

Awareness of Digital Labor in the Economic System

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Abstract: *The aim of this study is to figure out an overview on the literature and related studies on the awareness of digital labor in the economic system and how production of the capitalist system affects labor employment and shaped the increase in the socio-economic inequality, which has benefited the capital in the last 20 years, at the expense of labor. Furthermore the relations of production are shaped by a deep class conflict between capital and the interests of labor, as neo-liberalism was a political class struggle that aimed at rebuilding the power of the economic elites and the system of justification and justification for doing what it needed to be achieved.*

Keywords: *Digital labor, economic system, capitalist system, socio-economic inequality.*

I. Introduction

Digital transformation is an important fact in the world. The IT sector had foreseen these days. The digital transformation, which was perceived only as a technical subject in the past, was first transformed into a philosophical approach and then into a vitally visible and vital practice. Nowadays, there is almost no platform where technology is not used, followed up and improved, (Castells, 2009). Technology and its innovations stand out in every field, from education to health, from transportation to industry, from agriculture to mining. As the speed of development of the technology continues, some concepts come to light, or it could be said new concepts are entering the literature.

The rapid change in information and communication technologies and globalization have affected both developed and developing countries. In this process, which was experienced of a transformation that has taken place in economic and social life, with the recent technologies, economic efficiency has increased, new job opportunities have been created, and information sharing between people and institutions living in different countries and regions has increased. In other words, the rapid development of information and communication technologies has led to the development of the economy in all countries, (Development Report, 2017).

The widespread use of new communication and information technologies is referred to in economics literature as a term; such as the Internet Age, the Information Technology Revolution, and the Digital Economy. However, with regards to economic and technology, there are many different terms being used interchangeably, such as information economy, knowledge economy, digital economy and new economy. In other words, digital economy is an aggregating concept that covers all of the rapid developments in communication, telecommunication and informatics, (Tucker, 2015). With the expansion of digital economy, old business models have lost their appeal. In this process, production and marketing concepts of all companies have been changed, especially in multinational companies. In this process, the revenues generated by the companies and individuals through digital economy increased, and new investment opportunities were raised. The existence of digital labor, which is the new form of labor, has been the subject of many exploitation throughout history, and is controversial in many new aspects as a result of information and communication technologies, (Brodin, J., 2016).

II. The Concept of Digital Economy

There are many major developments in the field of information technologies. Information and communication technologies (ICT) have initiated a major transformation in the world. The effects of this transformation have begun to be seen in all sectors and affect and change the economy and society. The digitalized economy is expected to radically expand and change the way we work, the way we live in the global community. What we do now, accelerates this change, but it is difficult to make a definite definition of the changes taking place in different platforms. We can call this economy the new economy. Nowadays, the new economic revolution, which is called as e-economy, or information economy, postindustrial society or 4th

Industrial Revolution, is a system that directly affects people and societies, not only with devices, but with ICT, (Bukht, R. &Heeks R., 2017).

In fact, when we look at the internet and the change in the ICT is gradually starting to shape the entire economy and it is thought to have very strong effects on employment. This new economy needs to be regulated by various social policy tools. With ICT, change is very fast and it is thought that it will be more difficult to keep up with this change in the future.

In recent years, the concept of digital economy, which stands out as an engine of economic and social progress in information and information systems and the changes in communication. The digital economy includes; virtual money (bitcoin) or also called "crypto-currency", e-commerce, online application stores, internet advertising, cloud computing, the use of all three-dimensional printing in all activities (Brynjolfsson, Hitt, Yang, 2002).

Since digital economy actually covers all these concepts, all these concepts need to be well understood. The term e-commerce is used to replace the term digital economy, but digital economy is a wider concept that includes e-commerce. In the literature, (Rudy Telles Jr., 2016). E-commerce is define as the process of realizing trade transactions through the internet, presenting goods and services from the websites to the customer, performing trading via the web and performing all these transactions over the networks by using the computers and other communication tools, (US Department of Commerce, 2016).However e-commerce in individuals and institutions; It covers all of the business transactions that are based on processing, transmitting and storing the digital information in the form of audio, video and images in an open network environment (Internet) or in a closed network environment accessible by a limited number of users through intranet are within this framework; education, public information, publicity-advertising etc. that give commercial results or support commercial activities. The transactions made in electronic media are evaluated within the scope of ecommerce, (Ohidujjaman, et al., 2013).

