

Platform Capitalism: The Techno-Optimistic Delivery of a Cis-lunar Economy

Technological innovation and the division of labour have always to follow and adjust themselves to the pressure, friction, resistance, and sabotage performed by a rebellious working class.

Pasquinelli.

Introduction:

Holding a small stone in one's hand can spark a profound connection to Earth's history and the intricate processes that have shaped its formation over billions of years (Pasquinelli, 2014). The rapid depletion of Earth's resources, driven by platform capitalism and its relentless pursuit of growth, raises crucial questions about the sustainability of our current economic practices. These practices, which include large-scale intensive farming, deforestation, privatization of public goods, and deregulation, are very much a home-grown problem. And yet we are now ready to leave home and code the Cis-Lunar (this side) space. But First, if we consider what home is and explore the word's derivation, the answer is of Germanic origin. These Indo-European roots lead us back to the Greek *kóme* and Thucydides' primitive form of the 'scattered village.' Domestically, we network energy from the *Oikos* and convert it into the Aristotelian *Pólis*. *We* are the stone, almost inert. Thus, to consider the home *is* to consider the eco as a place we reside. The politics of home resides in a new and precarious social language of embedded code, new terrains, and asteroid capture.

platform capitalism's exo-ecological and social implications, explores the potential of that small, considered stone, which is powerful enough to obscure the Moon when held up to the sky and with the proper perspective. Remove it from view, and we reveal a new race of the cis-lunar economy, one that has already departed this platform. Already the Earth has been left behind, mined of all its 'stuff'. From a neo-vitalist materialism perspective, it all matters and is all linked inextricably, even space. By considering the small stone as a symbol of Earth's natural processes and resource history, we gain a deeper appreciation for our planet and its resources, informing us of the challenges and opportunities a cis-lunar space economy presents.

Neo-Vitalist Materialism: A Counter Perspective

Neo-vitalist materialism is a philosophical perspective reconciling materialist and vitalist traditions by emphasizing matter's dynamic and generative qualities (Braidotti, 2019). It argues that matter is not just a passive substance but has an inherent agency and capacity for self-organization, creativity, and transformation. This perspective is particularly relevant in the face of environmental crises and ecological degradation caused by capitalist extraction and neoliberalism. Capitalist extraction prioritizes profit and economic growth over social and environmental well-being (Harvey, 2005). Neo-liberal doctrines of market growth similarly prioritize market forces and economic efficiency over the needs of individuals and communities (Stiglitz, 2002). In contrast, neo-vitalist materialism emphasizes cultivating a more holistic and sustainable relationship between humans and the natural world. It rejects the notion that nature is a resource to be exploited and commodified and instead emphasizes all living beings' interdependence and mutual flourishing (Braidotti, 2019).

A Small Stone: The Story of Earth's Resources

When we consider the small stone in our hand, we are reminded of the vastness of geological time and the slow, complex processes that have shaped the formation of Earth's resources.

This simple object represents millions of years of natural processes, from the compression of sedimentary layers to the shaping of the stone by erosion and weathering. This deep-time perspective, viewed through the lens of neo-vitalist materialism, underscores the importance of cultivating a more sustainable and ethical relationship with our planet's resources.

Platform Capitalism and Extractive Practices

Platform capitalism, characterized by the rise of digital platforms that facilitate the exchange of goods, services, and information, has been instrumental in accelerating economic growth and expanding global markets (Srnicek, 2017). However, this growth often comes at the expense of the environment, as companies prioritize profit and market share over ecological sustainability. The depletion of Earth's resources in such a short span of time can be directly linked to the extractive practices of platform capitalism, which values short-term gains and rapid expansion over long-term environmental stewardship.

The Social Implications of Platform Capitalism: Lessons from the Small Stone

In this chapter, we delve into the social implications of platform capitalism, drawing upon the narrative of the small stone as a symbol of the intricate processes that have shaped our planet and its resources. By examining the effects of platform capitalism on labour relations, income inequality, precarity, and the erosion of workers' rights, we can better understand the broader consequences of our current economic practices.

The Cis-lunar Economy: A Solution or a Consequence?

As we face the consequences of rapid resource depletion on Earth, developing a cis-lunar economy offers opportunities and challenges. On the one hand, harnessing the resources of the Moon and other celestial bodies could provide humanity with a new, abundant source of raw materials, reducing our reliance on Earth's finite resources (Depledge & Scott, 2018). On the other hand, pursuing a cis-lunar economy could be seen as a symptom of our unsustainable consumption patterns as we seek to exploit new frontiers to maintain a growth-driven economic model.

Reflections on Inert Matter and our Relationship with Resources

Contemplating the small stone in our hand can inspire a deeper appreciation for the intricate web of natural processes that have shaped our planet and its resources. Through the lens of neo-vitalist materialism, this perspective encourages us to question platform capitalism's extractive practices and consider whether our dependence on a cis-lunar economy is a sustainable solution or a reflection of our failure to manage Earth's resources responsibly.

Conclusion

In conclusion, the narrative of the small stone, viewed through a neo-vitalist materialism perspective, serves as a poignant reminder of the long-term consequences of our current economic practices and our responsibility to honour the coalescence. By re-evaluating our relationship with inert matter and the extractive practices that undo time at such hyper-mediated and dizzying speeds, we can begin to address the ecological and social challenges facing our planet. In quiet contemplation, considering the stone is to consider time, the X, Y, and Z, existing as things within the linear 4th dimension. Coming together to develop a cis-lunar economy should be guided by a profound respect for the natural world and a commitment to noetic thinking (Stiegler, 2017) given to us through Barad, Stiegler, and Braidotti, ensuring that our actions today do unfold as a Hegelian repetition of being Human. Or are we just destined, in any home, to continue as Humans being?

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