Healthcare and Big Data: Digital Specters and Phantom Objects

Mary Ebeling

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This highly original book is an ethnographic noir of how Big Data profits from patient private health information. The book follows personal health data as it is collected from inside healthcare and beyond to create patient consumer profiles that are sold to marketers. Primarily told through a first-person noir narrative, Ebeling as a sociologist-hard-boiled-detective, investigates Big Data and the trade in private health information by examining the information networks that patient data traverses. The noir narrative reveals the processes that the data broker industry uses to create data commodities?data phantoms--or the marketing profiles of patients that are bought by advertisers to directly market to consumers. Healthcare and Big Data considers the implications these "data phantoms" have for patient privacy as well as the very real harm that they can cause.

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A lot of people always spent their particular free time to vacation or even go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent they free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity this is look different you can read a new book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day every day to reading a book. The book Healthcare and Big Data: Digital Specters and Phantom Objects it is quite good to read. There are a lot of people who recommended this book. They were enjoying reading this book. Should you did not have enough space bringing this book you can buy the e-book. You can m0ore quickly to read this book through your smart phone. The price is not too expensive but this book provides high quality.

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