

## DIGITAL FEUDALISM



## DIGITAL FEUDALISM: CREATORS, CREDIT, CONSUMPTION, AND CAPITALISM

BY

**DAVID ARDITI**University of Texas at Arlington, USA



United Kingdom – North America – Japan – India Malaysia – China Emerald Publishing Limited Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Copyright © 2023 David Arditi.
Published under exclusive license by Emerald Publishing Limited.

### Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. No responsibility is accepted for the accuracy of information contained in the text, illustrations or advertisements. The opinions expressed in these chapters are not necessarily those of the Author or the publisher.

#### British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80455-769-3 (Print) ISBN: 978-1-80455-766-2 (Online) ISBN: 978-1-80455-768-6 (Epub)



ISOQAR certified Management System, awarded to Emerald for adherence to Environmental standard ISO 14001:2004.

Certificate Number 1985 ISO 14001



# CONTENTS

1	Introduction: A Squid Game Reality	I
2	Buy More, Own Less: Subscriptions and Unending Consumption	23
3	Working on Your Own: Precarious Labor in the Gig Economy	43
4	Debt Peonage and Primitive Accumulation	61
5	Amazon and Baron Bezos	77
6	Unboxed: Content Creators and Influencers	95
7	Metaverse: Enclosing New Spaces	113
8	From Patron to Patreon: Crowdfunding Information	127
9	Conclusion: Fed-up While Locked Down	141
Bibliography		155
Index		179