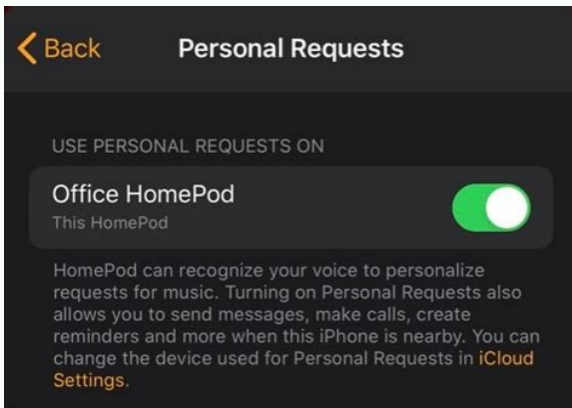
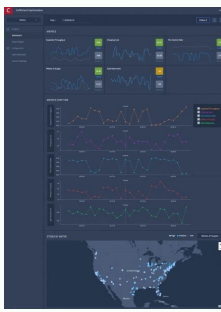


I'm not robot!

RISK AND THE PUBLIC ACCEPTANCE OF NEW TECHNOLOGIES

Edited by Rob Flynn and Paul Bellaby



Black boxes are devices used to record data on airplanes, ships and other forms of transport. On the other hand, black boxes can also refer to those online systems that are mysterious and secretly wrapped. We discover that we are increasingly tracked by online companies such as Google, Amazon, Facebook and Apple and we know nothing about how this data is used. For example, when you write an email to a friend to say that you are traveling to another country, you will not be too surprised to find Facebook ads on hotels in that country. This is a black box; there are many others who have to be opened today. The Black Box Society is the author of Frank Pasquale, professor of law at the University of Maryland. His book is the result of ten years of research, and covers aspects of law, technology and social science. Pasquale's work is caused by thought. It urges the reader to think about the Big Data that presents voluntarily or unintentionally in three areas: reputation, search and finance. At the centre of the information economy, we have Internet firms and financial companies that ask us for more and more information about ourselves. When we sign up for a gmail or Facebook account, we most likely did it as users of what we thought were "free" products. But someone pays for their thousands of engineers. Almost all the company's revenues come from marketers eager to reach the specific audiences that Google offers so abundantly. We pay with our attention and with our data, the raw material of marketing," says Pasquale (page 66). Targeted advertising under a myth that this type of platforms have developed for philanthropic purposes. Facebook talked about "connecting people" and making more "friends" in their rising years. In 2018, Mark Zuckerberg admitted that the social media giant's business model was based on selling user data to advertisers. The data of 87 million users was made accessible to other companies for commercial gain. In reality we are products for Facebook and firms like Google. cAAASo, in effect, we are tenant farmers on the great estates of Google or Facebook. The rent we pay is our personal data, which they use for targeted advertising (Lanier 2011, 198). These companies use our (intimate) data to make important decisions about us and influence how we make decisions. News Feeds on Facebook are not neutral. Contrast them with print media: a newspaper that is sold to thousands of people distributes the same news to everyone. On Facebook, everyone's News Feed is tailored to him or her specifically. A teenage girl surfing the Net to make online purchases of clothing has a different personality profile from a young professional man on his first job trying to buy a car. These profiles are refined by the cAAAlikes cAA they make to articles shared by friends and friends of friends. Facebook can predict their reactions. There are over 2 billion active users whose personalities can be cAAAIinterpreted cAA for monetary benefit. Social media is the fourth power that has incredible influence on people. Our freedom is tampered with since manipulated sources of information determine the choices we make. Some governments have shut down social media during election polling because it is has had adverse effects on political climates. Let us think about reputation. Professional success at an individual or corporate level depends heavily on the data that is processed by Google. This is done by secret algorithms. Pasquale puts the example of someone who is suffering from a certain illness who goes to buy medicines regularly at a pharmacy. Every time a purchase is made, an online record is created. The accumulation of records can be used by algorithms to rate the person's capacity to work and cAAAJudge cAA him or her appropriate or unfit for employment. These arbitrary verdicts are forwarded to prospective employers. This is a black box structure. We have heard that Internet companies promise a "best user experience" for us. Google revolutionized the Internet when it began to classify search results in a more practical and easy way. These were organized on the basis of the number of visits received. If you wanted people to visit your site, you had to aim to have so many links to your site from other websites. As Google grew up, he realized the enormous potential of linking Big Data with advertising companies. This changed the classification ball game. Now, an advertiser who pays Google has the right to a better ranking. Pasquale enters the complexities of the search, giving examples that the search results are not impartial. Prominence will always be given to those who have paid on free corridors. "Only Googleplex search engineers can confidently track who is seeing what and why. And they are bound by non-disclosure agreements not to tell us" (p. 79). The search results are ordered according to who you are looking at and the features you have "exhibited" in your social media publications, emails, tweets, etc. Another black box that asks for transparency. An example cited in the book is that of the United