The e-commerce of World Trade Organization; do the production of goods and services, advertising sales and distribution via telecommunication networks. In the definition of the OECD, digitized written text is all commercial transactions involving persons and institutions based on the processing and transmission of audio and video, (Ray, J. S., 2011).

Another platform is cloud computing. It is an application that provides access to a common pool that reflects the resources and services provided online in the appropriate conditions and at the desired time. It offers three different service models, namely infrastructure as a service (IaaS), software (SaaS), and platform) PaaS), (Brodkin, J., 2016). With unlimited storage opportunities to users, low cost in software and hardware which are highly preferred by users. In this way, it is possible to operate in the economies of other countries without opening any business, and without holding personnel.

Internet-based advertising was used for the first time in 1994 and with the widespread use of the Internet, it has shown a rapid development. Internet advertising offers consumers more information and can let the customer purchase the product at any time. In particular, these ads have changed the consumption patterns of young people, (Greenough, J. & Camhi, J., 2016). Today, the revenue in internet advertising has reached quite large sizes. At the same time, it has become a tool used for different purposes such as influencing and manipulating consumer preferences by using internet advertising.

Another digital economy tool is Bitcoin, a digital currency or virtual currency. Bitcoin was first introduced in the EU in 1993. A report on the Bitcoin by the central banks of the member countries has defined Bitcoin as the money value stored on a technical device. (Nakamoto, 2008), define it as a vehicle for digital money, that people can only use it over the internet. However, the biggest negative impact of Bitcoin is undoubtedly emerging in the field of taxation. The fact that the identity of Bitcoin traders is significantly hidden and that the revenue generated from the transactions is difficult to identify. Therefore, Bitcoin is a system that prepares the ground for money laundering activities and informal economy. The income generated in this system is subject to taxation only when it is converted to real money and transferred to a bank account (C. Decker & R. Wattenhofer, (2014).

With all these components, digital economy is a platform that provides great convenience to people in the world, for the purchase and sale of goods wherever they are. In the digital economy, equal access for all is essential, so that all material and spiritual transactions can be made easily, (Agrawal, A. et al. 2015).

According to the information society discourse, the physical productions have lost their importance and those who want to hold the power should give importance to information production. Technological innovations and rapid progress in computer technology have created new areas of consumption. It is also an important task to analyze what forms the labor and exploitation in these new areas, (Fuchs, 2015).

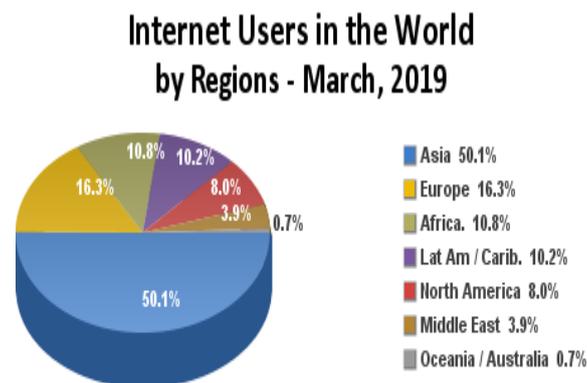
Internet use is becoming increasingly popular nowadays. When we look at OECD countries, it is seen that young people between the ages of 16-24 are more active in internet usage. The more the group aged especially between 55-74 years of age had lower rates of use,(OECD, 2016a).

Figure: Share of adults in the United States who use the internet in 2018, by age group

Age Group	Percentage
18 -29 years	98%
30 – 49 years	97%
50 – 64 years	87%
65 + years	66%

Source: <https://www.statista.com/statistics/266587/percentage-of-internet-users-by-age-groups-in-the-us/>

Figure 1: Internet Usage Rates by Age Groups in the World



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Basis: 4,312,982,270 Internet users in Dec. 31, 2018
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INTERNET USAGE STATISTICS

The Internet Big Picture

World Internet Users and 2019 Population Stats

Source: <https://www.internetworldstats.com/stats.htm>

Table: internet access in OECD 2018

Country	Percentage
Austria	88.78
France	88.56
Germany	94.39
Greece	76.49
Hungary	83.31
Luxembourg	92.99

Netherlands	98.00
Norway	96.01
Poland	84.19
Slovenia	86.68
Sweden	92.09
United Kingdom	94.85

Source: OECD, ICT Access and usage by households and individuals, 2018, https://stats.oecd.org/viewhtml.aspx?datasetcode=ICT_HH2&lang=en
https://doi.org/10.1787/tel_int-data-en

As defined by (EC, 2016c), the web 2.2 period defined users to produce content and these content to enter: Facebook, Twitter and YouTube commercially through social media platforms have risen. In this period of time when user-derived content is frequently discussed, the ownership structures and profit-making mechanisms of these commercial platforms continue to be discussed.

