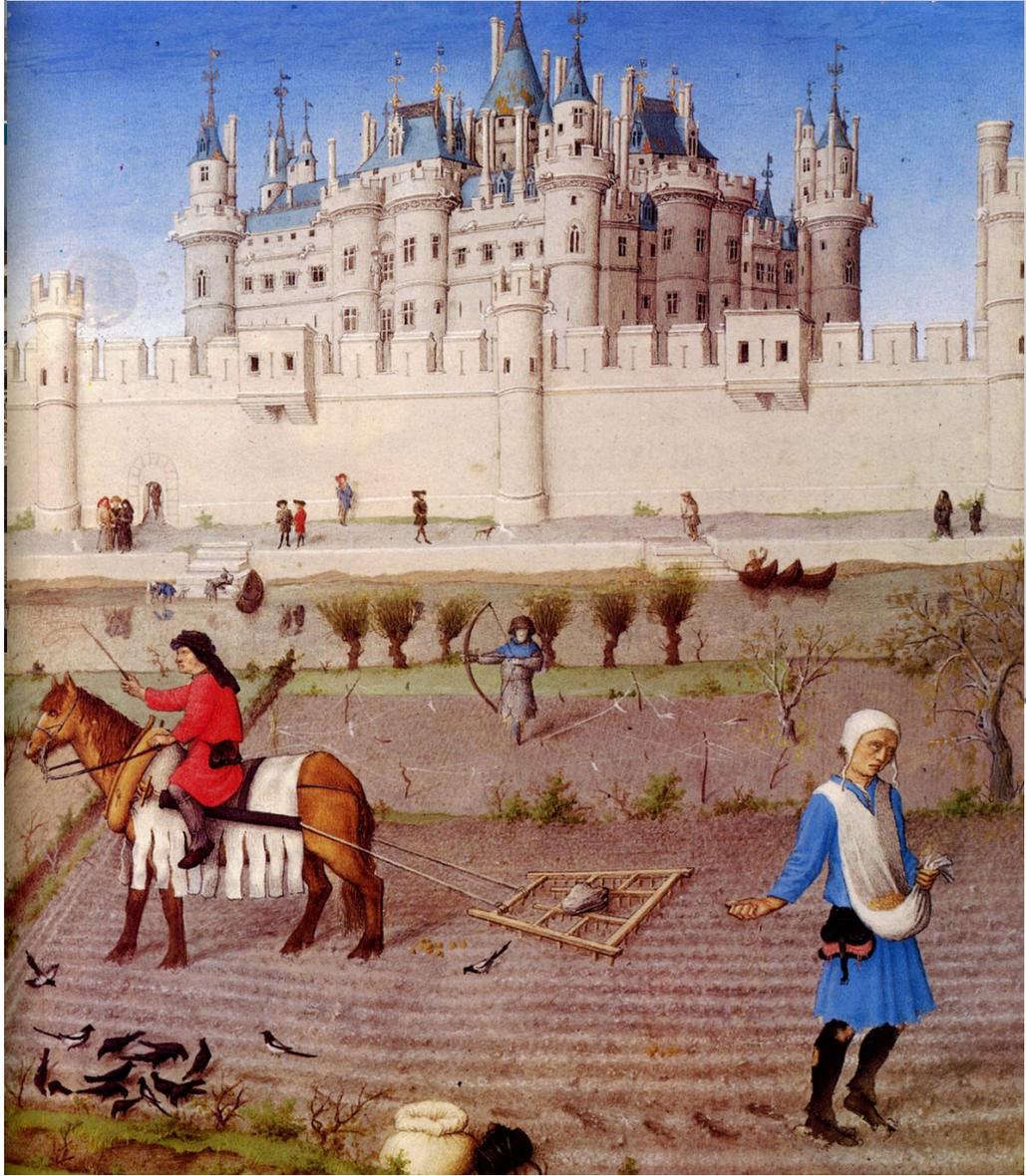


# El colonialismo digital

Mercantilist Empire of the Spanish, 1650





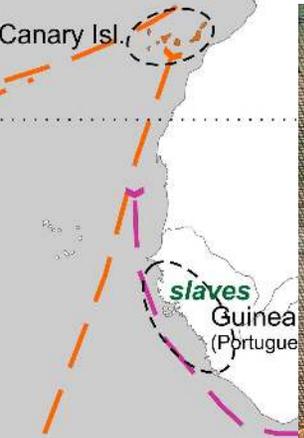








*kokocusco.blogspot.pe © Copyright*



South Atlantic Ocean

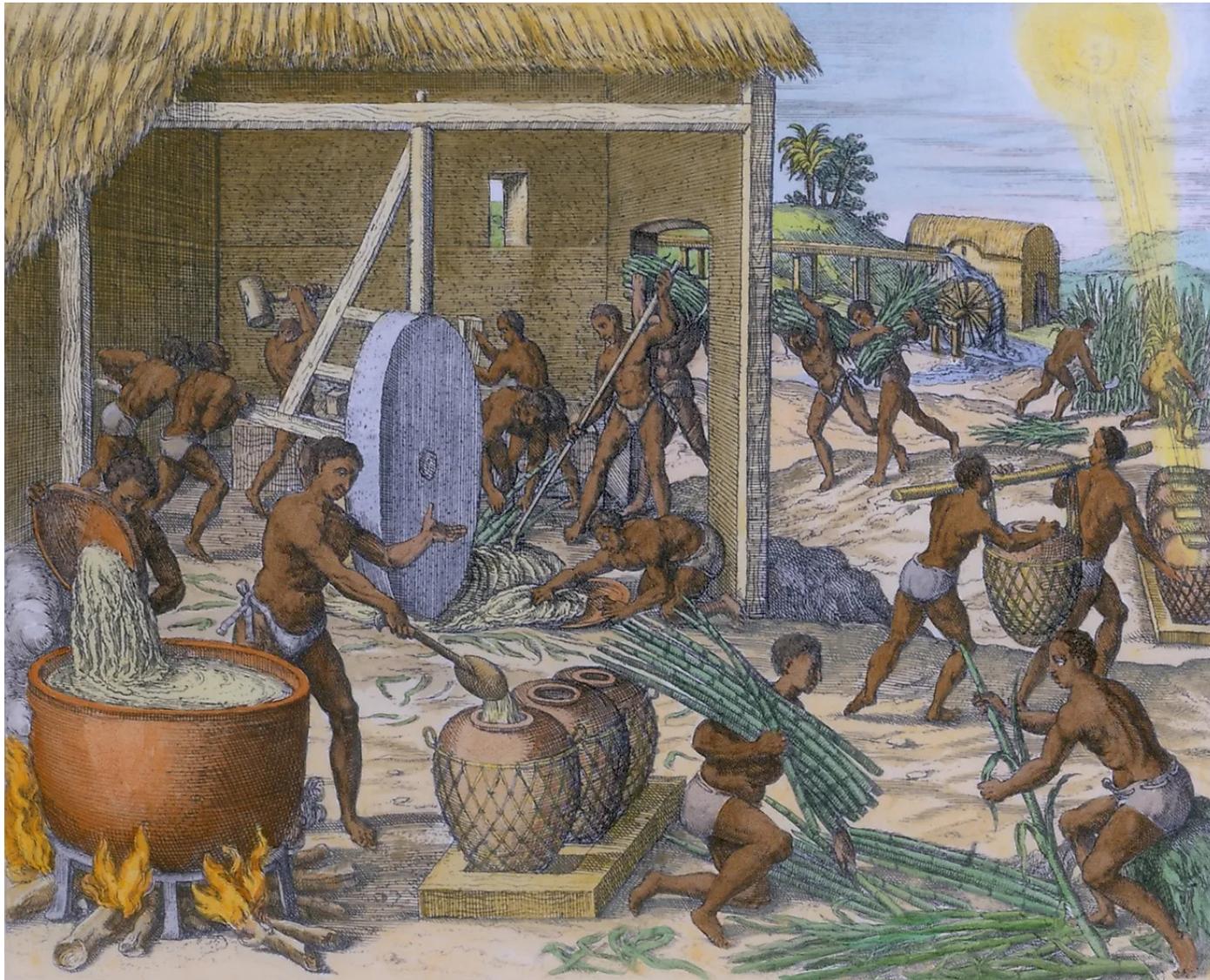
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SUPPLEMENT TO THE "GRAPHIC" JULY 24<sup>th</sup> 1885





SUPPLEMENT TO THE "GRAPHIC" JULY 24<sup>TH</sup> 1886



IMPERIAL FEDERATION.—MAP OF THE WORLD SHOWING THE EXTENT OF THE BRITISH EMPIRE IN 1886. STATISTICAL INFORMATION FURNISHED BY CAPTAIN J. C. R. COLMB, M.P. FOR BRISTOL R.W.A. BRITISH TERRITORIES COLOURED RED.





London Published by W.C. Clark Dartmouth Street 1823

Proof

2



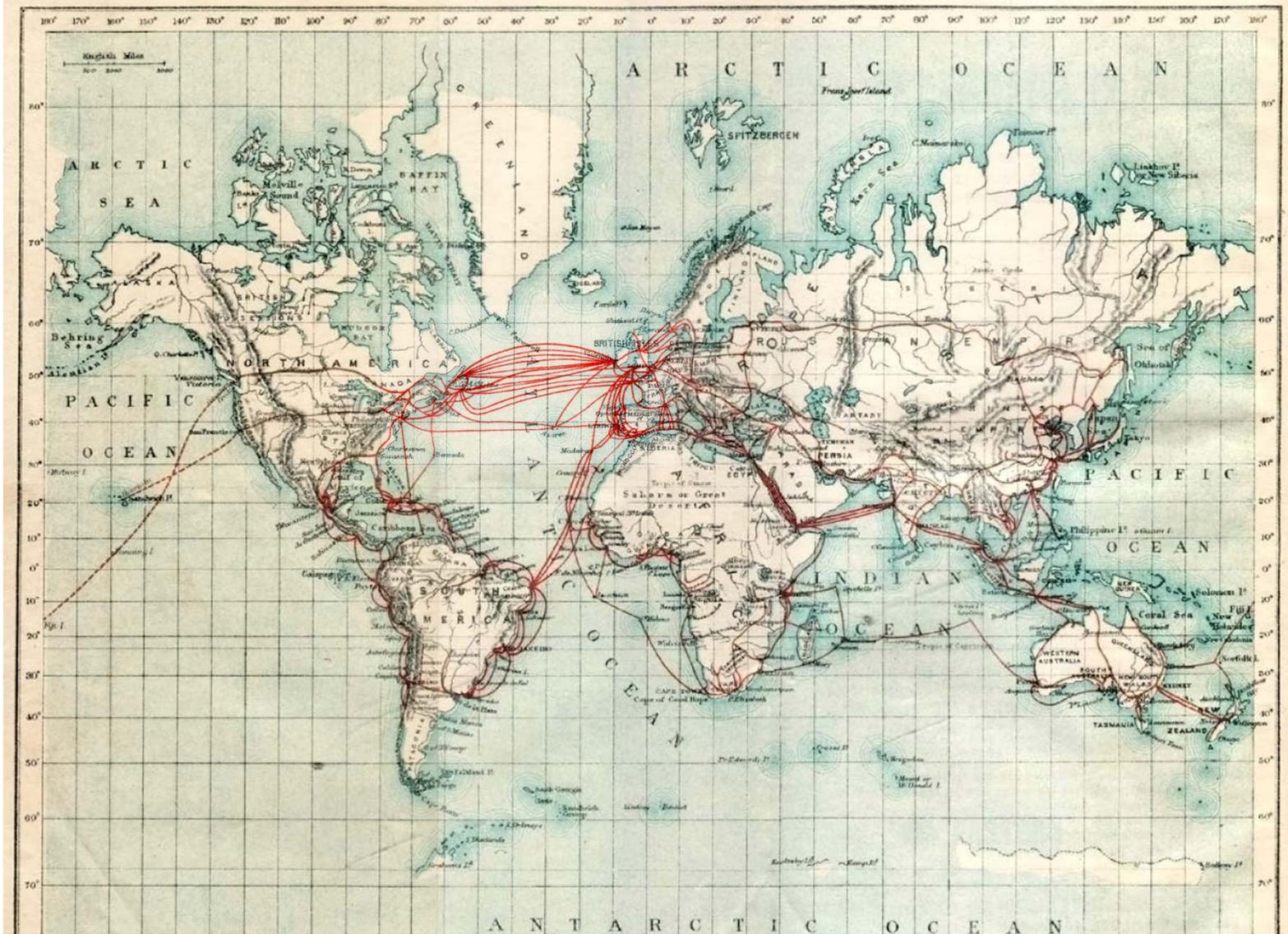


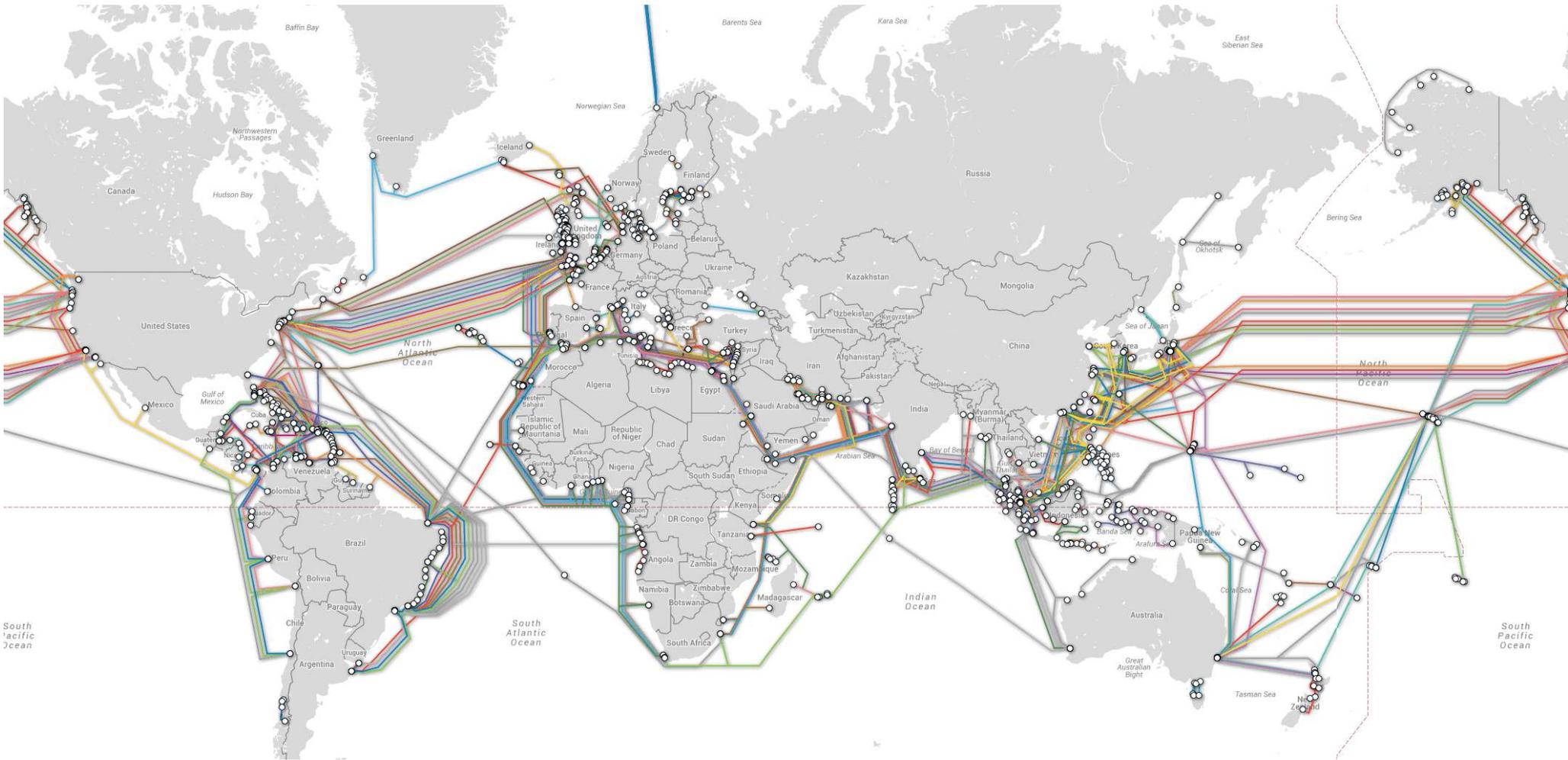
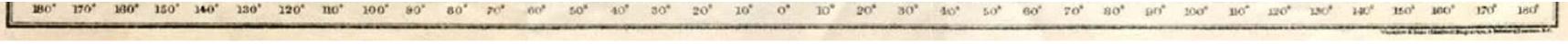


