

SARA M. WATSON

LIVING WITH DATA:
STORIES THAT MAKE DATA
MORE PERSONAL



One Kings Lane - Picks Of The Day · Suggested Post

Like Page

Good cheese deserves a good cheese board. This beautiful bamboo cheese board has a high-capacity cracker serving tray around the entire board and a hidden drawer.

Get it here --> <http://bit.ly/16bfim0>



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Stella Artois

Like Page

We've introduced an undeniable beverage to pair with your undeniable spread.



Like · Comment · Share · 2,824 61 122 · Sponsored



Cover Photos 4 of 13

Tag Photo Options | Share Send Like



Sara M. Watson

July 2, 2013

Liz Lemon + Martha Stewart

Tag Photo

Add Location

Edit

Like · Comment · Stop Notifications · Share · Edit

Meredith Hill, Whitney Wood and 2 others like this.



Write a comment...



Sponsored

See All

New Day, New Arrivals!

modcloth.com



Check out the latest styles! Casual, dressy, mini, maxi -- the cutest dresses are here.

Kinley Russell likes this



Truck/Motorcycle/RV Owner	<i>i</i>	Truck Owner	Edit
Auto Policy Renewal	<i>i</i>	Insurance Renews in August	Edit
Intent to Purchase a Vehicle	<i>i</i>	True	Edit

PERSONICX CLASSIC GROUP/CLUSTER PERSPECTIVES

01Y BEGINNINGS

Cluster 39	Early Parents
Cluster 45	First Digs
Cluster 57	Collegiate Crowd
Cluster 58	Young Workboots
Cluster 67	Rolling Stones

02Y TAKING HOLD

Cluster 18	Married Sophisticates
Cluster 21	Children First
Cluster 24	Career Building
Cluster 30	Spouses & Houses

03X TRANSITION TIME

Cluster 34	Outward Bound
Cluster 41	Truckin' & Stylin'
Cluster 46	Home Cooking

04X FLYING SOLO

Cluster 42	First Mortgage
Cluster 52	Resolute Renters
Cluster 59	Mobile Mixers

05X FAMILY FOCUSED

Cluster 37	Cartoons & Carpools
Cluster 62	Kids & Rent

06X MIXED SINGLES

Cluster 61	Urban Scramble
Cluster 69	Pennywise Mortgagees
Cluster 70	Resilient Renters

07X CASH & CAREERS

Cluster 06	Shooting Stars
Cluster 10	Hard Chargers
Cluster 20	Dynamic Duos
Cluster 26	Savvy Singles

08X JUMBO FAMILIES

Cluster 11	Kids & Clout
Cluster 12	Tots & Toys
Cluster 19	Country Comfort

12B FLUSH FAMILIES

Cluster 13	Solid Single Parents
Cluster 17	Apple Pie Families

13B TRUE BLUES

Cluster 38	Midtown Minivanners
Cluster 48	Farmland Families

14B OUR TURN

Cluster 16	Country Single
Cluster 22	Fun & Games
Cluster 31	Mid Americana
Cluster 32	Metro Mix
Cluster 33	Urban Tenants

15M MATURE WEALTH

Cluster 02	Established Elite
Cluster 03	Corporate Clout

16M AGING UPSCALE

Cluster 14	Career-Centered Singles
Cluster 15	Country Ways
Cluster 23	Acred Couples

17M MODEST MEANS

Cluster 43	Work & Causes
Cluster 44	Community Singles
Cluster 55	Humble Homes
Cluster 63	Downtown Dwellers
Cluster 68	Pennywise Proprietors

18M MATURE RUSTICS

Cluster 40	The Great Outdoors
Cluster 50	Rural Retirement
Cluster 54	Still Truckin'

19M GOLDEN YEARS

Cluster 05	Sitting Pretty
Cluster 08	Full Steaming
Cluster 09	Platinum Oldies

20S ACTIVE ELDERS

Cluster 25	Clubs & Causes
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My friends who live in China



Sara

Home



My friends who live in **China** · Country · 369,996 like this



My friends who live in **Chin State, Myanmar** · State · 308 like this



My friends who live in **Chinandega, Chinandega** · City · 14,279 like this



My friends who live in **Chincha Alta** · City · 13,474 like this



My friends who live in **Zamora-Chinchipec, Ecuador** · State · 354 like this



My friends who live in **El Chino, Tamaulipas, Mexico** · City · 6 like this



My friends who live in **Chin, Guangxi, China** · City · 112 like this



My friends who live in **Chino, California** · City · 9,170 like this

See more results for "My friends who live in Chin"



