

A more just data economy?

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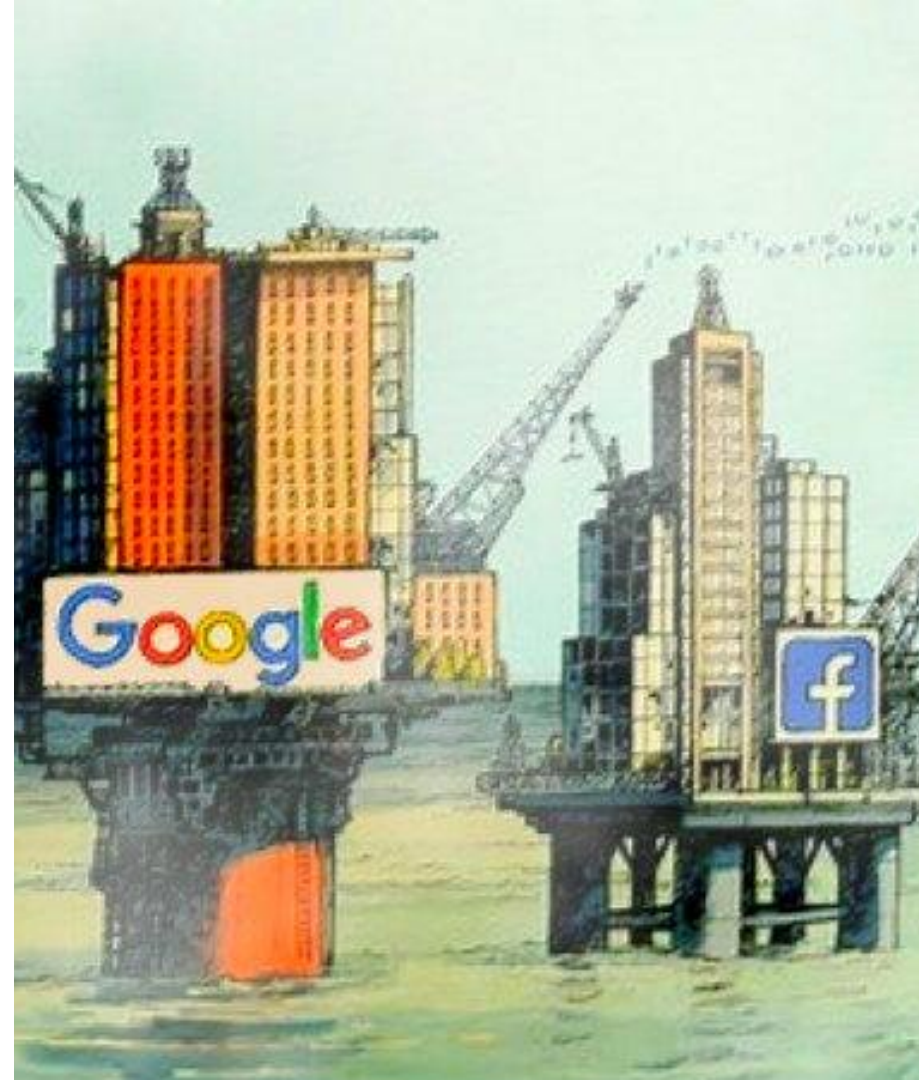


A?



Largest firms by market cap

1. **Apple**
2. **Amazon**
3. **Microsoft**
4. **Alphabet**
5. Berkshire Hathaway
6. **Facebook**
7. **Alibaba Group**
8. **Tencent**
9. JPMorgan Chase
10. Johnson&Johnson



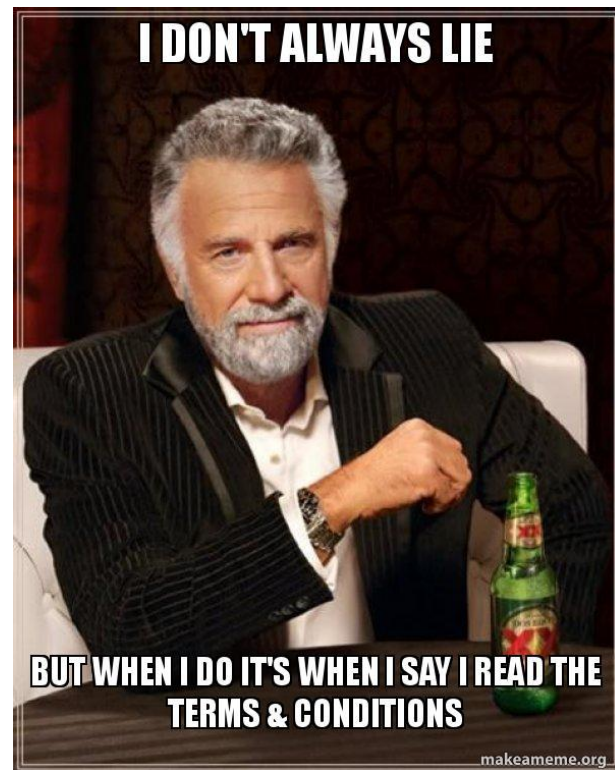
Competitive value of personal data

- Behavior, interests, etc are calculable and predictable in relation to others
- Data are valuable when aggregated
- Predictive nature: more data is better
- Data others don't have can be most valuable

Economic imperatives & competitive dynamics

More data! Especially data others don't (yet) have

- Position in the locus of interactions
- More users & more use
- Expand coverage
- Limit leakage



An emergent economic logic?



