

Privacy and Consumer Markets: Reversing the Surveillance Business Model

31C3

Hamburg, December 2014

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“The nervous system of the 21st century”

- Cory Doctorow



Brain nervous system by Beth Scupham under CC-BY 2.0 <https://www.flickr.com/photos/bethscupham/>

Advertising

- \$512 billion
- Global ad revenues
- Why?

THE SATURDAY EVENING POST

MADE BY THE MAKERS OF CAMPBELL'S SOUPS



Wholesome as they are good!

Campbell's Beans are healthful. That is one of the special reasons why you should always eat them. They are slow-cooked. This makes them thoroughly digestible. You can enjoy these delicious beans and their tasty tomato sauce, confident that they will prove nourishing, beneficial food. See that the children get Campbell's Beans often. They are splendid body-builders.

12 cents a can

Except in Rocky Mountain States and in Canada

Wholesale price reduced May 9, 1921

***Campbell's* BEANS**
LOOK FOR THE RED-AND-WHITE LABEL

G.F. BURKHARDT'S



BOCK BEER

1877



[3 Tips for a Flat Belly](#)

www.TruthAboutAbs.com



[Weird "Trick" to Prevent Junk-Food Cravings](#)



[7 Unusual Foods that Help to Burn Belly Fat](#)

Ads by Google

Small Square (200 x 200)

5 Tips to Lose Stomach Fat

1. Ab exercises such as crunches and situps don't burn belly fat. Try these unique exercises instead.

2. Some "healthy" may really be increasing your stomach fat. Try these fat burning foods instead.

[Read this article here for tips to start losing stomach fat](#)

www.TruthAboutAbs.com

Ads by Google

Adlinks (200 x 90)

Ads by Google

[Stomach Pains](#)

[Belly Fat Diet](#)

[Losing Stomach Fat](#)

[Stomach Ache](#)

[Stomach Bloating](#)

Square (250 x 250)

5 Tips to Lose Stomach Fat

1. Ab exercises such as crunches and situps do nothing to burn belly fat. Try these unique exercises instead.

2. Some foods you thought were "healthy" may really be increasing your stomach fat. Try these fat burning foods instead.

[Read this article here for tips to start losing stomach fat](#)

www.TruthAboutAbs.com

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Ads by Google

Large Rectangle (336 x 280)



[3 Weird Tips to Lose Your Stomach Fat](#)

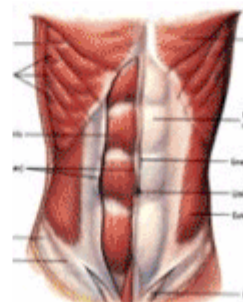


[1 "Trick" to Prevent Junk Food Cravings](#)



[7 Foods That Burn Belly Fat](#)

Skyscraper (120 x 600)



5 Tips to Lose Stomach Fat

1. Cardio is over-

Wide Skyscraper (160 x 600)

[5 Tips to Lose Stomach Fat](#)

