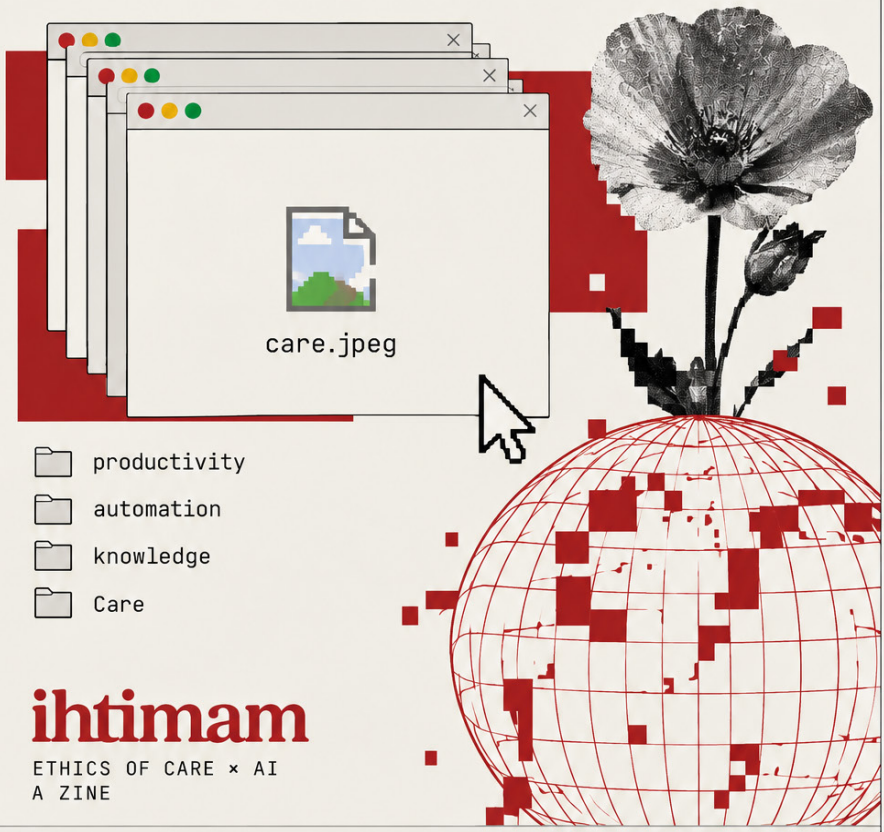
if care is missing from the data

DIFFERENT DATASETS ARE POSSIBLE.



ihtimam

ETHICS OF CARE × AI
A ZINE

Done

A MORE CARING INTERNET IS POSSIBLE

care happens everywhere.

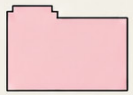
small acts.
big worlds.

offline / online
at home / at work
in communities
across generations
in the background
out of the spotlight

- a message at midnight
- a reminder
- a translation
- a shared document
- a meal
- a check-in
- an introduction
- a listening ear
- someone picking up where others left







care
(unseen)

WHAT WE DON'T SEE
SHAPES WHAT MACHINES LEARN.

what is not in the data?

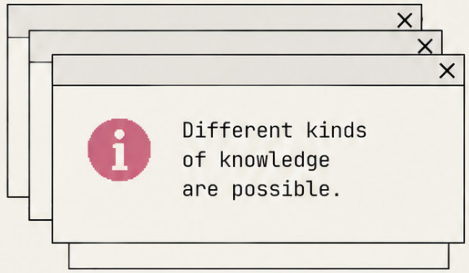
absence
in the data
is not a neutral
choice.

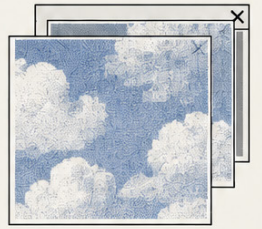
AI learns from what the world chooses to record.

So much of care happens in everyday life, but rarely appears in datasets, archives or mainstream knowledge sources.

When care is missing from the data, its invisibility can be reproduced by AI systems.



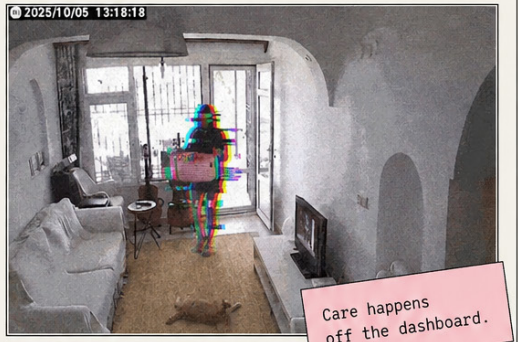




MORE CARING
KNOWLEDGE WORLDS
ARE POSSIBLE.

what becomes data?

Our digital systems capture some parts of life with ease. But so much of what sustains people, communities and economies remains unseen.



Care happens off the dashboard.

What systems easily record

- salary
- job title
- publication
- CEO
- award
- patent
- company founded
- number of employees
- followers
- GDP
- transactions

What is measurable is not the same as what is valuable.

What systems struggle to record

- who checked in
- who accompanied
- who remembered
- who mediated
- who made the introduction
- who held the community together
- who cared for the person doing the “important” work
- who stayed

Care is work.
Care is economy.
Care holds life together.
♡

Feminist economics reminds us:
value is more than what the market sees.

data care new metrics

> a more caring tomorrow is a design choice.

