

Everything I Bought  
and How It Made Me Feel

**Quarterly Report (Apr – Jun)**

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

an exhaustion of the consumer diary

a pathetic attempt at swag blogging

a study studying studying

an essay into the everyday neoliberal heart

an optimistic probe into pessimistic praxis

a doomed endeavour

a tired line

a failed ideal

a budget absurdly approaching its asymptote

an endurance performance

a shot at undermining the agential self

a potato gun

*This Quarter's Average Purchase*

made me feel

**+1.22**

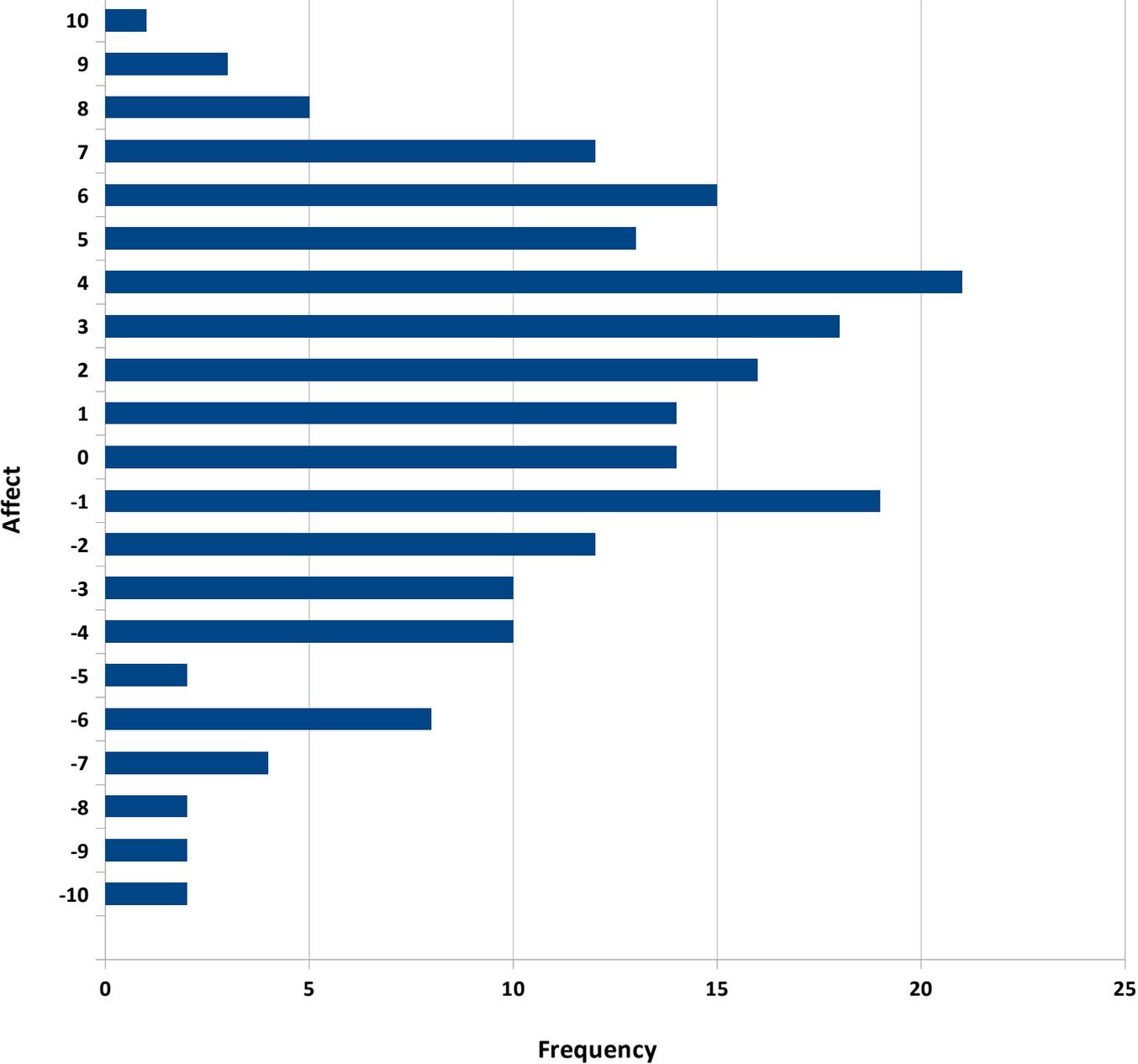
(a little less fair than the last)

and the average pound made me feel

**+0.25**

(just on the fair side of nothing)

