

Information Ecologies

McKenzie Wark

EL CAPITALISMO HA MUERTO

El ascenso de la clase vectorialista

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Traducción de Federico Fernández Giordano



 **HOLOBIONTE**
EDICIONES

COLECCIÓN
SYMBIONTES



McKenzie
Wark
—
Un
manifiesto
hacker
—

ALPHA  DECAY

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

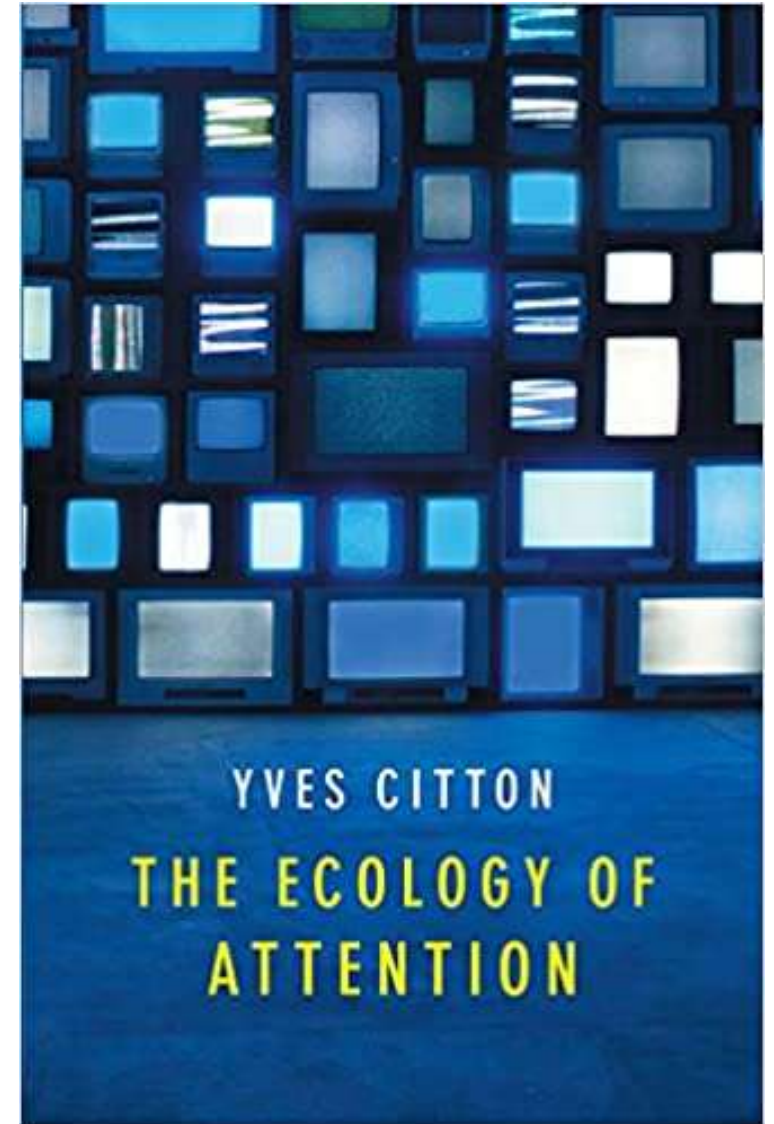
- Temporary measures:
- Experiments in combining traditional forms and tactics with contemporary media
- Social media and Occupy Wall st, Arab Spring, Black Lives Matter

