

# Exploring the dilemma of human nature under the logic of capital in the digital survival era

Yating Zhou

ANHUI UNIVERSITY OF FINANCE & ECONOMICS, Bengbu 233000, China

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**Abstract:** The arrival of the digital survival era has brought great changes to the human society. The logic of capital can operate in a broader scope. Through data analysis, artificial intelligence and other technical means, it can realize the accurate grasp of the market and the optimal allocation of resources. However, the abuse and alienation of digital technology by capital logic also produces a series of problems, such as information overload, social isolation, privacy leakage, etc., which make people ignore the essential needs and values of human beings in the process of pursuing profit maximization, leading to the loss and distortion of human nature. Therefore, it is necessary to deeply reflect on and criticize the relationship between digital technology and the logic of capital, not only to make full use of the convenience and benefits brought by digital technology, but also to be alert to the negative impact of digital technology under the logic of capital.

**Keywords:** Digital Survival; Alienation; Capital Logic; Human Nature Dilemma

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## Introduction:

In his speech at the conference commemorating the 200th anniversary of Marx's birth, General Secretary Xi pointed out: "Marxism is extensive and profound, in the final analysis, is a word of liberation for mankind."<sup>[1]</sup> Marx established the lofty ideal of "working for human happiness"<sup>[2]</sup> in his youth, and later, his exposition of "people", "people" and "human nature" are reflected in a series of works. In *Das Kapital*, Marx not only analyzed the problems of commodities and the logic of capital, but also through the analysis of "commodity fetishism". The digital information revolution represented by artificial intelligence and other technologies is accelerating the generation of a digital and intelligent world. Digital survival has become an important phenomenon in the modern life world, dominating the survival trend of the whole era.<sup>[3]</sup>

## 1.The performance of the human nature dilemma in the digital survival age

### 1.1. Man are further alienated into labor and commodities

First, people are alienated into the labor force. Under the traditional capitalist mode of production, the capitalists obtained the control of the production process and the possession of the surplus value by occupying the labor force of the workers. But the workers lost the right to control their labor force, and became the vassal and tool of the capitalists. This alienation makes the labor process lose its autonomy and creativity, and become a monotonous, mechanical and repetitive activity. In the era of digital existence, the phenomenon of human alienation has also undergone new changes. Secondly, people are alienated into commodities. In the traditional capitalist market, the value and meaning of people are simplified to the value and price of goods. Human abilities, skills, knowledge, etc., are all transformed into goods that can be bought and sold, while human dignity and value are ignored and trampled on.<sup>[3]</sup> The phenomenon of people being alienated into labor force and commodities is one of the difficulties in the survival and development of people in the capitalist society. It leads to the one-sided, materialization and instrumentalization of people, which makes people lose the possibility of freedom and comprehensive development. With the development of digital technology, a large amount of data generated is accurately analyzed, used and pushed to merchants

### 1.2. The materialization and money of interpersonal relations in the age of digital survival

The first is the materialization of interpersonal relations. Interpersonal relations are regarded as a kind of resource that can be exchanged and used under capitalism. People get what they need by establishing and using relations. In this process, interpersonal relationships are objectified into objects with exchange value and use value, losing their own human nature and emotion. The second is the money of inter-

personal relationship. With the development of the market economy, money has become the standard to measure everything. Money is also given overstatus in relationships. Some use money as a means of building and exploiting relationships, and even see it as the only measure of the intimacy and quality of relationships. This phenomenon of money is particularly prominent in some commercial transactions and power rent-seeking. Money has become a necessary condition for the establishment and utilization of relationships. In order to obtain more money and interests, people do not hesitate to damage the interests and emotions of others.

