



Data as Culture

September, 2014 · ulrich atz · @statshero



Sir Tim Berners-Lee, inventor of the web, tweeting from middle of the 2012 Olympics

CERN DD/OC
Information Management: A Proposal

Vague but exciting ...
Tim Berners-Lee, CERN/DD

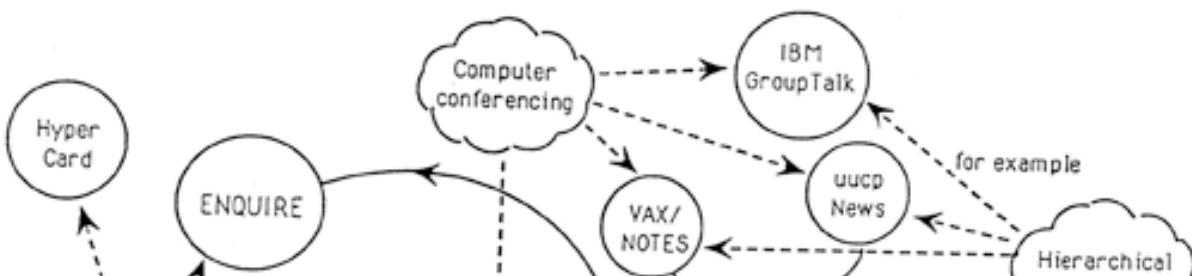
March 1989

Information Management: A Proposal

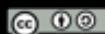
Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control



[http://
info.cern.ch/
Proposal.html](http://info.cern.ch/Proposal.html)



Usefulness vs Risk



“a new era in which people can use open data to generate insights, ideas, and services to create a better world for all”

G8 Open Data Charter 2013



kenhodge13
(40132991@N07)
on flickr.com

“Data is the New Oil”

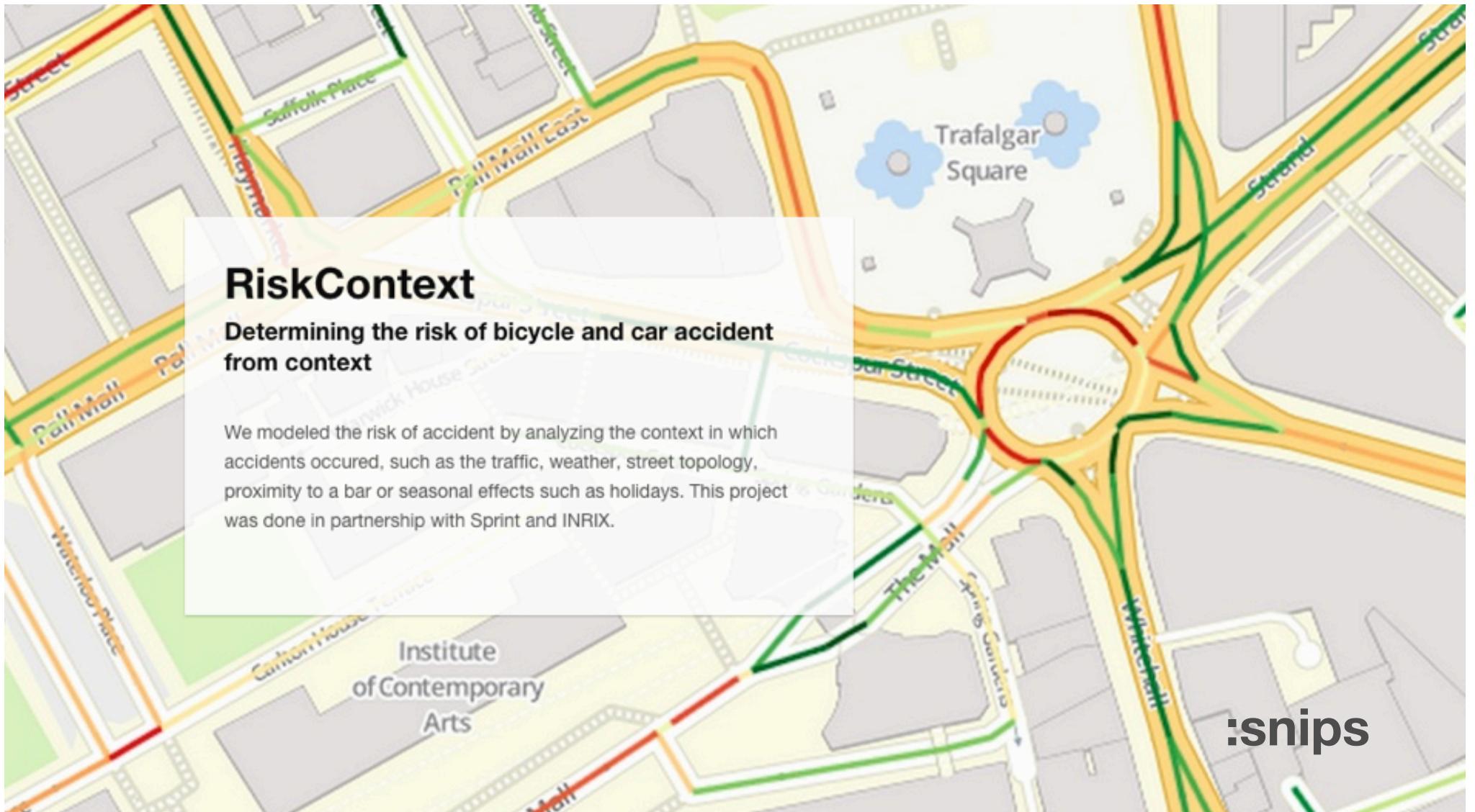
But data is not oil!

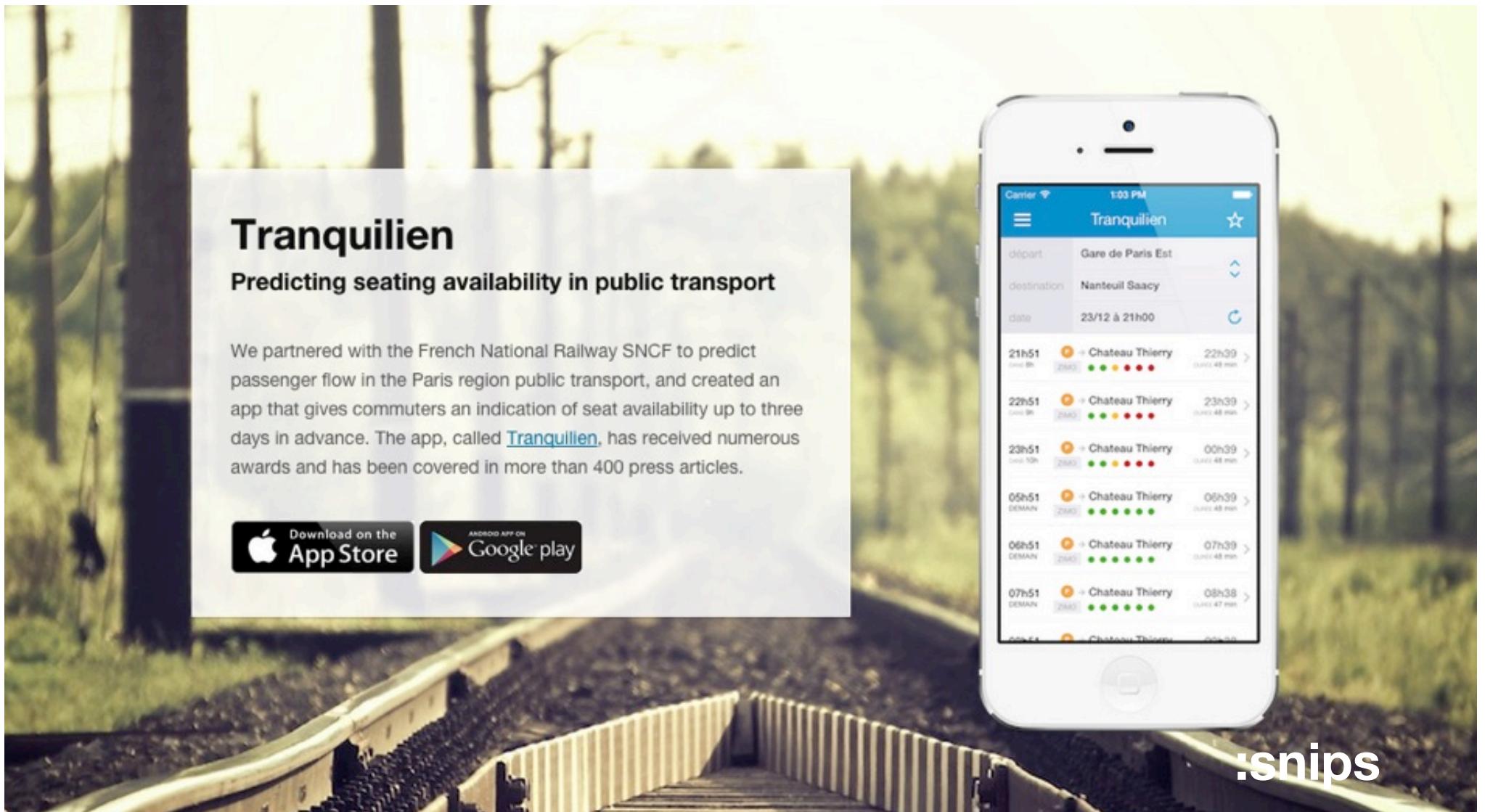


More like a goldmine...

