

SERIAL IDENTITY



SPOUSE/COLLEAGUE/PARENT/FRIEND: ROLES IMPLY DIVERGENT
- EVEN CRIMINAL - BEHAVIORS IN THE OTHER SPHERES

- Grounding a son v. Kidnapping a child

NORMAL DAYS 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

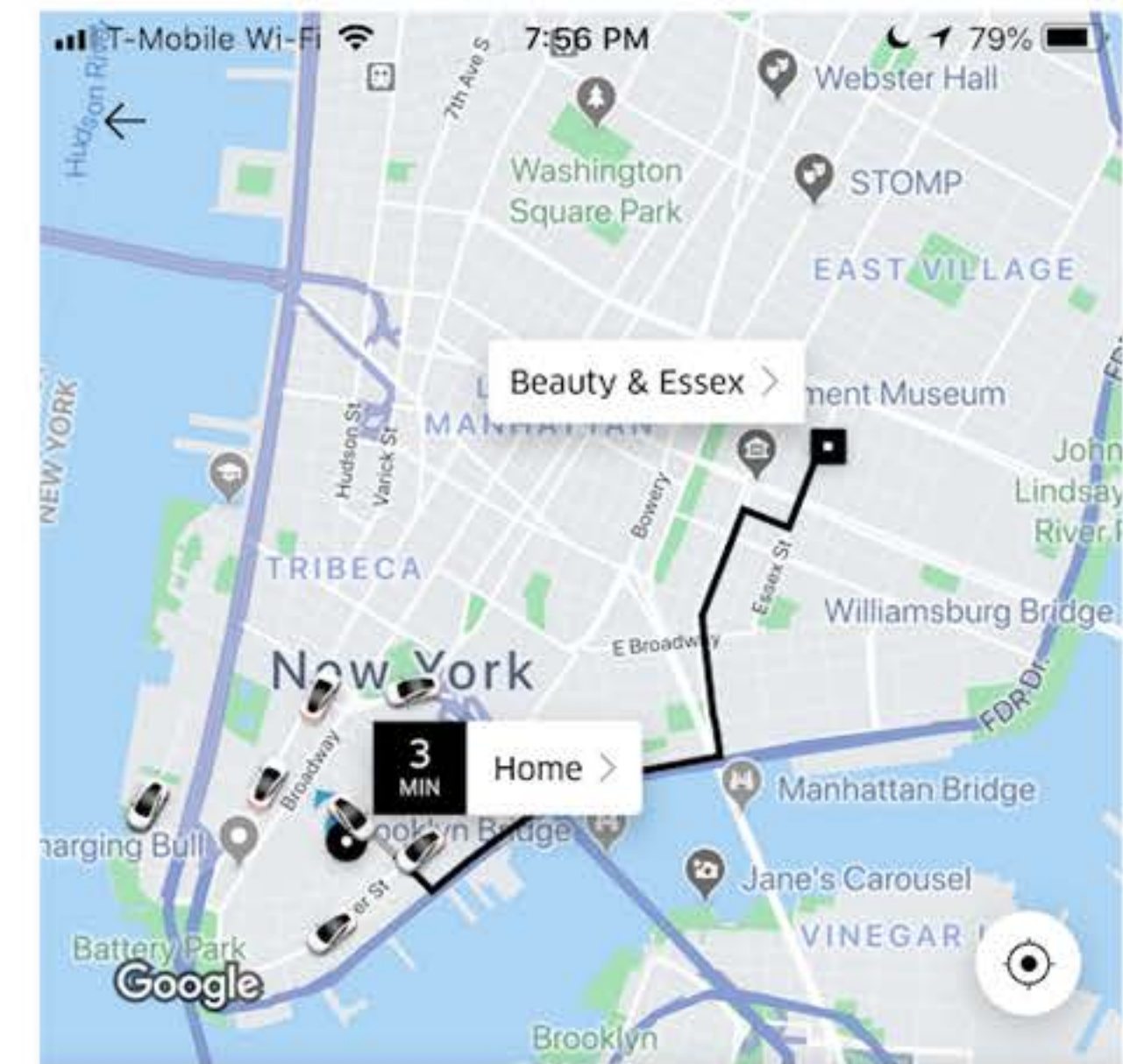
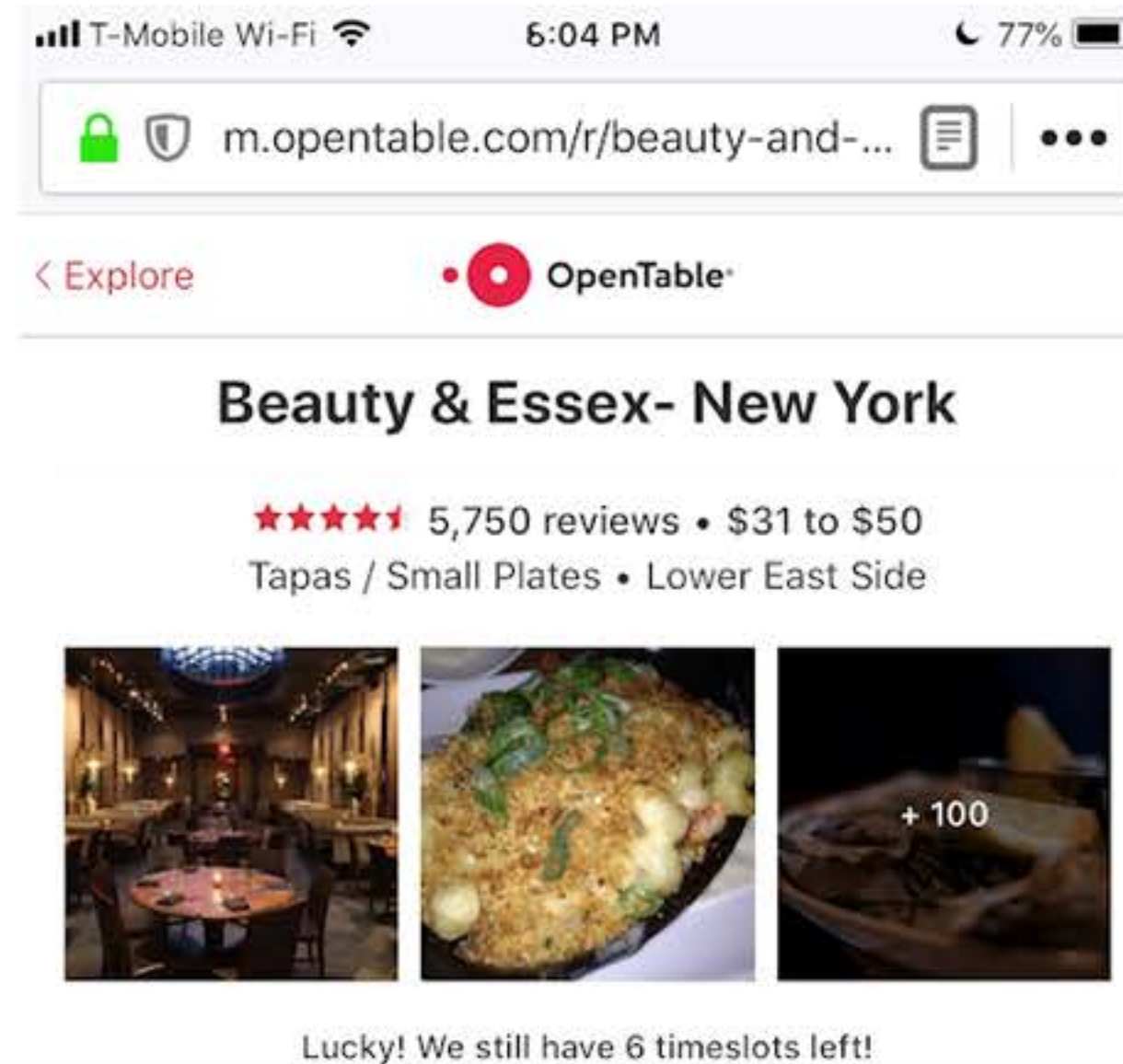
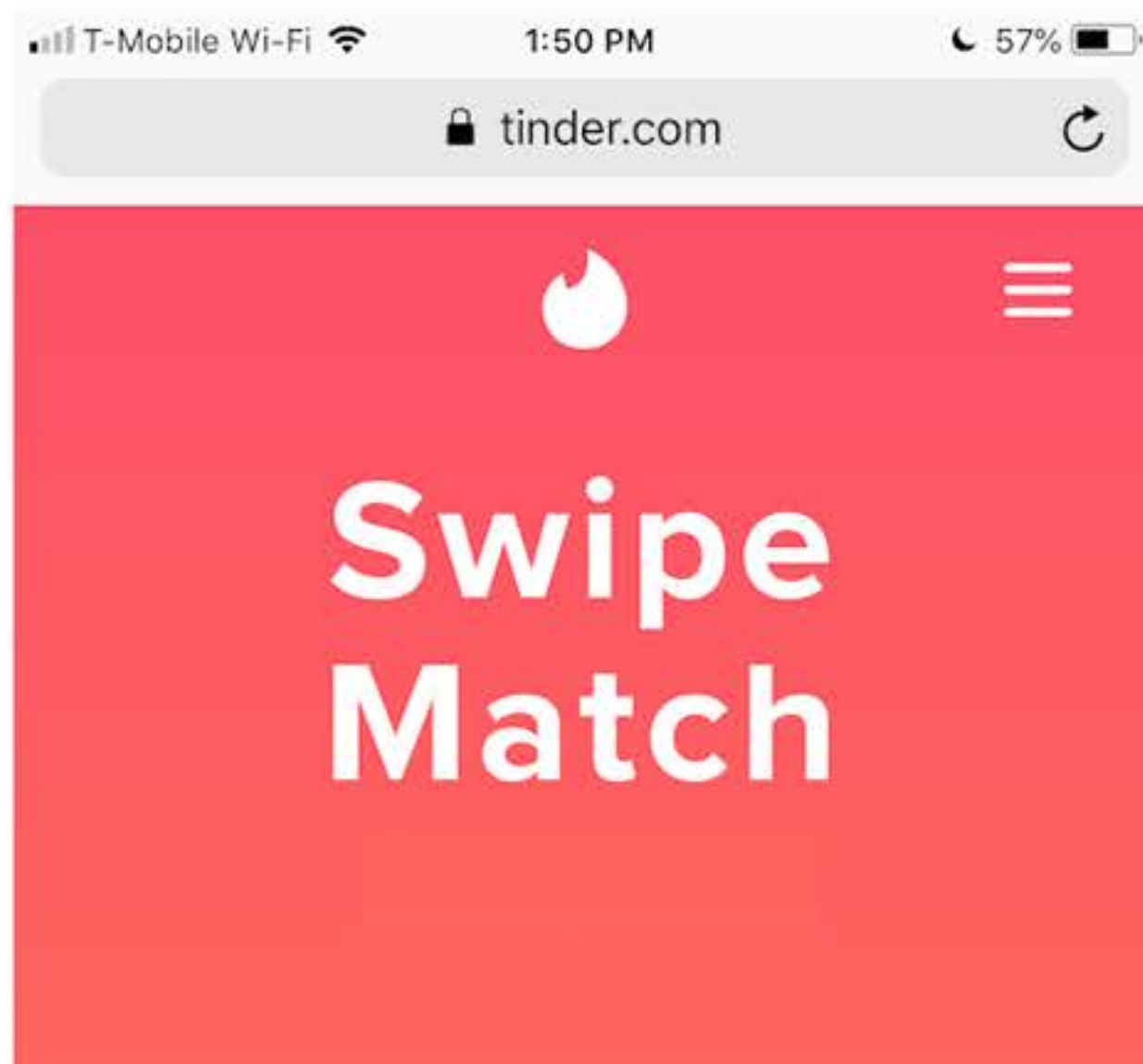


