THE PARADOX OF PRIVACY

JULY-AUG 2019
The Dock

An exhibition produced by the
Human Insights Lab as part of
our **Empowered Data** project

Marking the beginning of our Empowered Data project, this is the first exhibition at The Dock to feature work by external artists and designers. As an experimental aspect of our evolving research and engagement approach, participative exhibitions like THE PARADOX OF PRIVACY are intended to help us encounter new perspectives in an experiential way, generate real research data and creatively engage our audiences with research findings.

The Human Insights Lab brings a societal perspective to pivotal themes at the intersection of society, business and intelligent systems such as Empowered Data, Regenerative Leadership and Cultural Transmission. Through experimental research and engagement (R&E) projects, we tackle these questions in partnership with clients and leaders from the humanities, social sciences and culture.

The Office of Life + Art (OLA) is a creative studio working at the intersection of technology, nature and culture. We make objects, exhibitions and experiences that meaningfully engage with the challenges of the 21st century. In addition to THE DATA DOCTOR project, THE PARADOX OF PRIVACY exhibition was curated and designed by The Office of Life + Art in collaboration with The Human Insights Lab.

In 2001, a study by HP Labs found that participants reported being concerned about their privacy and yet willing to give up that privacy for very little gain. They called this phenomenon 'the privacy paradox'. Why do many of us claim to value our privacy highly, and yet share vast amounts of personal data? Do we do this purely to enable personalised, on-demand lives? And how can we reconcile this "irrational gap" between our claimed preferences for privacy and our actual behaviour?

The artworks in this exhibition reflect on the value of our attention, time and online data, proposing new techniques for negotiating the future of privacy and personalisation in the era of social media, AI and deep learning.

THE DATA DOCTOR
RESEARCH EXPERIENCE 8 - 11 JULY
The Human Insights Lab with Office of Life + Art

THE DATA DOCTOR is an experiential research project where visitors get a check-up, diagnosis and prescription based on how their personal data is used online. Visitors get a chance to speak with the doctor to identify tensions or misalignments between their desire for both privacy and personalization and to formulate a plan for future behavior.

While *THE DATA DOCTOR* is an improvised experience, researchers from HIL will be collecting the information you share to inform The Dock's Empowered Data research and engagement project. All information that is collected by the research team will be anonymized and confidential and used to explore privacy and trust in more detail, which we hope will improve understanding of the topic.

THE DATA DOCTOR will be open for a limited run, daily from July 8-11, 2019. To book an appointment, visit our online calendar: **appoint.ly/y/datadoctor**

FOLLOWER
Lauren McCarthy
Film created in collaboration with David Leonard

FOLLOWER is a service that provides a real life follower for a day. In order to be followed, the user answers two questions:

Why do you want to be followed?
Why should someone follow you?

If the user is selected, she is given an app to download and waits for notification. She won't know when it will happen. The following lasts one day. At the end, she is left with one photo of herself, taken by her Follower. The Follower stays just out of sight, but within her consciousness. This installation exhibits a series of photos that Followers left for their users during service.

As ubiquitous camera placement, monitoring, tracking, and other strategies become more prevalent, there is little doubt we live in a surveillance state. And yet through the internet we continue to engage with faceless followers to fulfill an intense desire to be seen. How do we reconcile these competing impulses? *FOLLOWER* flips the interface of app and user to renegotiate these relationships and seek optimism in what cultural pundits have deemed a doomsday scenario.

THE REPUBLIC OF PRIVACY
Soomi Park

With the speed at which digital technology develops, personal privacy is becoming an increasingly important issue. Many people seem willing to sacrifice their privacy and share personal information to use digital communication. Others have begun to use technology to protect their privacy and take control of their digital lives. This raises the question of whether it is possible to achieve total privacy while still getting the benefit from digital communication technologies.

THE REPUBLIC OF PRIVACY is a fictional nation where people can live in absolute privacy. This project starts with a simple question: What kinds of new systems are needed to guarantee a life that is 100% private? The project illustrates this speculative scenario through an anthropologist's approach of examining physical-cultural elements of the society, such as technological applications, costumes, languages and mannerisms.