In the social background of capitalism, due to the scarcity of the working class in material and real life, they inevitably face the shortage of spiritual wealth.<sup>[4]</sup> At the same time, although the bourgeoisie has rich material wealth, their spiritual world is developing in distortion, and their ideas are dominated by capital and the desire for profit. This fact reveals that the development of people in the capitalist society has its own defects, only when human entered the communist society, realize the everyone free and comprehensive development, private ownership under the capitalist mode of production has been completely replaced by public ownership, in highly harmonious social relations and people life and spiritual state greatly improved under the premise of the capitalist production system and division of labor system, and production activities and human alienation will gradually disappear, under the capital logic of the plight of human nature can be solved.<sup>[5]</sup>

## **2.The reasons of the human dilemma in the age of digital existence are slightly explored**

### **2.1. The internal connection between capital accumulation and human nature dilemma**

First of all, in the process of capital accumulation, some people accumulate a large amount of wealth through investment and entrepreneurship, while others fall into poverty due to the lack of opportunities, education and other resources. Secondly, competition is inevitable, under capitalism. With the continuous accumulation of capital, the competition is becoming more and more fierce. In order to survive and develop, people have to work hard and struggle, which not only affects people's physical and mental health, but also may lead some people to take improper means to obtain wealth and status, thus falling into the dilemma of human nature. Thirdly, capital accumulation distorts interpersonal relationship. In the process of capital accumulation, money and interests have become important factors in people's communication. In order to pursue economic interests, some people do not hesitate to damage the interests and feelings of others, which leads to the alienation and indifference of interpersonal relationship, which makes it difficult for people to establish a sincere and trusting relationship, thus falling into a lonely and confused situation.

### **2.2.The shaping of human nature dilemma by the capitalist mode of production**

The capitalist mode of production has shaped the human dilemma through the alienation of labor, the concept of "commodity fetishism" and class differentiation, which may lead to the destruction of people's spiritual world and aggravate the social contradictions and instability. First of all, among the many forms of alienation, Das Kapital emphasizes the alienation of human labor. Under the capitalist mode of production, workers lose the control and autonomy of their labor in the production process, and their labor is alienated into a simple, mechanical and repetitive activity.<sup>[6]</sup> Secondly, in Das Kapital, there is an interpretation of "commodity fetishism". In the capitalist society, goods have become a mysterious object, and people's worship and pursuit of goods exceed their respect and concern for people. This commodity fetishism leads to the relationship between people being determined by money and goods, and human dignity and value being ignored and trampled on. Thirdly, in the capitalist mode of production, in order to pursue economic interests, people often only pay attention to the development of their professional skills and professional knowledge, while ignoring the growth and promotion of other aspects. This one-sided development leads people to feel empty and confused in spirit, and it is difficult to find the true self and value.<sup>[7]</sup>

## **3.The possible path to solve the human nature dilemma under the capital logic**

In the construction of people-oriented economic development model, we should first establish the concept of people-oriented development, which means that people's needs, interests and all-round development should be regarded as the core goal of economic and social development, and the all-round people's development should be regarded as the highest value of economic development. When formulating economic policies and planning projects, we should always pay attention to the needs and interests of people to ensure that the overall de-

velopment of people is fully guaranteed and supported.<sup>[8]</sup> Second, we should promote economic transformation and upgrading, improve the quality and efficiency of economic development, including strengthening innovation-driven development, promoting industrial upgrading, developing green economy, improving the quality of workers and other measures. Through economic transformation and upgrading, more job opportunities can be created, improve people's income level, and provide a better material basis for people's all-round development. Thirdly, we should promote cultural prosperity and social harmony, including strengthening cultural innovation, promoting the development of cultural industry, carrying forward excellent traditional culture, cultivating good social customs and other measures to create a positive, harmonious and inclusive social atmosphere, and provide a good spiritual home for the all-round development of people. Advocating core socialist values can promote the values of patriotism, collectivism, integrity and law-abiding, foster good social customs and moral standards, and promote social harmony and stability. At the same time, the publicity and education of such core values can also guide people to establish a correct world outlook, outlook on life and values, and get rid of human difficulties and psychological pressure.

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## About the author:

Zhou Yating, 1989.12, female, Anhui Province, Bengbu, graduate student of Anhui University of Finance and Economics, School of Marxism, Research Direction: basic principles of Marxism.