

Table of Contents

List of Figures	9
Acknowledgements	11
Introduction: Situating Data as Cultural Inquiry	13
<i>Nanna Verhoeff and Karin van Es</i>	

Part 1 Practices

1. Coffee Roasters' Data Vernacular	31
On the Entanglement of Digital Data and Craft	
<i>Markus Stauff, Pauline van Romondt Vis, and Karin van Es</i>	
2. The Agricultural Data Imaginary	49
Precision Farming's Reinforcement of the Productivist Approach to Agriculture	
<i>Eggo Müller</i>	
3. Controversing Datafication through Media Architectures	67
<i>Corelia Baibarac Duignan, Julieta Matos Castaño, Anouk Geenen, and Michiel de Lange</i>	
4. Streaming against the Environment	85
Digital Infrastructures, Video Compression, and the Environmental Footprint of Video Streaming	
<i>Marek Jancovic and Judith Keilbach</i>	
5. Out of the Bin, into the Open	103
Looking at the Mediating and Performing Material Afterlives of Data	
<i>Tamalone van den Eijnden</i>	

Part 2 Justice

6. Data as Boundary Objects, Datafication as Boundary Work	123
<i>Koen Leurs</i>	

7. The Datafication of Racialization and the Pursuit of Equality 141
The Case of the “Barometer Culturele Diversiteit”
Gerwin van Schie

8. Caged by Data 159
Exposing the Politics of Facial Recognition Through Zach Blas’s Face
Cages
Rosa Wevers

9. Dirty Computers versus the New Jim Code 173
Janelle Monáe’s Datafied Performance
Dan Hassler-Forest

Part 3 Knowledges

10. How Eva Louise Young (1861–1939) Found Me 189
On the Performance of Metadata in Knowledge Production
Iris van der Tuin

11. Interstitial Data 207
Tracing Metadata in Archival Search Systems
Jasmijn Van Gorp

12. Data and Algorithms in Transition 223
A Diachronic Affordance Analysis Perspective
Stefan Werning

13. Schooled by Dashboards? 241
Learning Platforms’ Performance-Centered Pedagogy and Its Impact
on Teaching
Niels Kerssens

Part 4 Agendas

14. Creative Urban Methods for the Datafied City 257
Nanna Verhoeff, Sigrid Merx, and Michiel de Lange

15. Investigating the Datafied Society	267
Entrepreneurial Research as Approach	
<i>Mirko Tobias Schäfer, Karin van Es, and Iris Muis</i>	
16. Big Data and the Global South	273
A Case for Dialogue	
<i>Bruce Mutsvairo</i>	
17. Situating the Marketization of Data	279
<i>Anne Helmond and Fernando van der Vlist</i>	
Index of Concepts	287

