Big Data - Because you're worth it

Your worth in data - Or how I learned to stop worrying and love the surveillance

What is your software about (short description: what is it and what do you want to explore)?

★ **What is it?**
  ○ A process of signing up to a program you NEED to have to survive today's world.
  ○ The (amount of) data you write in the input boxes will determine your "value" which will be logged and used in some way
  ○ There will be different options of how specific data you want to provide - the more specific and intimate the information, the more valuable it is.
★ **What do you want to explore?**
  ○ Datafication and quantification
  ○ Privacy and the right to privacy
  ○ Data as an economical asset
  ○ Data as a tool of determining a person's value, and economically degrading them to this
    ■ Can you determine someone's value based on the amount of information they are willing to share?
  ○ Media and software-culture turning people and their data-tracks into economical assets and commercializing them.

How does it work?

★ The program functions as a basic sign-up process asking the user for different personal information
  ○ We will in some way implement features that shows the user that it's information is being (mis)used,
★ In the end the user will be presented with that way in which the given information is being used and distributed unwillingly, and the implications of this.
  ○ The value will be represented as some sort of visualization. We haven't decided how we want to visualize it yet, but we have discussed various ways of doing this.

How has your work expressed the aesthetic of code/computational structure/computational culture? (You need to refer explicitly to any one of the assigned articles)

★ The work expresses a concern about digital marketing culture and big data. We want to mimic a typical sign-up process, to illustrate how using your personal information in sign-up's translates into a kind of currency. This is inspired by the article "On Second Thought .." by Jennifer Golbeck and how Facebook uses information we are not aware we are giving to them, with our unknowing consent. By making this piece we want to make people aware of the information they are submitting, and the implications of this.

Open question: How do you see the project as a critical work in itself?

★ The work is a critical play on a sign up formula. You meet these all over the internet. Every time you sign up somewhere, you give up personal information.
  ○ We've become increasingly desensitized to giving up our personal information on the internet, to the point where most people don't even read "Terms of Agreement" contracts before signing them.
    ■ We want to show, in a critical way, that companies are making money every time you give them new information while reducing yourself to a product and an economical asset.

Sources

★ Aesthetic programming: Deleted facebook posts
http://www.slate.com/articles/technology/future_tense/2013/12/facebook_self_censorship'_what_happens_to_the_posts_you_don_t_publish.html
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★ The Politics of Big Data Aesthetics
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