Shoshana Zuboff's book *The Age of Surveillance Capitalism* explains how big tech companies collect and use our personal data to make money. She argues that companies like Google, Facebook, and Amazon don't just provide free services—they also track what we do online, predict our behavior, and even try to influence it to make a profit.

Key Ideas:

1. **What is Surveillance Capitalism?**

   o It's a new way of doing business where companies collect massive amounts of personal data without asking.

   o They use this data to predict what we will do next and sell that information to advertisers.

2. **How Does It Work?**

   o Every time we search, scroll, like, or share something online, companies record our actions.

   o They use artificial intelligence (AI) to analyze patterns and predict our behavior.

   o Companies then sell these predictions to advertisers who want to influence what we buy, watch, or even think.

3. **Why Is It a Problem?**

   o **Loss of Privacy** – We don't always know what data is being collected or how it's used.

   o **Manipulation** – Companies shape what we see online, influencing our decisions without us realizing it.

   o **Power Imbalance** – Big tech companies control information and make decisions that affect society, but we have little say in it.

4. **Can We Stop It?**

   o Zuboff argues that governments should create laws to protect people's data.

   o Users should demand more control over their personal information.

Final Thought:

Surveillance capitalism isn't just about ads—it's about who controls the digital world and our choices. Zuboff warns that if we don't take action, companies will continue to profit from our personal lives without our consent.