

SOCIOGENCIA BRIEFS · EDITION 01 · POLITICS AND PERCEPTION

People, politics and perception

Sociogencia is the report's original analysis: longer reads that pressure-test the thesis the market chapters build. This edition takes the three cases about the argument itself. Who governs the build. Who is winning the story. And whether the numbers being thrown at it survive contact with the engineering.

01 · THE POLITICS

A new premier

Ten years treating infrastructure as regional justice

02 · THE PERCEPTION

Losing the room

A war the sector is physically hosting

03 · THE ARITHMETIC

4 myths

Checked against the source studies

THE FINDING

Being right is not enough

The room where perception becomes policy moved

THE FULL REPORT IS OPEN AT [ENTELEGENCIA.REPORT](https://entelligencia.report)

Three cases · eleven pages · Sociogencia Edition 02 covers cases 04 to 07

Scan for the live report,
every instrument and
every source



Three cases, eleven pages.

Where a market chapter reads a place and a Strata layer reads the field, Sociotecnica reads the argument. These three cover the politics, the perception, and the numbers the argument is being fought with.

CASE 01



The Infrastructure Prime Minister

The politics of the build

A six-month tracker on what a new premier changes for the data-centre build.

Subject	Andy Burnham
Lens	UK digital infrastructure
Format	Live tracker

CASE 02



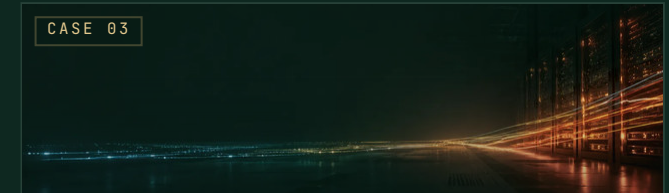
Hosting the Backlash

The narrative, lost

The sector is losing a war it is physically hosting.

Inside	A clip farm, recorded
The irony	Every post is served from a data centre
Verdict	Being right is not enough

CASE 03



The Wrong Numbers

The companion brief

Four load-bearing claims, checked against the source studies.

Myths	Four
On the record	Mark Acton
Method	Graded before publish

HOW EVERY FIGURE IS GRADED

VERIFIED	On the record, confirmed by the primary party.
ANNOUNCED	A commitment, not delivered capacity.
CONTESTED	Publicly disputed, or sources disagree.
ESTIMATED	A desk figure, modelled and framed as such.

Case 01 grades every quotation as the subject's own words. Nothing is put in anyone's mouth.

HOW TO READ IT

Anything set in **gold** is a link. Case titles, exhibit names and every open prompt route to the live case.

The seat nowcast, the clip-farm intercept and the four myth files are interactive and cannot be printed. They are summarised and linked in full.

THE SEVEN CASES

01 to 03	Politics and perception	This document
04	The Continuum	The stack
05	The Memory Supercycle	The bill
06	The Talent Crunch	The people
07	The Body Electric	The machines

Sociotecnica Edition 02 carries the final four.

SEE THE DIRECTORY

The Infrastructure Prime Minister

Digital infrastructure as regional justice, not national competitiveness.

Andy Burnham entered Number 10 on 20 July 2026 as the UK's ninth prime minister since 1997, and the first to have spent ten years treating digital infrastructure that way. This case runs as a six-month tracker on what that changes.

TAKES OFFICE

20 Jul 2026

The ninth PM since 1997

THE LENS

UK

Digital infrastructure policy

SOURCING

Public record

Every quotation his own words

FORMAT

Tracker

Six months, updated as it moves

READ THE FULL CASE

The seats say Reform. Who can govern says Burnham.

Three readings of one election: where the seats fall today, who can actually form a government, and the contest that settles it. The case reads the politics for what it means for the build.

READING 01 • THE NOWCAST

Where the seats would fall now

A seat-by-seat projection on a hex cartogram, one hexagon per constituency, equal weight to each. On today's numbers an election returns Reform as the largest party in a hung parliament.

Result	Hung parliament
Largest party	Reform
Grade	Estimated

READING 02 • THE COALITION

Who can actually form a government

Burnham is the only leader in British politics net-positive with Labour, Liberal Democrat and Green voters at once, which is the exact coalition needed to keep Reform from power.

The asset	Cross-bloc favourability
Why it matters	Seats are not government
Grade	Verified polling

READING 03 • THE CONTEST

What it means for the build

A premier who has spent a decade arguing that infrastructure is regional justice will site, permit and fund it differently from one who treats it as national competitiveness. That is the whole reason this case exists.

The question	Where capacity lands
The horizon	2029
Status	Tracking

THE STANDARD

Nothing is put in anyone's mouth.