Kingdom-based firm named Foundem initiated by married couple Shivaun and Adam Raff. Foundem provides a 'vertical search' for price comparisons. Less than six months after its launch in 2006, Google seemed to be blocking its search results. Their covers were not paid; Google claimed it was a 'low quality' site and justified low graduation results. Foundem's visibility was drastically reduced. He did not resist his battle with Google. The reports of the media on this presented the racket. Finally, Google bleached the company in 2009 and lifted its penalty by assuring its owners that the algorithms that had marked it as spam would cease to be used. It appears Google Foundem shot down because he didn't want any competition. Here is one more black box: Google is so big that it can easily intimidate potential rivals by giving them a poor ranking. And there's no way to detect this dirty game. Information technology provided algorithms that were supposed to streamline finance and replaced a purely human decision-making process that could be defective due to personal prejudices. In fact, they have made everything more opaque, as we can barely determine how they work. The machine's arbitrary decisions have sometimes penalized families for not making a payment on time. Pasquale analyzes two levels of black cash finance: opacity and obfuscation. Obfuscation is a reference to the terms and conditions of fine printing that companies attach to their data products. They are deliberately intricate to postpone users to read them in a comprehensive manner; sometimes there are clauses that provide alterations to terms and conditions without notifying users. Obfuscation justifies legality. Opacity results from complexity. What is the string of algorithms that links the platforms with advertisers? When we travel through our Facebook news, how come we find health ads specifically targeted at us? Are the algorithms that analyze photos in WhatsApp or share on Facebook to "diagnose" diseases? The last two chapters of the book make proposals for a way forward in our Black Box Society. We have to see how the financial companies and the key internet are managing our data. But this isn't enough. In reputational matters, we need to focus both on the control of data collection but its use. We have the right to inspect, correct and dispute data that are inaccurate. larutuc larutuc oibmac oreddrev nu jArbah orePá ~à cA soirausu sol arap etneidnopserrac rebed nu neneit aenÁl ne sasermpe sednarg saL. sortoson a sodigirid nAtse soicnuna sotreic ©Auq rop raugireva a ocherred when platforms with populations rivalling those of small countries cAAAl like Google, Facebook, Amazon, Microsoft, and Apple cAAAdopt, either voluntarily or on compulsion, more responsive approaches to those who claim to have been harmed by theme cAA (p. 198). Big Data brokers must not have absolute reign over data. When a website's ranking suddenly takes a tumble on Google ratings, it should be able to appeal to a third-party company to investigate why it has been demoted. The Foundem story has come to light because of the sheer determination of the Ruffs to keep up the David vs Goliath fight. Currently the search engine has suspended its services because Google's anti-competitive algorithms are still active. cAAACompetition abuse is difficult to understand, because its victims are usually invisible. Their presence is measured in absences: businesses abandoned; careers unfulfilled; innovations stifled at birth. Today, Foundem's website is the digital equivalent of a boarded-up house. But when the Ruffs created it in 2005, it represented a technological epiphany: a search engine for the parts of the Internet Google could not reach cAA (Manthorpe 2018). We need cAAAcqualified transparency cAA, that is, the expertise of third-party companies to intervene as auditors who can audit Google and other platforms to be more accountable. Pasquale concludes that the Black Box Society is dangerous as a whole. cAAAI t is bad enough when innocent individuals are hurt, branded as security threats or goldbrickers or credit risks by inaccuracies that they cannot contest and may not even know about cAA (p. 217). Though Google and other companies are huge, we must not meekly submit to techno-libertarianism. Our quest for transparency will reduce and eventually eliminate the feeling of helplessness we experience when we stand before techno giants. cAAAGetting them to be accountable and transparent is bound to bring about an important cultural where large companies will be responsible for users. This accountability requires human judgment, and only humans can perform the critical function of ensuring that, as our social relationships become more and more automated, domination and discrimination are not built invisibly in his code (pág. 213). This book makes an interesting reading. The method of the black box is very suitable. It is almost like the missing piece of a puzzle in our "world connected as a city" (Ash 2017, 19). The book is a contribution to the theory and practical of social justice in a black cash society. We all share the responsibility of seeking the common good in this technique-use. Tecnico-Age.

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