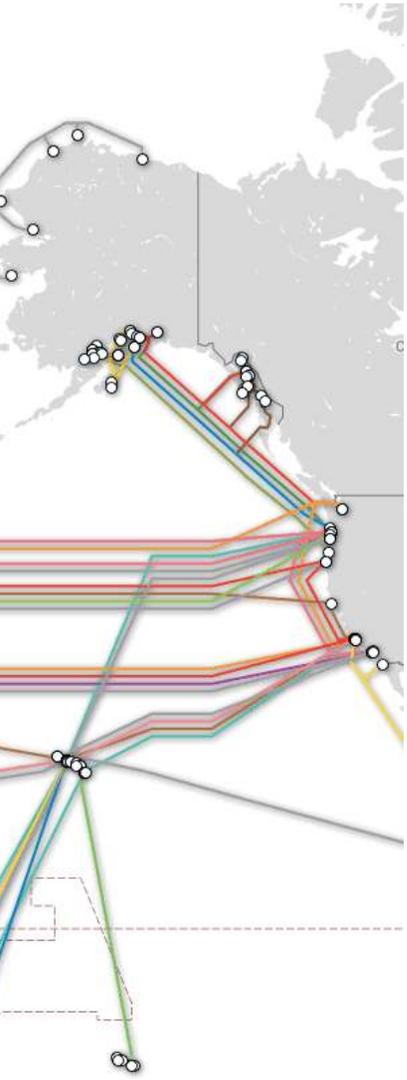




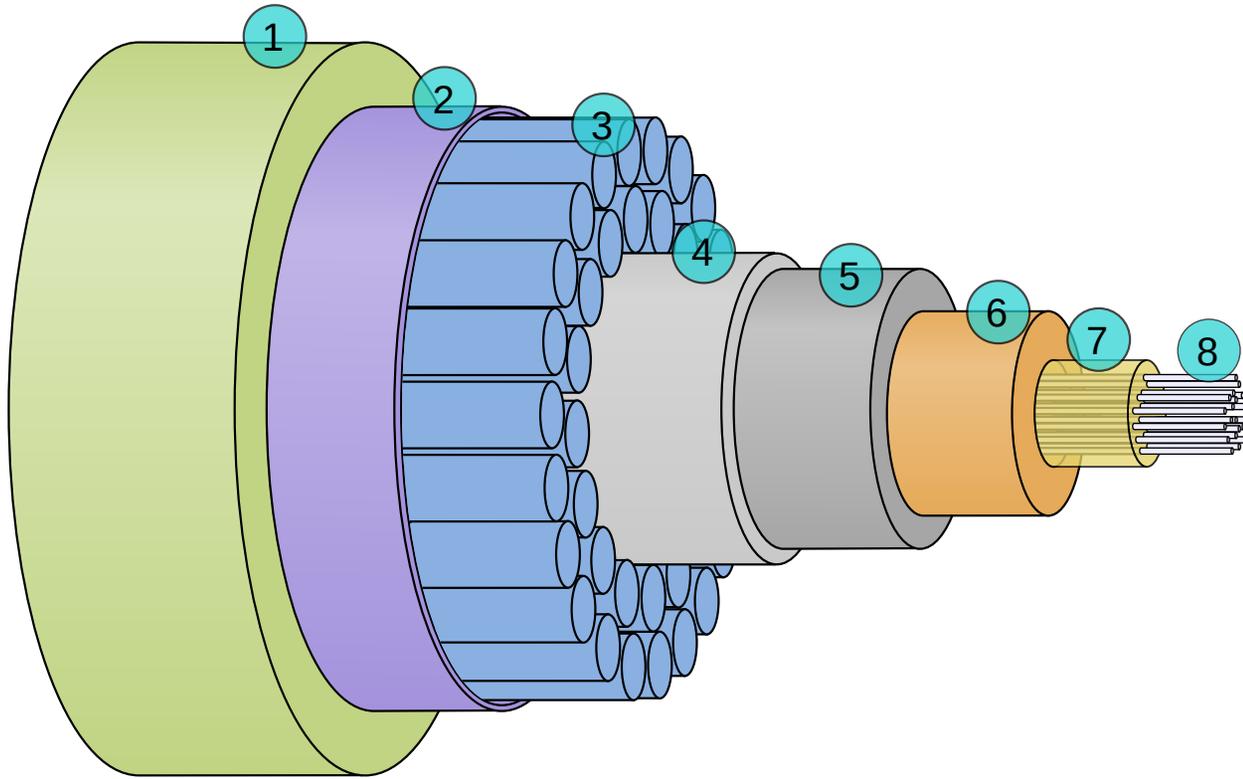
### EASTERN TELEGRAPH C<sup>o</sup>'S SYSTEM AND ITS GENERAL CONNECTIONS.

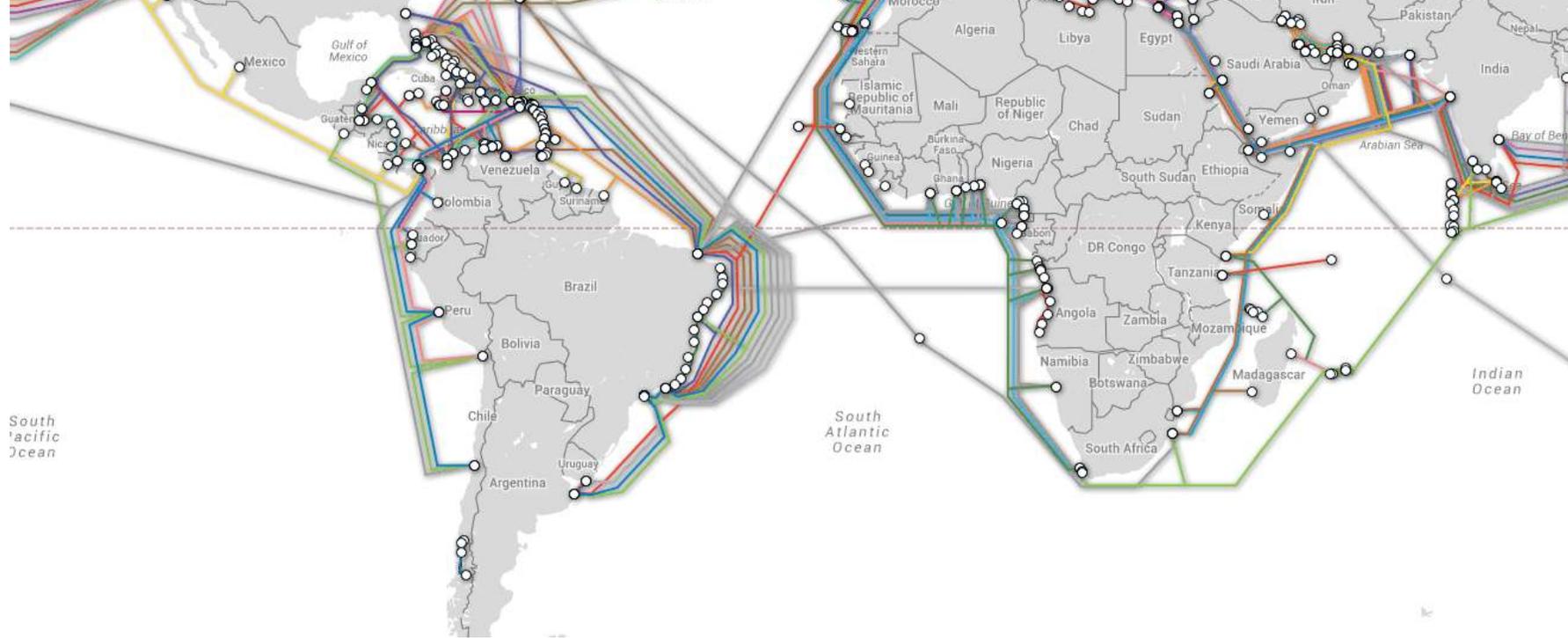






South Pacific Ocean





# El Capitalismo de Vigilancia

Shoshana

7.1.66

# de Vigilancia





HOLA A TODOS, MI NOMBRE ES SHOSHANA ZUBOFF, SOY UNA SOCIÓLOGA Y AUTORA DEL LIBRO DE 2018, "LA ERA DEL CAPITALISMO DE LA VIGILANCIA".

EN ESTE, HABLO SOBRE CÓMO COMPAÑÍAS COMO GOOGLE, FACEBOOK O TWITTER RECOLECTAN SECRETAMENTE NUESTRAS EXPERIENCIAS DE VIDA PARA CREAR MATERIA PRIMA PARA VENDER A LOS GOBIERNOS Y A LAS COMPAÑÍAS.

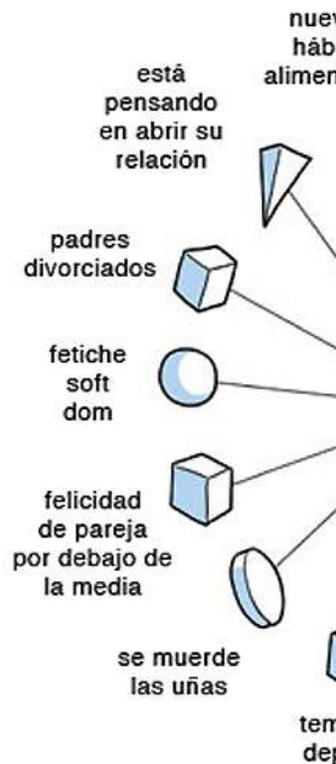
YA HEMOS ECHADO UN VISTAZO TRAS BAMBALINAS SOBRE EL NAVEGADOR CHROME, PERO ME GUSTARÍA AGREGAR UN CONCEPTO IMPORTANTE:

**EL TEXTO SOMBRA.**



CUANDO PUBLICAMOS UNA IMAGEN EN UNA PÁGINA WEB

ADEMÁS DE ESO, TODO LO QUE TECLEAS O PICAS MIENTRAS NAVEGAS POR LA WEB, SIN IMPORTAR CUÁN TRIVIAL O EFÍMERO SEA,

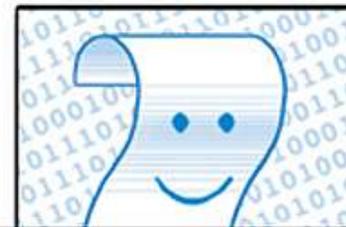




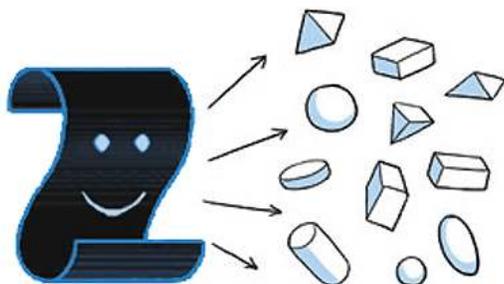
CUANDO PUBLICAMOS UNA IMAGEN EN UNA PÁGINA WEB, ESCRIBIMOS UN BLOG, CHATEAMOS, TUTEAMOS O LE DAMOS "LIKE" A ALGO, SOMOS AUTORES DE UN TEXTO PÚBLICO MULTIMEDIO.



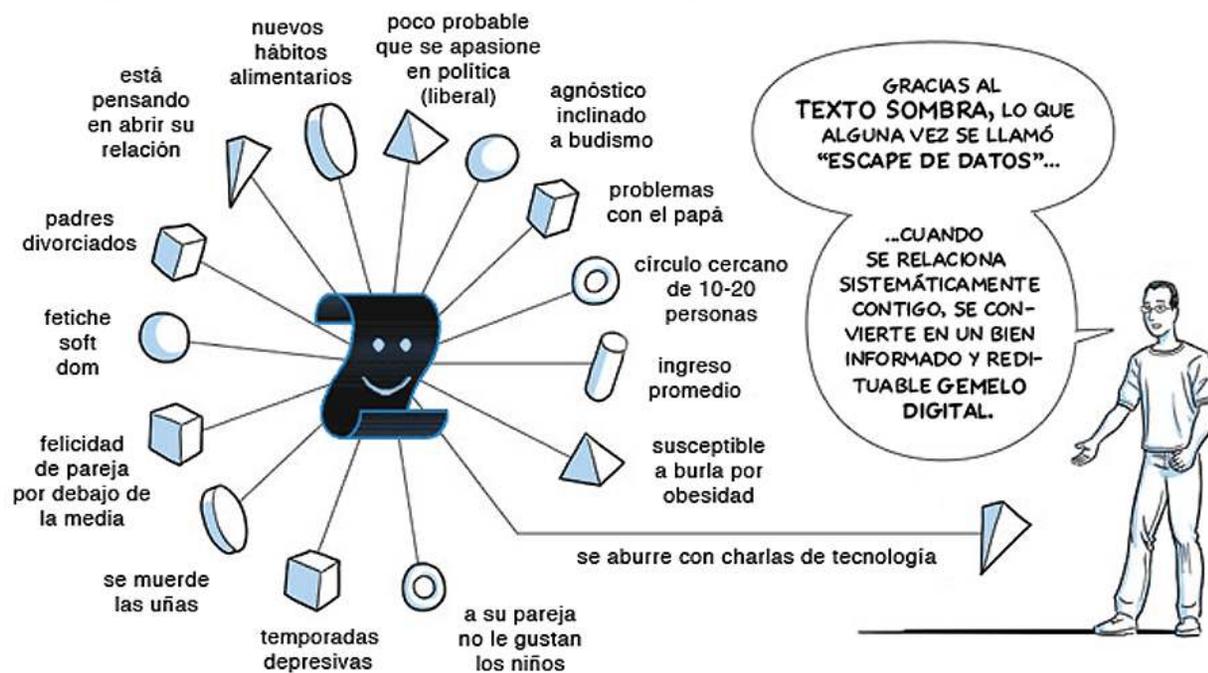
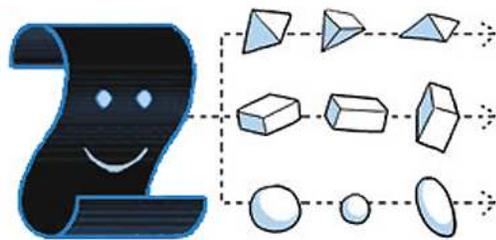
ADEMÁS DE ESO, TODO LO QUE TECLEAS O PICAS MIENTRAS NAVEGAS POR LA WEB, SIN IMPORTAR CUÁN TRIVIAL O EFÍMERO SEA, SERÁ GRABADO EN UN SEGUNDO TEXTO.



EN SÍ MISMA, CADA UNA DE ESTAS PARTÍCULAS DE PERSONALIDAD PARECERÍA ALEATORIA, IRRELEVANTE Y SIN VALOR.



