

De-google your everything

a single person's journey...

Wat

<https://www.destroyallsoftware.com/talks/wat>

De-googling - *“the act of removing Google
from one's life”*

Why?

**THE AGE OF
SURVEILLANCE
CAPITALISM**

THE FIGHT FOR
THE FUTURE AT THE NEW
FRONTIER OF POWER

**SHOSHANA
ZUBOFF**

1. Hello, my name is ... and I was interested in the talk because of ...
2. (optionally) I am concerned about Google because ...
3. I pass on to ...
4. Play the 'why?' game

If you want to, share your thoughts in <https://tinyurl.com/rcdegoogling>

Why?

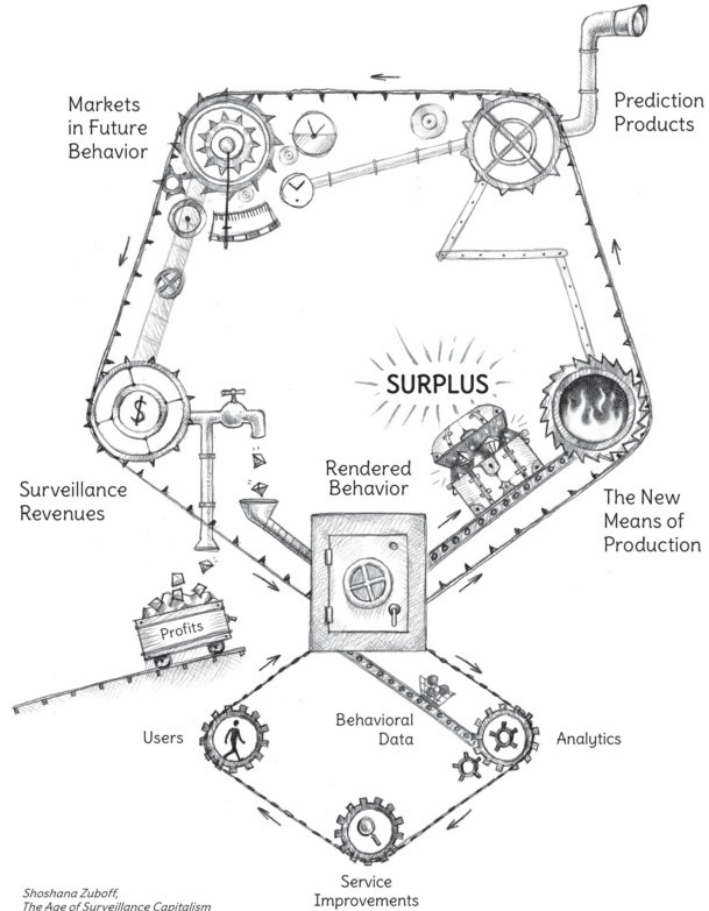
**THE AGE OF
SURVEILLANCE
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The Discovery of Behavioral Surplus

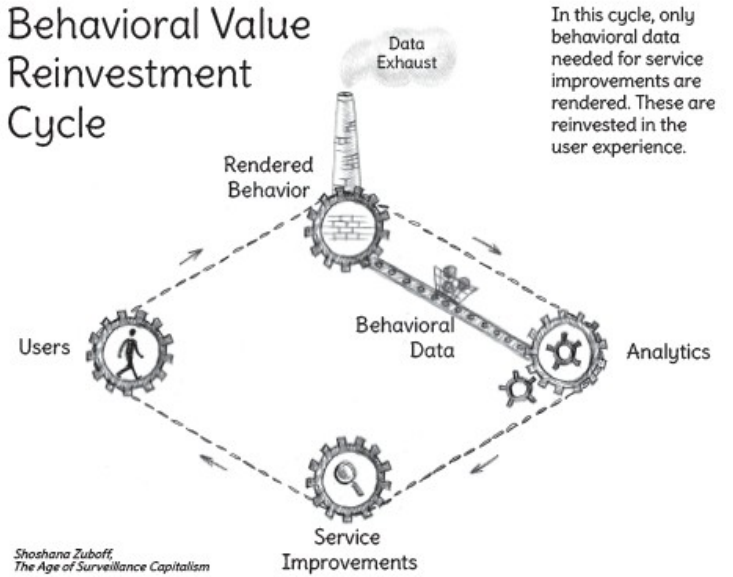
Surveillance capitalism begins with the discovery of behavioral surplus. More behavioral data are rendered than required for service improvements. This surplus feeds machine intelligence - the new means of production - that fabricates predictions of user behavior. These products are sold to business customers in new behavioral futures markets. The Behavioral Value Reinvestment Cycle is subordinated to this new logic.



Shoshana Zuboff,
The Age of Surveillance Capitalism

Figure 2: The Discovery of Behavioral Surplus

Behavioral Value Reinvestment Cycle



In this cycle, only behavioral data needed for service improvements are rendered. These are reinvested in the user experience.

