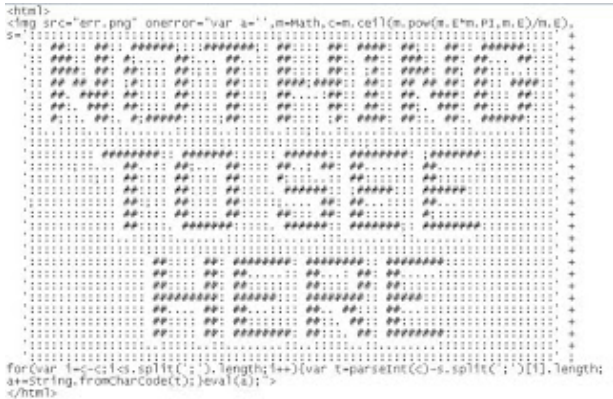


27th October 2015

Word of the day: Obfuscation

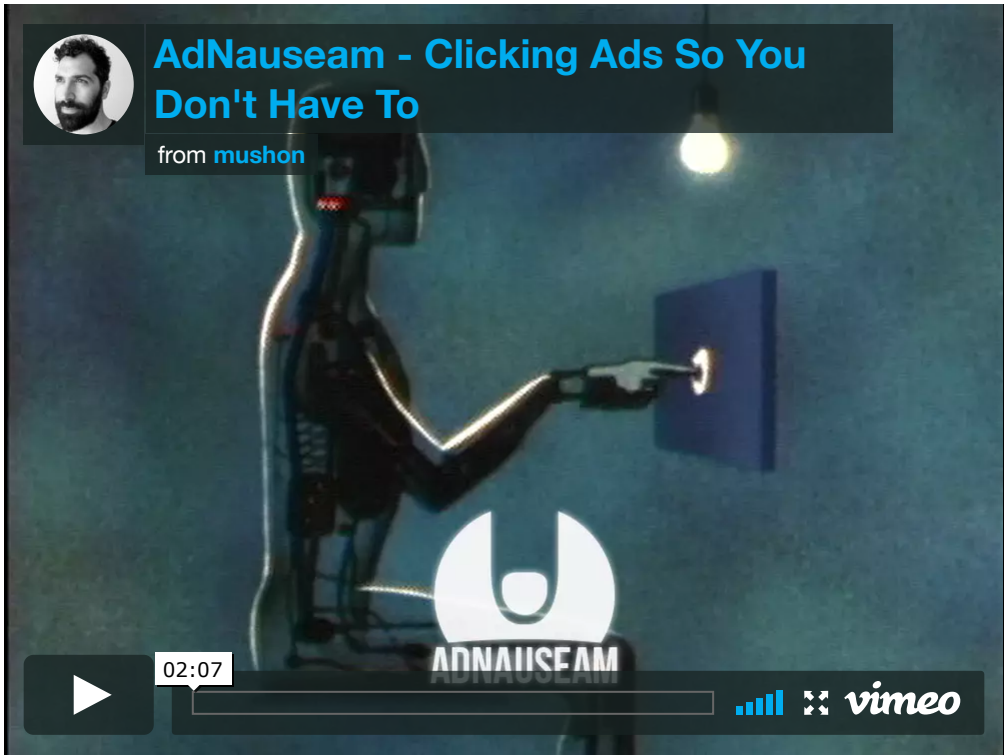


[[http://1.bp.blogspot.com/-](http://1.bp.blogspot.com/-tkxbEYDkb00/Vi9HKdOBCLI/AAAAAAAAIO8/xTxzYCg99cg/s1600/obfuscation.JPG)

[tkxbEYDkb00/Vi9HKdOBCLI/AAAAAAAAIO8/xTxzYCg99cg/s1600/obfuscation.JPG](http://1.bp.blogspot.com/-tkxbEYDkb00/Vi9HKdOBCLI/AAAAAAAAIO8/xTxzYCg99cg/s1600/obfuscation.JPG)]

Technologist [Finn Brunton](http://finnb.net/) and philosopher [Helen Nissenbaum](http://www.nyu.edu/projects/nissenbaum/index.html) [http://www.nyu.edu/projects/nissenbaum/index.html] , both of New York University, have just published a fascinating little user guide called [Obfuscation: A User's Guide for Privacy and Protest](http://www.amazon.com/Obfuscation-Users-Guide-Privacy-Protest/dp/0262029731) [http://www.amazon.com/Obfuscation-Users-Guide-Privacy-Protest/dp/0262029731] .

Brunton works on the history and theory of digital media technologies "with a focus on adoption: how computing and networking machinery gets adapted, abused, modified, hacked, and transformed." Nissenbaum's focus is mainly on social, ethical, and political dimensions of information technology and digital media. She was involved in two interesting projects, both with programmer Daniel C Howe: browser extensions [TrackMeNot](https://cs.nyu.edu/trackmenot/) [https://cs.nyu.edu/trackmenot/] , a search-history obfuscator that spontaneously generates clouds of possible queries, and [AdNauseam](http://adnauseam.io/) [http://adnauseam.io/] , which “clicks all the ads, so you don’t have to”.



[AdNauseam - Clicking Ads So You Don't Have To](https://vimeo.com/111943439) [https://vimeo.com/111943439] from [mushon](https://vimeo.com/mushon) [https://vimeo.com/mushon] on [Vimeo](https://vimeo.com/) [https://vimeo.com/] .

Obfuscation, Brunton and Nissenbaum explain, is "the deliberate use of ambiguous, confusing, or misleading information to interfere with surveillance and data collection projects." Flooding your social media identities with useless content is, according to me, one of the most effective ways to fight today's pervasive digital surveillance by governments, advertisers or hackers. One of the other methods is the use of parody, irony or sarcasm - although I don't think that would keep hackers out.

Posted 27th October 2015 by [Clo Willaerts](#)

Labels: [altijdnaakt](#), [books](#), [digital literacy](#), [internet culture](#), [privacy](#)

0 Add a comment

Enter your comment...

Comment as:

Select profile...

Publish

Preview