

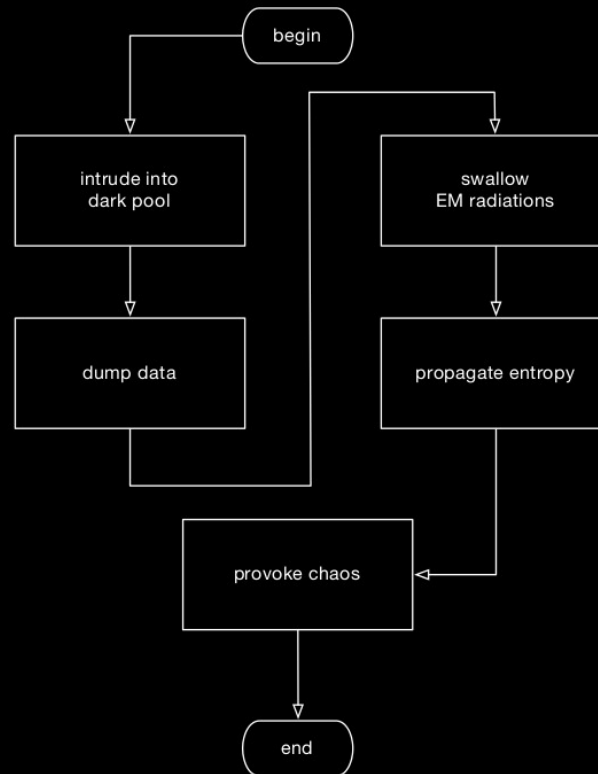
**El código es político, los
algoritmos son armas de
destrucción matemáticas**

Spideralex > Based on Benjamin Cadon (La Labomedia)



Un algoritmo ?

Se trata de una serie finita y no ambigua de operaciones o instrucciones que permiten resolver un problema y/o obtener un resultado



Bestiario de Algoritmos



Se alimentan de datos personales

	Al lado	Encima	Dentro	Debajo
Ejemplos	Médiametria, Google Analytics, carteles publicitarios	PageRank de Google, Digg, Wikipedia	Numero amigxs en Facebook, Retuits de Twitter, notas y opiniones	Recommandaciones Amazon, publicidad basada en comportamientos
Datos	Vistas	Enlaces	Likes	Rastros
Poblaciones	Muestra representativa	Voto censitario, comunidades	Red social, afinidades, déclarativo	Comportamientos individuales implícitos
Formas de calculo	Votos	Clasificacion meritocratica	Benchmark	Machine Learning
Principios	Popularidad	Autoridad	Reputacion	Prediccion

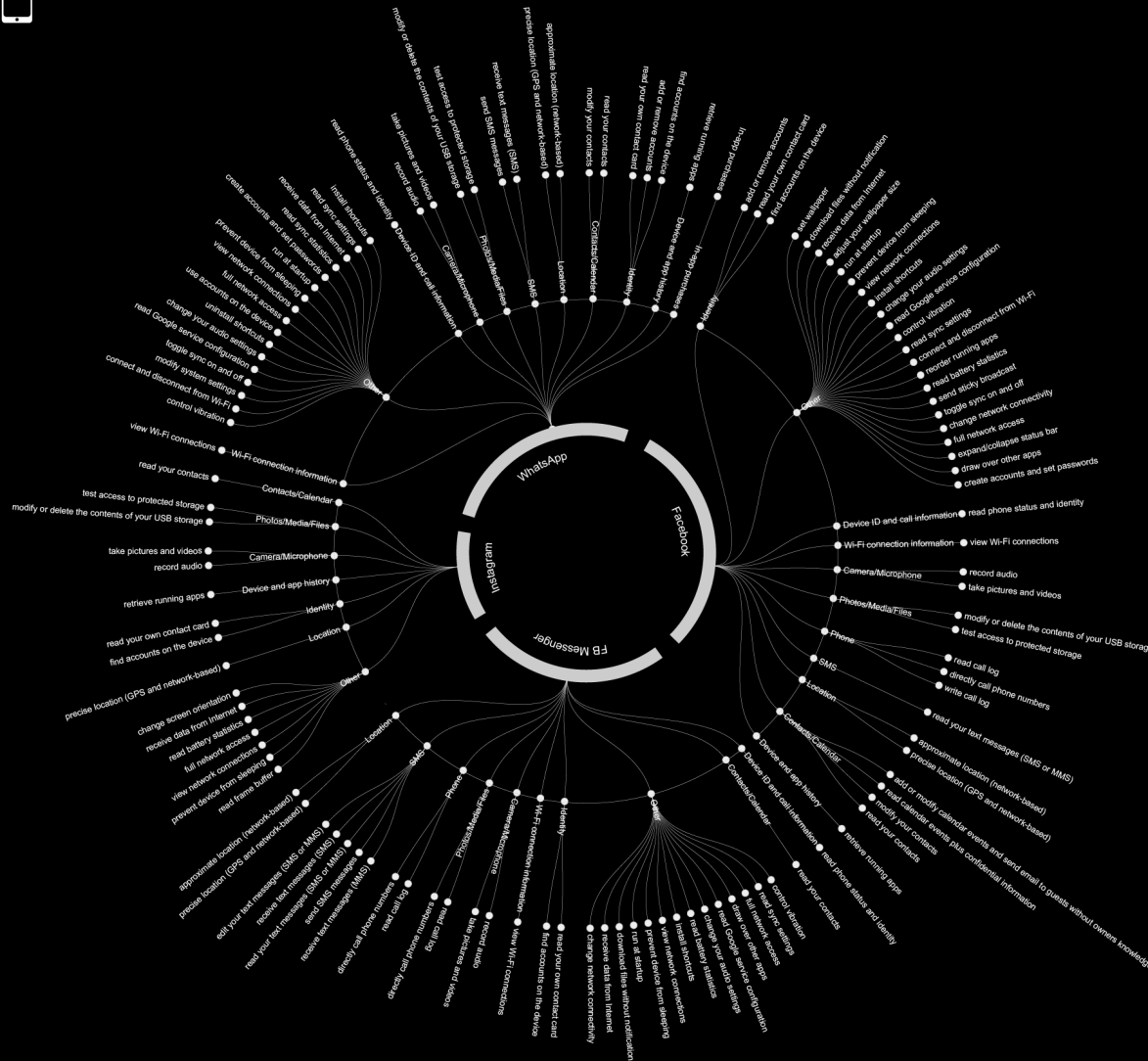
Basado en Dominique Cardon, « Con que suenan los algoritmos »

