

Transparency-as-a-Service (TaaS)

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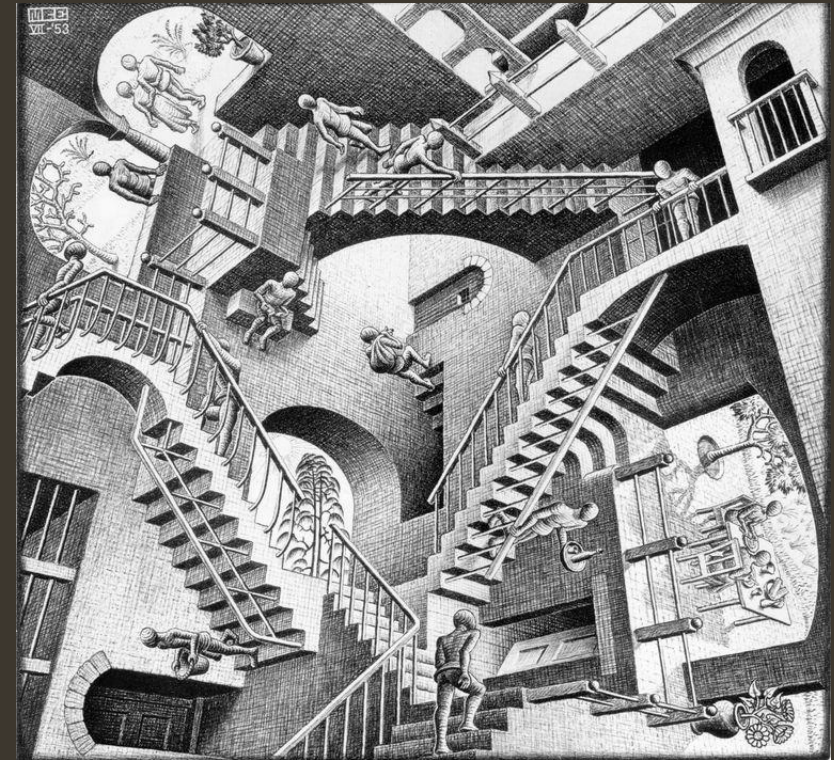
Structure

