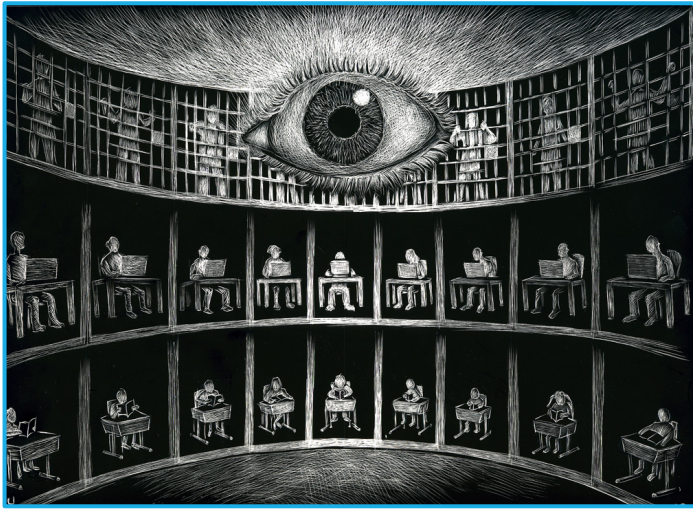


Deborah Maron
Erin Carter
DCMI Conference 2017
10/26/17

MORE THAN WHAT IT SEEMS

How critical theory, popular engagement and apps like Tinder can help us reframe metadata and its consequences

SO WHAT IS THIS ALL ABOUT?



tinder



