

# Data Power Conference, 22<sup>nd</sup> & 23<sup>rd</sup> June 2015, University of Sheffield

## Programme

Day 1	Day 2
9.30: welcome	
<b>9.45: keynote panel A (Joseph Turow, Alison Hearn)</b>	<b>9.15: keynote panel C (Mark Andrejevic, José van Dijck, Kate Crawford)</b>
11.00: break	11.15: break
<b>11.30: panel session 1</b>  Data and Surveillance Data, Markets, Finance, Profit Data Journalism Genealogies of Cognitive Capitalism	<b>11.45: panel session 4</b>  Theorising Data Power (2) Data Cities Branding, Marketing and Data as Commodity Personal Data and Data Literacy Data, Security, Citizenship, Borders
12.50: lunch	1.05: lunch
<b>1.50: panel session 2</b>  Data and Governance Theorising Data Power (1) Data, Art, Media The Politics of Open and Linked Data	<b>2.05: panel session 5</b>  Data Subjects Data in Education Resistance, Agency, Activism Algorithmic Power Politics, Economics, Data
3.10: break	3.25: break
<b>3.40: panel session 3</b>  Visualising Data Data Labour Methodological Issues Healthcare Data and Expertise	<b>3.55: panel session 6</b>  Data Mining/Extraction Data and Popular Culture The Dataified Self Civic Hacking and Riotous Media
<b>5.00 – 6.15: keynote panel B (Richard Rogers, Evelyn Ruppert)</b>	
6.30: BBQ reception	5.15: END

## 1. Data Subjects

- Dr Jennifer Pybus, University of the Arts London: 'Data Literacy, Agency and Power'
- Dr Clare Birchall, King's College London: 'The New Data Subject: Between Transparency and Secrecy in the Digital Age'
- Professor Gary Hall, Coventry University: 'The Quantified Academic'
- Adrian Mackenzie, Lancaster University: "'Please wait a moment while we refresh your assets': The promise of cognitive computing'

## 2. Genealogies of Cognitive Capitalism: Decision Support Systems, Design Patterns, Smart Cities

- Nathaniel Tkacz, University of Warwick: 'Cognitive Scaffolding and the Data Unconscious: On Decision Support Systems'
- Michael Dieter, University of Warwick: 'Regimes of Conversion: Historicizing Design Patterns from Architecture to UX'
- Orit Halpern, New School for Social Research, New York: "'Demo or Die": Architecture Machine Group, Responsive Environments, and the "Neuro-Computational" Complex'

## 3. Data, security, citizenship, borders

- Btihaj Ajana, King's College London: 'Big Data, Big Borders'
- Claudia Aradau and Tobias Blanke, King's College London: 'The datafication of security: Reasoning, politics, critique'
- John Cheney-Lippold, University of Michigan: 'Jus Algoritmi: How the NSA Remade Citizenship'
- Will Allen, University of Oxford: 'What do data accomplish for civil society organizations? The case of migration and social care in the UK'

## 4. Data and governance

- Joanna Redden, University of Calgary: 'Big data and Canadian governance: A qualitative assessment'
- Jonathan Obar, University of Ontario, Institute of Technology and Michigan State University: 'Data sovereignty through representative data governance: Addressing flawed consumer choice policy'
- Rajao Raoni, Federal University of Minas Gerais: 'The social life of governmental data: The role of aggregation level and timeliness on the impact of data transparency interventions in environmental policy-making'
- Jonathan Foster and Angela Lin, University of Sheffield: 'Data power and the digital economy: Actual potential and virtual'

## 5. Data and Surveillance

- Jeremy Crampton, University of Kentucky: 'Big Data as Biography: Surveillance and Privacy in the Age of the Algorithm'
- Lina Denick, Jonathan Cable and Arne Hintz, Cardiff University: 'Political activism and anti-surveillance resistance: responses to the Snowden leaks'
- Stefan Larsson, Lund University Internet Institute: 'Surveillance, trust, and big data – The socio-legal relevance of online traceability'
- Clive Norris, University of Sheffield and Xavier L'Hoiry, University of Leeds: 'Access denied! Exercising access rights in Europe'
- Vian Bakir, University of Bangor: 'The Veillant Panoptic Assemblage: Critically Interrogating Power, Resistance and Intelligence Accountability through a Case Study of the Snowden

