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Mobility: A Design Ethnographic Approach -- 14. Ad Accountability Online: A Methodological Approach.

Sommario/riassunto	"This Open Access book brings the experiences of automation as part of quotidian life into focus. It asks how, where and when automated technologies and systems are emerging in everyday life across different global regions? What are their likely impacts in the present and future? How do engineers, policy makers, industry stakeholders and designers envisage artificial intelligence (AI) and automated decision-making (ADM) as a solution to individual and societal problems? How do these future visions compare with the everyday realities, power relations and social inequalities in which AI and ADM are experienced? What do people know about automation and what are their experiences of engaging with 'actually existing' AI and ADM technologies? An international team of leading scholars bring together research developed across anthropology, sociology, media and communication studies, and ethnology, which shows how by re-humanising automation, we can gain deeper understandings of its societal impacts" -- Provided by publisher.