Nothing to Subvert?
Artistic practices for a datafied world

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Daphne Dragona
Track sleep. Track steps. Track habits. Track life. Tricks of the mind.

Pass a ball.
Passerby.
Net.
Goal.
Internet. Hole.
Brain half. Left, right.
Capital. Co-operate.
Carbohydrate.

Never change a winning team.

Dare to dream.

Hanne Lippard, 2015
Be known for what you love.
What’s on your mind? Update Status! Like! Share! Comment! Tag! Add Location! Follow people! Check in! Explore! Endorse! Connect! Be influential! Be you! Study your stats! Show up in more searches!
Sleep

LAST NIGHT 6h 39m asleep

You were awake for 0 mins (0x) and restless for 0 mins (0x)

PAST 7 DAYS

SEP 05
10:41 PM
6:53 AM

7h 48m asleep
1 mins awake (1x)
16 mins restless (7x)
Still time to catch up! The marker is where you usually are at this time.

TODAY'S STEPS
1,361

GOAL: 7,200

Great. Let's Go!
Choose Life. Choose a job. Choose a career. Choose a family. Choose a fucking big television, choose washing machines, cars, compact disc players and electrical tin openers. Choose good health, low cholesterol, and dental insurance. Choose fixed interest mortgage repayments. Choose a starter home. Choose your friends. Choose leisurewear and matching luggage. Choose a three-piece suite on hire purchase in a range of fucking fabrics. Choose DIY and wondering who the fuck you are on a Sunday morning. Choose sitting on that couch watching mind-numbing, spirit-crushing game shows, stuffing fucking junk food into your mouth. Choose rotting away at the end of it all, pissing your last in a miserable home, nothing more than an embarrassment to the selfish, fucked up brats you spawned to replace yourself.

Choose your future.
Choose life.
To datafy: to **put in quantified format so that it can** tabulated and analysed

Facebook datafied relationships...; Twitter enabled the datafication of sentiment...; Linked in datafied our long past professional experiences....

Mayer Schoenberger & Cukier
Gamification

We Can Do It!
Keep employees happy, healthy and engaged by creating an effective wellness program with Fitbit.
Christine Rode feeling loved at Acme HQ
Can’t believe I’ve been at Acme for two years! Thankful I get to work with the best people.

Is it possible for our immutable object generation ‘value’ object code to generate copy-on-get semantics?
“Will people’s relationship to their wearable device change when they know that it can be an informant?”

Kate Crawford

“We surrender our temporal identities in order to become stylized, quantified and distributed”

Brooke Wendt
Ruling through playful freedom in an anxious online world

# identification
# commodification
# normalisation

Entering a condition of soft and subtle power and control
“There’s nothing to subvert or divert or invert. There’s nothing to resist, as resistance is included in advance in the rules of the game.”

McKenzie Wark

“The old subversive artistic strategies of detournement, appropriation and culture jamming have now become universal cultural techniques in mass media. They are all based on a distortion or exaggeration of existing claims.”

Dieter Daniels
The apparatus and the counter-apparatus

Fighting “mechanisms which capture, orient, determine, intercept, model, control or secure gestures, behaviors, opinions or discourses”

By acts of profanation

That is “to not simply abolish and erase separations but to learn to put them to a new use, to play with them”

Giorgio Agamben
Which artistic practices can we locate as responses to the datafying world?
#de-gamification

Exposing, opposing, misusing the use of game elements
Benjamin, Grosser, Facebook Demetricator (2012)
Silvio Lorusso, Kickended
“[t]he production, inclusion, addition, or communication of misleading, ambiguous, or false data in an effort to evade, distract, or confuse data gatherers or diminish the reliability (and value) of data aggregations”.

Helen Nissenbaum & Finn Bunton
Benjamin Grosser, Scaremail (2014)
# over-identification

purposefully ‘giving up their will to resist’ by ‘applying the latter’s rules even more consistently and scrupulously than the rest of society’

Bavo
Tobias Leingruber, Social ID Bureau
Hooked Up & Data Aggregating

FTP

ONLINE BEHAVIOUR

IF ADDRESS
KEYLOGGER
BANK TRANSACTIONS
SCREENSHOTS
BROWSING/SEARCHES
SOCIAL MEDIA
WEBCAM
EMAILS

OFFLINE BEHAVIOUR

MANUALLY ENTERED
SPREADSHEET
& WEB CAMS

Dedicated Server

3G

MOBILE BEHAVIOUR

PHONE

MUSIC
CALLS
SMS
GPS
CAMERA

BLUETOOTH

LIFelogging
CAMERA
#data-accelerationism

“...the worse, the better “

Benjamin Noys
Constant Dullart, High Retenton Slow Delivery
“Constantly moving, and not really focusing on any one thing, but rather to just continue forward.”

Brad Troemel for the Jogging
#dataplay

from the game of data to playing with data

“There are going to be ways in which people will be proactive finding new ways for data to not be easy to interpret”

Laura Poitras
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