

# Nothing to Subvert?

## Artistic practices for a datafied world

*Arts in Society* Conference  
23 – 25 July 2015, Imperial College

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



HANNE

LIPPARD

P e r f o r m a n c e





Brand or Agency? [Learn more.](#)

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# Be known for what you love.



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Sign in with Twitter

*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

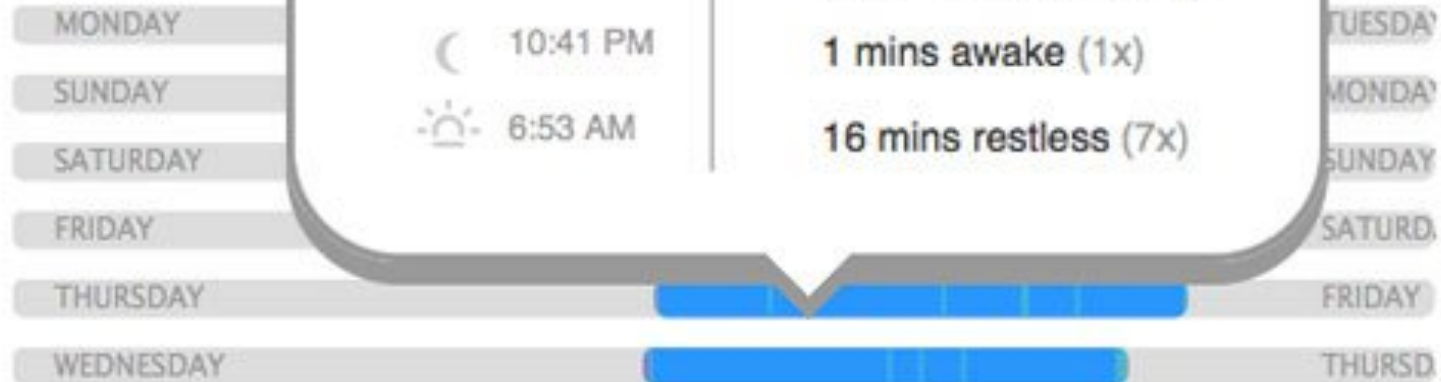
LAST NIGHT **6h 39m** asleep

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



### PAST 7 DAYS

SEP 11



12PM 2 4 6 8 10 12AM 2 4 6 8 10 12PM

SLEEP RESTLESS AWAKE

AT&T

3:06 PM

81%

Still time to catch up! The marker is where you usually are at this time.



Great. Let's Go!

James Lane



- Klout: 2%
- Facebook: 33%
- LinkedIn: 15%
- Google+: 6%
- Twitter: 43%
- Foursquare: 1%

Jayson Gurney



- Klout: 2%
- Twitter: 43%
- Facebook: 20%
- LinkedIn: 35%



transmediale/festival 28.01-01.02.2015 transmediale/festival 28.01-01.02.2015



# CAPTURE ALL

TRACK SLEEP. TRACK STEPS. TRACK HABITS. TRACK LIFE. TRICKS OF THE MIND. FITNESS. FATLESS. FEARLESS. FLIGHTS. HEIGHTS. SIGHTS WORTH SEEING. CAPITAL. CO-OPERATE. CARBOHYDRATE. NEVER CHANGE A WINNING TEAM. DARE TO DREAM. SLEEPWALK. LOVERS. LOSERS. LONERS. WORK LESS, PLAY HARD. LAST TO LEAVE AND FIRST TO ARRIVE.

transmediale festival | HKW HAUS DER KULTUREN DER WELT | WED 01.02.2015 | HITECHNOMY PLANSMEDIALE REACH YOUR GOALS



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, pishing your last in a miserable home, nothing more than an embarrassment to the selfish, fucked up brats you spawned to replace yourself.