Lives in **Shanghai, China**

Studied Mandarin Chinese at **Chongqing University '12**

Listens to **Bob Marley, Steven & Coconuttrees and Bondan Prakoso ...**

Friends

Message



Sara Little Panda

Relocation Team at **Maxxelli Real Estate**

Your friend since February 2012

Lives in **Chongqing, China**

Studied at **Sichuan International Studies University**

2 mutual friends: **Rich Macauley and Aaron Cohen**

Friends

Message



China

407,456 like this

Like

Country

China, officially the **People's Republic of China**, is a sovereign state located in **East Asia**. It is the world's **most pop...**

see more

8 Friends

Share

Gender

Add...

Relationship

Add...

Employer

Add...

Lives in

China

Hometown

Add...

School

Add...

Friendship

My Friends

Add

Name

Add...

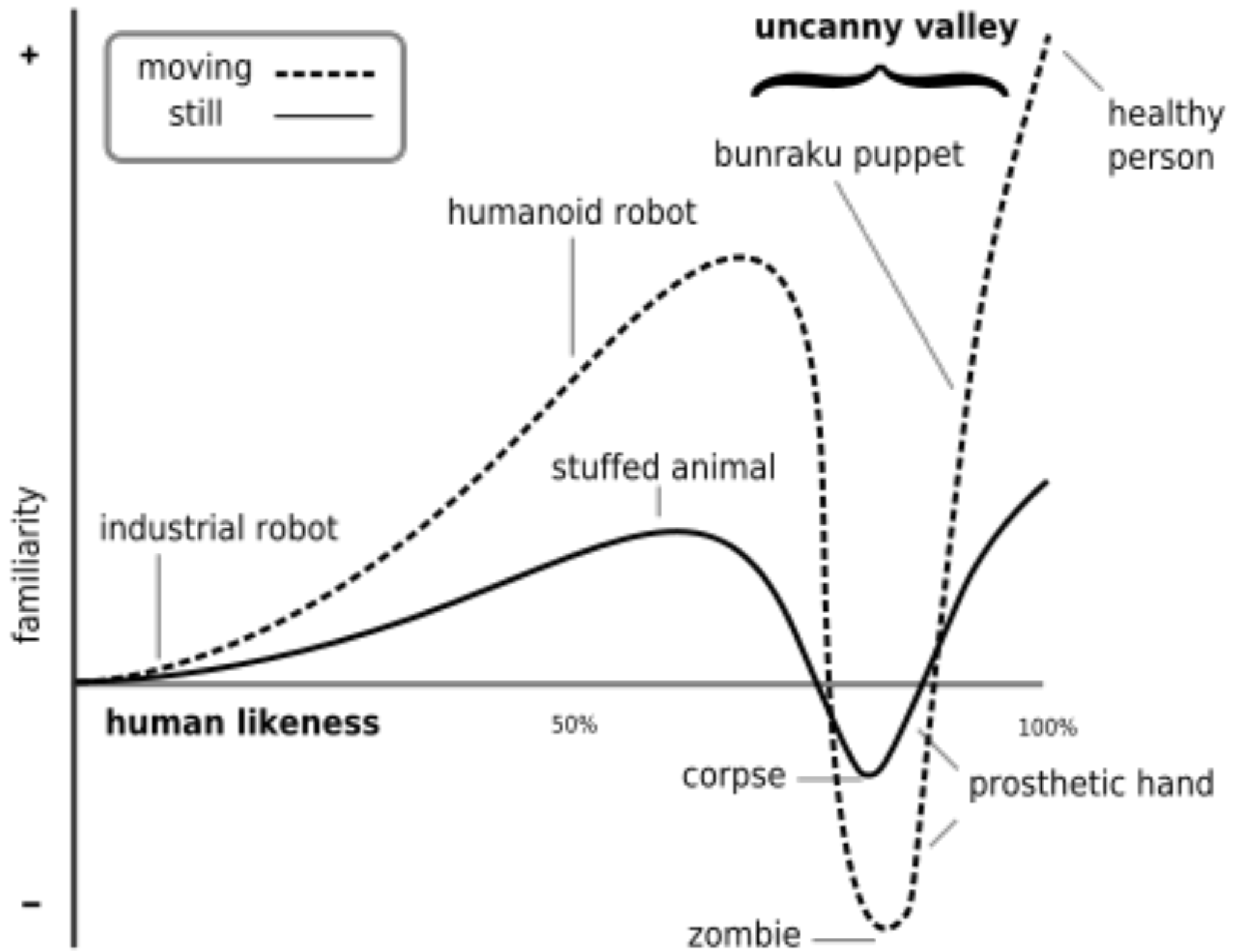
SEE MORE FILTERS

Give Feedback

51% FOREIGNNESS?

