

THE AGE OF SURVEILLANCE CAPITALISM

*The Fight for a Human Future at the
New Frontier of Power*

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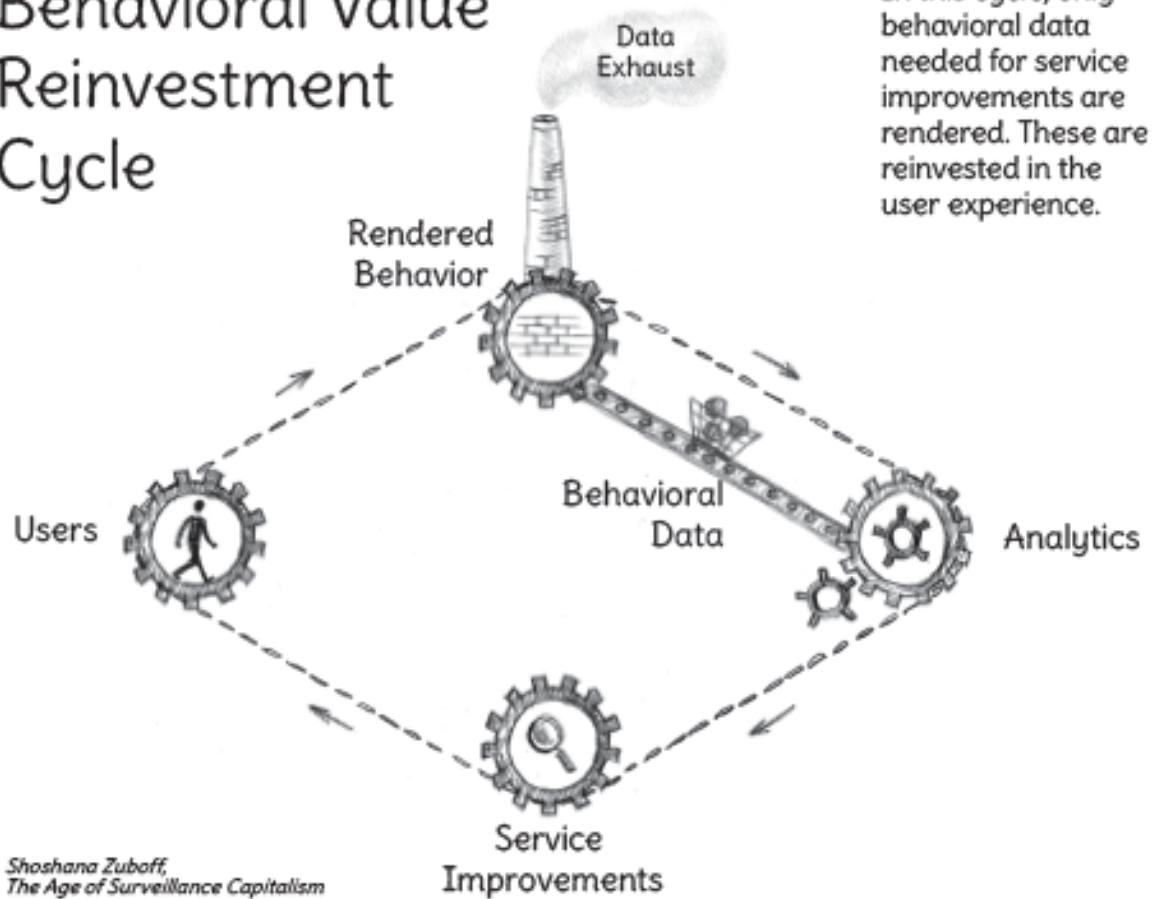
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Behavioral Value Reinvestment Cycle

