

Mayday Manifesto

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Using the tools of surveillance capitalism to help expose harms, spur policy reform, and speed the end of this extractive, exploitative, and dehumanizing system.

What We Believe.

We believe surveillance capitalism is a threat to the future of digital rights, climate justice, healthcare, and all issues that rely on modern communication technology to achieve societal progress.

We believe this extractive system – which now operates as the online sphere’s dominant organizing principle – must be changed.

We believe one of the best ways to catalyze this critical change is to enter the machine and experiment with its tools in order to expose the harms it is inflicting across all populations.

We believe an essential part of doing this work is to always seek out opportunities to reduce these harms – be it through our own work or via openly sharing our findings with policymakers and activists alike.

We believe all such efforts of entering the machine must be guided by ethical constraints and buttressed by transparency.

We believe that, in the obvious abdication of responsibility and absence of sufficient action by others, the time for us to act is now.

This perpetual commodification of personal data, coupled with an egregious lack of government oversight, has resulted in Big Tech companies overseeing an astonishing list of growing harms, including the rise of rampant mis- and disinformation, political advertising abuse, discriminatory advertising, discriminatory content moderation (and the corresponding lack non-English moderation), and extreme and harmful content promotion from algorithmically-controlled ranking and recommendation systems designed to exploit – not empower.

Living in a quantified society augmented by big data and machine intelligence provides an opportunity for positive change. The tools of surveillance capitalism can – and should – be used to expose the harms inherent in the system and help break the vicious cycle via comprehensive global policy reform.