The intersection of love-seeking, metadata,
and digital construction of identity

WHO WE ARE



Deborah Maron
University of North Carolina
Feminist
Metadata Enthusiast
Disenchanted Millennial



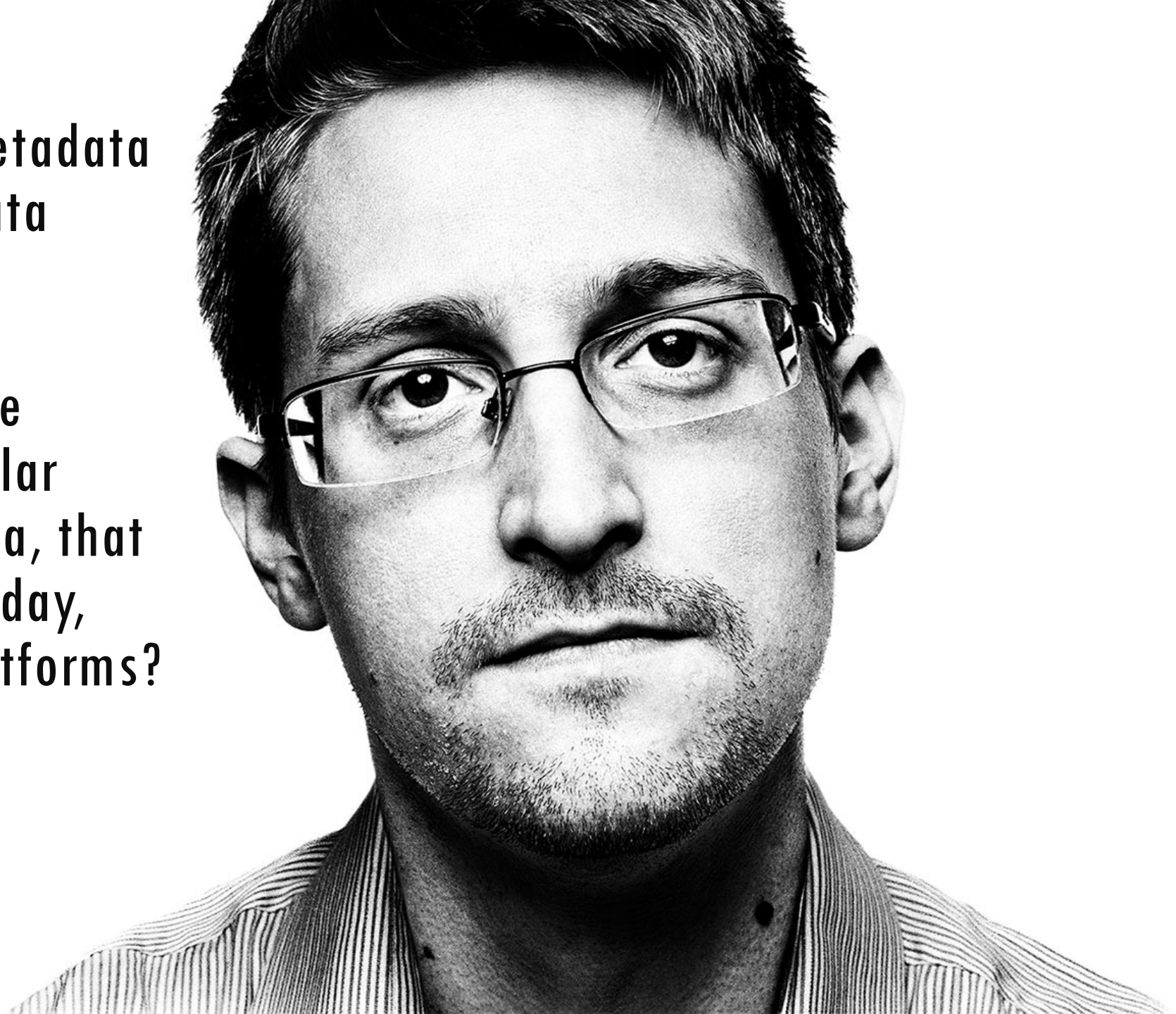
Erin Carter
Cisco Systems
Feminist
Avid 'Left-Swiper'
Middle Management!

