PORTFOLIO REPORT

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REPORT

Introduction

      This portfolio report will discuss the main concept of what I learned in this class: GEOG3150: Technological Worlds: Geographies of Digital Capitalism, which is about Digital Capitalism. This is an introduction. Next, the report section will explain the meaning of the theory of digital capitalism and important key terms related to digital capitalism such as surveillance capitalism, data capitalism, and platform capitalism. This will describe how digital capitalism is being affected geographically, the area surrounding what land is being impacted by digital capitalism and as well how it is impacting the economy. Especially how people are being affected by this capitalism in a technological world where there is technology everywhere.

      Next, the report will discuss what I learned about digital capitalism, and how that relates to my own personal life. What I learned about digital capitalism in the world nowadays, relates to my own experiences. In a new world where digital technology is impacting the world, it leads to new ways of doing things. This affects my own personal experiences as I am participating in this new economy, and being affected by the digital capitalism from companies in my daily life towards the technology I use in everyday life like a smartphone or laptop. Even going on a daily website has implications regarding digital capitalism affecting it. That is why learning about this digital capitalism and how it affects my personal life was quite astonishing to see how it affects an everyday average citizen like myself.

      Then, a conclusion and references will be included. Lastly, The portfolio section of the report will outline the appendices. In Appendix 1, it will describe the activity comments of a brief description of what I found interesting and what I like in each activity I have done in the course. In Appendix 2, it will list all of the reading summaries I've completed for the course. In Appendix 3, it will list all of the assignments I've done in the course.

Theory: How Do People Define & Understand "Digital Capitalism"

      According to *The problem of innovation in technoscientific capitalism: data rentiership and the policy implications of turning personal digital data into a private asset* by Birch, Chiappetta, and Artyushina as well as *Big Tech: Four Emerging Forms of Digital Rentiership* by Birch and Chocrane. Digital capitalism is defined as an exchange of personal data that is collected from technology by companies, in the economy where companies are selling and exchanging this digital information in an online community. With the rise of technology, lots of

things are happening online. There is a new type of economy where a person's data, assets, and information is being bought and sold. It is a new way of data being exchanged in our society. Data has become a new fuel in society like how gas is a fuel for cars. There are new opportunities created everywhere due to this new type of data market exchange in society. Markets are being automated as data is being marketed digitally. Personal data is creating new opportunities economically and socially within the economy and society. Consumer's data is seen as valuable where it becomes a trading asset in this new trading currency. The rise of technological capitalism is regarding the trade industry, showing that contemporary capitalism is being more innovative technological usage, and also financialized, as personal data is exchanged. This type of system is becoming more financialized and technological as companies do this to earn more money, with the use of technology.

This personal data is an object of transaction or governance. The value of the data comes as facts or numbers, and information where people are collecting from others. Personal data becomes a political-economic asset. Companies from private to large, are using technologies to track personal data as commercial surveillance. Specifically, big-tech firms are participating in this data exchange for profit through renting data and exchanging it. They are viewing their customer's private data through the use of technology. The purpose of collecting personal data is for companies to make business decisions based on customer's trends. Companies want to earn more money through collecting personal private information. For instance, Tim Horton's collecting data on a customer's location, preference, age, to create ads to target consumers. This helps out with earning money, as they sell goods and services in this online community with the personal data collected. This plays a role in the information economy. There are also computer algorithms that gain data from an individual through the use of algorithms and machine intelligence. Some companies are even renting out personal data to companies in exchange for money. This is happening across economic ecologies such as social media, market places, and crowdsourcing.

There is an argument as to whether personal data belongs to the individuals or companies that collect the individual's personal data. The issue is that with the rise of technology being financialized in this modern day world, how to control the privacy of an individual's personal data. Many companies use this personal data, for instance one way of using this personal data is through tracking other customer's information from their use of the company's digital software. For instance, Tim Horton's tracking their customer's data such as their location from using their mobile app. The debate of whether it is legal to use this personal data, however big-tech businesses gain a tremendous advantage from it in terms of selling their products and services as knowing this personal data information helps them to market and sell their data for more profit. Some of this data collection is unknown to customers, and so their private data is collected and exchanged without their consent. This is a violation of privacy when their data is harvested through artificial intelligence and technological methods in an online world. This online advertising ecosystem is changed through technology changing the current markets and market systems within the trading industry.

Main: What You Have Learned from The Course Regarding Your Personal Experience In/With Digital Capitalism

What I have learned in the course regarding my personal experience with digital capitalism is that companies track customer's personal information. I have used companies' apps like Tim Horton's online buying app, and McDonald's online buying app. I did not know that the companies track your personal information so I was also unaware of this. Knowing that, it is surprising that they track all my personal information such as my age, location, and more to tailor to their specific ads. I also use social media website companies such as Facebook and Instagram, and it is surprising that they also track their consumer's personal data information in order to market it, to better fit the customer's wants, needs, and expectations in order to gain more profit for the company. I didn't know that big-tech companies do this either and that they are also being sent to court for invading people's privacy and there are legal issues with that. Taking a person's private information does seem like it is invading a person's privacy, such as I wouldn't want others to know my personal data from using their company's online mobile app.

I personally use social media websites and I heard of them tracking personal information before such as what you input on your account, they can find out everything about you. So, it makes me wonder whether it is safe to use the app or not, and I can relate to the consumer who is being tracked because my personal information is being tracked by these social media website businesses. They are large big-tech companies, and they are using methods from digital capitalism to enhance their services and products. Some of the social media websites I have used are Instagram, LinkedIn, Youtube, Twitter, Facebook, Instagram, and more. I use them for social media posting like my posts such as detailed information so they might have information on my preferences, as well as my comments, such as commenting on other people's posts. I wonder if they do track your messages, like what you text to someone else, since they are able to track so much information online through their platform.

