Where is an Author?

Abstract: The convergence of once-separate paths of innovation in information and communications technologies and everyday social practice has precipitated a 'Gutenberg moment' in education at a pivotal moment in trajectories of global financialization. While there is now a significant literature devoted to the institutional and technocratic evaluation of the processes and outcomes of technologies deployed in education, the geographical implications of new cultures of teaching and learning remain dangerously under-theorized. Reading and writing, in particular, are being reconstituted through partially automated constellations of socio-technical practices of authorship. In this article, an intertextual synthesis of key works of Comte, Marx, and Foucault is deployed to reconstitute a theory of authorship for the digital age.

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It's early in the twenty-first century of the Western calendar. If you're reading these words, there is a very high probability that the characters, words, and sentences are delivered to you on a screen, on a digital device connected by wire or wavelength to a vast, evolving ecosystem of information and algorithms. This empowers you as a reader, like no generation of readers who has ever lived before. With a few slight physical gestures, you can ask your device to search for information about the author of the words you're reading. You can easily obtain a variety of statistics and rankings that (presumably) measure the popularity or 'impact' of the author's words, or the publication where the words appear. You can find other collections of words written by other authors that manifest some kind of correlation with the authors' words. If the author smuggles a strange word like "transdiscursive" into the text without providing a clear explanation, you can search for a definition across a wide array of blogs, wikis, Twitter feeds, and other phenomena yet to be named. Yet at this point the empowerment of search collides with the radical democracy of meanings. Among all the different ways that "transdiscursive" has been or will be used in digitally available written works, which one best captures the author's intended meaning? At this point you may well feel offended and violated by the author's refusal to honor the implicit social contract of authorship as it has been negotiated across the centuries of (literary

appropriate, to explain where other authors' words or ideas have been borrowed. Thou shalt not steal.

Some of the words you've read thus far were inspired by the preface to Jaron Lanier's (2010) cyber-manifesto, *You Are Not a Gadget*; other words were shaped by Nadine Schuurman's (2013) analysis of the Gutenberg effects of neuroplasticity in creating a new era of "Geographical Knowledge Production 2.0;" and "transdiscursive" is the English translation of

Michel Foucault's (1969, p. 386) meaning for the position of an "author of a theory, tradition, or discipline in which other books and authors will in turn find a place." It is the burden of my argument in this essay to demonstrate that Foucault's conceptualization, first introduced in a lecture in Paris in February, 1969, exposes a fundamental re-scaling of the relations between authors and readers -- and especially between students and educators -- in a world of nearly-ubiquitous circuits of Internet communication, production, and surveillance. Adapted and updated through a genealogical technique that Foucault called "discursive instaurations," and put into a dialogue with some of the more obscure, neglected parts of the works of Kark Marx and Auguste Comte, Foucault's perspective on individual authorship provides crucial insights into the new spatialities of contemporary reading, writing, and education.

Plagiarism Frontiers

We need a new theory of authorship. To appreciate why, it is worth considering the frustration voiced by Mark Bauerline, a Professor of English at Emory University. "When students take on research tasks," Bauerline writes in a commentary on college-level term papers, "here is what they don't do:

- Visit the library and browse the stacks.
- Find an archive and examine primary documents.
- Read widely in the subject before identifying a topic.

Instead, they

- Type a term into Google.
- Consult Wikipedia's entry on the subject.

- Download six web pages, and cut and paste passages.
- Summarize the citations and sprinkle in commentary of their own.
- Print it up and hand it in." (Bauerline, 2011).

For Bauerline, the disciplined crafts of authorship traditionally associated with the student research paper -- sustained curiosity, deep reflection, and critical judgment -- are being destroyed by the false promises of a universe of informational tools that "offer too many shortcuts, conveniences, and well-digested materials." "Teachers demand better usages ('Don't just rely on Wikipedia!')," Bauerline laments, "but they're up against 19-year olds who love speed and effortlessness. Good luck." Yet if the "free-ranging intimacy" (Walker, 2010) of the net enables more widespread plagiarism among students, educational institutions are now able to respond with an unprecedented arsenal of powerful surveillance technologies. In the emergent field of "plagiarism detection," the Turnitin.com service has quickly become the industry leader; the cloud-based service creates a "digital fingerprint" for each student paper submitted to the system, and compares the results to an evolving database of more than 110 thousand publications, 300 million archived student papers, and more than 40 billion web pages -- all across 18 languages in more than one hundred countries (iParadigms, 2012a, 2012b, 2013; Barrie, 2008).

Turnitin.com was developed by John Barrie, who rhetoric and neurobiology in what he describes as "a less than ideal undergraduate experience" at Berkeley. Continuing at Berkeley for doctoral work in biophysics and neurobiology, Barrie specialized in research on

"how spatiotemporal patterns of the EEG (electroencephalogram) over the primary sensory neocortices could help one understand how the brain encoded the sensory world into the neuro-world, how those patterns changed with time and ultimately how those patterns came together to form our conscious representation of the world." (Barrie, 2008, p. 16).

At the same time he was refining observational experiments and analytical algorithms for his doctoral research, Barrie served as a Teaching Assistant for several large undergraduate courses, where he saw his own undergraduate experience from a new vantage point: "class sizes approaching the ridiculous" made it impossible for students to get any detailed feedback on their work, creating "a cold and impersonal environment that was exacerbated by a brutal grading curve" (Barrie, 2008, p. 16). In 1994, Barrie (2008, p. 16) realized he could "use these new things called the 'web' and the 'browser' to facilitate a completely digital version of class manuscript peer review" to provide rich, thorough feedback for enhanced student engagement.

Unfortunately, Barrie soon discovered that many students were taking papers from his new peer review system and submitting them for other classes. "I had inadvertently created a mini-cheat site," Barrie (2008, p. 17) realized. Barrie came to a decisive turning point:

"Now things began to change. I was more than a little irritated that a significant minority of students were cheating their way to an unfair competitive advantage over their peers. And I was aiding and abetting by providing hundreds of students with their peers' manuscripts via the class website. I felt a need to put a stop to that problem....

...a real deterrent would require the real threat of getting caught doing the wrong thing. In my analysis, the only real threat would involve creating a database so massive that, when a student is told that their paper will be compared with documents in that database, a student is deterred from cheating. That database would have to include all of the sources a student might use to cheat: the Internet, things in the library and millions of student papers ... The only problem was: how does one search those billions of documents in real time?

The solution was to use algorithms designed to detect regularities in large databases of brain waves and apply the same strategy to detect regularities (i.e., unoriginal work) in large databases of text." (Barrie, 2008, pp. 17-18).