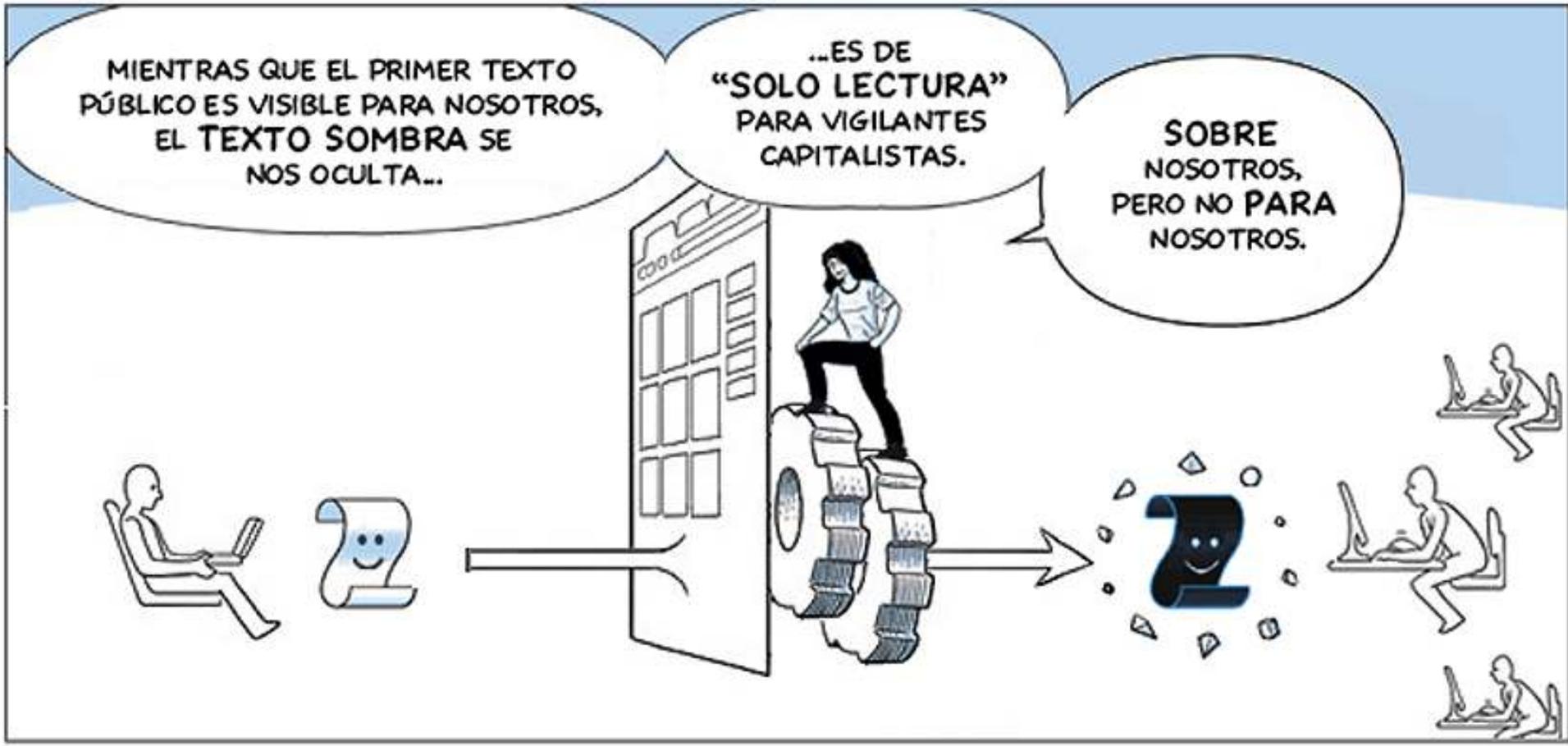
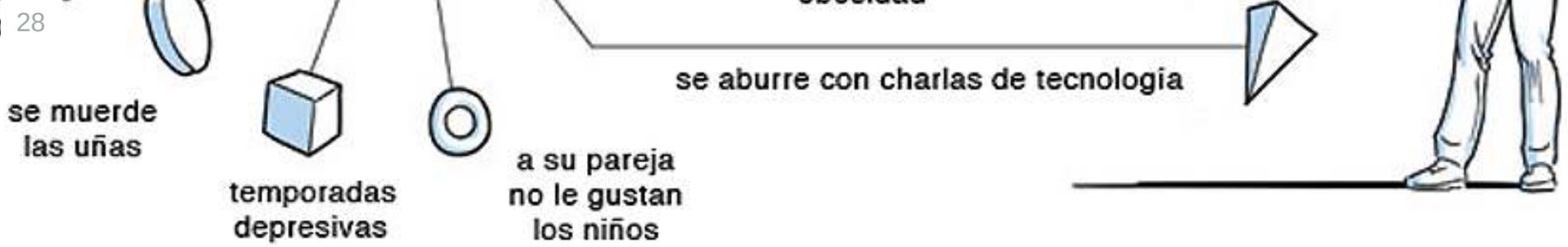
PERO, CUANDO SON OBTENIDAS A GRAN ESCALA Y ANALIZADAS POR LOS ALGORITMOS DE GOOGLE, ESOS DETALLES INSIGNIFICANTES EMPIEZAN A FORMAR PATRONES.



MIENTRAS QUE EL PRIMER TEXTO PÚBLICO ES VISIBLE PARA NOSOTROS, EL TEXTO SOMBRA SE NOS OCULTA...

...ES DE "SOLO LECTURA" PARA VIGILANTES CAPITALISTAS.

SOBRE NOSOTROS, PERO NO PARA NOSOTROS.





**The Economist**

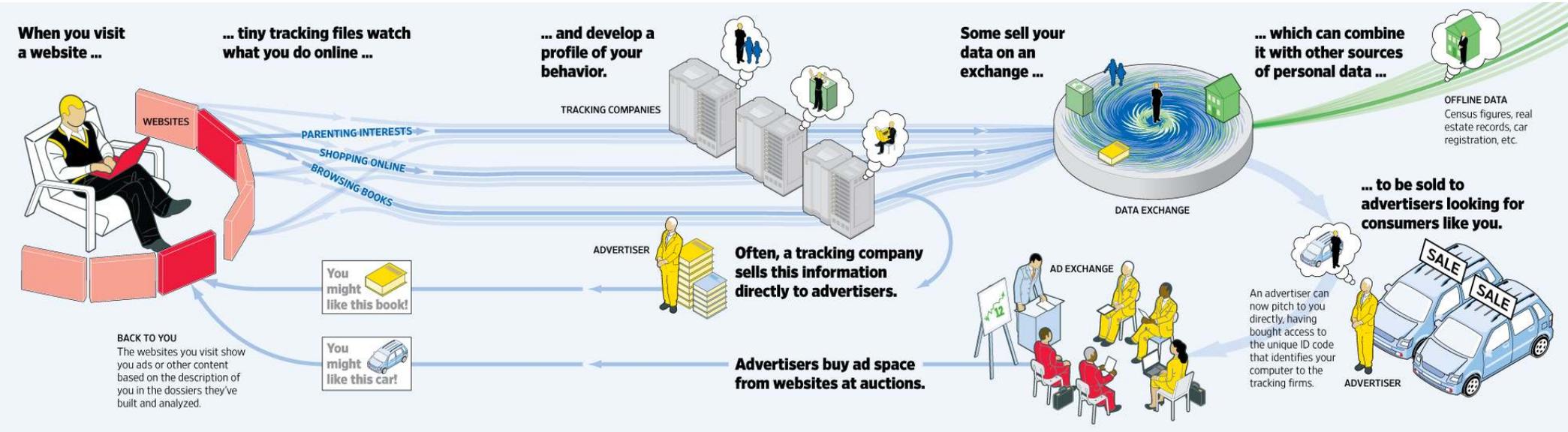
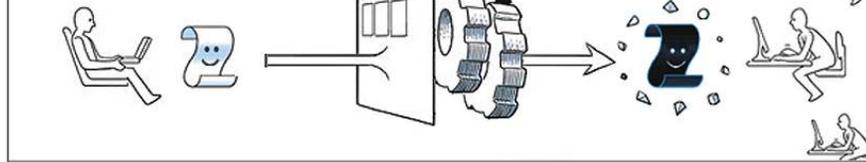
MAY 6TH-12TH 2017

Crunch time in France  
Ten years on: banking after the crisis  
South Korea's unfinished revolution  
Biology, but without the cells

# The world's most valuable resource

Data and the new rules of competition





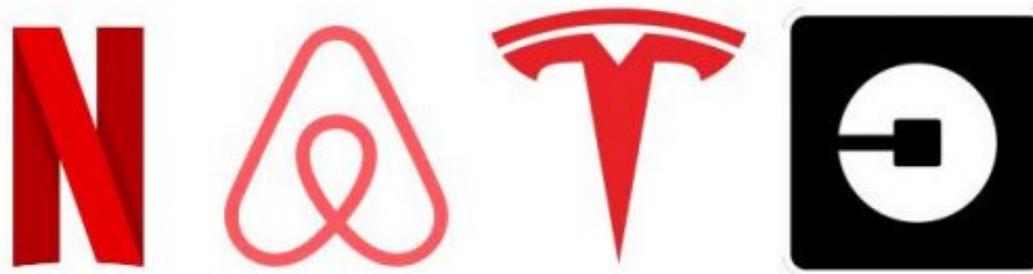








Framasoft

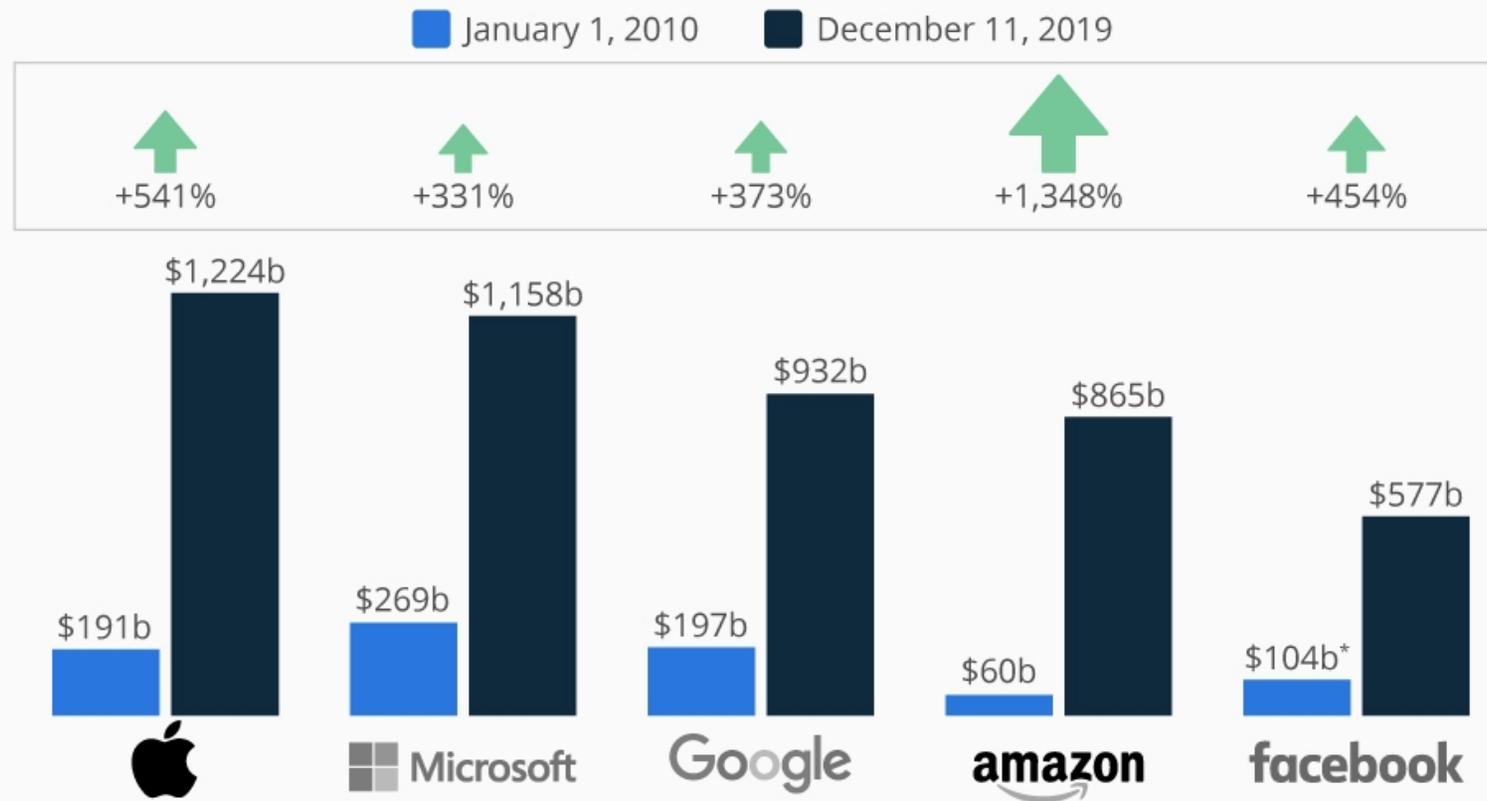


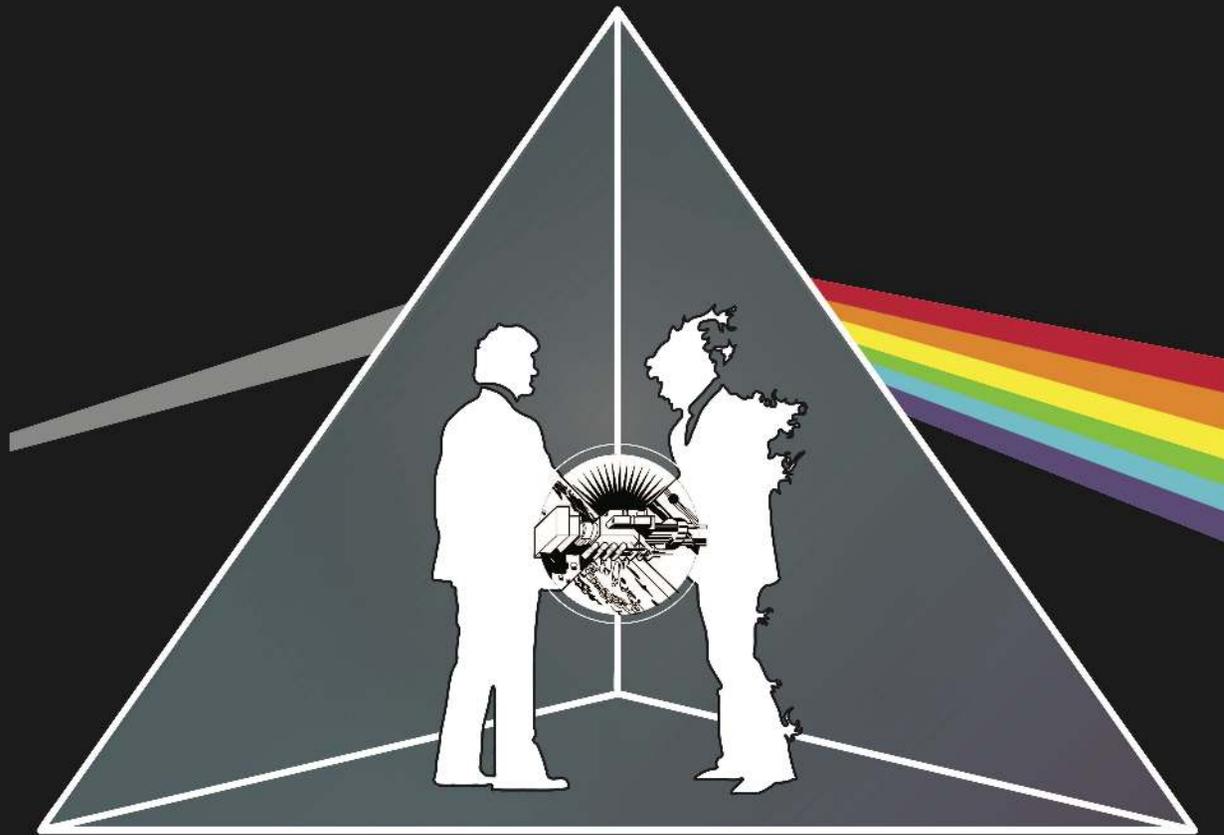
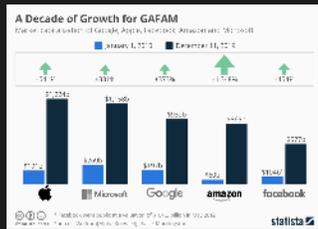
*La route est longue mais la voie est libre...*

La route est longue mais la voie est libre...

