



'A REMARKABLE ACHIEVEMENT. BEFORE SUCCUMBING TO THE DEMAND FOR EVER MORE QUANTIFICATION AND MONITORING, POLICYMAKERS AND SCHOLARS WOULD DO WELL TO READ THIS INSIGHTFUL AND IMPORTANT BOOK.'

FRANK PASQUALE, UNIVERSITY OF MARYLAND

'A WELCOME DIAGNOSTIC FOR THE DATA AND DATA ANALYTICS CENTRAL TO THE FUNCTIONING OF CONTEMPORARY CAPITALISM, AND A VITAL RESOURCE FOR ANYONE WHO SEEKS TO QUESTION THE POWER TO SPEAK WITH OUR DATA.'

MARK COTÉ, KING'S COLLEGE LONDON

We live in a data-rich world in which our preferences, interactions and behaviours are tracked and traced in innumerable ways. But who controls what can be said and done with our data?

The data analytics industry has grown drastically in recent years so that it has become deeply embedded in social structures. This book is a critical examination of that industry. Drawing on a range of sources, David Beer considers the politics behind data-led processes that underpin everything from high profile platforms such as Spotify and Facebook, to the countless smaller organisations that shape our everyday lives. Using the central concept of the 'data gaze', Beer urges us to consider new forms of data-informed knowledge, and to properly scrutinise the expansion and potential of the increasingly powerful data analytics industry.

Combining theoretical rigour with empirical clout, *The Data Gaze* is a meticulous exposition of the role of data analytics in social life. This book is required reading for all those – in the social sciences and beyond – who are concerned with its implications.

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**SOCIETY
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<i>About the Author</i>	viii
<i>Acknowledgements</i>	ix
1. Introducing the Data Gaze	1
2. Envisioning the Power of Data Analytics: The Data Imaginary	14
3. Perpetuating and Deploying a Rationality of Speed: The Temporality of the Data Gaze	36
4. The Infrastructural Dimensions of the Data Gaze: The Analytical Spaces of the Codified Clinic	55
5. The Diagnostic Eye: The Professional Gaze of the Data Analyst and the Data Engineer	96
6. Conclusion	127
<i>Appendix: The Sample of Data Analytics Companies Used in Chapters 2 and 3</i>	135
<i>References</i>	137
<i>Index</i>	146