

Nikki enters classroom.

She sits down on a chair, and grabs out her phone.

> Open data log Nikki_Mureau

> Thursday 05/30/2024 - 14:29:00

> Step count: 2678

Nikki opens Instagram and starts scrolling, she seems bored.

> Opened phone 05/30/2024 - 14:29:49

> Unlocking count: 46

> Opened Instagram

> Instagram count: 12

> Active page: reals

> Adding interest type: DIY_fashion

> Adding interest type: boat_life

[. . .]

> Add like {
 post: 3a38db91daz29,
 interest type: van_life, DIY_camper, traveling
}

> Closed Instagram. Active time: 01:27

Nikki gets frustrated and puts away the phone a bit irritated.
She sighs loudly: "Come on Nik, it's time to do something
useful, you fool"

Nikki grabs her book and starts reading.

You see her enjoying the book

She opens up a bag of M&M's she brought with her, and starts eating.

She really enjoys the M&Ms

She spills on her shirt. "Oh no!" She quickly gets a wet cleaning wipe and starts rubbing her shirt and pants, right where the M&M left a mark.

"Oh shit! Not again... I hope I get this out..."

Then, she receives a calendar notification on her phone. Bleep!
Nikki picks up the phone and checks the notification.

"Shit!" she calls out.

She immediately gets up and looks around.

She dials a phone number on her phone, and puts it at her ear.
After 5 beeps the call is answered, Nikki immediately starts talking.

"Hey Lisa! Are you already on your way to the party of Bas? I totally forgot about it!!"

"..."

"Ah okay, do you already have a present though?"

"..."

Nikki checks her watch and opens up her laptop.

"Okay I can quickly get something still?"

"..."

"Uhuh"

"..."

```
> Open Albert_Heijn_log {
  05/29/2024 - 18:12:32 {
    LOCATION: Insulindelaan_130
    Purchases{
      ITEM: "M&Ms yellow",
      Price: EUR 1.95
      calories: 140/portion,
      times_bought: 12,
    }
  }
}
```

```
> Notification: Google Calendar, 05/30/2024 - 14:31:20
> Calendar activity: Party Bas - 05/30/2024 - 14:40
```

```
> Outgoing phone call: 0651756378
> Contact found: Lisa Huis
> ...
> ANSWERED
```

> Google search: "candle 25"

> Google search: "decoratoijn birthday"

"Yeah sounds good. I can check where I can get it..."

> Webpage visited: "<https://www.hema.nl/feest/versiering>"

Nikki types on her laptop.

> Google search: "opening hours hema"

"Looks like the Hema sells it, let me see if they're still open now. . . ."

Nikki types on her laptop again.

"Yes! Totally, okay so I will go there now, then I'll be there in half an hour I think. Just say that I got a flat tire or something! . . . Yeah bye."

"Bye!"

> Call ended. Time: 00:25:00.

Nikki puts away her phone and her laptop.

She puts everything in her bag and hurries out of the classroom.

> BPM: 136

> Activity found!

> Running == TRUE at 05/30/2024 - 14:32:03

> CURRENT_LOCATION: 51.482655 LAT, 5.232169 LONG

> Closing data log Nikki_Mureau

> Thursday 05/30/2024 - 14:32:53

My DATA does not represent me

The manifesto performance can be watched back here: [IMG_6256.mov](#). The code crafted for the performance can be accessed here: <https://corinnebenice.github.io/manifesto/> [X].

Framing

The Role of Data

Data has taken over the world. Today's practices have grown something that is known as Dataism, a newly emerged religion, that according to Harari, is going to replace liberalism. "Dataism venerates neither gods nor man - it worships data." [5]. This religion handles everything, both biological and artificial, as algorithms, and assesses value based on something's contribution to data processing. We see it in the practices of today; around 230 billion Gigabytes are generated every day [4]. "Data is the new Oil", is something you've probably heard before. We see data as we see oil: material that needs to be translated into value. For oil this is gas, plastic chemicals, etc., for data this is insights [10]. Furthermore, it's all about money. It has become one of the biggest commercial goods.

An example that shows one of the first breakthroughs of data analytics that started the shift in the industry, is Moneyball. The non-fictional story – both a movie and a book – is about a small baseball team, disadvantaged with a very small budget. The management can not afford the players who are scouted to be the 'best', and decides to take a new approach by using data to pick new players, leading them to championship in the end [6]. To me, this example greatly illustrates the transition of people's perspective on the incorporation of data in our daily lives; data knows better than we do. In the story, this is by 'defeating' the human scouts: the data analysis pointed out the statistically better players of the league, who were overseen by the scouts. Today, this perspective is still the mainstream: all kinds of self-tracking and smart products are marketed to give you 'objective' and detailed insights into your real life, that help you improve in ways you couldn't do without [11].