## A Decade of Growth for GAFAM

Market capitalization of Google, Apple, Facebook, Amazon and Microsoft



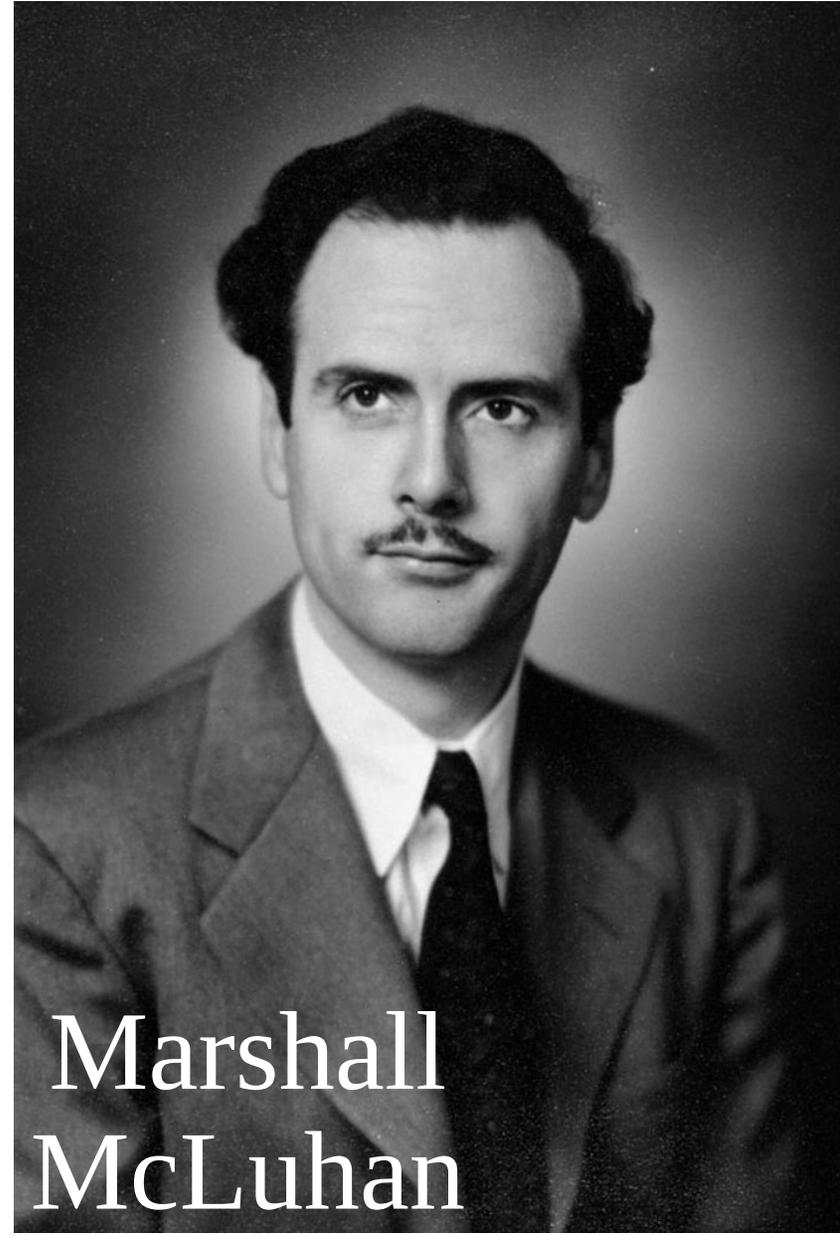


# WELCOME TO THE MACHINE

## A TRIBUTE TO PINK FLOYD

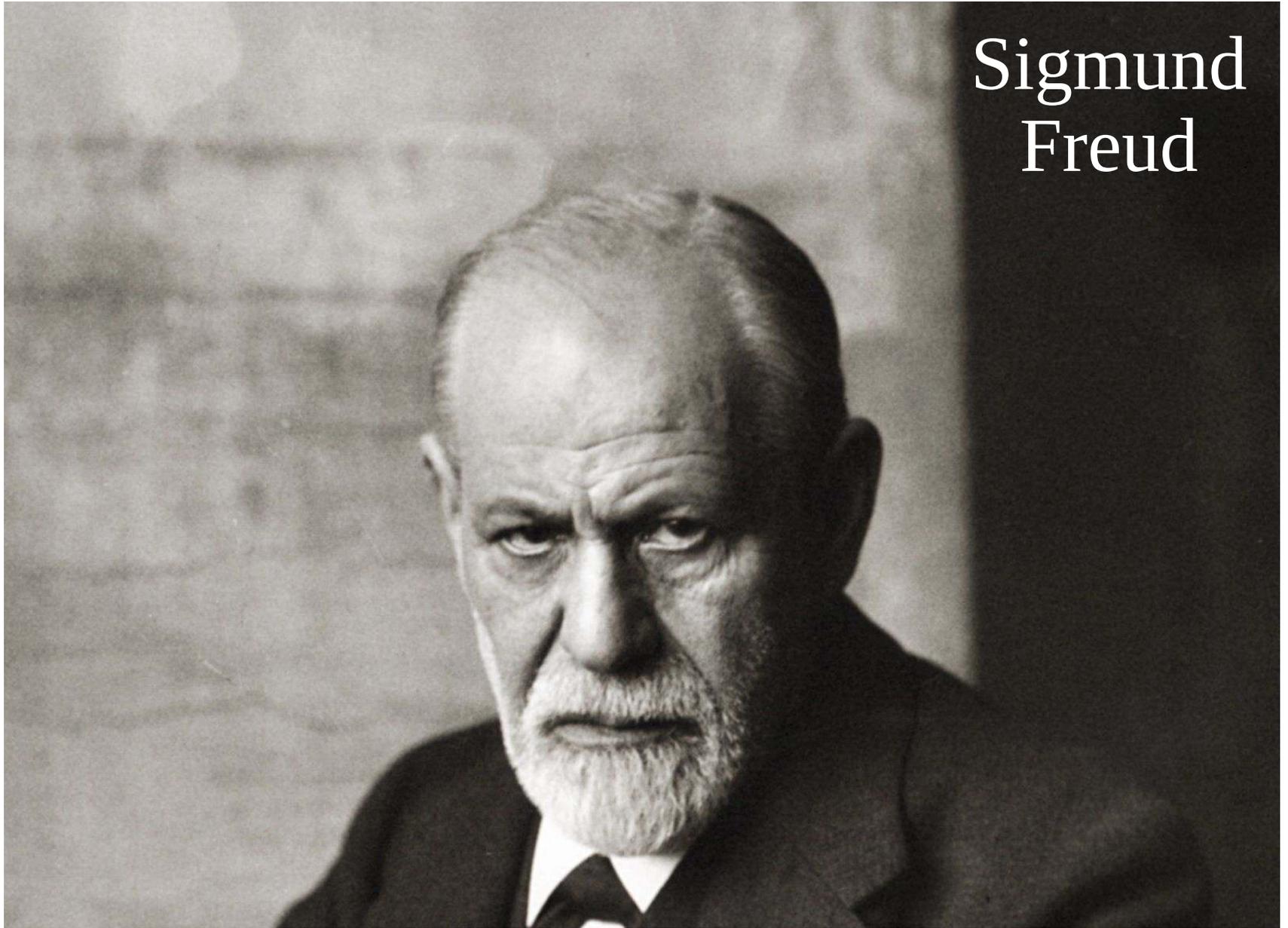
# Medios y manipulación

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Marshall  
McLuhan

ón



Sigmund  
Freud

0

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reud

“  
WE ARE GOVERNED,  
OUR MINDS ARE MOLDED,  
OUR TASTES FORMED,  
OUR IDEAS SUGGESTED

”

EDWARD BERNAYS

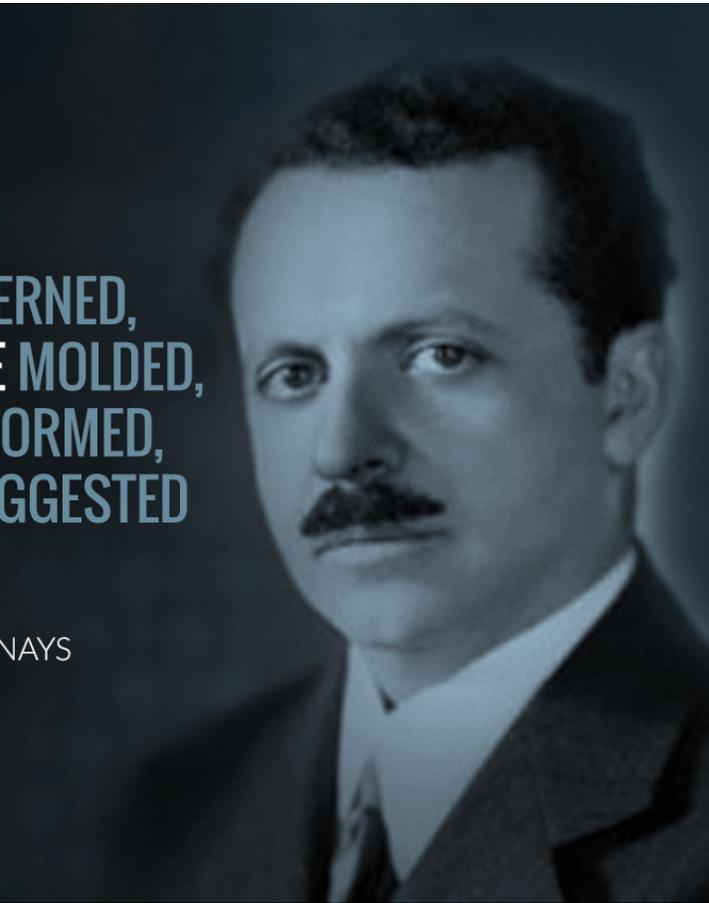


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meals—they satisfy  
for sweets and rich p  
why thousands no  
smoke them constan

A year ago 20,679 p  
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makes Lucky Strike  
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moves impurities. T  
improves the flavor  
tobaccos. That's why  
toasted flavor of Lu  
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Men who keep fit h  
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do believe that Lucki  
the wind or impair  
condition—facts upl  
inent athletes who



ERNED,  
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NAYS

“Reach for a Lucky when  
you crave something sweet

*That's the easiest way I know  
to keep from getting fat”*

*Florenz Ziegfeld*

**L**IGHT a Lucky Strike when you are tempted to eat between meals—they satisfy the craving for sweets and rich pastries. That's why thousands now reducing smoke them constantly.

A year ago 20,679 physicians put themselves on record in confirmation of the fact that Toasting makes Lucky Strike less irritating to the throat than any other cigarette. That's because Toasting removes impurities. Toasting also improves the flavor of the finest tobaccos. That's why the delicious toasted flavor of Luckies makes them a delightful alternative for things that make you fat. Avoid harmful methods to reduce. This way is merely common sense.

Men who keep fit have long employed it. They don't believe in tiresome, expensive ways. They do believe that Luckies do not hurt the wind or impair the physical condition—facts upheld by prominent athletes, who are in a position to know the truth.

When you are offered a sweet . . . when it comes time for pies and pastries . . . pass them by and take a Lucky. Then you'll never miss sweets.



Florenz Ziegfeld,  
“Glorifier of the American  
Girl” and Jessie Ackerman  
and Gladys Glad of Mr.  
Ziegfeld's new success,  
“Whoopie.”

Reach for a  
Lucky instead  
of a sweet

“It's toasted” No Throat Irritation-No Cough.

© 1925, The American Tobacco Co., Manufacturers



*Lucky*



Florenz Ziegfeld, *Emperor of the American Stage*, and Jess Astor, *Emperor of the Claret Club of Mr. Ziegfeld's new system*. "Whoosee."



each for a lucky instead of a sweet

**Cough.**

**LUCKY STRIKE**  
"IT'S TOASTED"  
CIGARETTES

A GIFT OF PLEASURE  
My spirit—the spirit of Christmas-giving—is abroad in the land. A gift that expresses that spirit, and brings pleasure to every home, both great and small, is rare indeed. Such a gift, my friends, is LUCKY STRIKE.

*Santa Claus*

*Luckies—a light smoke*  
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

**Scientific tests prove Lucky Strike milder than any other principal brand!**

These scientific tests, confirmed by independent consulting laboratory, prove Lucky Strike mildest of 6 major brands tested!

**MARLENE DIETRICH** says:  
"I smoke a smooth cigarette—Lucky Strike!"

Let your own taste and throat be the judge! For the rich taste of fine tobacco—for smoothness and mildness . . .

**THERE'S NEVER A ROUGH PUFF IN A LUCKY!**

**L.S./M.F.T. — Lucky Strike Means Fine Tobacco**  
So round, so firm, so fully packed—so free and easy on the draw

*L.S./M.F.T.*  
*Lucky Strike*

**Lucky Strike**  
*The Tobacco King*

"I'VE BOUGHT well over a hundred pounds of tobacco . . . with some authority when I buy after season, I've seen that Lucky Strike buy real tobacco—that ripe, light tobacco—a swell smoke."

*F. S. King, independent tobacco buyer, Kentucky, has been a Lucky Strike smoker for 25 years.*

**LUCKY**  
So round, so firm, so fully packed—so free and easy on the draw

**Lucky Strike milder  
al brand!**

Confirmed by independent consulting  
Strike mildest of 6 major brands tested!

**MARLENE DIETRICH** says:  
"smooth cigarette—Lucky Strike!"



...the judge! For the rich taste  
and mildness ...  
**PUFF IN A LUCKY!**

*Means Fine Tobacco*

...so free and easy on the draw

*L.S./M.F.T.  
Lucky Strike means Fine Tobacco*



**Lucky Strike presents The Man Who Knows -  
The Tobacco Buyer**

"I'VE BOUGHT well over ten million  
pounds of tobacco...so I speak with  
some authority when I say that season  
after season, I've seen the makers of  
Lucky Strike buy real fine tobacco  
—that ripe, light tobacco that makes  
a swell smoke."




*J. S. King*  
F. S. King, independent tobacco buyer of Lexington,  
Kentucky, has been a Lucky Strike smoker for 19 years.

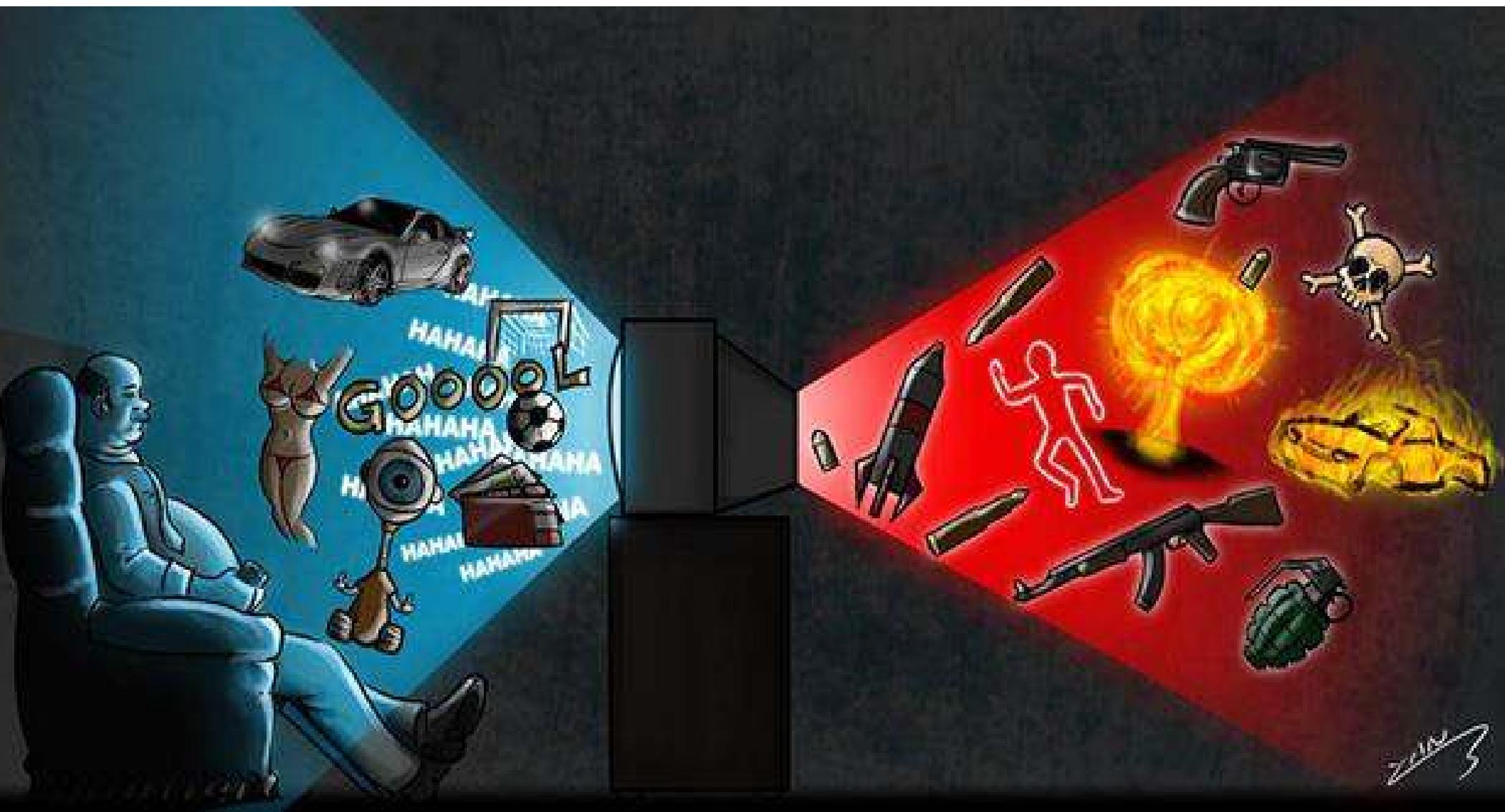
**LUCKY STRIKE MEANS FINE TOBACCO**  
So round, so firm, so fully packed — so free and easy on the draw

