Information Ecologies

McKenzie Wark
Conceptual description of the present

• What if this is not even capitalism anymore, but something worse?

• If so, what are the consequences for popular & democratic movements?
• Seeing the history of commodification in three stages, each a qualitatively different kind of abstraction
• Stage one: commodification of means of agricultural production
• Stage two: commodification of means of industrial production
• Stage three: commodification of information production
• Forms of class conflict specific to each era of abstraction of the commodity form:

• Farmers versus landlords
• Workers versus capitalists
• Hackers versus vectoralists
• Thinking the means of information control as a vector (meaning a line of fixed length but no fixed position).

• Control through a matrix of vectors or vector-field

• Extraction of surplus information
• The design of information systems as economies for the extraction of surplus information

• Extracting information from non-labor as well as labor

• Commodifying not only our labor but also our ‘communism.’
Counter strategies

• Outflanking of traditional forms of organization of popular movements
• Unions, parties, cooperatives

• Difficulties using traditional tactics
• Strikes, demonstrations, occupations, riots
• Temporary measures:

• Experiments in combining traditional forms and tactics with contemporary media

• Social media and Occupy Wall st, Arab Spring, Black Lives Matter
• Limitations:

• Surveillance, noise, disinformation

• Using media designed to extract a surplus from us for organizing against it?
• Hacking the forms of self-organization

• Designing tools for democratic organizing

• The democratic organizing of the design of tools
Information Ecologies

• Ecologies of attention
• Yves Citton: four kinds of attention
• Alertness, Loyalty, Projection and Immersion
• Immersion fascinates, projection bedazzles,
• loyalty hypnotizes, alertness excites.
• The media the vectoralist class offers us does not balance these four kinds of attention

• It is designed to extract maximum value, to be an economy, not an ecology

• It creates positive feedback loops of alertness and loyalty

• Which creates paranoia and reaction
• Balancing forms of attention
• Participation
• Verification and trust
• Negative feedback
• Decision-making
• Scale
• Institutional partnerships
• Experimental forms
Technopolitics

• Thinking technics and the human together
• Donna Haraway’s *Manifesto for Cyborgs*
• Ecologies of the nonhuman
Techno-ecologies

• Struggle for a flexible,
• democratic and
• sustainable information vector
• Alliances of all the subordinate classes:
• Farmer, worker, hacker
From architecture to kainotecture

- neos is new but of the same kind, and kainos is new of a different kind.
- Building information architectures for the Anthropocene
- Anthropocene: geological time now moves faster than historical time
• Kinds of attention:
  Immersion and projection, rather than loyalty and alertness
EL CAPITALISMO HA MUERTO
El ascenso de la clase vectorialista

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Traducción de Federico Fernández Giudone

McKenzie
Wark
Un
manifiesto
hacker