

# RFID Imagery: Wet and Dry Associations Compared

Research Question\_How "wet" is the RFID imagery according to Google?

Findings\_According to Google Images, the RFID imagery is dry insofar as associations to the biological are limited, e.g., human tagging, animal chip implants, etc. Associations with machines and machinic diagrams predominate.

## RFID's 'wet' associations



Source\_images.google.com  
Method\_Scrape top 100 results from Google Images and visualize as 'dry' and 'wet' associations turned on or off.  
Query\_RFID  
Tools\_Google Image Scraper and Tag Cloud Generator  
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Recalling RFID Icon\_by Loes and Leon. RFID Icons\_by Timo Arnall. Design\_by Anne Helmond.

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