





## DMI2012: Reality Mining & the Limits of Digital Methods

When it becomes simple to trace your friends' network, your movements online and even the provenance of the can of Coke next to your computer screen, reality becomes subject to prediction and to speculation – in both the financial and the philosophical sense. This transparency discourse is limited by access to data. Indeed, our actions often generate effect far in excess of our own awareness – how “open” is the open graph really? The concept of “ethical traceability” has been developed for instance as a regulatory discourse to ensure the security of supply chains, yet in spite of the proliferation of digital traces, consumers have only very limited access to these logistical data. How then do we use digital methods to become more “aware”? Can we adapt our methods to work in recommended or relatively closed environments? How do we use devices to test their claims, but also to reveal and circumvent their blind alleys?

After developing a semiotics and structuralism of the link and the network, we explore how digital methods deal with notions of absence. Building on past work in post-demographics and networked content, these workshops will unpack the paradox of online awareness, from social recommendation devices to product and service review sites. Building tools and working with leaked data, our approach this time will be to go beyond merely tracing things in order to make mute objects speak.

### Reality Mining: From Tracing to Mapping

The first week is intended to introduce participants to digital methods. We begin the week by discussing **tracing** as a research method, and conclude by considering **mapping** as method, with a lecture by cultural geographer David Turnbull, co-sponsored by the Locating Media research group at Universität Siegen. In the interim there will be presentations and workshops on empirical methods by the likes of Noortje Marres, Heath Bunting, Bernhard Rieder, Andrei Mogoutov and others. Participants will develop and present projects by week's end.

### The Limits of Digital Methods: The Politics of Objects and Publics

The second week kicks off with presentations by designers (Metahaven, Baruch Gottlieb and Bas van Abel), reading groups and discussions around the **politics of design**, looking at the idea of designing **ethical objects** and **data publics**, as well as strange notions of agency informed by philosophical debates in new media and Science & Technology Studies (STS). Participants will again develop projects for presentation on Friday, followed by a boat ride and dinner. For those who can manage to stay an extra few days there will be a special additional presentation by Simon Critchley on Monday evening.

## Preparation

Participants are expected to familiarize themselves with material in advance

### Reader

[files.digitalmethods.net/readings/dmisummer12reader.pdf](http://files.digitalmethods.net/readings/dmisummer12reader.pdf)

### Tutorials

[wiki.digitalmethods.net/Dmi/DmiTutorials](http://wiki.digitalmethods.net/Dmi/DmiTutorials)

## Information:

Festive opening location:  
University of Amsterdam  
Nieuwe Doelenstraat 16  
1012 CP Amsterdam  
Room 3.01

### Locations

Plenaries take place at above location, project work takes place at Turfdraagsterpad 9, Rooms 0.13 and 0.04. Consult the wiki for changes to schedule. Recommended hangouts are [Assagio](#), & [De Laatste Kruimel](#) for coffee, & [Kapitein Zeppos](#) for beer, all located on [Langebrugstreeg](#)

### Equipment

Bring your computer, VGA adaptor, power and European power converter, if needed.

### Internet connectivity

There are two networks (SSINs) you can use: Digital Methods and UvAGuests. Both require passwords which will be provided.

### Preferred channel of communication

Have a Skype account for backchannel discussion.

## About DMI

The Digital Methods Initiative was founded with a grant from the Mondriaan Foundation, and the Summer School is supported by the Center for Creation, Content and Technology (CCCT), University of Amsterdam, organized by the Faculty of Science with sponsorship from Platform Beta.

## DMI Training Certificate

The Digital Methods Summer School issues completion certificates to participants who follow the Summer School program, and complete a significant contribution.

## DMI team

The 2012 Digital Methods Summer School's organizers are Lonneke van der Velden (University of Amsterdam) and Marc Tuters (University of Amsterdam).

The Digital Methods Initiative, which holds the annual Summer Schools (and Winter Schools) at the University of Amsterdam is directed by Professor Richard Rogers, and coordinated by Sabine Niederer and Esther Weltevrede.

