



mv

Ciara Goodwin

Handmade texture contrasting digital
paintings

the AOS Si



01: The Aos Si

The personal archive: deep diving into my heritage as an Irish born girl who doesn't know much about folklore surrounding the culture. Within this project I explore the myth of Fairy Forts or The Aos Si, which is still being shared today. These fairies protect the land and curse those who enter or damage their fort.



title page



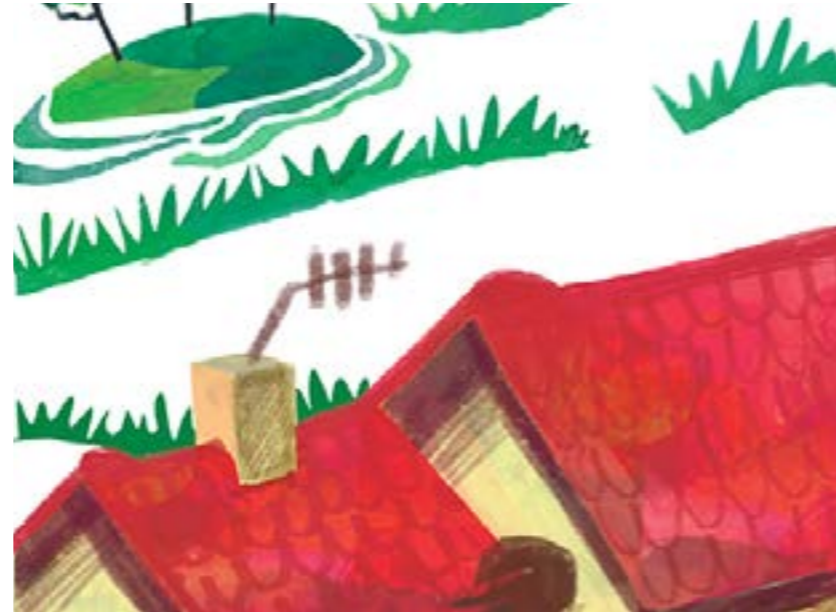
"my mum told me a story of these fairy forts"



"it's said that they're the home of the Aos Sí"

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In Ireland today there are estimated over 30,000 of these ringforts throughout the country side. The population are still afraid to go near them, with this folk lore tale still active within the culture.

This project tells a short narrative about these fairies and how they protect our land and hurt those who dare to damage it.



02: Data Visualisation

Taking data from the world happiness report and visualising it. This project I focused on a visual heirarchy to show the extreme differences between countries. This extreme forced perspective enhances this difference greatly.



03: Shopping addiction

As an ethical project I wanted to focus on something that is especially prevalent today with how much we consume. It has never been easier to consume, with delivery of everything and anything we can imagine. However, this becomes an issue when this short hit of dopamine hits to then wear off just as fast causing people to become addicted to shopping.



This project focuses on the mental health aspects towards shopping addiction and how it almost feels like the cursor controls happiness for those affected by it

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involved and how compulsive shopping relates to similar types of condition. But researchers studying these issues face a problem: there is no official diagnosis of shopping addiction or compulsive shopping, which could help to stimulate further research and aid with demands for regulation.

Consumer culture

Although compulsive shopping has probably existed for as long as money and markets have, the Internet has made it much easier for people to make purchases. "Before the rise of online shopping in China, few people paid attention to compulsive-buying behaviour," says He. Today, China is "one of the most developed regions globally in terms of internet commerce", he says. Add that to what he describes as "a materialistic consumer culture" and you've got an epidemic of shopping addiction.



THE DOPAMINERGIC REWARD SYSTEM IS ON FIRE.

Compulsive shopping was once seen as a problem that affected mostly women. But recent studies have found differences between genders, especially among younger shoppers. In China, He says, "the gender gap in compulsive buying appears to be narrowing, as men increasingly embrace online shopping amid the boom in Internet retailing".

Although data suggest that the problem is surging, there's no official entry for shopping addiction or compulsive shopping in the two main references that are used to help make diagnoses: the International Classification of Diseases – which is maintained by the World Health Organization – and the Diagnostic and Statistical Manual of Mental Disorders (DSM). Many clinicians and researchers say that the time has come to make the condition official. This is necessary, they say, to help people who are facing the problem to gain access to care.

One reason compulsive shopping is not yet a recognized disorder is a lack of consensus on its cause. Researchers debate whether it is brought about by a pathological level of impulsivity, a compulsion resembling obsessive-compulsive disorder or a behavioural addiction, activating reward pathways similar to those linked to drugs and alcohol. Although many researchers who have looked into the issue would like to see more studies completed, the addiction model for compulsive shopping seems to be ascendant among specialists, as the broader category of behavioural addictions

is increasingly accepted. Gambling disorder, which is in many ways similar to compulsive shopping, was added to the fifth edition of the DSM in 2013 and was grouped with addictions to substances.

According to Lembke, the phenomenology of shopping addiction also follows the classic addiction pattern: "People do it at the beginning either to have fun or to solve a problem, from managing anxiety or depression to loneliness or boredom." If the behaviour works for them, they keep repeating it until "it changes their brains" and they can't stop, even as they descend into debt and, in some cases, destroy relationships with close family, she says.

There are some brain-imaging studies that support the addiction theory for shopping. Patrick Trotzke, a psychologist at Charlotte-Fresenius University in Cologne, Germany, scanned the brains of 18 people who were seeking treatment for buying-shopping disorder and 18 control participants while showing them pictures of shopping centres and shopping bags, as well as desirable objects, such as handbags and consumer electronics. In individuals with a shopping problem, these images activated the dopamine reward system in the striatum – the same system implicated in drug addiction. "They get thrilled when you show them these pictures," Trotzke says. "The dopaminergic reward system is on fire." This tends to weaken the control system in the prefrontal cortex, Trotzke adds, until affected individuals "no longer have control" over their purchasing behaviour.

Further evidence that compulsive shopping is connected to this dopamine reward system comes from people who are taking excessive amounts of medicine that alters this system – and who then develop uncontrolled shopping behaviours. In one case report of a person with Parkinson's disease who took more dopaminergic medication than prescribed, the individual "presented dressed in colourful clothes and was wearing three gold necklaces". It emerged that they had purchased "over 5,000 pocket watches and 42 old and unusable cars".

In 2021, 138 specialists from 35 countries were asked to weigh in on diagnostic criteria for buying-shopping disorder. The group used the Delphi method, which is an iterative and anonymous way of collecting opinions from a group that prevents leading researchers from exerting undue influence. The group agreed that the condition was a distinct entity that was "due to addictive behaviours" and settled on the name "compulsive buying disorder". The study's authors derived a proposed list of criteria for the disorder, which includes intrusive urges to buy; lack of control over buying; buying items without using them; chasing the high of buying and using buying to feel better about bad feelings; and experiencing negative






04: The Garden

A children's picture book on how humans are destrying the environment.


Lady lives in the garden and goes on a walk like any other day through the starberries to then emerge and come into great danger. Lady meets her friends along a journey throughout her area to find deforestation, littering, and pollution. The final message Lady leaves the children is to take care of the environment to allow creatures like her to thrive.



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