

Index

accountability	communication, in organizational
in digital spaces, 66-67	transparency, 86-87, 107-111
through transparency, in political affairs,	decentralized approach to, 108-111
127–129	at Facebook, 110-111
algorithms, 133-142	at Google, 108–111
data visualization through, 137-138	content moderation, 114-119
decision-making through, 137-138	by data janitors, 115-116
governance through, 139-142	in digital spaces, 116-119
mapping through, 137-138	control. See also social control
new knowledge logics, 135	transparency and, 14
social media editing through,	critical transparency studies, 18
133–136	cyberspace, 26-28. See also infrastructur
transparency and, limitations of,	control of, 27
136–142	Internet and, 27–28
Amazon, as entry point for digital spaces,	cybervetting, 73–74
36–37	
anonymity, in digital spaces, 65-67	data janitors, 115–116
from decentralization of Internet,	data sorting practices, 34-36
65	definition of, 35
anticipating the future, 138-142	datafication, 5, 6, 31-34. See also big dat
artificial intelligence, 41	data sorting practices, 34-36
authenticity, in digital spaces, 65-67	definition of, 35
accountability and, 66-67	decision-making through, 33-34
verifiability of, 66-67	digitalization compared to, 31-32
automation, digitalization and, 33	human expression influenced by, 81, 83–84
big data, 25–26	infrastructure of, 34-38, 43
digitalization of, 32	knowing and, 43
as public good, 153	knowledge production from, 33–34
as revolution, 42	from monitoring through digital
social credit systems and, 48-49	technology, 72
body cams, 68-69	of health data, 68
contextualization of, 69	power of, 43
Brandeis, Louis, 14	seeing and, 43
Brin, Sergey, 90. See also Google	social transformations through,
Buffer, 3, 95, 98-101	36–38
	societal consequences of, 34-36
Cambridge Analytica, 32, 75-76, 134	transparency and, 24
censorship, on Facebook, 9	decision-making
The Circle (Eggers), 98	through algorithms, 137-138
Clemans, Tim, 70–71	through datafication, 33-34

170



digital doubles, 72–75 cybervetting, 73–74 European Commission legislation on, 74 online presence management for, 74 digital spaces. <i>See also</i> social media anonymity in, 65–67	Facebook Cambridge Analytica and, 32, 75–76, 134 censorship on, 9 as entry point for digital spaces, 36–37 NDAs and, 105–106 organizational transparency at, 90–91
from decentralization of Internet, 65 authenticity in, 65–67 accountability and, 66–67 verifiability of, 66–67 content moderation in, 116–119 digital structures, 28–30 construction of, 30 data sorting practices, 34–36 definition of, 35 knowing and, 43	communication strategies for, 110–111 as organizational culture, 93–94 privacy controls on, 77 transparency issues with, 2–3 transparency reports, 129–133 Foucault, Michel, 45, 64–65. See also Panopticon Freedom of Information Acts, 13, 122, 124 freedom of reception, for human expression, 82–83
in Science and Technologies Studies, 35 seeing and, 43	German Pirate Party, 125–126 glass and prisms, as metaphors for transparency, 16–17, 57, 145–147
digital technology. <i>See</i> technology infrastructure of, 28–30, 43, 152	Google
construction of, 30 power, 43	as entry point for digital spaces, 36–37 NDAs and, 105–106
digital traces, governance by, 150–154 digital transformations, 4–7	organizational transparency at, 90 communication strategies for,
disruption of established industries as	108–111
result of, 6–7	as organizational culture, 94–96
for individuals, 63–65 information collection and, 5–6	privacy controls on, 77-78 transparency at, 2
datafication, 5, 6	transparency at, 2 transparency reports, 129–133
through Internet, 4–5	governing
organizational transparency through,	through algorithms, 139–142
101–102	conceptual and historical trajectory of,
transparency and, 12-13, 20-21, 24	44–45
digitalization, 31-34. See also digital	by digital traces, 150-154
transformations	knowing and, 40, 42-46
automation and, 33	ordering processes and, 43
of big data, 32	seeing and, 40, 42-46
datafication compared to, 31–32	
definition of, 31–32	health data, 67–68
development of, 31–32	datafication of, 68
human expression influenced by, 83-84	privacy issues, 68
social transformations through, 36–38	human expression
Xanadu system and, 37	datafication as influence on, 81,
Eggava Davia 00	83–84
Eggers, Dave, 98	through digital technologies, 81–84
end of theory, 41	digitalization as influence on, 83–84
European Commission, 74	freedom of, 81–82



