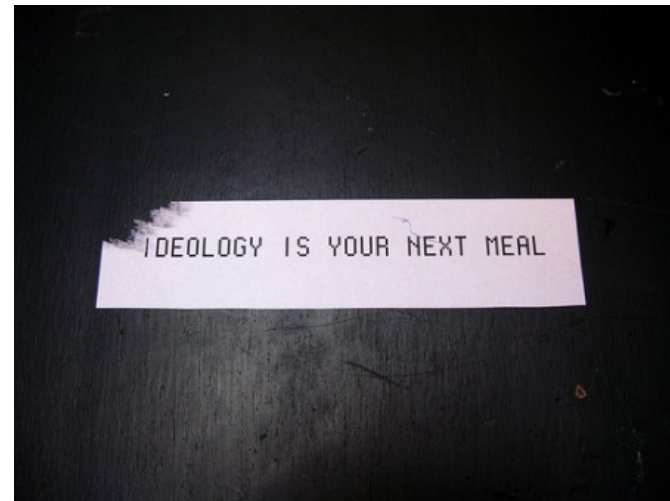# Defining Algorithmic Ideology.

Using ideology theories to understand and critique corporate search engines

(Jubiläumsfonds OeNB, 14702; März 2012-Febr 2014)

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Dr. Astrid Mager

Institute of Technology Assessment
Austrian Academy of Sciences
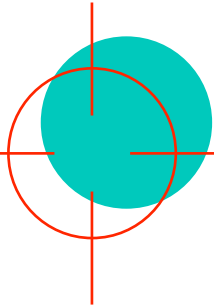
A-1030 Vienna, Strohgasse 45/5
astrid.mager@oeaw.ac.at
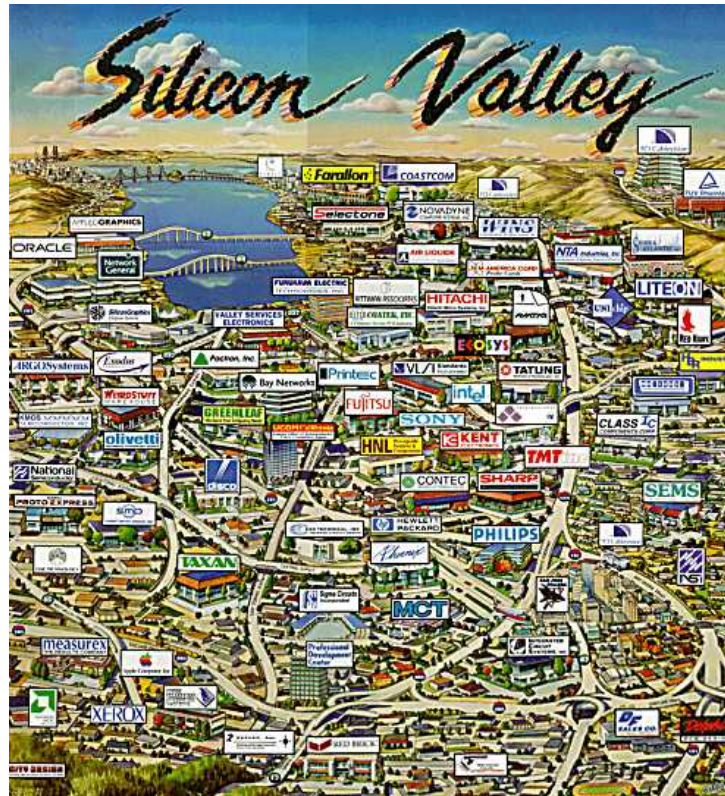www.astridmager.net
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Californian Ideology

