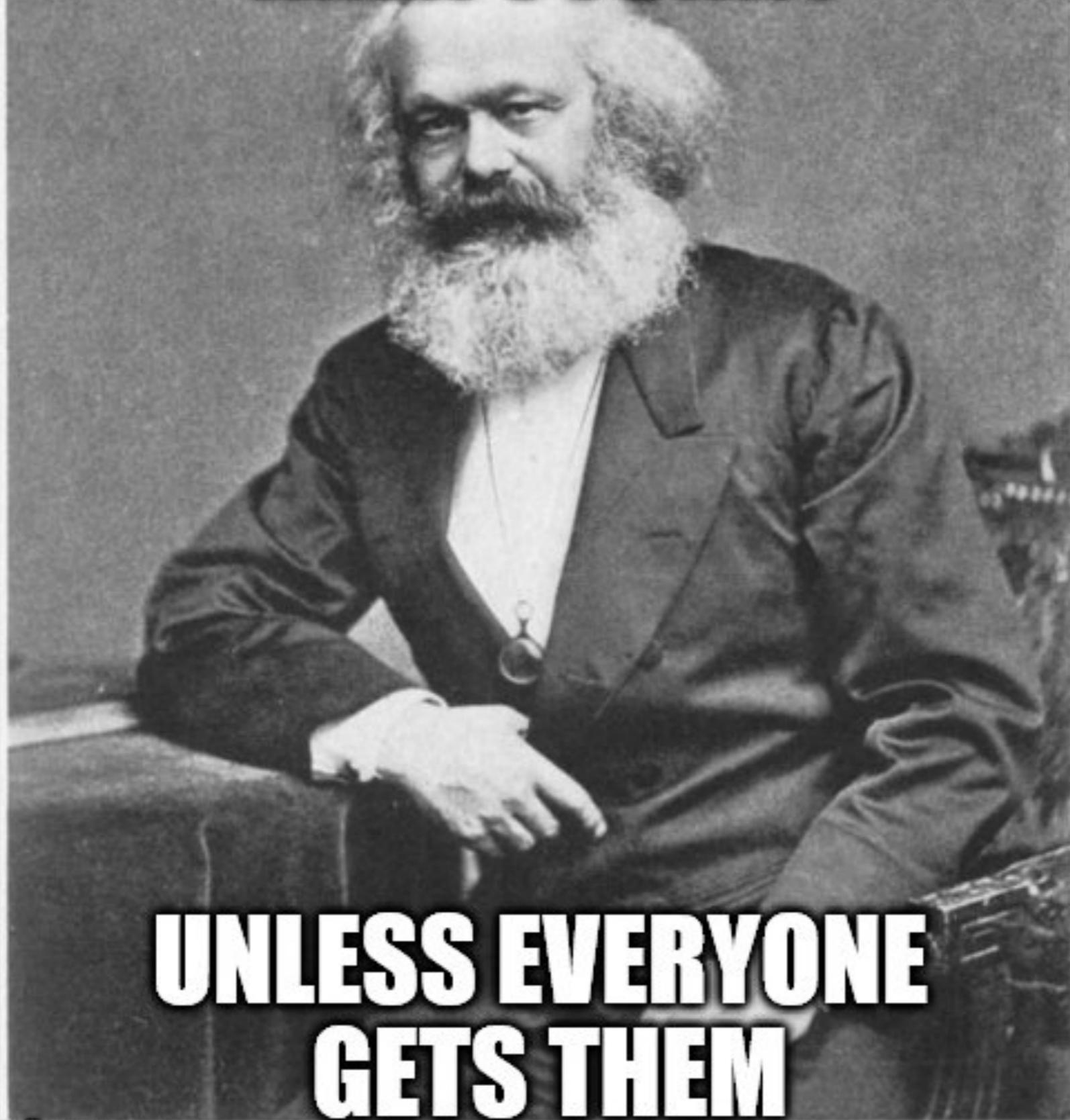


CAPITAL

PlayLab

- The odd one out: not about technology, but about society.
- But those two are not separate.
- Understanding capital.
- Data, machines, and capital.
- Capitalist Realism
- Platform Capitalism
- Heteromation
- The Roles of Play