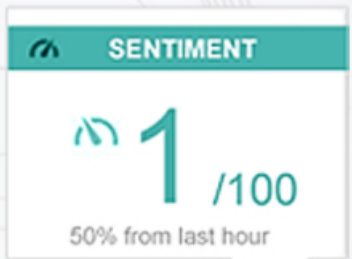
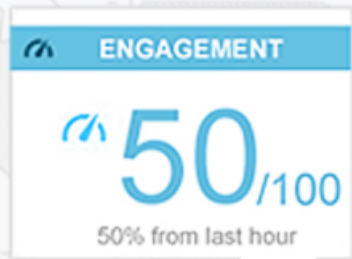
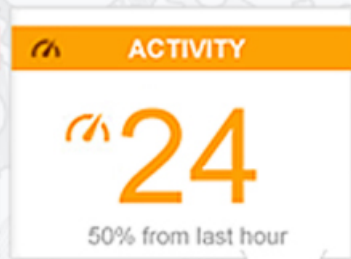
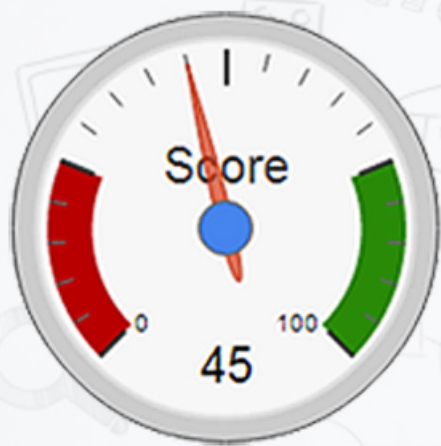
**Choose your future.**  
**Choose life.**

**Trainspotting**

**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.

acme.facebook.com

Search for people, groups and posts

**ACME**  
— EST. 1890 —

Zora Desai  
Edit Profile


- News Feed
- Messages
- Events
- Photos
- Videos
- Design Team
- iOS Team
- Company FYI
- London Office
- New Product Ideas
- Women @ Acme

Update Status Add Photos/Video Add Activity

What's on your mind?

**Christine Røde** feeling loved at Acme HQ  
Just now

Can't believe I've been at Acme for two years! Thankful I get to work with the best people.



Like · Comment · Share

Write a comment...

**Tom Elliott** iOS Team  
Just now

Is it possible for our immutable object generation 'value' object code to generate copy-on-get semantics?

3 event invites

PEOPLE TO FOLLOW

- John Egan** Product Manager 106 followers
- Elena Perez Rioja** Software Engineer 150 followers
- Paresh Ghagda** Software Engineer 123 followers
- Lars Rasmussen** Director 123 followers


AT&T 1:44 PM 100%

Search

Status Photo Check In

**Christine Røde**  
3 min · London, UK

Can't believe I've been at Acme for two years!  
I couldn't ask for a better workplace. — feeling loved at Acme HQ.



