

IS10 Information & Power

UCLA Fall 2016

10/18/16



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Diana L. Ascher

Agenda

- Housekeeping
- Presentation and discussion
- Group activity



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One of the paradoxes of neoliberalism
is that it's not new, and it's not liberal.

~ Noam Chomsky



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What is neoliberalism?

□ Wikipedia

- Neoliberalism refers primarily to the 20th century resurgence of 19th century ideas associated with laissez-faire economic liberalism. These include extensive economic liberalization policies such as privatization, fiscal austerity, deregulation, free trade, and reductions in government spending in order to enhance the role of the private sector in the economy. The implementation of neoliberal policies and the acceptance of neoliberal economic theories in the 1970s are seen by some academics as the root of financialization, with the financial crisis of 2007–08 as one of the ultimate results.

□ Dictionary.com

- An outgrowth of the U.S. liberal movement, beginning in the late 1960s, that modified somewhat its traditional endorsement of all trade unions and opposition to big business and military buildup.

□ Merriam-Webster

- De-emphasizes traditional liberal doctrines in order to seek progress by more pragmatic methods

□ BusinessDictionary.com

- Politics: Progressive strategy presented to poor or working class people to prevent social conflict.
- Economy: Set of policies becoming common over the past 25 years, seen in the United States with the poor becoming poorer as the rich become richer. It involves increased pressure from the federal government on states for the creation of additional law enforcement and jails; which in turn causes municipalities to float short term notes and long term bonds to fund the development of punitive infrastructure and social programs. See also municipal bond market.
- Religion: Set of beliefs which involve the idea of an all powerful free market and faith in the unseen; as well as a general suspicion of government.



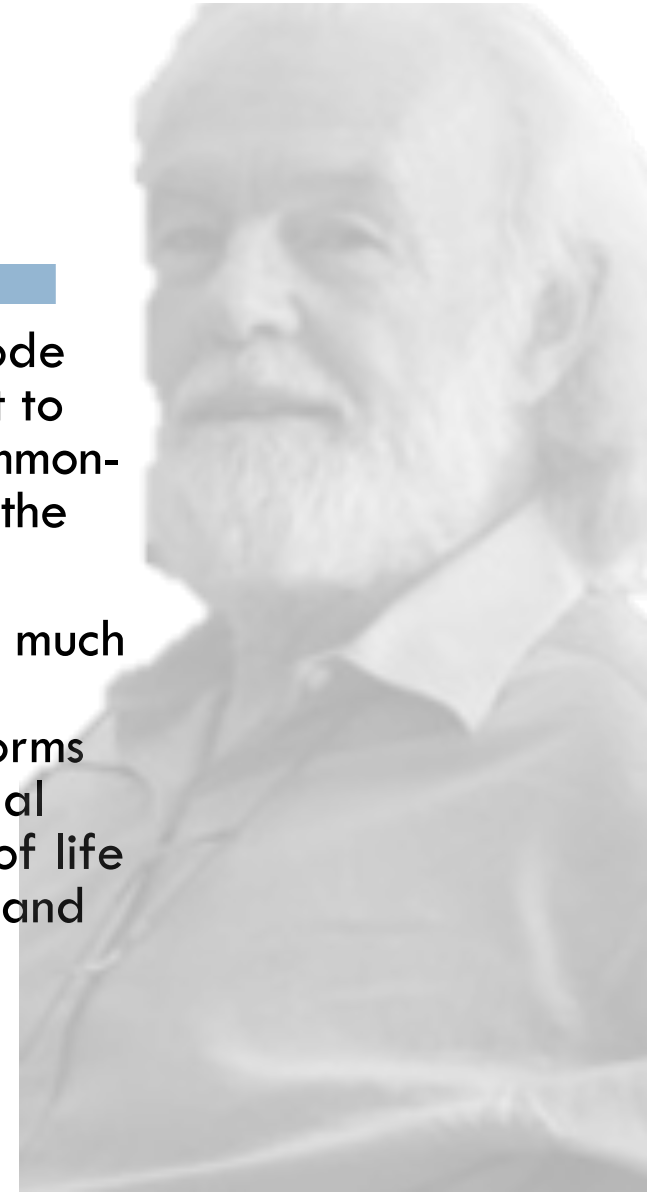
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David Harvey

