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Alumni

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# Internet lo sabe todo de ti

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[alumni.uoc.edu](http://alumni.uoc.edu)

Paloma Llaneza, autora de “Datanomics” (Deusto)  
28 de enero de 2021

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01

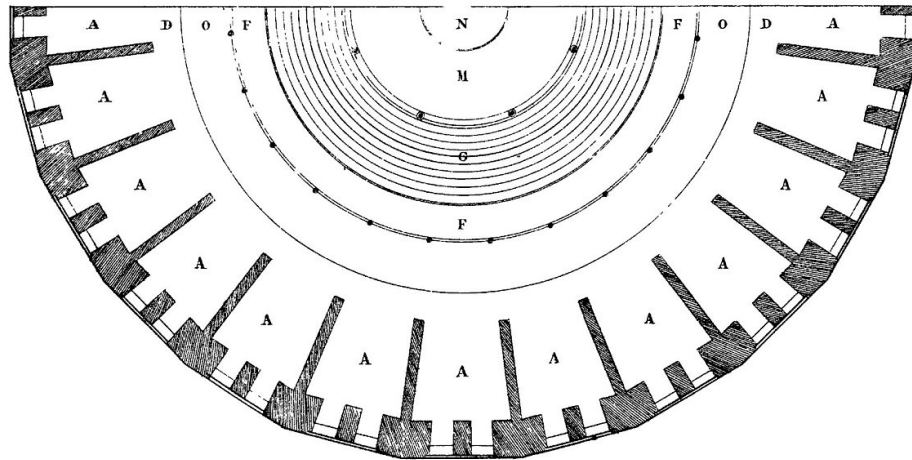
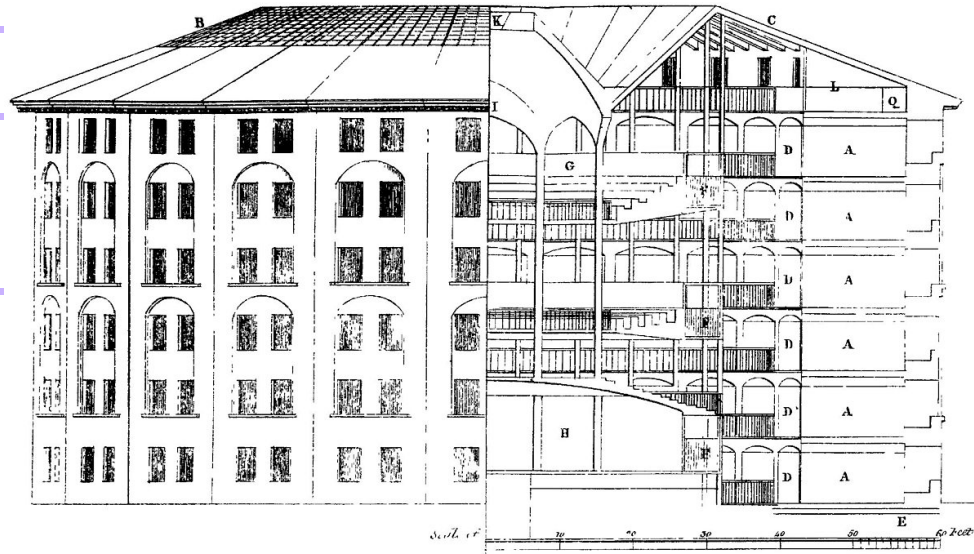
# De la sociedad panoptical a la sociedad transparente.

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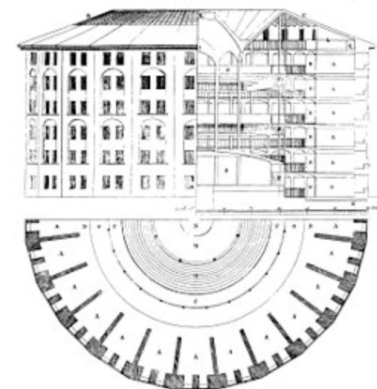
# Panóptico



El **panóptico** era un tipo de [arquitectura carcelaria](#) ideada por el [filósofo utilitarista Jeremy Bentham](#) hacia fines del [siglo XVIII](#). El objetivo de la estructura panóptica era permitir a su guardián, guarnecido en una torre central, observar a todos los prisioneros, recluidos en celdas individuales alrededor de la torre, sin que estos puedan saber si son observados.