According to (Hardt & Negri, 2008), the transition to the information economy has changed in labor. The fact that labor becomes intangible is an indication of this change. The intangible labor associated with this production does not reveal a permanent physical labor in today's sectors, where production begins to become information.

III. Informal Labor

Digital labor, also known as informal labor, is used as a concept that defines the quality of the product produced, the value created in the production process and the labor power, along with the quantitative and qualitative transformations undergone by the working conditions (Dowling, 2007).

According to (Hardt, 1999), the transformation of capitalist mode of production in itself is the transition from Fordism in mass production to the post Fordism model based on consumer-oriented, limited and diversified production. This transformation paved the way for the use of information in production in a way that is not as before the information and communication era (Hardt, 1999).

Beginning from the 50s of the previous century, the relatively prospering of the working class in the advanced capitalist countries, the development of professional professions since the late '60s and the '70s, established the ground for discussion of the concept of informal labor.

When we look at the background of the concept of informal labor, it is seen that the Italian Marxist Autonomous movement (autonomist Marxism) is at the center of the discussions focused on the concept. The foundations of the autonomous movement were laid in the 70s. Negri, the most well-known member of the notion of informal labor, known as, post-occupation concept, was developed within the context of political thought. Accordingly, each class struggle is a process of struggle that involves the resolution of the working class as well as its reintegration as a class.

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The differentiation of the modes of production in the 70s, provide the more pronounced involvement of head labor in the process of surplus value production, the basis for the development of the idea that the entire social space became a potential area of struggle. For the worker environment that develops the analysis in this direction. The decentralization and localization of working experience has led to the dissolution of the mass workers, the labor process and the political organization (Trott, 2007). All these developments have in fact led to the formation of the conceptual framework of immaterial labor.

In countries especially where the capitalist mode of production has developed, the fact that the industrial worker of mass production has begun to share its role in the production of surplus value with head labor, and has paved the way for the development of new theoretical approaches to this field. The concept of mass labor has now become inadequate in defining the formation of the new working class under the objective conditions of the period. In this process, the work is not an activity that is performed with specific equipment between the four walls in the eight hour working day (OECD, 2015a).

It can be said that the foundations of the concept of informal labor were laid in a journal written by Hardt, Lazzarato and Negri. They defined informal labor as labor which produced the informational and cultural content of the commodity. According to Lazzarato, immaterial labor defines two different forms of labor. The first concerns the informational content of the commodity. This characterizes the change in labor processes, which can be experienced in large companies, if workers develop cybernetics and computer control so that they can use them directly in their jobs. The other is related to the cultural content of the commodity. Informal labor is a series of activities that are not normally defined as working. The second dimension is related to the definition and determination of fashion trends, tastes, consumer norms and more strategically public opinion of cultural and artistic standards. Since this area belonged to the bourgeoisie and their children since it was a more privileged area, these activities have been defined as mass reason since the late 70s (OECD, 2016c).

In Hardt and Negri, they define immaterial labor as labor that produces tangible, intangible goods such as a service, a cultural product, information or communication. For example, it can be asserted that an individual working as a visual effects designer contributes to economic production, and through the intangible item he puts into, reproduces the reproduction of the political and cultural hegemony of the capitalist mode of production.

According to Hardt and Negri, while service works, intellectual labor, and similar terms have some qualifications related to informal labor, it is clear that these concepts will be insufficient to explain intangible labor. The second dimension of informal labor is affective labor.

Hardt and Negri (2002) state that direct metastasis is not detected in emotional labor but a number of emotions have been detected. They said that examples of emotional labor are seen in the service sector, health and entertainment sector in particular. This labor is labor that produces or processes feelings of comfort, well-being, satisfaction, excitement or passion.

According to Hardt and Negri, we can examine immaterial labor in three dimensions.