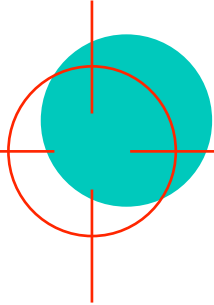© linkepower.wordpress.com
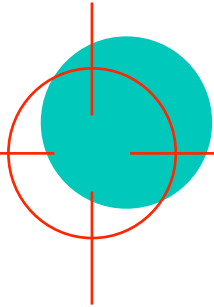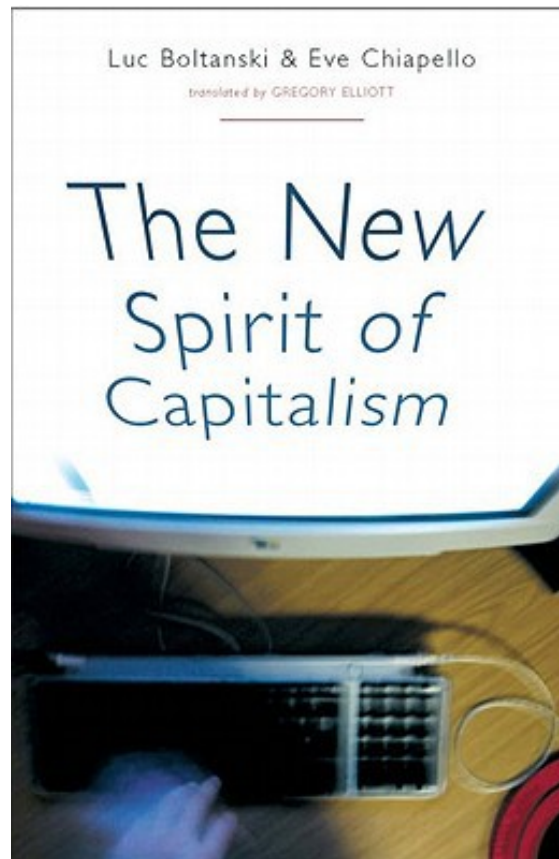
Surveillance & exploitation

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Beyond the political economy of search engines

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Ideology theories I: Materiality

Luc Boltanski & Eve Chiapello

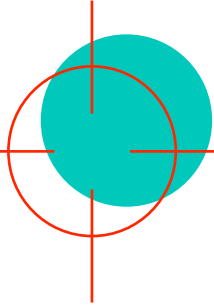translated by GREGORY ELLIOTT

The New
Spirit of
Capitalism

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Ideology is "a set of shared beliefs, inscribed in institutions, bound up with actions, and hence anchored in reality."

Boltanski & Chiapello (2007): 3

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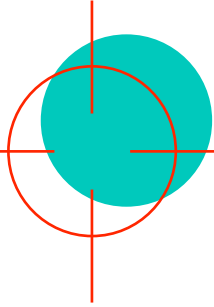
Ideology theories II: Hegemony

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"Hegemony presupposes an active and practical involvement of the hegemonized group, quite unlike the static, totalizing and passive subordination implied by the dominant ideology concept."

Gramsci reader (Forgacs 1988): 423

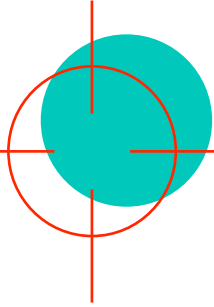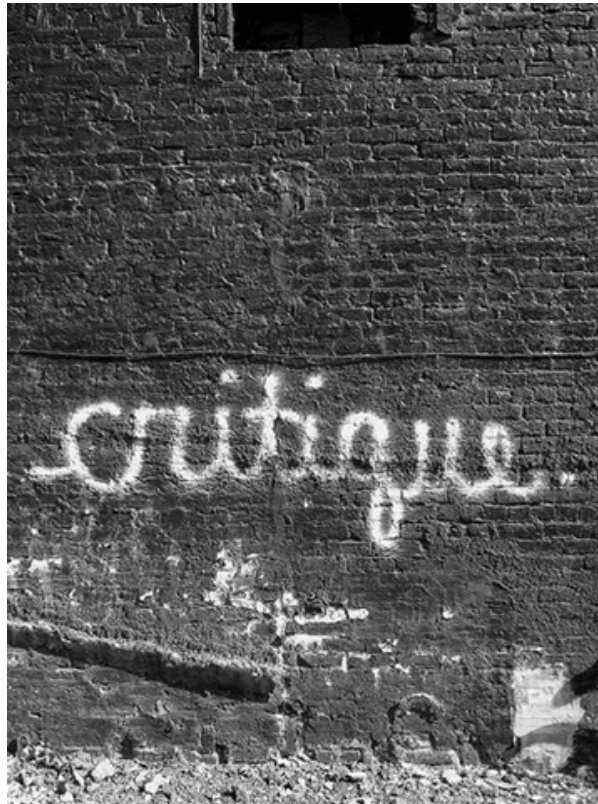# Ideology theories III: Consumerism & society of the spectacle