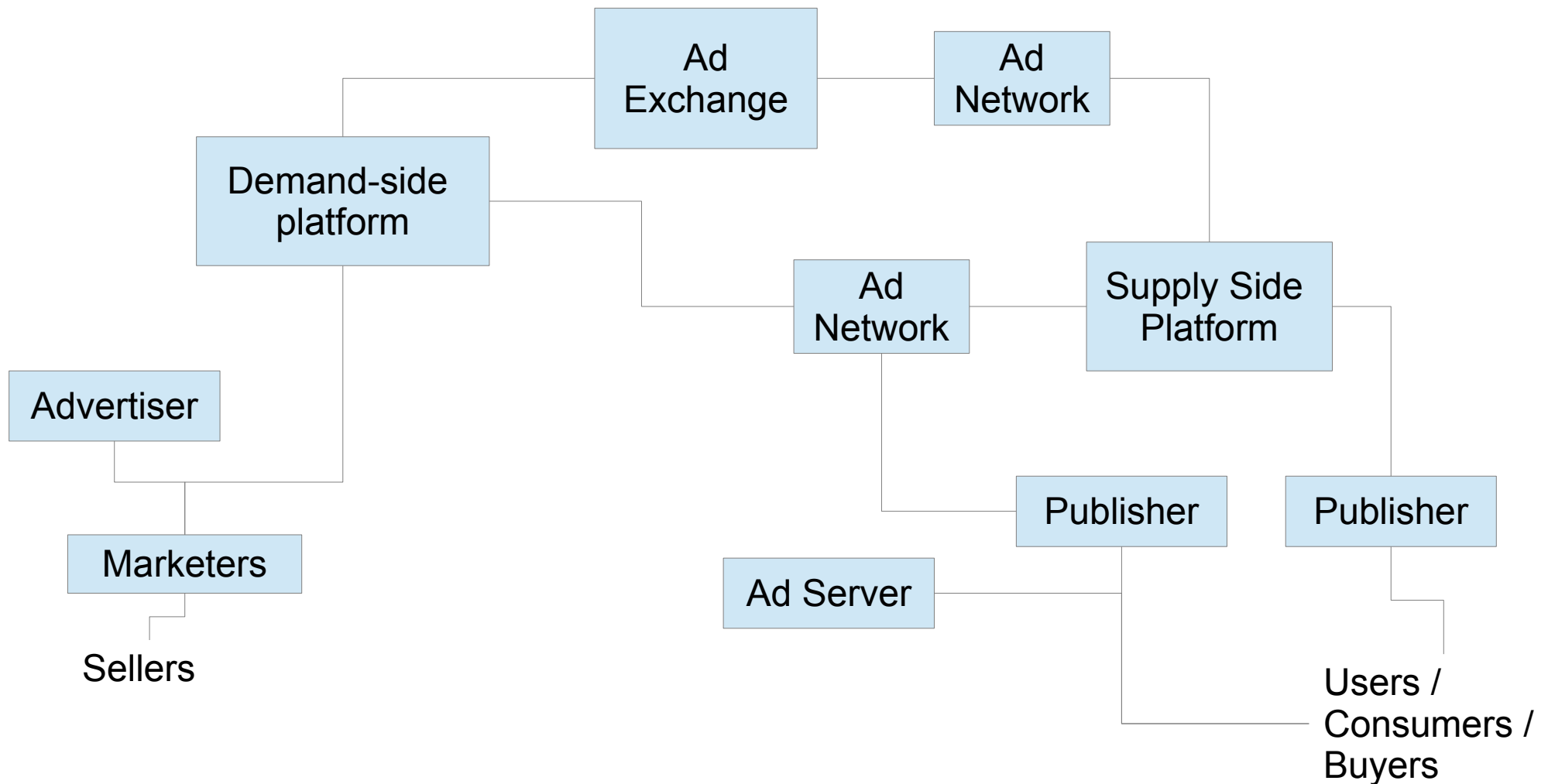


[7 Fat-Burning Foods](#)

Digital advertising

- 20% of ad industry
- 90% of revenue for many internet giants

Digital advertising



Does it work for businesses?

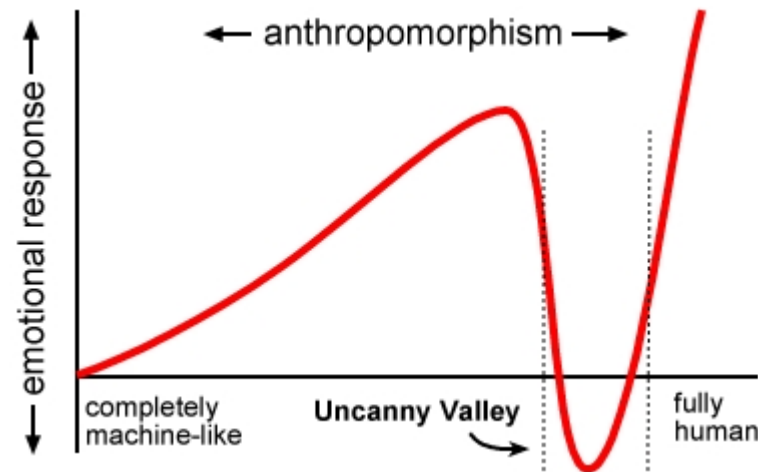
- 44% are never 'in view'
- Ad-blocking (software and wet-ware)
- Click-fraud
- Inaccurate profiles

Does it work for consumers?

- Surveillance and civil liberties
- Malvertising
- Marketing profiles fall into the wrong hands
- Personalisation, or discrimination?

