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The New Frontier of Colonialism.



Abstract

This paper seeks to better understand the efforts being made by prominent “vectoralists”, primarily Facebook Founder and CEO Mark Zuckerberg to close the digital divide. It does so by reviewing colonial, imperial and postcolonial theories and exploring new modes of capitalism, namely cognitive and communicative, and its emergent “vectoral” bourgeois. It probes the “rough plan” of Zuckerberg which outlined his vision in 2013 on how the digital divide may be narrowed and his pet passion project – internet.org – which is tasked with fulfilling his plan. This paper does not deny the importance of closing chasms of connectedness nor recalibrating longitudinally entrenched global information production asymmetries. Rather, it takes a post-colonial stance against Zuckerberg and internet.org to argue that such top-down, “globalised access logic” initiatives obfuscate his obvious vested interests, continue to suffocate the subaltern, albeit in a different, even more subtle and hence more potent form, and threaten the fundamental nature of the internet for all currently connected and unconnected users.

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