

El mestizaje en América



Español

+



Indígena

=



Mestizo



Español

+



Negro

=



Mulato



Negro

+



Indígena

=



Zambo



Español con India.
Mestizo.

Mestizo con Española.
Castizo.

Castizo con Española.
Español.



Mulato con Española.
Morisco.



Morisco con Española.
Chino.



Chino con India.
Saltamatas.



Lobo con China.
Gibaro.

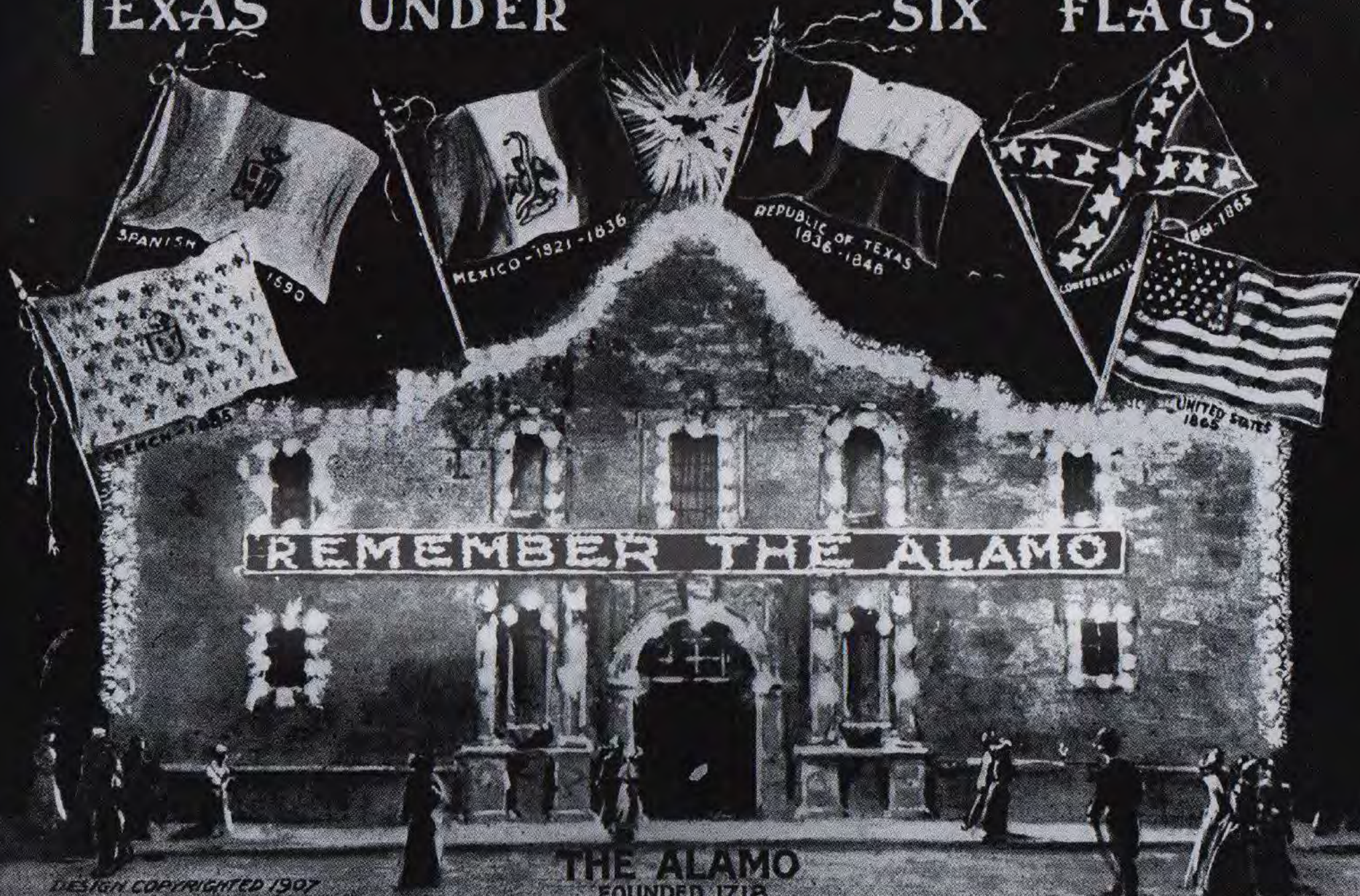


Gibaro con Mulata.
Albarazado



Albarazado con Negra.
Caribuyo.

TEXAS UNDER SIX FLAGS.



DESIGN COPYRIGHTED 1907
BY EBBES-WHITE CO. INC.
SAN ANTONIO, TEXAS

THE ALAMO
FOUNDED 1718
CRADLE OF TEXAS LIBERTY

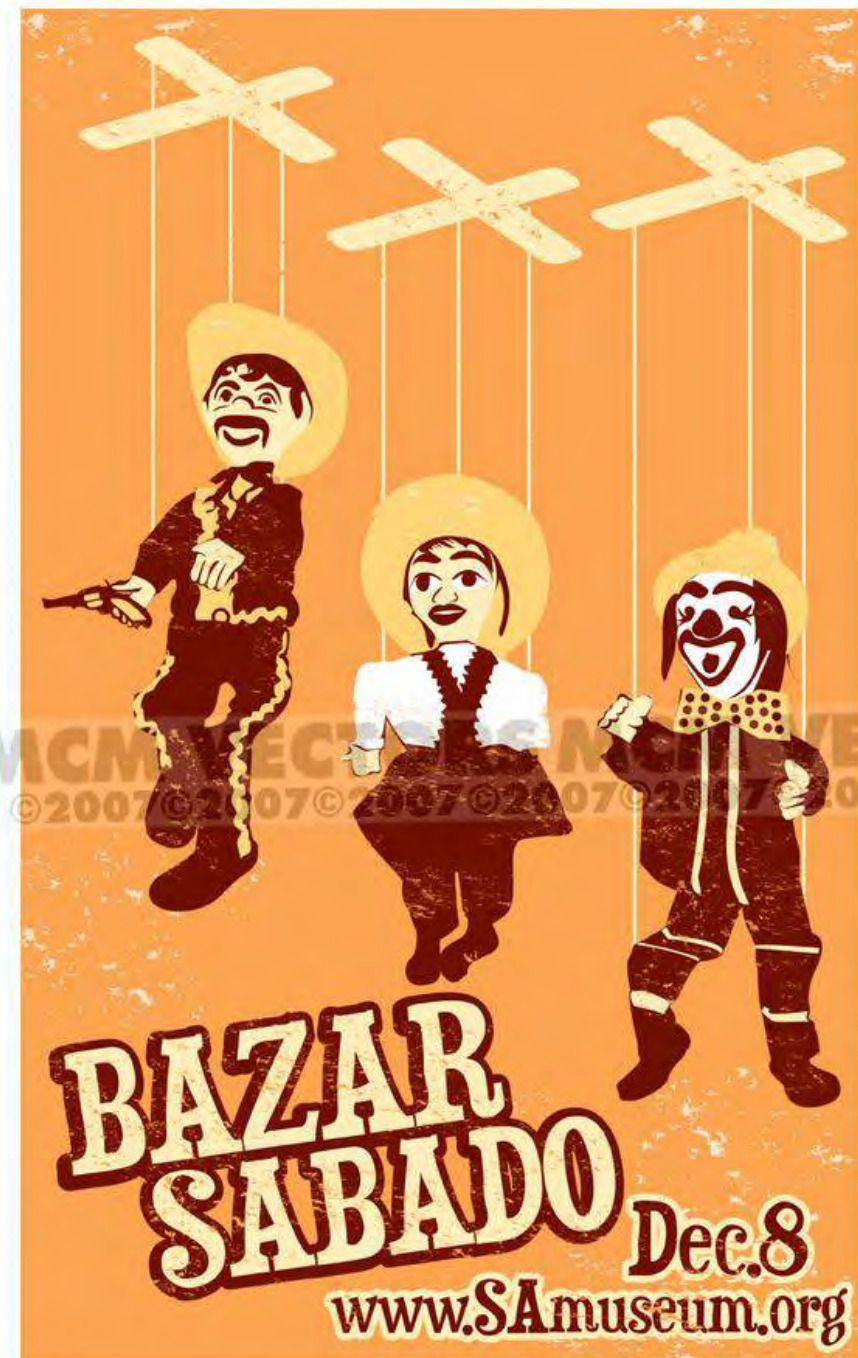
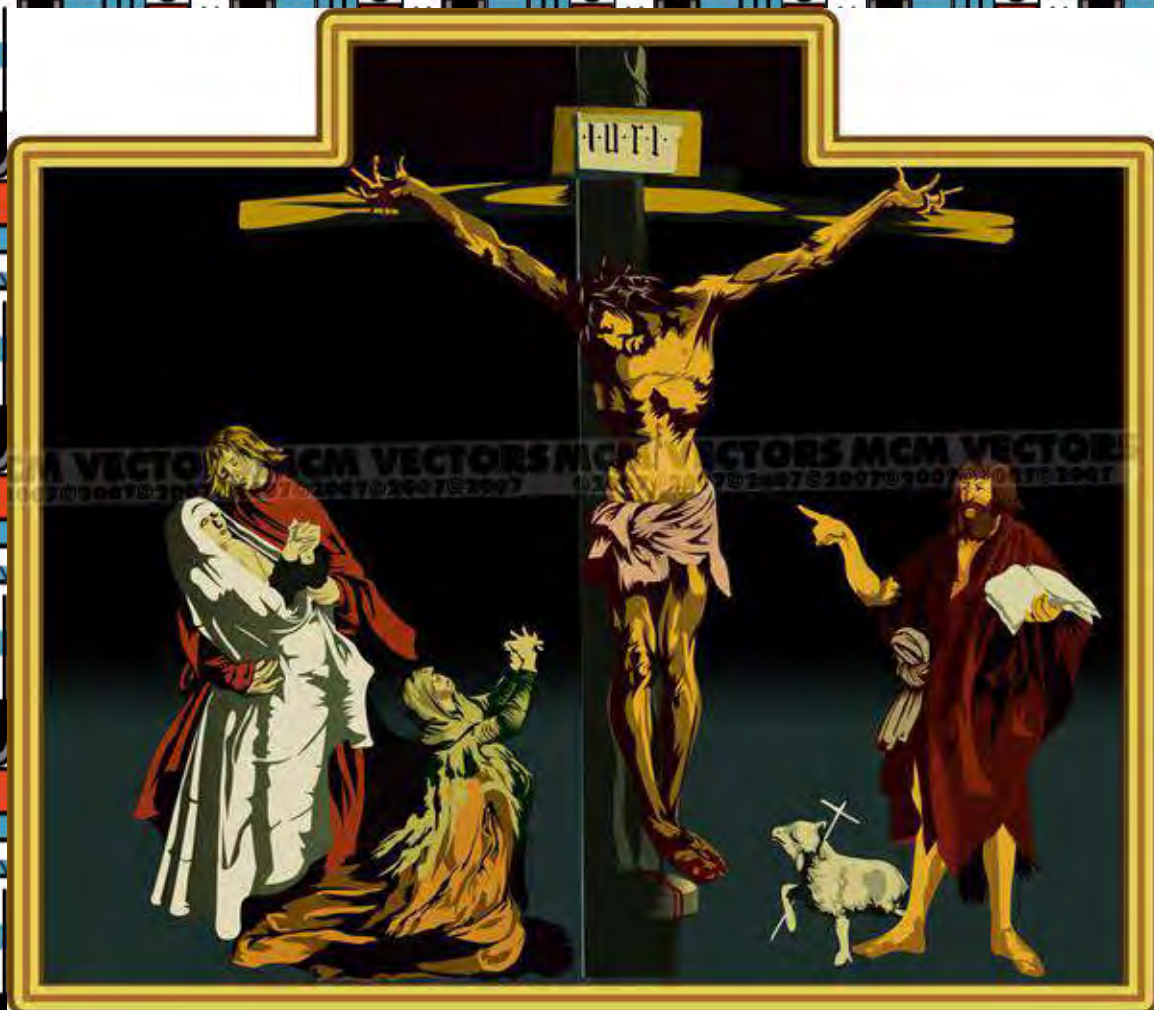
26419 ©







