THE BEST THING IN THE WORLD

The Best Thing in the World is a social experiment project that serves the primary purpose of attempting to broaden perspectives on a small, simple scale and offering immediate understanding of the perspectives of others.

The website is a simple form-and-response format (so as to be designed without bias), which allows users to submit their responses to the intentionally vague question of what the “best thing” is. Immediately following their submission, their information is saved in a realtime database (Google Firebase) and other submissions are then presented to the user, in sorted order by popularity. The simplicity and lack of brand image of the site encourages users to feel more comfortable exploring the site as well as sharing it without being marked “complicit” in the sense of promoting a brand’s product or service.

The database retrieves information from a Google server in California, anticipating that while the site is available internationally, most of the users will contact the domain from California because the plan to saturate the site with initial results involves polling the THINK66 section students. It also was built for scalability in the sense that the data types created for storing each document, or submission, can be sorted into collections, or categories. This allows expansion to the eventual “worst thing” in the world, as well as a theoretically infinite number of submissions in either category without error or glitch.

The site is currently live, and the manifesto behind its creation is simple: if we as a society knew how similar, dissimilar, or unexpected the values and purposes of others were in relation to our own, it could likely have a great effect on our interpersonal relationships, interactions with others, and way of life. To view the website, understand the mechanics of how it works, and explore user responses, visit the URL at the bottom of this poster.