point can be taken as a much-needed reminder to (admittedly heterogeneous) affect theory that Spinoza, its great precursor, valued joyful affects not in themselves, but as the spring for thought and understanding. Michaela Ott and Marie-Luise Angerer, on the contrary, each in their own way, provide intricate speculative accounts of porous individuality, which are vital for effectively theorizing networked relationality. While *Affective Transformations* only partially engages with hostile affects unleashed by social media, this collected volume finds its strength in its heterogeneity.

ORCID iD

Jernej Markelj iD https://orcid.org/0000-0003-0267-6955

Major shifts to evidence-based policy-making in the United States are increasingly dependent on the value from public data. However, the current infrastructures that underpin the production of such value suffer from structural and environmental constraints that impede public data from being fully democratized. In *Democratizing Our Data: A Manifesto*, Julia Lane outlines the conditions that have allowed for the entrenchment of deficiencies in public data infrastructures, the implications that these have for sustaining democratic processes, and the prescriptive institutional models that foster community-driven innovation.

As a current faculty member at New York University Wagner Graduate School of Public Service and Center for Urban Science and Progress, and Provostial Fellow for Innovation and Analytics, Lane incorporates an inclusive dialogue between academic and industry worlds. Drawing from her scholarly and professional expertise, she unpacks the shared challenges researchers, economists, and policy-makers face in promoting access and use of government data. In this manner, the book serves as source of knowledge for stakeholders to reimagine democratic public data infrastructures.

In addition to providing a summary of the book, Chapter 1 underscores the problems and deficiencies of U.S. public data infrastructures as well as their implications for democratic futures. The root of the problem revolves around the funding and organizational constraints to generate actionable data. Specifically, this tension involves reflecting the needs of local communities in policy-making while considering adequate standardization at the federal level. Dealing with this issue elicits questions about stimulating innovation in the measurement of phenomena under interest, and thus inclusion in the decision-making process. Indeed, "if people aren't counted, they don't count, and that threatens our democracy" (p. 2). Therefore, the author insist on identifying the conditions and mechanisms that facilitate innovation to generate value from public data.

Chapter 2 tackles an inherent issue of data—measurement. By investigating the development of the GDP as a single comparable measure of economic activity, the author

foregrounds challenges in advancing the development of public data infrastructures. Namely, the persistence in generating new policies based on problem definitions from the past, the inefficient bureaucratic nature of agencies involved in collecting, processing, and analyzing public data, and the inconsistencies that emerge from scaling measurement practices. Remaging public data infrastructures involves revising measurement practices and phenomena under measurement.

In Chapter 3, the author describes the organizational inadequacy of the U.S. statistical agency systems invested in public data infrastructures. In this highly decentralized model constituted of 13 major agencies and several hundred minor agencies, miscoordination is a salient feature. These flaws are prominent in the generation of inconsistent measures by agencies under fragmented definitions of data quality and privacy. Furthermore, incentives to restructure communication silos to catalyze innovation are superseded by opportunities in the private sector and rigid bureaucracy. As such, the author contends that organizational restructuring of the US statistical system requires outsider-insider collaboration to materialize innovation instead of reproducing bureaucratic mechanisms.

Having identified salient issues around public data, Chapter 4 illustrates how these can be addressed through innovative infrastructural frameworks. Specifically, the author describes how the Institute for Research and Innovation (IRIS) became a successful public data infrastructure that sought to measure the impact of research investment in scientific and economic domains. In this example, effective coordination of a decentralized system of academic and government partnerships facilitated the development of measures constituted of more granular and diverse data that were directly obtained from those who were directly affected by the results of the initiative—the research universities. Most importantly, the development of the IRIS infrastructure exemplified the enrollment of key stakeholders' concerns to inform data-driven solutions.

Chapter 5 builds from Chapter 4 by providing a holistic frame to explicate the position government agencies have in producing valuable data while managing confidentiality and privacy. In particular, the author introduces a typology of "five safes"—safe projects, safe people, safe settings, safe data, and safe outputs—as the guiding framework to define the scope of data management practices that protect subjects. Additionally, the author remarks the importance for public data infrastructures to repurpose "knowledge to rate and reuse data" (p. 98). Such approach is particularly signifciant in fostering continuity, innovation, and trust in government agencies that manage public data through effective standardization and communities of practice.

In Chapter 6, the foundation for successful organizational models that elevate the value of data and resources to actualize it are explored in detail. As the author illustrates through her example of the Coleridge Initiative, this foundation is maintained by foregrounding engagement between insiders who know the intricacies about problems at local and state levels and outsiders whose expertise can generate scalable data-driven solutions. Here, a successful model is one that is self-sustainable and continuously innovative as insiders themselves—public workers and government officials—develop the necessary skills and competencies to define problems and measures that provide solutions.

For the final chapter, the author recommends for the reorganization of current public data infrastructures to produce valuable and actionable data through distributed

innovation and community engagement. To catalyze this process, the author delineates how the creation of the National Lab for Community Data (NLCD) can strengthen and diversify relations across local communities, research institutes, and government agencies by upholding democratic representation of interests, developing federated standardized mechanisms to enable communication between stakeholders and technologies, and securing funding to ingrain innovation in the development of public data technologies.

Democratizing Our Data: A Manifesto surfaces complex tensions that are difficult to unpack. While the author provides rich examples that highlight the imaginative work of fixing the state of the current U.S. public data infrastructures, these partially incorporate the material organizational cultures of public data. Despite this specificity, the book serves as a productive starting point for government members to redefine problems in ways that address the data-needs of their constituents and for scholars to theorize ways of explaining these precise problems in order to produce in actionable research.

ORCID iD

Alejandro Alvarado Rojas https://orcid.org/0000-0003-0360-6385

Online journalism is largely financed by advertising. So are lots of other digital publishing services, such as search engines, social networking sites, or video platforms. Without advertising, writes Tim Hwang in his recent book, the Internet as of today would not exist the way it does. Instead, "paywalls rising throughout the web would exclude large populations of consumers unable to afford services that until recently were free" (p. 28). Toward that hypothetical end, Hwang's main argument is that today's online advertising is tensely flawed and as such about to tear up.

In today's online advertising ecosystem, publishers sell most of their users' attention to advertisers programmatically—that is, through real-time and computationally driven bidding systems, built on "globe-spanning infrastructure designed to deliver billions of advertisements at split-second speeds every minute of every day" (p. 18). Real-time bidding means that whenever a web page is loaded, "a signal from the ad server triggers an instantaneous auction to determine which ad will be delivered" (p. 19).

In *Subprime Attention Crisis: Advertising and the Time Bomb at the Heart of the Internet*, Tim Hwang paints a dark picture of an abstract, opaque, and heavily distorted online advertising ecosystem. Banners or videos, in the blink of an eye presented somewhere on a screen, determine financial streams between algorithmically curated bidders and sellers. Thereby, bidders' grasp for users' attention conflicts with sellers' need for usability. Bidders' requests for online attention in their respective and almost certainly very competitive markets contrast sellers' requirements for financial income in an environment otherwise oftentimes driven by a *gratis* mentality. Hwang calls this the Internet's