

1. Record Nr.	UNINA9910822992903321
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Titolo	Data love : the seduction and betrayal of digital technologies // Roberto Simanowski
Pubbl/distr/stampa	New York : , : Columbia University Press, , 2016 ©2016
ISBN	0-231-54242-9
Descrizione fisica	1 online resource (177 p.)
Classificazione	MS 7965
Altri autori (Persone)	CayleyJohn PichonBrigitte RudnytskyDorian
Disciplina	302.23/1
Soggetti	Internet - Social aspects Internet - Moral and ethical aspects Digital communications - Social aspects Privacy, Right of
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Part I. Beyond the NSA Debate -- 1. Intelligence Agency Logic -- 2. Double Indifference -- 3. Self-Tracking and Smart Things -- 4. Ecological Data Disaster -- 5. Cold Civil War -- Part II. Paradigm Change -- 6. Data-Mining Business -- 7. Social Engineers Without a Cause -- 8. Silent Revolution -- 9. Algorithms -- 10. Absence of Theory -- Part III. The Joy of Numbers -- 11. Compulsive Measuring -- 12. The Phenomenology of the Numerable -- 13. Digital Humanities -- 14. Lessing's Rejoinder -- Part IV. Resistances -- 15. God's Eye -- 16. Data Hacks -- 17. On the Right Life in the Wrong One -- Epilogue -- Postface -- Notes -- Index
Sommario/riassunto	Intelligence services, government administrations, businesses, and a growing majority of the population are hooked on the idea that big data can reveal patterns and correlations in everyday life. Initiated by software engineers and carried out through algorithms, the mining of big data has sparked a silent revolution. But algorithmic analysis and data mining are not simply byproducts of media development or the logical consequences of computation. They are the radicalization of the

Enlightenment's quest for knowledge and progress. Data Love argues that the "cold civil war" of big data is taking place not among citizens or between the citizen and government but within each of us. Roberto Simanowski elaborates on the changes data love has brought to the human condition while exploring the entanglements of those who-out of stinginess, convenience, ignorance, narcissism, or passion-contribute to the amassing of ever more data about their lives, leading to the statistical evaluation and individual profiling of their selves. Writing from a philosophical standpoint, Simanowski illustrates the social implications of technological development and retrieves the concepts, events, and cultural artifacts of past centuries to help decode the programming of our present.
