

Reflection Summary for
The Anxieties of Big Data
By Kate Crawford
May 30, 2014

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CART 351 – Networks and Navigation – Autumn 2018
GitHub at <https://github.com/Ahipsagh/CART351/tree/master/Reflections>
Professor Sabine Rosenberg
December 12, 2018

Kate Crawford in her article *The Anxieties of Big Data* explores what reality is like living with a surveillant anxiety which is defined as the anxiety of “those surveilled is deeply connected to the anxiety of the surveillers.” Today, people are conscious that they are subjected to digital scrutiny and personal data collection takes place with or without their permission.

Crawford brings forth the British intelligence agency program code named, Squeaky Dolphin, which monitored real time YouTube and FaceBook likes. Edward Snowden revealed this operation as one of many big data collections that are happening. Crawford postulates that this model of cultural anxiety may have transformed itself into “Normcore”, a term coined by K-Hole, a New York City group of trend forecasters. Normcore is a fashion trend whereby consumers express themselves as if they are wearing a cloak of invisibility by trying to blend and disappear which is near impossible in a big data and 24/7 surveillance and monitoring reality.

Crawford concludes that big data collection will continue and policing may prove difficult. How do we put a limit on how much data is enough data ? Besides, Normcore, what other cultural expressions will surface that are symptomatic of constantly being watched, monitored, and surveilled.

Source

Crawford, K. (2014, May 30). The Anxieties of Big Data.

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