San Antonio College, San Antonio, TX





Texas State University, San Marcos, TX

San Antonio College, San Antonio, TX

ARIZONA SB 1070



UN-NATURALLY HARVESTED

15oz

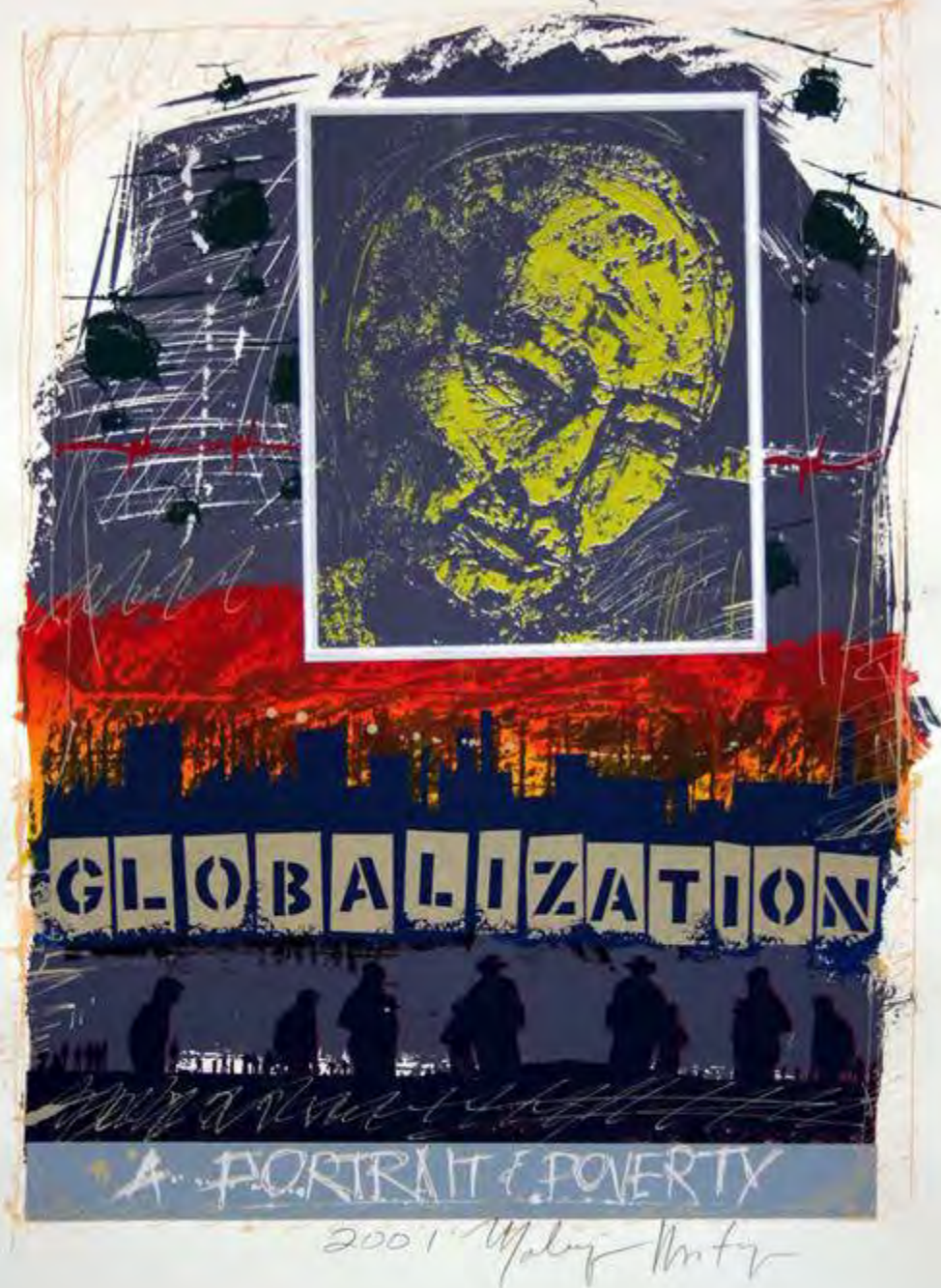
HECHO
EN
MEXICO

MAD
IN
USA

SUN-RAID RAISINS

GUARANTEED DEPORTATION
MIXTECOS, ZAPOTECOS, TRIQUES, PUREPECHAS

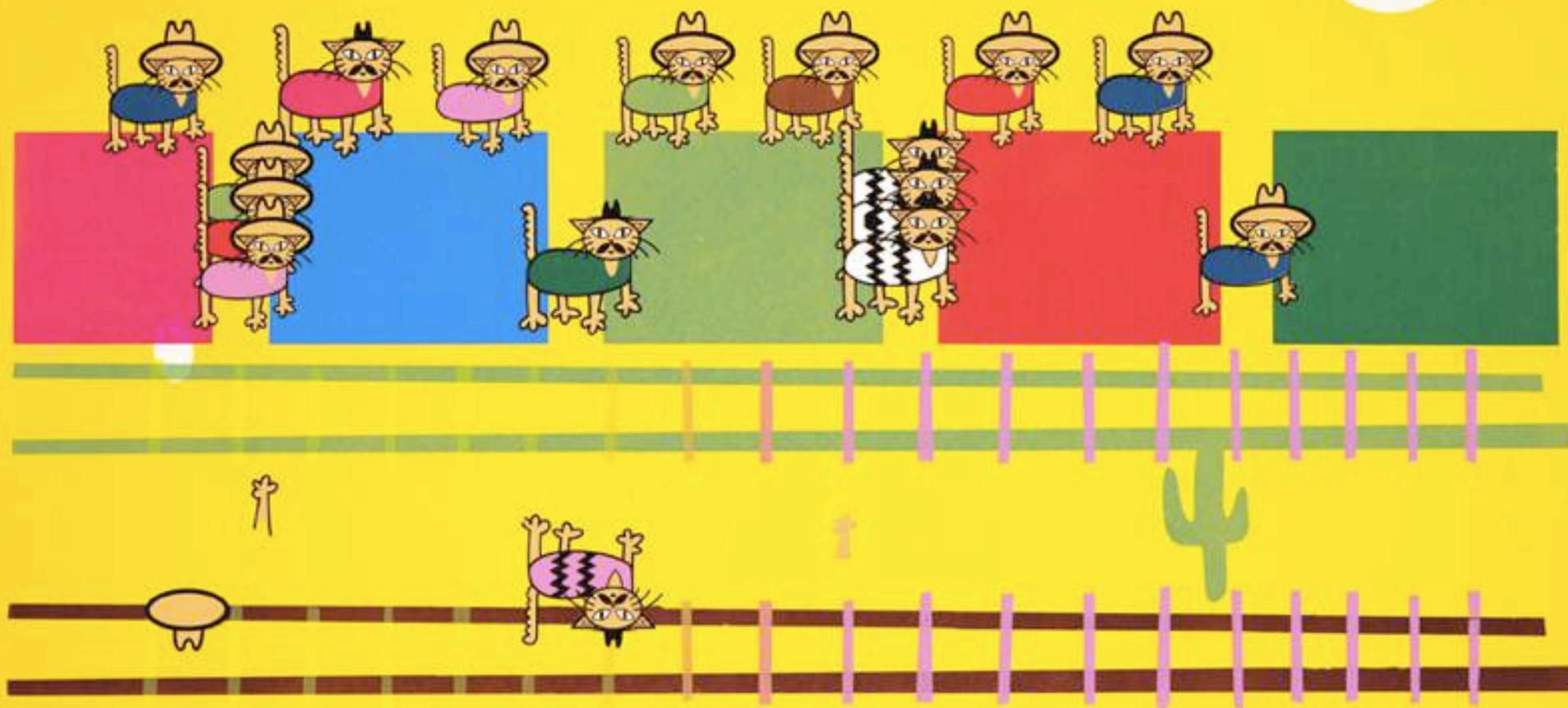
BY-PRODUCT OF NAFTA

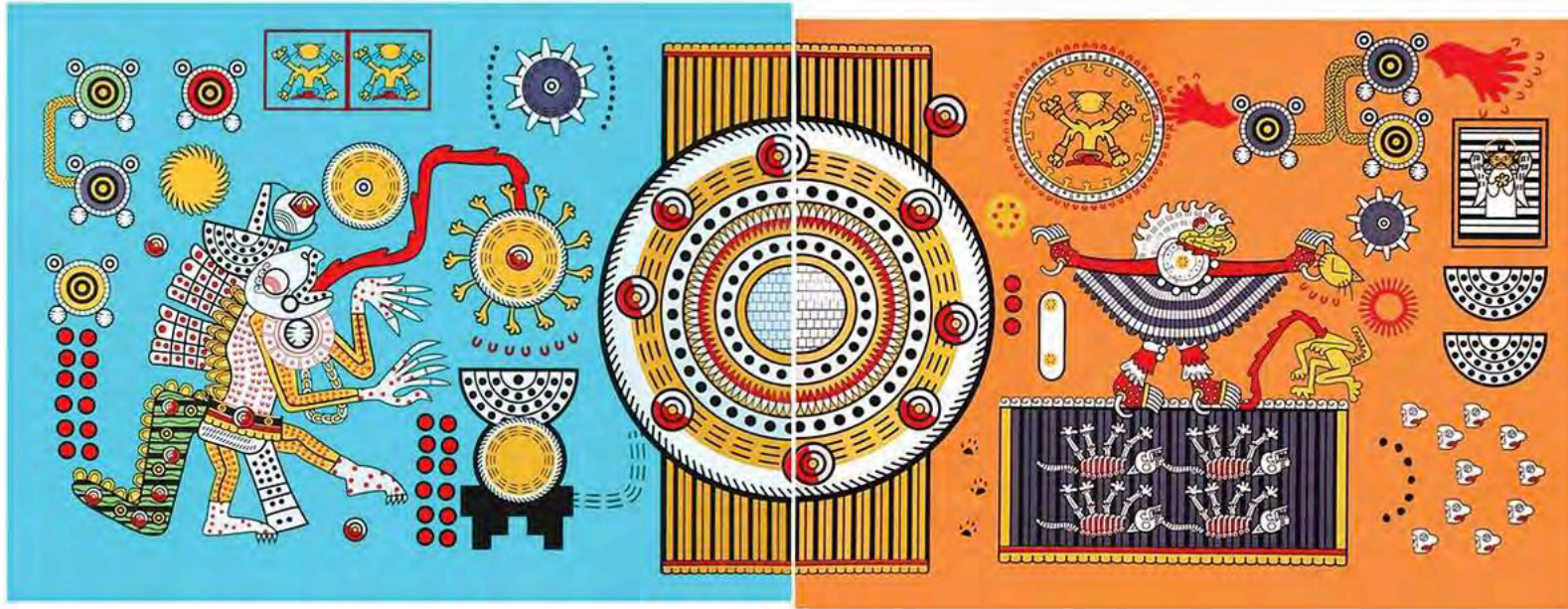




