

Data + Public

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Keywords

- Data:

“...information gathered and shared through personal and public communication channels ...becomes subject to new kinds of tracking, quantification, and analysis.”
(Keywords 54)

- Public:

Noun (the public) - “...suggests the judging and debating social collective.”
(Keywords 153)

Adjective (public interest, public opinion) - “marks its object as a matter of common concern and judgment of this collectivity.” (Keywords 153)

Data

- Author: Melissa Gregg and Dawn Nafus (Engineer + Researcher @ Intel Corp.)
- Originated from science, sociology, natural sciences
 - previously required a human agent -> analyzed by machines (computers) today
- Types/Functions:
 - individual records of activity
 - shared records of humanity
- Date and Data are synonymous (patterns throughout history)
- Neither qualitative or quantitative
 - Text
 - Images
 - Symbols
 - Numbers
- Media technologies capture data
 - provide platforms in which communication of data is practiced

Public

- Author: Jennifer Petersen (Associate Professor of Media Studies @ UVA)
- Notion of a “public sphere”
 - in which the average citizen is able to access all types of information (government dealings, social matters, etc.) and practice sovereignty/power
 - in which the public has the right to know and discuss all matters
 - in which accessible information is expected for the public’s perusal
 - which is the reference point for all claims of representativeness
- To name something as public = power
- The means of making things public
 - media/technology
 - sound + moving image (mass media; film, radio, television)
 - material matters + cultural perspectives
 - originated from printing (circulation of newspapers)
- Audience/Representation

Relation to MCI

Data

- Media:
 - Media technology uses data in order to track the consumer whether that be through device or screen based monitoring to subject consumers into various levels of coercion and persuasion
- Culture:
 - Social Institutions, social groups, etc will use data as ways to determine income, poverty, violence, and many more aspects of the culture in order to gain a better understanding
- Identity:
 - Data can track a individuals narratives to generate new modes of regulation and order

Relation to MCI

Public

- Media - The public is influenced by the media
 - Media is directed to the public
 - Social media can be used to bring the public together
- Culture - The public creates culture as a collective
 - The “public sphere” is a realm in which the public can share ideas, and debate topics
 - Culture - “the customs, arts, social institutions, and achievements of a particular nation, people, or other social group” (Google)
- Identity - An identity can be assigned to the public
 - The public as a group of individuals has an identity that defines it

Examples

Data:

- The U.S. Census
- Targeted Advertising
- Algorithms
- <https://www.collegedata.com/en/college-profile/1630/?tab=profile-students-tab>

Public:

- Social Media (Twitter)
- Media Viewers
- Cointelpro <https://www.youtube.com/watch?v=I-m2Y8eLjmI> (00:42)