

DIGITAL LABOUR AND KARL MARX

DIGITAL LABOUR AND KARL MARX REPRESENT A CRITICAL INTERSECTION OF CLASSICAL ECONOMIC THEORY AND CONTEMPORARY TECHNOLOGICAL DEVELOPMENT. THE CONCEPT OF DIGITAL LABOUR REFERS TO THE WORK PERFORMED THROUGH DIGITAL PLATFORMS, ONLINE ENVIRONMENTS, AND INFORMATION TECHNOLOGIES, WHICH INCREASINGLY SHAPE MODERN ECONOMIES AND SOCIAL RELATIONS. KARL MARX'S THEORIES ON LABOUR, VALUE, AND CAPITALISM PROVIDE A FOUNDATIONAL FRAMEWORK TO ANALYZE HOW DIGITAL LABOUR FITS WITHIN BROADER CAPITALIST DYNAMICS, PARTICULARLY CONCERNING EXPLOITATION, ALIENATION, AND THE PRODUCTION OF SURPLUS VALUE. THIS ARTICLE EXPLORES THE RELATIONSHIP BETWEEN DIGITAL LABOUR AND KARL MARX'S IDEAS, FOCUSING ON HOW DIGITAL WORK TRANSFORMS TRADITIONAL NOTIONS OF LABOUR, THE IMPLICATIONS FOR WORKERS' RIGHTS, AND THE EVOLVING MECHANISMS OF CAPITALIST ACCUMULATION. BY EXAMINING MARX'S CRITIQUE OF POLITICAL ECONOMY ALONGSIDE THE REALITIES OF DIGITAL PLATFORMS, GIG WORK, AND DATA PRODUCTION, THE ARTICLE OFFERS A COMPREHENSIVE UNDERSTANDING OF THIS EMERGING FIELD. TOPICS INCLUDE THE DEFINITION AND CHARACTERISTICS OF DIGITAL LABOUR, MARX'S LABOUR THEORY OF VALUE, THE COMMODIFICATION OF DIGITAL WORK, AND THE CHALLENGES FACED BY DIGITAL WORKERS TODAY.

- THE CONCEPT OF DIGITAL LABOUR
- KARL MARX'S LABOUR THEORY OF VALUE
- DIGITAL LABOUR THROUGH A MARXIST LENS
- EXPLOITATION AND ALIENATION IN DIGITAL LABOUR
- IMPLICATIONS FOR WORKERS AND CAPITALISM

THE CONCEPT OF DIGITAL LABOUR

DIGITAL LABOUR ENCOMPASSES ALL FORMS OF WORK CARRIED OUT THROUGH DIGITAL TECHNOLOGIES AND PLATFORMS, INCLUDING TASKS PERFORMED ON THE INTERNET, SOCIAL MEDIA, ONLINE MARKETPLACES, AND CROWDSOURCING SITES. THIS TYPE OF LABOUR OFTEN MANIFESTS IN NEW ECONOMIC ACTIVITIES SUCH AS GIG WORK, CONTENT CREATION, DATA ANNOTATION, AND SOFTWARE DEVELOPMENT. UNLIKE TRADITIONAL INDUSTRIAL LABOUR, DIGITAL LABOUR FREQUENTLY INVOLVES IMMATERIAL OR COGNITIVE TASKS, EMPHASIZING KNOWLEDGE, COMMUNICATION, AND INFORMATION PROCESSING.

THE RISE OF DIGITAL LABOUR IS CLOSELY TIED TO THE EXPANSION OF THE DIGITAL ECONOMY AND THE PROLIFERATION OF INTERNET CONNECTIVITY WORLDWIDE. IT REFLECTS A SHIFT FROM PHYSICAL PRODUCTION TO INFORMATION AND SERVICE-BASED ACTIVITIES, RESHAPING THE GLOBAL LABOR MARKET. KEY CHARACTERISTICS OF DIGITAL LABOUR INCLUDE FLEXIBILITY, DECENTRALIZATION, AND THE BLURRING OF BOUNDARIES BETWEEN WORK AND LEISURE.

