



UNIVERSITY OF  
**TORONTO**  
Identity, Privacy & Security Institute

## ***IPSI PUBLIC LECTURE SERIES***



***Monday, November 14, 2016***

***12:00 noon***

***Room GB244 (35 St. George street)***

***Professor Colin Bennett***

Department of Political Science  
University of Victoria

### **“The 2016 US Presidential Election: Did the winner have the better data?”**

The conventional wisdom is that the modern political campaign in advanced democracies needs to be “data driven” to consolidate existing support and to find potential new voters and donors. The capture and consolidation of these data permit the construction of massive databases, the detailed profiling of individual voters and the “micro-targeting” of precise messages to increasingly refined segments of the electorate. With reference to the 2016 US Presidential election, Colin Bennett will discuss recent trends in “voter surveillance”, assess its effectiveness and consider the larger implications for privacy, civil liberties and other democratic values

**Colin Bennett** received his Bachelor's and Master's degrees from the University of Wales, and his Ph.D from the University of Illinois at Urbana-Champaign. Since 1986 he has taught in the Department of Political Science at the University of Victoria, where he is now Professor. He has enjoyed Visiting Professorships at Harvard's Kennedy School of Government, the Center for the Study of Law and Society at University of California, Berkeley, the School of Law, University of New South Wales and at the the Law, Science, Technology and Society Centre at the Vrije Universiteit in Brussels. His research has focused on the comparative analysis of surveillance technologies and privacy protection policies at the domestic and international levels. In addition to numerous scholarly and newspaper articles, he has written or edited seven books, including *The Governance of Privacy* (MIT Press, 2006) and *The Privacy Advocates: Resisting the Spread of Surveillance* (MIT Press, 2008), and policy reports on privacy protection for Canadian and international agencies. He was co-investigator of a large Major Collaborative Research Initiative grant entitled “The New Transparency: Surveillance and Social Sorting” which culminated in the report: *Transparent Lives: Surveillance in Canada*. Through a new SSHRC Partnership Grant on “Big Data Surveillance”, he is currently researching the capture and use of personal data by political parties in Western democracies.