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The Daily You, I Know Who You Are and I Saw What You Did, and Privacy

Judy Anderson

Concordia University - Portland

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concealed by the advocacy of such employment? Were that to occur, it would inspire “a frank corrective in the prevailing discourse on work and family life led by academics and other members of the occupational elite” who “ignore the interests of many women, particularly those in the middle and working classes” (pp. 116, 121). More importantly, “women’s individual needs and predilections” would be given priority consideration (p. 4), surely a significant desideratum at the core of feminist philosophies of all types.—*Juris Dilevko*

Notes

1. Matteo Turilli and Luciano Floridi, “The Ethics of Information Transparency,” *Ethics and Information Technology* 11(2), 105–112. <http://dx.doi.org/10.1007/s10676-009-9187-9>
2. Thomas L. Friedman, “Did You Hear the One About the Bankers?” *The New York Times* (October 20, 2011). Available online at www.nytimes.com.
3. Arthur S. Brisbane, “The Times Gives Them Space, but Who Pays Them?” *The New York Times* (October 20, 2011). Available online at www.nytimes.com.
4. Steve Lohr, “Photoshopped or Not? A Tool to Tell.” *The New York Times* (November 28, 2011). Available online at www.nytimes.com.

Juris Dilevko is a prolific author. Faculty of Information, Bissel Building, University of Toronto, Toronto, Ontario, M5S 3G6 Canada.

The following review by Judy Anderson covers three books.

The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth

Joseph Turow. New Haven: Yale University Press, 2011. 234 pp. \$28.00

I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy

Lori Andrews. New York: Free Press, 2011. 253 pp. \$26.00

Privacy

Garret Keizer. New York: Picador, 2012. 194 pp. \$15.00

Privacy is the bulwark of any free society. It seems like such a simple concept — letting people decide what information about themselves they want to make public — but what does it really entail? Today’s political and commercial world is about collecting information about people. Every keystroke from tweets, every keystroke biometric measuring keyboarding pattern, every student

accessing pages in online textbooks, is being recorded and logged for data retrieval for potential buyers. There are seemingly endless electronically linked storage sites that collect data on what information we search, what movies we prefer, where we like to vacation, what books we read, and the list goes on. Our society is developing a resigned acceptance of being under surveillance — both visual and audio— from any governmental authority, shopkeeper, or casual cell phone photographer. Coupled with that is a growing concern among some that we are losing the valued right to keep some information about ourselves confidential and to have control over how any personal information is used and distributed. The privacy issue is not new; it has been a topic in the courts for centuries. The difference today is the magnitude of the possibilities for invading a person's privacy and the range of uses, both positive and negative, for which that data is being used.

Turow, Andrews, and Keizer have each taken an aspect of the complex world of privacy and shown the reader a web of positives and negatives that exist when the topic is closely examined. Turow's *The Daily You* takes the reader through a very detailed analysis of the world of advertising and how individual companies gather, package, and market information about you to any person or company willing to pay for that valued material. He covers the many clever ways data is collected as persons query Internet sites, tweet, and "like" items. Then he delves into the way consumer-centric insight is bought, sold, and used to the best marketing advantage to promote sales and attract people to particular websites and product lines. This may be viewed with both positive and negative eyes. On the positive, the more precise the data collected on users, the more likely they will have information that interests them displayed the next time they access the Internet. If they enjoy sports, for example, the content they see will more likely contain advertisements for sports events and equipment. On the negative, the data analyzers and artificial intelligent programs are screening the choices that will be displayed, causing a silo effect and censorship for the user. They will only view content and possibly only get *special rewards coupons and deals* that correspond to their current thinking and interests. This pre-selected display is based on what they have viewed, purchased, or searched for in the past. Tracking and targeting users is part of our digital landscape. Whether the information is collected and used only by a particular website, or the data is collected and brokered, the user must actively request that the information not be collected and used, a request that is not always honored. From a cultural viewpoint, Turow also points out the potential for creating privileged users, those who have a wide social following and allow their information to be packaged, foregoing privacy for perks. Their potential for passing information to a wide audience is valued. Those who have small social networks and want to protect their privacy are tagged as "waste" and left out of promotional deals in marketing plans, creating an *underclass* of users. He provides detailed information on specific companies and how they gather the bits and bytes of our

information and buying patterns without giving us compensation for that data or easy options to keep that personal information from being made public. We, as a digital age society, are extremely illiterate about privacy laws and how little protection the law provides. The claim that persons are not associated with their data, that they are anonymous, is erroneous. Any time a product can be targeted to a person whether it is via the Internet, television, or mobile device, that person's personal information has been breached. The advertising world is growing more adept at packaging personal information to promote targeted marketing without the added cost of sharing that profit with the individual whose data is being trafficked or giving the person the option to not be tracked.