human expression (cont.)	governing and, 40, 42-46
reception for, 82-83	ordering processes and, 43
individual visibility management of,	seeing and, 40, 42-46
83-84	knowledge production
	datafication from, 33-34
individuals	visibility management and, 36
profiling of, 75–77	
by Cambridge Analytica, 75–76	Lippmann, Walter, 9
targeting of, 75–77	
tracking of, 75–77	managed visibilities, 18
by Cambridge Analytica, 75–76	monitoring, through digital technology,
transparency for, 62-65	67–72
with digital technology, 62, 63	body cams, 68–69
through digital transformations,	contextualization of, 69
63–65	criticism of, 71-72
visibility management for, 60-62	datafication, 72
visibility management for human	of health data, 68
expression, 83–84	of health data, 67–68
information collection	datafication of, 68
digital transformations and, 5-6	privacy issues, 68
through datafication, 5, 6	by police departments, 70–71
under Freedom of Information Act, 13	through surveillance cameras, 68–69
total information, 42	contextualization of, 69
information transparency, 86–87	•
infrastructure	naked organizations, 85
of datafication, 34-38, 43	National Security Agency (NSA), 14
of digital technologies, 28–30, 43, 152	NDAs. See non-disclosure agreements
construction of, 30	Nelson, Ted, 37
power, 43	new knowledge logics, 135
of Internet, 7	new territories of power, 19
social, 152	non-disclosure agreements (NDAs), 105–106
studies of, 152	NSA. See National Security Agency
transparency and, 147–150	., ., .,
Internet	Obama, Barack, 122–123
as autonomous domain, 28	online presence management, 74
cyberspace and, 27–28	opacity, visibility management and, 50–51
decentralization of, anonymity from, 65	ordering capacities
development of, 37–38	governing and, 43
digital transformations through, 4–5	knowing and, 43
infrastructure of, 7	seeing and, 43
power of, 120, 143	of tech companies, 11–12
visibility management through, 23–24	organizational life, digital technology as
invisibility, power through, 103	influence on, 31
ISIS, 89–90	organizational transparency
1010/ 05 70	communication as part of, 86–87,
knowing	107–111
conceptual and historical trajectory of,	decentralized approach to, 108–111
44–45	at Facebook, 110–111
datafication and, 43	at Google, 108–111
digital infrastructures and, 43	through content moderation, 114–119
andreas minustractares and, 10	and agir content moderation, 114–117



by data janitors, 115–116	visibilities and, 19-21, 45, 83-84
in digital spaces, 116-119	prisms. See glass and prisms
datafied systems for, 88	privacy
disclosure mechanisms for, 85-86	on Facebook, 77
Facebook and, 90-91	of health data, 68
communication strategies at,	in visibility management, 77-81
110–111	companies created for, 78-80
as organizational culture, 93-94	on Google, 77–78
Google and, 90	profiling, of individuals, 75–77
communication strategies at, 108–111	by Cambridge Analytica, 75–76
as organizational culture, 94–96	Al-Qaeda, 89–90
information transparency and, 86-87	
institutionalization of, 85	Schrems, Max, 78
of Internet companies, 88-92	Science and Technologies Studies, 35
naked organizations, 85	secrecy
as organizational culture, 92–98, 119–120	transparency compared to, 47–48, 50–51, 95–96
at Facebook, 93-94	visibility management and, 50-51
at Google, 94–96	seeing
publicity of, 88-89	conceptual and historical trajectory of,
of terrorist organizations, 89-90	44–45
verification and, 86	datafication and, 43
through visibility management,	digital infrastructures and, 43
98–107	governing and, 40, 42-46
company initiatives for, 102-105	knowing and, 40, 42-46
through digital transformations,	ordering processes and, 43
101–102	singularity, 41
forms of attraction for, 105-107	Snowden, Edward, 13, 14
NDAs, 105–106	social control, visibility management and,
of social media sites, 111–114	45
strategic ambiguity in, 104	social credit systems, 48–49
	social infrastructure, 152
Page, Larry, 90. See also Google	social life
Palantir, 101–102	digital technology as influence on, 31
panoptic metaphors, 14-15	digitalization as influence on, 36-38
Panopticon, 45, 64–65	social media. See also Facebook
police departments	organizational transparency and,
body cams, 68–69	111–114
contextualization of, 69	verifiability of identity in, 66–67
monitoring through digital technology,	visibility management and, 111–114
70–71	social ordering, visibility management
power	and, 51
of datafication, 43	social progress, through transparency,
of digital infrastructures, 43	142–144
of Internet companies, 120, 143	"sousveillance," 45–46
through invisibility, 103	Sunlight Foundation, 97, 123–124
of media, 39	surveillance cameras, 68–69
of tech companies, 7–12	contextualization of data from, 69
of transparency, 52, 143	surveillance capitalism, 14