IDENTITY AND INTEGRITY: EMPIRICALLY

A close-up photograph of a woman with long blonde hair, smiling broadly. She is holding a black smartphone in her left hand and a glass of wine in her right hand. The background is slightly blurred, showing what appears to be a festive or holiday setting with some greenery and red decorations.

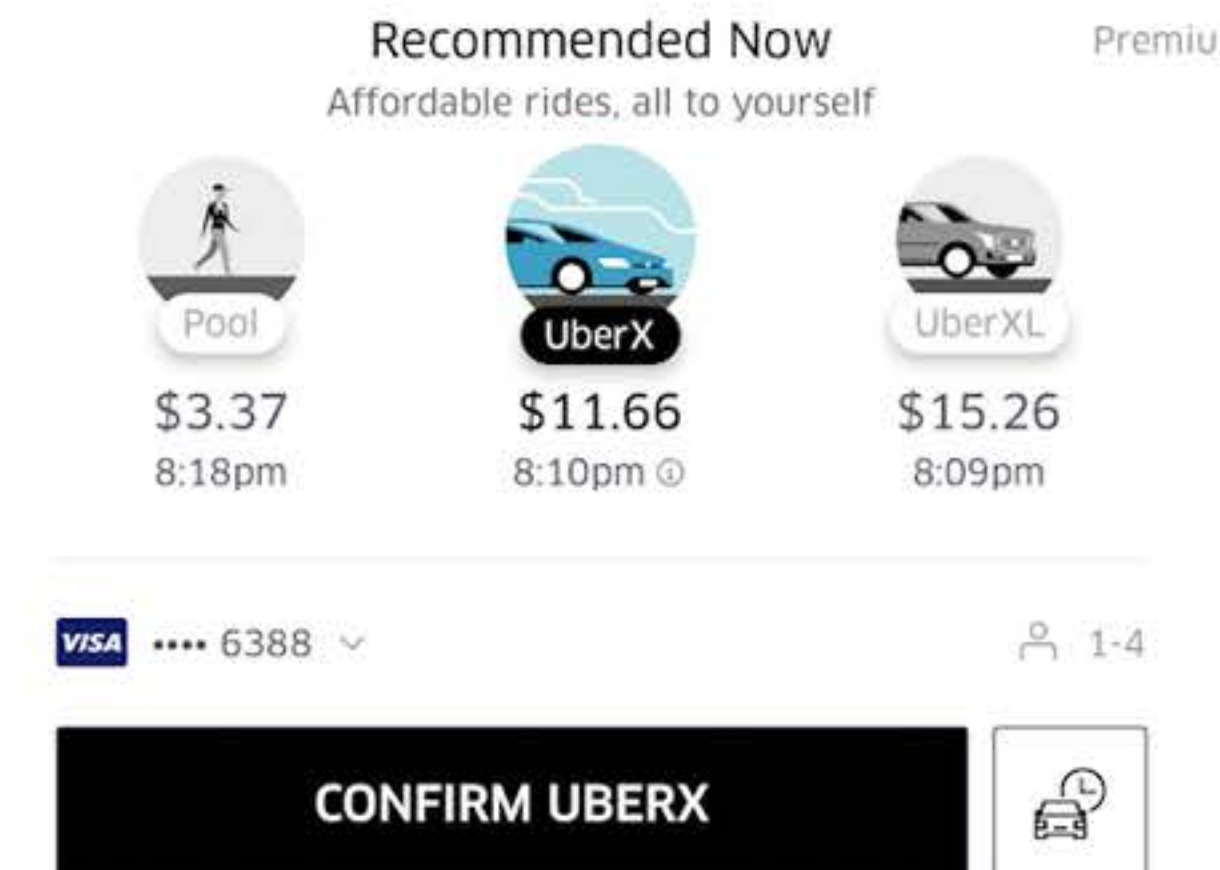
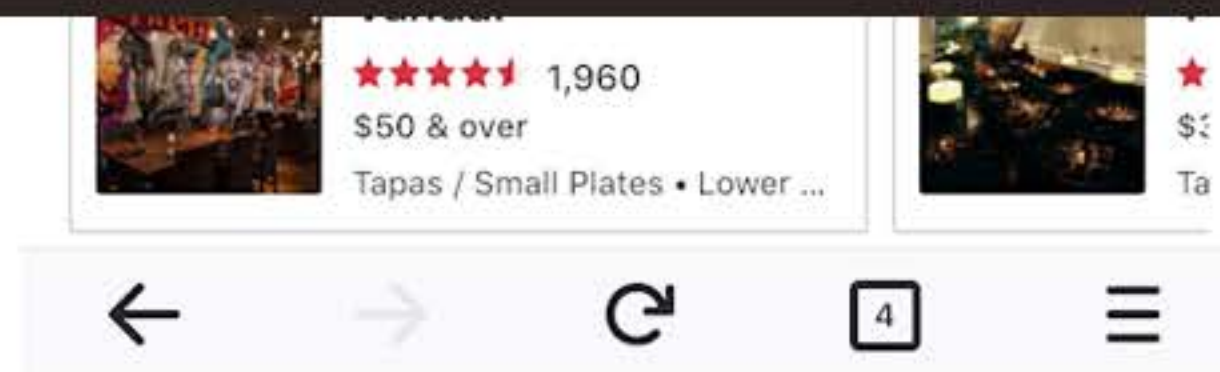
FACEBOOK CASE: High school teacher Ashley Payne's festive vacation pictures spread through Facebook to her students, drawing complaints from parents. She lost her job.

