

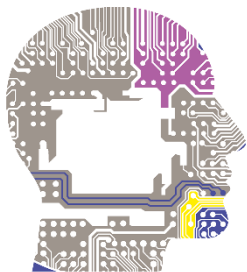
Verschollen in der Blase?

Über ungewollte Konsequenzen der Filterung und Personalisierung im Internet

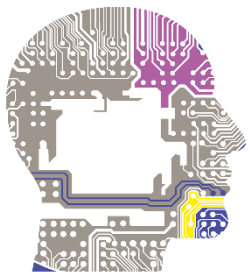
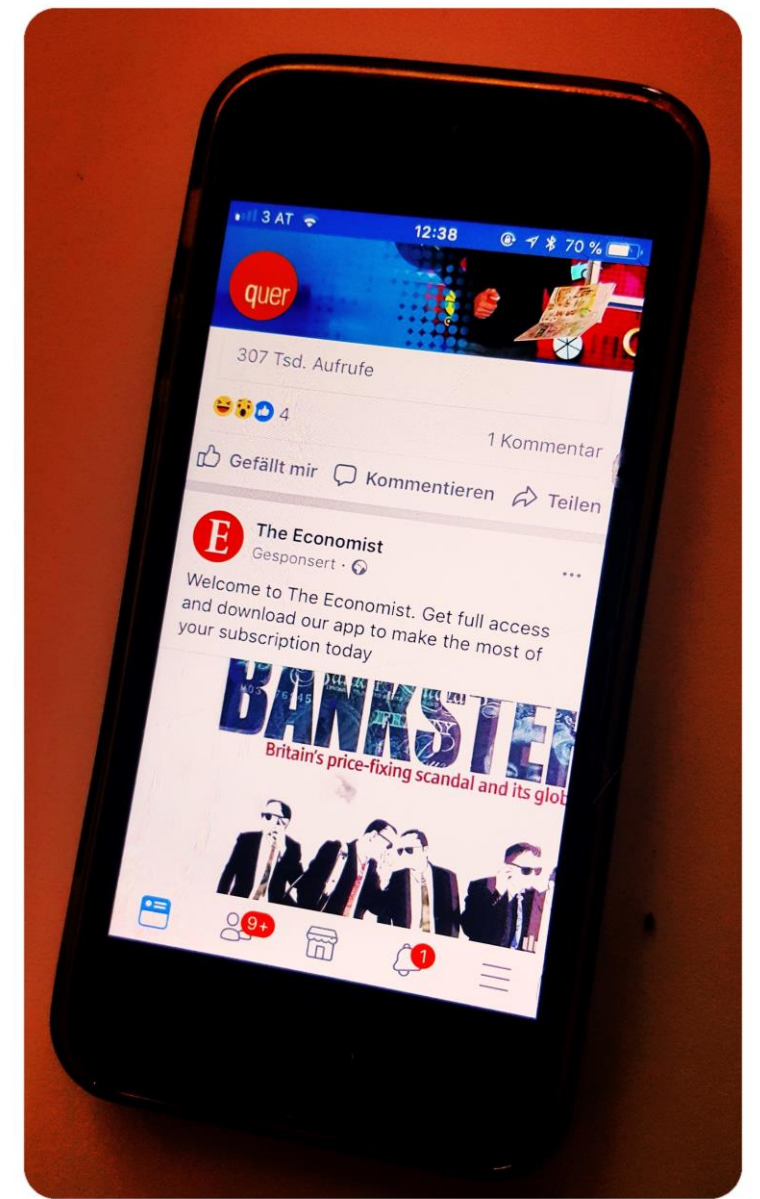
Interview mit einer Bürgerin



