

# Data, Performance, and the Destabilization of Expertise



Karen Levy  
Cornell University

accountability

## behavioral effects

black boxes “do work” *apart from*  
the data they gather and process...

because people negotiate social life  
around them—and the uncertainty  
they produce







# Your 60-second trucking primer

- Truckers as human infrastructure
  - “if you bought it, a truck brought it”
  - 3 million long-haul truckers
- Political economy of trucking
  - Deregulation → high competition
  - Driver shortage and turnover
- Trucking culture
  - 95% male, autonomous, resistant, romantic
  - Trucking as manhood



**KRISTOFFERSON AND MacGRAW...  
AIN'T NOTHIN' GONNA GET IN THEIR WAY!**



# CONVOY

EMI Films presents

A ROBERT M. SHERMAN Production

**KRIS KRISTOFFERSON · ALI MacGRAW "CONVOY"  
BURT YOUNG** also starring MADGE SINCLAIR · FRANKLIN AJAYE and **ERNEST BORGNINE** as 'Dirty Lyle'

Edited by GRAEME CLIFFORD · Screen Story and Screenplay by B.W.L. NORTON · Executive Producers MICHAEL DEELEY and BARRY SPIKINGS

Produced by ROBERT M. SHERMAN · Directed by SAM PECKINPAH · PANAVISION® United Artists  
A Transamerica Company

Read the Dell Book · Based on the record "CONVOY" by C. W. McCall

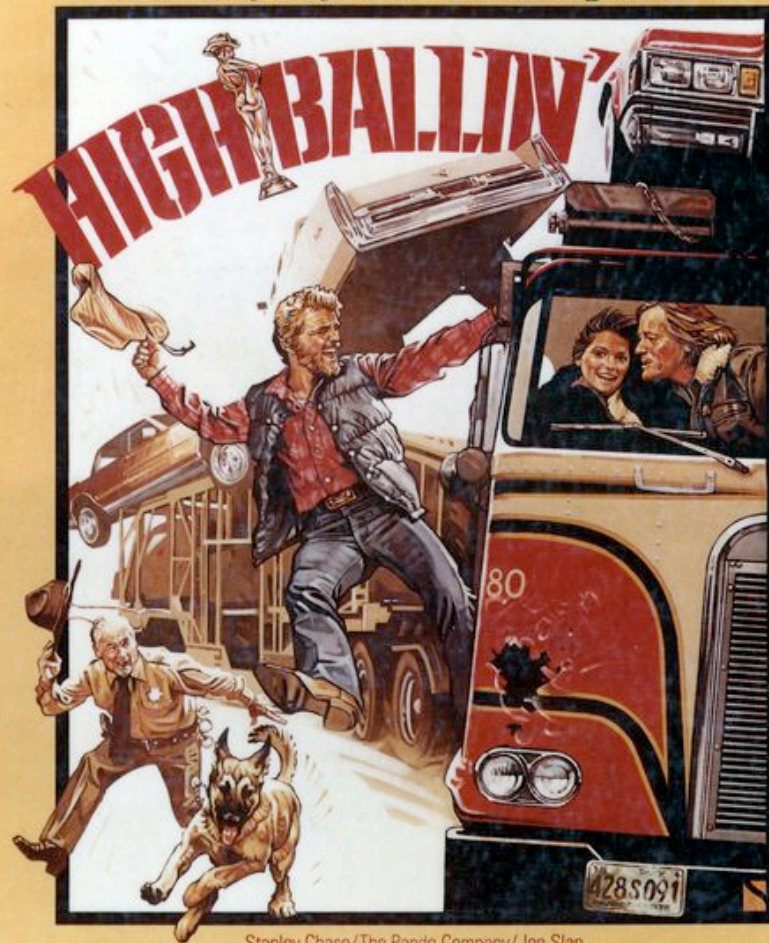
REFORMATION MUSIC LIBRARY AND TAPES AVAILABLE ON UNITED ARTISTS L.P. RECORDS

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"CONVOY"

**Truckin' is one thing,  
High-Ballin' is another,  
and the way they do it is something else!**



Stanley Chase/The Pando Company/Jon Slan  
presents

**PETER FONDA** **JERRY REED**  
in **"HIGH-BALLIN'"**

Co-Starring **Helen Shaver · Chris Wiggins**

Executive Producers **STANLEY CHASE** and **WILLIAM HAYWARD** · Original Music Scored by **PAUL HOFFERT**

Story by **RICHARD ROBINSON** and **STEPHEN SCHNECK** · Screenplay by **PAUL EDWARDS**

Produced by **JON SLAN** · Directed by **PETER CARTER**

Color prints by **MOVIELAB** · An **AMERICAN INTERNATIONAL** Release

PG PARENTAL GUIDANCE SUGGESTED  
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN



01 02 2008  
 (Month) (Day) (Year)

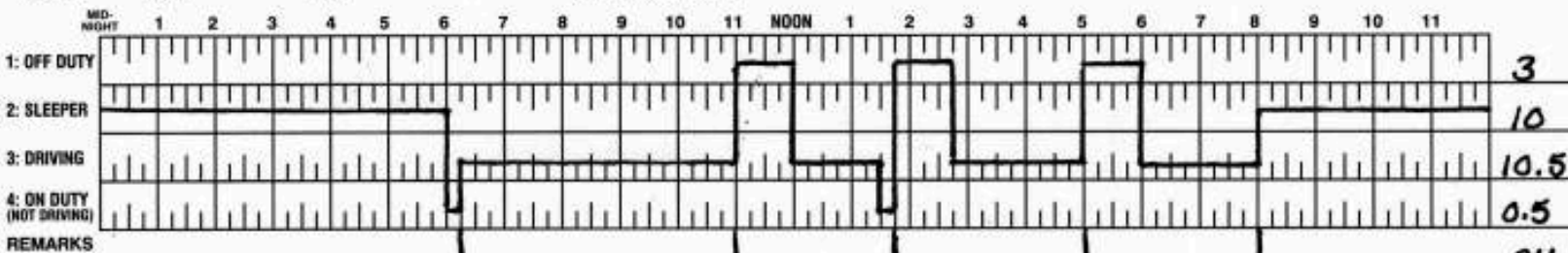
**USA Truck, Inc.**  
 3200 Industrial Park Rd.  
 Van Buren, AR 72956

DOE JOHNSON  
 (Driver's LAST name - Printed) (Driver's FIRST name - Printed)

If multiple off-duty days, enter the end date here:  
 (Month) (Day) (Year)

123456789  
 (Employee Number)

(Co-Driver's LAST name - Printed) (Co-Driver's FIRST name - Printed)



LITTLE ROCK, AR PTI  
 DALLAS, TX LUNCH  
 CORSICANA, TX LOADING  
 HOUSTON, TX DINNER  
 ORANGE, TX OFF DUTY

Hours Worked Last 7 Days	
1.	0
2.	0
3.	0
4.	8
5.	9.5
6.	7.25
7.	6
Yesterday	
Total Hours	
30.75	
70 Hours Less Total Hours Equals Hours Available Today	
39.25	
Hours Worked Today	
11	

123456789  
 (Pro or Shipping Number)

(Pro or Shipping Number)

651  
 (Total Miles Driving Today)

JOHN DOE  
 (Driver's Signature in Full)

6788  
 (Tractor Number)

54321  
 (Trailer Number 1)

(Trailer Number 2)

I certify these entries are true and correct.

● Driver's Daily Vehicle Inspection Report ●

DATE 1-2-08

(Tractor Number) 6788

(Trailer Number 1) 54321

(Trailer Number 2)

- I detect no defect or deficiency in this motor vehicle as would be likely to affect the safety of its operation or result in its mechanical breakdown.
- I detect and list defects or deficiencies in this motor vehicle as would be likely to affect the safety of its operation or result in its mechanical breakdown.

Remarks \_\_\_\_\_

Driver Making Report \_\_\_\_\_

- Defects corrected.
- Defects need not be corrected for safe operation of vehicle.



