



Algorithms R Us

Neil Andersen @mediasee

Algorithms are the engines of the internet.

The software that runs the hardware.

Using media to learn about media.

Media construct versions of reality.
Each medium has unique aesthetic values.

Algorithms are strings of if/then statements.

If the correct password is entered,
then show the video.

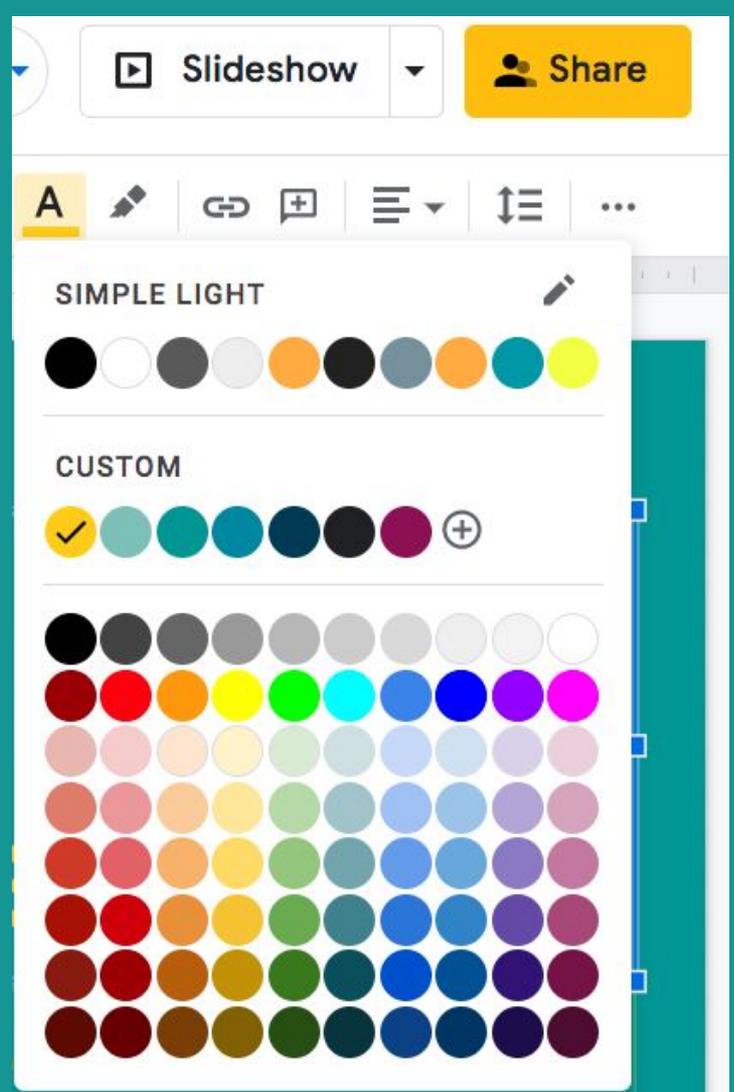
Algorithms are code.
Algorithms are programs.

Chrome = 937.7MB

Firefox = 359.8MB

Vivaldi = 499.7MB

125+ if/then statements.



**Algorithms
contain/activate
their codes' biases.**

Media construct versions of reality.
Media contain social and political meanings.

**Coders are
(not)
flesh-eating
monsters.**

Hyper Text Markup Language (HTML)

```
<!DOCTYPE html><html lang="en-GB"><head><script
nonce="j6elanAuEDyVXTHve7YKUA">var DOCS_timing={};
DOCS_timing['pls']=new Date().getTime();</script><meta name="google"
content="notranslate"><meta http-equiv="X-UA-Compatible"
content="IE=edge;"><meta name="referrer"
content="strict-origin-when-cross-origin"><title>Search - Google
Jamboard</title><script
nonce="j6elanAuEDyVXTHve7YKUA">_docs_flag_initialData={"docs-ails":"do
cs_warm","docs-fwds":"docs_ddf","docs-crs":"docs_crs_nfd","docs-shdn":0,"d
ocs-tfh":"","info_params":{"token":"AC4w5VgRU79etGjKH5ZNa9ZxaulDWYSk
7A:1644527568768"},"docs-eohmo":false,"uls":{"langs":["en_GB"],"itcs":[],
"override":"","selected":"","activated":false},"docs-enable_feedback_sv
g":false,"enable_feedback":true,"docs-fpid":5018795,"docs-fbid":}
```

English messages are written in code

I cnduo't bvleiee taht I culod aulacly uesdtannrd waht I was rdnaieg. Unisg the icndeblire pweor of the hmuan mnid, aocdcnig to rseecrah at Cmabrigde Uinervtisy, it dseno't mttar in waht oderr the lterets in a wrod are, the olny irpoamtnt tihng is taht the frsit and lsat ltteer be in the rhgit pclae. The rset can be a taotl mses and you can sitll raed it whoutit a pboerlm. Tihs is bucseae the huamn mnid deos not raed ervey ltteer by istlef, but the wrod as a wlohe. Aaznmig, huh? Yaeh and I awlyas tghhuot slelinpg was ipmorantt! See if yuor fdreins can raed tihs too.

