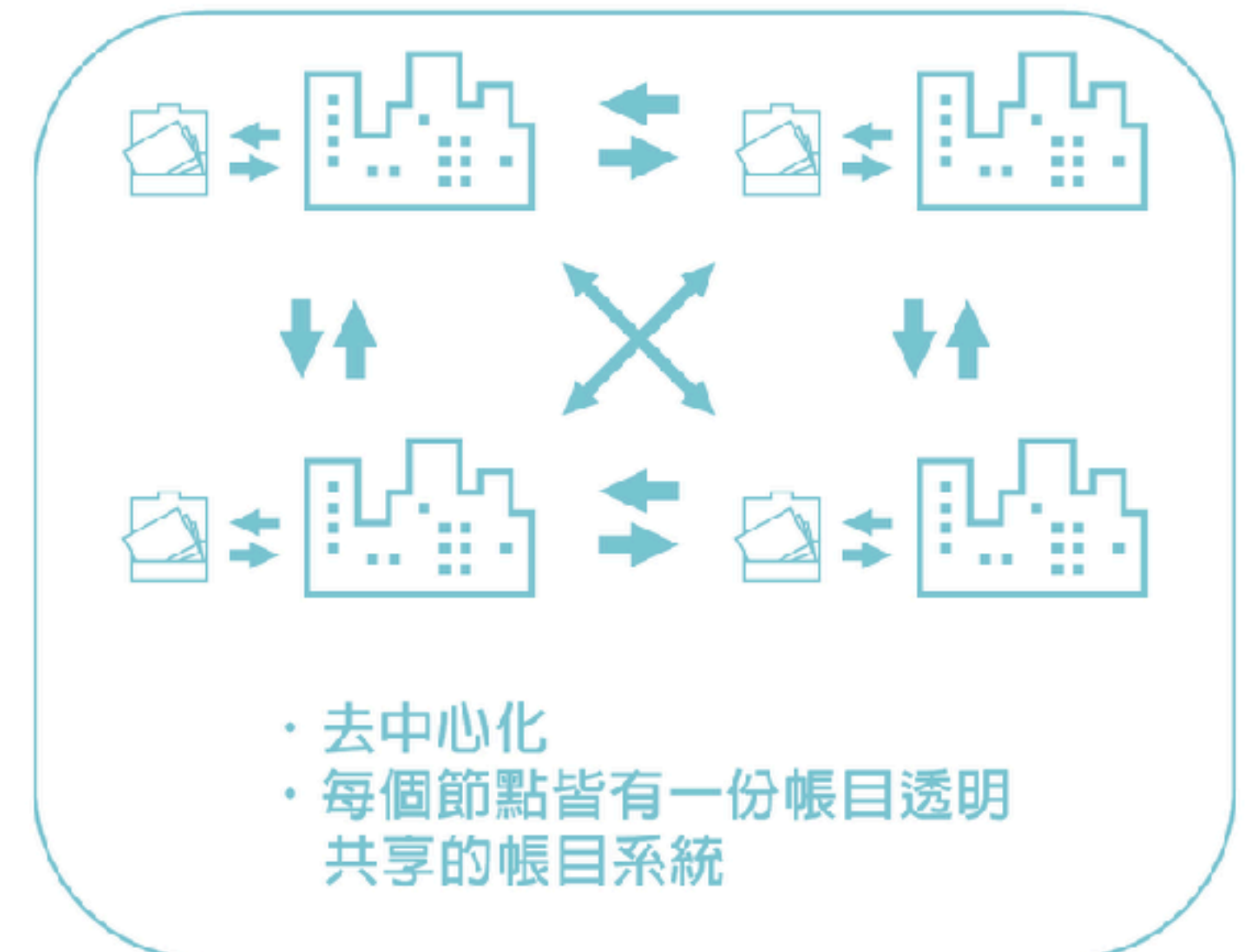Further application on Blockchain technology ?

✦BlockChain Introduction

How it works:

Someone requests a transaction.

The requested transaction is broadcast to **P2P** network consisting of computers, known as **nodes**.

Validation

The network of nodes **validates the transaction and the user's status** using known algorithms.

A verified transaction can involve **cryptocurrency**, contracts, records, or other information.

Once verified, the transaction is combined with other transactions **to create a new block of data for the ledger.**

The new block is then added to the existing blockchain, in a way that is permanent and unalterable.

The transaction is complete.

