Video Lifestreaming Practices in the Light of Umberto Eco's Semiology of Everyday Life

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Contents

Umberto Eco's semiology of everyday life

Semiology of everyday life

1. concentration on mass culture
2. lack of hierarchy among objects to investigate
3. no central value
4. semiology as a critique of culture
5. semiological analysis of kitsch
6. to be an inteterpreter, not a legislator (Z. Bauman)[1]

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[1] Joanna Ugniewska, Słowo wstępne, w: U. Eco, Semiologia dnia codziennego, przeł. J. Ugniewska, P. Salwa, Warszawa 1996, s. 5-9

Lifestreams as an Interface Metaphor

Eric Freeman's Ph. D. thesis:

- the desktop model — a tree of files and folders, paper-based[2], not sufficient for "deluge of data", because of categorization problem
- the Lifestreams model — "a time-ordered stream of documents that functions as **a diary of your electronic life**; every document you create or other people send you is stored in your lifestream"[3]
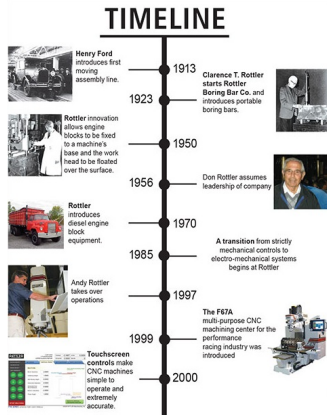
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[2]Eric T. Freeman, The Lifestreams Software Architecture, Ph.D. Dissertation, Yale University Department of Computer Science, May 1997, p. 8.
[3]Freeman, p. 1.
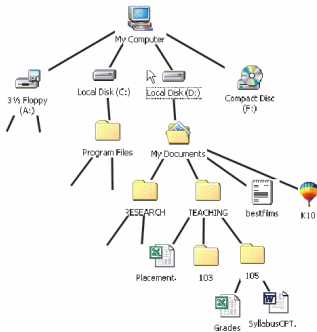
- the desktop model

- the Lifestreams model

Insufficiency of the desktop model

- The desktop model is not sufficient for "deluge of data", because of categorization problem[4]

- The Lifestreams model gives up any taxonomy and relations between elements

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[4]Eric T. Freeman, op. cit.

A lifestream website

*Lifestreaming has evolved into the act of documenting and **sharing aspects of daily existence online**. A lifestream website collects the things you choose to publish (e. g. photos, tweets, videos, or blog posts) and displays them in reverse-chronological order.*[5].

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[5]Jessica E. Mullen, Lifestreaming as a Life Design Methodology, 2010, p. vi.

Video Lifestreaming and Semiological Guerrilla

Steve Mann's "wearable computer" and "reality mediator" inventions of the 1970s have evolved into what looks like ordinary eyeglasses.

| (a) 1980 | (b) Mid 1980s | (c) Early 1990s | (d) Mid 1990s | (e) Late 1990s |

Source: Wikimedia Commons

Steve Mann, "father of wearable computing"[6]

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[6]http://www.theguardian.com/technology/2012/apr/05/google-project-glass-digital-goggles

Surveillance — Sousveillance with wearable cameras

(Ceiling dome) — Mann 1998 — Microsoft 2004 — Memoto 2013

Source: Wikimedia Commons

"Internet of People, Places, and Things"[7]

[7]Steve Mann, "GlassEyes": The Theory of EyeTap Digital Eye Glass,
`http://www.webcitation.org/6DKyiVEP3`

Source: Wikimedia Commons

Source: wp.pl

*"The Russian courts don't like verbal claims. (...)
Dash-cam footage is the only real way to substantiate
your claims in the court of law.*[8]

[8]Marina Galperina, Dash-cams: Russia's Last Hope For Civility And Survival
On The Road, 2012, http://animalnewyork.com/2012/russian-dashcam/

Source: Wikimedia Commons

"wearable interactive art to reverse the male gaze" by Steve Mann (2001)

- surveillance — panopticon (M. Foucault)
- sousveillance — "surveilling the surveillers" ("Quis custodiet ipsos custodes?", Juvenal, Satire 6)

  > *focuses on enhancing the ability of people to access and* **collect data** *about their surveillance and to* **neutralize** *surveillance*[9].