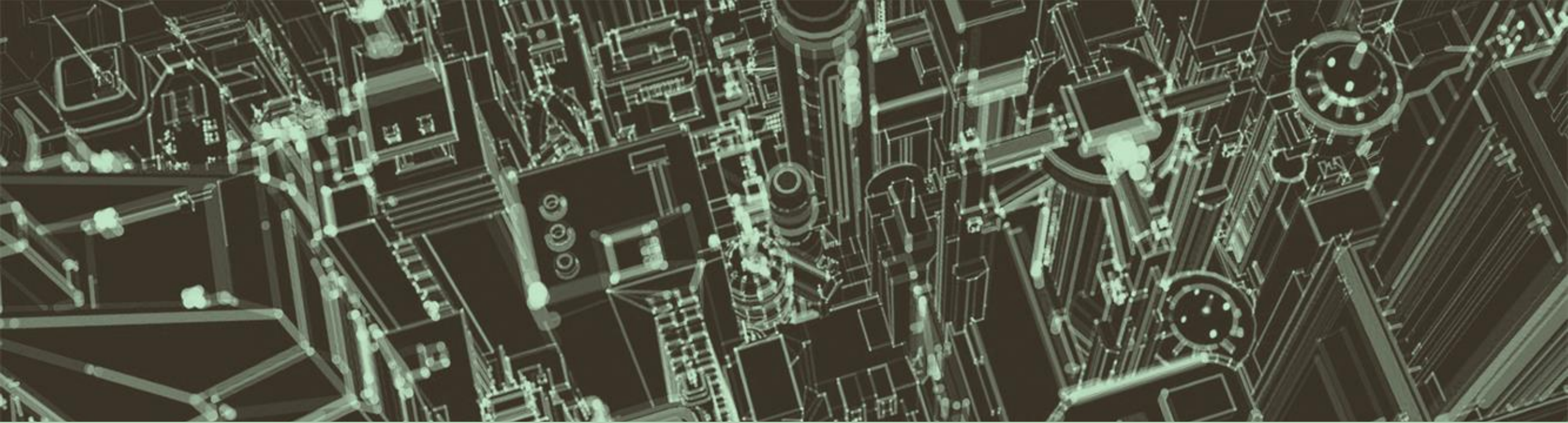
1 Broader context

2. The phenomenon of TaaS

3. Critical perspectives

- Whose transparency?
- What service?
- Who benefits more?





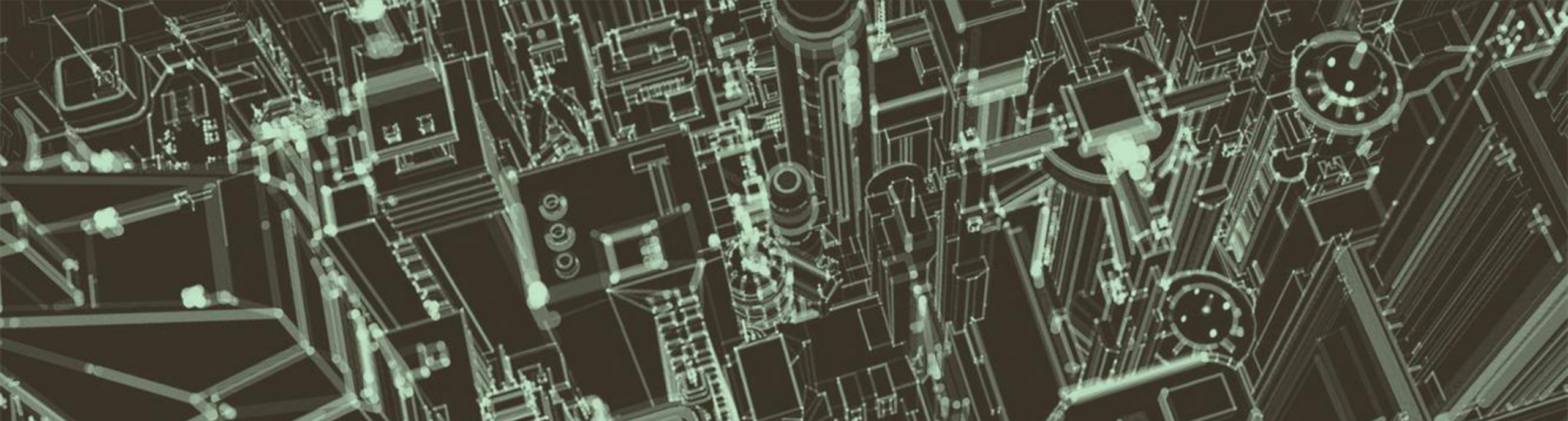
Broader context



Blackboxes & transparency

- Opacity < > transparency
- Opacity desired by commercial providers
 - Secret sauce
 - Against gaming
- Transparency desired by policymakers, regulators, civil society
 - Opening blackbox
 - Power and counterpower





New (possible) phenomenon:
TaaS



Beyond stark opposition opacity < > transparency

- Short polemic summary: the commercial *weaponization* of transparency
- Offering:
 - partial transparency, and/or
 - assisted gaming
- as a 'premium service'

(proto-) example: *Tinder Concierge*

Forbes


FORBES > INNOVATION > SOCIAL MEDIA


EDITORS' PICK

Exclusive: Tinder Is Launching A Concierge Service To Save Your Love Life

Abram Brown Former Staff

Mar 3, 2020, 08:20pm EST

 This article is more than 3 years old.