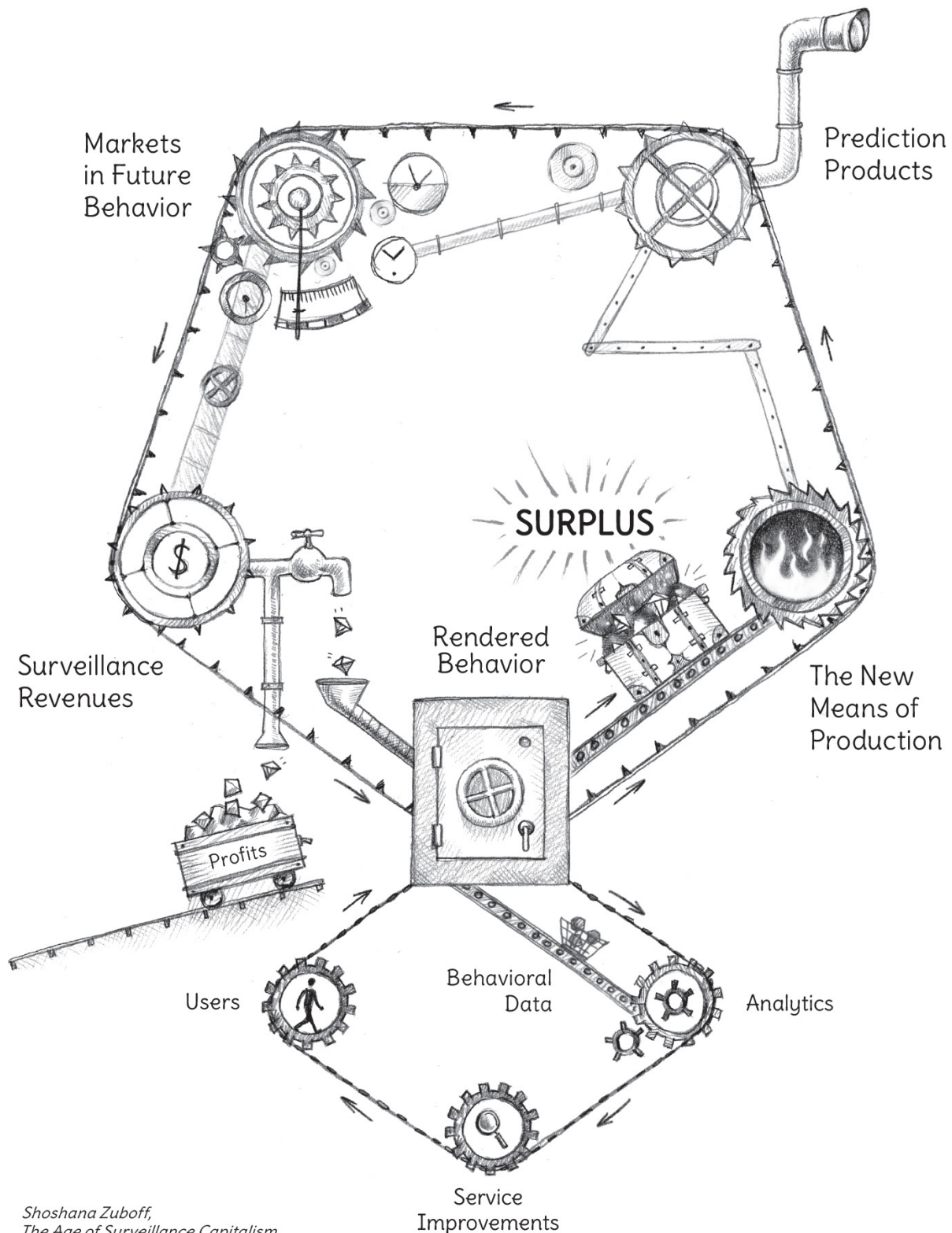


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Figure 1: The Behavioral Value Reinvestment Cycle

The Discovery of Behavioral Surplus

Surveillance capitalism begins with the discovery of behavioral surplus. More behavioral data are rendered than required for service improvements. This surplus feeds machine intelligence - the new means of production - that fabricates predictions of user behavior. These products are sold to business customers in new behavioral futures markets. The Behavioral Value Reinvestment Cycle is subordinated to this new logic.



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Figure 2: The Discovery of Behavioral Surplus

The Dynamic of Behavioral Surplus Accumulation

Surveillance capitalism's master motion is the accumulation of new sources of behavioral surplus with more predictive power. The goal is predictions comparable to guaranteed outcomes in real-life behavior. Extraction begins online, but the prediction imperative increases the momentum, driving extraction toward new sources in the real world.