The uncanny valley of personalisation

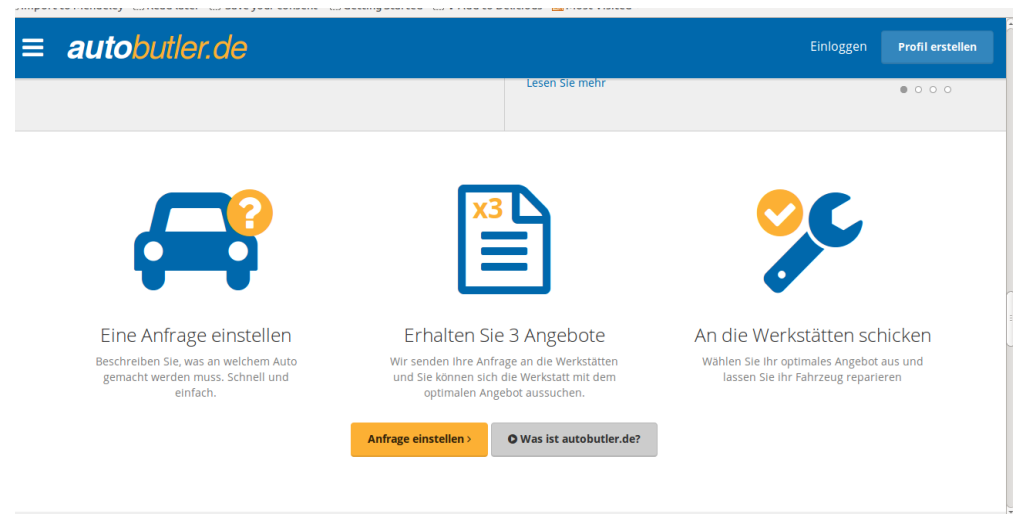
- Mori, Masahiro, Karl F. MacDorman, and Norri Kageki. "The uncanny valley [from the field]." *Robotics & Automation Magazine*, IEEE 19.2 (2012): 98-100.



The **Uncanny Valley** of emotional response versus anthropomorphism. © 2004 Matthew Trump under CC-BY-SA 3.0

Request for proposals

- Buyer-initiated, 'reverse auctions'