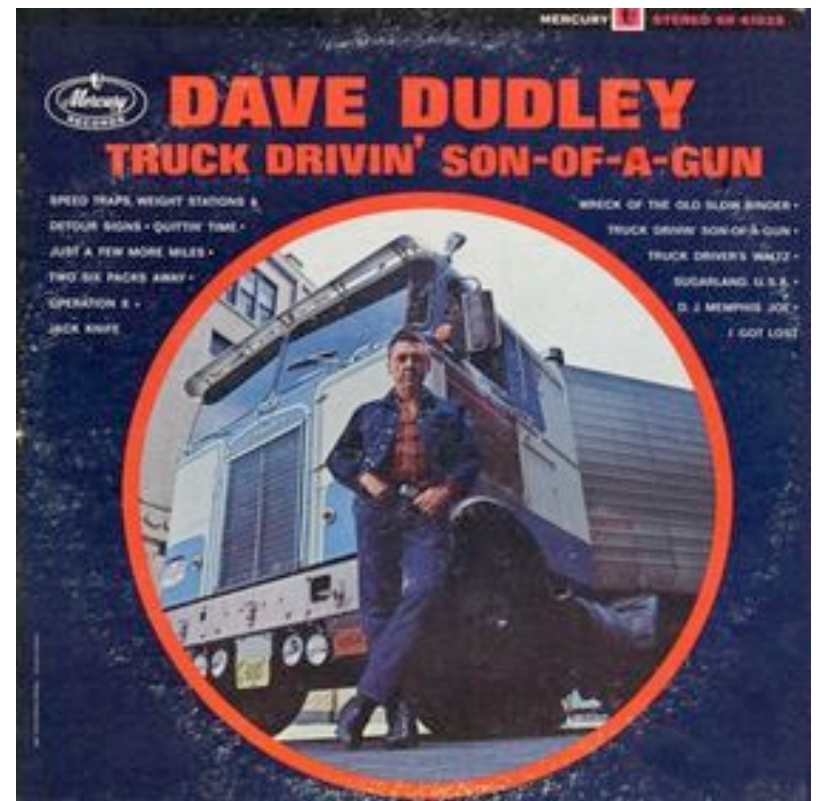
MECHANICS SIGNATURE \_\_\_\_\_

DRIVER'S SIGNATURE \_\_\_\_\_



*We tore up all of our swindle sheets  
And left 'em settin' on the scales.*

– “Convoy,” C.W. McCall (1975)



*I.C.C. is checking on down the line  
I'm a little over weight, *my logbook's way behind*  
But nothing bothers me tonight  
*I can dodge all the scales all right*  
Six days on the road and I'm gonna  
make it home tonight.*

– “Six Days on the Road,” Dave Dudley (1963)

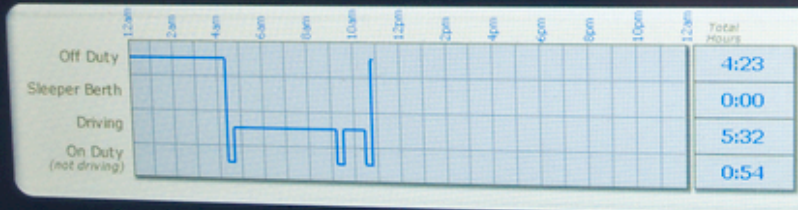


Home » eDriver Logs » Review HOS

Summary | 1 Day | 7 Day | 8 Day | 15 Day

### 1 Day Graph For:

Date: 12/9/2009, Terminal Start Time 12:00am (PST), Kms Driven 396.2



Available Driving: 7:27  
Available On Duty: 7:30

Current Sleeper Berth: 0:00  
Previous Sleeper Berth: 0:00

3Km N of VERNON, BC

12/9/2009 10:49 AM



How do does data collection mediate interactions between truckers and (human) inspectors?

# human/machine enforcement hybridity

“Spot” inspections → discretion


Monitors = source of anxiety; nonstandard interfaces



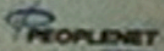


FIRE EXTINGUISHER 

THIS TRUCK IS EQUIPPED  
WITH ELECTRONIC LOGS

  
DRIVER USING  
ELECTRONIC LOGS

**THIS IS MY  
PEACE SYMBOL**  
PROUD MEMBER OF THE VAST  
RIGHT WING CONSPIRACY  
**LIBERALS**  
THE OTHER WHITE MEAT

  
DRIVER USING  
ELECTRONIC LOGS

Electronic  
Driver Logs  
Powered by 

DOT #21



# Decoy compliance

## **Qualcomm elog decal source**

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Co driver and I desire to affix one of those "diver is using electronic logs" decals on our truck. I think it also has the Qualcomm logo.

I searched the web to no avail. Does anyone know of a source ? Ill pay postage if anyone has a couple laying around.

My next idea is to check with service centers, but seems silly to waste fuel to acquire a couple decals.

Thanks !

## **Re: Qualcomm elog decal source**

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A sign shop can make one up for you. I'm surprised drivers who do not have electronic logs have not yet done so in large numbers. It is not a crime to display such information and the scale cop may roll you through.

# Inspecting paper logs

aimed at uncovering internal inconsistencies

officer uses own vehicle as workstation

time, distance = resources to establish authority



# Inspecting electronic logs

inspection takes place in the truck:  
incompetence visible, attention  
attenuated

reluctantly collaborative; officer relies on  
driver's help

time, distance = sources of vulnerability  
for officer

# Black box as prop for trucker and cop

performative flashpoint around which social interaction is structured and professional expertise is performed

illegibility as a source of bias:

officer discretion + anxiety →

decoy compliance + less cursory inspections →

fewer violations for electronic logs

if we want accountable data systems, we need to recognize how uncertainty and bias inhere in black-boxed systems ...

... but we can't stop the inquiry at the box's perimeter – we must attend to how they operate as components of broader social environments, and how people negotiate their interests around them



... for which we need qualitative social science!