surveillance programs	performative, 51–53
NSA, 14	translation, 55-56
panoptic metaphors and, 14-15	Facebook and, issues with, 2-3
"sousveillance," 45–46	as formula, 1-3, 12-19
through synoptic observation, 14-15	of German Pirate Party, 125-126
transparency and, 14	Google and, 2
visibility management and, 50-51	historical context for, 121-122
surveillance societies, 14	identification through, 56
synoptic observation, 14-15	for individuals, 62-65
	with digital technology, 62, 63
targeting, of individuals, 75-77	through digital transformations,
tech companies, 7-12. See also Facebook;	63–65
Google	information, 86-87
access to information, 10-12	infrastructure and, 147-150
ordering capacities, 11–12	managed visibilities and, 18
cultural production shaped through,	manipulation through, 15
8, 9–10	metaphors for, 15-19
market value of, 8	glass, 16-17
power of, 7–12	window, 17–18
technology	new territories of power and, 19
human expression with, 81-84	as normative, 56
organizational life influenced by, 31	in political affairs, 124-129
political re-engineering through, 1-2	accountability and, 127-129
social life influenced by, 31	through digital platforms, 124-126
societal re-engineering through, 1-2	as governance strategy, 127-129
transparency through, 1-2	Wikileaks and, 124
Thiel, Peter, 101	power of, 52, 143
total information, 42	recognition through, 56
tracking, of individuals, 75-77	reconceptualization of, 18
by Cambridge Analytica, 75-76	secrecy compared to, 47-48, 50-51, 95-96
transmission approach, to transparency,	social progress and, 142-144
47	transparency evangelism, 142-143
transparency. See also organizational	state controls over, 122-124
transparency; visibility management	through Freedom of Information
algorithms and, limitations of, 136-142	Acts, 122, 124
asymmetry of, 56	as strategic, 56
as company mission, 3	surveillance programs and, 14
conceptualization of, 22	technology as tool for, 1-2
contemporary assessment of, 147-150	transmission approach to, 47
control and, 14	to visibility management, 46-49
as core value, 3	Wikileaks and, 19–20
critical studies on, 18	transparency evangelism, 121-122, 132,
datafication and, 24	142–143
digital transformations and, 12-13,	Transparency International, 97, 123-124
20–21, 24	transparency movement, 97, 123-124. See
as disciplinary, 56	also Wikileaks
dynamics of, 51-56	transparency reports, 129-133
directionalities in, 53-54	transparent organizations. See organizationa
interpretation, 55-56	transparency
meaning-making in, 55-56	Twitter, 129–133



INDEX 175

United States (US) through digital transformations, Freedom of Information Acts, 13, 101-102 forms of attraction for, 105-107 122.124 NSA and, 14 NDAs, 105-106 user controls, in visibility management, of social media sites, 111-114 77-81 strategic ambiguity in, 104 Ut, Nick, 9 power and, 19-21, 45, 83-84 privacy controls in, 77-81 verification companies created for, 78-80 of authenticity, in digital spaces, 66-67 on Facebook, 77 of organizational transparency, 86 on Google, 77-78 visibility management, 18, 21-24, 49-58 regulation-oriented approach to, 61 assessment of, 56-58 rights-oriented approach to, 61 conceptualization of, 22 as root affordance, 50 contemporary assessment of, 147-150 secrecy and, 50-51 dynamics of, 51-56 social control and, 45 directionalities in, 53-54 through ordering, 51 interpretation, 55-56 as social phenomenon, 145-146 meaning-making in, 55-56 surveillance and, 50-51 performative, 51-53 through transparency reports, 129-133 translation, 55-56 from transparency to, 46-49 of human expression, 83-84 urgency of, 23-24 for individuals, 60-62 user controls in, 77-81 through Internet, 23-24 knowledge production and, 36 Wikileaks, 19-20, 97, 123-124 online presence management and, 74 Xanadu system, 37 opacity and, 50-51 organizational transparency through, Zuboff, S., 33, 41, 140 Zuckerberg, Mark, 1, 65–66, 94, 134. See also 98-107 company initiatives for, 102-105 Facebook