

LIVING DIGITAL DATA

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Living Digital Data research program

- **How do people use and conceptualise their personal digital data?**
- **What do they know about how their data are used by others?**
- **How do they use other people's data?**
- **What are the intersections of lively devices, lively data and human life itself?**

The 3 Vs of big data

- **Volume**
- **Variety**
- **Velocity**

The 13 'Ps' of big data

Portentous (momentous discourse)

Perverse (ambivalence)

Personal (about our everyday lives)

Productive (generate new knowledges + practices)

The 13 'Ps' of big data

Partial (tell a particular narrative, leave stuff out)

Practices (involve diverse forms of action)

Predictive (used to make inferences)

Political (reproduce power relations + inequalities)

The 13 'Ps' of big data

Provocative (scandals + controversies)

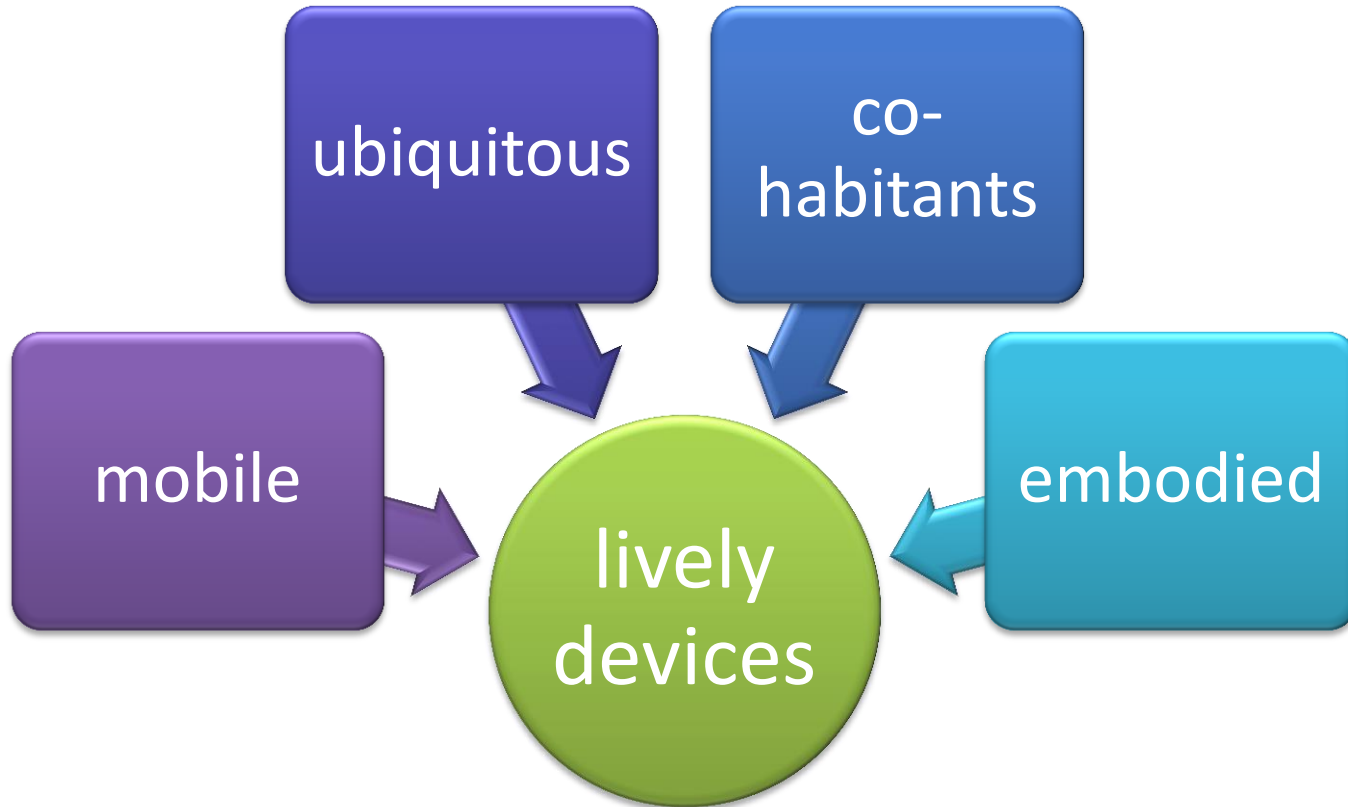
Privacy (how personal data are used/misused)

Polyvalent (contextual, many meanings)

