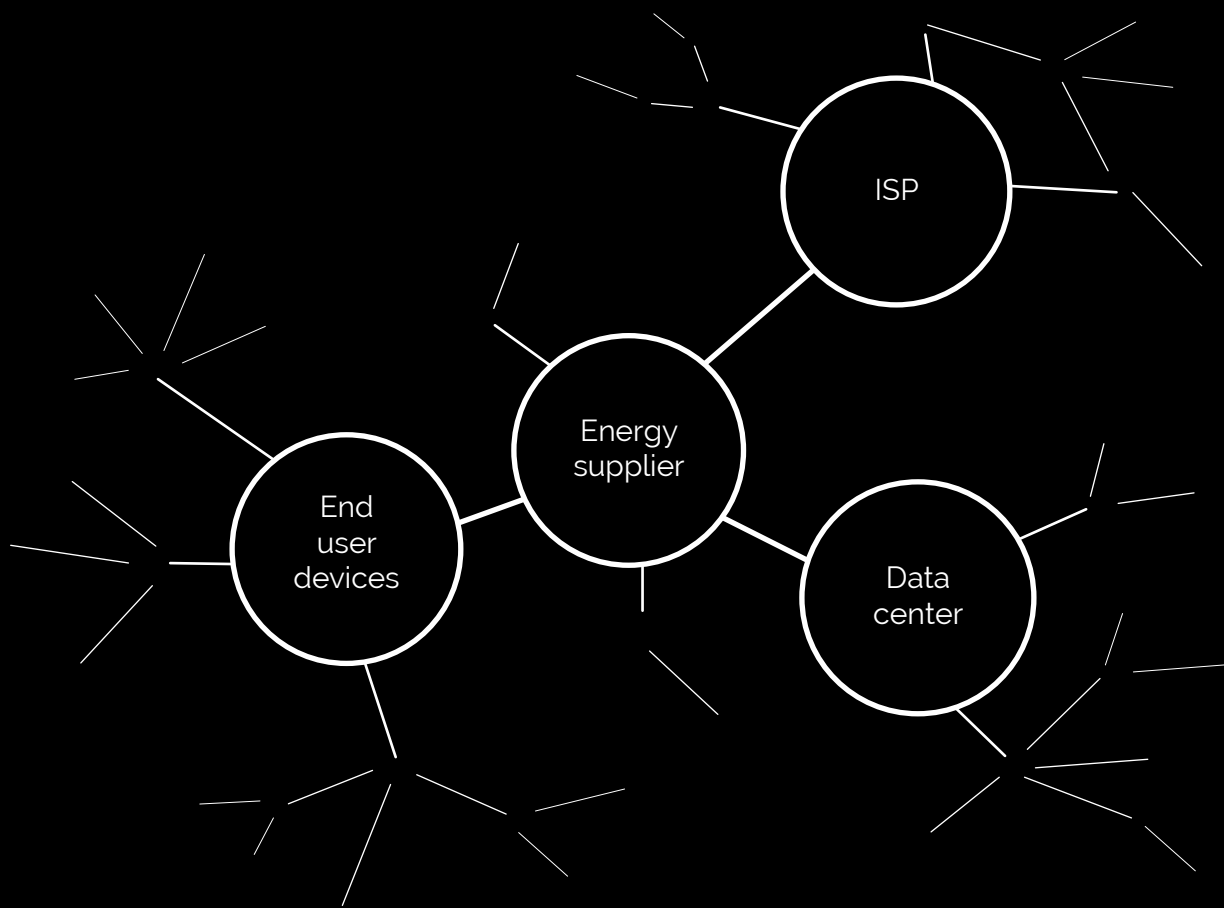


DECREASING DATA DEMAND

An exploration into sustainable online behaviour

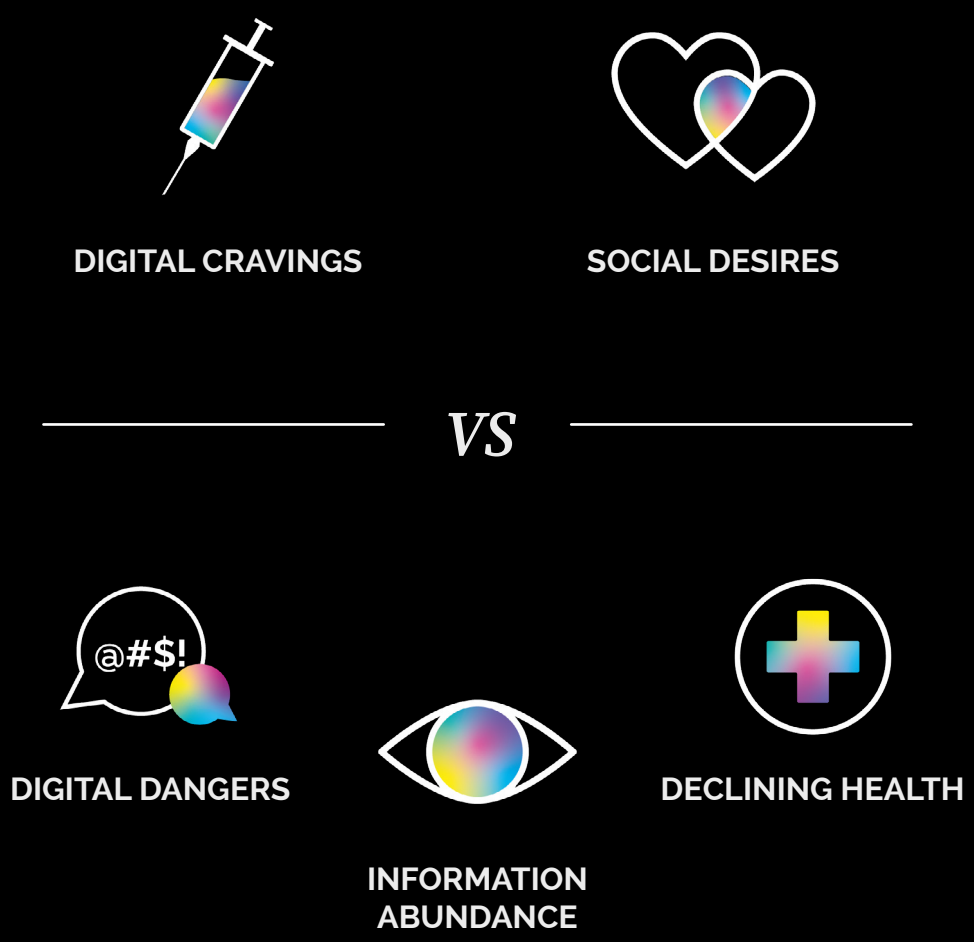
SUSTAINABLE FOR THE ENVIRONMENT



Behind the cloud hides an immense network of cables that crosses continents to transfer our data. Data centres, internet service providers and end user devices together make up a network that needs fresh water, rare materials and huge amounts of electricity to operate.

Although the internet entertains us and brings loved ones closer, the way we currently consume data threatens our health, leads to unethical behaviour and distracts us from engaging in meaningful activities.

SUSTAINABLE FOR US HUMANS



AN INTERVENTION TO START DEBATE



Bringing the feedback into a public space, the router can spark discussion and debate between friends and family. Through this open conversation, new norms for appropriate data use can be formed.