HISTORICAL BACKGROUND



Can 'professional' metadata
and 'popular' metadata
meet in the middle?

Can metadata practice
'learn' from the popular
existence of metadata, that
is, metadata in everyday,
non-bibliographic platforms?



Criticism of Popular Metadata



CRITICAL THEORY

“a branch of philosophy which stresses the reflective assessment and critique of society and culture by applying knowledge from the social sciences and the humanities”
(Wikipedia)

PROBLEMATIZATION

The act of turning a practice or thing into a critical object of study.

We hold that metadata can be problematized.

PROBLEMATIZATIONS IN LIS

- ‘Are bibliographic subjects objectively true, or subjectively constructed?’
- ‘Does feminist theory help us more equitably understand web technology such as algorithms which judge traits like beauty, or schemes like Library of Congress Subject Headings?’
- ‘Should we understand information retrieval in terms of labor or philosophy of language?’

TINDER AS METADATA

Using problematization and other critical apparatus as a method, we contend that the phenomenon of modern dating sites (Tinder, for example) is wholly reliant on metadata from various sources that acts to both monitor and construct a user's virtual presence, sometimes to discriminatory effects.

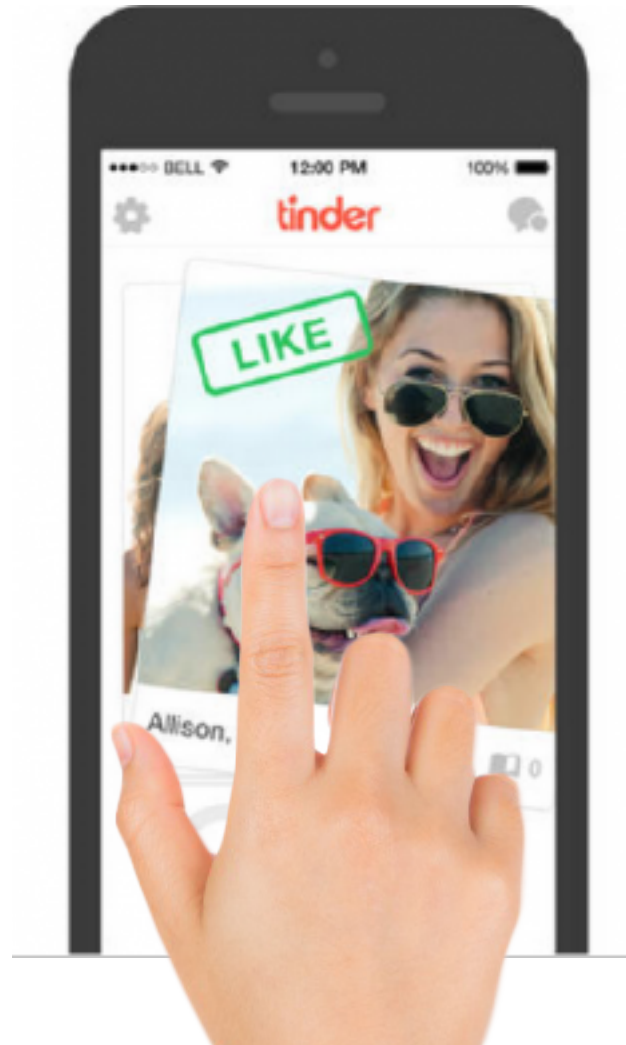
WHAT IS TINDER?

An overview

WHAT IS TINDER?



MECHANICS OF TINDER





Erin, 31

🎓 New College of Florida

📍 less than a mile away

I love cats, sci-fi/fantasy, and travel. Dogs also good, but you know what's best? Animal friendships. Like when a dog and a monkey are friends. Yeah, that's the stuff dreams are made of.

My Top Spotify Artists



Stevie Wonder
Superstition - Single V...

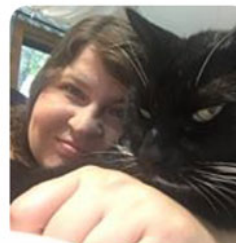


Ray Lynch
Falling In The Garden /...

710 Friends For Common Connections

We compare your Facebook friends with those of your matches to display any common connections.

156 Instagram Photos



WHY STUDY TINDER?



FOUNDATIONAL THOUGHT

Pomerantz' metadata grid

Lapôtre's materiality

Discourse

Différance

Latour's Digital Trace

...all these led us to problematize Tinder as pervasive, 'material metadata discourse', and we use the digital trace as a mode to analyze it.

DIGITAL TRACE SPACE

Digital Traces



Erin, 31

📍 New College of Florida

📍 less than a mile away

I love cats, sci-fi/fantasy, and travel. Dogs also good, but you know what's best? Animal friendships. Like when a dog and a monkey are friends. Yeah, that's the stuff dreams are made of.

My Top Spotify Artists



Stevie Wonder
Superstition - Single V...

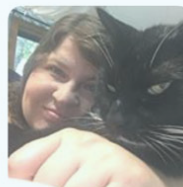


Ray Lynch
Falling In The Garden /...

710 Friends For Common Connections

We compare your Facebook friends with those of your matches to display any common connections.

