

# ***PRIVACY? AND INSTITUTIONAL CONTEXTS?***

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# #1 WHAT DOES PRIVACY MEAN IN AN ERA OF BIG DATA?

## Classical liberal theory:

known aspects of the **self-as-preferences and a body**  
--inalienable, or alienable by the state under limited  
circumstances; alienable in the market.

Traditional data sciences: **measurable aspects of the self**,  
“belonging to” and originating with a person,  
--alienable at a specific time via trust, law (and algorithm)

Contemporary markets: potentially beneficial or harmful **packages**  
that combine the CLT and TDC + the DataSelf as hybrid form,  
created by recombinations, errors, and interpolations.  
--alienable? TRACABILITY of harms? Harms of “self” that you  
do not recognize? Changing self/interiorities and body?



# PRIVACY AND HARMS VIA THE DATASELF?

Kate Crawford and Jacob Metcalf, "Where are the Humans in Big Data Research?" *Data and Society*, Spring 2016.

*Spatial analysis of his works*

*Electoral rolls*

*Former addresses, where he played football, etc.*

*Used a name that was suggested by a newspaper*

*DID NOT investigate other people—but consider what they might have found.*

Is this a traditional "privacy" issue?

# #2: Heterogeneous Privacy “Sensibilities”

what constitutes the “private” self ?

knowledge of harms and benefits? Do  
“owners” even know the answers?

capacities and motivations for engagement  
with “data problems” including preventing  
and redressing harms, and acquiring specific  
and potential benefits?

# #3 INDIVIDUAL PRIVACY VS. “COMMUNITY PRIVACY?”

Targeting communities **as problem-prone or ripe for “interventions.”** NR

Failures to talk to PEOPLE and to collaborate with **them=misplaced interventions.** Hard to quantify=left out AND COMPOUNDED OVER TIME—

**Temporality**—“privacy trips.” Remixing, storage? **End ethics at the collection point**, and include it in the **use**? Great for some some applications—especially those that are traceable

# INSTITUTIONS CAN BUILD TRUST

Coercion (statistical and bureaucratic rules) (gov)

Reciprocity and consequences (markets)

Normative communities (university and profession)

**BUT: Institutions are CHANGING:**

- market logics exist across them
- self-policing-as-profit-strategy in firms
- professional associations create new guidelines that limit their activities
- secrecy as competitive strategy
- “public-private-community partnerships.”
- appWorld—hybrids that we “accept”

**ARE INSTITUTIONS WHAT WE NEED TO STUDY???**

**Not “better than before,” but what is happening now.**

# NEW DATA SUBJECTIVITIES

THIS IS HARD WORK

HETEROGENEOUS IDEAS! (THANKS TO KJ AND SS)  
(WHAT WOULD OUR CONFERENCE BE LIKE IF “OUR”  
COMMUNITIES WERE AT THE TABLE? )

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BUILD META-PRIVACY (HARMS?) FROM THE BEGINNING +  
ONGOING RECONSIDERATION.

INCENTIVES FOR GOVERNMENT, UNIVERSITY, MARKET  
TO USE RULES AND LAW, ALGORITHMS, NORMS?

WHY SELL “BIG DATA” AS A SOCIAL GOOD? ETHICAL  
PROBLEMS HIGHLIGHTED—INCLUDING META-PRIVACY



*Preparing people to lead extraordinary lives*