5 Likes 15 Comments

Like Comment Share

**Tom Elliott** iOS Team  
32 mins · Menlo Park, CA

Navigation icons: Home, Messages, Search, Menu

“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

**KICKENDED**

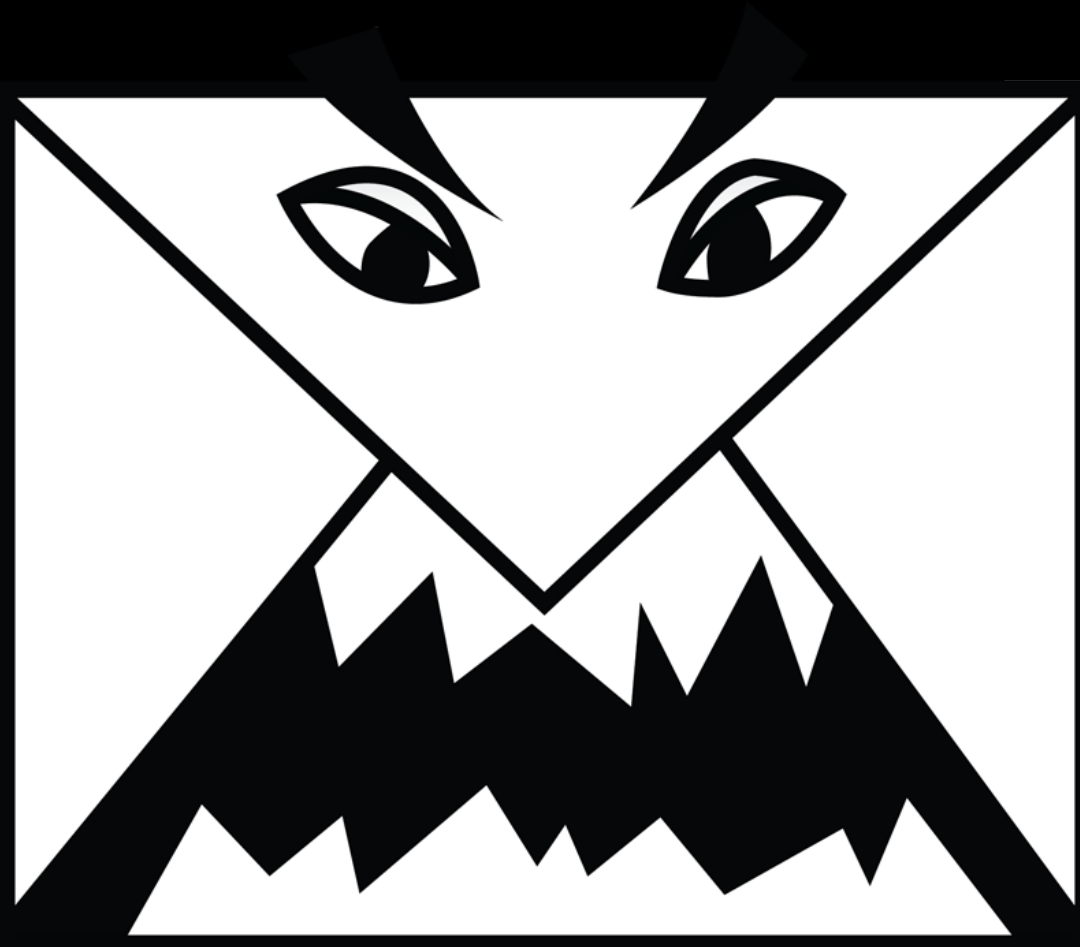
# #obfuscation

“[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 Buntun



Benjamin Grosser, Scaremail (2014)



