

Change the System

industry influence on politics and what needs to be done

by Tom Lawrie
Interaction Studio - Spring 2012
May 8th, 2012

“ That the thing that we were once most proud of— this, our republic— is the one thing that we have all learned to ignore. Government is an embarrassment. ”

-Lawrence Lessig

The Problem

Legislation {

COMPANY

\$\$\$\$



LOBBYIST

\$\$\$\$



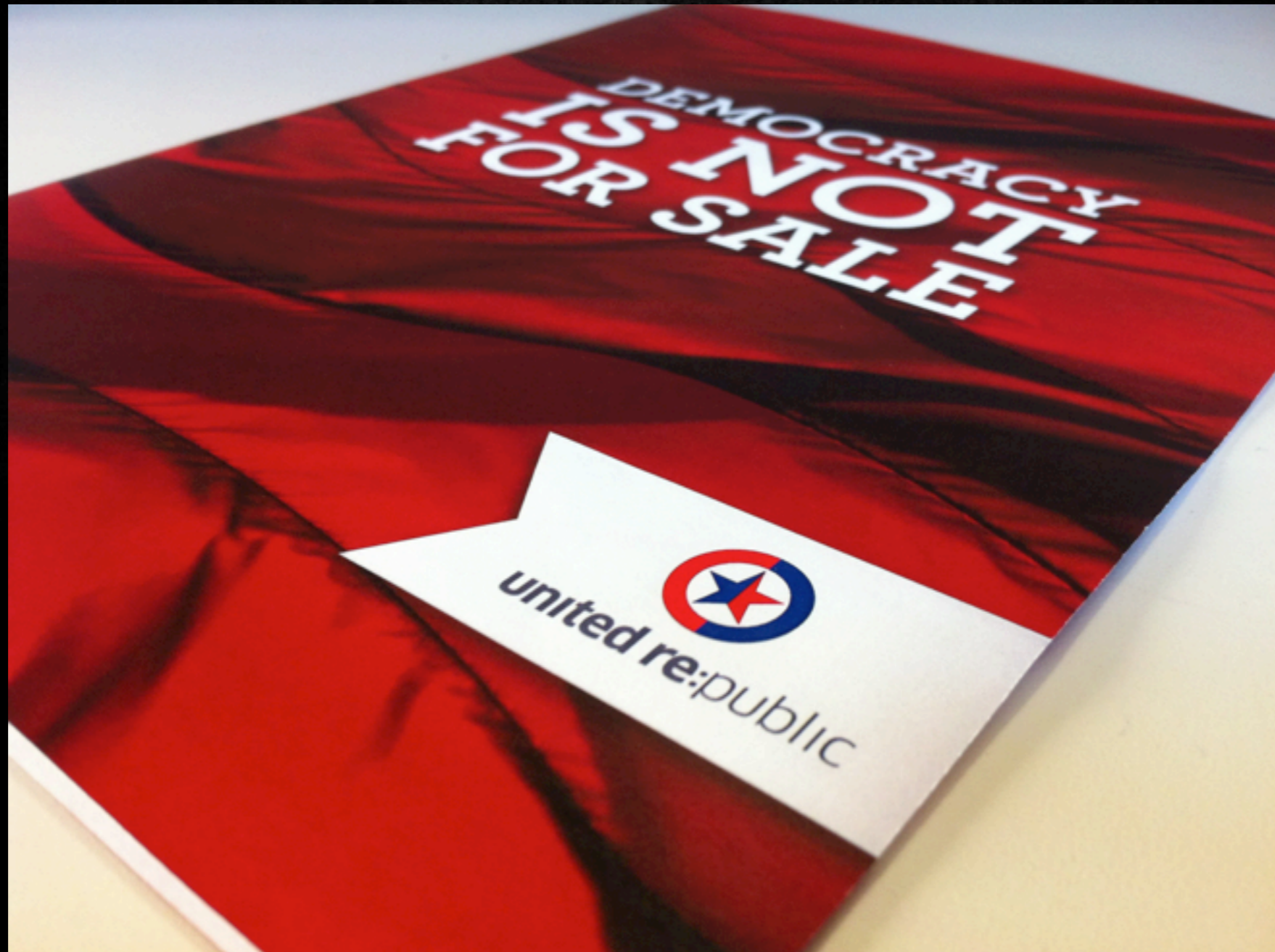
