

LSE Media Policy Project public lecture

# Surveillance and the Public Sphere: confronting a democratic dilemma

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**LSE events**

Hashtag for Twitter users: **#LSEGandy**



# Surveillance and the Public Sphere: Confronting a democratic dilemma

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# Surveillance and the marketplace

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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

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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

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Compulsion

Volunteered

Captured

Inferred

Distance matters

# Political marketing

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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

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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

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Specialists and multiproduct firms

Aristotle

Catalist

Grassroots vs Astroturf



# Toolkits, strategies, and resources

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## Third-party tracking

- Cookies
- Everlasting Cookies
- Digital Fingerprints

## Technological convergence

## Massive data and remote sensing

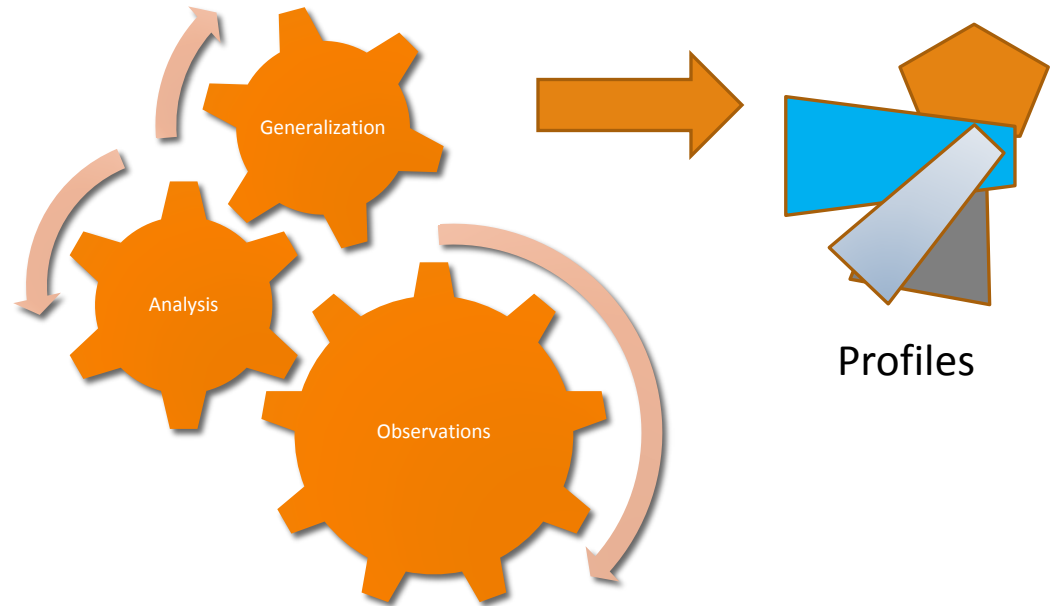
# Generating a profile

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Observations and analysis of TGI

... leading to generalizations about types of individuals

...leading to the development of profiles



# Toolkits, strategies, and resources

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Third-party tracking

- Cookies
- Everlasting Cookies
- Digital Fingerprints

Technological convergence

Massive data and remote sensing

Knowing the score

# Experiments: online and in the field

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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

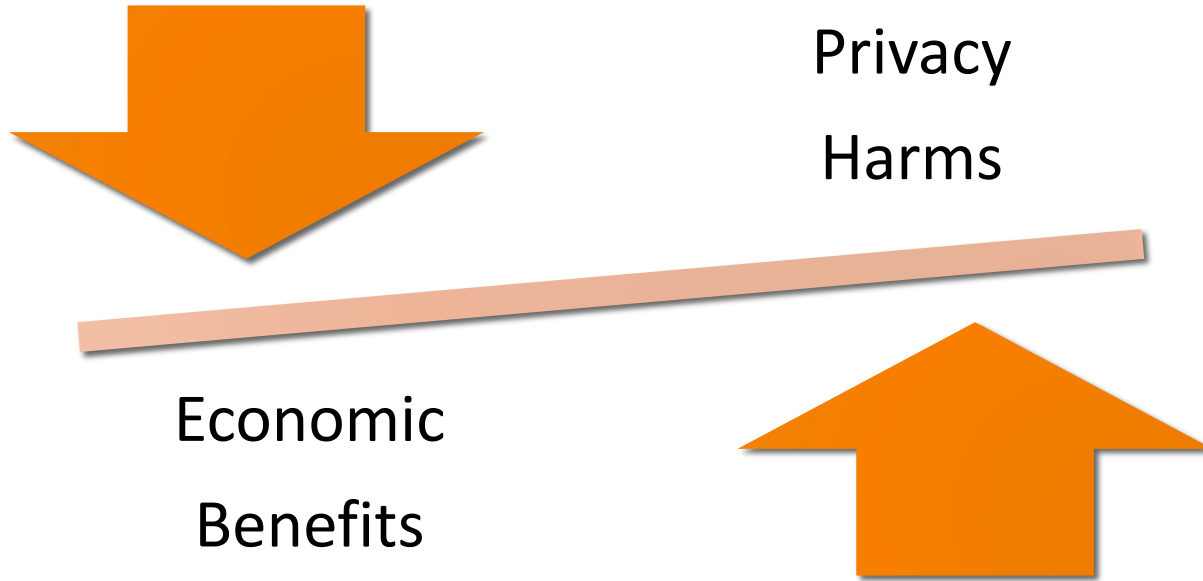
# What are we supposed to do?

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Address the matter of harm

# Weighing benefits and costs

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# What are we supposed to do?

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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

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Creation

Evaluation

Analysis

Applications

Wisdom and Understanding





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