

Oscar's Comments on These Generous Reviews

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This was certainly an incredible new experience for me as an author. I have to thank my former advisor, colleague, and lifelong friend, Larry Gross, for this wonderful way of organizing a review of this second edition of a really quite ancient contribution. I have listed my responses to this curiously updated volume alphabetically, and I thank them all for the kind words and their individual insights into the nature of this effort.

Ananny

It was particularly useful to see from Mike Ananny's review how this book was introduced into the readings of an undergraduate class studying computer science. I especially appreciated his insightful characterization of the differences between the "accelerators, makers, and risk-takers" and folks like me as "the brakes, critics, and killjoys." I was also quite pleased to see that he understood and accepted the suggestion that privacy is not an individual right but "a requirement and achievement of collective self-governance." That sociotechnical developments since the first edition have made the power of individuals to resist surveillance and manipulation is something that he notes quite well. His understanding of the importance of algorithmically constructed groups is also quite clear, and much appreciated.

Cheney-Lippold

Having published a review of John Cheney-Lippold's (2017) important book, *We Are Data*, I was anxious to see what he had to say about this effort. He shares with Professor Ananny an emphasis on the role of computer scientists in the shaping of our futures, and with Dami Virgilio, the role of algorithmic prediction, all driven toward the implementation of "effective, controlling, and most important, profitable" technological systems. I am pleased that we share an appreciation of the productive nature of algorithmic technologies, even if we do not necessarily share the same views on the nature of its societal effects.

Crawford

Kate Crawford's review took a unique approach to this book that emphasized a point made by many others but was brought to life by her reflections on what the first edition meant to her. Her quite detailed examples of elements in that publication (Gandy, 1993), in relation to a host of developments within the technological and legal spheres, give real meaning to common references to the book as having been prescient. I was, of course, quite pleased to note the attention she paid to and implications she drew from the contributions I used from many of the social theorists of the time to generate forecasts of the kinds of power that we would associate with developments that some now refer to as "surveillance capitalism." She

quite accurately describes the character and capabilities of today's algorithmic systems, and their uses to classify and generate predictions about how we are likely to respond to manipulative messaging.

Nakamura

Lisa Nakamura's kind and quite generous assessment of the contributions that I have made in the initial and second editions of this book were much appreciated, especially her attention to the place of race and class in my engagement with technological developments. I am also pleased with her references to my continuing belief, or at least some hope for, the possibilities of collective organizing within democratic systems. That she links that hope to the development and growth in communication competence actually points to work that I have largely ignored. I need to pay more attention to that, and I thank her for the reminder.

Turow

I am, of course pleased that Joseph Turow, my colleague of a great many years, whose extensive scholarly focus on the advertising industry has placed us in somewhat different ideological camps, clearly appreciates and understands my concerns about segmentation, targeting, and "personalization." The examples he provides from the advertising industry make the point more clearly than I could ever hope to do from my position on the margins of that field, and I continue to appreciate the care with which he provides these insights.

Virgilio

It was quite a pleasure to see the extent to which Diami Virgilio's comments on the editions of this book were prefaced by reference to some of my earlier work, and the extent to which several reviewers had identified it as being "prescient" when making references to the first edition. I especially appreciate his presentation of criticisms we apparently share about the "temporality of data" and the implications of that fact for the "utility of all predictive analytics." That he has read and has found the links between this book and much of my other work is, of course, much appreciated. That he so clearly understands the importance of altering the uses of the panoptic sort is a basis for some continued hope at this stage in my life.

I thank everyone involved in producing this very special forum on the second edition of *The Panoptic Sort* (2021).

References

- Cheney-Lippold, J. (2017). *We are data: Algorithms and the making of our digital selves*. New York: New York University Press.
- Gandy Jr., O. H. (1993). *The panoptic sort: A political economy of personal information*. New York, NY: Westview Press.

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