Digital Futures?
BSA Presidential Event 2018

22 November 2018
Churchill Room, The Treasury, Whitehall, LONDON

-------------------------- SPEAKER PROFILE --------------------------

HELEN KENNEDY

Title: Why understanding people's experiences of data matters for data futures

Bio: Helen Kennedy is Professor of Digital Society at the University of Sheffield. Over more than 20 years, her research has traversed a range of digital landscapes. Currently, she is interested in how big data affects everyday lives and non-experts' ideas about what fair and just data practices and systems would look like.

Statement

Talking to non-experts about their feelings, perceptions and experiences of and about data matters for data futures. It can call into question expert assumptions about what fair, good, just, ethical data practices and policies might look like, and it can suggest alternative approaches to tackling some of the wicked problems that data-driven change brings with it. I'm participating in this event to share what I know and think about these things with people whose decisions shape lives.

Selected publications

- Kennedy, H. (2018) 'Living with data: aligning data studies and data activism through a focus on everyday experiences of datafiction', Krisis: journal for contemporary philosophy. Available at: http://krisis.eu/nl/living-with-data/.
- Kennedy, H. (March 2018) How people feel about what companies do with their data is just as important as what they know about it. Blogpost, LSE Impact Blog. Available at: http://blogs.lse.ac.uk/impactofsocialsciences/2018/03/29/how-people-feel-about-what-companies-do-with-their-data-is-just-as-important-as-what-they-know-about-it/
- Kennedy, H., Hill, R., Allen, W. and Kirk, A. (2016) 'Engaging with (big) data visualisations: factors that affect engagement and resulting new definitions of effectiveness', *First Monday.* Available at: http://firstmonday.org/ojs/index.php/fm/article/view/6389/5652

- Kennedy, H. (July 2015) Visualisation design should consider how we respond to statistics emotionally as well as rationally. Blogpost, LSE Impact Blog. Available at: http://blogs.lse.ac.uk/impactofsocialsciences/2015/07/22/seeing-data-how-people-engage-with-data-visualisations/
- Kennedy, H. and Moss, G. (2015) 'Known or knowing publics? Social media data mining and the question of public agency,' *Big Data and Society*. Available at: http://journals.sagepub.com/doi/full/10.1177/2053951715611145