## CONCEPT
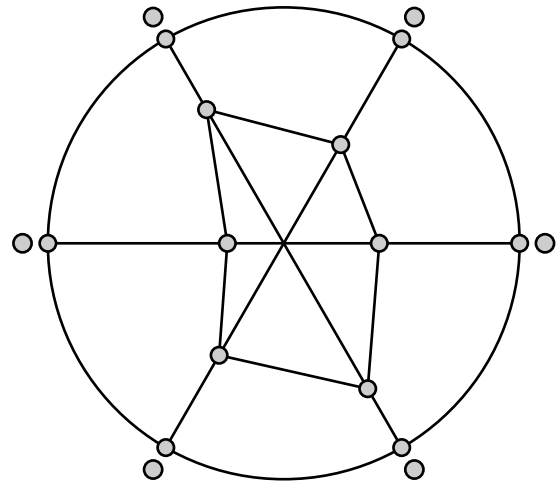
'Perfect Citizen' is a satirical work, addressing the idea of a social credit system. In today's society information is the primary currency. Our every move is digitised and converted into data. The rise of social media only served to significantly accelerate these trends. Centralised digital platforms enable easier tracking, where 'gamification' builds into surveillance. The idea of a social credit system fosters a public opinion environment, leading to a loss of agency and public shaming.

In this project I explore different scenarios. I look at whether this phenomenon potentiates a culture of honesty and safety, or a society of deceit through representation and conformity.

What happens to the maverick?

**Perfect Citizen**

Home

**My Merits**

Network

Activity Log

Search

**Deacon Hill**
profile#35678890

Adopt a trend

Give Data

Copy a style

Donation

Profile Settings

Total count of credits:
631/1200

Social ranking:
Second-class citizen

Contacts in your network:
239865

**631**

November 2023

| M | T | W | T | F | S | S |
|---|---|---|---|---|---|---|
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 1 | 2 | 3 |

Today

🔔 Upload my day's work
complete by 16:00

🔔 Star 20 first-class people
complete by 21:00

120   Trust credits:
Average

98   Productivity credits:
Below Average

84   Attention credits:
Average

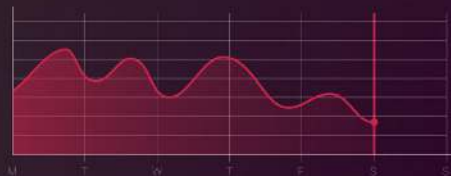58   Network credits:
Poor

106   Popularity credits:
Average

135   Happiness credits:
Above Average

Stars: 5463560
Views: 1358211

Weekly value metric ›

M   T   W   T   F   S   S

**Perfect Citizen**

**631**

Second-class citizen

120    98

84    58

106    165

Search

Highlight reel                                    See all

+

What did you achieve today?

**ELITE CITIZEN**
Nadia Gainsburg

**LEGENDARY CITIZEN**
Brienne Pennister

**RARE CITIZEN**
Jonathon Brown

First-class friends                               See all

**Aleric Winston**
CEO, Glafton 1015

**Tim Ferguston**
Manager 867

**Kelly Saunders**
Accountant 832

Second-class friends                              See all

**Roland Torton**
Programmer 570

**Bess McAlister**
Hostess 489

**Victor Hudson**
Security guard 379

Third-class friends                               See all

Sean Button **390**

Joe Stuart **386**

Max Hudson **361**

Brian Gunter **323**

Petunia Widmore has lost 33 credits in the last 5 days. This does not reflect well on your network.

Poke her!    Unfriend

Michela Bowden has successfully enrolled in an internship at ZCorp. Our data shows it is a position you have applied for 3 times. Follow her to learn why she is more successful than you.

Connect    Follow

# Perfect Citizen

631

Second-class citizen

120  98

84  58

106  165

## Home　My Merits　Network　Activity Log

Search

### TODAY

You arrived at your work at MULTIMED Inc. 5 minutes late, your credit score has been penalised.
Enjoy your day! (-10 network credits)

**-10**

You have been detected jaywalking at 7:50 at Boulevard junction. The endangerment of human lives will never be tolerated. (attention penalty)

Please note this condition is only temporary, should you comply with the rules accordingly for the next 336 hours, your status is restored. We hope this helps.

**DOUBLE DAMAGE**
ALL NEGATIVE RANKINGS COUNT 2X

### YESTERDAY

Congratulations on your first child! It's a girl! Life is a miracle. Given the overabundance of girl children in accordance with our current social strata, standard family discounts do not apply. We recommend you plan responsibly all conceiving to follow. A balanced society is a happy society! (+35 productivity credits)

**+35**

### NOVEMBER 5

Our reports show that you have failed to attend your regional community meeting. Attending social events is in the interest of the community, and anti-social behaviour is not tolerated. your credit score has been penalised. You may consider donating blood or attending community work to restore your previous status. Have a great day! (-12 network credits)

**-12**

Your commitment of buying locally produced food is appreciated. Your efforts are recognised, stay

**+5**

2023
2022
2021
2020
2019
2018
2017
2016
2015
2014
2013
2012
2011

**Perfect Citizen**



631

Second-class citizen

120    98

84    58

106    165

Home    My Merits    Network    Activity Log

Denis Fett has been granted the status of elite-citizen, he can enjoy a 60% discount on domestic flights!
As you are connected, your credit score has been raised by 5 credits.

Congratulate him!    3 hrs

Samantha Ferguston and 5 more of your friends are interested    Gastro-jazz night
Quill Club, Boston at 21:20

You need min. 680 credits to qualifty    6 hrs

Valerie Ross has endorsed you back.
you endorsed Valerie:    she endorsed you:
★★★★★    ★★★★☆

Learn why it is not full stars!    5 hrs

9:41

Highlight reel

＋

What did you achieve today?

First-class frie

Aleric    Tir

Second-class

Daniel    Ale

Third-class fr

Jessica    Ba

Home    My Merits    Ne

**Perfect Citizen**



## Screen 1 — Highlight reel

Highlight reel

What did you achieve today?

ELITE CITIZEN — Nadia Gainsburg

LEGEND CITIZEN — Brienne Pennist

First-class friends

Aleric | Tim | Kelly | Ge

Second-class friends

Daniel | Alex | Craig | B

Third-class friends

Jessica | Bart | Benny | Ha

Home | My Merits | Network | Activity Log | Search

## Screen 2 — Deacon Hill

**Deacon Hill**
profile#35678890

Adopt a trend

Give Data

Copy a style

Donation

Profile Settings

Home | My Merits | Network | Activity Log | Search

## Screen 3

you endorsed Valerie: ★★★★★   she endorsed you: ★★★★★

Learn why it is not full stars!   5 hrs

**Laura Joana Mitchell** is hosting   **Career Event**
Creative Summit   happening now

Agnes Bell and 286 of your colleagues are attending

You are not in Laura's inner circle to attend   2 hours

**Damien Bukovskij**   **Success Story**
Manager, Melcor Inc. 834

Today marks my 4 year work anniversary at Melcor Inc., one of the fastest expanding multinational technological solutions companies. In the space of this year I secured level 6 promotion, with an impressive 35% increase in productivity, 50% increase in popularity, and 34% increase in trust.

Always in the race for success!

Follow him to learn why he is more successful than you

Follow him!   7 hours

**Golden Goose Bar & Café**   **Trending Venue**
Local Interest   ★★★★★

Home | My Merits | Network | Activity Log | Search