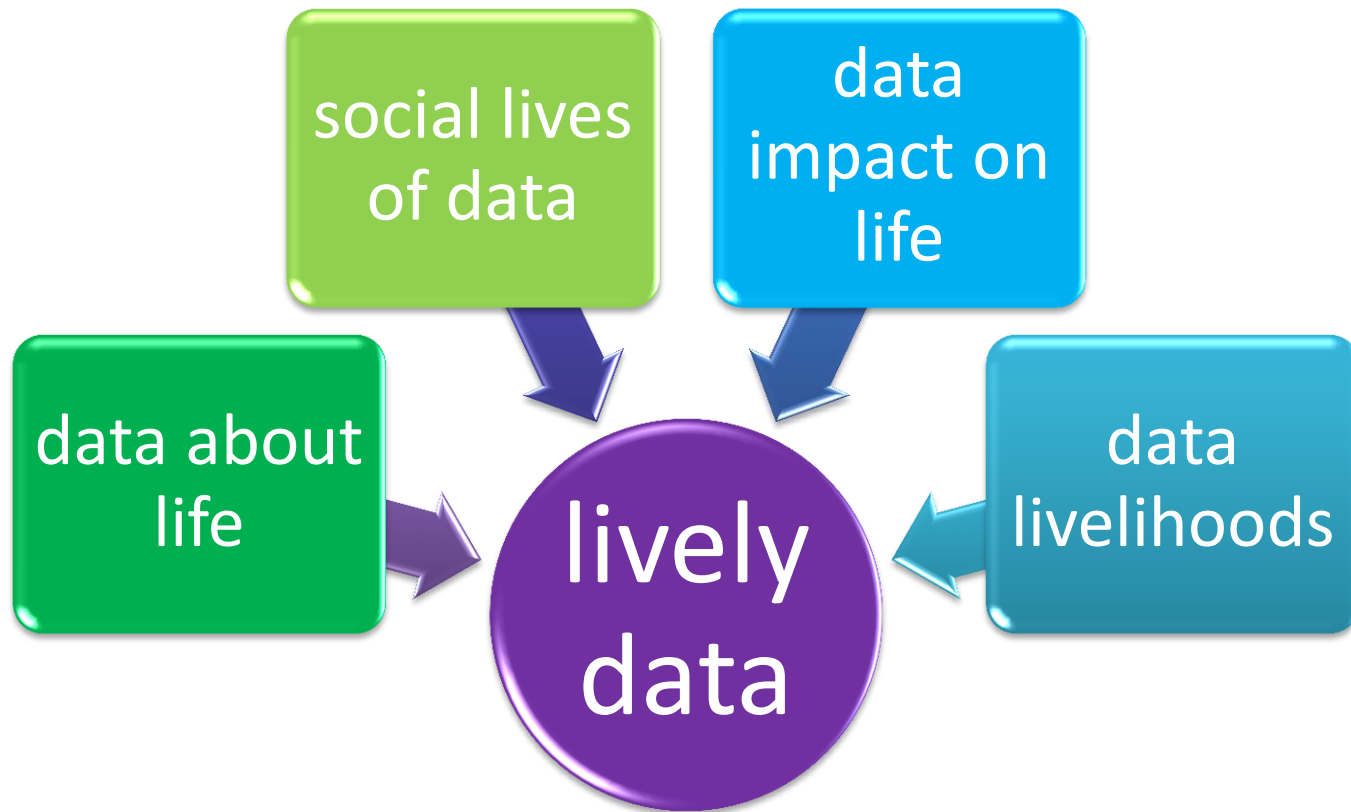
Polymorphous (materialised in many forms)

Playful (can be fun/pleasurable)

