

Category: Student Work

Project: The Financial Lobbying Network

What was the challenge?

Financial lobbies are able to control the financial regulation within the European Union. While their monetary investment and their abundance in personnel contribute to their power, their connections to financial associations play a major role by multiplying their opinion. With data acquired from "Corporate Europe Observatory" and the "Transparency Register" of the EU, I wanted to show how financial lobbies hold a dominant role within the European Union.

What was the solution?

A projected interactive data visualization shows how much money is spent by financial institutions annually, which branches said institutions cover and how they are connected to associations and consultancy agencies. The ideal concept includes the usage of AR technologies in order to expand the informative user experience. The interactive installation can be controlled using an application running on an iPad.

What was the effect?

The installation caught people's attention instantly, encouraging them to test it and to understand this important issue. Even though the concept of lobbying isn't unfamiliar, people were surprised about the connections between the institutions which create an echo effect and the amount of money invested into lobbying strategies – despite naturally assuming that the real figures might be much higher. It was a realisation which made them curious about how policies are actually developed, and what we as citizens can do about it.

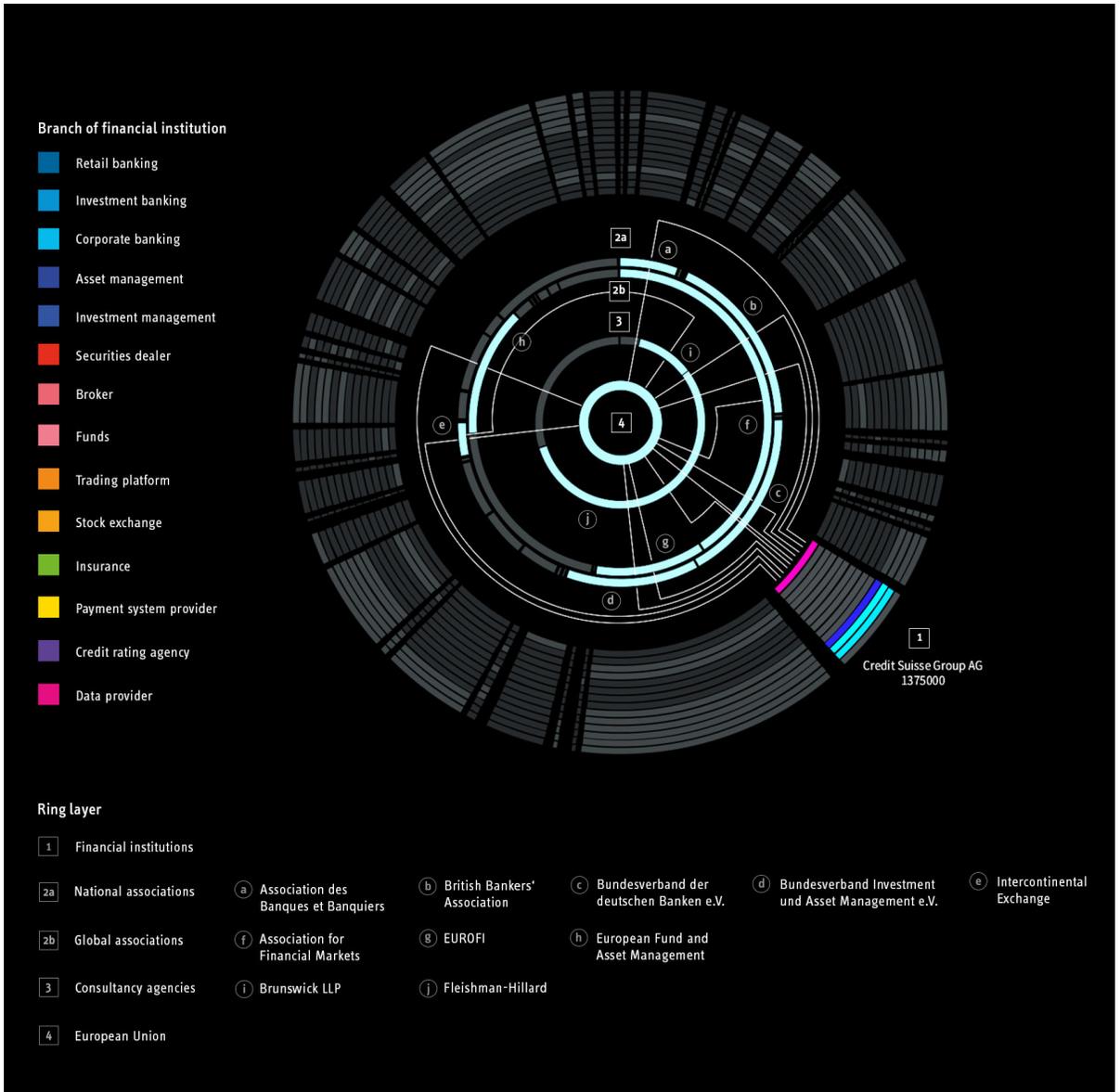
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Visual Encoding

A combination of an inverted sunburst diagram and a node-link layout has been chosen. While the ring layers distinguish institutions between financial institutions, financial associations, consultancy agencies and the European Union, a colour coding depicts the branches of the chosen

financial institution. The arc size is calculated by the amount of money invested by the institution per year. The iPad application which controls the visualization shows a label-focused view of the network.