

Cambridge University Press & Assessment 978-1-108-81308-2 — Data-Driven Personalisation in Markets, Politics and Law Edited by Uta Kohl , Jacob Eisler Table of Contents More Information

Contents

List	t of Figures	page ix
List	t of Tables	xi
List	t of Contributors	xiii
Preface		XV
	PART I INTRODUCTION: THEORETICAL PERSPECTIVES	
1	The Pixelated Person: Humanity in the Grip of Algorithmic Personalisation Uta Kohl	3
2	Personalisation and Digital Modernity: Deconstructing the Myths of the Subjunctive World Kieron O'Hara	37
3	Personalisation, Power and the Datafied Subject Marc Welsh	55
4	Personal Data and Collective Value: Data-Driven Personalisation as Network Effect Nick O'Donovan	74
	PART II THEMES: PERSONAL AUTONOMY, MARKET CHOICES AND THE PRESUMPTION OF INNOCENCE	
5	Hidden Personal Insights and Entangled in the Algorithmic Model: The Limits of the GDPR in the Personalisation Context <i>Michèle Finck</i>	95



Cambridge University Press & Assessment 978-1-108-81308-2 — Data-Driven Personalisation in Markets, Politics and Law Edited by Uta Kohl , Jacob Eisler Table of Contents More Information

vi	Contents	
6	Personalisation, Markets, and Contract: The Limits of Legal Incrementalism TT Arvind	108
7	'All Data Is Credit Data': Personalised Consumer Credit Score and Anti-Discrimination Law Noelia Collado-Rodriguez and Uta Kohl	124
8	Sentencing Dangerous Offenders in the Era of Predictive Technologies: New Skin, Same Old Snake? David Gurnham	142
	PART III APPLICATIONS: FROM PERSONALISED MEDICINE AND PRICING TO POLITICAL MICRO-TARGETING	
9	'P ₄ Medicine' and the Purview of Health Law: The Patient or the Public? Keith Syrett	159
10	Personalised Pricing: The Demise of the Fixed Price? Joost Poort and Frederik Zuiderveen Borgesius	174
11	Data-Driven Algorithms in Criminal Justice: Predictions as Self-fulfilling Prophecies Pamela Ugwudike	190
12	From Global Village to Smart City: Reputation, Recognition, Personalisation, and Ubiquity Daithí Mac Síthigh	205
13	Micro-targeting in Political Campaigns: Political Promise and Democratic Risk Normann Witzleb and Moira Paterson	223
	PART IV THE FUTURE OF PERSONALISATION: ALGORITHMIC FORETELLING AND ITS LIMITS	
14	Regulating Algorithmic Assemblages: Looking beyond Corporatist AI Ethics Andrew Charlesworth	2 43
15	Scepticism about Big Data's Predictive Power about Human Behaviour: Making a Case for Theory and Simplicity Konstantinos V. Katsikopoulos	263



Cambridge University Press & Assessment 978-1-108-81308-2 — Data-Driven Personalisation in Markets, Politics and Law Edited by Uta Kohl , Jacob Eisler Table of Contents More Information

	Contents	vii
16	Building Personalisation: Language and the Law Alun Gibbs	277
17	Conclusion: Balancing Data-Driven Personalisation and Law as Social Systems Jacob Eisler	288
Inde	ex	3 07