Barrie's vision required a decade of refinement, as well as backing by a \$40-billion private equity firm (Warburg Pincus), but the service eventually grew to become one of the most widely used educational applications in the world. Turnitin.com processed more than 80 million student papers in 2012, and maintains contracts with more than ten thousand educational institutions -- including 130 of the top 200 universities ranked by the *Times Higher Education World Rankings* (iParadigms, 2013). The service has withstood several legal challenges by students forced to submit their work to (and thus enhance the proprietary data assets of) a private company (Brinkman, 2012). **Charter Company (Brinkman, 2012). **

publishers and editors of books and scholarly journals. Turnitin.com's plagiarism detection functions, moreover, are seamlessly integrated into the comprehensive "SmarterGradingTM with GradeMark" interface, allowing educators to provide a wide range of different kinds of feedback on students' writing. QuickMark® Sets allow teachers to "save time and provide better feedback by quickly dragging standard or custom marks and comments directly on the paper"; the Voice Comments function allows teachers to "guide students with personalized audio feedback that conveys your 'tone' and clarifies QuickMark® comments"; and with Grade Anywhere SM on Turnitin for iPad®, teachers can provide all of this rich feedback from anywhere, anytime (iParadigms, 2013). In October, 2013, Turnitin.com launched "Cloud Submit," an interface allowing direct submission of papers from Google Drive and DropBox.

iParadigms' innovations are only one small part of a fast-expanding universe of educational technologies premised on the synthesis of support and surveillance. These technological developments have been driven by anticipations of the infinite "scalability" of massive open online courses (MOOCs) (Heller, 2013). The array of innovations includes authentication software for MOOC remote-testing facilities that analyze the keystroke typing rhythms of students taking examinations (Eisenberg, 2013), "machine learning" algorithms for automated grading of student essays (Markoff, 2013), and tracking systems designed to monitor online reading activities by counting page views and click-throughs to calculate an engagement index" for each student (Streitfeld, 2013). There is now a significant scholarly literature analyzing how these transformations are enmeshed in the neoliberalization of education, and how individual students and educators are being enrolled into accelerated -- and partially automated -- circuits of digital governmentality (e.g., Castells et al., 1999; Noble, 2001; Brinkman, 2012; Boler, 2007; Smith and Jeffery, 2013). Nevertheless, despite the valuable

critical insights in this literature -- from David Noble's (2001) early diagnosis of "digital diploma mills" to Megan Boler's (2007) feminist theorization of the false promises of "digital Cartesianism" -- a case can be made that research in this area has remained too modest, and too deferential. Most of the literature remains focused on the effects of technological change on familiar, discrete social roles -- (students, teachers, administrators) or social practices (reading, writing, teaching) -- as if these words carry the same meanings we've all been taught to recognize. They do not. Each of these social positions has been redefined through radical technological contingency, etching fine-grained divisions of working conditions, learning experiences, audit and surveillance capabilities, and implications for knowledge production.

"We are in a Gutenberg moment in which we are migrating from book reading to Internet browsing," Nadine Schuurman (2013, p. 396) reminds us, and it is worth considering the stunning acceleration of changes that have diffused widely in just the past few years. If the latter half of the twentieth century came to be defined by the gathering momentum of computerization and automation in a mechanical, wholesale sense, the twenty-first century brought a sudden phase shift in the role of digitized information in the cognitive, retail experience of capitalist culture. We suddenly find ourselves in a *world of information* that is fast evolving into a proliferation of *informational worlds*. By the most authoritative estimates available, the share of all of humanity's recorded information stored in digital form increased from 25 percent in 2000 to 98 percent in 2013; there is now about 1,200 exabytes worth of information in the world (Hilbert and Lopez, 2011, updated in Mayer-Schönberger and Cukier, 2013, p. 9).

This flood of information is rapidly redefining the meanings and functions of communication in contemporary human culture -- in the dynamic, shifting, and blurred boundaries among news, politics, entertainment, and education. Precisely the same sudden ease

of access to a world of information that encourages the student's quick search and cut-and-paste now enables the real-time deployment of corporate neurological software to compare an individual's writing to an expanding database of human communication that is rapidly becoming planetary. A growing share of today's *new* human expression is taking place in digital form, while initiatives like Project Gutenberg, the Wayback Machine and Internet Archive, and Google's monumental book-scanning project are quickly digitizing all possible traces of the cultural *past*. Not long ago, Trevor Barnes (2013, p. 297)

"heard the all-around American philosopher scientist, James Owen Weatherall, say on a podcast that for every individual in America there are 200 Ancient Alexandria Libraries worth of information that have been collected and stored about them. The Library at Alexandria contained everything worth knowing in the ancient world. So, we now have 200 times what was worth knowing about the ancient world for every living American, and likely a few dead ones too."

No generation in human history has ever lived in such an environment of planetary digital information. Teachers and students are thrown into new digital worlds. The meanings -- and the spaces and times -- of reading, learning, and teaching are in flux. So are the meanings of the Latin word for a writer, a maker, an originator -- the term that eventually became the Anglo-French *autour*.

Comte, Marx, and Foucault

In an age when an author's words can instantly be combined or compared with a global corpus of the words of all authors, what does "authorship" mean? The enigmatic position of the author is certainly nothing new: the conditions of possibility of collective human knowledge

advanced and transmitted through individual action have always been a central concern of philosophy. We can gain a fresh perspective on the matter, however, if we consider key moments of revolutionary instability in the philosophy of human knowledge at the juncture of science, politics, and theology. This requires consideration of an odd combination: Auguste Comte, Karl Marx, and Michel Foucault.

No other trio makes for a greater sense of theoretical cognitive dissonance: at first glance

it might seem a fool's errand to search for common ground between the austere father of positivism who later became the "High Priest of the Religion of Humanity," (Mill, 1891, p. 125) the historical materialist analyst of capitalism, and the archaeologist of knowledge whose inquiries into the 'limit experience' of human philosophy involved intense readings of and Heidegger as well as LSD trips in Death Valley and the "entirely different truth" of gay liberation in San Francisco in the 1970s (quoted in Miller, 1993, p. 28, p. 245). Comte, Marx, and Foucault were each discursively enigmatic and politically radical -- but in starkly different historical and geographical circumstances of what radicalism meant. Most of the few

Nietzsche

"as the English and French are making such a fuss of the fellow. What seduces them about him is is encyclopaedic quality, *la synthèse*. But that is pitiful when compared with Hegel (although Comte is superior to him as a mathematician and physicist by profession, i.e. superior in the detail, though even here Hegel is infinitely greater as a whole). And this shitty positivism came out in 1832!" (Marx, 1866, p. 289).

fragments of their direct engagements with one another are reflexively negative. "I am studying

Comte on the side just now," Marx wrote in a letter to Engels in the summer of 1866,

But Marx was late; the shitty positivist himself, "the thinker of Humanity in place of God," (Wernick, 2001, p. 220) had been dead for almost a decade. Foucault, working to think outside and beyond the lineage of Marx, Husserl, Hegel, and Sartre in what Gilles Deleuze called the "malicious gift" of *The Order of Things*, refused to exempt Marxism from the "archaeology that smashes its idols" (quoted in Miller, 1993, p. 152). Marxism "introduced no real discontinuity" in human understanding "at the deepest level of Western knowledge," Foucault (1966, p. 285) declared, because European modernity's conceptualization of History established its conditions of possibility. "Marxism exists in nineteenth century thought like a fish in water: that is, it is unable to breathe anywhere else." Foucault certainly admired the oppositional aspirations of Marx's "nineteenth century revolutionary economics" against "nineteenth century bourgeois economics," but Foucault's archaeology was unforgiving: "Their controversies may have stirred up a few waves and caused a few surface ripples; but they are no more than storms in a children's paddling pool." (Foucault, 1966, p. 285).

