

# SHUT IT DOWN

Create fun ways to **fool** the collected **data** for a given **filter**



Problem



Solution



Constraint

## Intro

Shut it down is a game for self-conscious and creative individuals to find innovative ways to protect their privacy. In a world driven by data collection, the game serves as an outlet to understand these scenarios and reflect on them in a collaborative way.

The expression “Shut it down” refers to the idea of closure, indicating a forced end to some activity. In the context of the game, this means to think about ways to prevent data collection by doing things other than shutting it down (the last step). The idea is to allow people to act as the society asks them to, and making them conscious to look for alternatives.

The game is a part of the thesis project for Parsons School of Design, conceptualized and developed by Akshansh Chaudhary. The format of the game is inspired by games like “Cards Against Humanity” and “VC Bait”.

# Setup

The game contains three types of cards: Data, Fool, and Filter.

The data cards show the sources of data collection, like email, phone number, password, DNA, among others.

The Fool cards suggest the ways in which data can be fooled. They serve as hints to find fun ways to prevent data collection.

The filter cards offer an additional layer of structure to the game. As the name suggests, the filters promote the players to think how to fool the data from the perspective of an industry, technology, or a particular company.

# Rules

- Shuffle and place the Data and Filter cards in individual piles on the table.
- Shuffle and deal each player five Fool cards.
- Each round of play has four phases: thinking, collecting, saying, and selecting.
  
- Pick one player to be the Master for the first round. All other players are Users.
- The Users look at their fool cards.
- A round of play begins when the Master draws a Data and a Filter card. The Master briefly explains the data that is being collected for that round, and the filter to be used to sample that data. For instance, email (data) for Google (filter) would mean data collected by Google in its email service (Gmail) — emails, attachments, calendar, contacts, among others.
- The Master then turns on a 1-minute timer to begin thinking.
  
- Thinking
- Users have one minute to think of a way to fool this data collection based on any of their five Fool cards, given the Data and Filter cards. For example, a Fool card of “Write a love letter” could be used to write physical letters instead of using electronic mail services by Google. Since the automated systems can only read online content, the physical letters would be secure.

# Rules

- Note: If a user receives a **Shut it down card**, that means they now have the liberty to shut down or close the source of that data collection for the respective filter. Now, they are not thinking of ways to fool, but to fight. They must be creative in their ideas.

- Collecting

- Within that minute, all users pass their chosen Fool card, face down, to the Master; these cards make up the round's collection.

- The Master looks at the collected cards and chooses any Fool card to begin the Saying stage.

- Saying

- The user who played that Fool card then states their idea.

- The Master then repeats this process until all users have stated their ideas to fool data.

- Selecting

- The Master must select one idea after evaluating them with respect to the given Data and Filter cards. The Master then explains their decision to the users, discards the other Fool cards, and passes the winning Fool card to the winning user.

- This user keeps it to the side to indicate they won that round.

- All users draw a new Fool card from the pile to replace the Fool card they played in that round; the Master discards the played Data and Filter cards.

- Repeat

- The player to the right of the Master becomes the next Master, and a new round begins.

- Play as many rounds as you'd like; the winner is the user with the most selected ideas.

Email

Password

Biometric

DNA

Location

Name

Photos and  
Videos

Online  
Search  
History

Cookies

Voice

Face

Contacts

Call Log

Device  
(Android, iOS,  
Laptop)

Web Browser  
(Chrome,  
Firefox)

Social Media  
Profile

Family and  
Friends

Social  
Security  
Number

Food  
Preference

Travel Log

Online  
Behavior

Shopping  
Interests

Morning  
Routine

Sex Life

Phone  
Number

Pretend to be a private detective

Dance like no one's watching

Pretend you're in an action movie

Tell white lies to a stranger

Break the rules

Binge watch a TV show

Listen to a song on repeat

Sit in the shower

Draw a cartoon

Play with slime

Create a wonder drug

Make a face mask

Wear a special watch

Take the subway/metro

Workout

Read the newspaper

Hide your phone

Apply sunscreen

Laugh

Drive a bulldozer

Remove makeup

Cuddle

Have sex

Eat different

Avoid routine

Host a cooking show

Have intense conversation with your pet

Practice poses in the mirror

Walk around naked

Stalk on social media

Rate strangers

Dress as a superhero

**Shut it down**

Create a graffiti

**Shut it down**

Get a tattoo

Do a scavenger hunt

Listen to orchestra

Visit a haunted house

Get drunk

Jump off an airplane

**Shut it down**

Play pinball

Fly on a helicopter

Party like an animal

Run a marathon

Imagine absurd scenarios

Pretend you're in a music video

**Shut it down**

Plot an escape route

Apply for citizenship to another country

Learn a new language

Travel somewhere distant

Teach people

Write a love letter

Go trekking

Change your look

Make an entertaining voicemail message

Downsize and sell things

Build something

Weld and make something

Play an instrument

Sew a cloth

Play chess

Carve your name on a tree

Take a career break

Write a book

Write with your other hand

Solve a rubik's cube

Make your own beer

Donate blood

Go to a concert

Make a herb garden

Change your morning routine

Do something stupid

Do something different

Strike up a conversation

Join a club

Reconnect with an old friend

Treat yourself

Pretend to be a tourist

**Shut it down**

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Alphabet

Uber

Facebook

Instagram

WhatsApp

Snapchat

WeChat

Twitter

Amazon

Apple

YouTube

Twitch

Netflix

Microsoft

Linkedin

Verizon

Technology

Construction

Retail

Health

Transport

Telecom

Finance

Education

Advertising

Production

Real Estate

Banking

Marketing

Fashion

Virtual  
Reality

Augmented  
Reality

Internet of  
Things (IoT)

Blockchain

Artificial  
Intelligence

3D Printing

5G

Drones

Natural  
Language  
Generation

Quantum  
Computing

Self Driving  
Vehicles

Smart City