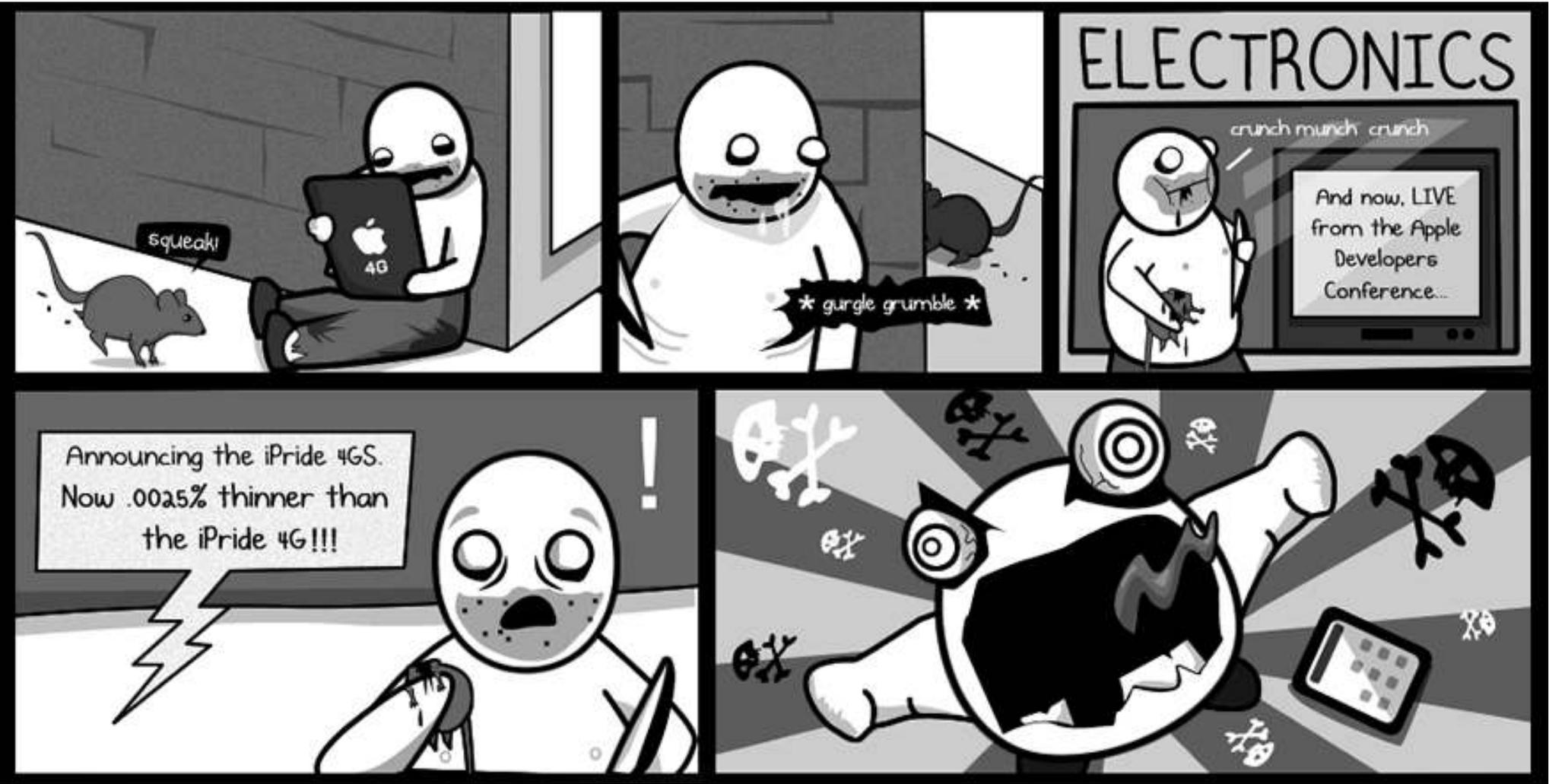
COPY. THE AMERICAN TOBACCO COMPANY



**Es lebe Deutschland!**





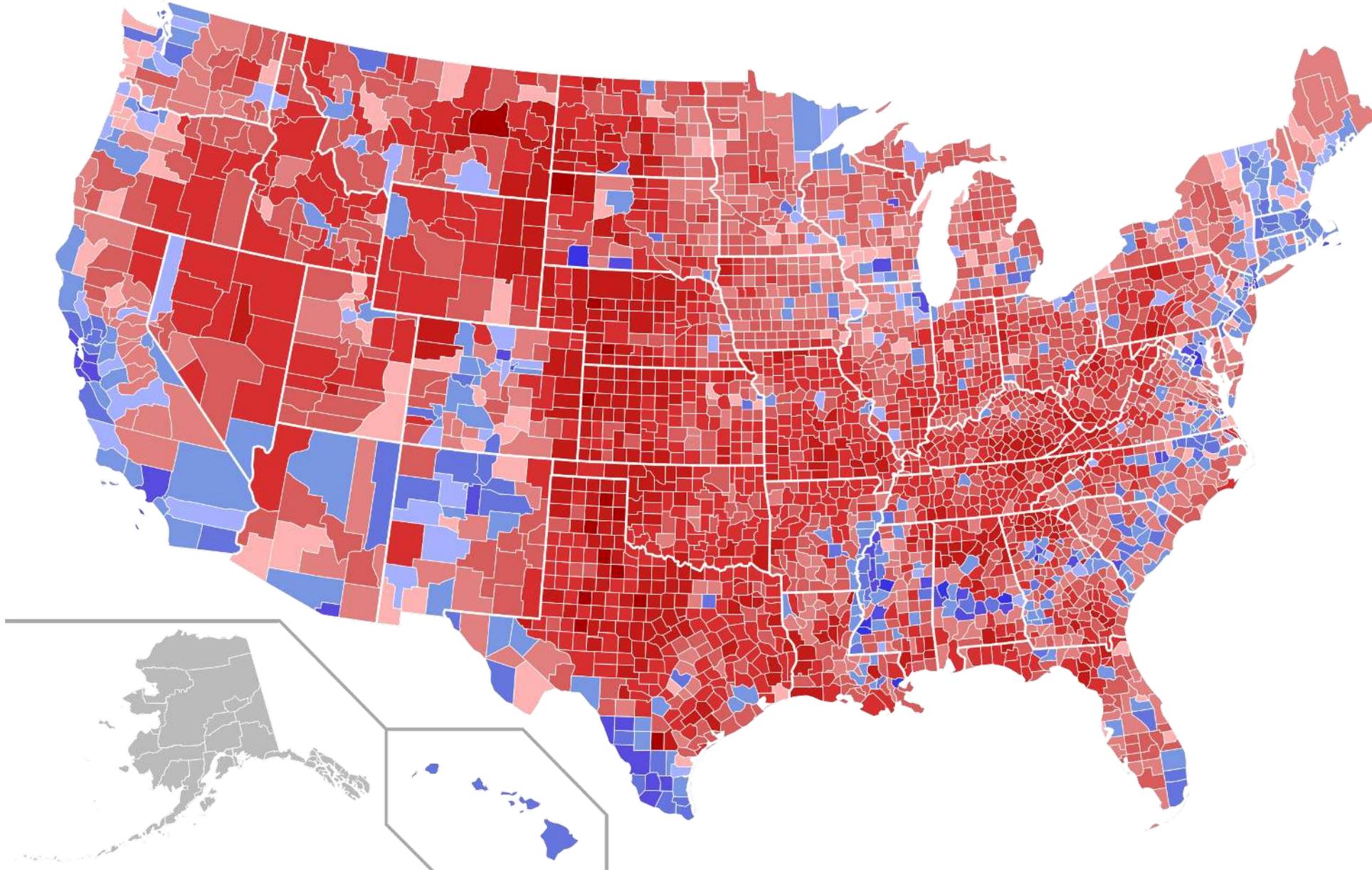


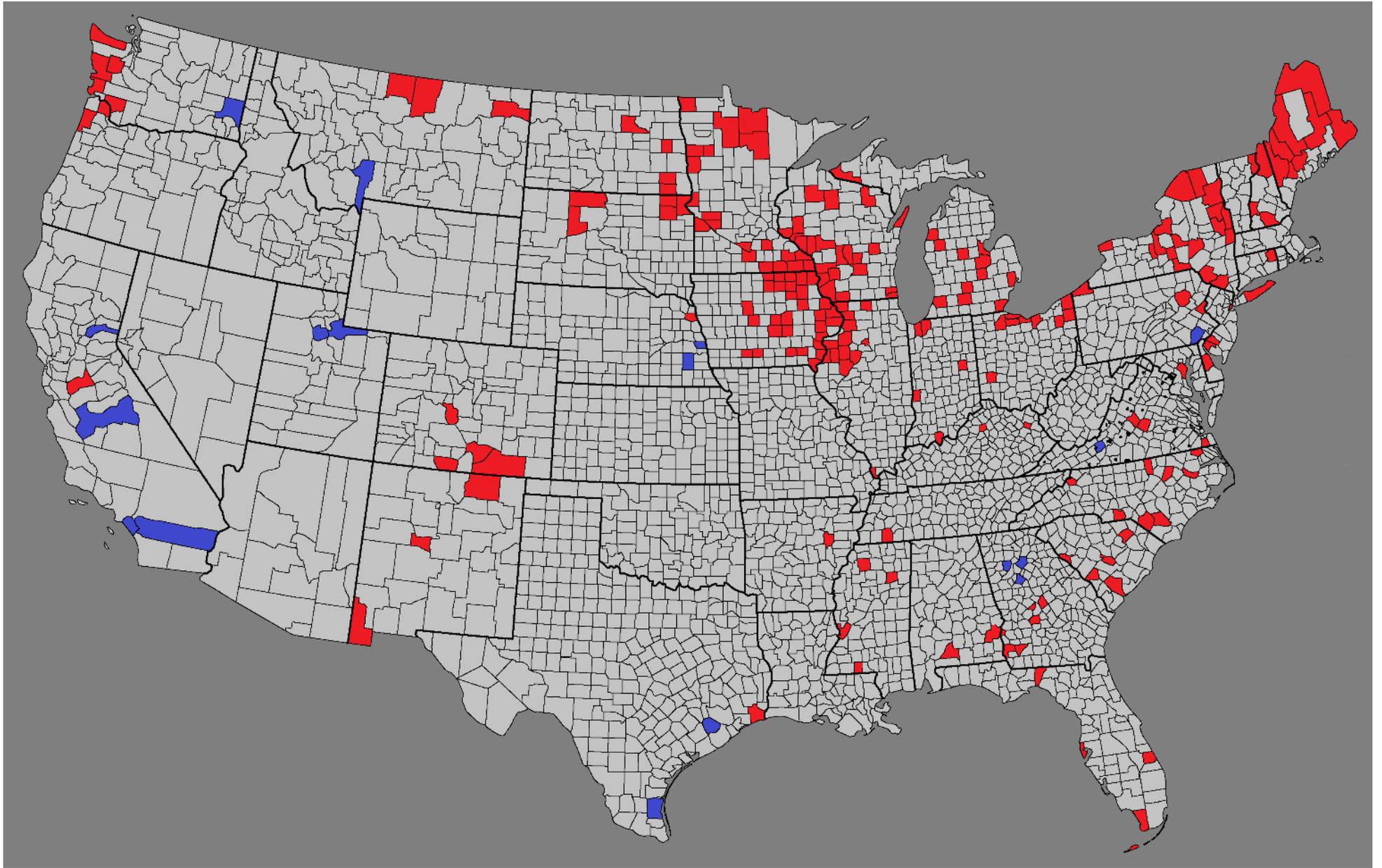


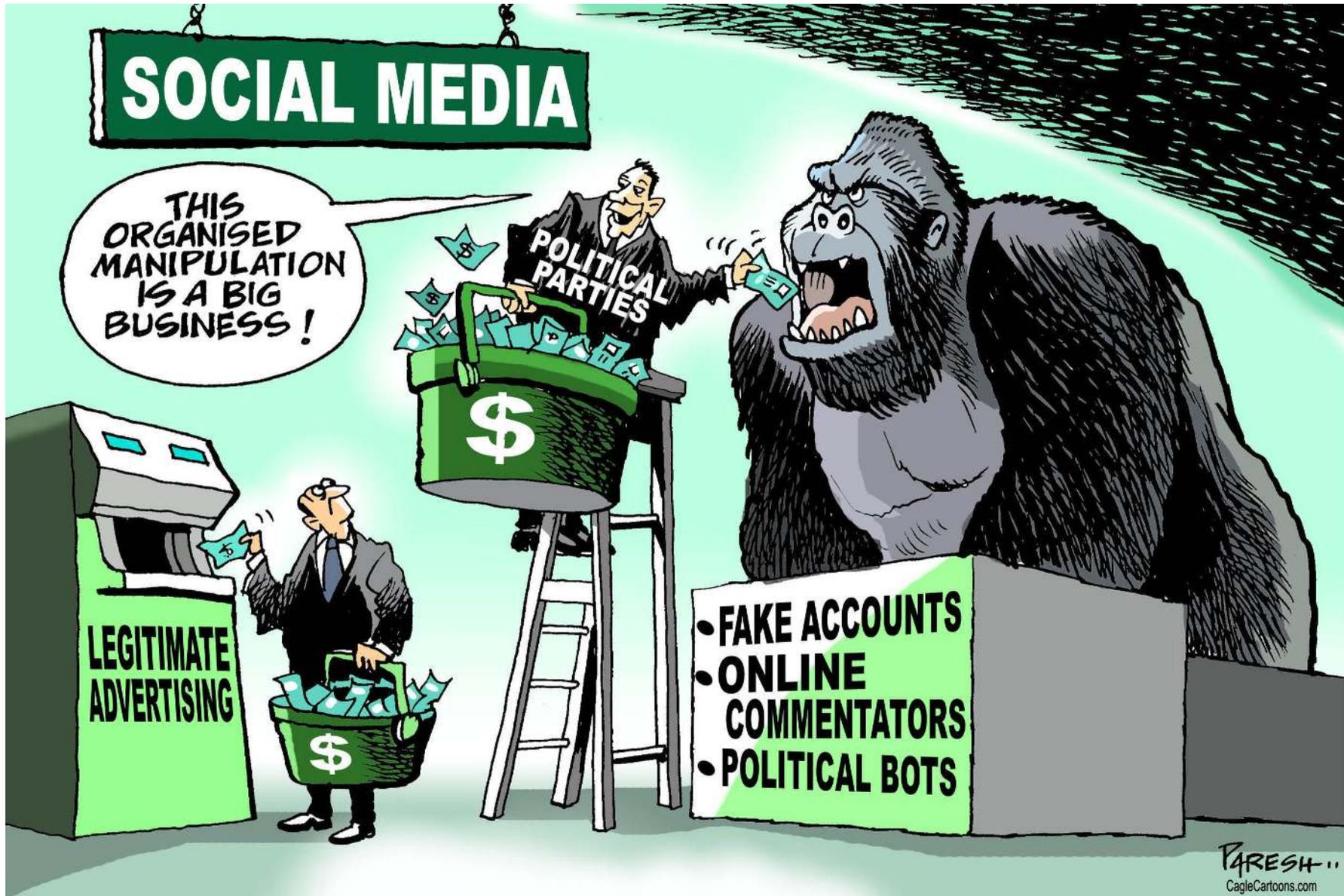




# THE GREAT HACK

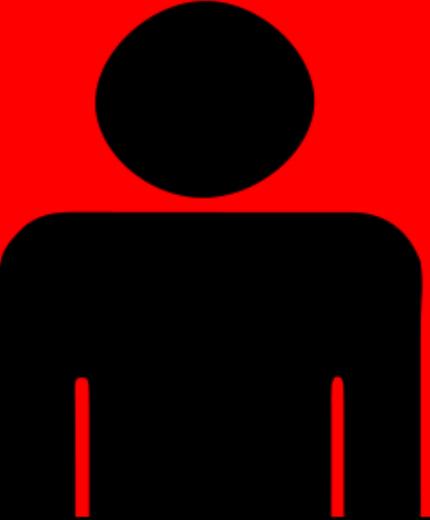




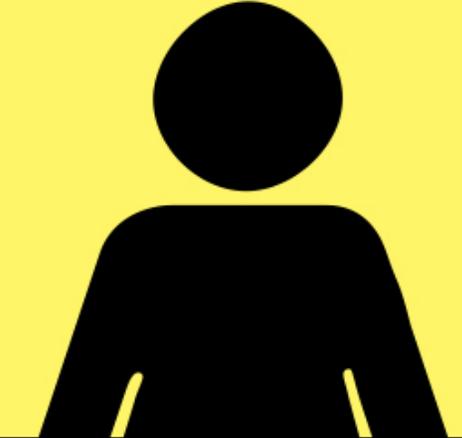


# How media manipulation works

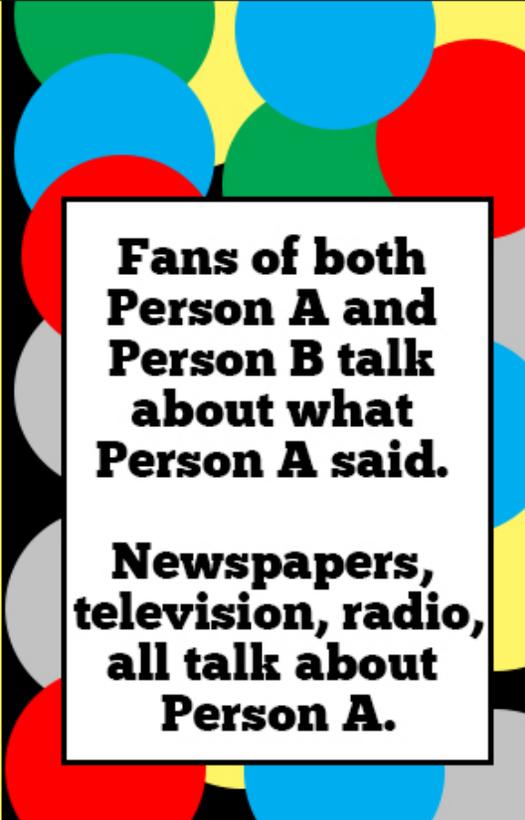
## A Public Service Announcement



**Person A Says something bad.**



**Person B responds to Person A online or in the media.**



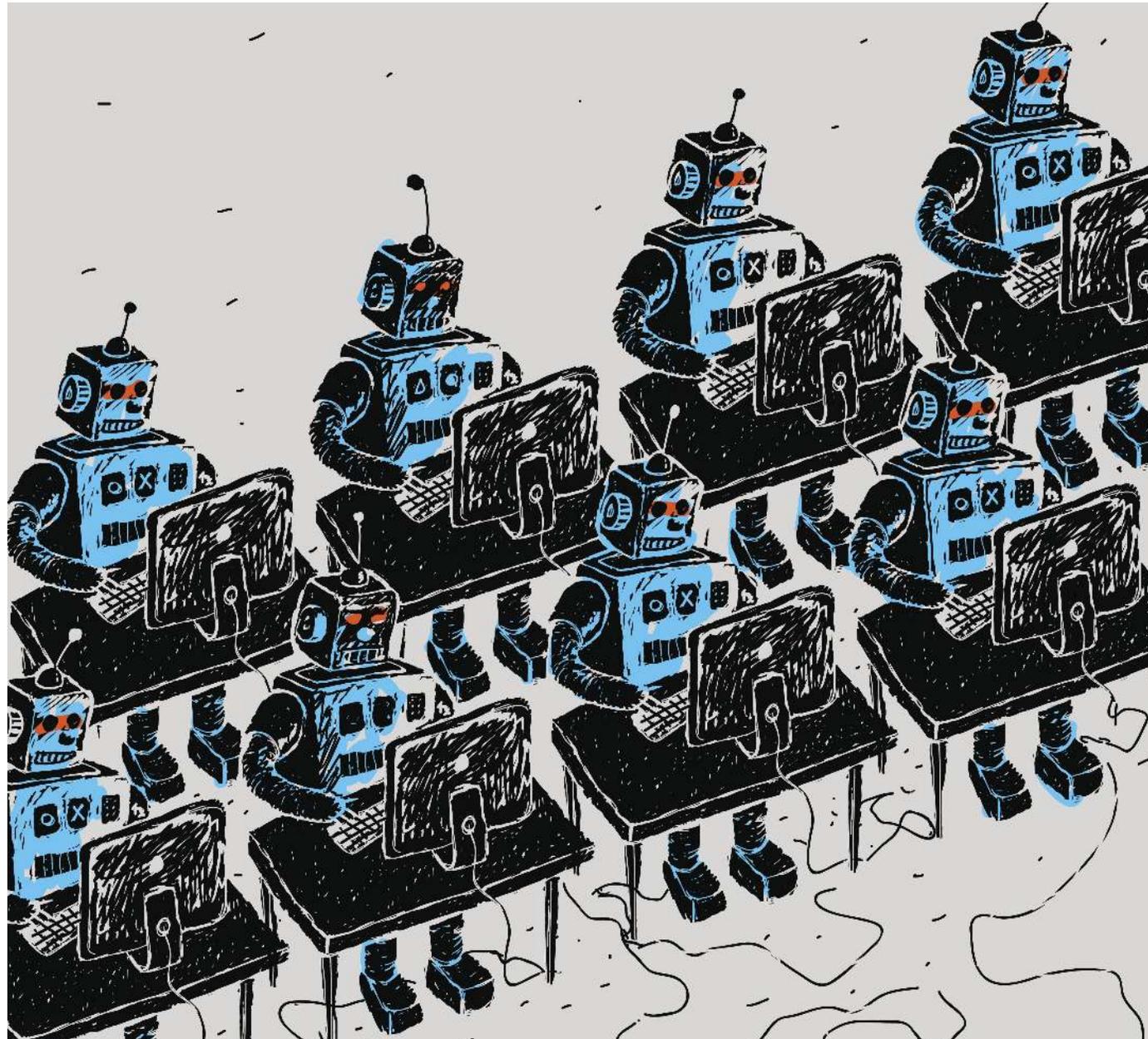
**Fans of both Person A and Person B talk about what Person A said.**

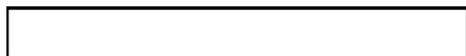
**Newspapers, television, radio, all talk about Person A.**

By responding to Person A, repeating the response of Person B, or participating in any way, you are furthering the communication strategy of Person A.

Person A has been trained to say things Person B and fans of Person B will respond to because all mentions, good or bad, advance Person A's strategy to dominate the news.

All Person A wants is your response, good or bad. Any response is seen as advancing the strategy of Person A.







Nueva APP  
de seguridad  
vecinal de  
Santiago




**DESCARGA  
LA NUEVA  
APLICACIÓN  
DE SEGURIDAD  
DE LAS CONDES**



**VECINOS  
ORGANIZADOS  
Y PROTEGIDOS**

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[www.lascondes.cl](http://www.lascondes.cl)






**Municipalidad de Providencia**

20 de julio de 2017 - 🌐

¿QUÉ ES SOSAFE Y CÓMO LO PUEDO OBTENER?

¡Muy fácil! SOSAFE es una aplicación gratuita que puedes descargar desde CUALQUIER SMARTPHONE y te conecta directamente con los patrulleros de Seguridad Providencia en 3 simples pasos.

¿CÓMO? SOSAFE funciona como un BOTÓN DE EMERGENCIA, una vez que lo tienes (configurado con tus datos y contactos), solo debes hacer click en "Necesito Ayuda", determinar la naturaleza de tu emergencia (robo, accidente, incendio, etc.) y el patrullero que se encuentre más cerca de ti, acudirá en ayuda. MÁS INFO EN <https://goo.gl/wYZKrg>

¡DESCÁRGALO AHORA Y PROTÉGETE DE LA DELINCUENCIA!

#SeguridadProvidencia

**1414**  
SEGURIDAD  
PROVIDENCIA

Providencia  
120 años

## PROTÉGETE DE LA DELINCUENCIA

### ¿QUÉ HACER EN CASO DE EMERGENCIA?

1. Aprieta el botón SOS en tu celular.
2. Aprieta el botón NECESITO AYUDA.