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*"„Consumerism"
arrives when
consumption takes
over that linchpin role
which was played by
work in the society of
producers."*

Bauman (2007): 28

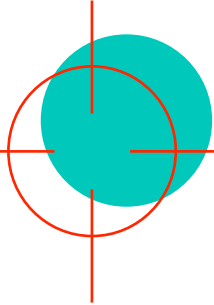# Ideology theories as tools for search engine critique

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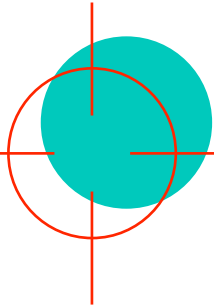INSTITUTE OF TECHNOLOGY ASSESSMENT

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Algorithmic Ideology

- „New spirit of capitalism" (Boltanski & Chiapello) is materialized in search algorithms by way of social practices within and beyond corporations

- ISA (Althusser): Algorithmic ideology manufactured in a network of neoliberal states, private institutions, media corporations etc.

- Google manages to enrol hegemonized (Gramsci) users employing strategies of „punishment & rewards" (Röhle)

- Consumerism (Bauman) and society of the spectacle (Debord) enact, stabilize and solidify algorithmic ideology

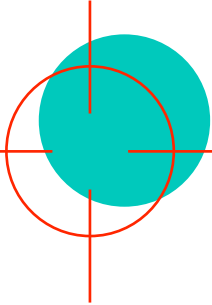# Repoliticization of economy?
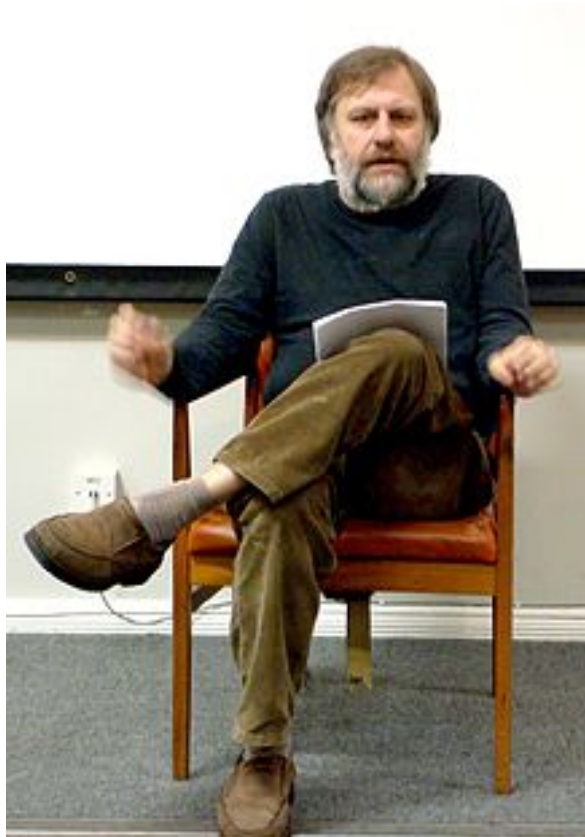
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"Will Europe be able to invent a new model of repoliticization questioning the undisputed reign of global capital?"

Žižek (1998)

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Glocal Search.

(Jubiläumsfonds OeNB, 14702; March 2012-Febr 2014)

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Thanks for your attention!