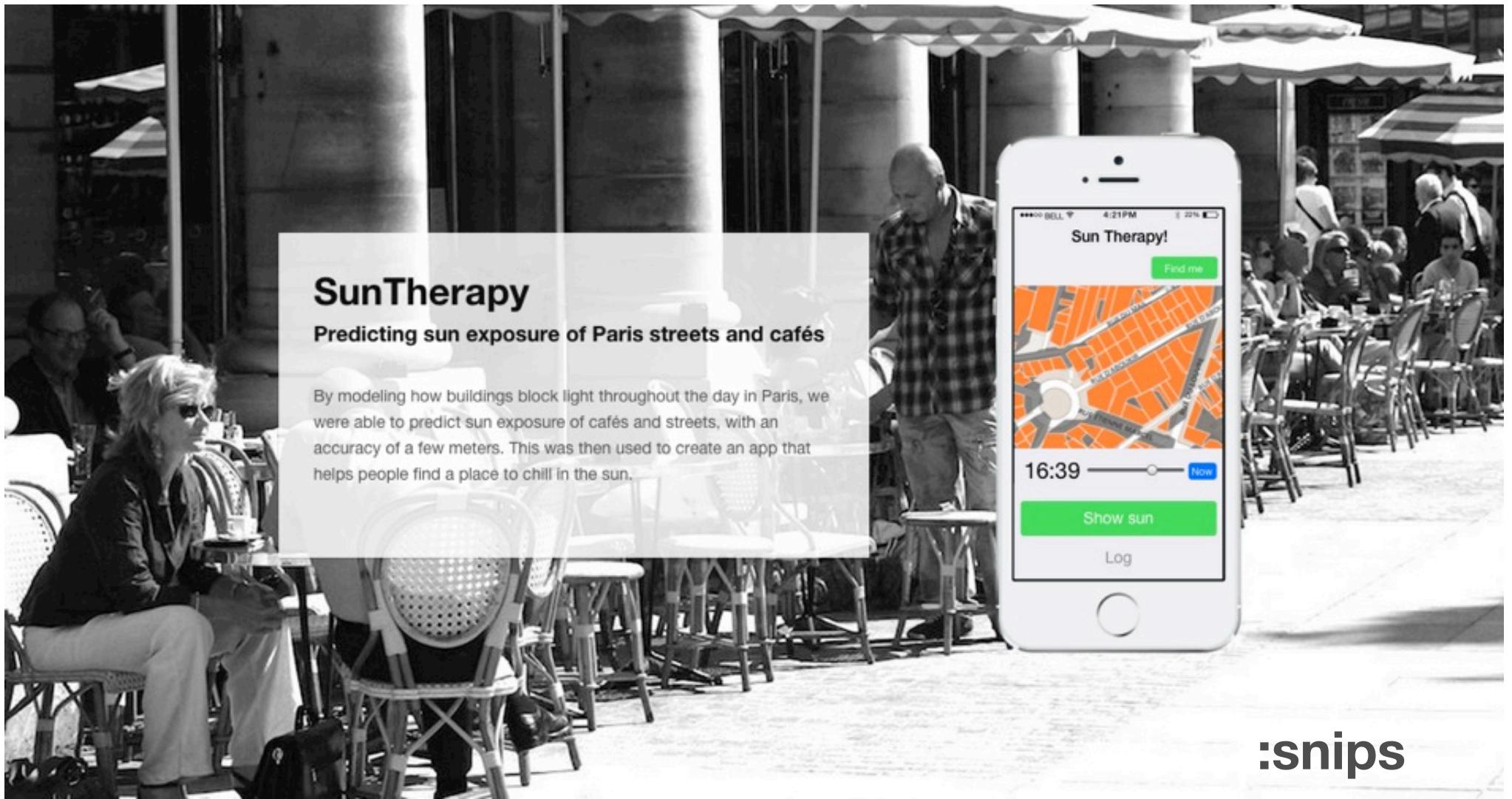


<http://www.flickr.com/photos/48806909@N00/497511638/>





:snips



:snips

SOCIETY





Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	4290	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	3315	01/12/2013	Transport Dept Charges	Waste / HWRC's - St Phillips	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	600	01/12/2013	Transport Dept Charges	Waste / HWRC's - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	1520	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	4680	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	9360	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
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Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	160569.39	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contract Capital
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Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	42770.37	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contracts Revenue
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	100355.61	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contracts Revenue
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alert Systems Limited	2920	01/12/2013	Services - Security	Bodyguard	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alexander & Thomas Architects	4391	01/12/2013	Grants paid out	Adaptations	Mandatory D F G's - Adaptations - Disabled facilities Grant
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alexander & Thomas Architects	500.25	01/12/2013	Grants paid out	Adaptations	Mandatory D F G's - Adaptations - Disabled facilities Grant
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alexander & Thomas Architects	706.13	01/12/2013	Grants paid out	Adaptations	Mandatory D F G's - Adaptations - Disabled facilities Grant
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	All Aboard! Watersport	6230	01/12/2013	TPP - Grants	Sports Externally Funded - Pathways	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	All About Food	641.56	01/12/2013	Services - Professional fees	Early Years	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	All Mighty You Consulting Ltd	6075	01/12/2013	Services - Consultants	Public Mental Health	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alipay Net Limited	2367.32	01/12/2013	Services - Fees and Charges	Back Office Processing (Local Tax)	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alipay Net Limited	6435.39	01/12/2013	Services - Fees and Charges	Rent Management Overheads	
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Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Amicus Foster Care	3441.88	01/12/2013	TPP - Placement Foster Care Inhouse	Independent Fostering Agencies	



“the power revealed itself through multiple layers of boredom” – YoHa



Invisible Airs,
YoHa



More open data for more users ...

40+

Number of countries with
government open data platforms*

90,000+

Data sets on data.gov
(US site)*

1.4 million

Page views for the UK open data site
in the summer of 2013

102

Cities that participated in 2013
International Open Data Hackathon Day

1 million+

Data sets made open by
governments worldwide

* As of 2013

... can lead to more value

\$3 trillion

Approximate potential annual value
enabled by open data in seven "domains"

3 billion

Metric tons of carbon dioxide equivalent
emission reductions from buildings that could
be identified through the use of open data

35

Hours per year could be saved by commuters
from schedule changes based on open data

100,000+

Medical, health, and fitness apps
for smartphones

50%+

Consumer share of
potential value of open data

McKinsey Global
Institute (2013). Open
data: Unlocking
innovation and
performance with liquid
information.

Democratic Engagement

sign in search

jobs soulmates more edition: UK

the guardian

UK world sport football comment culture economy life fashion environment tech money travel all sections

home news

How open data can help shape the way we analyse electoral behaviour

Election data can help give insights into voting behaviour, but the lack of open data is hampering the analysis researchers can do argue the **Open Data Institute** and **Deloitte**

Harvey Lewis, Ulrich Atz, Gianfranco Cecconi and Tom Heath

Monday 2 June 2014 07.00 BST

6 comments

Share this article

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Paper is still the chosen medium for data collection when it comes to elections. Photograph: Rob Stothard/Getty Images

Most popular

PM could face calls to postpone UK election if Scots vote for independence

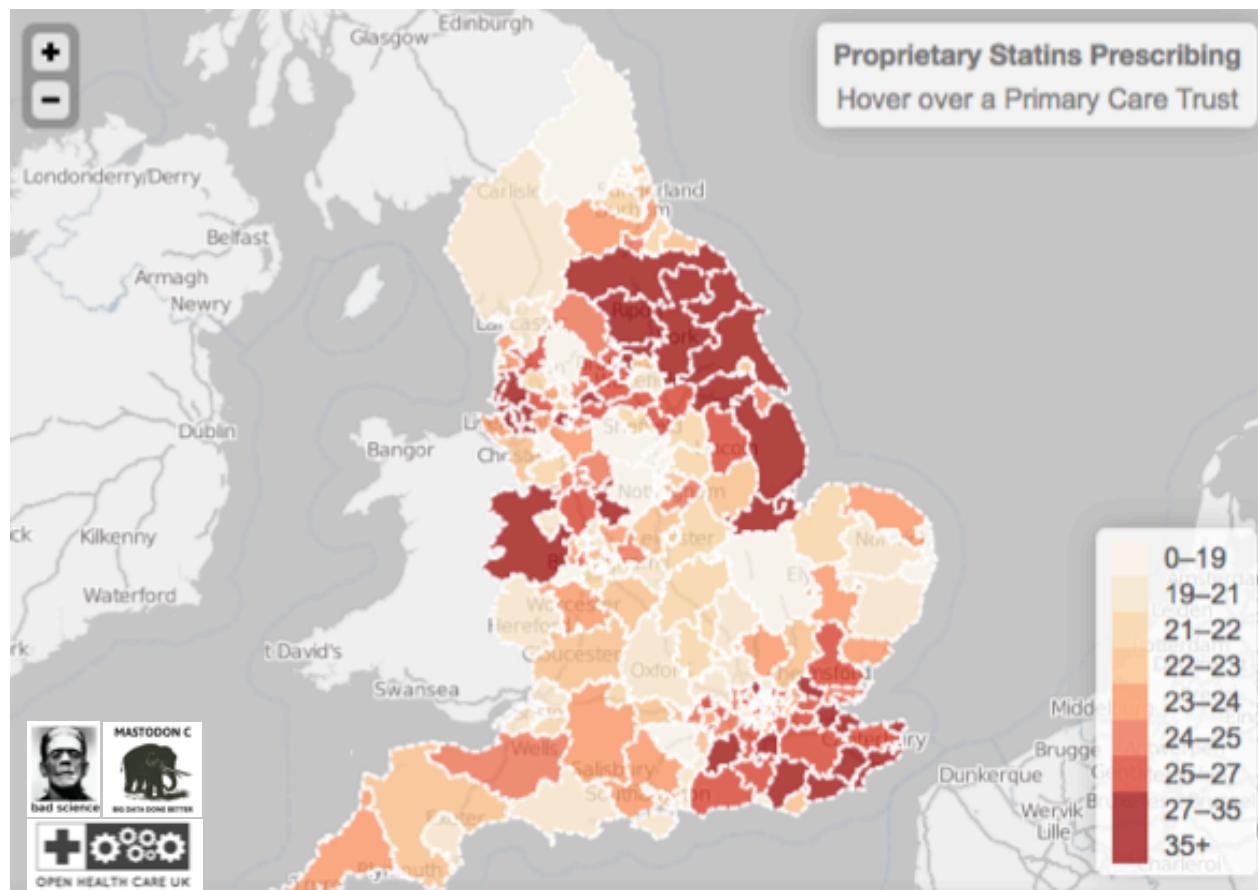
Police telling victims to solve crimes by themselves