TYPES OF DIGITAL LABOUR

DIGITAL LABOUR CAN BE BROADLY CATEGORIZED BASED ON THE NATURE OF TASKS AND PLATFORMS INVOLVED:

- **PLATFORM-BASED GIG WORK:** TASKS SUCH AS RIDE-SHARING, FOOD DELIVERY, AND FREELANCE SERVICES MEDIATED BY DIGITAL PLATFORMS.
- **CROWDSOURCED MICROTASKS:** FRAGMENTED, SMALL-SCALE TASKS LIKE DATA LABELING, TRANSCRIPTION, AND ONLINE SURVEYS PERFORMED BY DISTRIBUTED WORKERS.
- **CONTENT CREATION AND SHARING:** PRODUCING AND DISTRIBUTING DIGITAL CONTENT ON SOCIAL MEDIA AND VIDEO PLATFORMS, OFTEN MONETIZED THROUGH ADVERTISING OR SPONSORSHIPS.
- **SOFTWARE AND IT DEVELOPMENT:** PROGRAMMING, CODING, AND TECHNICAL SUPPORT PROVIDED REMOTELY OR THROUGH

KARL MARX'S LABOUR THEORY OF VALUE

KARL MARX'S LABOUR THEORY OF VALUE IS A CORNERSTONE OF HIS CRITIQUE OF CAPITALISM. ACCORDING TO MARX, THE VALUE OF A COMMODITY IS DETERMINED BY THE SOCIALLY NECESSARY LABOUR TIME REQUIRED FOR ITS PRODUCTION. LABOUR IS THE SOURCE OF ALL VALUE, AND CAPITALIST PROFIT DERIVES FROM THE EXPLOITATION OF LABOUR POWER, WHEREBY WORKERS PRODUCE MORE VALUE THAN THEY RECEIVE IN WAGES, GENERATING SURPLUS VALUE FOR CAPITALISTS.

MARX DISTINGUISHED BETWEEN USE-VALUE, THE UTILITY OF A COMMODITY, AND EXCHANGE-VALUE, ITS WORTH IN THE MARKET, EMPHASIZING THAT THE CAPITALIST MODE OF PRODUCTION PRIORITIZES EXCHANGE-VALUE THROUGH THE COMMODIFICATION OF LABOUR. THIS THEORETICAL FRAMEWORK IS CRUCIAL FOR UNDERSTANDING HOW LABOUR IS TRANSFORMED INTO A COMMODITY AND HOW CAPITALIST ACCUMULATION DEPENDS ON THE EXTRACTION OF SURPLUS VALUE.

KEY CONCEPTS IN MARX'S LABOUR THEORY

THE FOLLOWING CONCEPTS ARE ESSENTIAL TO GRASP MARX'S ANALYSIS OF LABOUR AND VALUE:

- **LABOUR POWER:** THE WORKER'S CAPACITY TO PERFORM LABOUR, WHICH IS SOLD AS A COMMODITY UNDER CAPITALISM.
- **SURPLUS VALUE:** THE EXCESS VALUE PRODUCED BY WORKERS BEYOND THEIR WAGES, APPROPRIATED BY CAPITALISTS AS PROFIT.
- **COMMODITY FETISHISM:** THE PERCEPTION OF SOCIAL RELATIONSHIPS AS RELATIONSHIPS BETWEEN THINGS, OBSCURING THE EXPLOITATION INHERENT IN PRODUCTION.
- **ALIENATION:** THE ESTRANGEMENT OF WORKERS FROM THE PRODUCTS OF THEIR LABOUR, THE PRODUCTION PROCESS, THEIR OWN HUMANITY, AND FELLOW WORKERS.

DIGITAL LABOUR THROUGH A MARXIST LENS

APPLYING KARL MARX'S THEORIES TO DIGITAL LABOUR REVEALS HOW CONTEMPORARY FORMS OF WORK ARE EMBEDDED WITHIN CAPITALIST RELATIONS OF EXPLOITATION AND VALUE EXTRACTION. DIGITAL LABOUR CHALLENGES TRADITIONAL CATEGORIES BECAUSE OF ITS IMMATERIAL NATURE AND THE ROLE OF USERS AS BOTH PRODUCERS AND CONSUMERS OF DIGITAL CONTENT AND SERVICES.

MARX'S INSIGHT THAT LABOUR CREATES VALUE CAN BE EXTENDED TO DIGITAL CONTEXTS WHERE USERS' ONLINE ACTIVITIES GENERATE DATA THAT PLATFORMS MONETIZE. IN THIS SENSE, DIGITAL LABOUR INCLUDES NOT ONLY EXPLICIT WORK BUT ALSO ACTIVITIES SUCH AS SOCIAL MEDIA PARTICIPATION, WHICH PRODUCE VALUABLE DIGITAL COMMODITIES WITHOUT DIRECT REMUNERATION.

