



The IO Foundation

Let's play a
game



What is this
worth?

5

And this?

\$5

WHAT
DO YOU
MEAN
7

How about
this?

USD5

WHY?



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DATA

A close-up photograph of a wooden mannequin, showing the torso and arms. The wood is a light, natural color with visible grain. The mannequin is positioned against a plain, light blue background. The lighting is soft, highlighting the smooth curves of the body.

BODY

MIND



A close-up, low-angle shot of a crowd at a concert. Numerous hands are raised, holding smartphones to capture photos or videos of the stage. The phones' screens show bright stage lights and silhouettes of performers. The background is dark and filled with more people, creating a sense of a large, energetic event.

ACTIVITIES

A black and white collage of faces, possibly from a newspaper or magazine, with a grid overlay. The faces are partially obscured by the grid lines, creating a layered, fragmented effect. The word "YOU" is written in large, orange, sans-serif capital letters in the top right corner.

YOU



THE IO
FOUNDATION

LINKED

PROFILING



Me

My data



Concept



HARM

Concept

DIGITAL HARM

SHAPING SOCIETIES

Data has a better idea

A satellite view of Earth at night, showing the curvature of the planet and the glowing lights of cities and continents. The text "Internet" is overlaid in white.

Internet

Digital Spaces

Digital Territories

New **CRITICAL** actors

A person with a beard, wearing glasses and large headphones, is seen from the side, working on a laptop. In the background, there are several computer monitors. One monitor displays lines of code in a dark-themed editor. Another monitor shows a colorful, abstract image. The scene is dimly lit, with the primary light source being the screens.

Fallacy

All of you a hacker

Example Tap Water

Infrastructures





We ~~the people~~

We the **cyborgs**

Finish line

Takeaways

1

2

3

~~4~~



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THANK
YOU

Image credits: Unsplash



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