Record Nr. UNINA9910819173803321 Autore Schiller Dan <1951-> Titolo Digital capitalism: networking the global market system // Dan Schiller Cambridge, Mass., : MIT Press, c1999 Pubbl/distr/stampa **ISBN** 0-262-31181-X 0-262-28313-1 0-585-06933-6 1-282-09689-3 9786612096891 Edizione [1st ed.] Descrizione fisica 1 online resource (314 p.) Disciplina 303.48/33 Soggetti Information society Electronic commerce - Social aspects International economic integration Information superhighway Internet - Social aspects Telecommunication - History Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Nota di bibliografia Includes bibliographical references and index. Sommario/riassunto Schiller traces the transformation of the Internet from government, military, and educational tool to agent of "digital capitalism" through three critically important and interlinked realms. The networks that comprise cyberspace were originally created at the behest of government agencies, military contractors, and allied educational institutions. Over the past generation or so, however, a growing number of these networks began to serve primarily corporate users. Under the sway of an expansionary market logic, the Internet began a

political-economic transition toward what Dan Schiller calls "digital capitalism." Schiller traces these metamorphoses through three critically

overwhelmingly "neoliberal" or market-driven policies that influence

important and interlinked realms. Parts I and II deal with the

and govern the telecommunications system and their empowerment of transnational corporations while at the same time exacerbating exisiting social inequalities. Part III shows how cyberspace offers uniquely supple instruments with which to cultivate and deepen consumerism on a transnational scale, especially among privileged groups. Finally, Part IV shows how digital capitalism has already overtaken education, placing it at the mercy of a proprietary market logic.