



Political Economy of New Media

PEMW 11

Digital Labour: Unpaid Value

- + Case of Huffington Post
- + It was sold to AOL in 2011, \$315 Million (collected by the owner)
- + Contributors such as ArtScene & Visual Art Source E-Strike
- + A lawsuit claimed \$105 million on behalf of “uncompensated” blog contributors
- + Freelancer, Prosumer, Unemployed worker
- + “Comment is Free”
- + Computer VS Commodification
- + How surplus value is generated?
- + Our everyday life becomes raw material for capital accumulation

Cheap labor

- + Case of Foxconn & Amazon
- + Made by Foxconn and Sold by Amazon & Walmart
- + Foxconn: No brand, extreme profit. East Asian division of digital labor – R&D – Subcontractor – Regional Migration
- + Amazon: Global distribution centers: Cheap labor for well-to-do consumers
- + Walmart: Prototype generating cheap labor market
- + Price Comparison!

Mode of Production

- + Platforms: Chrome, Gmail, Photoshop, Youtube, MS Office
- + Windows & iOS & Android & Kindle
- + Smartphone, Computer
- + Technological Standard: MP3, Bluetooth, PDF etc.
- + Public authority relies on private institutions (Technical consultation)
- + Paradox of Private Internet security

Profits

- + Profits of capitalists <- surplus value, unpaid and forced labor, products of which the producers do not control
- + Exploitation: not simply about a loss of money, but also a loss of control over one's productive and creative activity (Alienation)
- + Limited platforms, limited publishing agents, market dependency.... Estranged by our labor.
- + False Consciousness: Publicity - Ideology of Communicative Capitalism. Pleasure – Opium in Communicative Capitalism

Commodity Fetishism

- + It is the social relations of production which govern the way in which material objects enter the economic process (Marx).
- + Value of material objects (commodities) is determined by social relations
- + Network Fetishism, Information Fetishism -> Share more, produce more, consume more -> Add value of Social media platforms, mobile providers, hardware manufacturers, and information capitals

Platform Capitalism

- + Platform - Intermediary digital infrastructures that enable different user groups (customers, advertisers, service providers, producers, suppliers) – to interact
- + Platforms rely and thrive on network effects (Common features: exponential growth and unprecedented capital accumulation)
- + Advertising platforms, Cloud platforms, Lean platforms
- + Four Common Features
 - + expansion of extraction
 - + position as a gatekeeper
 - + convergence of markets
 - + the enclosure of ecosystems