UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Can We Be Human and Be Digital?

Media, Sociability and Humanity

11 June 2018

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Social Media Landscape 2017

FredCavazza.net

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Source: Luma Partners, Terry Kawaja

© 2012 Buddy Media, Inc. Proprietary and Confidential

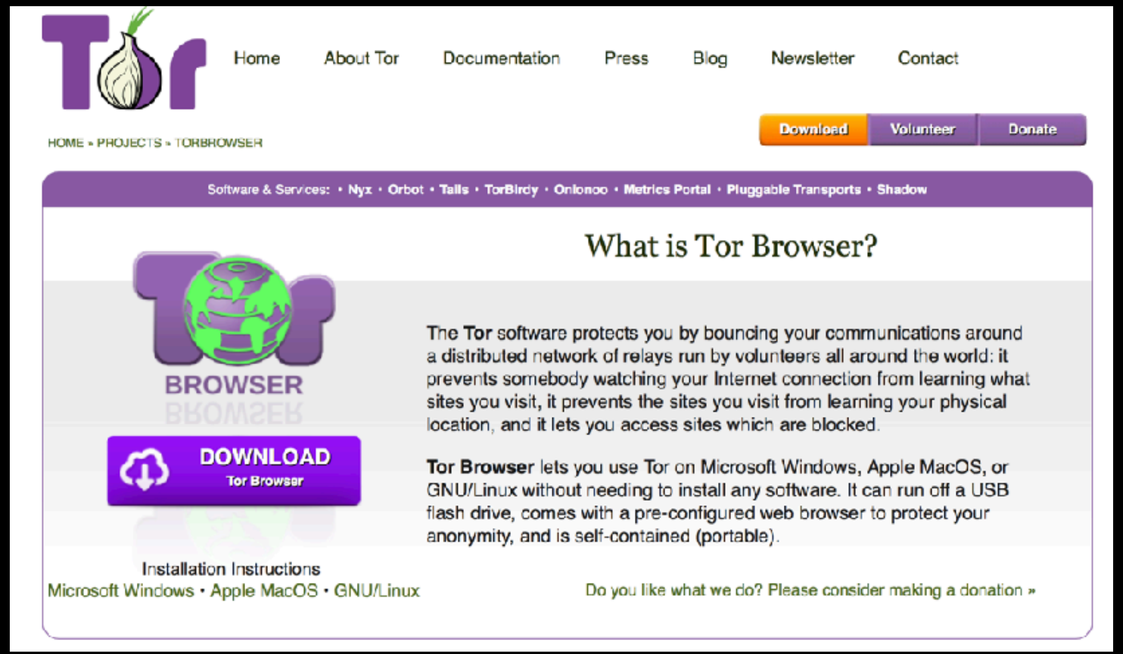
UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

