

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, 72*n*1
- 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