

THE AGE OF SURVEILLANCE CAPITALISM

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

SHOSHANA ZUBOFF



PUBLICAFFAIRS

NEW YORK

CONTENTS

INTRODUCTION

- 1 Home or Exile in the Digital Future 3

PART I

THE FOUNDATIONS OF SURVEILLANCE CAPITALISM

- 2 August 9, 2011: Setting the Stage for Surveillance
Capitalism 27
- 3 The Discovery of Behavioral Surplus 63
- 4 The Moat Around the Castle 98
- 5 The Elaboration of Surveillance Capitalism:
Kidnap, Corner, Compete 128
- 6 Hijacked: The Division of Learning in Society 176

PART II

THE ADVANCE OF SURVEILLANCE CAPITALISM

- 7 The Reality Business 199
- 8 Rendition: From Experience to Data 233
- 9 Rendition from the Depths 255
- 10 Make Them Dance 293
- 11 The Right to the Future Tense 329

PART III**INSTRUMENTARIAN POWER FOR A THIRD MODERNITY**

12 Two Species of Power	351
13 Big Other and the Rise of Instrumentarian Power	376
14 A Utopia of Certainty	398
15 The Instrumentarian Collective	416
16 Of Life in the Hive	445
17 The Right to Sanctuary	475

CONCLUSION

18 A Coup from Above	495
----------------------	-----

Detailed Table of Contents 526

Acknowledgments 532

Notes 537

Index 665