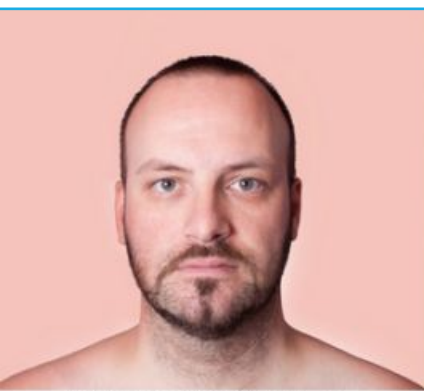
156 Instagram Photos



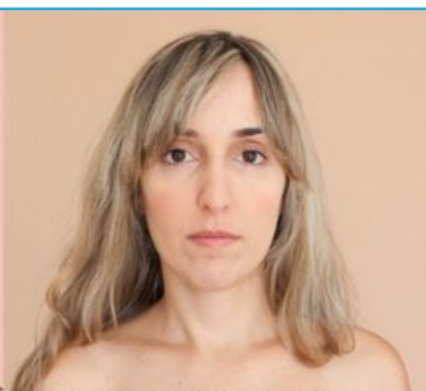
Digital Avatar



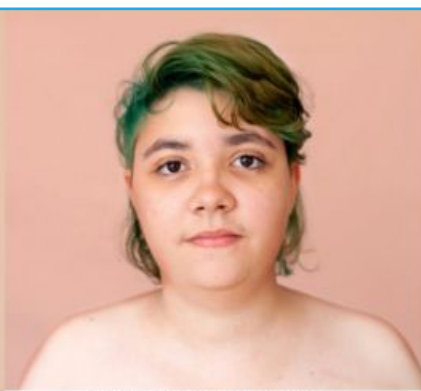
DISCRIMINATORY EFFECTS



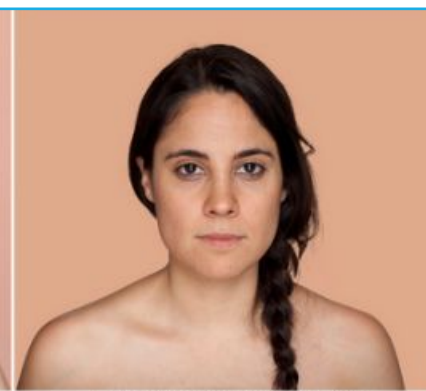
PANTONE 7020 C



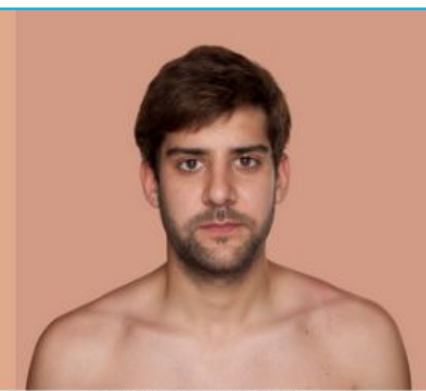
PANTONE 7675 C



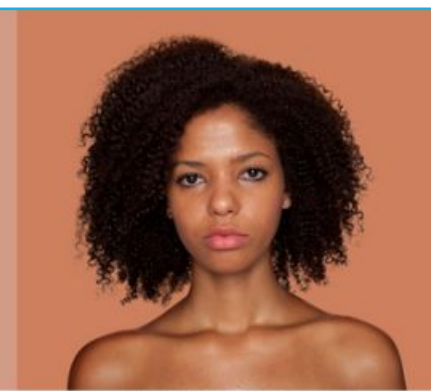
PANTONE 488 C



PANTONE 62-6 C



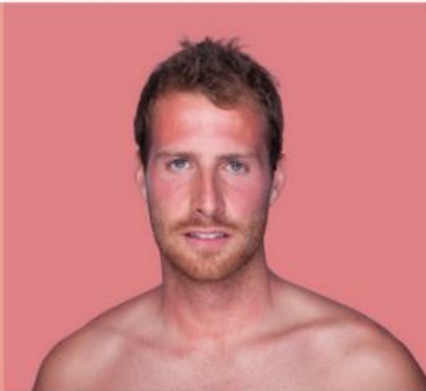
PANTONE 80-6 C



PANTONE 71-4 C



PANTONE 91-6 C



PANTONE 111-4 C



PANTONE 77-6 C



PANTONE 57-6 C



PANTONE 7515 C



PANTONE 7220 C

DISCUSSION



DISCUSSION

Should we as metadata professionals think about how the metadata driving our systems might in some cases perpetuate inequity or errors, or that perhaps we have not been 'keeping an eye out' for inequitable or erroneous systems?

Critical theory is a choice, but it is not the only choice for doing this.

