



Lost in the Cloud:  
Virtual Work in a Material World  
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COST Conference  
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Global capitalism and the surveillance state have built and vigorously promoted cloud computing and big data analytics. These are necessary to sustain chains of accumulation, to manage the global division of labour, and to control today's workplace. But their consequences generate chains of resistance which are essential for creating alternatives, for developing democratically governed public information utilities that reimagine and reinvent Marx's vision of the General Intellect.

Vincent Mosco



# TO THE CLOUD

Big Data in a Turbulent World



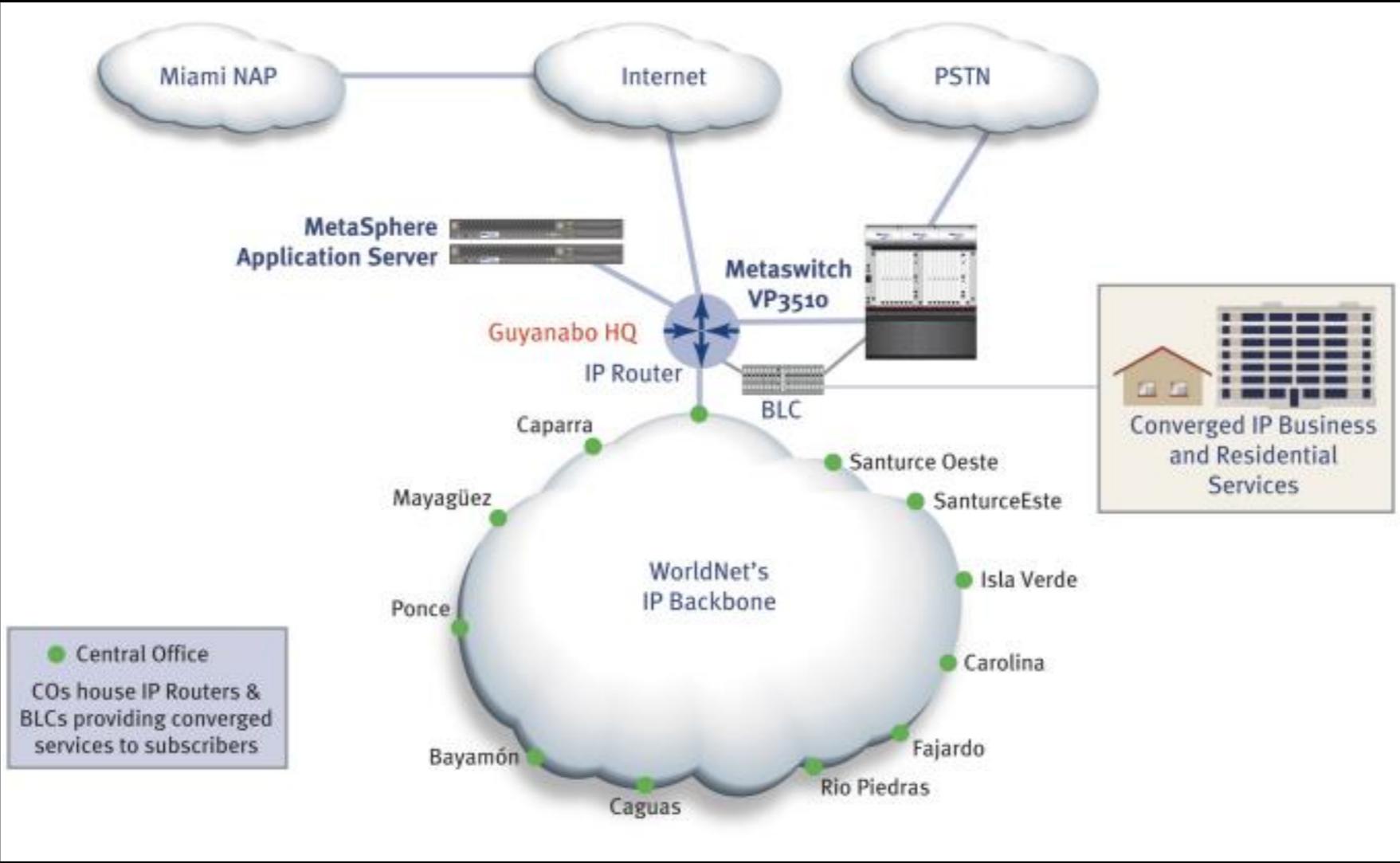












“... a model for enabling convenient, on demand network access to a shared pool of configurable computing resources (networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.”

