

SELLING

PRIVACY

AND

REPUTATION

ONLINE

NORA A. DRAPER

## **Contents**

**Introduction: Framing the Consumer Privacy Industry** 

## **Part I. Selling Privacy to the Masses**

- 1. The Consumer Privacy Space: Building an Industry
- 2. Digital Privacy Goes Mainstream: Selling an Anonymous Web
- 3. Opt Out for Privacy, Opt In for Value: The Introduction of the Infomediary

## **Part II. Privacy Goes Public**

- 4. Reputation Defenders: Selling Privacy in Public
- 5. Reputation Promoters: Building Identity Capital Online
- 6. The Big Power of Small Data: A Revolution in Privacy

Conclusion: Optimism or Amnesia? Looking Forward, Looking Backward

Acknowledgments

**Notes** 

Index

**About the Author**