(Photo Illustration by Omar Marques/SOPA Images/LightRocket via Getty Images) SOPA IMAGES/LIGHTROCKET VIA GETTY IMAGES

Not getting as many Tinder matches as you'd like? Pay extra, and Tinder will start helping with that.

The company is preparing a test roll out what it's calling "Tinder Concierge." It released an ad on its dating app Tuesday touting the new service, showing a stretch limo pulling up outside an ornate building. Details about Tinder Concierge are pretty minimal. Check out this screenshot:

4:36



Tinder Concierge

Our Concierge service may be headed your way. For \$20, you'll get access to our team of experts who will help you craft the perfect profile. Go on, have a taste of the good life.

You won't be charged until you schedule your session.

GET ON THE WAITLIST

NO THANKS



Posted by u/m8keup 3 years ago

5

What is tinder concierge?



Just got an invite to pay \$20 to have someone pimp out my profile? Or atleast thats what it sounds like? Anyone tried it?



16 Comments



Award



Share



Save



yadrambus · 3 yr. ago



Mine is \$50 !!



6



Give Award Share Report Save



KMaark · 3 yr. ago



same wth



3



Give Award Share Report Save

West_Garden · 3 yr. ago



\$20? I was told \$50!



4



Give Award Share Report Save



netlordr23 · 3 yr. ago



I was told \$50. Damm I must be ugly...😂



1



Give Award Share Report Save

(proto-) example: *Tinder Concierge*

- (partial) opacity as a *precondition* for transparency/gaming service
- Shades of transparency:
 - Coaching based on insider knowledge to perform better in algorithmic curation
vs.
 - Complete 'opening' of blackbox

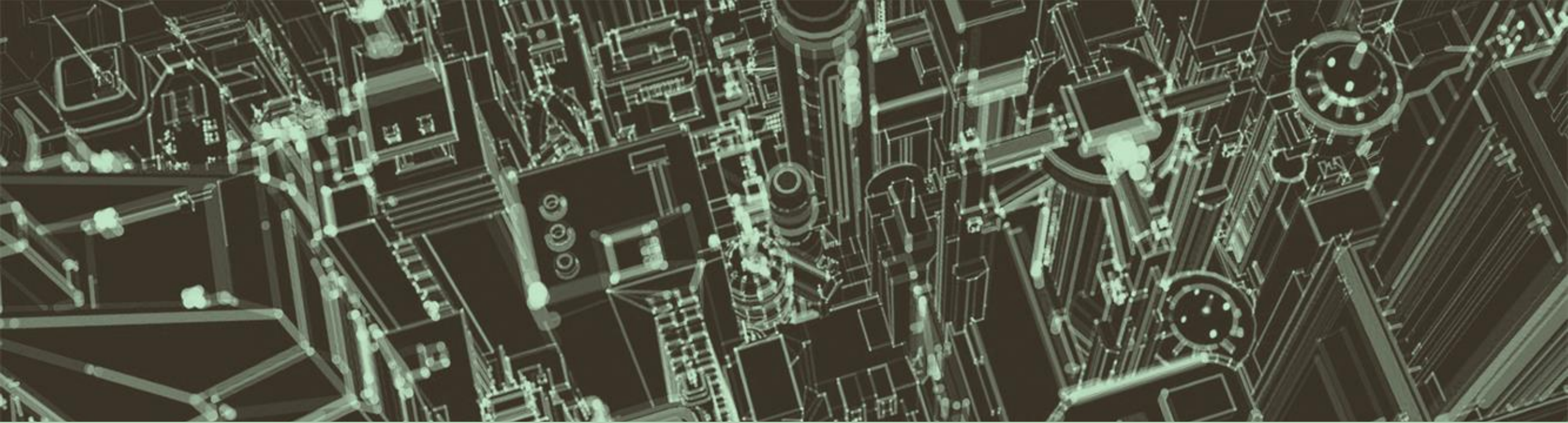
Hostile (?) incentive structures

- *Same* actor that introduces opacity can profit from it
- Cf. search engine optimization
 - E.g., Google Search < > Google Analytics



GENERAL SEO

**How to Use Google Analytics
to Improve SEO Performance**



Critical perspectives on TaaS



Critically unpacking 'transparency as a service'

1. A critical understanding of 'transparency'
2. A critical explanation of 'service'
3. The inequality issue of TaaS

#1: Whose transparency?