Yet such quotes are deceptive. Comte, Marx, and Foucault shared a panoramic, critical view of the development of human scientific thought in and through the constitution of modernity. All three were deeply concerned with the relationship between *individual* and *collective* knowlege, and with the implications of changes in knowledge in the physical sciences for the domain of social relations and politics. Marx admired *la synthèse* of Comte's attempt to apply the advances of the physical sciences to the problems of politics and society precisely because they shared a revulsion to the stubborn, atomistic individualism of economic liberalism backed by military force and theological politics; both were obsessed with the "species-specific capabilities of man" (Lenzer, 1972/1973, p. lv) through collective work and knowledge. And Foucault (1966, p. 346) saw the connection too, even as he mercilessly dismantled the.

materialism of Marx's "species being" and the secular scientism of Comte in favor of an ontology of discourse. Foucault (1966, p. 347) begins his inquiry into the "strange empiricotranscendental doublet" of man at the Cartesian, individual scale: "he is a being such that knowledge will be attained in him of what renders all knowledge possible." But then Foucault takes an unusual approach to get to the scale of societal knowledge, arguing that Comte and Marx established (albeit in contradictory ways) the fundamental importance of theory and discourse as constitutive of, and not only reflective of, the "real":

"Comte and Marx both bear out the fact that eschatology (as the objective truth proceeding from man's discourse) and positivism (as the truth of discourse defined on the basis of the truth of the object) are archaeologically indissociable: a discourse attempting to be both empirical and critical cannot but be both positivist and eschatological; man appears within it as a truth both reduced and promised. Pre-critical naïveté holds undivided rule." (Foucault, 1966, p. 349).

The very conditions of possibility of human knowledge, in other words, rest on "a truth that is of the order of discourse -- a truth that makes it possible to employ, when dealing with the nature or history of knowledge, a language that will be true." (Foucault, 1966, p. 348). But the "status of this discourse," despite all the advances of science in the nineteenth century, "remains ambiguous" (Foucault, 1966, p. 348).

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For Comte, the ambiguity involves the struggle to transmit positive scientific knowledge across

the generations at a time in human history when science is suppressed by religious authoritarianism; for Marx, the decisive issue is the question of class consciousness as human consciousness itself becomes interwoven into capitalist relations of production; and for Foucault, the dilemma involves the "empirico-transcendental" tensions of human knowledge constituted within individual consciousness and among humans.

Consider Comte's view first. Today, Comte is mostly remembered for the six-volume *Course in Positive Philosophy*, published between 1830 and 1842. Yet the *Course* was only the first half of a grand vision Comte had outlined in an essay written in 1822. The second half of Comte's project resulted in the four-volume *System of Positive Polity*, published between 1851 and 1854. The *Course* formalized and consolidated the methods of empirical science against the medieval repressions of Catholic theocracy -- and, through the influences and transformations of John Stuart Mill and then the Vienna Circle, established the foundations of the twentieth

century's various strains of logical empiricism, logical positivism, and methodological

Wernick 2001

positivism (Scharff, 1995; Steinmetz, 2005). The *System* was very different, and in fact was widely dismissed as the product of a nervous breakdown and heartbreak after "the extraordinary episode" of Comte's "brief, passionate, but 'morally pure' affair with the ineligible Clotilde de Vaux" (Wernick, 2001, p. 24). Clotilde died in 1846.

The *System* was an outline for a comprehensive, secular "Plan of the Scientific Operations Necessary for Reorganizing Society." This was the title of the essay Comte wrote in his early twenties and spent the rest of his life elaborating. The *Course* was intended to end, once and for all, the reign of religious and metaphysical dogmas that were suppressing the advance of human scientific knowledge. The *System* was the next, positive, step. As the illusions of theological knowledge and metaphysical philosophy succumbed to the achievements

of positive science, Comte redirected scientific inquiry to the most complex phenomena of all: human politics and human subjectivity. "Social physics" served as the unifying framework for Comte's brilliant yet monomaniacally authoritarian attempt to master-plan a new political order for post-Revolutionary France (and then the entire world). The *System* also outlined a detailed science of ethics. The entire scientific manifesto came with a corresponding political program to spread positivist scientific knowledge through "revolutionary schools" and a full-fledged "Religion of Humanity" to replace Christian dogma with a catechism honoring successive generations of scientists who had led the advance of human progress and development. The clearest summary of Comte's motivation comes from Robert Park, who sought old-world philosophical legitimacy when building the young field of sociology at the University of Chicago in the 1920s. In "The Social Organism and the Collective Mind," Park defined 'society' with Comte's conceptualization of a "collective organism" sustained by consensus:

"The individual, as Comte expressed it, is an abstraction. Man exists as man only by participation in the life of humanity. ... the individual man was, in spite of his freedom and independence, in a very real sense 'an organ of the Great Being' and the great being was humanity. Under the title of humanity Comte included not merely all living human beings ... but he included all that body of tradition, knowledge, custom, cultural ideas and ideals, which make up the social inheritance ... an inheritance into which each of us is born, to which we contribute, and which we inevitably hand on through the processes of education and tradition to succeeding generations. This is what Comte meant by the social organism." (Park, 1921, p. 2).

Now consider Marx. In a brief passage in the *Grundrisse*, Marx foresaw human knowledge and experience materialized into the infrastructure of capitalist production:

"Nature builds no machines, no locomotives, railways, electric telegraphs, self-acting mules, etc. These are products of human industry, natural material transformed into organs of the human will over nature, or of human participation in nature. They are *organs of the human brain, created by the human hand*; the power of knowledge, objectified. The development of fixed capital indicates to what degree general social knowledge has become a *direct force* of production, and to what degree, hence, the conditions of the process of social life itself have come under the control of the general intellect and been transformed in accordance with it. To what degree the powers of social production have been produced, not only in the form of knowledge, but as immediate organs of social practice, of the real life process." (Marx, 1857/1858, p. 706, emphasis in original).

The "organs of the human brain" and the "general intellect" were portrayed in Volume III of *Capital* in terms of those processes that could achieve economies of scale in the use of fixed capital:

"These savings in the use of fixed capital ... are the result of the way the conditions of labour have been applied on a large scale. In short, the way in which they serve as conditions of directly social, socialized labour, of direct cooperation within the production process. ..." (Marx, 1894, p. 198).

Marx highlighted three key features of "directly social" labor -- the capacity for mechanical and chemical inventions to unfold "without increasing the price of commodities," the economies of scale attained through "productive consumption in common," and then a crucial third dimension:

"Finally, however, it is only the experience of the combined worker that discovers and demonstrates how inventions already made can most simply be developed, how to overcome the practical frictions that arise in putting the theory into practice -- its application to the production process, and so on." (Marx, 1894, pp. 198-199).

"We must distinguish here, incidentally," Marx adds,

"between universal labour and communal labour. They both play their part in the production process, and merge into one another, but they are each different as well. Universal labour is all scientific work, all discovery and invention. It is brought about partly by the cooperation of men now living, but partly also by building on earlier work. Communal labour, however, simply involves the direct cooperation of individuals." (Marx, 1894, p. 199).

Within the vast contemporary Marxist literature, we can find work that directly extends and refines some of Marx's original ideas on the "general intellect." Harvey (2012, p. 4), for example, puts Henri Levebvre's "right to the city" theorization into a dialogue not only with Marx, but also with Robert Park's memorable quip that "in making the city man has remade

himself," while Allen Scott (2011, p. 846; also Scott, 2013) diagnoses a new frontier of globalized "cognitive-cultural capitalism" defined by

"(1) the new forces of production that reside in digital technologies of computing and communication; (2) the new divisions of labor that are appearing in the detailed organization of production and in related processes of social restratification, and (3) the intensifying role of mental and affective human assets (alternatively, cognition and culture) in the commodity production system at large."

