commodity, private human experience, behavoiral data, to predict, online targeted advertising,

we become raw material, supply data,

nothing to hide, nothing to worry about.

nothing to hide means you are nothing.

sense of identity, voice, autonomy, critical thinking, moral judgement, resist,

grows within and should be hidden

undermine human autonomy, rob individual sovereignty.

asymmetry of knowledge, companies know more about us.

influence and modify our behavior on the scale of population

Accumulated with one way social mirror. we dont have a choice.

Who knows, who decide who knows.

unprecedented, almost impossible to recognize it.

the user's agreement, like using Castilian Spanish to talk to indigenious people.

designed to keep us ignorant.

microphone in Nest security system.

habituation stage of dispossession

adaptation stage

redirection stage

Google Street View scraping family data from family WiFi

right to connect to information

change in ourselves' view, no longer stand, so as to pressure the system

democracy tethering raw excesses of Capitalism to people's need

should not be forced to go through the capitalism, economic logic hijacked the digital technology.

commercial -> political and social outcomes

democracy is the solution

capitalism under law under control

forth estate being overtaken by Surveillance capitalism, should claw back the territory.