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Throughout the article, Panopticon-discipline, control, Greg Elmer speaks of Foucault's panoptic theory. The main message of the idea is that a subject will self-discipline themselves when under the pressure of a watcher. I agree with this statement, I currently work at this pharmacy as a part-time employee. I feel as if I am being watched constantly and it motivates me to perform efficiently to impress my supervisor. Another statement that I have noted from the article Welcome to The Age of Surveillance capitalism, "These dangerous asymmetries are institutionalised in their monopolies of data science, their dominance of machine intelligence, which is surveillance capitalism's "means of production markets, their ability to shape the behavior of individuals and populations, their ownership and participation, and their vast capital reserves". This statement pushed me to think deeper into my daily activities and I have noticed the amount of time I spend on social media apps such as instagram, and tiktok. Oftentimes, I feel like my activities are being watched by capitalists. For instance, a few days ago I searched for a skincare product on Google then similar skincare products popped up on my fyp page and also on my Instagram feed. This made me think that we are slave to capitalism and we are constantly being watched. We are also being pursued into doing things that don't actually match with our values or morals. However, we end up consuming those extraneous things because of the way machine intelligence is designed and our brains. It is draining and exhausting but this is our reality and life now. We simply have to be mindful of the information we disclose on the internet because we are slowly losing power over ourselves and becoming slaves to the panoptic society.

"People are subjects being monitored in two senses of the word. First, they are subjects of observation on video monitors displaying and previewing the acquisition of their image. In this sense, they are the subjects of the camera (as in the "subject matter" of a photograph) second, subjects are under the potential control of people in positions of authority who are organizational monitors of their behavior"(William). This also has a similar message to others. I believe the increasing surveillance has impacted our lives largely. Nowadays we are being monitored everywhere for example, in schools, hospitals, and apps. Society is designed to monitor the public and overpower them. Most of our social media apps are designed to pursue us into buying things also aiming for a future imagination that may not actually align with us. For example, I see many videos on luxury houses, dresses, lifestyles, etc all over social media. Oftentimes It influences me to aim for those things. Then I question myself "WOW does it even align with my purpose? I believe surveillance and being monitored is changing our mindsets in a good way and also in a bad way. In addition to that, I believe every invention has its pros and cons.



TikTok