**The Power Dynamics of Data Collection: A Critical Analysis of "The Hidden Life of an Amazon User" by Joana Moll**

"The Hidden Life of an Amazon User" is a project by Joana Moll that sheds light on the vast amount of data that Amazon collects on its users, and the ways in which this data is used to manipulate and exploit them. The project consists of a visualization that shows the user's interactions with the Amazon website, as well as a critical essay that discusses the implications of this data collection.

Moll's project highlights the power dynamics at play in the relationship between users and technology companies, and the ways in which this relationship is often based on a lack of transparency and consent. As she writes in her essay:

"Users of Amazon are subject to a powerful system of data collection, analysis, and manipulation that is largely invisible to them. This system operates on a massive scale, using sophisticated algorithms to process vast amounts of data and make decisions about what products to show, what prices to charge, and what content to recommend."

The project also raises important questions about the role of technology companies in shaping our social and economic systems, and the need for greater accountability and regulation in this area. As Moll argues:

"Amazon is not just a company, but a powerful actor in the global economy and culture. Its decisions have far-reaching consequences for workers, consumers, and communities around the world. It is therefore essential that we understand how Amazon operates, and what values and interests underpin its actions."

Moll's project highlights the need for critical engagement with technology, and the potential of small-scale projects to challenge dominant narratives and power structures in the tech industry. By making visible the hidden mechanisms of data collection and analysis, "The Hidden Life of an Amazon User" encourages users to reflect on their relationship with technology and take greater control over their data.

Overall, Moll's project provides a valuable example of how minor/small technology can be used to raise awareness and promote critical reflection on the social and political implications of technology. As scholars have noted, such projects can serve as a means of resistance and empowerment for individuals and communities who are often excluded or marginalized in mainstream technology discourse (Kitchin and Dodge, 2011). By developing alternative narratives and practices, they can help to challenge dominant power structures and promote more democratic and equitable forms of technology development and use.

**Reference:**

Kitchin, R. and Dodge, M. (2011). Code/Space: Software and Everyday Life. Cambridge, MA: MIT Press.