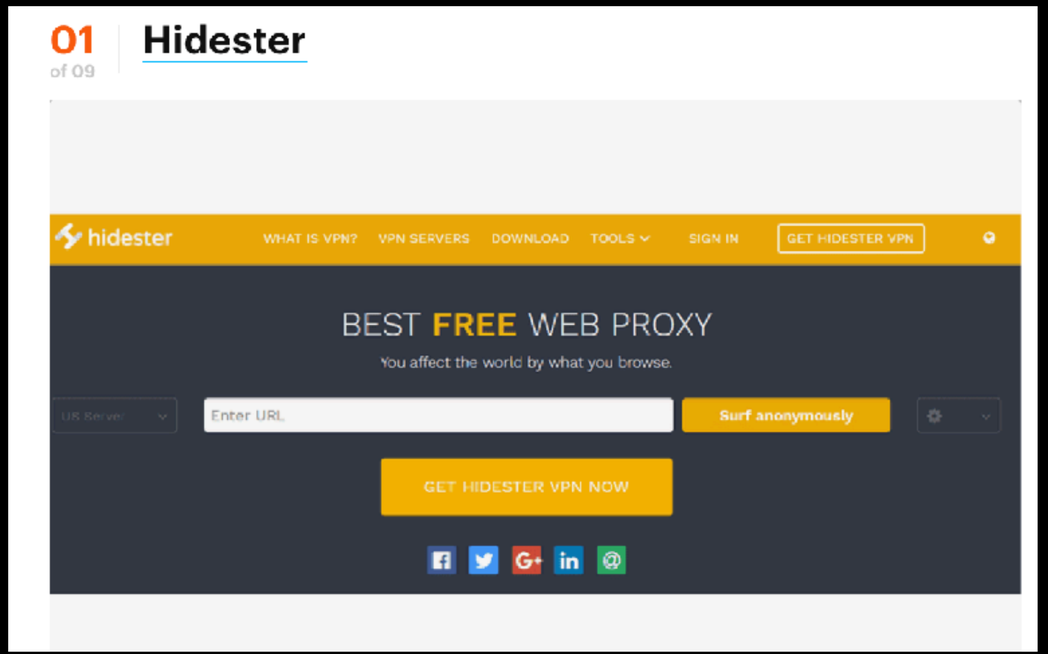
Shawn Day

You Can be Proactive (Paranoid?)

- Tor, Cloaking, Encrypting,
- You can actively fight back

- or at least be aware and not give things up willingly





UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

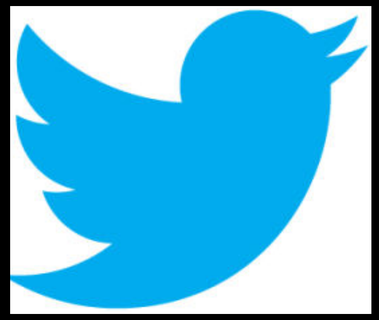
SURES

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

“Same as it

ever was”

