

If Then Algorithmic Power And Politics Oxford Studies In Digital Politics By Taina Bucher

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"Críticas Taina Bucher's *If...Then: Algorithmic Power and Politics* is delightful: she presents multiple engaging critiques about algorithms while simultaneously addressing contemporary issues like fake news, news feeds, and technology "black boxes." Her writing is intellectually interesting and exciting ... pleasurable and impressive scholarship. She models excellence, and Bucher shows how we can do meaningful research in these anti-intellectual times. (Gregory Zobel, Technical Communication)*if...Then* is a timely and informative read for law librarians and the people they assist. Therefore, *If...Then* is a worthwhile purchase for any law library (Latia L. Ward, Cornell University Law Library, Law Library Journal)Taina Buchers *If...Then* is sure to become a seminal piece and will greatly benefit future scholars and researchers who are interested in understanding the power and politics of algorithms. (Benjamin Jacobsen, University of York) Reseña del editor We live in a world in which Google's search algorithms determine how we access information, Facebook's News Feed algorithms shape how we socialize, and Netflix collaborative filtering algorithms choose the media products we consume. As such, we live algorithmic lives. Life, however, is not blindly controlled or determined by algorithms. Nor are we simply victims of an ever-expanding artificial intelligence. Rather than looking at how technologies shape or are shaped by political institutions, this book is concerned with the ways in which informational infrastructure may be considered political in its capacity to shape social and cultural life. It looks specifically at the conditions of algorithmic life ? how algorithms work, both materially and discursively, to create the conditions for sociality and connectivity. The book argues that the most important aspect of algorithms is not what they are in terms of their specific technical details but rather how they become part of social practices and how different people enlist them as powerful brokers of information, communication and society. If we truly want to engage with the promises of automation and predictive analytics entailed by the promises of "big data", we also need to understand the contours of algorithmic life that condition such practices. Setting out to explore both the specific uses of algorithms and the cultural forms they generate, this book offers a novel understanding of the power and politics of algorithmic life as grounded in case studies that explore the material-discursive dimensions of software. Biografía del autor **Taina Bucher** is Associate Professor of Communication and IT at the University of Copenhagen. Her research focuses on the power and politics of algorithms in everyday life at the intersection of media studies, sociology and science, and technology studies."

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bucher takes the foucauldian view of power as immanent with the power of algorithms being so diffuse as to be
indistinguishable from life itself yet productive rather than re.

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