- U.S. National Institute of Standards and Technology

“Cloud computing is nothing more than the next step in outsourcing your IT operations.”

- Kuznetsky Group

LLC

“It’s a bullshi\* marketing term.”

12TH INTERNATIONAL  
**CLOUD**  
EXPO

12TH INTERNATIONAL  
**BIG DATA**  
EXPO

12TH INTERNATIONAL  
**SDN**  
EXPO

**JUNE 10-13, 2013**  
JAVITS CENTER  
New York City

**NOVEMBER 4-7, 2013**  
SANTA CLARA CONVENTION CENTER  
Santa Clara, CA

**FIND OUT HOW THE CLOUD, BIG DATA AND SDN ARE  
CHANGING THE IT WORLD**

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DISRUPTIVE TRENDS - BEFORE YOUR COMPETITORS BEAT YOU TO IT!

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@SDNEXPO



# Cloud Computing

Hype or the Next Big Thing?

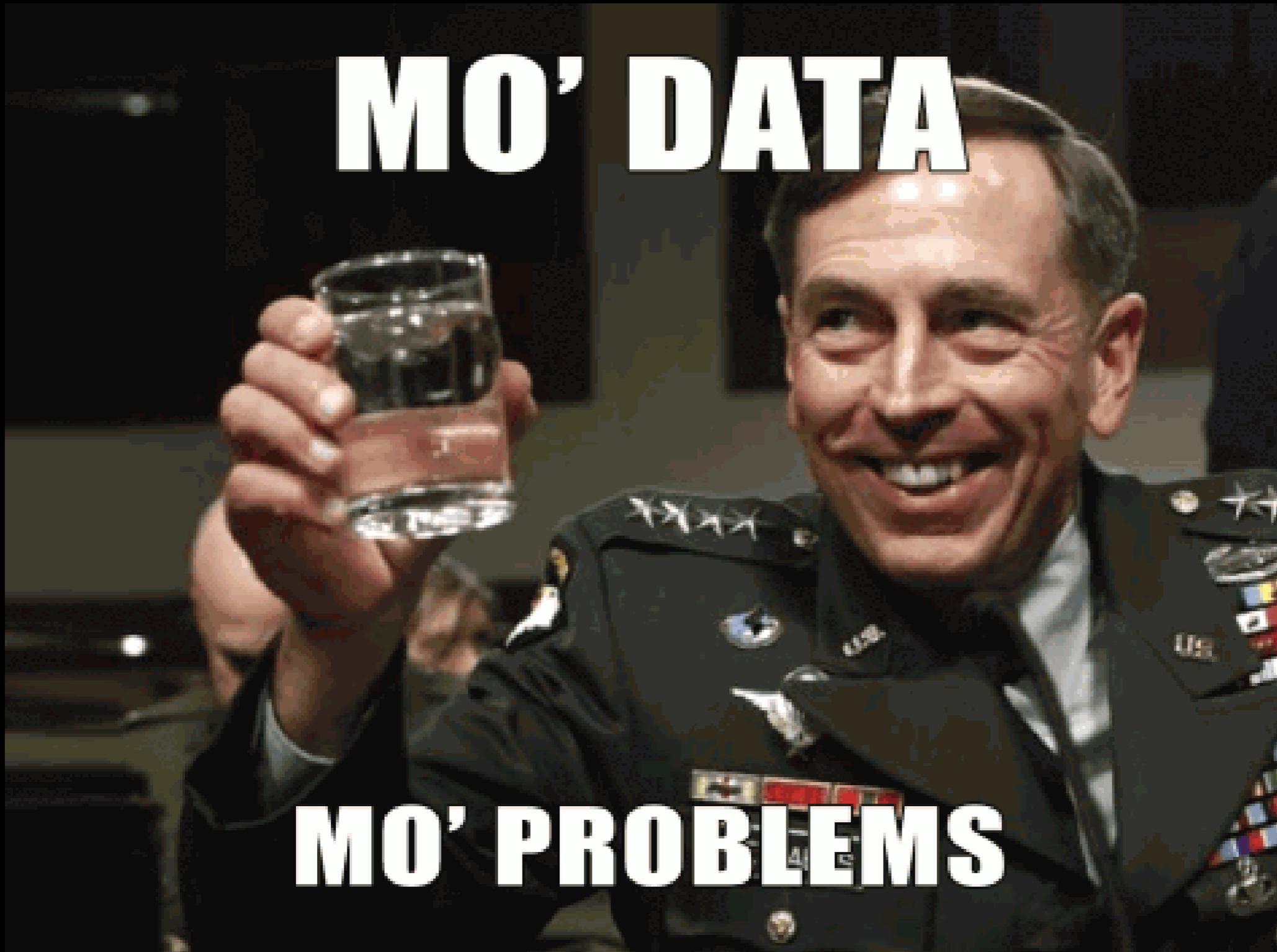
Jerome S. Gotangco  
G2iX

Thursday, December 3, 2009



**MO' DATA**

**MO' PROBLEMS**





**amazon**



FACEBOOK'S \$5 BILLION MISTAKE:  
HOW IPOs KILL INNOVATION p. 86

# WIRED

EXCLUSIVE REPORT

Deep in the Utah desert,  
the National Security Agency is  
building the country's biggest  
spy center. It's the final piece of a  
secret surveillance network that  
will intercept and store your  
phone calls, emails, Google searches...

(Watch what you say.)