POLITICIAN

The Problem

Legislation { ~~Citizen~~

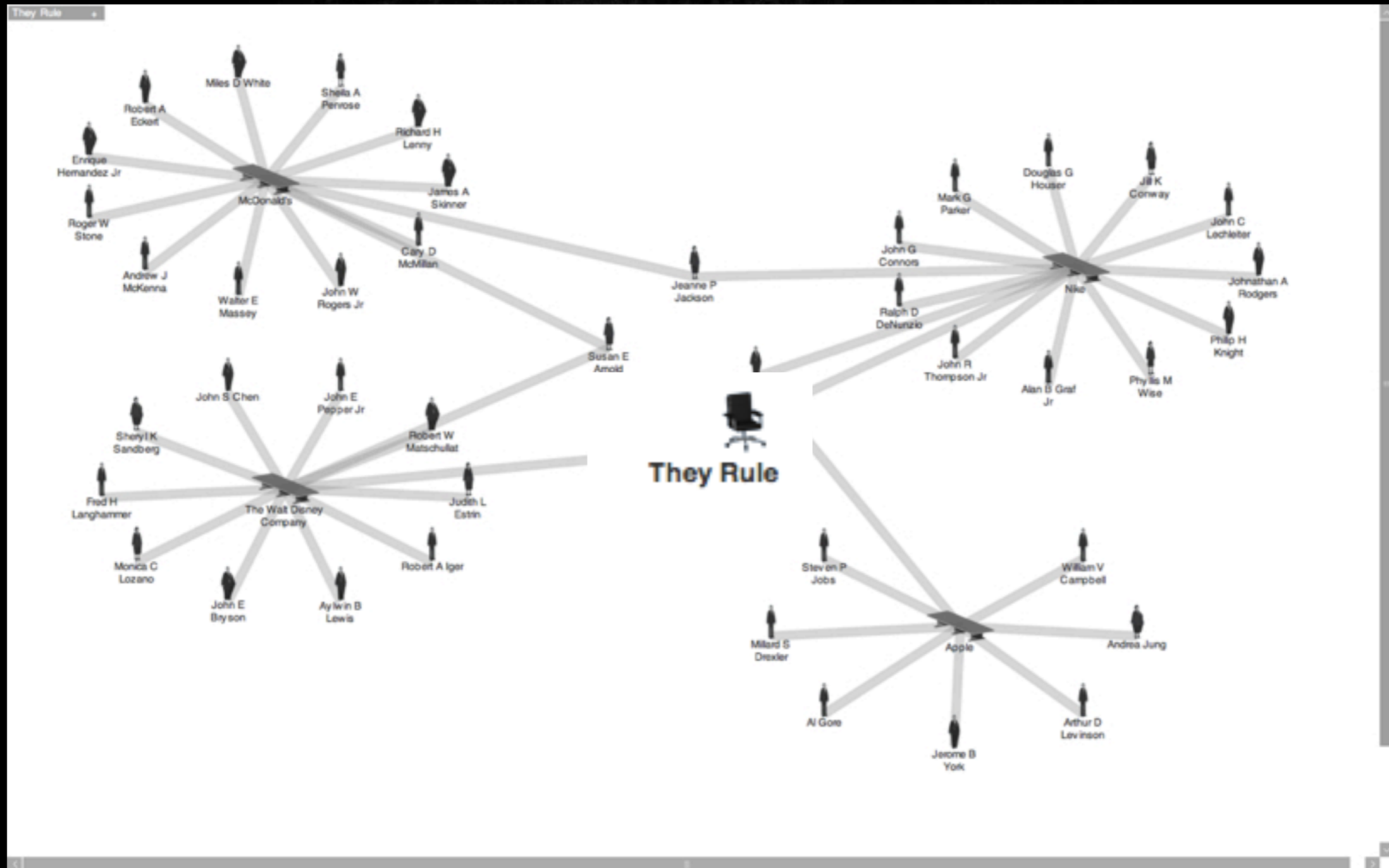
Legislation { SOPA
CISPA

Precedent





Precedent



Reference



REPUBLIC, LOST

How Money Corrupts Congress—and a Plan to Stop It



Lawrence Lessig

Reference



REVEALING MONEY'S INFLUENCE ON POLITICS

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H.R. 3261 - Stop Online Piracy Act (SOPA)

There have been no votes on this bill.