El efecto más importante del panóptico es inducir en el detenido un estado consciente y permanente de visibilidad que garantizaría el funcionamiento automático del [poder](#), sin que ese poder se esté ejerciendo de manera efectiva en cada momento, puesto que el prisionero no puede saber cuándo se le vigila y cuándo no.<sup>[1]</sup>

☰ Índice ▾



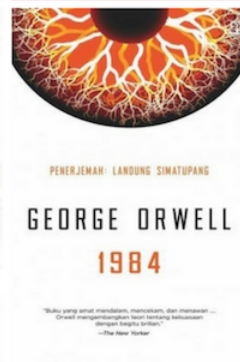
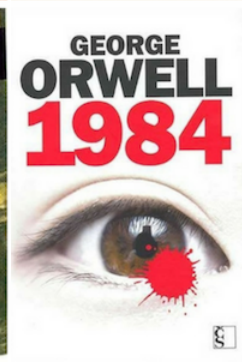
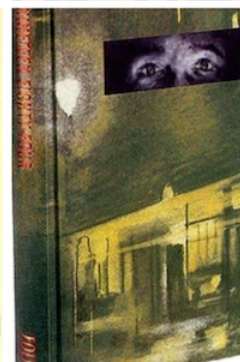
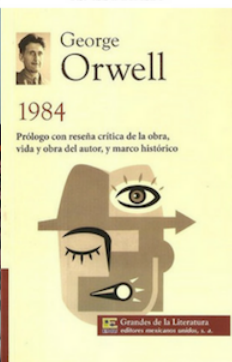
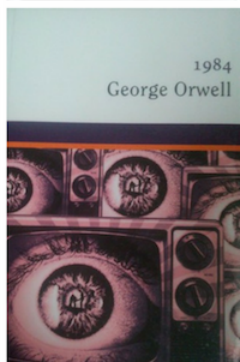
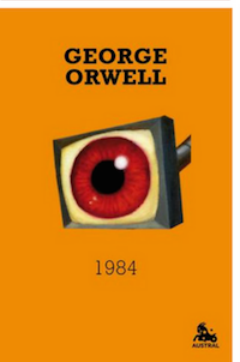
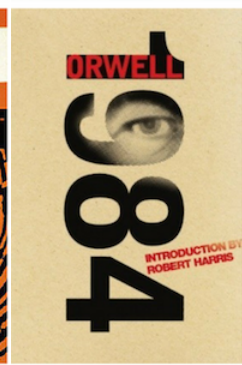
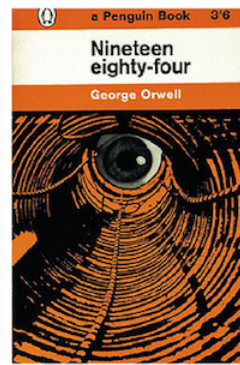
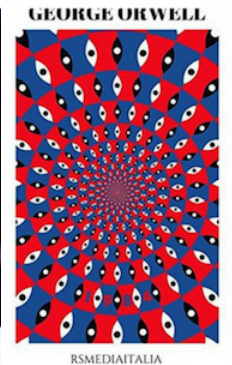
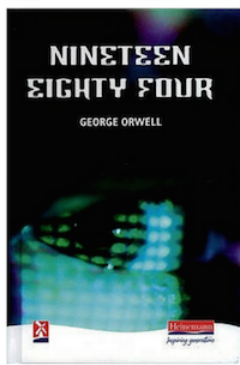
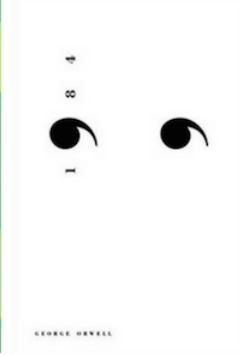
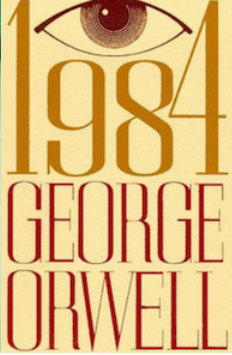
Diseño del panopticon de Bentham.

## ^ Origen del concepto



Este dispositivo debía crear así un «sentimiento de omnisciencia invisible» sobre los detenidos. El filósofo e historiador [Michel Foucault](#), en su obra *Vigilar y castigar* (1975), estudió el modelo abstracto de una sociedad disciplinaria, inaugurando una larga serie de estudios sobre el dispositivo panóptico. «La moral reformada, la salud preservada, la industria vigorizada, la instrucción difundida, los cargos públicos disminuidos, la economía fortificada, todo gracias a una simple idea arquitectónica». — [Jeremy Bentham](#), *Le Panoptique*, 1780. (La obra, de 56 páginas, fue traducida del inglés e impresa por orden de la Asamblea Legislativa del año 1791.)