COMMODIFICATION OF DIGITAL WORK

DIGITAL LABOUR IS COMMODIFIED IN VARIOUS WAYS, REFLECTING CAPITALIST IMPERATIVES:

- **DATA AS LABOUR PRODUCT:** USERS' INTERACTIONS GENERATE DATA THAT ARE COMMODIFIED BY CORPORATIONS FOR ADVERTISING AND MARKET RESEARCH.
- **PLATFORM CAPITALISM:** DIGITAL PLATFORMS ACT AS INTERMEDIARIES THAT CONTROL WORKERS AND USERS, EXTRACTING RENTS AND CONTROLLING LABOUR CONDITIONS.

- **MICROWORK AND PRECARIETY:** FRAGMENTED DIGITAL TASKS ARE OFTEN LOW-PAID AND PRECARIOUS, INTENSIFYING EXPLOITATION.
- **ALGORITHMIC MANAGEMENT:** AUTOMATION AND DATA-DRIVEN MANAGEMENT TECHNIQUES REGULATE AND DISCIPLINE DIGITAL WORKERS.

EXPLOITATION AND ALIENATION IN DIGITAL LABOUR

MARX'S CONCEPTS OF EXPLOITATION AND ALIENATION REMAIN RELEVANT IN ANALYZING DIGITAL LABOUR DYNAMICS. DIGITAL WORKERS FREQUENTLY EXPERIENCE NEW FORMS OF ALIENATION RESULTING FROM THE ABSTRACTION AND INVISIBILITY OF THEIR LABOUR. THE DISCONNECTION BETWEEN WORKERS AND THE PRODUCTS OF THEIR WORK IS INTENSIFIED BY THE INTANGIBLE NATURE OF DIGITAL OUTPUTS AND THE CONTROL EXERTED BY PLATFORMS.

EXPLOITATION IN DIGITAL LABOUR OFTEN MANIFESTS THROUGH UNPAID OR UNDERPAID WORK, SUCH AS CONTENT CREATION AND DATA GENERATION THAT BENEFITS CORPORATE PROFITS. THE ASYMMETRY OF POWER BETWEEN PLATFORM OWNERS AND DIGITAL WORKERS CREATES CONDITIONS WHERE LABOUR RIGHTS AND PROTECTIONS ARE LIMITED, RAISING CONCERNS ABOUT FAIRNESS AND JUSTICE.

FORMS OF ALIENATION IN DIGITAL WORK

ALIENATION IN THE DIGITAL LABOUR CONTEXT INCLUDES:

- **ALIENATION FROM THE PRODUCT:** WORKERS HAVE LITTLE CONTROL OVER THE DIGITAL CONTENT OR DATA THEY PRODUCE, WHICH BECOMES PROPERTY OF THE PLATFORM.
- **ALIENATION FROM THE PROCESS:** ALGORITHMIC MANAGEMENT REDUCES WORKERS TO DATA POINTS AND TASKS, LIMITING AUTONOMY.
- **ALIENATION FROM OTHERS:** DIGITAL WORK OFTEN LACKS SOCIAL INTERACTION AND COLLECTIVE BARGAINING OPPORTUNITIES.
- **ALIENATION FROM SELF:** THE BLURRING OF WORK AND LEISURE ONLINE MAY ERODE PERSONAL BOUNDARIES AND SELF-IDENTITY.

IMPLICATIONS FOR WORKERS AND CAPITALISM

THE INTERSECTION OF DIGITAL LABOUR AND KARL MARX'S CRITIQUE OF CAPITALISM HIGHLIGHTS SIGNIFICANT CHALLENGES AND TRANSFORMATIONS FOR LABOR MARKETS AND SOCIAL RELATIONS. DIGITAL LABOUR RESHAPES CAPITALIST ACCUMULATION BY CREATING NEW VALUE STREAMS THROUGH DATA AND IMMATERIAL PRODUCTION, WHILE ALSO INTENSIFYING LABOUR EXPLOITATION AND PRECARIOUSNESS.

FOR WORKERS, THIS EVOLUTION NECESSITATES NEW FORMS OF ORGANIZATION, ADVOCACY, AND REGULATION TO PROTECT RIGHTS AND ENSURE FAIR COMPENSATION. FOR CAPITALISM, DIGITAL LABOUR OPENS NOVEL AVENUES FOR PROFIT EXTRACTION BUT ALSO RAISES CONTRADICTIONS LINKED TO AUTOMATION, SURVEILLANCE, AND THE EROSION OF TRADITIONAL EMPLOYMENT MODELS.