SOPA - Crime and law enforcement. 112th Congress (2011-2012) [View bill details](#)

Sponsor: [Lamar Smith](#)

Summary: To promote prosperity, creativity, entrepreneurship, and innovation by combating the theft of U.S. property, and for other purposes. (by CRS)

Status: The bill has been introduced.

[Total Contributions](#)

[Contributions by Vote](#)

[\\$ Near Votes](#)

[Timeline of Contributions](#)

Total contributions given to House members from interest groups that...

[chart](#) [table](#)

✓ support this bill

Attorneys & law firms	\$27,997,318
Physicians	\$9,280,734
Building trades unions	\$7,798,179
Pharmaceutical manufacturing	\$6,325,543
Cable & satellite TV production & distribution	\$4,442,489
Industrial/commercial equipment & materials	\$4,228,821
Credit agencies & finance companies	\$2,609,712
Civil servant/public employee	\$2,308,046
Chemicals	\$2,247,227
Department, variety & convenience stores	\$1,939,902
IBEW (Intl Brotherhood of Electrical Workers)	\$1,684,521
Book, newspaper & periodical publishing	\$1,599,129
Commercial TV & radio stations	\$1,494,075
Tobacco & Tobacco products	\$1,471,581
Other non-physician health practitioners	\$1,400,447
Teamsters union	\$1,373,200
Management consultants & services	\$1,366,799

⊘ oppose this bill

Schools & colleges	\$3,384,815
Democratic/Liberal	\$2,354,508
Venture capital	\$1,708,753
Banks & lending institutions	\$1,427,754
Data processing & computer services	\$1,316,835
Environmental policy	\$1,029,688
Non-profit foundations	\$619,136
Education	\$231,077
Defense policy, doves	\$24,323
Human Rights	\$5,300
Business services (split)	
Commercial photography, art & graphic design (split)	
Communications & Electronics (split)	
Computer manufacture & services (split)	
Computer software (split)	
Consumer groups (split)	
Entertainment unions (split)	

Reference

OpenCongress
for the 112th United States Congress

A non-profit, non-partisan public resource
Everyone can be an insider. [Learn how.](#)

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H.R. 3261 - Stop Online Piracy Act

To promote prosperity, creativity, entrepreneurship, and innovation by combating the theft of U.S. property, and for other purposes. [view all titles \(6\)](#)

Overview Actions & Votes **Money Trail** News (307) & Blogs (7K) Comments (482)

Interests that support this bill:

- ◊ [Tobacco & Tobacco products](#)
- ◊ [Farm machinery & equipment](#)
- ◊ [Agricultural chemicals \(fertilizers & pesticides\)](#)
- ◊ [Animal feed & health products](#)
- ◊ [Communications & Electronics](#)
- ◊ [Greeting card publishing](#)
- ◊ [Printing and publishing \(printed & online\)](#)
- ◊ [Book, newspaper & periodical publishing](#)
- ◊ [Bands, orchestras & other live music production](#)
- ◊ [Movie Theaters](#)
- ◊ [Motion Picture production & distribution](#)
- ◊ [Cable & satellite TV production & distribution](#)
- ◊ [Entertainment Industry/Broadcast & Motion Pictures](#)
- ◊ [Recorded Music & music production](#)

Vote on This Bill

1% Users Support Bill ✓
26 in favor / 2964 opposed ✗

Send Your Rep a Letter
about this bill

[Support](#) [Oppose](#) [Tracking](#)

[Track with MyOC](#)

Subscribe To This Bill

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Prototype

\$109,486,961
total in support of SOPA



\$31,457,991
total in support of CISPA



Change the System

Get the Facts Straight

- Using recent legislations enacted to seek control over how we use the Internet, we can see what corporations are behind these proposals.

Start a Conversation

- If we want to change a political system that favors the needs of big business and not the citizens, we must first begin a conversation with other people.

Change the System

- By highlighting that the system as a whole is corrupt, the process in which legislations get voted on needs to be reformed.