**GAFAM (Google, Apple, Facebook, Amazon et Microsoft)
vs
BATX (Baidu, Alibaba, Tencent et Xiaomi)**

FACEBOOK ALGORITHMIC FACTORY
DATA COLLECTION

FACEBOOK APPS MOBILE PERMISSIONS

ON ANDROID PHONES



<https://labs.rs/en/facebook-algorithmic-factory-immaterial-labour-and-data-harvesting/>

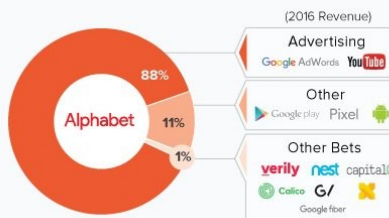
1 Apple

Market Cap **\$804B**
Revenue **\$216B**
Earnings **\$46B**



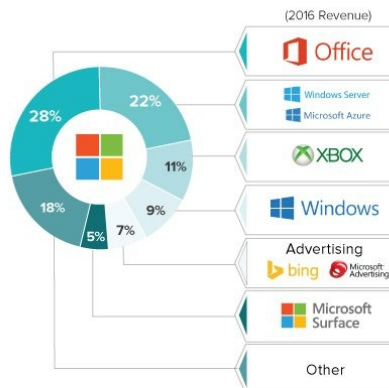
2 Alphabet

Market Cap **\$651B**
Revenue **\$90B**
Earnings **\$19B**



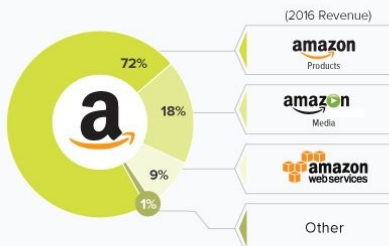
3 Microsoft

Market Cap **\$536B**
Revenue **\$85B**
Earnings **\$17B**



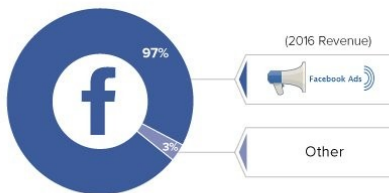
4 Amazon

Market Cap **\$455B**
Revenue **\$136B**
Earnings **\$2B**



5 Facebook

Market Cap **\$434B**
Revenue **\$28B**
Earnings **\$10B**



Google Class C

- Google keeps your searches and other identifiable user information for an undefined period of time
- Google can use your content for all their existing and future services
- This service tracks you on other websites
- Google can share your personal information with other parties
- Google may stop providing services to you at any time

[More details](#)

SoundCloud Class B

- You stay in control of your copyright
- Collected personal data used for limited purposes
- 6 weeks to review changes
- Indemnification from claims related to your content or your account
- Personal information can be disclosed in case of business transfer or insolvency

[More details](#)

Twitpic Class E

- Twitpic takes credit for your content
- Your content is for Twitpic and their partners
- Reduction of legal period for cause of action
- You indemnify Twitpic from any claim

YouTube Class D

- Terms may be changed any time at their discretion, without notice to the user
- They can remove your content at any time and without prior notice
- The copyright license is broader than necessary
- Reduction of legal period for cause of action
- Deleted videos are not really deleted

[More details](#)

GitHub Class B

- You don't grant any copyright license to github
- Changes can happen any time, sometimes without notice
- You shall defend and indemnify GitHub
- Your personal information is used for limited purposes
- Your account can be suspended and your data deleted any time for any reason

[More details](#)

