



Everything I Bought  
and How It Made Me Feel

**Quarterly Report (Jan – Mar)**

*Everything I Bought and How It Made Me Feel* is

a year-long log of purchases by Harry Giles

a project to weaponize the quantified self

an auto-anthropology of the consumer subject

a self-help diary

an attempt to mine the nature of daily anxiety

a lo-res dataset about late capitalism

a car crash

a sick joke

a repetitive litany of suffering

an exploration of loser agency

a paradox of subjectivation

an exercise in hope

## *The Average Purchase*

made me feel

**+1.72**

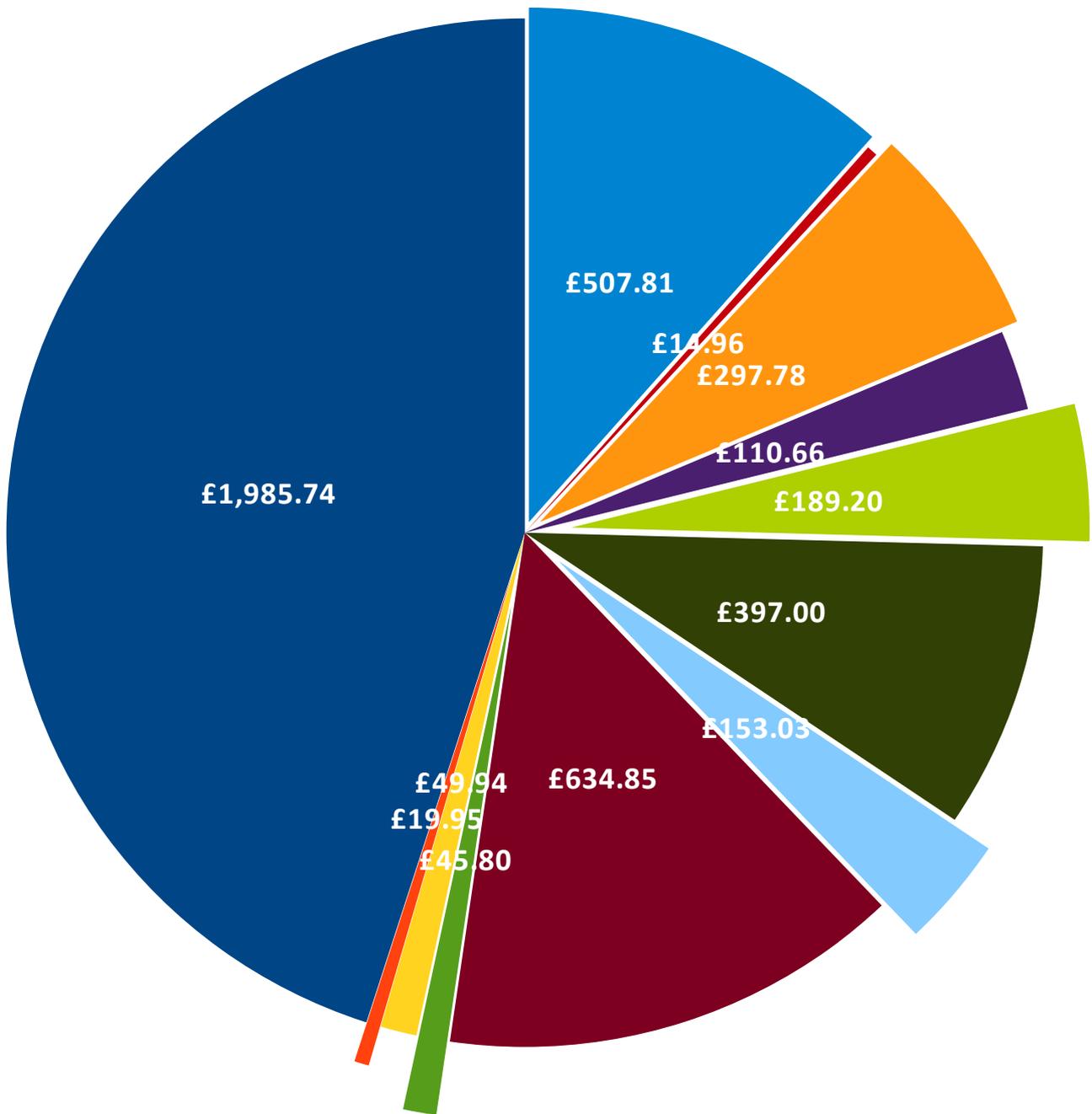
(fair)

or, if weighted by cost price,

**-0.50**

(poor)