Comte's Great Being of humanity is not theoretically incompatible with Marx's conceptualization of the general intellect. The heritage of social knowledge in the "social organism" in industrial modernity is manifest as the immediate organs of social practice on the shop floor: the power of knowledge, objectified in the increasingly complex rhythms of human divisions of labor of expanding capitalist enterprise. This brings us to Foucault's "most fiendishly intricate text," (Miller, 1993, p. 18), *The Order of Things.* Foucault (1966, p. xxiii) sought to analyze the collective human experience through the evolution of "ordering codes" and "reflections upon order itself" in the development of scientific knowledge since the sixteenth century; he investigated "in what way ... our culture has made manifest the existence of order" and how "modalities of order have been recognized, posited, linked with space and time, in order to create the positive basis of knowledge" as we find it in the emergence of contemporary scientific modernity (Foucault, 1966, p. xxiii). The endeavor is "an enquiry whose aim is to rediscover on what basis knowledge and theory become possible" and how sciences and philosophies could be established, "only, perhaps, to dissolve and vanish soon afterwards."

Foucault had no desire to "describe the progress of knowledge towards an objectivity in which today's science can finally be recognized," but instead focused on the *epistemic field* in which human knowledge grounds its "positivity" not only in rationality and objectivity, but its "conditions of possibility" within the "*space* of knowledge" as it is created and negotiated across the generations of human inquiry. "Such an enterprise is not so much a history in the traditional meaning of that word," Foucault (1966, p. xxiv) emphasizes, as an "archaeology."

The "space of knowledge," and any corresponding archaeology, is defined through generations of human inquiry, communication, and indeed the conceptualization of humanity itself. This is where the ambiguity of a truth discourse matters, because "the threshold of our modernity is situated not by the attempt to apply objective methods to the study of men" -- this is where Foucault rejects the raw extremo implications of Comte C(1842) social physics -- "but rather by the constitution of an empirico-transcendental doublet which was called *man*" (Foucault, 1966, p. 347). This is the nineteenth century's sudden flashpoint that separates *individual* Cartesian empirical observation from the philosophical, cumulative scientism of *collective* knowledge:

"Two kinds of analysis then come into being. There are those that operate within the space of the body, and -- by studying perception, sensorial mechanisms, neuro-motor diagrams, and the articulation common to things and to the organism -- function as a sort of transcendental aesthetic; these led to the discovery that knowledge has anatomo-physiological conditions, that it is formed gradually within the structures of the body, that it may have a privileged place within it, but that its forms cannot be dissociated from its peculiar functioning; in short, that there is a *nature* of human knowledge that determines its forms and that can at the

same time be made manifest to it in its own empirical contents. There were also analyses that -- by studying humanity's more or less ancient, more or less easily vanquished illusions -- functioned as a sort of transcendental dialectic; by this means it was shown that knowledge had historical, social, or economic conditions, that it was formed within the relations that are woven between men, and that it was not independent of the particular form they might take here or there; in short, that there was a *history* of human knowledge that could both be given to empirical knowledge and prescribe its form." (Foucualt, 1966, p. 348).



see also lenzer, 1997

Content of the "girldity fellowive epistemic stance" of the fabrication of Manifesters on Immanuel Kant. But it was Comte "who had first thought through the implications of bringing Man collectively into the episteme of modern science." (Wernick, 2001, pp. 50-51).

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What is an Author?

"The coming into being of the notion of 'author," Foucault (1969, p. 377) begins in a lecture presented to the Société Française de Philosophie in early 1969, "constitutes the privileged moment of individualization in the history of ideas, knowledge, literature, philosophy, and the sciences." This privileged moment has been misunderstood, Foucault avers, and we can learn much by reconsidering "the relationship between text and author" and the ways a written text "points to this figure that, at least in appearance, is outside and antecedes it." (Foucault, 1969, p. 377). Foucault's lecture is a compelling blend of demanding antifoundationalist theoretical challenges punctuated by clear, concise attacks on the simplistic conventions of "the man-andhis-work criticism" of literary modernism. The classical traditions of Greek and Arabian narratives, for example, achieved immortality for writers as well as heroes, yet now "our culture has metamorphosed this idea of narrative, or writing," in newly threatening ways. "The work, which once had the duty of providing immortality, now possesses the right to kill, to be its author's murderer, as in the cases of Flaubert, Proust, and Kafka." (Foucault, 1969, p. 378). Here Foucault (1969, p. 378) offers a generous modesty -- "None of this is recent, criticism and philosophy took note of the disappearance -- or death -- of the author some time ago? -- as a prelude to a more devastating critique: "A certain number of notions that are intended to replace the privileged position of the author actually seem to preserve that privilege and suppress the real meaning of his disappearance." Preliminaries complete, Foucault has prepared his audience for his broader purpose: a wide-ranging project of destabilization that induces theoretical and literary vertigo. Foucault's conceptually rich analysis defies casual, linear summary: here we cannot avoid reading a transdiscursive continuity through Foucault into the more impenetrable

thickets of Marx and Comte. For my purposes, however, it is necessary to tease out three distinct elements of Foucault's analysis of authorial modernity in order to illuminate today's technological metamorphosis of writing, teaching, and learning.

The first matter is best described as a theory of the *unbounded author* -- an ambiguous, contingent extension of the work (oevre) that simultaneously erodes the self of authorship. If an individual is not yet recognized nor respected as an authority, "could we say that what he wrote, said, or left behind in his papers, or what has been collected of his remarks, could be called a "work"? (Foucault, 1969, p. 379). Once the question is posed, other complications are apparent:

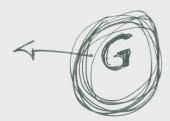
"Even when an individual has been accepted as an author, we must still ask whether everything that he wrote, said, or left behind is part of his work. The problem is both theoretical and technical. When undertaking the publication of Nietzsche's works, for example, where should one stop? Surely everything must be published, but what is 'everything'? Everything that Nietzsche himself published, certainly. And what about the rough drafts for his works? Obviously. The plans for his aphorisms? Yes. The deleted passages and the notes at the bottom of the page? Yes. What if, within a workbook filled with aphorisms, one finds a reference, the notation of a meeting or of an address, or a laundry list: is it a work, or not? Why not? And so on, ad infinitum. How can one define a work amid the millions of traces left by someone after his death? A theory of the work does not exist, and the empirical task of those who naively undertake the editing of works often suffers in the absence of such a theory." (Foucault, 1969, p. 379).

As you read these words in the retina-resolution pixellated aura of the latest wireless device du jour, such expressions from February of 1969 may arrive with a resonance of quaint nostalgia tinged with eerie prescience. As Boncarlt wonders about Nictasche statundry list, you may share in Jesperate desire to read the entails of Boncarlt and Michaelte and their text who share the state of the contribution of the world today who tweets a line of Nietzsche or Foucaudit while cramming for a test has authored some kind of contribution to the expanding planetary digitization of Marx's "general intellect," enhancing the direct force of informational production for Google's leveraged capitalization of humanity's inherited legacy of knowledge in Comte's 'Great Being' of an evolutionary Internet.

Second dimension of Foucault's analysis demands that we give serious consideration to such questions. There is "a paradoxical singularity of the author's name," Foucault (1969, p. 381) emphasizes, ***College College Colleg

aretationship among the texts? (Foucault/1969/p. 381) The author is an intellectual property, abrund, and a socially created identity. This identity dives within the communicating minds of ceaders as much as and often more than, the mind of the individual author. The tauthor function? is invested with collective, social meanings on who is speaking, and who should pay attention.