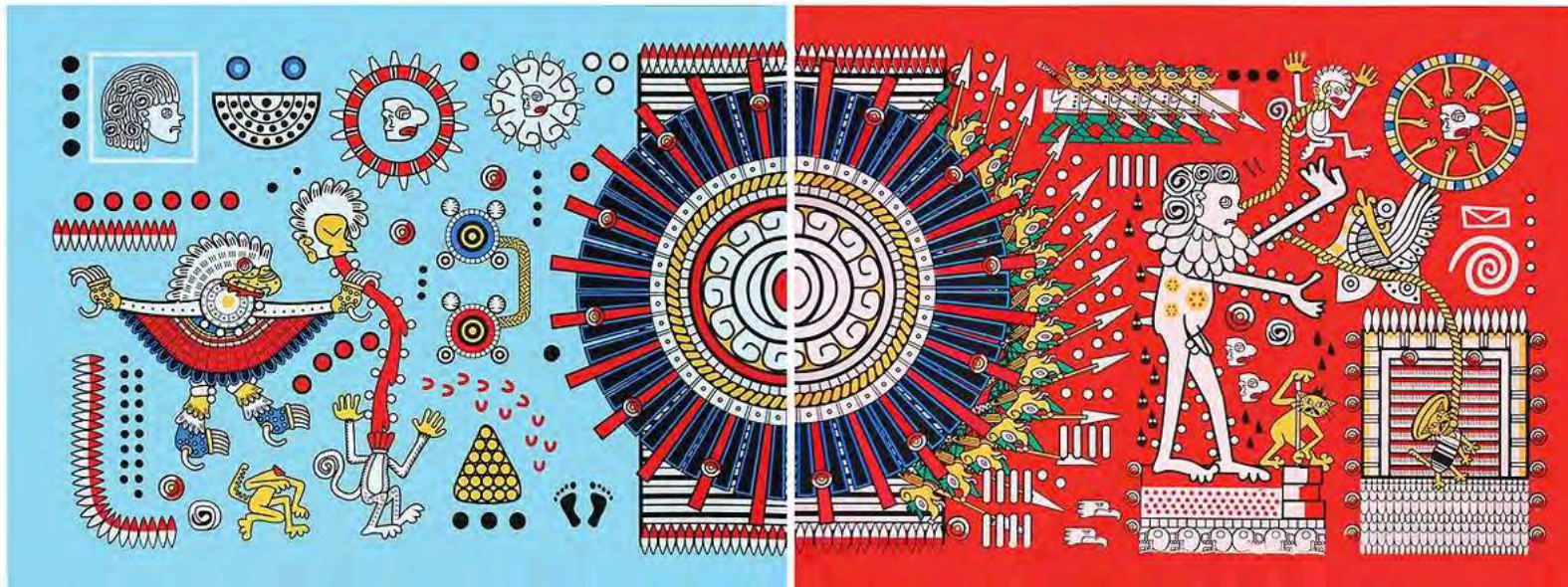






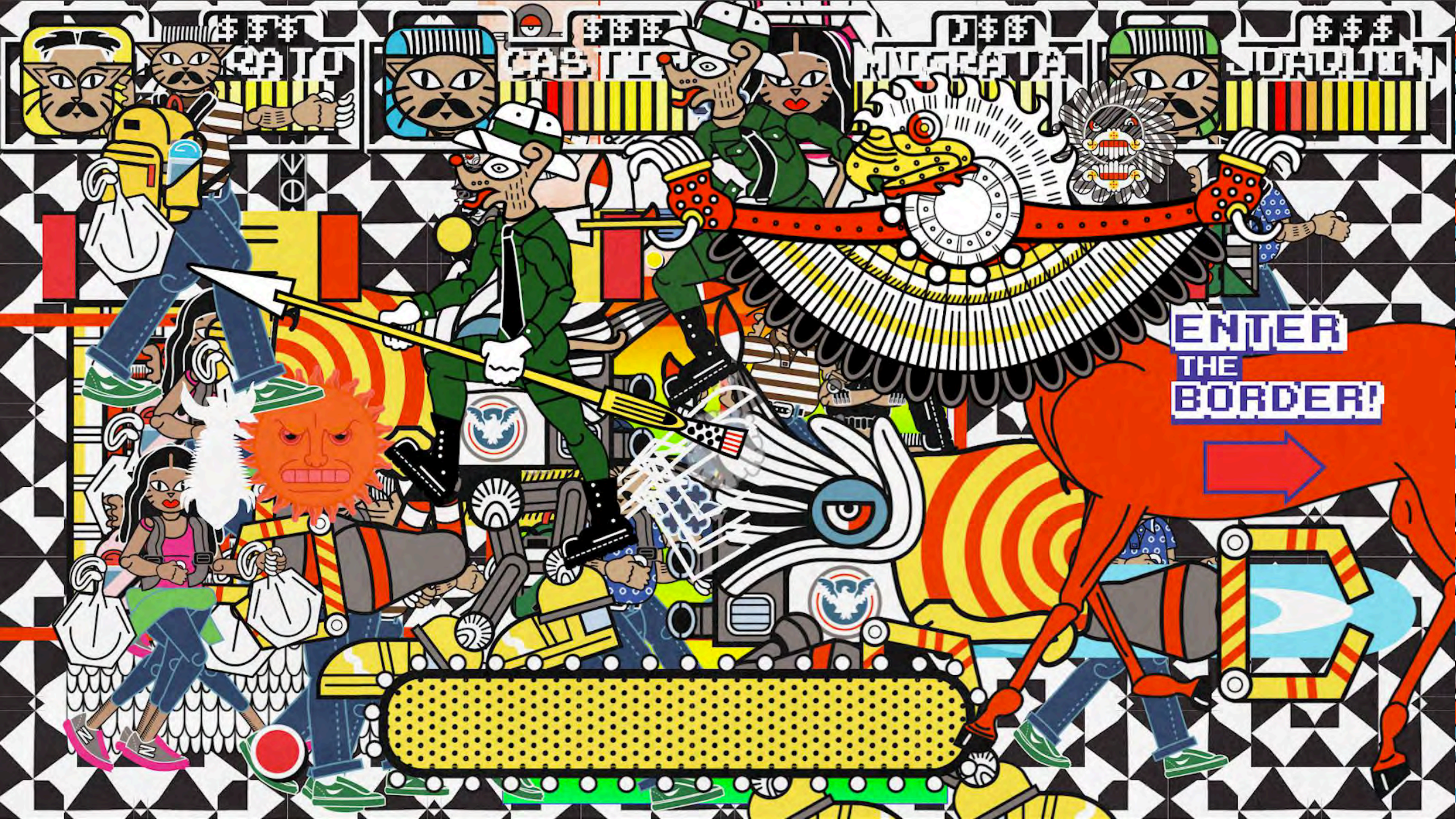


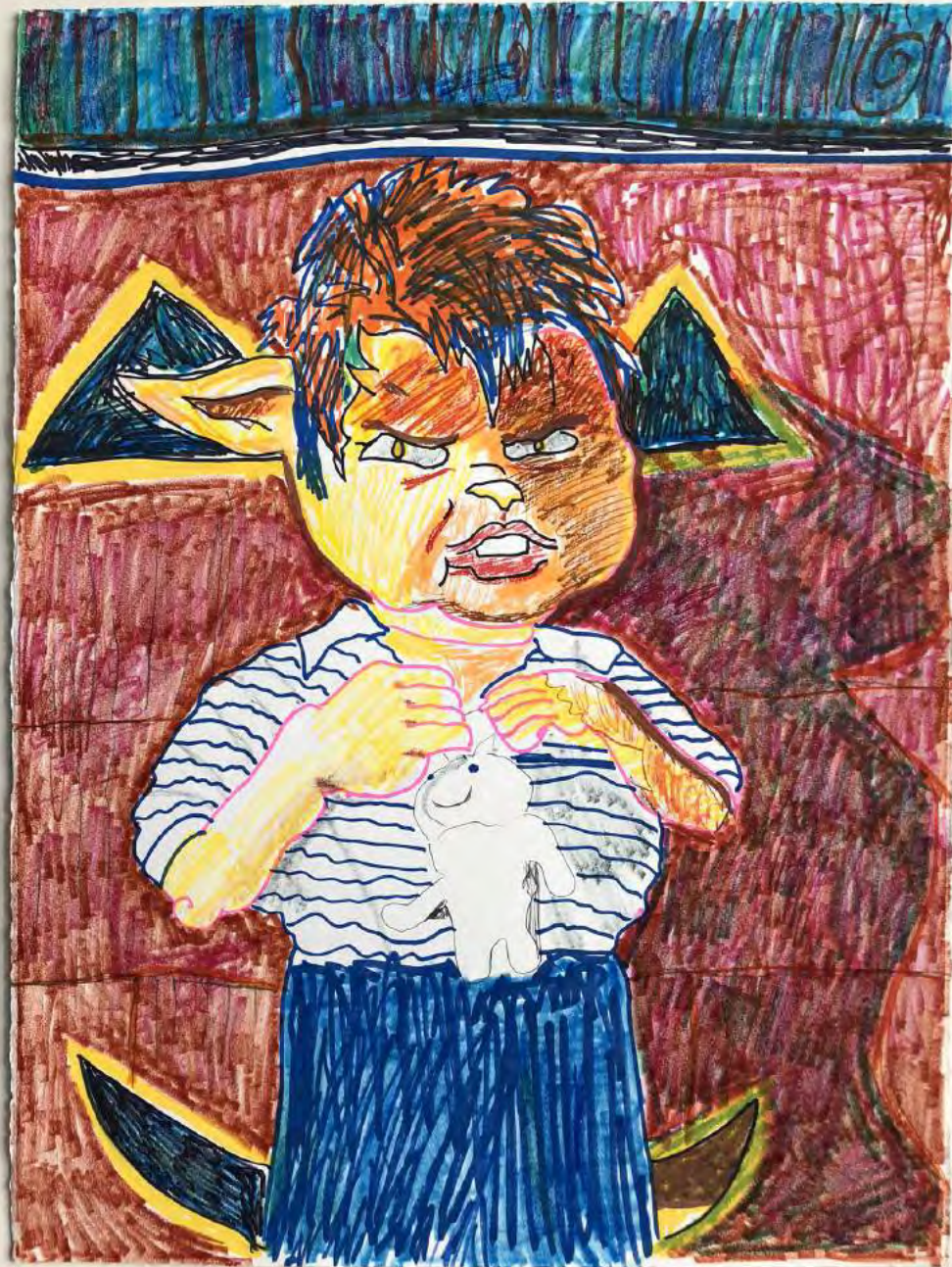
MEGAFAUNA I
Screenprint (diptych)
19" X 50"
2012



ANTHROPOPOS
Screenprint (diptych)
19" X 50"
2012
















The image shows an art installation in a gallery. Several large, cylindrical columns are arranged in a row, each wrapped in a black and white geometric pattern consisting of vertical lines and horizontal bands with scalloped or wavy motifs. In the center of the room, a bright yellow rectangular panel is mounted on the wall. Below it, a small, brightly lit display case contains three colorful, abstract prints. The background wall is covered in a dense, repeating pattern of small, dark, rectangular shapes. The floor is a light, neutral color, and the ceiling has recessed circular lights.