Behaviour Modeling

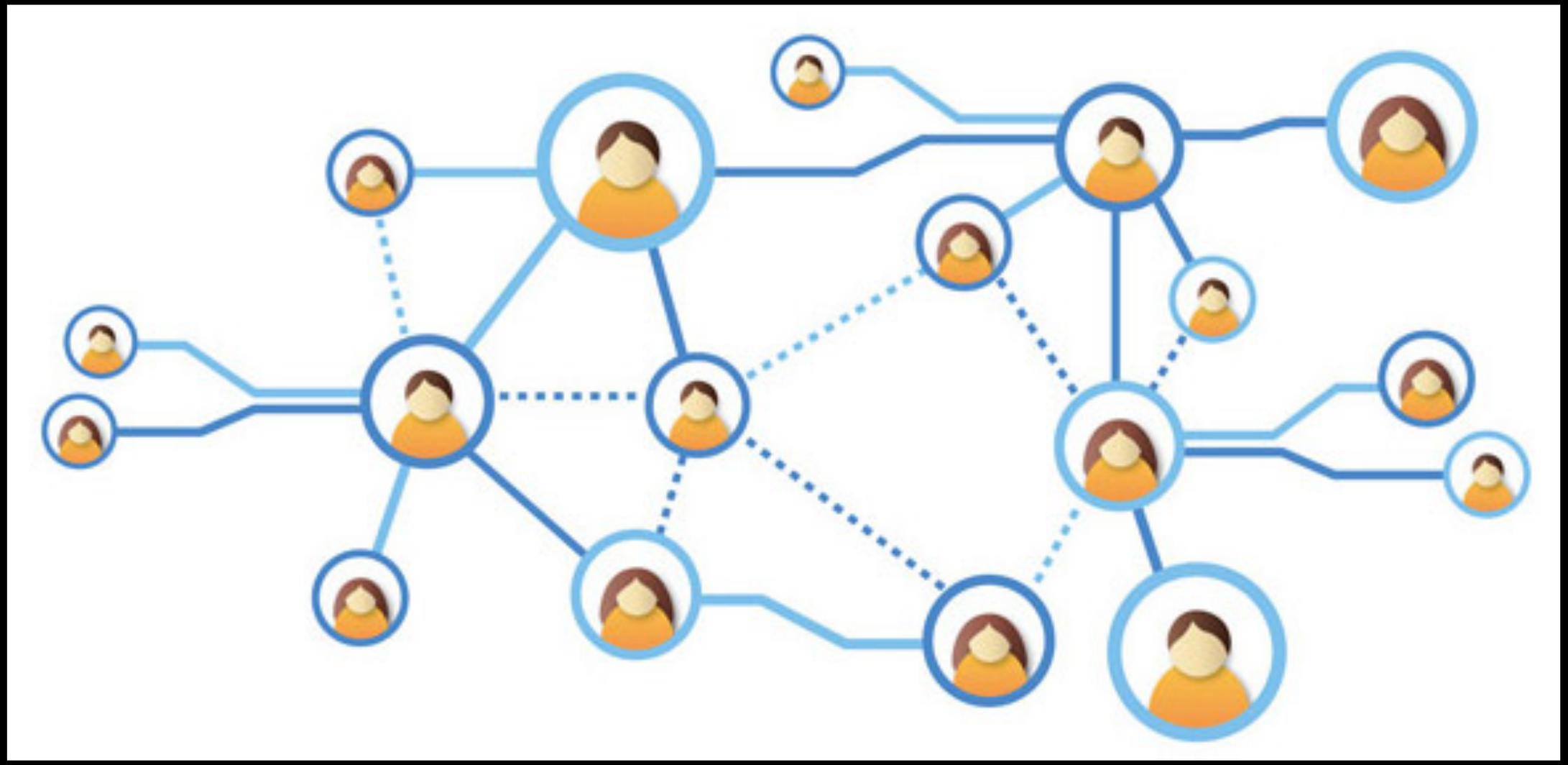


- “like this” - “don’t like that”
- ‘Can you believe?’
- ‘Take a look at that’ - ‘Isn’t that mad?’
- Worried, scared, happy, sad, angry, estatic ….

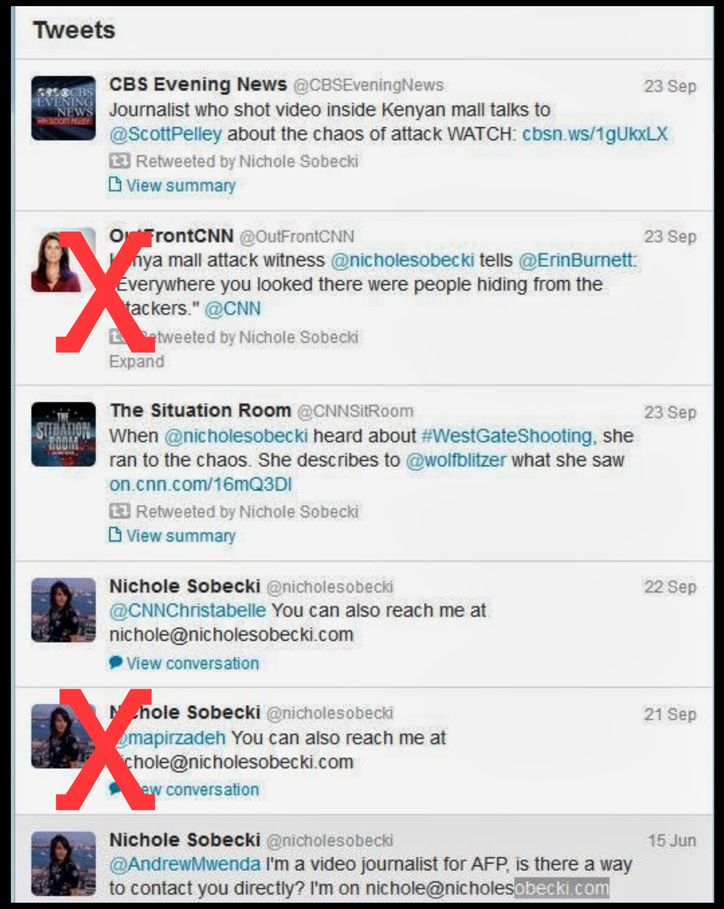
- Big, Big, Data —-> Algorithims —> Profile

