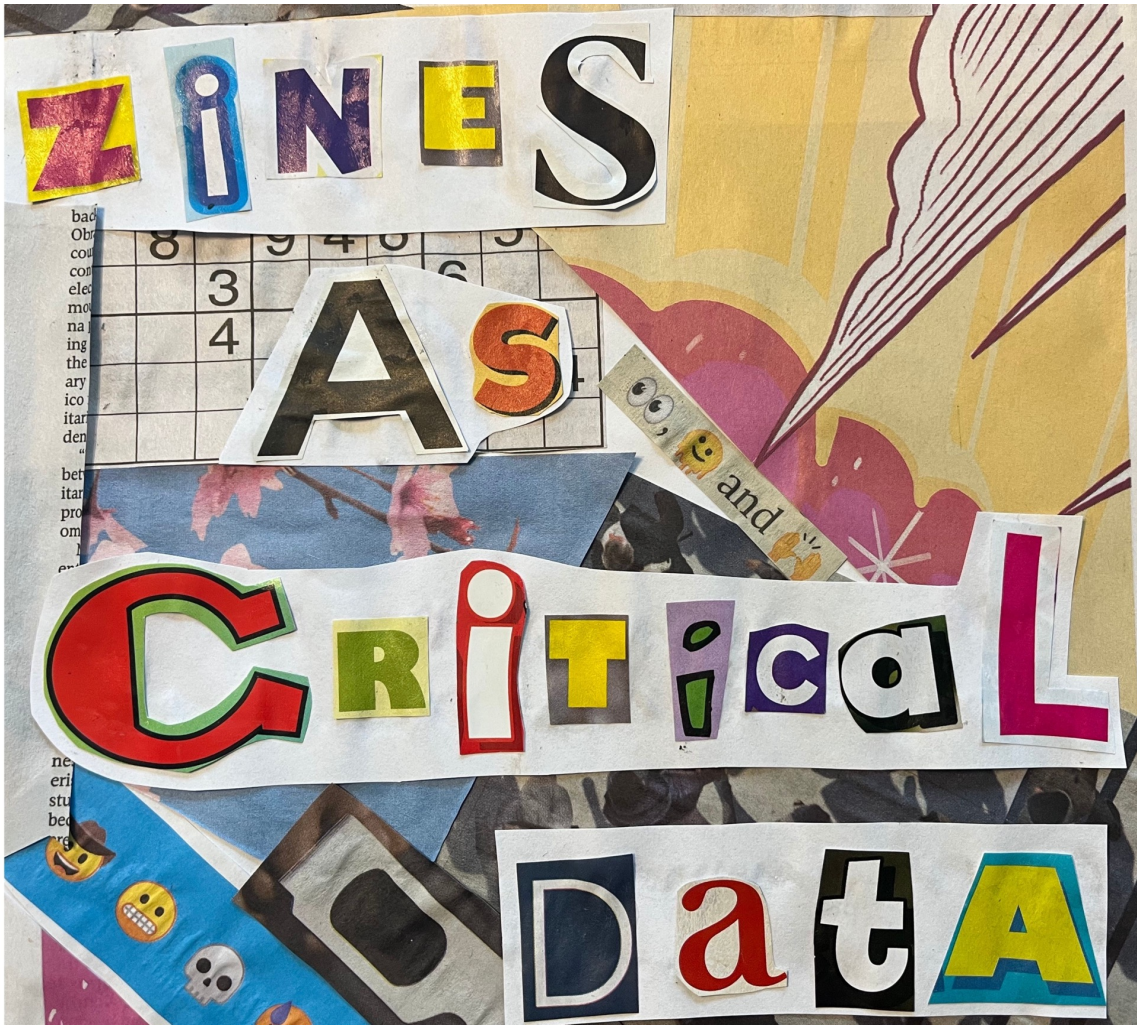
April 26 | 10:30 am-1:00 pm
Hybrid Event

Zines as Critical Data

CMSTMM 720 Data Culture(s)
Zine Symposium

u.mcmaster.ca/scds-events

Lewis & Ruth Sherman Centre for Digital Scholarship

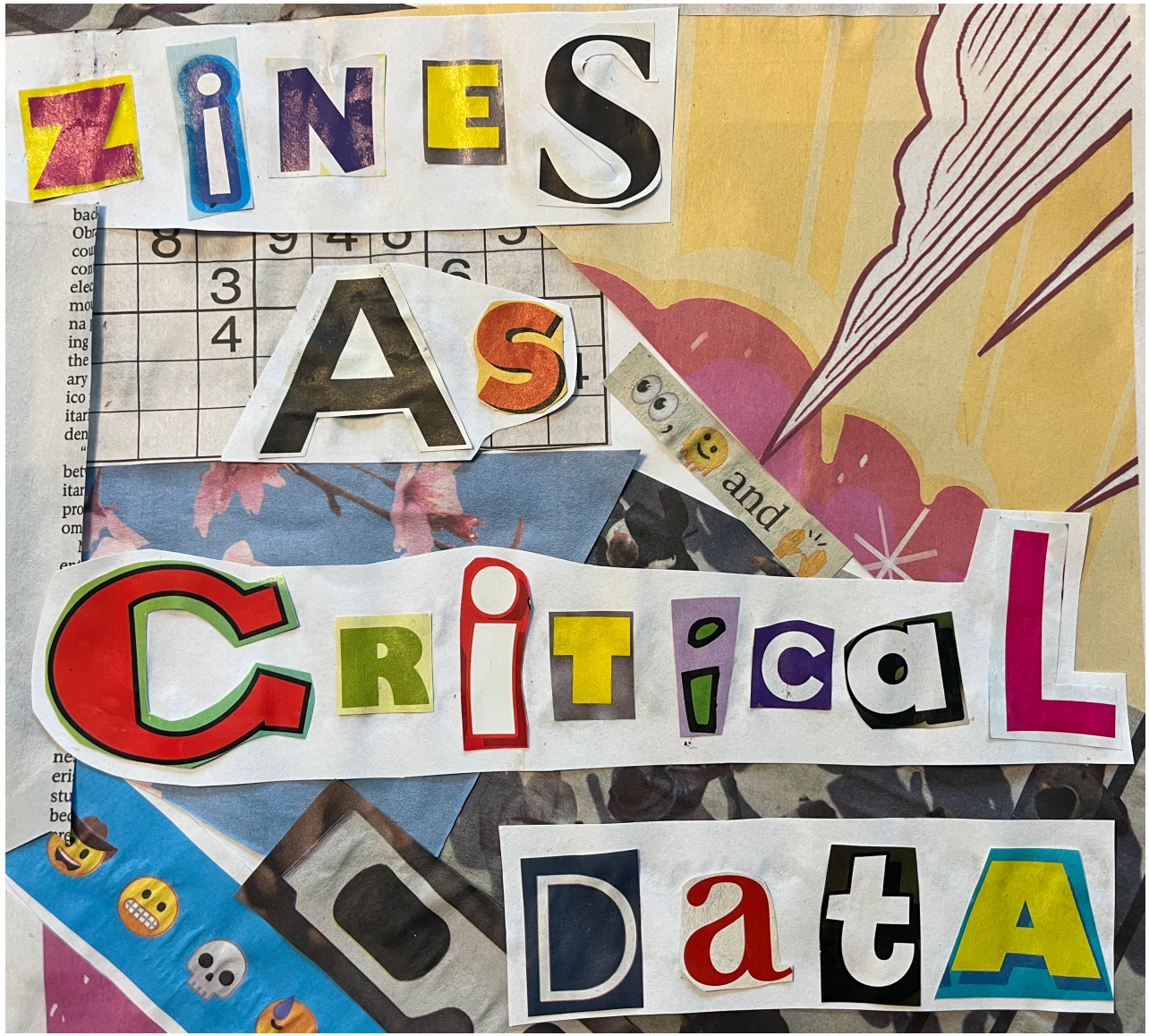


“The dish represented the shared territory, although it is important to remember that sharing territory for hunting did not involve interfering with one another’s sovereignty as nations. It represented harmony and interconnection, as both parties were to be responsible for taking care of the dish.”

- **Leanne Betasamosake Simpson**, Looking after Gdoo-naaganinaa: Precolonial Nishnaabeg Diplomatic and Treaty Relationships. *Wicazo Sa Review 23*(2), 29-42.

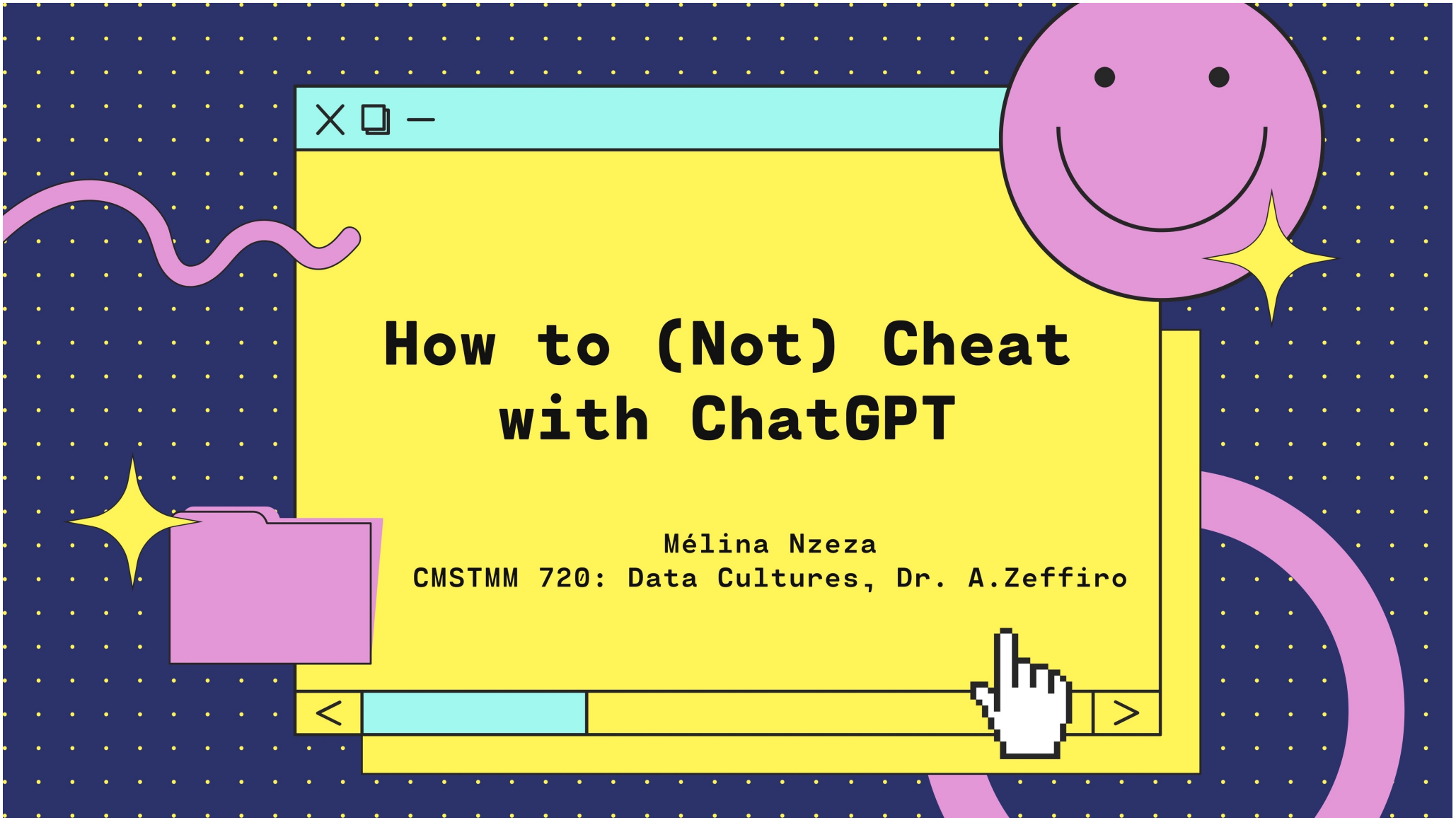
The alternative [to extractivism] is deep reciprocity. It’s respect, it’s relationship, it’s responsibility, and it’s local.

- **Leanne Betasamosake Simpson,** in conversation with Naomi Klein in Dancing the World into Being: A Conversation with Idle No More's Leanne Simpson. *Yes! Magazine*. March 6, 2013


ZINES
AS
and
CRITICAL
DATA

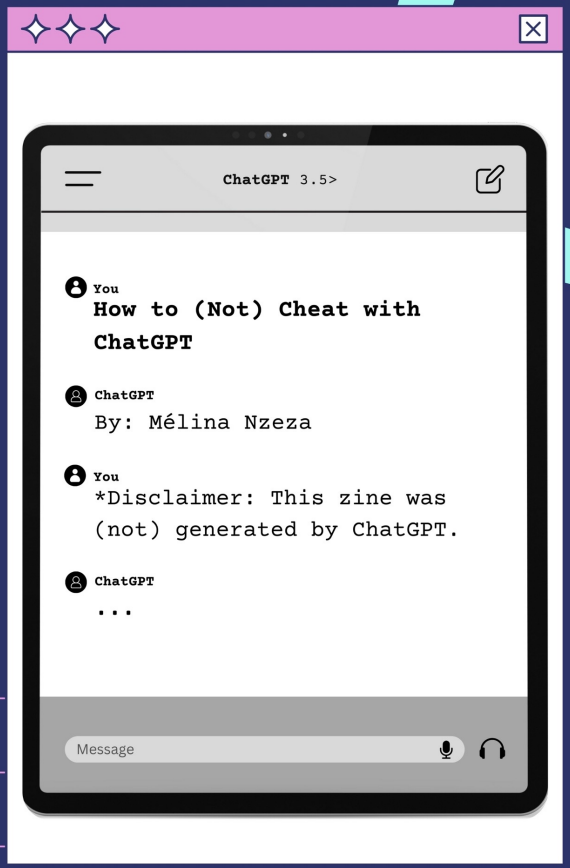
Presentation Schedule

10:40-10:50	How to (Not) Cheat with ChatGPT	*Mélina Nzeza*
10:50-11:00	The Chinese are Spying on Us!: Racialized Discourse on Cyber Espionage	*Abigail Atmadja*
11:00-11:10	Connor the Cloud": A Consideration of Data Discourse in Children's Books	*Cassie Turkstra*
11:10-11:20	Unlinking the Chain: A Guide to Breaking Data Linkages and Protecting Your	*Zeina Abouchacra*
11:20-11:30	Validating or Violating: An Introspective Look on How Health Information is Used Online	*Elsie Sheppard*
11:30-11:40	**BREAK**	
11:40-11:50	Data Dunk, An Investigation of the Application of Data-Driven Decision-Making in Basketball	*Kiyaan Chavoshi*
11:50-12:00	Operation Aspire: An Investigation of Spotify's Podcasters AI Translation	*Milica Hinic*
12:00-12:10	All AI is Local: Rejecting the Pernicious Myth of Universalism in AI Discourse	*Elisabeth Greve*
12:10-12:20	Sustain!: A Zine about Digital Archiving, Community, and Preserving Queer	*Amanda Jarvis*
12:20-1:00	**DISCUSSION**	

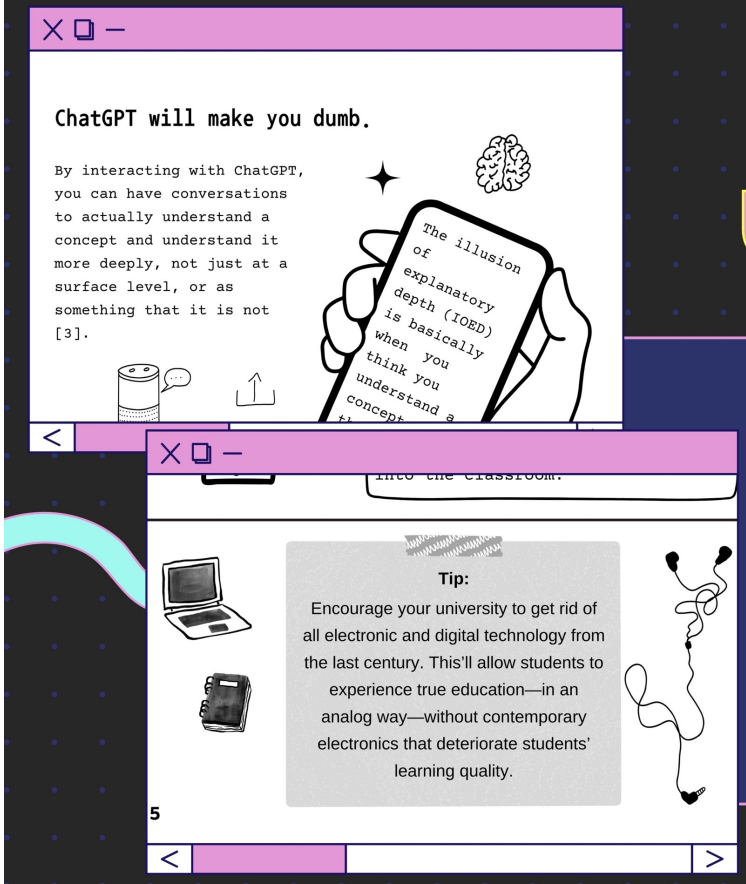

How to (Not) Cheat with ChatGPT
Mélina Nzeza
CMSTMM 720: Data Cultures, Dr. A.Zeffiro