WE CAN'T UNDERSTAND THE CAUSAL
RELATIONSHIPS BETWEEN OUR DATA
AND ITS USES IN THE WORLD.



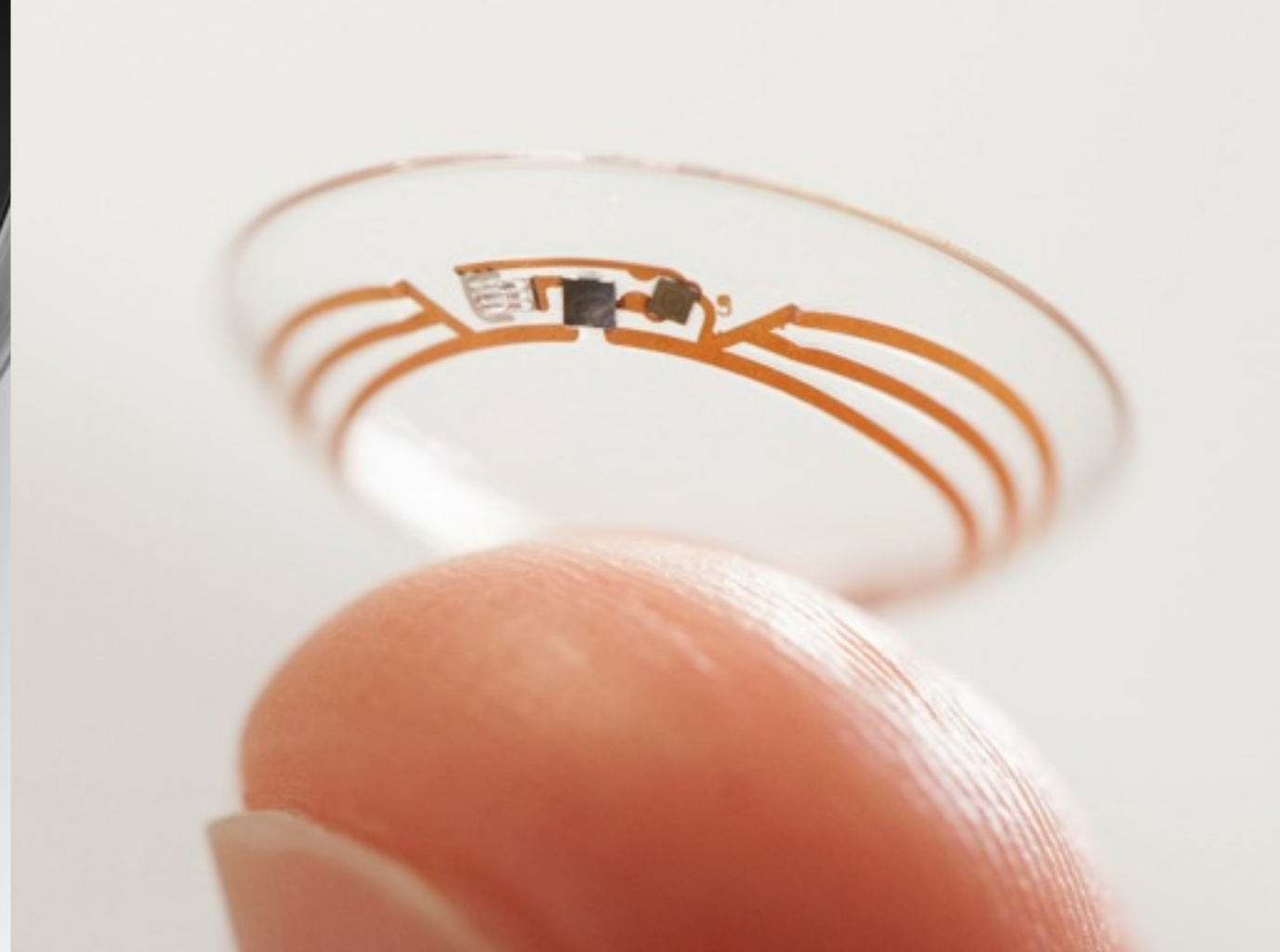
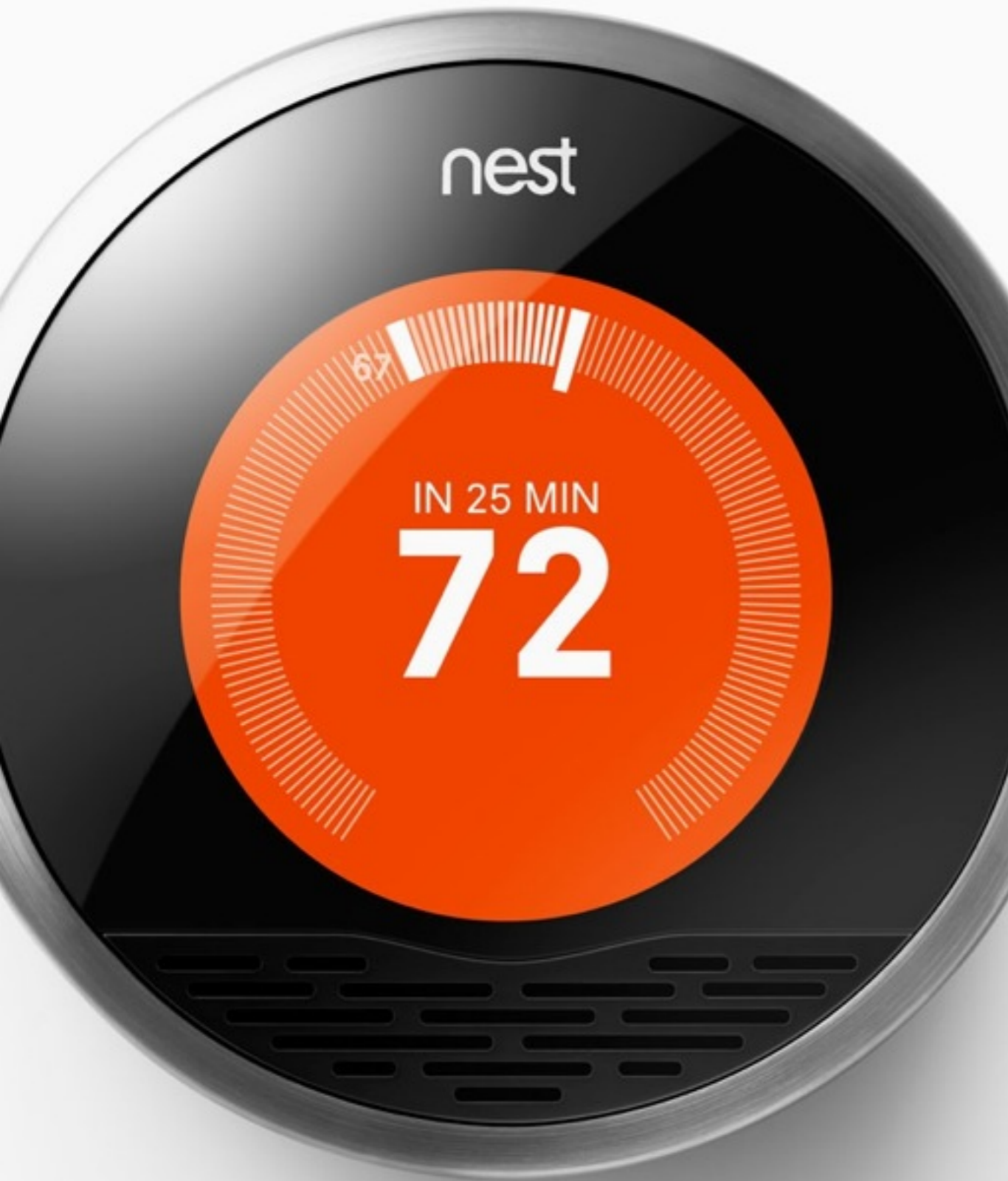




"I HAVE NOTHING TO HIDE"
BUT I DON'T KNOW WHAT I'M
HIDING FROM








@SMWAT #BERKMAN



About 74,300,000 results (0.34 seconds)

Shop for cheese board on Google

Sponsored

 <p>Personalized Cheese Board... \$39.99 Special offer</p>	 <p>Picnic at Ascot Sifton Cheeses... \$50.95 Shoebuy.com</p>	 <p>Martha Stewart Collection Wood... \$39.99 Macy's</p>	 <p>Slate Cheese Board - Multi... \$30.00 store.dwell.com</p>	 <p>The Cellar Acacia Wood... \$34.99 Macy's</p>
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Cheese Board Collective