Internet algorithms
are mostly black boxes.

They see us but we can't see them.

Cloud Chamber Strategy

Media construct versions of reality.



https://youtu.be/kvS90ZASn_w

Media construct versions of reality.

Algorithmical Cloud Chamber Strategy

Access digital steam.

Add a stimulus.

Observe the results.

Infer the algorithm.

Compare & Contrast

Access digital steam.

Add a stimulus.

Observe the results.

Infer the algorithm.

Our media experiences become part of us.

We (might) become what we behold.
Media contain social and political meanings.

Each of us experiences a unique internet.

Cookies and tracking modify the code
to customize our experiences.
(machine learning)

Three algorithmical cloud chambers.

Autocorrect/Autofill

Search

Translation

Algorithmical Cloud Chamber 1

Autofill/Autocorrect



H



"H"

How

He

q w e r t y u i o p

a s d f g h j k l

⌵ z x c v b n m ⌫

123

space

return



S



"S"

See

So

q w e r t y u i o p

a s d f g h j k l

⌵ z x c v b n m ⌫

123

space

return





H



"H"

How

He

q w e r t y u i o p

a s d f g h j k l

⌵ z x c v b n m ⌫

123

space

return



S



"S"

See

So

q w e r t y u i o p

a s d f g h j k l

⌵ z x c v b n m ⌫

123

space

return





Y



"Y"

T

Yea

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



E



"E"

