

## Art that reveals how technology frames reality

### I Watch an online talk:

December 2019 - Jiabao Li, perception designer

[https://www.ted.com/talks/jiabao\\_li\\_art\\_that\\_reveals\\_how\\_technology\\_frames\\_reality](https://www.ted.com/talks/jiabao_li_art_that_reveals_how_technology_frames_reality)

### II Match the following expressions with their Polish equivalents.

- |                     |                             |
|---------------------|-----------------------------|
| 1 to perceive       | A powiadomienia             |
| 2 perceptual        | B wtyczka programowa        |
| 3 augmented reality | C osłabić                   |
| 4 to project        | D postrzegać                |
| 5 to alter          | E percepcyjne               |
| 6 vulnerable        | F rzeczywistość rozszerzona |
| 7 commodity         | G wyświetlać                |
| 8 notifications     | H zmieniać                  |
| 9 plug-in           | I podatny                   |
| 10 to dilute        | J towar                     |

### III Match the following expressions with their definitions

- |                    |  |
|--------------------|--|
| 1 to defamiliarize | A to foster  |
| 2 nocebo           | B conversation   |
| 3 placebo          | C to aid   |
| 4 hyperfragmented  | D vivid  |
| 5 bias             | E to confirm   |
| 6 to favour        | F make something not certain                                   |
| 7 to reaffirm      | G prejudice  |
| 8 vibrant          | H extremely disunited  |
| 9 to contribute    | I an inert substance or treatment which is designed to have no |

therapeutic value

10 narrative J a detrimental effect on health produced by psychological or psychosomatic factors such as negative expectations of treatment or prognosis

**IV Complete the following sentences with the words from activities II and III.**

*perceived defamiliarize project favoured commodity vulnerable dilute placebo vibrant bias*

- 1 You'll need time to \_\_\_\_\_ yourself with the way you have seen the world so far.
- 2 This discovery was \_\_\_\_\_ as a major breakthrough.
- 3 Energy is being dealt with as a \_\_\_\_\_ rather than as a common asset.
- 4 I lived in a very \_\_\_\_\_, diverse neighborhood where I wrote several of my novels.
- 5 Large classes \_\_\_\_\_ the quality of education that children receive.
- 6 Half of the people taking part in the experiment were given a \_\_\_\_\_.
- 7 There is a hint of \_\_\_\_\_ in the way he treats Afro-American workers.
- 8 These offices are highly \_\_\_\_\_ to terrorist attack.
- 9 So here what we're trying to do is we bring the picture and \_\_\_\_\_ it into the 3-D model space.
- 10 It's a resort \_\_\_\_\_ by families with young children.

**V Listen to the talk and decide if the following statements are T-true, F-false or there is not such information in the text, does not say-DS.**

- 1 We're unaware of the fact that we're experiencing technology all the time.
- 2 The author has created perceptual machines to challenge the way we perceive the world.
- 3 Now people are getting more and more assertive.
- 4 Nocebo mode diminishes things and ideas.
- 5 Upset people are unlikely to deal with similar people to become even more worried.
- 6 Lack of attention to opposing ideas makes community stay isolated.
- 7 The tool in the helmet operates through state-of-the-art lenses.

8 Digital media use the way human perception works to sell ads.

9 The speaker's new project makes things people usually ignore more visible.

10 The speaker's products can be used for both good and bad purposes.

**VI Complete the following text with missing words.**

*palliative   encounter   helmet   hypersensitivity   modes  
sensorial   expands   amplification   memes   shrinks*

For example, nowadays, many of us have this kind of allergic reaction to ideas that are different from ours. We may not even realize that we've developed this kind of mental allergy. So I created a 1 \_\_\_\_\_ that creates this artificial allergy to the color red. It simulates this 2 \_\_\_\_\_ by making red things look bigger when you are wearing it. It has two 3 \_\_\_\_\_: nocebo and placebo. In nocebo mode, it creates this 4 \_\_\_\_\_ experience of hyperallergy. Whenever I see red, the red 5 \_\_\_\_\_. It's similar to social media's 6 \_\_\_\_\_ effect, like when you look at something that bothers you, you tend to stick with like-minded people and exchange messages and 7 \_\_\_\_\_, and you become even more angry. Sometimes, a trivial discussion gets amplified and blown way out of proportion. Maybe that's even why we are living in the politics of anger. In placebo mode, it's an artificial cure for this allergy. Whenever you see red, the red 8 \_\_\_\_\_. It's a 9 \_\_\_\_\_, like in digital media. When you 10 \_\_\_\_\_ people with different opinions, we will unfollow them, remove them completely out of our feeds. It cures this allergy by avoiding it. But this way of intentionally ignoring opposing ideas makes human community hyperfragmented and separated.

**Key:**

**II**

1 d	to perceive	postrzegać
2 e	perceptual	percepcyjne
3 f	augmented reality	rzeczywistość rozszerzona
4 g	to project	wyświetlać
5 h	to alter	zmieniać
6 i	vulnerable	podatny
7 j	commodity	towar
8 a	notifications	powiadomienia
9 b	plug-in	wtyczka programowa
10 c	to dilute	osłabić

**III**

1 f	to defamiliarize	make something not certain
2 j	nocebo	a detrimental effect on health produced by psychological or psychosomatic factors such as negative expectations of treatment or prognosis
3 I	placebo	an inert substance or treatment which is designed to have no therapeutic value
4 h	hyperfragmented	extremely disunited
5 g	bias	prejudice
6 a	to favour	to foster
7 e	to reaffirm	to confirm
8 d	vibrant	vivid
9 c	to contribute	to aid

10 b narrative conversation

#### **IV**

1 defamiliarize

2 perceived

3 commodity

4 vibrant

5 dilute

6 placebo

7 bias

8 vulnerable

9 project

10 favoured

#### **V**

1 T

2 T

3 DS

4 F

5 F

6 T

7 DS

8 T

9 T

10 T

#### **VI**

1 helmet

2 hypersensitivity

3 modes

4 sensorial

5 expands

6 amplification

7 memes

8 shrinks

9 palliative

10 encounter