The Endgame of Big Tech Is Corporate Socialism, Says Liberal Studies Scholar

Petr Svab writes in the [Google](#) Archipelago: The Digital Gulag and the Simulation of Freedom."

Giant corporations like Google and [in the Oct. 9 episode of "American Thought Leaders](#)."

Google Archipelago

Rectenwald argues that the ideological tendencies of the corporations are particularly pernicious because the expanding "internet of things" increasingly permeates the digital realm into people's lives.

"Cameras, AI bots, electronic door keys, cash registers, and numerous other means of data collection … will make possible time-stamping every human activity" out of home, and many in-home too, he says.

All this data can be easily put into digital dossiers parsed by algorithms to create a digital image of each individual.

The companies are open about the practice of collecting user data to personalize ads and products for them, but, increasingly, [wrote in 2011.](#)

Just two years ago, the regime's leader, Xi Jinping, reaffirmed that the party is as dedicated to socialism as ever, planning to achieve "socialist modernization" by 2035 and become a "modern socialist country" by 2050.

Yet, there could be a more prosaic explanation for Big Digital's leftism.

"From the inside of these companies, they see the genuine dedication to making life better that big companies largely pursue and thus see their company as an exception to the evil capitalism they hear about everywhere else," explained Brian Amerige, former senior Facebook engineer, in a Facebook message.

Corporate Socialism

The idea of a socialist utopia implemented via a mega-powerful corporation is not new. King Camp Gillette, the founder of the Gillette corporation, wrote two books expounding on his idea of corporate socialism, arguing that socialism could be better achieved through a "World Corporation," which was also the title of his second book.

"Promoters [of incorporation] are the true socialists of this generation, the actual builders of a co-operative system which is eliminating competition, and in a practical business way reaching results which socialists have vainly tried to attain through legislation and agitation for centuries," Gillette wrote in the 1910 book.

"World Corporation was a prospectus for developing a world-wide singular monopoly, which he envisioned as a complete, and completely benevolent, economic and governmental hegemon," Rectenwald says.

Gillette's book even says the World Corporation "will possess all knowledge of all men, and each individual mind will find complete expression through the great Corporate Mind," echoing, in Rectenwald's view, how Google sees itself today.

Overlap

Rectenwald acknowledges that Big Digital leaders genuinely believe in leftist politics. He points out, however, that many aspects of leftism align with practical corporate interests too, at least for companies with monopolistic ambitions.

The leftist goals of open borders, or effectively open borders, benefit the corporate appetite for free movement of labor. The "identity politics" endorsed on the left benefits corporations, since the splintering of identity groups allows for the cultivation of new niche markets, Rectenwald said.

"The disruption of stable gender categories will eventually dismantle the family, the last bastion of influence other than the state and major monopolistic powers," [reportedly acknowledged](), behind closed doors, that the company has "struggled" with bias in content policing for a long time.

There's also evidence that [indicated an internal Facebook document]() described and partially leaked to Breitbart.

Furthermore, suppression of "hate speech" raises the issue of overreach.

Degrading rhetoric was indeed used in the past to make people more willing to harm other people. But most of the time, degrading speech (especially online) doesn't lead to any such dire consequences, Rectenwald affirmed.

Way Out

Rectenwald argues that a way to escape the Google Archipelago lies in rejecting its "narratives that tell us that we are a mere series of digits."

"The 19th century reduced the world to mere matter. The twentieth century reduced human beings to material machines constructed of flesh and bone. When materialism reigns, and there is nothing but matter, then literally nothing matters, including human life," he says. "Now, the twenty-first century would reduce us to zeros and ones—or, that is, to zeros, period. We must counter this false narrative with truth that restores us to our true natures as beings of value far beyond what the materialists and now the digital reductionists would have us believe."