

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 'dry' associations



Source images.google.com

Method Scrape top 100 results from Google Images and visualize as 'dry' and 'wet' associations turned on or off.

Query RFID

Tools Google Image Scraper and Tag Cloud Generator

Date 20 October 2007

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Recalling RFID Icon by Loes and Leon. **RFID Icons** by Timo Arnall. **Design** by Anne Helmond.