Delicious Class D

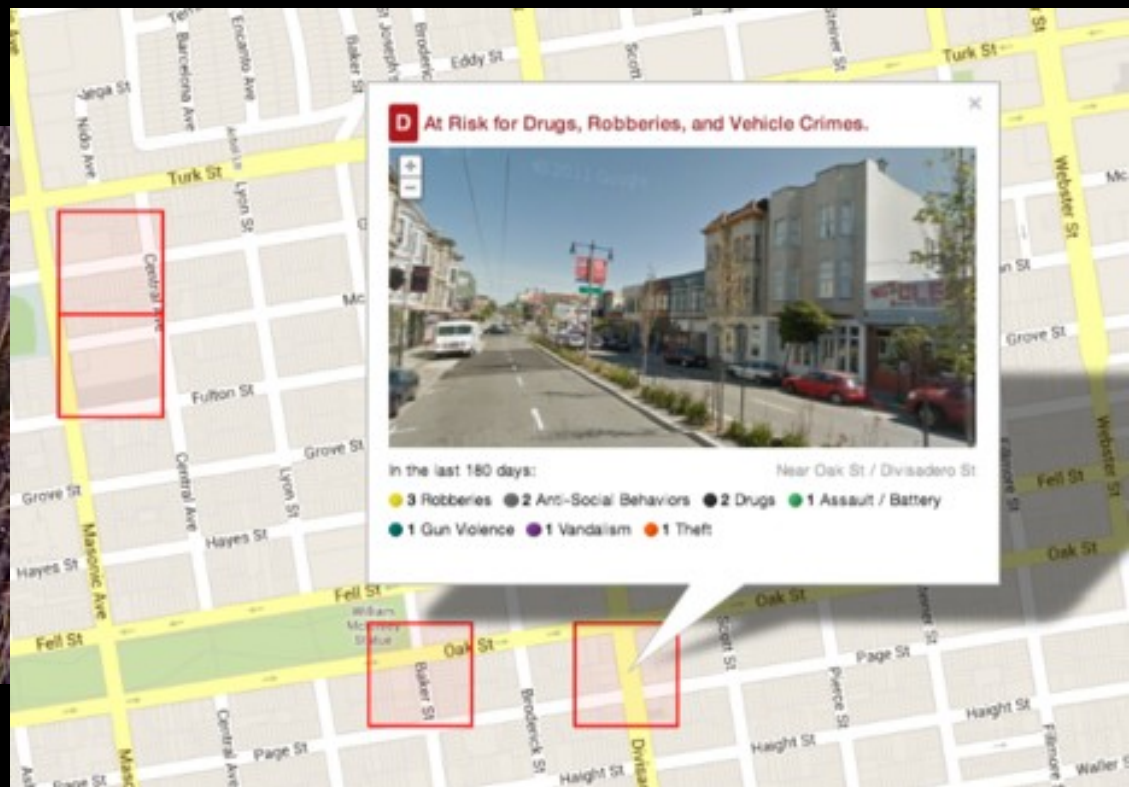
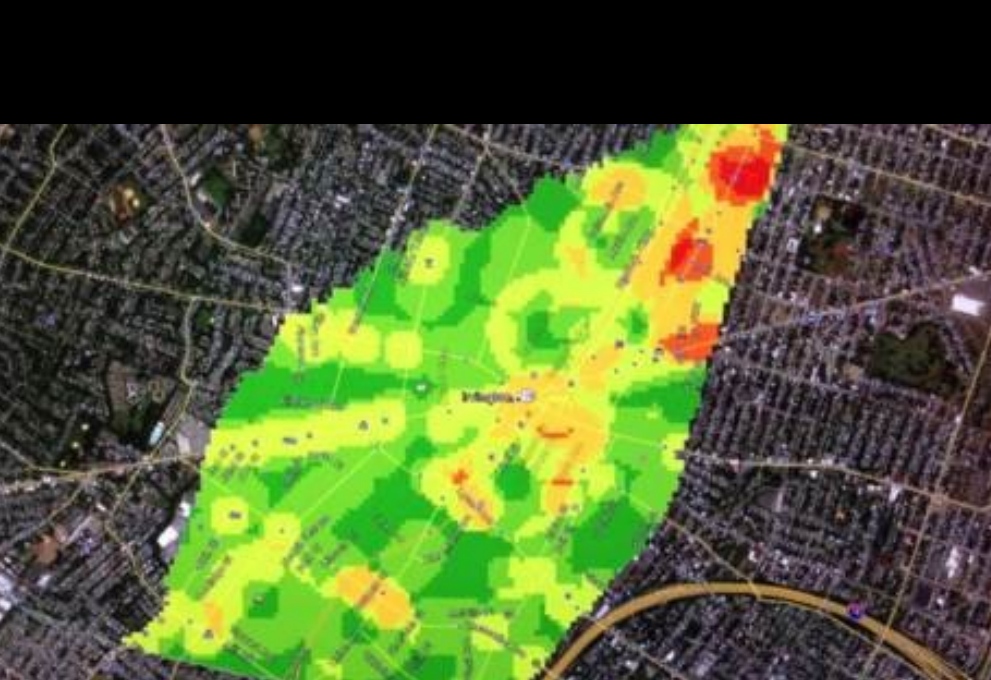
- Very broad copyright license on your content, includes right for Delicious to distribute through any media
- No Right to leave the service
- Only for personal and non-commercial use
- [bad] delicious new terms 5. third party

