

INVESTIGATING THE FORMATION
AND REPRESENTATION OF
CROWDS, GROUPS AND
CLUSTERS IN DIGITAL
ECONOMIES

LANCASTER UNIVERSITY / 31ST MARCH - 2ND APRIL 2017



PARTNERS

The conference is funded by the Digital Economy Network and the Data Science Institute (Lancaster University), with additional support from the Centre for Mobilities Research (Lancaster University), ImaginationLancaster, the EPSRC Centre for Doctoral Training in Digital Civics (Newcastle University), and the HighWire Centre for Doctoral Training (Lancaster University).

ORGANISERS

The organisers are Clara Crivellaro (Newcastle University), Joe Deville (Lancaster University), Daniel Richards (Lancaster University), Sebastian Weise (Newcastle University), with conference coordination and exhibition curation by Louise Mullahg.



Date Science
Institute



centre for
mobilities
research



DATA PUBLICS:

INVESTIGATING THE FORMATION AND REPRESENTATION OF CROWDS, GROUPS AND CLUSTERS IN DIGITAL ECONOMIES

Lancaster University / 31st March – 2nd April 2017 / @datapublics / #datapublics

"THOSE INDIRECTLY AND SERIOUSLY AFFECTED FOR GOOD OR EVIL FORM A GROUP DISTINCTIVE ENOUGH TO REQUIRE RECOGNITION AND NAME. THE NAME SELECTED IS THE PUBLIC".
(JOHN DEWEY, 1927)

There is a tension between how "publics" form spontaneously (for example in response to economic hardship, to create support groups, to protest about particular matters of concern) and how online users with similar consumption, browsing, movement patterns become grouped and acted upon as units of data, whether by organisations, researchers, or others. When people collectively and publicly self-organise to form a group, the identity of participants as well as the collective grouping itself may be apparent to all involved. However, with the rise, across a range of fields of digital and algorithmic technologies that work by segmenting people according to shared sets of interests, objectives, behavioural traits, and/or political persuasions, these processes as well as the identities of participants tends to be invisible to those involved. In the latter, it is only when these acts of 'assigned' collectivisation are exposed, perhaps deliberately (e.g. when confronting published research), perhaps unexpectedly (e.g. via data hacks/leaks), or perhaps when group self-recognition is achieved by users (e.g. via transparency apps/tools, social media, activism, freedom of information requests), that those involved begin to recognise their status as a "public".

Data Publics investigates the diverse ways in which publics are, and can be, constituted, provoked, threatened, understood, and represented. This includes examining the role played in the formation of publics by new on- and offline infrastructures, data visualisations, social and economic practices, research methods and creative practices, and emerging and future technologies.

Data Publics will address a range of questions, including: What are the social, economic, ethical (and other) implications of emerging and future data publics? How are data-oriented publics constituted, including in relation to digital economies? How do different conditions (e.g. social, technological, affective) impact the emergence of data-oriented publics? How are new technologies affecting the shape/direction of data publics? How can we intervene in the formation, stabilisation, destabilisation, and transformation of publics? What role might such methods/creative practices themselves play in the constitution of data publics? What forms of creative practice/visualisation/interaction design/human-computer interaction are needed to engage with data publics and to either support the emergence of or sustain such publics? What (new/existing/combination of) methods/tools are required to study/shape the emergence/fate of data publics?

These and other questions will be addressed via cross-cutting, interdisciplinary conversations between designers, social scientists and creative technologists. Through these collaborative practice, we will explore the new challenges and opportunities afforded by thinking and working with "Data Publics".

KEYNOTE

JOHN BOWER | NEWCASTLE UNIVERSITY

John Bower is an artist-researcher working within Culture Lab at Newcastle University with a particular interest in the use of art and design-led methods (Research Through Design) to explore digital technologies and novel interaction concepts. He also works as a sound artist improvising with electronic, digital, acoustic and electro-mechanical devices and self-made instruments in performance and installation settings, typically accompanied by live digital image. His work is often grounded in field research methods drawn from the social sciences (ethnography, interaction analysis) and related to theoretical and practical issues in Human Computer Interaction (HCI), design research, material culture, media archeology and critical theory. He leads Culture Lab's research on Digital Media.