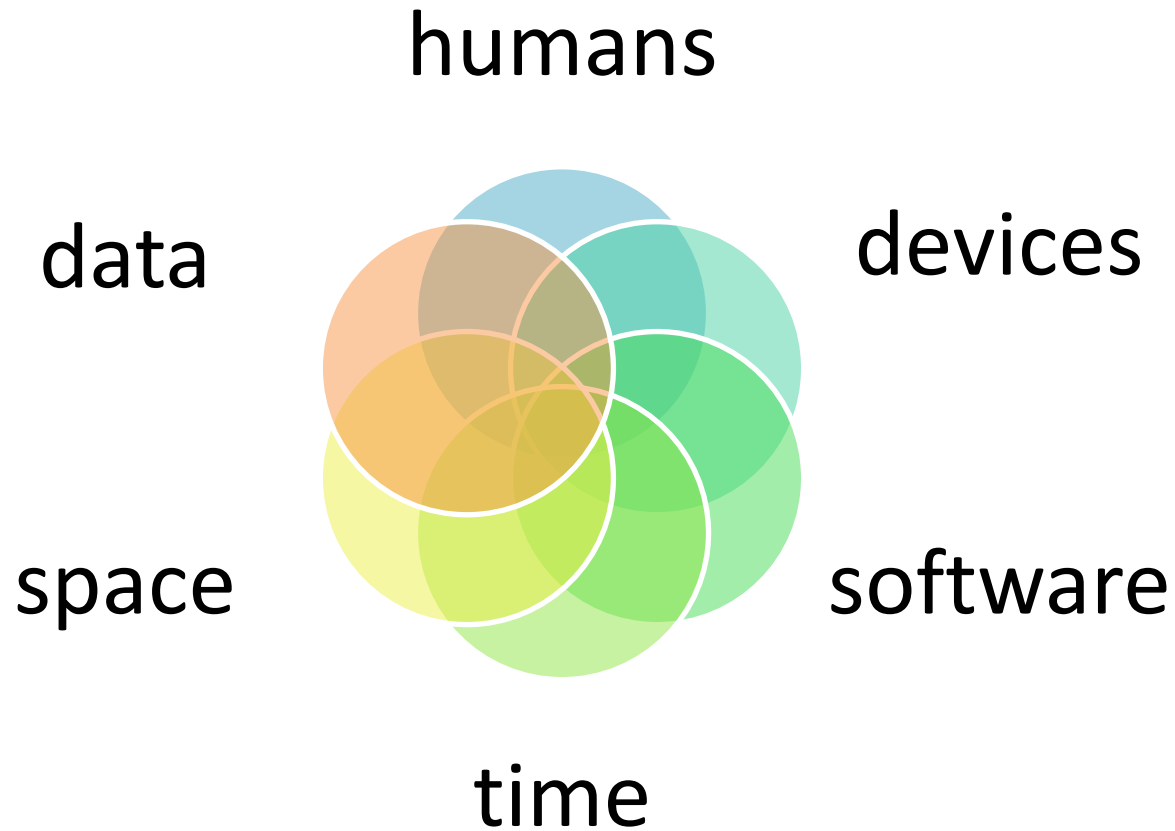
The vitality of digital devices



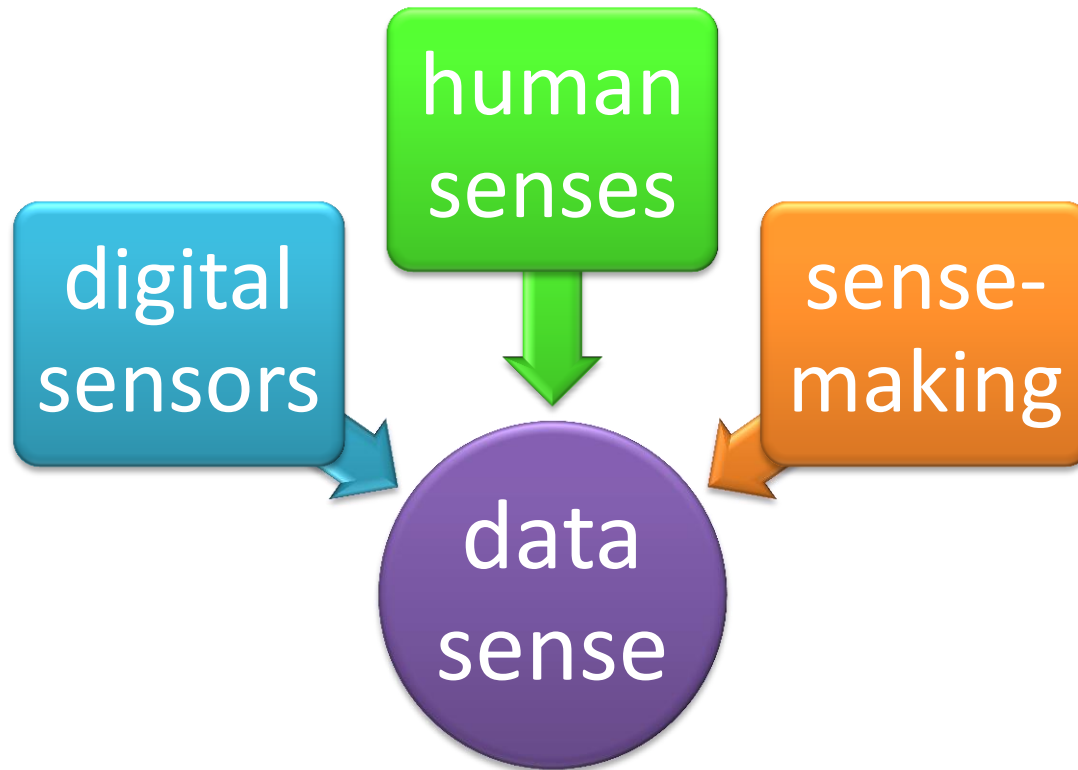
The vitality of digital data



Personal digital data assemblages



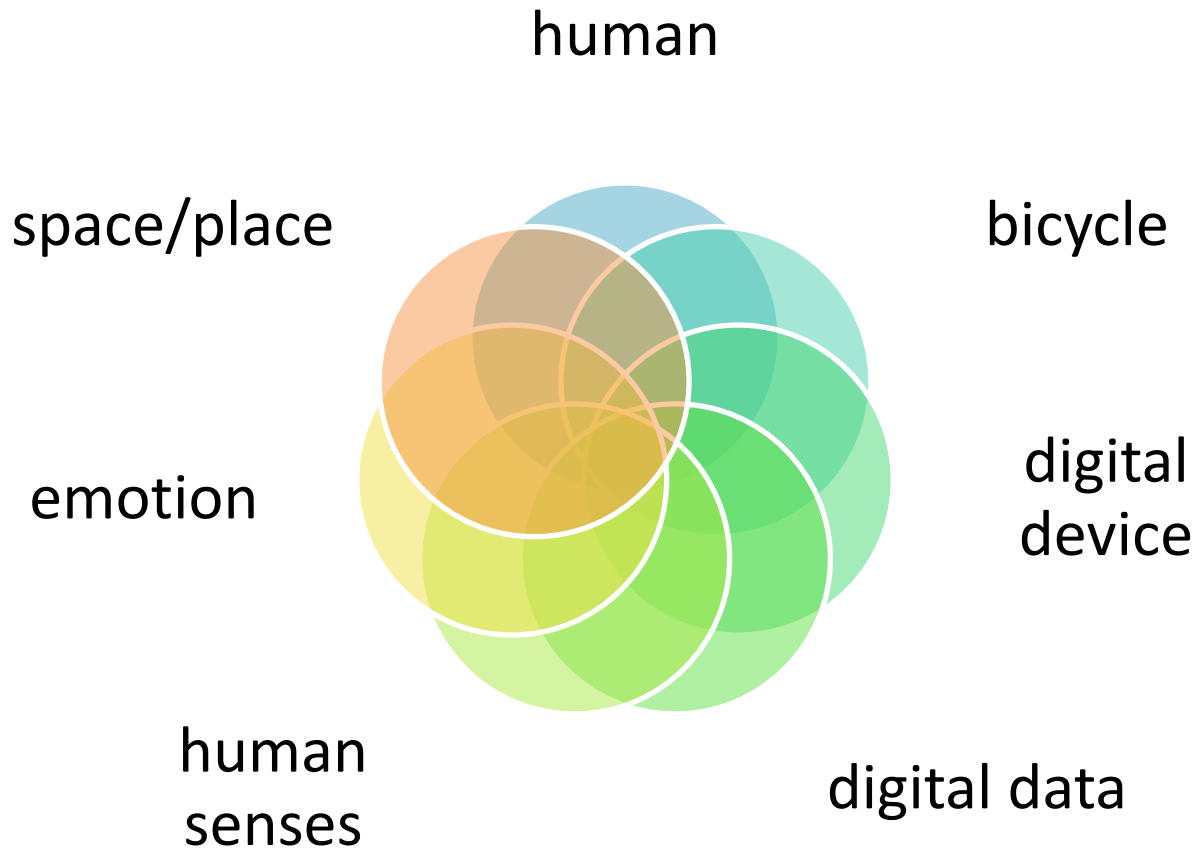
Data sense



Elements to explore (from Vannini)

- **Relations of humans-nonhumans**
- **Doings (practices, actions, performances, habits, routines)**
- **The spoken and the unspoken**
- **Affective resonances**
- **New forms of life**
- **Backgrounds and atmospheres**