Sur-veil-lance Cap-i-tal-ism, n.

1. A new economic order that claims human experience as free raw material for hidden commercial practices of extraction, prediction, and sales; 2. A parasitic economic logic in which the production of goods and services is subordinated to a new global architecture of behavioral modification; 3. A rogue mutation of capitalism marked by concentrations of wealth, knowledge, and power unprecedented in human history; 4. The foundational framework of a surveillance economy; 5. As significant a threat to human nature in the twenty-first century as industrial capitalism was to the natural world in the nineteenth and twentieth; 6. The origin of a new instrumentarian power that asserts dominance over society and presents startling challenges to market democracy; 7. A movement that aims to impose a new collective order based on total certainty; 8. An expropriation of critical human rights that is best understood as a coup from above: an overthrow of the people's sovereignty.

Zuboff, S. (2019). *The age of surveillance capitalism: The fight for the future at the new frontier of power*. London: Profile Books

Data & Society, Databite No. 118: Shoshana Zuboff ([YouTube](#))

Epistemic asymmetry

“Who knows? Who decides? Who decides who decides?”

– Shoshana Zuboff, 2019

Injustices in surveillance capitalism

Justice: equal participation as peers in social life (Nancy Fraser)

Data maldistribution: An initial economic injustice stemming from separation of people from their data

Misrecognition: Socio-cultural injustice when data are processed to form classification and predictions

Misrepresentation: Political injustice rendering people voiceless to challenge any misuse of data

“The figure of the monster”



(image credit: www.mydata.org)

We plan to build this the way we've developed WhatsApp: focus on the most fundamental and private use case -- messaging -- make it as secure as possible, and then build more ways for people to interact on top of that, including calls, video chats, groups, stories, businesses, payments, commerce, and ultimately a platform for many other kinds of private services.

More just data arrangements?

Data activism:

- Responds to the uneven distribution of data & capabilities
- Challenge power relations
- Develop more just data arrangements

Data activism → alternative imaginaries of the data economy

Socio-technical imaginaries: “Collectively held visions of desirable futures attainable through advances in technology”

(Sheila Jasanoff)

Prevent data maldistribution by preventing data collection



DuckDuckGo

#deletefacebook



GHOSTERY[®]



“Ethical” open source versions of popular platform services

degooglisons-internet.org/fr/

Framasoft Free Software Free Culture Free Services Follow us About Make a donation? MyFrama

Langue ▾

Dégooglisons Internet

Les géants du web centralisent nos vies numériques en échange de leurs services

Les communautés du logiciel libre offrent des services alternatifs éthiques

Le réseau Framasoft souhaite le démontrer en les hébergeant

Share economic value via nano-payments for data use

Google

who owns the future

Kaikki Kuvahaku Videot Teokset Kartat Lisää Asetukset Työkalut


Noin 178 000 000 tulosta (0,58 sekuntia)

Vihje: Etsi tuloksia vain **suomeksi**. Voit määrittää hakukielen täällä: [Asetukset](#).

Jaron Lanier

Jaron Lanier is the father of virtual reality and one of the world's most brilliant thinkers. *Who Owns the Future?* is his visionary reckoning with the most urgent economic and social trend of our age: the poisonous concentration of money and power in our digital networks.

[Who Owns the Future? by Jaron Lanier - Goodreads](#)
<https://www.goodreads.com/book/show/15802693-who-owns-the-future>



Tietoja tästä tuloksesta

Palautte

An alternative ecosystem based on secondary data use (e.g. MyData)



(image credit: www.mydata.org)

What is at stake: individual agency

1. Technology restricts, but could enable, human agency

- People should make their own choices
- They become empowered actors (not passive targets)
- They can manage their own lives on- and offline

2. Individual agency means redistribution of data

- Firms can gain access to data (e.g. secondary data, more trust, etc)
- Fixes the unfair competitive environment