- “Neoliberalism has, in short, become hegemonic as a mode of discourse. It has pervasive effects on ways of thought to the point where it has become incorporated into the common-sense way many of us interpret, live in, and understand the world.”
- “The process of neoliberalization has, however, entailed much ‘creative destruction’, not only of prior institutional frameworks and powers (even challenging traditional forms of state sovereignty) but also of divisions of labour, social relations, welfare provisions, technological mixes, ways of life and thought, reproductive activities, attachments to the land and habits of the heart.”



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Neoliberalism tenets

- Free market mentality
 - ▣ An unregulated market is the best way to increase economic growth, which will ultimately benefit everyone
 - Privatization
 - Deregulation
 - Reduction in public expenditure
 - Individual responsibility



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Neoliberalism

- Human well-being can best be advanced by liberating individual entrepreneurial freedoms and skills within an institutional framework characterized by strong private property rights, free markets, and free trade. (Harvey, 2005)



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Daniel Schiller



Schiller, D. [Chapter 1. How to think about information.](#) University of Illinois Press.



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Kevin Roose



Roose, K. (TKTK).

[One-Percent Jokes and Plots Said in Dream World by Whistleblowers, NY Mag Online.](#)



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Karin Hayes & Victoria Bruce

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Hayes, K., & Bruce, V. (2012). [We're Not Broke](#) (documentary). UCLA IS 10 Information & Power Week 4 Class Presentation, Fall 2016, by Diana L. Ascher & the students of IS 10 is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](#).

Michael Mechanic



Mechanic, M. [How I Crashed Wall Street's Most Exclusive Fraternity Party](#), Mother Jones.



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Dan Weinberger

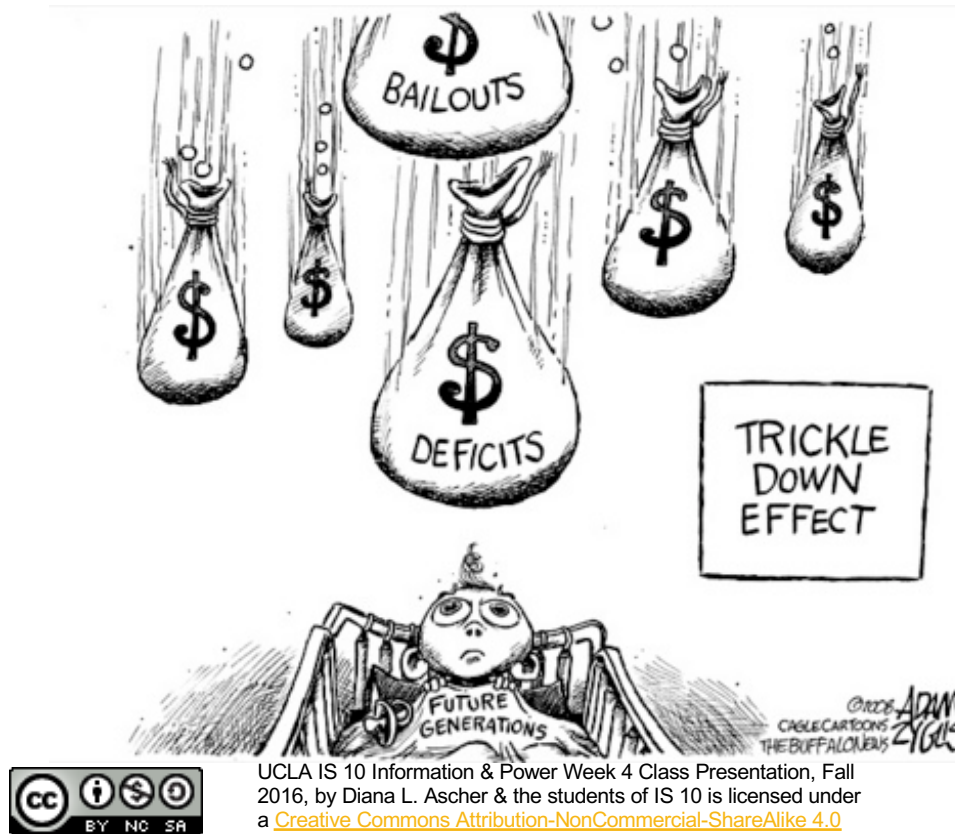
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Weinberger, D. (2007). [Order is in the eye of the tagger](http://archive.wired.com/science/planetearth/news/2007/05/miscellaneous_excerpt). *Wired*, May. http://archive.wired.com/science/planetearth/news/2007/05/miscellaneous_excerpt

