CONTENTS

INTRODUCTION 1 Home or Exile in the Digital Future 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

329

11 The Right to the Future Tense

PART III

INSTRUMENTARIAN POWER	FOR A	THIRD	MODERNITY
INSTRUMENTARIAN POWER	IUICI	TITITED	11102

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

		o C 41	495
18	A	Coup from Above	173

Detailed Table of Contents 526

Acknowledgments 532

Notes 537

Index 665