

# Index

*Note:* Page numbers followed by “n” indicate notes.

- AboutFace*, 26
- Abstract decisions, 57
- Abstract representation system, 48
- Addiction as design feature, 77–82
- Adolescent Brain Cognitive Development study (ABCD study), 61
- Advanced Research Projects Agency Network (ARPANET), 10–11
- Advertisers, 3
- Afrewatch, 82
- African-based start-ups, 47
- Age of Surveillance Capitalism, The*, 99
- Airports, 3–4
- Alexa, 85–86
- AltaVista*, 21
- Amazon, 14, 22–25, 110, 116–117, 161
  - Amazon Echo device, 86
  - Amazon. bomb, 23
- Amazon Web Services (AWS), 24
- American colonies, 43
- American Dream, 114
- Americanisation, 43–44
- Amnesty International, 82
- Anatomy of a Large-Scale Hypertextual Web Search Engine, The*, 21
- Andreessen Horowitz and Sequoia Capital, 47
- App Store*, 29
- Apple, 14, 27–29, 117
  - Apple I, 27
  - Apple II, 27
- Apple Sales International, 33
- Apple Store*, 29
- Artefacts, 7
- Artificial intelligence (AI), 3, 57, 123
  - recruitment system, 110
  - surveillance systems, 99
- Artificial intelligence Global Surveillance Index (AIGS Index), 99
- Atlantic, The*, 44, 78
- Attraction, 75–77
- Automation, 14
  - impacts, 66
- Avaaz, 132
- BackRub*, 21
- Baltimore Sun*, 140
- Base erosion and profit shifting (BEPS), 34n56
- Base Transceiver Station (BTS), 73n2
- Behaviour design, 78
- Behavioural futures markets, 100
- Behavioural surplus, 100
- Belt and Road Initiative (BRI), 99
- Bharti Airtel, 107–108
- Big Four tech companies, 19–20
- Big Tech, 43–47
  - clandestine role in intensifying climate breakdown, 130–134
  - role in economic inequality, 114–118
- Biometric authentication, 3
- Blackberry, 74–75
- ‘Call to Minimize Distraction and Respect Users’ Attention*, A, 78
- Cambridge Analytica scandal, 96–100
- Capital*, 9

- Capital in the Twenty-First Century*, 118
- 'Capitalism on steroids' approach, 117–118
- Carnegie Endowment for International Peace, 99
- Censorship, 86, 101
- Center for Humane Technology, The, 16, 77–78
- Central Intelligence Agency (CIA), 91
- Ceramics, 124
- Chan Zuckerberg Initiative, 47
- Chief Executive Officer (CEO), 27
- Chief Technology Officer (CTO), 115
- Climate change, 121
- Cobalt, 125
- Code-division multiple access (CDMA), 72
- Cognition, 58
- Colour, 79
- Columbia Journalism Review*, 44
- Competitive Enterprise Institute (CEI), 133
- Computers, 10–11, 21, 28, 48, 163
- Confirmation bias, 45
- Copper, 125
- Corporate power, 118
- Cortisol, 79
- Costco model, 24
- Coursematch*, 25
- Covid-19 coronavirus pandemic, 46, 53, 108, 157
- Creative Independent, The, 51
- Cultural commons, 48
- Cultural homogenisation (*see also* Digitalisation)
- digital diversity, 39–40
  - Digital Wants Digital Gets, 47–52
  - European culture, 41–43
  - musical homogenisation, 52–54
  - United States and Big Tech, 43–47
- Cultural imperialism, 44
- Cultural values, 39–40
- Cyber-utopianism, 139
- Cyberspace, 147, 149–150
- Dahua, 99
- Data centres, 16, 128
- De-skilling of workforce, 65
- Declaration of the Independence of Cyberspace, A* (Barlow), 148
- Declarative memory (*see* Explicit memory)
- Democratic Republic of Congo (DRC), 125
- Democratic Republic of the Congo (DRC), 82–83
- Department of Defence, 10
- Desktop publishing, 28
- Digital Age, 10–13, 15
- insatiable energy demands of, 127–130
  - Sloganism, 36
- Digital appendage, 71–72
- Digital Behemoths
- Amazon, 22–25
  - Apple, 27–29
  - Big Four tech companies, 19–20
  - Digital Age Sloganism, 36
  - Facebook, 25–27
  - Google, 20–22
- Digital colonialism, 47
- Digital Commons environmental impacts, 15–16
- Digital democracy
- distrust, disinformation and discontent, 145–147
  - free and open press, 143–145
  - promise, 137–139
  - retreat from reality, 147–150
  - Showman, 150–152
  - watching freedom fail, 139–141
  - weaponising internet against liberty, 141–143
  - wizards, 152–153
- Digital dependency, 80
- Digital devices, 60
- Digital diversity, 39–40
- Digital divides, 15, 103
- big tech's role in economic inequality, 114–118