DIFFERENT DATA
DIFFERENT POSSIBILITIES.

Invisibility has a history.

AI did not make care work invisible.

Care has long been under-recognized in economic indicators, institutional records, historical narratives and public recognition.

AI inherits this invisibility. It learns from what societies chose to see and record.

- **social invisibility** — Care is often seen as “natural,” private or a personal responsibility, not as work.
- **institutional invisibility** — Policies, organizations and official records often fail to recognize and count care work.
- **data invisibility** — What is not counted, coded or documented rarely appears in datasets.
- **computational invisibility** — AI systems reproduce and amplify existing gaps, because they learn from historical data.

AI does not begin with a blank page.
It learns from what societies chose to record.

Same work.
Different records.



Unpaid.
Uncounted.
Essential.
♡

Invisibility is not a bug.
It is a history.
OK

care_work_data.csv

activity	value	recorded?
salary	120000	yes
job title	Program Manager	yes
publication	1	yes
childcare	NULL	no
elder care	NULL	no
emotional support	NULL	no
housework	NULL	no
community care	NULL	no
mediation	NULL	no
mentoring	NULL	no
keeping in touch	NULL	no
sustaining community	NULL	no

Care has always been here.
Let’s make sure it’s in the data too.

DIFFERENT HISTORIES
DIFFERENT ALGORITHMS
A MORE VISIBLE TOMORROW IS POSSIBLE.

The Care Data Paradox.

Care has long been invisible in data, policy and public recognition.

So the solution might seem simple: “Let’s turn all care into data!”

But more data is not always a better answer.

Care is relational, contextual and sometimes intimate. Not everything that matters should be measured, tracked or stored.



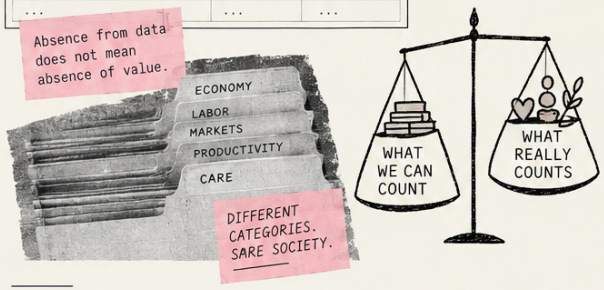
CARE NEEDS VISIBILITY.

CARE ALSO NEEDS A DIFFERENT ETHIC.

How do we make care count without turning every act of care into a count?

care_vs_metrics.csv

care activity	in data?	in value?
cooking a meal	no	yes
checking in on a friend	no	yes
emotional support	no	yes
mediating a conflict	no	yes
unpaid care at home	rarely	yes
community organizing	rarely	yes
rest and presence	no	yes
holding space	no	yes
sending an introduction	no	yes
love	no	yes
...	...	...



Instead of forcing care into transactional logics, we need an ethic of care, relationality and interdependence — in how we design data, technology and economies.

new_question.txt

What would a more caring data future look like?

SAME DATA.
DIFFERENT VALUES.
A MORE CARING TOMORROW IS POSSIBLE.

→ LET’S KEEP ASKING BETTER QUESTIEONS.

From AI ethics to algorithmic advocacy.

AI ethics is important. We need to prevent harm and demand fairer, more just AI systems.

But it is not enough.

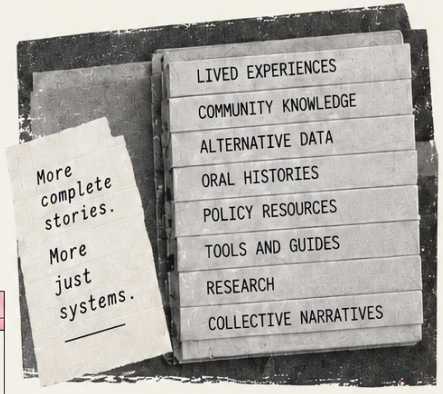
The worlds AI learns from need intervention too.

If we want a more caring future, we need to shape the data, knowledge and narratives that feed AI today.

More caring futures require our participation in knowledge infrastructure.

→

Care is not only a subject of AI. It is a source of different data, different perspectives and different futures.



Ways to practice algorithmic advocacy

- **Create and improve knowledge resources**
  Document care, people, practices and contexts that are missing or misrepresented.
- **Build and share alternative datasets**
  Support more inclusive and care-aware data collections and infrastructure.
- **Contribute to archives and oral histories**
  Preserve lived experiences for future generations.
- **Develop shared vocabularies and taxonomies**
  Create language and taxonomies that reflect care realities.
- **Strengthen community knowledge repositories**
  Make knowledge more accessible, diverse and collectively governed.
- **Document invisible contributions**
  Recognize and record the work that holds people, communities and systems together.
- **Support care-centered research and policy**
  Bridge lived experience, data and decision-making.

A more caring AI is possible, and it starts with the stories, data and knowledges we build together.

DIFFERENT DATA.
DIFFERENT VALUES.
A MORE CARING TOMORROW IS POSSIBLE.

CARE INFORMS
BETTER TECHNOLOGIES.
BRIGHTER FUTURES.

CARE
CONNECTS
US.

This zine is an invitation
to imagine and build
more caring futures.

Different data.
Different values.
A more caring
tomorrow is possible.



ihtimam

ETHICS OF CARE × AI
A ZINE

Done

PEOPLE CARE KNOWLEDGE MORE JUST FUTURES