Trickle-Down Theory



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Trickle-Down Theory

- <https://youtu.be/jJAbEmyZPOc>



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Neoliberalism in popular culture



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Neoliberalism and information

- “It holds that the social good will be maximized by maximizing the reach and frequency of market transactions, and it seeks to bring all human action into the domain of the market.” (Harvey, 2005)
- Requires information technologies to accumulate, store, transfer, analyze, and use massive databases to guide decisions in the global marketplace



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Neoliberalism and work

The Neoliberal joke

Marxist:

"The workers have nothing to sell but their labor power"

Neoliberal:

"I offer courses on How to Sell Your Labor Power Like A Shark"



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Labor trends

Commons-based peer production

- Motivational drives
- Social signals
- Network effect

Property- and contract-based models of firms and markets

- Market prices
- Managerial commands



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Social justice

- “The ability of all people to fully benefit from economic and social progress and to participate equally in democratic societies.” (Bourg, Morales, & Knowles, 2014)



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Neoliberalism and social justice



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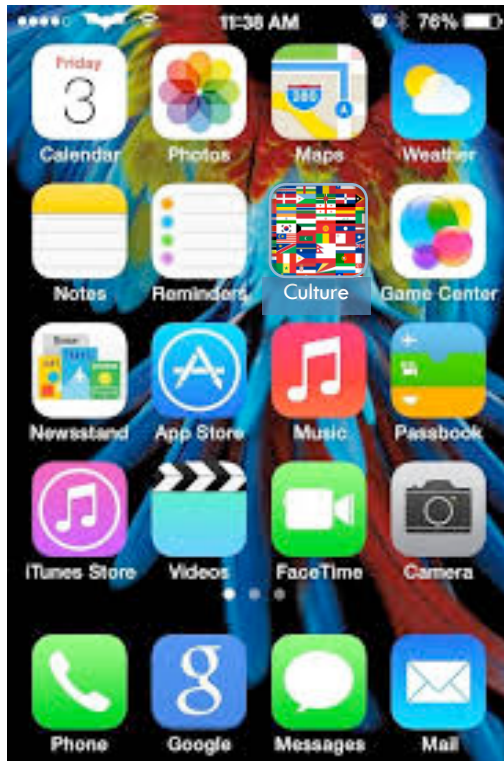
Group Activity

Select a metaphor that reflects the influence of neoliberalism on your domain. Create a slide with a single image to explain your metaphor.



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Culture as software of the mind



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Trickle-down economic theory