- The material labor associated with industrial production becomes immaterial by means of intangible work;
- Immaterial labor in analytical and symbolic works devoted to manipulation,
- Requires human relations related to affect production and manipulation of bodily labor.

As a result, we can say that production does not have any connection with physical space and is de-centralized. Because the production line of Fordism production is replaced by non-material labor based on information technologies and network model. The blurring of the boundaries between work and life points to a point where traditional labor value theory is insufficient for the pair (OECD, 2016b).

For example, it can be argued that the labor of a software expert is the labor consumed directly in the capital appraisal process and can be considered as a direct value. Similarly, an industrial designer working in a multinational automobile company can be seen in a more important position by the capitalist than the laborer working in the car assembly. However, the issue of status and reputation is related to the supply of labor power. For this reason, the privileged position of immaterial labor according to the material production labor is not absolute. In order to maintain this position of immaterial labor, it needs to constantly improve itself, (Maurizio Lazzarato, 1996).

In discussions about informal labor, for example, any activity in which the computer is used is identified with immaterial labor in a significant part of the discussions on the subject. This situation renders the task of producing informative and cultural content of commodities meaningless tasks imposed on the concept of informal labor. Personnel call center who work as a paid software engineer in a company also use computers in their work. It is unreasonable to see both of them as being the component of the working class, and the fact that both of them are regarded as informal labor due to the use of computers. Because the purpose and capacity of the computer software engineer is very different from the call center employees in terms of processing the

information from scratch and designing the software. This situation is important for determining the position of professionals who have the titles of computer, software, informatics experts, data and system analysts in capitalist mode of production, (Manuel Castells & Yuko Aoyama, 1994).

IV. Labor Productivity

In the mainstream economic theories, productive labor is a situation of rational choice theory of individuals and it is natural to act in this direction. However there are a number of differences between Marxist economic theory and the mainstream economic theory. Unlike Marx, he introduced the value approach. What is important is that labor is not only productive, but also a surplus of labor (Besco, L., 2014).

Marx made a distinction between productive and unproductive labor: productive labor is only capital-generating. Labor would only be productive by producing its own counterpart. Only productive labor can produce surplus value for the capitalist, or in other words, contributes to the self-valuation of capital (Harvie, 2005).

Productive labor in summary:

- Communication with direct capital,
- Value added and thus generating capital,
- It is defined as labor that contributes to the production of commodities (Harvie, 2005).

Marx classifies labor as a productive labor that produces capital and contributes to the accumulation of capital without means of production, as other labor categories are classified as non-productive labor (Harvie, 2005).

When we look at the current debates, it is seen that some of the activities evaluated within the scope of informal labor will be considered as productive labor if they meet certain conditions in accordance with Classical Marxism.

Marx value determine the value of the labor time spent required to produce a particular commodity. The economically important is the average labor time spent at a given time (ex 1 year) to produce a particular commodity. Capital always tries to reduce the value of the commodity to increase profits. In Google or in the Indian software industry, software engineers work for long periods of time. This means that their entire life time is labor time.

For example, users can buy shopping coupons, movies, theater tickets or gifts in exchange for their efforts to participate in surveys that are sold as standards on some online platforms. Only a very small portion of these gifts can win, but all of the users participate in the meta-production stage. Moreover, when we think that they participate in their free time, the users are actually bounded by the boundaries between free time and play time and the boundaries between working time and playing time.

The change in the social fabric since the 60s has left the leading names of the autonomist movement such as Mariontronti, Raniero Panzeieri, Maurizio Lazzarato and Antonio Negri face to face with new questions. These problems are primarily a result of technological developments but are not limited to this. The thinkers, who shaped the autonomist movement, argued that the changes in question changed the structure and qualities of the work and that the boundaries between work and life were blurred. Naturally, two results appear here; first, traditional Marxism is insufficient to answer these questions; secondly, in this new situation, potential resistance and alternative means of establishment are not evaluated sufficiently (Lazzarato, 1996).

According to autonomists, the most fundamental problem is that the labor that depends on the arm is gradually transformed into mental labor. The distinction between arm and head labor has become increasingly void and technological development has brought about some changes in the production and labor front.