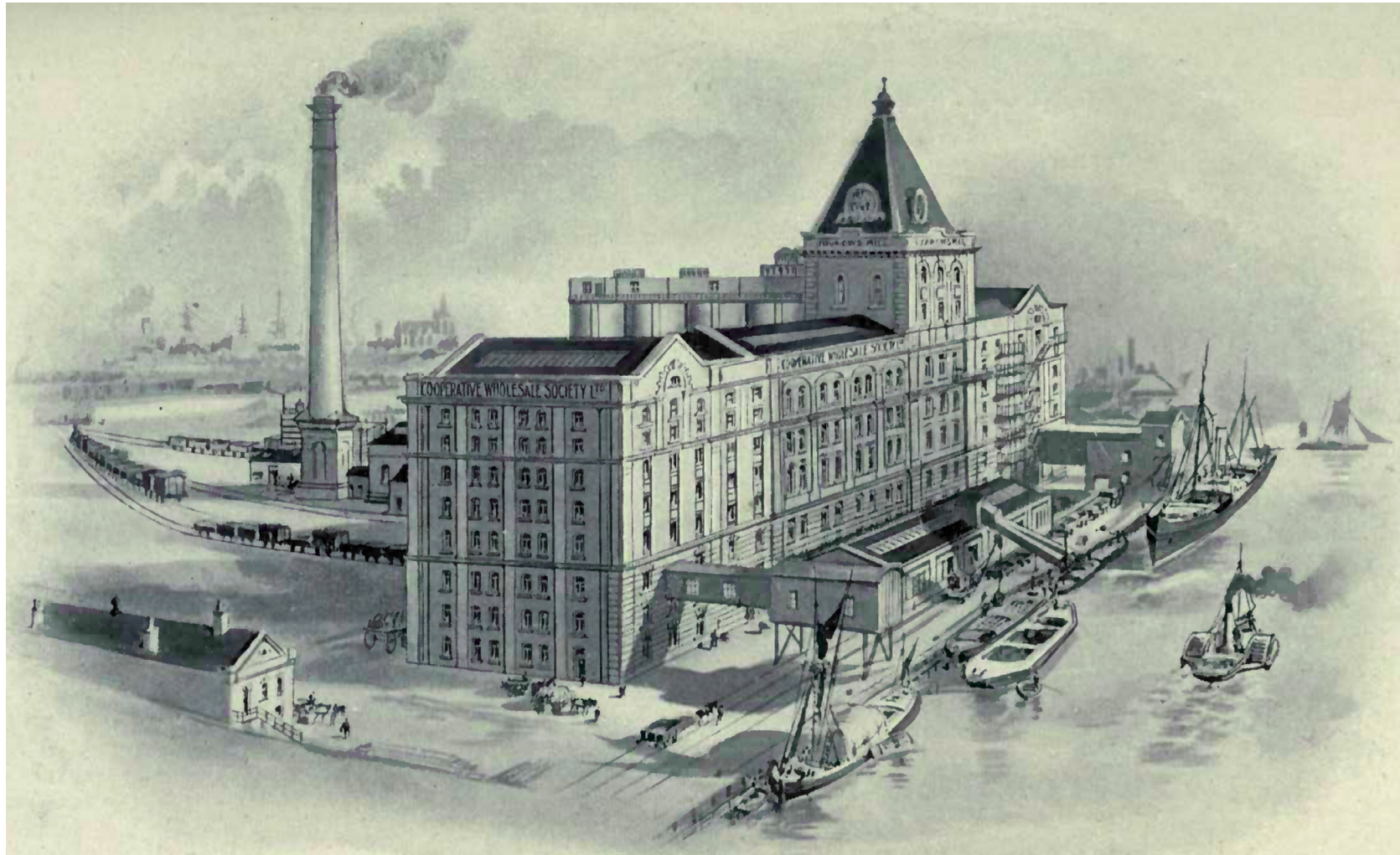
Collective purchasing

- Aggregating demand for bargaining power
- Switching schemes - energy, banking



Collective purchasing

- Co-operative wholesale societies



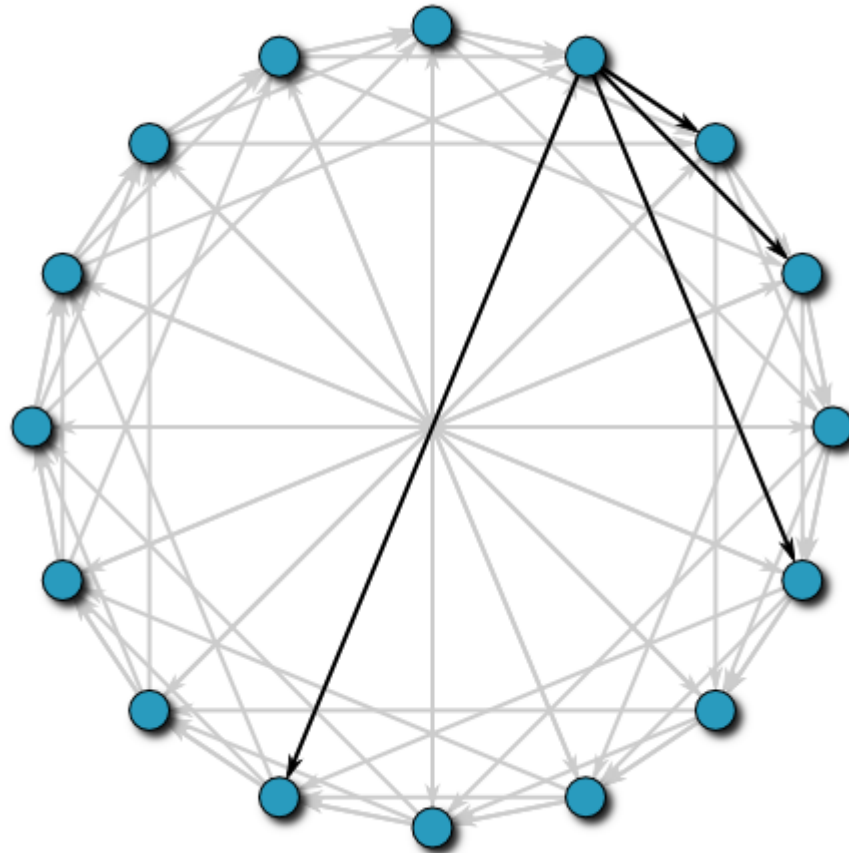
Assurance contracts

- Kickstarter, IndieGoGo, Snowdrift
- Uncovers latent demand
- Pre-order economy

Bagnoli, Mark and Lipman, Bart. 1989. Provision of public goods: Fully implementing the core through private contributions. *Review of Economic Studies*. 56, 583-601.