CEO's have to defend themselves in court by stating what they are doing is not illegal, and they are getting in trouble for it. It seems like personal data should be protected within companies to protect a customer's rights. I did not know that you could also make requests with your personal data by emailing the company's help centre or support about what to do with your own personal data. It seems that personal data has become a huge fuel within the digital capitalism exchange in society, causing companies and other companies to heavily invest on this sacred data which helps the business gain more profit. With my own usage of technology, it seems like all personal data can be collected from it, such as through my technology diary when I wrote about all the technology I use in a day. For example, iPhone, laptop, and Wii gaming control systems, electronic companies can be collecting data from how much electricity I use, to the software collecting data about how I play a particular game, or how much Wi-Fi I spend using. All these are collected through the use of technology programs and systems online.

I spend a lot of time on technology such as my laptop for school assignments, and browsing such as for listening to music and past-time such as playing video games or going on apps on my phone. There are many electronic companies that track how much electricity you

use. Furthermore, all the technology that I use in my daily life seems that there is a company tracking my information. These technologies are technologies that I use everyday such as a hot water-boiler, which pours out hot water for tea, for example. It is surprising that every-day technologies can also be tracked with digital capitalism because they are the products that you use in daily life that are essential for usage but are still being tracked. I use a lot of technological products, and for hobbies as well such as playing the Wii,the console game for Just Dance to watching the T.V. with Netflix. These are technologies that I use for leisure so it is surprising that I am also being monitored with the data usage from these companies.

With the topic of using online technological tools for leisure, in an increasingly digital world, there are lots of new technologies to use. From everyday products that are created for technological usage. I use many for my leisure time such as watching T.V, going on my phone, and more. Knowing that digital capitalism occurs everywhere can be quite surprising because of the way that even leisure activities are being tracked towards gaining information to improve the company's product for more profit. Some other types of various technologies I use are radio stations, and blogs for browsing websites. All these types of technological platforms can be tracked through artificial means, through the technology behind the product. Therefore, Google can keep track of my personal data through my searches, and radio stations can also keep track of what music I listen to. Finding out my personal data argues whether or not I think it is safe to use these sites and how much information they know about me.

Furthermore, growing up in the digital age has led to me using technological products more compared to past generations. This is how digital capitalism has emerged, from the online products and technological world. Nowadays, there are companies tracking everything that I do online, from even texting and how much data usage that I use. There are a lot of data collection technologies that are happening online due to the newer types of technology that are emerging, such as the development of new iPhone models, or new technological inventions like Airpods which are wireless. In a new technological world, it is easy for companies to track my personal data through the technology I use. Especially, when collecting this personal data is very easy for them with the use of technology to capture. With the click of a button, or when I enter in personal information like my birthday on Facebook, they are able to track that down and capture my data that I wouldn't want any stranger to know.

With the topic of invasion of privacy, it does seem that personal data is being taken from the consumer, without their consent. I can see how organizations are being brought to court for the deeds that seem wrong to do such as hijacking so much of a person's personal life in order to gain profit. In terms of surveillance, it does seem like there is a lot of monitoring that is happening online in the digital world where companies are tracking a consumer's every move in order to tailor their services and products to gain more profit for the business. In my opinion, it was my first time hearing such a case that companies were tracking each other's information technology. I was shocked to hear that companies track personal data from consumers like myself. I wonder if they know about my personal data that I have inputted into a website such as my Facebook profile, or other such as my gmail account like my birthday or my favourite song.

According to, *Safe mobility - metro21: Smart Cities Institute - Carnegie Mellon University*, It seems that data-collecting companies can also help customers in the long-run. Such as, being able to collect information on data bus routes, this can help with driving school buses to more efficient routes to going to school, and helping kids get to school. Also food deliveries for lunch can help with delivering school meals from finding out information from their customers who take the bus through online tracking technologies. As well, some technologies collect data for snow machines shovelling in Canada. These companies that collect data from devices such as snow machines, can help with more efficient snow shovelling in the city. This helps with society, through this data collecting method of smart cities. This is beneficial for society as shovelling snow where areas that people walk in the Winter, so that they can get to their destination, or where there are areas with high traffic so that it is not filled with snow, allows citizens to travel.

I have personally taken buses and I did not know that smart cities can actually track a consumer's location based on the bus they take, probably through the scanning technologies when you tap your card to pay for the bus. This is for the VIVA bus when travelling to school. Having my location tracked does seem like a personal type of information, but I see how the smart cities would use it to help out citizens.I have also experienced city machines and people especially in Canada where it is very cold, there are machines that shovel snow, and also take out the garbage, and spray salt on the ground. These smart-city machines being tracked, shows how collecting personal data can be useful towards improving the cleanliness of the city.

Conclusion

Digital capitalism is defined as an exchange of personal data from companies in the trading economy where it is becoming increasingly financialized and technological. People's personal data is being tracked such as myself as a consumer from these commercialized products that people use such as an iPhone, which is a technological device that can track a user's data. My personal experiences with digital capitalism comes from the technology that I use in everyday life, and how my personal data is also being tracked as I am aware of some of the products that I use such as the online social media platform Facebook. In conclusion, digital capitalism is affecting everyday lives in an increasingly technological world. It is important to see these changes in everyday society and how it is transforming markets, as well as fueling businesses as well as companies such as big tech company Apple or another big-tech company like Amazon.

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APPENDICES

Appendix 1: Activity Comments

LIST OF ACTIVITIES FOR APPENDIX 1

Week 3:
- Video- "The Clickwrap & the Biggest Lie on the Internet" (c.10 mins); https://www.biggestlieonline.com/
    o This video describes how agreeing to the terms and conditions is known as the biggest lie on the internet. This is because many people often click agree before they begin to read, access, or understand the policies of the digital service in the document of terms and conditions. The clickwrap is one of the interface designs that is a problem to help people agree to the terms and conditions at a faster pace without fully understanding what they are agreeing to. The reason why

people ignore the policies is because they take a long time to read and are complex. By raising awareness on the biggest lie, it helps with preventing data discrimination. Something I found interesting about this video is that policymakers, platforms and publics are all having to acknowledge that the biggest lie on the internet is regarding accepting the terms and conditions starting from Explore Potential Solutions.