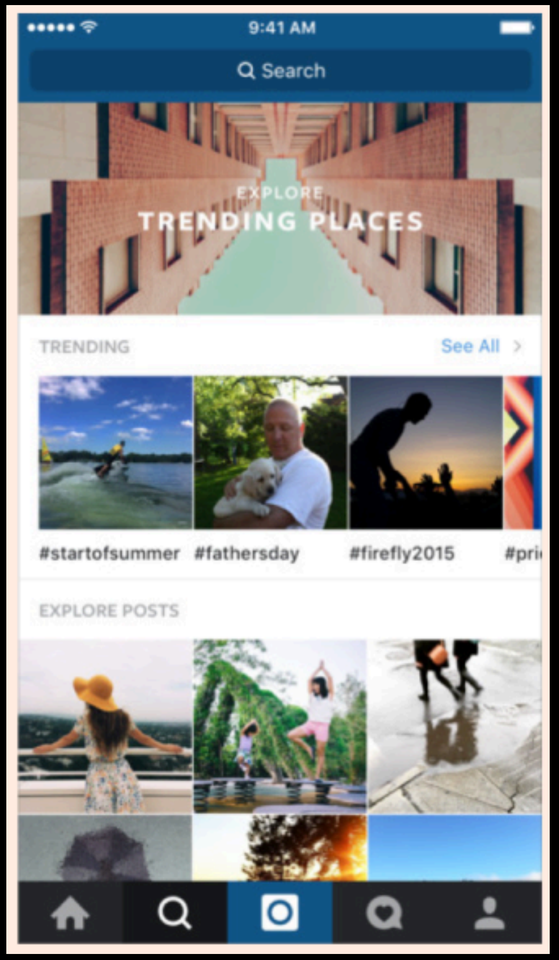
UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Reading the Graph



Behaviour Shaping





?

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

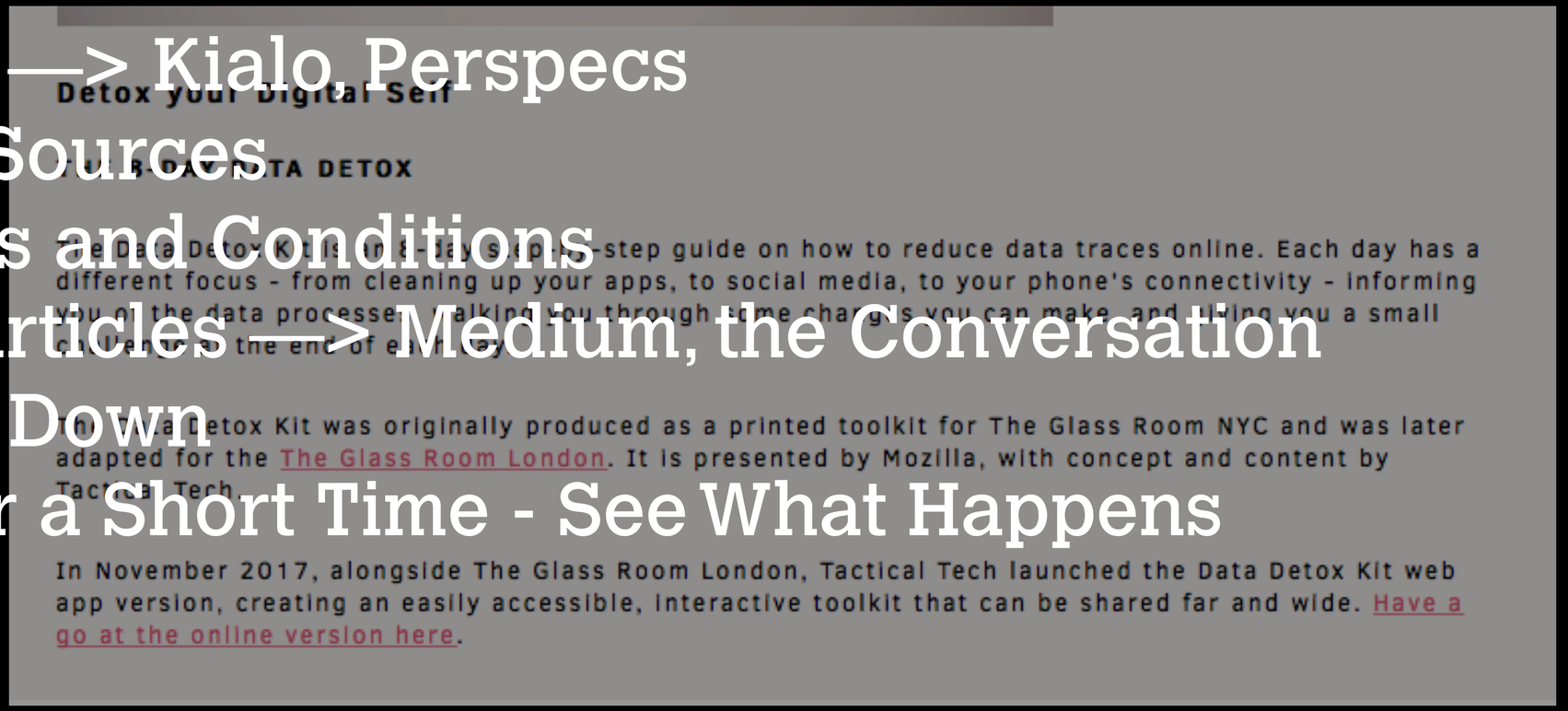
What Possible Outcomes?