3. Aprieta el botón que corresponda al tipo de emergencia que tienes: Seguridad, Bomberos, Ambulancia. (No necesitas marcar el 1414).
4. Un patrullero de Seguridad Providencia llegará rápidamente al lugar donde tú estás.

Conoce cómo usarlo en



K TONIGHT

EQUIFAX

experian

TransUnion

peekyo

pipl

INSTANT  
checkmate

ACX IOM

cue

Gravy  
ANALYTICS

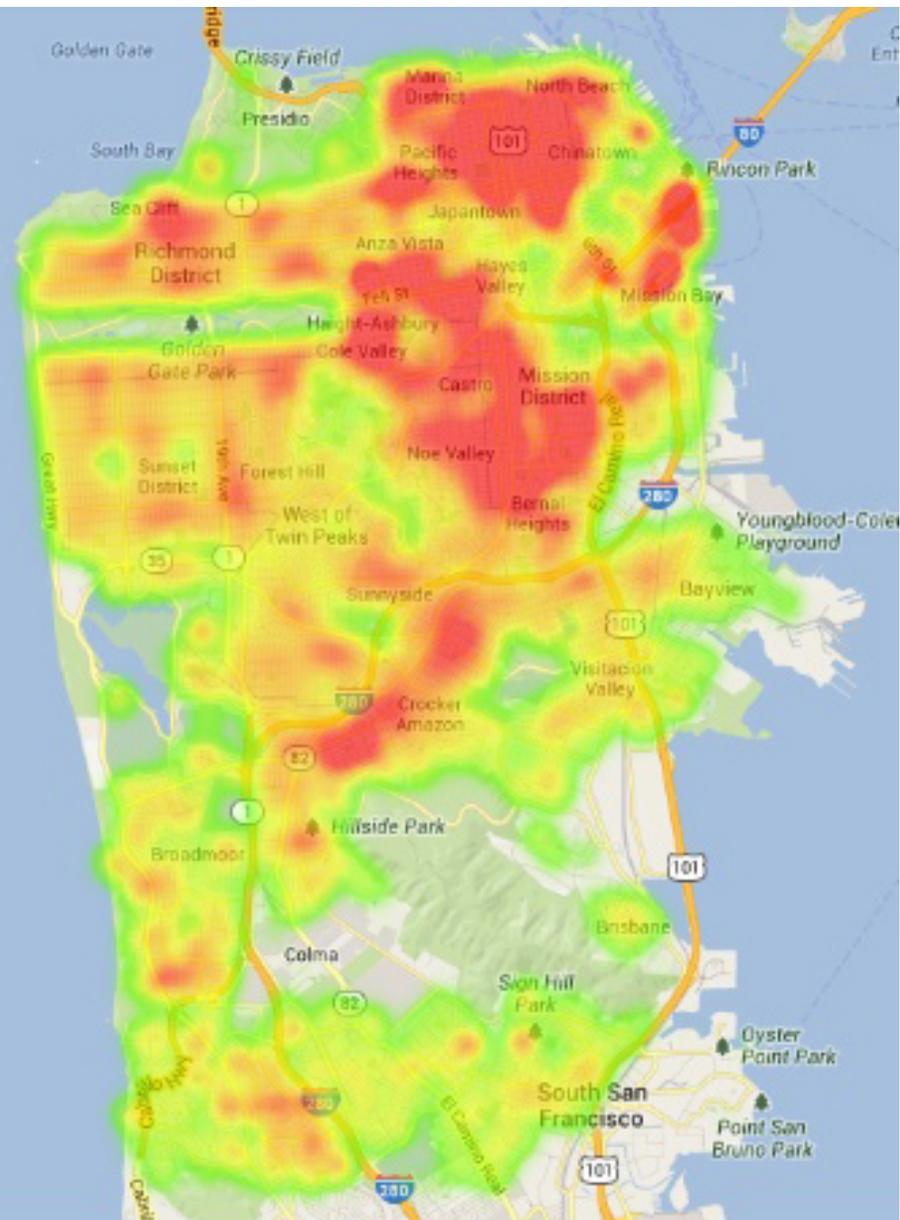
/LiveRamp

EPSILO

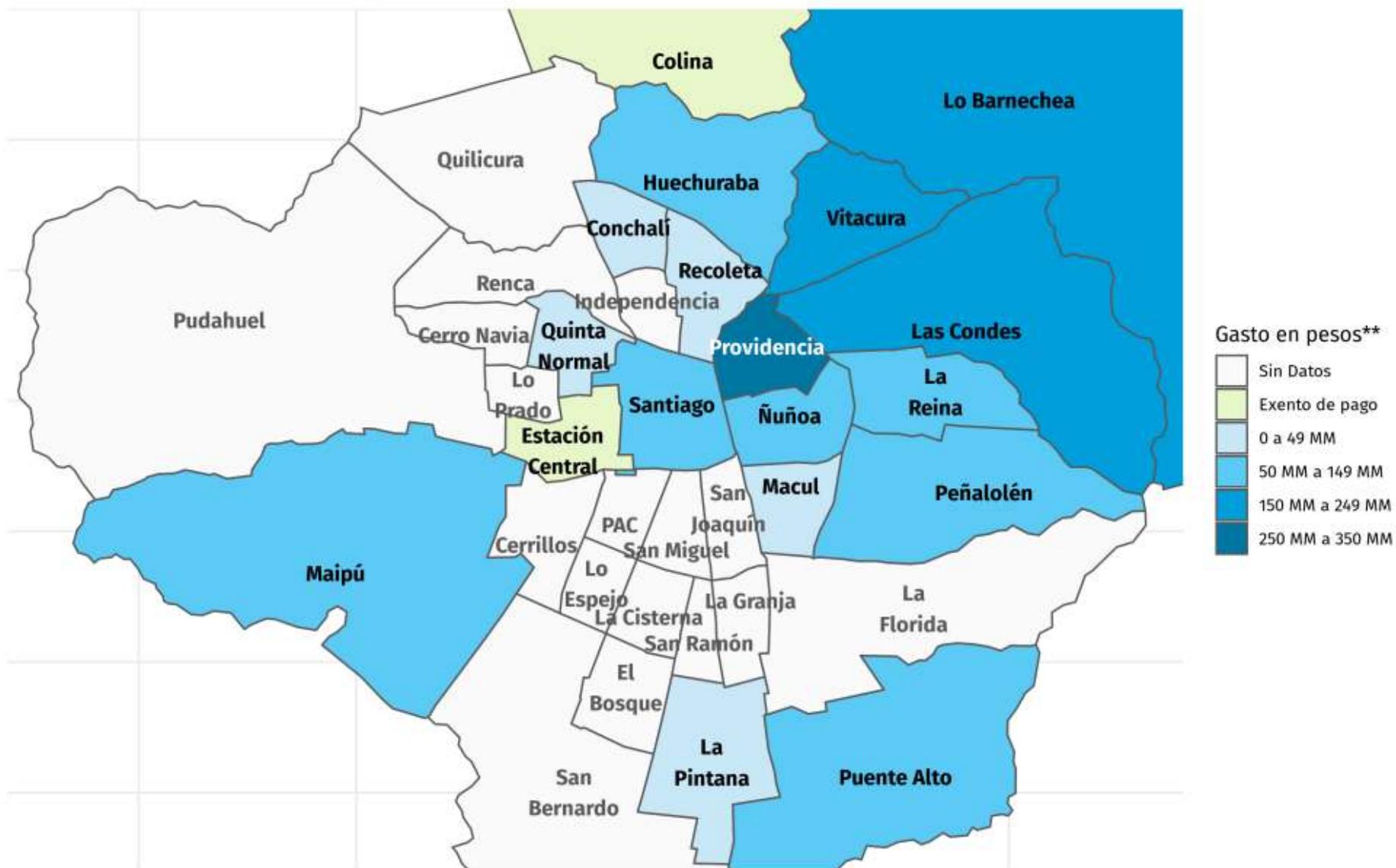


We  
abo  
eve

We know the *what*  
about the *who...*  
everywhere



## Gasto en Servicios Instagis en la Región Metropolitana (2014-2019)\*



Fuente: Elaboración propia con base en datos de Mercado Público y solicitudes de transparencia.

\*\* Los cifras incluyen gastos en licencias de software Geosoft.

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(1414).



everyw

Gasto en Servicios Insta



Conoce cómo usarlo en  
[www.providencia.cl](http://www.providencia.cl)



# ¿Quieres Ganar las Próximas Elecciones?

Te ayudamos a lograrlo con smartanalytics



## Bigdata

Las próximas elecciones van a ser intensivas en conocimiento. La información hará la diferencia entre ganar o perder



## ¿Quieres aumentar la votación?

Con smartanalytics puedes aumentar hasta en un 50% de tu votación



## Georreferenciación de Votos

Nuestra plataforma GeoIntelligence posee georreferenciados a todos los votantes y permite realizar análisis geoespaciales para optimizar el trabajo de terreno



Fuente: Elaboración propia con base en datos de Mercado Público y solicitudes de transparencia.

(\*) Las cifras incluyen gasto en licencias de software Sosafe.

(\*\*) Para convertir a pesos chilenos (pc) se usó la equivalencia 1 dólar = 680 pc y 1 UF = 27.500 pc.

Hecho por @pachamaltese usando ggplot2 y chilemaps.

# Servicios Electorales

La información es la clave para ganar



## Diagnóstico de Electividad

- Conozca dónde tiene más oportunidad de ganar y cuál es la mejor estrategia.
- Evolución histórica de las tendencias.
- Estudios de simulaciones para establecer cantidad de votos requeridos para ganar.



## Bigdata de Votantes

- Obtenga información detallada de los votantes del área donde va a competir.
- Triangulación de datos.
- Perfiles inteligentes de votantes.



## Inteligencia Artificial

- Sepa cómo optimizar su campaña utilizando inteligencia artificial.
- Implementación de modelos automatizados.
- Aprecie las ventajas de la información en tiempo real.



