Nina Pope and Karen Guthrie
Untitled

1 – Brief description of the project.
We propose to develop a project around current Central Office of Information (COI) campaigns ˆ looking at ways in which both the content and delivery medium could be changed to break down their traditional role as "one to many0 information providers.

2 – How does your proposal go 'beyond convergence'?
The proposal has been triggered by the way that convergent media has already started to affect and change the role of organisations who 'grew up' in the period when a UK television represented a way into a 'national conversation' but one which only went one-way (!) Rather than suggest new technological developments within convergent media, we are proposing to use a set of specific social situations to trigger ideas — represented by the concerns COI would be seeking to address at a given time. We would look to change these campaigns by altering the ways in which they are authored, delivered and received.

3 – How have you addressed the key relationship of public and private spaces?
COI represents the delivery of public information, which should on the whole be to the benefit or safety of individuals the viewer receives this in both private places (the home via TV) and public spaces (via poster campaigns). Currently however there is no real sense of this information being targeted to you as an individual or even that relevant to you in a direct way it certainly seems beyond the intervention or input of the viewer. We are seeking to examine the effect that changes to this dynamic may have.

4 – Is your proposal a critique of the technologies of convergence, if so in what way?
N/A

5 – How does your proposal relate to society and community?
By taking an existing paradigm for the delivery and nature of 'public information0 and trying to unpick this in relation to the effect that different kinds of information may have on individuals.

6 – What audience or public does the proposal address?
This would be largely dependent on the specific COI campaigns we0d choose to work with. By their very nature the messages delivered by COI are designed to reach as large, inclusive and yet diverse an audience as possible. We are interested in trying to refine this approach by considering how strands of increasingly specific or personal information could be teased out of each campaign and directed to smaller and more discrete audiences.

7a – Please indicate which of the issues, listed in the brief, your proposal responds to and,
7b – how it addresses them.
*to engage critically with the social impact of technologies on society.

Our proposal addresses the way that changing technology could influence both the content and delivery of 'public information0 campaigns.

*to explore the relationships of institutions and corporations to public space.
Further to this it suggests that the traditional model whereby 'public0 information is broadcast out to individuals could be broken down ˆ information could become more targeted and authored by different voices and the public could feedback into the delivery loop.

*to address the management of anxiety through technology
It could be argued that COI campaigns from the past have attempted to raise public awareness in order to lesson anxiety about, for example, health and safety issues. Electing to receive more information around these campaigns via a personal delivery system could be seen to reassure people fears. Or, would it in fact further heighten their anxieties ˆ if you are already paranoid about the dangers of fire ˆ would choosing to receive updates on fire alarms and safety tips

increase or relieve your stress?

*to address how technology changes our concept of community
Our proposal to open out the authorship of messages triggered by COI campaigns looks at the way
that communities of interest develop around any issue. In the past these communities would be
passive recipients of COI campaigns as would individuals for whom the messages had no interest or
relevance. In this scenario we would be using technology to allow
these individuals to affect the information generated around problems which may affect or
concern them, and to 'stream0 different layers of information to relevant communities.