INTEGRITY IN THE BIG DATA MARKETPLACE



ACXIOM
IDENTITY RESOLUTION BY DATA COMBINATION
DIFFICULT TO NOT BE WHO WE ARE

(E^x 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?

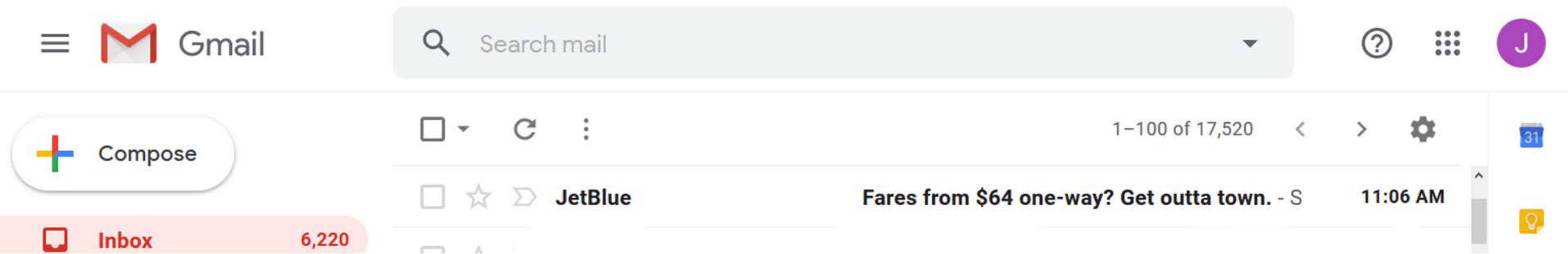
Verbs over nouns in identity

Perversion of big data platforms



DISINTEGRATION ETHICS STRATEGIES VERBS OVER NOUNS IN IDENTITY CONCEPTION

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



DELEUZE: *LOGIC OF SENSE*

VERB SELVES

DOING THE IRRESOLVABLE CREATES DISINTEGRATED IDENTITY

ISABELLE EBERHARDT EXAMPLE

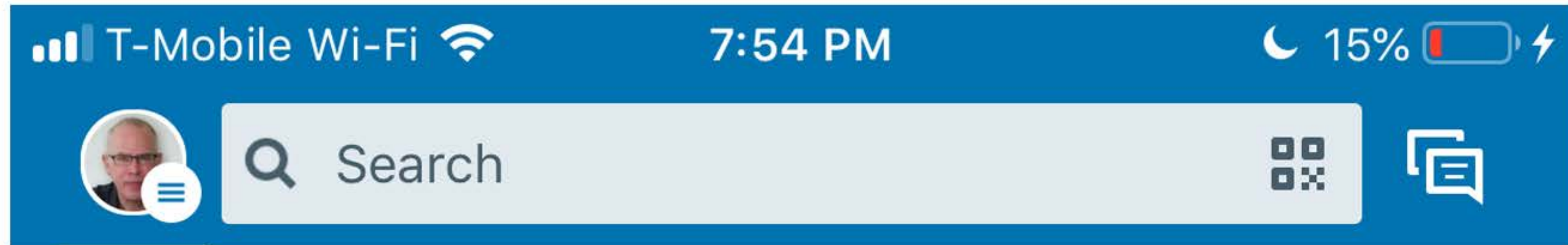
Travels to engage incongruent experiences:
Those speaking unknown languages,
practicing incompatible values