Theme of the zine

- Use of artificial intelligence (AI) in education
- Counter-hegemonic to punitive narratives
- Fear of academic fraud
- Satire



Use of satire



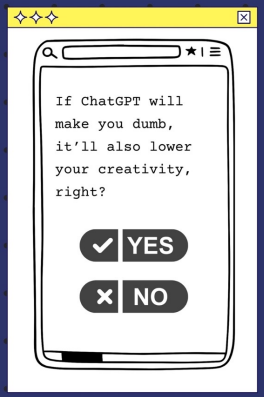
- Satire = type of humour
  - Criticizing ideas to make a point
- Touches on stereotypes of ChatGPT
  - Section headings & tips
- Encourages reflection from readers

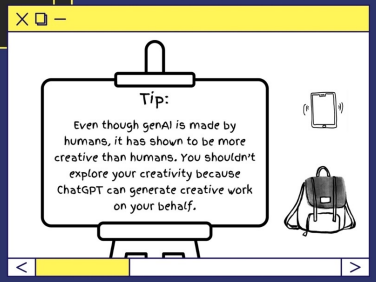
Aims of the zine

Contribute to research on genAI use in higher education

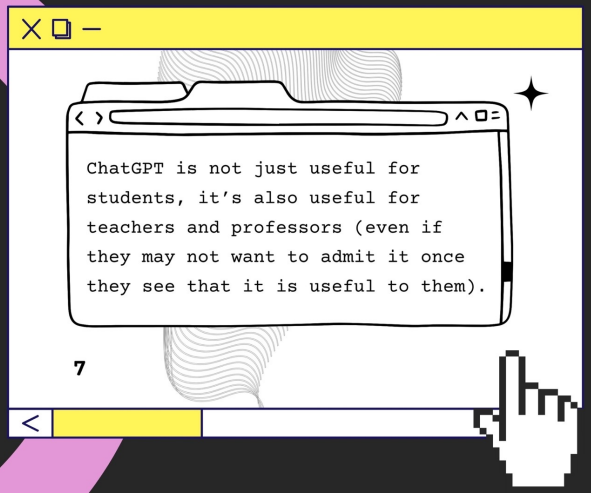
Increase knowledge of genAI to students and educators

Encourage the integration of genAI in education





Further intentions

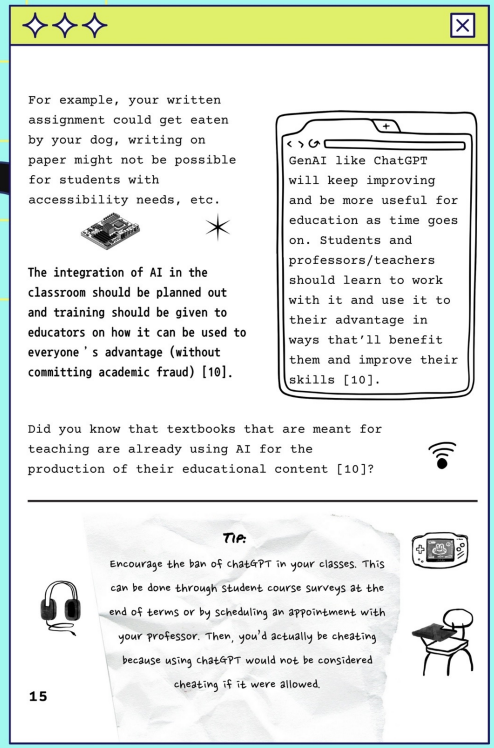


DATA CULTURES
Relations between AI and data

PERSONAL EXPERIENCE
Avoiding any use due to fear of academic fraud

EDUCATOR'S PERSPECTIVE
Not just useful for students

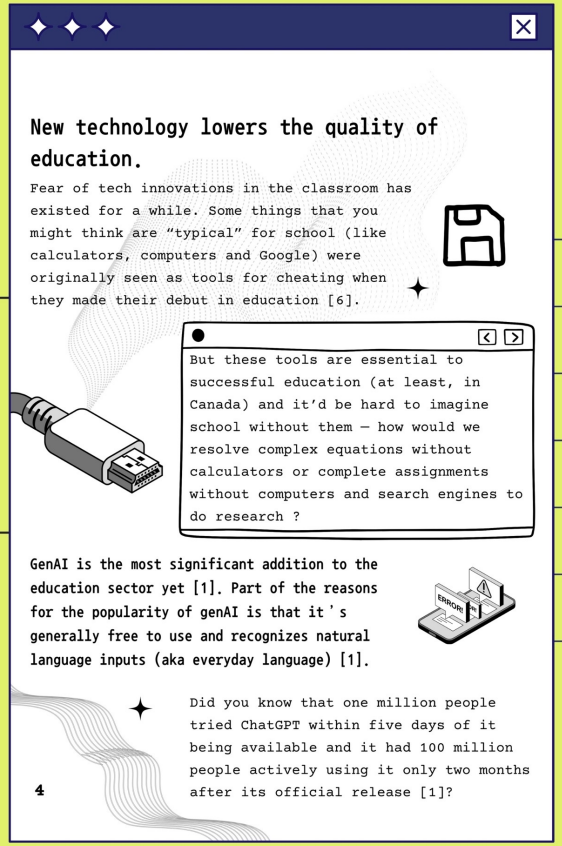
Target audience



- University-Level Students
- Conversational Language
- Avoiding "TL;DR"

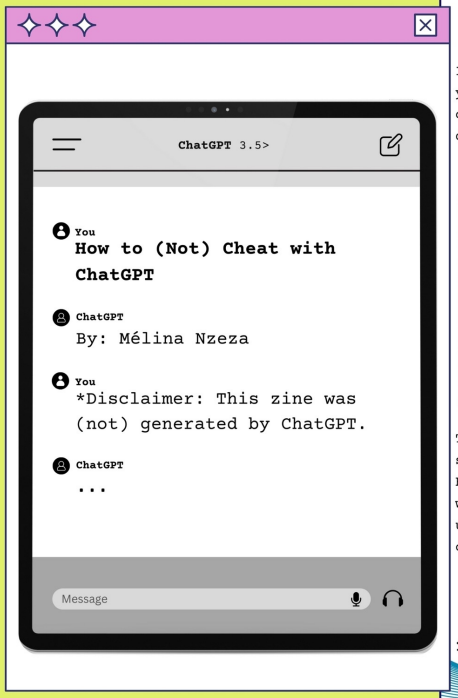
Creative Process

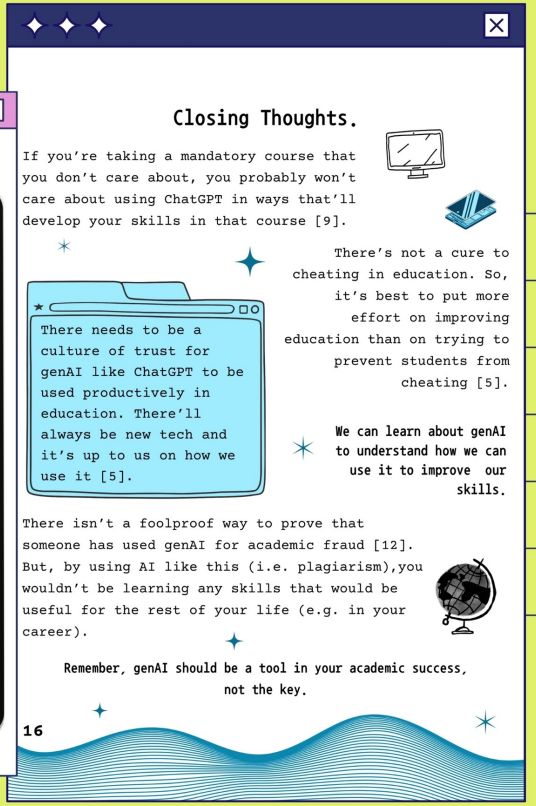
- Research on stereotypes and beliefs surrounding ChatGPT
- Results of incorporating of genAI in education
- Positive impacts of gen AI in education
  - For students and educators



Creative Process (cont'd)

- Grayscale to mimic monochromatic theme of ChatGPT
- One page with colour (blue)
  - Meant to be calm/hopeful
- Human-Computer Interaction (HCI)
  - Original art + Art from Canva





Lessons learned

GenAI can be very useful for education

Likely to become ubiquitous

Students using ChatGPT ≠ cheating

It's a collaborator

Overcoming the fear of the unknown

Forming personal opinions

Thoughts on making a zine

DIFFICULT IN MANY WAYS

From research to printing

LIMITED SPACE

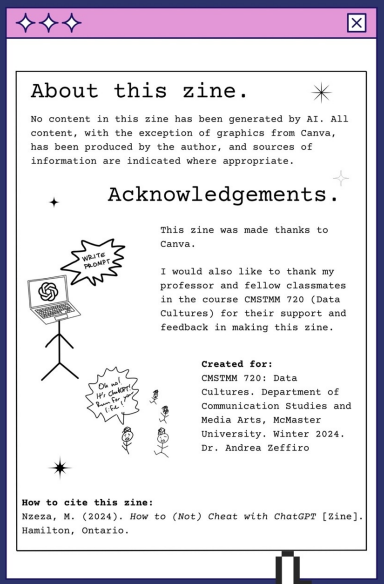
Must select content wisely

CREATIVE MEDIUMS

Different ways of delivering research

CREDIBILITY

Compared to academic papers, etc.



About this zine.

No content in this zine has been generated by AI. All content, with the exception of graphics from Canva, has been produced by the author, and sources of information are indicated where appropriate.

Acknowledgements.

This zine was made thanks to Canva.

I would also like to thank my professor and fellow classmates in the course CMSTMM 720 (Data Cultures) for their support and feedback in making this zine.

Created for:
CMSTMM 720: Data Cultures. Department of Communication Studies and Media Arts, McMaster University. Winter 2024. Dr. Andrea Zeffiro

How to cite this zine:
Nzeza, M. (2024). *How to (Not) Cheat with ChatGPT* [Zine]. Hamilton, Ontario.


Thank
You!

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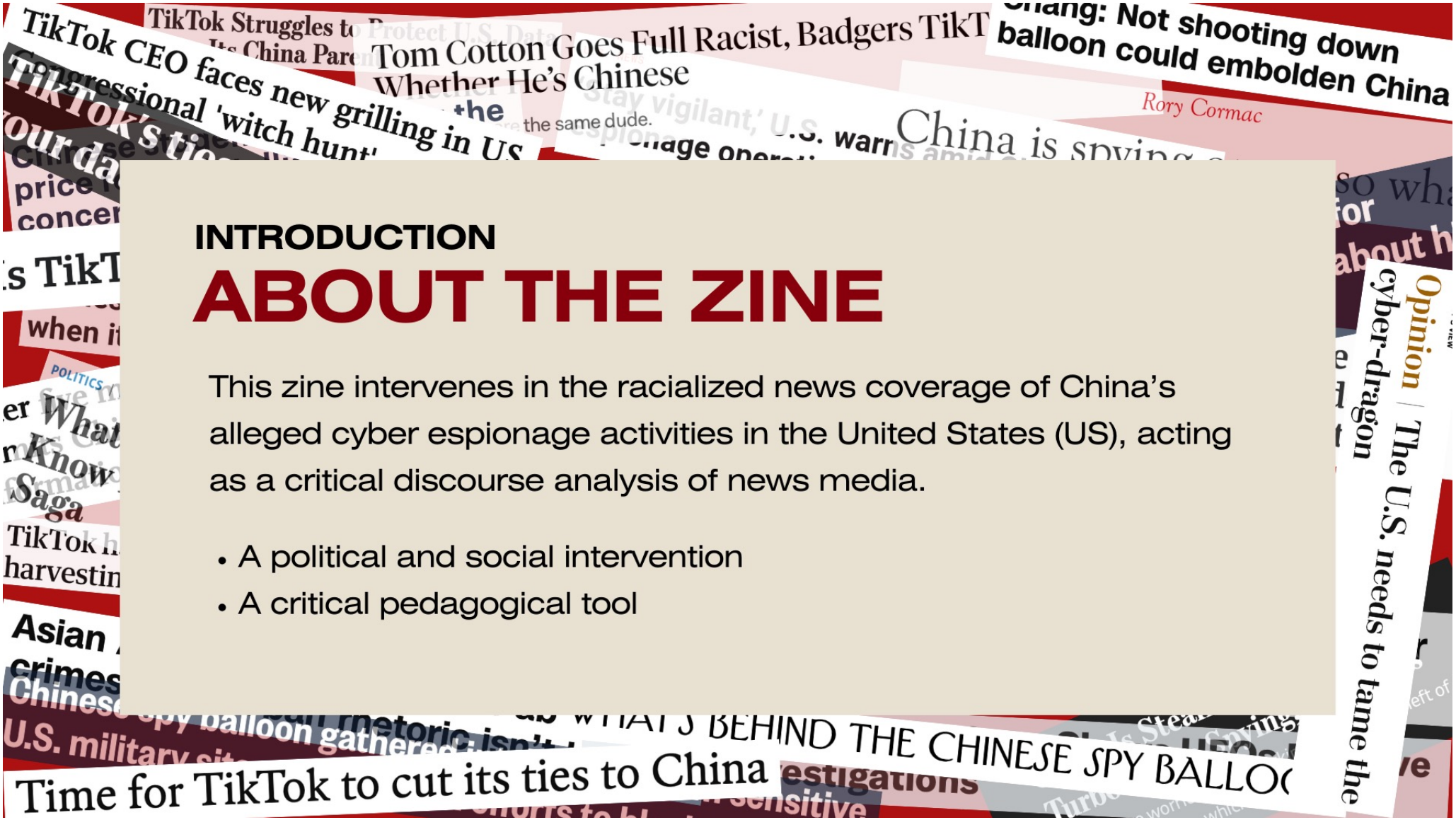
“THE CHINESE ARE SPYING ON US!”

Racialized discourse on cyber espionage

By: Abigail Atmadja
CMSTMM720: Data Cultures, Dr. Andrea Zeffiro



INTRODUCTION

ABOUT THE ZINE

This zine intervenes in the racialized news coverage of China's alleged cyber espionage activities in the United States (US), acting as a critical discourse analysis of news media.

- A political and social intervention
- A critical pedagogical tool

INTRODUCTION

TARGET AUDIENCE

This zine engages readers interested in exploring the intersections of race, technology, and geopolitics

- Critical race scholars
- Students
- Activities
- Journalists
- Asian-American Pacific Islander (AAPI) communities

(and those who like witty humour!)

CONTENT

INVESTIGATING DATA CULTURES

Nissembaum's (2005) Securitization

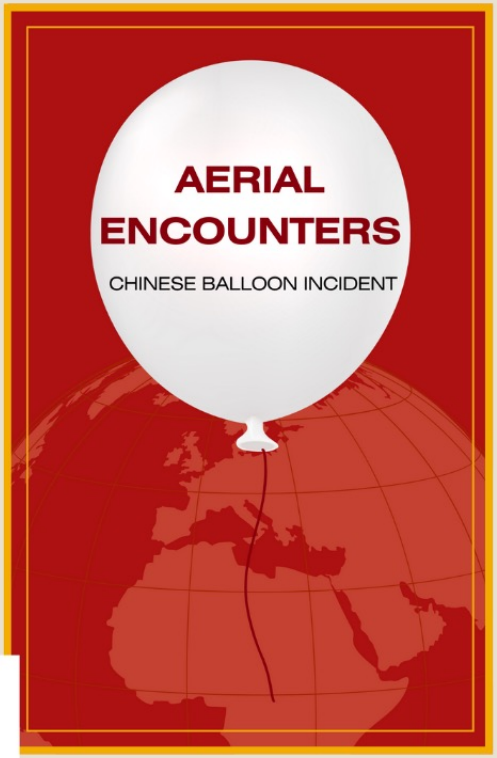
- Successful news media construct of China as a security threat.
- "To securitize an activity or state-of-affairs is to present it as an urgent, imminent, extensive, and existential threat to a significant collective" (p. 66).

