

Welcome to 23andMe

Olja Busbaher

MULTIMEDIA

ARTIST'S STATEMENT: It's a brand new playing field: how can companies sell YOU to yourself? An emerging business, 23andMe is working on doing just that. Through these nifty, little kits, one can send in a vial of their spit and receive a load of personal information in exchange.

This piece is a deconstruction of a standard 23andMe kit along with excerpts from the website's privacy statement. The objective is to explore the side of consumer genomics and its implication by analyzing both through the lens of bioethics and rhetoric.

Excerpts from the privacy statement hint at the way our most private information can be commercially owned and traded, as well as positive and negative side effects of access to this new level of information about ourselves - hence the slogan "Welcome to You." Rhetoric's role will be to analyze the consumer-friendly package that can turn an issue as sensitive as personal genomics into a fun Christmas gift for Uncle Tom. With progressing science, the consumer field of genomics is soon to be booming. This piece hopes to delve deeper into the understanding between an emerging field and its route to becoming more easily accessible.

ACADEMIC YEAR: 2018

SCHOOL: School of Foreign Service

MAJOR: International Political Economics