Stanley, C. (2006) "The Preorder Economy: Coordinating Supply and Demand on the Way to a Sustainable Future", *International Journal of Environment, Workplace and Employment*, Vol. 2, Nos. 2/3, pp. 180–205

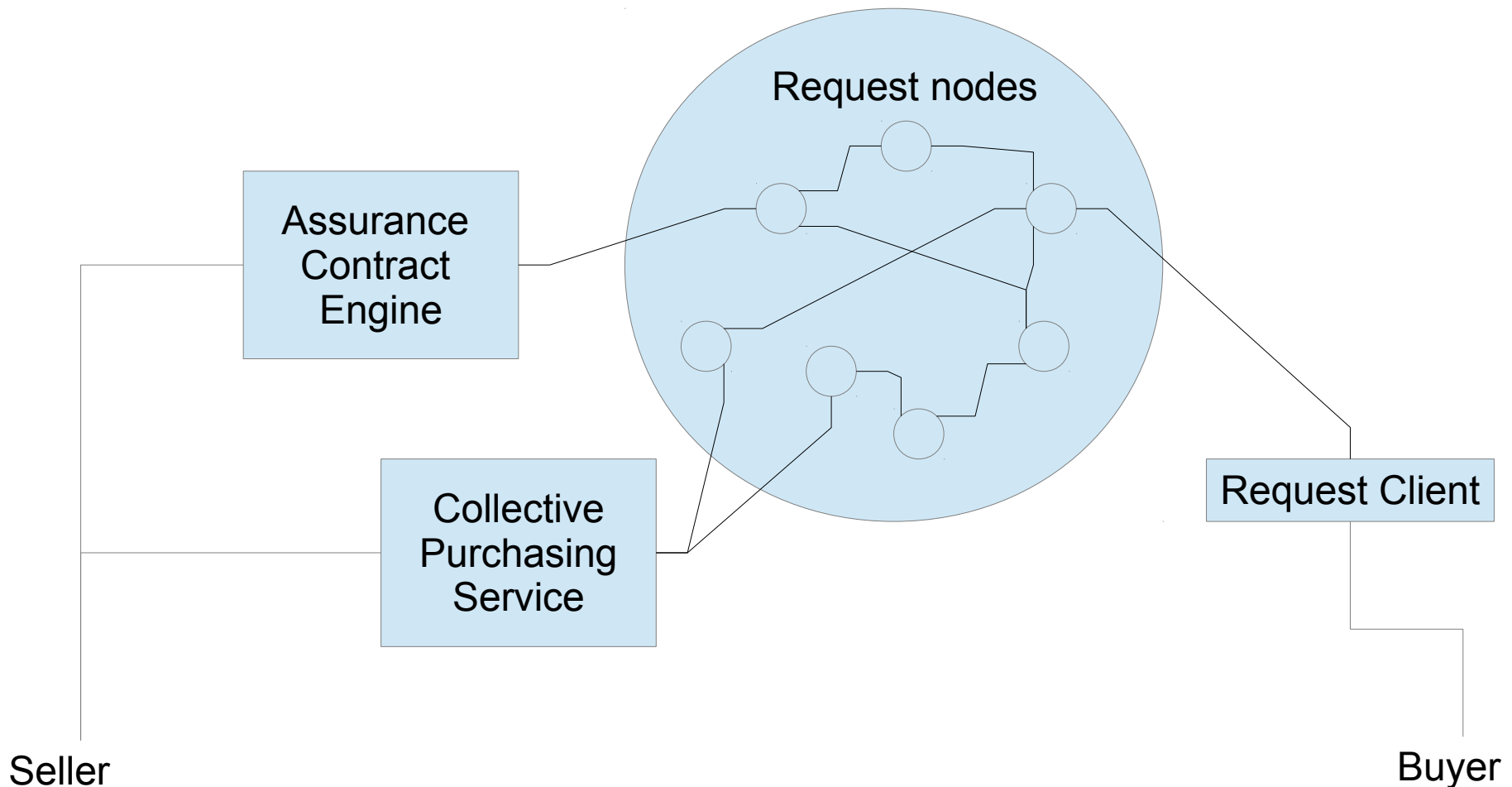
Decentralised networks for matching supply and demand



Decentralised networks for matching supply and demand

- Wants and needs are broadcast anonymously on a decentralised network
- Formed into collective bargaining alliances
- Suppliers compete in reverse auctions

Decentralised networks for matching supply and demand



The myth of consumer empowerment



'The New Fred Meyer on Interstate on Lombard' by Lyza, CC-BY-SA -
<https://www.flickr.com/photos/lyza/49545547>

Thanks!

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