Week 4:
- Listen: Week 4 Activity: This Machine Kills podcast, Episode 48 ('Who Uses the Users?') [1 hour 30 mins].
    o This podcast mainly features Cory Doctorow, to learn about a critical issue, which is on his work: competitive compatibility. He explains how in a highly concentrated world, making technological systems is essential to knowing down things that keep people captive. It is through business innovation that helps people through their lives in terms of accomplishment and peace. He also explains further concepts such as surveillance capitalism, science fiction, and more. What I found interesting is that people are attaching hairdryers to blenders in terms of digital technology being developed and new nowadays with how people do things online in terms of interacting with new technological trends.
- Read: Coyle et al. (2020) report, https://mk0nuffieldfounpg9ee.kinstacdn.com/wp-content/uploads/2020/02/Value_of_data_summary_report_26_Feb.pd
    o This report is discussing how data is measured, specifically the value of data, in terms of being created, captured as well as distributed into the world. It describes what they mean by value and its characteristics such as economic and information characteristics. It further discusses how to estimate the value of data based on market and non-market valuations, why access to data is important, how access to data can be further improved, who receives value from data and how, opening and sharing data. Finally, it discusses the kinds of institutions that are needed for data, and what policymakers and researchers should do regarding data. What I found interesting in this report is that "access to data determines how much a potential value of data can be unlocked, as well as who can benefit from that value", quoted in the report.

Week 5:
- Watch: Margrethe Vestager (2017), EU Competition Commissioner (20 mins), https://www.ted.com/talks/margrethe_vestager_the_new_age_of_corporate_monopolies?language=en
    o This TED talk is by Margrethe Vestager, as she discusses the competitiveness of European markets, through keeping the European markets competitive. It is important to her that real and fair competition is there so that trust can be built in societies and she believes that it will start with enforcing rules. In her speech, she believes that markets need clear rules, and how creative companies can

become problematic when becoming too dominant. What I found interesting is that in order to keep markets competitive, she has fined Google $2.8 billion for going against trust rules, asked Apple for $15.3 billion in taxes back, as well as researched companies from Gazprom to Fiat, for anti-competitive practices.

- Listen: Odd Lots podcast (40 mins), https://www.bloomberg.com/news/audio/2020-06-15/how-a-pizza-chain-stock-did-as-well-as-google-podcast
    o This podcast describes how one pizza chain stock did very well, as much as Google with Jonathan Maze who is the editor-in-chief of the Restaurant Business Magazine about how Domino's Pizza's performance went phenomenal. The comparison is between how in the summer of 2004, Google went public and did well which everyone knows about. However, what is not as well known is that Domino's Pizza also went public a few weeks later. The stock markets for both have performed similarly since they both were released. One thing that I found interesting is that Hong Kong did not ever have a lockdown like the United States, in terms of like how Domino's Pizza can be phenomenon of people ordering pizza like crazy, and how that is not a big of cuisine in Hong Kong, and without the lockdown people were eating tons of pizza during the lockdown of COVID-19.

Week 8:
- Week 8 Activity: "Owning Intelligence" (CIGI): https://eclass.yorku.ca/mod/url/view.php?id=1035623
    o This article discusses intellectual property in terms of who owns artificial intelligence which the United States Patent and Trademark Office are trying to figure out. Intellectual property is an important part of the way that big corporations benefit from AI. It is one of the most controversial parts of law, because of the unforeseen disputes in markets. The hardest problem described in intellectual property frameworks is the minimum unit problem which is finding out the invention necessary to create the interest in ownership. There is also the discussion of narrow AI, the type of AI for systems like IBM chess playing. Lastly, the topic of the role for intellectual property policy. What I found interesting is that AI patent applications have continued to increase since 2017.
- Read: Koebler, J. (2017)"Why American farmers are hacking their tractors with Ukrainian firmware": https://www.vice.com/en_us/article/xykkkd/why-american-farmers-are-hacking-their-tractors-with-ukrainian-firmware
    o This article discusses how farmers throughout America have begun to hack their equipment with firmware. It is growing increasingly popular, as manufacturers made it impossible to repair farm equipment. The farmers do not have chances to wait for dealership employees to come and fix the broken down tractor. The programs being traded are John Deere Service Advisor; a diagnostic program used to recalibrate tractors and broken parts, John Deere Payload files; files that program certain parts of the tractor, and John Deere Electronic Data Link drivers;

a software that lets the computer speak to the tractor. What I found interesting is that technicians were going around with John Deere software that they bought off from the black market, to fix their tractors.

Week 9:

- Read: "'Data is the new oil': Your personal information is now the world's most valuable commodity" (CBC), https://www.cbc.ca/news/science/data-is-the-new-oil-1.4259677
    - o This article is about how data has become a new oil, where personal information is now one of the world's most valuable assets. Oil is a fuel that ruled the globe, but now it is surpassed by data. The five most valuable companies have taken over the sectors which are Apple, Amazon, Facebook, Microsoft, and Google. These are known as "the big five" buying and selling data through collecting information about aspects of lives giving tremendous power and profit through surveillance. What I found interesting is that all this data gives the companies tremendous power and that power has more power and more profit.
- Read: Birch, K. (2019), https://theconversation.com/personal-data-isnt-the-new-oil-its-a-way-to-manipulate-capitalism-1263494
    - o This article is about personal data as a way to manipulate capitalism instead of being the 'new oil'.
- Watch: "How to Become TripAdvisor's #1 Fake Restaurant" (2018, Dir. Oobah Butler, https://www.youtube.com/watch?v=bqPARIKHbN8
    - • This video discusses a false reality scenario that caught the world's attention. One of the most rated restaurants in London, on TripAdvisor. There are many people who are desperate to reserve a table, such as foodies, celebrities,and bloggers, but the restaurant does not exist. Oobah Butler managed to get his fake restaurant to the top of rankings due to fake reviews. As people began to call him constantly, agencies asking to represent his restaurant and TV stations planning to shoot a show with his food restaurant, he was not given a choice to open the doors to his shack.

