# THE AGE OF SURVEILLANCE CAPITALISM

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

# SHOSHANA ZUBOFF



# **CONTENTS**

## INTRODUCTION

PART I

3

1 Home or Exile in the Digital Future

THE FOUNDATIONS OF SURVEILLANCE CA	PITALISM
2 August 9, 2011: Setting the Stage for Surveilland	
Capitalism	27
3 The Discovery of Behavioral Surplus	63
4 The Moat Around the Castle	98
The Elaboration of Surveillance Capitalism:	
Kidnap, Corner, Compete	128
6 Hijacked: The Division of Learning in Society	175
PART II	
THE ADVANCE OF SURVEILLANCE CAPIT	<b>FALISM</b>
7 The Reality Business	197
8 Rendition: From Experience to Data	232
9 Rendition from the Depths	254
10 Make Them Dance	292
11 The Right to the Future Tense	328

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