Charities should stick to knitting and keep out of politics, says MP

New Zealand perform haka to bewildered USA



£200m potential saving identified in 6 weeks



<http://PrescribingAnalytics.com>

Helped convene domain-experts
+ health & data analytics
+ communications

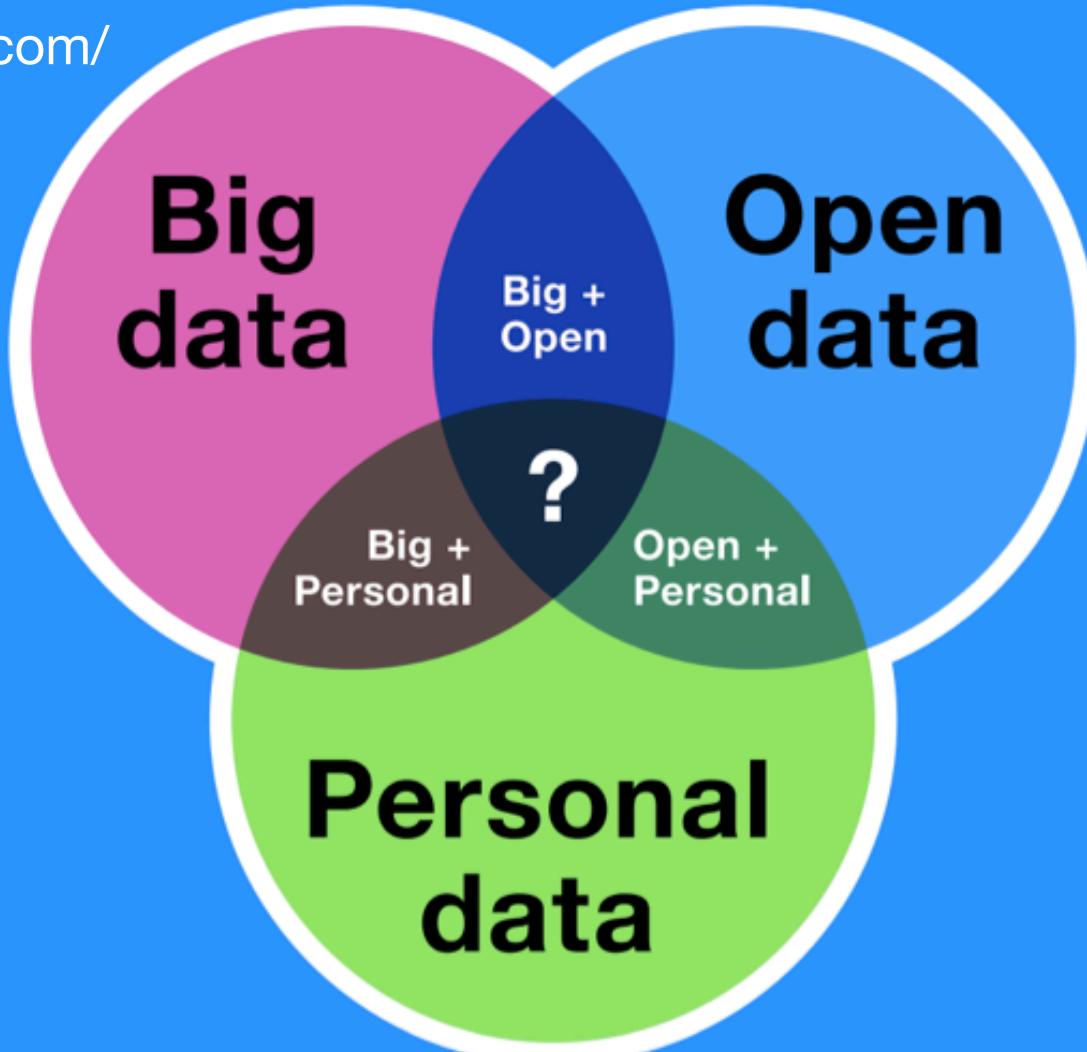
Analysed 35m records
+ all the data & clinical facts

National & international reach
+ Economist & FT
+ broadsheets & tabloid press
+ cited in G8 & govt. reports

Long-term
+ £100^k now raised for phase 2

Scalable to £1bn
[BMJ]

[https://github.com/
theodi/data-
definitions](https://github.com/theodi/data-definitions)

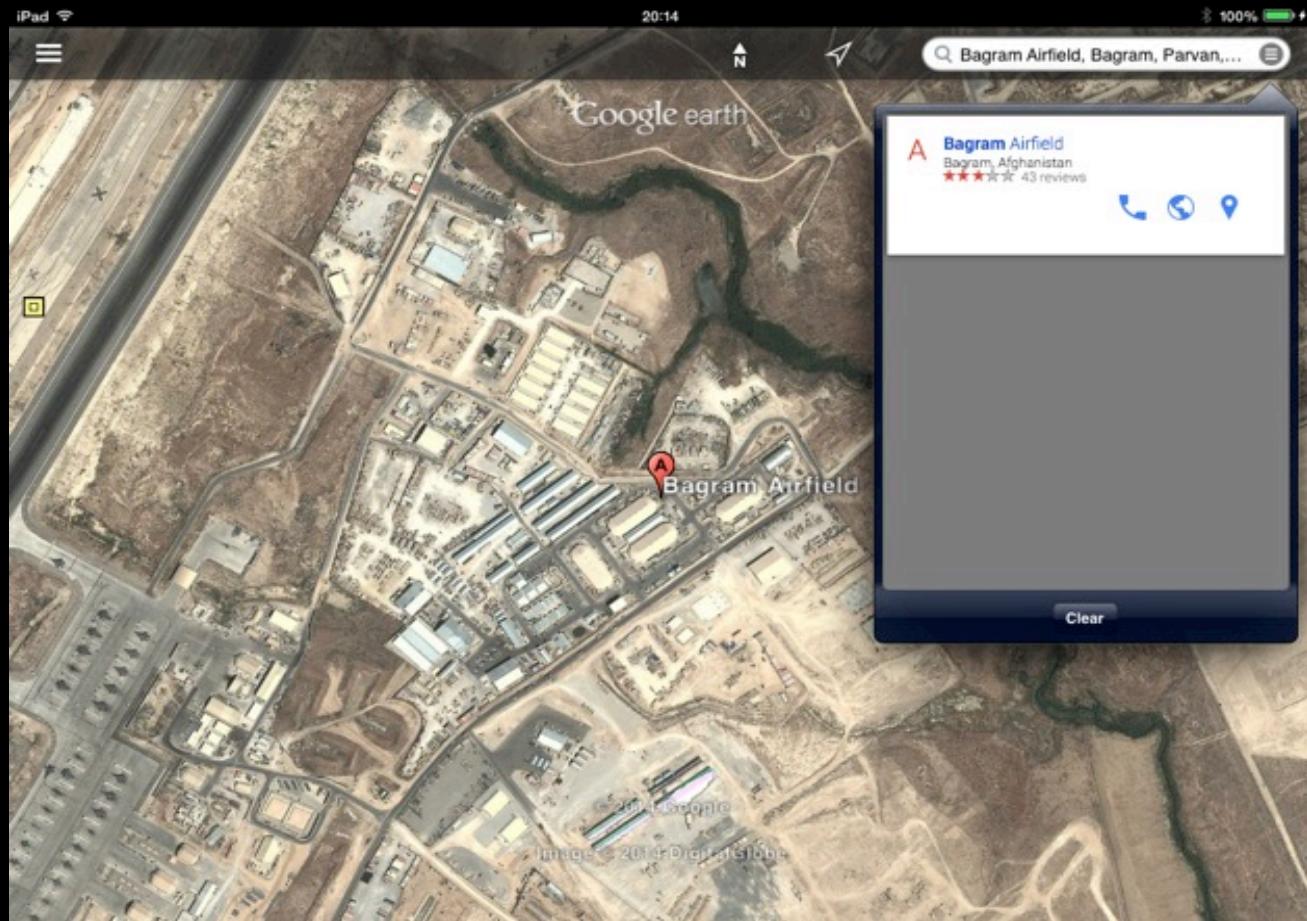




Alan Patrick, The Dark Side of Data



Watching the Watchers – James Bridle



Watching the Watchers – James Bridle



PLEASE BE CAREFUL WHEN
SHARING PHOTOS ON SOCIAL
MEDIA. THEY CAN LEAD POACHERS
TO OUR RHINO

TURN OFF GEOTAG FUNCTION
AND DO NOT DISCLOSE WHERE THE
PHOTO WAS TAKEN



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● What's up next: Upcoming

i What is TheyWorkForYou?

TheyWorkForYou lets you find out what your MP, MSP or MLA is doing in your name, read debates, written answers, see what's coming up in Parliament, and sign up for email alerts when there's past or future activity on someone or something you're interested in.

Commons debates

Tuesday, 8 October 2013

The main chamber of the House of Commons is where debates are held on a variety of topics, oral questions are answered, and new legislation is debated.

Random recent Commons debate

[Oral Answers to Questions — Justice: Women's Prisons](#)

Tuesday, 8 October 2013; 11 speeches

What recent progress he has made on improving women's prisons.