La reflexión de Bentham tiene lugar en un momento de renovación de los cuadros de pensamiento referidos al [derecho penal](#) y

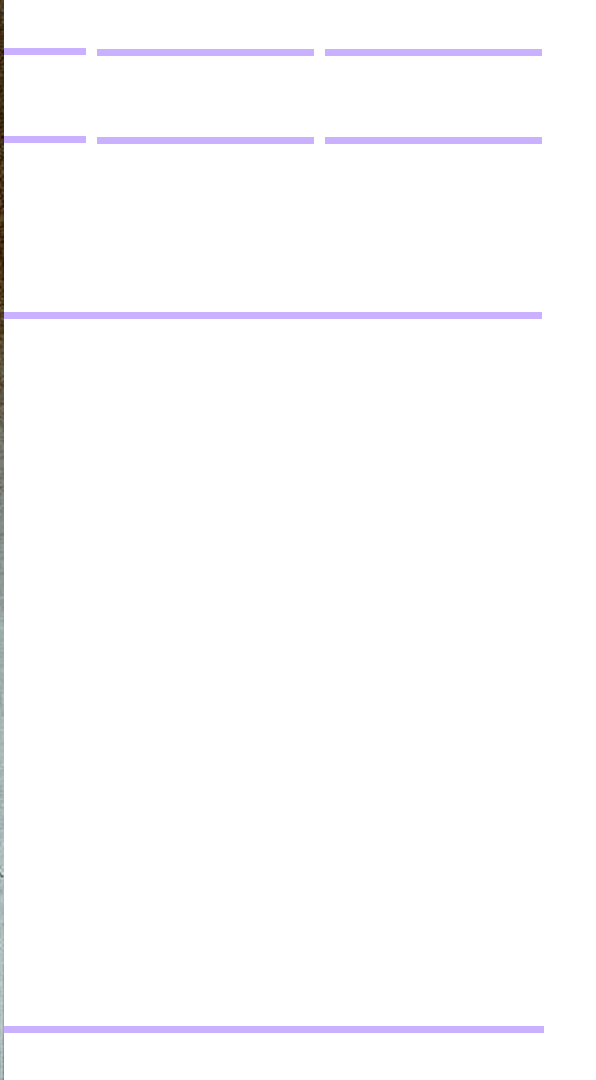
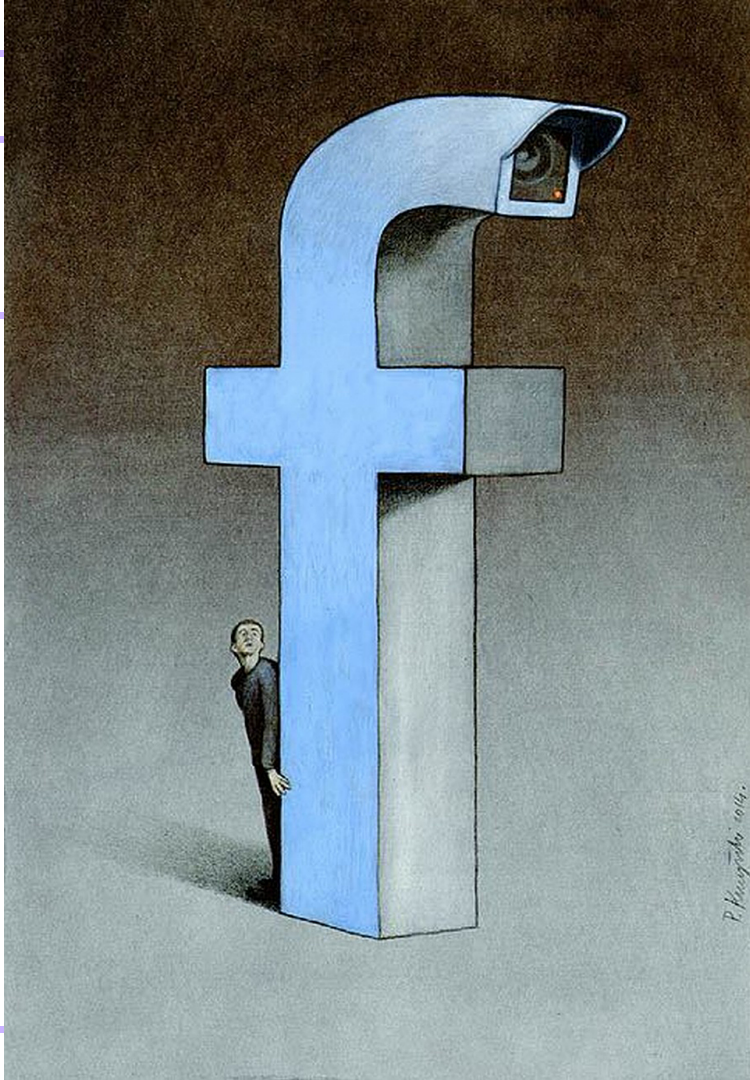