The DMI team is comprised of Anat Ben-David, Erik Borra, Marieke van Dijk, Nadia Dresscher-Lambertus, Carolin Gerlitz, Anne Helmond, Saskia Kok, Koen Martens, Simeona Petkova, Bernhard Rieder, Natalia Sanchez, and Michael Stevenson.

## DensityDesign team (IT)

Alessandro Brunetti  
Federica Bardelli  
Tommaso Renzini  
Gabriele Colombo  
Carlo De Gaetano

## MediaLab team (FR)

Tommaso Venturini  
Marta Severo



## Digital Methods Summer School Welcome package

## Schedule

### Week 1

Monday 25 June  
9.30 - 11:00 Trace Mining (Rogers)  
11.00 - 11.30 Coffee  
11.30 - 12: 30 Meet and greet  
12.30 - 13.30 Lunch  
13.30 - 14.30 Intro to Reader (Tuters & van der Velden)  
14:30 - 15:00 Tool Medley (Helmond)  
15.00 - 15.30 Tea  
15:30 - 17:00 Reading groups (parallel sessions).

Tuesday, 26 June  
9.30 - 10.30 Post-social methods? Issues in live research (Marres & Weltevrede)  
10:30 - 11:30 Actor-Network Text Analyzer (Venturini & Severo)  
11.00 - 11.30 Coffee  
11.00 - 11.45 Analyzing socio-semantic dynamics of science, technology and media digital traces with CorText Platform (Mogoutov)  
11:45 - 12:30 Working with Networks: Analysis and Visualization (Rieder)  
12:30 - 13:30 Lunch  
13.30 - 15.00 Mini-tutorials  
15.00 - 15.30 Tea  
15.30 - 17.00 Mini-tutorials

Wednesday, 27 June  
9.30 - 11.00 Anti-Tracking (Bunting)  
11.00 - 11.30 Coffee  
11.30 - 12.30 Project formation  
12.30 - 13.30 Lunch  
13.30 - 17.00 Project work

Thursday, 28 June  
9.30 - 17.00 Project work

Friday, 29 June  
9.30 - 11.00 Resume projects  
11:00 - 12:00 Brunch  
12.00 - 14.00 Presentations of projects  
14:00 - 14:30 Break  
14.30 - 17.00 Conditions for the successful replacement of mediality with traceability (Turnbull w/ Thielmann as respondent)

### Week 2

Monday, 2 July  
9.30 - 10.00 Introduction (Tuters)  
10: 00 - 11:00 A Currency for the Cloud (Metahaven)  
11.00 - 11.30 Coffee  
11.30 - 12.30 Smart Phone Teardown 6000000 (Gottlieb)  
12.30 - 13.30 Lunch  
13.30 - 14.45 Towards a fairer handset (van Abel, Waag Society)  
14.45 - 15.15 Tea  
15:15 - 17.00 Latour and New Media (Dieter)

Tuesday, 3 July  
9.30 - 11.00 t.b.a.  
11.00 - 11.30 Coffee  
11.30 - 12.30 Readings salon discussions:  
1.) Strange Agencies 2.) Ethical Objects  
3.) Data Publics  
12.30 - 13.30 Lunch  
13.30 - 15.00 Project formation  
15.00 - 15.30 Tea  
15.30 - 17.00 Project work

Wednesday, 4 July  
9.30 - 17.00 Project work

Thursday, 5 July  
9.30 - 17.00 Project work

Friday, 6 July  
9.30 - 15.00 Resume projects  
15.00 - 15.30 Tea  
15.30 - 17.00 Final presentations  
17.30 - late Boat trip and dinner