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personal The authorsname is not an individual identity, but rather a representation of an individual embedded in society and human communication through the ways reader agage with the authors works. The author's name thus Eggest allows a reader to number of texts, define than, differentiate them and Contact then to others, white establishing "a relativiship among the texts" the Constitute Color of multiple authors (Forault, 1969, p. 381). College Backyor Backet and and of foreign to sent from In a corten paray, cyatal interpretation of Pouraults reasoning, the author is a board, are street extraction percention an intellectual property with a market value negotiated through the infrastructures of cultival-products Industries and copy and copyright Taw. Such valorization, however, is only possible because the "author function" is a collective, socially created Identity. This identity ke and declarated and returned the exclusions transcards any creativity in the mixed of the

individual author. The identity is constituted within and between
the without communicating minds of readers;
the author function is an investment
of collective social meanings regarding
that is epositing, another is water paging
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rejects what he percedues
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, because the author function" requires the name of an individual to partorn much more serious work than an ardinary propositione.



Such collective south investments have varied his forcially, with corresponding contriguency in the author function.

Forcially reminds us that great throughout

entities of entities

in accient western civilization, nousables, epizs, and other the

works we would today understand as laterature were widely accepted without concern for the identity of the author; conversely, texts that we would today classify as sciences, geography) were admousted, as toward sciences, geography) were admousted, as toward sciences,

were admorted as told any when All of

author's name. In The sixteeth and severteenth actures, however, the continuent is transformed a second discourses of some come to be stilled through

Dibring a reversal in the author function.

Montreit de le des la grante de le de la grante de la gra

Anonymity becomes acceptable in science, where discourses are increasingly validated through their membership in a systematic ensemble "rather than by "reference to the individual who produced then": who the author function and sould inschalled to becomes a matter of Estates dursification (with intentors names used to label theorems, effects, or puffishages) instead of rather than between validation. At the same time, association literary culture sevelops a much more strict adherence to the author function: "We now ask of each poetic or fictional text: From where does it came, who wrote it, when, underwhat concumstances, or beginning with what design?" who are anountings Petsterdie (Foxult 1969, p. 333). Acognoss When a text is proved gests left cronymous (by accident or Intert) prouples "The game becomes one of rediscoverry \mathbb{D}_{2} the author. Since literary anonymuty is Tatolerable not to ferable, we can accept it only in the quise of an enigma (Foucautt, 1969, p.383).

The present positive presumption of a "systematic exemble" of scientific truth-daims validated through executive experimentation and observation is now perpetually in cartist with the financial rewards to those when authors recognized as the source of innovation. My betherened through the president and appointed the president and all the president and the source of innovation. My betherened the president and appointed the president and appointed the president and appointed the president and appointed the president area.

consolidation of killing consolidation of killing as a consolidation of killing as Waring dell is to Book Chebrook was the Blischer Chi Wester Stroken ses Short Cold to help the Whole was as a dated the the the the COPPIDE OF STATES digital networks of networks as the positionselfi setting for the an expanding share of all human communication and knowledge production is evading many of the nost important distinctions that carried Forcault (as well as Conte and Max). West of Sig Passet genealogy of "scientific" and "literary" The binary discourses -- a who deversized to that Bugalt andry - (1969, pp. 383-384) - which Foucast historica to gully as an historical generalization -is replaced by dynamic, instartaneous, and multilimensulución performances of the author function through algorations of desirably and advertising classification in the exercises monitoring, measurement, and mobilization of audiences (Schwormen, 2013; Caver, 2010, 2013; Mayer-Schönberger and Cultier, 2013). Child and literary discovies -We live all this was seen of past of soft of way it delives medicated the the second and a second ASSERVED LANGER SECTION AND LEG

ary or all and indeed all discourses amenable to classification and measurement -- are son howeasingly validated and testing valorized and constituted through neal-time dates (and valorized through real-time do for streems of duta an purchases, downloads, citations, and other digital representations of audience and the second ergægenet, A As the deflus further Walgarian lang is digital on a planetary Internet & more of the discostrate WARDOW ANDER SHELTS SON SEE CHECKE more of the assesse discourses of sold sold human can munitather that necessitate go an author toucher in the tirst place are being my contituted through online practices. This lorings us to attention the third dancet. key dimension of Foucault's orchaeology of authorship: the societal transformations of collective thought initiated by individual outhors. The transmission of the Manden we were a second a second seco EXCERCISE SERVICE SERVICE SERVICE CONTROL SERVICE SERV Wat in the Contraction of the Co recommended the second Magther was encouraged at action

mondal tidas soldes Libert

Foucault coins the term transdiscursive to denote authors who create disciplines, traditions, or theories in which other authors "will in turn find a place." Nineteeth centry European modernity, moreover, brings wever more remarkable kings of authors that Foucast, calls the "founders of discursivity." These authors create works that establish "the possibilities and the rules for the formation of other tasks, "enabling the condition of (not just for) possibility askipostator analogies, and similarities, and imitations (as in the accommodates account influential novelists or playwrights) familiar of pundent que se fortaite de se interes de la constante de la consta but also transformative differences. Here Foresita ENER DE SUR DENGLEMENT SOMERE Horizoff Founders of discursivity come test the coeate texts that set the parameters for Kongretation & within which subsequent (D₅) generations of authors geten die horas at a morninge Cundertake the work of Car verter interpretables, ex retinement, adaptation, and challenge -- enabling an excless possibility of discourse." Herefolesolds Who delle was a sing the secon DEMOGRAPH LANGER CONSTRUCTION at to state the stille & section when steet the mounts of the sections will be the selection was solphistal actions as his times of theres and nothers than can and to the second day

logical positivist ironizely there, Forcett slips into an Wolf implicit personasure to make they democrather bettween founders of discursing and founders of science. In scientific innovation, even the most exceptional author is positivered at a destinite historical juncture of discovery: the Bistin individuality and disconstones of son Controls ason Mesterial reverse author agree a founder of science assure man statem difficulty recede, ascarded like Galileo so that While the last settled Galiteo's the server of the second observations, theories, and methods can become part of the systematic ensemble of al secretaring sing so sequent Collective screntific knowledge. Subsequent scientific afunces, marconed occasion the rivertists metall of a said the form of the day Estates My Haras dance. depet franke Biretisquisco may solled feat to collections my ford Whensenger a real contraction to they may uncover flaws or lundrations in the work of a founder of science science is refined or applied appropriate aneithments in how contemporary developments cannot after the founding scientists discourse itself. Galileo's texts are not they we.

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By contrast, true founders of discursivity - Foucault

singles at the freed and Marx as the first and most important
establish create descriptions debated inherently

dynamic, shifting spaces of knowledge that evolve through repeated "discuring and marked "returns to the origin." Successive generations instaurations is of authors magnificant the destable that change

do not uncover external positivities addressed by the discourse of Marx and other founders instead renaixe new internal of discourse virty, "have created a possibility for something other than their discourse yet the return to something belonging to what they founded"

The origin (Foucault, 1969, p. 338).

Of the discourse of Marxism itself.

This ambibiquity provides a valuable - yet obscure, reflected, and forgother -- line of continuity between the potential platosophical politics of knowledge that concerned Comte, Marx, and Forcault.

Today, there is wranting evidence that the above for the ambiguous truth status of a discourse of human knowledge has pleasure performative in was ways through through the algorithms automated integration into the algorithms of doct-computing surveillance systems like i Paradigms.