Andrew's work is a call to action. It strengthens the case for the law needing to provide us with privacy protection. Data, whether authorized or not, continues to be collected. It has no straight-forward option for deletion and stays available indefinitely for potential employers, credit checkers, crooks, and Facebook friends, among others, to see and use. Unlike the European Union which has directives that help protect the citizenry from unauthorized use of personal data, United States laws have not caught up with this digital phenomenon. The lack of legal protection is not limited to Website visits or tweets sent. It includes biometric tools like the software used for facial recognition. Facebook, for example, uses the tagging associated with a photo to recognize the person's image in other photos in their image bank; that information is passed along to others for their viewing pleasure. The person in the image has no control over where that image is re-displayed. Andrews is asking for support. It is time to put some protections in place for our Internet community. She proposes and includes a draft of *The Social Network Constitution*. The SNC includes ten rights to privacy on the social networks and to *due process*, i.e., control over personal information. *Due process* covers the ability to delete personal information and images and legal protection for where and when personal information may be used in legal proceedings.

Keizer sees privacy as either preserving property in the U.S. tradition or personal honor in the tradition of the European aristocracy. His examination follows class and gender through a lens he readily tells his reader is politically ultra-liberal. Although his personal political statements interrupt the flow of his work and add little value to its content, he offers many informative historic and current examples of legal cases involving privacy, and a perspective not covered by Turow or Andrews. Keizer stresses the importance of privacy as a lever of power, the lack of privacy as one of the many inequalities suffered by the poor, and the need for privacy to balance openness and give a time for reflection. He asks the basic question — Why do we need to know the intimate details of another's life? He examines how entrepreneurs create and promote social media; how corporations collect endless data on our purchases, favorite restaurants, and our shoe sizes; and how governments require unneeded personal information under the guise of national security. Personal computers and

mobile devices, which were originally promoted to allow anonymity and protect privacy, have become the greatest robbers of personal information. Keizer proposes that we should consider our *right to privacy* worthwhile enough to let the convenience of technology go.

Privacy is a core component for a free society. Each of these authors has exposed different aspects of the dangers and the benefits of having personal data tracked, packaged, and applied to our social media and Internet experiences. Each wants the audience to examine how our personal data is being used and to see the dangers of not addressing this unauthorized tracking, packing, and use of our electronic interactions. Instructors in advertising and persons interested in the minute details of data collection might find Turow's work helpful as support material or as a textbook if they are delving into information intricacies for gathering the bytes of information or the strategies of specific companies or persons involved in packaging and marketing information. Andrews gives a framework for those who wish to advocate for the rights of online users and provides extensive *Notes* for resources used in the work. Keizer's book might be helpful for those interested in the definition of privacy and to promote critical thinking discussions on the role privacy plays in our societies. Each is recommended for public and academic libraries.—*Judy Anderson*

Judy Anderson is a professor and Head Reference and Instruction Librarian at Concordia University in Portland, Oregon. She likes fast cars, has co-authored books on electric and hybrid autos, written on plagiarism, and has published many articles about information ethics and intellectual freedom. Concordia University Library, 2811 NE Holman, Portland, OR 97211

Moral Panics and the Copyright Wars

William Patry. London: Oxford University Press, 2009. 266 pp. \$29.95. ISBN 978-0-19-538564-9

Law is text, or as some have said, law is “code.” To the lawyer the law's tool is language. The words we choose to express our dreams and our fears in the law and in discussions about it are critical. According to Patry, “[w]hen the topic is copyright, however, language is rarely employed to persuade, and most often to demonize” (p. 1). Such concepts underlie the premise of *Moral Panics and the Copyright Wars*. There is a war being waged over the future of creative information, the “stuff” of the copyright law and the ammunition in that war is language. It is a war of words. Words of course can confuse or they can enlighten. Patry argues that in the discussion of copyright law and policy many of the words confuse. Patry reminds us, as have a number of court decisions, that the goal of copyright is to increase the public good. See for example, *Twen-*