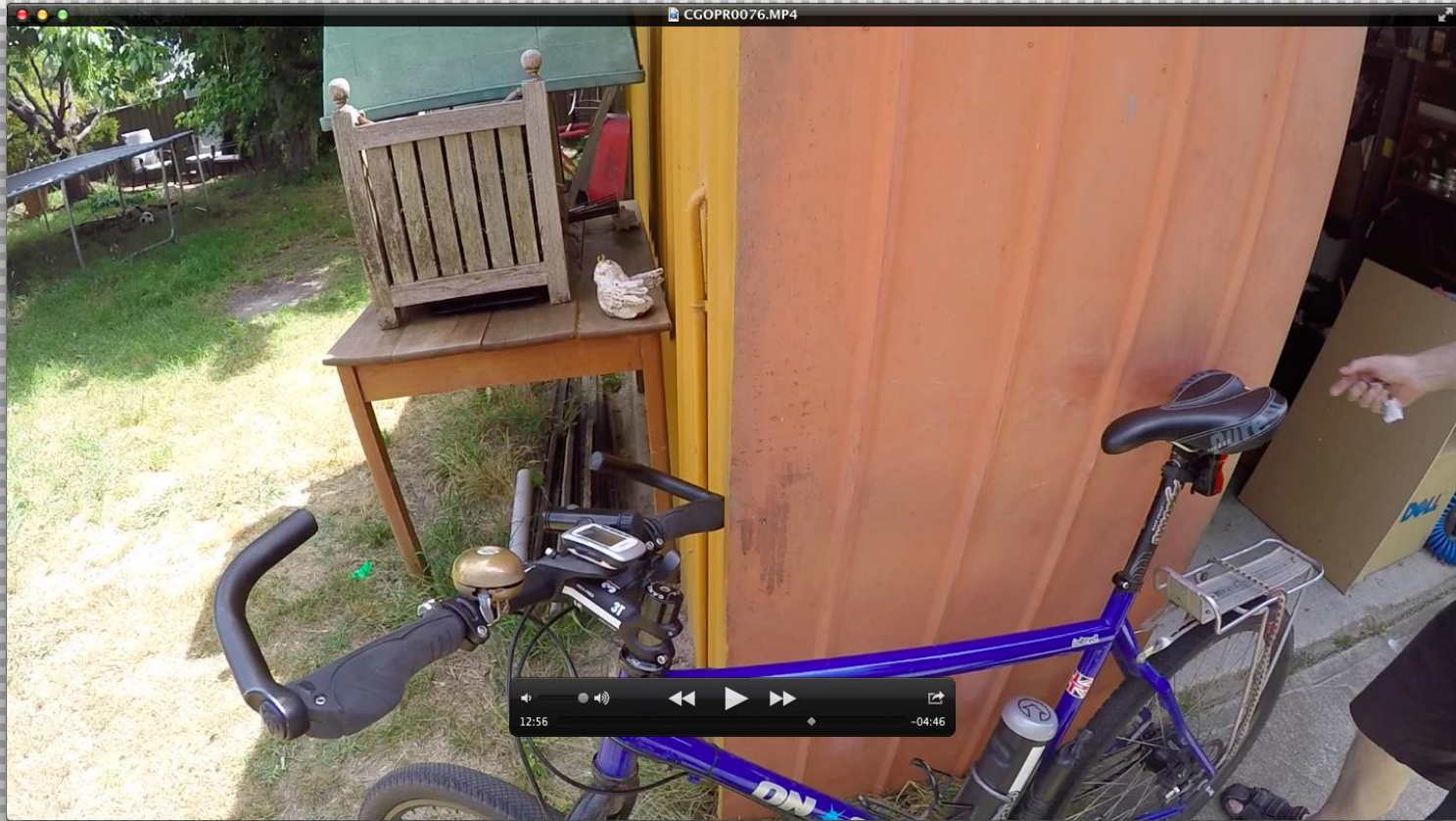
Cycling Data Assemblages project



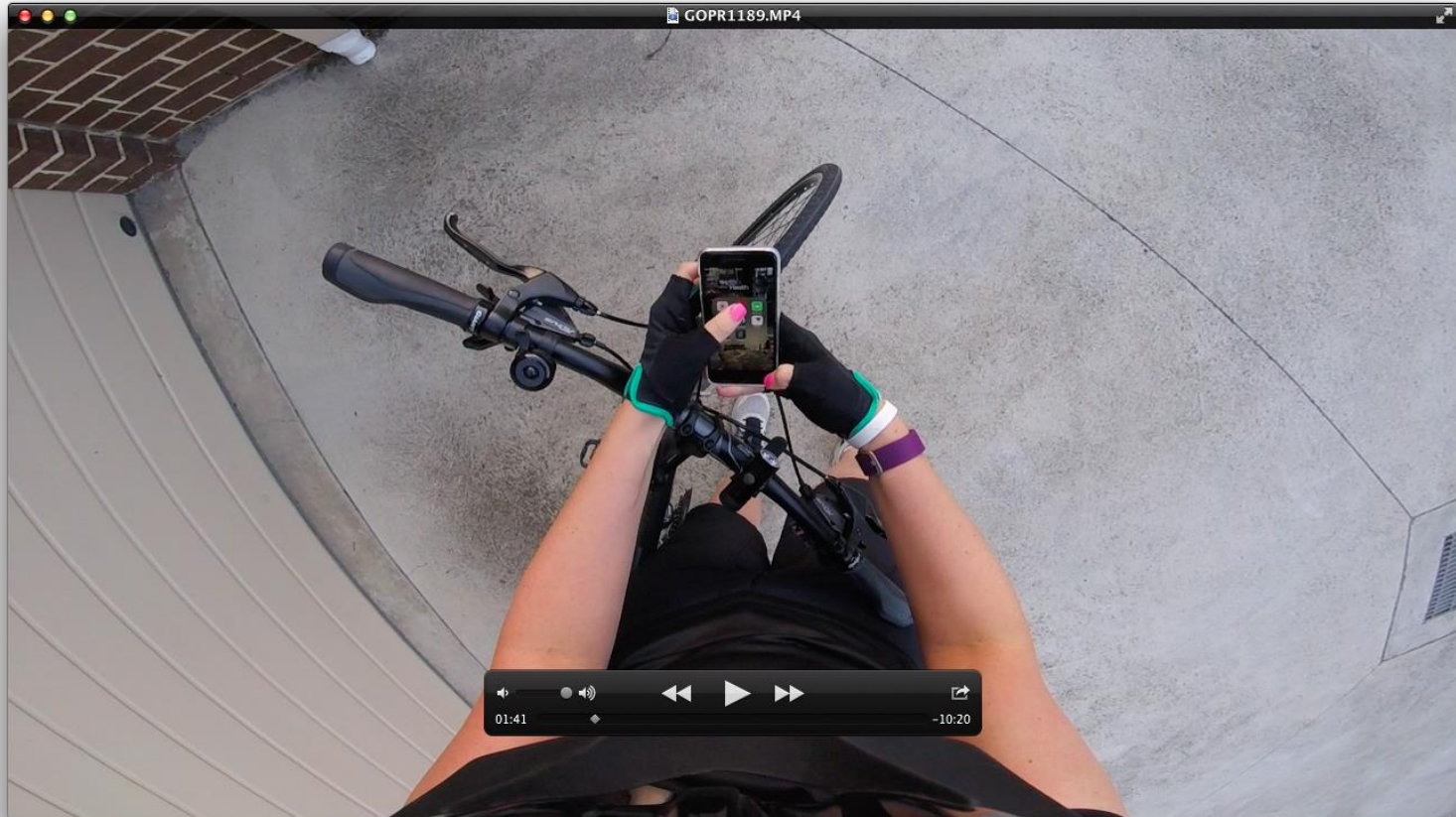
Data collection for Cycling Data Assemblages Project