Acting independently, free choices

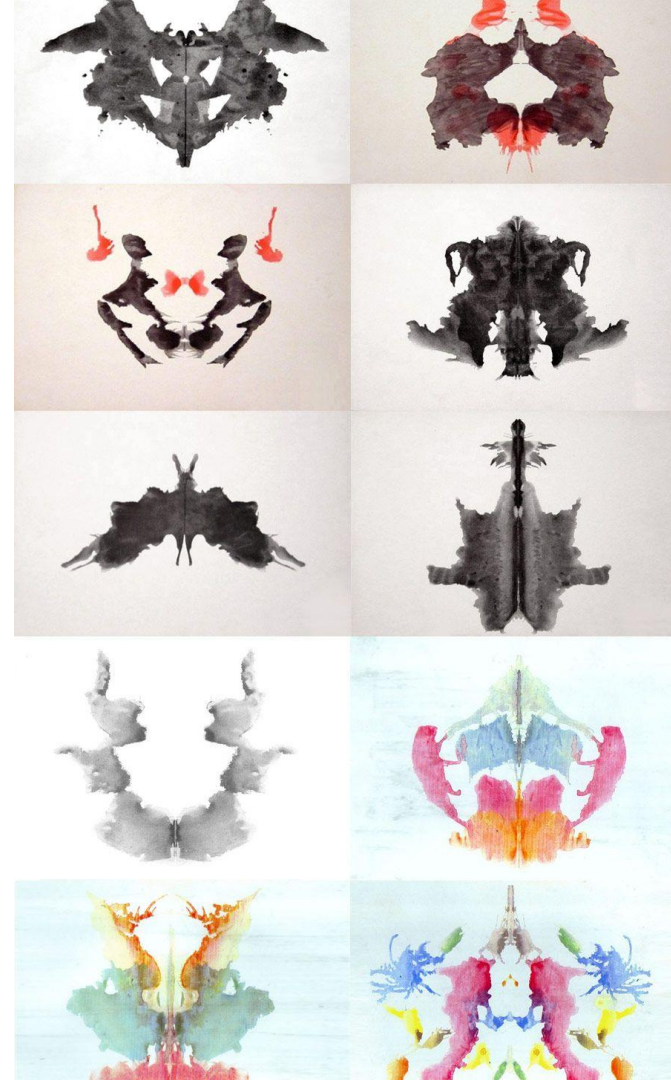
- Ethical principle: individual autonomy and independence
- Independent agents, free will and goal-setting (Charles Taylor)
- Langdon Winner: *Autonomous technology* (1978)
 - Reverse adaptation: technological systems determine goals, human adapts to technology
 - E.g. markets or regulation cannot control technology
- → Winnerial lense: MyData, Lanier & other are about *reversing* reverse adaptation

How about participation?

If justice is about equal participation,
what kind of participation is aimed at?

Two imaginaries about participation in
the data economy:

1. **Market symmetry**
2. **Citizenship & rights**



1: Participation ~ market symmetry

- Shape an economy where data is an asset for people, not just for corporations
- People are imagined as consumer-participants who use that asset to get the most beneficial outcomes
- Market governs data use, ensures best allocation of data

Focus on data markets

→ **Market agency, participation means market choice**

Market agency: A critical view

- Informed decisions on data are difficult (or may be impossible)
- Privacy as a prerogative (the savvy, capable, interested, well-off)
- The commodification of the everyday → supply & demand?
- The effects on others? What if we consider e.g. privacy as a commons?

Revisiting Winner: Do individuals control the market, and does the market control the technological system *this time*?

2: Participation ~ citizenship & rights

- Participation is not about market choice (only)
- Data is not your personal asset, rather you have rights towards how and by whom your data are used
- People are imagined as “data citizens”
- Value from the common good, or serving group interests

Potential to see economic broadly as provisioning for human needs, not (only) exchange in the market (Elder-Vass, 2016)

The limits of imagination

An “ecosystem” approach (in e.g. MyData) means participating firms need commercial benefits

- Market symmetry can deliver them!
- Deals with distribution of data, how about other injustices?
- How to imagine other forms of participation in equally concrete terms?

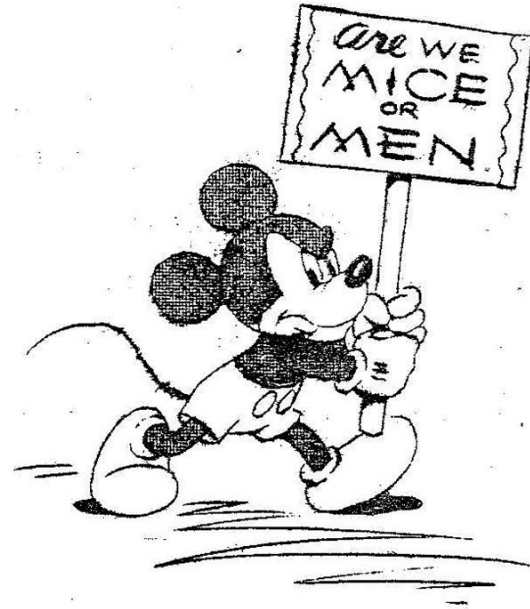


Personal data ecosystem and data citizenship?

If data is commercially valuable when aggregated...

...what could data be for us, collectively?

From “my data” to “our data”



Some ideas to take onboard...

1. **Democratic data governance** to support the desirable, and limit the undesirable, data use
2. **Collective data resources**, such as data commons, to support new kinds of services and service provisioning
3. **Collaborate with social movements or specific interest groups** to demonstrate benefits

“This is the critical challenge posed by the Big Data era and the new forms of control it ushers in: not simply to reimagine infrastructural arrangements, but also the knowledge practices with which they are associated.”

Mark Andrejevic: Infoglut (2013, p. 165)

Thanks!

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Further reading

Data economy & the economic logic

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Informed choices on data

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