# 184 Purchases by Category



- Bills
- Business
- Clothing
- Drink
- Entertainment
- Gift
- Groceries
- Health
- Household
- Meal Out
- Snack
- Travel

## *Please Note*

this quarter's expenditure is distorted by absorbing the burden of the year's income tax at 11% of total outgoings

note also that purchases are sorted by dominant category: significant proportions of “entertainment”, “meal out” and “drink” belong to “gift”, and thus the gift economy is under-represented in this report

i also eat more snacks than that i just hide them in groceries

i'm spending £7.77 a day on food that feels like too much and i'm worried

## *Dialogue*

– harry how is this different than just a quantified self project?

– i think because of the elements of satire? i try to explicitly recognise the insufficiency of my datasets in a bleakly humorous way

–but they turn out to actually be useful datasets

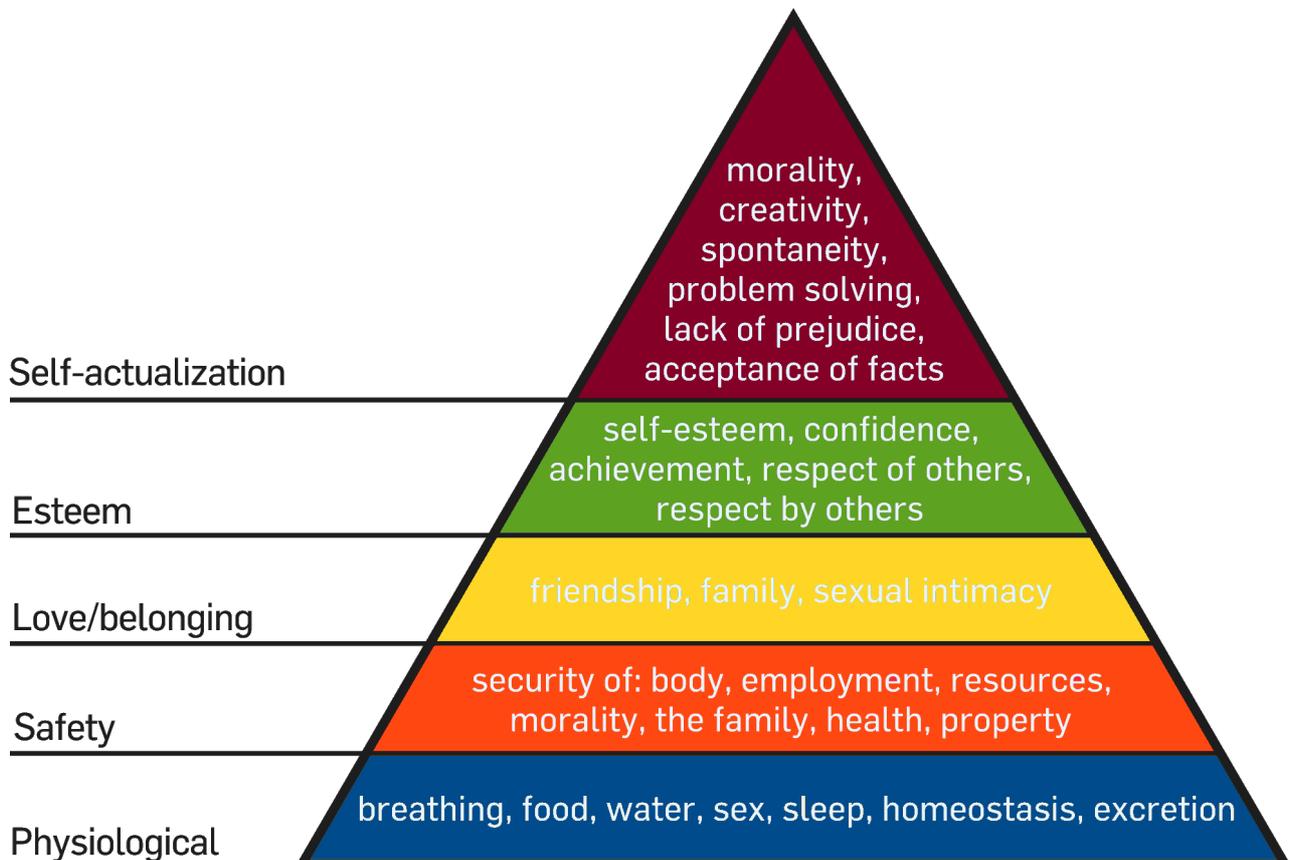
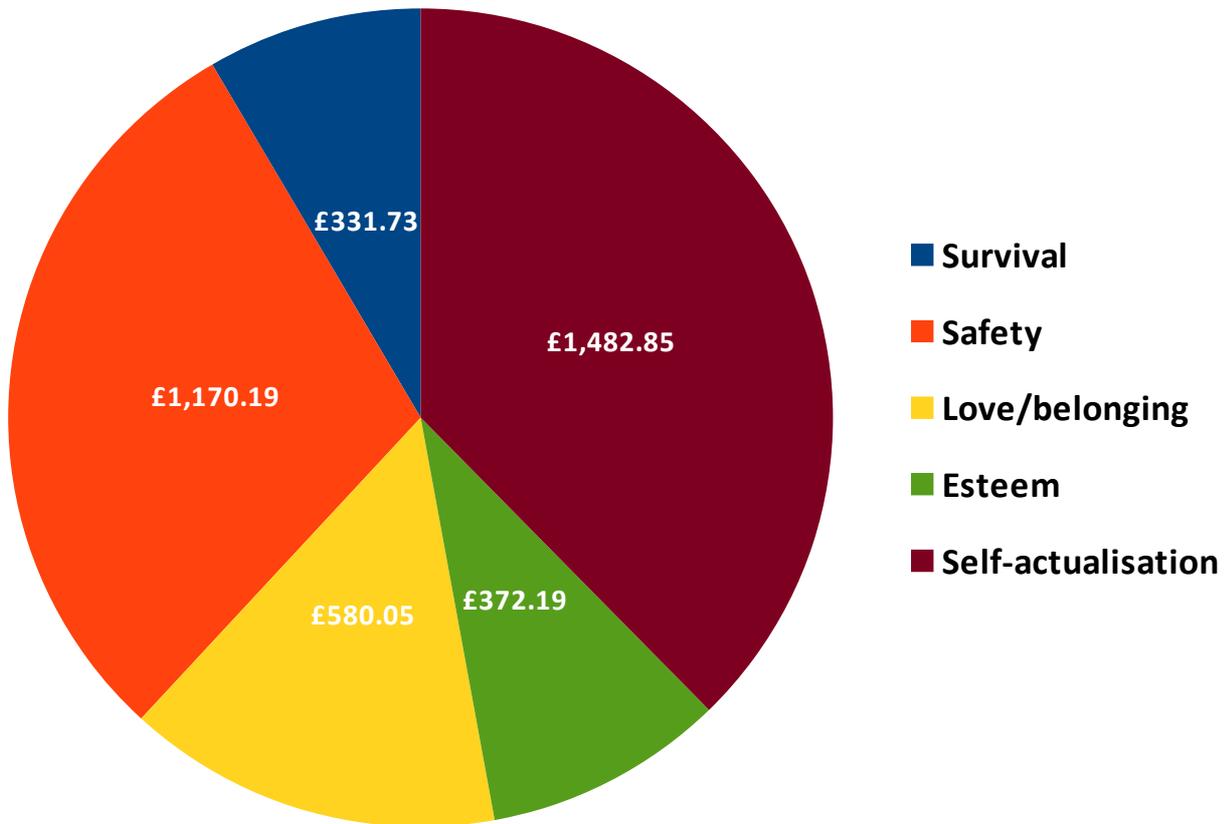
– yeah that was an aesthetic mistake / but the project's also different because it incorporates qualitative information that can't be represented by the data / it's as much about the process of mining anxiety as the simplistic results / it's about the limits of the quantified self and how there's more that matters.

– but you're trying to do that through numbers

– yeah /

it's like trying to feel better by buying stuff

# £4,406 Distributed by Maslow's Hierarchy of Needs



## *Interpretation*

8% of my money is spent ensuring survival and a further 27% in ensuring basic quality of life

