Data & Goliath- Schneier 2/6/17 eli Review

We live in a society of control, wherein "corporate and government surveillance interests have converged...the motivations are different, but the metholodogies are the same" (29). This became clear to Americans with the latest election in that Trump represents the corporate branch and by becoming the head of state he is merely entering and congealing corporate and government interests in that both practice "save everything you can, and someday you'll be able to find a use for it" (40). May I bring in Catherine Savini's 'Looking for Trouble?' I will anyways because I think it connects in that, like Schneier describes, data is content and metadata is context, therefore, the government/corpus use contextual clues to make meaning in our lives, yet if the meaning they are looking for is that of deviance, then isn't the NSA able to contextually interpret and identify deviants using this? I would think yes since in "Metadata" and "Data and Goliath," the quote from "NSA and CIA director Michael Hayden... "we kill people based on metadata" is included- in part to remind readers of how serious the NSA and CIA take and use the data they collect, but also, damn! meaning making and response interpretation justifies ending lives?! At what point will 'summit fever,' like discussed in 'Asking the Oracle," be achieved- or is analysis of context the future of criminal proceedings? And at which point, might that also implicate the NSA? Nah.. I wonder how time consuming that level of analysis is- or is it really all the automative? I know in the book Schneier discussed how much smarter and faster and innovative technology is at computing, analyzing, accessing and otherwise using metadata (41), but where does human intent and human interpretation come into play? Meaning, the NSA doesn't accidentally "break it's own privacy rules 2,776 times in 12 months" (121) and in order for the NSA to break rules, someone must create the rules, but if all the meaning making is occurring within machines, then who is to be held accountable for regulating and enforcing those in power are also adhering to power limitations?

Shneier interestingly described this phenomena as "data is the exhaust of the information age," (20) and later includes the cheerful anecdote about omnipresent information, or panoptica as: "every inmate could be surveilled at any time, unawares. The inmate would have no choice but to assume that he was always being watched, and would therefore conform" (38). Comparatively I interpret this as we are all slaves to our metadata contexts that are watched, analyzed and used by those in power, despite the fact that we unknowingly create this by using technology as it is intended- so if the intention of Gmail and iCloud is to collect WiFi hotspots and monitor social relations based on communications that occur within the interface, why are consumers not informed of these ulterior intentions? Especially if they are created by those in power?

All information about any person is seen as useless or wasteful, hence the exhaust metaphor, yet the caveat is unless that information is seen as useful and important, at which case we have successfully blurred the lines between a controlled and disciplined society. I think the root of this issue is the lack of regulation of power, but this is also in part due to the very precise rhetoric employed by NSA at most strategic, albeit pressing, times, as a means of redirecting and reshaping the public's perception about surveillance and its invasiveness.

Other areas for discussion: language use and its downplay. Made to seem 'less severe' with terms like 'it's just metadata,' yet as Schneier discusses, it's all data about us (27) and we're probably only ok with it because it's not overt. Yet I think part of the reason it's not overt is because if it were- if the NSA didn't try to deescalate and qualify it's own espionage it likely wouldn't be; p. 87-88 show this double entendre of language and how the NSA uses it to its needs, as an artful form of rhetoric to fuck people over by quietly collecting their information and telling them it's a 'peacetime' activity (88) as a means of lessening the severity and being subversive.