Social media platforms increasingly use powerful artificial intelligence (AI) that are fed by the vast flows of digital content that may be used to analyze user behavior, mental state, and physical context.

Gaining a critical purchase on brands and their behavior is an elusive task. This is partly because their relentless search for new markets and other paths to profit gives them a shape shifting quality that is hard to capture in terms of specific practice. But it is also because, as Luc Boltanski and Eve Chiapello (2007) have observed for capitalism more generally, a main driver of brands constant renewal of products and services is critique itself. As we scrutinize and attempt to control their pathologies, brands absorb and recuperate this critique, using failures as creative opportunities to reflexively reorganize categories and classes of behavior. If brands are consistent in any way, it is in their propensity to exit unprofitable situations and relocate in more productive spaces (Hirschman, 1970, qtd. in Boltanski & Chiapello, p. 489).