**COMMUNIST MEMES
AREN'T FUNNY**



**UNLESS EVERYONE
GETS THEM**



I APPROVE

TYRELL CORPORATION

NEOS

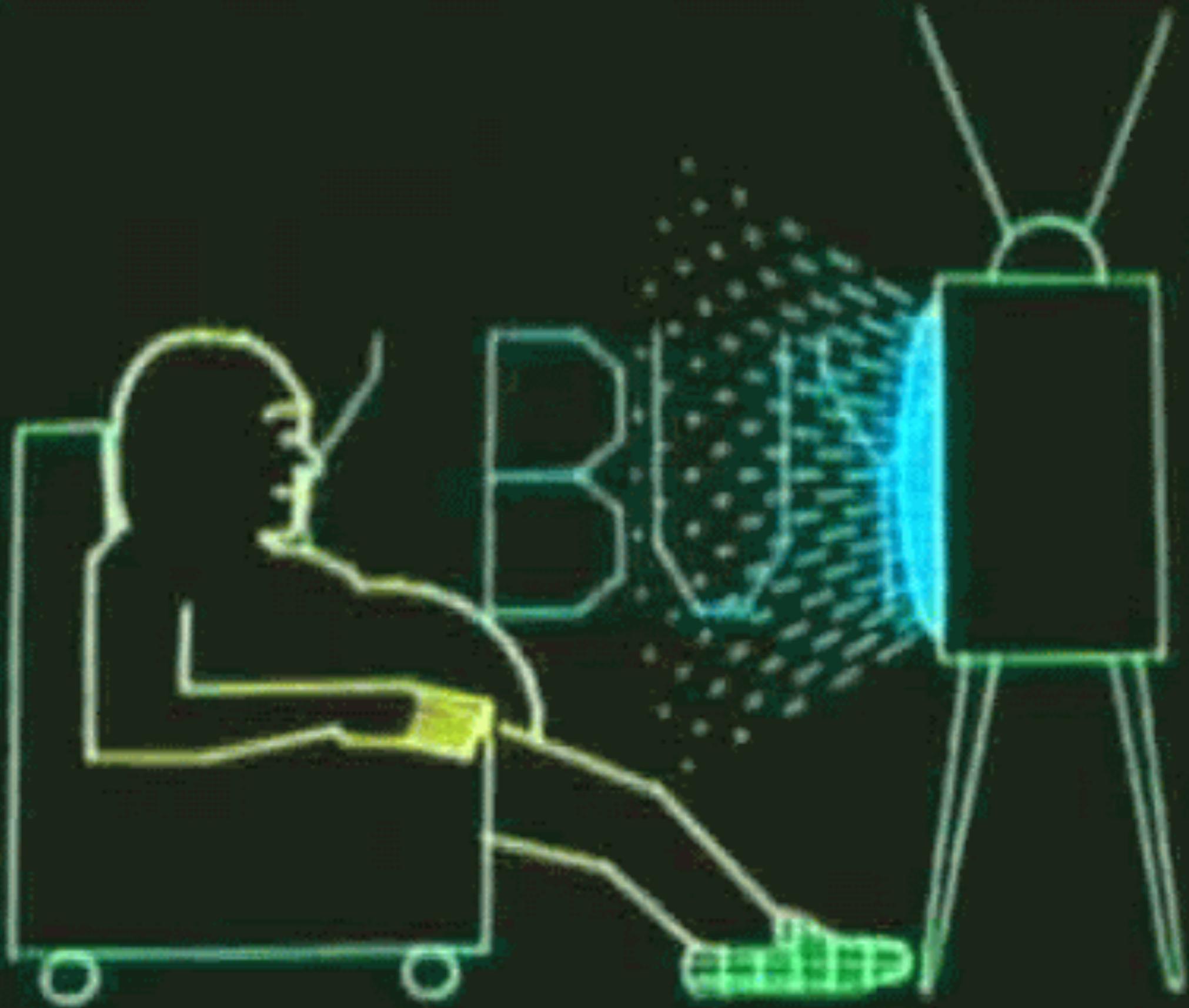
N6MAA10816

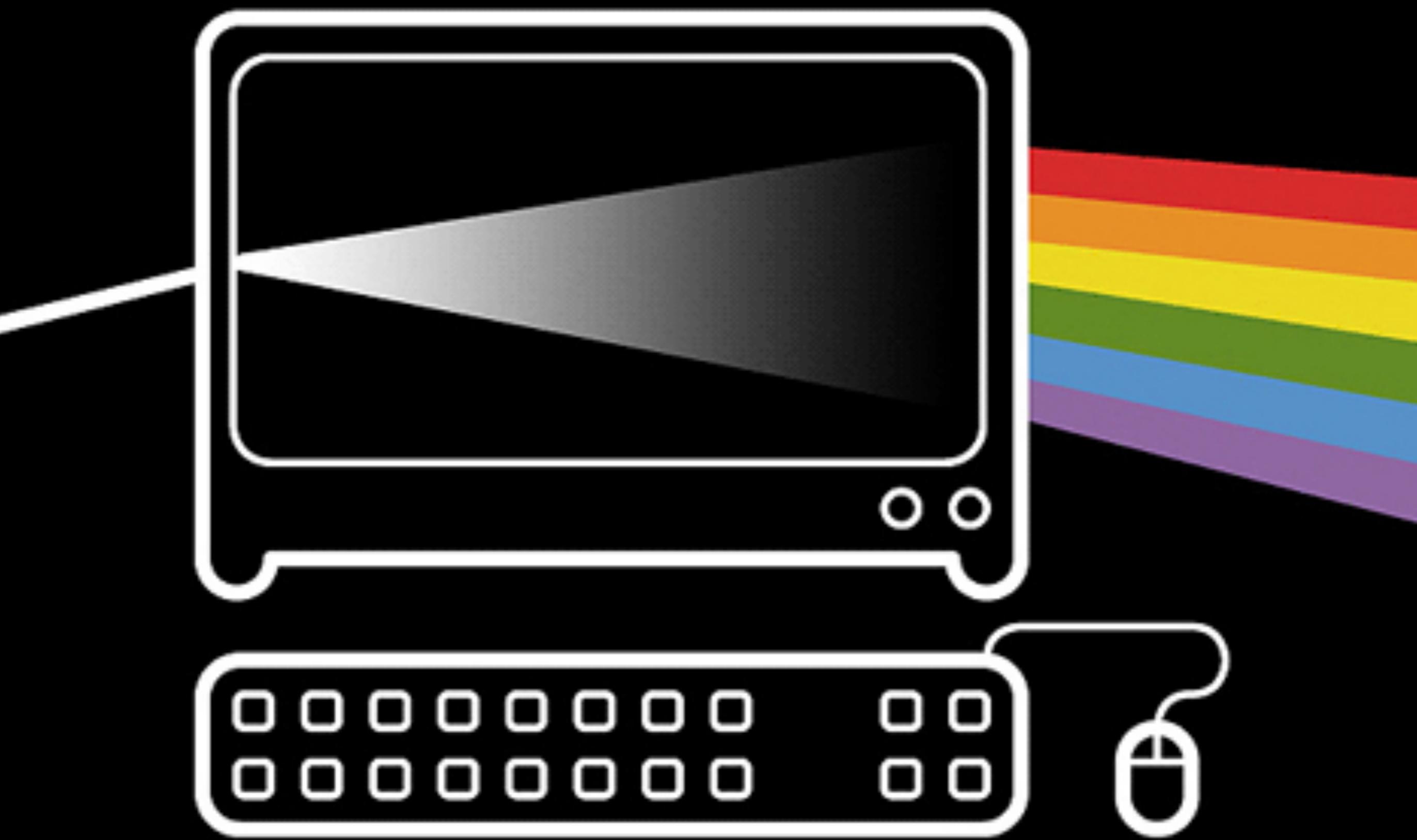
COMBAT COLONIZATION
DEFENSE PROGRAM

MORE HUMAN THAN HUMAN









Confirm Your In-App Purchase

We saw what you did
in the living room. Would you like to
delete the footage for \$9.99?

Cancel

Buy

Capitalist Realism

Platform Capitalism



Heteromation



- Different manifestations of the same logic of capital
- Capital as a relational strategy?
- Culturally shaping the use and effect of technologies

Play?