„Ich steh in der Früh mit Zweifeln auf
und leg mich abends mit Zweifeln
nieder“

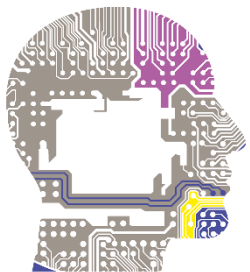
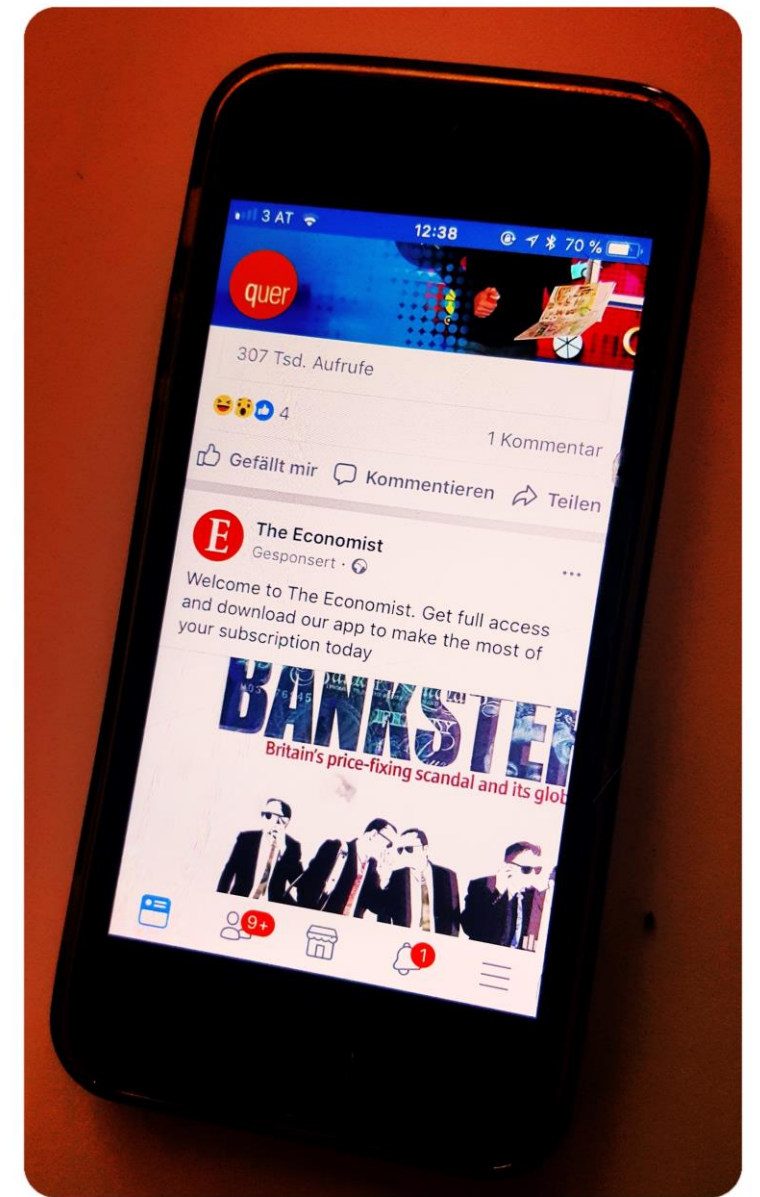