Appendix 2: Reading Summaries

Week 1 Reading Summary

In the first article, it reviews how a famous coffee shop named Tim Hortons is tracking the location of millions of its customers through a mobile app, without the transparency of customers knowing. The company collects personal data such as the time and location of where the customer travels. Tim Horton's claimed to use the location data to provide tailored offers and choices like deals and ads on the app. The app will still track data when a customer is overseas. The limitation is that they are invading customer's personal privacy. Tim Hortons went

too far by taking information that was highly sensitive about its customers every few minutes daily which was not the right way of surveillance and did not protect the rights of Canadians. The questions for further discussion are what analysis is concluded with the personal data and what are they going to do with it?

This second article discusses the rise of technological capitalism regarding the trade industry and the issues surrounding it, relating to innovation and finance showing that contemporary capitalism is using more technology and being financialized towards personal data. At first, the purpose of collecting data is for the company to make business decisions based on the trend of the customers. Further, the dark side of the trend is that some companies would rent out their personal data to other companies in exchange for money. The argument is the ownership of the personal data whether it belongs to the individuals or the company that collects it. Also, how to control the data so that there is a policy of who can rent the data or what can be collected. The limitations to this article would be the governance of the personal data and the concern of how personal data becomes a company's assets. Question for further discussion are with the rise of technology financialized, how can we control the privacy of personal data?

The third article discusses how Tim Horton's violated privacy laws, after the federal and provincial privacy authorities investigated as lots of people complained. The investigation revealed that the company was not just aiming to gain a better target promotion for selling its products through collecting information on customer's time and location. Organizations must have safeguards to limit the usage of app information the government told to do, which Tim Horton's agreed on. The limitations of the article is how to prevent another company like Tim Horton's doing the same thing to their customers. Questions for further discussion are how the phone company prevents such an app from collecting personal data? How do we know that what they agreed on is done properly?

Week 2 Reading Summary

The article mentions data capitalism of how companies are using technologies to track for commercial surveillance. They are looking at their customers' data that are private through using technology. Through the benefits of networked technologies, companies are using data to track and shape social for their own profit through tailoring and fitting needs through this data that they collect from customers. They are finding out personal information from customers through this new technology. For instance, some companies that are doing this are Facebook and Google. The benefits of participating in these online communities are for an open network selling goods and services towards earning money. This has been happening through the mid-1990s to mid-2000s, playing a role in the information economy. Data capitalism is something discussed where it talks about how it is a system in which commoditization of our data enables a redistribution of power within the information age. This leads to surveillance capitalism where a whole set of new subspecies of capitalism are where profits are deriving from the unilateral surveillance as well as the modification of human behaviour. The second article talks about surveillance capitalism and how certain technologies and computers are

using this type of surveillance. Certain types of software and technology like the Apple iPhone, computer, and more. Different types of technology and computers are using things to gain data from someone using algorithms and machine intelligence. There are many types of technology that show this type of information. Specifically one of the company's mentioned is Google and how it has been dealing with a surplus in the economy where their click-rates soared from their services and data offered. Google has been keeping their privacy as well. Surveillance capitalism was invented by a group of specific people as a result of digital technology, and it was not constructed at a moment of history. Surveillance capitalism is on the web, Surveillance capitalism is on the web. Google and other surveillance platforms are sometimes described as "two-sided" or "multi-sided" markets. Surveillance capitalism markets come from behavioural future markets.

Week 3 Reading Summary

The biggest lie on the Internet: ignoring the privacy policies and terms of service policies of social networking services by Jonathan A. Obar and Anne Oeldorf-Hirsch, addresses the biggest lie on the internet which is the investigation of the terms of conditions reading behaviour. The results reveal that 74% skip the information and select to join clickwrap. The reading speed for adults averaged 250-280 words per minute suggesting that PP should take 29-32 minutes and TOS, 17 minutes to read. All participants were presented the TOS as well as had an average reading time of 51 responses. Most participants agreed to the policies. Rule by Data: The End of Markets by Katharina Pistor explores the data article, which discusses data as an object of transactions or object of governance. Markets are also the optimal form of economic organisation so firms can exist. As well as discussing big data, information costs with raw data individuals. Also discussing big tech and the data markets. The value of data of facts, numbers and information is talked about where people collect information from others. A comparative analysis of data governance: socio-technical imaginaries of digital personal data in the USA and EU (2008-2016) by Rob Guay and Kean Birch discusses personal data introduced through interactions with digital technologies such as online shopping, social media and search engines. This is often referred to as "digital exhaust", which has been characterised as a key resource or asset for economies for the 21st century. The paper focuses on the socio-technical of digital personal data imaginaries as understanding data governance with personal data which is a political-economic asset. They examine different socio-technical imaginaries from different developments in data regulations within the U.S and EU from 2008 to 2016, which focuses on mutual constitution of law. To understand the "prehistories" of contemporary data governance, the article analyses the legal context surrounding data privacy regulations as well as data commercialization to reflect on how this approaches data governance. IT discusses big tech companies like Apple, and socio technological imaginaries.

Week 4 Reading Summary

Datassets: Assetizing and Marketizing Personal Data by Thomas Beauvisage and Kevin Mellet discusses the concept of personal data generating opportunities economically and socially. It is transforming and changing society. Consumer data has been seen as valuable

trading assets like a trading currency. Personal data has been converted to revenue streams where people are now marketing that personal data. This personal data is injected into the value chain where it is being enriched as a product being exchanged by players. There is also advertising to sell and promote this data through many advertising techniques like using cookies or many advertising agencies using ways to market. They also use ads to personally distribute data. Today, personal data is considered free as long as it is part of a product. Personal data is being forged with collection and tracking technologies. Assetization is a combination of combining and repurposing. Firms are showing that they are seeing if data can be rented by socio technical and legal viewpoints. For instance, hospitals being able to use patient data which is personal. Assetization can also be seen as a form of entrepreneurial work driven by market intermediaries and makers. *Disruption, Embedded. A Polanyian Framing of the Platform Economy* by Gernot Grabher and Jonas Konig, is about digital platforms that affect the future of capitalism. It is about the emergence of the digital platform economy. Platforms have an infrastructure that lets them incorporate the usage of technologies like computer hardware. Markets have been transformed for selling goods. The awakening of a new capitalism was based on the digital sharing economy. The article discusses a Polanyian perspective which is a pattern of thought about the market and digital platforms that transform the marketization: technology, science, and state. The breakthrough of the market is prompted by steam engines, the emergence of platforms is by digital infrastructure like cloud computing, big data ,and algorithms.

