

Wintersemester 2024/2025

Dienstag 21. 01. 2025 | 16.15–17.45 Uhr | H6 (Geo II)

Smart Homes in Digital Capitalism

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The emergence of digital capitalism has sparked vibrant debates: Is it truly a novel phenomenon? Can it primarily be characterised through surveillance, platform economies, big data or maybe through the business model of Silicon Valley? These discussions provide a backdrop for my PhD project, which focuses on smart homes. Notably, these analyses of contemporary capitalism both tend to overlook the home as a vital site of capitalist relations and to neglect social reproduction as a fundamental part of these relations. My research seeks to address these gaps by exploring the following questions: What does digital capitalism look like from the smart home? In what ways is the home integrated into digital capitalism, and how does it serve to reproduce, reinforce, or challenge existing capitalist structures? During my talk, I will share the progress of my research, outlining the theoretical framework and empirical methods I am employing. This will facilitate a broader discussion about the challenges and complexities that arise from and within this project, shedding light on the intersections of digital capitalism and domestic spaces.



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