Soomi Park is a London-based speculative designer and multimedia artist from Seoul, South Korea. Her work explores the complex relationship between emerging technologies and human desires. Her works encompass a wide range of mediums, including interactive installations, speculative objects, film, performance, and wearables. She holds an MA in Design Interactions from the Royal College of Art, and is currently pursuing her PhD in the Media and Arts Technology programme at Queen Mary, University of London. She is also an associate lecturer at Goldsmiths University of London.

Lauren McCarthy is an LA-based artist whose work examines how issues of surveillance, automation, and networks affect our social relationships. She is the creator of p5.js, an open source platform for learning creative expression through code online. Lauren's work has been exhibited internationally, at places such as The Barbican Centre, Ars Electronica, Fotomuseum Winterthur, Haus der elektronischen Künste, SIGGRAPH, Onassis Cultural Center, IDFA DocLab, Science Gallery Dublin, Seoul Museum of Art. She has received numerous honors including a Creative Capital Award, Sundance Fellowship, Eyebeam Residency, and grants from Knight Foundation, Mozilla Foundation, Google, and Rhizome, Lauren is an Assistant Professor at UCLA Design Media Arts.

UNFIT BITS
Tega Brain & Surya Mattu

Does your lifestyle prevent you from qualifying for insurance discounts? Do you lack sufficient time for exercise or have limited access to sports facilities? Maybe you just want to keep your personal data private without having to pay higher insurance premiums for the privilege?

UNFIT BITS provides solutions. At *UNFIT BITS*, we are investigating DIY fitness spoofing techniques to allow you to create walking datasets without actually having to share your personal data. These techniques help produce personal data to qualify you for insurance rewards even if you can't afford a high exercise lifestyle.

UNFIT BITS presents a series of fitness tracking solutions – ways to fool your phone or tracker into logging steps you haven't actually taken. You too can qualify for insurance discounts and financial incentives without the lifestyle to match!

NET WORTH
Osman Khan

The internet has come to be the primary aggregator, disseminator, and communicator of information. As we increasingly give dominance to information over materiality, new forms of power and capital structures emerge. Individuals with greater net presence (i.e more hits) are deemed more significant and those with little or none become inconsequential. *NET WORTH* explores a new value system for our information dependent society. As such, entrance to the work, the magnetic card swipe echoes a familiar interaction with obvious financial overtones.

However, the social condition of the swipe is subverted as a means to explore another notion, that of the body as information as capital. ID cards, credit cards and the like are already deemed more proof of person than the actual physical bodies. Add to this the existence of the internet and the action of googling entering our everyday language, new relations between the corporeal and the virtual are created, new structures of social strata and value have emerged. On an experiential level *NET WORTH* also examines individuals' narcissism and hubris, allowing visitors to flaunt their data bodies. How do you rank against the Joneses, against your best friend, or against your favorite celebrity?

Tega Brain is an artist and environmental engineer. Her work takes the form of dysfunctional devices, eccentric infrastructures and experimental information systems. Tega is an Assistant Professor of Digital Media, New York University and has been a fellow at Data & Society, Eyebeam Center for Art and Technology and the Processing Foundation. She lives and works in New York and Sydney.

Surya Mattu is a Brooklyn based investigative journalist, artist and engineer focusing on the ways in which algorithmic systems perpetuate systemic biases and inequalities. He is an investigative data journalist at the Markup. In 2017, he was a Pulitzer Prize finalist for Explanatory Journalism and has recently shown work at the Haus der Kulturen der Welt, the Whitney Museum, the V&A Museum and Bitforms Gallery.

Osman Khan is an artist interested in constructing artifacts and experiences for social criticism and aesthetic expression. His work plays and subverts the materiality behind themes of identity, home/ land, social and public space through participatory and performative installations and site-specific interventions. Khan was born in Pakistan and grew up in New York City. He received a Bachelor of Science from Columbia University. He completed his MFA at UCLA in 2004. He is currently an Associate Professor and Director of the MFA Program at the Penny W. Stamps School of Art & Design at the University of Michigan.