1. Interview 1 (talk to participant about their self-tracking and cycling practices)
2. Enactment of participant getting ready for a ride and finishing a ride
3. Go Pro footage of ride
4. Interview 2 (watch together and talk to participant about the Go Pro footage and the self-tracked data they collected on their ride)

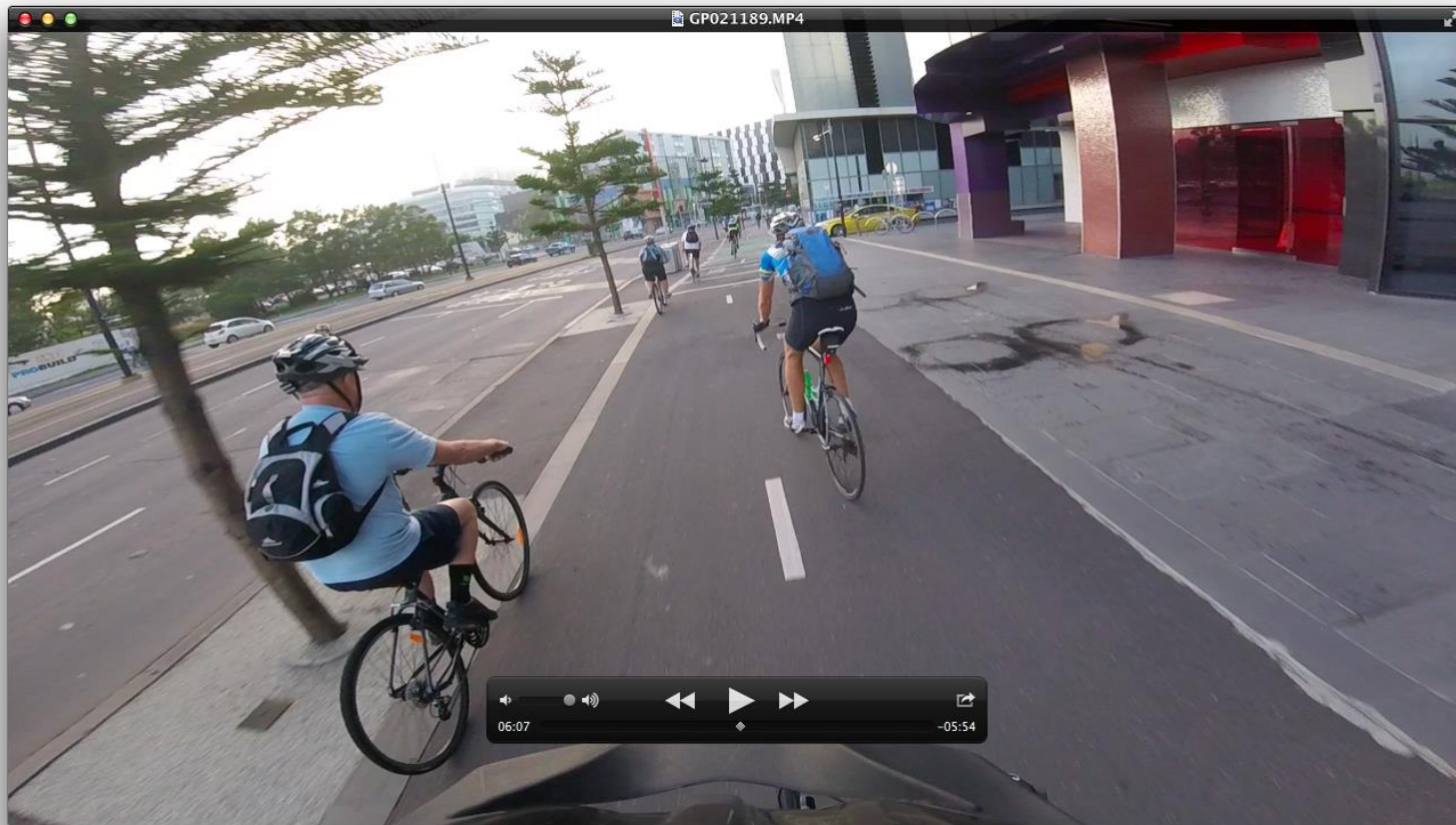
Participant shows how he gets ready for a ride