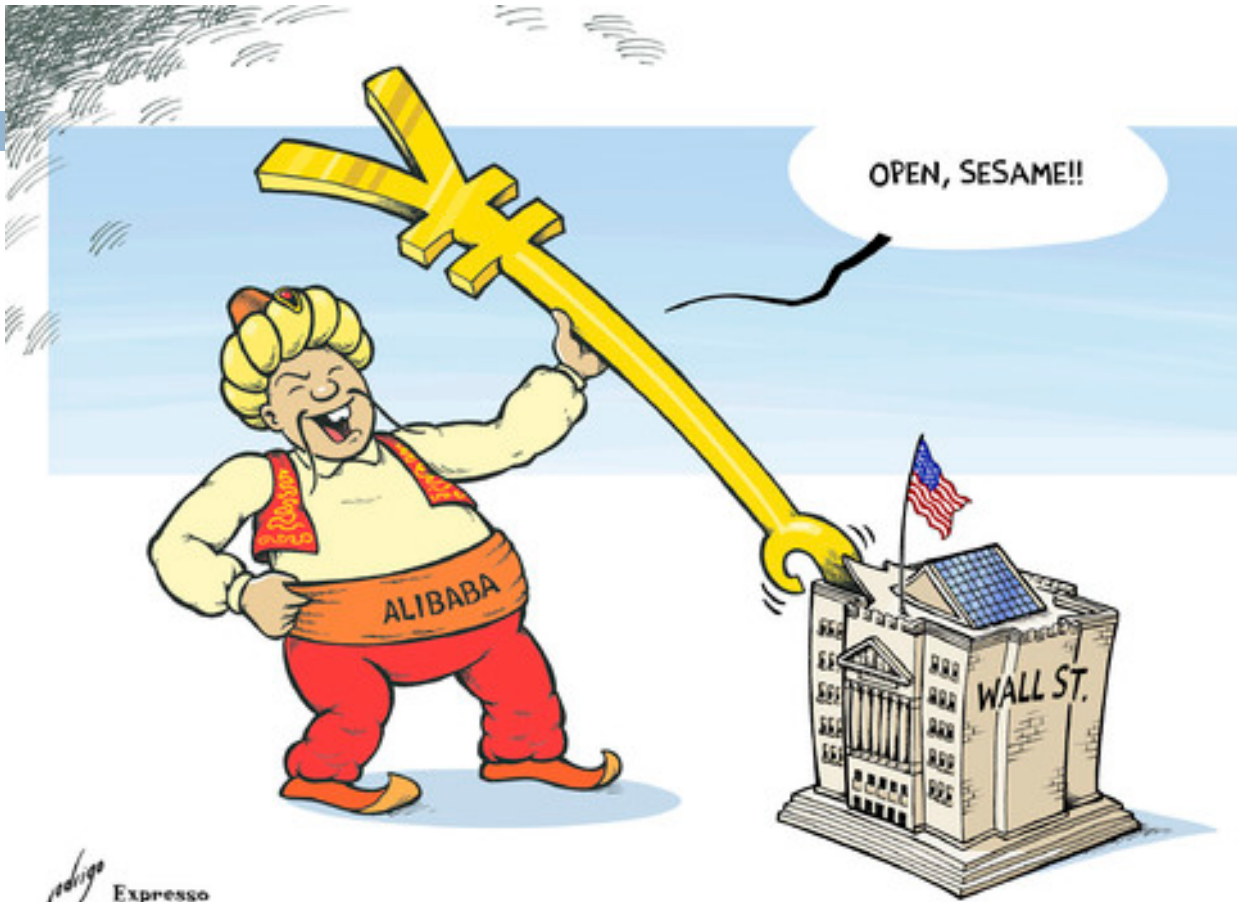
"TRICKLE DOWN" - THE PRACTICE.