Almost all major companies are driving their decision-making with data, and are winning huge profits because of it: Netflix through their recommendation system, Uber to match supply and demand of taxis, and Coca-Cola to improve advertising, to just name a few [7].

With the tremendous generation of data today and the many 'success' stories of businesses making more profit because of it, data is only going to play a bigger role in society.

Another great example is the Quantified Self movement. With their motto of "Self-knowledge through numbers", the community advocates that tracking is the way to insights, and is set up to help others with their self-tracking quests. Here, also the focus lies on sharing your data and tracking methods, to strengthen everyone's knowledge [9]. The website is full of self-tracking projects and contains different blog posts and a big forum, focused on solving tracking problems and retrieving insights together. Instead of trusting human senses and philosophical analysis, people turn to technology and data for their answers.

A Different Perspective

I believe that in today's society, our data practices have become too standardized and simplistic. We try to push data into the same formats and repeat analysis 'tricks' for different datasets. However, data is biased, situated, contextual, and never complete. This is what we call the intersectionality of data; "additional dimensions of individual and group identity—like race and class, not to mention sexuality, ability, age, religion, and geography, among many others—intersect with each other to determine one's experience in the world." [3].

This term, invented by D'Ignazio and Klein, comes forward in their work called Data Feminism. In this work, they propose 7 principles of treating data with a feminist attitude, caring for awareness and inclusivity. The principles of Data Feminism are; Examine power, Challenge power, Elevate emotion and embodiment, Rethink binaries and hierarchies, Embrace pluralism, Consider context, and Make labor visible [2]. The aim of their work is to challenge the origins of data we use in our practices.

- And in the meanwhile the data is not representative:
 - Data feminism
 - impact of this?

Examples in their work that highlight

Further related work is Resisting Data Colonialism [12]

I believe that the data that is called to be 'mine', does not capture me as who I actually am. I am a very complex person, and data simplifies my being, leading to a flat capture of who I am. This is problematic in the world of data that we are today.

Discussion

The Act

With the act of my manifesto, I emphasize two insights: 1) not everything that we do gets included in our data, and 2) but that does tell a lot about who we are, we are everything we do.

The form of my manifesto, seeing my activities next to the data that gets logged simultaneously, allows viewers to compare what they observe me doing with the live datalog. During this, I play in on the fact that emotional reactions and body language tell us, human observers, a lot while analysing someones behavior, but that this is not included in the data. Furthermore, by including activities and details like reading a physical book (about sailing) and the way of eating the M&Ms, I highlight the many things data does not capture.

However, the act does not include the bigger questions and situatedness of the activities. It does not show how data generation is dependent on time, culture, location, etc.

The Content

The data I have written down of my activities, are based on Dataslip [13, 8]. In this speculative project, the designers have detailedly collected and researched the data that gets collected through our daily systems. Based on the 'Dataslip' I received

myself during the Dutch Design Week of 2023, I noted what for each activity the tracked data could include. I looked into my recent activities that all leave their trace (e.g. shopping at Albert Heijn, taking a train with my OV card), and used that to write down the data about myself.

The Message

In the end, I claim "My data does not represent me." The main emphasis lies here then on that we humans are way more than what can be measured. We are complex beings that can not, and should not, be calculated, labeled, or predicted.

However, could there ever be data that accurately represents us? Can we ever capture the richness of a single human?

This idea clashes two beliefs. One of materialism; everything can be explained through matter and chemical reactions, and the one of metaphysical idealism; there's more to a human than matter, we have a soul that can not be captured. Following the materialistic belief, technology could someday be advanced enough to measure and store every single detail of our body, therefore capturing our consciousness and personality – everything that we are.

Next to this, we are situated beings; we are subjects to our surroundings and constantly change. This indicates our volatility.

But what can we now do, knowing our data is not, and might not ever be, a true representation of ourselves. I see 2 directions we can head in. The first is that we steer away from the dataistic world.

The second – more probable – one, is that we continue to work with data, but that we alter our attitudes towards it. Like Data Feminism proposes, we should have new principles and practices of treating data. We should adjust arrange our practices to include the intersectionality of data.

We should treat data like we treat people; every one tells their own story and has their own opinions.

Acknowledgements

Some pieces of text show close correspondence with my M2.1 report, M1.2 report, or FMP Proposal. This is arguable because I chose my manifesto topic on something close to heart and relevant for my professional work, leading to the unpreventability of using the same framework and industry knowledge built up over these semesters.

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