Join the Conversation

<http://thomaslawrie.com/changethesystem>

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Prototype



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total in support of SOPA



hachette
BOOK GROUP



L'ORÉAL
WORLD LEADER IN BEAUTY PRODUCTS

TIFFANY & Co.



kate spade
NEW YORK



Lucky Brand

LACOSTE

\$31,457,991
total in support of CISPA



T-Mobile



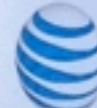
Sprint



U.S. Cellular



cricket



at&t



ORACLE



Microsoft



LOCKHEED MARTIN

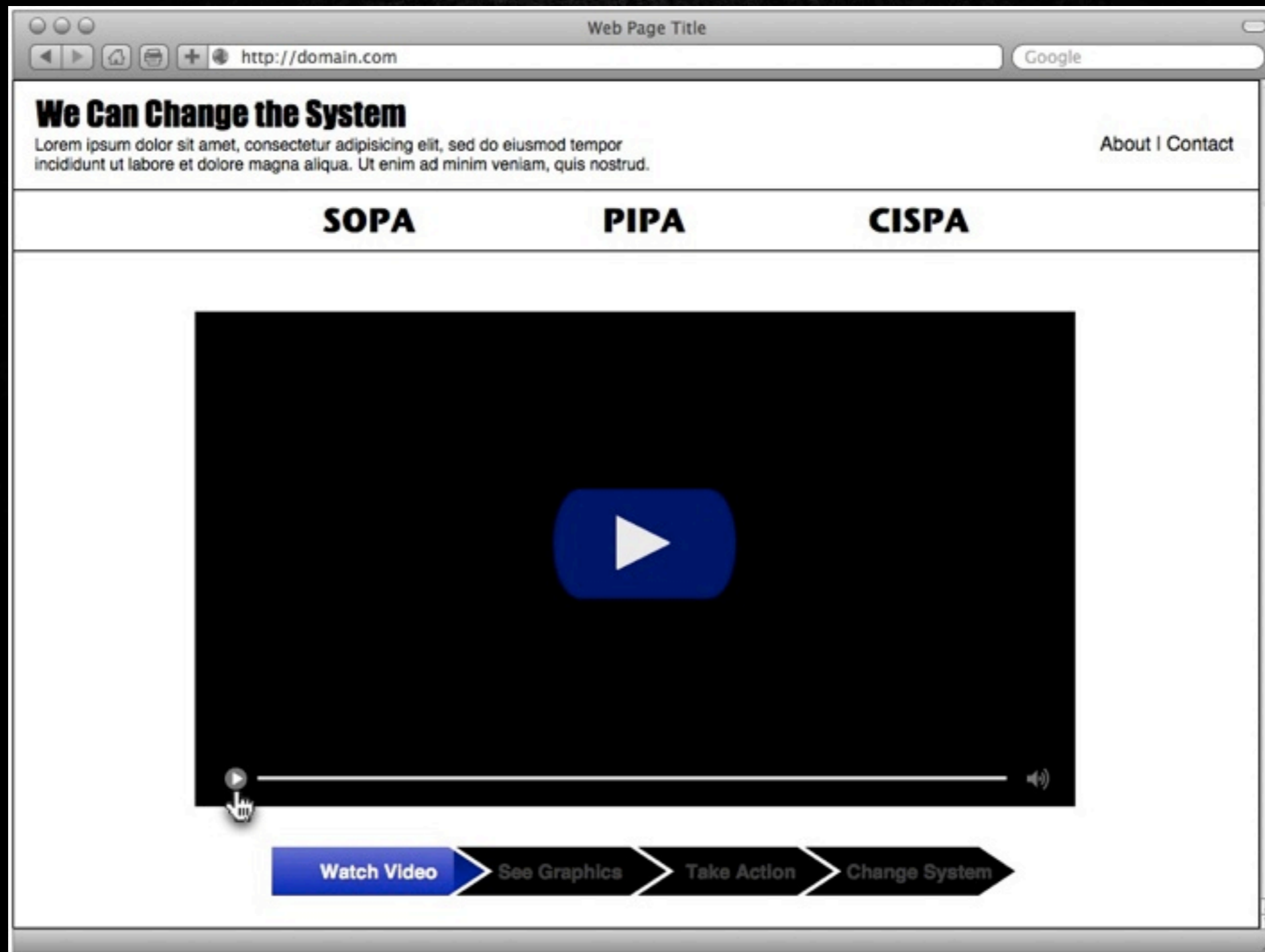
We Can Change the System
Start a Conversation
Get the Facts Straight
Change the System
Join the Conversation
<http://www.change.org>

