

Commodification separated us from nature, from each other and from ourselves. Can technology bring us back together?

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Abstract-

Commodification is «the transformation of goods, services, ideas and people into standardized objects of trade». The establishment of an unsustainable economic system has long been linked to the commodification of nature. This paper presents a view of commodification as a process that has applied to a growing spectrum of human affairs, which includes not only nature, goods and labor, but also our body, experiences and relationships. The enabling role of technoscience is discussed. The road to reconciliation -with nature, each other and ourselves- needs to recognize and appreciate what is unique and irreplaceable. This paper concludes with some possible roads for the use of technology as a tool for this reconciliation. Reversing this process is essential if we wish to establish a sustainable economy and a more human society.

Index Terms- commodification; ecology; technoscience; social media.

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