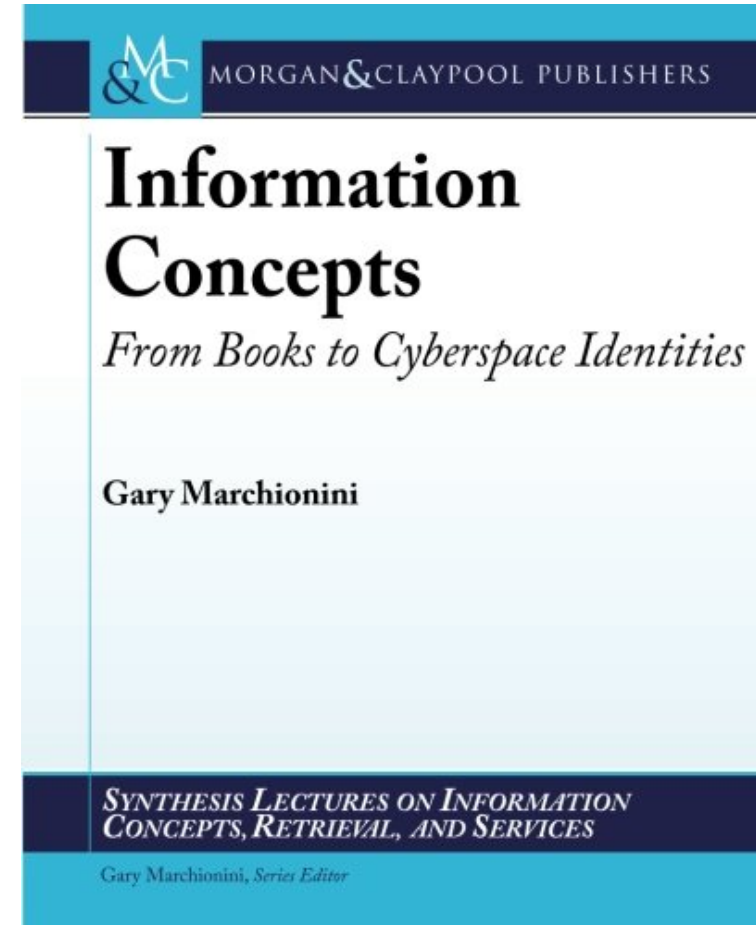
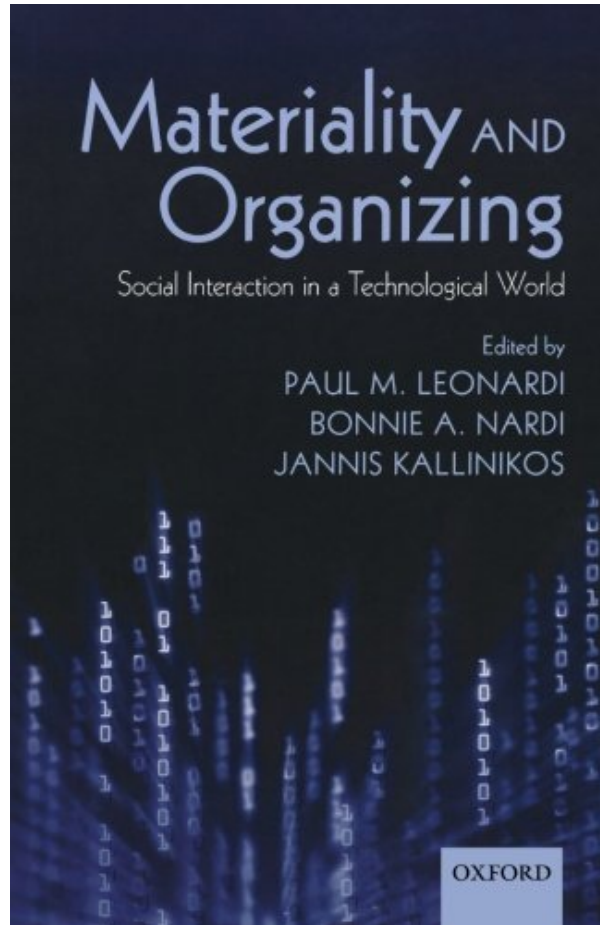
CONCLUDING REMARKS

