

## 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 data
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



INDEX 171

digital doubles, 72–75	Facebook
cybervetting, 73–74	Cambridge Analytica and, 32, 75-76,
European Commission legislation on,	134
74	censorship on, 9
online presence management for, 74 digital spaces. <i>See also</i> social media	as entry point for digital spaces, 36–37 NDAs and, 105–106
anonymity in, 65–67	organizational transparency at, 90–91
from decentralization of Internet,	communication strategies for,
65	110–111
authenticity in, 65-67	as organizational culture, 93-94
accountability and, 66–67	privacy controls on, 77
verifiability of, 66–67	transparency issues with, 2–3
content moderation in, 116–119	transparency reports, 129–133
digital structures, 28–30	Foucault, Michel, 45, 64–65. See also
construction of, 30	Panopticon
data sorting practices, 34–36	Freedom of Information Acts, 13, 122, 124
definition of, 35	freedom of reception, for human expression
knowing and, 43	82–83
in Science and Technologies Studies,	
35	German Pirate Party, 125–126
seeing and, 43	glass and prisms, as metaphors for
digital technology. See technology	transparency, 16–17, 57, 145–147
infrastructure of, 28–30, 43, 152	Google
construction of, 30	as entry point for digital spaces, 36–37
power, 43	NDAs and, 105–106
digital traces, governance by, 150–154	organizational transparency at, 90
digital transformations, 4–7	communication strategies for,
disruption of established industries as	108–111
result of, 6–7	as organizational culture, 94-96
for individuals, 63-65	privacy controls on, 77-78
information collection and, 5-6	transparency at, 2
datafication, 5, 6	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,
	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



## I72 INDEX

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), 105–100
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
	influence on, 31
invisibility, power through, 103	•
ISIS, 89–90	organizational transparency
1 .	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