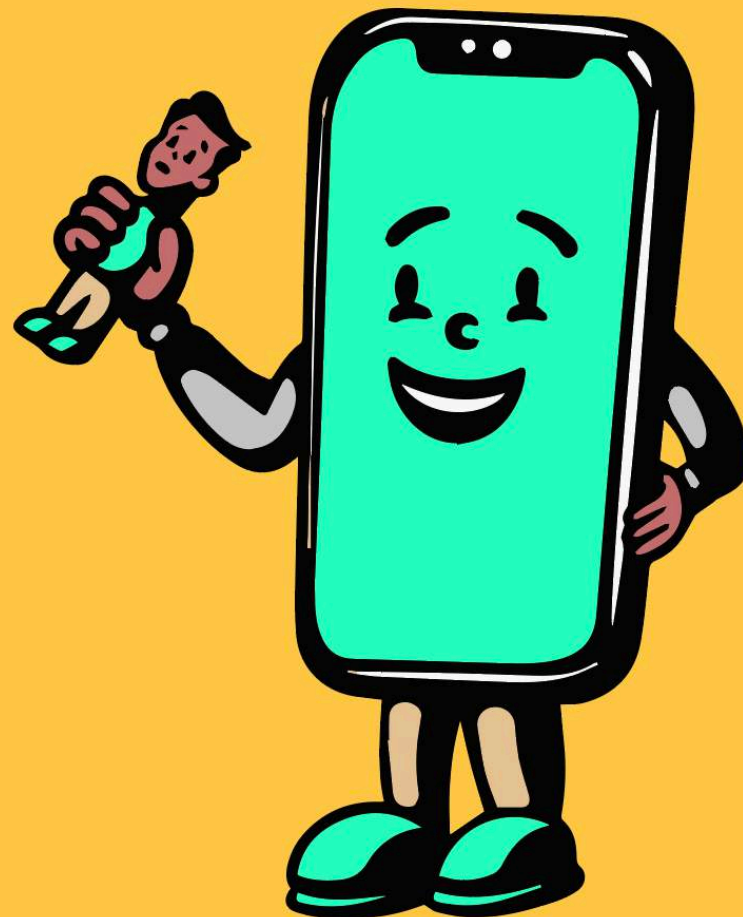
100 Years of Printmaking in San Antonio/
Cien años de las estampas en San Antonio:
Michael Menchaca







2007



2019





1000 Years of Crossings
Courtesy of the artist

Michael Menchaca

To support a new series of works on paper that represent the impact of Silicon Valley innovations within the social fabric of Latinx communities. The artist will explore how “smart devices” have transformed communication and relationships within Latinx families. The project will be an embodiment of the contemporary social fabric of the Latinx community and give them a voice within a conversation involving innovative technology and social media usage. This project will be a continuation of the artist’s digital codex, which seeks to preserve cultural events through invented mythology.

AT A GLANCE

PROJECT

The Codex Silex Vallis (The Silicon Valley Codex)

GRANT

NFA San Antonio Artist Grant

GRANT AWARD

\$5,400

PRIMARY SOCIAL THEME

Accessibility

DISCIPLINE

Visual Arts

LOCATION

San Antonio, TX

ARTIST WEBSITE

www.michaelmenchaca.com

CAPITALISM 101



INDUSTRIAL CAPITALISM

- Claimed Nature and converted land to be sold as real estate
- Claimed work, everyday activities for the market dynamic, reborn and labeled as labor/wage labor.
- Created a new consumer culture



CAPITALISM EVOLVES

- Evolves, like an organism, as a result of a Creative Response to a new situation.
- Creative Destruction occurs. “Move Fast. Break Things.”
- Institution building takes place to meet the new needs of the population.



INDUSTRIAL CAPITALISM

- **Mass Production** — With refined manufacturing processes, factories could mass-produce standardized articles
- **Big Business** — Continuing the development of capitalist business organization
- **Entrepreneurs** formed private businesses in hope of profiting from market-oriented production and trade.
- **The Corporation** — The most common form of businesses in hope of profit in industrial societies.
- **Monopolies** — to protect their investments, some businesses sought to not only outperform their competitors in the capitalist marketplace but to eliminate competition.
- Global Warming a.k.a. “Climate Change” imposed regulations

THE AGE OF SURVEILLANCE CAPITALISM — 21ST CENTURY



SURVEILLANCE CAPITALISM



- Unilaterally claims private human experience for the market dynamic.
- Regards private human experience as a free source of raw material, to be translated into behavioral data.
- Behavioral Data is combined with new production processes using Artificial Intelligence (A.I.) to create predictions of future human behavior.
- Prediction products are sold in a new marketplace (tienditas) to exchange in bets in future human behaviors.

2000 A.D.



- Opposed advertising
- Financial Crisis
- Investors threatened to pull funding
- Struggled to find a way to save their company
- Discovered they could flip “data exhaust” into Ad revenue



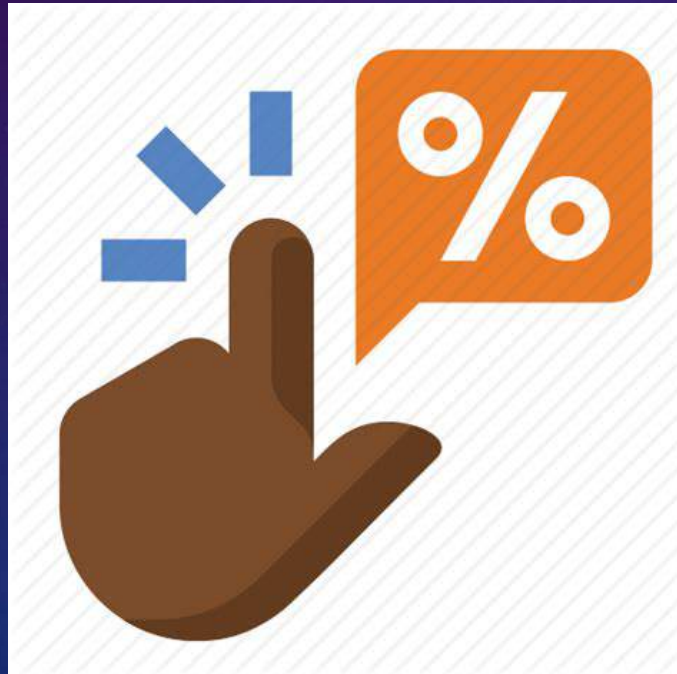
Click-

Through

Rate

CLICK THROUGH RATE (CTR) = ONLINE ADVERTISING MARKETS.

- New Marketplace for Future Human Behavior (Where you will click)



$$\text{CTR} = \frac{\text{Number of click-throughs}}{\text{Number of impressions}} \times 100(\%)$$



SURVEILLANCE CAPITALISM EATS THE INTERNET



- New Logic Spreads to Facebook
- Becomes the default economic operation for the Tech Sector, all Startups, all Apps
- Private Corporations compete for Data at Scale (Volume) and Scope (Variety)
- This massive amount of data collection equals a new kind of power that has never existed before.
- Who gets access to this data/power?

“DATA IS THE NEW OIL”

