

1. Record Nr.	UNINA9910825505103321
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.

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UNIORUON00079427

NILO-SAHARAN LINGUISTICS COLLOQUIUM : 5. : 1992

Actes du cinquieme Colloque de Linguistique Nilo-Saharienne, 24-29 aout 1992, Université de Nice - Sophia Antipolis = Proceedings of the fifth Nilo-Saharan Linguistics Colloquium / Edités par Robert Nicolai, Franz Rottland

Koln, : Koppe, c1995

39-276-2072-6

429 p. : ill., c. geogr. ; 24 cm

496.5

Inglese

Materiale a stampa

Monografia