CHALLENGES AND OPPORTUNITIES

KEY CHALLENGES AND OPPORTUNITIES IN THE REALM OF DIGITAL LABOUR INCLUDE:

1. **REGULATING PLATFORM WORK:** DEVELOPING LEGAL FRAMEWORKS TO GUARANTEE WORKERS' RIGHTS AND SOCIAL PROTECTIONS.
2. **COLLECTIVE ORGANIZING:** BUILDING DIGITAL LABOR UNIONS AND NETWORKS TO COUNTERACT FRAGMENTATION AND ISOLATION.
3. **ADDRESSING SURVEILLANCE:** BALANCING EFFICIENCY WITH PRIVACY AND AUTONOMY IN ALGORITHMIC MANAGEMENT.
4. **RECONCEPTUALIZING VALUE:** EXPANDING MARXIST THEORIES TO ACCOUNT FOR DATA AND IMMATERIAL LABOUR IN VALUE CREATION.
5. **TECHNOLOGICAL EMPOWERMENT:** LEVERAGING DIGITAL TOOLS TO ENHANCE WORKER AGENCY AND DEMOCRATIZE PRODUCTION.

FREQUENTLY ASKED QUESTIONS

WHAT IS DIGITAL LABOUR IN THE CONTEXT OF KARL MARX'S THEORIES?

DIGITAL LABOUR REFERS TO THE WORK PERFORMED THROUGH DIGITAL PLATFORMS AND TECHNOLOGIES, WHICH CAN BE ANALYZED USING KARL MARX'S THEORIES ON LABOUR, EXPLOITATION, AND CAPITALISM. MARX'S CONCEPTS OF SURPLUS VALUE AND ALIENATION HELP CRITIQUE HOW DIGITAL WORKERS MAY BE EXPLOITED IN THE INFORMATION ECONOMY.

HOW DOES KARL MARX'S CONCEPT OF SURPLUS VALUE APPLY TO DIGITAL LABOUR?

MARX'S CONCEPT OF SURPLUS VALUE, THE EXCESS VALUE PRODUCED BY WORKERS BEYOND THEIR WAGES, APPLIES TO DIGITAL LABOUR AS COMPANIES OFTEN EXTRACT VALUE FROM USERS' UNPAID ACTIVITIES (LIKE CONTENT CREATION OR DATA GENERATION) WHILE CAPITALIZING ON THIS VALUE WITHOUT FAIR COMPENSATION.

CAN DIGITAL LABOUR BE CONSIDERED A FORM OF ALIENATED LABOUR ACCORDING TO MARX?

YES, DIGITAL LABOUR CAN BE CONSIDERED ALIENATED LABOUR IN MARXIST TERMS BECAUSE WORKERS OR USERS OFTEN HAVE LITTLE CONTROL OVER THE PRODUCTION PROCESS, THE PRODUCTS OF THEIR LABOUR, AND MAY FEEL DISCONNECTED FROM THE VALUE THEY CREATE WITHIN DIGITAL PLATFORMS.

HOW DO DIGITAL PLATFORMS EMBODY MARX'S CRITIQUE OF CAPITALISM?

DIGITAL PLATFORMS EMBODY MARX'S CRITIQUE BY CENTRALIZING CONTROL OVER PRODUCTION MEANS (DATA AND DIGITAL TOOLS), EXPLOITING LABOUR (INCLUDING UNPAID USER CONTRIBUTIONS), AND PRIORITIZING PROFIT ACCUMULATION, WHICH ALIGNS WITH MARX'S ANALYSIS OF CAPITALIST EXPLOITATION AND COMMODIFICATION.

WHAT ROLE DOES AUTOMATION AND AI PLAY IN MARX'S THEORY OF DIGITAL LABOUR?

AUTOMATION AND AI CAN BE SEEN THROUGH MARX'S THEORY AS PART OF THE TECHNOLOGICAL ADVANCEMENT IN CAPITALIST PRODUCTION THAT CAN DISPLACE HUMAN LABOUR, POTENTIALLY INCREASING EXPLOITATION BY REDUCING LABOUR COSTS WHILE MAINTAINING OR INCREASING SURPLUS VALUE EXTRACTION IN DIGITAL ECONOMIES.

HOW IS THE CONCEPT OF THE PROLETARIAT EVOLVING WITH THE RISE OF DIGITAL LABOUR?

