



corporate vision

print and play

Premise - Surveillance Capitalism

Introduction

As Professor Shoshana Zuboff describes in her book *The Age of Surveillance Capitalism*, global tech companies like Google and Meta have persuaded us to give up privacy for the sake of convenience, and they trade our personal information (“data”) to help advertisers not only predict our behavior, but influence and modify it.

This “new economic order” has spread from data collection on tech platforms to surveillance-based ecosystems across every economic sector, largely because of the strong economic imperatives that drive “smart,” “personalized,” behavior-predicted products.

Data has become this century’s most important capital.

Discussion

With this game, the *corporate vision* team aims to 1) help raise awareness of how corporations use your digital data to predict and influence your future purchases, and to also 2) model the predictive algorithmic system by which corporations can make accurate speculations about you as a consumer, based on your data and digital footprints.

We hope this game acts as a conversation starter on your role as a customer under this age of surveillance capitalism, and we invite you to reflect on the subtle insidiousness and economic allure of advertisements made just for you.

How well do corporations know *you*? (How much do you care?)

Roles

Customer

1 player is the **customer**. At the beginning of a round, the customer draws 5 **customer cards**, each containing a **digital footprint**. These will be later revealed to the **corporations**. From these footprints, the player must envision themselves as *the customer who would leave these footprints*.

After all rounds are played, the corporations will **pitch an advertisement** to the customer. The customer must then **judge the pitches** and declare a winner to earn **engagement**. Judging criteria is based on how likely the customer would be to engage with the advertised product.

Corporations

The other 2-4 players are **corporations**. Each corporation is competing for the customer's attention. Thus, they must **observe the customer's digital footprints** and theorize about the customer using **speculation cards**.

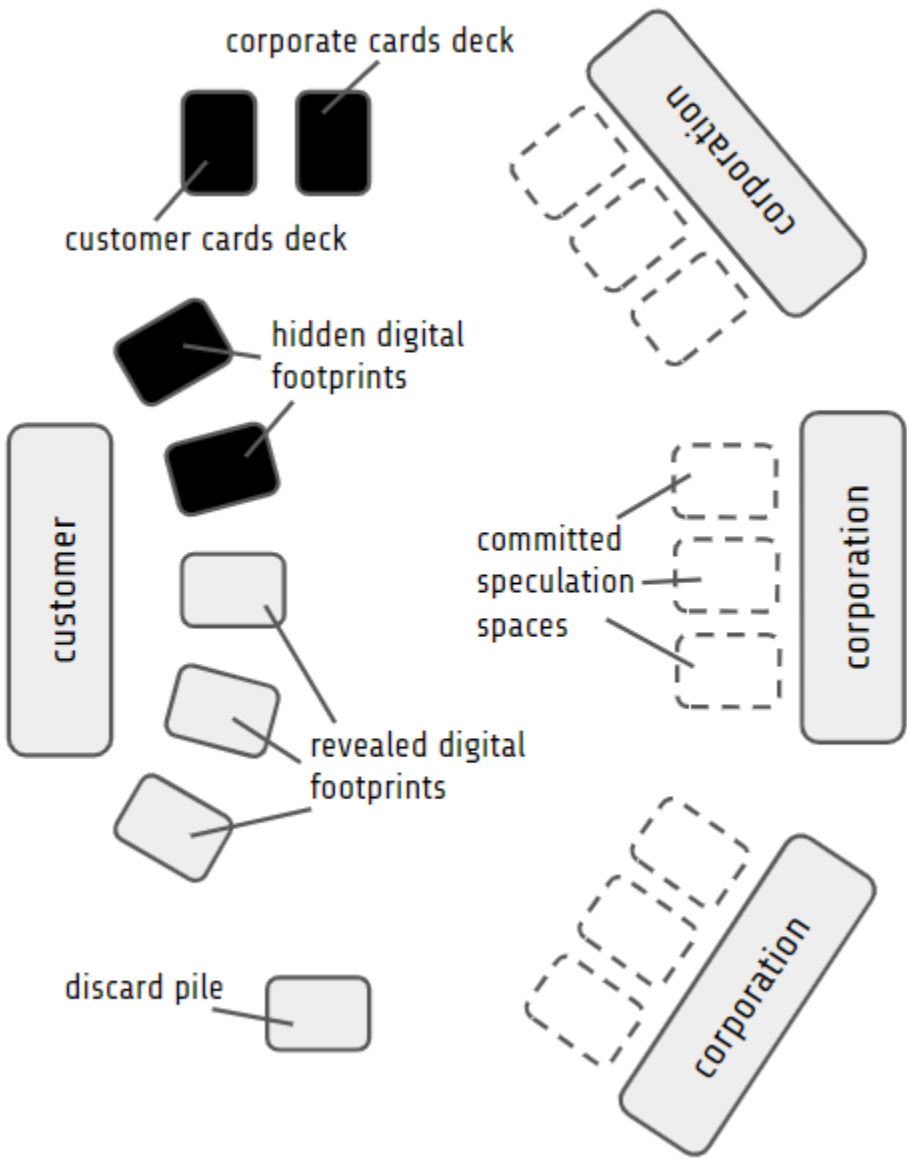
After all digital footprints have been revealed, each corporation will **pitch an advertisement** to the customer for judging.

