The world is a system according to Wiener . Through cybernetics he tries to understand this complex system by processing information and by analysing all forms of communication and their social economical impact. Wiener proposes that by having a new standpoint on communication means, we will be able to see how that affects, forms and binds a society.

Scientists encourage us to revaluate the power of communication by looking at examples from warfare standpoint and what was at that time powerful. Looking back to the second world war we see that power is associated to force whereas the last forty years through cybernetics we have shifted that second part of the equation with communication. Control communication and information is the medium that warfare is using nowadays.

Based in this new formula of power big companies that years ago started with not much are nowadays able to offer us unnecessary services and comfort from our sofa with only a few clicks away. Scientists at this subject want to raise our attention on wether that is ethical, since these companies our not offering or share their knowledge with us. The don't help us improve our lives but quite the opposite, they are using us as their feedback loop. By collecting our feedback they are able to retrieve information on how to fine tune their services and sell them to us more efficient. A vicious endless cycle that as Thoreaux said " Men have become the tools of their tools".

Having all this information and explanations laid out there from this short video one must think and filter all those. First of all what is cybernetics? A science, a weapon, a way of understanding information in order to improve a system? I could be all of this but in opinion it is a remarkable study. Through cybernetics we understood the importance of feedback and communications. The authors vision is being portrayed and praised for it's importance in the progress of this department of science and indeed cybernetics opened the doors to how we use information and data and how that information becomes crucial for the development of every system. The video ends with an alarming dystopian future essence, trying to warn or motivate the viewer in to a more humane approach towards technology and its implementation.