

SKU-MARKET

Who does an algorithm think you are?

SKU-Market is a satirical mini-market that explores how purchasing habits and online behaviours can be interpreted, skewed, and applied to shape our lives in unexpected ways. You 'buy' the things you like from our Algorithmic Aisle. It is lined with products that give you 'life': equal rights t-shirts, daily astrology apps, VR headsets, rosé, bamboo toilet paper, and more! At Self-Checkout, you print your SKU receipt to see how our proprietary algorithm interprets your purchases to create a vivid picture of who you are. At SKU, we go above and beyond for our shoppers so you can also expect an exclusive offer from our Third Party partners. But watch out: you might not like who SKU-Market thinks you are.

About the artists

Laura Allcorn

Is an artist, performer, and founder of The Institute For Comedic Inquiry. Her collaborations with researchers explore how emerging technologies shape us and society. Laura's projects revolve around a comedic premise designed for audience participation. Striking scenography immerses audiences in a speculative, satirical world and invites them to rehearse for the future they want. Laura has hosted a game show about AI-authored emails, designed a mini-market about algorithmic social profiling, and created a workout for thwarting surveillance.

Her work has been commissioned and shown at Science Gallery Dublin, The Victoria & Albert Museum, Dublin Fringe Festival, CCCB, ArtScience Museum Singapore, and MOD. Museum of Discovery.

Jennifer Edmond

Is Associate Professor of Digital Humanities at Trinity College Dublin where she is co-director of the Trinity Centre for Digital Humanities, Director of the MPhil in Digital Humanities and Culture and a funded Investigator of the SFI ADAPT Centre. Over the past 10 years, Jennifer has coordinated a large number of significant funded research projects, including her most recent project on AI, big data and democracy, KT4D. She has served in leadership roles in a number of European-level policy and infrastructure organisations, including six years as a Director and President of DARIAH-EU, four on the European Commission's Open Science Policy Platform, and her current role as a member of the Governing Board of the European Association of Social Sciences and Humanities (EASSH). Her research explores interdisciplinarity, humanistic/hybrid research processes, and the emergence of critical digital humanities.

Credits

SKU-Market was commissioned by Science Gallery Dublin and created with ADAPT, the Science Foundation Ireland Research Centre for AI Driven Digital Content Technology. This presentation is made in collaboration with Science Gallery Monterrey at Tecnológico de Monterrey and the Science Gallery International Network, with support of the Embassy of Ireland in Mexico.