WITH DIGITAL LABOUR, THE PROLETARIAT EXTENDS BEYOND TRADITIONAL FACTORY WORKERS TO INCLUDE GIG WORKERS,

CONTENT CREATORS, AND USERS WHO PRODUCE VALUE ON DIGITAL PLATFORMS. THIS EVOLUTION REFLECTS MARX'S IDEA OF CLASS STRUGGLE IN NEW FORMS WITHIN THE DIGITAL ECONOMY.

WHAT ARE THE IMPLICATIONS OF DIGITAL LABOUR ON WORKERS' RIGHTS FROM A MARXIST PERSPECTIVE?

FROM A MARXIST PERSPECTIVE, DIGITAL LABOUR CHALLENGES WORKERS' RIGHTS BY OBSCURING TRADITIONAL EMPLOYMENT RELATIONSHIPS, ENABLING EXPLOITATION THROUGH PRECARIOUS, UNPAID, OR UNDERPAID WORK, AND NECESSITATING NEW FORMS OF COLLECTIVE ACTION AND RESISTANCE AGAINST CAPITALIST CONTROL OF DIGITAL MEANS OF PRODUCTION.

HOW DOES DIGITAL LABOUR CONTRIBUTE TO THE ACCUMULATION OF CAPITAL ACCORDING TO MARXIST THEORY?

DIGITAL LABOUR CONTRIBUTES TO CAPITAL ACCUMULATION BY GENERATING VAST AMOUNTS OF DATA AND DIGITAL CONTENT THAT COMPANIES MONETIZE WITHOUT NECESSARILY COMPENSATING THE PRODUCERS, THEREBY EXPANDING SURPLUS VALUE EXTRACTION AND REINFORCING CAPITALIST ACCUMULATION MECHANISMS.

CAN MARX'S THEORY HELP ADDRESS THE CHALLENGES FACED BY DIGITAL WORKERS TODAY?

YES, MARX'S THEORY PROVIDES A CRITICAL FRAMEWORK TO UNDERSTAND EXPLOITATION, ALIENATION, AND CLASS DYNAMICS IN DIGITAL LABOUR, HELPING TO IDENTIFY POWER IMBALANCES AND INFORM STRATEGIES FOR DIGITAL WORKERS' RIGHTS, FAIR COMPENSATION, AND DEMOCRATIZATION OF DIGITAL PRODUCTION.

ADDITIONAL RESOURCES

1. *DIGITAL LABOUR AND KARL MARX: NEW FRONTIERS OF CAPITALIST EXPLOITATION*

THIS BOOK EXPLORES THE INTERSECTION OF MARXIST THEORY AND DIGITAL LABOR, ANALYZING HOW DIGITAL PLATFORMS PERPETUATE CAPITALIST EXPLOITATION IN THE 21ST CENTURY. IT DELVES INTO THE TRANSFORMATION OF LABOR RELATIONS THROUGH AUTOMATION, GIG WORK, AND DATA EXTRACTION. THE AUTHOR HIGHLIGHTS HOW MARX'S CONCEPTS OF SURPLUS VALUE AND ALIENATION REMAIN RELEVANT IN UNDERSTANDING CONTEMPORARY DIGITAL ECONOMIES.

2. *MARX IN THE AGE OF DIGITAL CAPITALISM*

OFFERING A COMPREHENSIVE EXAMINATION OF MARX'S THEORIES APPLIED TO MODERN DIGITAL CAPITALISM, THIS BOOK DISCUSSES HOW DIGITAL TECHNOLOGIES RESHAPE PRODUCTION, CONSUMPTION, AND LABOR. IT PROVIDES CRITICAL INSIGHTS INTO THE COMMODIFICATION OF DIGITAL WORK AND THE ROLE OF SURVEILLANCE IN CAPITALIST CONTROL. THE TEXT BRIDGES CLASSICAL MARXIST THOUGHT WITH EMERGING ISSUES IN THE DIGITAL LABOR MARKET.

3. *ALGORITHMIC LABOUR AND THE EXPLOITATION OF DIGITAL WORKERS*

THIS WORK INVESTIGATES THE IMPACT OF ALGORITHMS ON THE LABOR PROCESS, FOCUSING ON HOW AUTOMATED SYSTEMS REGULATE AND EXPLOIT DIGITAL WORKERS. DRAWING ON MARXIST CONCEPTS, IT CRITIQUES THE INVISIBILITY AND PRECARIOUSNESS OF DIGITAL LABOR UNDER PLATFORM CAPITALISM. THE BOOK ALSO CONSIDERS RESISTANCE STRATEGIES AND THE POTENTIAL FOR WORKER SOLIDARITY IN THE DIGITAL AGE.

