

PUBLIC SEMINAR:

THE POLITICAL ECONOMY OF PERSONAL INFORMATION

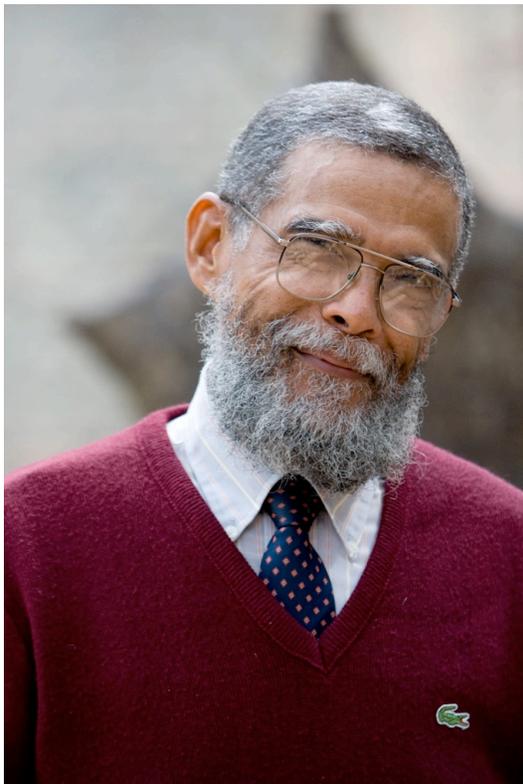
2015 SMYTHE MEMORIAL LECTURER

OSCAR GANDY

**PROFESSOR EMERITUS
ANNENBERG SCHOOL FOR COMMUNICATION
UNIVERSITY OF PENNSYLVANIA**

TUESDAY MARCH 24TH, 3:00 – 5:00 P.M.

SIMON FRASER UNIVERSITY, HARBOUR CENTRE ROOM 2270



This seminar will examine a variety of concerns related to the political economy of personal information. It will begin with an exploration of the meaning of personal information (PI), underscoring the difference between narrow and more comprehensive definitions. Following this, we will outline a framework for examining our concerns through the lens of political economy. This focus on markets will emphasize the role of data brokers and internet platforms such as Facebook and Google that gather massive amounts of data that are transformed into PI. Because market structure and performance changes in response to developments in technology, the impact of Big Data and algorithmic processing will next be explored. The presentation will finish with an examination of the options that are available (or imagined) that might help to reduce, and redistribute the risks that are associated with an expanded market and widespread use of PI.

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- * School of Communication, SFU**
- * Faculty of Communication, Art & Technology, SFU**
- * Institute for the Humanities, SFU**
- * Centre for Global Political Economy, SFU**

Coffee and tea will be provided.

All members of SFU and the public are invited to this special session of CMNS 840 (Political Economy of Communication).

Please RSVP to Prof. Enda Brophy if you would like to attend (ebrophy@sfu.ca).