Every quotation in this case is the subject's own words, sourced and graded. The politics are read for what they mean for the data-centre build, not for whom to back. The nowcast is a proportional swing from the 2024 result to the June 2026 poll average, one hexagon per seat, and it is graded Estimated. It is explicitly not an MRP.

OPEN THE TRACKER

Scotland and Wales swung on nation-level shares, Northern Ireland held at 2024, and verified by-elections were applied. Layout by Open Innovations.

Hosting the Backlash

The sector is losing a war it is physically hosting.

Clip farms have made data centres the internet's favourite villain, one viral post, one protest, one moratorium at a time.

Every one of those posts is served from a data centre. We spent a fortnight inside the accounts that farm this fight.

THE MACHINE

Clip farms

Out-reaching the trusted press

THE IRONY

Hosted

The feed runs in the buildings under attack

INSIDE

One operator

Recorded, walking through the machine

THE VERDICT

Not enough

Being right, in the wrong room

READ THE FULL CASE

Sociogenica case 02 of 07.
The companion brief, The Wrong Numbers, shows the facts are on the sector's side. This one is about why that has not been enough.

They are building data centres in space. The reason is the tell.

In the first half of 2026 the richest companies on earth committed real capital to putting AI compute into orbit and under the sea. When they explain why, the engineering comes second.

The first reason, said out loud, is that up there and down there, **nobody objects.**

MOVEMENT 01

Science fiction, funded

The wildest ideas in data centres are pulling in public attention, serious money and, as they travel, a little misinformation. Space and the sea are both real, both funded, and both distorting on the way to your feed.

SpaceX has filed for up to a million data-centre satellites

MOVEMENT 02

Where the argument actually is

It is not where the industry is having it. Anonymous clip accounts now out-reach the BBC and the trusted press, farming outrage the facts never catch.

The room where perception becomes policy has moved

MOVEMENT 03

Inside a clip farm

A real operator, recorded, walking through the machine one move at a time. His account of the method is the most useful thing in the case, because it is an explanation rather than an accusation.

On the record, and quoted as given

THE METHOD, IN HIS WORDS

A clip-network operator, recorded.
Quoted as given.

“Clarity kills momentum. You want tension. Strong framing.”

That is the whole mechanism in nine words, and it explains why correction does not travel. A corrected figure is clarity, and clarity is exactly what the machine is built to discard. The sector keeps answering with accuracy in a room that is not paying for accuracy.

READ THE CASE

The uncomfortable conclusion for anyone with capital in the sector: being right is not enough, because the room where perception becomes policy has moved and the industry stayed behind. The companion brief shows the facts are on the sector's side. This case is about why that has not been enough.

The Wrong Numbers

The argument is being fought with figures that do not survive contact with the engineering.

Four of the debate’s load-bearing claims: the water, the three per cent, the favourite metric, and the clean-energy label, checked against the source studies and the engineering. Each blames the building for demand the building does not create.

MYTHS

4

Each graded before publish

ON THE RECORD

Mark Acton

Data centre engineer, three decades

CUT-OFF

30 Jun 2026

Compiled to that date

THE AIM

Correct

Not defend: correct the arithmetic

READ THE FULL CASE

Four myths, **one mistake.**

Myth 01

VERIFIED

CONTESTED

Water · Data centres are draining the water supply.

The water figures in circulation are mostly American, drawn from evaporative-tower sites, and applied worldwide to estates that do not cool that way.

Myth 03

VERIFIED

ANNOUNCED

The metric · A low PUE proves a site is efficient.

Power usage effectiveness measures overhead, not efficiency. A site can post an excellent ratio while doing very little useful work per unit of energy.

Myth 02

ESTIMATED

CONTESTED

The three per cent · Data centres use 3 per cent of the world's electricity.

The figure belongs to the demand rather than the building. It counts the workload wherever it runs, then attributes all of it to the shed.

Myth 04

VERIFIED

ANNOUNCED

Clean energy · It runs on 100 per cent renewable energy.

The label usually describes a certificate purchase rather than the electrons on the wire, which is the same gap Indonesia's chapter runs into.

WHY EACH MYTH CARRIES TWO GRADES

The claim, **and the correction.**

The first tag grades the underlying figure. The second grades what is being done with it. A number can be perfectly Verified and still Contested as an argument, which is the case for the water study, and a claim can be Announced as a commitment while the figure behind it is Verified, which is the case for the clean-energy label. Grading them separately is the point: it separates a bad number from a good number used badly.

[OPEN THE CASE FILE](#)

Three exhibits carry the corrections on the live file: the evaporative towers the water figures actually come from, the meter that gets quoted, and the demand rather than the building. Every counter-claim is graded and sourced. The aim is not to defend the industry but to correct the numbers, so the argument worth having, about which regions and which grids, can actually happen. Put to Mark Acton, a data centre engineer of three decades and a contributor to the report.