# 203 Purchases by Frequency of Affect

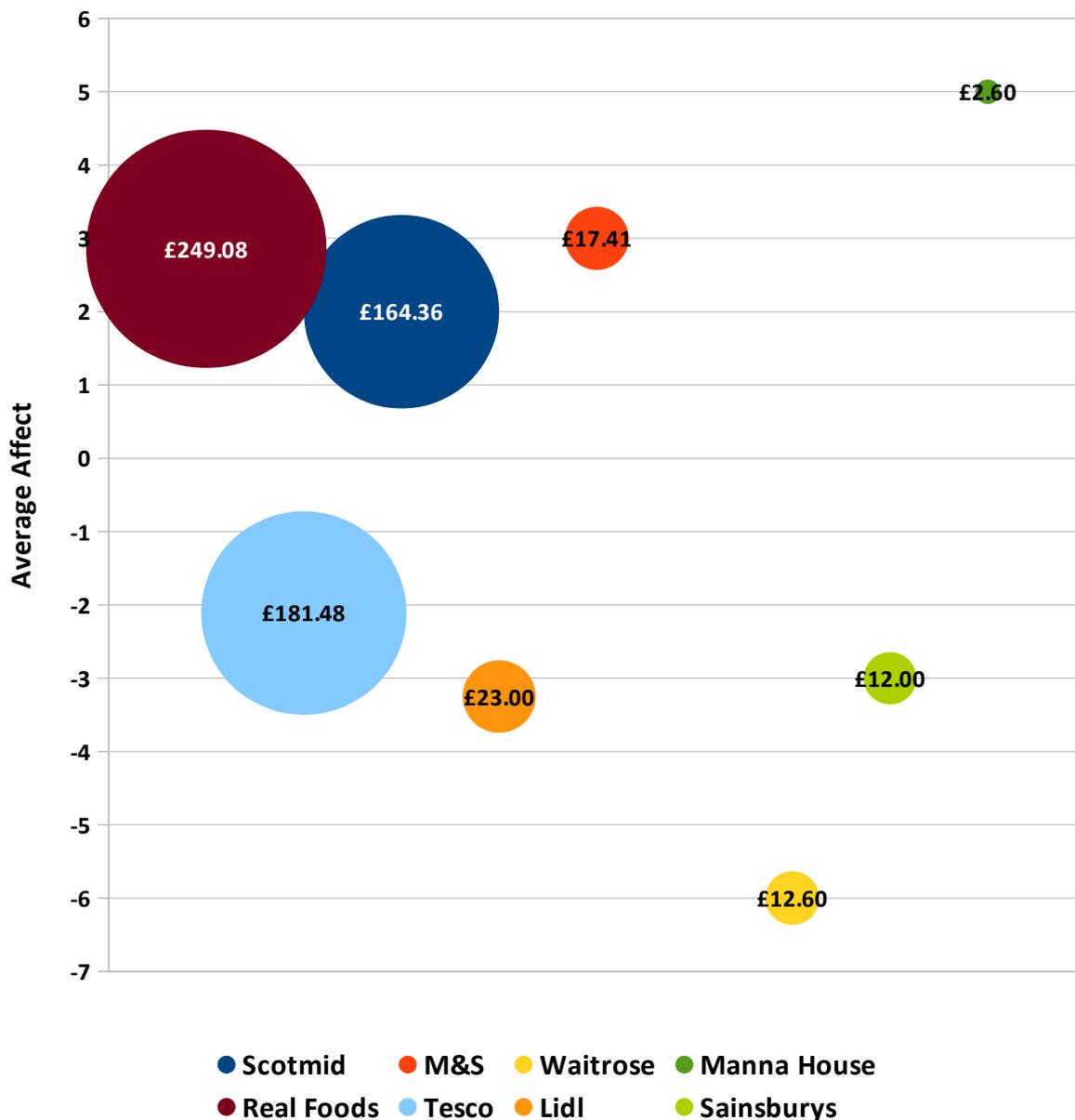


## *Interpretation*

this histogram would present a neat double-peaked frequency curve / if it were not for my aversion to the number five / indicating that when i experience something as either “good” or “bad” / i tend to experience it as on the threshold of “awful”, “poor”, “fair” or “excellent” / so middling feelings are precarious

that the average purchase has almost no effect on my affect / might indicate that the entire enterprise of buying things is absurd / that no matter how much i buy i will never get better / but the histogram suggests a different interpretation / that faced with the inevitable weight of bad feeling consumption / i have to find ways to make purchases feel better / or life would be impossible

## £676.69 of Grocery Trips by Average Affect



this chart is based on a very small sample set /  
and so is indicative and not conclusive /  
moreover just because i feel better in some  
posh shops / doesn't necessarily mean I believe  
in them / though maybe it does

## *People Keep Asking Me*

- so is it helping you cut down on spending?

