

## CONTENTS

- 1 Introduction—The Need to Know 1
- 2 Digital Reputation in an Era of Runaway Data 19
- 3 The Hidden Logics of Search 59
- 4 Finance’s Algorithms: The Emperor’s New Codes 101
- 5 Watching (and Improving) the Watchers 140
- 6 Toward an Intelligible Society 189

Notes 221

Acknowledgments 305

Index 307