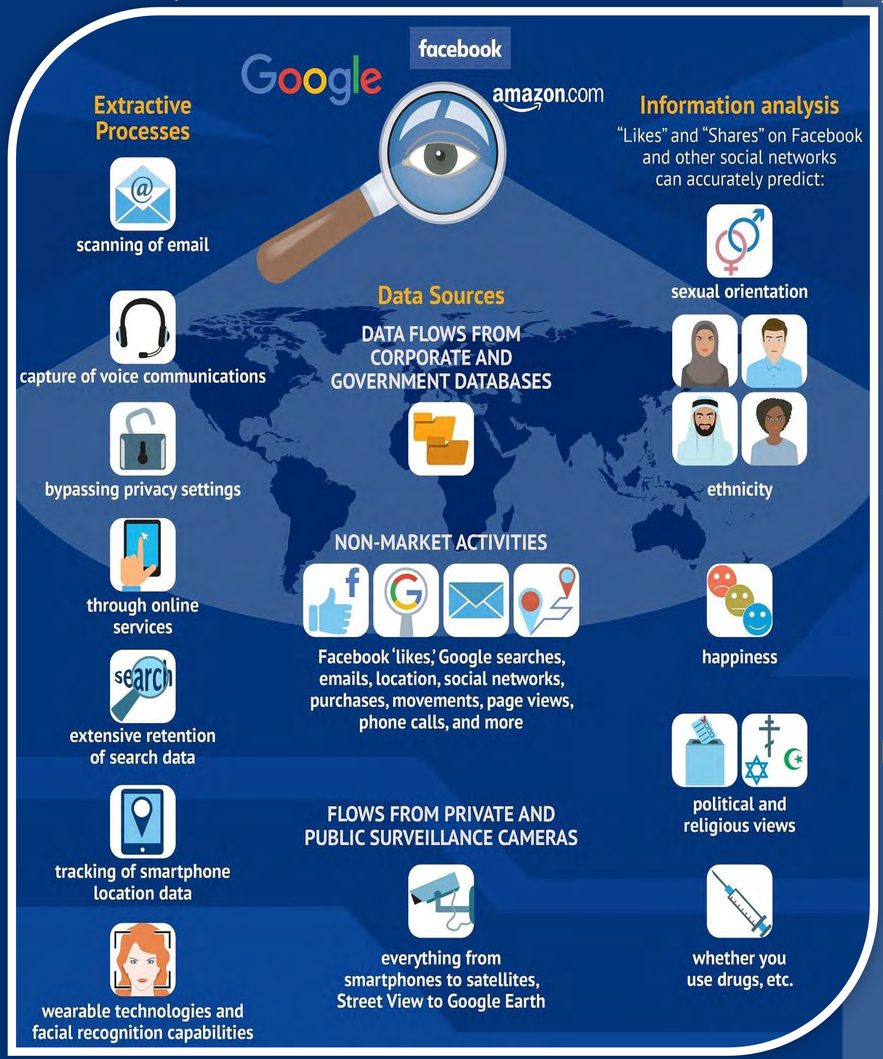
SURVEILLANCE CAPITALISM:

The need to evolve in a world of increasing data privacy legislation.

Kostas Lekkas, MGM



Vadai Club (2018)

- Zuboff, in 2015 coined the term "Surveillance Capitalism" to describe a model that seeks to collect user data to influence human behaviour with the goals of controlling marketplaces and creating profits. The key is to market every product as innovative and personalized while operating without meaningful mechanisms of consent (Cinnamon, 2017; Clarke, 2019; Zuboff, 2016).
- The research on surveillance capitalism is in the nascent stage and offers stern warnings on the abuse of consumer data collection and inequality of power between the consumer and companies.
- A gap exists in the literature to define how surveillance capitalism needs to evolve and the potential evolutionary models to be used to provide a more equitable relationship between companies and consumers.

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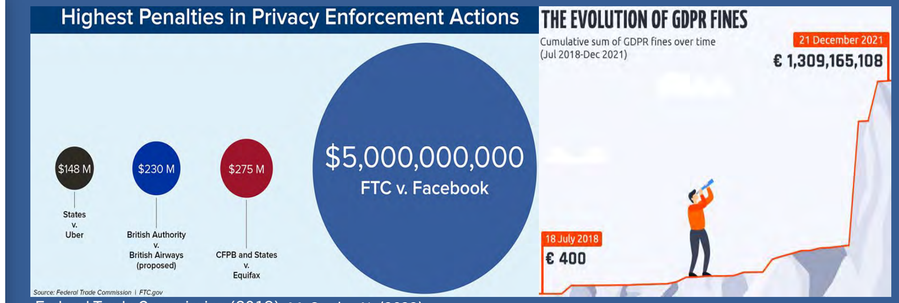
PROBLEM DEFINITION

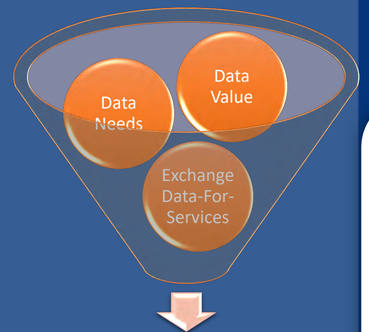
Regulatory penalties for surveillance capitalism businesses are exponentially increasing and users are abandoning platforms with excessive data collection. Pressure is mounting and the surveillance capitalism model needs to evolve and become more equitable.



Federal Trade Commission (2019), McCarthy, N. (2022)

RESEARCH OBJECTIVES

- Define a more equitable data-for-services exchange business model.
- Create underpinning value systems based on consumer needs of how the data will be handled and the monetary value attached to that personal data.
- Test underpinning value systems created (data needs, data monetary value) via a fictitious marketplace.



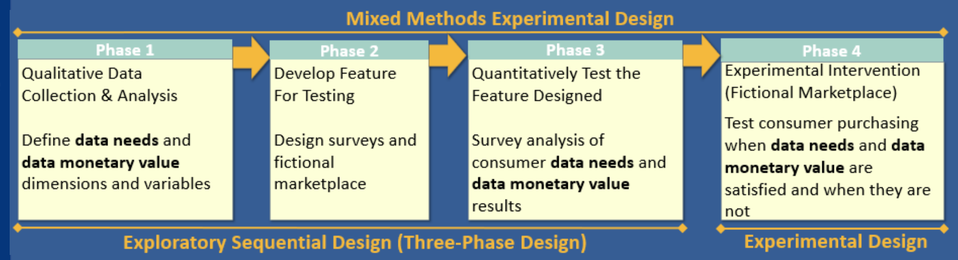
RESEARCH QUESTIONS

How can surveillance businesses operate in a data-for-service exchange model based on data value established and within the criteria set by consumer data needs?

What data needs do consumers have, such as data collection granular consent, security, anonymization, and the right to delete data?

What monetary value do consumers place on different pieces of personal data collected and sold in a surveillance business model ?

INTENDED METHODOLOGY



POTENTIAL CONTRIBUTION TO THEORY AND PRACTICE

- Contribute to the body of research new value systems defining consumer data needs and data monetary value to understand the consumer requirements within surveillance capitalism.
- Define a more equitable value exchange between surveillance capitalism businesses and consumers.
- Contribute to the body of research a new and more symbiotic model of surveillance capitalism.
- Test a practical application of a data-for-services fictitious marketplace.

EMERGING TECHNOLOGIES WITH POTENTIAL SOCIAL IMPACTS

Vadai Club (2018)

RELEVANT LITERATURE

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