

Review of: "The Moorings of the Intangible: Technology and Social Control"

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Dr. Quesada's proposal is extremely compelling as it challenges the prevailing notion of the internet as a tool designed for global commercial domination. In line with Mark Dery's ideas expressed in "Escape Velocity," Quesada explores the potential for resistance against a new paradigm of social control. This proposal, to some extent, evokes the figure of Hobbes' Leviathan, positing the network as a mechanism for direct intervention upon the individual. It would be enriching to complement this work with fieldwork that would allow for an empirical evaluation of the impact of the new right on libertarian culture through the network, a phenomenon that seems to be characterized by a constant attack. We encourage the author to undertake this line of research. Quesada raises fundamental questions about the ethics of technology and the need for a broader public debate on its implications. He provides conceptual tools for analysing the moral dilemmas posed by technological development. By understanding the limitations and sustainability of technological advancements, Quesada develops more effective and sustainable resistance strategies, grounded in a critique that starts from the small to grasp the larger implications.

One of my suggestions is for Quesada to cross-reference his work with *To Save Everything, Click Here*, an important and insightful book by Evgeny Morozov. This work is fundamental for understanding the criticisms of the optimistic and uncritical view of technology as a solution to all social problems. Morozov argues that technology, often, is not a panacea but can perpetuate or even exacerbate existing problems. Quesada's proposal, which questions the commercial domination of the internet and explores the possibilities of resistance, finds in Morozov a critical ally. Both Quesada and Morozov are critical of technolutionism, the idea that technology can solve all social problems without critical reflection on its implications. Morozov offers a solid theoretical framework to question this view and analyse the unintended consequences of technology. Both authors explore how technology can be used as a tool of power and control. Quesada does so by analysing how the internet can be used to dominate the market and control individuals, while Morozov delves into how big tech companies collect data and manipulate users to achieve their own ends. They also seek to explore the possibilities of resistance against established powers. Morozov provides examples of how civil society can organize and use technology to defend its interests, which can inspire Quesada to develop more effective resistance strategies.