INDEX 173

by data janitors, 115–116 in digital spaces, 116–119 datafied systems for, 88 disclosure mechanisms for, 85–86 Facebook and, 90–91 communication strategies at, 110–111 as organizational culture, 93–94 Google and, 90 communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopoticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of Internet companies, 7–12  visibilities and, 19–21, 45, 83–84 prisms. See glass and prisms privacy on Facebook, 77 of health data, 68 in visibility management, 77–81 companies created for, 78–80 on Google, 77–78 by Cambridge Analytica, 75–76  Al-Qaeda, 89–90 transparency and, 86–87 institutionalization, 48–85 secrecy transparency compared to, 47–48, 50 95–96 visibility management and, 50–51 secing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 ordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social media. See also Facebook organizational trajectory of datafication, 43 of digital infrastructures, 43 of Internet companies, 7–12  visibility management, 77–81 companies created for, 78–80 on Google, 77–78 by Cambridge Analytica, 75–76  Al-Qaeda, 89–90 transparency and fechnologies Studies, 35 secrecy transparency compared to, 47–48, 50 datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 ordering processes and, 43 singularity, 41 social credit s		
datafied systems for, 88 disclosure mechanisms for, 85–86 Facebook and, 90–91 communication strategies at, 110–111 as organizational culture, 93–94 Google and, 90 communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 77 by Cambridge Analytica, 75–76 corneanizations, 85 science and Technologies Studies, 35 secrecy transparency compared to, 47–48, 50 95–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 strategic and Technologies Studies, 35 secrecy transparency compared to, 47–48, 50 95–96 utablity management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 ordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social cortedit systems, 48–49 social infrastructure, 152 social control, visibility management and, 111–114 strategic ambiguity in, 104 social cortextualization as influence on, 36–38 social media. See also Facebook organizational transparency, and, 51 digitalization as influence on, 36–38 social media. See also Facebook organizational transparency, and, 51 cord feath data, 68 in visibility management, 77–81 companies created for, 78–80 on Google, 77–78 by Cambridge Analytica, 75–76 by Cambridge Analytica, 76–76 science and Technologies Studies, 35 secrecy transparency compared to, 47–48, 5	by data janitors, 115–116	visibilities and, 19-21, 45, 83-84
disclosure mechanisms for, 85–86 Facebook and, 90–91 communication strategies at, 110–111 as organizational culture, 93–94 Google and, 90 communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 77–78 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of internet companies, 120, 143 through invisibility, 103 of media, 39	in digital spaces, 116–119	prisms. See glass and prisms
Facebook and, 90–91 communication strategies at, 110–111 as organizational culture, 93–94 Google and, 90 communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 specification, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39	datafied systems for, 88	privacy
communication strategies at, 110–111 as organizational culture, 93–94 Google and, 90 on Google, 77–78 profiling, of individuals, 75–77 by Cambridge Analytica, 75–76 and Google and, 90 on Google, 77–78 profiling, of individuals, 75–77 by Cambridge Analytica, 75–76 and Google, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 strategic ambiguity in, 104 social control, visibility management and 45 socia	disclosure mechanisms for, 85-86	on Facebook, 77
as organizational culture, 93–94 Google and, 90 communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 strategic ambiguity in, 104 strategic ambiguity in, 104 paoptic metaphors, 14–15 Panoptic metaphors, 14–16 digital technology as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69	Facebook and, 90–91	of health data, 68
as organizational culture, 93–94 Google and, 90 communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 paoptic metaphors, 14–15 Panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  on Google, 77–78 profiling, of individuals, 75–76  Al-Qaeda, 89–90  science and Technologies Studies, 35 secrecy transparency compared to, 47–48, 50 95–96 transparency compared to, 47–48, 50 95–96 datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 social centrol, visibility management and 45 social centrol, visibility management and 45 social centrol, visibility management and 45 social control, visibility management and 46 sunlight production and, 43 digital infrastructures and, 43 governing and, 40, 42–46 sordering processes and, 43 singularity, 41 social control, visibility management and 45 social control, visibility manag	communication strategies at,	in visibility management, 77–81
Google and, 90	110–111	companies created for, 78-80
communication strategies at, 108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of digital infrastructures, 43 of digital infrastructures, 43 of migrational culture, 94–96 Schrems, Max, 78 Science and Technologies Studies, 35 secrecy transparency compared to, 47–48, 50 95–96 visibility management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 ordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 36–88 social media. See also Facebook organizational transparency, visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 45–46 Sunlight Foundation, 97, 123–124 surveillance, "45–46 Sunlight Foundation, 97, 123–124	as organizational culture, 93-94	
108–111 as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 social control, visibility management an 45 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 3 digitalization at	Google and, 90	profiling, of individuals, 75–77
as organizational culture, 94–96 information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of filternet companies, 120, 143 through invisibility, 103 of media, 39  Al-Qaeda, 89–90 Schrems, Max, 78 Science and Technologies Studies, 35 scercey transparency compared to, 47–48, 50 95–96 visibility management and, 50–51 seeing conceptual and historical trajectory of 44–45 datafication and, 43 digital infrastructures and, 43 singularity, 41 Snowden, Edward, 13, 14 social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 3 social media. See also Facebook organizational transparency, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		by Cambridge Analytica, 75–76
information transparency and, 86–87 institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 strategic ambiguity in, 104 social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 36–38 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 social control, visibility management and, 51 social progress, through transparency, 142–144 social ordering, visibility management and, 51 social progress, through transparency, 142–144 social ordering, visibility management and, 51 social progress, through transparency, 142–144 social ordering, visibility management, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 social ordering, visibility management, 111–114 social ordering, visibility management, 144–15 social ordering, visibility management, 145 social ordering, visibility management, 144–15 social ordering, visibility management, 145–16 social ordering, visibility management, 144–15 social ordering, visibility management, 144–15 social ordering, visibility management, 144–15 social ordering, visibility management, 1		A1 Oaada 80 00
