



Technical Info:

Tools / Software

HTML / CSS / JavaScript

https://mywebsite.com

pnul967@gmail.com

Contact Info:

pnul967@gmail.com

https://mywebsite.com

pn.js webcam

Procreate / Figma / After Effects

Netflix hosting

Collaboration

Interviews: 8 participants

Online questionnaire survey: 105 responses

On-site questionnaire survey: 10 responses

(all participants are anonymous)

Not Who You Think I Am

MACD 2025

A Visual and Interactive Simulation of Algorithmic Identity Labeling

Do we need a label to be seen?
This question is not meant to be answered — but carried with you.

Name: Hongrong Li (Lucy)

Overview:

This project explores what it feels like to be seen, judged, and labeled by a system. Through a face-tracking simulation and interactive feedback, users experience a condensed version of algorithmic judgment — and must decide whether to accept or reject the identity they've been assigned.

Rather than using real AI, the project uses visual logic to recreate the emotional pressure and symbolic discomfort of being categorized. The goal is not technical imitation, but to make visible the often-invisible dynamics of digital labeling.

Concept Development:

Academic research

Inspired by personal mislabeling experiences, labeling theory (Becker, Goffman), and algorithmic bias in facial recognition.

Practical research

Online and offline questionnaires.
On-site target group interviews.

Early sketch

First version of the website
Visual chart design
Simulation algorithm library
fixed symbol label design

Reflection:

The main challenge was not technical, but conceptual: How can a symbolic system — built without real AI — still make users feel the pressure of being labeled?

By simplifying the mechanism into a visual simulation, the project made the judgment process more visible, and the emotional discomfort more tangible. What began as a design question evolved into an experience design dilemma: Can a fake system still hurt?

Many users instinctively hesitated when faced with the “Do you accept this label?” prompt. That hesitation, that micro-friction — was exactly what this project hoped to surface.



Visual Symbol System:
16 emotional character icons.
Information visualization chart:
Recycle information and redesign to intuitively express authenticity.