Morley & Robins' (1995) Techno-orientalism

- Techno-orientalism is a concept that depicts East Asian nations as representative of a futuristic, technologically dominant dystopia.

CONTENT

SECTION BREAKDOWN



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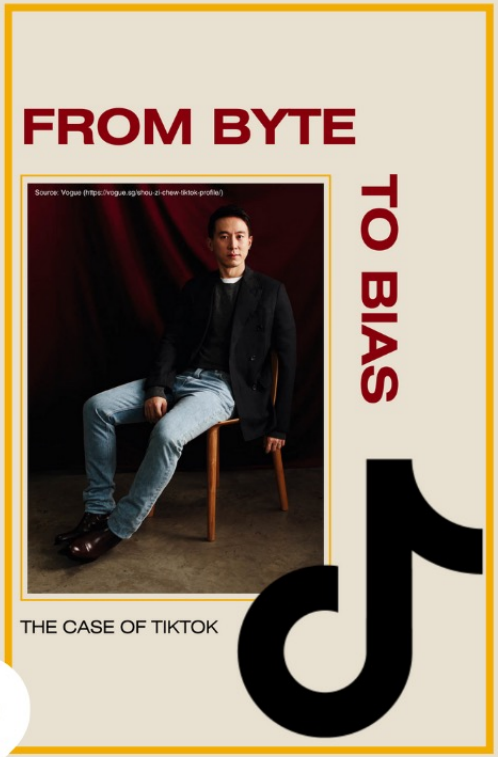

2

3

FORMAT

CREATIVE PROCESS

- Chose a color palette in line with the flag of China
- Researched online zine databases for design inspiration
    - Scrapbook-esque, DIY, messy, “Cut-and-paste” (Radway, 2011), amateur-ish aesthetics
- Preliminary design feedback
- Integrated feedback

FORMAT

DESIGN ELEMENTS

Color palette include red, white, beige, black, gold yellow, which follows the colors on the Chinese flag.

Because of TikTok's Chinese ownership, there is apprehension that the Chinese communist government could demand access to user data should they sanction it (which, might we add, remains speculative to this day). While Chew denies this and asserts that TikTok stores its data in the US and Singapore, concerns persist about the potential for government intervention.

In Chew's first appearance before Congress in March 2023, he went to great lengths to distance himself and TikTok from ties to China:

Let me state this unequivocally: ByteDance is not an agent of China or any other country. (There's an) inaccurate belief that TikTok's corporate structure makes it beholden to the Chinese government or that it shares information about US users with the Chinese government. This is emphatically untrue... The bottom line is this: American data (is) stored on American soil, by an American company overseen by American personnel.

— **Shou Zi Chew**
Tik Tok CEO

Source: Vogue (https://vogue.sg/shou-zi-chew-tiktok-profile/)

The racialization of the act of spying with the Chinese balloon in tandem with imagery equating it to alien machinery serves as yet another Sinophobic narrative crafted by Western journalists using techno-orientalist language to describe China's activities, aiding in the US-China rivalry. The balloon controversy has only widened the rift between the US and China, with possibly massive political ramifications moving forward. While the US has since come out with a statement concluding that the balloon did not collect data when it flew across the US, yellow perilous anxieties have prematurely plagued Western perceptions of China for five months between February and June of 2023, as Western media jumped the gun and decided to construct China as a thief, continuing the decades old Sinophobia in Western thought regarding China and Chinese individuals.

After five months of strained ties, US admits Chinese balloon did not collect information

POLITICS | NATIONAL SECURITY
What's Going On in the Sky? What We Know About UFOs and the Balloon Saga

Chinese spy balloon did not collect data when it flew over U.S.: Pentagon

While legitimate concerns exist regarding ByteDance's susceptibility to Chinese government pressure and what that might mean for US citizens' data security, the demonization of a homogenous China, as demonstrated in Senator Cotton's nonsensical lack of ability to differentiate Singapore from China, as a premature reaction to these yellow perilous anxieties is unjust and counterproductive. It is imperative that US policymakers refrain from irresponsibly using xenophobic and racialized rhetoric, especially when discussing venues for political struggle such as technology (6) and corresponding national security concerns.

The question remains...

Is TikTok really a danger to the West?

With over 150 million active US users on TikTok, the platform has become a worldwide cultural phenomenon. Despite this, TikTok and its CEO remain mired in controversy, particularly regarding their ties to China. News coverage of TikTok's data harvesting allegations remains relatively tinged with techno-orientalist language. In particular, the app's data collection practices are often framed in a way that emphasizes its connection to the Chinese Communist Party, racializing the platform and further feeding into the fears about Chinese government surveillance and control.

TikTok Struggles to Protect U.S. Data From Its China Parent

TikTok's ties to China: why concerns over your data are here to stay

Time for TikTok to cut its ties to China

TikTok has been accused of 'aggressive' data harvesting. Is your information at risk?

2 **Fonts** used, one for headings and quotes, and the other for body paragraphs

Images include manipulated photographs and graphic art on Canva

Digital **"Cut-and-Paste"** of news headlines

CONCLUSION

REFLECTION

Language has power, and words matter!

- Urging readers to engage critically with the news they consume, resisting hegemonic narratives of data, especially in the context of racial relations.

Zine as critical data and tool for mobilizing (scholarly) knowledge

- Making research more digestible for the average reader
- A mode of personal resistance and alternative media

THANK YOU!

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2024 April 26

Connor The Cloud:

A Consideration of Data Discourse in Children's Books

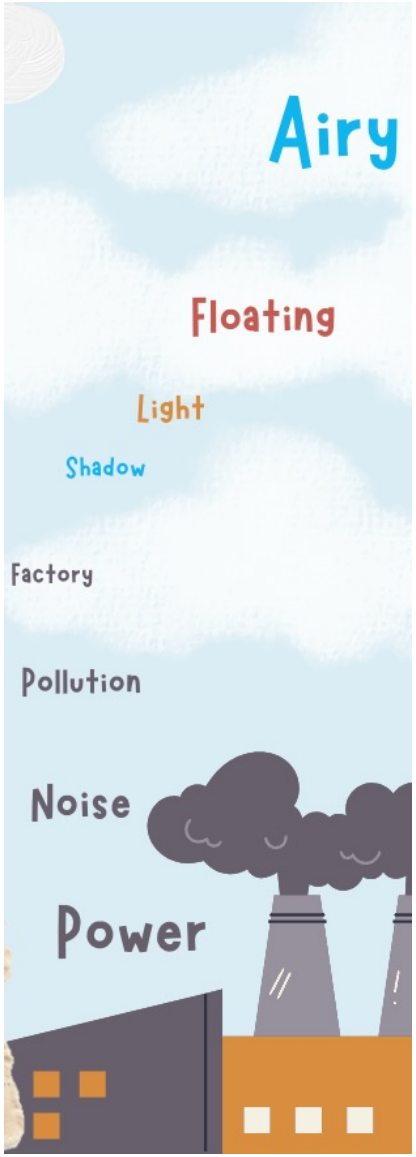
CMSTMM 720: Data Cultures
Dr. Andrea Zeffiro

Cassie Turkstra

About The Zine

- Myths and misconceptions informed by language and word choice
- Deconstructing illusive imaginaries
- Connection to “Data Cultures”

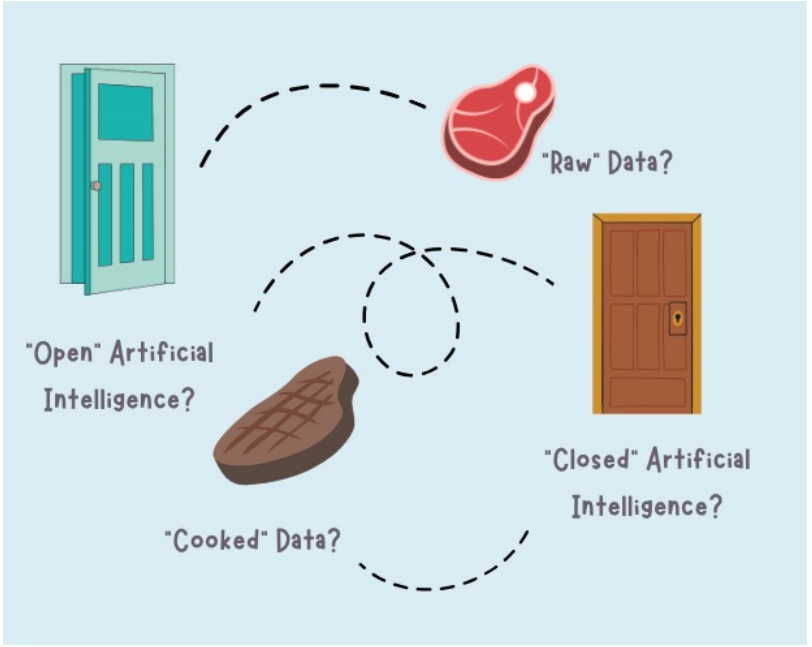
Data is not as "open" as you might think, but your mind can be [13].



Aim and Intent

Data imaginaries are constructed through language:

- Fear and misconceptions develop around Artificial Intelligence and data-driven technologies
- **Goal:** prompt reflections and begin asking questions

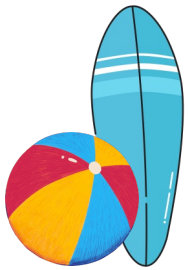


Offering a way forward.

Children's Books and "Connor The Cloud"

"Kids are too young"

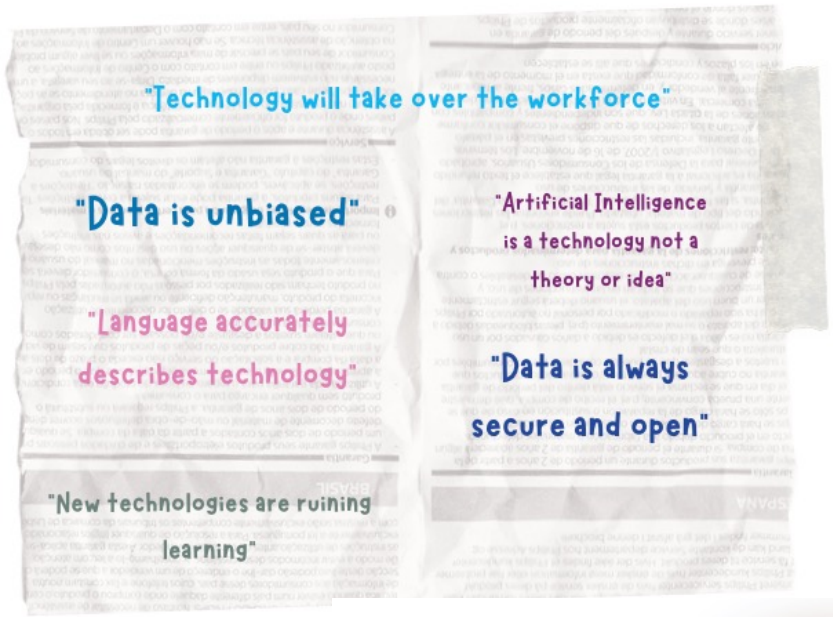
- Early childhood education and popular children's books (grades 1-6)
- Stories as a reflection of the adult mind
- The future generation and STEM



SHOULD WE START SIMPLE?

Asking questions:

- Is everything online true?
- Is everything online safe?
- Is technology scary?
- Is technology good for the environment?
- Who decides what I see online?
- What is left out?
- Can my device change my thinking?
- How do I stay safe online?

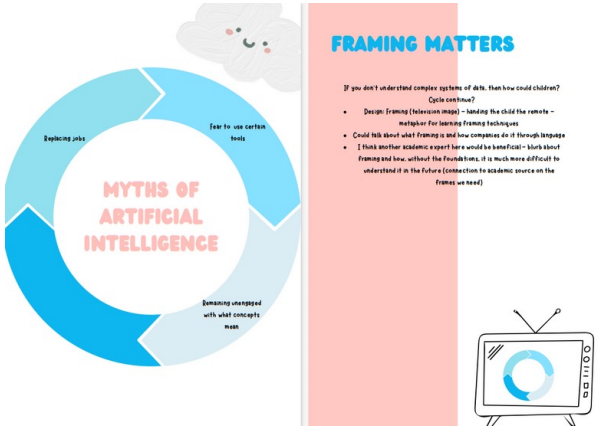


Target Audience

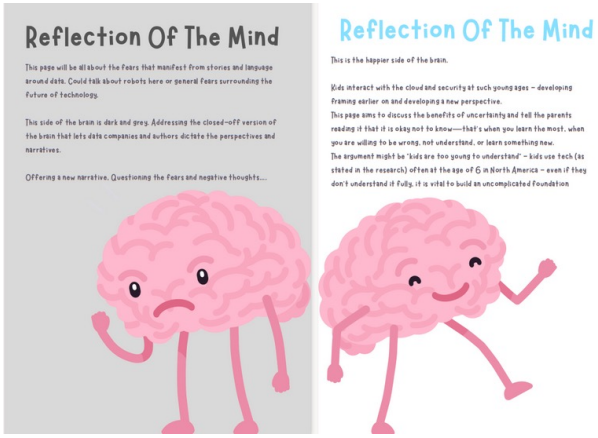
Parents of children (grades 1-6)

- Accessible for adults to engage with alone
- Prompting self-reflection and learning

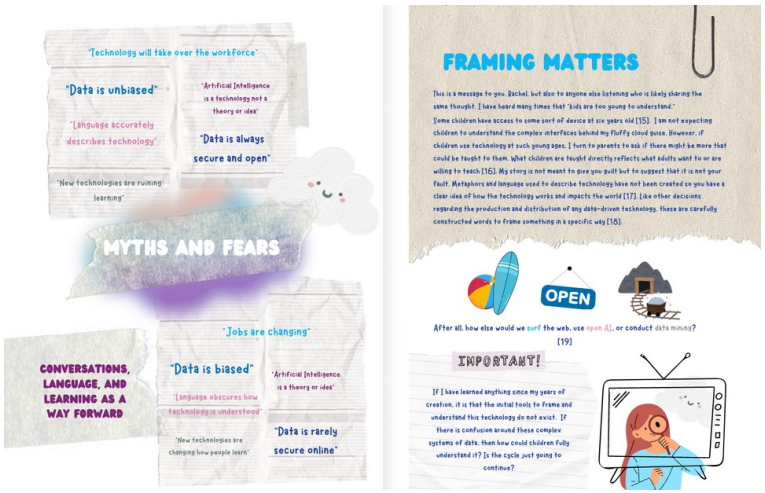
Proof of Concept



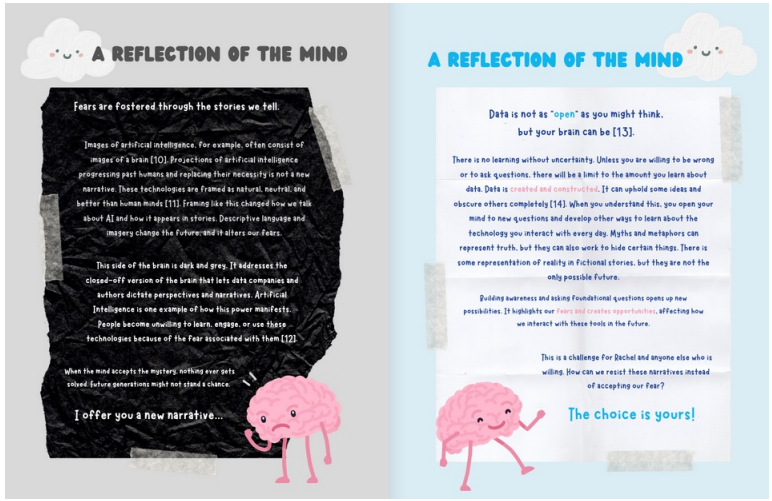
Proof of Concept



Final Product



Final Product



Creative Process

- Feedback
- Finding a design that worked
- Taylor Cruz's zine "AI For Whose Good?"
- The Public's "An Introduction to Zines"

Key Elements

Q S F K W T R U T H E P R I V A C Y I M
N H E S K Y R Q P C J V S X I R U S U E
N E X D E V I C E Z M I N I N G H S L J
H D G U L V F E H M O A O H N P G Q B I
T S J F E P J Q K P L H F B F T H V W F
F G B G A E Q D E P O Q H O F U A X D V
T Q Y Z E I Z H K B S L M H X D R J S P
K P V S S Z Q Q O Z F P L A M A S X E Z
U K E U M U B K P X S Z F U G R J P C U
O A J Q Q F R F E U D S E G T C L O U D
C N W D Q Y O F N H F A S O V I U P R E
I L L F P R H O I U Y F T O X F O U I L
O I R I I T F O T N N E P A M V H N T T
B G C D N F S Q Y P G T K B Y M W R Y D
D H V S T E G R K P R Y L H J B U H B H
H Z Y L E Q W E T C J I N T T L T O V V
V L A J R Y L F B M L U N G U P D L V B
S E Z P N K H C R L F M E T K R Q Y D F
U T K A E C N S K F G N A A J V H J Q S
D N Y N T K N L C O D I N G E E A P J V

Online	Footprint	Pollution	Internet	Truth
Cloud	Security	Privacy	Surfing	Data
Mining	Coding	Safety	Device	Open

- Cut-outs
- Cartoon elements
- Short sentence
- Children's book design elements
- Bright colours
- Activities
- Additional resources

This tool collects and stores data in large factories. One of its primary features is that it makes data easily accessible at any time or place. This type of computing is often referred to as the _____.