## Mapas Electorales

- Conozca la ubicación de sus votantes a través de mapas georreferenciados.
- Establecimiento de rutas óptimas de campañas utilizando modelos de inteligencia artificial.
- Observe dónde está su equipo de campaña en tiempo real.



## Diseño de Audiencia a candidatos

- Definición de electores potenciales de candidatos.
- Perfiles de electores.
- Diseños de mensajes personalizados.



## Observatorio comunal y regional

- Seguimiento de temáticas comunales y regionales.
- Procesamiento de actas con inteligencia artificial.
- Planes de intervención pública.



## Enriquecimiento de bases de electores

- Enriquecer las bases de datos de electores con información adicional.
- Construcción de perfiles inteligentes de los votantes.



## Desarrollo softwares personalizados para las elecciones

- Diseñamos aplicaciones de bajo costo para gestionar su campaña.
- Uso de nuestra plataforma GeoIntelligence para gestionar de manera inteligente su campaña.



# Han Confiado en Nosotros



### Inteligencia Artificial

- Sepa cómo optimizar su campaña utilizando inteligencia artificial.
- Implementación de

### Mapas Electorales

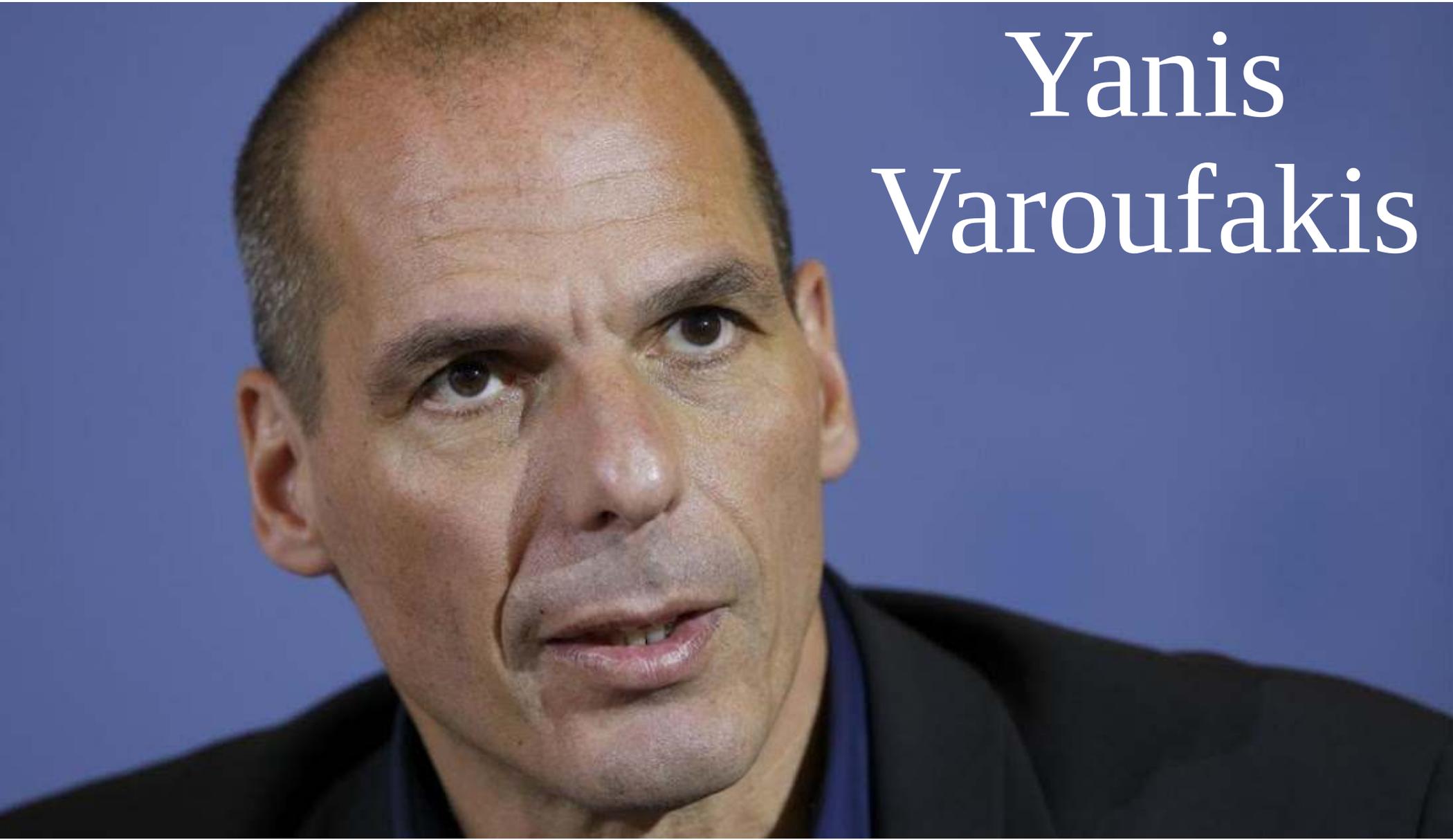
- Conozca la ubicación de sus votantes a través de mapas georreferenciados.
- Establecimiento de rutas

# El Algoritmo

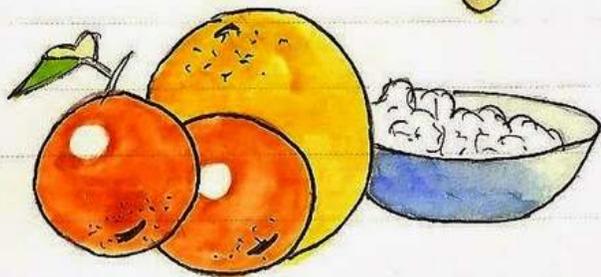
Venir

<sup>67</sup> El Algoritmo

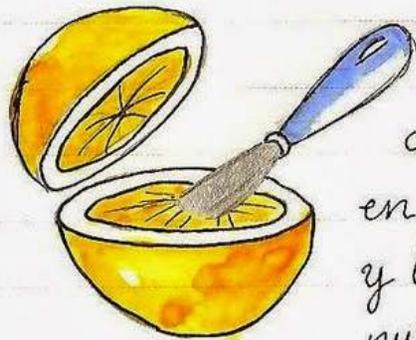
Yanis  
Varoufakis



# Naranjada

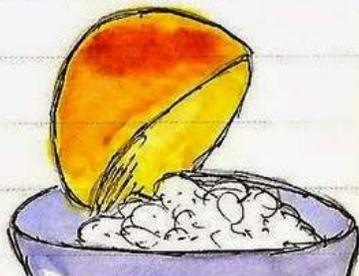


Para 1 pers;  
1 toronja  
2 naranjas  
4 cuch. azúcar



Córtale un casquete a la toronja en la parte superior y luego vacíala de la pulpa.

Moja los bordes de la cáscara y luego ponla boca abajo sobre un plato de azúcar.

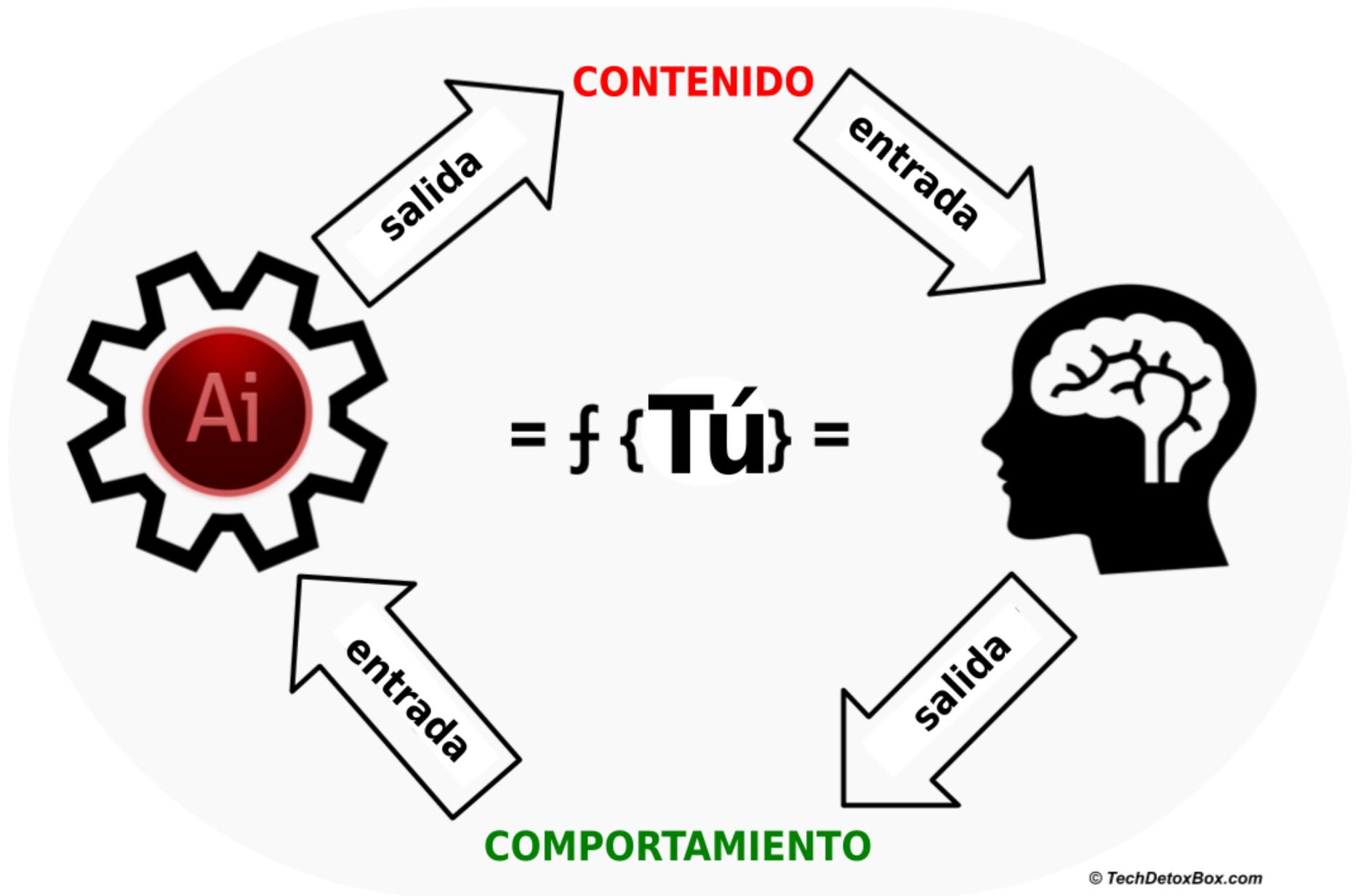


# Helada

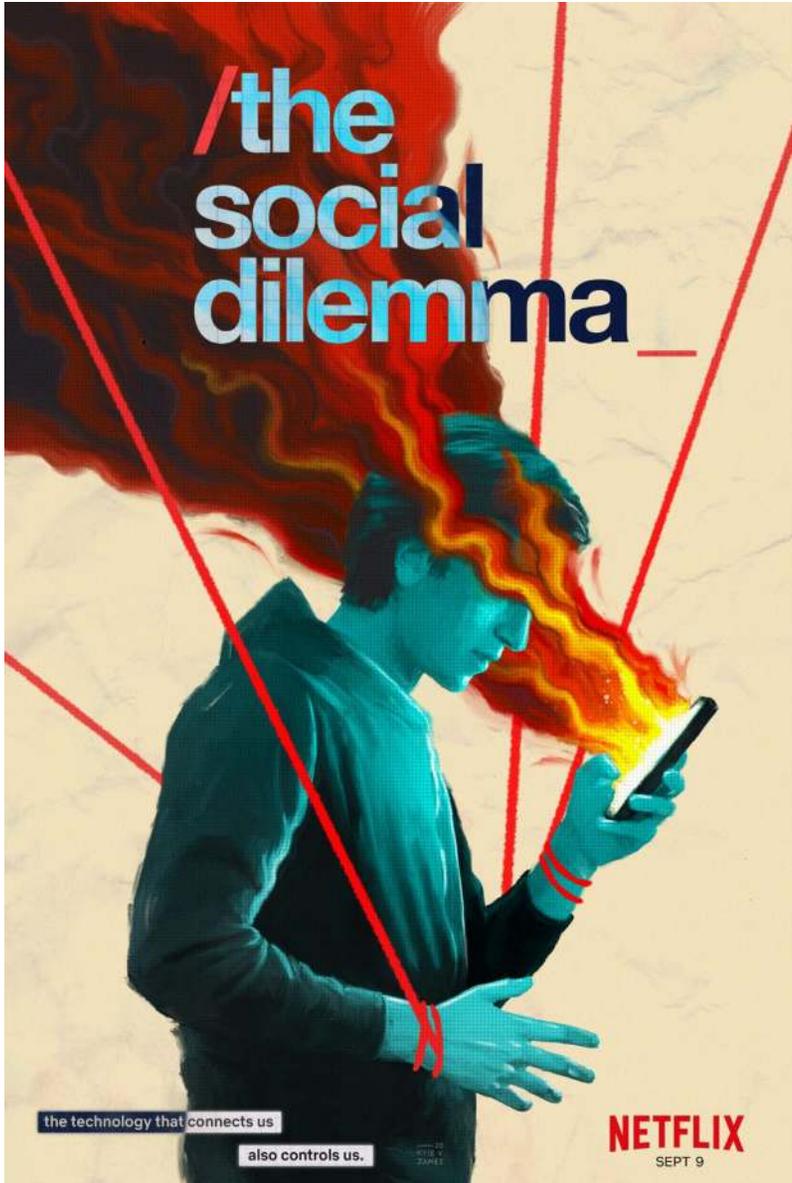


Aplasta la pulpa de la toronja sobre el colador. Añade a este zumo el jugo de las 2 naranjas y el azúcar. Saca la cáscara de la nevera y llénala con esta mezcla. Métela otra vez en el congelador durante un cuarto o media hora. Sírvela con adornos.









the social dilemma

the technology that connects us

also controls us.

NETFLIX  
SEPT 9

# EL Código Fuente

 first\_tiny\_script.py — ~/Documents/python/automate

first\_tiny\_script.py

 first\_tiny\_script.py — ~/Documents/python/automate

first\_tiny\_script.py

```
1 # This program says hello and asks for my name
2
3 print('Hello world!')
4 print('What is your name?') # ask for their name
5 myName = input()
6 print('It is good to meet you, ' + myName)
7 print('The length of your name is:')
8 print(len(myName))
9 print('What is your age?') # ask for their age
10 myAge = input()
11 print('You will be ' + str(int(myAge) + 1) + ' in a year.')
```

01011000010101010111000001100101100001100110010010100001  
10011010000010010111010010000110111011001100000100100  
10100100000010011011100000101010010111100100000101011  
0101011010011000010101001010100110110100101001000010  
0001100000011101011011000010101001011001010100100101  
11100101010000010011110000101001011101000001010010100  
1000101101100001000111010000011011011001001001010100  
0101101000110111000000101010110010000010100111100001  
0100101011000110100110110010000011100000011101001001  
101000000101010011001100110101010101001011000001101010  
0101100010101011100000110010110000110011001001010001  
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0101011010011000010101001010100110110100101001000010  
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0100101011000110100110110010000011100000011101001001

Character	ASCII Code	Binary	Character	ASCII Code	Binary	Character	ASCII Code	Binary
A	65	01000001	a	97	01100001	Space	32	00100000
B	66	01000010	b	98	01100010	!	33	00100001
C	67	01000011	c	99	01100011	"	34	00100010
D	68	01000100	d	100	01100100	#	35	00100011
E	69	01000101	e	101	01100101	\$	36	00100100
F	70	01000110	f	102	01100110	%	37	00100101
G	71	01000111	g	103	01100111	&	38	00100110
H	72	01001000	h	104	01101000	'	39	00100111
I	73	01001001	i	105	01101001	(	40	00101000
J	74	01001010	j	106	01101010	)	41	00101001
K	75	01001011	k	107	01101011	*	42	00101010
L	76	01001100	l	108	01101100	+	43	00101011
M	77	01001101	m	109	01101101	,	44	00101100
N	78	01001110	n	110	01101110	-	45	00101101
O	79	01001111	o	111	01101111	.	46	00101110
P	80	01010000	p	112	01110000	/	47	00101111
Q	81	01010001	q	113	01110001	0	48	00110000
R	82	01010010	r	114	01110010	1	49	00110001
S	83	01010011	s	115	01110011	2	50	00110010
T	84	01010100	t	116	01110100	3	51	00110011
U	85	01010101	u	117	01110101	4	52	00110100
V	86	01010110	v	118	01110110	5	53	00110101
W	87	01010111	w	119	01110111	6	54	00110110
X	88	01011000	x	120	01111000	7	55	00110111
Y	89	01011001	y	121	01111001	8	56	00111000
Z	90	01011010	z	122	01111010	9	57	00111001