Business Operation

The Cheese Board Collective in Berkeley, California, comprises two worker owned and operated businesses: a cheese shop/bakery commonly referred to as "The Cheese Board", and a pizzeria known as "Cheese Board Pizza". Wikipedia

Founded: Berkeley, CA

People

ckuc@cb

Acme Bra Company

The Cheese Board Collective

www.cheeseboardcollective.coop/ Cheese Board Collective - 100% worker owned business offering a wide variety of cheese, fresh baked breads and pizza. Includes event listings, history and links to other collectives in the ...
Pizza - Hours - Cheese & Bakery - Bakery Schedule

The Cheese Board Collective - This Week's Pizza

cheeseboardcollective.coop/pizza Cheese Board Collective - The Week's Pizza. Tuesday 4/29. Roma tomato, onion, mozzarella and ...

Cheese Board Pizza - North Berkeley - Berkeley, CA | Yelp

www.yelp.com Restaurants Pizza Yelp, Inc. - 4.5 stars Rating: 4.5 - 3,230 reviews - Price range: \$
3230 Reviews of Cheese Board Pizza "Cheese Board Pizza is a small restaurant in Berkeley that makes some amazing pizza. The atmosphere is very relaxed ..."

The Cheese Board - North Berkeley - Berkeley, CA | Yelp

www.yelp.com Food Specialty Food Cheese Shops Yelp, Inc. - 4.5 stars Rating: 4.5 - 567 reviews - Price range: \$\$
567 Reviews of The Cheese Board "The Cheese Board is a critical landmark for me in Berkeley. It was the epicenter of my burgeoning foodie status: grabbing a ..."



MAKING DATA USES INTELLIGIBLE
AND IMPACTS PERSONAL

NATE SILVER ON
WHAT OBAMA SHOULD
DO NEXT, P. 44

DON'T MOCK THE
ARTISANAL PICKLE
MAKERS, P. 14

A NANNY'S VIEW
OF THE WORLD,
P. 47

MANAGEMENT
TIPS FROM 'DOWNTON
ABBEY,' P. 52

GREECE CONFRONTS
ITS SPARTAN
FUTURE, P. 18

It's the one
thing in
that's easy:
New Orleans,
P. 27

The New York Times Magazine

February 13, 2012



How your shopping habits reveal even the most personal information. By Charles Duhigg



danah boyd ✓
@zephoria



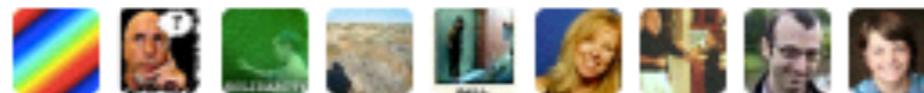
Following

It's amazing how widely known the Target/pregnancy story is. It comes up in every meeting on data. Go [@nytimes](#)

[Reply](#) [Retweeted](#) [Favorited](#) [More](#)

RETWEETS
15

FAVORITES
14



3:55 PM - 23 Jan 2014

East Rollins Road
Round Lake Beach, IL 60073
847-546-7500

P-140 134 T6516 P4*****AC

Mike Seay
Daughter Killed In Car Crash
Or Current Business

Sponsored

[See All](#)

Custom Engagement Rings

artofplatinum.com



Uniquely yours. Exactly as you envisioned it!

How well do you know Nick Smith?

- One of my best friends
- I know him well
- We sometimes meet
- An acquaintance
- I don't know him