When you do anything online, you leave a digital _____ that tracks and remembers everything you do.

Data is constructed. This means that what we see online can be _____ or not tell you the _____.

Data _____ and _____ artificial intelligence are two examples of metaphors that create a certain way to think about technology.

Data-driven technologies can cause various types of pollution that increase their impact on the _____.

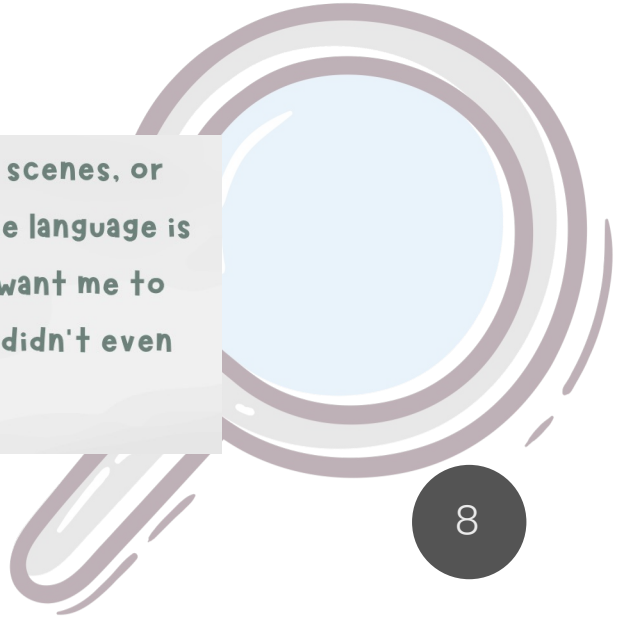
Reflection on Writing

- Finding ways to include personal experiences
- Experimenting with tone and voice
- Producing more questions than answers

Using the work of scholars:

- Finding new ways to implement sources
- Inspiration from my degree:
  - Sally Wyatt (2021)
  - Nathan Ensmenger (2021)

I don't think about pollution, factories, the workers behind the scenes, or the water used to cool the system [3]. Sometimes, I wonder if the language is confusing on purpose. Do the creators of cloud computing not want me to know anything about it? How do I go about locating something I didn't even know existed [4]?



Closing Thoughts

- Engaging in a process of unlearning
- Resisting dominant narratives of data and the ways knowledge is mobilized

Treating this zine as chapter #1!

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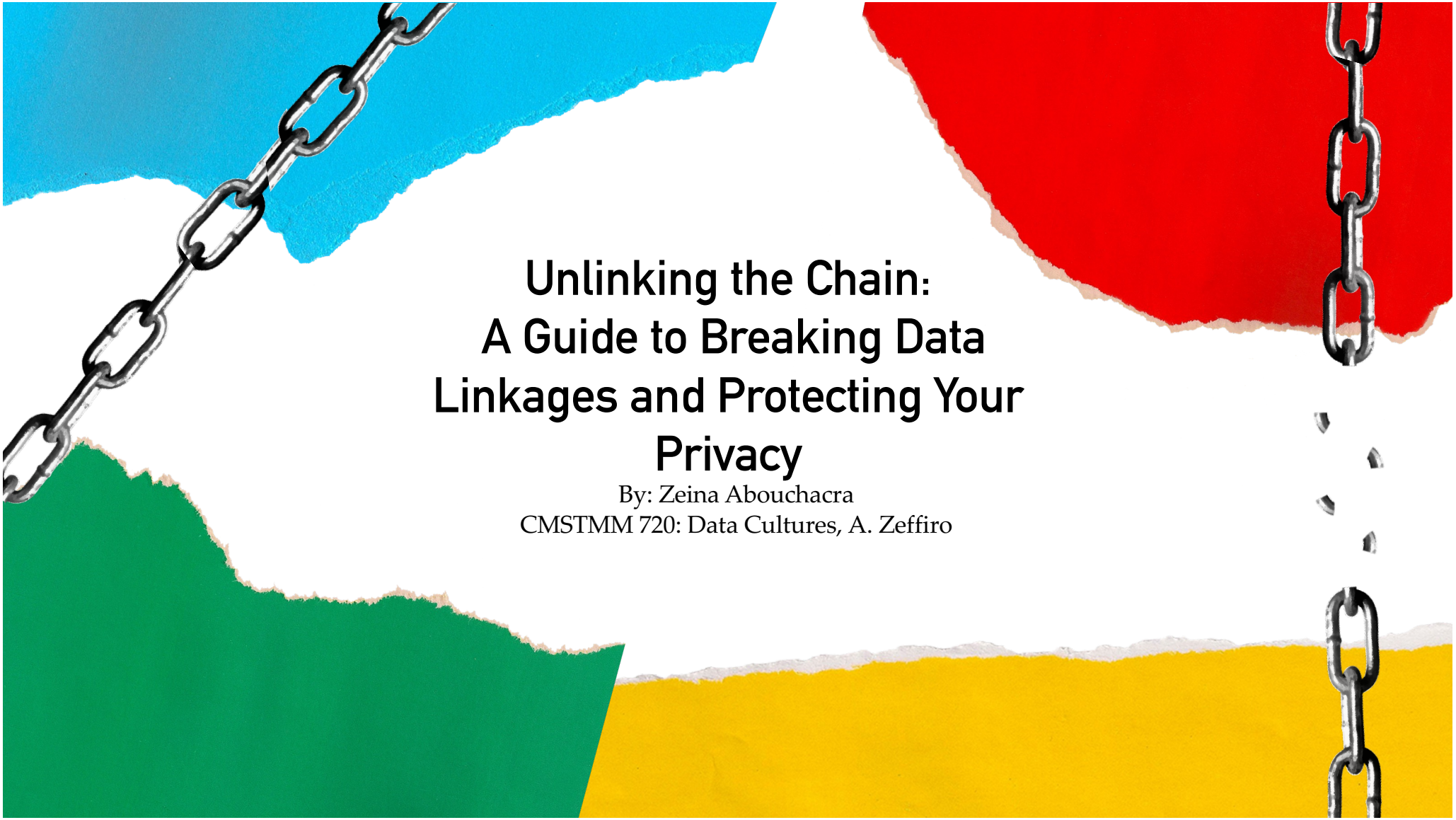


Unlinking the Chain: A Guide to Breaking Data Linkages and Protecting Your Privacy

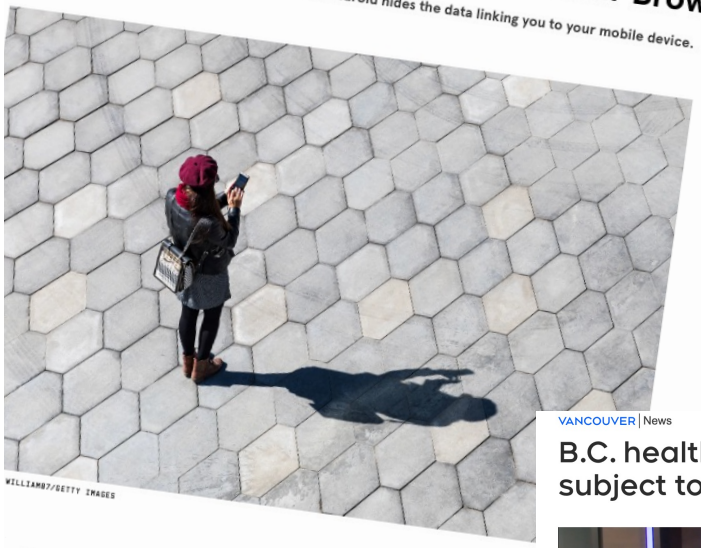
By: Zeina Abouchacra
CMSTMM 720: Data Cultures, A. Zeffiro

CAN WE TRACK COVID-19 AND PROTECT PRIVACY AT THE SAME TIME?

By Sue Halpern
April 27, 2020

A Phone Carrier That Doesn't Track Your Browsing or Location

The new Pretty Good Phone Privacy service for Android hides the data linking you to your mobile device.



WILLIAM87/GETTY IMAGES

AS MARKETERS, DATA brokers, and tech giants endlessly expand their access to individuals' data and movements across the web, tools like VPNs or cookie blockers can feel increasingly feeble and futile. Short of going totally off the grid forever, there are few options for the average person to meaningfully resist tracking online. Even after coming up with a technical solution last year for how phone carriers could stop automatically collecting users' locations, researchers Barath Raghavan and Paul Schmitt knew it would be challenging to convince telecoms to implement the change. They decided to be the carrier they wanted to see in the world.

...plimentary article this month. Subscribe Now. If you're

...s allow the government to track them via their phones, in or...
...y Tom Brenner / Reuters

VANCOUVER | News

B.C. health-care workers' private information subject to data breach

Medical-record software companies are selling your health data

Names and other identifying details are stripped out before it's sold, and it's all legal because "anonymized" data is not covered by privacy laws in Canada.

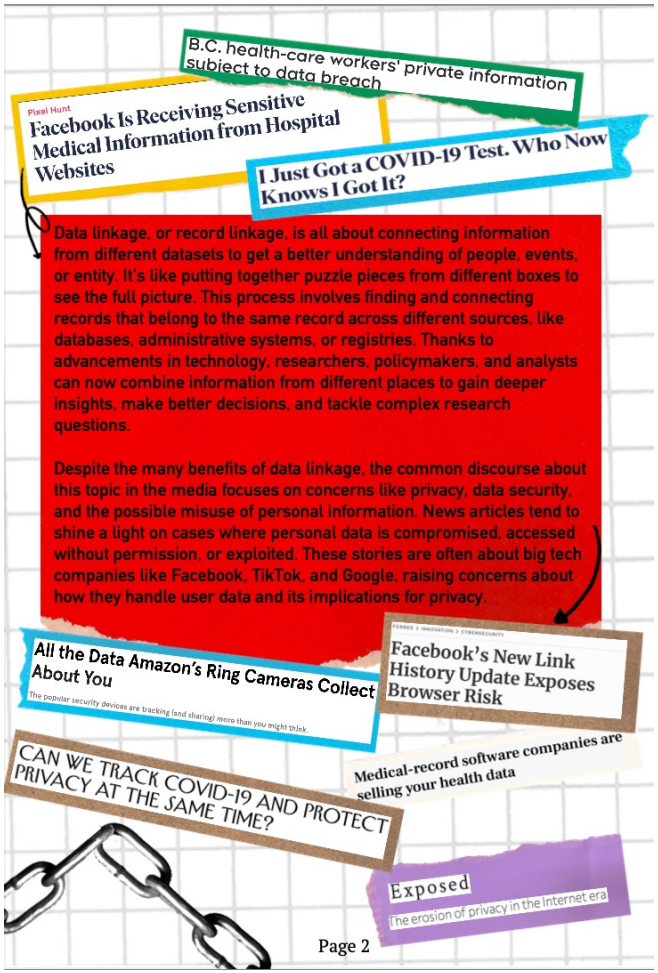
By Sheryl Spithoff Special to the Star
Wednesday, February 20, 2019 | 6 min to read

So you gave personal info to a company caught in a data breach. Now what?

Cybersecurity experts say it's a matter of when, not if, you will be faced with a notice of compromised data

Mary Vallis · CBC News · Posted: Jul 08, 2023 4:00 AM EDT | Last Updated: July 8, 2023

A woman uses her smartphone as apps are shown on an iPad in Mississauga, Ont., on Nov. 13, 2017. One cybersecurity expert says getting caught up in a data breach is a matter of when, not if. (Nathan Denette/The Canadian Press)


B.C. health-care workers' private information subject to data breach
Pixel Hunt
Facebook Is Receiving Sensitive Medical Information from Hospital Websites
I Just Got a COVID-19 Test. Who Now Knows I Got It?
Data linkage, or record linkage, is all about connecting information from different datasets to get a better understanding of people, events, or entity. It's like putting together puzzle pieces from different boxes to see the full picture. This process involves finding and connecting records that belong to the same record across different sources, like databases, administrative systems, or registries. Thanks to advancements in technology, researchers, policymakers, and analysts can now combine information from different places to gain deeper insights, make better decisions, and tackle complex research questions.
Despite the many benefits of data linkage, the common discourse about this topic in the media focuses on concerns like privacy, data security, and the possible misuse of personal information. News articles tend to shine a light on cases where personal data is compromised, accessed without permission, or exploited. These stories are often about big tech companies like Facebook, TikTok, and Google, raising concerns about how they handle user data and its implications for privacy.
All the Data Amazon's Ring Cameras Collect About You
The popular security devices are tracking (and sharing) more than you might think
Facebook's New Link History Update Exposes Browser Risk
Medical-record software companies are selling your health data
CAN WE TRACK COVID-19 AND PROTECT PRIVACY AT THE SAME TIME?
Exposed
The erosion of privacy in the Internet era
Page 2


Will Google's and Apple's COVID Tracking Plan Protect Privacy?
Is a breakdown in trust, transparency and social cohesion a price worth paying for more extensive data linkage?
So you gave personal info to a company caught in a data breach. Now what?
The media often discusses data linkage, emphasizing the importance of individuals being proactive in protecting their privacy. News articles advise people to be careful when sharing personal information online and to consider using privacy-enhancing tools. While it's essential to be mindful of privacy risks, the media's intense focus on alarming stories can sometimes lead to increased fear and distrust of digital technologies and online platforms used for linking data.
As brands test Amazon's direct link between digital ads and Whole Foods purchases, they spot new data nuggets — and gaps
iPhone keeps record of everywhere you go
Privacy fears raised as researchers reveal file on iPhone that stores location coordinates and timestamps of owner's movements
Canada's Broken Electronic Medical Records Model
Across BC and the country, patients, doctors and the health-care system suffer from a faulty patchwork of incompatible systems.
Researchers find Amazon uses Alexa voice data to target you with ads
Does Your Phone Listen to You for Ads? Or Is It Just Coincidence?
A Phone Carrier That Doesn't Track Your Browsing or Location
The new Pretty Good Phone Privacy service for Android hides the data linking you to your mobile device.
The Government has built a data colossus - is it playing with fire?
Page 3

Case Study 1: Healthcare

Limiting Infectious Disease Outbreaks

Data linkage is crucial for global public health efforts, especially during infectious disease outbreaks like the COVID-19 pandemic. It helps authorities understand various aspects of the virus and guides response strategies effectively.

One major advantage of data linkage is its ability to offer a comprehensive view of disease dynamics, including how diseases spread, the factors that contribute to transmission, and the outcomes for affected individuals. This broader perspective empowers public health authorities to create targeted interventions and allocate resources more efficiently to curb the spread of infectious diseases.

Data linkage also plays an important role in evaluating preventive measures, such as vaccination programs. By tracking vaccine uptake and effectiveness across different populations, linked data helps optimize immunization strategies and ensures widespread protection against infectious diseases. Additionally, this approach can help pinpoint gaps in healthcare utilization and access, allowing authorities to address disparities and enhance healthcare delivery to vulnerable communities.

Case Study 2: Government

Supporting Policy Making

The linkage of records across different databases has become a powerful tool for governments to make informed decisions, allocate resources effectively, and address complex societal challenges for the benefit of citizens and communities.

For instance, in Ontario, Canada the linkage of administrative health care databases with data from Immigration, Refugees and Citizenship Canada's permanent resident registry, the Office of the Registrar General's Vital Statistics Death Registry, and the federal Indian Register has yielded valuable insights. This has allowed governments to understand health services utilization across most healthcare sectors, including hospital, outpatient, emergency, and long-term care as well as the delivery of health care services among different immigrant classes (including economic immigrants, family class immigrants, and refugee or asylum seekers).

The collaboration between the Ontario Ministry of Children, Community and Social Services, responsible for administering social assistance programs, and organizations like ICES exemplifies the utility of data linkage in meeting the diverse needs citizens and creating positive social impact. By linking data across different data basis and partner organizations, government agencies can now enhance their decision-making, policy development, and service provision.