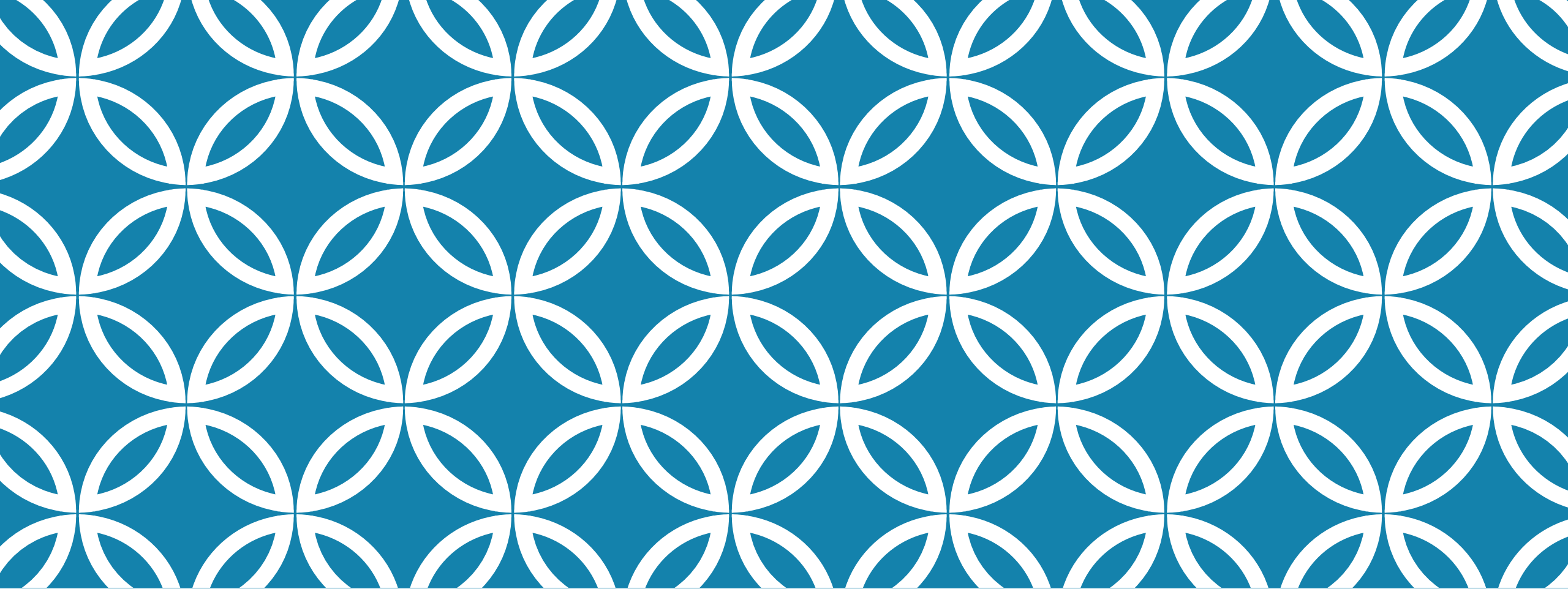
By considering more things to be materially discursive metadata, and considering how the wider world's conceptions of metadata are consequential for our professional endeavors (and of course, how wider world conceptions cast back onto our profession), we gain an opportunity to extend the scope of what we do while improving things from 'inside' the metadata world.

FUTURE DIRECTIONS



RELATED WORKS





THANKS TO

Our DCMI Reviewers
Ryan Shaw, UNC-Chapel Hill
All of you for attending!