- Digital Gender and Race Divides, 109–114  
 digital haves and have-nots, 104–109  
 need for inclusivity, 118–119
- Digital ecosystem, 128
- Digital Gender and Race Divides, 109–114
- Digital ICT, 2, 6, 10, 13, 16, 40, 49, 53, 105, 128, 141, 151
- Digital media, 150
- Digital oligopolies, 33, 159
- Digital online platforms, 51–52
- Digital social media, 161
- Digital subscriber line (DSL), 105
- Digital surveillance states, 93–96
- Digital technology, 1, 6, 48, 122, 134–135  
 designers, 62  
 human costs of, 55–56
- Digital-based surveillance technology, 2, 101
- Digitalisation, 48, 66, 69  
 ecological fallacy of, 121–123
- Dikanga River, 125–126
- Discontent, 145–147
- Disinformation, 145–147
- Distracted Driving Report* (2018), 76
- Distraction, 75–77
- Distrust, 145–147
- ‘Don’t be evil’ phrase, 156
- Dopamine, 78
- Double Irish, 34
- DynaTAC8000X, 72n1
- E-waste, 123–124, 126
- Ecological threat  
 big tech’s clandestine role in  
 intensifying climate  
 breakdown, 130–134  
 digital technology, 134–135  
 ecological fallacy of digitalisation,  
 121–123  
 ecological reality, 123–127  
 insatiable energy demands of  
 Digital Age, 127–130
- Elastic Compute Cloud (EC2), 24
- Electrical and electronic equipment (EEE), 123
- European culture, 41–43
- European Economic Area (EEA), 90
- European Organisation for Nuclear Research (CERN), 11
- European Union (EU), 33, 89, 107
- Excite*, 21
- Explicit memory, 59
- Facebook, 4, 14, 25–27, 45, 117
- Facemash*, 25
- Faceprint, 4
- Facial recognition, 6  
 systems, 5  
 technology, 3–4
- Fair Tax Mark, 117
- False Promise of the Digital Revolution, The* (Bowers), 47
- Federal Bureau of Investigations (FBI), 86
- Federal Communications Commission (FCC), 105
- Federal Trade Commission (FTC), 33, 90
- Financial Times*, 140
- First Industrial Revolution, 41
- Flickr, 4
- Flip phones, 73
- Fogg’s principles, 78
- Fountainhead and Atlas Shrugged, The*, 32
- 4chan platforms, 112
- Four Horsemen (*see* Big Four tech companies)
- Free and open press, 143–145
- Free user-generated content, 50
- Freedom of speech, 86
- Future of Life Institute, The, 16
- Galaxy Note 9, 3
- Gambling, 80
- #gamergate hashtag, 111–112

