

CONTENTS

1 Introduction	1
Privacy perception: not about hiding or shielding	3
Chapters	4
 PART 1 JOURNALISM, SURVEILLANCE AND POLITICS OF ENCRYPTION	 11
2 Nothing to hide, nothing to fear: myth and Western roots of privacy	13
Back to Greece: time, place and cultural context	14
Negative approaches: the shifty citizen	16
Positive approaches: liberalism	18
Liberty versus security	21
Conclusion	24
 3 Journalism: a complex relationship with privacy	 27
Balancing the right to privacy with a free press	28
Acting in the public interest	32
Protecting journalists, sources and whistle-blowers	35
Warren and Brandeis: decency and the newsroom today	36
Conclusion	38
 4 The Snowden leaks: a call for better surveillance	 41
Background context	42
The leaks	44
Know it all	47
Pro-privacy does not mean anti-surveillance	49
How do the leaks inform our understanding of privacy?	50
Conclusion	53

5 Encryption: simultaneously public and private	57
What is encryption?	58
UK political situation	61
Tech industry reactions	62
Libertarian privacy	64
Privacy-by-design and the social construction of technology	65
Conclusion	67
 PART 2 COMMERCIAL DIMENSIONS OF PRIVACY AND MEDIA	 69
6 Platforms: disruption, connection and new social actors	71
On platforms	73
What is a social institution?	75
Platform cultures	76
What of privacy?	77
Conclusion	79
 7 Behavioural and programmatic advertising: consent, data alienation and problems with Marx	 83
Pre-chapter suggestion	85
Techniques: how behavioural advertising works	86
Personal data and consent	91
Audience-as-commodity criticisms	96
Squaring audience-as-commodity ideas with property-based views of privacy	98
Conclusion	99
 8 The right to be forgotten: memory, deletion and expression	 103
Legal context	104
Implementation	106
Publisher perspectives: Google and 'impairing' information	107
Private interests	108
Forced openness	109
Conflicting rights: towards a pragmatic view of privacy	111
Implications for understanding privacy	112
Conclusion	113
 9 Big data: machine learning and the politics of algorithms	 115
Big data	116
Policy and big data	122

Anonymisation	122
Politics of algorithms	125
Conclusion	131
PART 3 THE ROLE OF THE BODY	133
10 Empathic media: towards ubiquitous emotional intelligence	135
Pre-chapter suggestion	136
Affective computing	136
Contemporary technologies: the case of facial coding	138
Intimate, but not personal?	142
Conclusion	143
11 Re-introducing the body to privacy: intimate and wearable media	145
Wearable media and the Internet of Things	146
Background to wearables	147
Quantifying the self and personal sousveillance	149
Critical concerns	154
Conclusion	157
12 Being young and social: inter-personal privacy and debunking seclusion	159
Public contexts	161
The fallacy that 'kids' don't care	163
Privacy: a fact of life	169
Conclusion	170
13 Sexting: exposure, protocol and collective privacy	173
Who does it?	174
What about younger people?	176
Towards non-male gratification	181
Networked norms	184
Conclusion	185
14 Conclusion: what do media developments tell us about privacy?	187
The big picture	193
<i>References</i>	195
<i>Index</i>	205