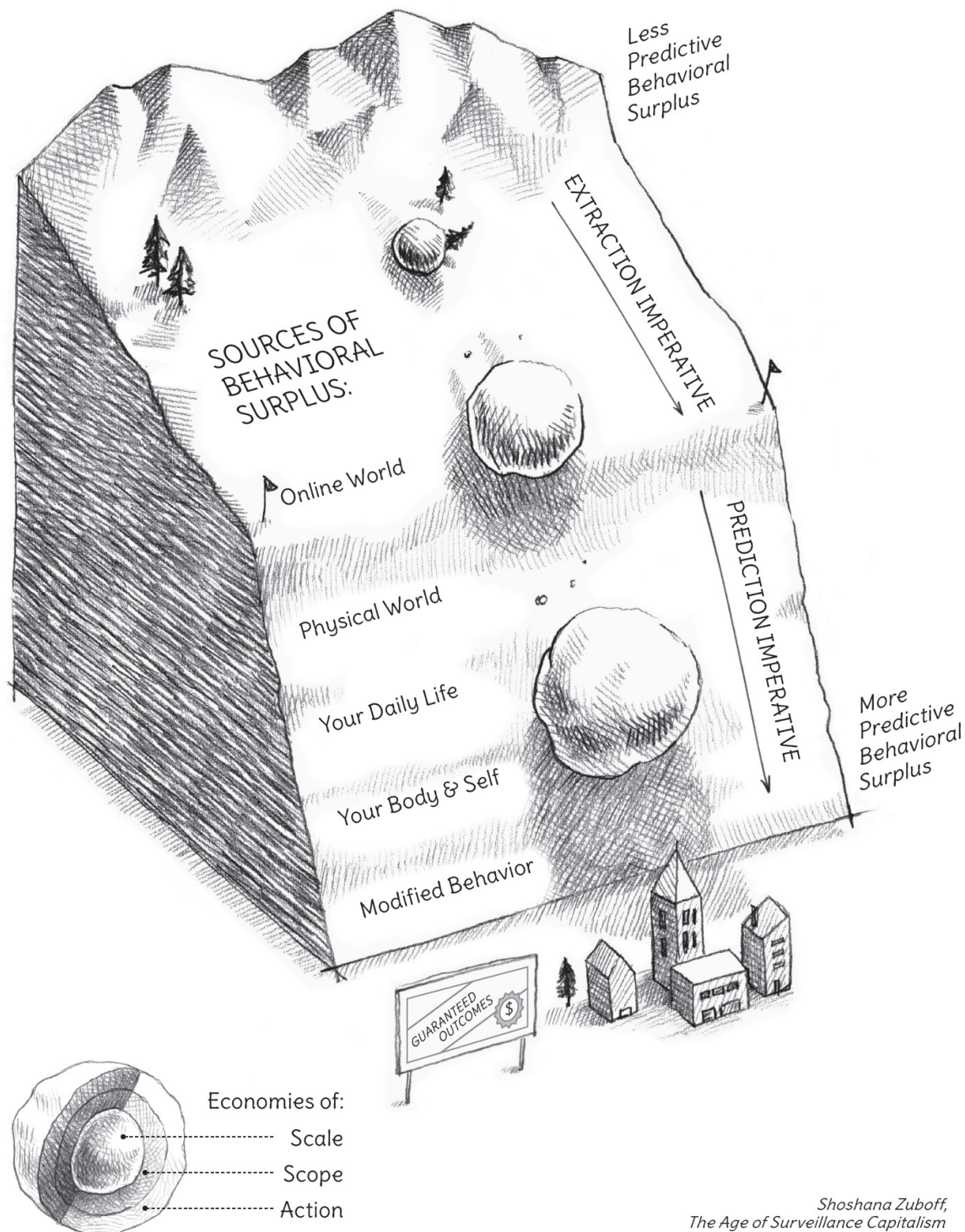


Figure 3: The Dynamic of Behavioral Surplus Accumulation

TWO SPECIES OF POWER

Comparative Elements	Totalitarianism	Instrumentarianism
Central Metaphor	Big Brother	Big Other
Totalistic Vision	Total Possession	Total Certainty
Transcendent Purpose	Perfection of Society/Species Defined by Class or Race	Automation of Market/Society for the Certainty of Guaranteed Outcomes
Locus of Power	Control of the Means of Violence	Control of the Division of Learning in Society
Means of Power	Hierarchical Administration of Terror	Ownership of the Means of Behavioral Modification
Foundational Mechanisms	Arbitrary Terror; Murder	Dispossession of Behavioral Surplus for Computation, Control, Prediction
Theory and Practice	Theory Legitimizes Practice	Practice Conceals Theory

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Figure 4: Two Species of Power

Comparative Elements	Totalitarianism	Instrumentarianism
Ideological Style	Political Religion	Radical Indifference
Social Strategies	Atomization and Division; Total Believers or Total Enemies	Otherization of Predictable Organisms
Core Social Processes	In-Group, Out-Group for Conformity and Obedience	Hive Mind; Social Comparison for Confluence and Predictability
Unit of Social Production	Mass (Political)	Population (Statistical)
Vector of Social Influence	“Re-Education” Exerts Control from Inside-Out	Behavioral Modification Exerts Control from Outside-In
Social Patterning	Radical Isolation	Radical Connection
Demands on Individual	Absolute Loyalty through Subjugation to State/Species	Absolute Transparency through Subjugation to Guaranteed Outcomes
Primary Source of Individual Attachment to Power	Thwarted Identity	Thwarted Effectiveness
Primary Mode of Individual Attachment to Power	Identification	Dependency