Your response is private, and will help us show you more interesting updates

WHAT PERSONAL DATA STORIES DO



In Airport

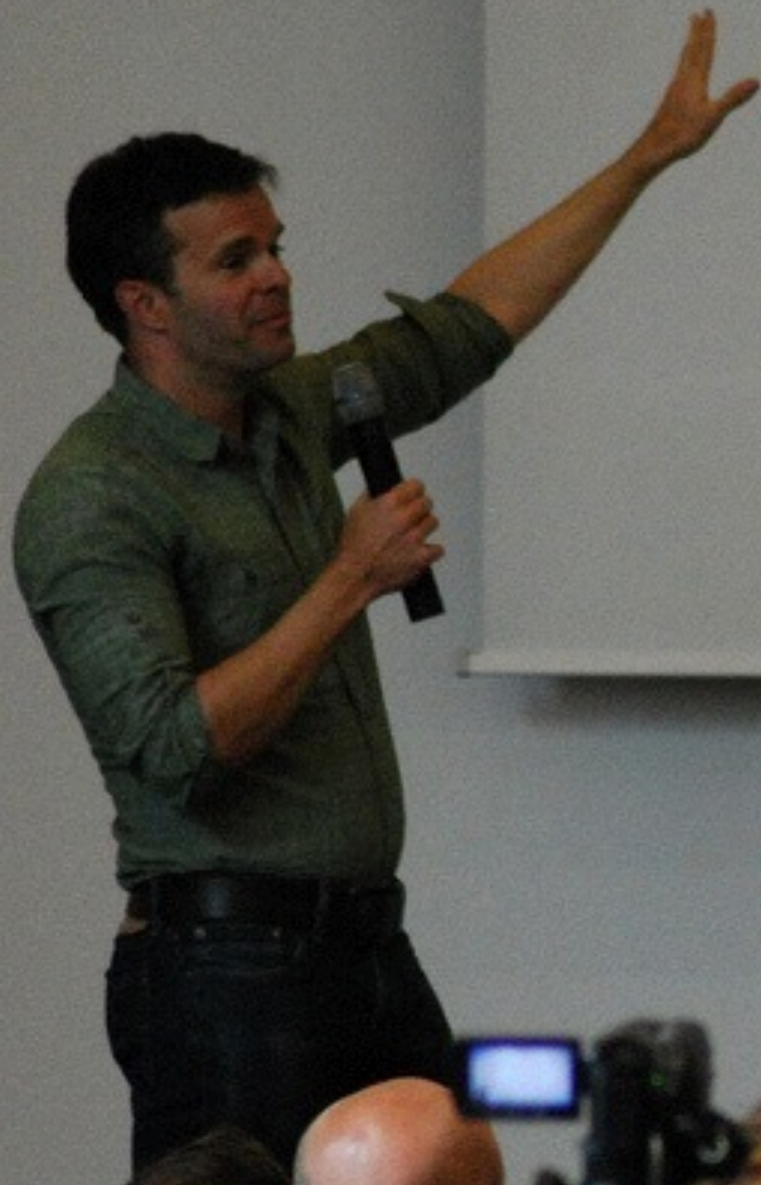
5

In Car

3

Flossing


1



Quantified Self
self knowledge through numbers

RESTORING SUBJECTIVITY TO THE OBJECTIVITY OF DATA

 [-] **avrus** 2 points 2 years ago

 **So she complains about privacy and information being available on the web. Posts her and her fiance's real names on the internet.**

EDUCATION
DESIGN
POLICY

[log out & save](#) • [log out & delete](#)

Lookup Contacts

Charge

Nodes [A] [S]