R

Email

q w e r t y u i o p

a s d f g h j k l

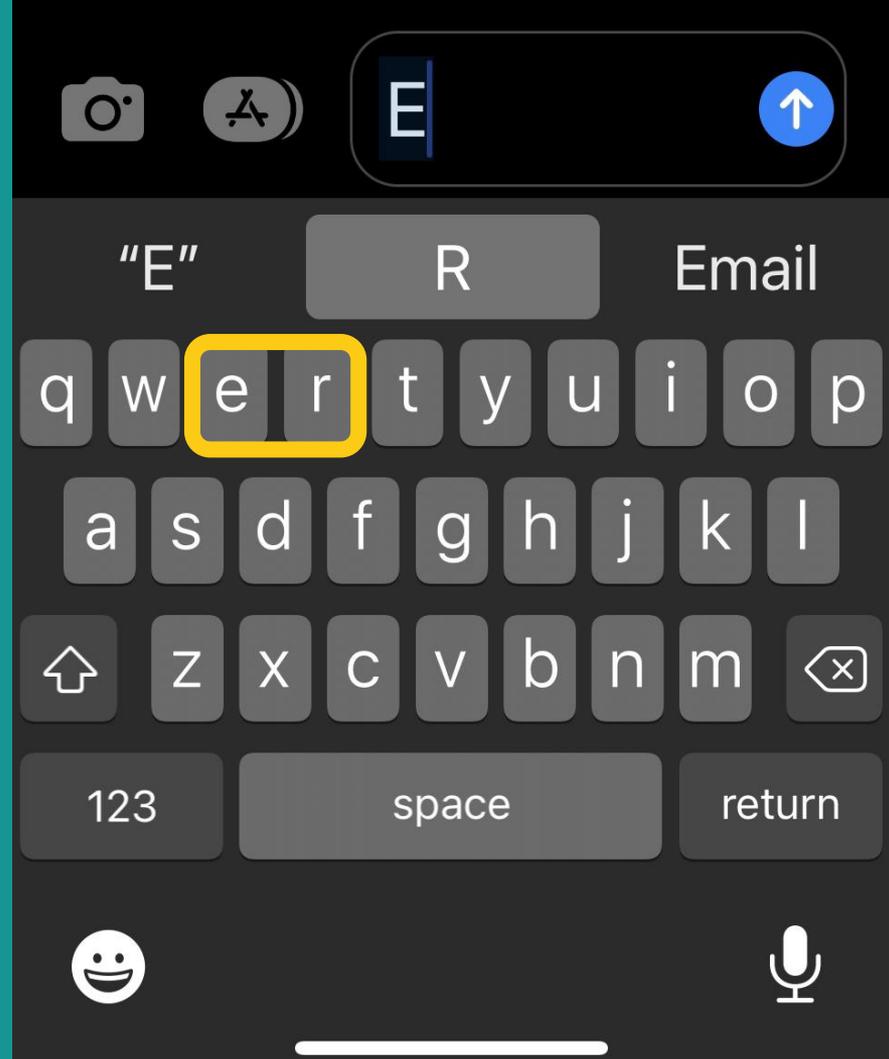
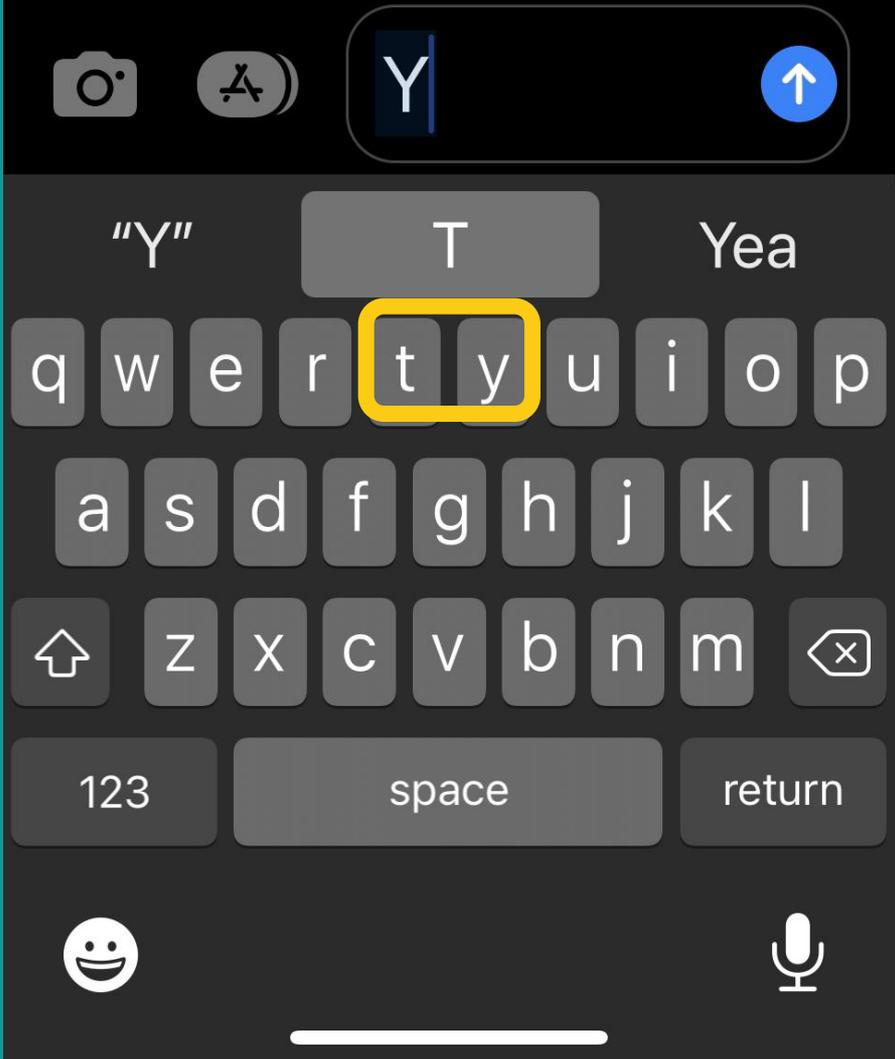
↑ z x c v b n m ↵

123

space

return





**What might we learn
about algorithms (and
ourselves) from the ways
that they finish
sentences?**

> Some people
just don't |



know

think

want

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



> Why did h



"h"

he

her

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return





Women and



women

children

|

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



Men and



women

girls

|

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



**What might we learn
about algorithms (and
ourselves) from the ways
that they correct
mispelilngs?**



Bleck



"Bleck"

Bless

Blessed

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



Bluck



"Bluck"

Black

blackberry

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return





Bleck



"Bleck"

Bless

Blessed

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



Bluck



"Bluck"

Black

blackberry

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return





Mislim



"Mislim"

Muslim

Midline

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



Meslim



"Meslim"

Medley

Medleys

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return





Christain



Christain"

Christian

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



Chrestian



Chrestian"

christmas

Christina

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

return



Algorithmical Cloud Chamber 2

Search

Top news



Many children living in truck...
CTV News · 14...



US-Canada Border Bridge Blocked by T...
RT · 34K views · 1 day ago

YouTube

First Things First

so what is reconciliation anyway
there's
a number of things that are not

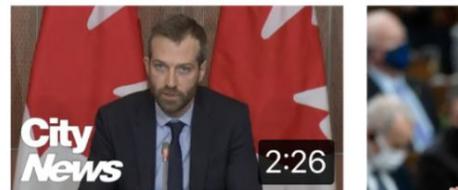
3:08

tvo docs
What is reconciliation? Indig...
TVO Docs · 24K views · 2 years ago



TEDx Truth and Reconciliation | Kevi...

Top news



City News
"Where the hell are we going,...
CityNews · 19K...