HELEN KENNEDY | THE UNIVERSITY OF SHEFFIELD



Helen Kennedy is Professor of Digital Society at the University of Sheffield. Her research has focused on: social media, data in society, data visualisation, inequality, web design, digital identity. Recent work includes a) Seeing Data (www.seeingdata.org), which explored how non-experts relate to data visualisations, and b) Post, Mine, Repeat (2016), about what happens when social media data mining becomes ordinary (both funded by the AHRC). She is interested in critical approaches to big data and data visualisations, how people live with data, how to make datafication and its consequences transparent, and whether it's possible to 'live well' with data.

SPEAKERS

KEYNOTE

MICHIEL DE LANGE | UTRECHT UNIVERSITY

Michiel de Lange is an Assistant Professor in New Media Studies, Department of Media and Culture Studies, Utrecht University; co-founder of The Mobile City, a platform for the study of new media and urbanism; advisor e-culture at Mediafonds; and works as a researcher in the field of (mobile) media, urban culture, identity and play. Since April 1 2015, he has been a researcher on the NWO Creative Industries funded project "The Hackable City", about the ways digital media shape the future of city making. In 2010 Michiel completed his PhD dissertation at the Erasmus University of Rotterdam (Faculty of Philosophy) called "Moving Circles: mobile media and playful identities". It is about the way mobile media technologies shape the construction of personal and cultural identities in urban settings. De Lange was trained as an anthropologist at the University of Amsterdam, and studied Industrial Design and Management for a year at the TU Delft. De Lange studies, writes, gives talks, and organizes events about media technologies in the city.



ANDERS KOED MADSEN | AALBORG UNIVERSITY



Anders Koed Madsen is Associate Professor at Aalborg University Copenhagen, where he is part of the Techno-Anthropoloical Laboratory (tantlab.aau.dk). With a background in Internet Studies and Organizational Studies, his research addresses the relation between new digital methods, public engagement and organizational sense-making. Anders' recent publications unfolds this topic in two ways. One line of his work inquires into Big Data practices as a socio-technical infrastructure that affects conceptions of expertise and regimes of valuation in contexts like international development. Another line of his work is fuelled by a more explicit interventionist ambition. Together with colleagues at TANTLab, he has recently been engaged in a series of data-sprints exploring the ways in which digital methods affords new ways of understanding the public and organizing processes of public engagement.

SPEAKERS

KEYNOTE

NOORTJE MARRES | UNIVERSITY OF WARWICK

Noortje Marres is Associate Professor in the Centre for Interdisciplinary Methodologies at the University of Warwick. She studied Sociology and Philosophy of Science and Technology at the University of Amsterdam and her work investigates issues at the intersection between technology, politics and the environment: problems of participation in technological societies; the role of objects and materials in contemporary democracy (with a focus on sustainable living), the changing relations between social science and society in the digital age. Her second main interest is digital social research, in particular the development of digital methods and tools of controversy analysis and issue mapping. Her book, *Digital Sociology: The Reinvention of Social Research* came out in early 2017 (Polity).



ALEX TAYLOR | MICROSOFT RESEARCH CAMBRIDGE



Alex Taylor is a sociologist working at Microsoft Research Cambridge. He has undertaken investigations into a range of routine and often mundane aspects of everyday life. For instance, he's developed what some might see as an unhealthy preoccupation with hoarding, dirt, clutter and similar seemingly banal subject matter. Most recently, he's begun obsessing over computation and wondering what the compulsion for seeing-data-everywhere might mean for the future of humans and machines.

SPEAKERS

WORKSHOP

CLARA CRIVELLARO | NEWCASTLE UNIVERSITY

Clara Crivellaro is a designer, creative practitioner and a post-doc researcher at Newcastle University's Open Lab. Her research explores design-led methods, digital tools and processes to support progressive forms of social activism in and for the everyday politics of place and place-making. Her background is in Arts and Design (BA) and Curatorial practice (MA) and has worked as a freelance artist on a range of participatory projects with a charities, NGOs and cultural institutions in UK and Europe.



A network diagram consisting of numerous grey dots connected by thin grey lines, forming a complex web-like structure that spans the top half of the page.

