## 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' assocations turned on or off.

**Query** RFID

**Tools**\_Google Image Scraper and Tag Cloud Generator **Date**\_20 October 2007

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