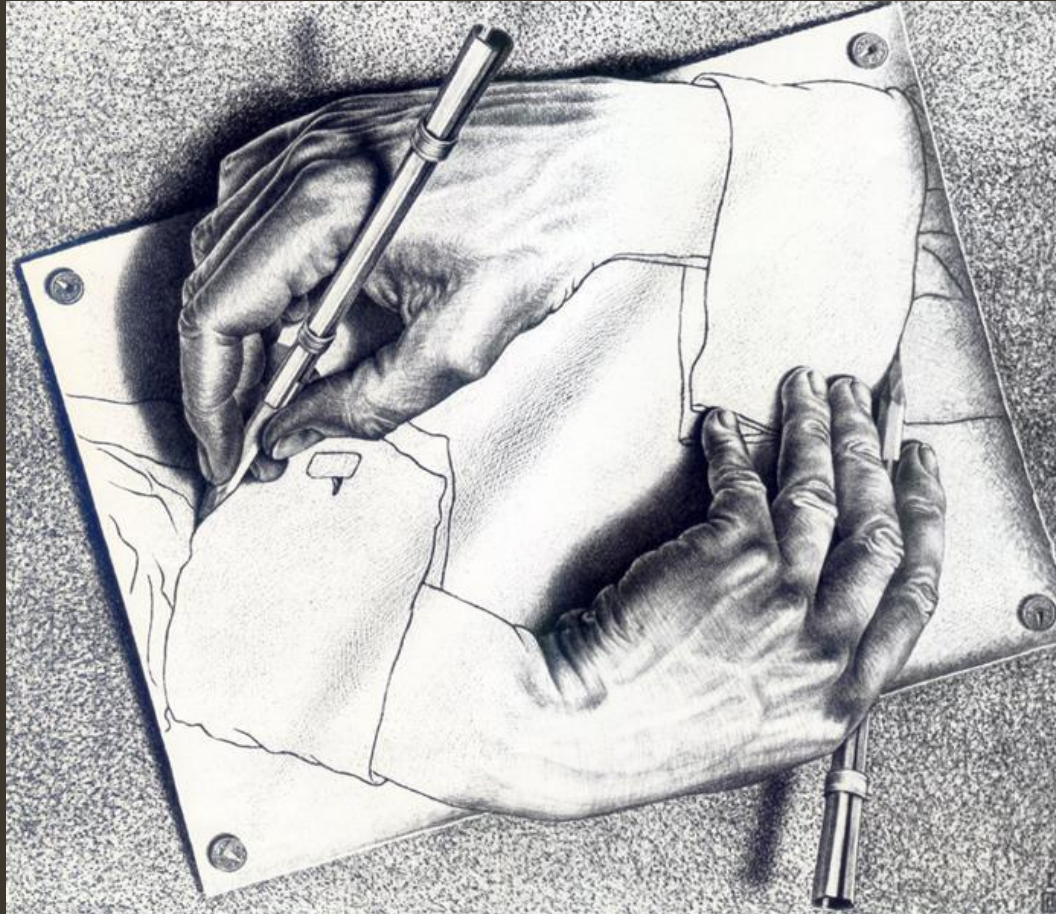
Unlock customer-centric measurement.

Understand how your customers interact across your sites and apps, throughout their entire lifecycle.



Get smarter insights to improve ROI.

Uncover new insights and anticipate future customer actions with Google's machine learning to get more value out of your data.