Part of Combe's struggle, moreover, was directly concerned with the terradistry transcendental diabectic "between Flecher of knowledge formed withour relations among people was the versus the sale perceptions human brains. Activided excess possession. In a deeply politizized, collist bathe over a the social the best to restrict of the sealed Describes metallar of Descarto's metallo of invospective Totologica Killingadas method & premised on the axiom of a non-decembing God, the conservative philosopher Victor Couson popularized the a doctrine of "interior observation" and sugar as a say of as a last line of intellectual deterse for the edicts of France's tolletter feudal-Catholic hegenony. Contes veculobray acid synthesis of science, scientific diallege to Cousin is now long torgotten F in no small part because of a civil mishterpretation by Mill (Scharff, 1995); yet the will be in the matter of "interior doservation" is again all the rage in contemporary cognitive - while FX capitalism, as evidened by the enormous investments now committed to research at the nexus of neuroscience, consider behavioral expectonomics, and target marketing. Contés de la respectación de despertación de la contraction de la potentia both radical proposal for a science of humanity as

a collective phenomenon - the Great Being' - thus ments

covered consideration alongside Marx's general intellect and Foucault's empirico-transvadental doublet of human knowledge. Contextas past factority when we need Context Counter, Marx, and Foucault to make serse of contemporary methodice the networked westionalism of contemporary global capitalism, with voiguitous laternet cannectivity with automated intrastuctives of digital automated intrastuctives of digital automated. Consciption of consciption, and solveollance.

Functional MRI brain scans are now

fused with evolutionary psychological

theories of the human mind

as nothing more than "compitational

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such as survival, mating kinselection,

and reuprocity "Garaia and Saad, 2008, p. 397).

Contés challege to Victor Cousins,

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FX

established political-economic power is a precursor to contemporary dialberges to the near-etheological commisment of reodassical economics to the doctrine of consumer sourceignty.

Where is a Author?

the are now in a position to reconceptative authorship acceptances theory of a thought develop a theory of authorship appropriate for the distinctive geographical Conditions of the today's play transmathered network society. Recall the argument this far: 1) expressed artitle of solvening one example of the plagitism defeation services of i Parace the breathtaking of surveillant produced and infrastructure capacities of of surveillant produced and the lines of surveillant produced and the lines of surveillant produced and the lines of t the plagiarism defeatin services of i Paradigms, (LC offer just human communication, mosting destable destablished - re-defining the meanings G. of authorship. 2) Todays recolutionary twonoil in knowledge production messaretes an enque messare a frest porportive from the seeming contracting Color State of can be understood from a unique perspective by engaging with Contes post-theistic places understanding of collective human knowledge as the "Great Bedry" Max's theorization of general southern stay all the general intellect "as advect twice of production, and faccoult's genealogy of the "empirico-trascendental dubled doublet" of knowledge

constituted within and between human minds. 3) Foucault's " 1969 bechive, "That is an Author?" approximation passines theretal position by catalying is an especially powerful catalyst for most tenting a critical analysis of authorship in an i Paradigms world -- it we undertake a 'newn to the enigh of selected concepts & developed by the the transport Combe, Marx, and Foucautt. After considering distance all these seemingly contradictory preveguisities, how can we theorize contemporary authorished? Il toheit as axiomatic that authorship intology individual wester contributed about the office of the state of the s Secretary Constitution to the contraction of contraction of contractions and contractions and contractions are contractions and contractions and contractions are contractions are contractions and contractions are contractions are contractions and contractions are contractions a entails individual creativity arising Andrew Land from cond. Hers of possibility that are inescapady collective, social social social spatial alimenter Court destation (Frequette) constitutions of language Communication and recognotion. the fields the delice on the term at sup Individual and societal knowledge assista are dialectically interwover whethers Allemontation intramed circums Of the war of the sauth And while land el tot to bot Egine Jane pout the second Montaine variable descriptions that be specially executed of first the self and the

Sometimes these amouts of learning yield cumulative advances that are understood as 'progress'; sometimes they yield lestabilization and revolutionary shifts in thought. (dyranic) in corrects of learning the many to great constable Best appret state of protested of Bugget & What is decisive, however, most excite distance is the whereof capacity for individuals to gain access to, ad collective to contribute to, socially necessary parts of the attacking accumulation of attacking human tenestedge produced by individuals from other times and places. I apologize for the combersome terminology but socially necessary partiality" is esset is conversable exercise significant is absolutely essential to my steading mening. The socially necessary labor power of Mark's G_3 analysis of commodity production best as consider who interests himmen time there of the Catation reflection onderstanding on deple souther when adapted for the Marine Har a globalized cognitive-cultural puilton was at any the commodification capitalism has its corrolary osticus relone in the inherest human limitations allowyour of the homa attention of attacking reflection, understanding, and spar, expression. Hattastre is she restricted A Hawthols wedning is also possible How he destroyed distinction and selectivity An author's creativity is impossible concentration, abstraction, focus, and All Constitutes the state of the constitute of the seasons recording withous leaving

Giventhe limits of platestate hunce cognition, deliberte Control of the partial of society lay the social portest of the water Storphine Low is Being Month of the sound context Al Kelackopy 2018 HALLING SECTION the act of authorship -and the the tracket of individual engagement with the collective accumulation of human knowledge -do solvely demands requires and geographically contingent, in the many that the socially. The socially necessary aspects of this purility are historically De defined by the som cultival, material, and political context in which an author makes retent the creative decisions a that are relevant and reserve for surricular purposes.

If partiality is essential to what it means to be an author, however, the technological acceleration become it nesty impossible for the formal and a countervaiting it newly impossible for infinite possibility. From the Alexandria to Givensery to McLumis pretrievable of president and global village, the technologies stored hom recordable human communication but forter the bellephond readles somes followings

the percentured fromatically lasse reduced the barriers for individuals seeking access to the collective accomulation of human knowledge. The her had then Hor weather were the south of the to. Han pointes a full elimenter of the same to BOTHE MISTES SURFIED BURGE althorative constated delines by acqueraption of the distribution access to e all social a Robertologo Modern desce Catificant science and moderny com seeved to grate Authorship under modernity come to be defined by a presumption demostrated access G5 that a decit some printeger individues of the witter acces to medical to all societa para orgeneral latet de la principa de la como de la c the Internet promised universal access, and shartly threreafter to the the interactive capacities of Ueb 2.0 writed with assumes of the seast back and the domination radical communicative denocracy: everyone on be a reader, everyone ansean author.

The reduced individual consciousness of the author function was put at risk by the explosive technological capacities to metiate the relatives between individual authors and collective human tenswhedge. Hence the everyday paradox of whom stunning advaces in human contact by and collection at the appropriate of the states aggregate, societal advicements of human was , weathery as collaboration - agents along side The exacerbation with the continue of the sidy (0) of dangerous especially many bleck to the good topotobiogo and and playiousone SK BING DO entoe las belove with structures quitonics of the trans had being della della trans describe the and a de contrato - WASHE WEAR estatore? psycho-social sisks by individuels. CHURCH · ASALTINAT CHITCHING MANNAPS Karathan Tarathan Langer in a ligariter - some experienced at intensitying transformed consentition, and now swelly with epidemics of nostype and specifical stades diagrams WHICH A BUYLY assistingles with suttiple Republication tising the legitante diagnoses of ADHS; thousing and mounts adogrand andres for the oftend ose of ADHD days was account of services to the