Se alimentan de datos públicos



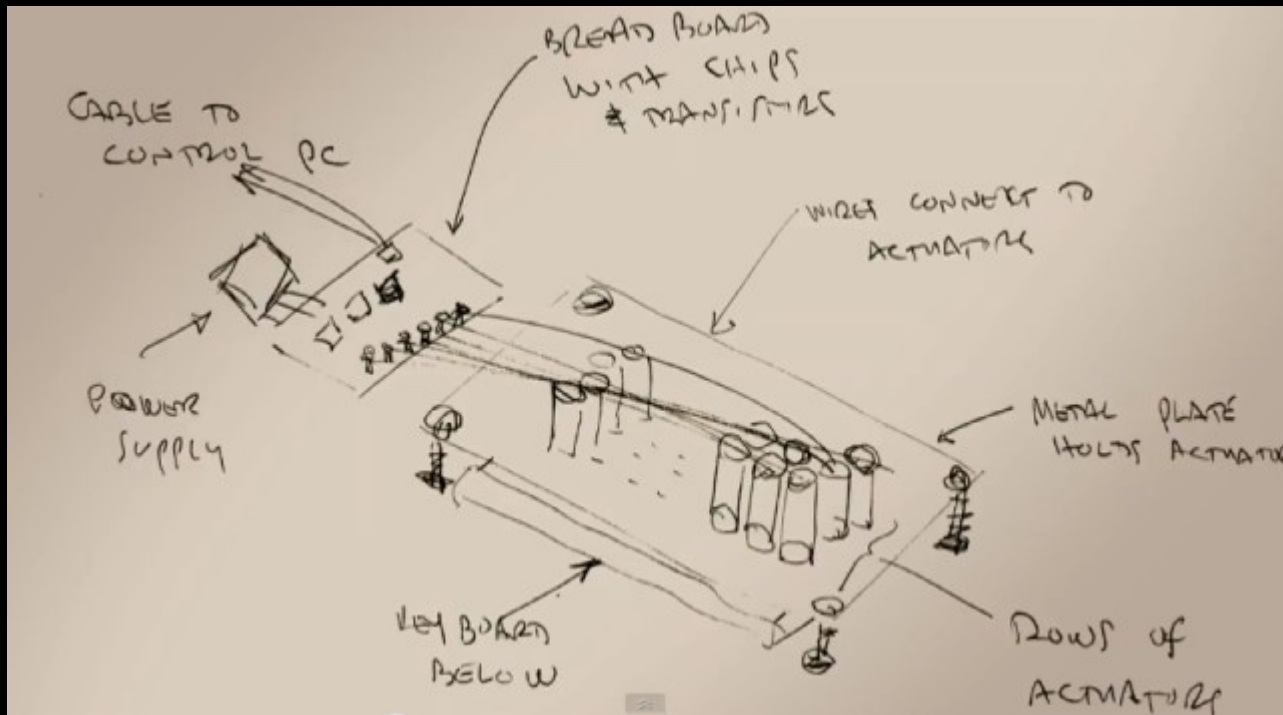
Brazil (1985) – Terry Gilliam

Para predecir el crimen



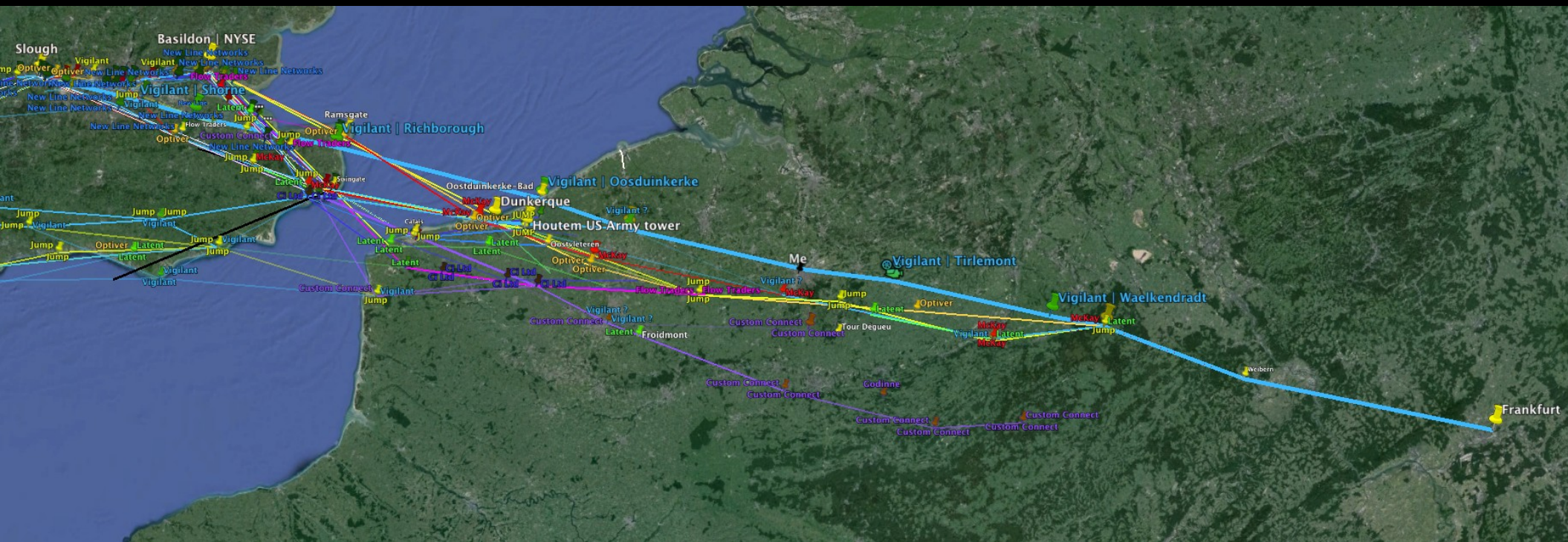
