

Sunday, December 1st, 2019.

Gordon Gray

Sabine Rosenberg,

Cart 351.

Response 4.

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Anxiety is like a dance it takes two parties to to feel the motions. Kate Crawford in *The Anxieties of Big Data* talks about surveillant anxiety, big data and normcore culture. Being watched by cameras all day definitely is nerve-wracking, however it just as stressful for the surveillers as it is for the surveilled.

Secret programs like the British intelligence agency GCHQ's Squeaky Dolphin is designed to monitor in real time large amounts of data from YouTube views and Facebook likes. The British are able to take many pieces of our information from the data Squeaky Dolphin finds, however, the anxiety that sinks in these intelligence agencies is if the data is not enough. With the sheer number of data intelligence agencies or company receive there is always the fear of having incomplete data. With so much data flowing in, smaller bits of data go unseen, and when they do a black hole is created. This black hole in the data can be seen with the example of the Boston marathon bombing. The surveillance data of the attackers was so small in comparison to the larger amounts of data it was collecting that on that day the system was not able to set off the red flags to warn about the attackers. If the data income was much lower or focus on the smaller details perhaps no explosions would have happened. But, then again it is difficult to monitor every little detail which is why anxiety exist for the surveillers. Even with the large amounts of information agencies receive, they will never have the complete story or situation figured out. Ultimately, by the time they have that data sorted out, who's to say that information is currently relative or correct anymore. Life changes like a flowing river. What is true today might be irrelevant tomorrow. Monitoring information must be more headache inducing then it is anxious.

Normcore also seem like an interesting idea for misinterpreting surveillance. Normcore is basically "seeking the freedom that comes with non-exclusivity"(Crawford) K-Hole says. It's the idea that appearing ordinary will lead to a more happier and free life. The least you stand out the less you get noticed by authorities, or companies trying to sell you their product. Crawford sees K-Hole's Normcore model as eerily accurate to cultural anxiety given that people are acting uncool to get by in the world. Number one might be the top person in the world, however, number two has the freedom to move about the world with less eyes on them.

Work cited.

Kate Crawford, *The Anxieties of Big Data*, May 30th 2014

<https://thenewinquiry.com/the-anxieties-of-big-data/>