- well yeah but

that's not really the idea

i mean i first thought of doing it because i was tired of buying unnecessary things and then feeling terrible

and sometimes i do avoid buying things because i think / oh god / this isn't going to be good and i really don't want to write about that

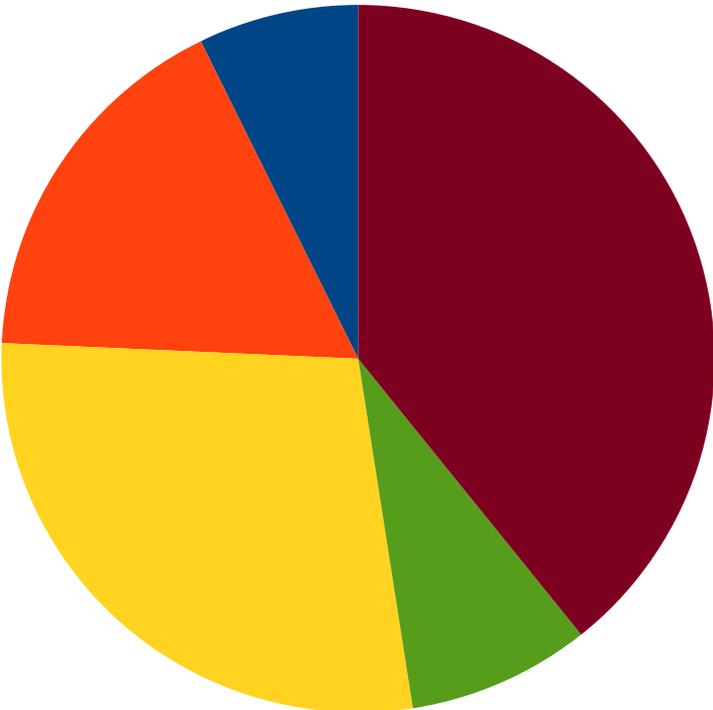
but i'm not quantifying my self to improve my self / i'm trying to use quantification as a weapon to critique the mechanics of consumerism / including so-called ethical consumerism

it's totally an art project

but yeah

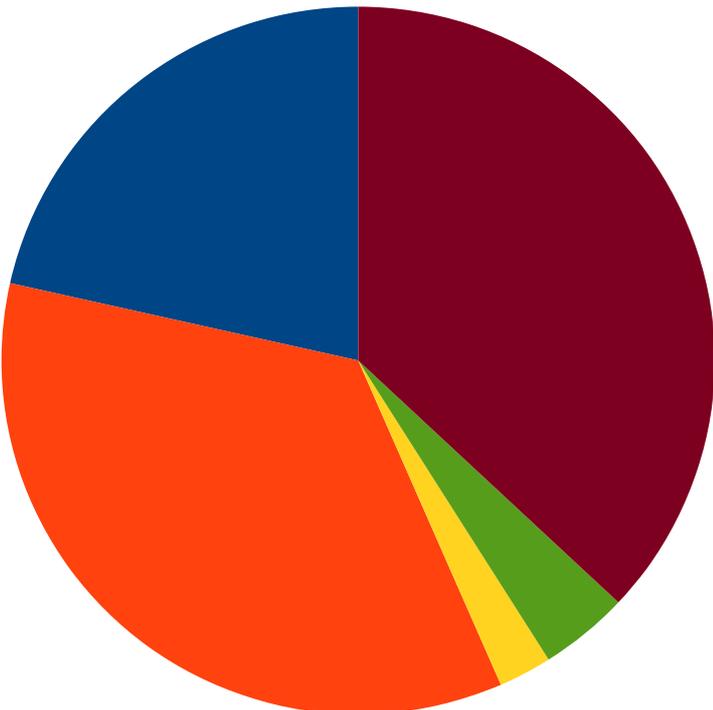
# *Needs' Proportional Contribution to Bought Affect*

## **Positive Affects**



- Survival
- Safety
- Love/belonging
- Esteem
- Self-actualisation

## **Negative Affects**



## *How My Feelings Made Me Purchase*

safety and survival dominate my negative affects / indicating that when i feel forced to buy something i tend to feel bad / this runs against my expectations / attributing anxiety to choice / and coercion to release

when i buy things to love or belong i feel good / my judgement about my relations to others / remains strong

self-actualisation is a crapshoot / which dominates all my purchases / because I do not always like myself / i do not like the self i am actualising / and despise the activity of attempting to buy things to actualise the self / note though / that self-actualisation is entangled with survival / and is often part of the same purchase / when i buy things purely to please myself / it tends to work out

esteem remains a fragment of my life / because i can't esteem myself or believe that others might

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