Logiciel PredPol

Se alimentan de dinero



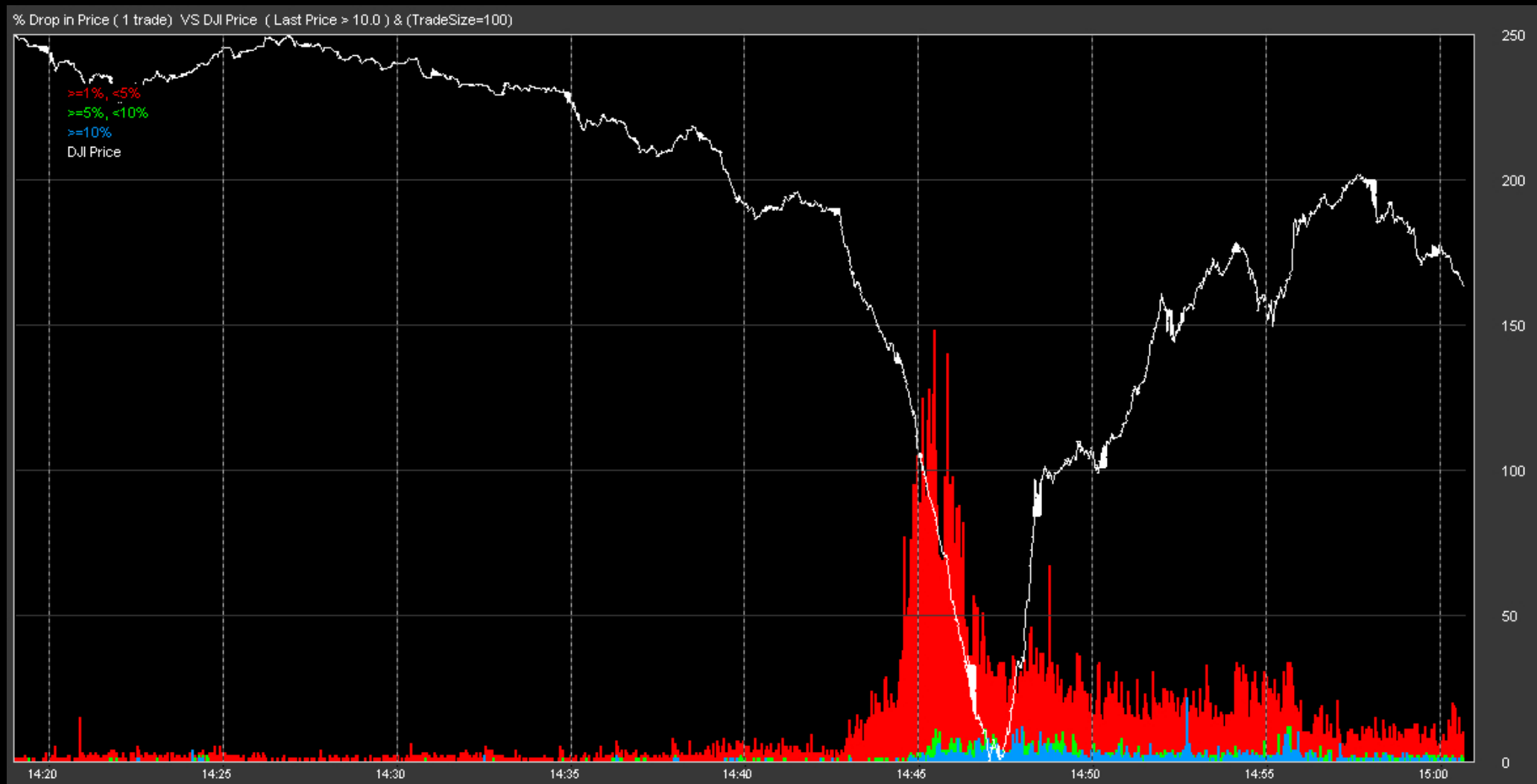
Thomas Peterffy, plan de son cyborg trader (1987)