Behavioral adaptation to cope with the Constant fluxest For the propose of information autoad has become the essence of of use stording life and in many Domains of cognetive-cultival a the present capitalism, the pressures are pressures are and there of authorshop, especially significant the especially in education. Educational institutions, trapped in a speeding the humster-wheel of interstying transmitted conpetition to become the will are signed to cope with southighe would divining achieve "world-class" status in the various ranking and testing regimes, now struggle to cope with multiple epidemics of individualized dangers: using des GAZ wasen to have the increases in the legitimate diagnosis of ADHD; thurwing undergrand economies for the off-label use of Adderall, Ritalin, and other ADHD dugs as academic steroids; evolutionary plaques of cyloerbullying and Internet addiction that, at the limit, are regularly implicated in cases of student suicides; and, of course, the surious varied factors of competition, anxiety, and expediency that lead many students to plagiarize . Here we come full wirde to iParadigms' surveillance of billions of

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ordenporary authorship is bestined by fladed to his formations of constituted through three transformations in individual creativity within the conditions of possibility of collective human templedge. The is In each of these Cartof there transfermations as larger transformations, the the past inspection the services phitosophical inequations of extrapolations) (Charles Continger Bother toutens built cated worker modernity that concerned Blooder of Book to the total of the Conte, Marx, and Foucaut Lave become Assured have suddenly become the MODERAL CONTRACTOR STORY G_9 murdane, get extractions taken-for-granted capacities of the device on which the blast you're reading these words . -radiosindides the address herses and the order of things as an app. villains. A First, Foucault's unbounded author has & exploded, propelling the innumerable traces of authorial creetivity & simultaneously inward to the scale of the 'oratomo physiological' conditions of the human brain, and outward to the scale of globally seems dostdirecy global circuits of communication and learning. Inward, the dramatic posolo advonces of neuroscience of recent decades parenteques contrates ad Charles well the proper wiscosises on potions with societies the brew's training" Cognitive-cultural verture capital and Silicon Valley Mnovation. . . Hetertaly gooder Lumosity is procely advertised as "based on the science of newsplastility: o exclusion various trending case cole orthos an are shown inwitty barter with Siri;

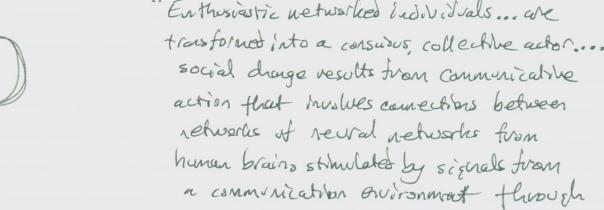
at an ad carpaign for an an ad compaign for a recent Android smart phone andrewed postrayed a postrays a man in a totonitic bejord laboratory undergoing "predictive intelligence with Groupe Now"... "It's not just a upgrade toryour phone. It's or upgrade & for your self." Outward the aggregation of billiers of socially networked individuals are is now described as a "new social operating system" (Rainie and Wellman, 2013) that to that and a flittle "hivemind" (Go) is all to capable of speedy, eftillet allocation of a global "cognotive surplus" (Shorly, 2010) that inteasted by the desire tother apply imprecedented possibilities of & real-time collaboration. Atthereting lases englines the wester of reading of a rent for of Complete of the planting Margaret 9 en enting gloss ending squallactions. Looking brillward across the courses, Foucault, identified the divergence between the deliger (1966, p. 348) the anatomo-physiological and ithers of knauledge withen the space of the body, versus the historical, sould, and economical conditions of trunchedge "furned within the relations that are upon between men." Today this separation is closing, without impresedented posteril wester the exects of

with a new kind of authorship oralding the production of serves that we containe, in real time, the ed comme the total

make individual (collective, local (global, and embodied / relational. This was kind of outhorship deating certainly has enancipalory potential, the state of

as devensualed in the owner of the Arab Spring and the Occupy movement; as Castells (2012, p. 219)

puts it:



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Let there's a catch. It is autologically impossible to conceive a conscious collective actor" without consciousness being defined to include the orthe rage of possible variations of human thought and expuession, this is the letter port of too and of the west of

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, doctoral thesis, Philippedice the of Forcault's total of forcauts Madress and Civilization: mental illness is a societal construct, assuched programme siological condition. Herce any understanding of a conscious, collective arthorship mystes demands a recognition of the "philosophical values accorded to the lives, otheraxes, and works of artists and thinkers conventionally deemed 'med?" (Milber, 1993, p. 103). he come proce the stoppe possibilities Standarding De Cit have the Utapian Essentites of their secting without the pathological vistore con cogost tring, the the insately cost of west day of black hatchakes and besting Hiteres, and the townshit to A Comme suplos dested do the late bothe correct that polary apply abd swift there acholdes.

We con't define authorship in terms of the Utopian possibilities of crowdsourced social justice without also including the albertive oevres of pathologically violent and so a cyberbullies, the insavely crathe sophisticated creativity of back-hat hackers and identity therews, and the transmetheral "cognitive surplus" devoted to the produce child pornography and south film showing networks. Conscious, collective authors and be brilliant paid, or med -- and souther they are both.



A To the degree that collective consciousness is becoming a reality in authorship, however, espectation Haracher His instante Het acts of GXI transperson for the transperson of the transperson regulation, and epolicing to dething at the faction works of majores from sendented mines and besidented, & desdee. This tong (G14) Here the second element of a coverporary theory of authorship: the last was a socially created westness of a lesses as last continued The sociallycreated, collective was a solidification Collection meanings of author The street of anemys was been been medicied function " are now mediated through the retrook architecture of digital reoliberal capitalism. is don't bing numerical representation; (and numerical representation; (global (colonizations) 'neoliteral' is don't the revival of political and doctories of copolalism; and copolalism; eighteeth century queto subtra; and capitalism' involves the social relatives of and acc accomplating wealth the the Lythan by extracting surplus value TO ME AND WELL AND WELL AND THE SERVICE AND TH from the explorable of human labor.

Foucault understood that the power of the author function were to establish relationing texts and discourses anon the wines of many readers; (Catholica). Camte indestra that This paver had once leen the margoly of Expres Clarker the Chorston Theory, but pleased and replaced wies which was server with the experiment and observational logics of settlest scoentific kunledge. Maxwederstand flat this man hand finds of Knowledge was recountricing Kindst productivity, and once ensconced into men machines and industrial processes or mossymprocesses and in commodity production could posite provide extendshay (accelerated provide quidezphie (G15) as opportunities for the appropriation of surplus value. More vecestry, Thelien Steve Jobs, Mark Evilver Derg , Serger Birth and Lury Paye was understood that the foreses to be made when of He to the implications were network to clarelyies attacker carted copialism to the capitalist commidition at the global attention span: the desposetted to total delected control in the network important Society, cartes matters, but welles the washinedwe of Tandamong the relations formed according readers there ensures within the minds of "veaders," These was worked we worked

Fatures are now accomulated they through cardral of the algorithms gathering wednesday data streams colyather real time streams the frein the the grant welter a general intellect that is, may for the first time in the history of hunory possession menable to real amenable to real amenable to real amenable to positivist observation providing observation experimentally) Catherine Harming occuration with the digital transform atten of everyday sound life , The death of the author is the birth of Goale's search algorithm, (G 16) whose years services the constituty draiging the treat questions to where steat you wise sof veloti pelations velotical to que ask edelig post tothers que solves \$406260 the educate of the arrival advertising Aures 4 8 Declaredate neverve conves and formand from havesting frequencies togal of the Control of of engly equation when we the transfer and the contractions OCCORRECTE

h elucation, vast algorithmic companie infrastructure are built Contracted and a facility to of code, corporde law, and with users, and context providers' in an evolvery networked author function. Some parts of the infrastricture are destreto there of sur walk (lessing) designed to adopt the old, systems of models of the diffit after that in publishing for my oligopalistic description mea possibilitios to neusuring making markets for educational Jack economics materials. Other parts of the Introductive of the digital age, Thomson |SI's inspect tours by chasing citation indices adiupant factors, Google Soldas Hindex -- are designed to the measure the impact so and let and alleste institutional legitimacy of certain kidnes of aethors. Other parts of the intrastructure are design explicitly des inco designed for various kinds of its somethine of the disciplinary of tomorrows authors: copyrint online "lettring management systems" (LMS) seanlessly 875tems, integrated with online standardized testing regimes, institutional analytics for valuing, selection to the course the plagitism detection powers of iParadiques and their competitors. Bististing sovertime Sureillace and discipline pare students, tresolvers, and Schools,) nothing new. But no generation of humans