- reflectionism

  > *a philosophy and procedures of using technology to* **mirror** *and* **confront** *bureaucratic organizations*[10].

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[9]Steve Mann, Jason Nolan and Barry Wellman, Sousveillance: Inventing and Using Wearable Computing Devices for Data Collection in Surveillance Environments, "Surveillance & Society" 1(3), 2003, p. 333

[10]Mann et alii, idem

Surveillance and sousveillance

Source: Wikimedia Commons

- "watching from above"
- "eye-in-the-sky"

- "watching from below"
- 1st person perspective

Examples of sousveillance

- fortuitous sousveillance: Rodney King beaten by police, videotaped from a balcony by George Holliday (1991)
- organizational sousveillance
  - customers photographing shopkeepers;
  - taxi passengers photographing cab drivers;
  - citizens photographing police officers who come to their doors;
  - civilians photographing government officials;
  - residents beaming satellite shots of occupying troops onto the Internet[11].

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[11]Mann et alii, p. 334
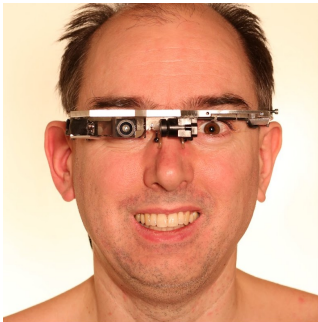
Steve Mann's 1999 "EyeTap Digital Eye Glass"
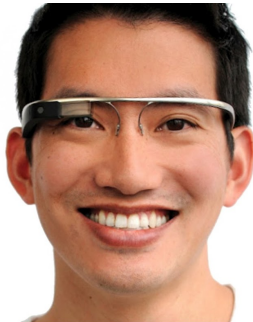
2012, Google Glass

Source: Wikimedia Commons

Source: Wikimedia Commons

Here Perp. 1 struck my Eye Glass (not a direct hit like a punch in the face, but a side-swipe, grabbing motion)[12]

[12]Steve Mann, Physical assault by McDonald's for wearing Digital Eye Glass, 2012, http://eyetap.blogspot.ca/2012/07/physical-assault-by-mcdonalds-for.html

- Equivelliance — equilibrium of surveillance and sousveillance[13]
- Inequiveillance, eg. McVeillance

> *"McVeillance is the installation or using of surveillance cameras while simultaneously prohibiting people from having or using their own cameras, handheld magnifiers, smartphones, or the like."*[14]

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[13]Ian Kerr, Steve Mann, Exploring Equiveillance, 2006, `http://wearcam.org/anonequiveillance.htm`

[14]Steve Mann, McVeillance:How McDonaldized surveillance creates a monopoly on sight that chills AR and smartphone development, 2012, 1010 (October 10), `http://www.webcitation.org/6Cb7y7KRb`
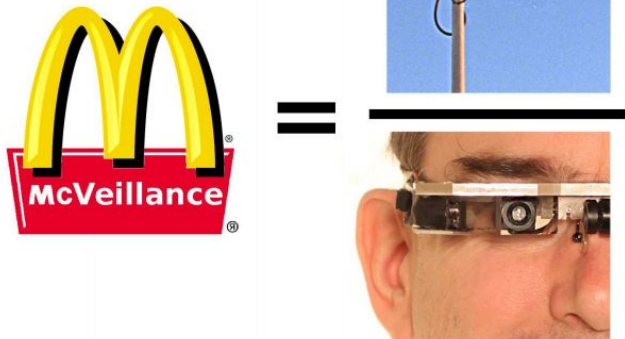
Source: Steve Mann, McVeillance, op. cit.

What must be occupied, in every part of the world, is **the first chair in front of every TV set** *(and naturally, the chair of the group leader in front of every movie screen, every transistor, every page of newspaper). (..) The battle for the survival of man as a responsible being in the Communications Era is not to be won where the communication* **originates**, *but where it* **arrives**.[15]

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[15]Umberto Eco, Towards a Semiological Guerrilla Warfare (1967)

1. A camera
   1.1 a sign
   1.2 a machine for production of (iconic) signs
2. Semiological Guerrilla warfare: to be recorded (to be tranlated into signs, to get objectified) is to get subjected to a certain power
3. fright of representatives of oral cultures to be "described"
4. iconic signs, sympathetic magic
5. a semiotic trail of reality