



SURVEILLANCE CAPITALISM

BEFORE WATCHING: What is **surveillance**? Do you know who Shoshana Zuboff is? What do you think surveillance capitalism might refer to? **Watch and check.** (00:00 to 03:50)

WATCH AGAIN AND ANSWER:

1. Complete Shoshana Zubov's stance on the topic of **modern surveillance**: According to Zubov our personal and private experience have been **KICKED / HIJACKED / INJURED** by Silicon Valley and as the raw material for extremely profitable

2. **misdirect**, **obfuscate** and **bamboozle** are used in similar ways to talk about the aims of surveillance operations. Do you think they mean...?: protect us / make us angry / confuse us

3. Complete the introduction: In this episode of Backlight, Shoshana Zubov how Silicon Valley **deceives** us

4. What is our **misconception** about what's going on? What is really happening, according to Zuboff?

AFTER WATCHING: Discuss your opinion on the topic. How do you feel about these new applications of technology?