Case Study 3: Private Sector

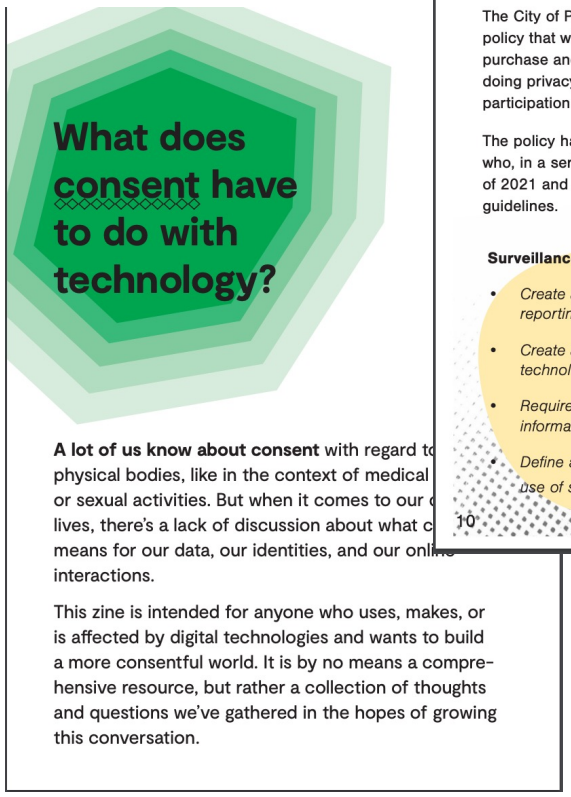
Personalizing Online Advertisements

Data linkage serves as a fundamental tool in delivering personalized experiences to clients through targeted advertising campaigns. By integrating data from diverse sources such as online interactions, in-store purchases, and social media engagement, marketers gain a comprehensive understanding of consumer behavior and preferences. This insight allows tailored advertisements and product recommendations to be shared with specific audience segments, thereby enhancing the overall customer experience.

For instance, Experian Marketing Services, a provider of data-driven marketing, has a platform called OmniView which offers marketers and advertisers a single customer view by establishing identification keys for consumers across different touchpoints (including social, email, mobile, and transactional data). This integrated approach allows marketers to create detailed customer profiles and deliver personalized advertising messages based on individual preferences and past interactions.

By leveraging data linkage, marketers can deliver advertisements that are tailored to individual interests and preferences, making the overall advertising experience more enjoyable and engaging for consumers. For example, someone who enjoys outdoor activities may receive ads for hiking gear or camping equipment, while someone interested in fashion may receive ads for clothing brands they are likely to enjoy. This personalized approach not only enhances the consumer experience but also increases the likelihood of discovering products or services that meet their needs and interests. .

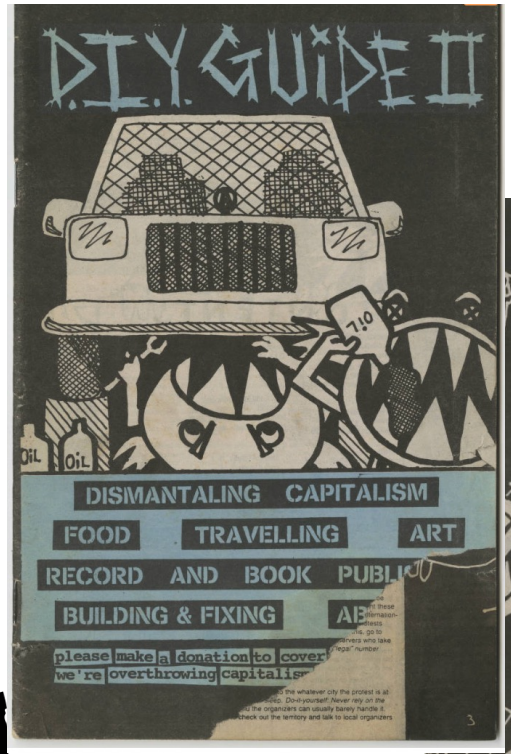
Original Digital Inspiration



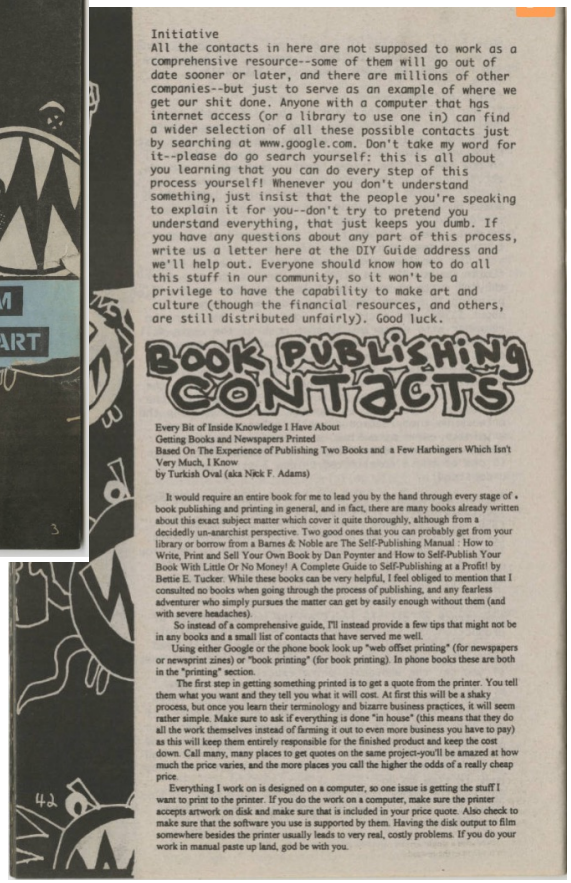
(Allied Media Projects, 2017)

(City of Portland, 2022)

New DIY Inspiration



(CrimethINC, 2002)



Ensuring Road Safety and Security

Various sources, including police reports, hospital records, and mortality data from coroner systems, contribute to traffic safety data. However, each data source has its limitations. For instance, hospital records offer detailed information about sustained injuries but lack information about car accidents and roadway characteristics. While police or insurance reports provide extensive details on car accident but lack data on the severity of injuries.

To address these challenges, governments utilize data linkage strategies to connect crash data with medical records. For example, in the United States, initiatives like Maryland's Crash Outcome Data Evaluation System (CODES) employs probabilistic methods to link various datasets, including those from police, EMS, hospitals, and death certificates. This linked data has been instrumental in conducting a wide range of studies, such as assessing the effectiveness of seat belts, analyzing patterns of injuries in different types of collisions, examining the impact of newer vehicles on safety, and studying the effects of external factors like casino gambling on alcohol-related crashes.

By linking diverse traffic related datasets, governments gain valuable insights into the causes and consequences of traffic incidents, allowing them to develop targeted interventions and policies to improve road safety. These data linkage efforts enable authorities to identify high-risk areas, evaluate the effectiveness of existing safety measures, and implement evidence-based strategies to prevent injuries and save lives on the roads.

Offering Individualized Product Recommendations

In the e-commerce sector, data linkage is instrumental in providing personalized product recommendations to customers and enhancing their shopping experience. E-commerce platforms collect and analyze data from various sources, including browsing history, purchase behavior, product reviews, and demographic information, to understand customer preferences and interests. . Using sophisticated algorithms and machine learning techniques, e-commerce platforms can then generate personalized recommendations tailored to each customer's unique profile.

For example, Amazon utilizes data linkage to power its recommendation engine, which analyzes customers' past purchases, browsing history, and interactions with the platform to deliver personalized product recommendations and targeted promotions in real-time. This helps individuals save time and effort that would otherwise be spent searching through numerous products to find what they are looking for. Additionally, personalized recommendations increase the likelihood of customers finding products that meet their specific needs, resulting in higher satisfaction with their purchase decisions.

Improving Health Care Research

Routinely collected healthcare data, sourced from disease registries, primary and secondary care databases, administrative records, and public health reports, serve as essential resources for healthcare professionals to undertake pioneering research endeavors. By linking these data sets, researchers and health care professionals can match groups of individuals, uncovering valuable insights into disease associations that are otherwise difficult to investigate (through traditional research methods such as randomized controlled trials). This has enabled investigations into connections between conditions like gall bladder disease and colon cancer, appendectomy and inflammatory bowel disease, and vasectomy and prostate disease.

Data linkage has also facilitated the exploration of multiple and overlapping outcome domains within the same group of individuals. For example, studies have assessed both medical outcomes (such as hospitalization rates and mortality) and educational outcomes (like academic performance) in children from population cohorts. This comprehensive approach allows researchers to explore various facets of health and well-being.

The use of data linkage has proven to be invaluable in population-based prediction research. For instance, in Ontario, Canada, researchers devised an algorithm called the Diabetes Population Risk Tool (DPoRT), which accurately predicts diabetes risk at a population level using self-reported measures gathered from routine population health surveys. This method of estimating disease incidence facilitates more efficient population health planning and allows for the evaluation of the effectiveness of illness prevention strategies, ultimately contributing to improved public health outcomes.

Is my Data Linked?

Take the quiz below to see if you're safe from data linkage. Read each question carefully and check off the response that best applies.

Do you use the Internet?

Y es No

Do you anonymize your personal information online?

Yes No

Did you go to a doctor or dentist in the past year?

Yes No

Have you used your phone or computer to do a google search in the past 30 days?

Yes No

Have you liked a post on social media this week?

Yes No

Have you paid any bills online?

Yes No

Have you removed or erased the data from your computer or cloud service?

Yes No

Have you purchased Something online this year?

Yes No

Do you have a credit card you use?

Yes No

Have you ever participated in a national census?

Yes No

Do you have a social insurance number?

Yes No

Did you participate in loyalty programs while shopping?

Yes No

Do you anonymize your personal information online?

Yes No

Does your phone have location services turned on?

Yes No

Have you picked up a prescription from a pharmacy in the past 5 years?

Yes No

Quiz Results

Tally up how many times you checked off yes and no to learn more about your results

3-5 No

Making sure your data is not linked seems to be fairly important to you, but it's not the focus of your existence. You've tried some techniques to limit how your data is shared, accessed, and used but it's still linked. Perhaps living off the grid might help you stop your data from being linked.

6-8 Yes

While you may have done things manually in the past, you are now getting on board with the technology train. You don't limit your day-to-day interactions out of the fear that your data may be linked and instead are more worried about more pressing concerns like passwords being leaked or your computer overheating.

10+ Yes

You live your life without the fear that your data might be linked and enjoy the benefits that this technology affords. You love receiving product recommendations based on your purchase history. You like how your family doctor knows about your most recent visit to the walk-in clinic without having to explain everything to them.

Evolution of Data Linkage

1796
The first instance of data linking is traced back to Edward Jenner, an English physician and scientist who conducted ground-breaking research by studying individuals who had been infected with cowpox and its immunity against smallpox.

1880
Herman Hollerith's invention of the tabulating machine in 1880 marked a pivotal moment in data processing history. This machine automated the tabulation of census data, streamlining data management for government agencies and commercial enterprises. Hollerith's invention laid the groundwork for future data linkage advancements.

1959
Canadian geneticist Howard Newcombe introduced novel concepts such as odds ratios and value-specific probabilities, revolutionizing modern computerized data linkage. His innovative ideas have since been incorporated into software widely used in epidemiological research.

1800
John Snow, an English physician, mapped the locations of cholera cases and water pumps in London to identify contaminated water as the source of the outbreak. His pioneering epidemiological investigation laid the groundwork for future use of data linking in public health.

1935
James C. Malin, an American historian, pioneered the application of record linkage to federal censuses. By utilizing nominal record linkage, Malin was able to trace the settlement history of Kansas and study migration patterns over time.

1964
Sir Donald Acheson founded the Oxford Record Linkage Study, which connected birth, morbidity, and mortality data for an entire community. This system revolutionized epidemiological research by enabling the analysis of disease patterns over time.

1969
Fellegi and Sunter's foundational research laid the groundwork for probabilistic data linkage, offering a theoretical foundation for record linkage methodologies.

2000
Governments accelerated the diffusion of EHRs, promoting the development of interoperable systems to facilitate data exchange and translational medical research. These electronic patient databases, became important tools for healthcare providers to input, store, and retrieve patient data, supporting the integration of data for research purposes.

2020
The COVID-19 pandemic in 2020 demonstrated the importance of data linkage in public health. Data linkage initiatives played a crucial role in tracking the spread of the virus, verifying vaccinations, monitoring healthcare capacity, and informing evidence-based decision-making to mitigate the impact of the pandemic

1990
The adoption of electronic health records (EHRs) in the 1990s revolutionized healthcare data management, enabling more efficient storage, retrieval, and sharing of clinical information among healthcare providers.

2010
Privacy-preserving record linkage techniques, such as the use of Bloom filters, emerged to protect personal information during data linkage processes, especially in the healthcare sector.

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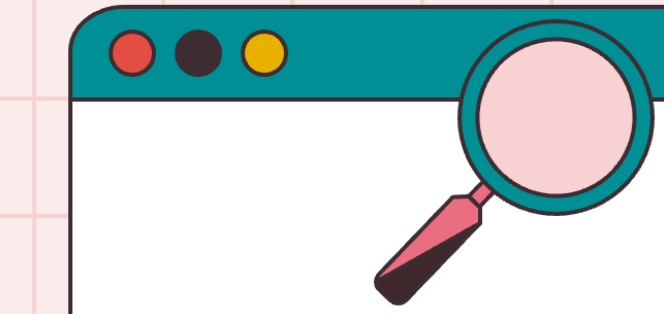


Validating or Violating: An Introspective Look on How Health Information is Shared Online

By: Elsie Sheppard
CMSTMM 720: Data Cultures, A. Zeffiro

How is information shared/stolen?

Security Issues With Telehealth Systems

The COVID-19 pandemic popularized online video platforms like Zoom and Telehealth systems with hopes of lessening the spread of the virus. People could attend work meetings and doctor's appointments online, allowing them to complete daily tasks from the safety of their homes. Telehealth systems are digital platforms that enable people to access and manage their health care online. Many telehealth systems include the option for video conferencing, the ability to look at test results, the opportunity to request prescription refills, and the choice to message with nurses. With moving doctors' visits and other health care needs online, privacy concerns regarding the security of personal health information have come to the forefront.

Security Breaches

Many telehealth systems are susceptible to hacking. When things happen over the internet, hacking is always possible. With more people using the internet and telehealth systems for their healthcare needs, telehealth systems generate a lot of health information, making them prime targets for cyber-attacks. Hackers can hack into the actual video stream of a patient's visit, listening in on private and confidential conversations between patients and health care providers [1]. Telehealth systems also use the cloud to store information, which can be susceptible to hacking and harvesting confidential data [2]. The information hackers can collect from telehealth systems includes names, emails, and medical records, including biometric data ranging from blood pressure and blood test results to prescription information to family medical history.

The data that hackers collect from telehealth systems is valuable on the black market [3]. Telehealth systems hold a lot of personal information, both health-related and non-health-related, in one place, making them more desirable than other information, such as credit card numbers [4]. This stolen information can be used for many different purposes, including blackmailing patients and identity theft [5].

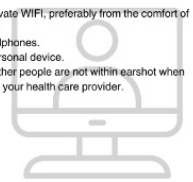
Cybersecurity firms and strategic design features can help to mitigate hacking and unauthorized data collection. Some design features that keep data more secure include two-factor or multi-factor authentication and regular system assessments to check for vulnerabilities [6].

Environmental Factors

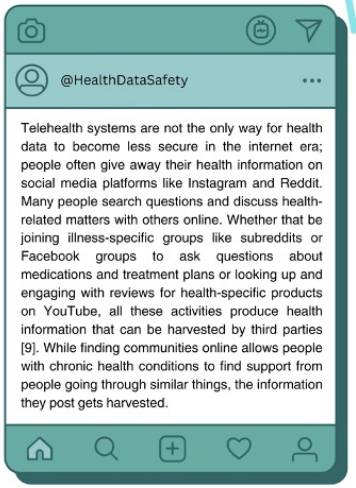
Other security issues involve environmental factors or the location where an individual engages with telehealth systems. If an individual joins a telehealth video conference on a public WIFI, it makes them more susceptible to hacking. Private WIFI, like the ones in most homes, is more secure and ideal for telehealth conferencing. It is also essential to keep in mind who is around when using telehealth systems. People could be listening in on others' telehealth calls, whether that be other family members living in the same home or strangers if the call is taken in public.

Other environmental factors include giving your healthcare provider access to information they would not get with in-person visits, such as seeing your home through the background of your video. While this may not be harmful, some may consider blurring their background if they wish for extra privacy. Other ways to mitigate these environmental factors include:

- Using a private WIFI, preferably from the comfort of your home.
- Using headphones.
- Using a personal device.
- Ensuring other people are not within earshot when talking with your health care provider.