Chefore has ever lived and worked in this kind of Informational world. An aspiring authors words can, for the first time ever, be subjected - Motortone to my the cons to powerful forms of ketterson mathematical comparison with the collective social granding, and Legal virtually all of a so wal institutions mennings the societies collective imporments influe meanings, values, and whes associated with and entire societies the author known. As a more and parts of mare sould institutions are pushed online, Gleddown The old scalar constraints of geographical limits to G (18) Charles of my or of the or governmentality a more unstable - yet durays and potentially of global - network of propti institutional paopficons. I The Kartin convose is also changing: Appeless as spectral limits are transquessed, so we the temporal horizons of possibility. This is the flind dies element of contemporary authorship. There is a solle good siles without inthe new and some server of the deliver of seath

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of engaging a reader's preferences by correlating the prior reading experiences of individuals with lazer collectives of whorkworledge. Kellicopers This correlation aspect of the author function is seed the streets once required the success voracious reading and auditions, arogent witing water the side said sent of Bigg of mortal human founders of discursivity : 1855 --Combe, Max, & Forcault, and many others. Today, e it's Knazza Google. Networked algorithms are the new founders of discursivity, mediating the way most human readers and authors begin each return to the origin. Although the work of the The power and convenience are underinable: it's Stocker division an archaeology of knowledge with the world's here persente larest backhoe with a mast and any promises

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Forcault asked in 1969. Today, every every executer encounters with such questions always bezil attestion with a search engine, and often that's how they observatible the top factor end, too. Forcault died in 1984, per just as " word processing" because the new transdiscursive of postindustrial society. Bosone Asos the agosthans Hart Me dyorker Thatty years later, Giz algorithm Cutton Singe the authorial cyberz has evolved, beyond the spell-check and three auto-complete: prestoresserdies pagnets of Importate Duthance algorithmic literature secreties. purish automale la Pa THE PARTY OF process of evaluating through the constellation of varings and impact fuetors have the effect of portially actomating the process of judging importance, significance, and influence. Word processing is becoming author processing and I+ is petting more officett becoming more difficult to fell which parts of a

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to have powers of definition and classification at the fine line between madness and brilliance, so that the latter con be valorized and the former is danshow politiced.

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In cognitive cutteral capitalism, the cutter function is trousformed in a bizare hybrid of algorithmic positivism discursive postruduralism, and raw materialist, politrical economy.

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GXZ 2

(2012) have coalessed with the investibly popular and agquessively weather discourses of of the Belling what day Marder, destitutes (these aformer advertising agercy, calls the privalization of consciousness. Chefrendy Ours is the twistgeneralin in home histy to have essentially mared its consciousness inside media," Moder (2012, p.23) observes, GX3 and the massive volume of advertising diministrary marchalueterns in a world salvated with advertising are driving was invovation inward. Entrate Countries Countries is heard relient capitalism and Siting Valley / extra services of the Sitter Sulvey's the was begine stands an Of the State of the South the sentutate a the exercises of the period of salet dougles, white together god my sout a livere Commercial Commented of the American les, spart The termination En forther Cottation to the work AND TO aschule bottony toll two the sentinging Word age Expert Colores But the part of the execusion to suppose to land by the best of the desirence Mes Hell West Edente & Hell Will Control Con as Wardles Hud me average M.S. adet been were they to mother Constituted the terretary the first the terretary and with the world with the transfer that interest ranklegent had broken to broke textisting we lader to rather 2 marging to distill divertily (1466-42012),

depotent on site Silicon rathery

in cognitive-collect capitalism, wall street has become increasingly dependent on Sition Valley to deliver regular breakthroughs in the speed or estiliency as a state of men of the Connercial colorization of the human attention span. A few years ago, the seems # the dominant acidiace- lating film Nielser estimated that the average U.S. abut sees more than two-millier television commercials by age sibity-time, and in 2007 Nielsen forzed a parmership with Google to give addertisers a more vivid and accorate snapshot than ever before of how many GX: people are viewing commercials and second-by-second basis, and who these people are "(Steller, 2007, p. C1).

Anyone aspiring to become a little author -- or a reader, a student, or a teacher -- must undertake the Nietzschen grest "to become must ere is" in a world of commercial colonization. What the Internet has achieved, "Maider (2012, p. 23) concludes, "Thought and the thank hat people arthurs is a aggregate increase in the time that people the time spent by people "physically attached to indomatien madries as fueir sources of imagerandideas. The science fizhen image of the disensocied brach seems ever more appropriate. "The final frontier of the capitalist who is within of Knadedje about Knadedje - the hour brain - is mapped not

also by the esterned cutographers of yesternews colonial more, worlds.

Wateral Geographics February, 2014 cover story maps "The New Science of the Brain." It's almost as it Victor Cousins theological science of interior observation has been assigned as reguled reading for stall state truestes advertising excetutives, Sition Valley disposts; weter cape and the Wall Sheet exewhres grounding ad reverse & from podrily tracked informativel Companies. Two decades after the Dama Harway to the a see the Stagnosed the nacrological the trein in second the comprehely and sould flear specialized Scientific inquity and academic sould theory, carthes neuroscience has become popular culture in a planetary privatived consciousness where more than half the world's population has

Worker fundas smurphones.

Notice promotes file new 4505 Breage with a bold declination:

Limia 1520 Sold postered declines,

"This phase records feelings," with the

its advanced high-defination comera and

four-directional distortion-free microphones—

"Don't just record. Relate,";

GX4

with the moderate the properties of access to nearly all important societal knowledge - first for a privileged elite, and propressively for broader communities of readers.

GX5

Primary sensory neocortices of human brains

continued to the state of the state of the sensory neocortices of human brains

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society: neurons

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GX6

Forcault wonders about Nietzschés laundry list. Do you

share my laparte passionate desperation to

see Nietzschés enquis, as well as Faxaults? Of cause you do.

What about their text messages? Cortainly.

Their tweets, their Facebook

status updates, their Instagram selfies

and Foursquire check ins? Yes, of cause we

succumb to Masse

this postfumous prunènce, in

but only because we

know in our soil that it is otherly

impossible.

is an extension of Foucault's analysis of the gibbily reflexive epistenic starce" of the fabrication of Man delice trapactions the Copernican phitosophical revolution of Immorvel Kant: the empirico-transcendental doublet is Foucault's terminology for the post of the freeduit and ACTION THE COOK the of attowing the state they wines Kart's achievement in the Critique of Pure Reason, where the with a it is the powers of home free will power of the mysterious and power of three will alloss dependent and with allowing allow de and constant at the contract topica and de apretende without take wind realer of car Kar Ryesall homans to bridge the golf between (I) the empirical Jonain of experience and the transcendental realm of versus beyond -- categories possible of steams of knowledge that lie begond all possible individual expresience.

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