Mensch & Technik in Kombination

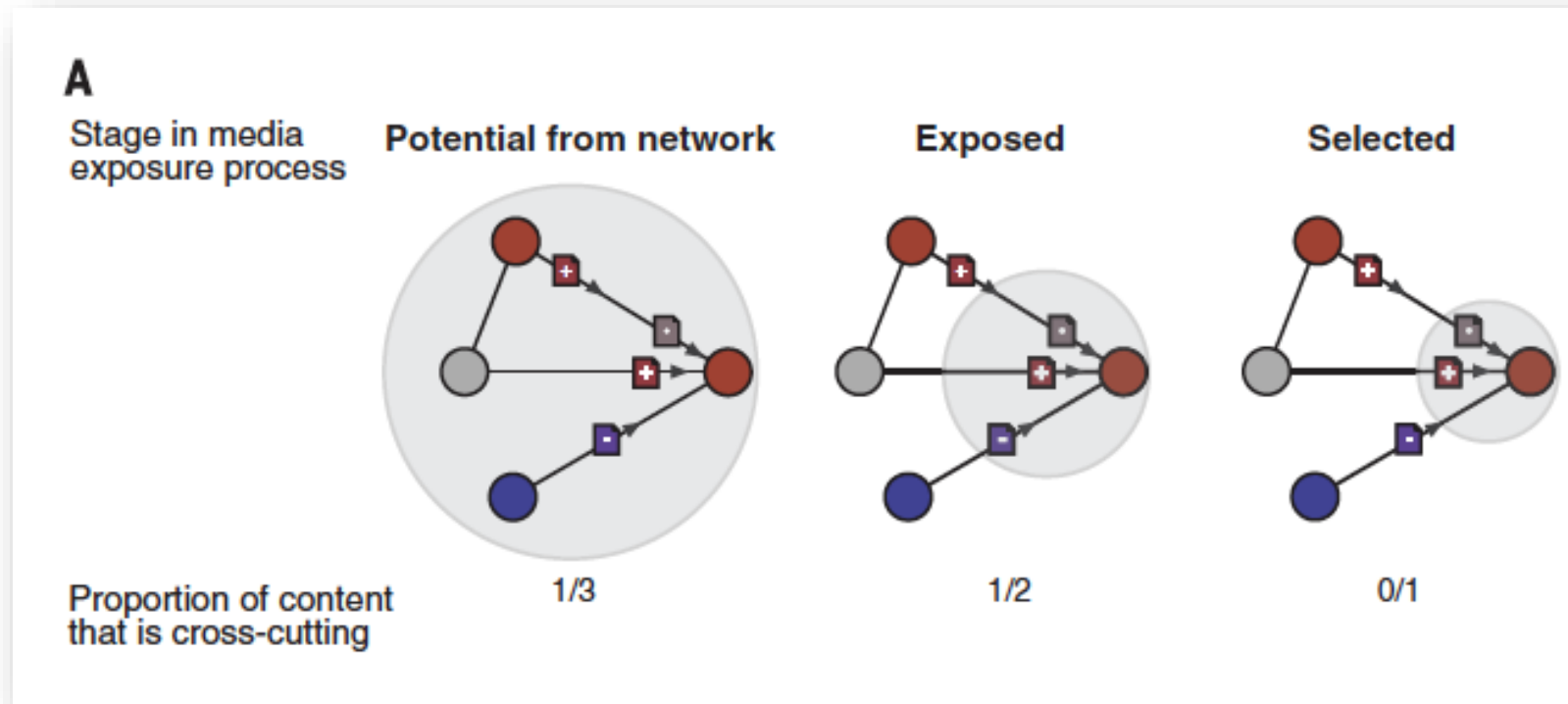


Mensch & Technik in Kombination

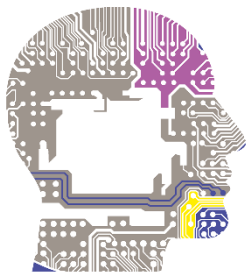
- Motiviertes Denken
- Verstärkung durch Algorithmus?