**YOU HAVE**  
**NOTHING**  
**TO FEAR...**  
**AS LONG AS YOU**  
**HAVE**  
**NOTHING TO HIDE.**



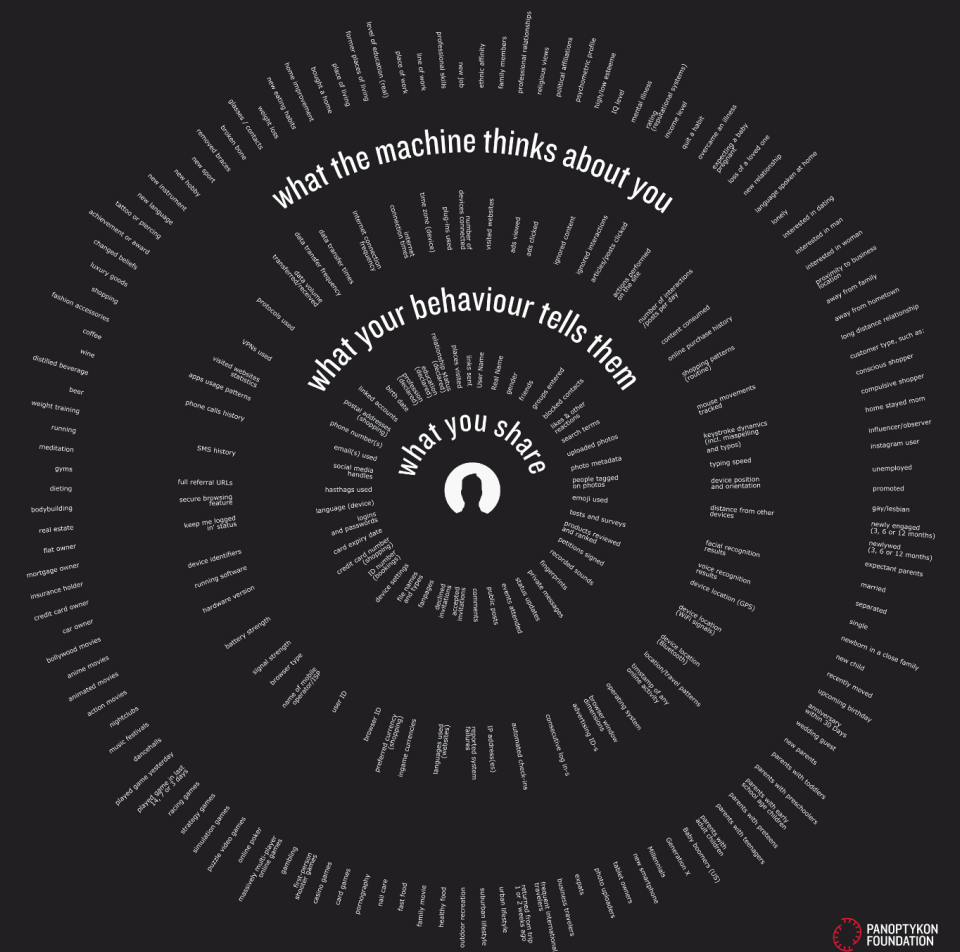






## 02

**Tipos de datos y su trascendencia:  
diferentes niveles de cobertura legal.**



behaviour tells them

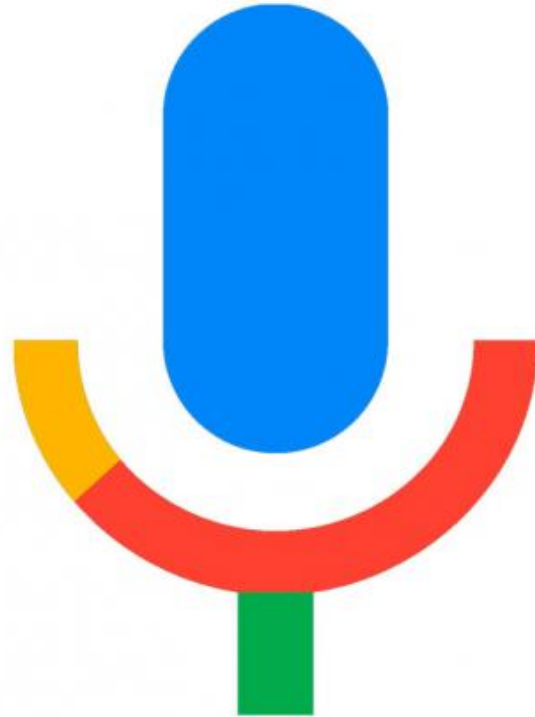
what you share



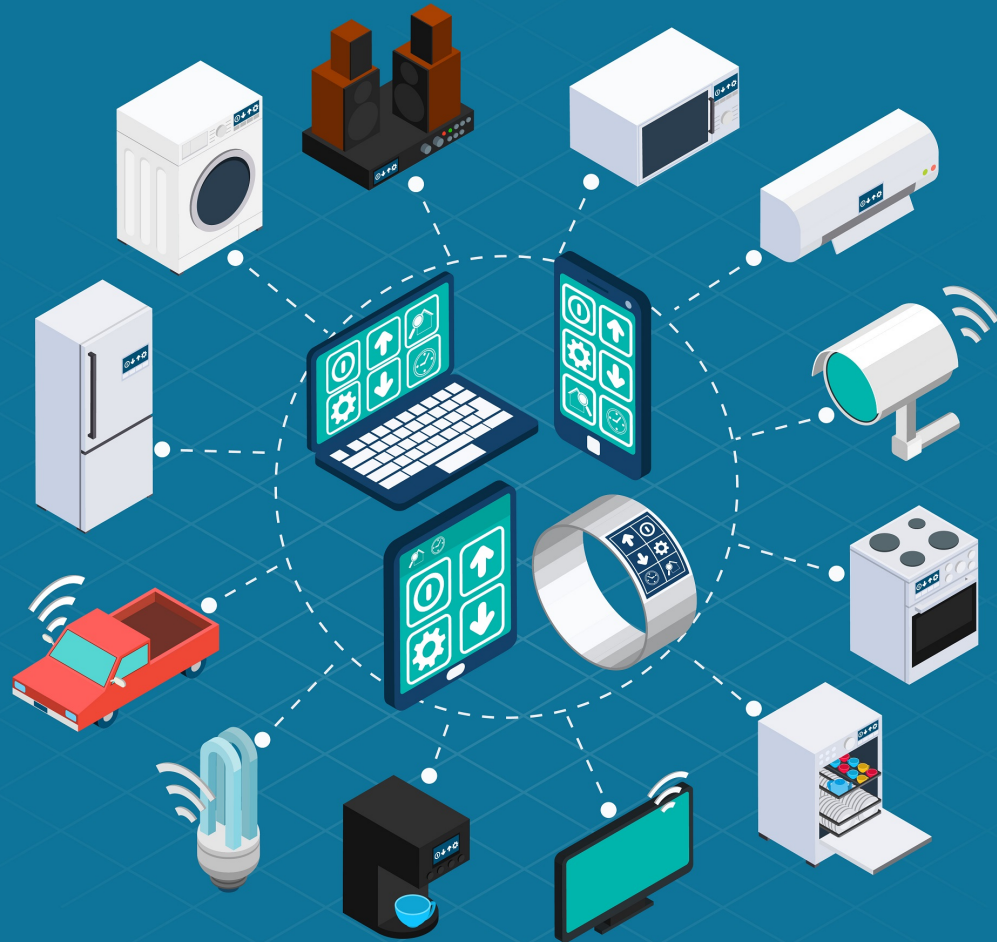
relationship status  
places visited  
links sent  
User Name  
Real Name  
gender  
friends  
groups entered  
blocked contacts  
likes & other reactions  
search terms  
uploaded photos  
photo metadata  
people tagged on photos  
emoji used  
tests and surveys  
products reviewed and ranked  
petitions signed  
recorded sounds  
fingerprints  
private messages  
status updates  
events attended  
public posts  
commented  
declined invitations  
accepted invitations  
device location (GPS)  
voice recognition results  
facial recognition results  
distance from other devices  
device position and orientation  
typing speed  
keystroke dynamics (incl. misspelling and typos)  
mouse movements tracked  
shopping patterns (routine)  
online purchase history  
content consumed  
number of interactions /posts per day  
actions performed on the site  
articles/posts clicked  
ignored interacted  
ignored content  
ads view  
ads clicked  
visited  
number of rejected  
device)  
interested in  
interested in woman  
proximity to business location  
away from family  
away from hometown  
long distance relationship  
customer type, such as:  
conscious shopper  
compulsive shopper  
home stayed mom  
influencer/observer  
instagram user  
unemployed  
promoted  
gay/lesbian  
newly engaged (3, 6 or 12 months)  
newlywed (3, 6 or 12 months)  
expectant parents  
married  
separated



G A T T A C A







INTERNET OF THINGS





The New York Times



intelligence systems in the world.

One day in 2005, a mother in Evanston, Ill., joined Flickr. She uploaded some pictures of her children, Chloe and Jasper. Then she more or less forgot her account existed.



Years later, their faces are in a database that's used to test and train some of the most sophisticated artificial



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03

# Adicción por defecto

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- No he leído, pero sí acepto los términos y condiciones.