Gameplay

Setup

The **customer** draws **5 customer cards**, and studies them. Then, they place **3 face-up** for all to see and **2 hidden face-down** in front of them. Each **corporation** draws **5 corporate cards**.

Starting Layout



Rounds

The game is played in **3 rounds**. The **corporation** to the right of the **customer** begins.

Each corporation draws 1 card from the **corporate cards** deck. If a **corporation** has any **action cards**, they may play at max **1 action card** during their turn.

Each **corporation** must **commit 1 speculation card** at the end of their turn by placing it face-down in front of them. Each **corporation** may have **at most 5 cards** in their hand by the end of their turn.

After all corporations have committed, flip all committed speculation cards face-up. The **customer reveals 1 hidden digital footprint card**, if any remain.

* If a **corporation** lacks **speculation cards** on their turn, they must draw (and discard) until they draw one, and then commit that **speculation card**.

Pitching

After the 3 rounds are played and all **digital footprints** are revealed, the **corporations** must **pitch a 30-60 second product advertisement** to the customer.

A successful pitch must:

- > **use their committed speculations**
- > **explain their rationale for their speculations** on the customer based on the revealed digital footprints
- > **advertise a product** to the customer that uses both the committed speculations and the customer's digital footprints.

The customer will **judge** the pitches based on their **persuasiveness, logic, and use of committed speculations and digital footprints**.

The best pitches earn **engagement tokens**.

Scoring

After the pitches are judged, the **customer** awards **engagement tokens** to the **corporations** with the best pitches.

1st place	- 3 tokens
2nd place	- 1 token
Anything else	- 0 tokens

The player with the most **engagement tokens** at the end of the game **wins**.

* You may play as many rounds as you like, but one way to end the game is after every player has had a turn playing as the customer.

(cards begin on next page)



customer cards

digital footprint

You recently purchased products worth \$87.57 at Lush.



corporate cards

digital footprint

You recently spent \$385.23 at Home Depot.



digital footprint

You recently downloaded an app for gardening knowledge from app store.



digital footprint

You went live on Instagram at the Drake concert last weekend.



digital footprint

You recently purchased merch from an indie rock band.



digital footprint

You recently shared an article about cryptocurrency on facebook to a group chat.



digital footprint

You recently registered for UNIQLO's newsletter.



digital footprint

You recently opened a Chase credit card account.



digital footprint

You recently submitted your New York DMV paperwork.



digital footprint

You recently applied for your American Airlines frequent flier certification.



digital footprint

You recently followed 16 people in the Bay Area on LinkedIn.



digital footprint

You recently registered for membership for a luxury gym.



digital footprint

You donated \$50 to Palo Alto Pets in Need.



digital footprint

You ordered 2000 business cards from Staples.



digital footprint

You visited websites of *Do Something* and *Habitat for Humanities*.



digital footprint

You paid for The New Yorker Magazine's subscription fee.



digital footprint

You got rejected for a loan from
Bank of America.



digital footprint

You recently cancelled your gym
membership.



digital footprint

You recently renewed your Barnes and
Noble membership.



digital footprint

You recently enrolled in an online
master's program for data science.



digital footprint

You bought flowers on Valentine's Day.



digital footprint

You ordered a new phone book online
yesterday.



digital footprint

You recently renewed your monthly subscription to Sports Illustrated.



digital footprint

You tagged your sister in a video of your middle school band concert.



digital footprint

You just subscribed to 18 email lists about fluffy animals. 7 are run by "mommy bloggers."



digital footprint

Your email address is on AOL.com and you regularly google "Google.com" before making a search.



digital footprint

You added seven items to your Amazon shopping list, removed two, then added three more before checkout.



digital footprint

You just earned a free book with thriftbooks rewards. Congratulations!



digital footprint

You recently had a haircut that cost \$107.50.



digital footprint

You ordered fried chicken for delivery to an apartment in Palo Alto.



digital footprint

You recently applied for TSA Precheck.



digital footprint

You recently paid for parking in downtown Los Angeles.



digital footprint

You stayed on hold for 37 minutes to dispute a claim about Recent Purchases > Home Goods > Scented.



digital footprint

You recently bought seven tickets for The Museum of Modern Art, but used only five.