[See more Commons debate](#)



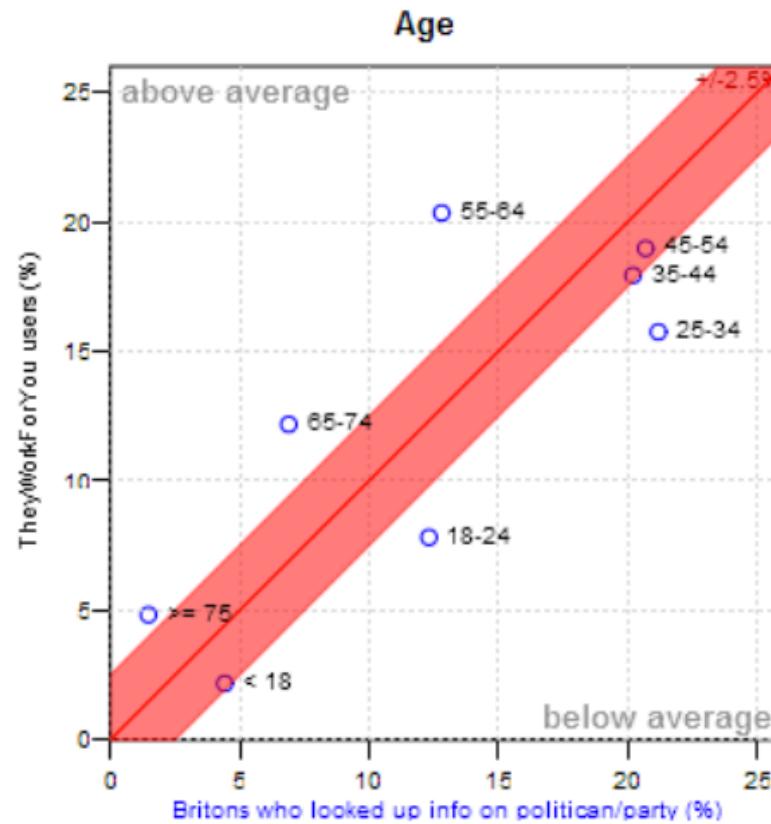
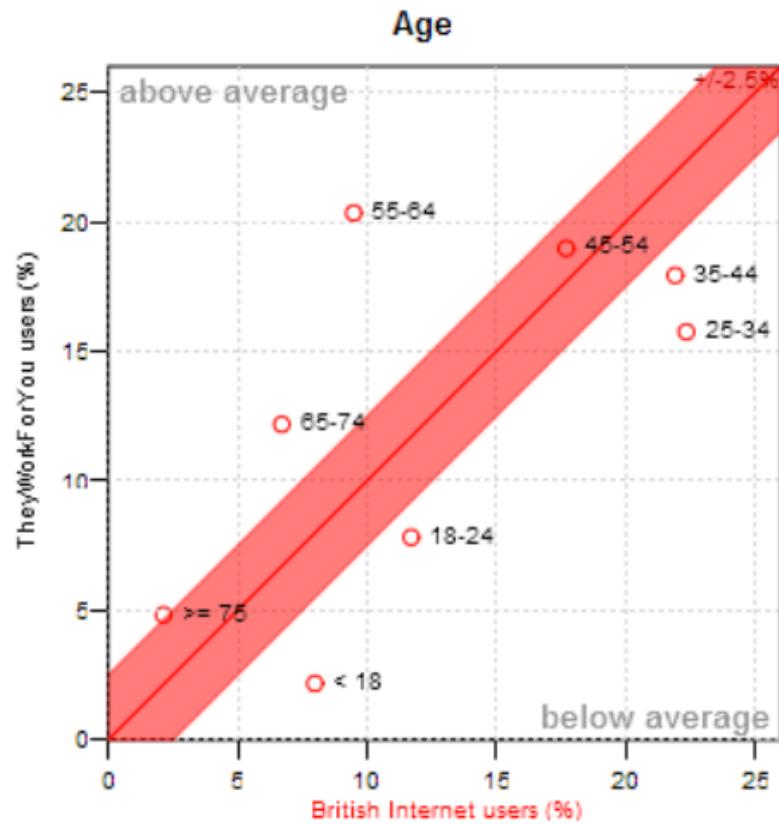
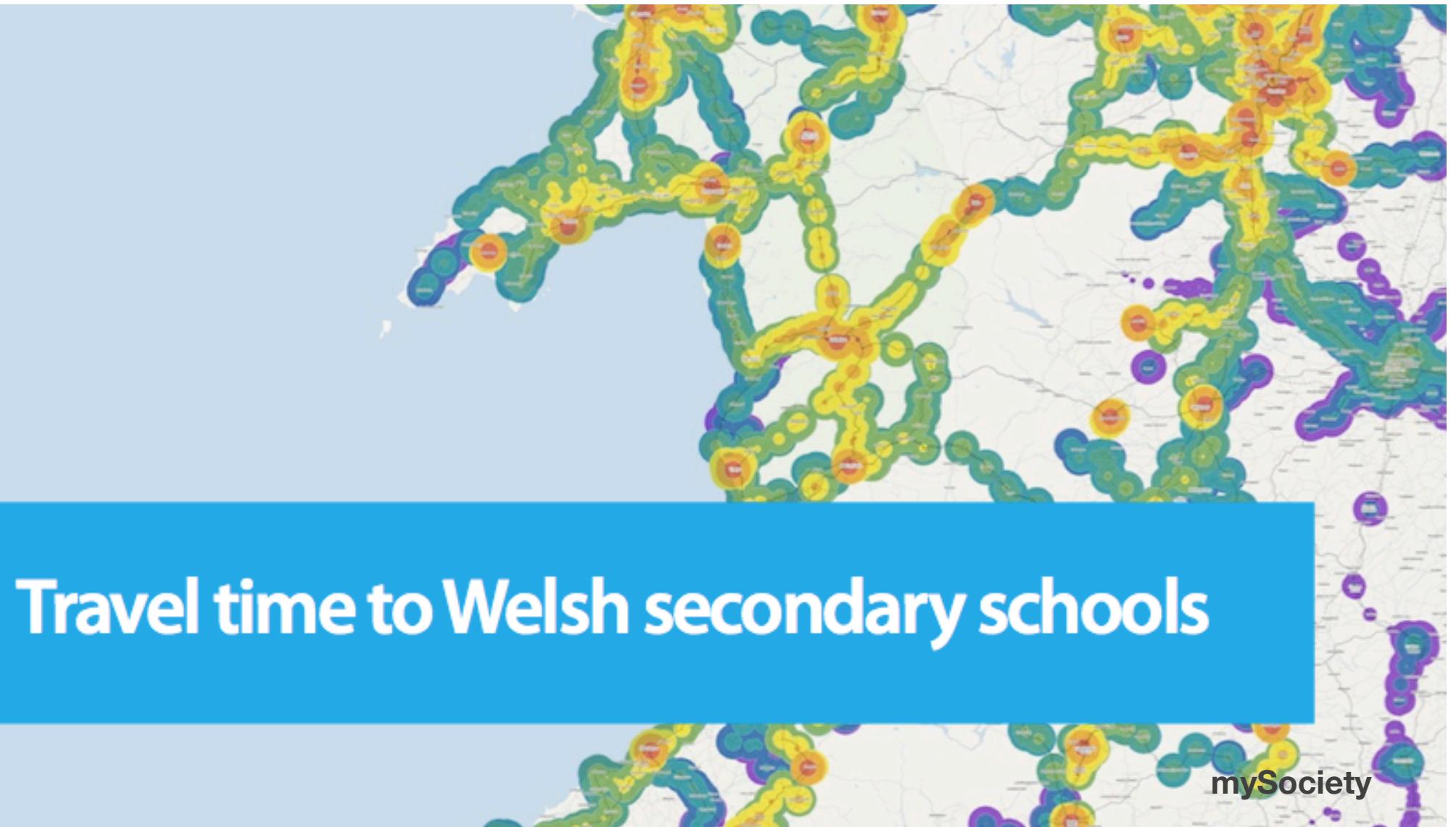


Figure 26: Age of TheyWorkForYou users

Source: mySociety / UK Citizens Online Democracy user survey 2009/10; comparative data from Oxford Internet Survey (OxIS) 2009



Initiatives in developing countries

Some ICT stats from 2013:

- Mobile-cellular penetration at 89% in developing countries.
- In the developing world, 31% of the population is online.
- In developing countries, the number of mobile broadband subscriptions reached 1.16bn (472m in 2011).



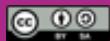
Source: <http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2013.pdf>

WeatherSafe: climate warning for coffee farmers in Rwanda



<http://www.flickr.com/photos/nestle/4932164676/>

ORGANISATIONS



The Climate Corporation: sold for \$1.1bn in October 2013

CLIMATE | BASIC

Better Data. Better Decisions.

The most advanced way to get insight into your fields.

Weather Tracker Alerts Scouting & Notes

LEARN MORE »

