What happens to personal information?

EVENT

Diving deeper into the online rabbit hole.

INVITED LECTURE

in the context of the class Technologie de l'information by Rob Heyman VUB IBBT-SMIT

The amount of personal data gathered by social media and Internet giants is worrying, but once we dive deeper into the rabbit hole, we see that this data is not only used as a commodity but also as the input to shape our (online) perception of the world.

I actually think most people don't want Google to answer their questions. They want Google to tell them what they should be doing next. Eric Schmidt, CEO of Google

A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa. Mark Zuckerberg, Facebook Founder

What is even more curious is the fact that we produce this information happily and for free as a new form of labour, called Immaterial labour 2.0. The results of this labour are then used to influence and reconstruct our view of reality. Through the use of algorithms we are all living in our own filter bubble. The potential of these new tendencies is biopolitics, a concept of Foucault in which people are steered through invisible calculations based on their personal information.

The lecture starts at 12am December 1 in the Janson Aula, Solbosch Campus
http://mastic.ulb.ac.be
http://www.facebook.com/event.php?eid=282018651832139

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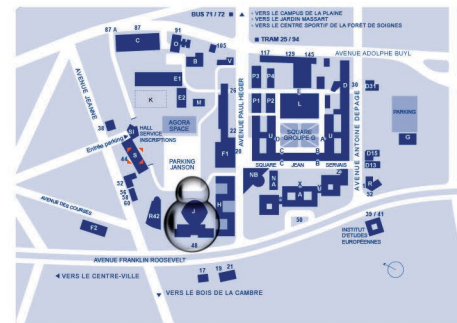
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