THINGS ARE ABOUT TO GET BAD | CRO...
Truck House Life · 3.8K views · 3 hours ago

Dictionary

Definitions from Oxford Languages



rec-on-cil-i-a-tion

/ˌrɛkənˌsɪlᵻˈeɪʃ(ə)n/

noun

1. the restoration of friendly relations.
"his **reconciliation with** your uncle"

Similar: reuniting reunion ▼

2. the action of making one view or belief compatible with another.
"he aims to bring about a **reconciliation between** art and technology"

Feedback

Translations and more definitions ▼

People also ask

What do you mean reconciliation? ▼

What reconciliation means in Canada? ▼

People also ask

What do you mean reconciliation? ▼

What does reconciliation mean Canada? ▼

What is an example of reconciliation? ▼

What is the purpose of reconciliation? ▼

Feedback

<https://www.rcaanc-cirnac.gc.ca> > eng

Reconciliation - Crown-Indigenous Relations and Northern Affairs ...

Jan 4, 2022 — Reconciliation. Learn how the Government of Canada is working to advance reconciliation and renew the...

People also search for

What is reconciliation Canada

Reconciliation Indigenous

What reconciliation means in Canada? ^

In Canada, the process of reconciliation is tied to the federal government's relationship with Indigenous peoples. ...



The term has come to describe **attempts made by individuals and institutions to raise awareness about colonization and its ongoing effects on Indigenous peoples.** Dec 16, 2020

<https://www.thecanadianencyclopedia.ca> >

Reconciliation in Canada | The Canadian Encyclopedia

Google Search

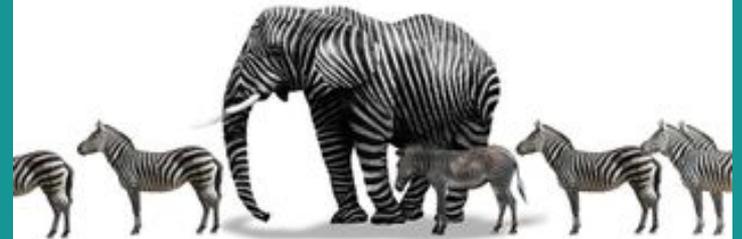
Stereotype Hunting

Google Search Biases

People ask
Google things
they would
never ask a
living person.

EVERYBODY LIES

BIG DATA, NEW DATA,
AND WHAT THE INTERNET
CAN TELL US ABOUT WHO
WE REALLY ARE



SETH STEPHENS-DAVIDOWITZ

FOREWORD BY STEVEN PINKER

The biases *come from*
users, but they are
amplified by Google.

Media amplify social and political meanings.

< why do pakis

- why do pakistan and india hate each other
- why do pakistani brides wear red
- why do pakistan and india fight
- why do pakistan and india want kashmir
- why do pakistani guys wear turbans
- why do pakistani marry cousins
- why do pakistani wear head scarf
- why do pakistani shave babies heads
- why do pakistani guys stare
- why do pakistani have red dots

< why do indians

- why do indians bob their heads
- why do indians wear turbans
- why do indians eat with their hands
- why do indians have red dot
- why do indians worship cows
- why do indians shake their head
- why do indians touch feet
- why do indians have big eyes
- why do indians not eat beef
- why do indians say sir

< why do black people

- why do black people wash chicken
- why do black people wear durags
- why do black people love anime
- why do black people wear durags to bed
- why do black people say the n word
- why do black people have white hands
- why do black people age better
- why do people wash chicken
- is washing chicken a black thing
- how to clean black chicken

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8:48



< why do chinese ✕

- why do chinese drink hot water ↶
- why do chinese use chopsticks ↶
- why do chinese crested shake ↶
- why do chinese have english names ↶
- why do chinese eat raw garlic ↶
- why do chinese buy property in canada ↶
- why do chinese eat so fast ↶
- why do chinese immigrants to canada ↶
- why do chinese wear jade ↶
- why do chinese restaurants use men ↶

8:49



< why do japanese ✕

- why do japanese say san ↶
- why do japanese live longer ↶
- why do japanese sit on the floor ↶
- why do japanese people eat kfc on... ↶
- why do japanese say san after a name ↶
- why do japanese say moshi moshi ↶
- why do japanese wear masks ↶
- why do japanese drive on the left ↶
- why do japanese read right to left ↶
- why do japanese people sleep on the ↶

8:50



< why do russian ✕

- why do russian athletes compete as... ↶
- why do russians like adidas ↶
- why do russians drink vodka ↶
- why do russians not smile ↶
- why do russian names end in ov ↶
- why do russians say comrade ↶
- why do russians wear adidas ↶
- why do russians squat ↶
- why do russians want ukraine ↶
- why do russian names end in vich ↶

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8:59



< why do white people ✕

why do white people wear shoes in the...

