The New Changes of Digital Labor Alienation and its Countermeasures

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Abstract

Marx put forward the theory of labor alienation in his book: Economic and Philosophical Manuscripts in 1844, which reveals the nature of capitalist exploitation of laborers.With the rapid development of science and technology, digital labor emerges at the historic moment. Digital labor alienation also has new changes in the new era. These new changes are mainly reflected in: Digital permeability enhancement labor alienation, alienation labor becomes more covert, number is "active" to accept labor alienation, in order to free and comprehensive development of individuals, this article mainly from the regression data sharing network age, constructing nonprofit network platform and strengthen people's subjective consciousness from three aspects, explore the method of dealing with digital labor alienation.

Keywords

Digital Labor Alienation; New Changes; Countermeasures.

1. Alienation of Digital Labor

1.1. Marx's Theory of Labor Alienation

Marx put forward the theory of labor alienation clearly for the first time in Economic and Philosophical Manuscripts of 1844, which was also the starting point of Marx's research on alienation. Marx believed that in a capitalist society, although workers created social wealth, the wealth was occupied by capitalists and used to dominate workers themselves. Therefore, The wealth created by the workers and the wealth occupied by the capitalists, the labor of the workers themselves are alienated to rule the workers, and workers hostile, alien forces, this is labor alienation.Marx put forward four specific forms of labor alienation, which are respectively "the alienation of laborers and labor products, the alienation of laborers and labor process, the alienation of human nature and human alienation."Marx's theory of labor alienation reveals that under the capitalist production relations, labor no longer exists for the overall development of people, but alienation, standing in the opposite of workers, become the means of capitalist exploitation and oppression of people.Marx's theory of labor alienation deeply reveals the nature of exploitation of workers by capitalism, which still has a great influence on today's society.

1.2. Digital Labor

Every social transformation brings with it a new set of social change, for the first time the industrial revolution humans entered the era of "steam", the second industrial revolution, the use of internal combustion engine, human has entered a "electric age", the third industrial revolution is symbol with the development of information technology, we enter the "information age", development of information technology matures, The advent of the digital era represented by big data, artificial intelligence, cloud computing and the Internet of Things has brought earth-shaking changes to the whole society.The new era is bound to bring new changes. Due to the development of digital technology, labor is inevitably integrated into the color of digital technology, and increasingly inseparable, so digital labor is born.As for the

definition of digital labor, different scholars have different opinions from different angles. In the broad sense, digital labor mainly refers to wage labor relying on digital network technology and free labor provided by social individuals.In the narrow sense, digital labor mainly refers to the free labor created by Internet users.As a new product of the development of digital science and technology, digital labor breaks through the traditional labor mode and integrates new digital communication technology to process and utilize digital information and knowledge.This paper will focus on the narrow sense of the point of view of digital labor alienation in the contemporary new changes and sublation way exploration.

1.3.   Digital Labor Still Exists Alienation

Marx's theory of labor alienation is still correct in the digital era, and digital labor alienation still appears in today's society. First of all, digital labor does not change its labor characteristics. Marx's three elements of labor can be summarized as follows: The worker, the object of labor and the means of labor still exist in digital labor, but in more diversified forms. The worker is no longer limited to a factory worker who works at a fixed place at a fixed time, but may be everyone around us. The object of labor is no longer visible object, is invisible abstract numbers;The means of Labour are no longer simple instruments, but precise scientific instruments.From the point of labor factor, digital is not out of Marx's labor theory, people's labor process is still controlled by the capitalist, is due to the continuous development of science and technology, and through capitalism "plastic transformation", in a form, let people more not easy to find, in fact, digital labor alienation is still prevalent in today's society.

2.   The New Changes of Digital Labor Alienation

2.1.   The Penetration of Digital Labor Alienation is Enhanced

The representative figure who studies digital labor from the perspective of Marxist value theory is The British theorist Christian Fox. His interpretation of digital labor mainly starts from the perspective of Marxist political economy.Fox starting from the basic theory of Marx, viewpoint and method, by taking advantage of his predecessors' research achievements of digital work, the further deep analysis from the perspective of critique of political economy, the author puts forward the concept of Internet made the elimination, namely "the Internet users of network activity in the consumer culture at the same time, and production is sold to advertisers data of goods, therefore, Internet users, known as the Internet production of consumer goods, also is the Internet to produce those goods elimination ", as we have when browsing the web, our every click and browse the leave a mark in the background, become data is recorded, in the end, these data will be selling or using platform, advertisers is the analysis of data from the consumer's own, And then push their products to specific users, in order to improve the sales of products.[1] In this process, ordinary netizens are not only the producers of data, but also the final consumers of data, all of which are due to the capitalist's control over data.Thus, we can find the labor penetration in all aspects of people's life, ordinary people in daily life, shopping on taobao brush, brush series, weibo, browse the web, and so on daily activities, these seemingly is People's Daily entertainment, in fact is the capitalist exploitation, work for capitalists, and they didn't know it, just show a state of play.

