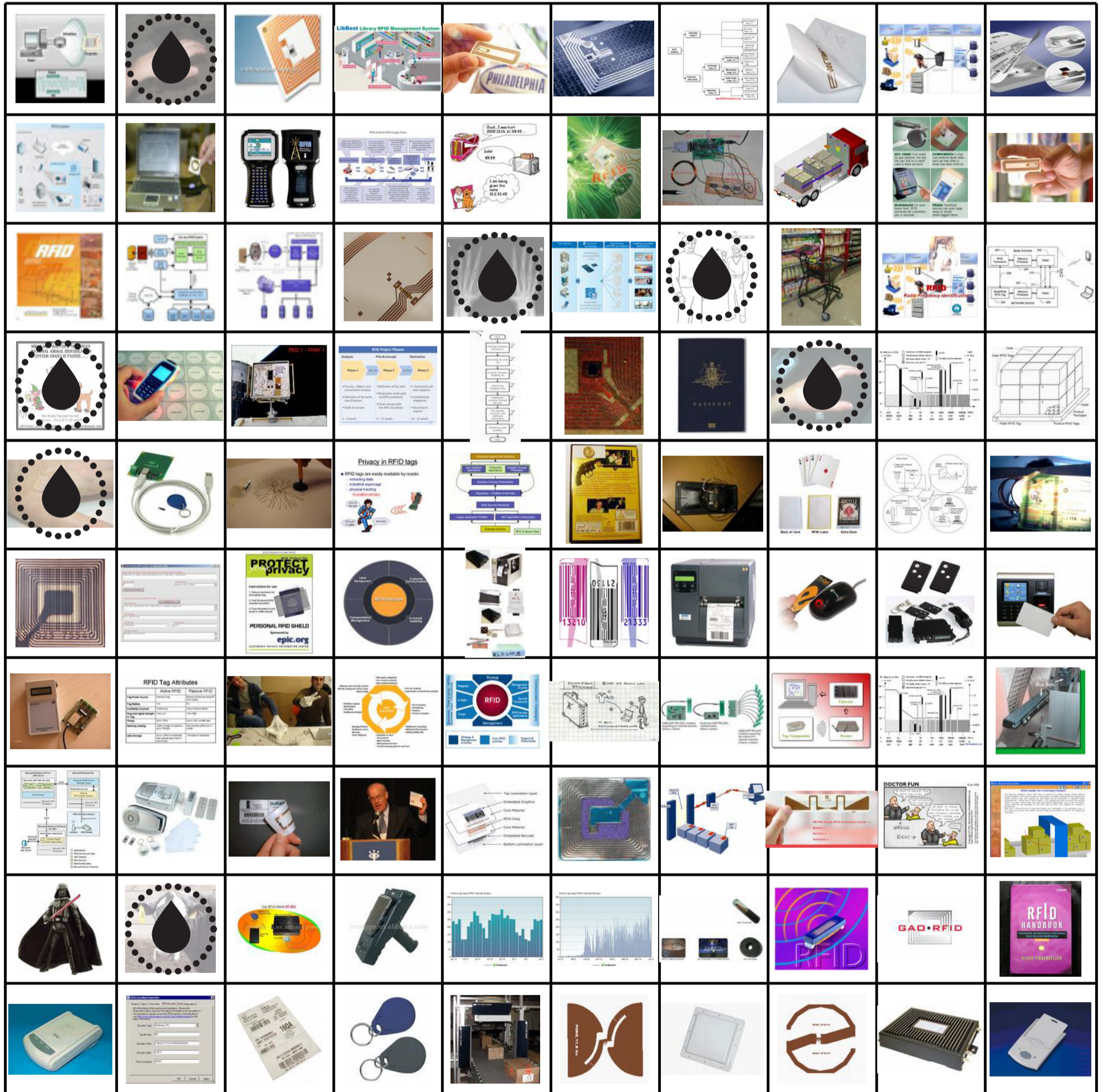


RFID Imagery: Wet and Dry Associations Compared

Research Question_How "dry" is the RFID imagery according to Google?

Findings_According to Google Images, the RFID imagery is dry insofar as associations to the biological are limited, e.g., human tagging, animal chip implants, etc. Associations with machines and machinic diagrams predominate.

RFID's 'dry' associations



Source_images.google.com
 Method_Scrape top 100 results from Google Images and visualize as 'dry' and 'wet' associations turned on or off.
 Query_RFID
 Tools_Google Image Scraper and Tag Cloud Generator
 Date_20 October 2007

Product_of the Digital Methods Initiative,
 dmi.mediaudies.nl. Analysis_by Anne Helmond, Richard Rogers, Laura van der Vlies and Esther Weltevrede.
 Recalling RFID Icon_by Loes and Leon. RFID Icons_by Timo Arnall. Design_by Anne Helmond.