why do white people's hair change color

why do white people's eyes change color

why do white people's hair grow faster

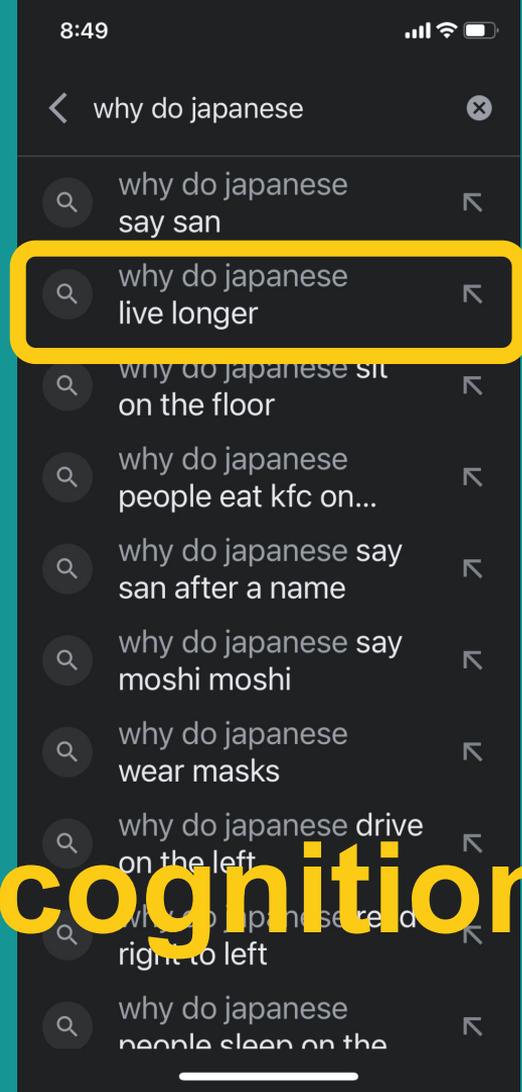
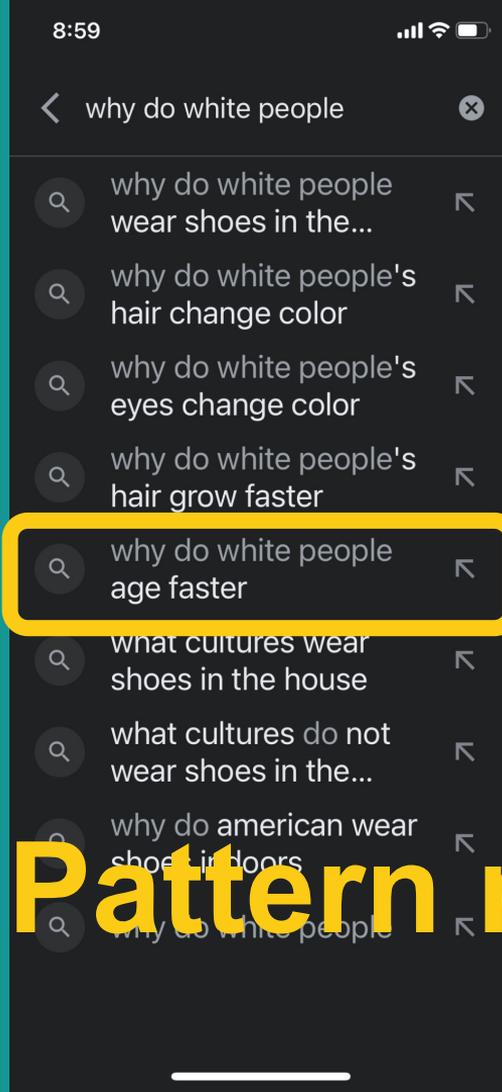
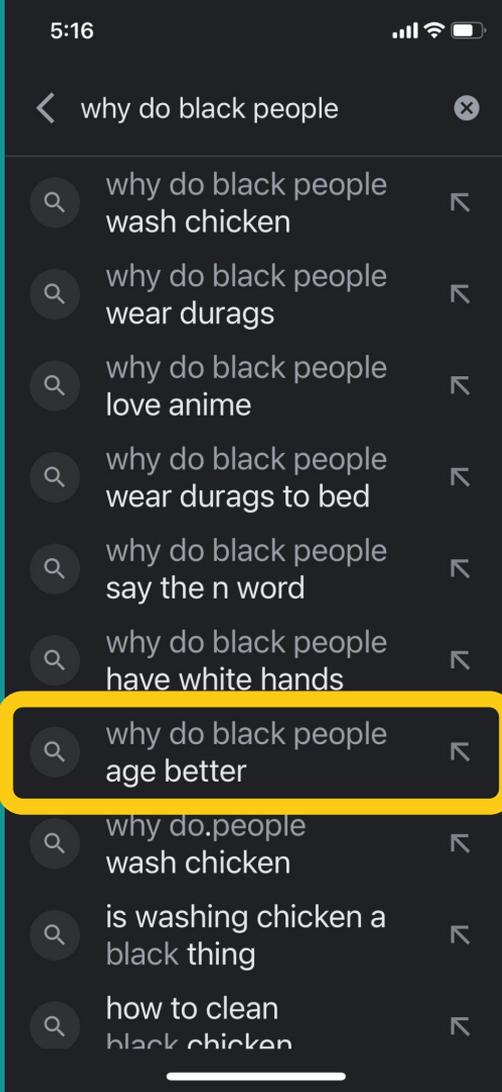
why do white people age faster

