Social media

»We must fight the supremacy of technology with the use of technology«

The logic behind this apparent truth seems to resound in corners and cracks of the anti-authoritarian movement. Rather often, you hear celebratory musings about how technological advances, often under the banner of counter-surveillance, is giving a very nosy state the fight of its life. At times even, there seems to be a confident attitude that this titanic establishment of oppression surrounding us is actually losing this particular fight. But what fight, really?

To understand this quote cited above, we need to really determine its meaning, which is first and foremost to "fight the supremacy of technology". So, the next question is what does the supremacy of technology in fact entail? While, in fact, a quite relative question to pose, I will put myself on the line and say that databases, systems of surveillance, censorship, and commercial and market strategies are a few examples along the lines of what is considered a threat against my pursuit of a life defined by liberty and desire, and perhaps yours too. Surely, this threat in question is not technology itself, but the way it is being applied; therein lies the supremacy, i.e. oppression.

How to achieve this is what the second part of the quote tries to get around, and let me dwell on that for a second. All of the aforementioned examples of supreme technology form the spearhead that we all know as social media. It seems as if the degree of virtual existence that most people in this society seem to have emerged themselves in nullifies any substantial support of this so-called fight against supreme technology. Needless to say, almost all the people spewing personal information into the void of virtual communication through social media have absolutely no problem with the fact that states and corporations harvest every intricacy and detail about them with the intention to market, control and indoctrinate. I feel that I can state this in earnest because people whose personal information have been, and are being accumulated have allowed, in every sense of the word, all frequented social media platforms to do so for several years, obviously.

Obviously, because the calender says 2018, and even though reformist sceptics brawl seductively about big data and how users of social media are not sufficiently informed when it comes to accumulation, we all know that this particular discussion was steaming hot more than 10 long years ago, just as we all know the sound of the drum in this world. Conclusion: people in general do not give a flying hot damn about the spread and (ab)use of their personal information. They were careless then, and they are careless now.

Humans consciously begging for their own virtual perpetuation, who could not care less about being free and autonomous, however, are not what concerns me the most. What about maniacal cable grinders starving for liberty (such as myself); what about all of you out there whom more or less share this inclination? How many of you are,

too, emerging yourselves in these social media platforms, and still claim to be attackers against overall supremacy? Do you in all sincerity feel that you are on top of things? Are you fighting the system from within? Seriously, every time I ask people around me why they use these platforms, they all say that it is mainly to stay connected with old friends or some shit like that. Come on, are you kidding me? You are in direct and intimate contact with algorithms created by people eager to learn everything about you with no other intention but to exploit the shit out of you. Furthermore, you are being battled out against each other with the sole purpose of expanding this oppressive relationship between you and the people sucking you dry, just as long as you keep sharing personal information, everything is just dandy. By the way, how 'virtual availability' is not a contradiction is beyond me...

In writing this, I am not at all trying to exercise support for the destruction of technology. Instead, I am trying to clarify the need for personal reflection and decision-making when collaborating with oppressive measures, and the virtual ones in particular. I am trying to talk about privacy and its link to individuality, to autonomy, to fucking freedom. I am talking about control and how it slips past our minds, unseen, if we fail to live in reality. I am trying to talk to you, comrade, and I hope you know what the hell I am gibbering about. ◆

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