- What You Buy
- Who You Date
- How You Vote
- What Career You Pursue
- How You Raise Your Kids
- What Seems Right
- What Seems Wrong

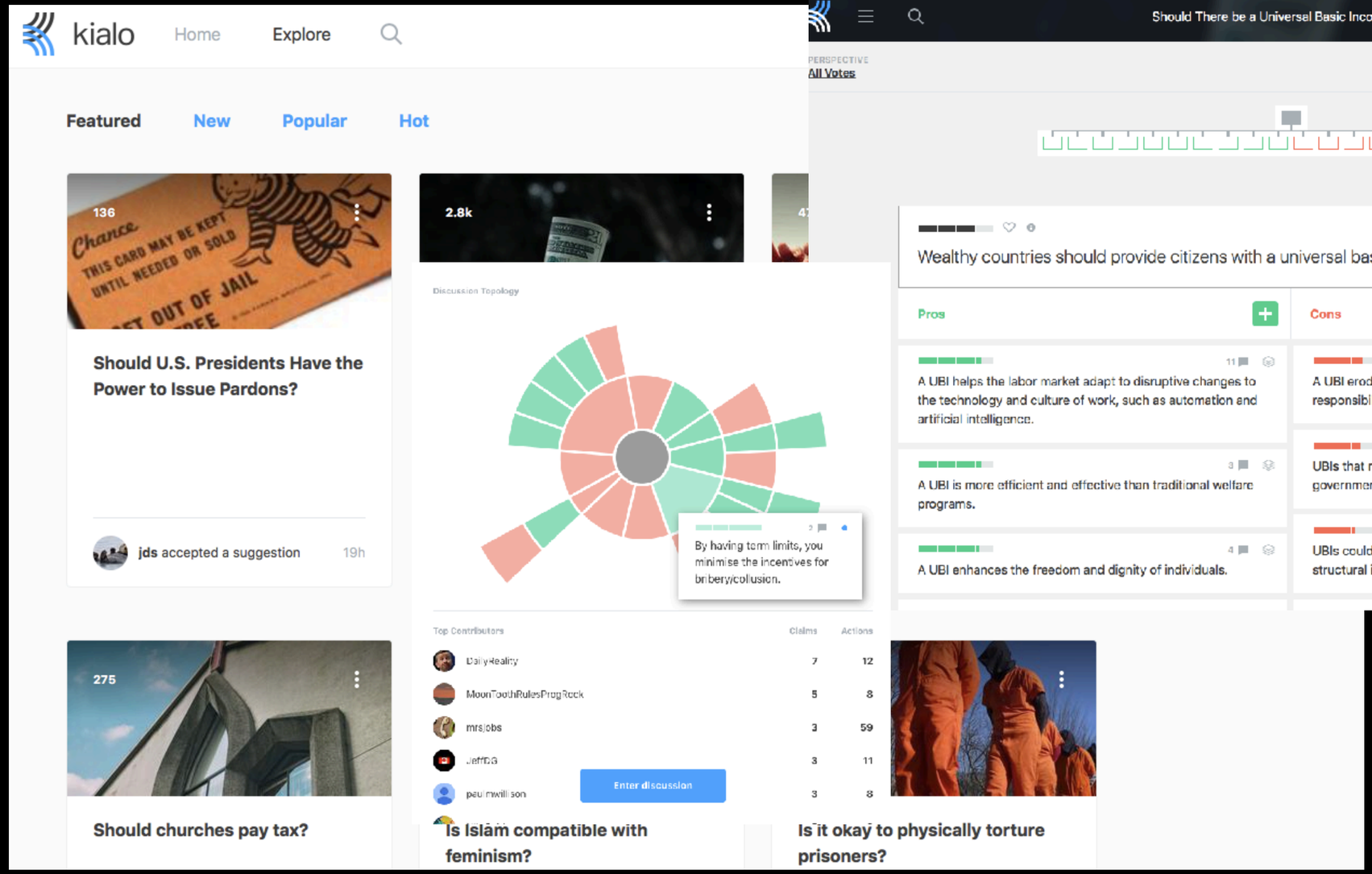
- Do You Want to Surrender this Power?