- 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

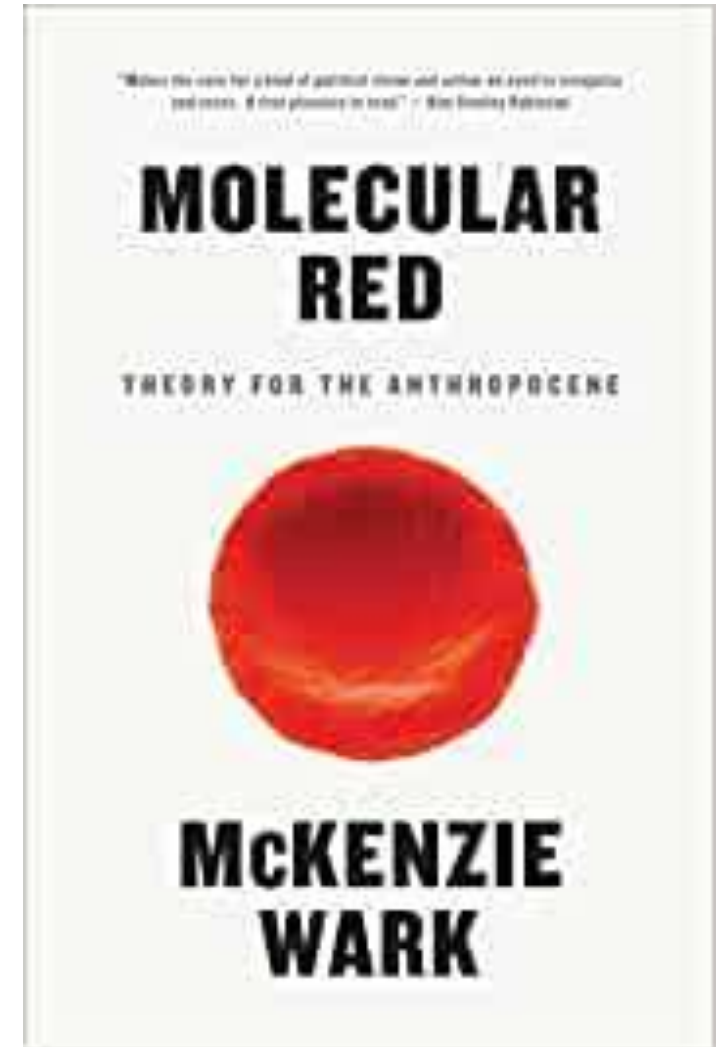
Technopolitics

- Thinking technics and the human together
- Donna Haraway's *Manifesto for Cyborgs*
- Ecologies of the nonhuman



Techno-ecologies

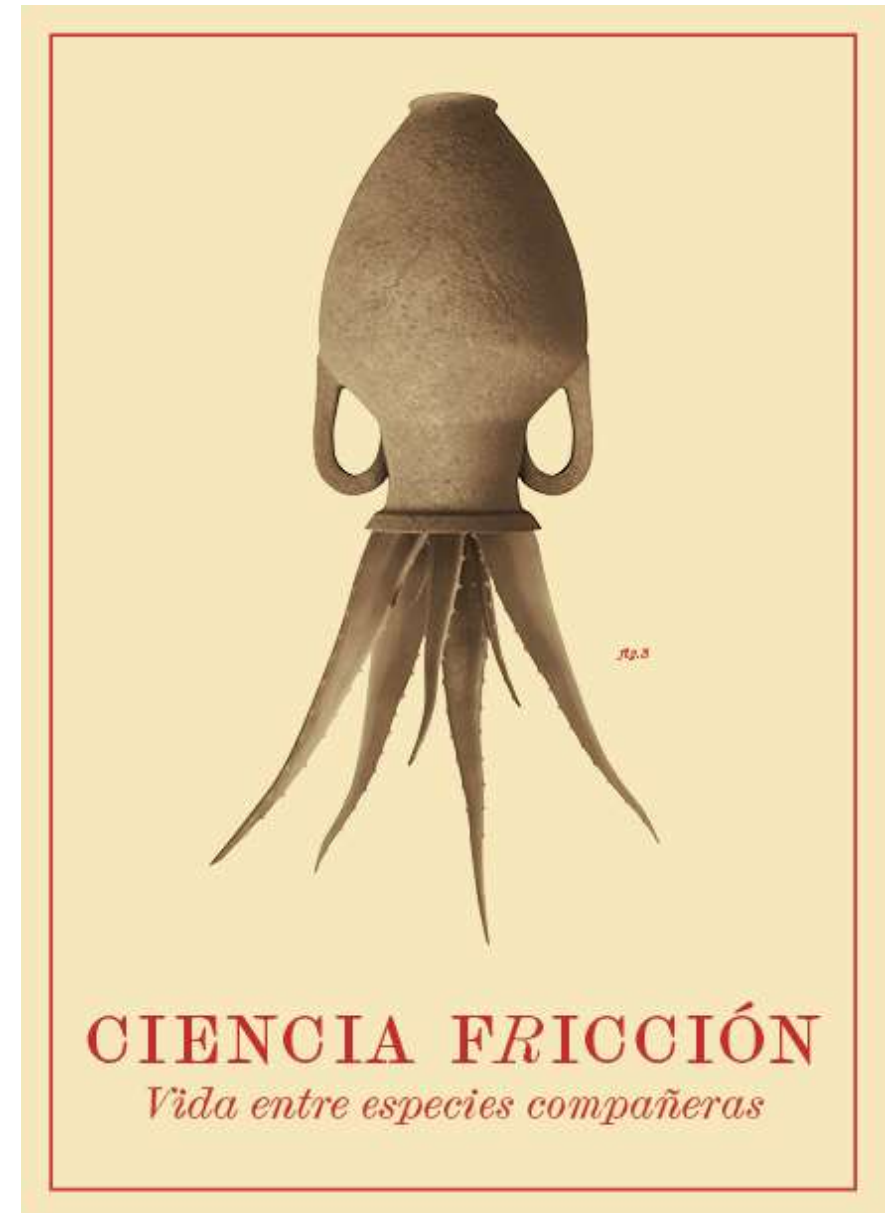
- Struggle for a flexible,
- democratic and
- sustainable information vector
- Alliances of all the subordinate classes:
- Farmer, worker, hacker



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



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