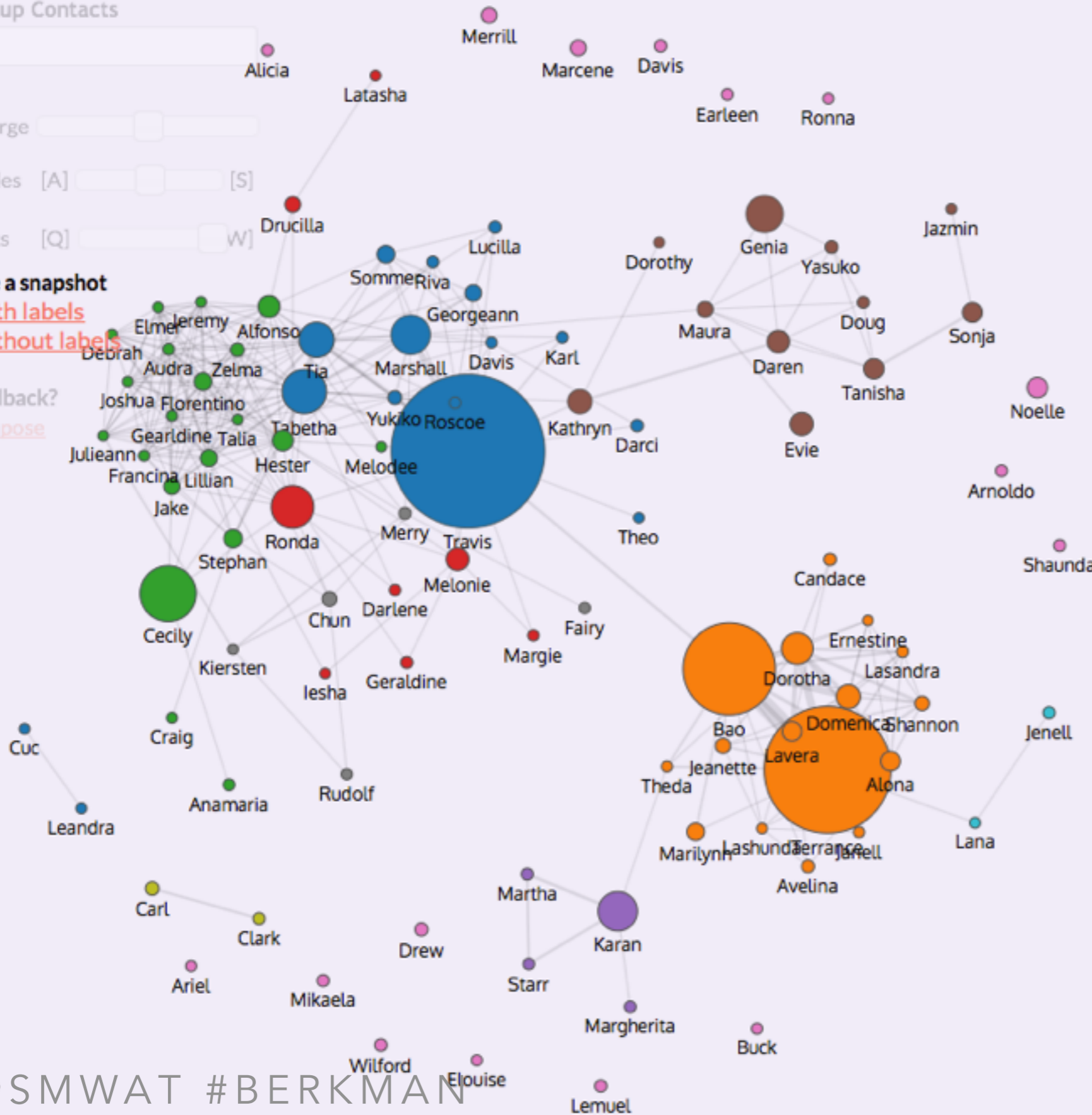
Links [Q] [W]

Take a snapshot

- [with labels](#)
- [without labels](#)

Feedback?

[Compose](#)



Tony Stark



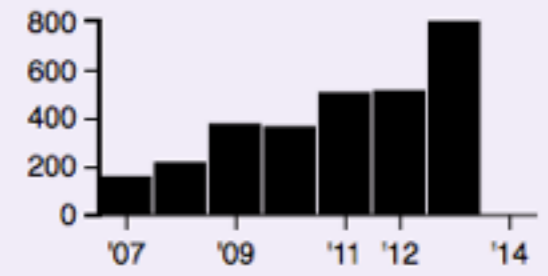
159 collaborators

20,849 emails

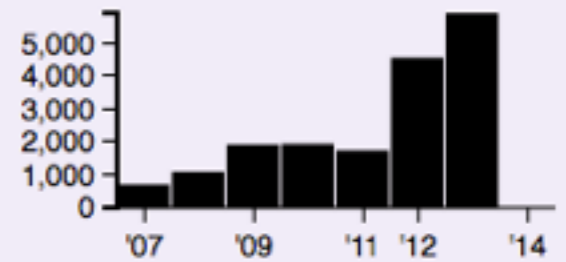
My Stats

[Top Collaborators](#)

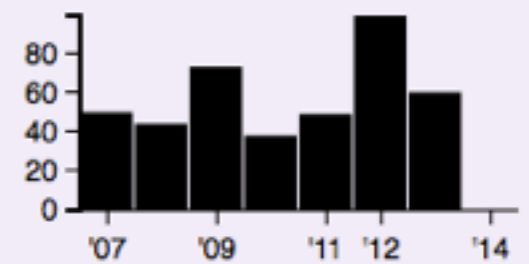
Emails Sent



Emails Received



New Collaborators



Like · Comment · Share · 12 hours ago · 

 10 people like this.

 3 shares

 View all 7 comments

Like · Comment · Share · recently · 

 people like this.