The facts are on the sector’s side. It is losing anyway.

Cases 02 and 03 were written as a pair, and they only work together. One shows the numbers hold. The other shows why that has not been enough.

THE WRONG NUMBERS		HOSTING THE BACKLASH	
What it does	Checks four load-bearing claims against the source studies	Goes inside the machine that spreads them	
What it finds	Each blames the building for demand it does not create	Clarity kills momentum; the machine wants tension	
Who is on record	A data centre engineer of three decades	A clip-network operator, recorded	
The conclusion	Correct the arithmetic first, then have the argument	The room where perception becomes policy has moved	

Why this matters commercially

Why the desk published both

What neither case does

Consent is now the binding constraint in the United States and a live one in Chile, Ireland and the Netherlands. A moratorium does not care whether the water figure was American. Perception is a permitting risk, and it should be underwritten like one.

Correcting the numbers without explaining why correction does not travel would have been a half-answer. Publishing the mechanism without first establishing that the facts hold would have read as a defence brief.

Neither argues the sector is blameless, and neither tells a reader what to think about siting. The arithmetic is corrected and the mechanism is described. The argument about which regions and which grids is left open, because that is the argument worth having.

Both cases compiled to the 30 June 2026 cut-off and graded before publication.

The layer under every market.

Sociotecnica is where the report stops describing markets and starts pressure-testing its own thesis. Seven cases, each free to reach a conclusion the market chapters cannot.

WHAT IT IS FOR

WHAT IT STILL OWES

WHAT IT FEEDS

Longer, and freer

A market chapter has to be even-handed about a place because someone is deciding whether to invest in it. A case does not. It can follow one argument to its end, name what it finds, and be wrong in public if it is.

The same standard

Every figure carries its grade, every quotation is the speaker's own words, and where the desk models something it shows the working. Freedom of argument is not freedom from sourcing.

Back into the chapters

The consent constraint that runs through the United States, Chile and Ireland is a Sociotecnica finding first. The workforce lens in case 06 runs under all ten markets. The cases are not an appendix.

STILL TO COME IN THIS SERIES

People and machines.

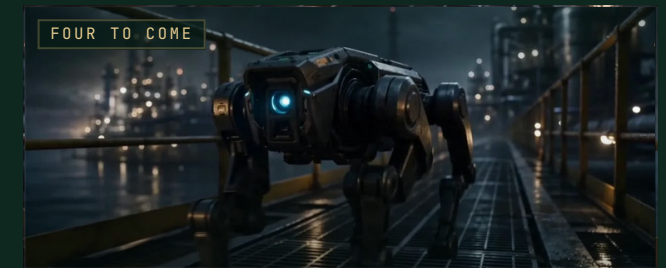
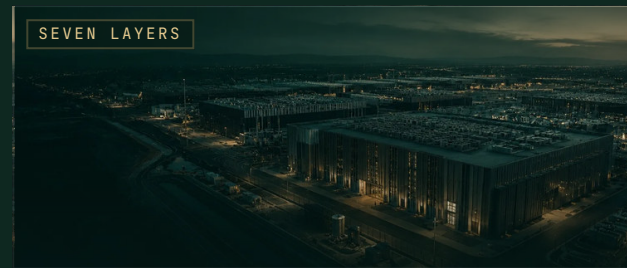
Sociotecnica Edition 02 carries the remaining four cases: the five-tier enterprise stack and where the money moved to the seams between them, the memory supercycle that reprints every device you own, the workforce that has to grow faster than the market can make it, and a rendered 2036 in which six machines work a shift.

04

Cases in Edition 02
Cases 04 to 07

Ten chapters, seven layers, seven cases.

The cases only work because the markets and the layers underneath them do. All of it maintained, all of it graded, all of it published in the open.



The markets

Every market chapter, each with its own instruments, ledger and named contributors.

Gulf	Malaysia
USA	Chile
Europe	Brazil
India	South Africa
Indonesia	Kenya, Morocco, Nigeria

Strata

The cross-cutting readings that turn ten chapters into one argument.

- 01 Conditions
- 02 Comparison
- 03 Survey
- 04 Equilibrium
- 05 Landfall
- 06 Capital
- 07 Conclusion

Sociogencia, Edition 02

People and machines: the stack, the bill, the workforce and a rendered 2036.

- 04 The Continuum
- 05 The Memory Supercycle
- 06 The Talent Crunch
- 07 The Body Electric

ABOUT ENTELLIGENCIA

Open-source intelligence for the capital and infrastructure of growth. Nothing publishes until it is traceable to a primary source, every figure carries its grade, and announced is never presented as delivered.

SIT FOR A SEAT

The contributor register is open. A seat is a named file: your reading, in your words, with the desk's framing stated separately from your claim.

SIT FOR ONE



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