2.2.   The Concealment of Digital Labor Alienation

In the early age of machine mass production, workers only saw that machines occupied their jobs and smashed machines blindly and violently. In fact, they did not realize that machines were not the root cause of their poverty. The root cause of workers' poverty was the exploitative nature of capital.Now, under the awakening and leadership of Marxism, we have a further understanding of the truth behind capital. However, for those who oppose Marxism, these truths seem insignificant. They only defend capitalism to gain their own interests.In the

digital era, labor alienation is more difficult to find, and its concealment is increasing.Due to the particularity of digital labor and the deep integration of labor and technology, labor is no longer limited to the physical labor inside the factory. Digital labor can span the geographical restrictions and run through all people's time.At this time, people in daily life, entertainment has been contributing to capitalist proliferation of "power", as the short video of the very popular APP, people in the process of brush video to generate huge traffic, in the end, the capitalists platform will flow into capital, the user data analysis of daily use, and ACTS on the users themselves, To achieve a continuous cycle of capital proliferation.This operation mode is no way of knowing for ordinary people, in their view, they are just for daily entertainment activities, the activities of their own without any adverse effects, stakes, but it had a huge impact on them, seemed to be a pleasure actually otherwise, but to conceal exploitation of people.Digital labor alienation and concealment, is eroding people's spiritual world step by step.

2.3. Digital Labor Alienation is "Actively" Accepted

Since human society entered the stage of capitalist society, the capitalists for the exploitation of laborer and squeeze has concealed, hidden in the capitalist "exchange", before the digital age, the capitalists with the capital advantage, control workers must carry out labor, labor rules are set by the capitalists, at this time in order to get as much as possible of the surplus value, Labor becomes beyond moral and human physical limits, destroying the lives of workers, which is visible exploitation and oppression.Digital age, the development of network technology, have improved a lot in both in hardware and software development, make the workers work is no longer limited to a fixed place of work, but can be online office at any time, any place, more and more web worker, at the same time, in many industries in the "996" working mode is accepted by most of the workers, Facing the huge pressure of life, increasing competition, in order to compete in the capitalist performance created by labor and survival logic, laborer can sacrifice their own interests, which to some extent to enhance the degree of capitalist exploitation, people gradually lost in the high pressure of the social environment to maintain their rights and interests of the initiative, Exploitation gradually changes from capitalist "passive" exploitation to worker "active" acceptance of exploitation.

In the digital era, information changes rapidly, and it seems that if you are not careful, you will be eliminated by the society. The enterprise's management of employees is also more and more modernized. The strict assessment of KPI beautifies the long work as "human self-development and self-realization" , and constantly promotes the overtime culture beneficial to the enterprise. In fact, this kind of self-realization is just a new manifestation of labor alienation, and a new means of capital exploitation. Through these means, capitalists integrate capital multiplication and workers' own development, making labor alienation "active".[2] In the face of huge economic pressure, people are unable to resist, and can only accept the rules made by capitalists for the multiplication of capital. In this pursuit, workers in a weak position gradually lose initiative, give up their legitimate rights to maintain their own rights, and finally become the means of multiplication of capitalists.

Whether by exploitation and oppression of workers at work, or in daily life to play in the form of labor exploitation and oppression of ordinary people, they are the victims of the labor alienation under the digital age, these phenomena are digitized era under the new form of labor alienation and new performance, and we need to give attention to constantly improve the alert, Avoid becoming a vehicle for capital multiplication.

3. The Countermeasures of Digital Labor Alienation

Enrichment of informatization, digital material wealth, at the same time, also increasingly deepen labor alienation, at this point, we should consider whether to eliminate the digital work, in order to eliminate the alienation, in modern times, all digital labor elimination is obviously

unrealistic, imagine in today's society, we don't have mobile phones, WeChat, network, we are static, no digital technology, It is also difficult for our society to develop further. The alienation of digital labor is not the problem of digital labor, but the production relations in capitalist society, which is the irreconcilable fundamental contradiction between the private ownership of means of production and socialized production.In the digital age, how to effectively deal with labor alienation is a problem worth pondering.