what cultures wear shoes in the house

what cultures do not wear shoes in the...

why do american wear shoes indoors

why do white people



Pattern recognition

8:59



< why do white people x

why do white people wear shoes in the...

why do white people's hair change color

why do white people's eyes change color

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< why do old men



-  why do old men have big ears 
-  why do old men's noses get bulbous 
-  why do old men's noses turn purple 
-  why do old men's ears get bigger 
-  why do old men's hands shake 
-  why do old men's pants fall down 
-  why do old men's noses drip 
-  why do old guys have big ears 
-  why do men's ears grow with age 
-  do men's ears get bigger as they get 

< why do old men ✕

🔍 why do old men have
big ears ↵

🔍 why do old men's
noses get bulbous ↵

🔍 why do old men's
noses turn purple ↵

🔍 why do old men's ears
get bigger ↵

🔍 why do old men's
hands shake ↵

🔍 why do old men's
pants fall down ↵

🔍 why do old men's
noses dip ↵

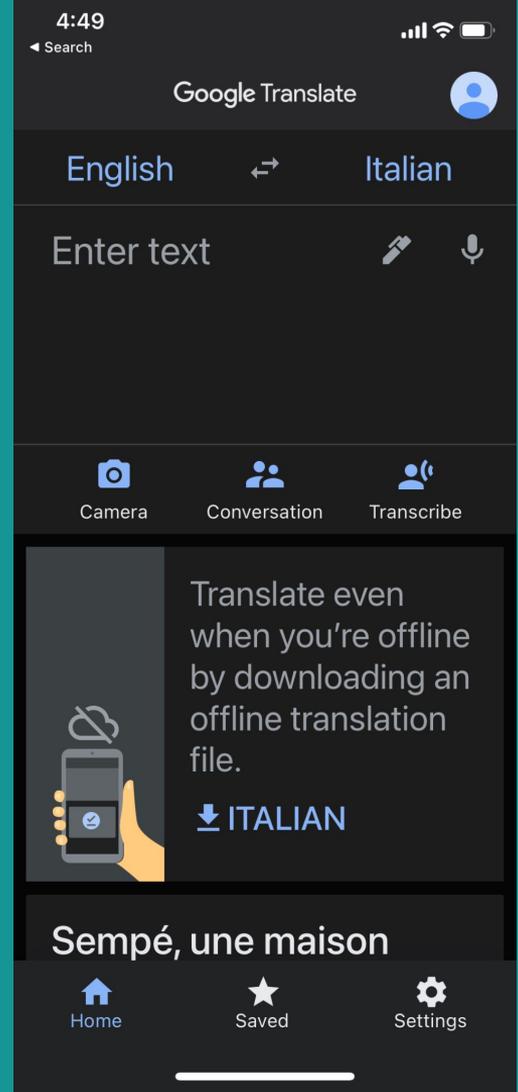
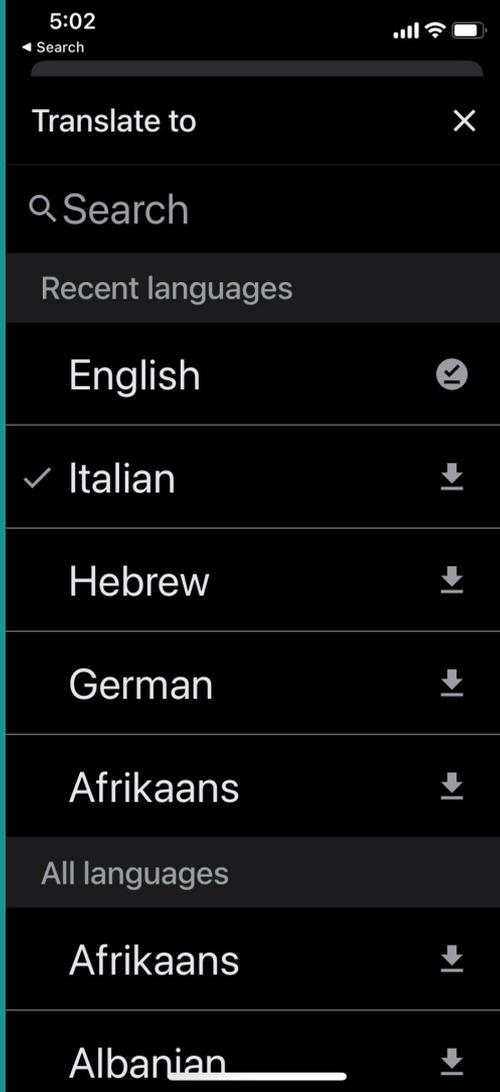
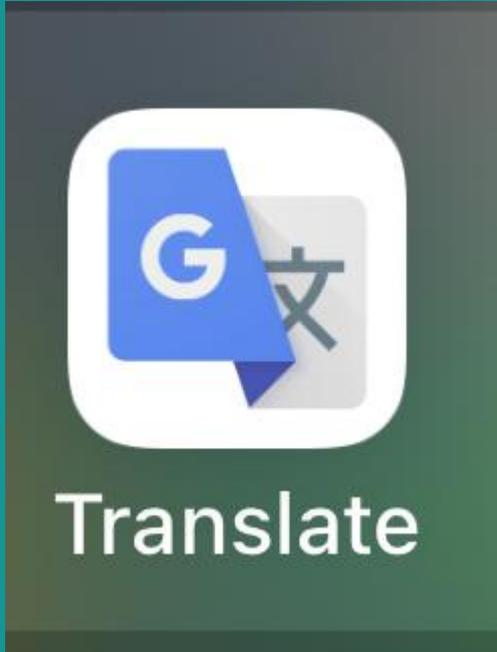
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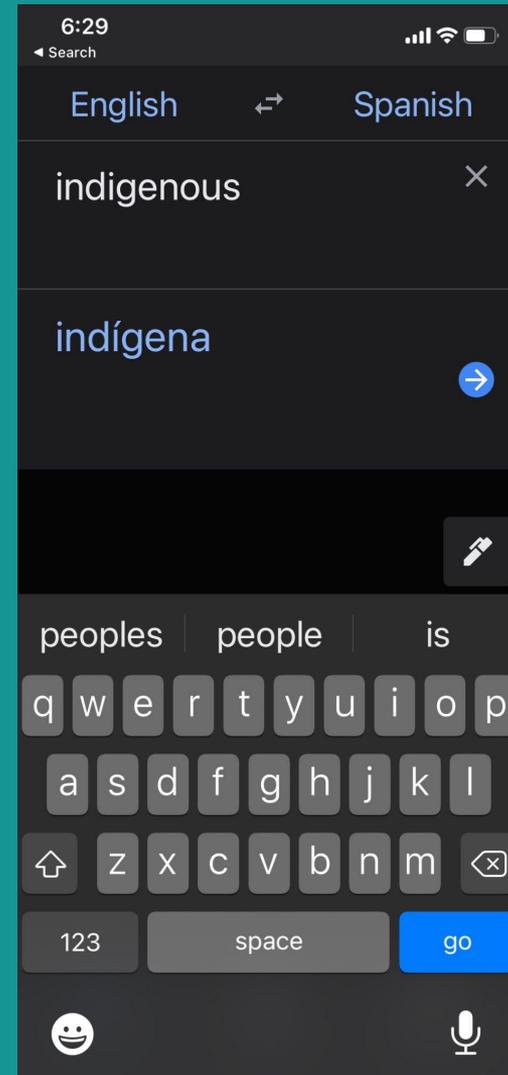
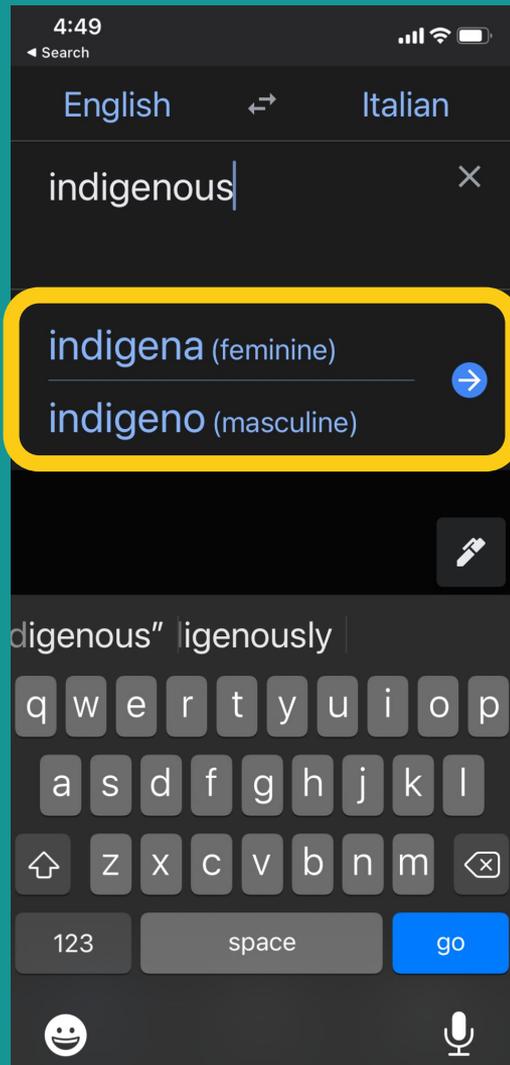
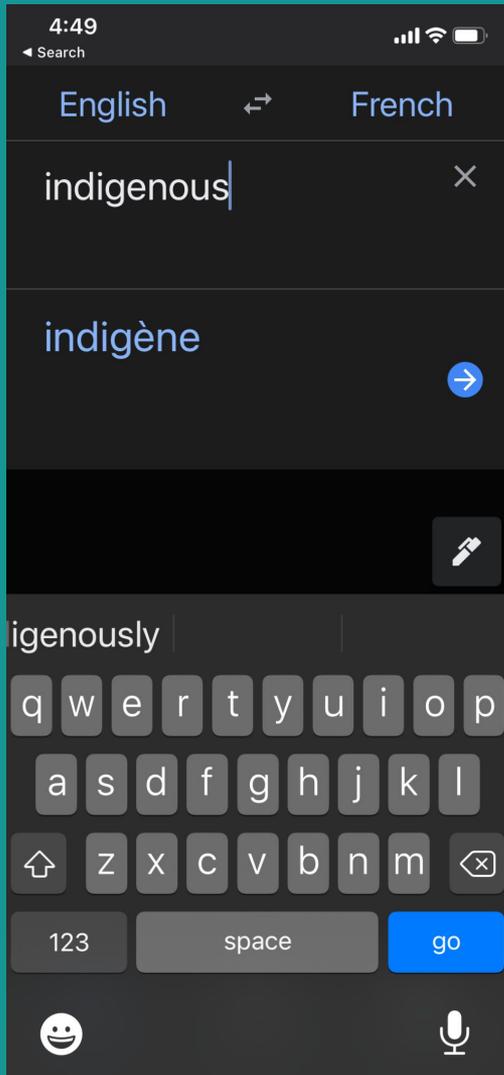
🔍 why do men's ears
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🔍 do men's ears get
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Algorithmical Cloud Chamber 3