DAVID MOATS | LINKÖPING UNIVERSITY



David's work concerns the use of Big Data and Digital Methods in the social sciences informed by work from Science and Technology Studies (STS). In his PhD, at Goldsmiths, University of London, he developed novel techniques, tools and data visualisations for studying public issues online. David is currently undertaking a postdoc at Linköping University about the role of visual representations in data analytics: collaborating with data scientists in a variety of fields (market research, census data, smart cities, sports etc.) to develop new types of visualisations which approach data in more open, exploratory and interpretive ways.

A network diagram consisting of numerous grey dots connected by thin grey lines, forming a complex web-like structure that spans the bottom half of the page.

LEADERS

FRIDAY SCH

FRIDAY 31ST MARCH | DATA PUBLICS WORKSHOPS

9.30-10.00	Registration & coffee [LICA foyer]
10.00-13.00	Parallel workshops Digital Methods/Data Visualisation [C01] Led by David Moats (Linköping University), with Anne Helmond (University of Amsterdam), Fernando N. van der Vlist (University of Siegen), and Laurie Waller (Technical University of Munich) Strategies, Tools and Participatory Processes [A36] Led by Clara Crivellaro (Newcastle University), with Rob Comber (Newcastle University).
13.00-14.00	Lunch
14.00-17.00	Parallel workshops (cont.)
17.00-17.30	Break
17.30-18.30	Keynote John Bower (Newcastle University)
19.00	Dinner [Private Dining Rooms, Lancaster University]

The image features a complex network of thin grey lines connecting various-sized grey circular nodes of different diameters. The nodes are scattered across the entire frame, with some appearing as larger hubs. Overlaid on this network are five thick, solid black horizontal lines that span the width of the image. The word "EDULE" is printed in a large, light grey, sans-serif font, positioned in the upper left quadrant of the image. The overall aesthetic is minimalist and technical, suggesting themes of connectivity, data, or education.

EDULE

SATURDAY S

SATURDAY 1ST APRIL | CONFERENCE PROGRAMME (DAY 1)

9.00-9.30	Registration & coffee [LICA foyer]
9.30-9.50	Welcome & introduction [A27]
9.50-10.40	Keynote [A27], Noortje Marres (Warwick University)
10.40-11.00	Break [LICA Foyer]
11.10-12.40	Activating publics [A27] <i>Citizen social science and its publics</i> , Alexandra Albert (University of Manchester) <i>Investigating datafication through entrepreneurial research</i> , Mirko Tobias Schäfer, Gerwin van Schie, Thomas Boeschoten (Utrecht University) <i>Data-drifts: An inclusive route to remote community engagement with open data</i> , Johanna Walker (University of Southampton), Louise Mullagh (Lancaster University) <i>Shifting spaces of activism</i> , Elif Grant (University of Roehampton)
12.40-14.00	Lunch & exhibits [LICA foyer, A23, A36, outside LICA] FEATURED EXHIBITS: <i>Deadly crossings to Europe</i> David Bihanic (Université Paris I Panthéon-Sorbonne) <i>Twitter-things: Retooling the parliament into issue-oriented data publics</i> , Andreas Birkbak (Aalborg University Copenhagen), Tobias Bornakke (University of Copenhagen), Irina Papazu (Copenhagen Business School) <i>Publics, pluralism, protest, periods</i> , Manu Bruggemann, Emma Young (Lancaster University) <i>Like to display</i> , Sandy Claes, Jorgos Coenen, Andrew Vande Moere (University of Leuven)
14.00-14.50	Keynote [A27], Helen Kennedy (The University of Sheffield)
14:50-15.00	Break [LICA Foyer]