institutionalization of, 85 of Internet companies, 88–92 naked organizations, 85 as organizational culture, 92–98, 119–120 at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 strategic ambiguity in, 104 spanpotic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of dataffication, 43 of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 science and Technologies Studies, 35 secrecy transparency compared to, 47–48, 50 visibility management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 social control, visibility management and 45 social credit systems, 48–49 social infrastructure, 152 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 51 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		Ai-Qaeua, 69–90
of Internet companies, 88–92 naked organizations, 85 as organizations, 85 as organizations, 85 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of media, 39 Science and Technologies Studies, 35 secrecy transparency compared to, 47–48, 50 95–96 visibility management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 ordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social redit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digitalization at influence on, 3 digital infrast		Schrome May 70
naked organizations, 85 as organizational culture, 92–98,		
as organizational culture, 92–98,		
at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of filternet companies, 120, 143 through invisibility, 103 at Facebook, 93–94 visibility management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 ordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social redit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		•
at Facebook, 93–94 at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 social control, visibility management and, 43 digital infrastructure, 152 social credit systems, 48–49 social infrastructure, 152 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 50–51 seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 47 verifiability of identity in, 66–67 visibility management and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social infrastructure, 152 social infrastructure, 152 social infrastructure, 152 social ordering visibility management and 45 social credit systems, 48–49 social infrastructure, 152 social infrastructure, 152 social progress, through trans	-	
at Google, 94–96 publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  seeing conceptual and historical trajectory of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 vordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management an 45 social redit systems, 48–49 social life digital technology as influence on, 3 digitalization as influence on, 3 digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digital infrastructure, 152 social ordering, visibility management and, 51 social ordering, visibility management and, 51 social ordering, visibility management and, 40, 42–46 knowing and, 40, 42–46 social credit systems, 48–49 social infrastructure, 152 social redit systems, 48–49 social ordering, visibility management and 45 social ordering visibility management and 45 socia		
publicity of, 88–89 of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 social control, visibility management and 45 social control, visibility management and 45 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 51 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
of terrorist organizations, 89–90 verification and, 86 through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71  power of datafication, 43 of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  44–45 datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 ordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
verification and, 86 through visibility management,  98–107 company initiatives for, 102–105 through digital transformations,  101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71  power of datafication and, 43 digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 knowing and, 40, 42–46 sordering processes and, 43 singularity, 41 Snowden, Edward, 13, 14 social control, visibility management and 45 social reedit systems, 48–49 social life digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 45 digital infrastructure, 152 social reedit systems, 48–49 social infrastructure, 152 social life digital infrastructure, 152 social control, visibility management and 45 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 3 digital technology as influence on, 3 digital infrastructure, 152 social progress, through transparency, 111–114 verifiability of identity in, 66–67 visibility management and, 51 social ordering, visibility management and, 51 social progress, through transparency, 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
through visibility management, 98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 social credit systems, 48–49 social infrastructure, 152 Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  digital infrastructures and, 43 governing and, 40, 42–46 knowing and, 40, 42–46 social credit systems, 48–49 social credit systems, 48–49 social credit systems, 48–49 social credit systems, 48–49 social redita surfaction of signification of signification of signification of social redita systems, 48–49 social redita systems, 48–49 social	<del>-</del>	
98–107 company initiatives for, 102–105 through digital transformations, 101–102 forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  governing and, 40, 42–46 knowing and, 40, 42–46 singla if transpresses and, 43 singlarity, 41 Social credit systems, 48–49 social credit systems, 48–49 social infrastructure, 152 social redit ystems, 48–49 social eredital special speci		
company initiatives for, 102–105 through digital transformations,     101–102     forms of attraction for, 105–107     NDAs, 105–106     of social media sites, 111–114     strategic ambiguity in, 104     strategic ambiguity in, 104     strategic ambiguity in, 104     strategic ambiguity in, 104     social credit systems, 48–49     social infrastructure, 152     social life     digital technology as influence on, 3     digitalization as influence on, 36–38     social media. See also Facebook     police departments     body cams, 68–69     monitoring through digital technology,     70–71     social ordering, visibility management     ordering processes and, 43     social control, visibility management and     45     social credit systems, 48–49     social life     digital technology as influence on, 3     digitalization as influence on, 36–38     social media. See also Facebook     organizational transparency and,     111–114     verifiability of identity in, 66–67     visibility management and, 111–114     social ordering, visibility management     and, 51     social progress, through transparency,     142–144     "sousveillance," 45–46     Sunlight Foundation, 97, 123–124     of media, 39		,
