Surveillance capitalism

Data provided doesn’t seem as powerful as it is

Manipulate subliminal cues online to change real world behavior/emotion

Done while bypassiing user awareness

Ex. Pokemon Go -Lure modules

Device of use is bait

Autonomous driving car cameras

Car = trojan horse

Cambridge analytica emotional manipulation from data

Privacy

Digital Economy

Ex: google knows where we are and how we think

Digital traces we leave behind

Residual data

2001-2002 - extra waste of data

Collect data to improve service

Train modelues

Predict people's actions in the near future based on use of their data

Behavioral surplus

Ex: predict food you want or craving at the time and the people from watching you will send them that info to the agency and then the agency will send you deals or discounts through advertisement

Coincidences

Manifests only online

Sometimes internet knows more about you then you know yourself

Was designed to be undetectable

“...ignorance is their bliss…”

Facebook - thumbs up or down to see if we can be happier

Manipulate ques to change emotions in real life

Like for ex a funny video will make you laugh versus a sad video that will make you cry

Lure modelues