Location/customs/religion/station/gender/age



DISINTEGRATION ETHICS

ELEMENTS OF THE IRRESOLVABLE ID, 2019



Virginia Dignum • 3rd+

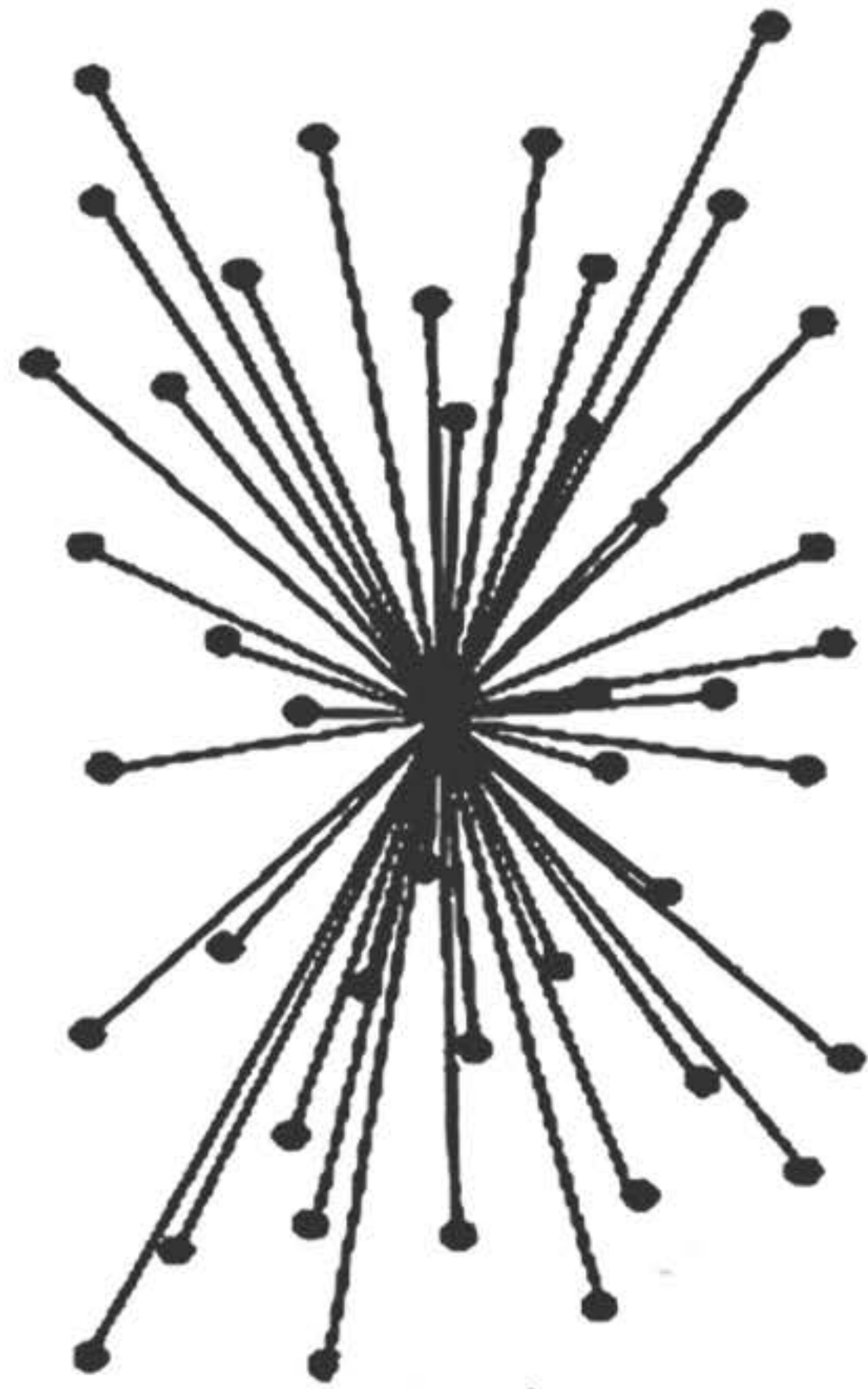
Professor Ethical and Social Artificial Intelligence
3w • Edited