Leaks'

## 6. Resistance, agency, activism

- Evan Light, Mobile Media Lab, Concordia University: 'Exerting privacy through ethical standards and shareholder activism: New strategies for resistance'
- Stefania Milan, University of Amsterdam: 'The big data hide and seek: Theorizing data activism'
- Dan McQuillan, University of London: 'Data Luddism'
- Nancy Thumim, University of Leeds: '(How) do women resist the power of big data?'

## 7. Data journalism

- C. W. Anderson, College of Staten Island (CUNY): 'Empirical Passions, Empirical Power: The Long History of Data Journalism'
- Jonas Andersson Schwarz, MKV, Södertörn University, Stocholm, Sweden: 'Remediation isn't the remedy: Social media bias and broken promises of data representativeness'
- Liliana Bounergu, Jonathan Gray and Tommaso Venturini [Universities?]: 'Narrating networks of power: Narrative structures of network analysis for journalism'
- Raul Ferrer Conill, Karlstad University: 'Quantifying journalism: A critical study of big data within journalism practice'

## 8. Methodological issues

- Tomas Ariztia, Universidad Diego Portales: 'Challenges for an ethnographic approach to Big Data: Bringing experiments into the fieldwork'
- Evelien D'Heer, iMinds-MICT-Ghent University & Pieter Verdegem, Ghent University: 'The construction of Twitter databases. Empirical case studies on the socio-technical meaning of Twitter data as a research tool'
- Andrew Herman, Wilfrid Laurier University: 'Ethics as method in an era of 'big data': Epistemology, ontology and politics after the Facebook Emotional Contagion experiment'
- Emily Gray and Stephen Farrall, University of Sheffield, and Will Jennings, Southampton University: 'Big small data: Using multiple longitudinal datasets to explore dramatic social and economic change'

## 9. Civic hacking and riotous media

- Stefan Baack and Tamara Witschge, University of Groningen: 'Civic hacking: Re-imagining civic engagement in datafied publics'
- Juliane Jarke, University of Bremen: 'Open government data practices: The example of civic hacking'
- Stevie Docherty, University of Glasgow: 'Data-basing: Earthing, Storing and Exploring Riotous Media'

## 10. Data, markets, finance, profit

- Jo Bates and Paula Goodale, University of Sheffield: 'Open weather data and the financialisation of climate change'
- Tero Karppi, State University of New York at Buffalo and Kate Crawford, Microsoft Research: 'Twitter, financial markets and hack crash'
- Bernhard Reider, University of Amsterdam and Gernot Reider, IT University of Copenhagen: 'On digital markets, data, and concentric diversification'
- Linnet Taylor, University of Amsterdam: 'In the name of Development: Power, profit and the datafication of the global South'

### 11. Theorising data power (1)

- Vassilis Charitsis, Karlstad University: 'Self-quantification and the dividualisation of life: A Deleuzian approach'
- Gregory Seigworth, Millersville University: 'Data trac(k)ing the affective unconscious: The body the blood the machine'
- Stuart Shaw, University of Leeds: 'Critiquing the ontological grounding of big data: A Heideggerian perspective'
- Adam Fish, Lancaster University: 'Data mirroring: Anonymous videos, political mimesis, and the praxis of conflict'

### 12. Theorising data power (2)

- Josh Cowls and Ralph Schroeder, Oxford Internet Institute: 'Big Data and Power: What's New(s)'
- Tami Oliphant and Kendall Roark, University of Alberta: 'Reframing data intensive scholarship: A critique of the digital information system'
- Minna Ruckenstein and Mika Pantzar, University of Helsinki: 'The dataist self: Epistemological foundations and social positionings'
- Philippe Useille, Université de Valenciennes et du Hainaut-Cambrésis, France: 'Why do data speak for themselves? A theoretical perspective'

