My idea for writing the final exam paper in Software Studies is to use the text by Benjamin Grosser ”What do metrics want? How Quantification prescribes Social Interaction on Facebook” as the central text. The reason why I want to work with this text is that Grosser explains 3 very interesting angles to approach the numbers appearing on Facebook. And of course because of Facebook’s recent years popularity, then I think Grossers work is very interesting. In the introduction he states: “First I examine how our need for personal worth, within the confines of capitalism, transforms into an insatiable “desire for more.” Second, with this desire in mind, I analyze the metric components of Facebook’s interface using a software studies methodology, exploring how these numbers function and how they act upon the site’s users. Finally, I discuss my software, born from my research-based artistic practice, called Facebook Demetricator (2012-present).”

Based on these aspects to Facebooks numbers, I would like to investigate how the numbers have consequenses for our daily lives. It’s not just Facebook that uses numbers all over the place to get us to notice the quantification of everything. Today I looked up a phone number that called me on the yellow pages. The yellow pages told how many that have searched for that number i general. And then it told me how many that have searched for it this past week. This example i only bring up because it’s fresh in my memory. It just an example of how metrics are used everywhere. The yellow pages are not a social media platform, but it uses some of the same metrics as you see on the popular ones on Twitter, Instagram, Snapchat and so on. E.g. you search for a page on Facebook. It appears and then you see how many likes and subscriptions the page have. It could be a search for Christiano Ronaldo, and then you see the first page that has 110 mio followers, and that must probrably be the official one. But if there weren’t any number that characterized how many followers each page has, then it could easily be confusing which one is the right one. In that way i think these numbers all over facebook, are like a system kind of similar to bitcoins. That there’s only order because of the many people using the platform.

Based on these quick thoughts about the topic of numbers on webpages i would like to investigate what these numbers do to people. Like how they affect people’s lives and how they behave.

For the exam paper i will obviously include the text mentioned further up by Benjamin Grosser. Also i want to include some of the art that Benjamin Grosser has done. E.g. i find the artwork called ”You like my like of your like of my status” very interesting. I think this artwork can helps proving Grosser point about how liking everything has become a culture, and people need to like all the time to feel aprecciated. Somehow i want to include this and maybe some more of his artwork in my paper and then complement with some quantitave stats about how people are using the likes on the facebook e.g. and some stats about how people perceive all the numbers on social medias. I would also like to include the text ”Buttons” by Søren Pold. And that’s because that text got to do with something that is closely related to all the numbers on social media. With a mix of the Benjamins Grosser text’s points and some points from Søren Pold’s text, then i think i can get some quite interesting answers to my main question: ”what does the buttons and numbers on especially social medias do to how people behave online?”. To answer this question I would like to bring some stats about how online shops use buttons to sell more and improve their shop. I also want to describe people’s eager to click on buttons. Connected with this i would like to describe how numbers can be persuasive, because people trust in other people’s opinion. But not just look at numbers in that way but also how people seem to like to have a number on everything and how this is used on e.g. Facebook.

Up until now I have written all of my first thougts about what to write about, and now i would like to try to put some words on how to do it. First i will look for material that can give me both quantitative og qualitative data. I’ve already got some good qualitative date in the two texts, but I think i should try to find another text too. And then the quantitative data I would be happy to find some stats like i mentioned before. Then when I’ve got enough material, i will use the questions I’ve already stated further up, and then by answering these questions and some more i will come up with after i’m sure what material i will use, I will answer the main problem.