HOMESTEAD

POTENTIAL YIELD (ESTIMATE)
155

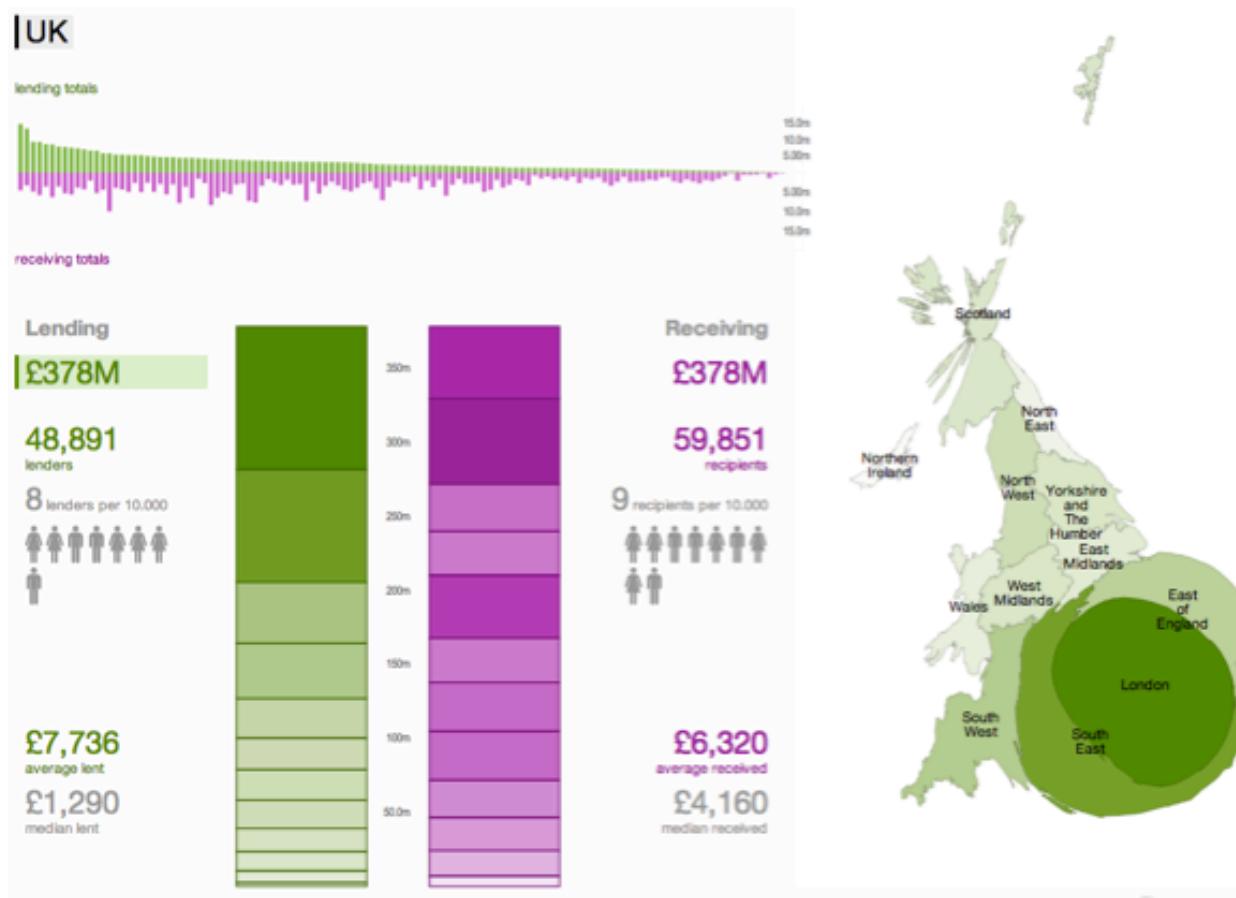
145 BASIC
120

HARVEST DATE
Sept 21

GROWTH STAGE
R6

EXCERPT LAST 72H
0.65"

Mapping £378m of peer-to-peer lending



Helped convene domain-experts

- + P2P lenders
- + Banking professionals
- + Data analytics (ODI)
- + Communications (ODI)

Analysed 14m records

- + All the data (i.e. not a model)
- + Anonymised and analysed
- + ODI analytics & research

National & international reach

- + Front-page Financial Times

Development opportunities

- + Be data intensive & policy-light
- + Create real-time view
- + Stimulate market





Big Data

GUEST POST

Society's next big challenge: infinite data







Pink Sheet Method (Stage 1, Future Everything) – Thickear



Pink Sheet Method
Event #1 White Sheet

29th - 30th March 2014, New Century House, Corporation Street, Manchester, M60 4ES

PLEASE READ THE INSTRUCTIONS CAREFULLY

The text below contains important information on how to receive a limited edition artwork

C1	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	%
Q REF	RESPONSE	

DO NOT FILL IN THIS ART FORM YOURSELF

All sections of this form are for
AUTHORISED USE ONLY

Any forms completed by
anyone other than an
authorised third party artist
will be deemed
WITHOUT VALUE

DO NOT FILL IN THIS ART FORM YOURSELF

If in its original unmarked and triplicate state, this form represents an invitation to take part in **PINK SHEET METHOD EVENT #1** and should be brought with you for your **PERSONAL DATA AUDIT SESSION (PDAS)**.

Sessions work on a first-come, first-served basis and will take place during reasonable working hours on **SATURDAY 29th and SUNDAY 30th MARCH 2014**.
City Pictures, FutureEverything Festival, New Century House,
Corporation Street, Manchester M60 4ES.

DO NOT MISS THESE DATES - No later dates will be made available.

ABOUT YOUR PDAS

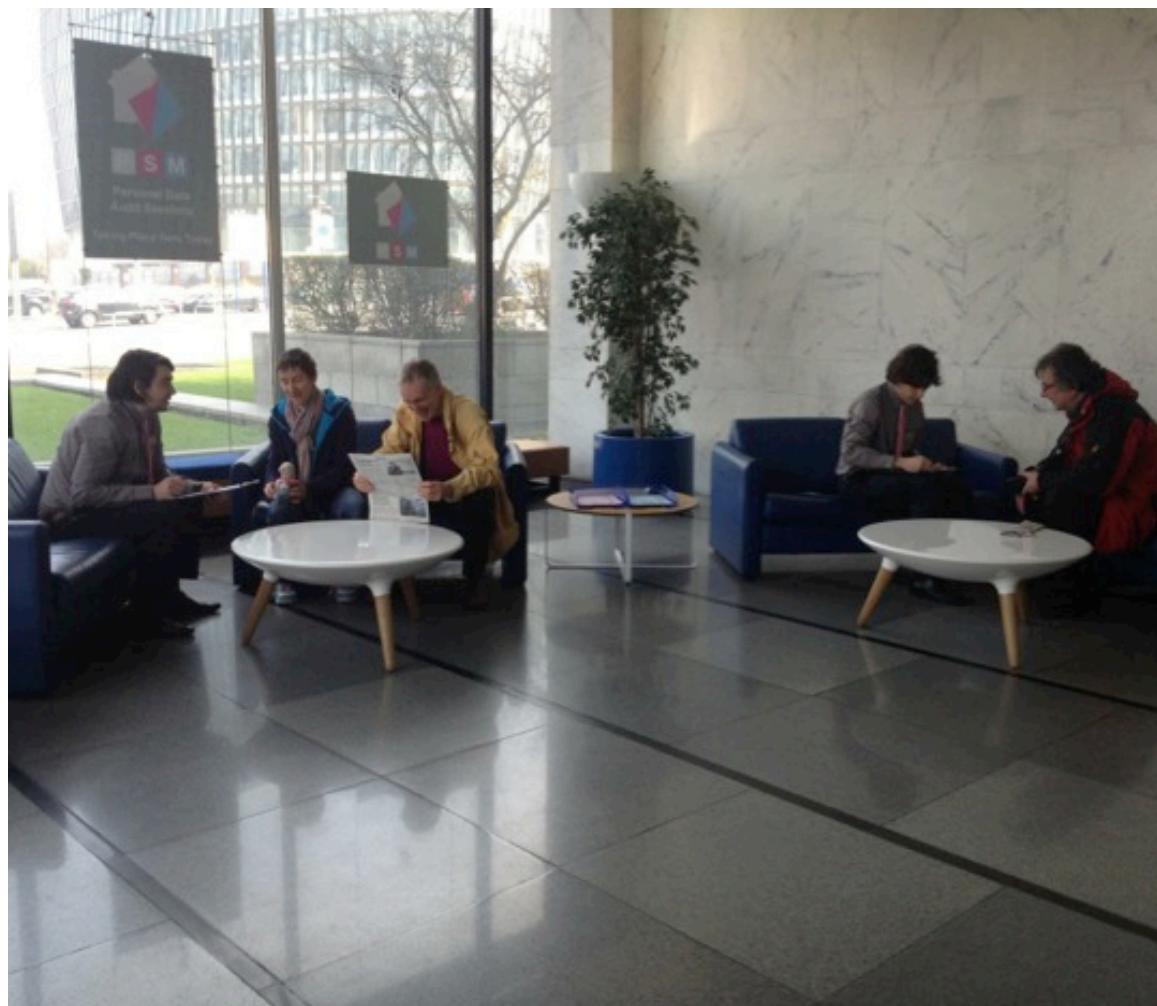
PDAs should last no more than 10 minutes and are one-to-one interviews between you and an authorised third party artist. During the interview the artist will ask you a series of questions and record your answers on to this form. Once the interview is complete the artist will then validate your information and hand you back the top white sheet to keep. Instantly granting you the legal ownership of the limited edition print.

All limited edition sheets are numbered and will be personally signed and dated by the artist at the end of your PDAS.

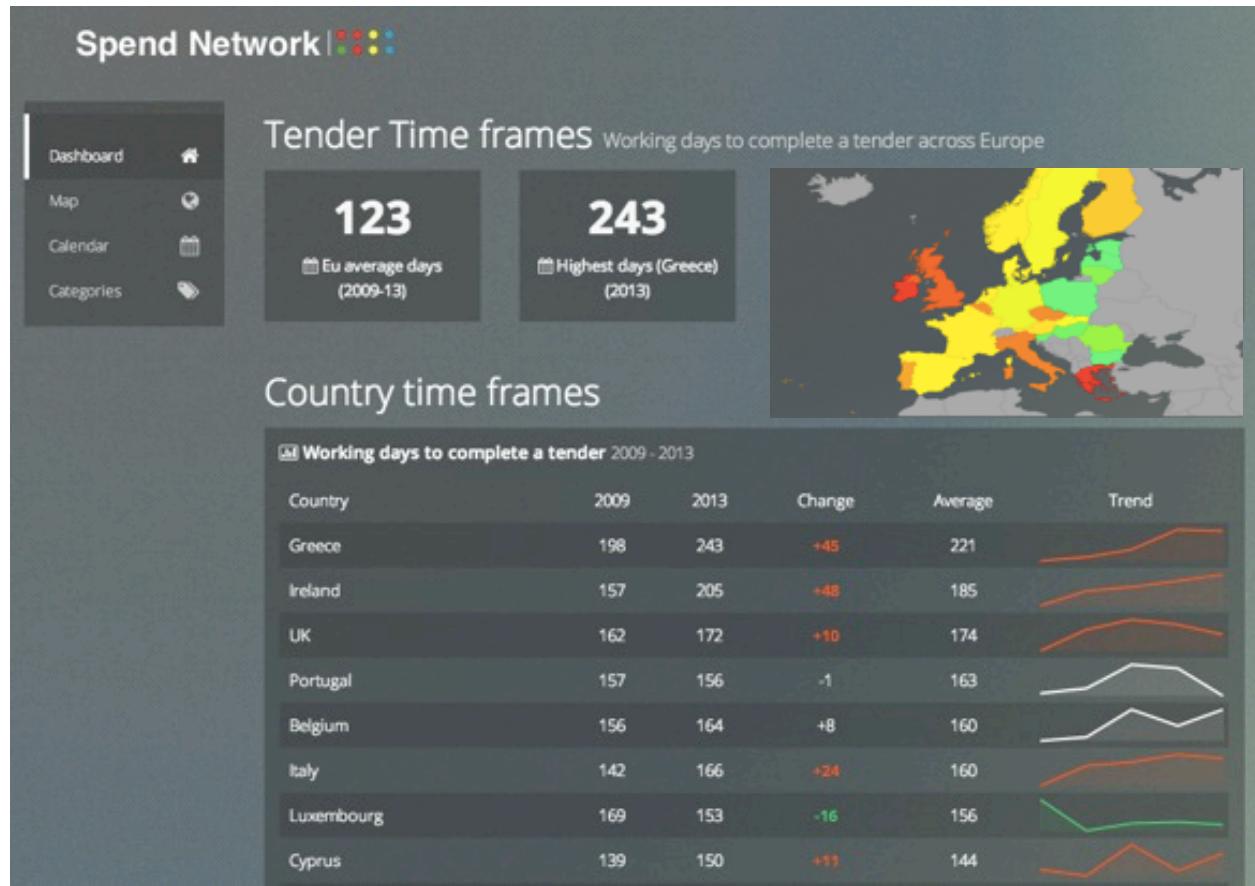
Note: During the session you will be asked to provide personal details which may be required to deliver any rights associated with your artwork. Please note that limited rights include the right to sell your artwork, to give it away, to loan it, to exhibit it, to copy it, to make derivative works from it, to publish it, to license it, to do whatever you like with it, etc. etc. etc.