4. *VALUE, LABOUR, AND THE DIGITAL ECONOMY: A MARXIST PERSPECTIVE*

FOCUSING ON THE CREATION OF VALUE IN DIGITAL ECONOMIES, THIS BOOK REVISITS MARX'S LABOR THEORY OF VALUE IN THE CONTEXT OF DIGITAL PRODUCTION AND DATA-DRIVEN CAPITALISM. IT DISCUSSES HOW LABOR IS TRANSFORMED BY DIGITAL TOOLS AND THE IMPLICATIONS FOR CLASS STRUGGLE. THE AUTHOR EXAMINES THE CONTRADICTIONS INHERENT IN THE COMMODIFICATION OF DIGITAL LABOR.

5. *FROM FACTORY TO FACEBOOK: MARXISM AND THE DIGITAL WORKFORCE*

THIS BOOK TRACES THE EVOLUTION OF LABOR FROM TRADITIONAL MANUFACTURING TO DIGITAL PLATFORMS, USING MARXIST ANALYSIS TO UNDERSTAND NEW FORMS OF EXPLOITATION. IT HIGHLIGHTS HOW SOCIAL MEDIA AND ONLINE PLATFORMS EXTRACT VALUE FROM USER-GENERATED CONTENT. THE TEXT EXPLORES THE BLURRING BOUNDARIES BETWEEN WORK AND LEISURE IN THE DIGITAL ERA.

6. *CAPITALISM, CLASS, AND DIGITAL LABOUR: MARXIST INSIGHTS INTO THE GIG ECONOMY*

ANALYZING THE GIG ECONOMY THROUGH A MARXIST LENS, THIS BOOK REVEALS HOW PRECARIOUS DIGITAL JOBS REPRODUCE CAPITALIST INEQUALITIES. IT CRITIQUES THE EROSION OF WORKERS' RIGHTS AND THE INTENSIFICATION OF LABOR UNDER DIGITAL CAPITALISM. THE AUTHOR ARGUES FOR RENEWED LABOR ORGANIZING AND THEORETICAL FRAMEWORKS TO ADDRESS THE CHALLENGES OF DIGITAL WORK.

7. *THE POLITICAL ECONOMY OF DIGITAL LABOUR: MARXIST APPROACHES TO PLATFORM CAPITALISM*

THIS BOOK OFFERS AN IN-DEPTH EXPLORATION OF PLATFORM CAPITALISM, FOCUSING ON HOW DIGITAL LABOR IS COMMODIFIED AND CONTROLLED. IT EMPLOYS MARXIST POLITICAL ECONOMY TO ANALYZE POWER RELATIONS WITHIN DIGITAL LABOR PLATFORMS. THE WORK ALSO DISCUSSES REGULATORY AND POLICY IMPLICATIONS FOR PROTECTING DIGITAL WORKERS.

8. *ALIENATION AND EXPLOITATION IN THE DIGITAL AGE: REASSESSING MARX'S THEORIES*

REVISITING MARX'S CONCEPTS OF ALIENATION AND EXPLOITATION, THIS BOOK APPLIES THEM TO CONTEMPORARY DIGITAL LABOR CONTEXTS. IT EXAMINES HOW DIGITAL WORK AFFECTS WORKERS' SENSE OF SELF AND AUTONOMY. THE AUTHOR ARGUES THAT DESPITE TECHNOLOGICAL ADVANCES, FUNDAMENTAL CAPITALIST DYNAMICS OF OPPRESSION PERSIST IN DIGITAL LABOR.

9. *DATA LABOUR AND MARXIST THEORY: UNDERSTANDING THE DIGITAL WORKFORCE*

THIS BOOK INVESTIGATES THE ROLE OF DATA AS A FORM OF LABOR WITHIN CAPITALIST ECONOMIES, USING MARXIST THEORY TO ANALYZE ITS IMPLICATIONS. IT DISCUSSES HOW INDIVIDUALS' DATA CREATION BECOMES A SOURCE OF CAPITALIST PROFIT AND WORKER EXPLOITATION. THE TEXT PROVIDES A CRITICAL FRAMEWORK FOR UNDERSTANDING THE COMMODIFICATION OF PERSONAL INFORMATION IN DIGITAL LABOR MARKETS.

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