through digital transformations, 101–102 singularity, 41 forms of attraction for, 105–107 Snowden, Edward, 13, 14 social control, visibility management an 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 Palantir, 101–102 digital technology as influence on, 3 digitalization as influence on, 3 digitalization as influence on, 36–38 Panopticon, 45, 64–65 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 51 social ordering, visibility management and, 51 social progress, through transparency, of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 surveillance cameras, 68–69		
forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 social redit systems, 48–49 social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 3 digitalization as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69	= :	
forms of attraction for, 105–107 NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 social credit systems, 48–49 social infrastructure, 152  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 pody cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  Snowden, Edward, 13, 14 social control, visibility management and 45 social media, 13, 14 social control, visibility management and 45 social redit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 3 6–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
NDAs, 105–106 of social media sites, 111–114 strategic ambiguity in, 104 strategic ambiguity in, 104 social credit systems, 48–49 social infrastructure, 152  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 pody cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 social control, visibility management and 45 social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 3 6–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
of social media sites, 111–114 strategic ambiguity in, 104 social credit systems, 48–49 social infrastructure, 152  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 pody cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 social credit systems, 48–49 social infrastructure, 152 digital infrastructure, 3 digitalization as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
strategic ambiguity in, 104  social credit systems, 48–49 social infrastructure, 152  Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  social credit systems, 48–49 social infrastructure, 152 social life digital technology as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
Page, Larry, 90. See also Google Palantir, 101–102 panoptic metaphors, 14–15 Panopticon, 45, 64–65 police departments body cams, 68–69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 social infrastructure, 152 social life digital technology as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		social credit systems, 48-49
Page, Larry, 90. See also Google Palantir, 101–102 digital technology as influence on, 3 digitalization as influence on, 36–38 Panopticon, 45, 64–65 social media. See also Facebook police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 social life digital technology as influence on, 3 digitalization as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
Palantir, 101–102 digital technology as influence on, 3 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, 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 through invisibility, 103 Sunlight Foundation, 97, 123–124 of media, 39 surveillance cameras, 68–69	Page, Larry, 90. See also Google	
panoptic metaphors, 14–15  Panopticon, 45, 64–65  police departments body cams, 68–69 monitoring through digital technology, 70–71  power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  digitalization as influence on, 36–38 social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69	= : - : - : - : - : - : - : - : - : - :	digital technology as influence on, 31
Panopticon, 45, 64–65  police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71  power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  social media. See also Facebook organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
police departments body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  organizational transparency and, 111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		
body cams, 68–69 contextualization of, 69 monitoring through digital technology, 70–71 power of datafication, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  111–114 verifiability of identity in, 66–67 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, 142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69		organizational transparency and,
monitoring through digital technology, 70–71 visibility management and, 111–114 social ordering, visibility management and, 51 social progress, through transparency, of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39 visibility management and, 111–114 social ordering, visibility management and, 51 social orde		
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	contextualization of, 69	verifiability of identity in, 66-67
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	monitoring through digital technology,	visibility management and, 111-114
of datafication, 43 social progress, through transparency, of digital infrastructures, 43 142–144 sof Internet companies, 120, 143 through invisibility, 103 sunlight Foundation, 97, 123–124 of media, 39 surveillance cameras, 68–69	70–71	social ordering, visibility management
of digital infrastructures, 43 of Internet companies, 120, 143 through invisibility, 103 of media, 39  142–144 "sousveillance," 45–46 Sunlight Foundation, 97, 123–124 surveillance cameras, 68–69	power	and, 51
of Internet companies, 120, 143 "sousveillance," 45–46 through invisibility, 103 Sunlight Foundation, 97, 123–124 of media, 39 surveillance cameras, 68–69	of datafication, 43	social progress, through transparency,
through invisibility, 103 Sunlight Foundation, 97, 123–124 of media, 39 surveillance cameras, 68–69	of digital infrastructures, 43	142–144
of media, 39 surveillance cameras, 68–69	of Internet companies, 120, 143	"sousveillance," 45–46
	through invisibility, 103	Sunlight Foundation, 97, 123–124
of tech companies, 7–12 contextualization of data from, 69	of media, 39	
	of tech companies, 7–12	contextualization of data from, 69
of transparency, 52, 143 surveillance capitalism, 14	of transparency, 52, 143	surveillance capitalism, 14



## 174 INDEX

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 organizational
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, 101-102 122, 124 forms of attraction for, 105-107 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 on Facebook, 77 of authenticity, in digital spaces, 66-67 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 secrecy and, 50-51 contemporary assessment of, 147-150 dynamics of, 51-56 social control and, 45 through ordering, 51 directionalities in, 53-54 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 Wikileaks, 19-20, 97, 123-124 knowledge production and, 36 online presence management and, 74 Xanadu system, 37 opacity and, 50-51 Zuboff, S., 33, 41, 140 organizational transparency through, 98-107 Zuckerberg, Mark, 1, 65-66, 94, 134. See also company initiatives for, 102-105 Facebook