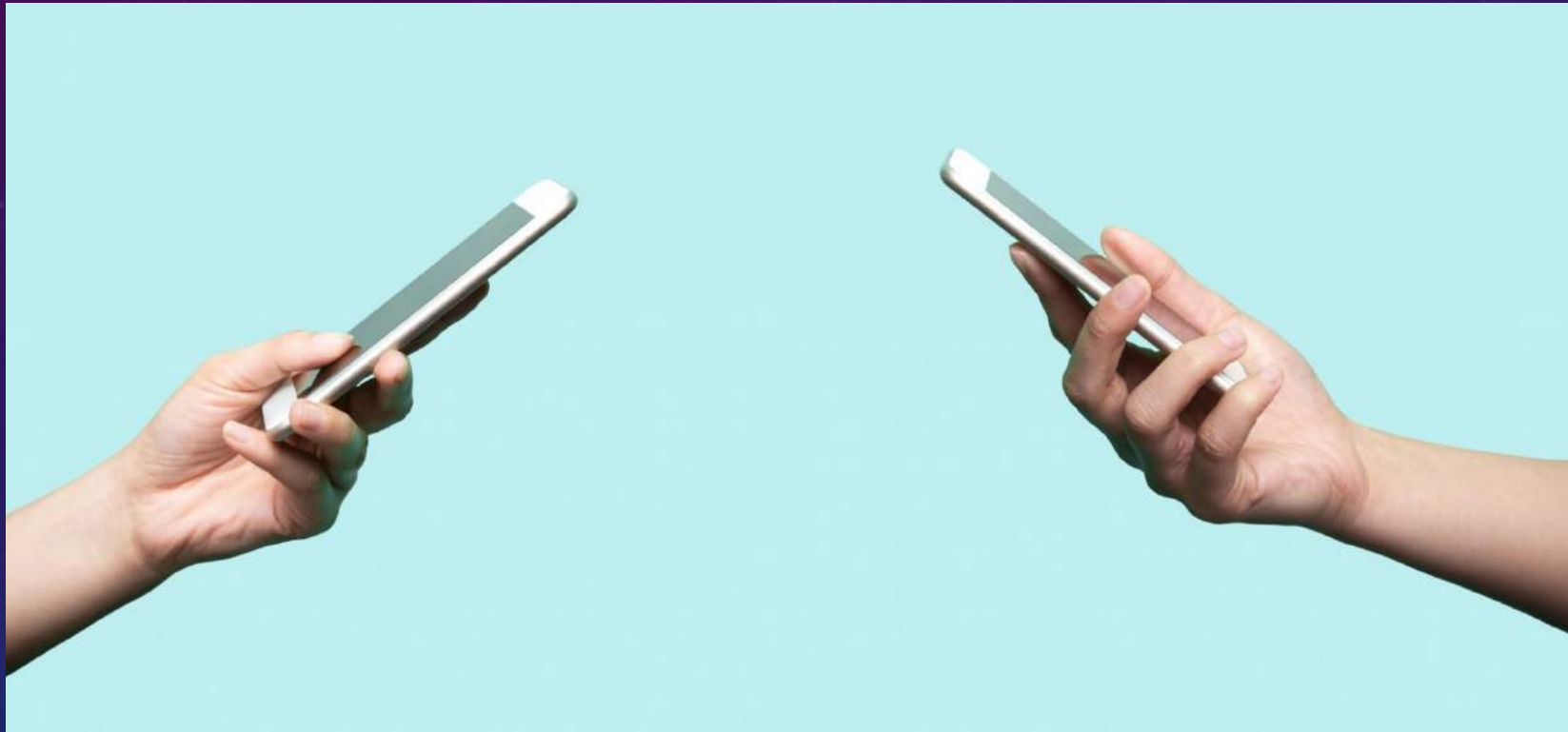


COMPETITIVE DYNAMICS

- SCALE — Competing for Volume, More Data = better predictions
- SCOPE — Competing for Varieties of Data, More Varied Data = even better predictions



ECONOMIES OF SCOPE — MOBILITY REVOLUTION



ECONOMIES OF SCOPE — GOOGLE ANDROID



FACEBOOK CONTAGION EXPERIMENTS

One Facebook Banner Ad Caused 60,000 More People To Vote in the 2010 Elections

By WILL OREMUS

SEPT 13, 2012 • 10:10 AM

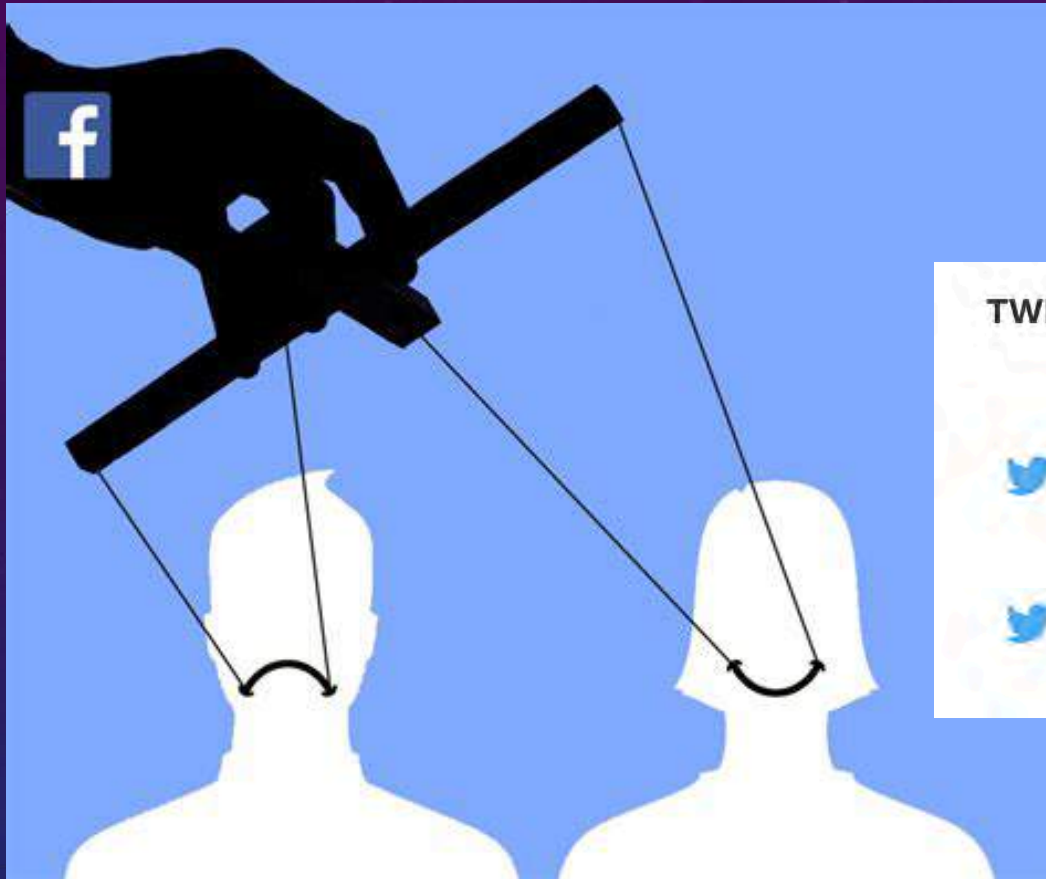


A new study finds that Facebook can spur people to the polls.

Photo by Tim Sloan/AFP/Getty Images



2010 Election Experiment


FACEBOOK CONTAGION EXPERIMENTS



2013 Emotional Contagion

TWEET THIS

-  Facebook conducted a massive psychological experiment on 689,003 users, manipulating their news feeds to assess the effects on their emotions.
-  The short version is, Facebook has the ability to make you feel good or bad, just by tweaking what shows up in your news feed.

Facebook conducted a massive psychological experiment on 689,003 users, manipulating their news feeds to assess the effects on their emotions. 

The details of the experiment were published in an article entitled "Experimental Evidence Of Massive-Scale Emotional Contagion Through Social Networks" published in the journal *Proceedings of the National Academy of Sciences of the United States of America*.

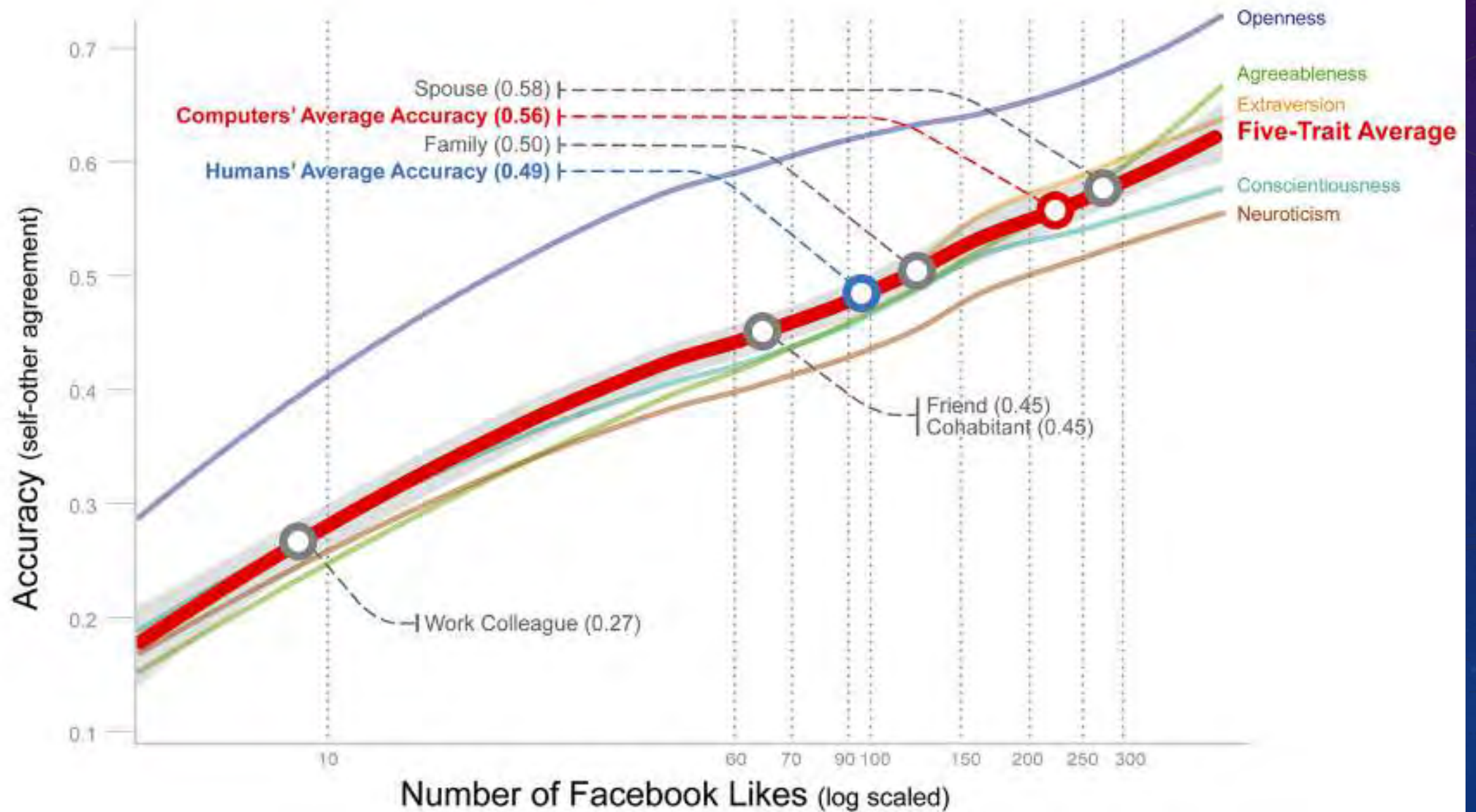


Cambridge
Analytica

- Data Analytics Firm located in Cambridge, near London
- Partnered with the Trump Presidential Campaign
- Leveraged the data of millions of Facebook users to target them with advertisements and campaign material.
- Used psychometrics to assess and identify personality traits of Facebook users

