

Citation Affagnon, Q. (2017). Film Review: Dan Davies, Give Us Back Our Data, Al Jazeera productions, 2015. *Journal of African Interdisciplinary Studies*: 1, 2, 135 – 137.

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By Qémal Affagnon*

Generally speaking, literature on the Internet draws a comparison between two camps. On the one hand, we have the cyberenthusiasts. With regard to the ongoing changes in the digital world, these people throw a confident look on the promises of participatory democracies and the economic models based on sharing. On the other hand, we have the cyberpessimists. Unlike the cyberenthusiasts, the cyberpessimists ring the alarm bell concerning the attacks to personal freedoms and alienating threats of the digital world for the human thought.

Being part of this second category, Evgeny Morozov decrypts in the documentary *Give us back our data* the stakes related to the race for the optimization of daily life through a frantic collection of data. For a few years, Evgeny Morozov has been fighting against what he calls the « techno-enthusiasm ». He lead that fight to denounce the often defended idea that the modern technologies could improve all the aspects of our life. In his first book, *The Net Delusion* (2011), he destroys the idea that the Internet liberates the people and speeds up the democratic changes. Following on this, in this book *To save everything, click here* (2013), he rebuts the idea of an Internet revolution that could knock over everything on its way without allowing anybody to influence those changes.

In other respects, Morozov has just published *The digital mirage : For a Big Data policy* (2015). In that book, the writer invites his readers to stand up to solutionnism, a tendency that consists in finding in the digital technology a universal panacea that will solve all the problems. While criticizing the false claims of the Silicon Valley and their bonds with the neoliberal ideology, he is trying to understand how the free data flow is in keeping with the putting in place of deregulated world trade.

During the showing of the documentary divided into six chapters and that lasts twenty-five (25) minutes, Morozov considers the data as a next and powerful weapon. Morozov shows in the documentary how the new technologies offer a smoke screen that favours a huge change in the higher realms of power. Evgeny Morozov also underlines that the data play an important rôle in the creation of riches for some companies and that we must understand their origins. By giving precision on the fact that we have entered a new paradigm controlled by the « smart » objects, the researcher and writer explain the ways those objects capture, analyse and regulate an important part of our behaviours. For Morozov, it is important to keep in mind, the importance of democracy and social life in a world where the connected objects create non brutal incitive forms, aiming at regulating different aspects of daily life. During the film show, Morozov makes an inventory of a large quantity of innovations whose declared objective is « social », but that hides purely economic aims.

On the other hand, he indicates that such promises, still, are never made without opposing views. For example, all the self-tracking solutions (connected bracelets, sleep recorders, etc...) send notifications to tell you that it is high time you changed your behaviour. However, that type of service that is offered by the Sillicon Valley leads to some dangers. We are getting into an era of profound assymetry and the users become more and more transparent

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and easy to rule when for some lobbies and companies, it is the opposite, Evgeny Morozov regrets. That transparency of the individuals goes through the data that, in addition to the fact that it is becoming more and more valuable, orientates closely the practices and the decisions of the powerful people. As a matter of fact, whether it is a question of health, commerce, the fight against terrorism, etc..., it is difficult to imagine domains that cannot be improved on by predictive solutions.

From there, Morozov develops a political and social criticism, with regard to those applications and digital services. In his blurb, he shows that the ideal of the Silicon Valley represents the ideal of capitalism, a little bit, that is celebrating the resourcefulness and adaptability of an individual to the detriment of the collective effort. In other respects, facing a future where all the daily behaviours may be mapped out, there is a chance that supervision may be with no limit. In the Internet era where the world population represents an interaction network, what will fate have in store for the rebellious people or anybody who walks against the current if the technological cult forces itself upon everybody? How would the ordinary man react facing this possibility? Will the Silicon Valley become the new epicentre of power?

« Give us back our data » is an interesting documentary to keep in mind that technology has become a much too complex issue to be left only in the hands of the computer scientists, the businessmen and the greats of the Internet.

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