High Frequency trading



<https://sniperinmahwah.wordpress.com>

Flash crashes



https://www.youtube.com/watch?v=E1xqSZy9_4I

Algorobots para remplazar los humanos



Foxconn – robot ABB

Se alimentan de cerebros humanos

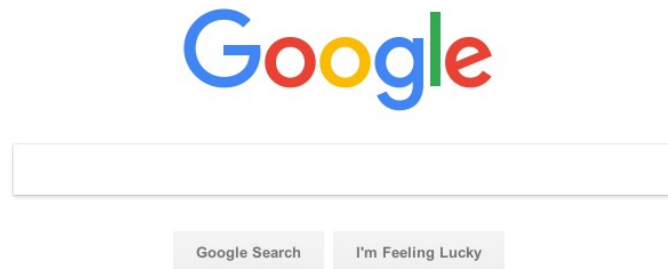


Mark Zuckerberg – Mobile world congress 2016

Seres humanos que alimentan IA



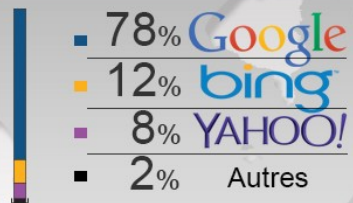
Monopolios de acceso a la información



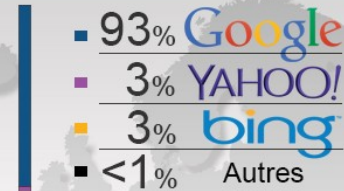
<https://google.com>

Les parts de marché moteur dans le monde en 2014

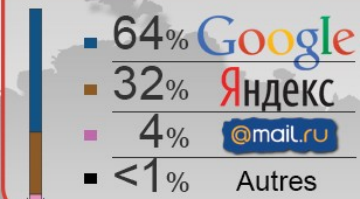
Etats-unis



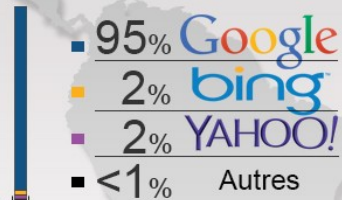
France



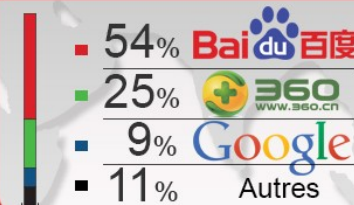
Russie



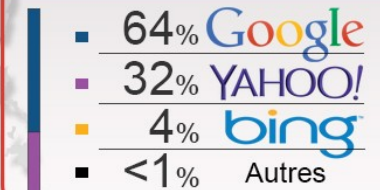
Brésil



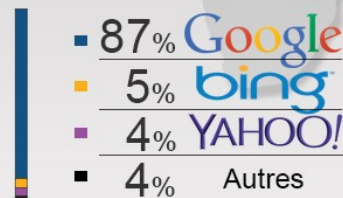
Chine



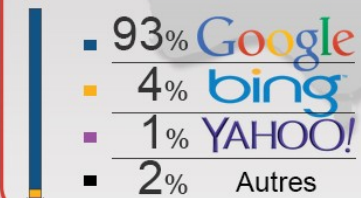
Japon



Nigeria



Australie





Se alimentan de nuestros cuerpos

Big data y Vigilancia Sexual

> Practicas feministas en relacion a nuestra produccion de datos:

Whether any transformative potential of the informatisation of the body can be realised depends on who controls the information: "When the control of a person's information is out of that person's hands, so too is the nature of the potential transformation."⁸³ Manovich identifies three emerging classes in datadriven societies, "those who create data (both consciously and by leaving digital footprints), those who have the means to collect it, and those who have expertise to analyse it. The first group includes pretty much everybody in the world who is using the web and/ or mobile phones; the second group is smaller; and the third group is much smaller still."

Nicole shepard proposes to develop feminist data practices that are attentive to agency and consent of those involved. Such practices:

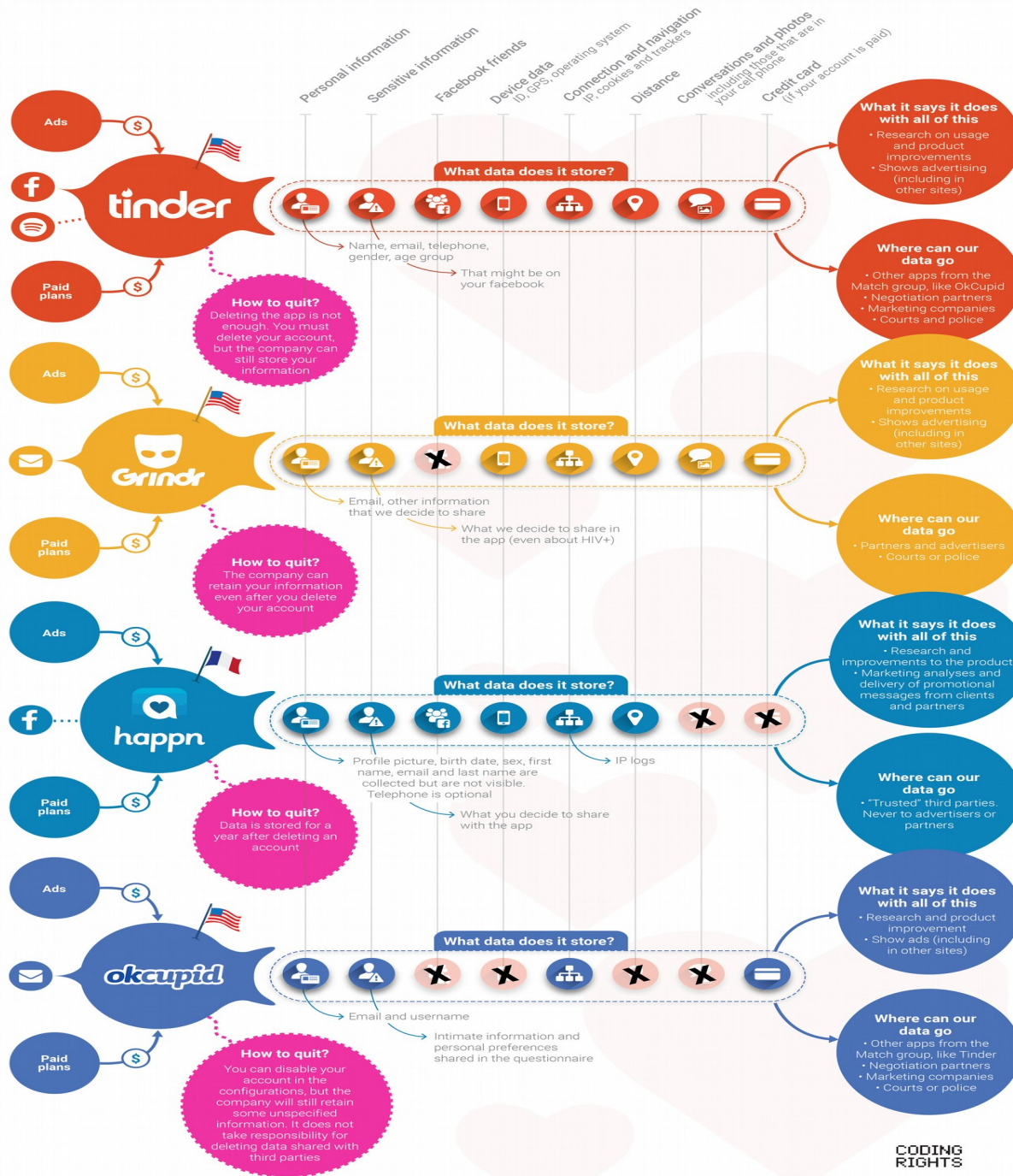
- Oppose and resist the non-consensual collection of data.
- Amplify data projects that empower women and sexual minorities.
- Take adequate care of protecting the data, privacy, and anonymity of activists and the communities they engage with.
- Work to expose and level algorithmic discriminations.