Translation

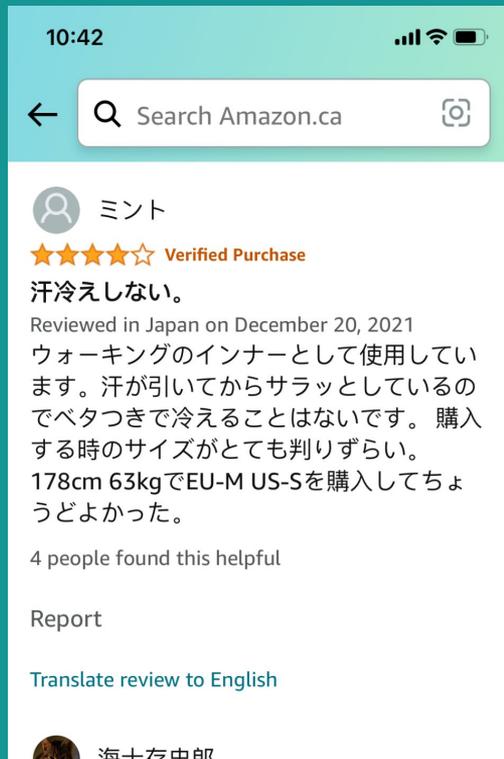




Why would Amazon use auto translation?

Globalization

Translation



★★★★☆ Verified Purchase

Does not make you sweat cold

Reviewed in Japan on December 20, 2021

I use it as an inner for walking. It's smooth after sweating, so it won't get sticky and cold.

I don't know the size at the time of purchase.

It was just right to buy the EU-M US-S at 178cm 63kg.

4 people found this helpful

Report

Translated from Japanese by Amazon

[See original](#) · [Report translation](#)

Translation



海士存史郎

★★★★★ Verified Purchase

Tight bodycon

Reviewed in Japan on January 28, 2022

I bought the nylon long sleeve of the company's product first, and I bought it additionally because I wonder if this is Merino, it would be better.

It is smooth and warm without meeting expectations. It doesn't accumulate sweat and dries quickly, so it's a must-have item for outdoor activities in winter. However, since it adheres perfectly to the body, the stomach is noticeable.

It's a dish that makes you think you're going to lose weight seriously! (The purpose is different w)

Translation



海士存史郎

★★★★★ Verified Purchase

Tight bodycon

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Three algorithmical cloud chambers.

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