Defining Algorithmic Ideology.

Using ideology theories to understand and critique corporate search engines

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Californian Ideology

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Surveillance & exploitation
Beyond the political economy of search engines
Ideology is “a set of shared beliefs, inscribed in institutions, bound up with actions, and hence anchored in reality.”

Boltanski & Chiapello (2007): 3
Ideology theories II: Hegemony

“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
“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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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?

“Will Europe be able to invent a new model of repoliticization questioning the undisputed reign of global capital?”

Žižek (1998)
Glocal Search.
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