- Gang of Four (*see* Big Four tech companies)
- General Data Protection Regulation (GDPR), 89, 160n12
- General Packet Radio Service (GPRS), 74
- Generation Effect: Millennials, Employment Precarity and the 21st Century Workplace, The*, 67
- Glass Cage: Who Needs Humans?, The*, 61
- Global Electronic Components Market 2020 Research Report*, 123
- Global investment funds, 47
- Global Science Research (GSR), 97
- Global system for mobile communications (GSM), 72, 73
- Goldman Sachs, 47
- Google, 4, 14, 20–22, 45, 75, 117, 131, 133
- Google Ireland Holdings, 34
- Googleplex*, 21
- Graffiti, 74
- Graphics processing units (GPUs), 4
- Great Firewall of China, *The*, 94
- Great Recession (2008–2012), 64
- Green movement, 139–140
- Green revolution, 139
- Greenpeace, 130
- Ground zero for digital surveillance, 91–93
- Guardian, The*, 95
- Handspring, 74
- HarvardConnection*, 25
- High-definition movie (HD movie), 129
- Hikvision, 99
- Hollywood, 44
- HomeBrew Computer Club, 27
- HotBot*, 21
- HTC Dream, 75
- Huawei, 99
- Human as a Service* (Prassl), 67
- Human costs  
of digital technologies, 55–56  
of smartphones, 82–84
- HyperNormalisation*, 147
- Hypertext transfer protocol (http), 11
- IBM, 27
- IBM Simon phone, 73
- iMac, 29
- Inclusivity, need for, 118–119
- Industrial Revolution, 8
- Information and communication technology (ICT), 2, 40, 55, 88, 103, 122, 138, 155
- Infoseek*, 21
- Initial Public Offering (IPO), 22
- Instagram, 4
- Institute on Taxation and Economic Policy (ITEP), 14n2
- Intergovernmental Panel on Climate Change (IPCC), 122
- International Harbor Privacy Principles* certification programme, 90–91
- International Labour Organisation (ILO), 68
- Internet, 19, 46, 50, 57–58, 104  
internet-centrism, 139  
internet.org, 46
- Internet of Things (IoT), 55, 127
- Internet Relay Chat*, 112
- Internet Research Agency, 142–143
- iOS, 29
- iPad, 29
- iPhone, 29, 74–75
- iPhone X, 3
- iPod, 29
- Iranian government, 141
- Irish Data Protection Commission (DPC), 160n12
- Irish hub, 35
- Irish Times*, 34
- Is Google Making Us Stupid? What the Internet Is Doing to Our Brains!* (Carr), 56

- iTunes, 29
- iTunes Store, 29
- Jevons Paradox, 128
- Job's NeXT, 28–29
- Kapor Center for Social Impact and Harris Poll, 113
- Lancet*, 83
- Learning, 62
- Lesbian, gay, bisexual and transgender employees (LGBT employees), 113
- LG G7, 3
- Los Angeles Times*, 140
- Lycos, 21
- Machine intelligence, 100
- Machine learning, 4
- Macintosh, 28
- Magellan*, 21
- Manage. com, 25
- Marketing departments, 3
- Massachusetts Institute of Technology (MIT), 10
- Mega-data centres, 128
- Megacorporations, 2
- Mental disuse, 63
- Metal-Oxide-Semiconductor Field-Effect Transistor (MOSFET), 10
- Micro-target advertisements, 3
- Microsoft, 117, 131
- Millennials, 77
- MIT Technology Review*, 51–52
- Mojo Networks, 107
- Moore's Law, 13
- Move Fast and Break Things* (Taplin), 31
- Mueller Report*, 142
- Musical homogenisation, 52–54
- Napoleonic Wars, 43
- National Security Agency (NSA), 91
- Neoliberalism, 68
- Net Delusion, The*, 96, 139
- Netflix, 117
- Network society, 10
- New Atlantis*, 8
- New neurons, 62
- New York Times, The*, 93, 140
- NeXT, 28
- Nippon Telegraph and Telephone Corporation system (NTT system), 72
- NO MOBILE PHOne phobia (Nomophobia), 76
- Non-governmental organisation (NGO), 140
- Nordic Mobile Telephony (NMT), 72
- North Atlantic Treaty Organization (NATO), 146
- Objectivism, 32
- Online privacy and surveillance, 85–86
  - Cambridge Analytica Scandal, 96–100
  - digital surveillance states, 93–96
  - ground zero for digital surveillance, 91–93
  - privacy in digital age, 86–88
  - privacy matters, 88–91
  - privacy protection, 100–102
- Oxycontin, 81
- PageRank*, 21
- Palm Computing, 74
- Patriot Act, 91
- Perception management, 149n29
- Personal Device Assistant (PDA), 74
- Pew Research Center, 77, 92, 132
- Phantom vibrations, 78
- Pinterest, 4
- Plastics, 124
- Playboy* magazine, 27
- PLoS One*, 58
- Police forces, 3
- Portable Document Format (PDF), 28