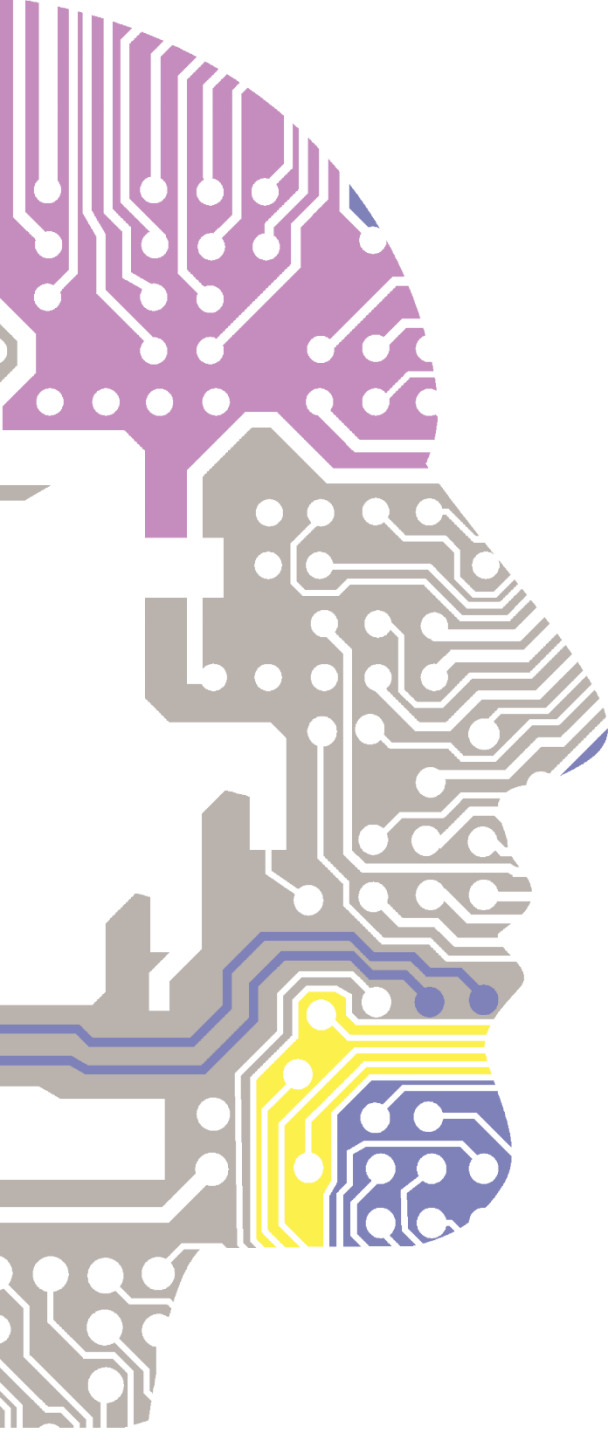


Studie zu Filterblasen



Autoren: Bakshy, Messing, Adamic

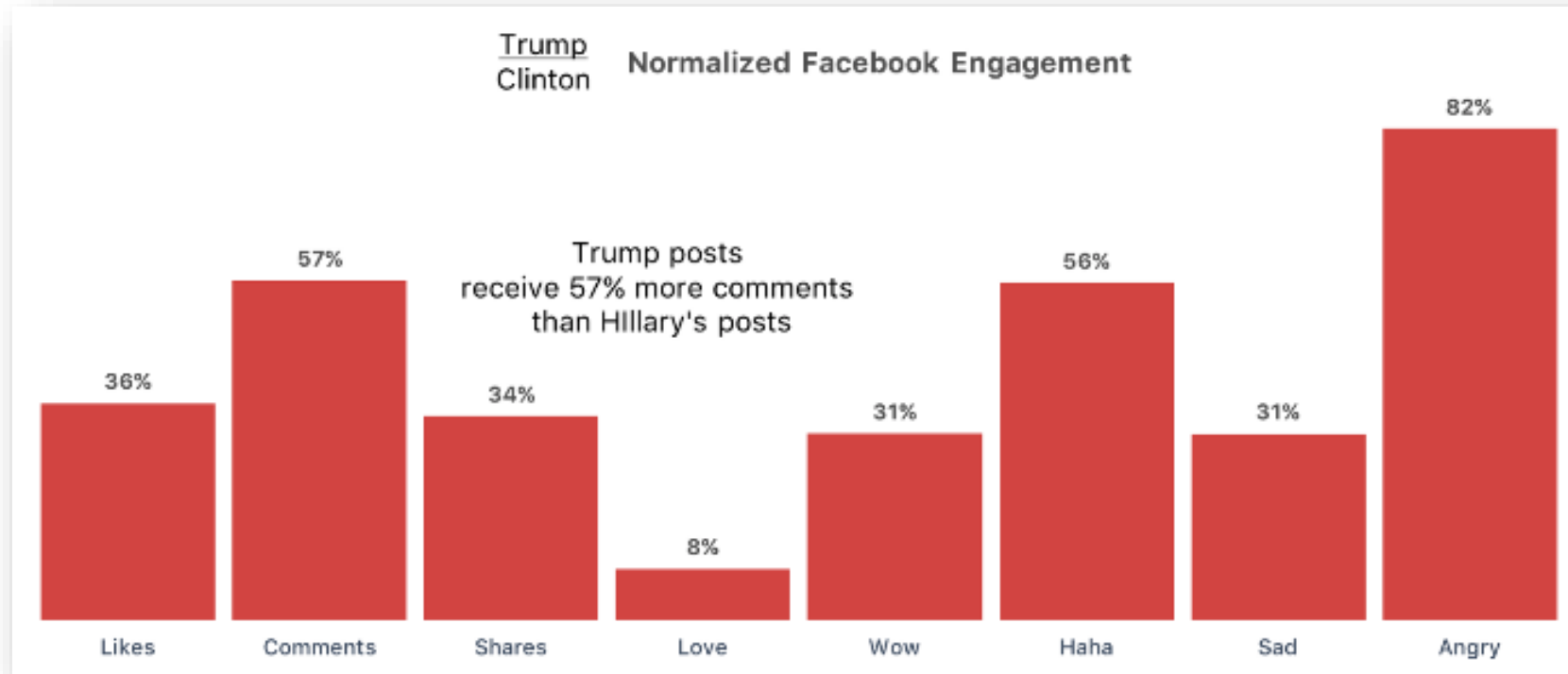




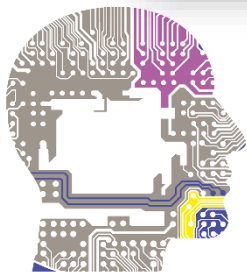
Potenzielle Nebeneffekte von Algorithmen

Beispiel 1: Algorithmen als „Drama-Maschine“

Erfolg von Provokateuren



Analyse: Patrick Martinchek



Ausrichtung des News Feed



Who posted it

When it posted

Type of content

Interactions with the post

Emile Mosseri with Adam Mosseri and Raimi Mosseri
March 1st at 10:36am · 🌐 · 📍
Mosseri Boyz