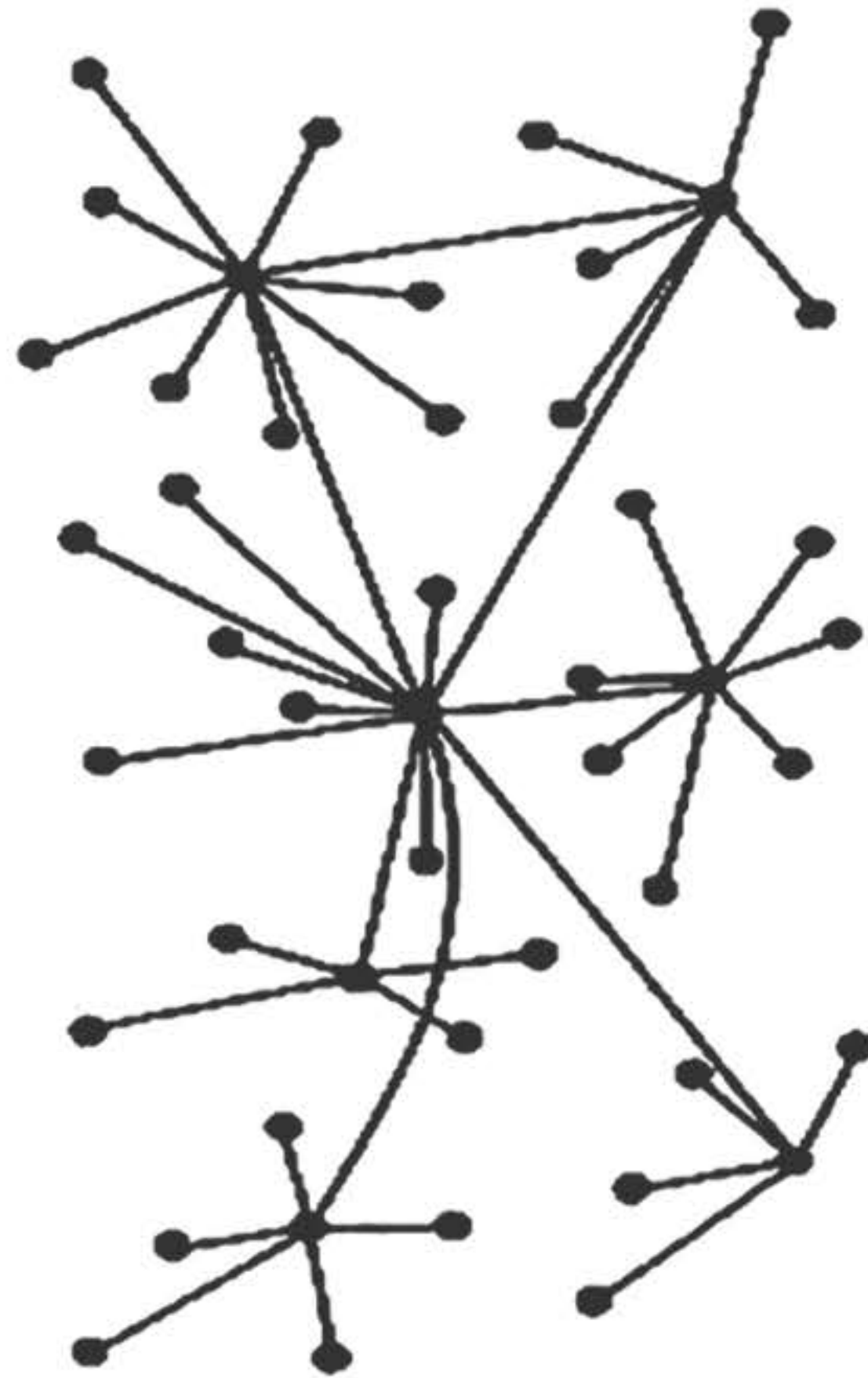
We are hiring two lecturers/associate professors at Umeå University on Responsible AI and human-AI interaction, with focus on but not limited to design for values, ethics, argumentation, verification, impact evaluation or explanation.