© PSM 2014

Validated by	Consent
04 <input type="checkbox"/> 12 <input type="checkbox"/> X1 <input type="checkbox"/> T9 <input type="checkbox"/>	#1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 <input type="checkbox"/>
Edition number	CH Y <input type="checkbox"/> N <input type="checkbox"/> No. <input type="checkbox"/>
Artist's signature	NA <input type="checkbox"/>
Date	OC <input type="checkbox"/>
Stamp	SM Y <input type="checkbox"/> N <input type="checkbox"/> O <input type="checkbox"/> DA <input type="checkbox"/>



Identifying £22bn of cashflow delay to the UK economy



<http://tt.spendnetwork.com/>

Convened domain experts

- + Entrepreneur think-tanks
- + Federation of small businesses
- + Government procurement

Analysed and cleaned data

- + 350,000 EU tenders
- + 38 million UK transactions
- + 1.8m documents + 9,000 CSVs

National reach

- + Front-page Daily Telegraph (Business Section)

Development opportunities

- + Discover issues
- + Create interventions
- + Predictive bid analytics

www.ukanon.net/events



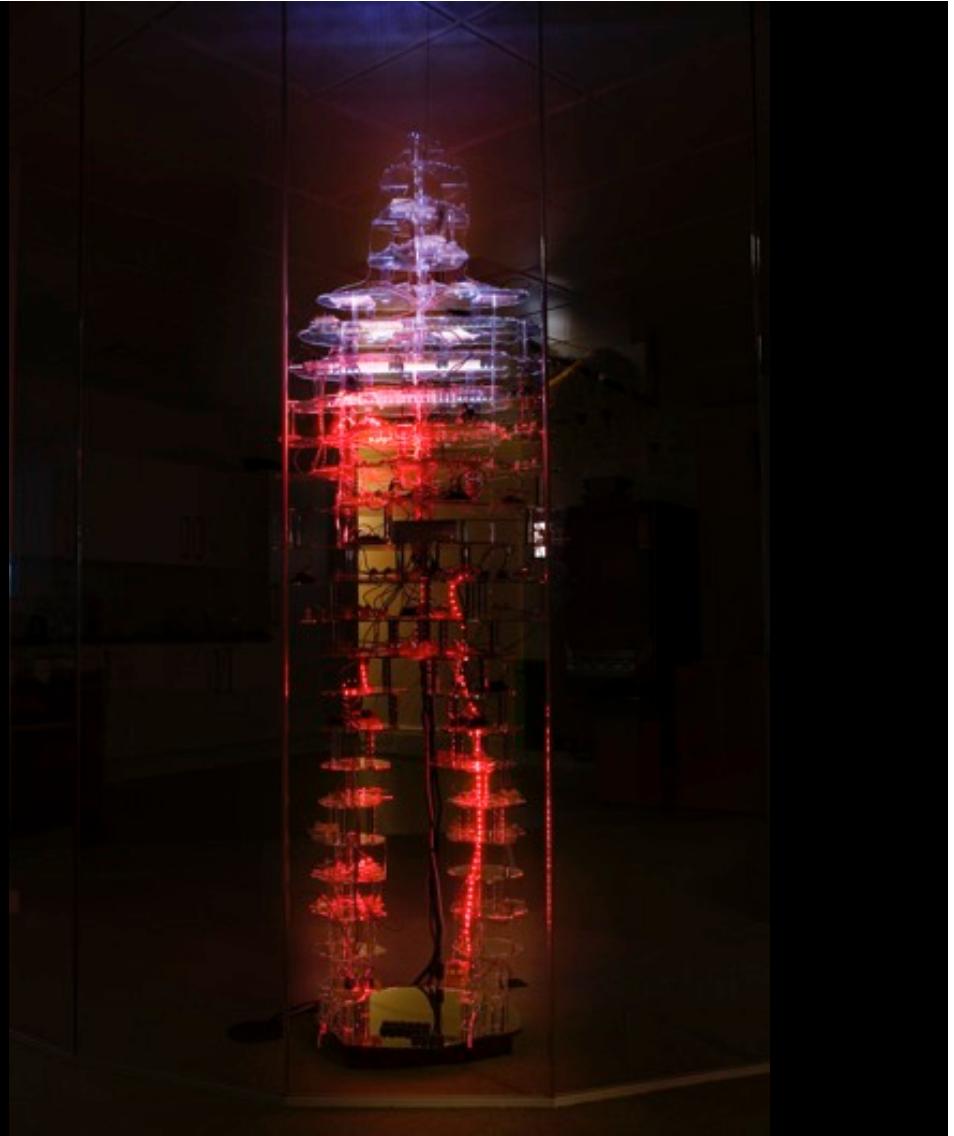
Anonymisation: Techniques, Risks & Benefits Symposium
11th of September 2014

Wellcome Collection, 183 Euston Road, London. NW1 2BE, UK



data as culture

Stanza: Body 01000010011011110110010001111001



INDIVIDUALS





Would you pay to prevent data capture
or share for a discount?



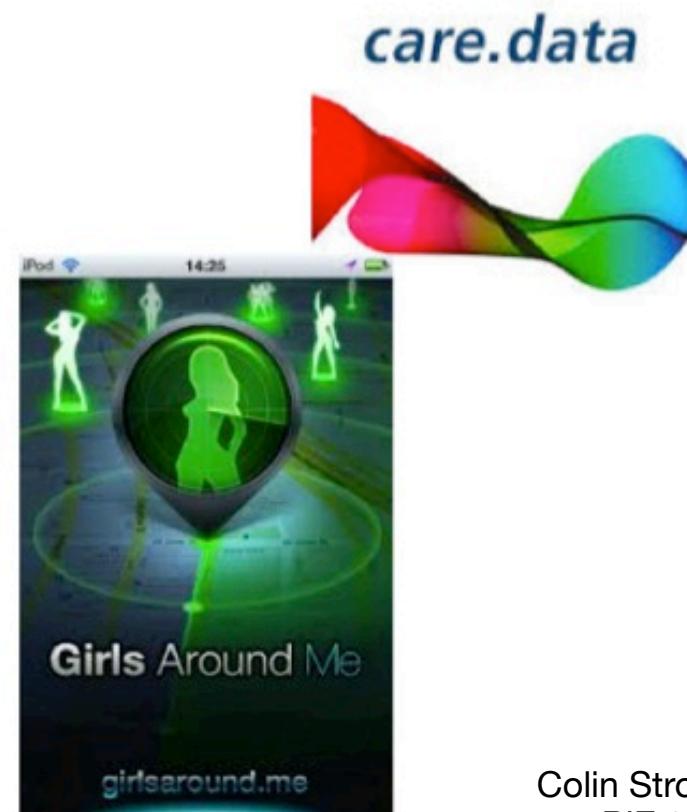
Pay a 5% premium for a
guarantee that your
personal data would
not be captured

Voluntarily share personal data
with a company in exchange for a
5% price discount

MILLENNIAL 13-31 GEN X 32-48 BOOMER 49-67 SILENT 68+



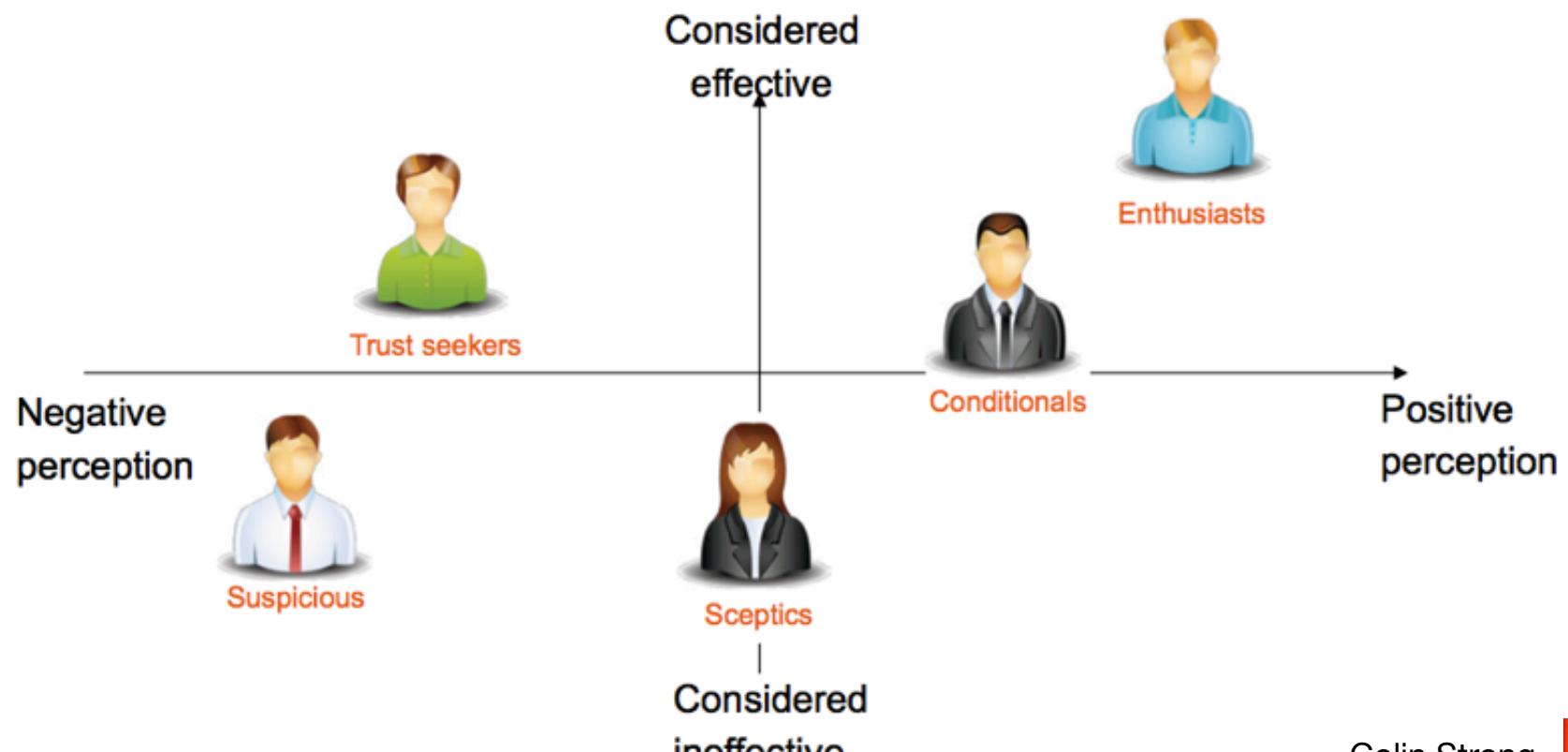
There is an adverse consumer reaction to perceived breaches of privacy