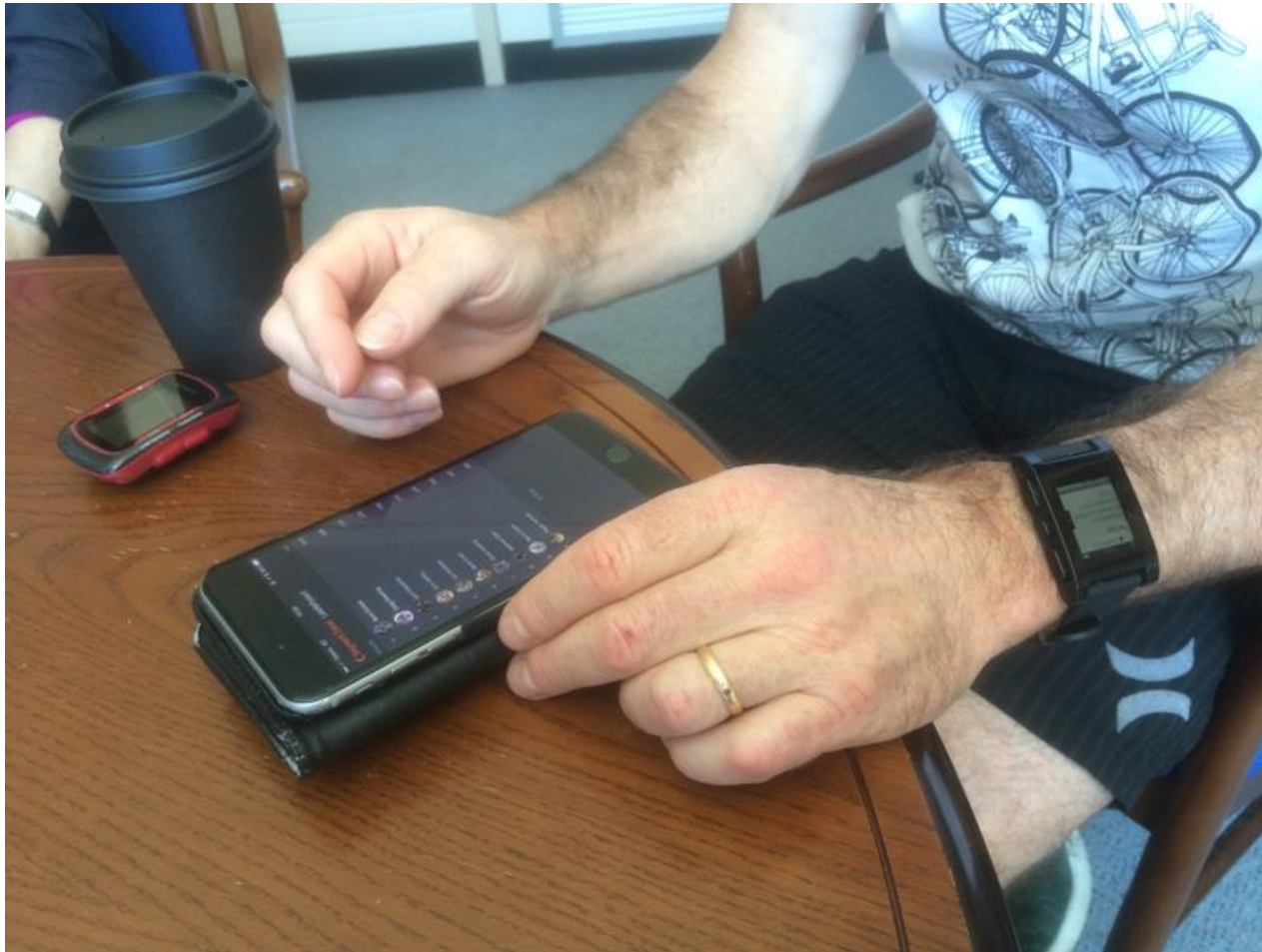
Participant about to start ride



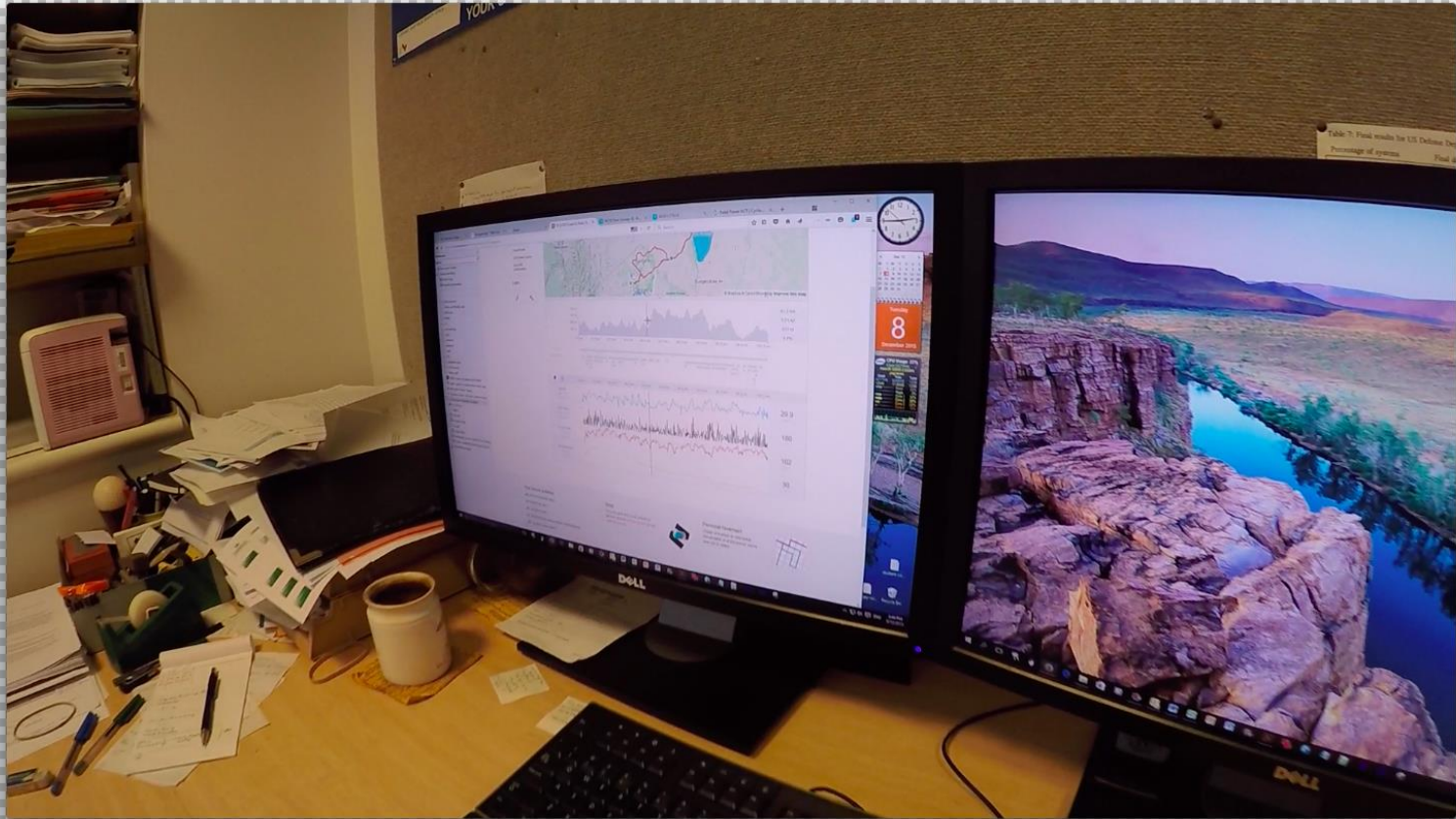
During the ride



Participant shows and talks about his cycling data on his phone app



Participant shows and talks about his cycling data on his computer screen



Findings

What can self-tracked data do?

- provide ‘documented proof’ that a ride took place and how long and fast it was
- ‘confirm how you are feeling’
- ‘I’m seeing myself getting fitter’
- ‘you can see how your physiology is responding’
- seeing heart rate ‘tells me how much work I’m doing’
- help explain why you felt a certain way about a ride
- remind you of how you felt during the ride

Seeing how you feel

Findings

What can self-tracked data do?

- motivate by giving ‘external validation’
- ‘make me work harder’ (when viewed while riding)
- distance travelled ‘gives a sense of achievement’
- ‘make me feel like part of a community even when riding alone’

Data intensities

Findings

What can self-tracked data do?

- make you more aware of parts of the ride (e.g. Strava 'segments')
- make you more aware of other cyclists (on the same app/platform)
- assist riding technique (noticing speed, anticipating gear changes)

Data sensitise

Findings

How to make sense of the data ...

- assess against previous experiences and previous data
- assess against weather conditions, bike affordances and how body is feeling