

maintenance has become increasingly precarious for white western subjects. Arguably, the quantified self movement desire for self- knowledge, control and mastery is symptomatic of a whiteness in crisis being compelled in remaking the self. The promise of self-determination via technological enhancement is not merely a response to neoliberal demands of becoming a data-driven agent. These practices need to be also grasped through racialized regimes of power-knowledge that utilize self-quantification as means of asserting control in a world in which whiteness is increasingly visible and exposed. By considering whiteness as an assemblage, this presentation opens up an understanding of how self quantification is entangled with race, technology and power.

Self-tracking, embodiment and resistance

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For the first time in human history we are experiencing the convergence of biology with technology at an immense socio-cultural scale, with affordable digital media devices and self-tracking technologies being ubiquitously disseminated, employed en masse by a populous both desirous of bodily data, and confused by conflicting discourses of binary idealised models of healthy subjectivity. While these 'smart technologies' proclaim to endow us with empirical knowledge and control over our own bodies (amassing quantifiable physiological and biological data that asserts to render us knowable to ourselves, through biometric insight into ontological dilemmas of body and identity), this research contests that the constant calibration, analysis and optimisation of the body-through-data, at a subjective level, binds us to a wider ambiguous system of control-through-self-surveillance at play in digitized society; one where our individual subjective worth is measured in terms of narrowing standardized models of *body* and *health capital*. This research will discuss methodologies of resistance, towards utilizing the body as medium for disrupting binary standardization, resisting ambiguous objects of control ('activity-tracking' devices such as fitness trackers and smart watches that serve to contain, in particular the female body, within a growing culture of self-surveillance), by re-writing our own narratives of individual embodiment and experiential identity, through creative strategies of performative praxis that engage the body in process.

The Smart Body: exploring subjective understandings of wearable biotech

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The widespread availability of attachable sensing devices has given rise to growing numbers of people voluntarily self-tracking their daily experiences through the medium of digital data. As people interact with sensor-enabled technologies that are increasingly mobile, networked and affixed to the body flows of personal data relating to embodied processes and behaviours are created, captured and circulated. The devices themselves are becoming so intelligent that they are progressively able to track interiorised bodily processes such as blood glucose levels and administer the delivery of insulin. In this paper, which draws on insights from interviews with a diverse cohort of wearable tech users, I explore some of the subjective meanings individuals ascribe to the body-worn devices they use in managing chronic health conditions,