Week 5 Reading Summary

Big Tech: Four Emerging Forms of Digital Rentiership by Kean Birch and D.T. Chocrane discusses big tech firms as to how they are techno-economic with social–legal aspects. It is arguing that big tech firms are emerging forms of data rentiership in the competitive marketplace. For instance, Facebook, Amazon, Apple, Google, etc. are some of the big tech firms. Big tech firms participate in buying and selling of data to earn profit through the renting process of data. Specific forms of data rentiership have risen due to big tech firms. There are different forms of data rentiership that are discussed. An important one is enclave rents which intersect with monopoly rents for emerging ecosystems. *Data as an asset? The measurement, governance, and valuation of digital personal data by Big Tech* by Kean Birch, D. T. Chrocrane and Callum Ward is about digital personal data being an increasing form of currency that users are buying and selling in the market. The control over these data assets appears to be big tech firms such as Facebook, Google/Alphabet, Microsoft, Apple, and Amazon. Based on their monopolistic control of data, they are being looked at negatively in the public for the ways that they use users data and without control rights for users. Personal data is being held by big tech firms and the idea of whether it is measured, governed, and valued in academic, policy, and business debates. Through subscriptions and selling access, making it more legal for selling this personal data. Surveillance governance is watching users and whether it is legal to collect their personal data. This raises concerns for the control of the user of their data and who owns the data such as the ownership of the data. User and user engagement with these data are how the users interact with their personal data and how the companies are collecting this personal data

for selling for their company. Big Tech gains an advantage tremendously from these automated processes.

Week 6 Reading Summary

 Platform capitalism: The intermediation and capitalisation of digital economic circulation by Paul Langley and Andrew Leyshon is about a new type of economy occurring where people's data, assets, and information are being traded, bought, and sold, in this online community. This is happening across economic ecologies like social media, market places, crowdsourcing, crowdfunding and others in the sharing economy. Customers are anyone from private to large companies through this distributed capitalism. Within markets, there are things like stocks being exchanged in the systems through this software such as Youtube and eBay. Businesses are making profit from these exchange systems. E-commerce platforms, cloud computing, and software code are becoming more significant in the global economic trade market. There has been employment growth for instance the growth of software developer jobs. There are socio-technological effects of these new platforms such as people being affected socially and the technology that is being used is changing the online communities of the trading economy. Data models for business venture into business infrastructure. Code and data analytics are being used to create infrastructures in this economy. Chapter 2 of *Performance Capitalism* by Nick Srniceck is about how new technologies, and organizational forms, exploitation, jobs and markets have emerged to make a new capital. This is a place where knowledge has become a valued source. Ownership of who owns this information is a debate that has been going on. There have been business data platforms such as Google who have been participating in this capitalism. Data is being used to generate revenue. There are new business models compared to the old Fordist era models. Some of these are advertising; attracting users, cloud; building warehouses and logical networks, industrial; assembly machines and components, product; attempt to recuperate costs to zero for items, and lean platforms; specialized firms for a variety of services. They all have different ways of extracting and selling the data in the economy and there are different companies in each category. For instance Uber is a lean company. These platforms are being analyzed to see their effect on the economy depending on their own type of ways of buying and selling data.

Week 7 Reading Summary

 Is civic data governance the key to democratic smart cities? The role of the urban data trust in Sidewalk Toronto by Anna Artyushina is about privacy laws within North America and Europe have led to personal data being treated as a private asset by the data collectors as well as data processors. Technological companies have been using "smart cities" as a way of solving societal problems through data of congestion, ill health, for example. One company that is discussed is Alphabet/SideWalk Labs and this company's smart city projects seems to be the center of attention for controversies relating to personal data. The sidewalk lab has been responsible for data sharing between individuals, sharing profits derived from data gathered posing technoscientific/platform capitalism theories on the research of data governance. They are dealing with the controversy through putting the data in a smart city trust. Personal data has

become like oil, a highly valuable resource being exchanged in the economy. *New urban utopias of postcolonial India: 'Entrepreneurial urbanization' in Dholera smart city, Gujarat* by Ayona Datta is about how smart cities are now the new urban utopias within the 21st century. They are new cities that are developing. They incorporate urban as well as digital planning, smart cities are now marketed across the world through urbanization as well as sustainable development. This article describes the case of Dholera, the first Indian smart city, and how global models of smart cities were provincialized in the regional state of Gujarat through its local histories, politics, and laws. It is argued that Dholera smart city is not a part of the genealogy of the urban planning for utopias but rather as a response to the challenges of development as well as modernity in India in the modern times where it is independent. Secondly, Gholera mentions the shift towards 'entrepreneurial urbanization within a regional state. Dholera's speed is also across its manifestation from global to local through short bursts of speed. Dholer'as fault lines are built into wanting to be utopian which puts urbanization as a business model rather than social justice type of model.

Week 8 Reading Summary

The End of Ownership: Personal Property in the Digital Economy by Aaron Perzanowski and Jason Schultz is about buying digital and tangible goods in the functioning market. A licence is discussed where it is a grant of permission to engage in behaviour and licence agreements. It is a tool that allows other property owners to control how others use a specific type of resource. License agreements are documents that are drafted by layers, and the main function of them is to define legal rights as well as limit liability, instead of communicating clearly and effectively, which takes a lot of time and energy to read. There are also contract laws. A company that released its license was Google on its Chrome browser. The EULA is an example of a company that makes these contracts. The Copyright Act also grants copyright holders the right to distribute copies of a product to the public for sale, rent, lease, or lending. Sellers can also discriminate between the different types of consumers, such as price discrimination. Price discrimination is a strategy that maximizes seller's profit and towards reducing the consumer surplus to zero. *Uber-production: From global networks to digital platforms* by Gernot Grabher and Erwin van Tujil is about the new cases and debates regarding digital capitalism development where it is framed in the sharing economy. The platforms in the ecosystem are multi-sided markets operating as match-makers, to designate the interface configuration of businesses. The strand of inquiry produced a wealth of insights towards the impacts of peer-to-peer platforms, and the digital transformation of business interactions has attracted less interaction. For instance credit cards. The transformation of values from the GPN approach is from owning assets towards granting access. The governance in the GPN approach shifted from make-or-buy calculation to an employee-or-enable assessment. It requests a navigation between strict control and little control depending on the complementors. Management in GPN approach is based on strategic assets of who owns them. The labour from GPN implies that the labour is employed, and regarded as a crucial asset. The emergence of platforms has a tremendous transformation on governance, organization, and regulation towards the economy. Platform operators not only framework the platform economy but also co-produce their own institutional and societal impacts.

