WHAT'S THE BIG DEAL???

30,000,000,000,000
CUBIC FEET OF NATURAL GAS!!!
Risky Exhibits
TACKLING TOUGH TOPICS

Moderator:
Lāth Carlson
VP- Exhibits and Content Development
The Tech Museum of Innovation
Risky Exhibits

Project examples
Race- Paul Martin, Science Museum of Minnesota
Cyber Security- Michelle Maranowski, The Tech
Heureka Goes Crazy and Klima X- Mikko Myllykoski, Heureka

Panel Discussion

Audience Input
# Acknowledgments

## RACE

_A project of American Anthropological Association_

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### RACE Project Advisory Committee

- [Name 1](#)
- [Name 2](#)
- [Name 3](#)
- [Name 4](#)
- [Name 5](#)
- [Name 6](#)

### Exhibition Partner

- [Name 7](#)
- [Name 8](#)
- [Name 9](#)
- [Name 10](#)

### Other Project Partners

- [Name 11](#)
- [Name 12](#)
- [Name 13](#)
- [Name 14](#)

### Project Consultants

- [Name 15](#)
- [Name 16](#)
- [Name 17](#)
- [Name 18](#)

### Contributing Organizations

- [Organization 1](#)
- [Organization 2](#)
- [Organization 3](#)
- [Organization 4](#)

### Additional AAA staff support

- [Name 19](#)
- [Name 20](#)
- [Name 21](#)
- [Name 22](#)

### Contributing Individuals

- [Name 23](#)
- [Name 24](#)
- [Name 25](#)
- [Name 26](#)
Why talk about race?
Does where we come from tell us who we are?

How are we alike and different?
I am 100% Black and 100% Japanese
I am a person.
I'm a grown man who just exposed my breasts to a complete stranger :}
Risky Exhibits
CYBER SECURITY

Michelle Maranowski, PhD
Exhibit Content Developer
Located in downtown San Jose, Ca. on the edge of Silicon Valley

400k-500k visitors annually

Hosts over 150 events a year

Mission: To Inspire the Innovator in Everyone

Vision: To Become a Resource for Innovation
Cyber Security Exhibition (communications gallery)

**Institutional risk:** Boredom

Topic tested next to last, right before patent law, in 2012

Then...
Cyber Security Exhibition

**Personal risk**: Would our staff be safe if we dug into this topic?

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**Glenn Greenwald's partner detained at Heathrow airport for nine hours**

David Miranda, partner of Guardian interviewer of whistleblower Edward Snowden, questioned under Terrorism Act

Alan Rusbridger on Snowden, Greenwald and the threat to journalism

Guardian staff
The Guardian, Sunday 18 August 2013
Institutional risk: Would our museum be at risk if we covered some topics and actors?

Syrian Hackers Might Have Used More Sophisticated Method to Bring Down the New York Times

By Alex Fitzpatrick | Aug 27, 2013 | 2 Comments

The New York Times’ website went down midafternoon Tuesday, marking the second time in August the Grey Lady has gone dark. While the company blamed the first outage on an “internal issue,” a company VP tweeted Tuesday that an “initial assessment” concluded the new outage, which was still plaguing the site as of Tuesday evening, was due to a “malicious external attack.” It didn’t take long for Twitter users to come to a consensus that the most likely culprit was the Syrian Electronic Army, or SEA, and soon enough the SEA claimed credit. But as more details emerge about the attack, it appears the SEA may be using more-sophisticated methods to wreak havoc online than was previously believed.

The SEA is a group of Internet users and computer hackers aligned with Syrian President Bashar Assad. They spend their time spreading pro-Assad propaganda on social media and targeting media outlets they consider enemies of the Syrian regime. It’s not clear if they operate from within Syria’s borders or from elsewhere. The SEA has taken credit for previous attacks against Twitter accounts of Thomson Reuters and several prominent journalists. Earlier this month, it successfully targeted Outbrain, a content-recommendation service used by the Washington Post, USA Today, CNN and TIME, among others. That attack allowed the SEA to temporarily disrupt the Washington Post’s website.
Public reaction risk: How to keep visitors from running screaming from the museum?
Cyber Security Exhibition

Risky entry point for visitors: Privacy
Cyber Security Exhibition

Risks in the role we ask visitors to take:

Attacker?    Defender?    Hunter?    Hacker?
Risks in the perception of security as male dominated:

How to engage females and other underrepresented groups?
Cyber Security Exhibition

**Risk mitigation:**

Constant visitor testing

Strong advisory panel

Involved government officials and FBI
Key points in the design of resulting exhibition:

• Visitors take on the role of a security professional tasked with protecting others

• Visitors will walk away with real knowledge and tools which will help them protect themselves and others

• No opportunity to play to role of attacker

• Use of the term “cyber criminal” and not “hacker”

• Advanced Persistent Threats (by state level actors) not included
Cyber Security Exhibition

Layout of exhibition:

Opens
Spring 2015
Risky Exhibits – Tackling Tough Topics

20 October 2014 ASTC AC 2014, Raleigh – Mkkko Myllykoski, experience director
Tackling tough topics

Moving beyond controversy

Human impact in climate as starting-point

Focus on *mitigation* and *adaptation*

Some negative feedback from denialists.

We always answered them.
The sexual intercourse scene included.

Forming of an ethical advisory board (medicine, philosophy, religion)

Educational materials, teacher training.

Programming ethical discussions about death.

Only singular negative voices against the show, mostly from non-visitors.
Heureka Goes Crazy, a European co-production
Heureka, Ciencia Viva and Universcience.
Why?

- Great societal importance: every fourth European get professional help for mental health problems
- A taboo topic to be brought in daylight for discussion
- Body – soul borderline: a perfect match after BodyWorlds
How we saw the risks

- The provocative, politically incorrect name of the exhibition
- The exhibition could be seen as labelling or offensive
- If failing, could be counter-productive and strengthen stereotypes
- Could frighten core target groups away (teachers, families with kids)
How to deal with the risks?

- **Finnish Association for Mental Health** as main partner
- Peer experts were involved throughout the planning
- All planning, including the name and the campaign, was validated with the scientific and peer experts

Depression room.
Human approach through art and design
53 Heureka staff members gave their face to the marketing campaign.
Themes through empathy:
The labeled, How does it feel,
Take care of yourself
The worry shredder
Combination of light and serious.
Addressing controversy in the future

New initiatives with sensitive themes:

*Space and Sex Journey* – together with LongPlay and Kollektiivi11

*Roadkill* – together with Pohjankonkka
Thank you!

NOW IN HEUREKA!

MIKKO
Experience Director, Heureka

HEUREKA GOES CRAZY
NEW INTERACTIVE EXHIBITION ABOUT MENTAL HEALTH
Risky Exhibits

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