Colin Strong,
PIE 2014



More than one attitude towards personal data

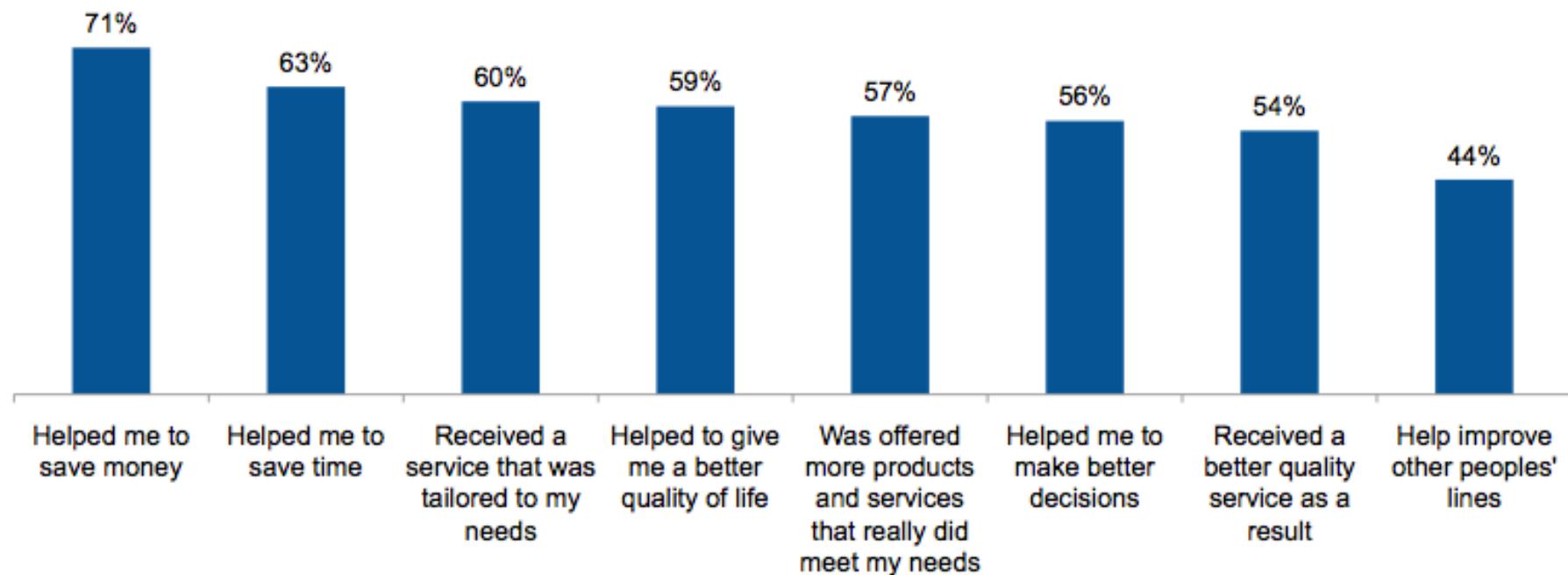


Colin Strong,
PIE 2014



Willingness to share personal data

**Basis on which would be willing to
volunteer more personal information to brands**

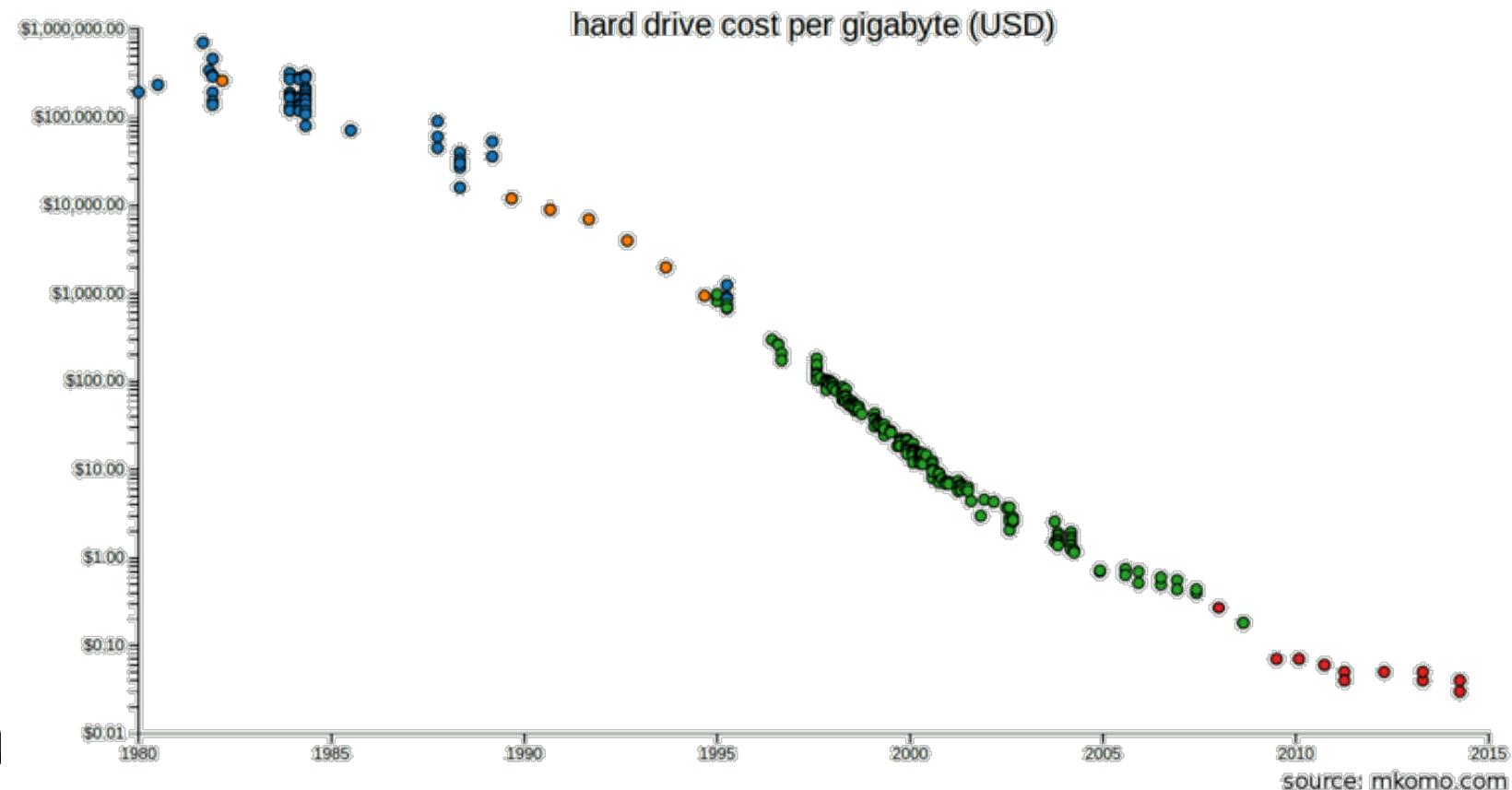


Colin Strong,
PIE 2014

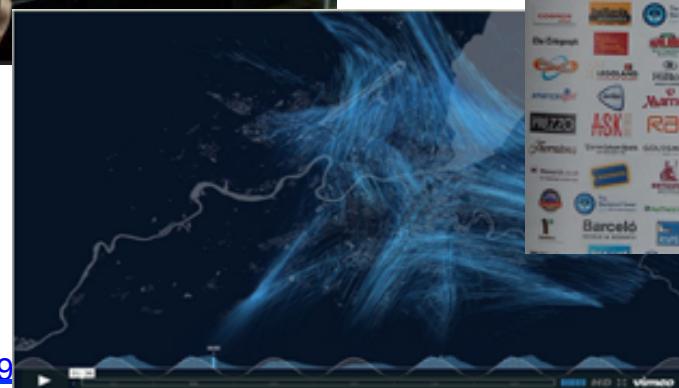


1. Commoditisation of data

The cost of working with data has lowered and is continuing to fall



2. Pervasive data collection



Sensors and Internet of Things
Mobile technologies
Shopping and behaviour monitoring

<http://www.londoncityairport.com/News/ReadArticle/9>

<http://www.villevivante.ch/#animation>



Data as Culture

2014 Exhibition catalogue of works for the Open Data Institute

Warning: this online exhibition catalogue exploits the vulnerabilities of your browser to track your profile and monitor your activity. Your metadata is stored and published after being sucked through a super-cookie that is injected in your system without your consent. No matter if you are on VPN, Anonymizer or TOR, in Incognito, Private or Do Not Track modes; in fact this website uses common attacks that make most of the privacy tools ineffective. For complaints and opt-out click [here](#).