Security Issues With Social Media



Telehealth systems are not the only way for health data to become less secure in the internet era; people often give away their health information on social media platforms like Instagram and Reddit. Many people search questions and discuss health-related matters with others online. Whether that be joining illness-specific groups like subreddits or Facebook groups to ask questions about medications and treatment plans or looking up and engaging with reviews for health-specific products on YouTube, all these activities produce health information that can be harvested by third parties [9]. While finding communities online allows people with chronic health conditions to find support from people going through similar things, the information they post gets harvested.

Security Issues With Wearable Technology

Another way that third parties collect health data in the internet era is through wearable technology (WT) that tracks biometric data. WT refers to technology meant to be worn by a person, typically in the form of accessories such as watches, glasses, and other jewellery. Examples of WT include fitness trackers, smartwatches, and smart glasses. The most popular brands for WT are Apple, with the Apple Watch, and Google's Fitbit, with its various smartwatches. Fitbit's newest version, the Fitbit Sense 2, claims to help with stress management and sleep. Fitbit monitors the body whenever an individual wears the watch to improve these two health factors. By monitoring the body, the watch claims to identify when an individual feels stressed by providing stress notifications, offering stress management options, tracking sleep, and providing sleep and stress scores. The device also collects biometrics such as blood oxygen levels, heart rhythm, heart rate, skin temperature, breathing rate, and blood glucose levels. The Apple Watch offers similar services in addition to ovulation and cycle tracking. These devices seem to produce more health data than going to the doctor's office.

Telehealth Systems

HIPAA Concerns

The Health Insurance Portability and Accountability Act (HIPAA) ensures that American citizens' health information stays confidential and is not used for unethical reasons. All telehealth systems must be HIPAA compliant to keep the information as safe as possible and lessen the possibility of cyberattacks. To be HIPAA compliant, telehealth providers must include a description of permitted and required uses of the data by the vendor (the ones providing the system), provisions that the vendor will not disclose health data other than what is stated in the contract, and the vendor must have some cybersecurity system to prevent the disclosure of health information [7]. HIPAA compliant systems include Skype for Business and Zoom for Healthcare.

HIPAA also provides privacy tips for healthcare providers. HIPAA suggests that providers should discuss privacy risks and precautions with patients who choose to use telehealth systems. Other tips for providers include reviewing privacy and security policies, scheduling the deletion of files on mobile devices, and utilizing data backup in case of a security breach [8].

While HIPAA has created guidelines about telehealth systems with the intention of protecting patient information, even with these safeguards in place, patient information is still susceptible to unauthorized collection by third parties.

Benefits of Telehealth Systems

You may wonder, if telehealth systems cause so many problems, why do we continue using them? While telehealth systems do have drawbacks, these systems also have many benefits, including:

- Comfort. You can sit in the comfort of your home to attend appointments rather than physically going into an office. This is optimal for older patients and patients with a limited range of motion.

- Convenience and improved access. Finding a family doctor close to you is sometimes difficult, so telehealth visits help people save time from travelling to and from the doctor's office. Telehealth systems are particularly helpful for those living in rural areas.

- Control of spreading disease. As seen in the case of COVID-19, telehealth systems can lessen the spread of infectious diseases. People can access healthcare without putting themselves or others at risk of infection, which is particularly helpful for immunocompromised people.

- Reduced wait times. Doctors' offices usually have long wait times for getting an appointment and sitting in the waiting room. Telehealth allows doctors to fit more patients in during the day, and you won't have to wait in the sitting area with other sick people.

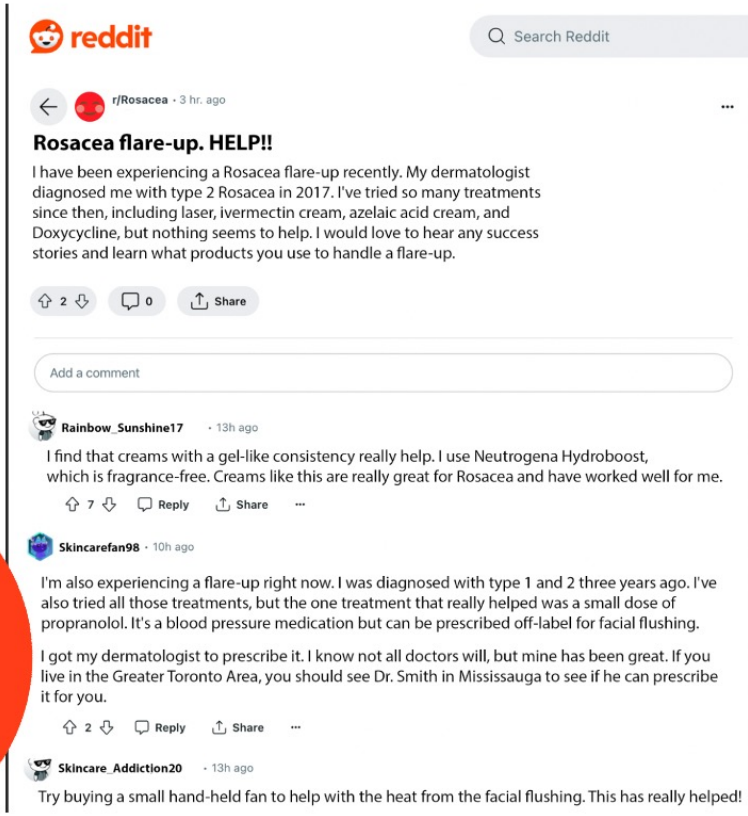
Telehealth systems have both benefits and drawbacks. However, it is hard to tell which one outweighs the other. Since telehealth systems are still in their infancy, it will take more time before we can truly decide if these systems are more beneficial or detrimental to society.

Skype for Business

zoom

for Healthcare

Social Media



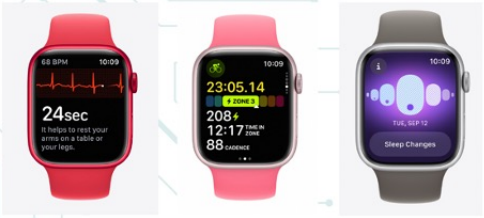
Wearable Technology

However, the amount of data these wearable devices collect threatens the security and confidentiality of personal health information. Fitbit claims not to share any personal information except for limited circumstances, which include when one gives consent by having certain privacy settings, for external processing (the information is sent to corporate affiliates for things like research and analysis), and for legal reasons [13]. The point of concern here comes at the external processing step, where Fitbit sends health information collected through its devices to third parties that can see and use the data. People who wear a Fitbit often have no idea who these third parties are or what actually constitutes 'research' and 'analysis,' as per Fitbit's privacy policy.

Fitbit Sense 2

Image taken from Fitbit's website: https://www.fitbit.com/global/en-ca/products/smartwatches/sense2

The Apple Watch

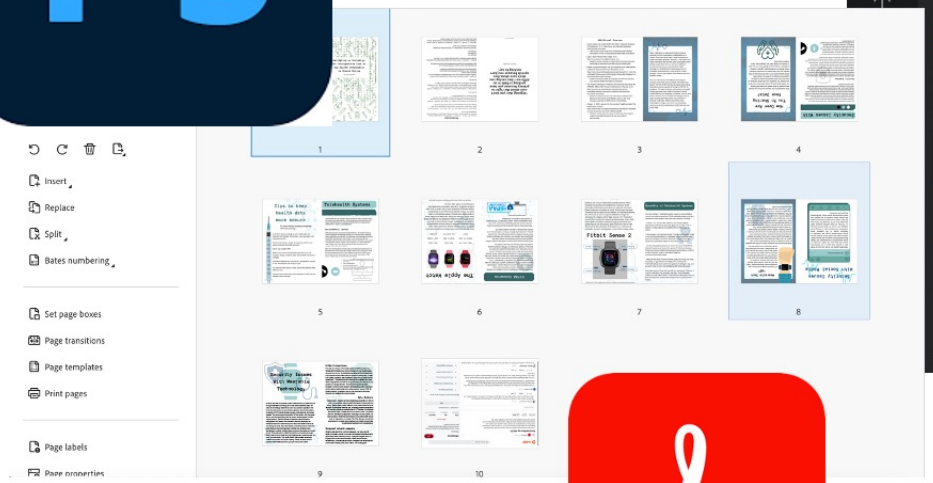


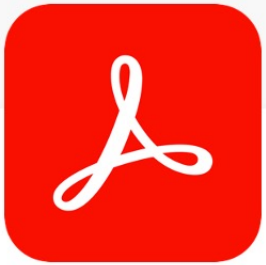
They know the health of your heart	They know exactly how you exercise	They know your sleep schedule

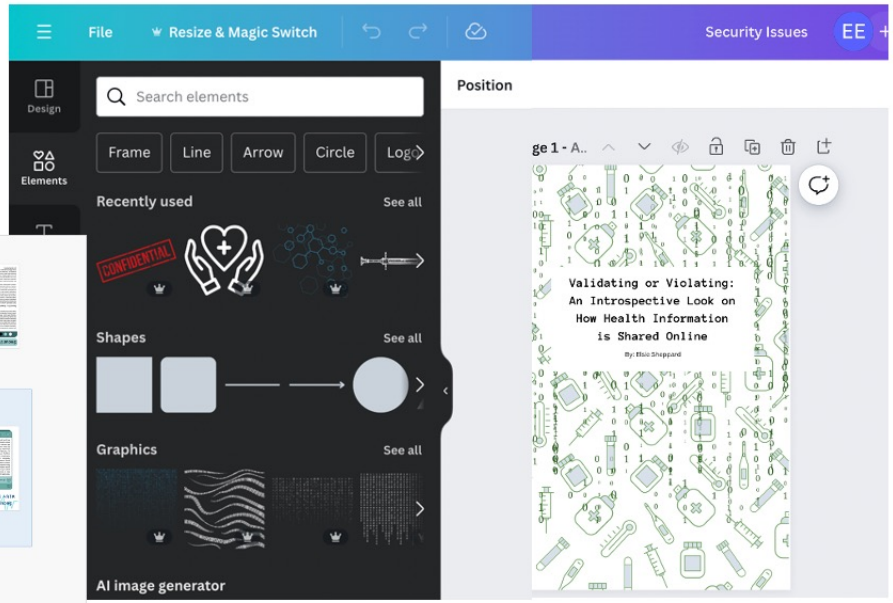
Since WT can connect to other devices through the internet or Bluetooth, these insecure wireless connections also make health information gathered on these devices suspectable to hacking and cyberattacks. Other privacy concerns about WT include GPS tracking by large companies like Google and Apple. Since Apple Watches and Fitbits track steps and routes, these conglomerates have access to where people are on a daily basis [14]. While wearable technology can be beneficial for people wanting to take better care of their health or who have medical conditions, it can also collect and track health data, making personal health data insecure.

Images taken from Apple's website: https://www.apple.com/ca/watch/why-apple-watch/

The Creative Process

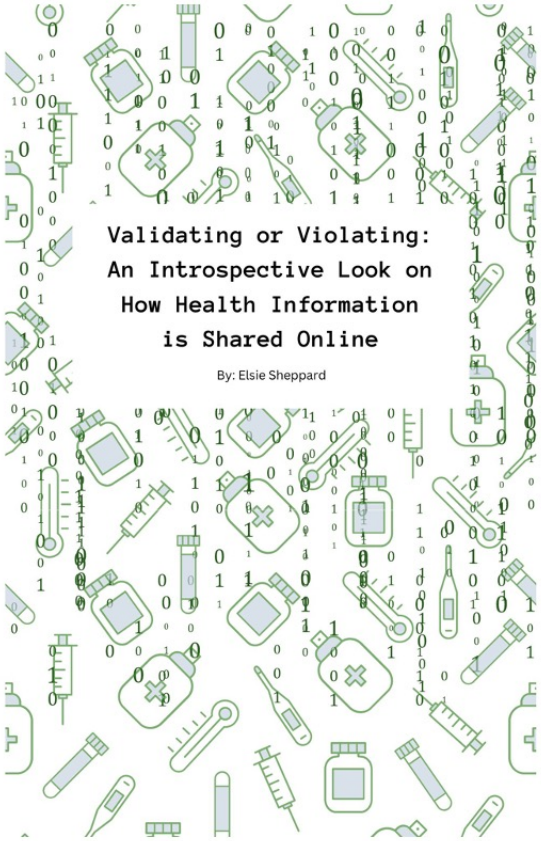






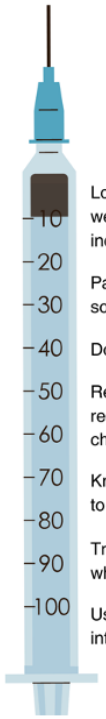
Canva

Target Audience



What can you do?

Tips to keep health data more secure



Try some of these out if you're worried about your privacy...

Look at the privacy settings on your health apps and wearable technologies. Sometimes, they have options for increased security.

Password protection. Create strong passwords for your social media and telehealth accounts.

Do not use a public WIFI.

Reduce your use of mobile health apps if they are not required. Always consult a doctor about health concerns or changes.

Know that whatever you post online is available for anyone to see. Be selective with what you post.

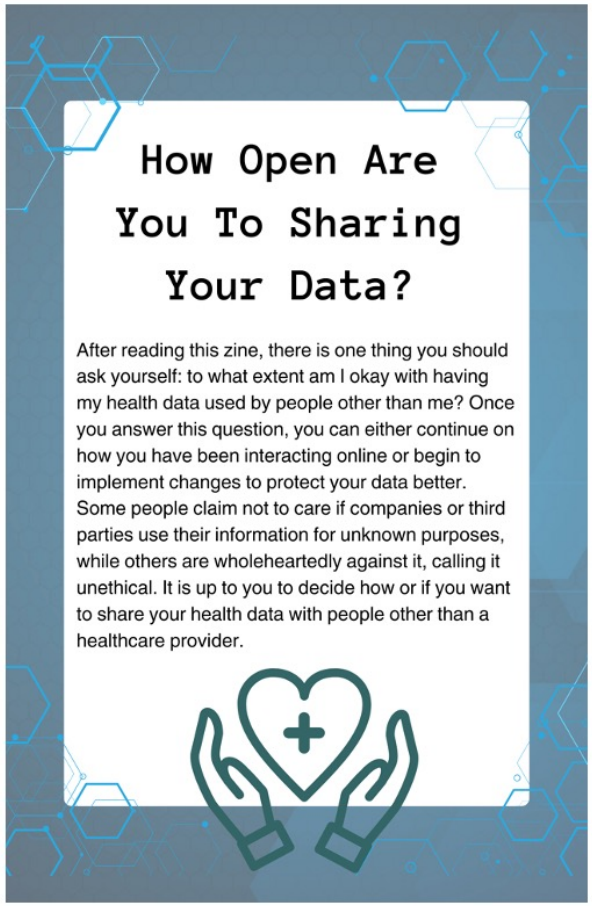
Try to avoid virtual doctor's visits. Go into the doctor's office when you can.

Using common sense when discussing your health over the internet is also important.

Additional Sources

- *How to protect your online health information*. American Academy of Dermatology. (n.d.). https://www.aad.org/public/fad/digital-health/protect-information
  - Take a look at a list of tips from the American Dermatology Association on how to keep personal health data more secure.
- *Legal - Apple Privacy Policy*. Apple. (n.d.). https://www.apple.com/legal/privacy/en-ww/
  - Read the privacy policies of companies that produce wearable technology to see exactly how they use your health data.
- *Health Insurance Portability and accountability act of 1996 (HIPAA)*. Centers for Disease Control and Prevention. (n.d.). https://www.cdc.gov/phlp/publications/topic/hipaa.html#:~:text=The%20Health%20Insurance%20Portability%20and,the%20patient's%20consent%20or%20knowledge.
  - Read more about HIPAA. It's important to know how and why your personal health information is protected.
- *The Personal Information Protection and Electronic Documents Act (PIPEDA)*. Office of the Privacy Commissioner of Canada. (n.d.). https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/
  - Read more about The Personal Information Protection and Electronic Documents Act (PIPEDA), which is said to be Canada's equivalent to HIPAA in the United States.
- *Cherian, S. (2022, January 14). Council post: Healthcare Data: The perfect storm. Forbes. https://www.forbes.com/sites/forbestechcouncil/2022/01/14/healthcare-data-the-perfect-storm/?sh=438eb41c6c88*
  - Read this article about the value of health data. Knowing the value of your data is important so you can protect it appropriately.

Conclusion



"Arguing that you don't care about the right to privacy because you have nothing to hide is no different than saying you don't care about free speech because you have nothing to say."

