3000 words essay on data visualization and information perceival
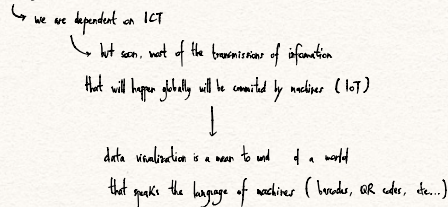
MAIN TOPICS:
(brainstorming)

- how different ways of representing data can convey different meanings
- why there's no "RAW DATA"
- how data can manipulate us if we don't enter a critic standpoint
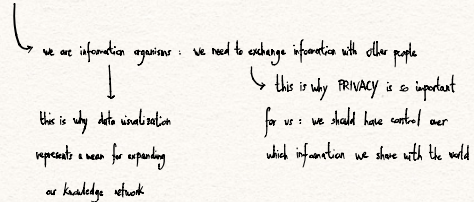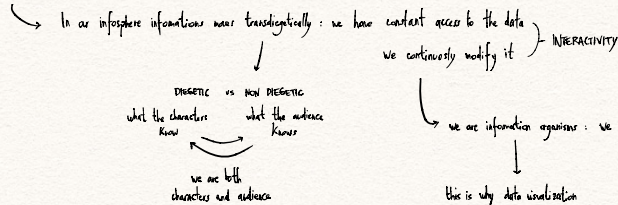- theory about data viz

GLOBAL STRUCTURE

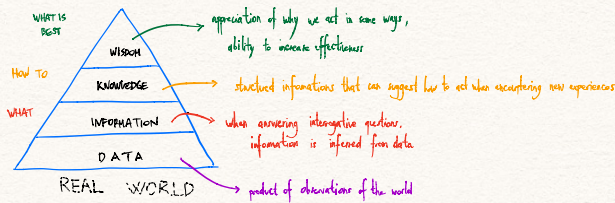**1 · WHAT IS THE MAIN FRAMEWORK USED FOR THE ANALYSIS**

- Luciano Floridi concept of hyper-story
  - we are dependent on ICT
    - but soon, most of the transmissions of information
    - that will happen globally will be commited by machines (IoT)
      - data visualization is a mean to end of a world
      - that speaks the language of machines (barcodes, QR codes, etc...)

- Floridi's TRANSDIEGETIC view
  - In our infosphere informations move transdiegetically: we have constant access to the data
    - we continuously modify it → INTERACTIVITY

    DIEGETIC vs NON DIEGETIC
    what the characters / what the audience
    Know / Knows
    → we are both
    characters and audience

    - we are information organisms: we need to exchange information with other people
      - this is why data visualization
        represents a mean for expanding
        our knowledge network
      - this is why PRIVACY is so important
        for us: we should have control over
        which information we share with the world

- DIKW pyramid

WHAT IS BEST → appreciation of why we act in some ways,
ability to increase effectiveness

HOW TO → WISDOM

WHAT → KNOWLEDGE → structured informations that can suggest how to act when encountering new experiences

INFORMATION → when answering interrogative questions,
information is inferred from data

D A T A

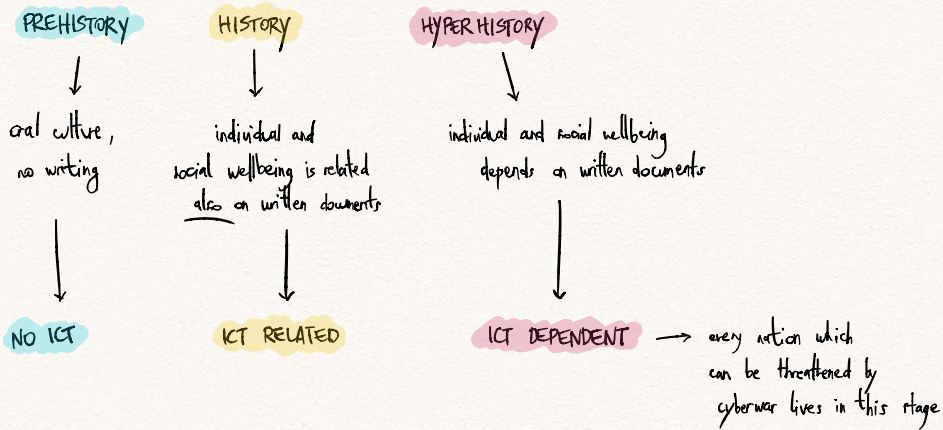REAL WORLD → product of observations of the world

In each one of these steps, something gets lost
in order to gain a more abstract understanding

→ since DATA is an observation,
it largely depends on the tool
which we're using to observate

- NOTES ON LUCIANO FLORIDI'S CONCEPTUAL FRAMEWORK

THREE STAGES OF HOW WE (HUMANS) LIVE

PREHISTORY

HISTORY

HYPER HISTORY

oral culture,
no writing

individual and
social wellbeing is related
also on written documents

individual and social wellbeing
depends on written documents

NO ICT

ICT RELATED

ICT DEPENDENT → every nation which
can be threatened by
cyberwar lives in this stage

A new philosophy of nature

WE TRANSFORMED THE ENVIRONMENT TO ~E IT MACHINES-FRIENDLY

DATAFICATION ("DISHWASHING THE WORLD")

in the same way, we make the world "data-friendly",
we simplify and reduce it in order to be described by data

RUMBA WORLD: making choices that help our machines
to perform better

our laziness adapts to machines stupidity

TECHNOLOGY IS NOT NEUTRAL AND IS POLARIZING

↳ smarter people do even smarter things,
stupid people get even more lazy and stupid

TAKE THE CAR: ── you can go to the gym to get more healthy

you can go to the supermarket to buy more food