> Recuperar el consentimiento, ¿Acepto?

En el momento de elegir, es importante saber que cuando descargamos una aplicación, estamos firmando algún tipo de contrato, concordando con la Política de Privacidad del servicio. Esta política de privacidad debe ser clara, decir explícitamente lo que se hace con nuestras informaciones y de qué manera. En un mundo ideal, con estas informaciones sería posible juzgar si este acuerdo es razonable o abusivo. Sin embargo, lo que ha sucedido con la mayoría de los servicios online es que la idea de consentimiento se banalizó, porque, después de todo, nos proponen cosas poco claras, escritas en letra pequeña en algún lugar no muy visible, a veces sin mucha opción.

Swapping information

Dating apps have an intimate relationship with your personal information. They save your conversations, photos, location and, in many cases, they access data you have given to other apps and social networks. And they share all this with your matches - without you ever noticing. We analyzed their privacy policies to understand how this orgy really works:



MENSTRUAPPS

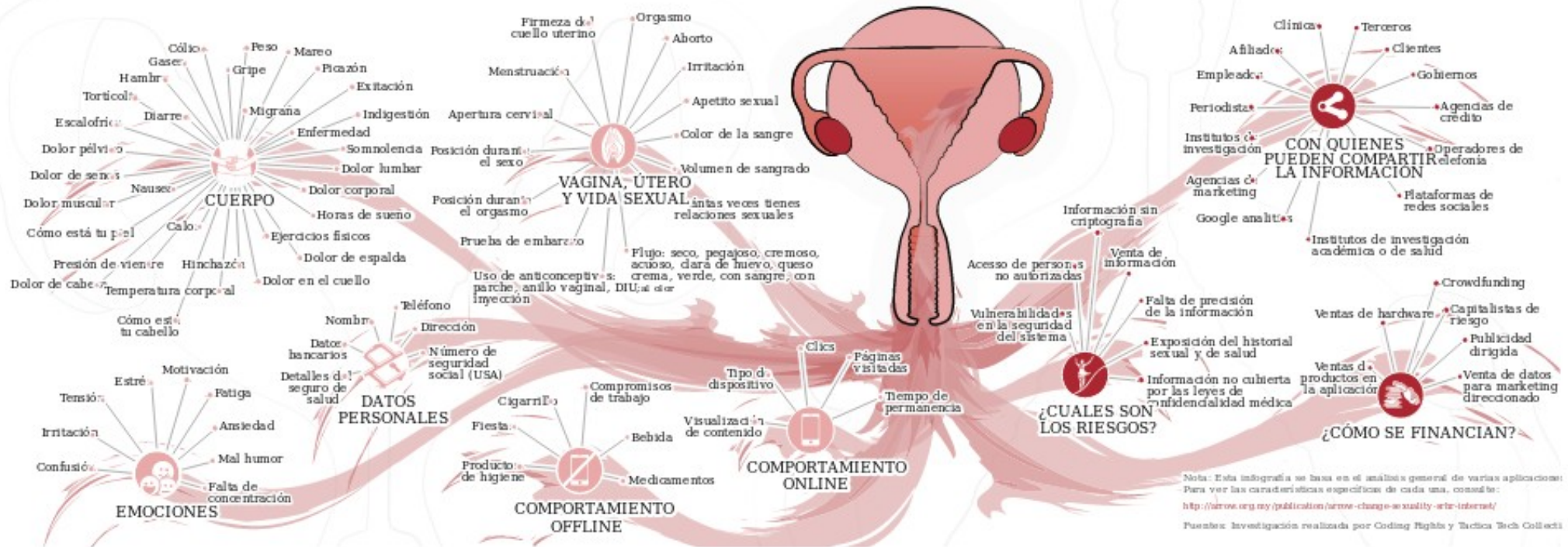
Aplicaciones de monitoreo de la menstruación recogen información íntima acerca de nosotras y pueden compartirla y comercializarla según sus propios intereses. ¿Qué estamos dando a cambio de estos servicios?