### 13. Algorithmic power

- Neal Curtis, University of Auckland: 'The Pattern of Power: Capital, Information and Ubiquitous Media'
- Jake Goldfein and Andrew Kenyon, University of Melbourne: 'Profiling as data power: Addressing algorithmic knowledge'
- Misha Kavka, University of Auckland: 'From words to numbers: Redefining the public'
- Jonathan Roberge, Institut National de la Recherche Scientifique and Thomas Crosbie, University of Maryland College Park: 'Deep sight: The rise of algorithmic visuality in the age of big data'

### 14. Data cities

- Gregory Donovan, Fordham University: 'Canaries in the Data Mine: Young People, Property, and Power in the "Smart" City'
- Rob Kitchin, Tracey Lauriault, and Gavin McArdle, National University of Ireland Maynooth: 'The politics of urban indicators, benchmarking, and dashboards'
- Alison Powell, London School of Economics and Political Science: 'Brokerage: Mediating datafication, citizenship and the City'
- Gunes Tavmen, Birbeck, University of London: 'Digital media in the City: The nature and limits of "open data" and "citizen participation" in a Smart City'
- Liesbet van Zoon, Erasmus University and University of Loughborough and Jan van Dalen, Erasmus University: 'BOLD cities: the promise and predicament of big data for urban governance'

### 15. Branding, marketing and data as commodity

- Adam Arvidsson, University of Milano: 'Facebook: The Branding Machine'
- Mara Einstein, Queens College, City University of New York: 'Big Data meets Content Marketing: How analytics are reshaping marketing messages'
- David Nieborg, University of Amsterdam and Massachusetts Institute of Technology: 'User

acquisition: The rise of the data commodity'

- Jeremy Shtern, Ryerson University and Tamara Shepherd, London School of Economics and Political Science: 'Social media marketers and the limits of data'

## 16. Data and popular culture

- Maria Eriksson, Umeå University, Sweden: 'When artistry is turned into data'
- Leslie M. Meier, University of Leeds and Vincent R. Manzerolle, University of Windsor (Canada): 'Forced "gifts" and mandatory permissions: Digital property, data capture, and the new music industry'
- Robert Prey, Simon Fraser University: 'Musica analytica: Music streaming services and big data'
- Jennifer R. Whitson, University of Waterloo: 'Measured success: Game developers' strategic use of big data'

## 17. Data in education

- Franziska Florack and Abigail Gilmore, University of Manchester: 'Data-driven decision making in the education and cultural sectors: A comparison'
- Lyndsay Grant, University of Bristol: 'Enacting the child in school through data technologies'
- Greg Thompson, Murdoch University: 'What is a data event? The affects of large-scale assessments in schooling'
- Ben Williamson, University of Sterling: 'Knowing schools: Data power in the governing of education'

## 18. The datafied self

- Aristeia Fotopoulou, Lancaster University: 'Training to self-care: the power and knowledge of fitness data'
- Suneel Jethani, University of Melbourne: 'Where is the locus of "truth" in personal metrics?'
- Spencer Revoy, Queen's University, Canada: '(My) data (my) double: On the need for a positive biopolitical understanding of data'
- Kate Weiner, University of Sheffield; Catherine Will, University of Sussex, and Flis Henwood, University of Brighton: 'The domestication of self-monitoring devices: Beyond data practices?'