Decentralize 去中心化
Trackable 可追蹤的
Encrypted 加密安全的
Incorruptible 不可竄改的
Anonymous 匿名性的

傳統信用機制

Clearing House

· 中心化
· 單一機構(如銀行、清算所)持有帳目系統

區塊鏈信用機制

· 去中心化
· 每個節點皆有一份帳目透明共享的帳目系統

Discussions 1/3

Why Blockchain technology ?

‣ Why not just a website and monitor the users in Tweet ?

‣ decentralize (no one has to maintain the tax)

‣ equality (anonymous)

‣ transparent ($ amount)

Why 2018 Golden Nica ?

▸ **Innovative material**

  ▸ Big Data

  ▸ Social Media Campaign

  ▸ BlockChain

▸ **About Social**

  ▸ Global economic system

  ▸ Social welfare

  ▸ Indiscriminate profit
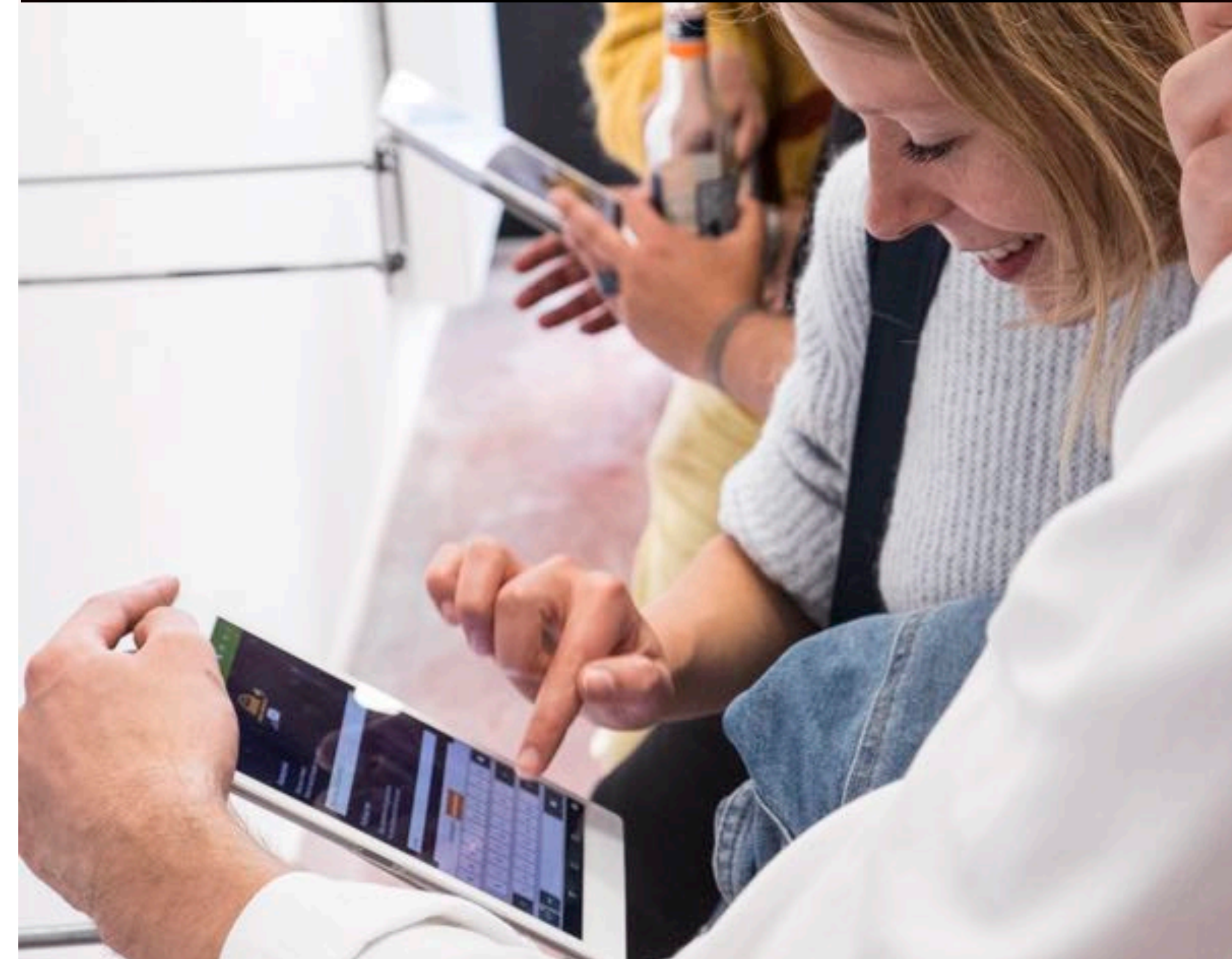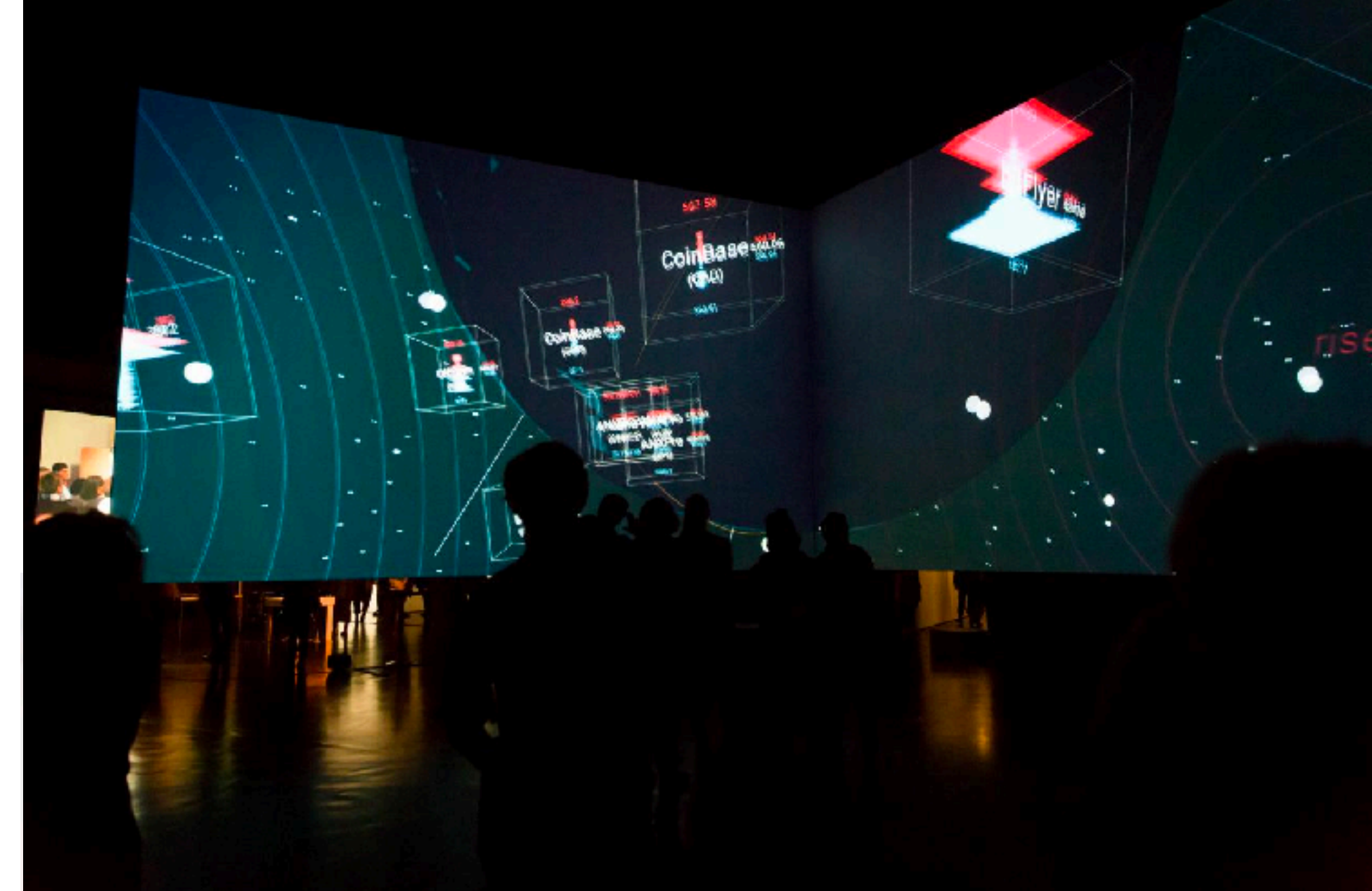
▸ **Interdisciplinary scientific research**

  ▸ Philosophical reflection / Artistic practices / Technologies

  ▸ Social media / Website / BlockChain / Installation

Discussions 3/3

Further application on Blockchain technology ?

▸ Visualize (chains - Daito Manabe)

▸ Gamification

▸ Materialization - IoT ?

Thank you :)