

モラルサイエンス研究会（平成 31 年 4 月 10 日）発表要旨

監視的資本主義（Surveillance Capitalism）：
集団主義の時代における個人の勇気の大切さと道徳の展望

歴史研究室

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“Surveillance capitalism” is a term popularized by Harvard Business School professor Shoshana Zuboff. But what does it mean? Zuboff’s new book, *The Age of Surveillance Capitalism*, explains how Google, Facebook, Amazon, and other internet corporations are ruthlessly and surreptitiously extracting data from our everyday lives. This predatory business practice is deforming the economy, violating our human rights and dignity, and undermining democracy and the rule of law, Zuboff argues.

In my talk, I explored the extent of “surveillance capitalism” and then considered the moral implications of this frightening new regime of forced conformity. In the “age of surveillance capitalism,” the age of groupthink and mass behavior, how does the individual act morally, courageously, and hopefully, overcoming the pressures and manipulations of the corporation, the media, and the state?