PSYCHOMETRICS

- In the 1980s, two teams of psychologists developed a model that sought to assess human beings based on five personality traits, known as the "Big Five."
 - Openness (how open are you to new experiences?)
 - Conscientiousness (how much of a perfectionist are you?)
 - Extroversion (how sociable are you?)
 - Agreeableness (how considerate and cooperative are you?)
 - Neuroticism (are you easily upset?).
- “Based on these dimensions—they are also known as OCEAN, an acronym for openness, conscientiousness, extroversion, agreeableness, neuroticism—we can make a relatively accurate assessment of the kind of person in front of us. “



Our smartphone, Kosinski concluded, is a vast psychological questionnaire that we are constantly filling out, both consciously and unconsciously.

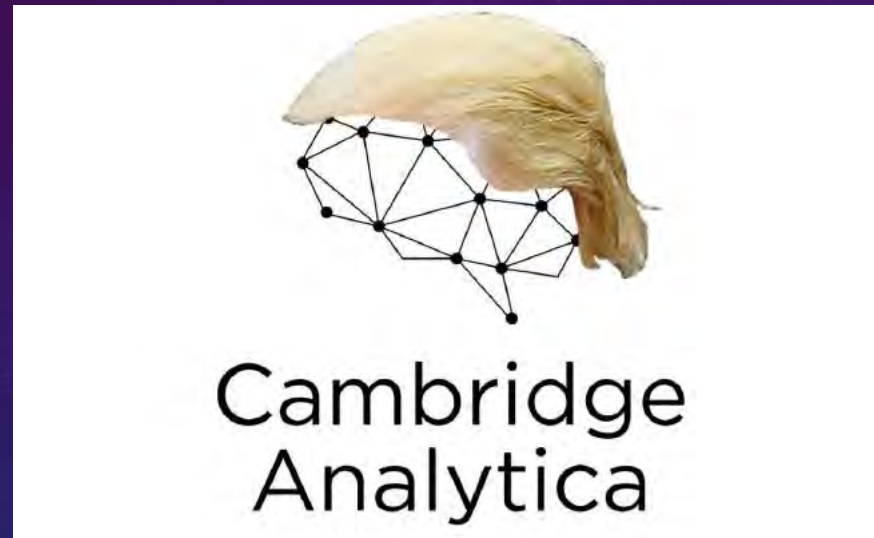
- Essentially, what Kosinski had invented was sort of a people search engine.

CAMBRIDGE ANALYTICA



- CEO — ALEXANDER NIX
- Owned by Strategic Communication Laboratories (SCL)
- SCL creates branch companies around the world to influence elections using microtargeted ads.
- in 2013, SCL spun off a new company to participate in US elections: Cambridge Analytica.

NOV. 9, 2016

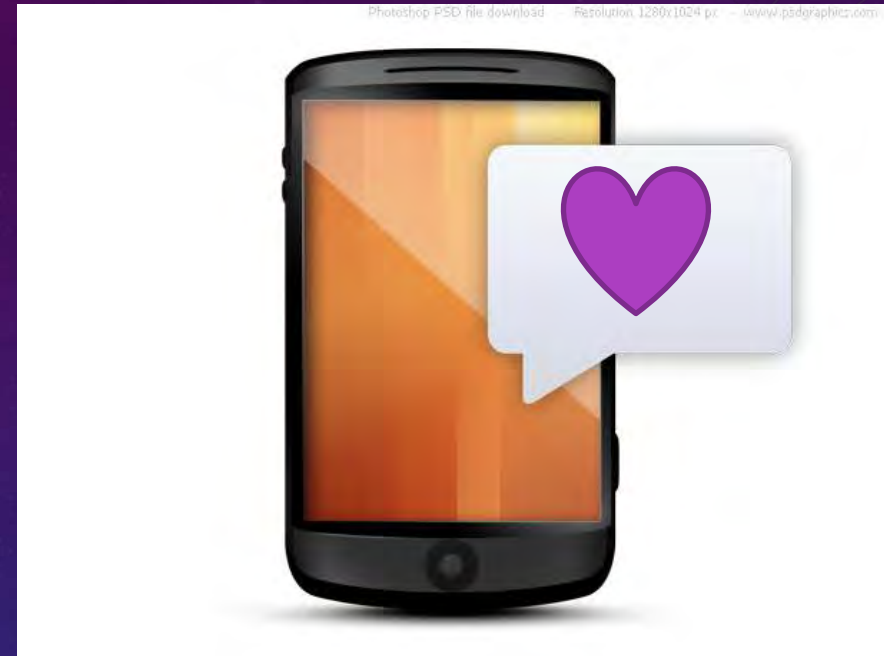


- "We are thrilled that our revolutionary approach to data-driven communication has played such an integral part in President-elect Trump's extraordinary win," — CEO Alexander Nix

“The goal of everything we do is to change people’s actual behavior at scale. When people use our app, we can capture their behaviors, identify good and bad behaviors, and develop ways to reward the good and punish the bad. We can test how actionable our cues are for them and how profitable for us.”

— Anonymous data scientist at an unnamed Silicon Valley company

MODIFYING HUMAN BEHAVIOR AT SCALE



- The goal is to automate us.
- To Continue producing free data that will make business partners a lot of money
- PUSH NOTIFICATIONS – Keep us engaged
- In order to function in society, We have no choice but to engage in supply chains for behavioral data
- We increasingly depend on signals from our devices in order to find out what to do next.
- Requires us to be kept ignorant of these operations for it to be successful.

ECONOMIES OF ACTION:

POKÉMON

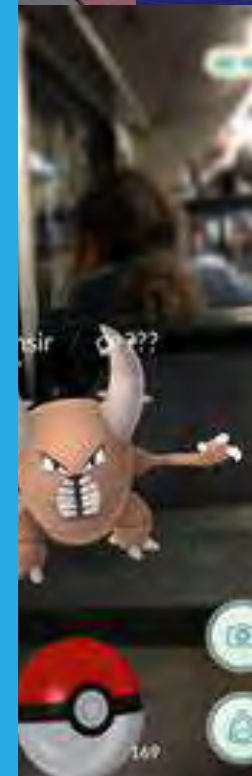




- John Hanke – CEO and Founder of Niantic Labs
- Niantic Labs, software development company incubated at Google
- Gave us Google Earth
- Gave us Google Street View



CLICK THRU
(CTR) Bec



AMAZON DEVICES — ECONOMIES OF SCOPE



SURVEILLANCE STATE



FACIAL RECOGNITION SOFTWARE





SEPTEMBER 11, 2001 — BUSH ADMINISTRATION'S RESPONSE

- U.S. interest in creating a state of surveillance
- Silicon Valley Tech Companies have a competitive edge
- Online Ad Market Profit Margins increase
- Google starts making an effort to work with the US Government. Lobbied the US Government, The EU Government, Writing academic papers, buying their place in society as an influential power in our society.





RACIAL CAPITALISM

- COMMODIFIES NON-WHITENESS FOR THE MARKET DYNAMIC
- Claimed by white individuals and predominantly white institutions who exploit, commodify, and use nonwhite people to acquire social and economic value.

WAL★MART® 2009 Global Sustainability Report



Download the full report
in Adobe Acrobat
PDF format

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[Social](#) » Diversity

Diversity

At Wal-Mart, we believe that the true strength of diversity is unleashed when each associate is encouraged to reach her or his full potential. Diversity then becomes the foundation for an inclusive, sustainable business that embraces and respects differences, develops our associates, serves our customers, partners with our communities and builds upon an inclusive supplier base.