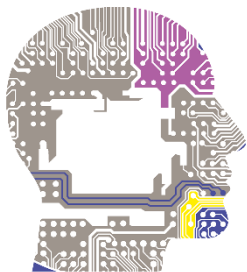
Jon Smith and 42 others · 8 Comments

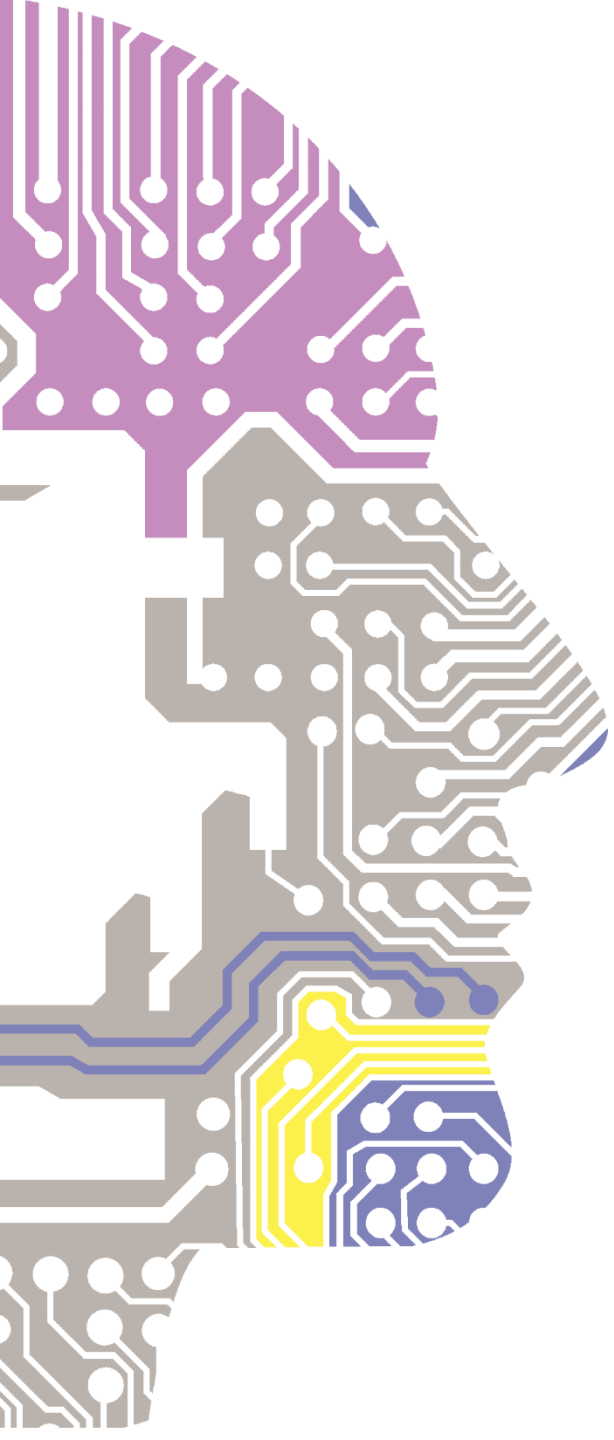
Like · Comment · Share

Kathy Forte
Handsome crew!
March 1 at 10:51 AM · Like · Reply

Vinny Eng
We are so grateful for you all <3
March 1 at 10:57 AM · Like · 2 · Reply

Quelle: newsroom.fb.com





Potenzielle Nebeneffekte von Algorithmen

Beispiel 2: Schattenseiten digitaler Vorschlagsysteme



Quelle: A

Beispiel: YouTube



How recommended videos grow more extreme

Search results for 'cia':

- THE WATCHMEN: Secrets of the CIA (720p) DOCUMENTARY TUBE 3 years ago · 887K views
- 101 Facts About The CIA 101 Facts 10 months ago · 168K views
- FBI vs CIA - How Do They Compare? The Infographics Show 2 months ago · 3.1M views
- New: CIA Agent Whistleblower Risks All To Expose The Shadow Government Dane Wigington 5 months ago · 1.7M views
- Sia - Chandelier (Official Video) SiaVEVO 3 years ago · 1.7B views
- Qabool Hai - CIA With Afzal Khan 08/15/2018

Video watched: New: CIA Agent Whistleblower Risks All To Expose The Shadow Government (1.7M views)

Recommended videos after watching:

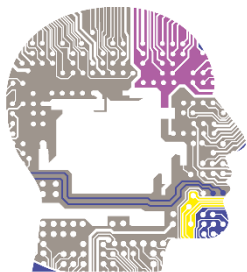
- SUPERBOWL 52 COMMERCIALS ILLUMINATI AGENDAS IN PLAIN SITE... A Call For An Uprising · 52K views · 22 hours ago
- The Great War soon ⚠️ RUSSIA AND CHINA PREPARING MILITARY STRIKE O... Breaking News TV · 389K views · 1 month ago

A search for 'CIA' produced these results in YouTube

A user watched the fourth video ...

... after which YouTube suggested more extreme videos.

Quelle:
[wsj.com/articles/how-youtube-drives-viewers-to-the-internets-darkest-corners-1518020478](https://www.wsj.com/articles/how-youtube-drives-viewers-to-the-internets-darkest-corners-1518020478)



Was soll Algorithmus bewirken?