According to Hardt and Negri (2004); The greatest controversy about immaterial labor is that it is not measurable. Here, they argues that the theory of labor-value is invalid. The labor they are defending here is no longer exactly within or outside the capital. The value produced is now produced throughout the society. It is therefore not possible to regulate that value and transform it into a theory of value.

Marx says that value is produced by abstract labor. The value of commodities is determined by the socially necessary labor-time to produce them. Nowadays, production of value is spread over a much wider area as

production becomes more flexible. As some writers have pointed out, value is a set of global relations in today's world.

Marks divides the working time into two Requirements: labor time and overtime. The necessary labor time has been paid, but no additional labor time has been paid. Marx defines two methods of how capitalists organize their working day to accumulate more profits: the prolongation of the working day beyond the point where the worker produces the value equal to the value of his labor force, and the seizure of that surplus labor by capital: that is what is called absolute surplus value production. This is the general basis of the capitalist system and the starting point of relative surplus value production. In the capitalist system, the working day was divided into two parts from the beginning: the necessary labor and the labor in general. Now, in order to prolong the labor time, the necessary labor time is shortened by methods which allow to produce the equivalent of the wage in less time. The absolute residual value depends on the length of the working day. Relative residual value production changes the technical processes of the work and the composition of society with drastic changes (Karl Marx, 1973). In the first, the amount of labor increases and in the second, it is possible to employ more workers without paying for it because the working day is extended.

V. Digital Labor

Digital is a word which means that it is composed of a number or a number in its general form. This numeracy corresponds to a binary system consisting of numbers 1 and 0 in the Information Technology literature, and therefore this binary system, which forms the basis of all information-based technologies and everything associated with them, is characterized as digital. As a fundamental feature of New Media, the digital word is any entity, group, institution, organization, or things different from its physical or analog form, or similar to it, it covers all entities or objects that can be digitized, formally multiplied and manipulated. These can be real, fake or anonymous user profiles as well as Internet objects, increasingly intelligent robots, or new media to use digitally acquired or acquired music, movies, games and coins, e-mail, bank, social media and gaming accounts in cloud systems. There may be content such as messages, pictures, videos and applications with leased storage areas and shares made in those areas. In this context, the digital feature represents the object size of New Media (Fuchs, 2015).

Digital labor theory is a theory created by Marxist ideology. It is a concept that emerged with the question of whether social media users will be evaluated as productive labor. How do social media users contribute to the capital accumulation processes of social media companies? In the age of information technologies, the productivity dimension and the new place of labor in the digital economy have begun to be questioned.

Fuchs (2015), one of the most important digital labor theorists, conceptualized digital labor, digital media (social media) as a paid or unpaid activity to create, use, disseminate and reproduce digital media. Briefly, we can call it digital labor for the unpaid labor of social media users. However, digital labor must be dealt with in a much more comprehensive dimension. In this context, employees who contribute to the process of creating platforms and infrastructures for social media are considered as digital labor. From this perspective, Fuchs actually describes the definition of digital labor; mobile phones are removed in slavery conditions in Africa, the metal used in computers, the employees in the assembly industry in the far east, call center employees, the conditions in silicon valley, software development in India and user labor on social media, including many different areas and employees as well as user work.

The common characteristics of the digital types of labor described by Fuchs are that they are the partners of the industry and exploiting capital they all contribute. Although they all have different professions, they are creating the collective effort for the use and application of digital media.

It is certain that the Internet is a fast production tool and can even be described as growing fast, (CNMC, 2015). At this point, the concept of producer consumer, as a means of production and communication, the Internet has produced such a profile, which is both consumer and producer. Fuchs explains this situation: Internet users observe the expansion of the Internet-based product market in their user activities, and simultaneously realize the existence of the user's content, permanent creative activity, communication, community building and content production (Fuchs, 2012: 43).

Those who think that the labor of the content-producing workers are exploited take the Dallas-Smythe's argument of audience labor in the '70s as their main starting point. The difference between the audience metadata in the traditional mass media and the audience on the internet is that the users are also content

producers in the second, and that users are constantly engaged in communication, community construction and content production in creative activity (Fuchs, 2015).

The three main factors are the factor between the viewer and the user.

- Content production,
- Time limitation,
- Space dependence.

