Quantified lives: Putting digital data in context

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The promise of digital data...

- **Seduction of technology**
    - 'The solution'
    - Opportunity or need?
    - Little consideration of wider context
- **Fears of use of technology and of data**
    - Surveillance technology
    - Replacing care

- **Embedded values and assumptions**

- **Technologies and data inseparable**

- **Technologies used differently in practice**

Digital data doesn't just passively describe the world, but has an active role in shaping it.

1. What is being measured?
2. On what assumptions are these based?
3. Using what tools? And what other resources?
4. Who by?
5. How is the data interpreted?
6. How does data/data collection shape understandings?
7. What is not recorded?
8. Whose values/aims/assumptions are entangled in the data/data collection tools and what is left out?

Data and technologies are not neutral…

Data is inevitably partial and emerges from particular contexts and assumptions

Dependent on other factors- how data is understood, access to technologies and to other elements that technologies rely on

What we chose to measure and what can be measured reinforces values and assumptions, can alter behaviour in both expected and unexpected ways

Collecting data *does* things