CC BY 2.0 Naotake Murayama



CC BY 2.0 Naotake Murayama



CCBY 2.0 Casey Fleser



# CCD 1 2.0 Casey 1



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COMPARTIENDO EL PAN

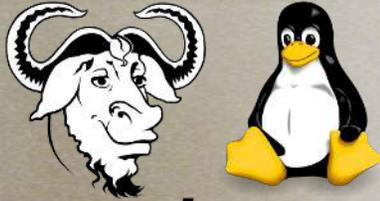


# EFEECTO RED



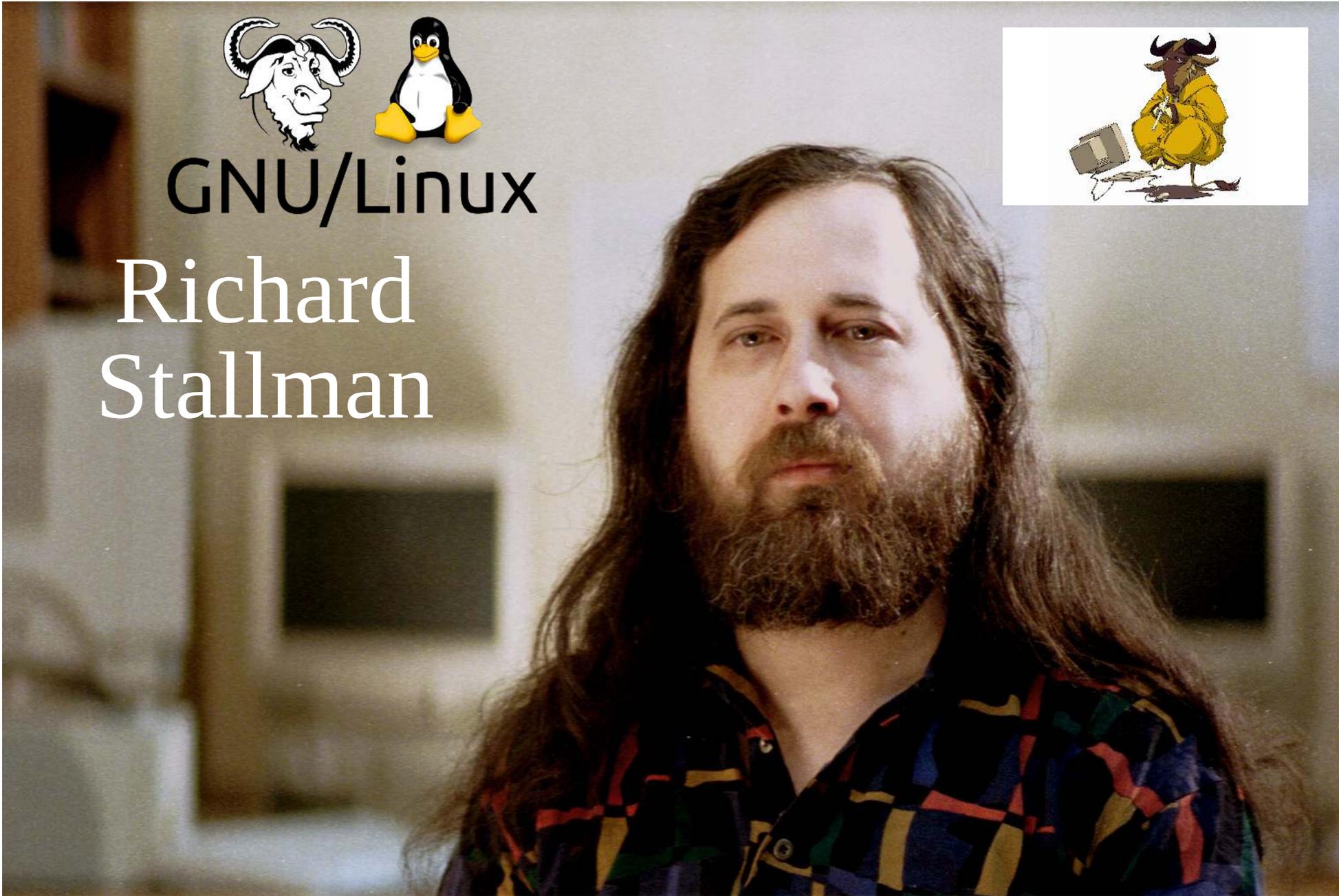






GNU/Linux

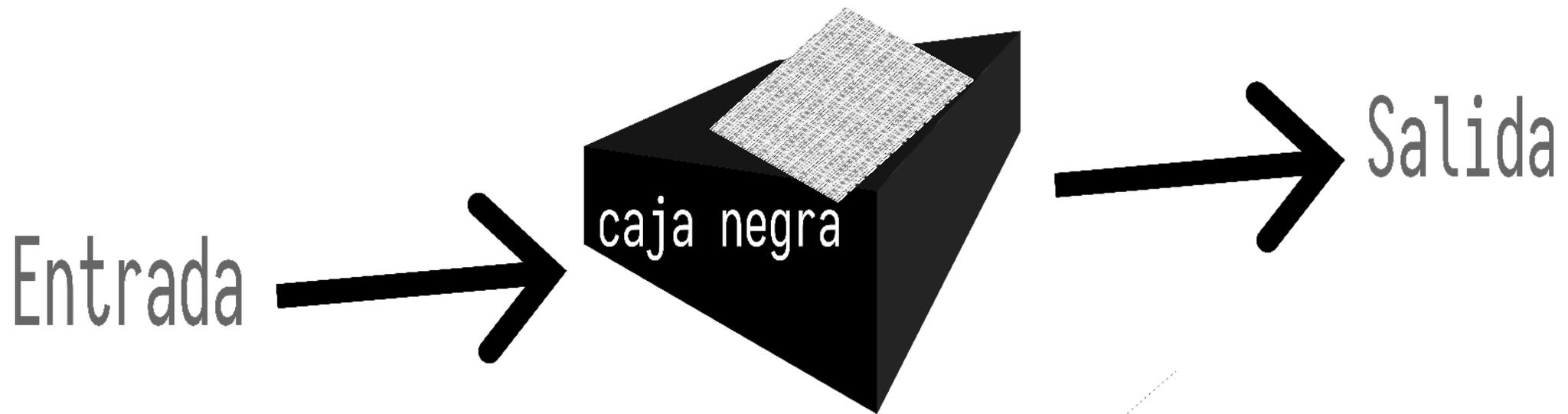
Richard  
Stallman



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```



## Las 4 libertades del Software Libre



Libertad 0: **Usar** el programa para lo que se quiera, sin restricciones



Libertad 1: **Analizar** el programa y usar los conocimientos obtenidos



Libertad 2: **Compartir** el programa con quien se quiera

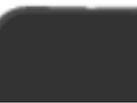


Libertad 3: **Mejorar** y modificar el programa, y publicar los cambios





# Redes Sociales



# EFEECTO RED

2 teléfonos



1 interacción

4 teléfonos



10 interacciones

12 teléfonos



66 interacciones

Más Usuarios = Más Valor = Más Usuarios



En el comienzo,  
estaban los sitios web

theoatmeal.com

Hola  
Síguenme

Hola Amigos!  
Síguenme por aquí.



o,  
web

tmeal.com

Lu



Luego ocurrió esto.

Mejor  
F  
Va a s  
enc

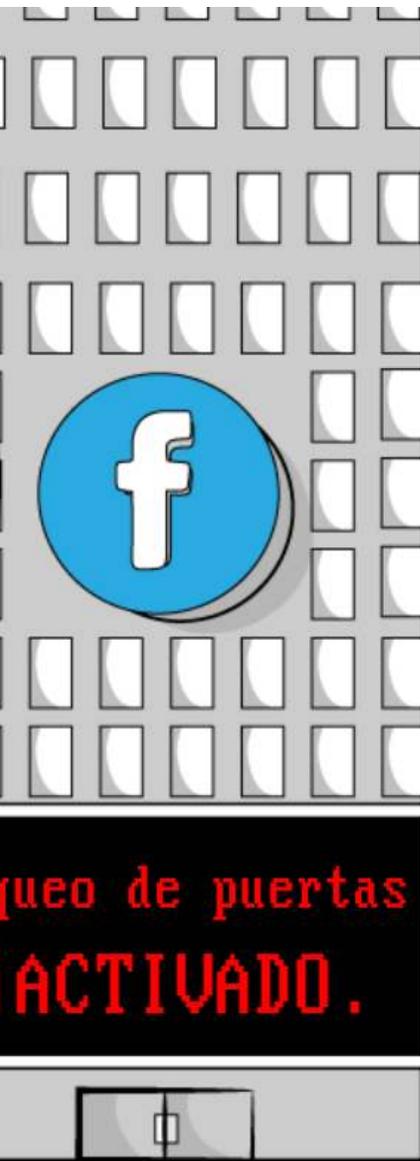


esto.















Misskey



Hubzilla



diaspora



Pleroma



Mastodon



PeerTube



Pixelfed



Friendica



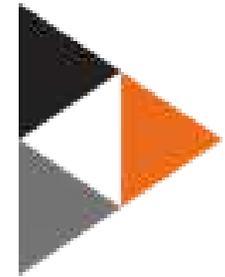
Funkwhale

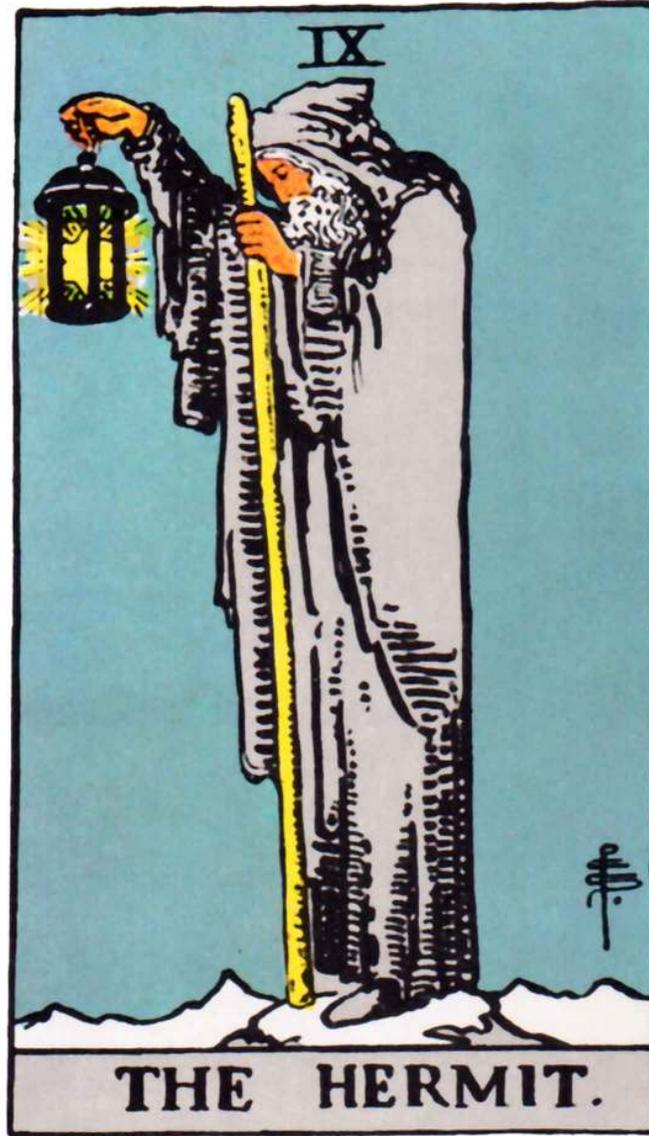


GNU Social



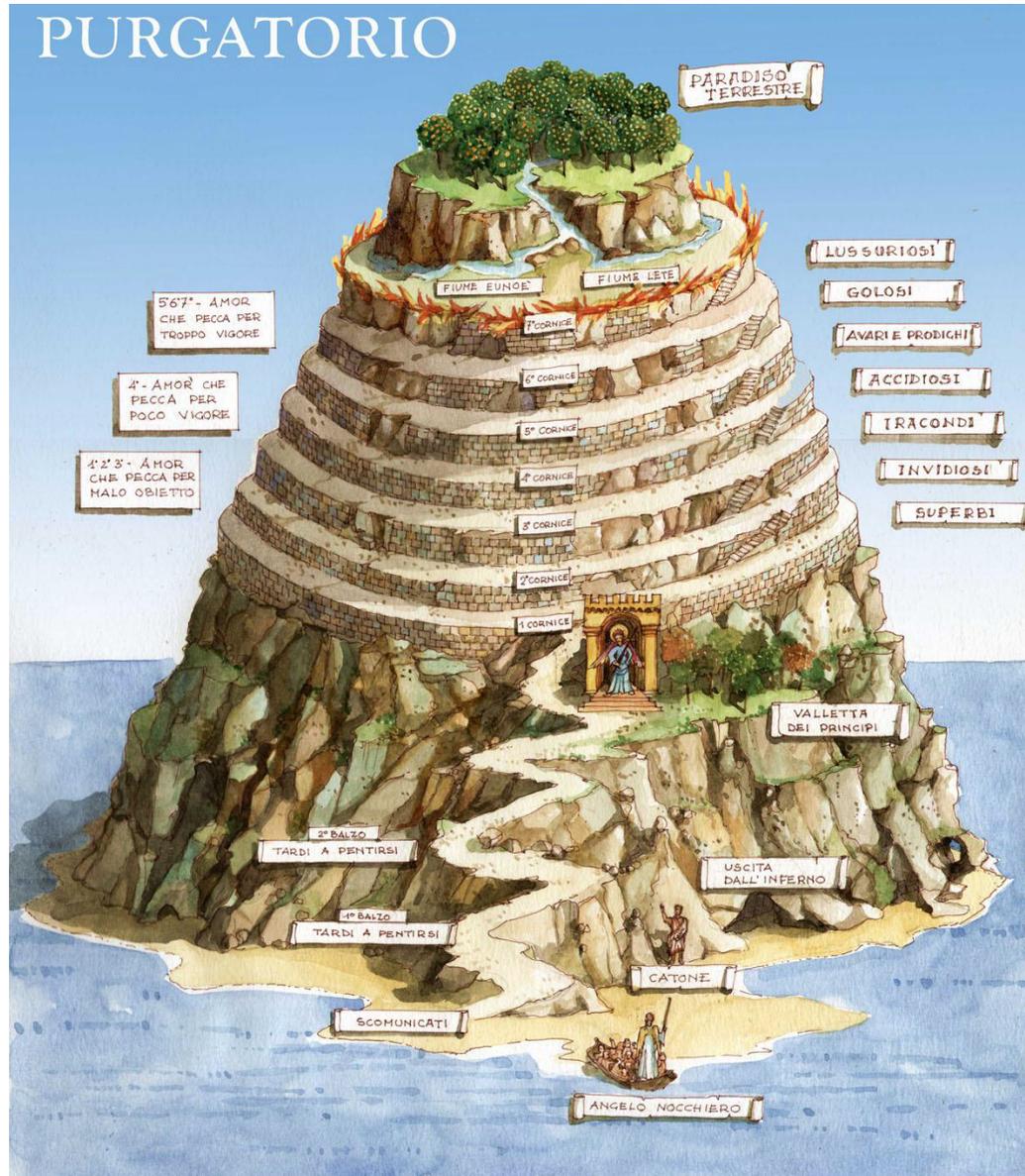
# FEDIVERSE







# PURGATORIO



## SO WHAT'S THE DIFFERENCE?

While they are often used interchangeably, these two terms are actually very different. They have a common goal of protecting sensitive information, but vary greatly in their methods.



## Data Security VS User Privacy



The availability, integrity, and confidentiality of information (also known as the AIC triad)



Refers to the policies used to prevent unauthorized access to consumers' personal information



Protects valuable data from breaches, theft, and exploitation



Ensures that only authorized individuals have access



The right for consumers to be free from unwanted attention and/or surveillance



Refers to the responsibility of proper handling, distribution, and storage of user data



Governs how consumer information is being collected, shared, and used



Sets the standards for who is authorized to access information

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**LinuxMagic**

"Catch the Magic of Linux..."



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## VS Resiliencia Social

+ Democracia

+ Derecho a la Privacidad

+ Mercado libre de Monopolios

+ Libertad de Expresión

+ Sustentabilidad Tecnológica

Opera a largo plazo  
y gran escala

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