SCHEDULE

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- 15.00-16.10 **Parallel sessions**
- (a) Governing publics [C01]**
The materiality of surveillance publics, Lonneke van der Velden (University of Amsterdam)
Data publics: A new political imaginary?, Helen Pallett (University of East Anglia)
The smart meter in parenthesis: Creating new territories and publics, Caspar Menkman (Maynooth University)
- (b) Provoking publics [A27]**
Citizens makers: Collective sensemaking of data, Aare Puussaari (Newcastle University)
Using experimental methodologies in creative practice to interrogate how machine learning datasets build canonical categorisations of group identity, Anna Ridler, Georgia Ward-Dyer (Royal College of Art)
Critical reflection on data publics: A multi-methodology perspective, Justin Larner, Louise Mullagh (Lancaster University)
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- 16.10-16.30 **Break [LICA Foyer]**
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- 16.30-17.20 **Keynote [A27], Michiel de Lange (Utrecht University)**
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- 17.20-18.45 **Exhibition & drinks reception [LICA Foyer, A23, A36, outside LICA]**
FEATURED EXHIBITS:
Bicycle barometer, Sandy Claes, Andrew Vande Moere (University of Leuven)
Walking with data: Mapping wearable and digital data in Morecambe Bay, Louise Mullagh, Serena Pollastri, Maria Angela Ferrario (Lancaster University)
Anthology of the algorithmic self (Parts I & II) and YouTube & the bass, Anna Ridler, Georgia Ward-Dyer (Royal College of Art)
Homing, Jen Southern, Sam Thulin (Lancaster University)
Turning the tables: How individual investors make use of data publics to take advantage of institutional investors. Emre Tarim (Lancaster University)
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- 19.15 **Dinner [Lancaster House Hotel]**

SUNDAY SC

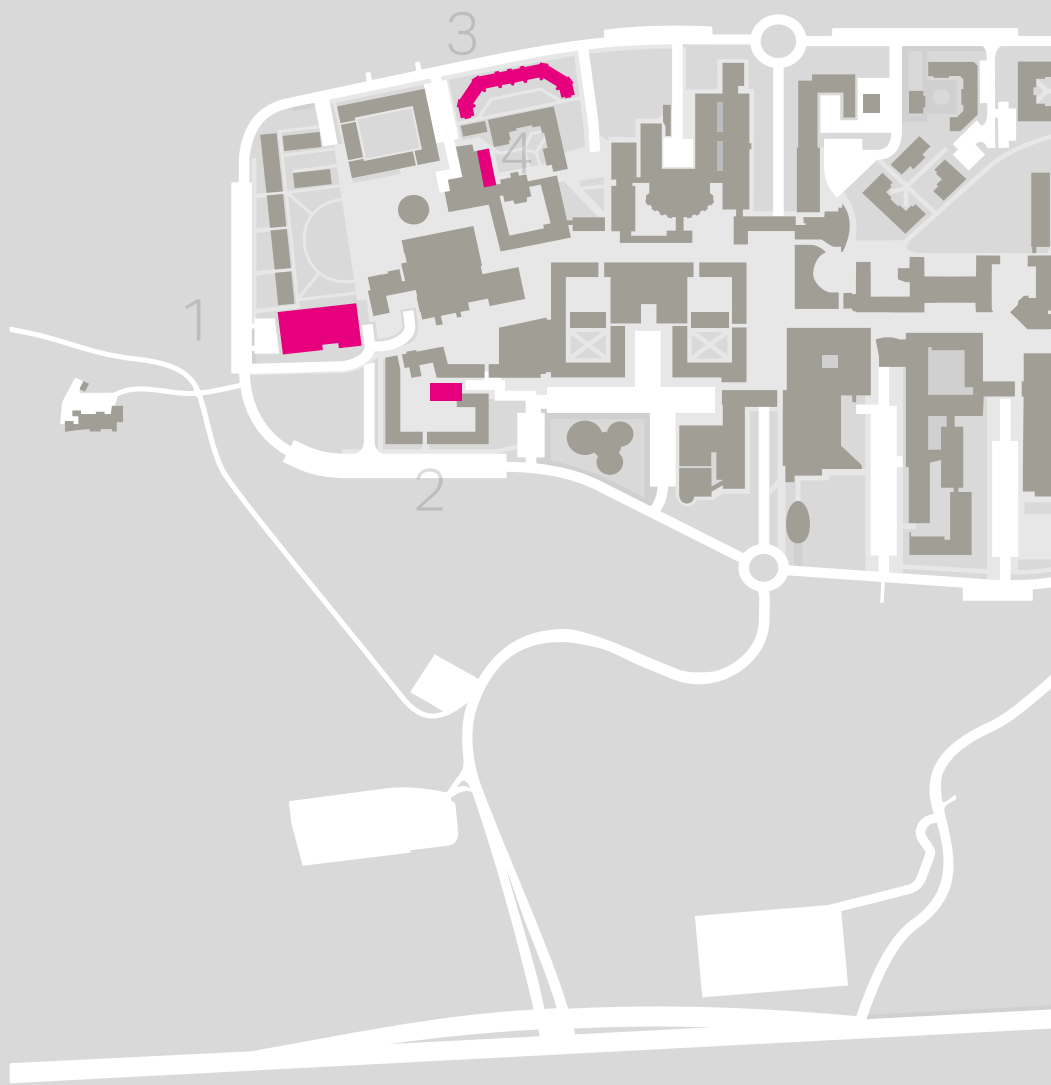
SUNDAY 2ND APRIL | CONFERENCE PROGRAMME (DAY 2)

