

Contents

1 Profiles: The Development of a Format	1
A conceptual history of the profile in the twentieth century	3
The triumph of the self-made profile	10
Profiles and the culture of job applications	14
Constants of external control	16
Cyberspace and profiles: from the boundless to the captive self	23
2 Locations: GPS and the Aesthetics of Suspicion	27
The history of satellite navigation	29
On the way to locating individuals	33
Paradoxes of location	36
Electronic ankle bracelets	44
Location-based games	53
3 Cavity Searches: Bodily Measurements and the Quantified-Self Movement	60
Fitbit	64
Genealogies of self-tracking	71
Measuring, classifying, discriminating	83
Introspection and data generation	86
Lifting the veil	93
Witnesses for the prosecution	96

4 The Forgotten Fear of Registration	99
The drama of the census	99
The police as a catalyst of electronic registration	104
The semantics of the net	109
The glamour of datafication	112
<i>Nineteen Eighty-Four</i> from today's perspective	115
Stigmatization and self-design	120
5 The Power of Internalization	124
Competitive individuality	128
The governability of the self in digital culture	132
<i>Notes</i>	138
<i>Works cited</i>	159
<i>Index</i>	171