

Surveillance Capitalism – A New Logic of Capital Accumulation?

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Shoshana Zuboff's book *The Age of Surveillance Capitalism* (2019) explores the realm of communications surveillance conducted by internet and social media giants, particularly Google and Facebook, in the United States. Zuboff terms this phenomenon surveillance capitalism, identifying it as a new economic logic that commodifies human experience, generates wealth for a select few, and challenges democracy. This article argues that her concept of surveillance capitalism is better suited for sociological Zeitdiagnose than for critical research. It proposes a Marxist critique of surveillance capitalism, challenging Zuboff's focus on knowledge capitalism by emphasizing Marx's theory of surplus value and capital accumulation. The article contends that the issues of surveillance capitalism extend beyond Google and Facebook, being characteristic of all commercial internet and social media platforms. In conclusion, the article challenges Zuboff's interpretation of surveillance capitalism by examining its adaptations in the Nordic welfare state.

Keywords: Behavioral Surplus, Capitalism, Internet, Social Media, Surveillance