The countdown for our departure from Bute to our new home in Central Square is under way! This past week the University splashed the news on its main website, complete with a video featuring an animated fly-through of the different floors put together by the interior designers at IBI. If you haven’t seen it yet, please have a click now. It’s rather impressive, and promises to be helpful for student recruitment, not least on Open Days, as well as at international events (including those engaging our alumni) and for fund-raising purposes.

https://www.cardiff.ac.uk/campus-developments/projects/school-of-journalism-media-and-culture

Our projected student numbers are looking healthy for this September. Several factors appear to be underpinning the marked growth in applications we are experiencing, particularly at PGT level. JOMEC’s success in recent league tables is certainly beneficial (QS World University Rankings by Subject places us fourth in Europe and 23rd globally), and we appreciate further efforts from within the College and University – investment in our website, international outreach, targeted publicity, improved alumni relations, etc – are playing important roles too. Admissions have been centralised to a large extent, but we still retain academic oversight, and we are grateful to those academic and PS colleagues keeping a close eye on these matters.

Strategic planning is underway, led by John Jewell, to recalibrate our three BA degrees to further strengthen their external profiles and internal coherence, including enhanced professional dimensions with an eye to employability in rewarding careers. At the same time, we continue to enrich our commitment to complementary areas of provision, especially with regard to the cultural and creative industries, screen-based media, and digital information issues. The latter emphases were agreed as part of our revised business case for expanding student numbers to support relocation to the city centre.

At PGT level, discussions are underway with the BBC regarding a degree apprenticeship scheme, with Richard Sambrook taking the lead. Moreover, we have secured College approval for two new MA degrees, namely MA in Cultural and Creative Industries (led by Julie Brown) and MA in Digital Documentary (led by Janet Harris). Both are in the final stage of paperwork (responding to review recommendations), with decisions imminent regarding launch dates. For our PGR provision, major changes have been initiated by Stephen Cushion to improve the student experience, progress monitoring and overall completion rate.

As I write, a new workloads committee is under way. Its remit is to administer oversight of everyone’s day-to-day responsibilities to ensure an equitable allocation of duties within a culture recognising the importance of achieving a sensible work-life balance. Its membership is Simon, Stephen, Naomi, John, Tim, Jo and Anna. To be candid, we were hoping the new workloads software would help us to gather the necessary information for this process, but instead everyone is asked to ensure they share pertinent details in their PDR paperwork and discussions. In this context, may I also thank Tim and team for all of their hard work putting together JOMEC’s case for Athena Swan recognition.

Lastly, we all know it has been a difficult few weeks with the strike action, but I believe we have come through it as a School stronger than ever. My sincere gratitude to everyone for demonstrating the courage of their convictions while, at the same time, recognising differing opinions with mutual respect. It has been a ‘teachable moment’ for our students, the majority of whom have been remarkably understanding and supportive. Progress is by no means guaranteed, but it would appear we are securing the basis for a much improved way forward.

Thank you, Stuart

CONFERENCES

Data Justice Conference
21-22 May, Bute Building
An international conference exploring the collection and processing of massive amounts of data has become an increasingly contentious issue. What are the implications for social justice? In what way do initiatives around the globe address questions of data in relation to inequality, discrimination, power and control?

Exclusive interview with Lina Dencik, p2

25 Years of Jurassic Park (1993)
8 June, Bute Building
An Interdisciplinary Symposium on the Palaeontological Imagination, co-ordinated by Ross Garner.

Fan Studies Network 2018
29-30 June, Bute Building
A two-day programme will continue FSN’s long-standing tradition of offering an enthusiastic space for interdisciplinary researchers at all career stages to connect, share resources, and further develop their research ideas. See Lucy Bennett for details.

Bruce Lee’s Cultural Legacies
12-13 July, Bute Building
The fourth annual martial arts studies conference seeks to explore and assess the impacts, legacies, effects and consequences of the images, ideas, films, programmes, writings, philosophies, choreographies and principles of Bruce Lee, on the 45th anniversary of his death.

https://www.eventbrite.com/e/bruce-lee-s-cultural-legacies-tick-ets-40853754873

Mapping The Magazine 5
20-23 July, Chicago
The fifth edition of Mapping The Magazine will take place at Columbia College, Chicago. The first three editions of the conference, founded by Tim Holmes and Donald Matheson, ran in Cardiff. The fourth (2016) took place in Sydney. Delegates from around the world will discuss the magazine form across multiple disciplines.
**Q&A – Lina Dencik**

In a significant development for JOMEC, Lina Dencik, Anre Hintz, Joanna Redden and Emiliano Trëré will develop the Data Justice Lab. Lina explains their aims.

The Data Justice Lab will be examining the relationship between datafication and social justice. What is meant by datafication?

Datafication refers to the trend in which more and more of our social life is digitally mediated and turned into data points that can be collected and analyzed by a range of actors, most prominently corporations and governments. This now includes everything from our communication to our friendships to our consumption habits to our tastes, interests and hobbies.

With developments in sensors, wearable technology and the Internet of Things, it also increasingly includes our movements, expressions, bodies and senses and cities. Often this data requires computational power to collect and analyse and is done with a view to identify patterns as a way to predict (and shape) future activities and behavior.