## INSIDE THE MATRIX

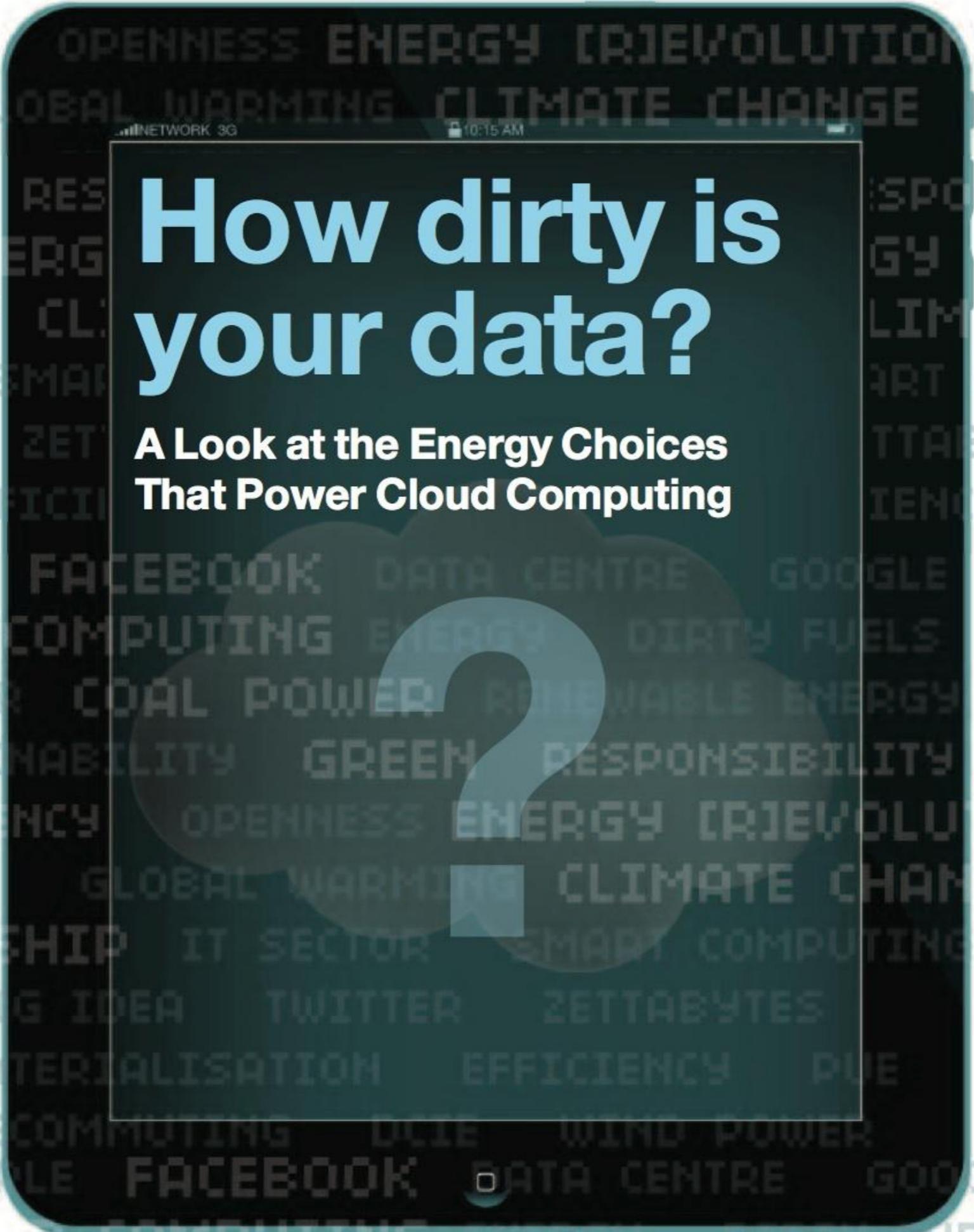
p. 78

BY JAMES BAMFORD

NO TRESPASSING | APR 2012

## MAKING AND UNMAKING A PUBLIC UTILITY: A SUBTERRANEAN HISTORY OF THE CLOUD

- 1858: Marx on The General Intellect
- 1950s: Soviet cybernetics
- 1960s: North America considers a new public utility
- 1970s: Chile Project Cybersyn
- 1980s: Teletext, Telidon, Prestel, Minitel
- 1990s: Internet I: The public utility emerges
- 2000s: Internet II: Attacking the public utility
- 2010s: The Cloud -- Digital Capitalism or The New General Intellect?

A smartphone screen with a dark background and a light blue text overlay. The screen shows a status bar at the top with 'NETWORK 3G' and '10:15 AM'. The main text is 'How dirty is your data?' in large, bold, light blue letters. Below it is a subtitle 'A Look at the Energy Choices That Power Cloud Computing' in smaller, bold, white letters. A large, semi-transparent question mark is centered behind the text. The background of the screen is filled with faint, repeating text related to energy, data, and environmental issues.

# How dirty is your data?

**A Look at the Energy Choices  
That Power Cloud Computing**

How green is your cloud?



# The Civil Rights Fight of the Information Age





YOU'RE NOT  
WORRIED ABOUT  
IDENTITY THEFT?



NOPE! I  
UPLOADED MY  
IDENTITY TO  
THE CLOUD.



# DIGITAL POSITIVISM

“This is a world where massive amounts of data and applied mathematics replace every other tool that might be brought to bear. Out with every theory of human behavior, from linguistics to sociology. Forget taxonomy, ontology, and psychology. Who knows why people do what they do? The point is they do it, and we can track and measure it with unprecedented fidelity. With enough data, the numbers speak for themselves.”

- Chris Anderson, “The End of Theory,” *Wired* magazine

**NATURE** | NEWS

## When Google got flu wrong

US outbreak foxes a leading web-based method for tracking seasonal flu.

**Declan Butler**

13 February 2013