Screen Time

Hours a day global users spend on the service

YouTube

More than 1 billion

Facebook

Approximately 1 billion

Netflix

140 million

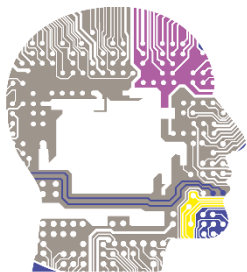
Snapchat

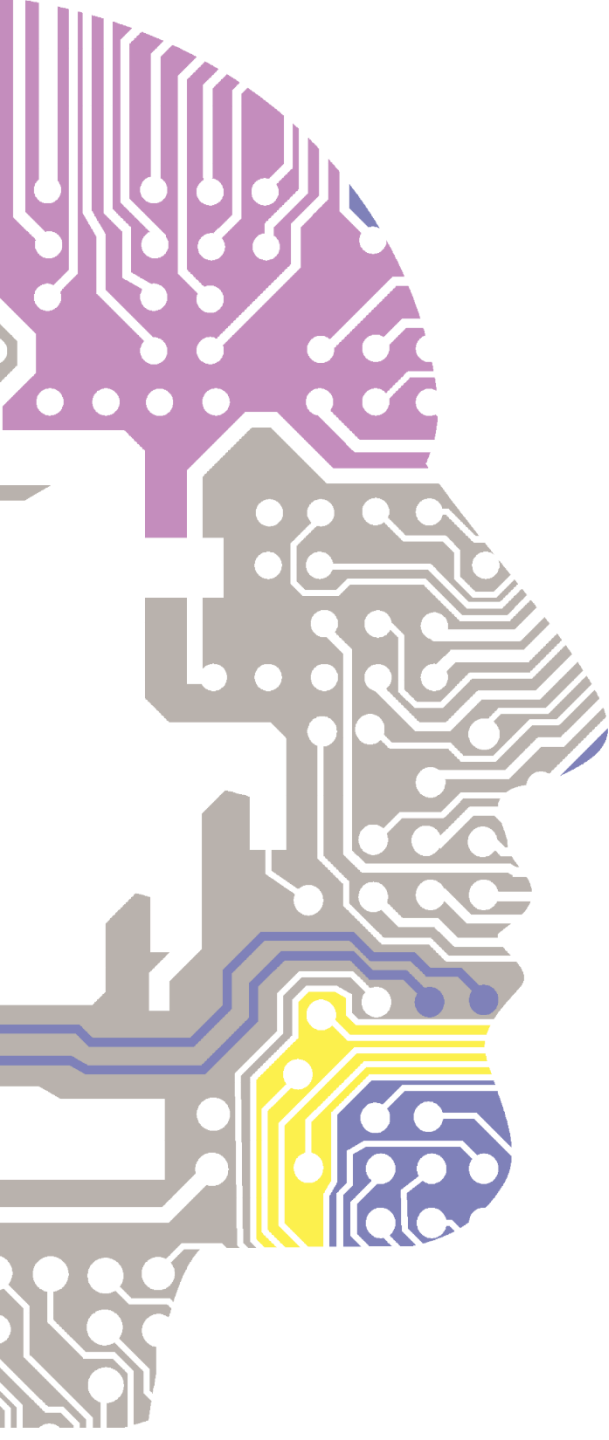
87 million

Note: YouTube as of late 2016; Facebook, January; Netflix, December; Snapchat, August

Source: the companies

Quelle:
[wsj.com/articles/how-youtube-drives-viewers-to-the-internets-darkest-corners-1518020478](https://www.wsj.com/articles/how-youtube-drives-viewers-to-the-internets-darkest-corners-1518020478)





Was können wir tun?