**Why should we (ie we the people) be concerned about datafication?**

Actually the question is not just that people should be concerned about datafication but also that many people are, yet feel they can’t do much about it. The key issue with datafication is that it involves some very significant transformations in society that need to be properly understood and discussed. On the most immediate level, we need to think about what it means when our activities and behaviour are tracked and monitored in a ubiquitous and continuous way – what Mark Andrejevic refers to as a shift to ‘environmental surveillance’. This has significant implications for how and if data-driven decision-making can have opportunities available to people and make use of them, hold an enormous amount of power over those people who are subject to such data collection and analysis. Data mining can be exploited to shape the experiences and opportunities available to people and data-driven decision-making can have significant implications for how and if people can participate in society. This is a concern because the companies that own and develop these technologies, as well as those actors who make use of them, hold an enormous amount of power over those people who are subject to such data collection and analysis.

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**Mark & Sugar cafe and bistro, 1 Central Square**

Milk & Sugar is a small independent chain that tries to look like a rather corporate coffee shop, which makes it suitable for business visits. The branches have slightly different menus if you are after food (https://www.milkandsugarplease.com/menus). The coffee is a standard experience – OK and consistent, but nothing out of the ordinary. YouButey rating: B++

**Pumpkin, station concourse**

You’ve been on a train journey, you know what a Pumpkin is like. The coffee is strong and the shortbread is good. Acceptable in an emergency but the wifi can be a bit sketchy, depending on how many Arcade Hipsters are checking their MacBookos for tips on beard waxing. Apparently it’s also popular with students, so you might want to check who’s around before venting about module feedback. YouButey rating: A-

**Starsbucks, bottom of St Mary Street**

We need to know your name. We need to know where you live. It’s a Starbucks. YouButey rating: class traitor

**YouButey Taste Test**

No 1: Coffee shops near 2 Central Square – when you need to get out for a cup of joe or you want to impress an important visitor...

1. **Milk & Sugar cafe and bistro, 1 Central Square**
   - Milk & Sugar cafe and bistro is a small independent coffee shop in the heart of Central Square. It’s perfect for a quick caffeine fix or a more leisurely visit. The coffee is consistently good, and the atmosphere is inviting and relaxing. It’s a great spot for catching up with friends or working on the go. **YouButey rating**: A-

2. **Pumpkin, station concourse**
   - Pumpkin is located in the station concourse and is a popular spot for train commuters. The coffee is good, and the atmosphere is relaxed. It’s a great place to grab a quick cup before boarding a train. **YouButey rating**: B++

3. **Starsbucks, bottom of St Mary Street**
   - Starbucks is a well-known chain with a standard experience. The coffee is acceptable, and the atmosphere is suitable for business visits. It’s a good choice if you need a caffeine fix in a hurry. **YouButey rating**: B+
Q&A with Lina Dencik, cont’d

Beyond the concern with a lack of transparency surrounding such processes, there is also a significant concern with the ways in which data-driven systems entrench and introduce different forms of discrimination under a veneer of ‘technological ‘objectivity’. When some of these systems have been properly interrogated, for example, they have often shown to reinforce forms of discrimination towards the most marginalized groups in our society. Or, they are imbued with errors or models that are inconsistent with social reality (Joanna Redden recently put together a Data Harm Record with illustrative examples of this that is available on our Data Justice Lab website). Yet their opaque technological nature make them difficult to challenge.

At a more abstract level, we might also want to think about what it means when what counts as social knowledge is confused to automated processes. More and more data about us might be generated, but turning something into a data point means that it needs to adhere to what can be tabulated and quantified. Data systems need to be able to scale to have meaning, and complexity doesn’t scale very well. Yet our social lives are infinitely complex.

What happens to all the aspects of our embodied lived experiences that cannot be abstracted into an algorithmic process? And what happens to our society when all that information and those complex social relations are excluded from the decisions that govern our lives? This becomes a key question, not just for notions of democracy, but also fundamental concerns with human dignity, autonomy and social justice.

You have been awarded a significant number of grants to fund the various projects that the Data Justice Lab will research. Can you tell us how the money will be spent?

I am just about to go to Australia where I will meet colleagues working on related issues, such as data sovereignty, and will speak with people about their research on predictive policing, automated welfare services and the implications of data extraction for indigenous communities. We are also doing some work with the organization TI for Change, which is an NGO based in India, and we have participated in a conference in Australia that has done a lot of work on these issues from within an Asian context.

This is just some of the great work happening around the world. We continue to pursue our work within an explicit frame of data justice, we are part of a larger network of researchers and organisations engaging with related topics. Considering the scale of the issue at hand, we need this larger network to interact and learn from each other. I think the interest we have received in our upcoming conference is testament to that and also to the role of the Data Justice Lab within that network.

Nickname Corner

In an attempt to revive the glory of the primary school playground, You Butey! invites you to identify the person who answers to this evocative nickname:

Sail Away

This issue of You Butey! was put together by Stuart Allan, Lina Dencik, Zhao Er-Qin Liu, Sara Marzouk, Nikita Khrushchov, Kelly Selway, Jo Marshall-Stevens and Darsh Vader.

Please send news, event dates and gossip to Holmes@farkandfsf.co.uk

SPOT THE DETAIL: You probably walk this every day, but what is it?