

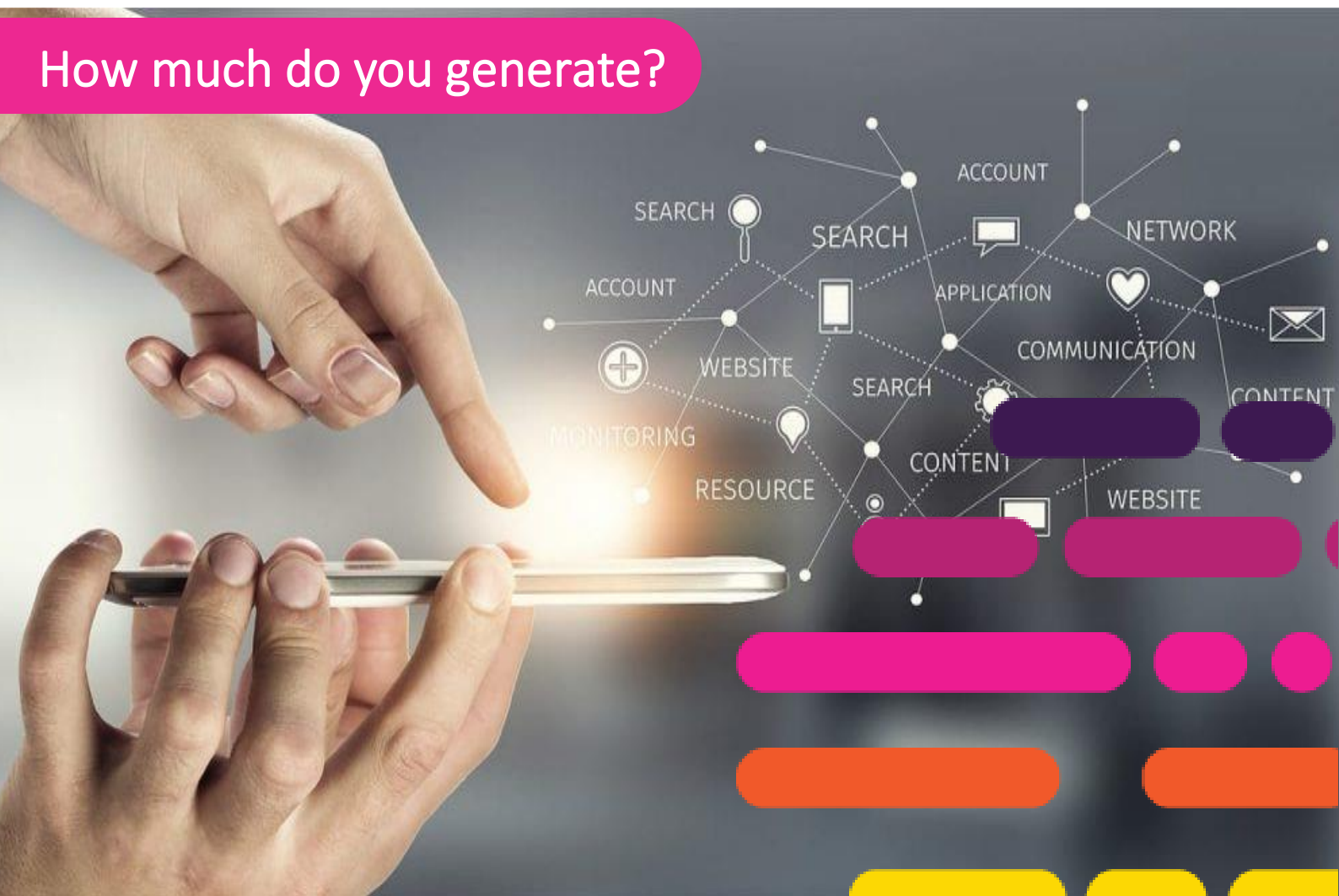


GENERATION DATA

USING DATA FOR PROFIT

Activities

How much do you generate?



Erasmus+

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Activity 1

Discussion question

Surveillance capitalism unilaterally claims human experience as free raw material for translation into behavioural data. Although some of these data are applied to service improvement, the rest are declared as a proprietary behavioural surplus, fed into machine intelligence and fabricated into prediction products. These prediction products are traded in behavioural futures markets. Surveillance capitalists have grown immensely wealthy from these trading operations.

Shoshana Zuboff

The work of Shosana Zuboff, a distinguished American academic, has become a primary framework for understanding big data and the larger field of commercial surveillance. She argues that neither privacy nor antitrust laws provide adequate protection from the unprecedented practices of surveillance capitalism.

Do you believe that corporate practices threaten individual autonomy and democracy?

Where do you think the responsibility lies for protecting individual rights: with companies or with governments?