

This is a pre-print version of the Madeline Sorapure and Austin Fauni's webtext "Teaching Dear Data," published in *Kairos: Rhetoric, Technology, Pedagogy*, 25(1), available at <http://kairos.technorhetoric.net/25.1/praxis/sorapure-fauni>

## **Daniel Carroll on Data: Transcript**

The time this project is in, like, it was still kind of in the aftermath of like when Facebook was getting in really big trouble for sharing all these people's data. And like, when that was happening I got like really into it and kind of spent a lot of time conceptualizing how like there is so much data about us now out there. And how the idea that algorithms could potentially know us better than we know ourselves, especially in terms of consumer habits, freaked me the fuck out. Like, I hated that. I want to know that I'm in charge of myself, I don't want a computer being in charge of me. So, um, yeah, so that was kind of, going into this project I had kind of like strong opinions on data and like how I wanted—like when I heard about this project, I was like ok, great, this is an opportunity for me to collect my own data and see how I'm really more in charge here than an algorithm that's feeding advertisements to me based on the things they hear me say while I'm using my phone.