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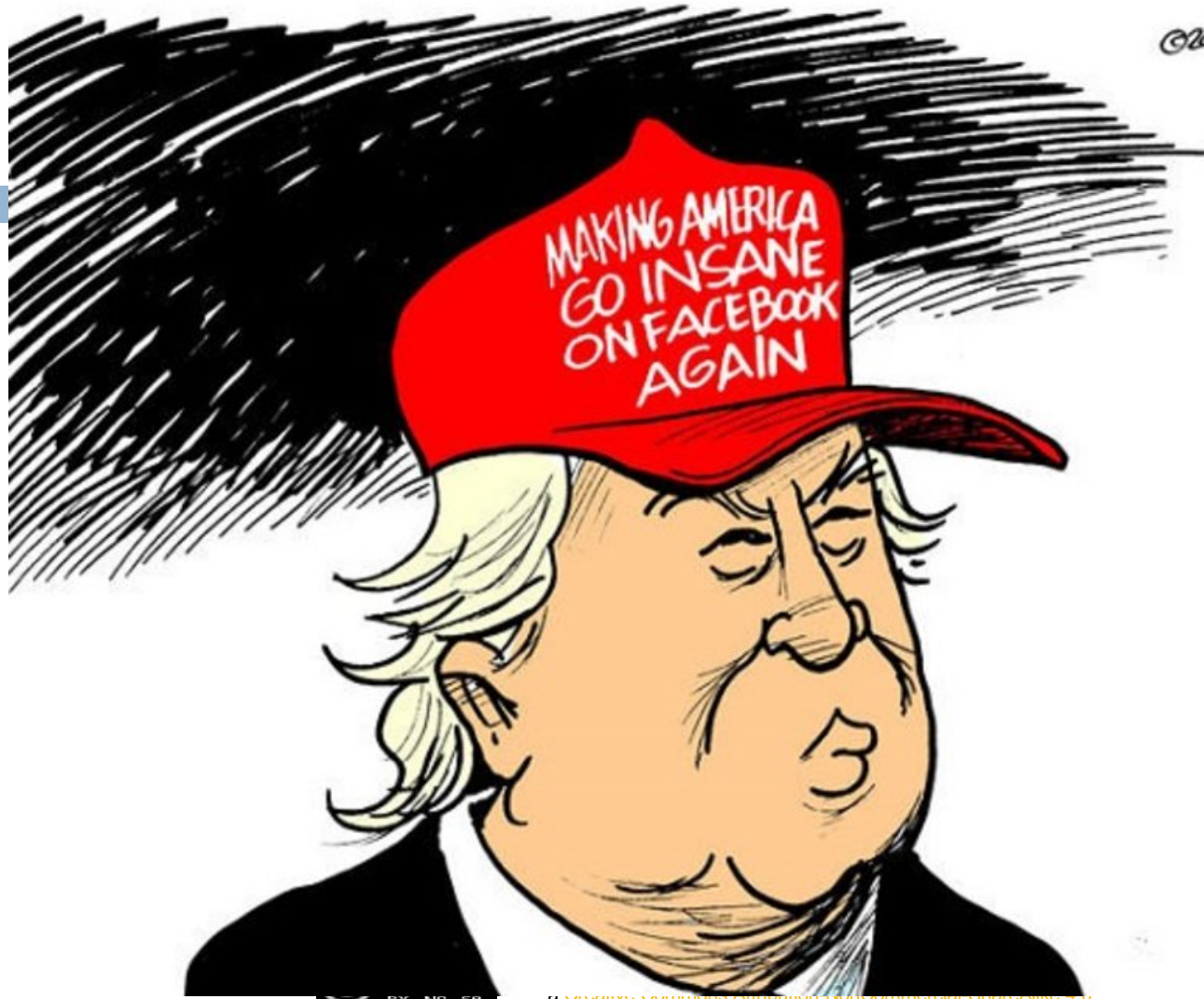
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redigo Espresso



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The Queen (2015)

vs. Destiny's Children (2001)

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Implications

- Neoliberalism emphasizes individual responsibility, privatization, deregulation, reduction in public expenditure
- Confers the ability to control the behavior and decision making of others to the wealthiest members of the society



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Argentina example

- <https://youtu.be/sKTmwu3ynOY>



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Citizens United

- <https://cavotes.org/vote/elections/ballot-measures/proposition-59-corporations-political-spending-federal-constitutional>
- <http://2016election.procon.org/view.answers.election.php?questionID=002022>
- **Lessig:** https://youtu.be/c-JF_-nqG3Y



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- <https://www.youtube.com/watch?v=2WG-uEND74E>
- https://youtu.be/NQ4ibsp2Z_Q?t=5m20s
- <https://youtu.be/pAN1Q72QK2c?t=45s>