9.00-9.10	Welcome back & introduction [A27]
9.10-10.00	Keynote [A27], Alex Taylor (Microsoft Research)
10.00-10.15	Break [LICA Foyer]
10.15-11.45	<p>Emergent publics [A27]</p> <p><i>The hands that steer us: Notes from an ethnography of software developers</i>, Paula Bialski, Ori Dov (Leuphana, University of Lüneburg)</p> <p><i>Liquid data audiences: Tracing data flows between ad platforms and third parties</i>, Anne Helmond (University of Amsterdam), Fernando N. van der Vlist (University of Siegen)</p> <p><i>Tweeting to #Repealthe8th: Challenging the legal regime and Irish attitudes to abortion?</i> Rajalakshmi Kanagavel, Sara O'Sullivan (University College Dublin)</p> <p><i>Why is there no healthy data public for public health data?: Big Health Data, Health Insurance and the NHS</i> Liz McFall (Open University), David Moats (Linköping University)</p>
11.45-11.55	Break [LICA Foyer]
11.55-12.45	<p>Infrastructural publics [A27]</p> <p><i>Open data repositories: Intimating data publics through file formats</i>, Anne L. Washington, David Morar (George Mason University)</p> <p><i>What do data portals do? Tracing the politics of public information infrastructures on the web</i>, Jonathan Gray (University of Bath)</p>
12.45-13.45	Lunch & exhibits [LICA foyer, A23, A36, outside LICA]

HEDULE

13.45-15.25	<p>Parallel sessions</p> <p>(a) Future publics [C01]</p> <p><i>Reflections on representing non-representationally: Publics, pluralism, protest, periods</i>, Manu Bruggemann, Emma Young (Lancaster University)</p> <p><i>Ethical (re)configurations of data publics</i>, Malé Luján Escalante (Lancaster University)</p> <p><i>The monism in public data contribution</i>, Steffen Krämer (University of Hamburg)</p> <p><i>From incubators to ecosystems: Evaluating the startup digital economy cluster of Hull City</i>, Josep Almirall (University of Hull)</p> <p>(b) Tracking publics [A27]</p> <p><i>Capturing the value and meaning of interventions and infrastructures in digital public spaces</i>, Roger Whitham (Lancaster University)</p> <p><i>Filter bubbles or multifaceted and diverse audiences? Studying media practices of Dutch-speaking citizens on Twitter</i>, Daniela van Geenen, Mirko Tobias Schäfer, Thomas Boeschoten, Piet Bakker, Erik Hekman (University of Applied Sciences Utrecht / Utrecht University)</p> <p><i>Journalism as a data public: Mapping code ecologies for data valuation on GitHub</i>, Liliana Bounegru (University of Groningen, University of Ghent), Tommaso Venturini (King's College London)</p> <p><i>The personal broadcaster: Serving the public in the age of big data</i>, Karin van Es (Utrecht University)</p>
15.25-15.45	Break [LICA Foyer]
15.45-16.35	Keynote [A27], Anders Koed Madsen (Aalborg University)
16.35-17.00	Wrap up [A27]

CAMPUS MAP



MAP

KEY

1 - LICA

(Data Publics: talks, workshops, exhibits)

2 - CETAD

(Pick up keys for accommodation here!)