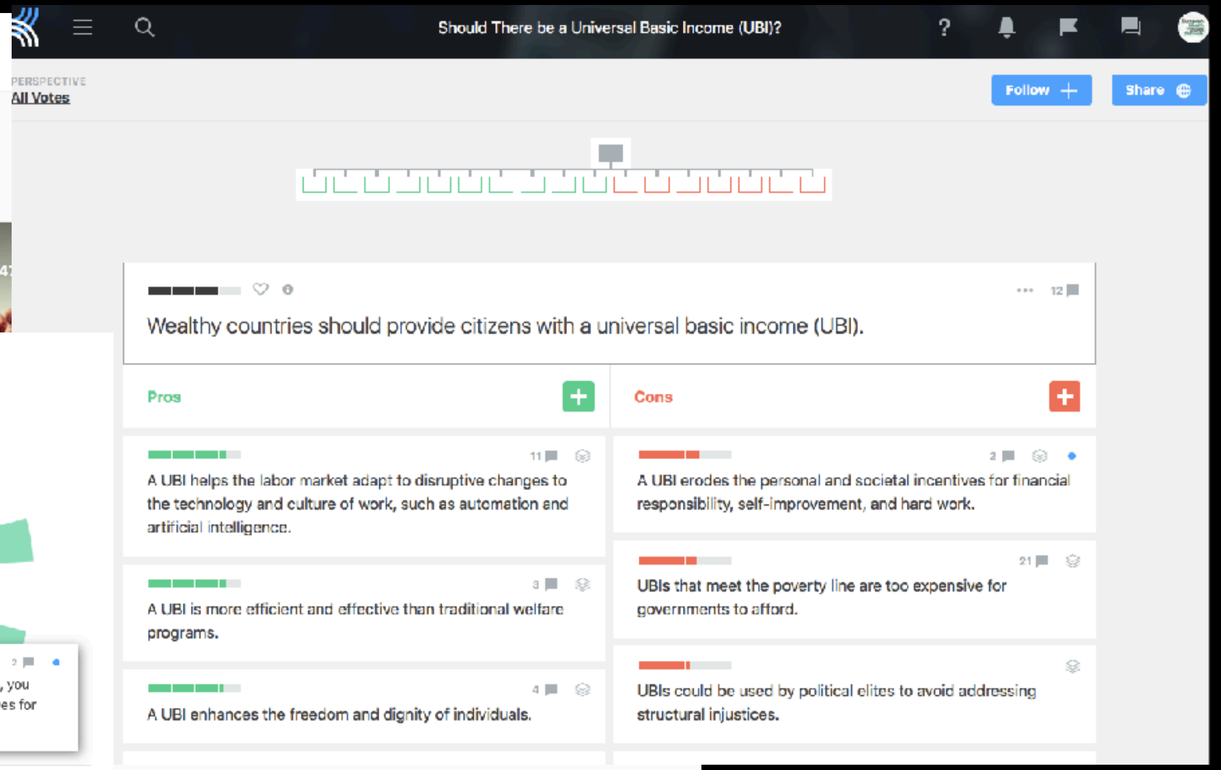
What Can We Do?