...see more

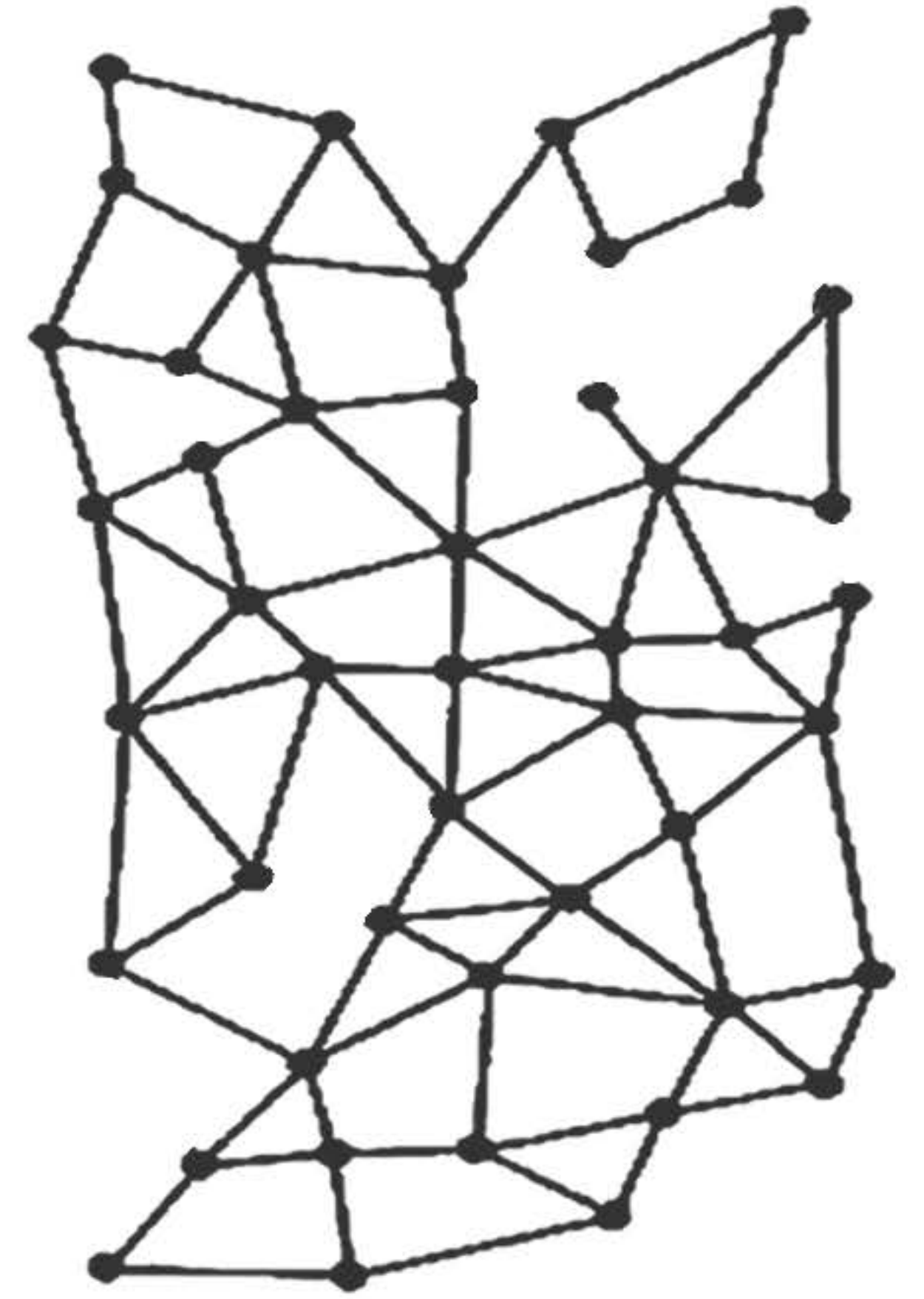
INTEGRATION V. DISINTEGRATION: VISUAL



Integrating Self
Resolved Identity



Lived Experience



Disintegrating self
Irresolvable identity

INTEGRATION V. DISINTEGRATION: CONCEPTUAL

OPTIMUM CONCEPTION OF SELF:

Captures all data points
Resolves identity

Sparks incongruous data
Identity irresolvable

REASON FOR SELF-UNDERSTANDING:

Satisfy ourselves/Euphoria Convenience
(Identity as termination)

Become someone else
(Identity as station)

DESIRE:

Ended (Platonic)

Excessive (Bataillian)

PRIMARY VIRTUES IN BIG DATA REALITY:

Authenticity
Docility (to predictive analytics)

Inauthenticity
Freedom

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

DISINTEGRATION ETHICS STRATEGIES PERVERSION OF BIG DATA PLATFORMS

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 & EBUSINESS:
INTEGRITY OR DISINTEGRATION?

ETHICS OF DISINTEGRATING IDENTITY IN THE TIME OF BIG DATA



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