TODAY

**YOU'RE
ON TRACK
TO BEAT
YOUR
BEST
TUESDAY.**

[VIEW DETAILS](#) ▶



 81
Calories

 0.12 mi
Distance

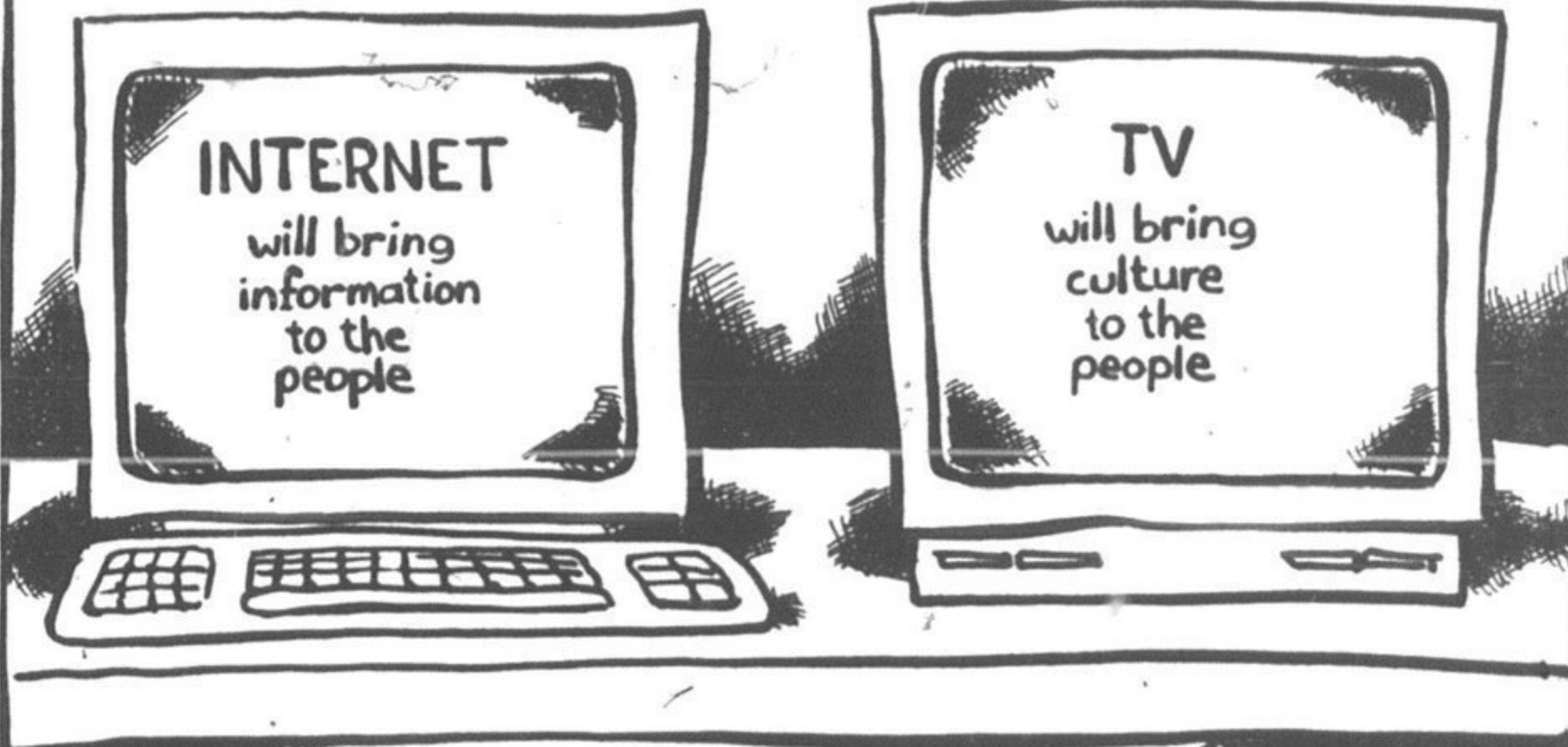
 289
Steps

 2:28
Active Time





- Data capitalism in the Information Age: re-ontologization as a reorganization of forms of production of capital.
- Dominant forms: platform capitalism + heteromation
- Capitalist realism: there are no alternatives
- Play in the age of computational capital:
 - Submission as a form of pleasure in capital production
 - Resistant to reduction to data graphs.



INTERNET

will bring
information
to the
people

TV

will bring
culture
to the
people

Uh-oh for information

TOLES

WATCH FOR THE PHRASE
'POPULAR INFORMATION'