On the left, we have the photo as originally taken. On the right, the photo as it appeared on the cover of the 2001–2002 Undergraduate Application for Admission.





Stock image used for Georgia Association of Black Women Attorneys.

Virtual Clone

Your Virtual Office Assistant!



"I am a fashion designer and wanted to start an online store of my designer wear but didn't had time to manage it. I hired Virtual Office Assistant, and they are doing a fabulous job!"

Stock image used for "Virtual Clone," a virtual office assistant.



Stock image used for QuickPaydayNow, a payday lender.

THINGS WE CARE ABOUT IN A DEMOCRATIC SOCIETY

- Freedom
- Privacy
- Social Equality

CHINA



- The Digital Surround (New Instrumental Power) is used to undermine:
 - Individual Freedom
 - The Right to Privacy
 - Social Equality

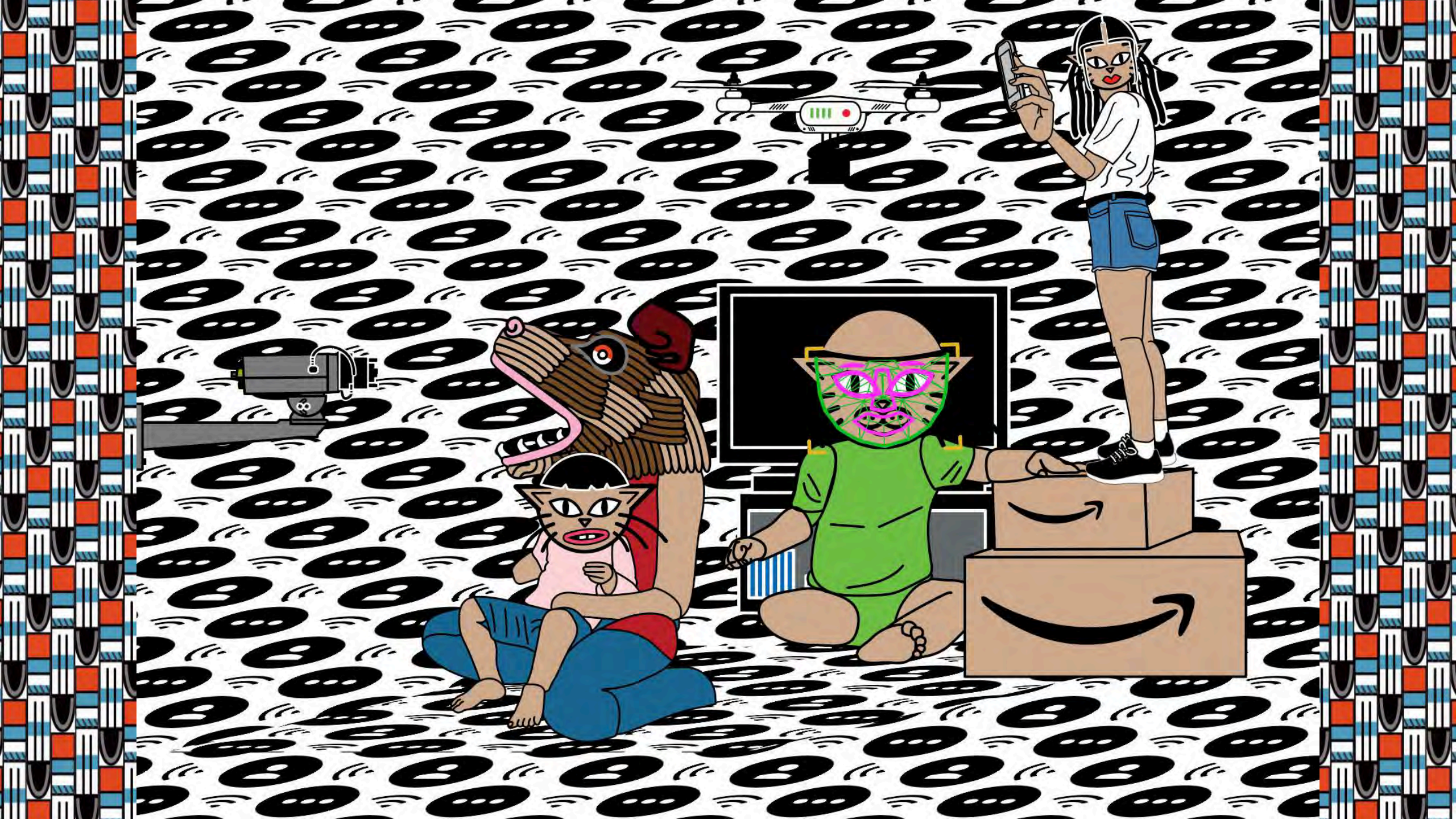


MY RIGHT TO FREE WILL

MY RIGHT TO PRIVACY

MY RIGHT TO SOCIAL EQUALITY





MICHAEL, WHY DO YOU STILL USE TECHNOLOGY?

THE DIGITAL IS NOT THE PROBLEM

- The economic logic that has hijacked the digital is the problem. Not the digital.
- Don't Blame Technology
- Surveillance is not the same as technology
- Surveillance is not the result of technology
- Surveillance is an instrumental power that works through digital technology

2018 A.D. — ZUCKERBERG CONGRESSIONAL HEARINGS



SELECT ALL | NOV. 9, 2016

Donald Trump Won Because of Facebook

By Max Read




Cancel


Tweet





What's happening?



 **Donald J. Trump** ✓
@realDonaldTrump
Why isnt the IG investigating his so-called Whistleblower? All bad info!
9:42 AM · Oct 10, 2019

 **Donald J. Trump** ✓
@realDonaldTrump
....WHERE IS THE FEDERAL RESERVE?
9:56 AM · Aug 21, 2019


 **Donald J. Trump** ✓
@realDonaldTrump
Dow just hit 27,000 for first time EVER!
10:52 AM · Jul 11, 2019

 **Donald J. Trump** ✓
@realDonaldTrump
I will be interviewed by @TuckerCarlson tonight at 8:00pm on @FoxNews!
6:18 PM · Jul 1, 2019

 **Donald J. Trump** ✓
@realDonaldTrump
A complete Witch Hunt!
1:23 PM · Apr 22, 2018

 **Donald J. Trump** ✓
@realDonaldTrump
IT WAS A PERFECT CONVERSATION WITH UKRAINE PRESIDENT!

I have been much tougher on Russia than Obama, just look at the facts. Total Fake News!
8:38 AM · Feb-20, 2018

 **Donald J. Trump** ✓
@realDonaldTrump
Have a great, but very reflective, Presidents Day!

 **Donald J. Trump** ✓
@realDonaldTrump
Alec Baldwin, v



EUROPEAN UNION (EU)

- Passed the General Data Protection Regulation
- (GDPR)



HOW TO PROTECT YOUR DATA



HOW TO PROTECT YOUR DATA

PRACTICE INTERNET ATHIESM – Not always possible in this new economy

If you can:

- Avoid all things “Smart”
- Avoid all things “Personalized”
- Avoid “Free” digital services (They think of you’re information as free); “Free” Apps
- Become less dependent on Google Services
 - Google Chrome – Instead use Apple’s Safari or Firefox
 - Google Search -Instead use DuckDuckGo or Dogpile.com
 - Google Maps - Instead use Apple Maps, Turn to printed maps, or even better: use your memory
 - GMAIL – Use Proton Mail, Zoho Office, or other email providers that you pay for
 - Google Docs — Instead use Dropbox Paper, Nuclino, or Zoho Office
 - Youtube — Daily Motion, Vimeo, Zippcast
- Block Online “Trackers” – Use Ghostery, Plug-in for your browser
- Protect yourself from Wi-Fi snoopers – Download a Virtual Private Network Software (VPN)
- Don’t “Sign-in with Facebook” or “Sign-in with Google”
- Log out of Facebook, Google when not using it to prevent data tracking
- Even better: don’t use Facebook

MY LIFE POST FULL-TIME DATA EXTRACTION?

- Encountering about 1% accurately targeted advertisements online
- No longer influenced by emotional contagions spreading online
- Re-Experiencing Freedom of thought
- Re-experiencing a full-time presence in real space
- Re-claiming my freedom of choice regarding my future behavior
- Re-deciding what knowledge I want to expose myself to
- No more being consistently “pushed” by corporate notifications via sensory signals.
- Realization that we were never given a choice but to secretly provide our free data for profit.
- Increasingly inconvenienced by digital services requiring constant online connectivity.
- More Self Reliant (Limited online searching)

**THE AGE OF
SURVEILLANCE
CAPITALISM**

THE FIGHT FOR A
HUMAN FUTURE
AT THE NEW
FRONTIER OF POWER

**SHOSHANA
ZUBOFF**



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