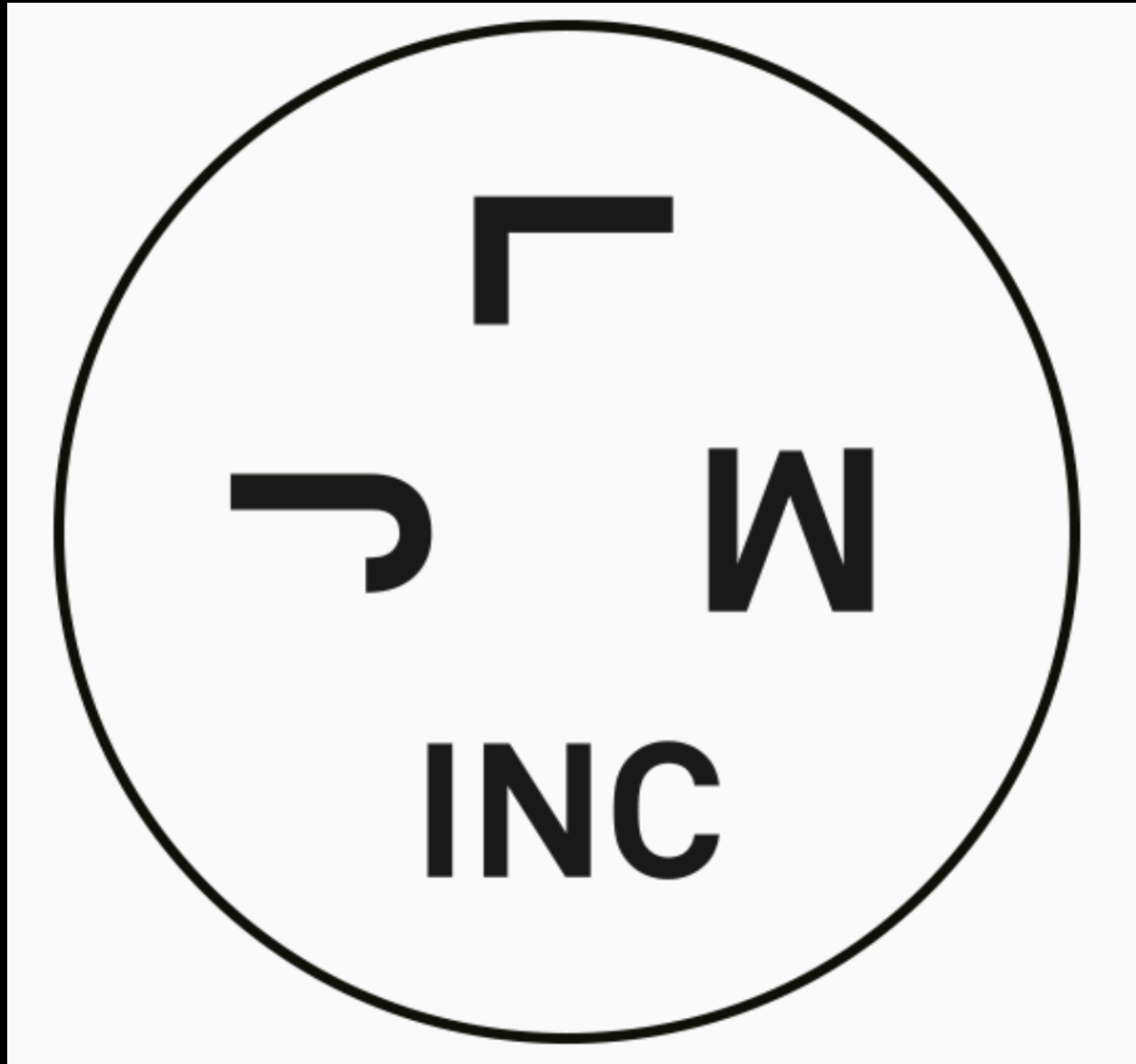
# #over-identification

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

Bavo

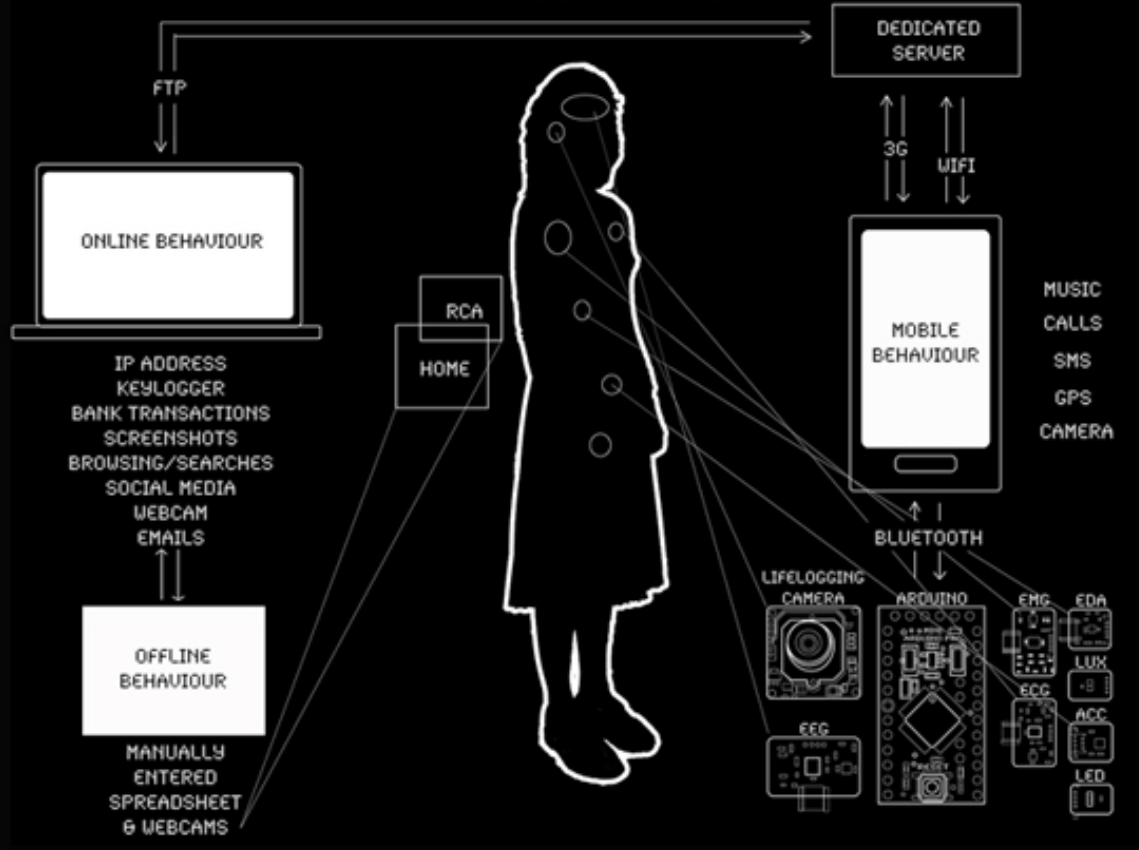
## Tobias Leingruber, Social ID Bureau





Jennifer Lyn Morone, Jennnifer Lyn Morone Inc (2014)

# Hooked Up & Data Aggregating



#data-accelationism

“...the worse, the better “

Benjamin Noys

# Constant Dullart, High Retention 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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**European Union**  
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