Edward Snowden

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DATA DUNK

An Exploration of Data Driven Decision-Making in Professional Basketball

CMSTMM 720: Data Cultures
Dr. Andrea Zeffiro
Kiyaan Chavoshi

DATA IN PROFESSIONAL SPORTS

Much of this zine is centered around the implementation of data, in the shape of **data driven-decision making**, specifically in professional basketball

As an avid sports fan, I noticed the decline of enjoyment in many modern sports like soccer, football and most glaringly basketball

Adopting a more critical approach to this claim, I turned to the implementations of data in sports

"How has the implementation of data driven decision-making in basketball ruined the aesthetic of the sport?"


SPORT AS A CULTURAL AND ECONOMICAL HUB
SPORTS
CULTURE
ECONOMY
Sports serve as a **cultural catalyst**, inextricably linked to the economy. Through a **neoliberal** lens, sports are one of the most influential industries in the world. As Nelson Mandela suggested, sports can “mobilize the sentiments of people in all countries in an unrivalled manner” (Carlin, 2003, as cited in Smart, 2007).

CONTENTS OF THE ZINE

Data driven decision-making (DDDM)

“Perfect decision making”

- Who the best players are to add to your team
- What shot is the best to take in order to score
- What a sports organization needs to do to grow

All of these more “informed” decisions revolve around generating more success for their respective organization

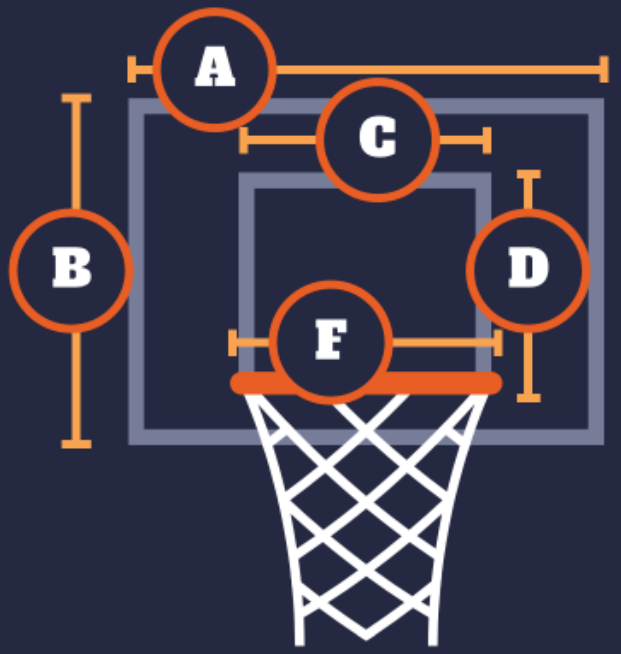
Neoliberalism → Non-aesthetics of sports

TARGET AUDIENCE

Sports Enthusiasts

&

Data Enthusiasts



ZINE DESIGN CONSIDERATIONS

SIMPLISTIC

01

Accessible and readable

ANALYTICAL

02

Using statistics and real-life examples to display the effects of data

CONVERSATIONAL

03

Trying to connect to fellow sports fans, a more conversational tone was used

NARRATIVE

04

Embedding my outlook on the datafication of sports

WHAT I LEARNED

CONT: WHAT I LEARNED

Losses

- Implementing my narrative
- Technical troubles

Wins

- Gratification
- Experience

THANK YOU FOR LISTENING

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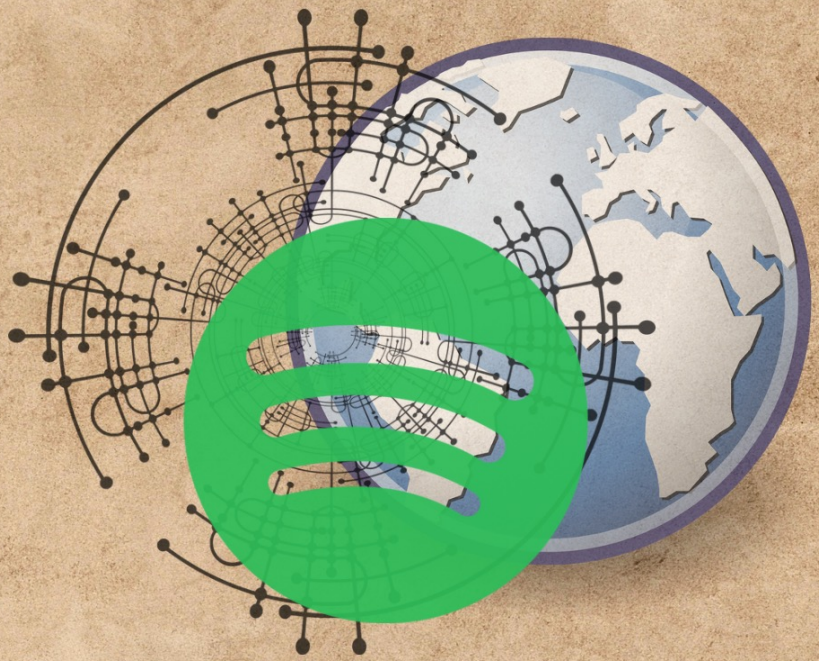
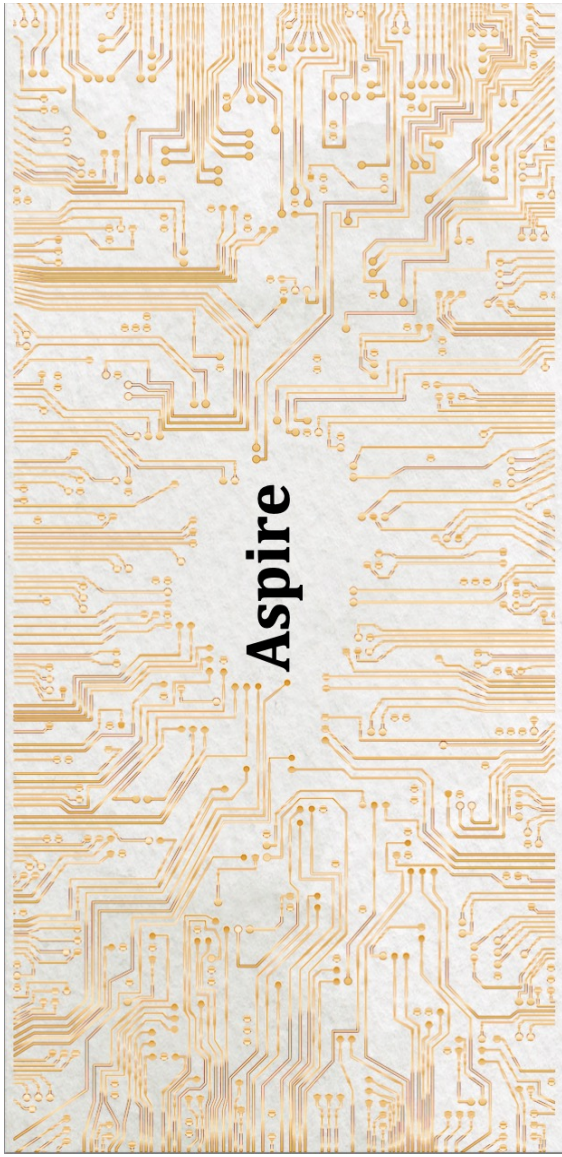
Graphics courtesy of SlidesGo



A Critical Investigation of Spotify's Podcasters AI Translation Pilot

Milica Hinic
McMaster University
CMSTMM 720: Data Cultures,
Dr. A.Zeffiro



Case Study

Operation Aspire is a case study investigating Spotify's AI Translation Pilot.

The Pilot involves:

- Artificial intelligence (AI) - translates podcasters' voices into different languages.
- AI - translates and synthesizes the podcaster's authentic voice to further disseminate content to international audiences.
- AI replication and transcription [text]


A SPOTIFY PODCAST
ARMCHAIR
EXPERT
ARMCHAIR
EXPERT
with Dax Shepard
VOICE TRANSLATION
English
but what I have discovered
is how fun it is to have the same

Research Questions

RQ1: In what ways does Spotify's pilot project have sociotechnical influence?

RQ2: How can we address some of the AI voice as data tensions?

Why Zines?

- Provides a **low-carbon** alternative and **accessible** method to **mobilize knowledge** (Livio, Pasek, & Rayner 2023).
- Applications of **community engagement** (The Public's, An Introduction to: Zines, n.d.)

Zines + Data Cultures

- To educate, identify social implications, and amplify voices.
- Reveal Spotify's podcast AI infrastructure (hidden)
- Reveals social impacts (misrepresented or omitted)

Beyond the Course Content

Research interests

Academic podcasting and Knowledge Mobilization

Themes -> (1) power-knowledge (2) voices as data

(3) data cultures piece on infrastructure

The socio-technical design

It provides space for further inquiry.

Audiences

PODCAST CREATORS

LISTENERS

OR

any **populations/bodies** who are engaging with Spotify's AI language translation application.

Conceptual Design

Elements

- Detective File
- Spotify's website interface (ex. tile playlist and QR codes) was incorporated as the table of contents.

Instead it transforms into a Zine playlist to generate familiarity and increase audience engagement.

Challenges

- Which data was most relevant and effective to incorporate? Is the message clear?

Digital vs. Analog

- keeping a research-creative methods approach to the zine tradition of DIY - cut and paste.

Thanks, Canva and Pixabay!

Learning Outcomes

- generative & iterative process
- keep the zine authenticity - time for personalization (hand crafting)
- some data gets lost during the translation process
- results were inconclusive as the pilot is ongoing
- Call to action: Community efforts toward socio-technical maintenance & care

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Thank you for listening

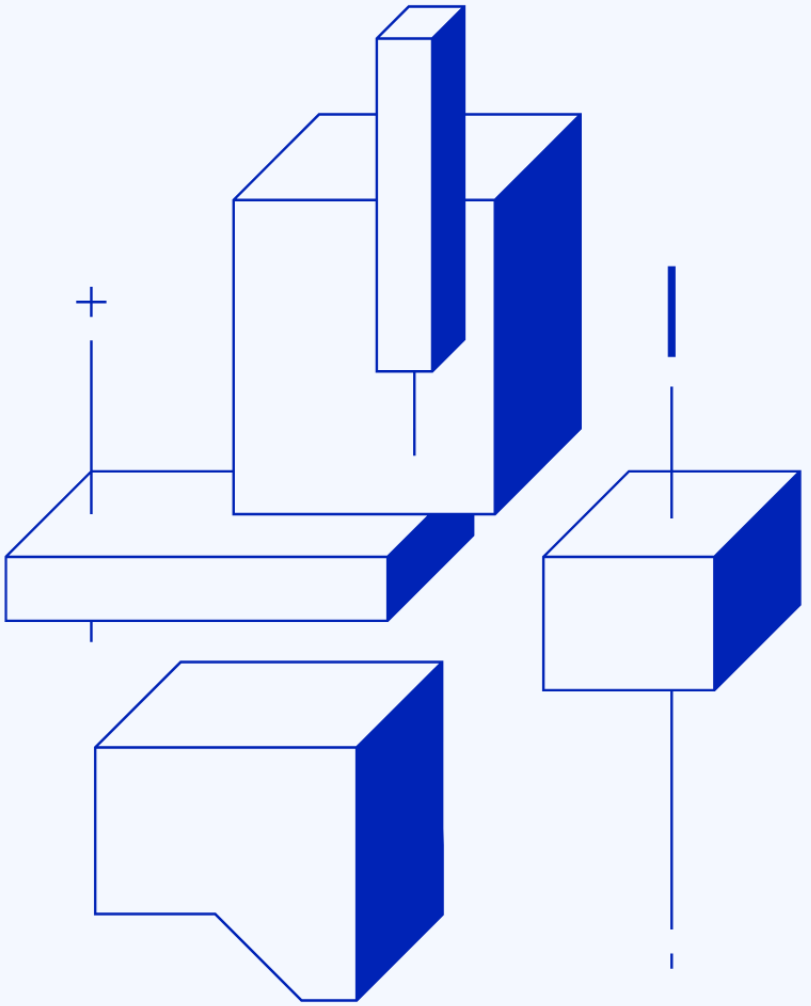
Zine Symposium
CMSTMM 720 Data Cultures, Dr. A. Zeffiro

ALL AI IS LOCAL:

Rejecting the Pernicious Myth of Universalism in AI Discourse

Presented by
Elisabeth Greve

April 26, 2024



INTRODUCTION

The Zine

INTRODUCTION

Guiding Questions

The questions which I set out to answer:

- How do myths about universalism appear in AI discourse? Who and what benefits? Who and what is obscured?
- How might understanding AI as ‘local’ and situated impact the way we think about implications and ethical concerns?
- How does bringing together feminist, decolonial and critical race scholarship reframe ethicals debates of AI?

INVESTIGATING

Data Cultures

Coloniality of (Data) Power

Coloniality conceptualizes a power matrix which emerges out of and alongside colonialism and continues to extend colonial relations and logics. It operates by solidifying, and even rationalizing, the West's domination. And it works to sustain colonial logics through the imposition of universal ways of being, knowing, feeling, doing and living (Ricaurte, 2022)

Language, Metaphors, Representation, Imaginaries

Explore the ways in which the imagination and representation of AI is misguided and/or problematic. Considering the strength of metaphors and the work of Wallenborn (2021) and Cave & Dihal (2020).

FURTHER

Inspirations

Digital Universalism

Digital universalism describes the pervasive imaginary that presumes that “a single, universal narrative propelled by ‘centres’ of innovation can accurately represent the forms of digital development underway across the globe” (Chan, 2019, para. 1).

All Data are Local

Yanni Loukissas suggests that looking at the local conditions of data can offer a form of resistance against the ideology of digital universalism (2019, p. 10).

CREATING THE ZINE

Aims and Intent

My aim in producing this zine was to explore a particular imaginary subversively, while illuminating critical scholarship and informing a general audience.

01

Explore Subversively

The zine works to operate subversively by first presenting excerpts which depict the universalism imaginary before introducing criticism and disruption

02

Integrate Scholarship

Scholarship was incorporated discretely and in ways that prioritized comprehensibility for non-academic readers.

03

Target Audience

Target those within and beyond the academy who are interested, critical and/or concerned about AI. May or may not have a more advanced understanding of critical theory or the topics of concern.

CREATING THE ZINE

Form and Process

Throughout the process, significant attention was given to creating a zine that honoured the genre, aesthetic and rhetorical conventions of zine-making.

Traditionally, zines expressly rejected dominant culture and commodification, often by adopting an aesthetic that was chaotic, such as using “cut-and-paste” methods (Radway, 2011, p. 141).

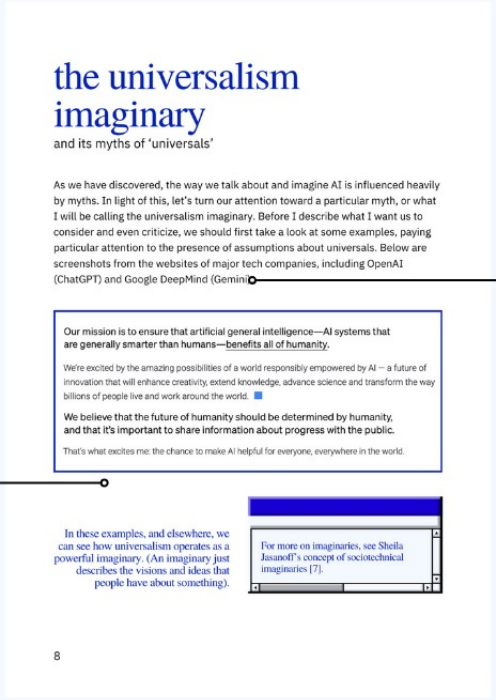
Content, Form and Design

Colour Scheme

Blue and white: colours typically associated with, and used in corporate branding of, technologies and AI.

Digital "cut-and-paste"

Attempted a digital version of the 'cut-and paste' aesthetic by including screenshots and excerpts.



the universalism imaginary

and its myths of 'universals'

As we have discovered, the way we talk about and imagine AI is influenced heavily by myths. In light of this, let's turn our attention toward a particular myth, or what I will be calling the universalism imaginary. Before I describe what I want us to consider and even criticize, we should first take a look at some examples, paying particular attention to the presence of assumptions about universals. Below are screenshots from the websites of major tech companies, including OpenAI (ChatGPT) and Google DeepMind (Gemini).

Our mission is to ensure that artificial general intelligence—AI systems that are generally smarter than humans—benefits all of humanity.

We're excited by the amazing possibilities of a world responsibly empowered by AI — a future of innovation that will enhance creativity, extend knowledge, advance science and transform the way billions of people live and work around the world.

We believe that the future of humanity should be determined by humanity, and that it's important to share information about progress with the public.

That's what excites me: the chance to make AI helpful for everyone, everywhere in the world.

In these examples, and elsewhere, we can see how universalism operates as a powerful imaginary. (An imaginary just describes the visions and ideas that people have about something).

For more on imaginaries, see Sheila Jasanoff's concept of sociotechnical imaginaries [7].