# 04

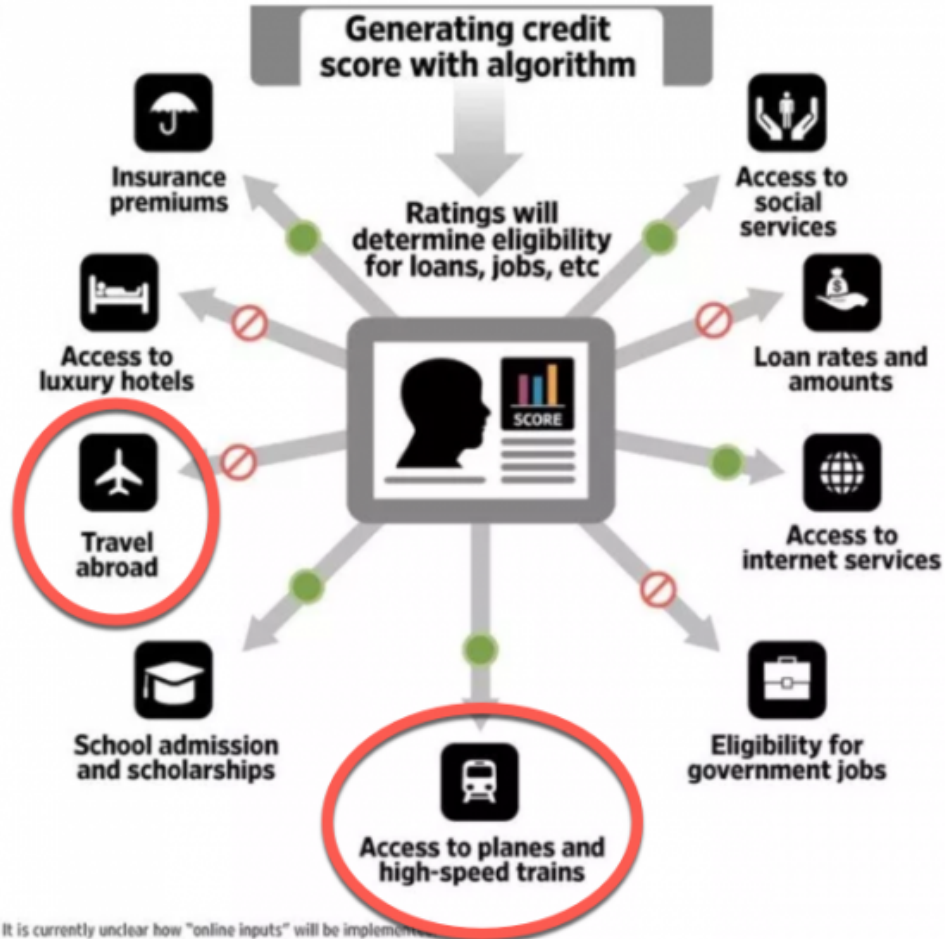
## Riegos: el crédito social, el filtro burbuja y las fake news



🔒  
Your Rating  
4.4 <sup>29</sup>  
@guipeternelli  
★★★★☆  
f Share   t Share   ⬇ Download  
Want to boost your ratings? Find out how at [REPUTELLIGENT](#)





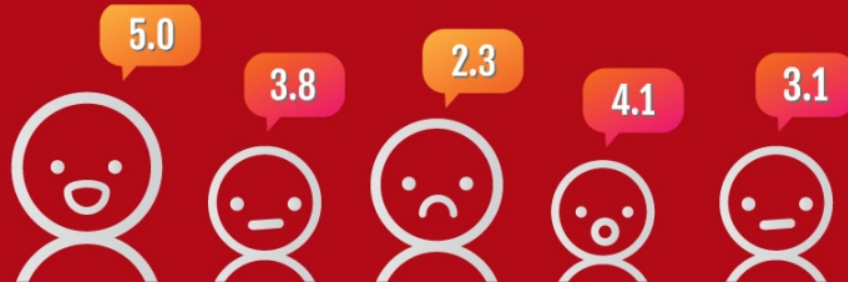


© It is currently unclear how "online inputs" will be implemented.  
Source: WSJ reporting based on government blueprints, state-media reports and interviews with architects of the plan.

# SOCIAL CREDIT



RATING CITIZEN



TEXT: BERNHARD BARTSCH, MARTIN GOTTSCHE, INFOGRAPHICS; CHRISTIAN EISENBERG / INFOGRAPHICS GROUP; SOURCE: MERICS, THE GUARDIAN, WIRED, DEUTSCHE WELLE

# CHINA'S SOCIAL CREDIT SYSTEM

It's been dubbed the most ambitious experiment in digital social control ever undertaken. The Chinese government plans to launch its Social Credit System nationally by 2020.