Week 9 Reading Summary

Automated Neoliberalism? The Digital Organisation of Markets in Technoscientific Capitalism by Kean Birch is about looking at the ways that markets are structured and looked over in the government through digital ways. How markets and neoliberalism are being automated. The text argues that digital capitalism has led to automated neoliberalism which is when markets are being taken over by digital platforms. As a result of this, there are some effects such as personal lives being transformed by personal data and social relations being automated through algorithms as well as more technological things happening to people socially. It matters the individual's reactions to social technical-economic automation in the world of automated digital systems. *Price Discrimination*, *Algorithmic Decision-Making*, and *European Non-Discrimination* Law by F.Z. Borgesius is about algorithms making decisions and the various types of artificial intelligence. The text discusses the example of this concept through online price differentiation. In online price differentiation, the company charges people for different prices for the same product based on the information that the company has on a certain person. It discusses how non-discrimination law can protect people from online price differentiation that leads to discrimination against someone based on the algorithmic process. Discrimination is when organisations are unfair to people based on a protected characteristic like ethnic origin for example such as not hiring someone with a certain skin colour. The non-discrimination law serves to protect people from these unfair biases, specifically algorithmic discrimination is discussed. A company can charge people higher prices where consumers continue to buy. Some people do not even know they are being discriminated against, and it is argued to be unfair. *The Steep Cost of Capture* by Whittaker is about private computational systems being used and sold all over the world in the form of artificial intelligence (AI) seemingly everywhere in institutions, shaping how we do things. The Big Tech companies are the ones that control AI resources. The text argues that they have affected schools and other institutions as organisations become dependent on these companies. This also caused conflicts with relationships about academic freedom and the ability to use these technologies owned by these corporate businesses appropriately. To ensure that research of the university makes sense with the technology and is compatible and understanding with the technologies, the university has to order these technologies within its structure.

Week 10 Reading Summary

Race After Technology Abolitionist Tools for the New Jim Code by Ruha Benjamin is about racism in technology, through computer programming. There is a type of discrimination between people using this technology. There are stereotypes and targeting in companies like marketing. This problem of racism is still occuring. Race is also defined as itself a kind of technology, one to separate memories of racialized groups. There are also engineered robots that are racist as for one company Beauty AI, robots did not like people who had white skin. For a beauty contest, they choose winners who had light skin compared to dark skin. These are algorithms defined as racist as well as the AI and robot as a part of technology that has become racist. This has to do with people creating algorithms and letting this technology show parts of the racism that is happening in humanity. The problem is still seen with technology and

technology allows it to happen. This is a troubling issue as racism is a problem that causes others to feel discriminated against. *Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject* by Nick Couldry and Ulises A. Mejias is about data colonialism, a way to describe how data is exchanged in our society. It has become a type of good where people are buying and selling it. Data is causing new changes and is a new fuel in society through data relations. There are new society things occuring because of this personal data being exchanged, and new opportunities occurring everywhere due to this new type of fuel in society. Data colonialism is discussed and the theories as well as methods of it. It explains thoroughly through examples what it means, and how it is developing. Data platforms are discussed. Data's colonized subjects are also mentioned. Quijano, one of the people discussed in the article described how historic colonialism is big and important for addressing data colonialism in terms of human development.

Week 11 Reading Summary

Digital socialism? New Left Review 116/117 33-67 by Evgeny Morozov, is about data capitalism in the age of big data as well as market pricing. It is about calculating this big data in this modern day society where everything is happening with the data exchange of personal information in data capitalism. The pricing of this data is discussed with how the data is priced and how the price of markets are being changed with this new type of commodity. Big data transforms markets in terms of pricing in this new type of transaction of collecting and selling consumer's personal data between buyers and sellers. There are also non-markets, and designing these different types of non-markets in society. *Chapter 11 of Abolish Silicon Valley* by Wendy Liu is about a new industrial model, entrepreneurship, work, public services and intellectual property and culture being reclaimed. It is about the wasteful inequality of Silicon Valley, proposing a way of developing technology, where innovation is conducted for society's benefit at large, and not to just enrich selecting a few. Busting the myths of the tech industry, Liu discusses an argument about reclaiming technology's potential for the public good. It is becoming clear that the tech industry is not being sustainable or desirable in terms of the innovation they promised. *Everyone should decide how their digital data is used - not just tech companies* by Sadowski, Jathan, Viljoen Salome, and Whitetaker, Meredith is about how big tech companies are using demographic data from smartphones, sensors as well as habits from consumers. Today, it is possible to access data about the movements of millions of people in the modern world. This data is available and sought by social scientists. The questions regarding how data can be accessed and how to analyse it are for the scientists. This data is available for analysis, as well as the behavioural information about people. There is democratic control to help protect the people and data. The recommendations for policymakers and institutions that are scientific to take regarding the safeguarding of behavioural data for a public good is to build public infrastructure to support data systems and sets, to take control of policies and data collection methodologies, as well as to expand governance, and demand change regarding antitrust actions and big-tech companies surrounding data.

Appendix 3: Assignments (include all posts, responses, memes, diaries, etc.)