3 - John Creed / Fairsnape

(On campus accommodation)

4 - Private Dining Rooms (PDR)

(Dinner, Friday)

5 - Lancaster House Hotel

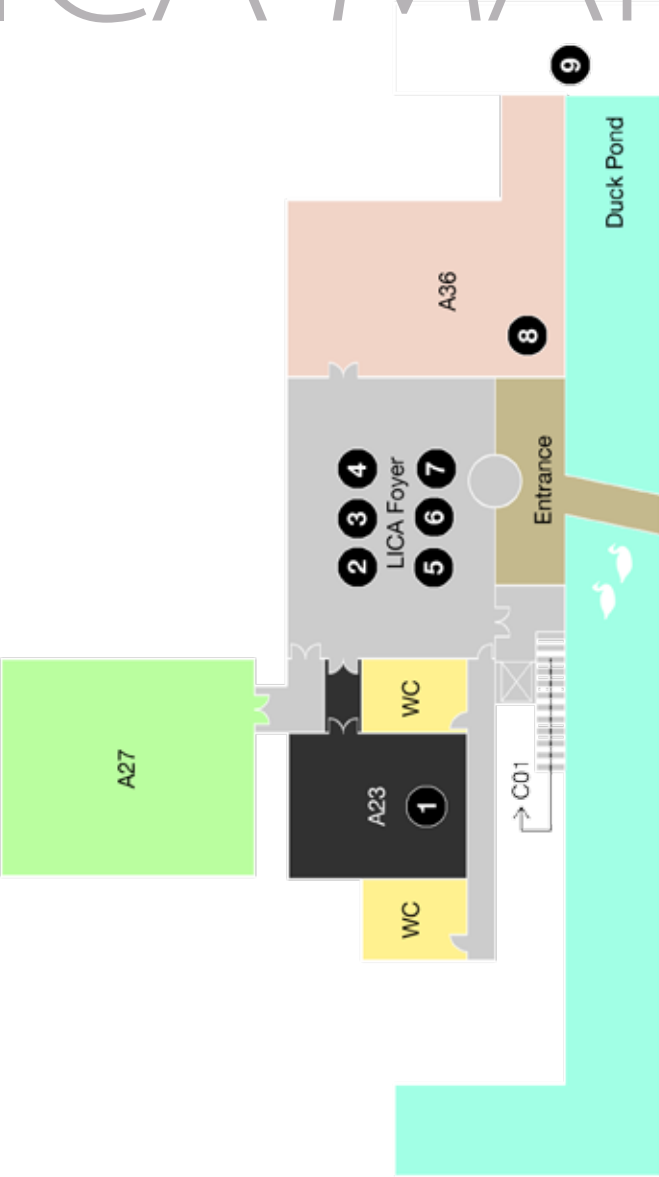
(Dinner, Saturday, approx: 15 min walk from LICA)



EXHIBITS

- 1 [her]sonifications:**
Manu Bruggemann and Emma Young (Lancaster University)
- 2 Deadly Crossings to Europe:**
David Bihanic (Université Paris I Panthéon-Sorbonne)
- 3 Twitter-things:Retooling the parliament into issue-oriented data publics:**
Andreas Birkbak (Aalborg University Copenhagen), Tobias Bornakke (University of Copenhagen), and Irina Papazu (Copenhagen Business School)
- 4 Bicycle Barometer:**
Sandy Claes and Andrew Vande Moere (University of Leuven)
- 5 Anthology of the algorithmic self (parts I & II) and Youtube and the Bass:**
Anna Ridler and Georgia Ward-Dyer (Royal College of Art)
- 6 Turning the Tables:**
How individual investors make use of data publics to take advantage of institutional investors: Emre Tarim (Lancaster University)
- 7 Like to Display:**
Sandy Claes, Jorgos Coenen, Andrew Vande Moere (University of Leuven)
- 8 Walking with Data:**
Mapping analogue and digital data in Morecambe Bay: Louise Mullagh and Serena Pollastri (Lancaster University)
- 9 Homing:**
Jen Southern and Sam Thulin (Lancaster University)

