Event Clock for Shared Spaces
(Technical Report)

Disclosures and Deception: Advertisers vs Regulation in Modern America
(STS Research Paper)

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Preface

In what ways can information be conveyed to an individual? Methods include both the physical means of information display and the techniques by which audiences are selected and addressed, potentially in manipulative ways.

In order to display currently occurring events at a location, a networked clock with a display was created. The design accommodates simple and timely information updates for display in a public building. A series of Raspberry Pi Pico microcontrollers keep and display the time, present events and host a webserver for event creation. The clock was successfully designed and constructed, works according to expectations, and has potential use cases in shared spaces at academic and professional institutions.

How does the American advertising industry work to increase the effectiveness of their advertisements despite increased regulation from the federal government? This problem grows increasingly relevant as the number of ads viewed by Americans increases each year. Industry groups, including lobbyists, internet advertising companies, and large technology firms, have successfully used developing technologies to increase ad effectiveness while avoiding regulation. To combat this, groups concerned with advertising harm and consumer privacy have begun to push for stronger regulations on advertisements and the ways personal data can be used online.