BONUS ROUND! Monday, 9 July  
Simon Critchley evening lecture at Vondelbunker



## Participants

- Allen, Douglas. PhD candidate in Communication, Annenberg School for Communication, Philadelphia
- Alvarez, Luis F. Doctoral Candidate, Department of Geography, University of California, Los Angeles
- Bercu, Stefania. Social Media Coordinator, Bucharest
- Brunel, Antoine. SEO teacher, UPC University, Barcelona
- Dacal, Diego. Master student in Communication, Marketing and Business on Internet, Universitat Autònoma de Barcelona
- Dancheva, Kalina. Master student of New Media and Digital Culture, University of Utrecht
- Dantas, Camila. PhD candidate at the Social Memory Post-Graduate Program, Federal State University of Rio de Janeiro & the Radboud University Nijmegen
- Due, Ea Ryberg. Master student in Digital Sociology, Goldsmiths College, University of London
- Hofheinz, Dr. Albrecht. Associate Professor of Arabic Language and Culture, Dept. of Culture Studies and Oriental Languages, University of Oslo, Norway
- Honari, Ali. PhD candidate, Department of Sociology, Vrije Universiteit, Amsterdam
- Hopke, Jill. Doctoral Student, Department of Life Sciences Communication, University of Wisconsin - Madison
- Huurdeman, Hugo. PhD researcher in the WebART (Web Archiving Retrieval Tools) project, University of Amsterdam
- Kjellberg, Sara. Assistant professor/Senior lecturer, Department of Arts and Cultural Sciences, Lund University, Sweden
- König, René. PhD Candidate, Institute for Technology Assessment and Systems Analysis, Karlsruhe Institute of Technology
- Mai, Bo. PhD Candidate, Annenberg School of Communication, University of Pennsylvania
- Minucci, Sara. Dr. in Political Science and International Relations; Research assistant for the Observatory on Mobility in Social Sciences in the European Research Area, Turin
- Moats, David. Mphil/PhD Candidate Sociology - Goldsmiths College, University of London
- Morenkova Perrier, Elena. PhDc student in Political Science, Université Paris 2 - Panthéon Assas
- Passmann, Johannes. PhD Candidate, Graduate School Locating Media, Universität Siegen
- Prestes, Daniel. Master student, World Cities and Urban Life, Goldsmiths University of London
- Reilly, Colleen O. Postdoctoral Research Appointment, Technical and Professional Writing, Purdue University, West Lafayette, Indiana
- Rutten, Ellen. Professor of Slavic Languages & Cultures / Chair Slavonic Department, University of Amsterdam; Coordinator Web Wars project, University of Bergen
- Söderberg, Johan. Post-doc at IFRIS/École des Ponts, Paris
- Sokolov, Anton. PhD Candidate, Technology Governance, Faculty of Social Sciences, Tallinn University of Technology
- Steinfeld, Nili. PhD Candidate, Political Science, The Hebrew University of Jerusalem
- Tkacz, Nate. Doctor of Philosophy (Under Examination), Research Assistant, Australian Research Council Project: Genealogies of Digital Light, The University of Melbourne and Monash University.
- Vis, Dr. Farida. Lecturer in Media and Communication, Department of Media and Communication, University of Leicester
- Walczak, Wolciech. PhD Candidate, Institute of Sociology, Nicolaus Copernicus University, Toruń, Poland
- Webb, Charlotte. PhD Candidate, Chelsea College Art & Design (CCAD)
- Yaacobi-Gross, Tally. MPhil/PhD Candidate, Department of Media and Communications, Goldsmiths College, University of London

## Invited Speakers

**Bas Van Abel**

Waag Society

**Heath Bunting**

irational.org

**Simon Critchley**

New School for Social  
Research

**Michael Dieter**

University of Amsterdam

**Baruch Gottlieb**

Vilém Flusser Archive Fellow

**Noortje Marres**

CSISP, Goldsmiths

**Andrei Mogoutov**

Aguidel

**Bernhard Rieder**

University of Amsterdam

**Tristan Thielmann**

University of Siegen

**David Turnbull**

University of Melbourne

**Daniël van der  
Velden and Vinca  
Kruk**

Metahaven