LICA MAP



AARE
PUUSSAAR
HEINICHLÉ UNIVERSITY

ALEX
BOWYER
HEINICHLÉ UNIVERSITY

ALEX
TAYLOR
HEINICHLÉ UNIVERSITY

ALEXANDRA
ALBERT
HEINICHLÉ UNIVERSITY

ANNE
HELMOND
HEINICHLÉ UNIVERSITY

CASPAR
MENKMAN
HEINICHLÉ UNIVERSITY

CLARA
CRIVELLARO
HEINICHLÉ UNIVERSITY

CLAUDIA
MENDES
HEINICHLÉ UNIVERSITY

DAVID
MORAR
HEINICHLÉ UNIVERSITY

ELIF
GRANT
HEINICHLÉ UNIVERSITY

EMMA
YOUNG
HEINICHLÉ UNIVERSITY

EMRE
TARIM
HEINICHLÉ UNIVERSITY

GERWIN
VAN SCHIE
HEINICHLÉ UNIVERSITY

HAYLEY
ALTER
HEINICHLÉ UNIVERSITY

HELEN
KENNEDY
HEINICHLÉ UNIVERSITY

HELEN
PALLET
HEINICHLÉ UNIVERSITY

JOE
DEVILLE
HEINICHLÉ UNIVERSITY

JOHANNA
WALKER
HEINICHLÉ UNIVERSITY

JOHN
BOWER
HEINICHLÉ UNIVERSITY

JONATHAN
GRAY
HEINICHLÉ UNIVERSITY

LEIF
ISAKSEN
HEINICHLÉ UNIVERSITY

LILIANA
BOUNEGRU
HEINICHLÉ UNIVERSITY

LIZ
MCFALL
HEINICHLÉ UNIVERSITY

LONNEKE
VAN DER VELDEN
HEINICHLÉ UNIVERSITY

MICHEL
DE LANGE
HEINICHLÉ UNIVERSITY

MOOHZAN
SHAKERI
HEINICHLÉ UNIVERSITY

NIGEL
DAVIES
HEINICHLÉ UNIVERSITY

NOORTJE
MARRÉS
HEINICHLÉ UNIVERSITY

ROISIN
MCNANEY
HEINICHLÉ UNIVERSITY

SANDY
CLAES
HEINICHLÉ UNIVERSITY

SARA
O'SULLIVAN
HEINICHLÉ UNIVERSITY

SEAN
PEACOCK
HEINICHLÉ UNIVERSITY

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ANDERS
MADSEN

AARHUS UNIVERSITY

ANDREAS
BIRKBAK

AARHUS UNIVERSITY

ANNA
RIDLER

JOHN COLEGE OF ART

ANNE
CRONIN

LONDON UNIVERSITY

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DAN
RICHARDS

LONDON UNIVERSITY

DANIELA
VAN GEENEN

UNIVERSITY OF AMSTERDAM LIBRARY

DAVID
BIHANIC

LONDON COLLEGE OF COMMUNICATIONS

DAVID
MOATS

LONDON UNIVERSITY

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FELICIA
BLACK

LONDON COLLEGE OF COMMUNICATIONS

FERNANDO
VAN DER VLIST

UNIVERSITY OF BRISTOL

GAIA
MOSCONI

UNIVERSITY OF BRISTOL

GEORGIA
WARD DYER

LONDON COLLEGE OF ART

JANINE
MORLEY

LONDON UNIVERSITY

JANJA
KOMLEJENOVIC

LONDON UNIVERSITY

JEN
SOUTHERN

LONDON UNIVERSITY

JESSICA
OGDEN

LONDON COLLEGE OF COMMUNICATIONS

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JOSEP
ALMIRALL

UNIVERSITY OF HEAL

JUSTIN
LARNER

LONDON UNIVERSITY

KARIN
VAN ES

LONDON UNIVERSITY

LAURIE
WALLER

LONDON COLLEGE OF COMMUNICATIONS

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LOUISE
MULLAGH

LONDON UNIVERSITY

LOURA
CONERNEY

LONDON COLLEGE

MALÉ
LUJÁN ESCALANTE

LONDON UNIVERSITY

MARTA
DELATTE

UNIVERSITY OF HEAL

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PAULA
BIALSKI

UNIVERSITY OF HEAL

RAJALAKSHMI
KANAGAVEL

LONDON COLLEGE OF ART

ROB
COMBER

LONDON UNIVERSITY

ROGER
WHITHAM

LONDON UNIVERSITY

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SEBASTIAN
WEISE

LONDON UNIVERSITY

SERENA
POLLASTRI

LONDON UNIVERSITY

STEFFEN
KRÄMER

UNIVERSITY OF HEAL

TOM
MASKELL

LONDON UNIVERSITY