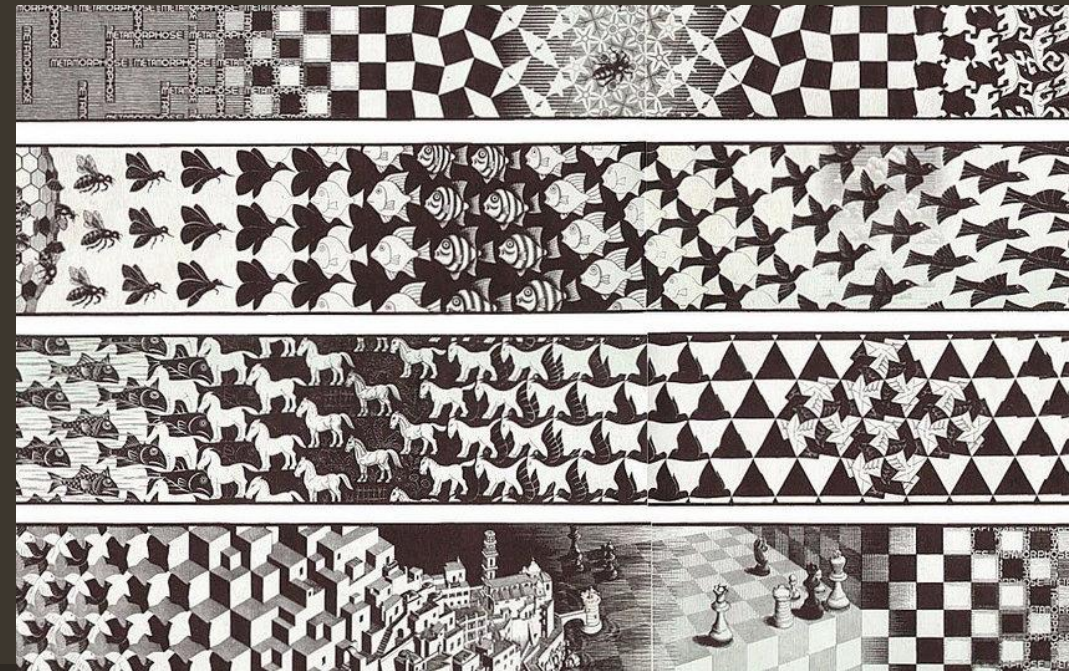
- 1) Transparency is service-oriented.
- 2) This service-oriented transparency must rely on constant tracking and extracting personal information.

Transparency as a type of exploitation

- This tracking and extraction of personal information is a way of exploiting data surplus.
- This is 'surplus', because Tinder extracts users' data not only to improve the matchmaking algorithm but also capitalize on those data to create 'Tinder Concierge' that asks users to pay for it. This is a predictive product that Tinder wants to make extra profits from users' data.

#2: What service?

- Tinder concierge offers a coaching service to help users find love more easily.
- But really?



Service as manipulation and alienation

- Is Tinder's concierge a manipulation? Tinder offers enticing perks, but not too much, in order to manipulate users' behaviour to buy the premium.
- Is this service an alienation of love? The interactive component of love is being reduced to the passive compliance of algorithmic norms in order to game the system.

#3: Who benefits more?

- 1) Tinder's users sacrifice privacy to find more matches online, and Tinder profit from providing efficient recommendations. It looks like an *equal exchange* structure.
- 2) Pay-to-win: Every Tinder user can use this concierge service if they pay. It looks like a *free exchange* market.
- But really?



Unequal distribution of benefits in TooS

- Distributive justice
- Unequal access; not everyone can afford the service.
- When is unequal access a problem? (Dating apps, housing market, ... ?)
- Is transparency not a basic democratic right for everyone? Not only for the rich.

Conclusions

- Proto-phenomena foreshadow (?) new market practices
- The weaponization of transparency
- Can and should transparency be tradable?
- Or towards a pragmatic understanding of transparency?