## WHAT'S THE AIM?

The system intends to monitor, rate and regulate the financial, social, moral and, possibly, political behavior of China's citizens – and also the country's companies – via a system of punishments and rewards. The stated aim is to "provide the trustworthy with benefits and discipline the untrustworthy."

The Chinese government considers the system an important tool to steer China's economy and to govern society. There is still much speculation about how the final system will actually function. Details in this chart are based on pilot schemes and plausible expert expectations.



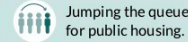
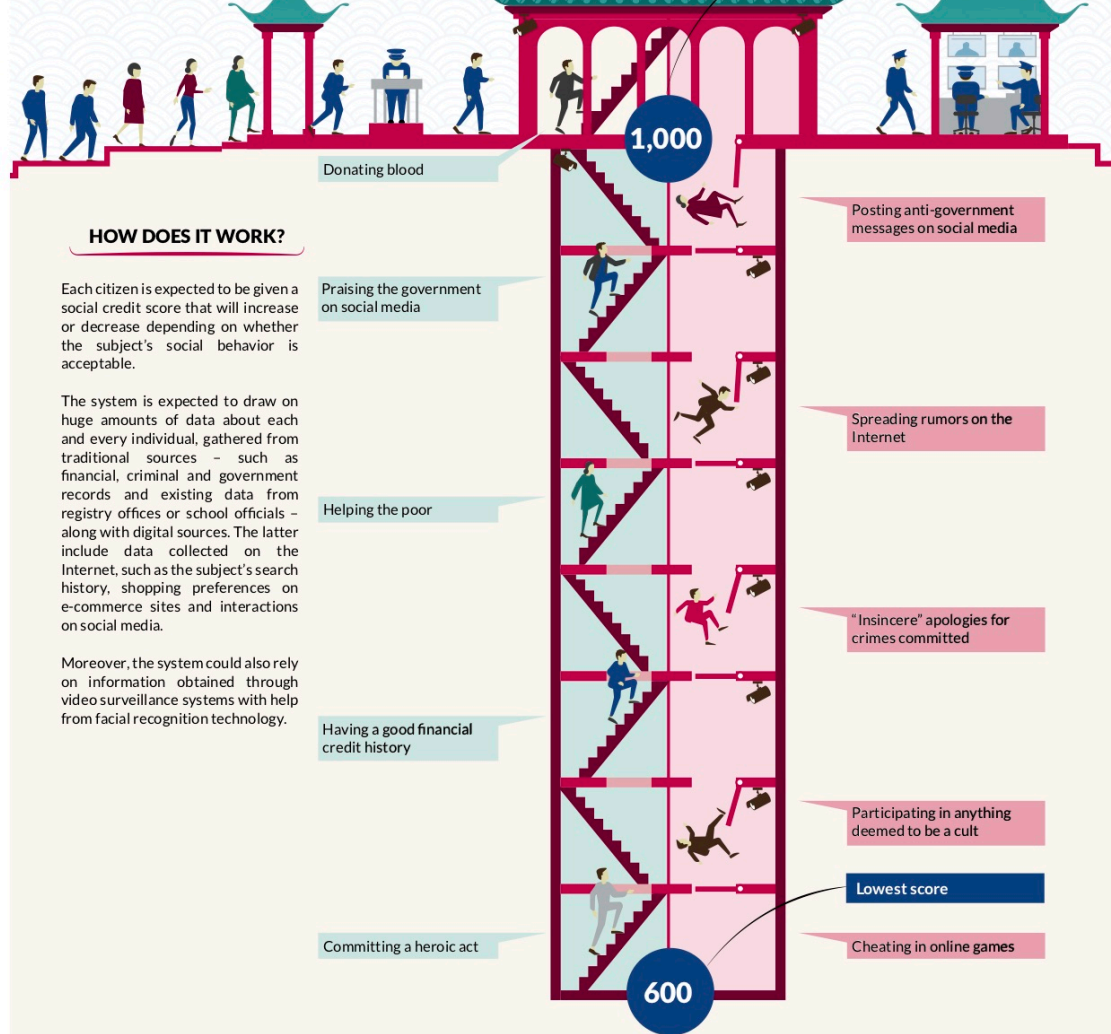
## REWARDS AND PUNISHMENTS

Citizens with high scores get to enjoy special "privileges" while those with low scores ultimately risk getting treated as second-class citizens.