• Datos que las mujeres entregan a las apps

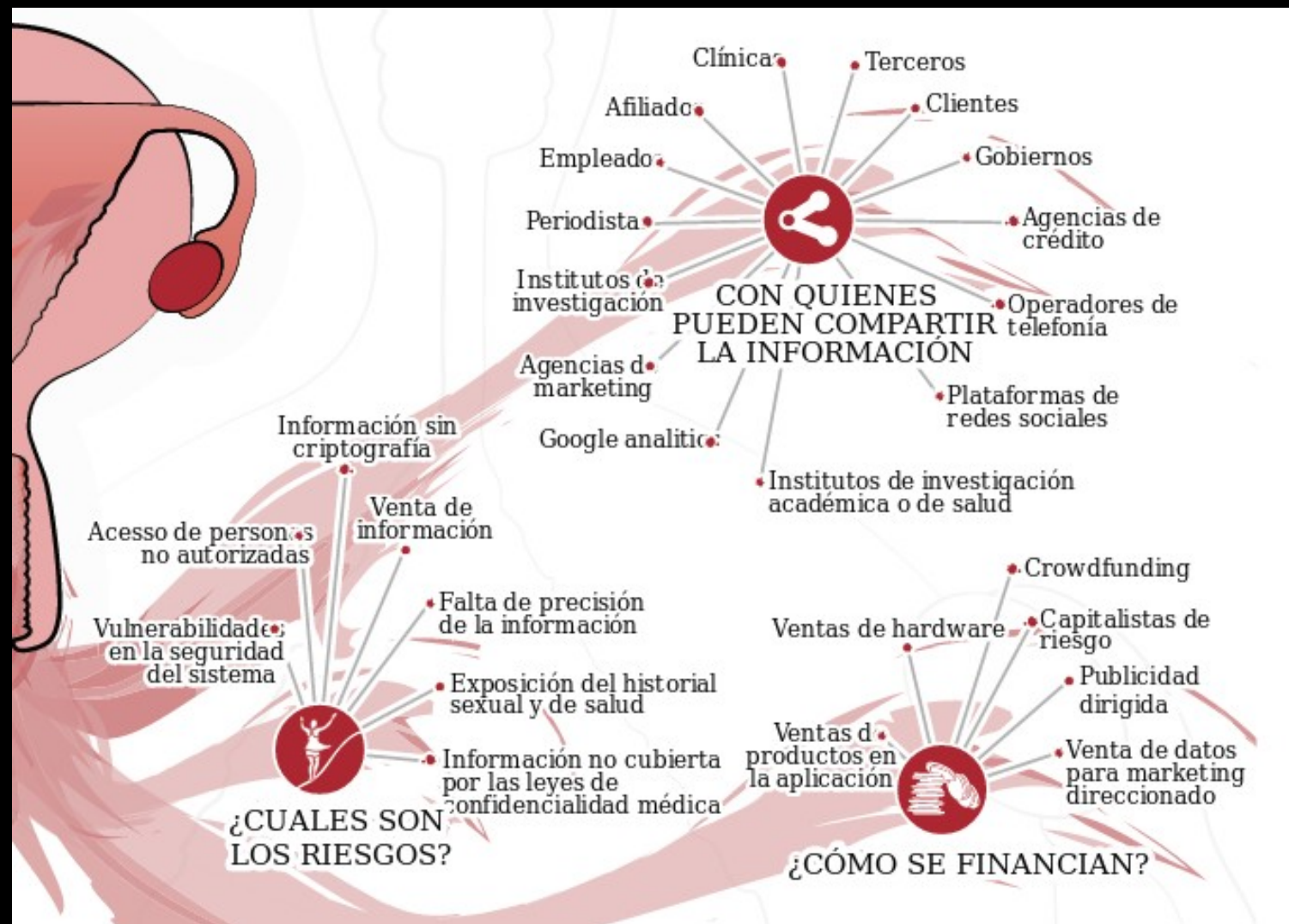
• Datos que las apps comparten con terceros

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Credito de la infografía: Diana Moreno, Natasha Felizi y Joana Varon

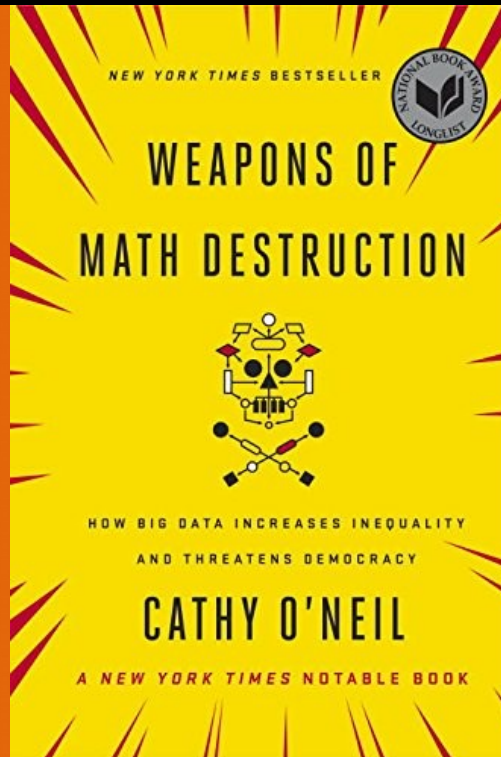


Bibliographie

Dominique Cardon
**À quoi rêvent
les algorithmes**

Nos vies à l'heure des big data

LA REPUBLIQUE DES IDEES
Seuil



Evgeny Morozov

Le mirage numérique

Pour une politique
des big data

Traduit de l'anglais par
Pascal Haas

PENSER
CROISER

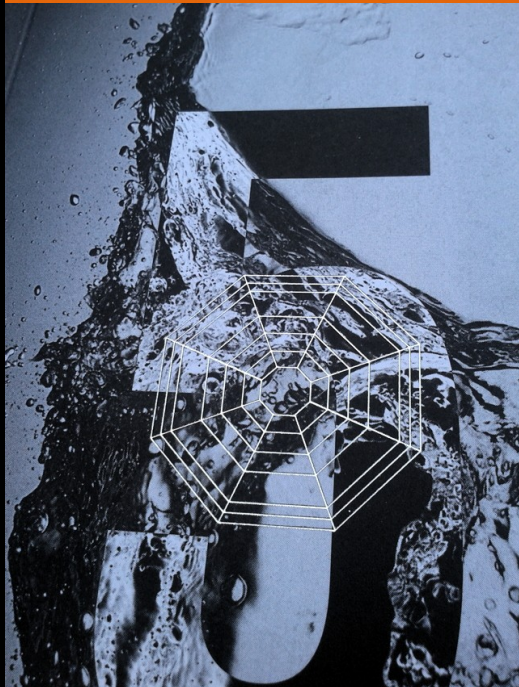
LES
PRAIRIES
ORDINAIRES

Bernard Stiegler

La société automatique

1
L'Avenir du travail

fayard



Souveraineté Technologique

Dossier ritmo

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communication • technologie • société

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