- Prediction products, 100
- Privacy, 15
  - in digital age, 86–88
  - matters, 88–91
  - protection, 89, 100–102
- Private data, 158
- Project BE, 80
- Proust and the Squid: The Story and Science of Reading Brain*, 57
- Public transport, 46
- QAnon, 151
- Race against the Machine*, 64
- Rapid eye movement sleep (REM sleep), 60n13
- Real News Network, The*, 131
- Rebound effect (*see* Jevons Paradox)
- Reddit platforms, 112
- Reins
  - covid-19 coronavirus pandemic, 157
  - digital, 155–156
  - private data, 158
- Renaissance, 8
- Renewable energy credit, 130
- Research and Development (R&D), 29
- Reskilling, 66
- Retail outlets, 3
- Reuters Institute Digital News Report*, 144
- Rolling Stone, 4
- Roman Empire, 8
- Rules-based multilateralism, 121
- SCL Group, 146
- Scoring, 94
- Screen Time*, 80
- Search, The*, 22
- Shallows: What the Internet Is Doing to Our Brains, The* (Carr), 58–59
- Silicon Valley, 26
- Simple Storage Service (S3), 24
- Siren Servers*, 30
- Smartphone Paradox, The* (Reid), 79
- Smartphones
  - addiction as design feature, 77–82
  - attraction and distraction, 75–77
  - brief history of mobile phones, 72–75
  - digital appendage, 71–72
  - human cost, 82–84
  - paradox, 79
- Smartphones, 126
- Social credits system, 94
- Social Dilemma, The*, 163
- Social media platforms, 144
- Social Studies of Technology (SST), 9
- Spotify, 53
- Stanford University, 47
- Surveillance, 15
  - capitalism, 100
  - technologies, 94
- Tablets, 126
- Tax Justice Network, 117
- Taylor Swift's Rose Bowl concert, 4
- Tech Leavers*, 113
- Techno-Fix*, 135
- technologies, 61
- Technology, 7–10, 122
- Terrorism Crime and Security Act (2001), 91–92
- 'Think Different' advertising campaign, 29
- thisisyourdigitallife* (app), 97
- Time Well Spent, 78
- Touchscreens, 73
- Transfer pricing arrangements, 35
- Transition, 68–69
- Transmission Control Protocol (TCP), 11
- Trump2016. ru domain, 142
- Twitter*, 112
- 2G
  - networks, 73
  - systems, 73

- Underemployment, 68  
*Understanding Media: The Extension of Man* (McLuhan), 60  
 Unemployment, 68  
 Union of Musicians and Allied Workers (UMAW), 53n37  
 United States, 43–47  
*Universal Declaration of Human Rights*, 88  
 University of Cambridge's Psychometrics Centre, 97  
 US Defence Advanced Research Projects Agency (DARPA), 5, 11, 31  
 US Department of Commerce, 90  
 US Department of Homeland Security, 91  
 US Department of Justice (DOJ), 33  
 US Internal Revenue Service (IRS), 35  
 US Telecommunications Act (1996), 148  
 US television industry, 44  
 'Use it or lose it' hypothesis, 62  
 Value-neutral digital technology, 164  
*Vanity Fair*, 32  
 VisorPhone, 74  
*Wall Street Journal*, 140  
 Web 2.0, 87  
 Web-savvy users, 87  
*WebCrawler*, 21  
 Western culture, 41–42  
 Western value system, 48  
 Wi-Fi hotspots, 46  
*Wired* magazine, 46  
 Wizards, 152–153  
*Women in the Digital Age* (2018), 109  
 Work, 66–68  
*Workplace Stress Continues to Mount* (Ferry), 63  
 World Economic Forum, 46  
 World Health Organization (WHO), 76  
 World Wide Web (WWW), 11, 87  
 YouTube, 132  
 Zero-generation mobile phones (0G mobile phones), 72n1  
 ZTE, 99