3.1. Return to the Era of Network Data Sharing

"We seem to see a truly overcome alienation road - general data sharing, make the data to construct the foundation of future human community, rather than refuse to data, refused to digital", the Internet has been the biggest characteristic is open, and sharing, and now the Internet use seems to sometimes not in accordance with the direction of development, There is a gap.[3] In the digital era, we should make full use of these characteristics, promote the sharing of network resources, and finally return the data generated by the vast number of netizens to themselves for free, so that the fruits of digital labor benefit everyone, benefit the society and promote social development, rather than being occupied by capitalists to exploit the people.First of all, the generation of Internet users as the data, users have the right to handle their daily data, have to share and not share data option, many on this platform are not fully in place, users of the data under the condition of not being told by capitalists create platform for free use, become the alienation of man power;Secondly, the society should improve the awareness of data protection. While protecting our own data security, we should fully respect the privacy security of others' data and not snoop or infringe on the rights and interests of others, so as to form a good social atmosphere.Finally, the government needs to formulate relevant laws, regulations and policies, only the efforts of individuals and society are not enough, we must formulate certain mandatory means to protect the security of personal data, avoid data being used as a means of personal profit, to leak users' privacy information to strengthen the punishment.

3.2. Build a Non-profit Network Platform

Any platform building is need huge capital investment, thanked the inputs for capitalists is non-existent, capital logic is the essence of value proliferation, capital accumulation, in the face of this situation, we can't expect the capitalists to change, but we may hope that the state government and social organizations support, Give full play to the advantages of resource integration, eliminate the thought of capital from the original intention of establishing the platform, so that the network platform is no longer completely controlled by capitalists, and become a means of capital appreciation."National policies and investment should be tilted towards mutual-aid and public welfare online platforms, through which digital labor products shared voluntarily and freely by Internet users can be opened to cyberspace for free, so as to reduce the possibility of digital labor being exploited by digital capital."[4].

3.3. Enhance People's Consciousness of Subjectivity

Human subjectivity has always been the focus of Marx's research and emphasis, and the communist society is a highly developed society of human subjectivity, everyone can get full and free development.The recapture of human subjectivity is the fundamental means to deal with alienation and the embodiment of overcoming alienation. According to Marx: The development of human society has experienced the primitive society, slave society, capitalism society, socialism and communism, with the disintegration of primitive society, people become a slave owner's accessories, subjectivity in the die, along with the development of commodity economy, into the capitalist society, seemingly laborers are more freedom, however, laborer not by his family, It is controlled by capital and ruthlessly squeezed by capital, but the squeeze is constantly concealed and difficult to be discovered. Only in the communist society, private

ownership is abolished, and all activities of people are for their own comprehensive development, and the subjectivity of people has been restored.In today's society, the arrival of the digital age, has brought the new situation, people as main body, should be to their own development, but because of the particularity of the capitalist mode of production, labor alienation never disappeared, just changed a form of exploitation, let people it is difficult to identify the nature of exploitation, and silently accepted.

Under the digital age, the world of virtual sex increases greatly, the people in the network world, gradually lose yourself, become a digit symbol in the network, to leave the network is to find meaning, gradual loss of subjectivity as the existence of network grid, as marcuse proposed "one dimensional", digital workers lose the ability of negation, criticism and transcendence.We are going to jump out of the circle, as the main body of the world, is a man who is real, is to have independent thought, all science and technology is the human production, is for the use of human, not used to driving mankind itself, the existence of man as the main body, cannot be completely controlled by the object, and lose people's subjective initiative.No matter paid or unpaid digital workers, in the process of digital labor, they should always alert themselves that their existence as subjects cannot be controlled by digital network, lose their critical view of reality and lose their subjectivity.

4. Conclusion

Marx's theory of labor alienation and not out of date in today's era, in the digital age, the alienation of labor still exist, but become more to conceal, alienation and penetration through the life of people is more serious, most ordinary people are not aware of or can consciousness but unable to make any changes, indeed, this is a question of time development, It's a matter of social development experience.To change a social phenomenon, it is impossible to achieve by individuals alone. We must unite and work together to fight against digital labor alienation, promote people's all-round development, and finally achieve the goal of liberating all mankind.

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