List of artists and works

James Bridle - Watching the Watchers

metadata : Yours : Transmute it

James Brooks - Pillars of Hercules

metadata : Yours : Transmute it

YoHa - Invisible Airs Endless War

dataasculture.org - Paolo Cirio



Logs regarding your fingerprints, activity with the artwork Watching the Watchers by James Bridle

Download the logs as dataset in CSV format

This must be you (Cookie tracking): ID fingerprint: 7584272dae657720dba325b22532ec40

Fingerprints: Session Cookie: ; Domain and LSO Cookie: 7584272dae657720dba325b22532ec40

460; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 13:00:00, Previous 2014-04-10 12:53:08, First 2014-04-04 08:38:40
458; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:53:08, Previous 2014-04-09 09:50:33, First 2014-04-04 08:38:40
441; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:33, Previous 2014-04-04 08:38:40, First 2014-04-04 08:38:40
395; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-04 08:38:40, Previous 2014-04-04 08:38:40, First 2014-04-04 08:38:40

This is very probably you (Browser JS tracking): ID fingerprint: 662028af3b4920dbbb292e70eb647516

Fingerprints:

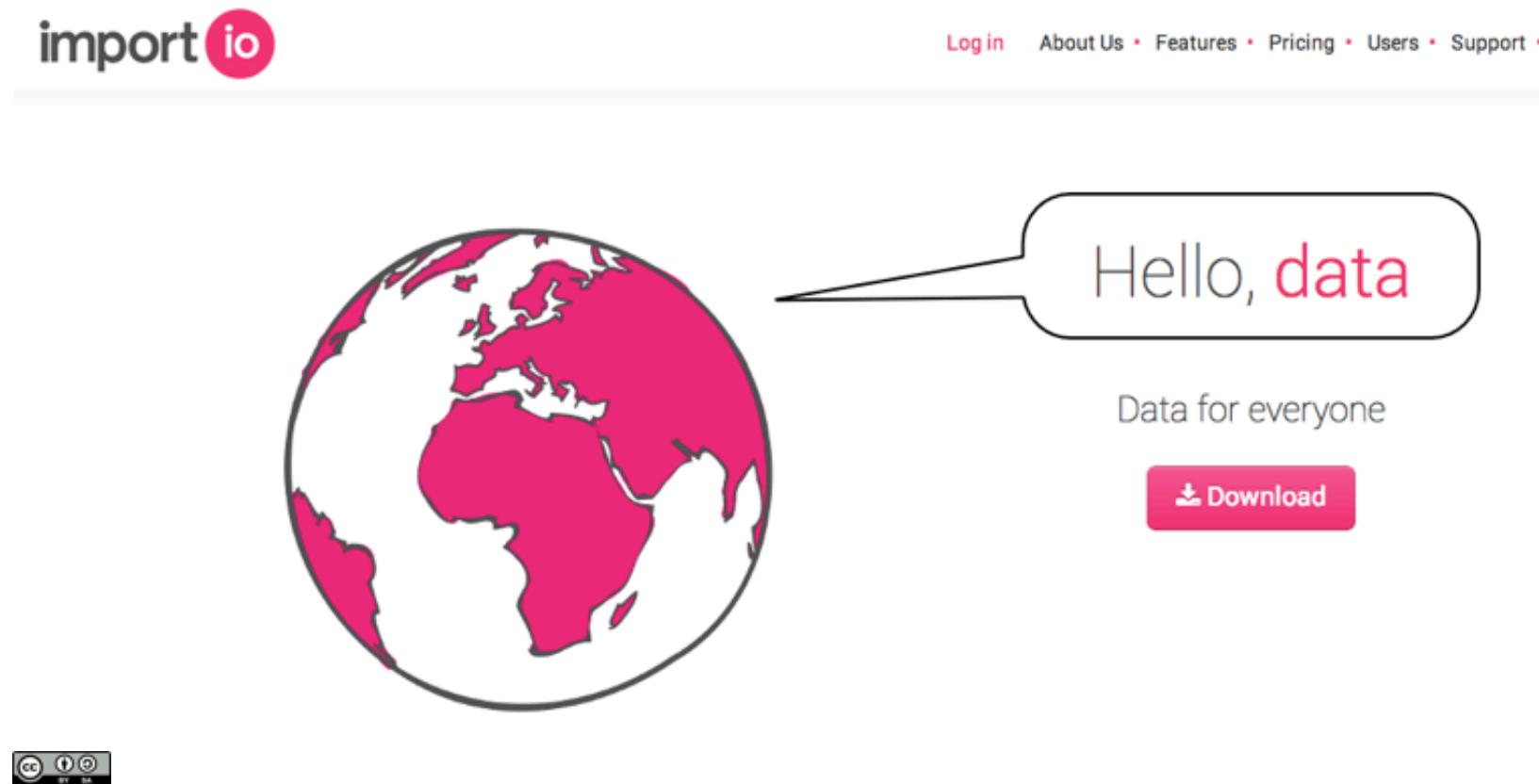
Browser: Mozilla/5.0 (Macintosh; Intel Mac OS X 10.6; rv:28.0) Gecko/20100101 Firefox/28.0 ~ ; ;
460; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 13:00:00, Previous 2014-04-10 12:53:08, First 2014-04-04 08:38:40
457; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:52:56, Previous 2014-04-10 12:52:56, First 2014-04-10 12:52:56
440; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:19, Previous 2014-04-09 09:50:19, First 2014-04-09 09:50:19
419; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:31:28, Previous 2014-04-07 08:31:28, First 2014-04-07 08:31:28

This could be you (IP network traking): ID fingerprint: b9bb8a85f77263271dca66aae7479c3b

Fingerprints: IP: 94.173.36.160; Network: cpc3-dals16-2-0-cust159.hari.cable.virginm.net

460; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 13:00:00, Previous 2014-04-10 12:53:08, First 2014-04-04 08:38:40
459; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:57:44, Previous 2014-04-10 12:50:57, First 2014-04-10 12:50:53
458; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:53:08, Previous 2014-04-09 09:50:33, First 2014-04-04 08:38:40
457; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:52:56, Previous 2014-04-10 12:52:56, First 2014-04-10 12:52:56
456; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:50:57, Previous 2014-04-10 12:50:55, First 2014-04-10 12:50:53
455; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:50:55, Previous 2014-04-10 12:50:53, First 2014-04-10 12:50:53
454; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:50:53, Previous 2014-04-10 12:50:53, First 2014-04-10 12:50:53
441; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:33, Previous 2014-04-04 08:38:40, First 2014-04-04 08:38:40
440; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:19, Previous 2014-04-09 09:50:19, First 2014-04-09 09:50:19
430; **Activity:** Watching the Watchers by James Bridle; **Target:** http://www.flickr.com/photos/stml/sets/72157632721630789/; **Times:** Last 2014-04-07 08:55:34, Previous 2014-04-07 08:00:34, First 2014-04-07 08:00:34
429; **Activity:** Website of Sam Meech; **Target:** http://punchcardeconomy.co.uk; **Times:** Last 2014-04-07 08:47:21, Previous 2014-04-07 08:47:12, First 2014-04-07 08:47:12
428; **Activity:** Website of Sam Meech; **Target:** http://punchcardeconomy.co.uk; **Times:** Last 2014-04-07 08:47:12, Previous 2014-04-07 08:47:12, First 2014-04-07 08:47:12
427; **Activity:** Website of Thickear; **Target:** http://www.thickear.co.uk; **Times:** Last 2014-04-07 08:46:58, Previous 2014-04-07 08:46:26, First 2014-03-20 13:41:47
426; **Activity:** Website of Thickear; **Target:** http://www.thickear.co.uk; **Times:** Last 2014-04-07 08:46:26, Previous 2014-03-20 13:41:47, First 2014-03-20 13:41:47
425; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:41:10, Previous 2014-04-07 08:34:33, First 2014-04-07 08:18:38
424; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:34:33, Previous 2014-04-07 08:34:31, First 2014-04-07 08:18:38
423; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:34:31, Previous 2014-04-07 08:18:38, First 2014-04-07 08:18:38
422; **Activity:** Invisible Airs by YoHa; **Target:** http://yoha.co.uk/invisible; **Times:** Last 2014-04-07 08:32:44, Previous 2014-04-07 08:32:44, First 2014-04-07 08:32:44
421; **Activity:** t3; **Target:** u3; **Times:** Last 2014-04-07 08:31:59, Previous 2014-04-07 08:31:59, First 2014-04-07 08:31:59
420; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:31:37, Previous 2014-03-20 16:18:23, First 2014-03-20 13:46:07
419; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:31:28, Previous 2014-04-07 08:31:28, First 2014-04-07 08:31:28
418; **Activity:** Endpoint War by YoHa; **Target:** http://yoha.co.uk/51424524; **Times:** Last 2014-04-07 08:19:29, Previous 2014-04-07 08:19:29, First 2014-04-07 08:19:29

3. Tools are getting easier to use – without the need for coding skills



The screenshot shows the homepage of import.io. At the top left is the logo "import io". To its right is a navigation bar with links: "Log in", "About Us •", "Features •", "Pricing •", "Users •", and "Support •". Below the navigation is a large graphic of a globe with pink continents on a white background. A speech bubble originates from the globe and contains the text "Hello, data" in pink. Below the globe, the tagline "Data for everyone" is displayed. A pink button at the bottom right features a download icon and the word "Download". In the bottom left corner, there is a small "CC BY SA" license logo.

import io

Log in About Us • Features • Pricing • Users • Support •

Hello, data

Data for everyone

Download

CC BY SA

4. Quantifying of personal data



<http://quantifiedself.com/2013/01/future-normal-quantified-self-tools-at-the-apple-store/>



Ellie Harrison: Vending Machine



Thank you!



Email: ulrich@theodi.org · Twitter: [@statshero](https://twitter.com/statshero)



