

# Ritrovare casa nel tempo della liquidità

Note a “Il capitalismo della sorveglianza”

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**Abstract:** This paper aims to highlight the peculiar characteristics of a new expression of capitalism, which is entirely based on the use of certain digital technologies, and which has already led to a radical transformation of the individual and of the social relations he maintains in the real world. This has been done through constant reference to a highly successful work such as *The age of surveillance capitalism* by S. Zuboff, whose publication has fomented a large debate in Anglo-Saxon opinion over the last two years, about the limits that should be circumscribed for new technologies, as well as on the need for an ethics for digital, which can be developed through those increasingly current knowledge such as digital humanities.

**Keywords:** Home, Surveillance, Digital, Capitalism, Zuboff.