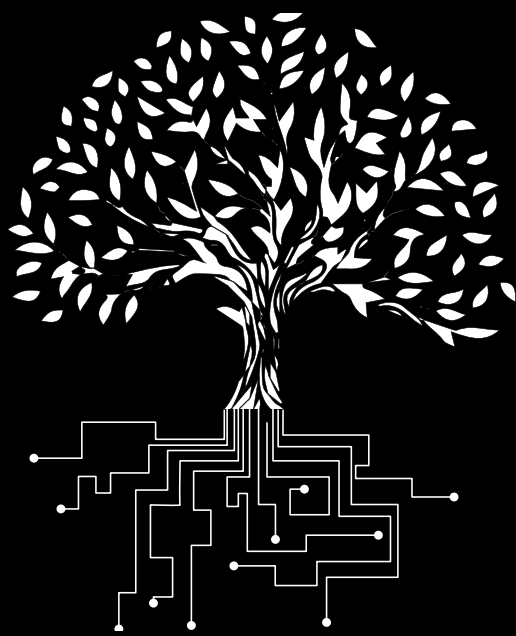
In order to give shape to more sustainable online behaviour, we must first become aware of our current practices. By visualising data usage with colours, this interactive router attributes data intensity to individual users in the household for them to reflect on. To start using data, user must first make this explicit by inserting their personal key.



To reduce their data intake, users must make conscious decisions about when they want to use more data. To help, the router works at a basic speed for essential services and requires additional action for data intensive applications. With the click of a button a temporary 'boost' is activated.

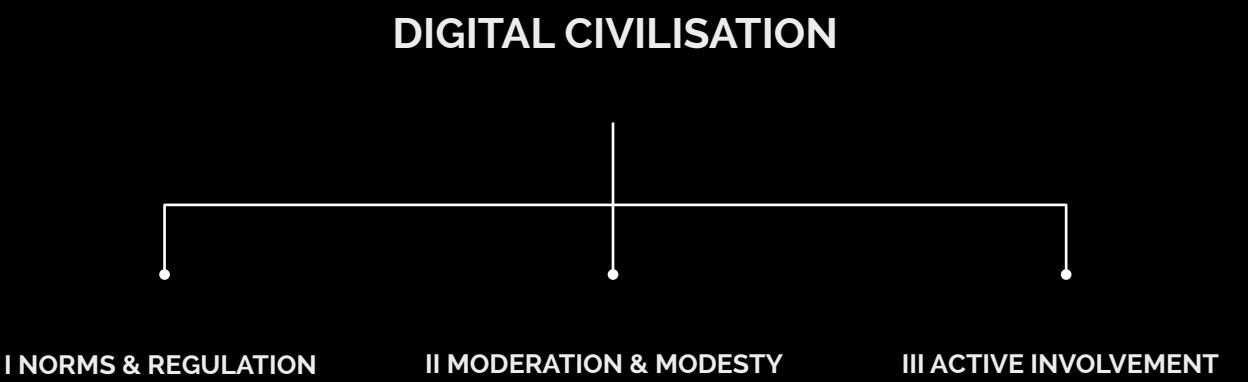
A dictionary on data consumption

- Bloat - noun**
UX design with HQ visuals and animations that lead to sluggish devices and empty batteries.
- Instant gratification - noun**
Small rewards of dopamine that we get from our brain when we give in to (online) temptations. Also cat videos.
- Cornucopian mindset - noun**
The idea that we are only limited by the technologies we bring forward and other resources are apparently endless.
- Servitization - noun**
Everything is now a service. We mostly pay monthly fees that are no longer affected by how much we consume.
- Cold start - noun**
The time you have to wait for a device to start in case it was actually turned off.
- Leeching - verb, "to leech"**
Making use of social media without actually contributing anything yourself or showing any form of life.
- The cloud - noun**
A place in the sky where files are stored. Or: a massive bunch of hot servers connected to the internet.
- Spanming - verb, "to spam"**
Bombarding another person with digital messages or notifications to the point where they lose their mind.
- Binge-watching - verb "to binge-watch"**
Watching a series without any form of interruption for longer periods of time. No one can stop you.
- Confirmation bias - noun**
Thinking that the whole world agrees with you because Google's AI gives you the answers you seek.
- Digital colonialism - noun**
A new form of colonialism where countries in Africa with rare metals are exploited.



TOWARDS A CIVILISED INTERNET

The way we currently behave online can be seen as uncontrolled and uncivilised. To create a change in the right direction, we have to start actively caring about what impact online interactions have on ourselves, on others and on the planet. By setting rules and social norms, we can start to moderate excessive and immoral practices.



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Increasing data sustainability; a behavioural approach
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