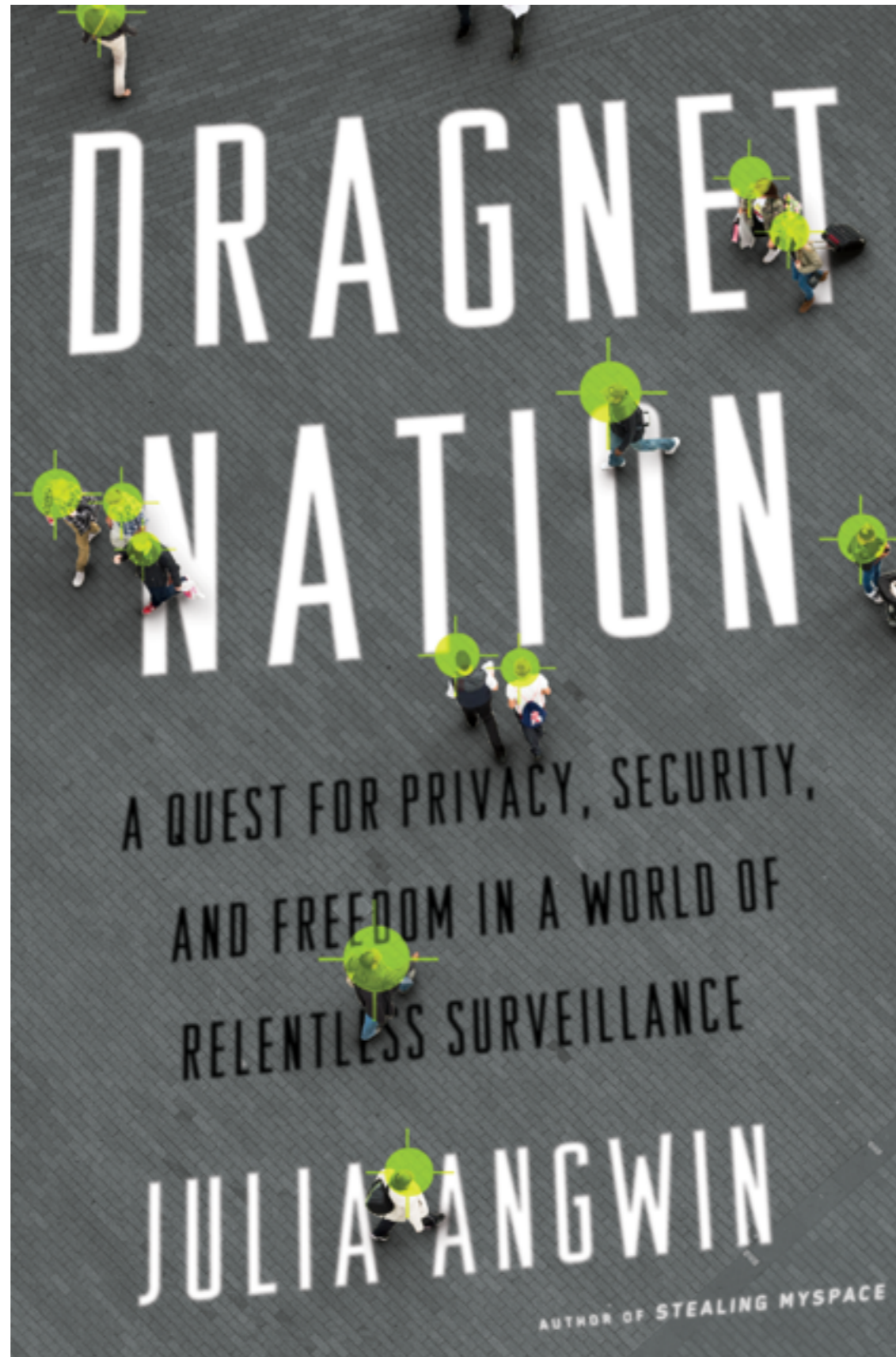
 shares

 View all comments

JANET VERESTI @ #TTW14



@SMWAT #BERKMAN



@SMWAT #BERKMAN

NEWS | A3

critics

campaign contributions

...think anyone has given any hint
...would switch to David as a Conser
...he said, "I would have to find
...The survey found a d

The Haggler

Helping aggrieved consumers for over a quarter of a decade.



SARAMARIEWATSON@GMAIL.COM



@SMWAT #BERKMAN

OTHER COMPELLING EXAMPLES?

PERSONAL ENCOUNTERS?

FEEDBACK AND SUGGESTIONS.

SARAMARIEWATSON@GMAIL.COM