## 19. Healthcare data and expertise

- Julie Frizzo-Barker and Peter Chow-White, Simon Fraser University: 'Privacy without guarantees: Healthcare and genomics in the age of Big Data'
- Nina Honkela, Eeva Berglund and Minna Ruckenstein, University of Helsinki: 'Towards a view of health expertise as collective imagining: Self-tracking and the co-construction of interiority and externality in Finnish health care organisations'
- Sabine Thuermel, Technische Universität München, Munich, Germany: 'Responsible innovations in big data systems'
- Chris Till, Leeds Beckett: 'Tracking productive subjects: Corporate wellness programmes, self-tracking and control through data'

## 20. The politics of open and linked data

- James Pamment, University of Texas at Austin: "'Publish once, use often": The ambiguous goals of aid transparency advocacy'

- Lindsay Piorer, Krisine Gloria, and Dominic Difranzo, Rensselaer Polytechnic Institute: 'Schema.org as hegemony: The politics of linked data formats'
- Heather Ford, Oxford Internet Institute, University of Oxford: 'The rise of the Knowledge Base: The construction and flow of factual data in the age of user-generated content'
- Jonathan Gray, Royal Holloway, University of London and Digital Methods Initiative, University of Amsterdam: 'The Politics of Open Data'

## 21. Visualising data

- Helen Kennedy, University of Sheffield; Rosemary Hill, University of Leeds; Will Allen, University of Oxford, and Giorgia Aiello, University of Leeds: 'What can a visualization do? Power and the visual representation of data'
- Christopher Wood, Queen Mary, University of London: 'Emotional data visualizations in public space: A critical overview'
- Dave Moats, Goldsmiths College: 'Clicktivism and the quantification of participation: Studying anti-nuclear activists on Facebook with quanti-quali visualisations'
- Anna Feigenbaum, Bournemouth University: 'Data Stories: Visualising Sensitive Subjects'

## 22. Data labour

- Göran Bolin, Södertörn University: 'Report from the factory floor: Big data, audience labour and perceptions of media use'
- Alessandro Gandini, Middlesex University, London and Alessandro Caliandro, University of Milan: 'Reputation cultures and data production: a critical approach to Online Reputation Systems'
- Christopher O'Neill, University of Melbourne: 'The quantified worker in the age of austerity'
- Kenneth Werbin, Wilfrid Laurier University and Ian Reilly, Concordia University: '(H)ello alternatives? Terms of service, datafication, and digital labour'

## 23. Data mining/extraction

- Carlos Barreneche, Universidad Javeriana: 'Platform Specificity and the Politics of Location Data Extraction'
- Jockum Hilden, University of Helsinki: 'Incompatible perceptions of privacy: implications for data protection regulation'
- Ingrid Hoofd, Utrecht University, Netherlands: 'Data-mining research and the accelerated disintegration of Dutch society'
- Laurens Naudts and Jef Ausloos, University of Leuven (ICRI/CIR – iMinds): 'Erasing discrimination in data mining, who would object? – Is a paradigmatic shift from data protection principles necessary to tackle discrimination in data mining?'

## 24. Personal data and data literacy

- Nora Draper, University of New Hampshire: 'The Promise of Small Data: Regulating individual choice through access to personal information'
- Tuukka Lehtiniemi, Institute for Information Technology: 'The calculative power over personal data'
- Zara Rahman, Centre for Internet and Human Rights at European University Viadrina: 'The power of understanding data'
- Laurence Claeys, Tom Seymoens and Jo Pierson, VUB-iMinds-SMIT: 'Users and inferred data in online social networks: Countering power imbalance by revealing inference mechanisms'

**25. Data, art, media**

- Graham Harwood, Goldsmiths, University of London: 'Database addiction'
- Charlotte Webb, University of the Arts, London: 'Artistic appropriation as data power'
- Eddy Borges-Rey, University of Sterling: 'Framing discourse on big data: Online coverage of the big data revolution by British newspapers'
- Ben Light, Queensland University of Technology: 'Locative data and public sexual cultures'

**26. Politics, economics, data**

- Mika Pantzar, Helsinki University: 'Evolution of the data economy: Lessons from early railroad history seen through the lenses of general evolution'
- Andrew McStay, Bangor University: 'Conceiving empathic media and outlining stakeholder interests (with some surprising results)'
- Alexander Fink, University of Minnesota, School of Social Work and Youth Studies: The Open Knowledge Podcast: 'The political economy of data in collective impact strategies'