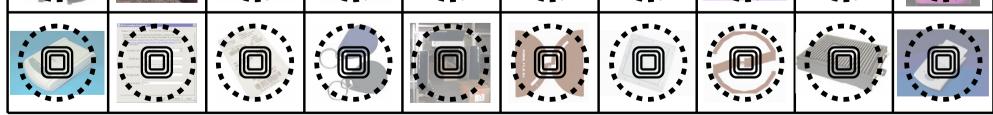
RFID Imagery: Wet and Dry Associations Compared

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

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CHU Tag Atribute				



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 Product_of the Digital Methods Initiative, dmi.mediastudies.nl. Analysis_by Anne Helmond, Richard Rogers, Laura van der Vlies and Esther Weltevrede. Recalling RFID Icon_by Loes and Leon. RFID Icons_by Timo Arnall. Design_by Anne Helmond.