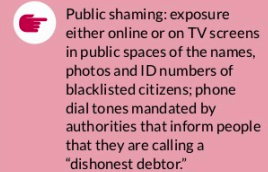
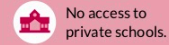
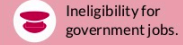
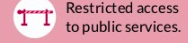
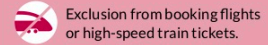
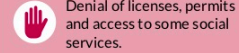
### HIGH SCORES CAN LEAD TO

- ★ Priority for school admissions and employment.
- 🏠 Easier access to cash loans and consumer credit.
- 🚲 Deposit-free bicycle and car hire.
- 🏋️ Free gym facilities.
- 🚊 Cheaper public transport.
- 🏥 Shorter wait times in hospitals.
- 📄 Fast-track promotion at work.
- 👥 Jumping the queue for public housing.
- 📉 Tax breaks.

### PUNISHMENTS

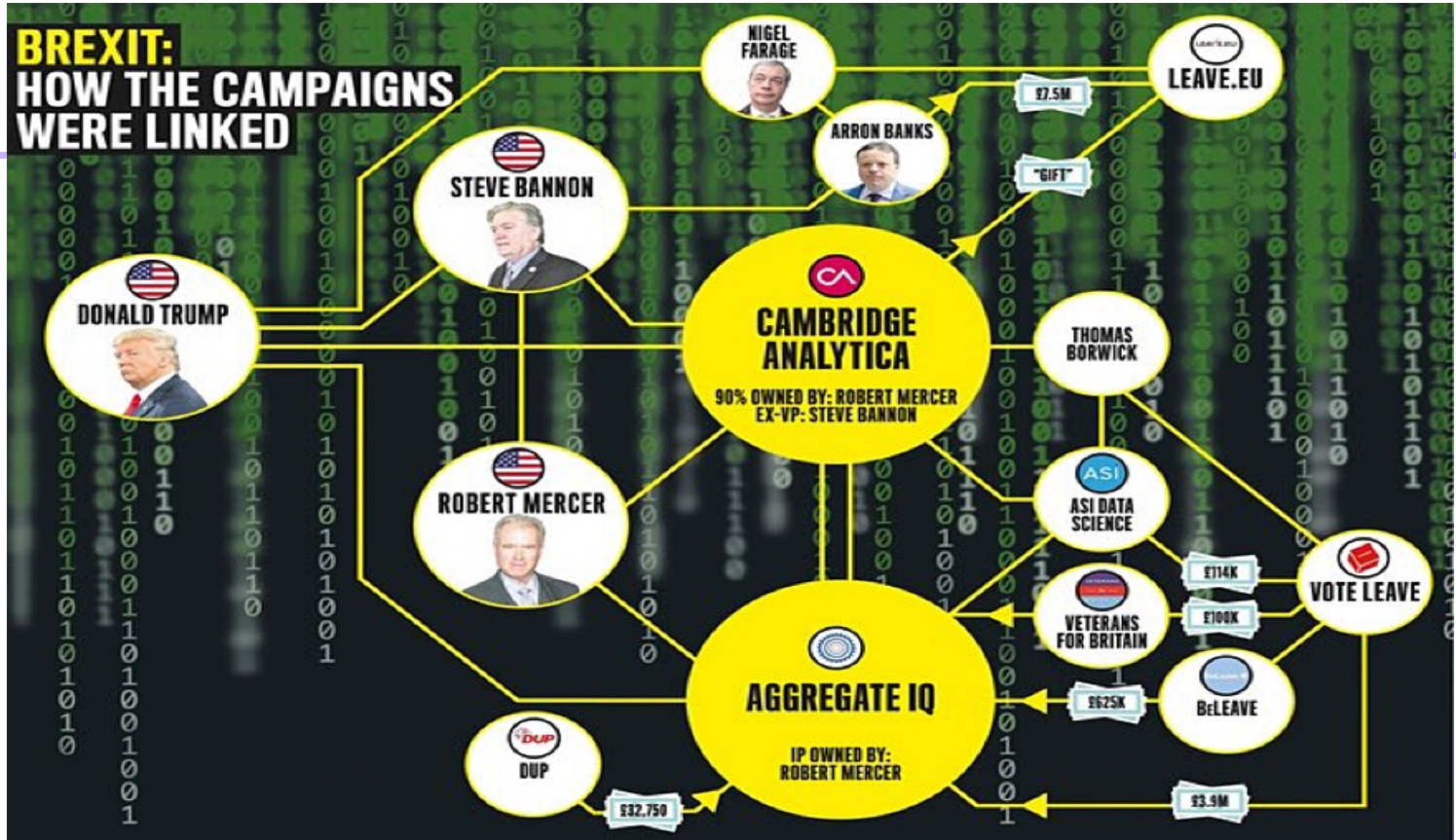


**PUNISHMENTS CAN LEAD TO**



# HOW FILTER BUBBLES ISOLATE YOU





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