- Be Aware
- Ask Questions —> Kialo, Perspecs
- Seek Multiple Sources
- Read the Terms and Conditions
- Read Longer Articles —> Medium, the Conversation
- Put the Mobile Down
- Try Leaving for a Short Time - See What Happens



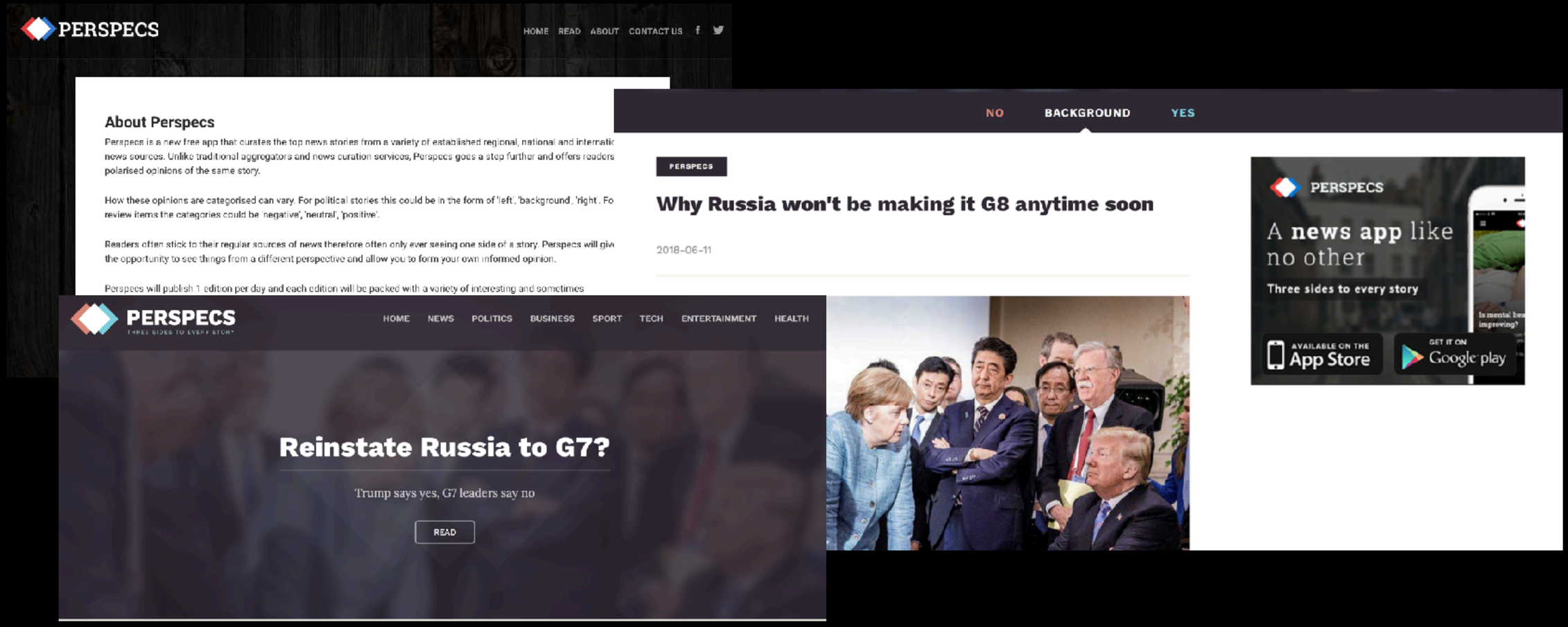
Kialo - Changing Our Perspective





UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Perspecs - Changing Our Perspective



The Conversation

Analysis and Comment

As a nation, we drink 679m litres of the stuff every year. shutterstock

Young people in the UK drink more energy drinks than any other countries in Europe

Amelia Lake, *Teesside University* and Shelina Visram, *Newcastle University*

Children in the UK drink more energy drinks than in any other country in Europe — and many parents are unaware of the health risks.

How to reduce rail chaos using maths

Stephen J Maher, *Lancaster University*

Mathematical software designed to predict multiple outcomes could have helped reduce severe rail disruption.