Video Iteration

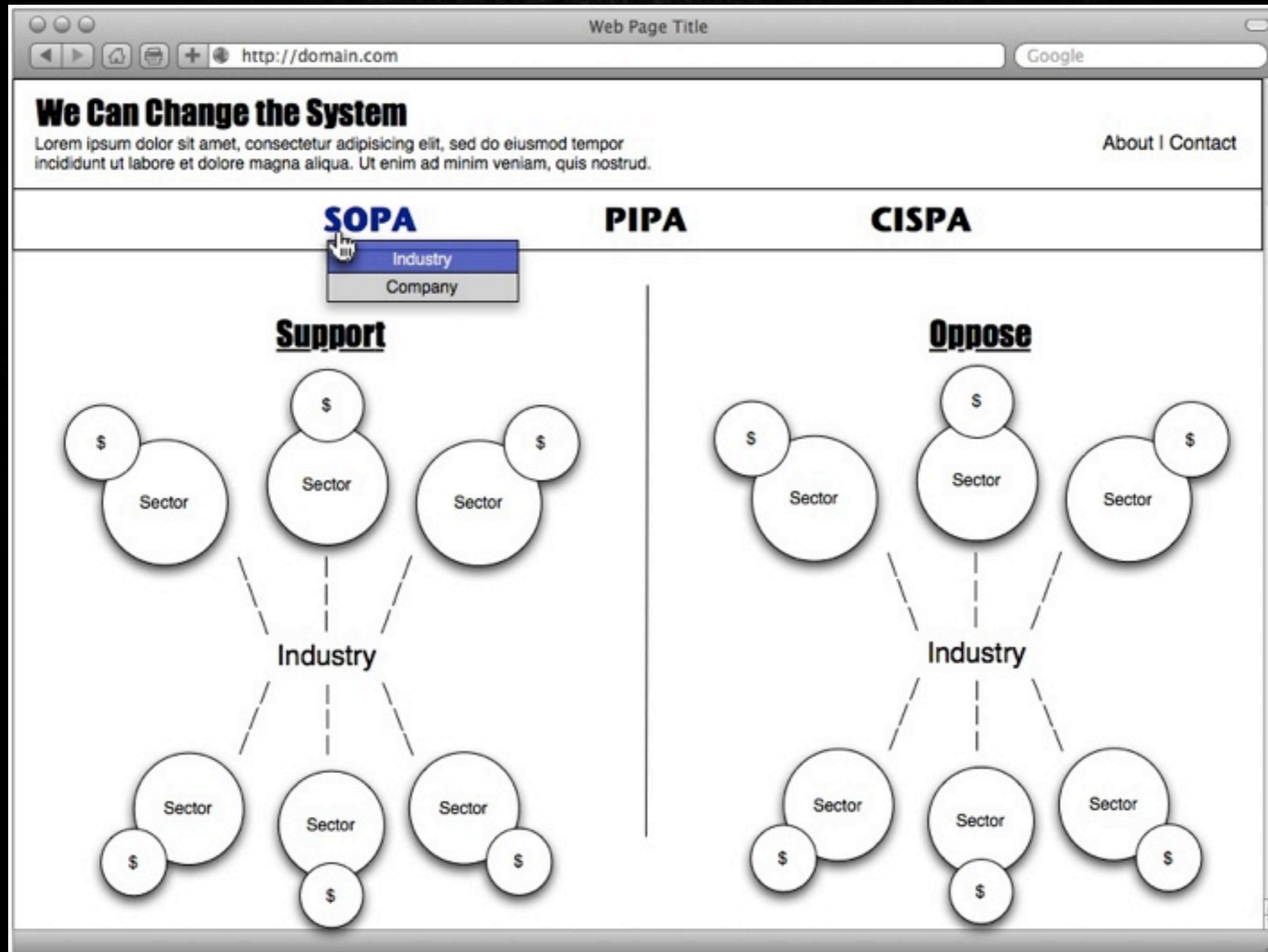
Now lets go to the video...

- Of the people who knew about SOPA & CISPA, overall surprised as to the amount of \$ and the companies involved
- Issue arose when people were not familiar with the legislations, may need to define in the instruction set

Prototype



Prototype



Web Iteration

<http://thomaslawrie.com/changethesystem/>

Future Iteration

- Next Public Intervention TBA on Website
- Refine Poster with more Legislative Info
- Intervene with Female Accompaniment
- Link to Social Networking during intervention

Conclusion

“ There are thousands hacking at the branches of evil to one who is striking at the root. ”

-Henry David Thoreau

Questions?

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