8

Layout

Visually minimalistic and text-focused layout in order to centre the writing and message.

Design Elements

Graphic elements that reflect the topic, such as computer windows and cursors.

Copy Machine Manifestos Exhibit at the Brooklyn Museum. Courtesy of The Guardian.

CONCLUDING THOUGHTS

Zine-making as Knowledge Production

Zines often constitute "a do-it-yourself, from-the-ground-up practice with the potential to challenge the institutions of mainstream society" (Radway, 2011, p. 140).

Zines can offer a compelling way to conduct and share research. In resisting restraints and taking up oppositional topics, zines are a unique form of knowledge production.

Thank You

Check out my zine to see more!

All AI is Local: Rejecting the Pernicious Myth of Universalism in AI Discourse by E. Greve

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SUSTAIN!

A ZINE ABOUT DIGITAL ARCHIVING, COMMUNITY, AND PRESERVING QUEER HISTORY

Amanda Jarvis
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Submitted to CMSTMM 720: Data Cultures
McMaster University

Thinking about Archiving, Data Collection, and Digital Queer Communities as Activist Tools

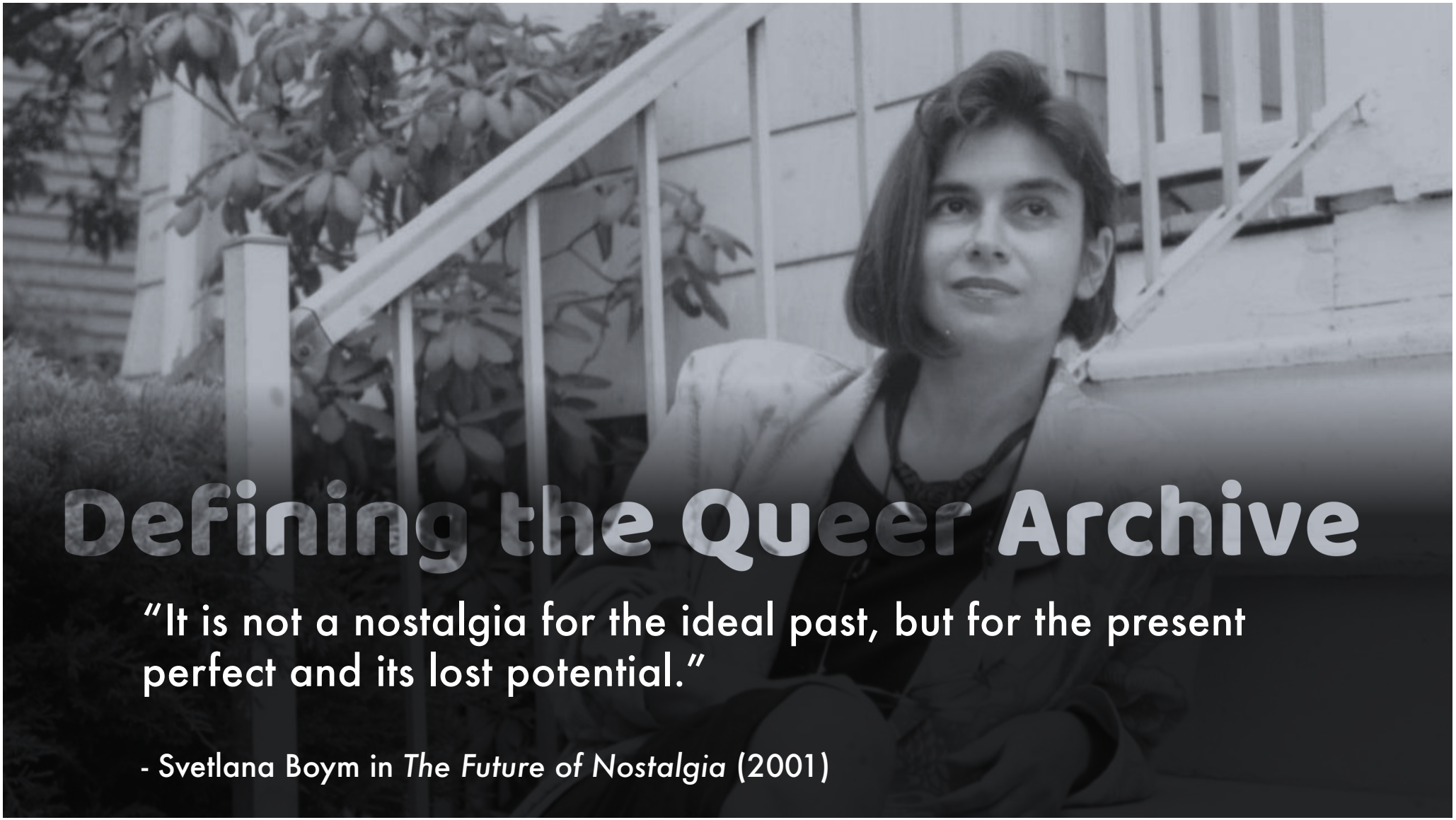
The Lesbian Bar Project: Archival Activism at Work

- Founded in 2020
- Became a 3-part Roku series in 2022
- Currently: only 32 bars remain across the United States

Why TLBP?

- Collaboration with the purpose of preserving histories and narratives
- The archive as a resistance tool

Scan to Visit TLBP's Website



Defining the Queer Archive

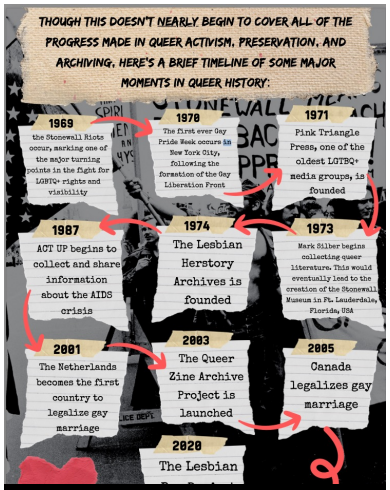
"It is not a nostalgia for the ideal past, but for the present perfect and its lost potential."

- Svetlana Boym in *The Future of Nostalgia* (2001)

The Archive as an Activist Methodology

- Reclamation of histories and narratives
- Resistance against harmful policies, rhetoric, and erasure
- Establishing social ties and community connections
- Refusal to allow hegemonic decisions of what is "worthy" of preservation
- Mobilization of research and knowledge – accessibility as a critical activist tool

Making Research Accessible:
Zines as Mobilization



1

Histories and Timelines

2

Resources and Links

3

Articles and Spotlights

g Research Accessible:

Zines as Mobilization

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Articles and Spotlights

Making Re Accessible: Zines ization

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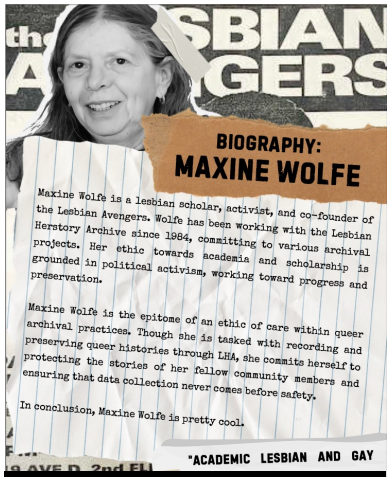


3

Articles and Spotlights

Making Research Acc :

Zines as Mobilizatio

Limitations

Opportunities

Limitations

Opportunities

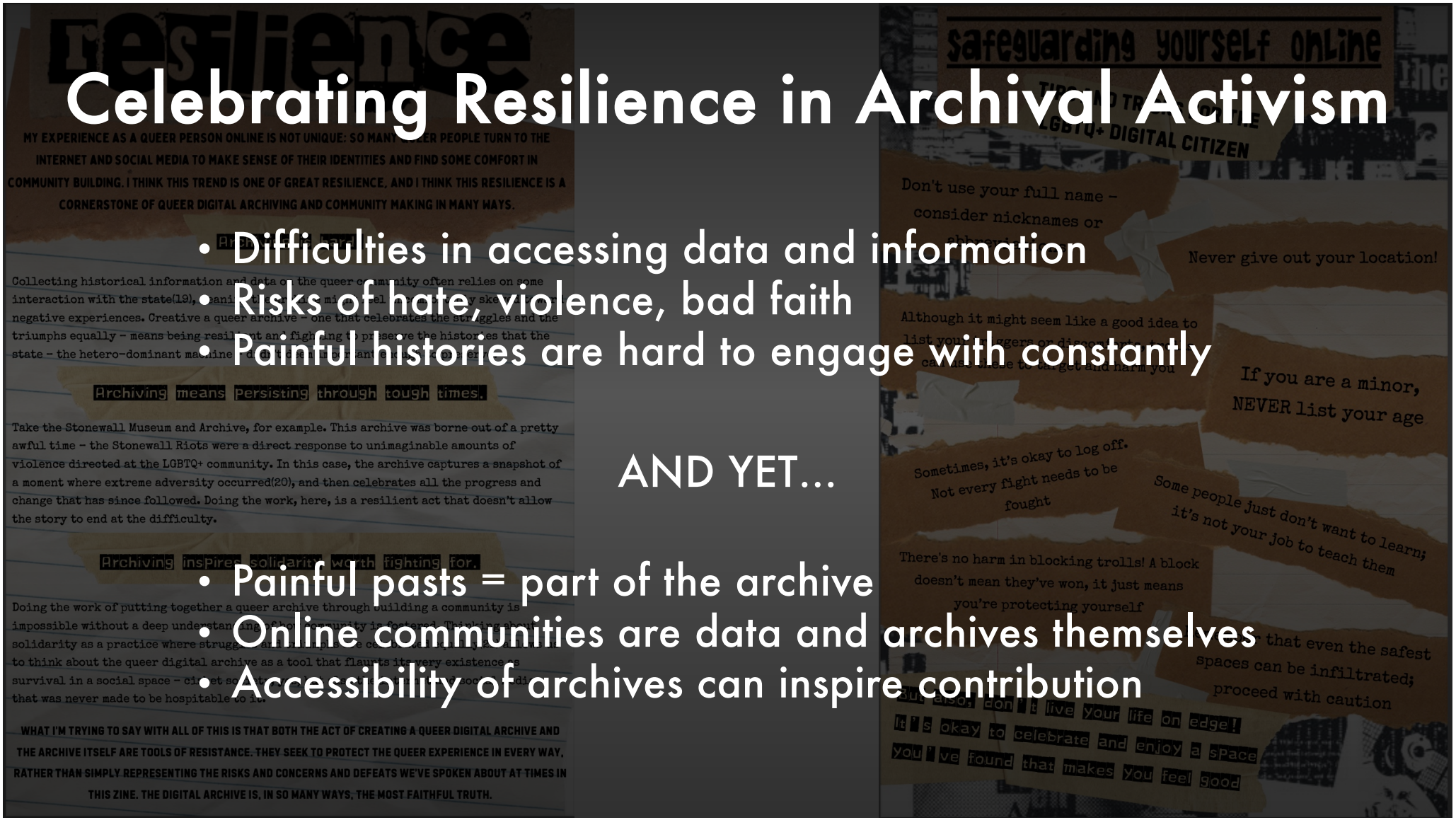
Finding Purpose in Research Creation

When academic work is made for academia, alone, we risk:

- Accessibility
- Diversity of representation
- Increased inter-community knowledge & information gaps

Opportunities when using media creation strategically:

- The zine is an archive, itself
- Wider range of contributions
- Community engagement


Celebrating Resilience in Archival Activism
• Difficulties in accessing data and information
• Risks of hate, violence, bad faith
• Painful histories are hard to engage with constantly
AND YET…
• Painful pasts = part of the archive
• Online communities are data and archives themselves
• Accessibility of archives can inspire contribution
MY EXPERIENCE AS A QUEER PERSON ONLINE IS NOT UNIQUE: SO MANY QUEER PEOPLE TURN TO THE INTERNET AND SOCIAL MEDIA TO MAKE SENSE OF THEIR IDENTITIES AND FIND SOME COMFORT IN COMMUNITY BUILDING. I THINK THIS TREND IS ONE OF GREAT RESILIENCE, AND I THINK THIS RESILIENCE IS A CORNERSTONE OF QUEER DIGITAL ARCHIVING AND COMMUNITY MAKING IN MANY WAYS.
Archiving means Persisting through tough times.
Archiving inspires solidarity worth fighting for.
WHAT I'M TRYING TO SAY WITH ALL OF THIS IS THAT BOTH THE ACT OF CREATING A QUEER DIGITAL ARCHIVE AND THE ARCHIVE ITSELF ARE TOOLS OF RESISTANCE. THEY SEEK TO PROTECT THE QUEER EXPERIENCE IN EVERY WAY, RATHER THAN SIMPLY REPRESENTING THE RISKS AND CONCERNS AND DEFEATS WE'VE SPOKEN ABOUT AT TIMES IN THIS ZINE. THE DIGITAL ARCHIVE IS, IN SO MANY WAYS, THE MOST FAITHFUL TRUTH.
Safeguarding yourself online
Don't use your full name – consider nicknames or
Never give out your location!
Although it might seem like a good idea to
If you are a minor, NEVER list your age
Sometimes, it's okay to log off.
Not every fight needs to be fought
Some people just don't want to learn; it's not your job to teach them
There's no harm in blocking trolls! A block doesn't mean they've won, it just means you're protecting yourself
that even the safest spaces can be infiltrated; proceed with caution
It's okay to celebrate and enjoy a space you've found that makes you feel good

Why *Sustain*?

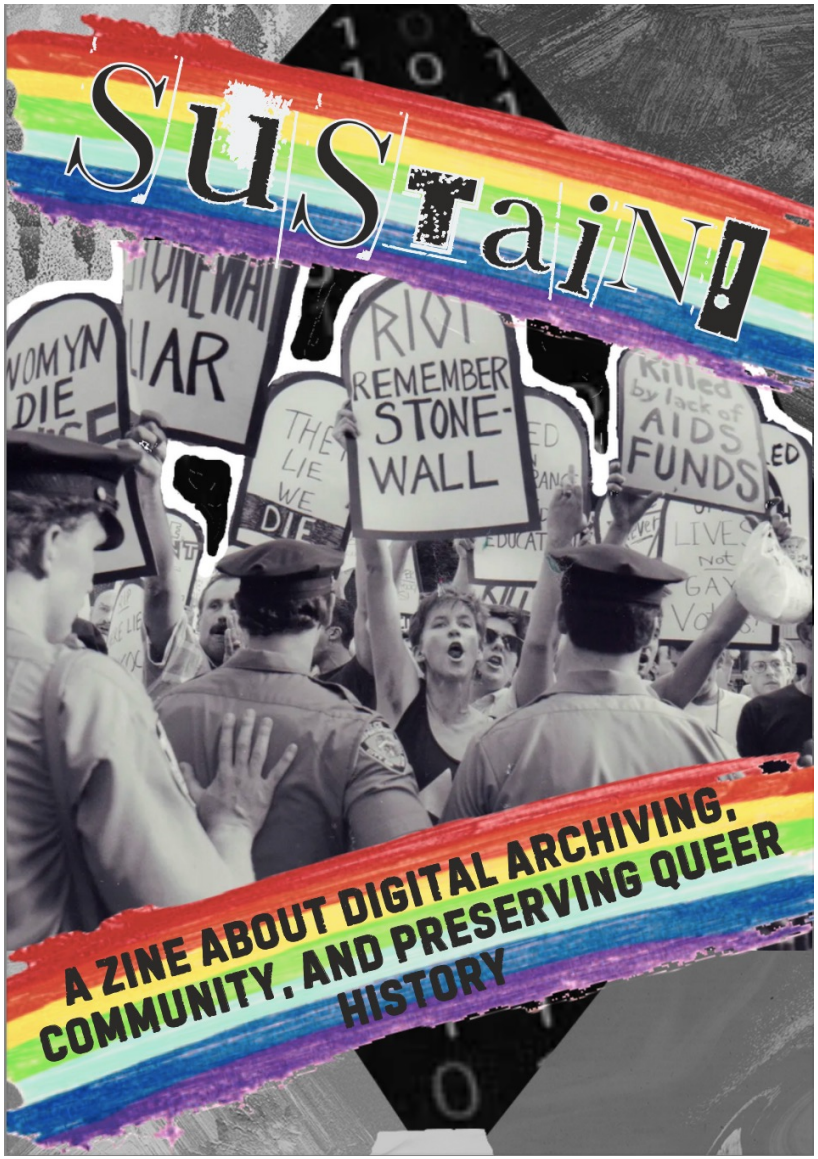
sus.tain (verb)

to strengthen or support either physically or mentally

to undergo or suffer something unpleasant

"They sustained a severe injury"

"The thought sustained them through hard times"



Discussion