Wie Wissenschaft, Plattformen, Gesetzgeber und der einzelne reagieren können

Datenschutz-Grundverordnung



Why a Right to Explanation of Automated Decision-Making Does Not Exist in the General Data Protection Regulation ☆

International Data Privacy Law, 2017

47 Pages • Posted: 24 Jan 2017 • Last revised: 20 Sep 2017

[Sandra Wachter](#)

University of Oxford - Oxford Internet Institute

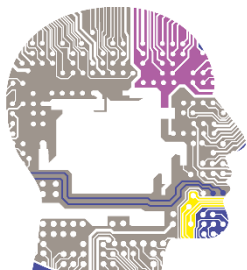
[Brent Mittelstadt](#)

University of Oxford - Oxford Internet Institute

[Luciano Floridi](#)

University of Oxford - Oxford Internet Institute

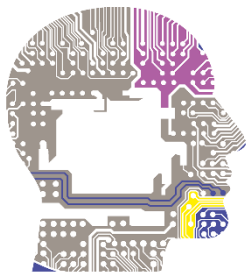
Date Written: December 28, 2016

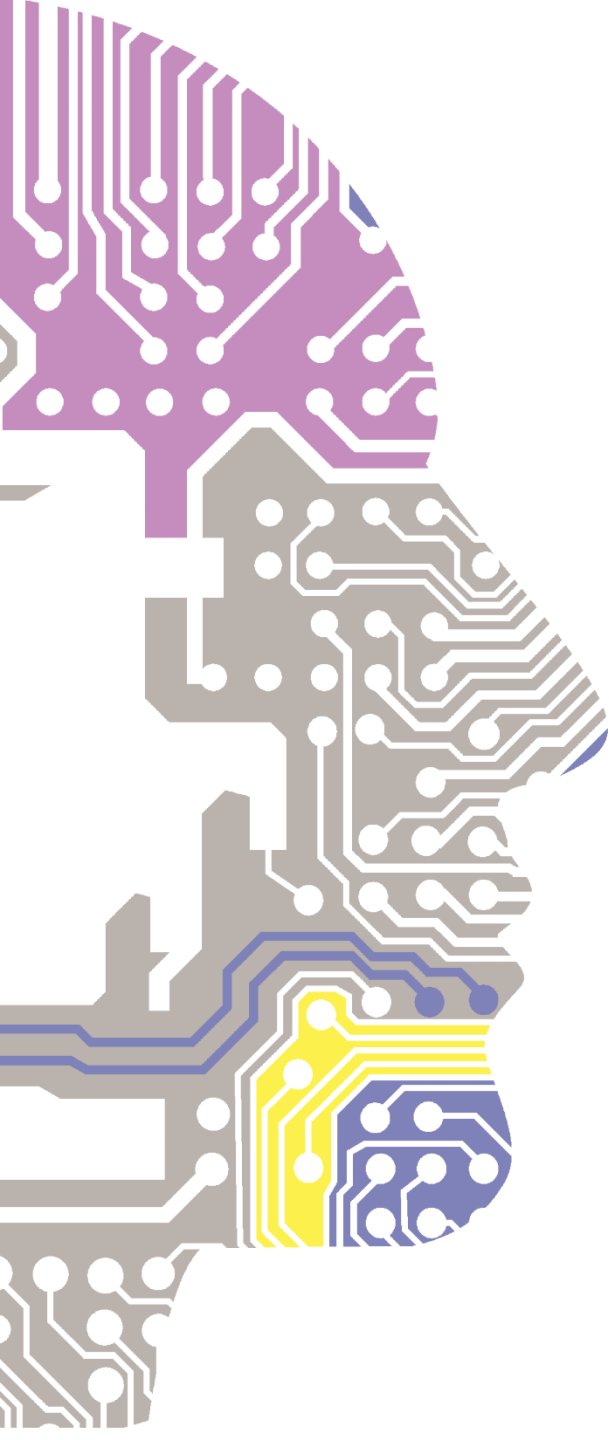


Mythos: unerklärliche Technik



Quelle: Little Britain





Danke für die Aufmerksamkeit

Email: brodnig.ingrid@gmail.com

Twitter: [@brodnig](https://twitter.com/brodnig)

Web: brodnig.org