Surveillance and the Public Sphere: Confronting a democratic dilemma

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Surveillance and the marketplace

Individuals as consumers

Individuals as citizens, or members of the public

Individuals and their
  ◦ Transaction-Generated-Information

Individuals as targets of
  ◦ Strategic communication
Surveillance and the public sphere

Public sphere or marketplace?
Surveillance of political activity
The importance of anonymity
The problem of manipulative messaging
Information and the production of influence
Information, data and their origins

- Compulsion
- Volunteered
- Captured
- Inferred
- Distance matters
Political marketing

Individuals vs the collective and the social
Commodities versus candidates
The problem with political speech
Segmentation and targeting
  ◦ Lobbying: ~direct information subsidy
  ◦ Advocacy advertising: indirect subsidy
Sharpen our focus on the public sphere
Public policy and its many sites of enactment
Policy is more important than candidacy
Technology and the production of influence
  ◦ Uses matter
  ◦ Consequences matter more
  ◦ But users matter too
Actors on the stage and behind the screens

Specialists and multiproduct firms

Aristotle

Catalist

Grassroots vs Astroturf
Toolkits, strategies, and resources

Third-party tracking
- Cookies
- Everlasting Cookies
- Digital Fingerprints

Technological convergence
Massive data and remote sensing
Generating a profile

Observations and analysis of TGI

... leading to generalizations about types of individuals

...leading to the development of profiles
Toolkits, strategies, and resources

Third-party tracking
- Cookies
- Everlasting Cookies
- Digital Fingerprints

Technological convergence
Massive data and remote sensing
Knowing the score
Experiments: online and in the field

A/B tests and continuous adjustment
Social media variants
Electoral campaigns
Automation and machine learning
Experimentation in the public interest
Public opinion surveys: use and abuse
What are we supposed to do?
Address the matter of harm
Weighing benefits and costs

Privacy
Harms

Economic
Benefits
What are we supposed to do?
Address the matter of harm
Come to terms with the technology
Establishing a regulatory focus
Engage in risk assessment
Be aggressive
Take a leap of faith
Adjust your media diet

- Creation
- Evaluation
- Analysis
- Applications
- Wisdom and Understanding
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Hashtag for Twitter users: #LSEGandy