SPouse/CoLleague/Parent/Friend: ROles IMPLY DIVERGENT - Even CRIminal - Behaviors IN the Other SPHERES
• Grounding a son v. Kidnapping a child

norMal DAvS Require Schizophrenic MUltiplicity
Against Multiplicity: Integrity

Facebook’s Mark Zuckerberg:
You have one identity. The days of you having a
different image for your co-workers, and for the
other people you know, are coming to an end.
Having two identities for yourself is an example
of a lack of integrity.

Two Claims:
Empirically: multiple identity is diminishing
Ethically: that’s good
FACEBOOK CASE: High school teacher Ashley Payne’s festive vacation pictures spread through Facebook to her students, drawing complaints from parents. She lost her job.
Integrity in the Big Data Marketplace

Acxiom

Identity Resolution by Data Combination Difficult to Not Be Who We Are

(EX Value of + Data)
Euphoria Convenience
always already have whatever want

Or a future in which a company could send a coupon to a potential customer before she even leaves for a shopping trip she didn’t even know she was going to take.

That future is now. In fact, it’s so now it is almost yesterday already.

Names: Ghose, Anindya, author.
Title: Tap: unlocking the mobile economy
Description: Cambridge, MA: MIT Press, [2017]

In theory:
fully resolved and exposed consumer (integrity = 100, privacy = 0) allows perfect service and maximum profit
DISINTEGRATING IDENTITY IN THE TIME OF BIG DATA

Do I want integrity? Question *forced* today (Decide, or decision made for you by big data social media and ebusiness)

(Yes/One: ZUCKERBERG, NOZICK/Big Data Experience Machine) No/Many: DELEUZE/What are the Labors of Disintegration? Verbs over nouns in identity Perversion of big data platforms
Disintegration Ethics Strategies
Verbs over Nouns in Identity Conception

A person who would live abroad (noun) ↔ Person buys one-way ticket (verb)

Deleuze: Logic of Sense
**Verb Selves**

*Doing the irresolvable creates disintegrated identity*

**Isabelle Eberhardt Example**

Travels to engage incongruent experiences:
- Those speaking unknown languages,
- Practicing incompatible values

*Location/customs/religion/station/gender/age*
We are hiring two lecturers/associate professors at Umeå University on Responsible AI and human-AI interaction, with focus on but not limited to design for values, ethics, argumentation, verification, impact evaluation or explanation.
Integration v. Disintegration: Visual

Integrating Self Resolved Identity
Lived Experience
Disintegrating self Irresolvable identity
<table>
<thead>
<tr>
<th>Integration v. Disintegration: Conceptual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Optimum Conception of Self:</strong></td>
</tr>
<tr>
<td>Captures all data points</td>
</tr>
<tr>
<td>Resolves identity</td>
</tr>
<tr>
<td><strong>Reason for Self-Understanding:</strong></td>
</tr>
<tr>
<td>Satisfy ourselves/Euphoria Convenience</td>
</tr>
<tr>
<td>Identity as termination</td>
</tr>
<tr>
<td><strong>Desire:</strong></td>
</tr>
<tr>
<td>Ended (Platonic)</td>
</tr>
<tr>
<td><strong>Primary Virtues in Big Data Reality:</strong></td>
</tr>
<tr>
<td>Authenticity</td>
</tr>
<tr>
<td>Docility (to predictive analytics)</td>
</tr>
<tr>
<td>Inauthenticity</td>
</tr>
<tr>
<td>Freedom</td>
</tr>
</tbody>
</table>
Disintegration Ethics Strategies: Perversion of Big Data Platforms

Social Media Platforms Authorized Uses
- Data source for industry
- Integrity engine for users

Tinder:Live Performs Disintegration
Never easier to get out of who we are, to disrupt data resolution from the bottom up by connecting with unfamiliar tastes, urges, directions
Disintegration Ethics Strategies Perversion of Big Data Platforms

Authorized:
Platforms test users with new engagements to refine algorithms

Exploit:
Incongruent feed, therefore unpredictable engagement, unresolved identity produced
AUTHORIZED: Indiscriminate email blast to prime consumer targeting

Fares from $64 one-way?

EXPLOIT: Short-circuit targeting with incongruous consumption: one-way ticket only
ETHICS OF DISINTEGRATING IDENTITY IN THE TIME OF BIG DATA

Ethical dilemma spilling out of philosophy departments - Am I one, or many? - and forced into reality by big data technology & e-business: integrity or disintegration?
ETHICS OF DISINTEGRATING IDENTITY
IN THE TIME OF BIG DATA

James Brusseau
Philosophy Department
Pace University NYC
linkedin.com/in/james-brusseau
jbrusseau@pace.edu

Data Ethics Site
Big Data + Human Experience: Research
@DataEthicsSite
jbrusseau@dataethics.site