Week 2 Assignments

Week 2 Activity - Forum discussion of Zuboff on "Surveillance Capitalism"

   Zuboff's main argument is that companies are creating products and selling this to customers. In an increasing digital world, the products are being sold online. The digital world is hijacked due to surveillance capitalism which views almost everything online. Even wanting to be outside of the surveillance, seems like it cannot be. If people want digitalism they have to follow the rules of surveillance capitalism. Data is being harvested through artificial intelligence and other technological methods. She is saying that privacy is an important factor where people that data is being shared as it is private. For instance using Facebook, your data is vulnerable to not being private as many people can access it. In order to make business and profit, they have lots of data. Best data comes from intervening and learning from people's behaviour to shape the data. For instance, using Gmail people's emails were being scanned for their data so their data is not being private. In this way of surveillance capitalism, technology companies can watch their customers which can be a violation of privacy. These systems are here to bypass their user's awareness of their data being used intentionally designed this way. They know things about the customers such as private information like location, contacts, messages, camera and more, but the customers do not know things about the company. Some data is too big to be used by companies such as in the Chinese companies are experimenting with that data.

Week 2 Activity - Definitions

IP Address - a unique combination of numbers that is given to each Internet or network device. It is static, dynamic, public, or private. Allows devices to communicate on an internal or external network on the computer. Any device that uses network traffic gets an IP.

URL - stands for Uniform Resource Locator, it is the address of a given, unique type of resource on the web, each valid URL points to a unique resource, which can be HTML pages, images, etc.

World Wide Web - (WWW) is an interconnected system consisting of public web pages that are able to be accessed using the internet. It is one of the applications that are built on top of the internet.

Internet - a global network of the computer that gives information and communication options, that is made up of interconnected networks that use standard communication rules

PIPEDA - The Personal Information Protection and Electronic Documents Act sets the bottom rules for private-sector groups to collect, use and disclose the personal information for profit-commercial types of activities in Canada

Personal identifiable information - any information that is represented that does not allow the individual's identity to be reasonably inferred directly or indirectly

Personal data - information that is usually held electronically about a person, that is especially sensitive regarding finances, medical history, etc.

Anonymous data - data that is completely de-identified from the original subject of data

Pseudonymous data - personal data is one that cannot be attributed to specific data subject without using additional information, as long as the additional information is separate and related to technical and organisational measures that ensures non-attribution

Algorithm - a process or rules that are followed within calculations or problem-solving operations that are particularly made by a computer

Third party - a person or group that is beside the two that are primarily involved within a situation, that is particularly in a dispute

Terms & conditions - the document that overviews the contractual relationship between a service's provider and the user

Data protection - the process of being able to keep sensitive information from damage, loss,or corruption

Business model - a strategic plan based on how a company makes money, describing how business will use its product to the market, and driving sales. A business model will determine streams expected the products for a company to sell to promote its products, who it should cater to, and revenue

Week 3 Assignments

Week 3 Activity: Terms & Conditions

Link to PDF Assignment: https://publuu.com/flip-book/108240/290548

Week 3 Activity: PIPEDA Request

Week 4 Assignments

Week 4 Activity: Forum discussion of online advertising ecosystem

        The online advertising ecosystem works through personal data being a currency used as
exchange for markets. People use this personal data and market the personal data so that it is
tailored towards data that people want to use for their certain usage. The idea of whether it is
legal or not to do something like that. For instance, hospitals using patient's personal data to
maybe market the hospital to show the cases that it is solved. This is a legal case because it
shows that personal private data from patients is personal information that should not be given
away as it would invade people's privacy. Markets have been transformed and brought up to
being used for trading goods. This awakening is based on the emergence of the digital platform
economy and how the digital economy is changing society and capitalism. Technology is
transforming the way that markets are working through how people use this personal data for
exchanging information and how people are advertising this information by people who are
players in this exchanging economy. Personal data is changing the marketing economy and
society through being a good that people want to use this valuable information as a good to buy
and sell from companies such as McDonalds who wants to use their customer's personal
information for advertising better goods and services to attract more customers to gain more
profit. People also use advertising techniques to advertise their data such as using technologies
like cookies to make their data more well known.

Week 5 Assignments
Week 6 Assignments

**Weeks 6 Activities: Discussion & Response - US Congressional Hearings on Antitrust etc.
Forum**

Some egregious things were said about the companies in their interviews at the US Congressional Hearing about big tech companies. For the four companies spoken, Amazon, Apple, Alphabet/Google, and Facebook, I will say one thing shocking about each company about their business practices. For Amazon one thing that was egregious in the hearing was that employees have access to data, and that if Amazon thought that they were enforcing their rules, and breaching their rules they might not have been. This is due to the fact that they allow employees to access data about the sellers for aggregate data which allows highly detailed information, and the Amazon employee can find out the cost of each ship, and how much spent on the product, for instance. This was shocking because so much can be found out about a person's product and selling of a business through the Amazon app which is detailed information that can be used for the company against other businesses. Something shocking about Apple said in the hearing that there have been concerns about the app store review process to developers, and the rules are made whenever they go, and change how Apple goes, and the developers have to follow these rules on the platform App store however Apple desires. This is unfair because the developers have to follow a set of rules that change according to how Apple feels whenever they want. This makes it feel like Apple treats its developers for the App store unfairly. What was outstandingly shocking about Alphabet/Google, Google takes in the personal information such as websites that users visited, location, and more which violates their privacy from people who have experienced being tracked by cookies. The customers were afraid to damage Google's reputation by speaking out about their personal information being tracked. Lots of personal information is being able to be tracked by users from using Google search engines and cookies which track their data and this is a violation of their privacy rights they feel like from using the app. Data is being recorded about them that was unwanted through the Google search engine, and then using Google's other features like Google maps. For Facebook, the co-founder, Mark Zuckerberg is questioned by one of the congress women about how there has been a complaint about competitive activity, that Facebook bought Instagram using threats and Facebook cloned the popular product as a competition to buy the product. Through copying and tactics is spying on their data which harms consumers and competition unfairly. This is one of the tactics where Facebook attempts to harm its competitors, while trying to be on the top and successful company, is what the congress women are saying which is why Mark Zuckerberg is being questioned about how he purchases other companies while being so successful. For acquiring apps like Instagram for Facebook through the company, other companies feel threatened to sell the app to Facebook, and it is wondered whether Facebook uses this tactic to purchase other types of apps as part of their competition strategy of buying other apps and acquiring more companies to become more successful.