digital footprint

Your purchases on Christmas Eve total \$397.32.



digital footprint

You recently bulk-purchased lactase at CVS pharmacy.



digital footprint

You recently purchased new brakes for your car.



digital footprint

You had a \$18.43 gas station purchase in Los Angeles, then a same-day \$97.81 gas station purchase in San Francisco.



digital footprint

You recently had a patterned MacBook Pro case delivered to your home.



digital footprint

You added items to their Lululemon cart during weekday work hours.



digital footprint

You bought five rotisserie chickens at Costco last week.



corporation
cards

speculation

Your recent findings indicate your customer **watches a lot of television.**



speculation

Your recent findings indicate your customer **might live on the East Coast.**



speculation

Your recent findings indicate your customer **might live in the Midwest.**



speculation

Your recent findings indicate your customer **might live in the Southern US.**



speculations

Your recent findings indicate your customer **might live in the Western US.**



speculation

Your recent findings lead you to believe your customer **does not have a cell phone.**



speculation

Your customer might enjoy **short-form content.**



speculation

Your customer seems like they **work in the tech industry.**



speculation

Your studies lead you to believe your customer **shops only at brick-and-mortar stores.**



speculation

Your customer might **browse the internet most after 11pm.**



speculation

Your customer seems **to love listening to music.**



speculation

Your data is saying your customer **might be in a band.**



speculation

Your data suggests that your customer is **a Boomer.**



speculation

Your customer is a **millennial that wants to be Gen-Z so bad.**



speculation

Your customer seems to be **between ages 10-14.**



speculation

Your customer seems to be **between ages 17-21.**



speculation

Your customer seems to be **between ages 25-30.**



speculation

Your customer seems to be **in their early 40s.**



speculation

Your customer seems to be **going through a mid-life crisis.**



speculation

Your customer seems to be **an elderly individual.**



speculation

Your findings show that your customer could be **fresh out of college.**



speculation

Your customer seems like they **might enjoy digital art.**



speculation

Your customer **might have a low credit score.**



speculation

Your customer might enjoy **videos by TikTok influencers.**



speculation

Your customer might enjoy posts made by **influencers on Instagram.**



speculation

Your customer might love **video games.**



speculation

Your customer seems to be interested in **on-sale household items.**



speculation

Your customer might **keep a pet.**



speculation

Your customer might enjoy **helping others**.



speculation

Your customer seems to **read news apps** every morning.



speculation

Your customer might have flown **to DC in early January, 2022**.



speculation

Your customer might **frequently indulge** in getting **food delivered**.



speculation

Your network analysis suggests your customer has **several travel-loving friends**.



speculation

Your customer seems to **frequently need** their **clothes dry-cleaned**.



speculation

Your customer might run a **high-traffic blog** that refers people to your company.



speculation

Your customer might be in a **romantic relationship**.



speculation

Your customer might **live with several housemates**.



speculation

Your customer seems to regularly **purchase bulk orders of morning coffee**.



speculation

Your customer **eats at restaurants** almost every weeknight.



speculation

Your customer seems to frequently add items to their **Steam wishlist**, but only purchases during sales.



speculation

Your customer may have an **assistant** who handles their daily chores.



speculation

Your customer has signed up for five new **subscription box services** this year.



actions

action: **mutually beneficial partnership**

Select a player as an ally. During this turn you may trade cards and view each other's hands.



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action: **forced acquisition**

Select a player. They must give you one card in exchange for one of yours.



action: **forced acquisition**

Select a player. They must give you one card in exchange for one of yours.



action: **corporate espionage**

Select a player. They must show you one of their cards.



action: **corporate espionage**

Select a player. They must show you one of their cards.



action: **under new management**

Select a player. Randomly choose one of their cards to discard. They get to draw a replacement card.



action: **under new management**

Select a player. Randomly choose one of their cards to discard. They get to draw a replacement card.



action: **vulnerability exploitation**

Take a peek at one of the remaining hidden digital footprints.



action: **vulnerability exploitation**

Take a peek at one of the remaining hidden digital footprints.



action: **clear cookies**

Select one of the hidden digital footprints to replace with a new card.



action: **clear cookies**

Select one of the hidden digital footprints to replace with a new card.



action: **agile development**

Select one of the face-up digital footprints to replace with a new card.



action: **agile development**

Select one of the face-up digital footprints to replace with a new card.



action: **directional pivot**

Exchange one of your committed speculations with another speculation card in your hand.



action: **directional pivot**

Exchange one of your committed speculations with another speculation card in your hand.



action: **cloud storage upgrade**

Draw 2 more cards and discard 1 from your hand. You may have up to 6 cards in your hand for the next 2 turns.



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Engagement Tokens

