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# Surveillance Capitalism or Bust





#### Human

Chief Ambassador: DevOps Institute DevOps Editor: InfoQ Ambassador: CD Foundation Analyst: Accelerated Strategies WoW coach, speaker, learning facilitator, writer Strategic advisor Geek, wordsmith, Bananagrammer Volunteer warden at Kingley Vale Once saw a flamingo lay an egg Can dig an Olive Ridley turtle nest Mission: Bringing joy to work



## Surveillance Capitalism



#### A Sunday Times besceller THE AGE OF SURVEILLANCE CAPITALISM

THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER

SHOSHANA ZUBOFF

Groundbreaking, magisterial ... unmissable' i

Surveillance capitalism is an economic system centred around the commodification of personal data with the core purpose of profit-making. Since personal data can be commodified it has become one of the most valuable resources on earth. The concept of surveillance capitalism, as described by Shoshana Zuboff, arose as advertising companies, led by Google's AdWords, saw the possibilities of using personal data to target consumers more precisely.

Increased data collection may have various advantages for individuals and society such as self-optimization (Quantified Self), societal optimizations (such as by smart cities) and optimized services (including various web applications). However, collecting and processing data in the context of capitalism's core profit-making motive might present a danger to human liberty, autonomy and wellbeing. Capitalism has become focused on expanding the proportion of social life that is open to data collection and data processing. This may come with significant implications for vulnerability and control of society as well as for privacy.





## The Attention Economy



As long as social media companies profit from outrage, confusion, addiction, and depression, our well-being and democracy will continue to be at risk.

Center for Humane Technology



## 2020 State of Software Supply Chain

The 6th Annual Report on Global Open Source Software Development

sonatype

MUSe dev

In September 2019, in an effort to protest his former employer's commercial relationship with the U.S. Immigration and Customs Enforcement (ICE), Seth Vargo removed his "Sugar" code from GitHub and the RubyGems repository. The missing code was eventually replaced, but not before a significant portion of Chef's customers were impacted without warning. Addressing the community as to why he pulled his code, Vargo wrote "I have a moral and ethical obligation to prevent my source [code] from being used for evil."



## Driven by Value

Center for Humane Technology "You can be **values-driven** while still being informed by metrics. You can spend your time thinking about the specific values (e.g., health, well-being, connection, productivity, fun, creativity...) you intend to create with your product or feature. Those values can be a source of inspiration and prioritization. You can measure your success directly by investing in mechanisms of understanding that match the complexity of what you value, e.g. qualitative research and bringing in outside expertise."

How can technology help increase capacities for concentration, clarity, and equanimity?

How can technology foster a sense of agency and community?

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When are you vying for the user's attention for the benefit of your product rather than for their benefit?







## The Origins of AlOps

Given that most performance incidents, ultimately, result from changes and that many of those changes originate on the development side of the house, continuous communication between development and production is the surest path to quickly and effectively isolating the root cause of a performance incident. (Will Cappelli) planinonline.com.br/gartner-news/wp-content/uploads/2018/02/12\_steps\_to\_artificial\_intel\_333595.pdf

Gartner.

#### 12 Steps to Artificial Intelligence for IT Operations Excellence

Published: 18 August 2017 ID: G00333595

Analyst(s): Will Cappelli, Colin Fletcher, Pankaj Prasad

To obtain maximum value from artificial intelligence for IT operations (AIOps) platforms, I&O leaders must radically modify IT operations tasks and processes, following the 12 steps outlined in this note.

#### **Key Challenges**

Stand-alone classical performance monitoring is unable to cope with the increased modularity, dispersion, dynamism and multi-sourced nature of modern IT infrastructure and application stacks.

# **Gartner**.

40% of DevOps teams will be using application and infrastructure monitoring apps that have integrated artificial intelligence for IT operations (AlOps) platforms by 2023. (Gartner as quoted by Forbes)



# Forbes

EDITORS' PICK | 2,267 views | Jul 31, 2020, 10:33am EDT

### 10 Ways AI Is Accelerating DevOps



Louis Columbus Senior Contributor ① Enterprise & Cloud

- Improving DevOps productivity by relying on AL and ML to autosuggest code segments or snippets in real-time to accelerate development.
- 2 Streamlining Requirements Management using AI is proving effective at improving the accuracy and quality of requirements documents capturing what users need in the next generation of an app or platform.
- 3 Al is proving effective at bug detection and auto-suggestions for improving code.
- 4 Al is assisting in prioritizing security testing results and triaging vulnerabilities.
- 5 Improving software quality assurance by auto-generating and auto-running test cases based on the unique attributes of a given code base is another area where AI is saving DevOps teams valuable time.
- 6 Al is proving adept at troubleshooting defects in complex software apps and platforms after they've been released and shipped to customers.
- 7 ML-based code vulnerability detection can spot anomalies reliably and alert DevOps teams in real-time.
- 8 Advanced DevOps teams are using AI to analyze and find new insights across all development tools, Application Performance Monitoring (APM), Software QA, and release cycle systems.
- 9 Improving traceability within each release cycle to find where gaps in DevOps collaboration and data integration workflows can be improved.
- 10 Creating a more integrated DevOps strategy where AI can deliver the most value depends on frameworks that can keep DevOps customer-centric while improving agility and nurturing an analytics-driven DNA to gain insights into operations.



## AlOps is Humane. AlOps Helps Us Be Humane.





















## What AlOps Means for DevOps Evolution

Culture	Automation	Lean	Measurement	Sharing
Visibility and transparency builds trust	Accelerated root cause(s) analysis and insights	Accelerates flow (MTTx) - noise reduction	Real data that measures progress and improvements	Provides a shared platform for collaborative analysis
Data-driven not opinion-driven conversations	Pre-emptive warning and forecasting operating behavior	Removes handoffs and delays between teams	Operations, SRE, SLOs and error budgets	Builds a knowledge base so local discoveries
Fast feedback on experiments	Automated service assurance	Observability across the end-to-end value	Actionable insights based on streaming data	become global improvements
A tool that supports team autonomy: "We build it, we own it"	Data discovery, crunch & insights	stream Focus on customer experience	Telemetry everywhere leads to an observability culture	ChatOps, swarming and cross-skilling



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# THANK YOU!

### Meet me in the Network Chat Lounge for questions



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