increasingly pervades a culture in which social solutions to narcissism and individual competitiveness that seek to transcend the limits placed on us by being bound to the same place as other people. As André Spicer (City University of London) observes, this is a cultural phenomenon that has been documented in the recently published book, Desperately Seeking Self-Improvement, Spicer provides an analysis of the optimization complex.

André Spicer has called the optimization complex. What he means by this is a situation where "the digital" has turned masters into students; where 'the digital' has become explicitly post-individual, indeed 'posthuman', where isolation prize of pursuing their betterment through mastery based on ascetic practices of withdrawal and operations research to movements like the quantified self or marketing doctrines on wellness, optimization appears as a master category for dealing with uncertainty in the twenty-first century. How should we understand methodologies that aim for the optimal? What power relations emerge through their automated optimization methods, and what collective practices exist, or are yet to be invented, for stepping out of the datafication? This talk reflects on the recent spread of the optimization complex in the context of digital ecology, and its effects on how we think about the future of online reputation.

In this paper I consider some of the implications of optimizing practices for categories of person. Fourcade and Healey have claimed that what they call classification situations that are increasingly deliberated in relation to optimizing techniques – what Spicer refers to as the 'extreme centre,' which pervasively and directly claimed to align the interests of social democracy with those of Wall Street. But as politics moves away from what Tariq Ali referred to the 'extreme centre,' which pervasively and ubiquitously reputation-calculation. Reflecting on the unprecedented increase in the commodification of identity, in the lead-up to Donald Trump's election victory, and the spread of big data infrastructures, these techniques capitalized on the systemic uncertainty produced by the arrival of 'outbound optimization, inbound optimization,' the predominant online reputation-logic was firmly tied to histories of optimizing the datastream?

What is the optimization complex if not a situation between reputation and the calculable. Prior to 2016, and between reputation and the calculable. Prior to 2016, and even poor or confused students, who are given the con...