Social networks are social enterprises that go beyond these standards, and a digital labor is produced in these factories. This labor produced in post-fordism conditions turns the profile's followers into a potential customer and the profile owner into a vendor. For example, social media accounts of high followers, cosmetic products, book recommendations, technological tools etc. It is the most well-known example of some bloggers who specialize in areas to receive advertisements in social network accounts over time, (Arntz, M., T. Gregory & U. Zierahn, 2016).

The friends we have in social networks, the followers are transformed into capital of each other, so it is common to invest in them. The entrepreneur who wants to be more successful will make himself and his environment as flexible as possible. The evaluations made and the profiles formed in the social networks will help to change the social and economic behavior habits after a while,(ACM, 2015).

The production that users perform on social networking platforms is everything they do while browsing. Create images, create videos, create comments, etc. It is possible for users to create a digital archive of the contents in terms of their capital and the content they store with their own feelings and emotions based on emotion.(Pentland, A., (2014)

Existing users are producing for capital, and in fact they are not really exploited. Social networks appear to be a standing structure with the content they produce. However, these users may not be sufficient to claim that they are producing value, and thus their labor cannot get their answers and they are exploited. Users cannot say that they are exposed to exploitation because they do not receive any compensation and are not the source of value (Frischmann, B.M., 2014).

Companies like Facebook offer user information to advertisers, and they move ads to their platform. So the default data stack that companies sell to advertisers is not the content produced by users, as mentioned before, but a collection of meaningful information by analyzing these content. Therefore, if the value produced is a loaded commodity, it is not the raw content produced by the user but the pure information itself. From this point of view, the approach that users produce economic value for capital is not meaningful. In the first place, the relation between exploitation and wage is problematic. Because labor in capitalism is a part of exploitation although labor is labor. In its broadest form of exploitation, one can manifest even with different forms of domination over the other. In capitalism, labor produced more than the value corresponding to the wage, but in case it cannot be compensated, exploitation emerges. In this respect, while the relationship between user labor and exploitation is at the general level, it loses its accuracy in more specific conditions, <https://www.facebook.com/OECDPublications>

The use, supervision and commodification of user data is generally provided by legal terms of use and privacy policies. Facebook uses its information to show advertisements and make users more interested. These include everything you share and do on Facebook. Google likewise uses it to provide users with more convenient search terms and ads, and to provide personalized content.

If the metadata created on internet platforms is the user data, then the process of creating this data can be considered as the factor of value generating. For example, on Facebook, users publish information about their lives. In other words, they objectify their experiences by creating and updating their subjective information, which is known as user's profiles.

The penetration of new media technologies around the world and the work of those in need or the emergence of user-generated content according to the nature of the new media has sparked serious debate about user work and digital work. Of course, changing is not only user preferences, but also the way of work and economy. Because the process of the formation of digital labor basically depends on the change in the current capital flow model. Around this model, users are not given the work, microblogs, wikis, social networks, content sharing sites and so on. The content created in the fields has been the profit generation resources of the internet economy (Fuchs,

2010). At this point, (Fuchs and Sevignani, 2013: 237) refer to the concept of Play labor (a word formed by the fusion of game and labor) to give an example of how this labor is reproduced and how people voluntarily produce labor. At this point, the labor paid in exchange for the discussion of digital labor can be categorized as unpaid labor.

The exploitation of digital labor is no different from the world's largest producers of digital commodities. It is noteworthy that the increase in two-pole labor, especially in non-standard jobs, and the high rate of personnel change among the employees in the Silicon Valley. Professionals, managers, and production workers at the other end have a very high level of wage inequality (Fuchs, 2015).

China has the largest exploited working class in the global information age. The so-called gray-collar workers often wear gray uniforms. At the same time, gray is the color we get when we mix white and blue, so the term can also be used to mean intermittent. At the same time, although these works are tertiary works, they have become standardized as Taylor's industrial work. Thus, it represents the industrialization of a kind of service work in the form of a negative dialectic of industry and service, which results in standardization, pre-revolutionary and Proletarians (Fuchs, 2015).

(Rosalind Gill, 2002) conducted a study with 125 self-employed digital media workers in 6 European countries. According to the results of this study, the myth that work in the digital media industry was pleasant, comfortable, non-hierarchical, varied, and creative and equal has been demolished. Analyses of digital media workers often include project-based work, low incomes, long working hours, high insecurity, individualization of risk, intensive day-to-day work frequently for a short period of time, and lack of any work in the following few weeks (Rosalind Gill, 2002). It is also stated that they have difficulties such as family and children. The vast majority of participants in the study are neither pension nor unemployment insurance. They are precarious workers and there is a lack of precariousness with a sexist character.

