Surveillance Capitalism: from the documentary film Shoshana Zuboff on Surveillance Capitalism

This documentary film will act as a platform for our first essay.

Take notes on the following terms and ideas; try to figure them out in context of the video, but don’t be afraid to ask me questions:

* Residual Data
* Predictive signals
* Stealth
* Facebook’s massive scale contagion experiment
* Subliminal cues… influence offline behavior
* Pokémon Go
* CIA… Keyhole Niantic Labs
* Click-through rate
* Footfall
* Lure Modules
* Google Nest/ Google Home
* Varieties of Data
* Android: Why does Google want everyone to have a good free phone?
* Facebook’s network balloons and drones in India? Why did India reject them?
* Facebook’s efforts on Australian teens
* Cambridge Analytica… What they do? What Facebook does with its data..
* VPN
* The Amish
* Our democratic future…

Overall. What is the theme of this film?