

1. Record Nr.	UNISALENT0991000680639707536
Autore	Conti, Luca
Titolo	Fare business con facebook : comunicare e promuovere con il social networking / Luca Conti
Pubbl/distr/stampa	Milano : Hoepli, 2009
ISBN	9788820337919
Descrizione fisica	X, 210 p. ; 23 cm
Collana	Web&marketing
Disciplina	658.800285
Soggetti	Commercio elettronico Facebook
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910796590203321
Autore	Noble Safiya Umoja
Titolo	Algorithms of oppression : how search engines reinforce racism // Safiya Umoja Noble
Pubbl/distr/stampa	New York, New York : , : New York University Press, , [2018] ©2018
ISBN	1-4798-3364-9
Descrizione fisica	1 online resource (xv, 229 pages) : illustrations
Classificazione	LB 31960
Disciplina	025.04252
Soggetti	Search engines - Sociological aspects Discrimination
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Acknowledgments -- Introduction -- 1. A Society, Searching -- 2. Searching for Black Girls -- 3. Searching for People and Communities -- 4. Searching for Protections from Search Engines -- 5. The Future of Knowledge in the Public -- 6. The Future of Information Culture -- Conclusion -- Epilogue -- Notes -- References -- Index -- About the Author
Sommario/riassunto	A revealing look at how negative biases against women of color are embedded in search engine results and algorithms. Run a Google search for "black girls"—what will you find? "Big Booty" and other sexually explicit terms are likely to come up as top search terms. But, if you type in "white girls," the results are radically different. The suggested porn sites and un-moderated discussions about "why black women are so sassy" or "why black women are so angry" presents a disturbing portrait of black womanhood in modern society. In <i>Algorithms of Oppression</i> , Safiya Umoja Noble challenges the idea that search engines like Google offer an equal playing field for all forms of ideas, identities, and activities. Data discrimination is a real social problem; Noble argues that the combination of private interests in promoting certain sites, along with the monopoly status of a relatively small number of Internet search engines, leads to a biased set of search algorithms that privilege whiteness and discriminate against people of color, specifically women of color. Through an analysis of textual and

media searches as well as extensive research on paid online advertising, Noble exposes a culture of racism and sexism in the way discoverability is created online. As search engines and their related companies grow in importance—operating as a source for email, a major vehicle for primary and secondary school learning, and beyond—understanding and reversing these disquieting trends and discriminatory practices is of utmost importance. An original, surprising and, at times, disturbing account of bias on the internet, Algorithms of Oppression contributes to our understanding of how racism is created, maintained, and disseminated in the 21st century.

3. Record Nr.	UNINA9910298533003321
Autore	Takemura Kazuhisa
Titolo	Behavioral Decision Theory : Psychological and Mathematical Descriptions of Human Choice Behavior / / by Kazuhisa Takemura
Pubbl/distr/stampa	Tokyo : , : Springer Japan : , : Imprint : Springer, , 2014
ISBN	4-431-54580-8
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (210 p.)
Disciplina	300.1
Soggetti	Operations research Decision making Economics - Psychological aspects Sociology Operations Research/Decision Theory Behavioral/Experimental Economics Sociological Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	""Preface""; ""About the Author""; ""Contents""; ""Part I: Behavioral Decision Theory and the Idea of It""; ""Chapter 1: Decision-Making Phenomenon and Behavioral Decision Theory""; ""1 What Is Decision-Making?""; ""2 Structure of Preference Relations and Decision-Making

Problems"; ""3 Decision-Making and Uncertainty"; ""3.1 Decision-Making Under Certainty"; ""3.2 Decision-Making Under Risk"; ""3.3 Decision-Making Under Uncertainty"; ""4 Approaches to Decision-Making Research and Behavioral Decision Theory"; ""References""

""Part II: Preference Reversal Phenomenon and Description of the Phenomenon""

""Chapter 2: Ordinal Utility and Preference Reversal Phenomenon""; ""1 What Is Utility?""; ""2 Does a Weak Order Empirically Hold?""; ""3 Preference Reversal Phenomenon""; ""References"";

""Chapter 3: Causes of Preference Reversal Phenomenon""; ""1 Summary of the Preference Reversal Phenomenon""; ""2 Explanation Based on Regret Theory That Assumes Non-transitivity""; ""3 Explanation Based on a ``Deviation from Procedural InvarianceA?A? That Does Not Assume Non-transitivity""; ""References""

""Chapter 4: Psychology of Preference Reversals and Prominence Hypothesis""

""1 Prominence Hypothesis and Preference Reversal Phenomenon""; ""2 Contingent Weighting Model""; ""3 Verification Experiments for Contingent Weighting Model""; ""4 Interpretation of Interpret Procedural Invariance: The Scale Compatibility Principle"";

""References""; ""Part III: Expected Utility Theory and Its Counterexamples""; ""Chapter 5: Expected Utility Theory and Psychology""; ""1 The St. Petersburg Paradox and Expected Utility"";

""1.1 St. Petersburg Paradox""; ""1.2 Solution to the Paradox""

""2 Relevance Between FechnerA?s Psychophysics and Logarithmic Utility Function""

""3 Possible Psychophysical Laws and Utility Function"";

""4 Study of the Measurement of Utility Based on the Expected Utility Theory""; ""References""; ""Chapter 6: Axioms and Counterexamples Expected Utility Theory""; ""1 Decision-Making Under Risk and Premises of Expected Utility Theory""; ""1.1 Review of the Structure of Decision-Making Under Risk""; ""1.2 Redefinition of Gambling""; ""2 Axiomatic System of Expected Utility Theory""; ""2.1 Linear Utility Model""

""2.2 Theorem of Expected Utility of von Neumann and Morgenstern""

""3 Counterexamples of Expected Utility Theory""; ""3.1 The Allais Paradox""; ""3.2 The Ellsberg Paradox""; ""References""; ""Part IV: Decision Making and Prospect Theory""; ""Chapter 7: Preference Paradox and Nonlinear Expected Utility Theory""; ""1 Relations Between Independence Axiom and Paradoxes""; ""1.1 Independence Axiom Under Risk""; ""1.2 Independence Axiom Under Uncertainty""; ""2 Non-additive Probability and Nonlinear Utility Theory""; ""3 Basic Assumptions of Prospect Theory""; ""3.1 Editing Phase""

""3.2 Evaluation Phase""

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#### Sommario/riassunto

This book provides an overview of behavioral decision theory and related research findings. In brief, behavioral decision theory is a general term for descriptive theories to explain the psychological knowledge related to decision-making behavior. It is called a theory, but actually it is a combination of various psychological theories, for which axiomatic systems, such as the utility theory widely used in economics, have not been established; it is often limited to qualitative knowledge. However, as suggested in the studies of H. A. Simon, who won the Nobel Prize for Economics in 1978, and D. Kahneman, who won the prize in 2002, the psychological methodology and knowledge of behavioral decision theory have been applied widely in such fields as economics, business administration, and engineering, and are expected to become more useful in the future. This book explains various behavioral decision theories related to decision-making processes. Numerous models have been proposed to explain the psychological processes related to such a selection of decision strategies, and this book also introduces some new models that are useful to explain decision-making processes. The book concludes with speculation

about the future of modern behavioral decision theories while referring to their relation to fields associated with neuroscience, such as neuroeconomics, that have been developed in recent years. In addition, each chapter includes a bibliography that can be referred to when studying more details related to behavioral decision theory. Reading this book requires no advanced expertise; nonetheless, an introductory knowledge of psychology, business administration, and economics, and approximately a high school graduate's level of mathematics should facilitate the reader's comprehension of the content.

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