Week 7 Assignments

Week 7 Activity: Smart Cities

Data-collecting technologies could improve living conditions in my own neighborhood/city/town through gathering the data of students' bus routes from their schedules to school for more efficient transport through planning. The baseline algorithm for

these could be tested and researchers can build on this to provide efficient data transportation within school districts to identify routes that are shareable. This could be easy for implementing routes, and making a shared-service for transportation in schools. This bus routing research could also be used to deliver school meals. The bus can go to the right route and from the food service to deliver the meal to the students in a timely manner. The data-collection technology gathers data on the route plan and instructions to snow plow drivers. They collect routes on which route has more snow, which intersections have a lot of traffic jams or accidents and data, and is used the most by the citizens, and those should be cleaned first so that citizens can walk and be prevented from snow accidents. It also tells how many cars to take to make it more efficient and faster so that the clean-up process can be timely for certain needs of the citizens, such as being able to walk to school and not the walkway being covered in snow. This helps to provide faster and efficient management of removing snow in the city. Richmond Hill city has lots of snow and this faster removal of snow can help with the Winter times, and cleaning up the snow in the neighborhood to avoid accidents.

Week 8 Assignments

Week 8 Activity: Technology Products Diary

Technology	Time	Location	Cost	Algorithmic Processes
Smartphone (iPhone)	8:00 a.m to 11:00 p.m	At home: bedroom, office	$3	- Wi-Fi - Pin Lock - Game App - Youtube - E-class
Phone Charger	8:00 a.m to 9:00 am	Home Library	$0.003	Plug into the outlet
Computer Monitor (Plugged-in to outlet)	10:00 a.m to 1:00 p.m	Home Library	$0.085	Connect to laptop to display screen on laptop
Laptop (plugged into outlet)	9:59 a.m to 12:50 p.m	Home Library	$0.022	- Zoom - Microsoft Word

Treadmill	2:00 p.m to 3:00 p.m	Home Basement	$0.04	- Set speed and incline - Heart rate - Calories burned
Television	9:00 p.m to 10:00 p.m	Home Basement	$0.045	Connect to Wii to play video game
Wii (Nintendo console)	9:00 p.m to 10:00 pm	Home Basement	$0.02	Play Just Dance video game

Week 9 Assignments

Week 9 Activity: Technology Services Diary Assignment

Technology-Enabled Service	Time	Location	Cost	Who Might Be Collecting Data About You
Alarm clock	8: 30 a.m	Bedroom	$4.17	electricity company
Google Home Speaker Chat with AI Robot Via Voice	9: 30 a.m	Bedroom	$4.17	- Google - Robot - Google Home Device
Texting on Phone	10:00 a.m - 10:30 a.m	Home Office	$3.17	- Phone company - Phone data services
listening to	10: 45 a.m -	Home office	$2.03	Youtube

music on Youtube	11:15 a.m			• wi-fi company • electricity company
Google search	11: 30 a.m - 12:00 p.m	Home office	$2.03	• Google • websites
Water boiler (get hot water)	12:05 p.m	kitchen	$4.17	• water company • electricity company
Stove heating	12: 08 p.m - 12:29 p.	kitchen	$4.17	• heat company
Video Conferencing vi Zoom	12:30 p.m - 1:30 p.m	home office	$2.03	• Zoom company • website tracking data
Microwave heating	2:00 p.m	kitchen	$4.17	• electricity company
T.V	4:00 p.m - 5:00p.m	Living room	$4.17	• electricity company
Wii	7:00 p.m - 8:30 p.m	Basement	$2.03	• electricity company

Week 10 Assignments

Week 10 Activity: Is Digital Capitalism Colour-blind? Forum

Color-blind racism is happening in digital capitalism. Some examples of color-blind racism are for example soap dispensers. They only dispense soap to hands that are light-skinned and dark-skinned people; they do not dispense any soap when the person puts their hand under the automatic dispenser for soap. Another example, is the HP computer, which does not detect a dark-skinned person to follow their movements of face on the video webcam but follows the movement of a light-skinned person. This causes a person who bought the laptop to feel discriminated against because they are Black and the camera does not follow their facial movements of moving their face and head on camera, but instead when a white person does it, it follows their every movement, zooming in and out. An additional example is the fraud system using facial recognition. It detects if a person is uploading their correct photo for verification.

This is used to see if the person is misrepresenting their identity. However, 40% are inaccurate when identifying Black people. So Black people are more likely to be misidentified as committing fraud which leads to potentially criminalizing them. Further examples are smartphones and laptops, having speech recognition such as programs like Siri and Alexa. A speaker would speak to the speech bot to what they would like to say, and get help from the speaker assistant. This speech assistant is in many companies like Apple, which's speaker assistant is Siri. They are twice as likely to incorrectly transcribe radio from the Black speakers as opposed to white speakers.

Week 11 Assignments
Week 11 Activity: Discussion (Digital Charter) Forum

The Government of Canada established the new privacy law which is the Consumer Privacy Protect Act (GPPA). What they have done well is that it helps to protect Canadians' personal information, ensuring consumer's trust, consumer's data is safe, and consumer's privacy is respected all while allowing the economy to grow, between businesses and customers when companies are dealing with constomer's personal information. This also protects minors' information and against highly-developed AI systems. This is the right thing to do as people's private information won't be taken without their consent as this law is passed. With this new law, the government has more power when discussing matters of personal information from consumers. When breaking this law, it would cause consequences and fines of amounts of money for the violation. Some of the benefits of this new privacy law are that it means that everyday citizens get to have a choice regarding their personal information. They also have the right to share their personal information. Personal information is allowed to be requested and withdrawn. Businesses have to be transparent about their algorithms and artificial intelligence systems to customers and explain how information was obtained. Removing identifiers from personal information must be protected. In the digital economy of personal information, is the way that organisations have to seek consent. That there is greater sharing of data for socially beneficial reasons. To help organisations understand their obligations. This is a strengthened enforcement as well as governing for data privacy which helps consumers and businesses.

Week 12 Assignments

Create a Meme