According to Fuchs, working times in digital media tend to exploit free time, and company ideology tends to offer this development based on the concepts of freedom, flexibility, and social work, where work is considered pleasant.

Fuchs (2015) identifies the predicament by giving an example of Google workers. There is no contractual formal obligation to work overtime on Google. However, the company culture, the project-based work, the social pressure among colleagues, the competition, the positive recognition of business, the culture of fun and play work environment, the performance-based promotion system, the incentives to spend a lot of time at work (sports hall, cafe, massage, social events, etc.). The boundaries between working are also blurred.

The most controversial claim to digital labor is that social media users are not exploited, because no one forces them to use it, but they do so voluntarily. However, in order to survive, people have to enter into social relations, communicate and make friends, not just work for food. Not entering these platforms will mean isolation of people from social networks. For example, Facebook users are free workers who do not charge for their labor. According to Marx, exploitation does not necessarily require a fee. Slaves or domestic workers may be the best example (Fuchs, 2015).

Labor tools on social platforms are the platform itself and the brains of human users. The common side of digital labor with slave labor is that the labor is free and highly exploited. Neither the digital labor nor the classic slave's labor is the commodity. Both do not sell labor power as a commodity in the labor market. The slave is private property, but the digital labor is not private property, it's more like a housewife. Digital labor creates value in an independent circumstances from the relations of production. The difference is that; while the work of the slave is physically exhausting and makes the game feel like laborious and manual work, digital labor is an information work that makes it feel like a sheer or high level game. The slaves are forced to work with pressure and violence. In the case of digital labor, the nature of oppression is predominantly social. It provides a soft and almost invisible form of printing for the social networks that consist billions of users. Users are chained to these platforms because they can't leave the platform easily because all their friends are there (Fuchs, 2015).

Fuchs (2015) summarizes the status of workers in the digital labor category in general, as in the following table:

Table 1: Digital Labor Categories

Typical Operating Conditions	The imposition of coordination	Typical example
Slave workers, miners in developing countries, mining, and profit production for Western digital media companies.	Physical violence, Strict control of the workforce and threat of killing	African slave miners
High standardization, intense injury in workers. The labor enters the deadly slavery of capital. Taylorist industrial work. Female weighted labor	Surveillance, Strict control, penalties	Workers in the assembly and manufacturing industry in China and Silicon Valley
Taylorist service work. High level of female labor. High standardization, repetition. Precarious and low-pay job	Performance control, Taylorist working standardization	Call center workers
Knowledge workers exploited by outsourcing to maximize profits from developing countries	Emphasis on freedom of speech	Indian software engineers
The high wages of the digital labor aristocracy compared to the low wages in the international digital	Social pressure, peer pressure, much time spending, incentives in the business environment	Google software engineers

division of labor, long hours of work, working under intense stress		
The work that resembles the characteristics of housework. Free exploitation, non-unionize and unlimited, sociability and data commodity	Social compulsion and self-discipline	Commercial networking sites and corporate social media users

Source: Fuchs, Digital Labor and Digital Work Challenges, 2015

VI. Result

In conclusion, we can see that the relations of production of the capitalist system have shaped the increase in the socio-economic inequality, which has benefited the capital in the last 20 years, at the expense of labor. Designer of neo-liberalism was a political class struggle that aimed at rebuilding the power of the economic elites and the system of justification and justification for doing what it needed to achieve. The relations of production are shaped by a deep class conflict between capital and the interests of labor (Fuchs, 2015).

The impact of the Autonomist movement of Hardt and Negri also reveals the social transformations caused by the technological developments around the global market and production networks. The debate on digital labor actually reveals the state of the new working order. With the exploitation of digital labor, we see how the exploitation of the labor market has become normal. With digitalization, traditional work and labor figures have now been abandoned and evolved into a market where polarization and flexibility have increased. Production was decentralized and the work-life difference was blurred. These new forms of capital, based on digital labor, shape the digitalizing culture. This exploitation is no longer just a general situation for the proletariat, but for the employees. Evaluations or profiles created in social networks will soon change and restructure their social and economic behavior, and as a result the new economy will create a new society and culture.

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