the bulk of my money is spent trying to be who i want to be

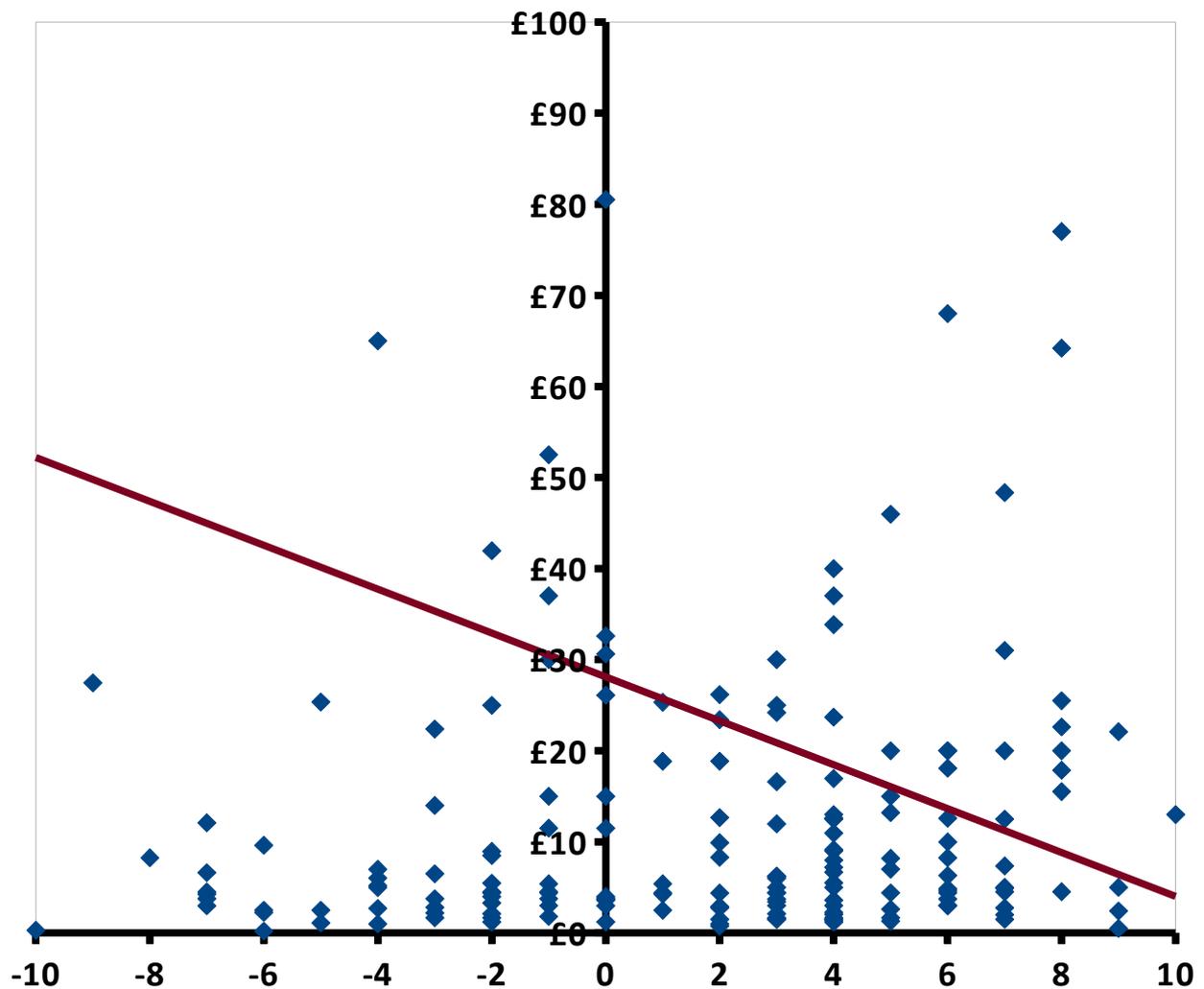
for an anti-capitalist, this is worrying

the problem is how a subject can resist the conditions which determine their subjectivity

the data is distorted by my inability to attribute purchases to “esteem” rather than “self-actualisation” / because i have chronically low self-esteem, it is easier to imagine that I am buying things to become myself, rather than to feel good about who that self is

i am also reluctant to attribute purchases to “safety” which prop up basic mental health / this, again, is a data distortion produced by low self-esteem as a consumer subject / i don't want to believe that buying things can help

## Scatter Plot of the Affect of Every Purchase



this chart excludes 5 purchases over £100 /  
though they are incorporated into the line of  
best fit

## *How My Purchases Made Me Feel*

there is a slight negative correlation between price and affect / meaning that more expensive purchases are likely to make me feel bad / but this data is heavily distorted by having to pay my rent / if it weren't for my rent i would feel much better

i expected to feel worse than the data shows / though there are big highs and lows / the average purchase doesn't affect my mood that much

but that's because a sliding scale of mood does not show anxiety / and my data doesn't show the agonising process of decision-making that consumer capitalism forces on me / the endless compromise / the endless search for strategies for survival

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