Shoshana Zuboff,
The Age of Surveillance Capitalism

Figure 1: The Behavioral Value Reinvestment Cycle



Carbon reduction

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- [In society](#)
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Carbon reduction

It's time to go on a **low-carbon** diet.

Whether in coal, oil or gas, carbon is the essential ingredient of all fossil fuels. When these fuels are burned to provide energy, carbon dioxide (CO₂), a "greenhouse gas", is released to the Earth's atmosphere.

Your carbon footprint

Find out how your lifestyle choices effect your carbon emissions



[▶ Carbon footprint calculator](#)

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Low carbon energy is here. Find out more about BP's commitment to reducing CO₂ emissions

What on earth is a carbon footprint? Everybody in the world has one. It's the amount of carbon dioxide emitted each year due to the energy we use. Calculate the size of your household carbon footprint, learn how you can reduce it, and how we're reducing ours at bp.com/carbonfootprint.

System change

vs.

individual change

1. What do you think about Zuboff's behavioural surplus framework?
2. Does the system vs. individual change framework apply to degoogling?
3. How does the system vs. individual change conundrum make you feel?
4. Can you give other examples of situations where individual change is used as a deflection tactic?
5. Give examples from the past where we managed to create system change

It's just like going vegan

Google alternatives

AKA how marcin uses the Internet

Browser



Search

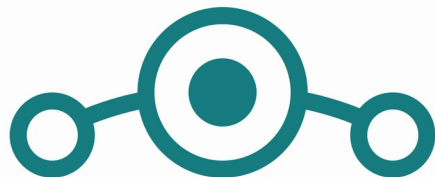
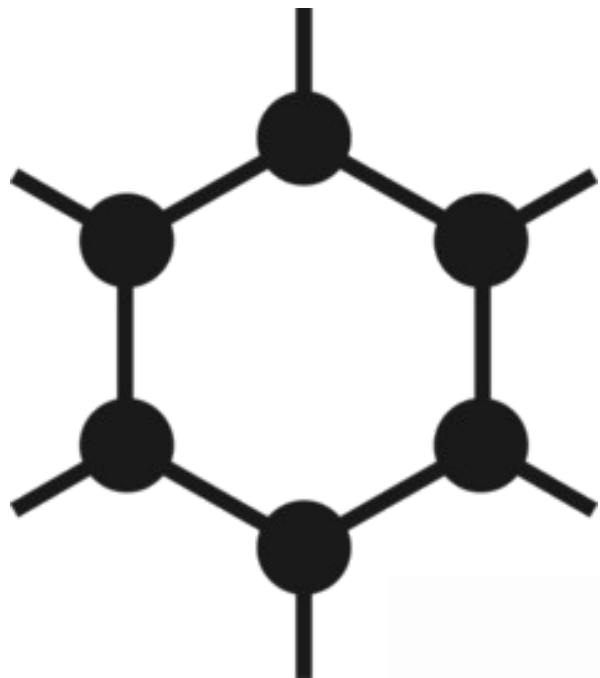


DuckDuckGo

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Mobile OS

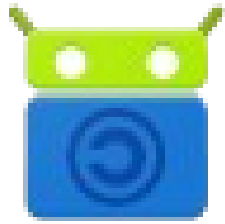


LINEAGE

Librem 5



Apps



F-Droid



Aurora Store

A Google Playstore Client

Open
GAPPS

microG

Email & calendar



ProtonMail

KOLAB NOW



Nextcloud



Office/collaboration suite



Notion



ONLYOFFICE

Drive



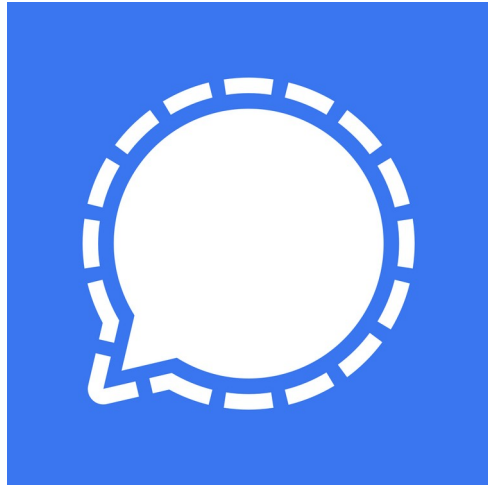
Maps



OpenStreetMap



Socials



Translate



DeepL

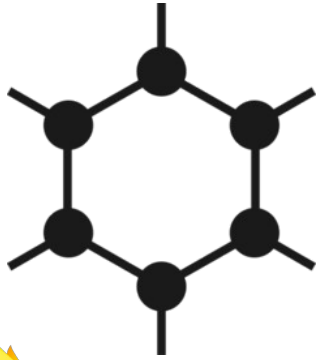
Analytics



Have I missed anything?

Discuss:

1. Which Google service do you think you'll find most difficult to stop using?
2. What can we do to support privacy-respecting online services?
3. How can we ensure that less techy people are not left behind?
4. What tools/frameworks can we develop to make degoogling easier?



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DuckDuckGo

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