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- **The Shock Doctrine**
- **The Crisis of Civilization**
- Four Horsemen
- <http://topdocumentaryfilms.com/four-horsemen-documentary/>
- <https://youtu.be/5fbvquHSPJU?t=4m40s>



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Four Horsemen

- <https://youtu.be/5fbvquHSPJU?t=4m40s>

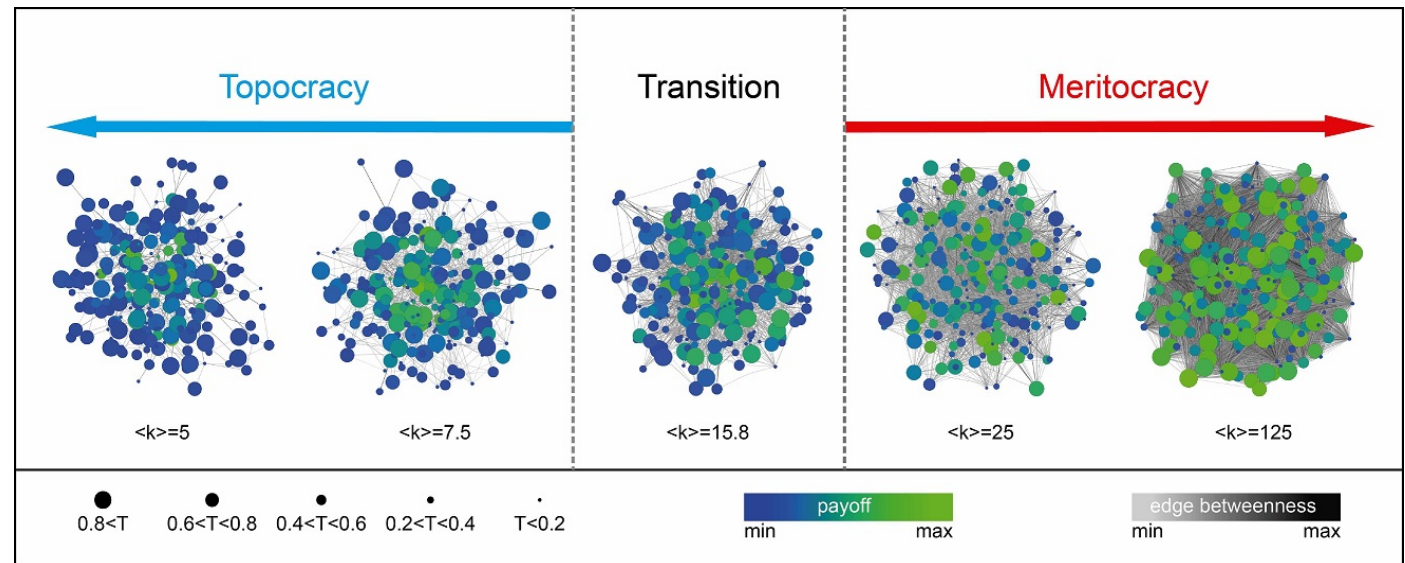


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Meritocracy

Connecting what we've learned about networks to what we've discovered about social media culture

□ <https://youtu.be/CTJ8TAMv3sk>



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Outlook

- http://www.ted.com/talks/rachel_botsman_we_ve_stopped_trusting_institutions_and_started_trusting_strangers



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Common themes

- Uncertainty
- Taxonomy
- Behavior
- Context
- Control



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Next time

- Weekly reflection essay for Week 5 due this Friday
- Come prepared



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Common themes

| Value/Goal | Wells | Bush | Otlet | Hayles |
|-------------|-------|------|-------|---|
| Gatekeeping | | | | The Archive is mediated by apparatuses of control: institutions, governments, corporations, universities. |
| Uncertainty | | | | |
| Taxonomy | | | | |
| Behavior | | | | |
| Domain | | | | |
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