AI is acquiring a sense of smell that can detect illnesses in human breath

Andrea Soltoggio, *Loughborough University*

Research and News

The Editor, on a landmark for The Conversation

Stephen Khan, *The Conversation*

The Conversation launched its first international edition five years ago. It continues to grow.

More Research and News

Podcasts

More

Long reads

@StephenKhan

Italy's new government is on a collision course with EU fiscal rules – it's time for eurozone reform theconversation.com/italys-new-gov…

Embed View on Twitter

Research and Expert Database

Find experts with knowledge in:

e.g. Cyber security Search

Popular: food, water, transport, health, and energy.

Global Perspectives

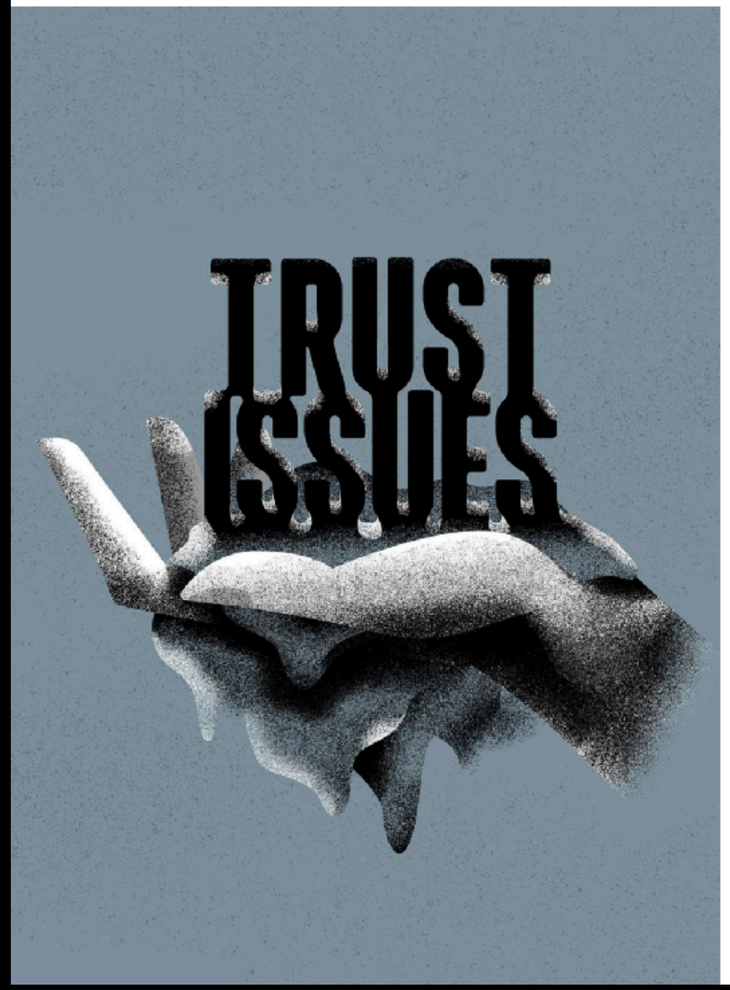
Editors' Picks

Events

ALBERT WOLTERS PUBLIC LECTURE WITH PROFESSOR ELIZABETH LOFTUS — University of Reading

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Medium - Read More, Read Deeper



Medium

11

Trust Issues

In Medium's first themed digital magazine, we'll be publishing stories, from the exalted to the mundane, about the state of trust in 2018.

We All Have 'Trust Issues'

Introducing Medium's first monthly (digital) magazine

Siobhan O'Connor
Jun 4 · ★ 2 min read

The Lifespan of a Lie

The most famous psychology study of all time was a sham. Why can't we escape the Stanford Prison Experiment?

Ben Blum
Jun 7 · ★ 29 min read

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

"Acknowledging that experience exists might make us kinder, since we understand people to be more than machines.
We might be a little more likely to think before hurting someone if we believe there's a whole other center of experience cloaked in that person, a whole universe, a soul."

- Jaron Lanier

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Thank You

Digital Humanities and Information Technology
shawn.day@ucc.ie @iridium