

Contents

Preface	ix
INTRODUCTION	1
1. CATEGORIZATION: MAKING DATA USEFUL	37
2. CONTROL: ALGORITHM IS GONNA GET YOU	93
3. SUBJECTIVITY: WHO DO THEY THINK YOU ARE?	151
4. PRIVACY: WANTED DEAD OR ALIVE	201
CONCLUSION: GHOSTS IN THE MACHINE	249
Acknowledgments	267
Notes	269
Index	305
About the Author	317