



MOODPROJECT

WELCOME TO MOODPROJECT, THE NATIONAL MOOD DEMOGRAPHIC PROJECT.

INFORMATION:

MOODPROJECT IS AN ONLINE AND PHYSICAL MULTI FACETED PROJECT THAT DRAWS IN DATA FROM MULTIPLE SOURCES. THE EXHIBITION CONSISTS OF THE MOODCAPTURE PROGRAM THAT READS USERS BODY LANGUAGE TO DETERMINE THEIR MOOD BY VIDEO TRACKING VIA WEBCAM AND THE MOODSURVEY PROGRAM. MOODSURVEY COLLECTS DATA ON THE USER'S GENDER, AGE AND PROFESSION AND ALONG WITH THE MOODCAPTURE, SAVES THIS TO THE ONLINE MOODPROJECT DATABASE TO BE USED TO CONSTRUCT TWO FINAL RESULTS.

FIRSTLY, THE AUTOMATIC PRODUCTION OF AN ONLINE VISUAL/AUDIO ARTWORK REPRESENTING THE USERS INPUT THROUGHOUT THE EXHIBITION TIMEFRAME. SECONDLY, THE CONSTRUCTION OF A BARCODE MADE OF THREE PARTS THAT CONTAINS ALL THE RELEVANT MOODPROJECT INFORMATION FOR EASY ARCHIVING OF THE RESULTS.

IN ADDITION, ALL THE DATA COLLECTED IS REFLECTED BY MOODRESULTS, A LIVE ONLINE DATA REPRESENTATION BY CONTINUALLY UPDATING BAR CHARTS THAT CAN ALSO BE PRESENTED ALONGSIDE MOODCAPTURE AND MOODSURVEY AT EXHIBITION.

FURTHER INFORMATION CAN BE FOUND AT www.moodproject.com

RESEARCH:

MOST OF MOODPROJECT WAS MADE POSSIBLE BY THE KIND PEOPLE WHO TOOK THE TIME TO FILL OUT A SHORT QUESTIONNAIRE. THE FORM ASKED NO PERSONAL QUESTIONS OR RECORDED ANY PERSONAL IDENTIFIABLE INFORMATION. IT SIMPLY SEEKED THEIR OPINIONS ON COLOURS, SOUNDS, AGE AND PROFESSION, AND HOW THEY MIGHT INTERTWINE.

THIS INFORMATION HELPED IN THE PRODUCTION OF MOODPROJECT, A DIGITALLY INTERACTIVE VISUAL MOOD ENVIRONMENT THAT WILL BE EXHIBITED AT THE ARTS INSTITUTE AT BOURNEMOUTH, BRISTOL AND LONDON OVER SUMMER '06. THIS ENVIRONMENT WILL FORM THE BASIS OF A LIVE EXPERIMENT INTO THE DEMOGRAPHICS OF MOOD AT THESE EXHIBITION VENUES AND WILL AUTOMATICALLY CONSTRUCT AN ONLINE VISUAL RESULT AT MOODPROJECT.COM OVER JUNE/JULY 2006.

THE QUESTIONNAIRE CAN BE FOUND AT www.moodproject.com, JUST CLICK THE RED OVAL AREA.

ALSO, BIG THANKS TO NEUROPOP.COM WHO SUPPLIED MOST OF THE SUBLIMINAL SOUNDS!

MARK AT
:moodproject: