



LUNDS UNIVERSITET

# DIKA21.5 Umoja Noble & algoritmisk snevridning

**Teorier – Fortsättning (7,5 hp) VT24**

**Professor Pelle Snickars**  
**Institutionen för kulturstudier**  
**Avdelningen för ABM & digitala kulturer**





women push the limits of aviation

UN Women - The Autocomplete Truth



UN Women

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## UN Women ad series reveals widespread sexism

Date: Monday, 21 October 2013



Ad series for UN Women by Memac Ogilvy & Mather Dubai

A series of ads, developed as a creative idea for UN Women by Memac Ogilvy & Mather Dubai, uses genuine Google searches to reveal the widespread prevalence of sexism and discrimination against women. Based on searches dated 9 March, 2013 the ads expose negative sentiments ranging from stereotyping as well as outright denial of women's rights.

"When we came across these searches, we were shocked by how negative they were and decided we had to do something with them," says Christopher Hunt, Art Director of the creative team. The idea developed places the text of the Google searches over the mouths of women portraits, as if to silence their voices.

"The ads are shocking because they show just how far we still have to go to achieve gender equality. They are a wake up call, and we hope that the message will travel far," adds Kareem Shuhaimi, copy writer.

For UN Women, the searches confirm the urgent need to continue making the case for women's rights, empowerment and equality, a cause the organization is pursuing around the world. UN Women is heartened by the initial strong reaction to the ads and hopes they will spark constructive dialogue globally.



Actual Google search on UNWOMEN.org

- women cannot |
- women cannot drive
- women cannot be bishops
- women cannot be trusted
- women cannot speak in church

women cannot accept the way things are

UN  
WOMEN

unwomen.org

Actual Google search on UNWOMEN.org

- women shouldn't |
- women shouldn't have rights
- women shouldn't vote
- women shouldn't work
- women shouldn't box

women shouldn't suffer from discrimination anymore

UN  
WOMEN

unwoman.org

Actual Google search on UNWOMEN.org

- women should |
- women should stay at home
- women should be slaves
- women should be in the kitchen
- women should not speak in church

women should have the right to make their own decisions

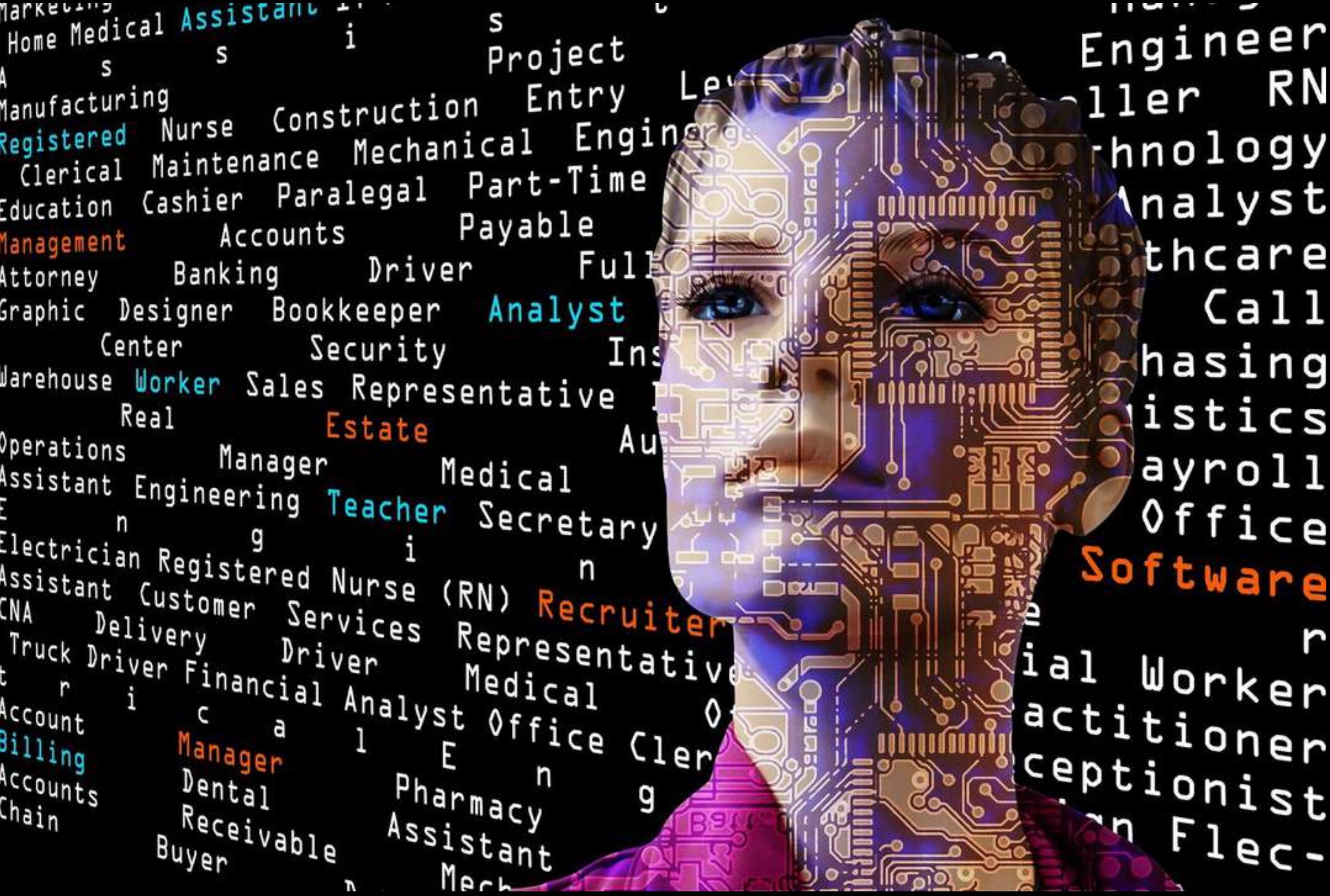
UN  
WOMEN

unwoman.org



... får ett misogynt samhälle den teknologi den förtjänar?





Fokus på **algorithmic bias** – men även på digitala plattformars ansvar kring de tjänster eller det innehåll som erbjuds, exempelvis när det gäller frågor kring redigering/moderering.



## UCLA Institute for Technology, Law & Policy



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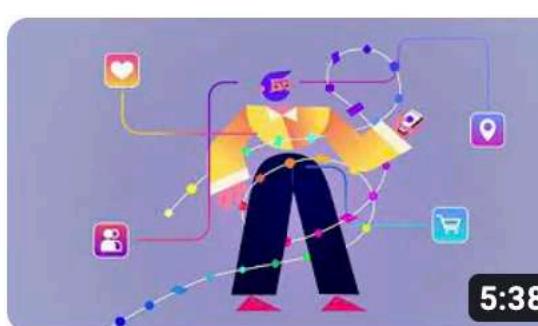
[itlp.law.ucla.edu](http://itlp.law.ucla.edu) and 2 more links

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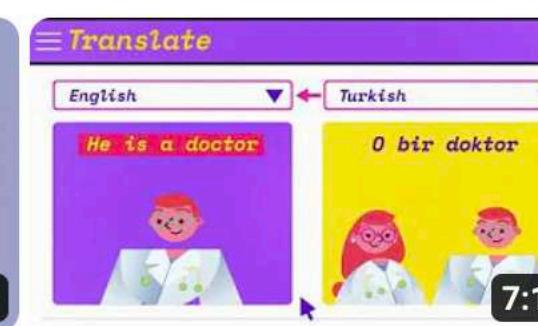
### Demystifying AI ► Play all

Demystifying AI is a series of short videos explaining algorithms and AI, answering questions including "what is an algorithm?", "what is AI bias?", and "how can equitable AI systems be..."



[AI & Bias - What are Algorithms and how do they...](#)

UCLA Institute for Technology, La...  
13K views • 1 year ago



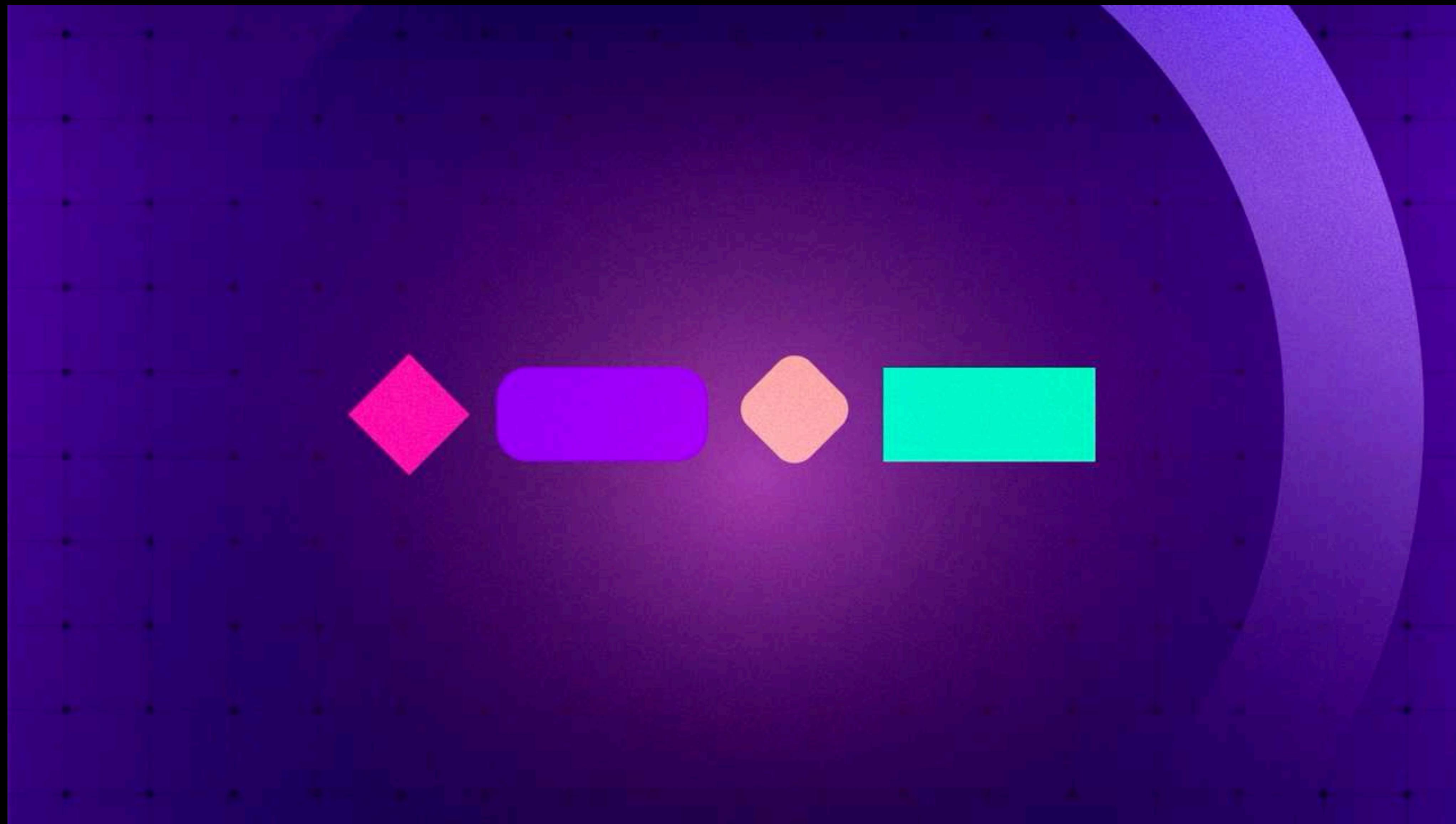
[AI & Bias - When Algorithms Don't Work](#)

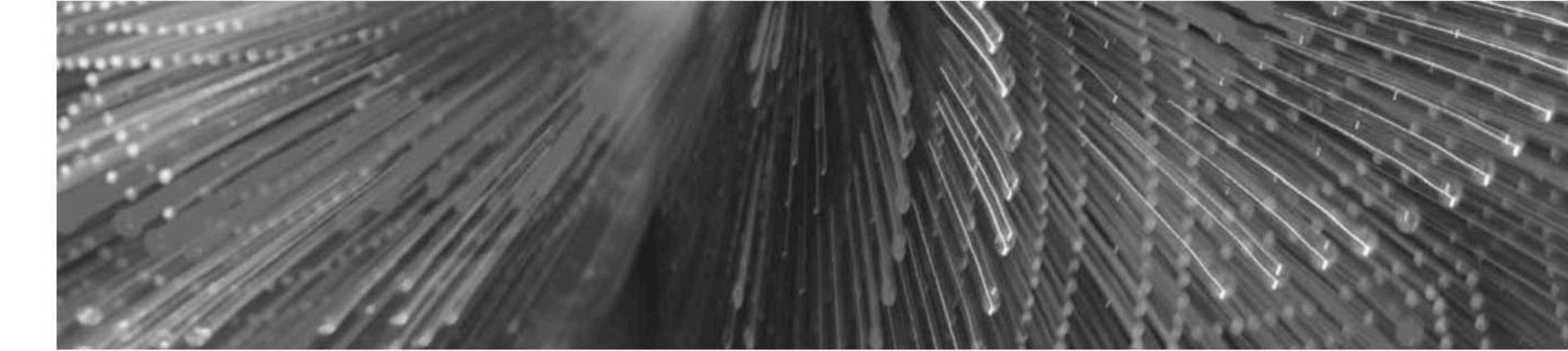
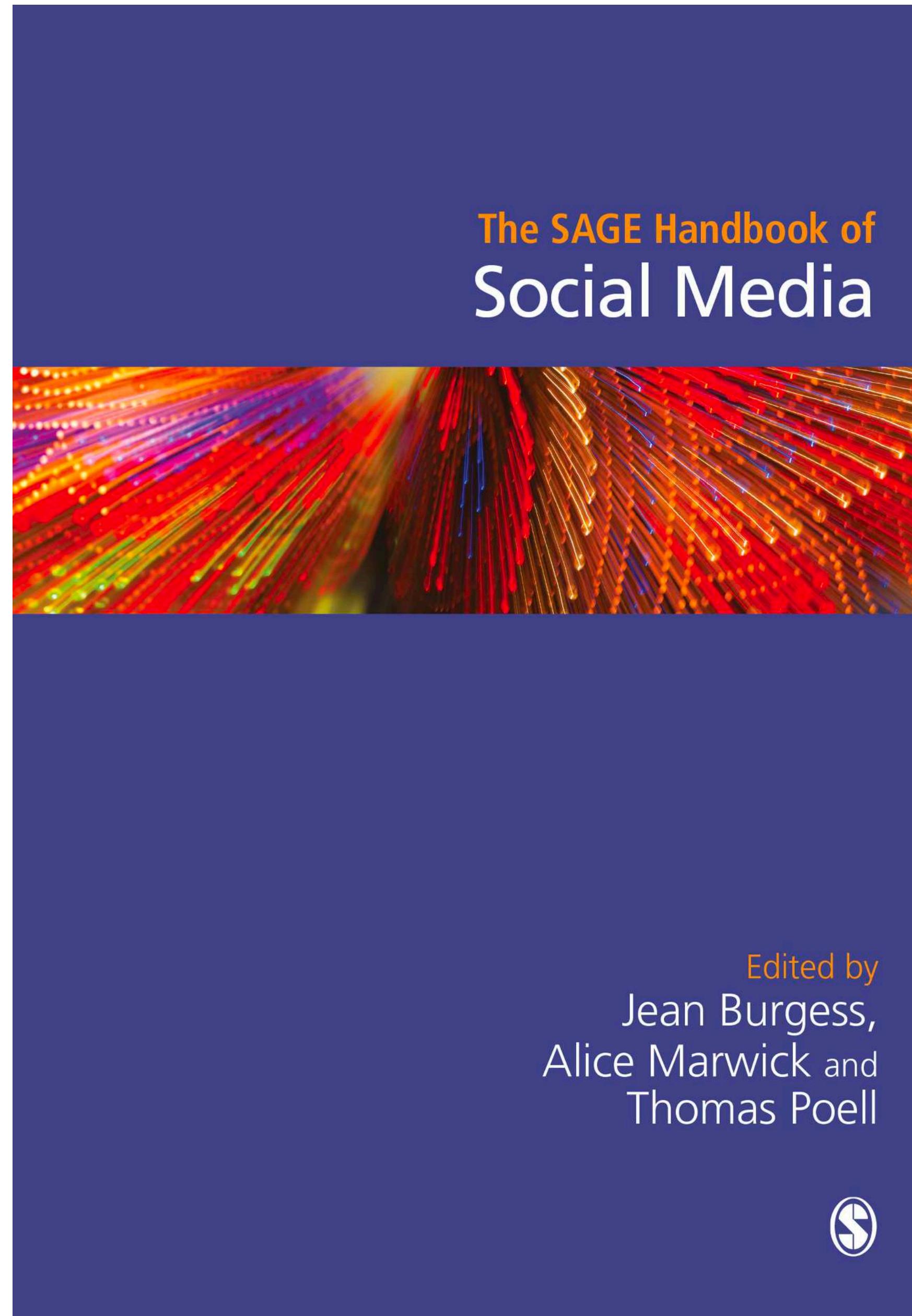
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3.6K views • 1 year ago



[AI & Bias - So What's the Solution?](#)

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## The SAGE Handbook of Social Media

Edited by  
Jean Burgess,  
Alice Marwick and  
Thomas Poell



## Editors' Introduction

Jean Burgess, Alice Marwick and Thomas Poell

### THE SOCIAL MEDIA PARADIGM

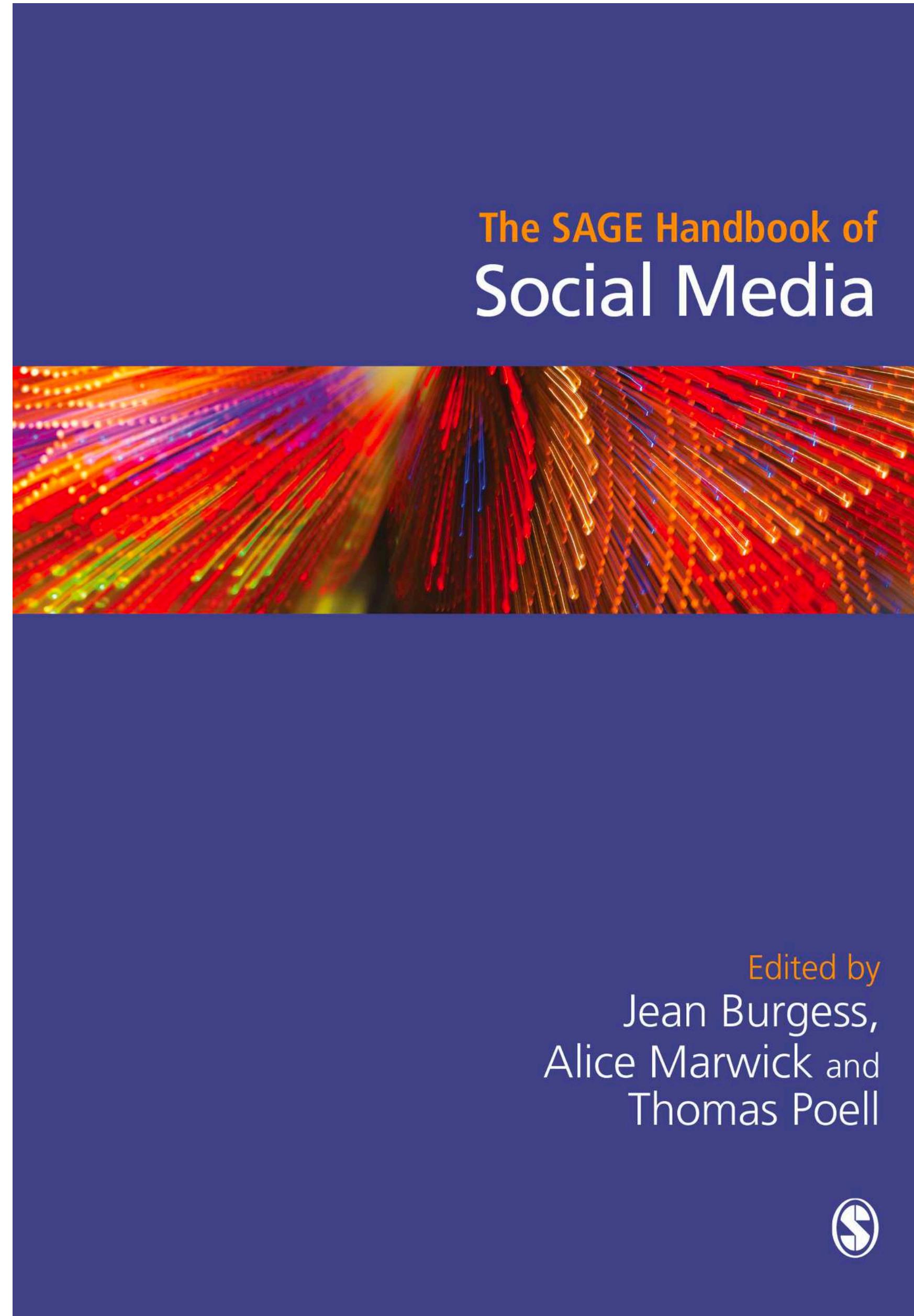
The world is in the midst of a social media paradigm – a distinctive moment in the history of media and communications shaped by the dominance of social media technologies. By social media technologies, we mean those digital platforms, services and apps built around the convergence of content sharing, public communication, and interpersonal connection. These technologies have been widely but unequally taken up by the world's diverse populations, and have an influence on all of our lives through pervasive 'social media logics' like connectivity (van Dijck & Poell, 2013).

Through its logic of convergence (Burgess, 2017), the social media paradigm brings with it entanglements between commercial, public and personal contexts. Well-known platforms like Twitter, Facebook and WeChat, once seen as mere sources of teenage distraction, have become embedded into the ICT infrastructures of corporations, societal organizations,

and public institutions. Especially with the rapid uptake of mobile media, these platforms, their uses and their politics are also increasingly embedded in our everyday life, work and relationships at a very personal and embodied level.

The social media paradigm is also shaping the interests and knowledge practices of media and communication studies. From the mid to the late 1990s, proto-social media like social networking sites and content sharing platforms (from Friendster to MySpace) were objects of burgeoning interest in internet studies, media studies and communication studies. Since then, social media has become a recognizable field of study within these disciplines. As of 2015, this sub-field even has its own journal, *Social Media + Society* (also published by Sage),<sup>1</sup> as well as a number of edited collections, and now this *Handbook*.

At the same time, research on social media has transitioned from being a niche topic within internet studies to a site of transformation and methodological innovation for



## THE SOCIAL MEDIA PARADIGM

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# New algorithm to amplify small creators on X, says Musk

Published  
14 November 2023  
Author  
[Boo Ping Er](#)

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Social media platform, X (formerly Twitter), will be rolling out a “major update to the recommendation algorithm”, according to a 11 November 2023 [post by its owner, Elon Musk](#).

The update aims to “surface smaller accounts and posts” outside of users’ networks of friends and followers, enabling users to find accounts relevant to their interests that they might not have come across within their own circles. At the same time, the update would also expose smaller creators to wider audiences.

## Sociala medier & algoritmiska flöden

## How the Instagram Algorithm Works for Feed Posts in 2024

The Instagram Feed algorithm has changed a lot over the last few years, pivoting to a model that favors **interest**.

But how does the algorithm know what content you’re most likely to interact with?

According to Instagram’s CEO [Adam Mosseri](#), it’s a complex process: “We add and remove signals and predictions over time, working to get better at surfacing what you’re interested in.”

These signals include:

- 1. Information about the post:** Is it a photo or a video? When was it posted? How many likes does it have?
- 2. Information about the poster:** How interesting are they to you? Are they your friend? How often do people engage with their content?
- 3. Your activity:** Do you tend to watch a lot of videos? What type of content do you typically engage with?
- 4. Your interaction history:** Do you typically like or comment on the poster’s posts?

## What are Algorithmic biases?

**The lack of fairness in the output generated by an algorithm.** These biases may include age discrimination, gender bias, and racial bias.



YouTube SE

Search

TRTWORLD

Google Translate

Turn off instant trans.

English Spanish French Turkish - detected

Translate

she is a nurse ✓

o bir hemşire

13/5000

See also  
o, bir, hemşire

from languages like Turkish,  
Finnish and Chinese

Subscribe

0:49 / 3:11

▶ ▶ 🔍

HD

Algorithmic bias explained

TRT World 5.03M subscribers

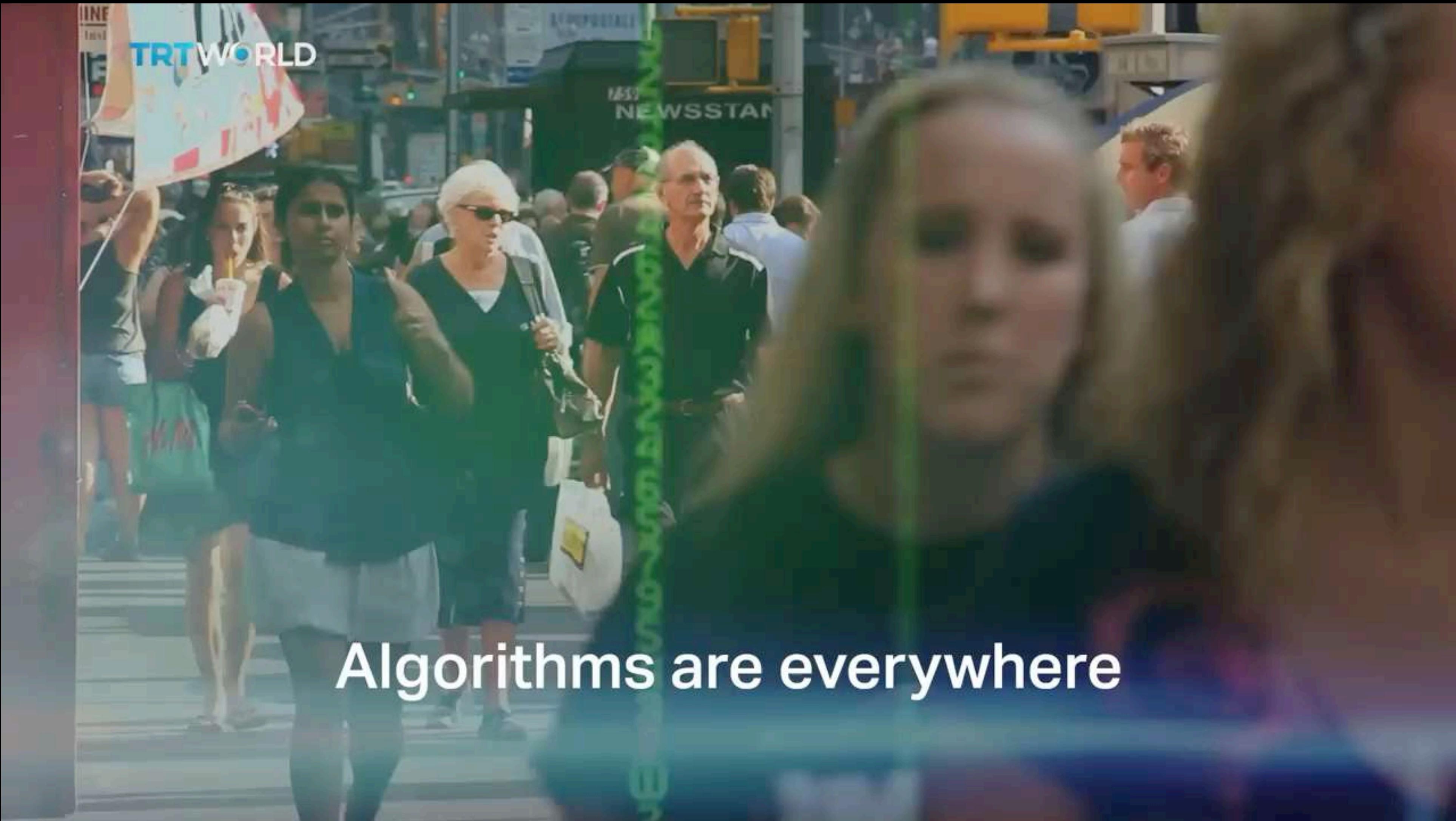
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490

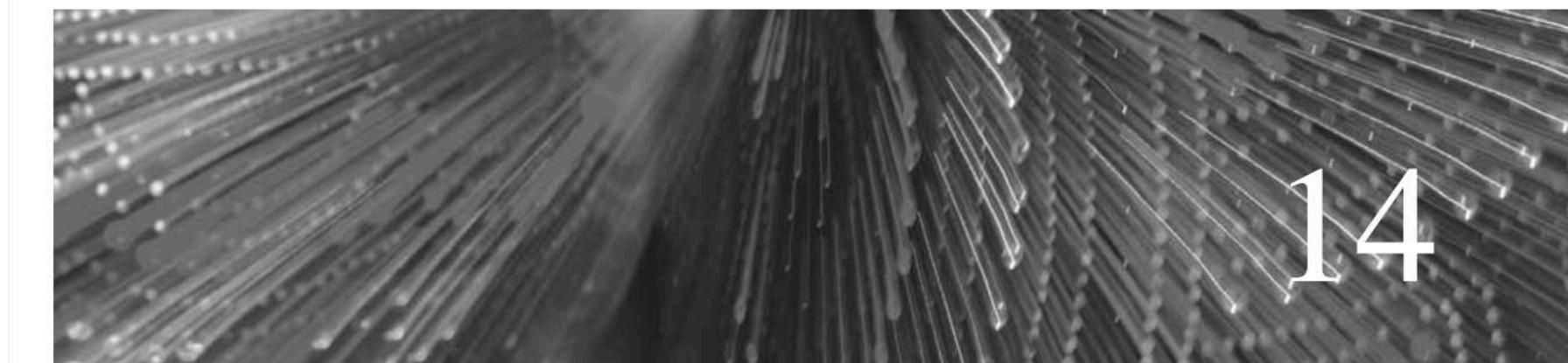
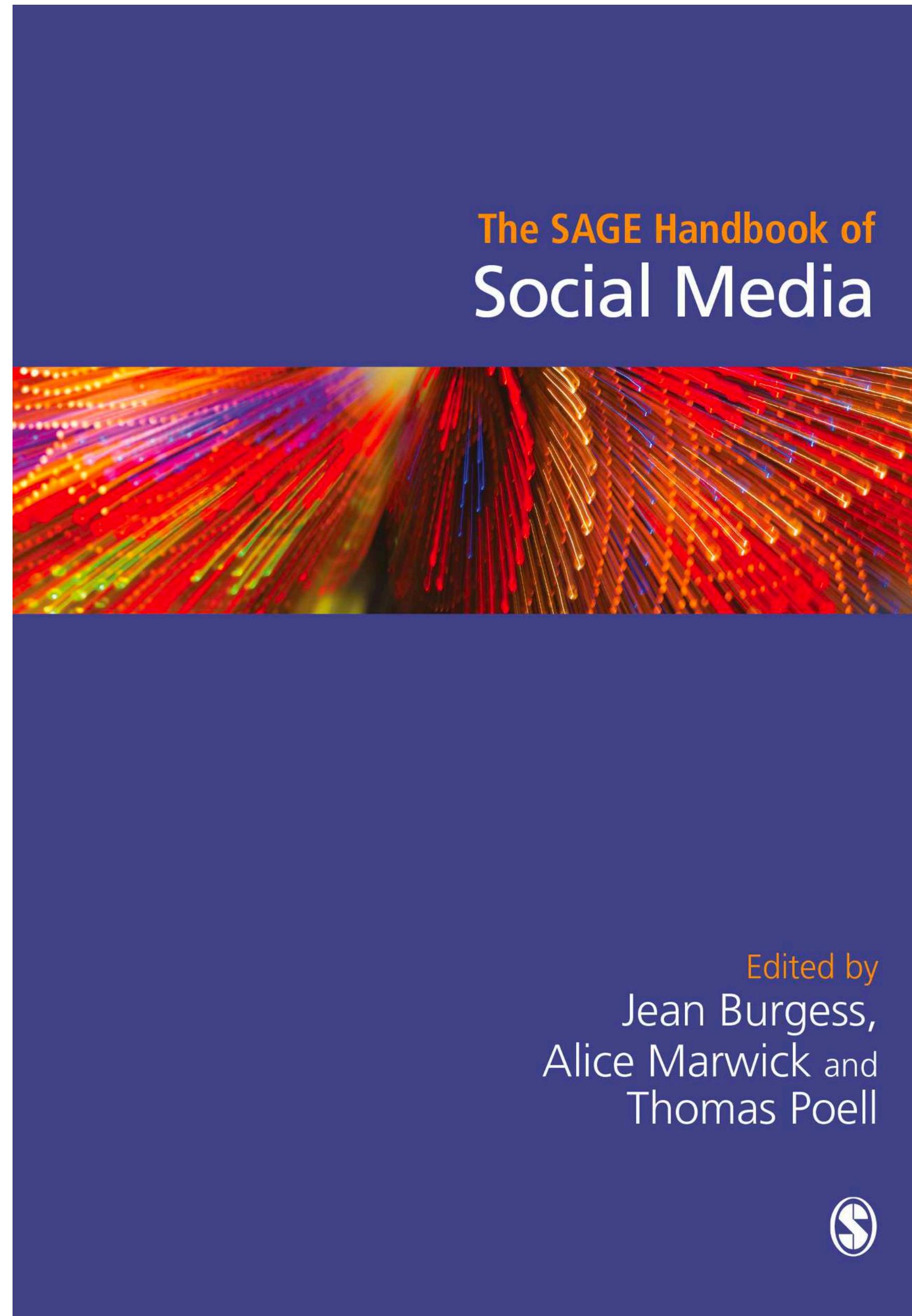
Share

Save

The image shows a YouTube video player interface. At the top, the YouTube logo and search bar are visible. Below the video player, there's a title card for a video from TRT World. The title card features a large blue digital grid background with binary code (01101000) and text overlaid. The text reads "from languages like Turkish, Finnish and Chinese". A Google Translate window is overlaid on the video player, showing the translation of the Turkish phrase "o bir hemşire" into English as "she is a nurse". The translate window includes language selection dropdowns for English, Spanish, French, Turkish (detected), and Arabic. The video player controls at the bottom include play/pause, volume, and a progress bar showing 0:49 / 3:11. The video's title, "Algorithmic bias explained", is displayed below the controls. The channel information for TRT World (5.03M subscribers) and subscribe/bell buttons are at the bottom left. The bottom right features standard YouTube interaction buttons for likes, shares, saves, and more.



Algorithms are everywhere



14

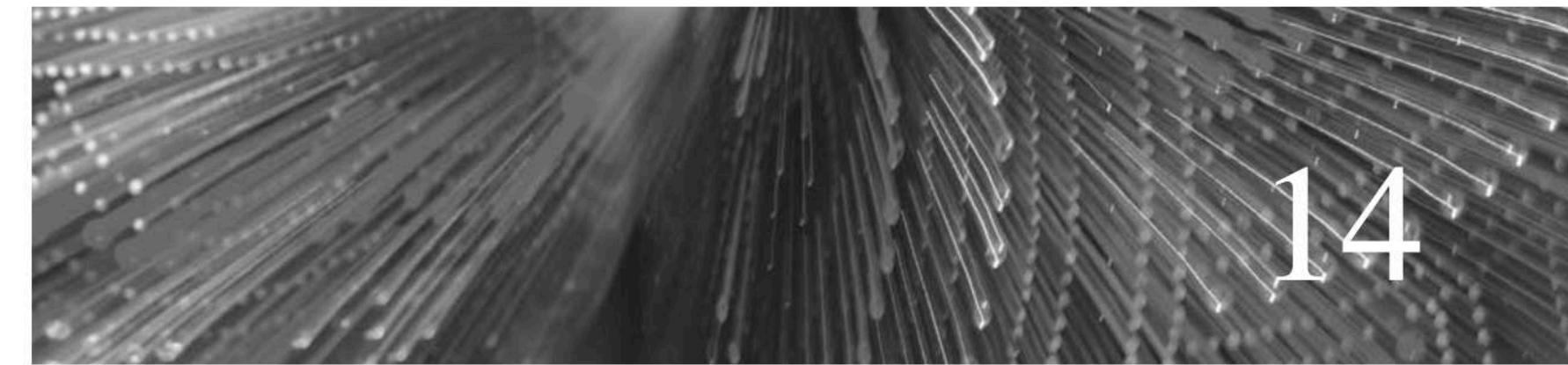
## Regulation of and by Platforms

Tarleton Gillespie

Social media platforms rose up out of the exquisite chaos of the web. Their founders were inspired by or hoping to capitalize on the freedom it promised, while also hoping to provide spaces for the web's best and most social aspects. But as these platforms grew, that chaos and contention found its way back onto them – for obvious reasons: if I want to say something, whether inspiring or reprehensible, I want to say it where someone, maybe even everyone, might hear me. Today, we by and large speak on platforms when we're online. Social media platforms afford their users new opportunities to speak and interact with a wider range of people, organizing them into networked publics (boyd, 2011; Varnelis, 2008). Though the benefits of this may seem obvious, even seem utopian at times, the perils are also painfully apparent, more so every day: the pornographic, the obscene, the violent, the abusive, the illegal, and the hateful.

While scholars have long discussed the legal and political dynamics of speech

online, much of that discussion preceded the dramatic move of so much of that speech onto social media platforms (Balkin, 2004; Godwin, 2003; Lessig, 1999; Litman, 1999). By *platforms*, I mean: sites and services that host, organize, and circulate users' shared content or social exchanges for them; without having produced or commissioned [the majority of] that content; beneath that circulation, an infrastructure for processing that data (content, traces, patterns of social relations) for customer service and for profit. This includes Facebook, YouTube, Twitter, Tumblr, Pinterest, Google+, Instagram, and Snapchat... but also Google Search and Bing, Apple App Store and Google Play, Medium and Blogger, Foursquare and Nextdoor, Tinder and Grindr, Etsy and Kickstarter, Whisper and Yik Yak. With this growing and increasingly powerful set of digital intermediaries, we have to revisit difficult questions about how they structure the speech and social activity they host, and what rights and responsibilities should accompany that



## Regulation of and by Platforms

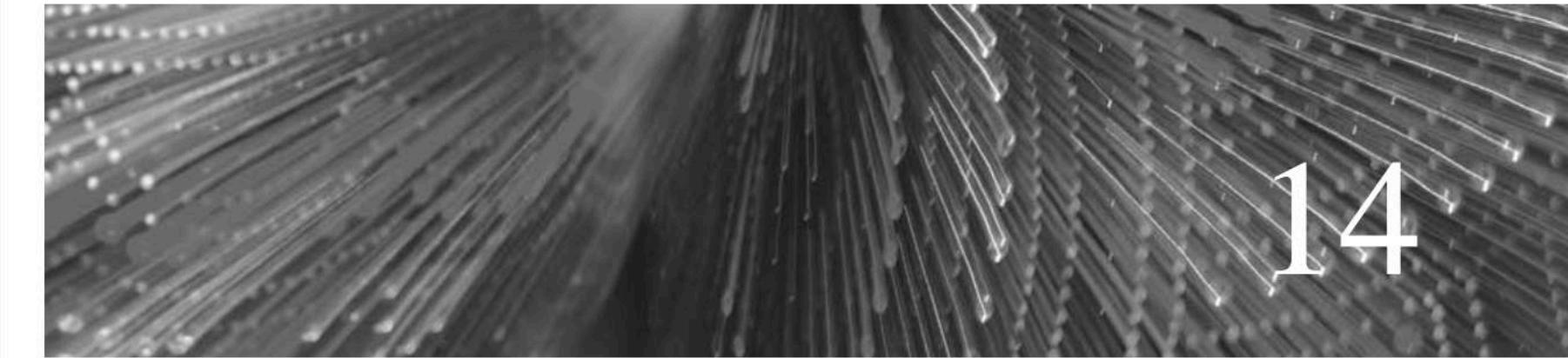
Tarleton Gillespie

**Social media platforms have long framed themselves as open, impartial, and noninterventionist – in part because their founders fundamentally believe it to be so, and in part to avoid liability and regulation.**

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**Large-scale social media platforms have developed intricate and complex systems for conducting content moderation at scale. These people generally labor in obscurity, some set at a distance from the platforms and its internal aims.**

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## ChatGPT

Moderering av en plattform innebär att övervaka, reglera och hantera det innehåll som användare skapar och delar på den plattformen. Syftet med moderering är att säkerställa att plattformen upprätthåller en säker, respektfull och laglig miljö för sina användare. Moderering kan tillämpas på olika typer av plattformar, inklusive sociala medier, forum, chatttjänster, onlinespel och andra webbplatser där användargenererat innehåll presenteras.

Modereringsåtgärder kan innehålla:

1. **Innehållsgranskning:** Att granska och bedöma det innehåll som användare skickar in för att säkerställa att det följer plattformens riktlinjer och regler. Detta kan inkludera text, bilder, videor och andra typer av media.
2. **Avlägsnande av olämpligt innehåll:** Att ta bort material som bryter mot plattformens användarvillkor eller lagstiftning. Detta kan inkludera kränkande språk, hatpropaganda, olagligt material eller annat som strider mot plattformens policy.
3. **Användaravstängning:** Att tillfälligt eller permanent avstänga användare som upprepat bryter mot plattformens regler. Detta kan vara ett sätt att hantera störande eller skadligt beteende.
4. **Rapporteringssystem:** Att tillhandahålla användare möjligheten att rapportera olämpligt innehåll eller beteende. Moderationsteamet kan sedan granska dessa rapporter och vidta lämpliga åtgärder.
5. **Automatiserad moderering:** Användning av automatiserade verktyg och algoritmer för att identifiera och filtrera ut olämpligt innehåll. Detta kan vara särskilt användbart på plattformar med stort antal användare och mycket innehåll.

Moderering är viktigt för att skapa och upprätthålla en positiv och trygg onlineupplevelse för användarna och för att följa lagliga krav och standarder. Det kan vara en utmanande uppgift, särskilt med tanke på det stora antalet användare och den mångfald av innehåll som genereras på många plattformar.  


# Näringsliv

Chief Näringsliv: Louise Andrein Mertens. Nyhetschefer: Joanna Drevengård, Claes Lönnqvist  
Utdragsredaktör: Svena K. Landquist. Redaktör: Händeläggningar och reportage: Anders Billing  
Chefredaktör: Anders Wiktorin. Redaktör: Minna S. Åberg  
Press- och digitalredaktörer: Isak Andersson, Jenny Gammelgaard, Fredrik Tidemand



"Delmar" tillbringar nästan all sin tid vid datorn i sitt rum.

## "Det är kanske bättre än inget jobb men efter fem, sju år är du utbränd"

AI behöver mängder av mänsklig hjälp. I en filippinsk slum träffar SvD unga män som sitter hela dagarna och klickar. Resultatet gynnar bland annat Klarna och Volvo. Själva har de knappat råd med mat.

I ett fönsterlöst litet rum i en filippinsk slum sitter 26-åriga Delmar böjd över en datorskärm. Han placera streck på ett foto från en väg. Lila streck vänster väggant, orange streck första filen, och så vidare.

En cigarettfimp rullar undan för varje knuff med datormusen. Då han är klar trycker han på pil och en ny bild dyker upp.

Nummer 100 av 179.

Efter en timme kommer Delmar att ha tjänat omkring sex kronor. Varför vet han inte, säger han med ett skratt.

- Ibland undrar jag vad det här används till.

Svartas AI. Kapplöpning-

en är igång för smartare system, och utvecklingen kräver berg av data. Men inte vilka data som helst. Dagens AI har nämligen svårt för vissa uppgifter för anonyma arbetsgivare online. Ett jobb med stor frihet, men också få regleringar, vilket fatt somliga att kalla det för vår tids "digitala sweatshirts".

**Det har fött en industri** som i dag kontrakterar hundratals män till att lära sig att identifiera och markera objekt i bilder. Det är en del av den tekniken som kallas för "tasking".

- Jag älskar det, säger han med ett leende.

- Jag kan jobba när jag vill!

**Han släpper in till sin värld.** Väggarna täcks av planscher på tecknade japanska seriefigurer. Ett litet kylskåp hummar. I taket hänger sladdar som lindats in i så mycket spindelväv att de liknar kokonger.

Sedan Delmar sparade ihop till dator och modem lämnar han endast rummet för att handla.

**Under pandemin var det än värre.** Härda lockdowns fick många att söka möjligheter på nätet. Somliga fann datorspel där man kunde tjäna virtuell valuta, vilken sedan kunde växlas in till riktiga pengar. Andra fann Remotasks.

Remotasks är en plattform som skapats av San Francisco-bolaget Scale AI. Här kan vem som helst som registrerar en profil och ett

Och vid löning, på onsdagar. Då dricker han öl med vänner som lever likadant.

- Alla mina kompisar är "taskers", säger han.

Genomslaget just här är ingen slump. Filippinerna är ung, uppkopplat och engelskspråkigt. I Cagayan de Oro, näst största stad på den konflikthärjade ön Mindanao, är arbetslösheten dessutom dubbelt så hög som det nationella snittet.

Remotasks skulle anordnaträning, Avlonad, till och med. Mario fick lära sig att markera skepader på kartor, i 2D- och i 3D-bilder, att markera textpartier på olika språk, samt att sortera produkter som schampon och sprit.

- Jag var besvären på företaget men också på mig själv. Jag lyckades inte hjälpa dem. Det var som en sweatshop i Kina, du bar drog in så många män som du kunde, tränade dem lite snabbt och fick dem att slita för dig.

Paypal-konto tjäna pengar på tasking. Sedan grundades 2016 har företaget producerat över 7,7 miljarder datainputs till kunder som Meta, Microsoft och Open AI, vilka ligger bakom Chat GPT.

Tasks klagade på att få betalt för lite, för sent, eller inte alls. Somliga sparkades för att de tog upp problemen i chattforumet, säger han. Andra slutade.

Ett tag bytte Mario ut halva arbetsstyrkan varje månad. De flesta var tonåringar, några till och med under femton. Träningen började göras online, utan ersättning eller, enligt många, tillräcklig vägledning. Till slut fick man till finns mer än 300 000 taskers registrerade.

För Mario var det en räddning. Efter universitetsexamen hade han letat jobb i ett halvår. Så bjöd en vän in honom till ett av stadsens internatkaféer.

Det är inte svårt att hitta "taskers" i Cagayan de Oro. Likaså är det att hitta berättelser om arbetsmiljöerna. SvD träffar mindreåriga som arbetat 14-timmars-dagar i stället för att gå i skolan. Vi hör om arbetsuppgifter som underkants utan förklaringar och

och pengar tjänade han. Allt mer ju längre han avancerade i hierarkin. När han blev arbetsledare började däremot problemen.

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menar att politikerna abdikerat. Istället för att skapa jobbtillfällen åt sin kvalificerade befolkning – de flesta taskers är nämligen utbildade – har de låtit plattformarna ta över.

- Visst, det är kanske bättre än inget jobb. Men efter fem, sju år är du utbränd, utan framtid. Och det har inte medfört någon meningfull utveckling av den lokala ekonomin.

Efter ett reportage av Washington Post i augusti skrev en rad progressiva amerikanska politiker, bland annat de tidigare presidentkandidaterna Bernie Sanders och Elizabeth Warren, ett öppet brev till landets ledande it-bolag, inklusive Scale AI. Där krävde de att företagen skulle berätta hur de använder taskers och hur de jobbar för att förbättra deras arbets situation.

Danila Petrelli, senior data manager på statliga AI Sweden, säger att arbetsförhållandena ligger direkt i företagens intresse.

- För bra datainput behövs tydliga riktlinjer, kontinuerlig översyn och goda arbetsvilkor. Synen på arbetskraft som utbytbar gör att man också går misst om arbaternas expertis. Och att AI får sämre data.

Listan på svenska företag som drar nytta av tasking kan göras lång. Till exempel är Klarna den första bank att använda Chat GPT:s affärstjänster. En representant för företaget säger att de aldrig kommenteras upplägg med underleverantörer men att samliga måste leva upp till deras upphandekod.

Volvos dotterbolag för självkörande bilar, Zenseact, får datainput direkt från Scale AI.

- Vi ser allvarligt på uppgifterna, säger Kristin Boldemann Wester, Global PR Lead på Volvo Cars, när SvD berättar om arbetsförhållandena för Remotasks frilansare i Filippinerna.

- Vi har inlett en dialog med Zenseact om leverantören och avtalet med denna. Tillsammans med Zenseact kommer vi att besluta om väg framåt.

För Delmar är ölen med kompisarna fritid, men också en tid för support. Det är lätt att missa de frekventa uppdateringarna av arbetsuppgifterna. Om man misar kan man råka utföra uppgifterna fel, och då kan man underkänna, till och med stängas av. Nu var det däremot länge sedan det blev öl. Uppgifterna på Remotasks har sinat. I varje fall de som betalar okej.

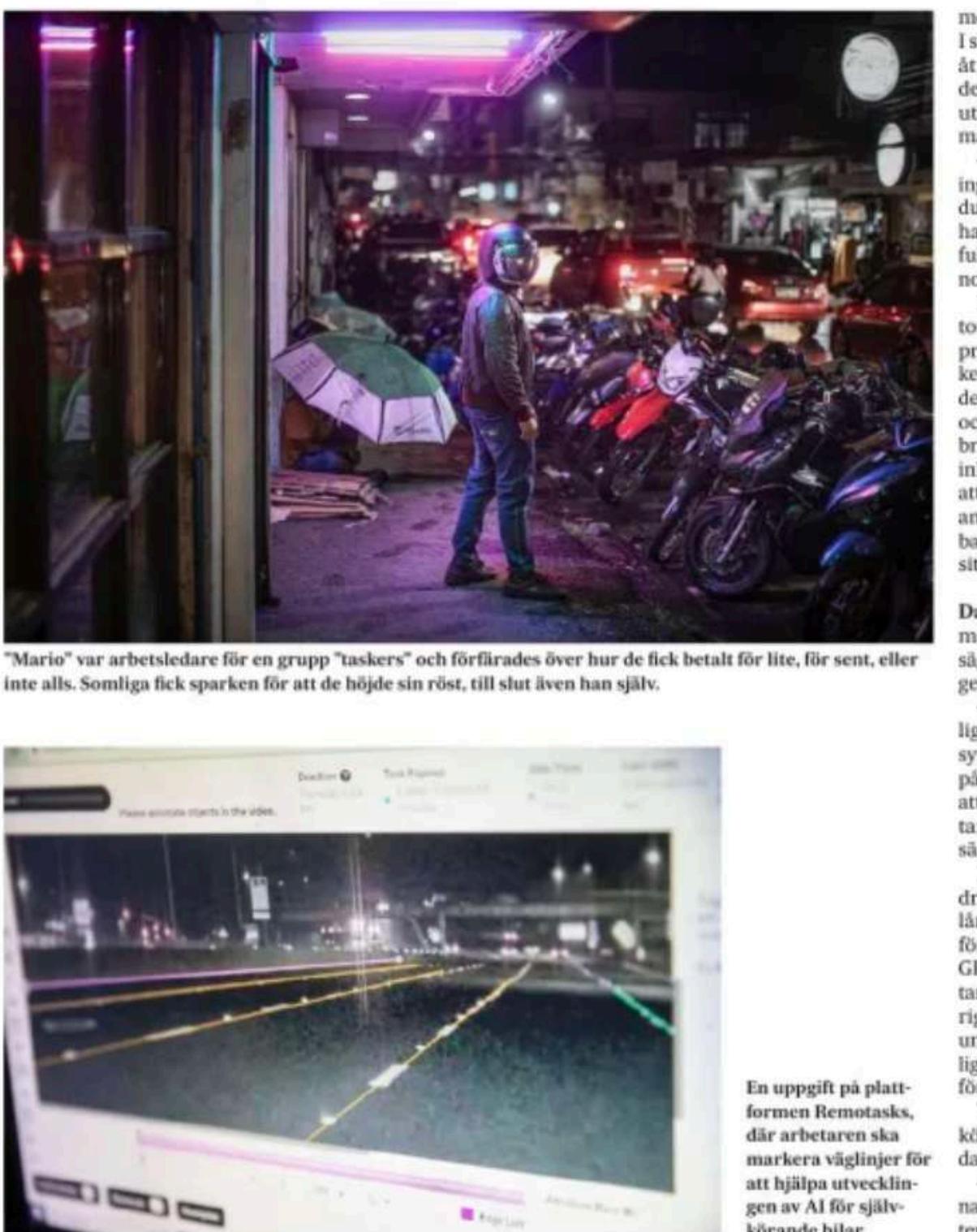
De senaste veckorna har Delmar fått ta lån för att gå runt. Han försörjer trots allt både sig själv, sin syster, farmor och faster.

Vad hoppas du för framtidens?

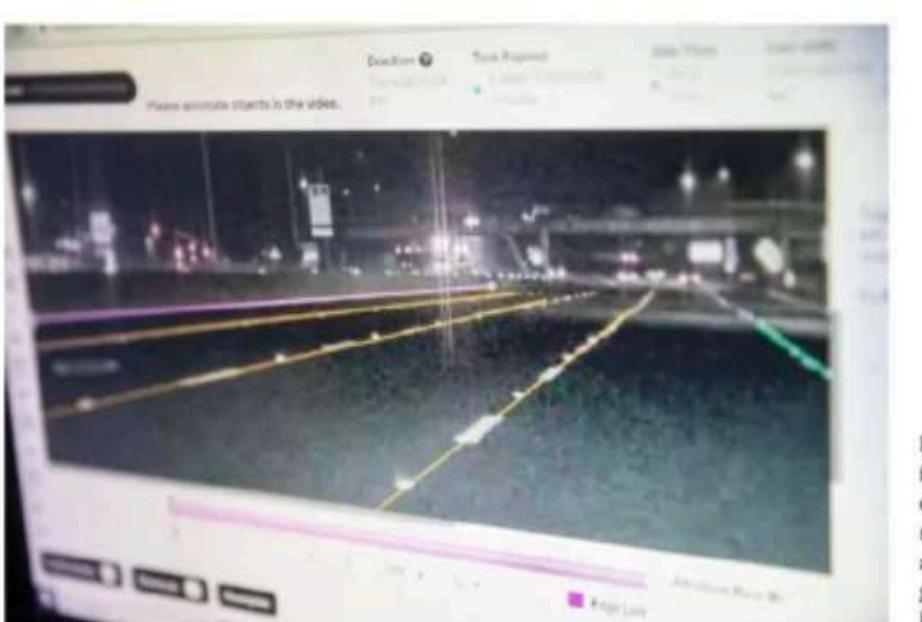
Frågan ställer honom. Han ler lite osäkert och vänder sig tillbaks till skärmen. Klickar med musen. "No new tasks".

- Det är väldigt illa, säger han och gnuggar ögonen.

- Utan jobb inget ris.



"Mario" var arbetsledare för en grupp "taskers" och förförades över hur de fick betalt för lite, för sent, eller inte alls. Somliga fick sparken för att de höjde sin röst, till slut även han själv.



En uppgift på plattformen Remotasks, där arbetaren ska markera väglinjer för att hjälpa utvecklingen av AI för självkörande bilar.

månt uttalande på sin hemida. Där skriver de att de är en partner till Global Living Wage Coalition och att en anonym undersökning av 5 000 taskers jorden runt visat att de flesta använder Remotasks som deltidjobb och är nöjda med sin upplevelse.

Deras filippinska filial Smart Ecosystems Philippines Inc har hemma i Cagayan de Oro. Det är här som Remotasks har sitt huvudkontor. Om man misar kan man råka utföra uppgifterna fel, och då kan man underkänna, till och med stängas av. Nu var det däremot länge sedan det blev öl. Uppgifterna på Remotasks har sinat. I varje fall de som betalar okej.

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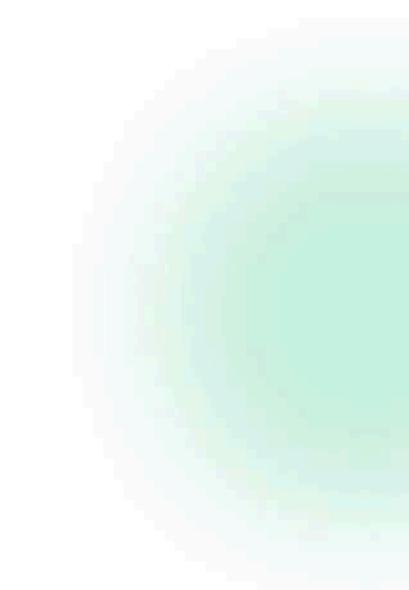
- Det är väldigt illa, säger han och gnuggar ögonen.

- Utan jobb inget ris.

Text & foto: Per Lilja

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**240,000+**  
Total Taskers

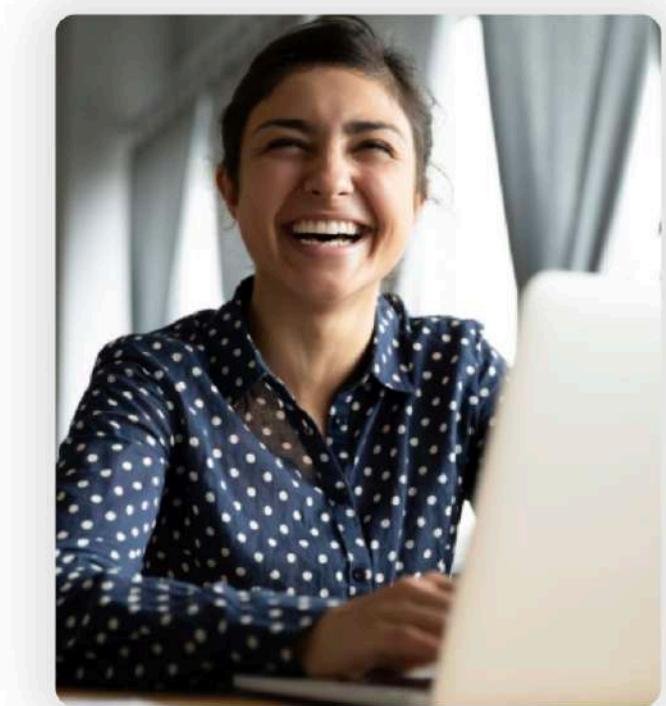
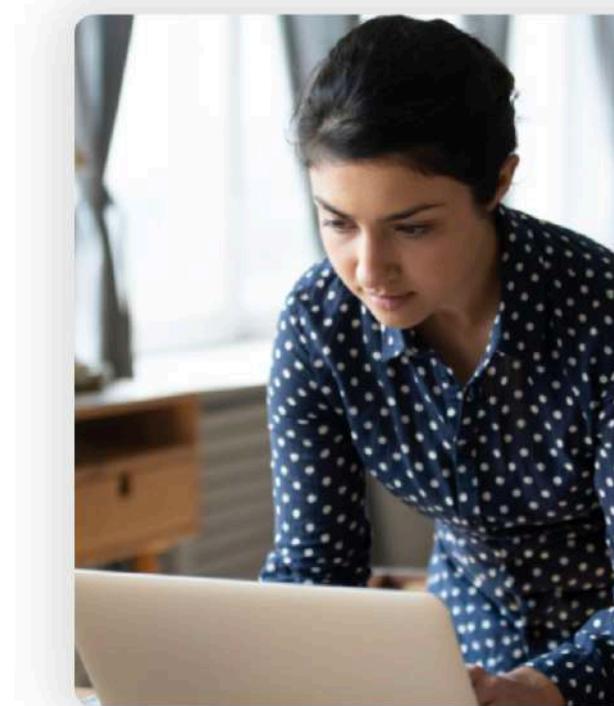
**\$15M**  
Total Earnings

**90+**  
Countries

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From labeling images to transcribing audio, earn money completing simple tasks.



### Learn Easily

Learn how to do tasks with our quick online courses or free hands-on training

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Work on tasks from projects you've unlocked

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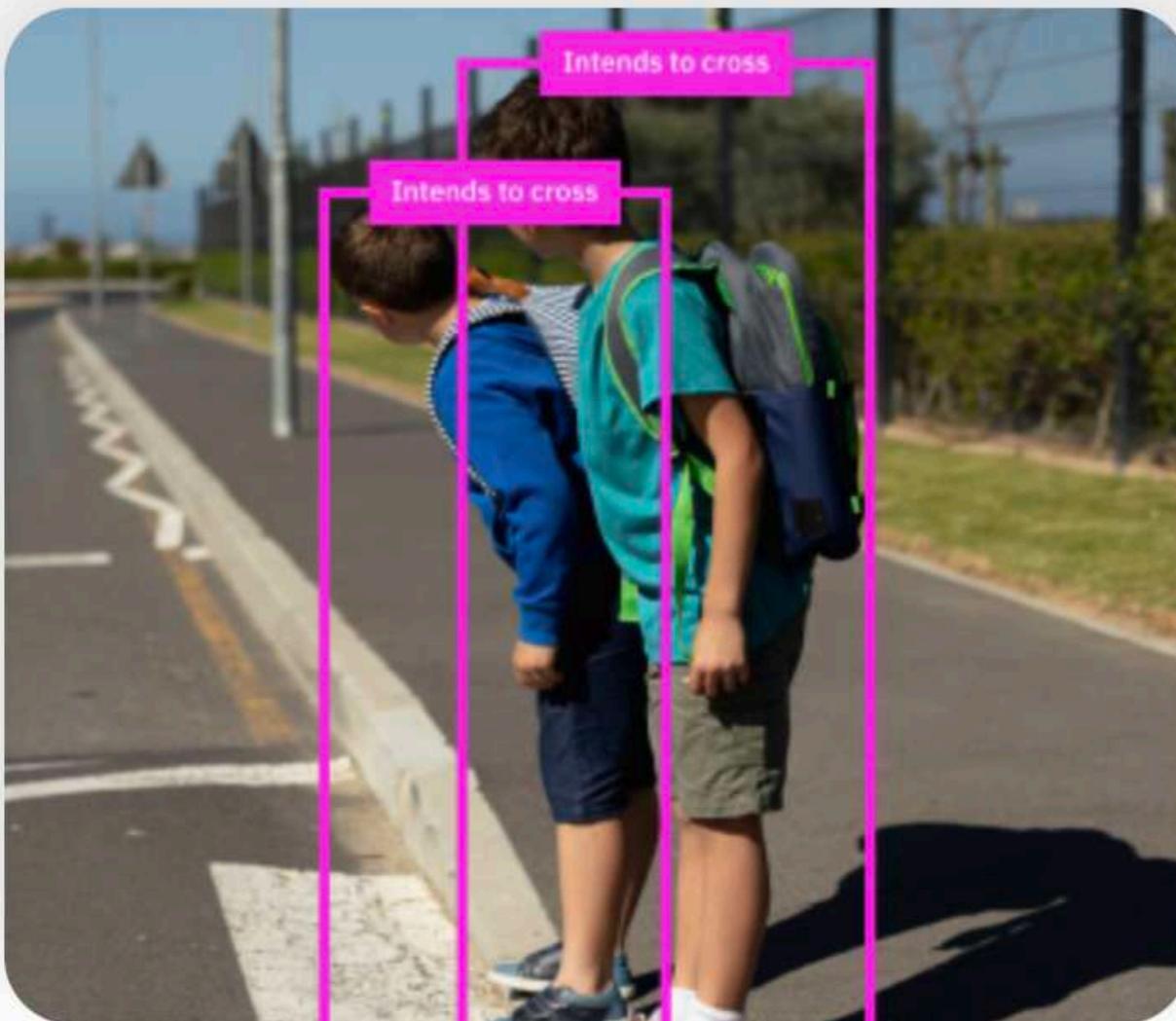
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## Level up, earn more.

Get trained on more difficult tasks that pay more.



**Difficulty**



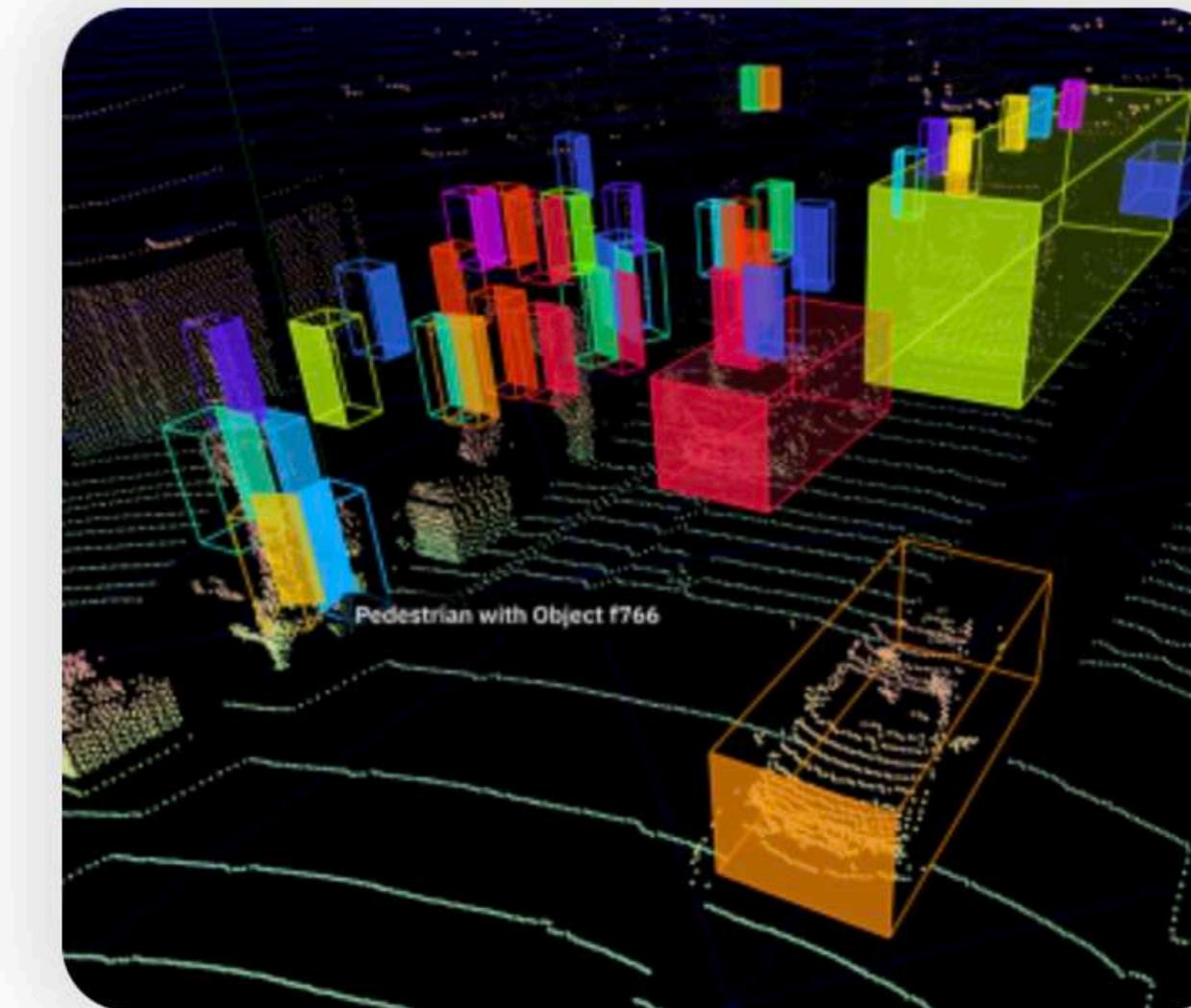
**Pay**



**Difficulty**



**Pay**

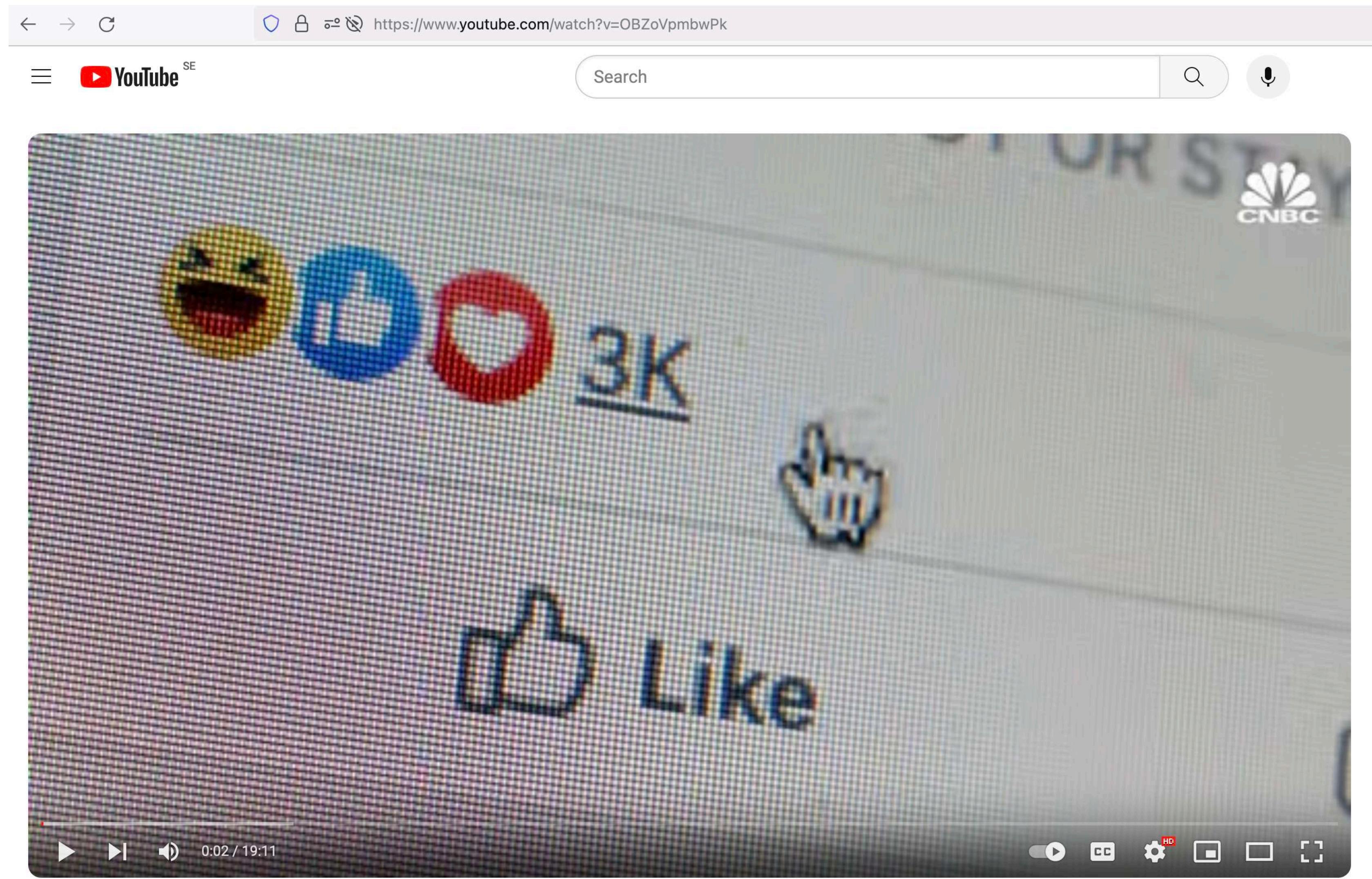


**Difficulty**



**Pay**





## Why Content Moderation Costs Social Media Companies Billions



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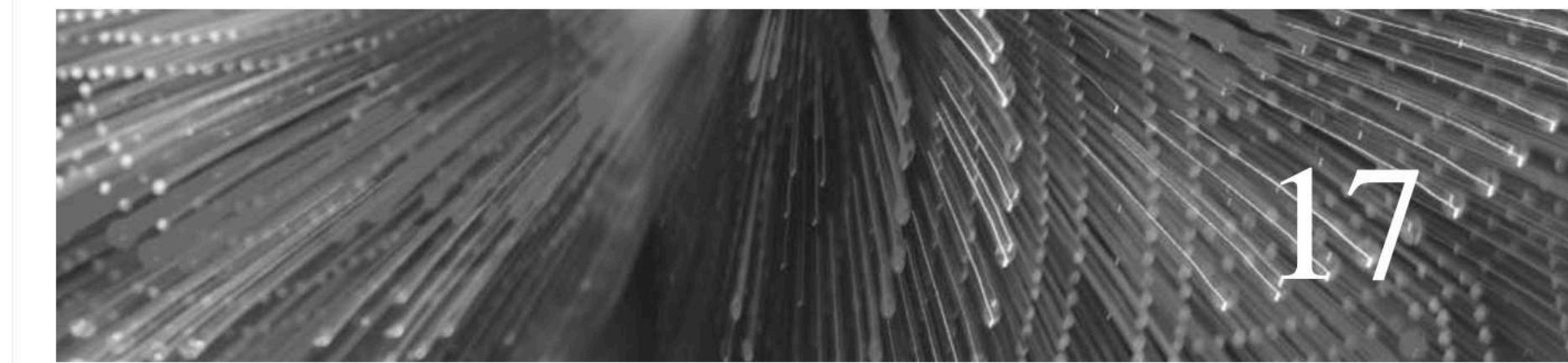
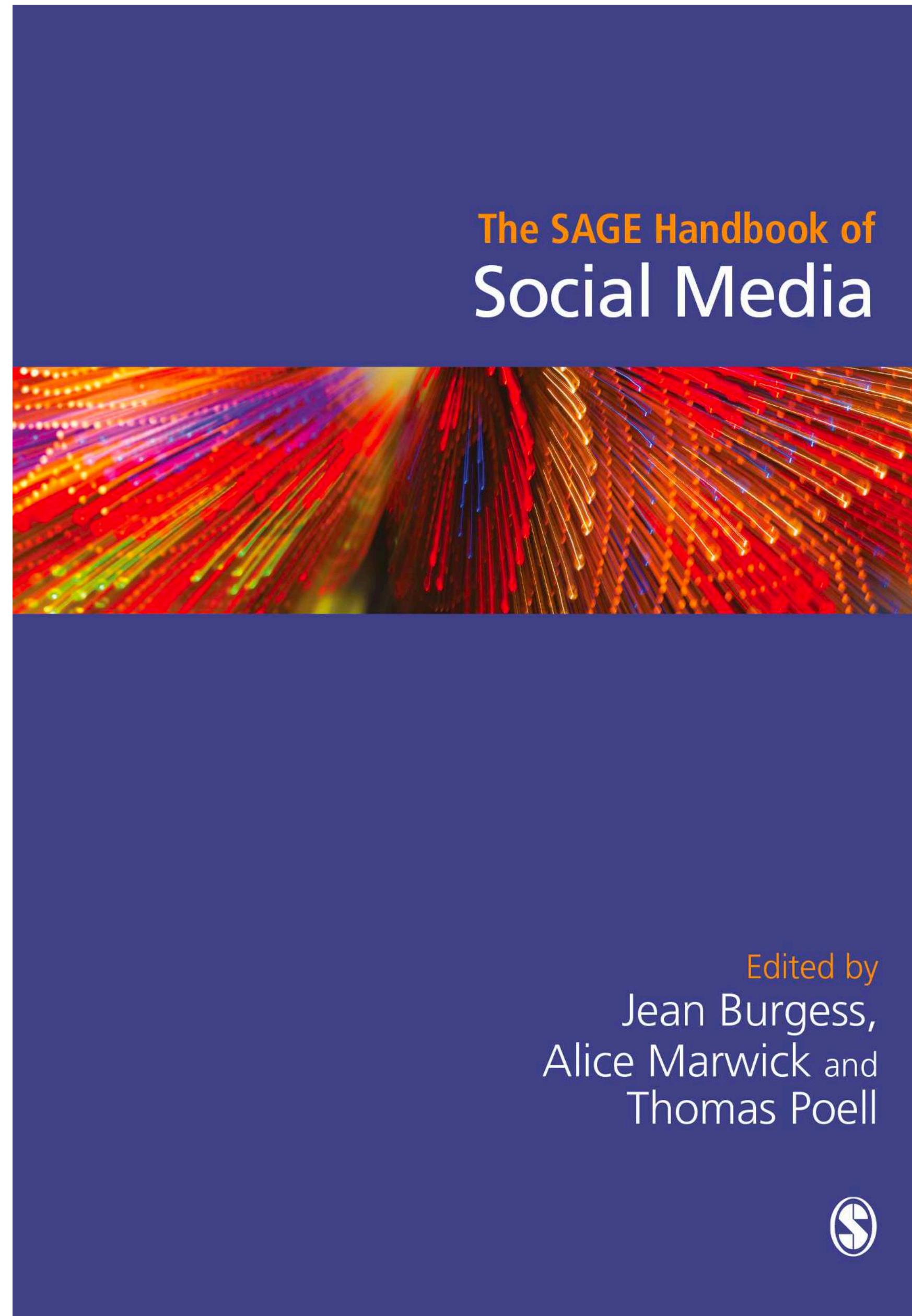


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## Silicon Valley and the Social Media Industry

Alice Marwick

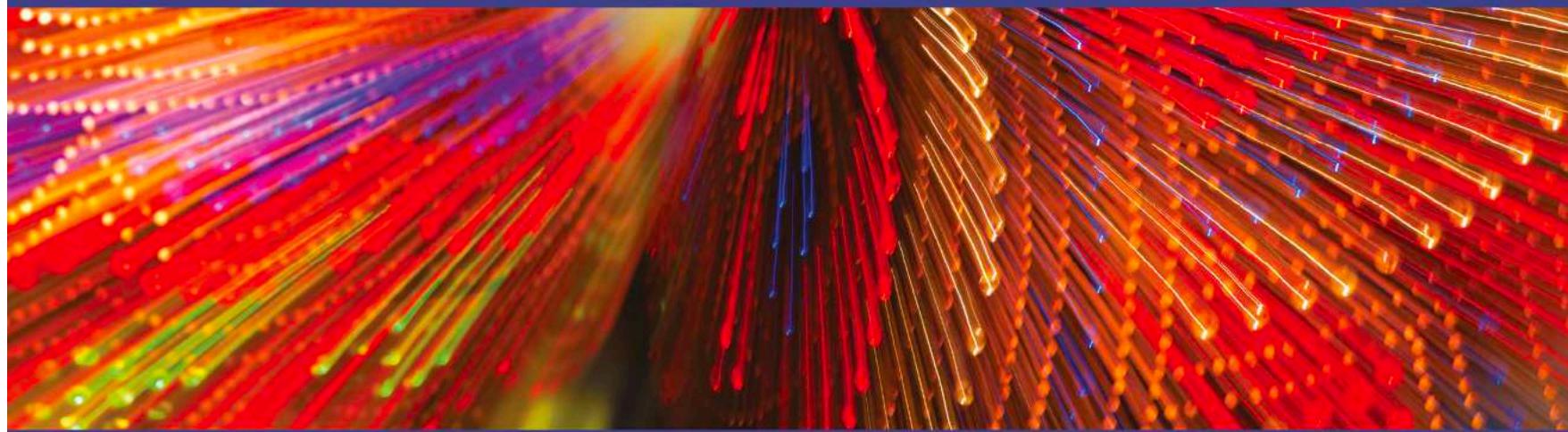
### INTRODUCTION

The global center for venture-backed technology startups, both in terms of sheer numbers of companies, employees, and money, as well as mythological importance, is Silicon Valley in Northern California. When writing critically about the industry of social media, two things are difficult to avoid. First, it is tempting to adopt a dismissive or mocking stance. The peculiar combination of naive idealism and free market worship that characterizes tech startups is ripe for ridicule, especially when examined outside its Northern Californian context. The scramble to build the best laundry startup (Pressler, 2014), the recent \$120 million venture capital (VC) investment in a \$700 wi-fi enabled juicer (Ferdman and Ingraham, 2016), or venture capitalist Tim Draper's campaign to divide California into six states, of which Silicon Valley would be one (Wohlsen, 2014), seem goofball at best, clueless or juvenile at worst, making it easy to write off

modern tech culture as a clueless echo chamber. This misses the point. Despite its excesses, Silicon Valley functions as a global imaginary: it models what is considered a superior type of wealth-generating innovation for other places eager to replicate its success. Thus, we must take it seriously as attempts are made world-wide to replicate its practices.

Second, the conflation of 'Silicon Valley' with 'social media' is complicated. Most social media companies are venture-backed startups; some are public (Twitter, Facebook), some private (Pinterest, Snapchat), and some have been acquired by larger companies (Reddit, YouTube, Instagram, Tumblr). But most venture-backed technology startups do not produce social media. At the same time, many of today's most successful startups do build on the original concepts of 'social media' – user-generated content, peer production marketplaces, collaboratively generated information, datafication – to extend the logics and aesthetics of social media into

# The SAGE Handbook of Social Media



Edited by  
Jean Burgess,  
Alice Marwick and  
Thomas Poell



base at conferences and industry events, often forging strong personal and professional relationships between people who only meet in person once a year. SV therefore functions as a shared set of assumptions, beliefs, and norms that maintains common interests across geographical boundaries (Marwick, 2013).

## MYTHS OF SILICON VALLEY

The tech industry is governed by a series of myths that function to justify the political economy of the technology industry: openness, meritocracy, and entrepreneurialism. As I outline below, they are rooted in a particularly American, and even more specifically Northern Californian, set of presumptions; they do not always function seamlessly when ported to another context.

### *Openness*

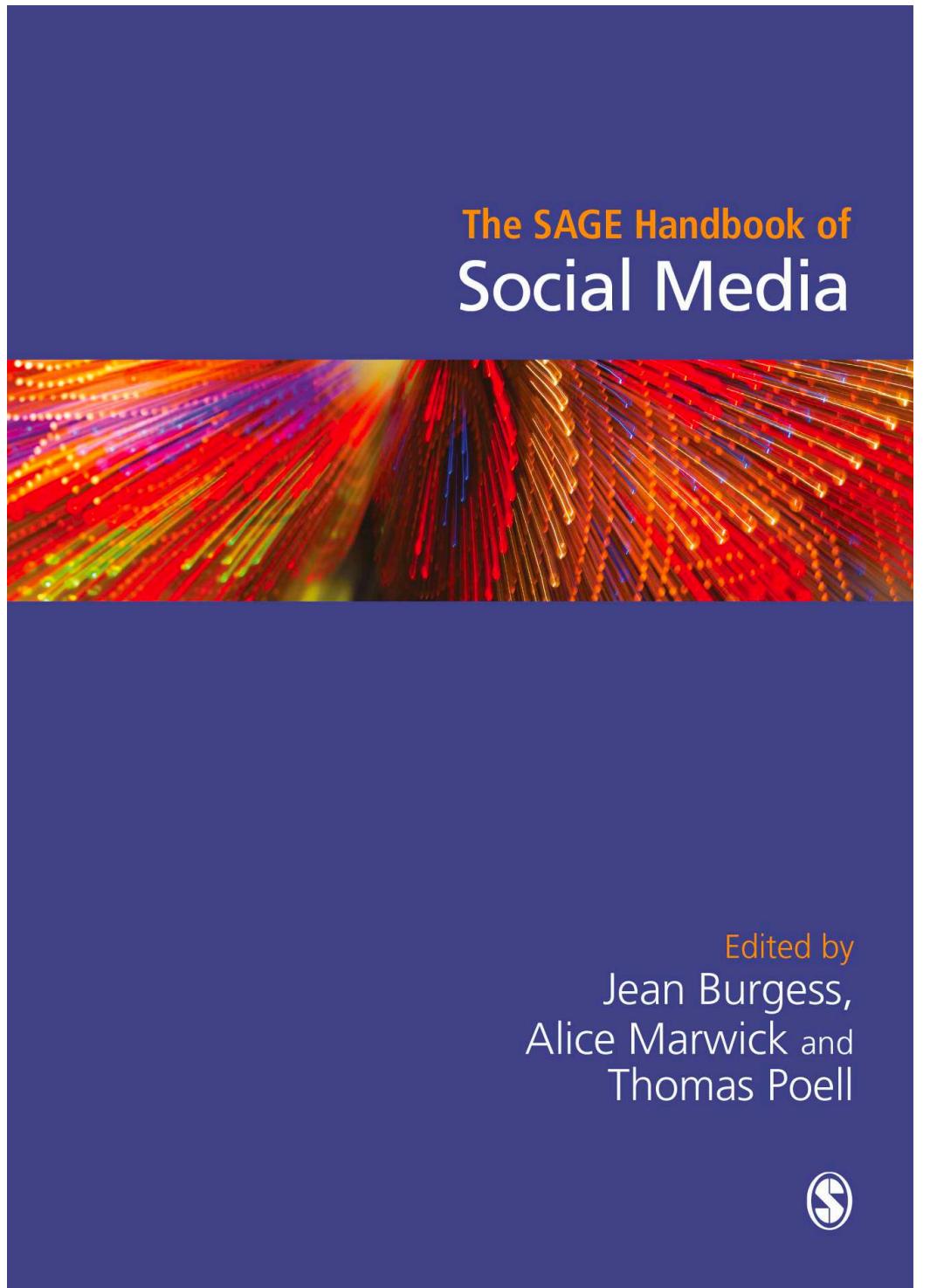
‘Openness’ is an umbrella term for projects that emphasize collaboration, participation, and transparent governance, as in open-access journals or open-source software. Lilly Nguyen describes openness as ‘a habituated moral view with particular aesthetics and sensibilities ... technologies are seen as open in their ability to generate the creation and production of new technical products, to enable the continuous circulation of these products, and to foster use and consumption independent of technical expertise’ (2016: 640). In other words, openness is framed as desirable because it allows anyone to participate, fostering democratic involvement and boosting the tech industry’s belief in itself as meritocratic. As Nathaniel Tkacz (2014) argues in his study of Wikipedia, while openness purports to be apolitical, this in itself is a political move, in that it sidesteps questions of inequality or power asymmetry. Indeed, most ‘open’ projects are, in reality, not particularly open, as

participation inevitably leads to hierarchy. Wikipedia, for instance, has a heavily striated structure of involvement, and those who are the most successful at navigating it are those able to convincingly manipulate its intricate body of rules (Tkacz, 2014). It is also overwhelmingly male-dominated.

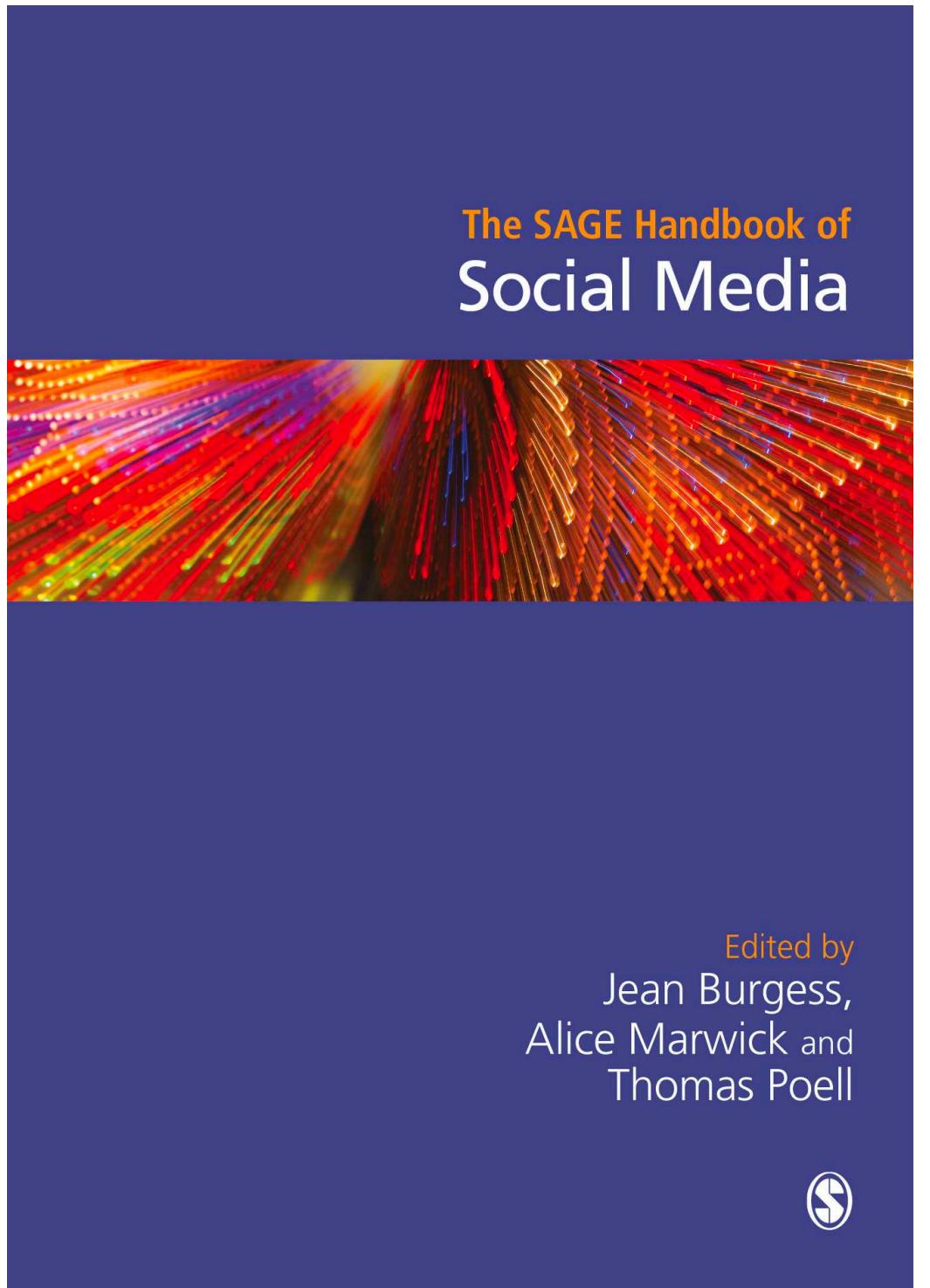
The value of openness is also linked to a pleasurable, creative technical practice, which is acutely contextual to American internet culture. In her ethnographic work on technical practice in Vietnam, Lilly Nguyen discusses jailbreaking iPhones, which, in the Global North, is typically characterized as ‘a moral commitment to generativity, openness, and transgressive self-expression’ (2016: 640). However, during the time of Nguyen’s fieldwork there was no service provider in Vietnam who could legally provide iPhone service. Thus, purchasing an iPhone from abroad and jailbreaking it for personal use represented a connection to a global technoculture, as well as a status symbol of modernity and luxury. While Northern hackers might see jailbreaking as a way to protest the ‘tethered’ system of Apple products (Zittrain, 2008), Vietnamese people saw it as a way to connect to the same system.

What this all presupposes, however, is that openness is still valued, which may be true in Western hacker or activist communities, but no longer seems true in the technology industry *per se*. ‘Openness’ is an ideal not necessarily of the tech industry as it exists today, but one left over from its previous iteration as ‘Web 2.0’ (Marwick, 2015). Most social media sites and apps (Facebook, Twitter, Instagram, Snapchat) are ‘walled gardens’ which deliberately make it difficult to port data from one platform to another – try exporting your Instagram photos to Snapchat, for instance – and use a number of techniques to keep users from clicking away from their site or switching to another application.<sup>3</sup> Proprietary technologies, from Apple laptops to wearables, are designed to facilitate ‘lock in’ to a particular system and make it difficult for people to move from one to another,

öppenhet  
meritokrati  
entreprenörskap



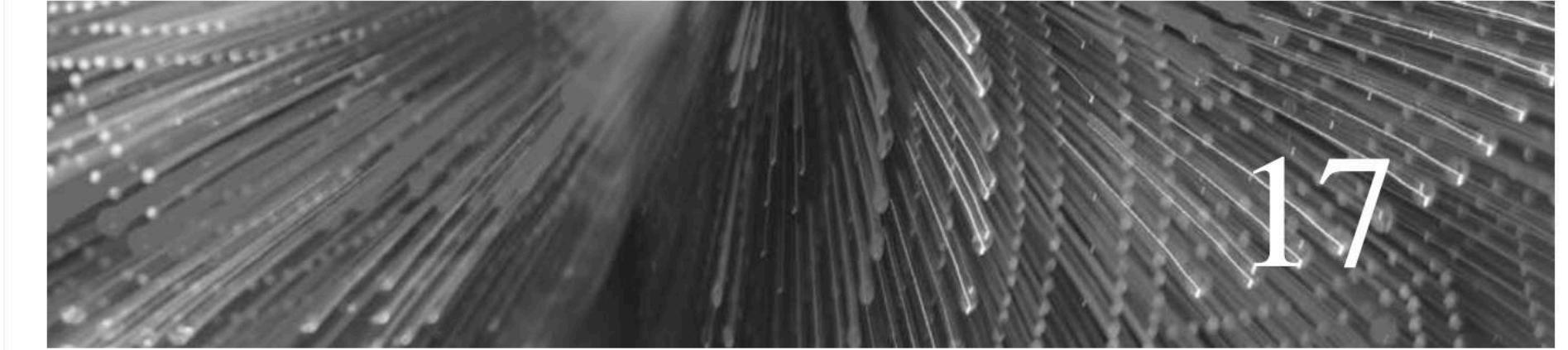
# öppenhet – open source, collaboration, participation ...



# öppenhet – open source, collaboration, participation ...



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17

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## meritokrati

**Meritocracy functions to justify the immense inequity of wealth distribution in the technology industry, as its logical conclusion is that those who are worth millions, or even billions, of dollars are the smartest or the hardest-working.**

**It also provides a reason for the lack of African-American and Latino men, and women of all races (particularly women of color) in the industry: this discourse holds that they are simply not interested, or not skilled enough, to compete with white and Asian men.**

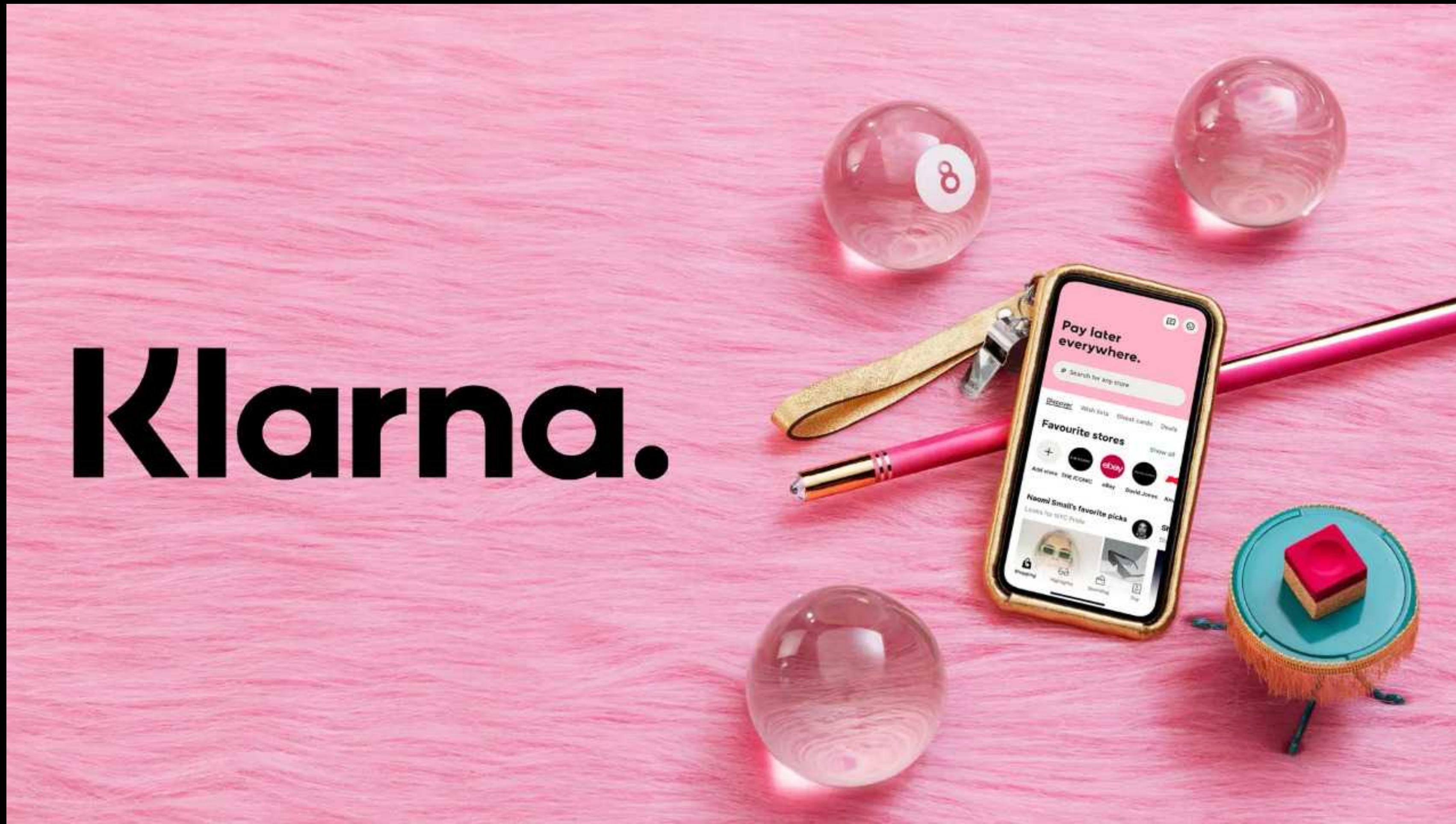


# entreprenörskap

**The valorization of entrepreneurship may be the most cherished of Silicon Valley myths. The entrepreneur is a breed apart from normal men and women; he is fueled by passion and independence, with a deep desire to 'change the world.'**



# Klarna.



# Stark kritik mot Klarna – lockar till konsumtionslån

Kunden måste scrolla långt ner för att betala med banköverföring eller bankkort hos Klarna.

Organisationen Sveriges Konsumenter menar att bolaget lockar konsumenter med onödiga konsumtionslån.

Samtidigt riktar Konsumentverket kritik mot företaget.

**Robin Folkö**

Publicerad 2019-03-30

Följ skribent



Klarna får dubbel kritik – från Sveriges Konsumenter och Konsumentverket. Foto: Claudio Bresciani/TT

OMX-S -1,49% DOW -0,15% € 11,39 \$ 10,48 Iding: 15,64 -2,43% Nibe Industrier B: 59,08 -3,02% Ericsson B: 63,63 -0,50% Vo

# Klarna förlorar miljarder på dåliga betalare

Klarnas kostnader ökar kraftigt och minusresultatet blir allt större. En medveten strategi för att satsa på nya marknader, enligt betalbolagets ledning.

Men en stor anledning är kreditförluster på 2,5 miljarder kronor kopplade till kunder som har svårt att betala, enligt bokslutet.

**TT**

Publicerad 2021-02-25



Klarnas grundare och vd Sebastian Siemiatkowski. Arkivbild. Foto: Magnus Hjalmarson Neideman/SvD/TT

Betaltjänsten Klarna växer så det knakar och är klart dominant på den svenska e-handelsmarknaden genom sina samarbeten med e-handlarna, men blir också en allt större spelare utomlands som bland annat i Tyskland och USA. Bolaget redovisar totala intäkter på 10 miljarder kronor för 2020, mot 7,1 miljarder kronor 2019. Totalt förmedlade Klarna köp för närmare 500 miljarder kronor under fjolåret.

Förlusten för året ökade dock, till närmare 1,4 miljarder kronor, framför allt som en effekt av att kreditförlusterna steg med över 600 miljoner till 2,5 miljarder kronor. Reserveringarna för befarade kreditsmällar från kunder som inte kan betala är ännu betydligt högre.



Det svenska techbolaget Klarnas resa från startup till internationell betalningsjätte är en modern framgångssaga som bidragit till att etablera Sverige som ett digitalt föregångsland. Men bakom succérubrikerna tornar orosmoln upp sig. Hur hållbart och banbrytande är egentligen Klarnas "köp nu, betala senare"-erbjudande?



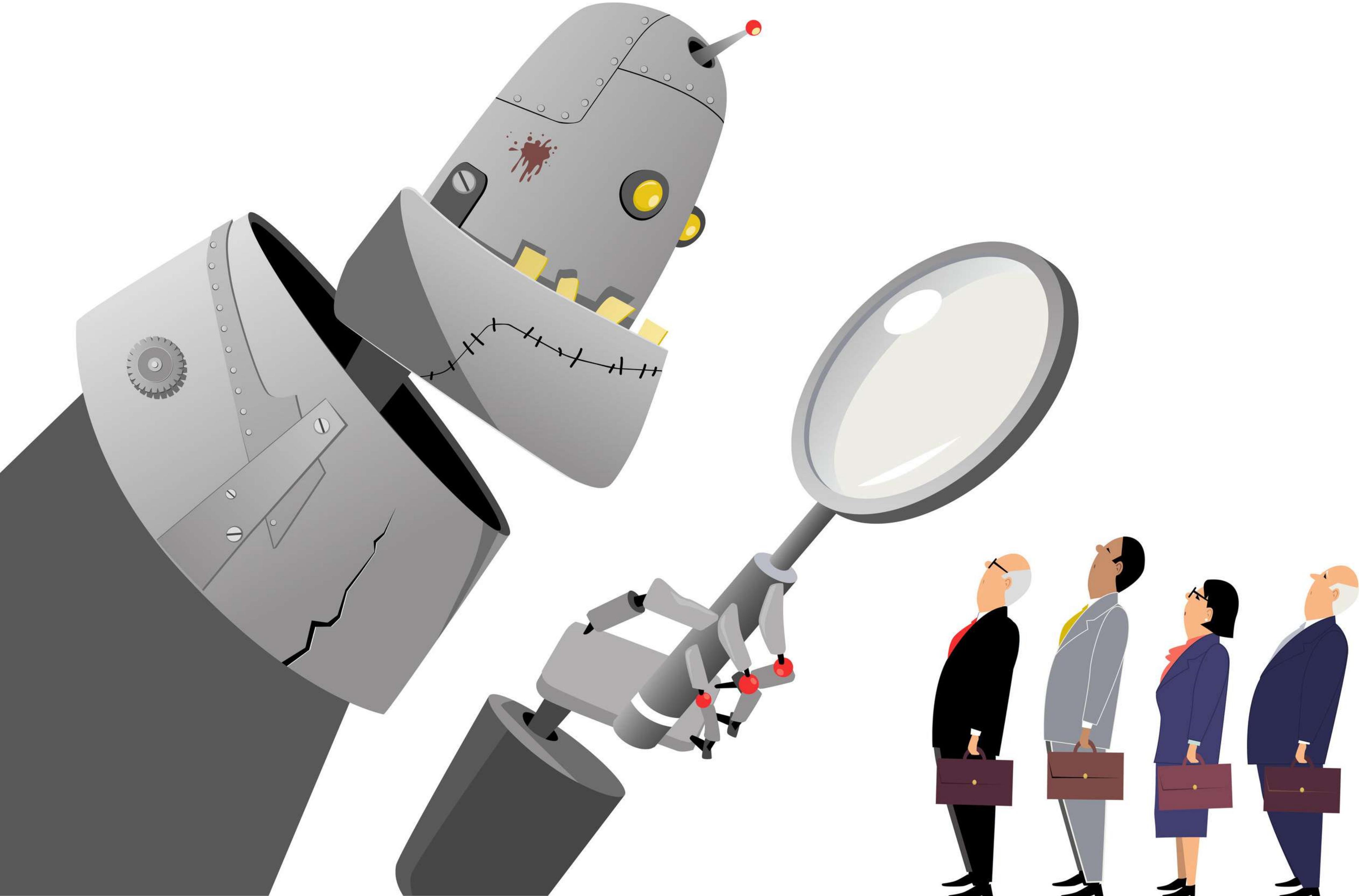
Allt fler pekar på att affärsmodeellen bygger på optimistiska kalkyler i en tid då vi lånat mer och mer pengar till konsumtion. Företaget lider enorma kreditförluster och blöder pengar. Jonas Malmborg har granskat Klarna i grunden, och tecknar en historia om revansch, medgång och rikedom kantad av konflikter och skandaler.

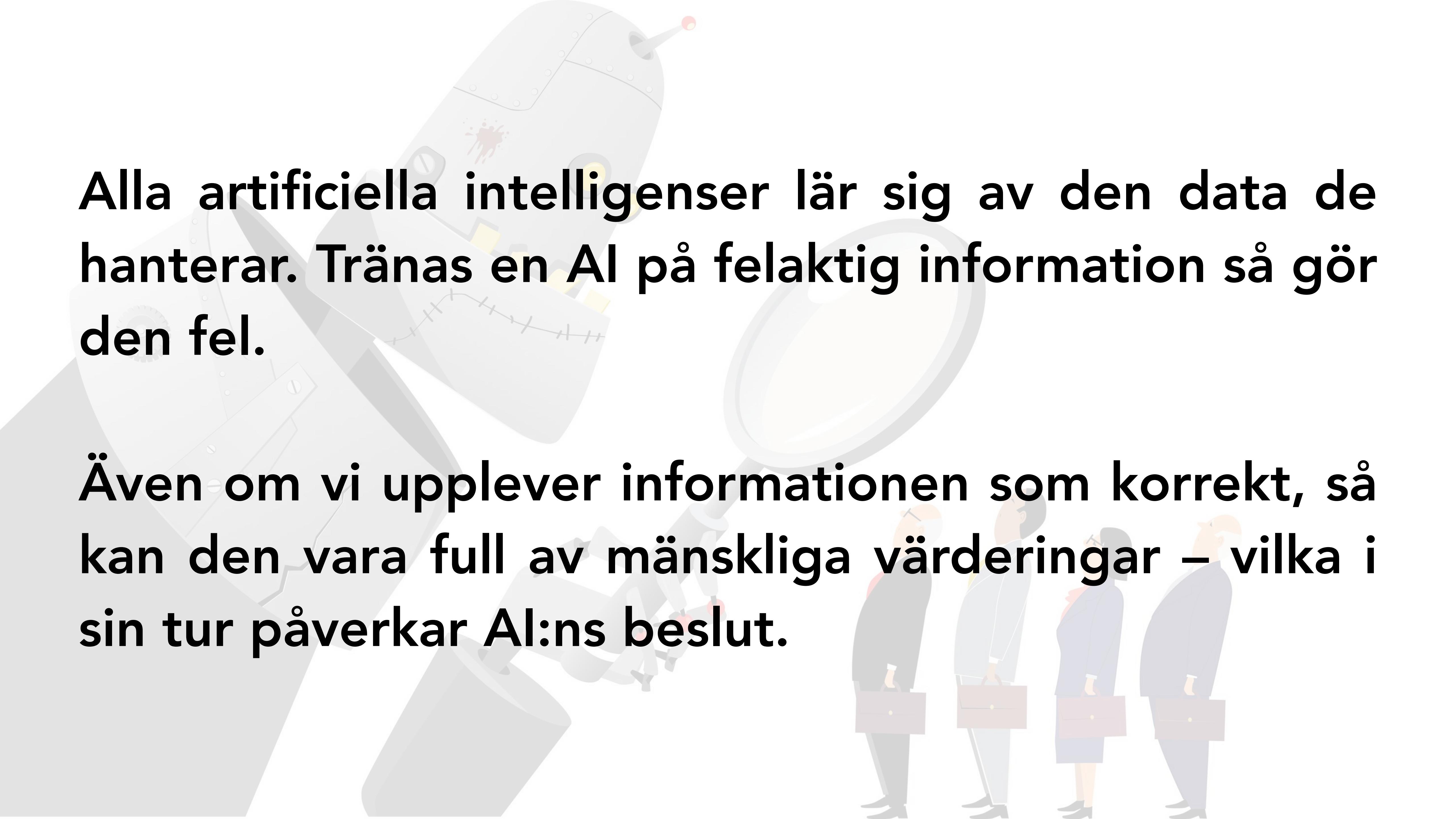


**... liten gruppövning (5-6 minuter) –  
diskutera i grupper om 3-4 studenter ...**



- > är entreprenörskap bra eller dåligt?
- > är Klarna ett bra eller dåligt företag?
- > har entreprenörer ett ansvar för de digitala tjänster som erbjuds?

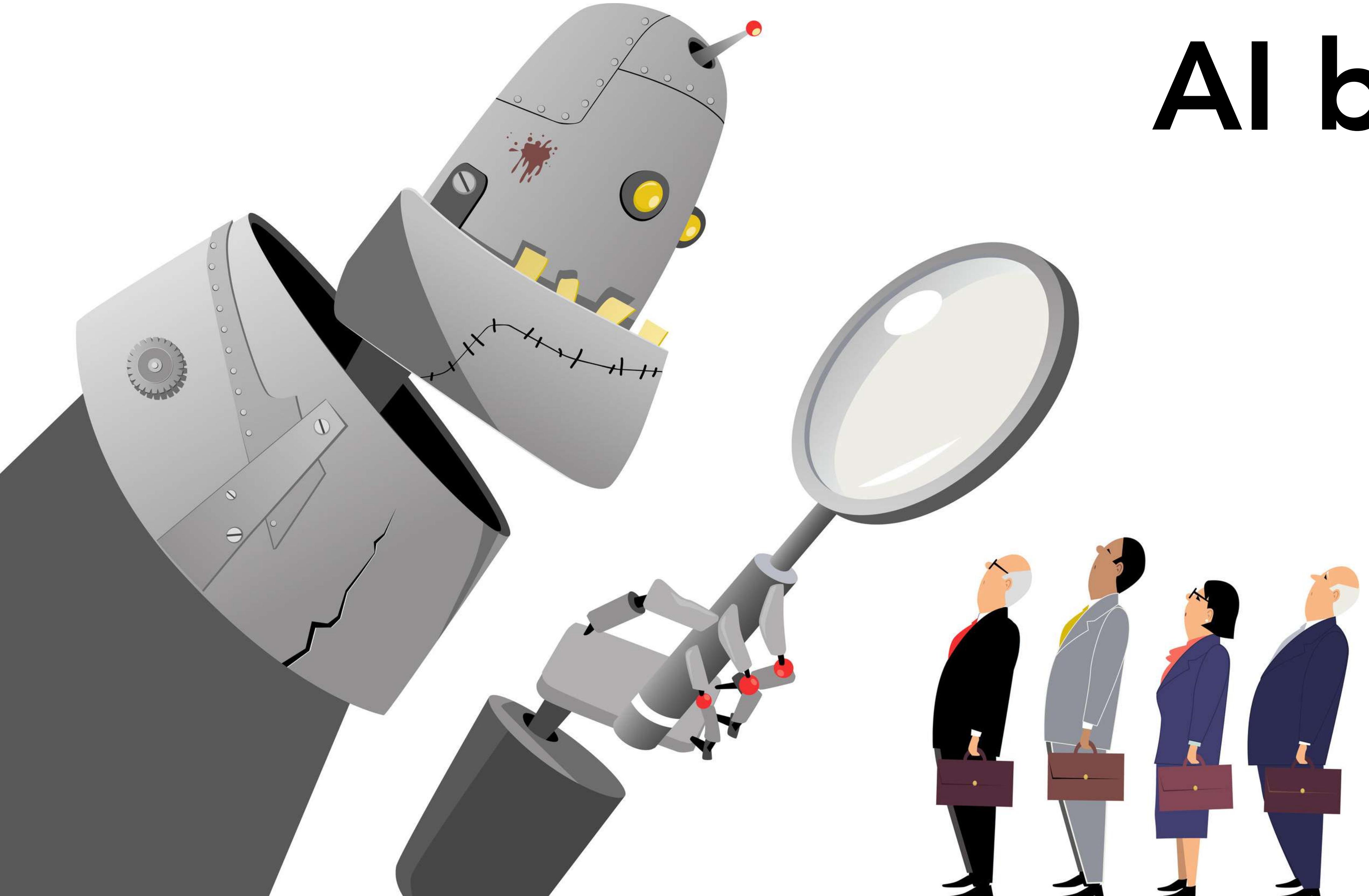




Alla artificiella intelligenser lär sig av den data de hanterar. Tränas en AI på felaktig information så gör den fel.

Även om vi upplever informationen som korrekt, så kan den vara full av mänskliga värderingar – vilka i sin tur påverkar Al:ns beslut.

# AI bias





why are black women so



why are black women so angry

why are black women so loud

why are black women so mean

why are black women so attractive

why are black women so lazy

why are black women so annoying

why are black women so confident

why are black women so sassy

why are black women so insecure

# ALGORITHMS OF OPPRESSION

HOW SEARCH ENGINES  
REINFORCE RACISM

**SAFIYA UMOJA NOBLE**

why are black women so



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## Introduction



### *The Power of Algorithms*

This book is about the power of algorithms in the age of neoliberalism and the ways those digital decisions reinforce oppressive social relationships and enact new modes of racial profiling, which I have termed *technological redlining*. By making visible the ways that capital, race, and

# Redlining

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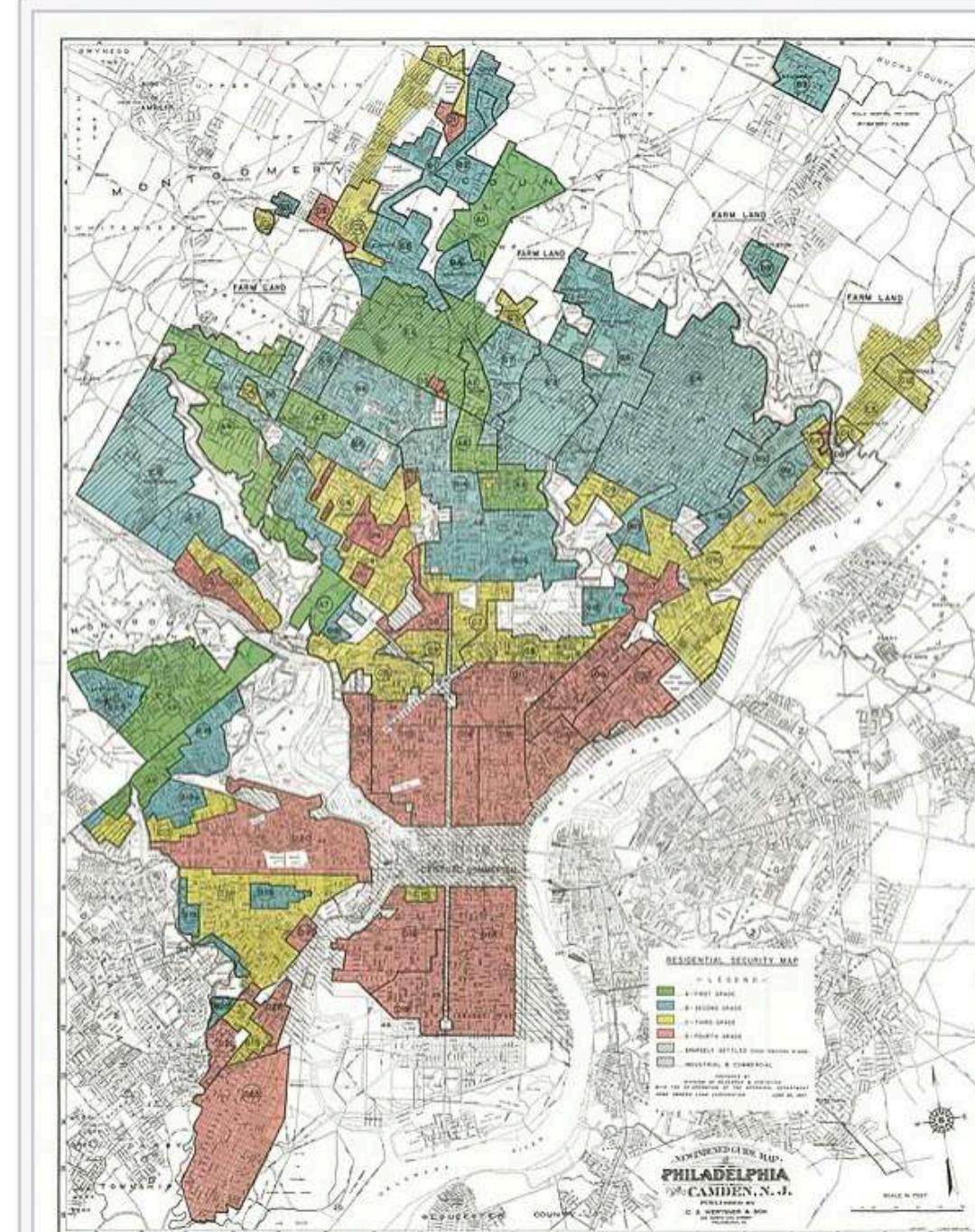
From Wikipedia, the free encyclopedia

*For the automotive term, see [Redline](#). For other uses, see [Redline \(disambiguation\)](#).*

**Redlining** is a discriminatory practice in which services (financial and otherwise) are withheld from potential customers who reside in neighborhoods classified as "hazardous" to [investment](#); these neighborhoods have significant numbers of [racial](#) and [ethnic](#) minorities, and low-income residents.<sup>[2]</sup> While the best-known examples involve denial of [credit](#) and [insurance](#), also sometimes attributed to redlining in many instances are denial of [healthcare](#) and the development of [food deserts](#) in [minority](#) neighborhoods.<sup>[3][4]</sup> In the case of retail businesses like [supermarkets](#), the purposeful construction of stores impractically far away from targeted residents results in a redlining effect.<sup>[4]</sup>

**Reverse redlining** occurs when a [lender](#) or insurer targets [majority-minority](#) neighborhood residents with inflated [interest rates](#) by taking advantage of the lack of lending competition relative to non-redlined neighborhoods.<sup>[5][6]</sup> The effect also emerges when service providers artificially restrict the [supply of real estate](#) available for [loanable funds](#) to nonwhites, thus providing alternative pretext for higher rates. Neighborhoods which were targeted for [blockbusting](#) were also subject to reverse redlining.<sup>[7]</sup>

In the 1960s, sociologist John McKnight originally coined the term to describe the discriminatory [banking](#) practice of classifying certain neighborhoods as "hazardous," or not worthy of investment due to the racial makeup of their residents.<sup>[8]</sup> During the heyday of redlining, the areas most frequently discriminated against were [Black inner city](#) neighborhoods. For example, in the 1980s a [Pulitzer Prize](#)-winning series of articles<sup>[9]</sup> by investigative reporter [Bill Dedman](#) demonstrated how [Atlanta](#) banks would often lend in lower-income [white](#) neighborhoods but not in middle-income or even upper-income Black neighborhoods.<sup>[10][11]</sup> [Blacklisting](#) was a related mechanism employed by



A 1937 [HOLC](#) "residential security" map of [Philadelphia](#), classifying various neighborhoods by estimated "riskiness" of mortgage loans<sup>[1]</sup>

why are black women so



why are black women so angry

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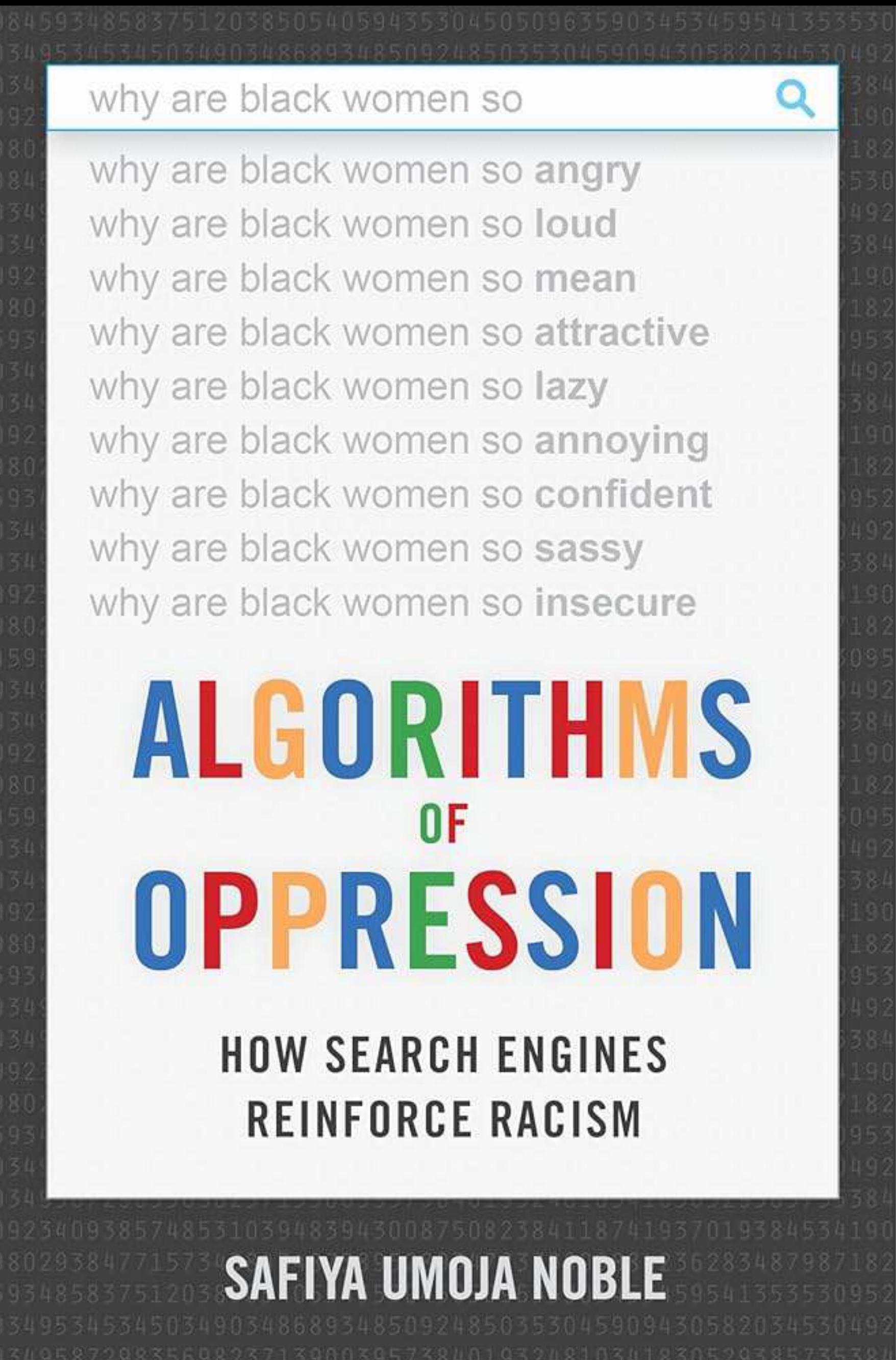
why are black women so insecure

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This book is about the power of algorithms in the age of neoliberalism and the ways those digital decisions reinforce oppressive social relationships and enact new modes of racial profiling, which I have termed *technological redlining*. By making visible the ways that capital, race, and gender are factors in creating unequal conditions, I am bringing light to various forms of technological redlining that are on the rise. The near-ubiquitous use of algorithmically driven software, both visible and invisible to everyday people, demands a closer inspection of what values are prioritized in such automated decision-making systems. Typically,



En feministisk och kritisk rasteoretisk bok (*critical race theory*) – och en arg sådan – som tar sin utgångspunkt i att racism är inbäddat i det amerikanska samhället och samhällssystemet och därfor även påverkar mjukvara och digital kultur.

why are black women so



why are black women so angry

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HOW SEARCH ENGINES  
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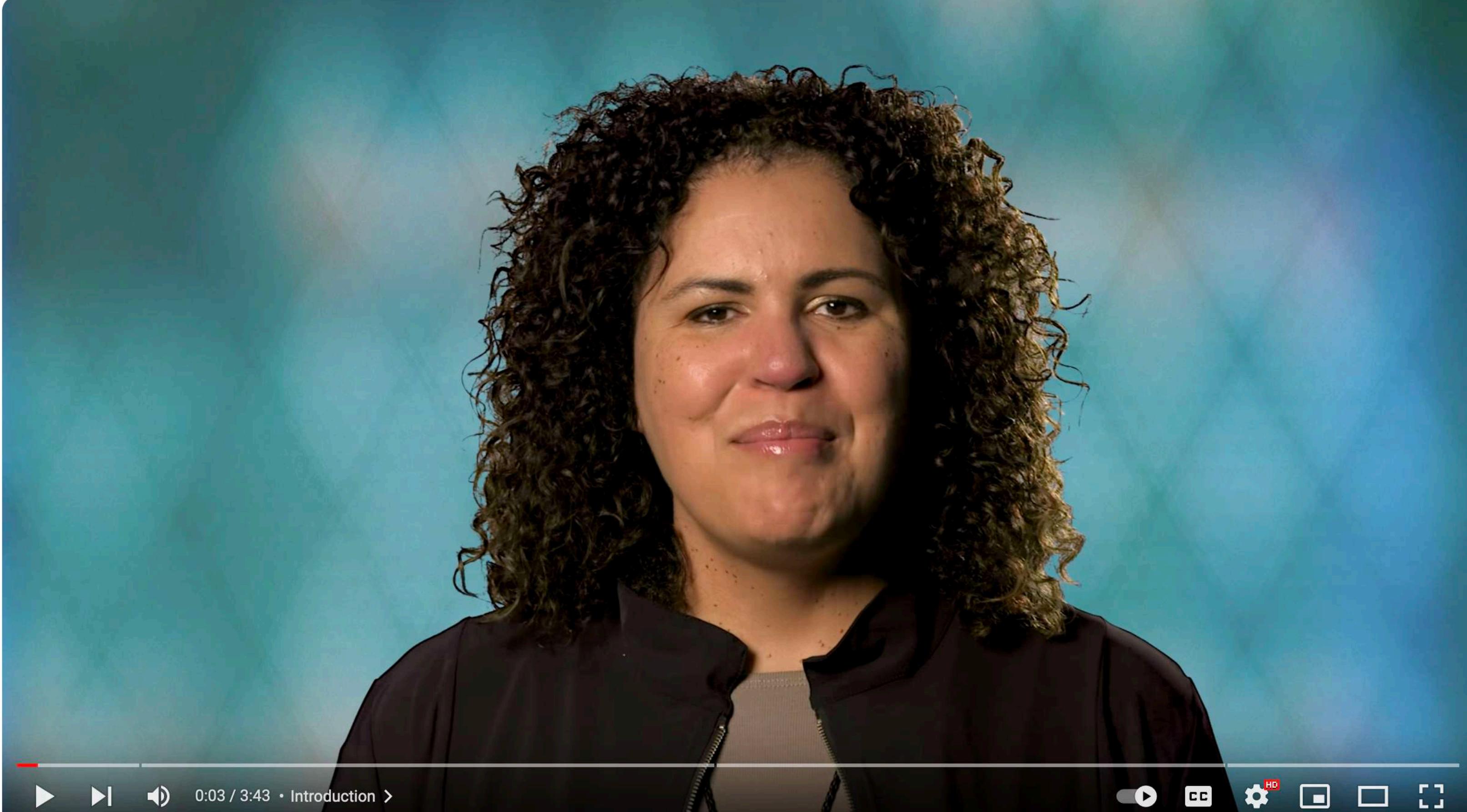
SAFIYA UMOJA NOBLE

... how racism and sexism are part of the architecture and language of technology ...

I consider my work a practical project, the goal of which is **to eliminate social injustice** and change the ways in which **people are oppressed** with the aid of allegedly neutral technologies.

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Search



0:03 / 3:43 • Introduction >

▶ ▶ | 🔍 CC HD

**Algorithms of Oppression: Safiya Umoja Noble**

USC Annenberg  
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A screenshot of a YouTube video player showing a woman with curly hair, identified as Safiya Umoja Noble, speaking. The video is titled 'Algorithms of Oppression: Safiya Umoja Noble'. The player interface includes a search bar at the top, a video thumbnail, playback controls (play/pause, volume, and progress bar), and a control bar below the video. The control bar shows the current time (0:03), total duration (3:43), and the title 'Introduction'. Below the video, there's a channel info box for 'USC Annenberg' with 16K subscribers, and a row of interaction buttons (like, dislike, share, save, etc.).



☰ YouTube SE

Search

Search icon

Microphone icon



A woman with dark hair, wearing a white top and dark pants, stands on a stage, gesturing with her hands as she speaks. Behind her is a large red and white TEDxUIUC sign. The audience is visible in the foreground, silhouetted against the stage lights.

How biased are our algorithms? | Safiya Umoja Noble | TEDxUIUC

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why are black women so



why are black women so angry

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SAFIYA UMOJA NOBLE

... some of the very people who are developing search algorithms and architecture are willing to promote sexist and racist attitudes openly at work and beyond, while we are supposed to believe that these same employees are developing "neutral" or "objective" decision-making tools.

why are black women so

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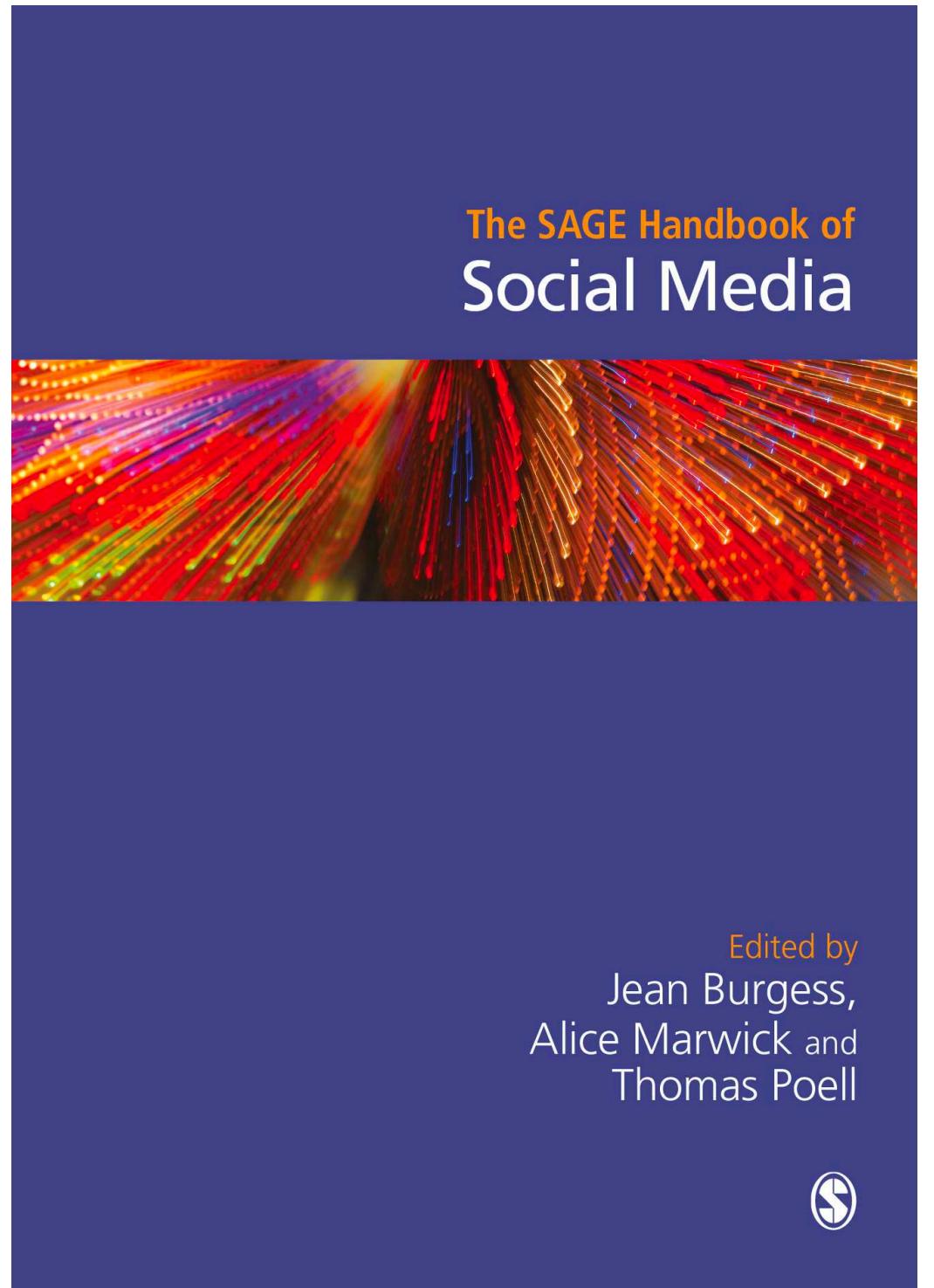


Figure 1.5. Google autosuggest results when searching the phrase “why are black women so,” January 25, 2013.



Figure 1.6. Google autosuggest results when searching the phrase “why are white women so,” January 25, 2013.

2013



**öppenhet – open source, collaboration,  
participation ...**



**... är personalen på Google elak?**

Google Images search results for "nurse".

Search term: nurse

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Får ett sexistiskt och rasistiskt samhällssystem den teknologi den förtjänar? Är teknologi neutral – eller reflekterar den alltid det samhälle den uppstår inom?

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## Google employs just 30% women and 2% black people, report shows

The data highlights the lack of women and ethnic groups in technology companies, despite much more diverse customer bases

Samuel Gibbs

Thu 29 May 2014 12.28 CEST



378



⌚ Google has a diversity issue, but is openly talking about how to solve it in the technology industry. Photograph: Mark Lennihan/AP

The lack of diversity among Google's workforce has been highlighted by the company's first [diversity report](#), which reveals that only 30% of its staff are female.

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# Google Diversity Annual Report

2023



Google

## Our Workforce Representation Data

In 2022, we were able to build the most representative Google to date.

### Workforce Representation by Race / Ethnicity

- 2022 Report
- 2023 Report

U.S.

Asian+



Black+



Latinx+



Native American+



White+



EMEA

Asian+



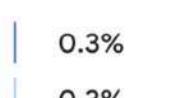
Black or African+



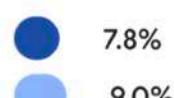
Hispanic/Latino/Latinx+



Indigenous+

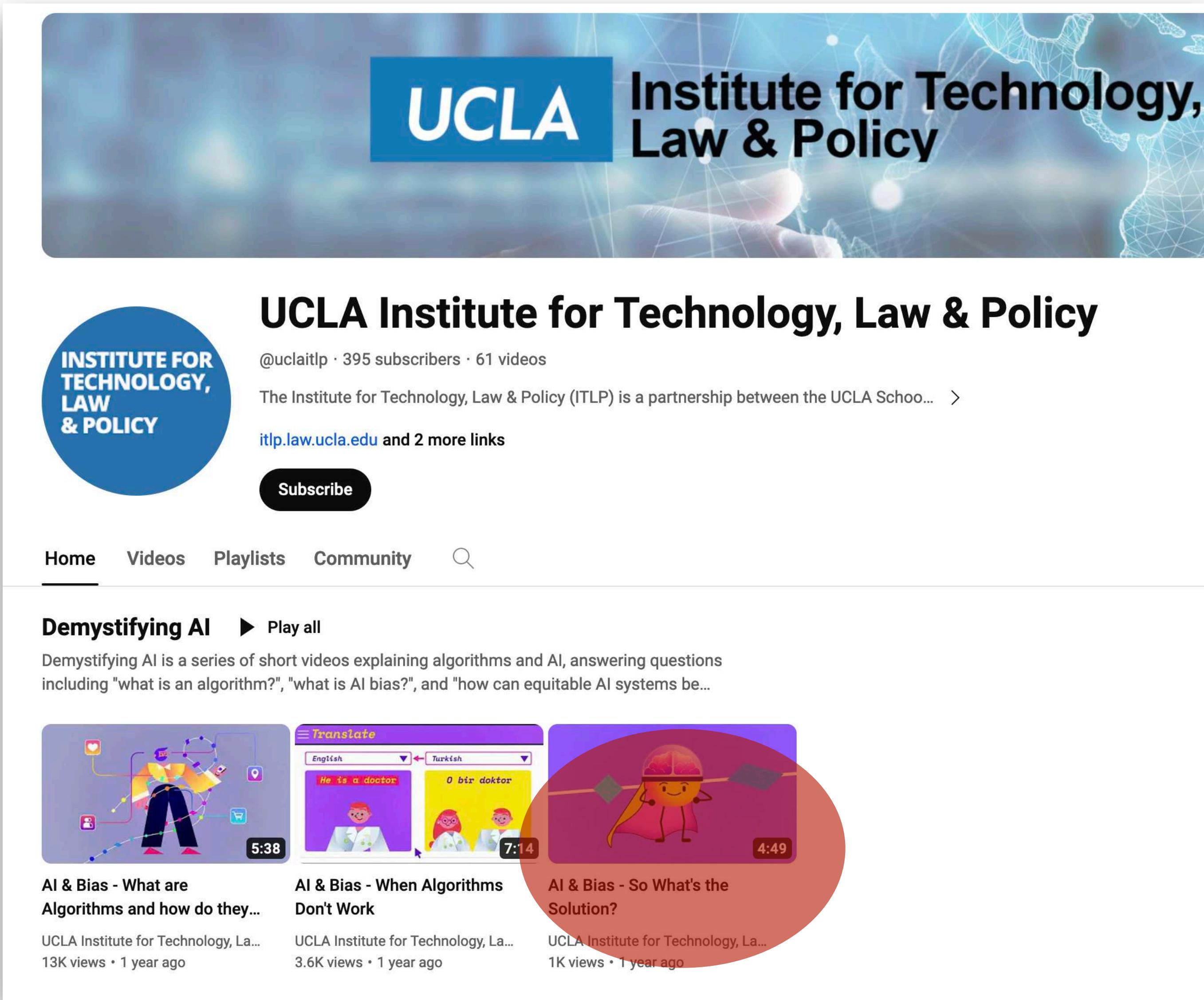


Middle Eastern or North African+



White or European+





The image shows the YouTube channel page for the UCLA Institute for Technology, Law & Policy (ITLP). The header features the UCLA logo and the text "Institute for Technology, Law & Policy" over a background of a hand interacting with a digital network. Below the header, the channel title "UCLA Institute for Technology, Law & Policy" is displayed in large bold letters. To the left is a circular profile picture of the ITLP logo. The channel stats show 395 subscribers and 61 videos. A brief description states it is a partnership between the UCLA School of Law and the School of Engineering and Applied Science. A "Subscribe" button and navigation links for Home, Videos, Playlists, and Community are present. A search bar is also visible. The main content area displays three video thumbnails under the heading "Demystifying AI". The first video, "AI & Bias - What are Algorithms and how do they...," has 13K views and was uploaded 1 year ago. The second video, "AI & Bias - When Algorithms Don't Work," has 3.6K views and was uploaded 1 year ago. The third video, "AI & Bias - So What's the Solution?," is highlighted with a red oval and has 1K views and was uploaded 1 year ago.

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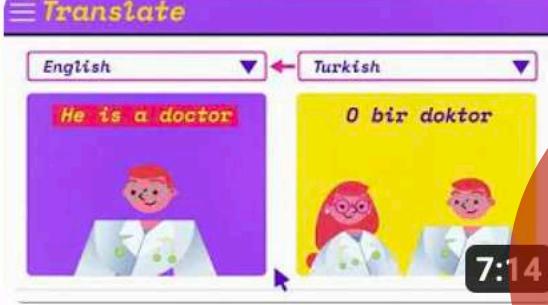
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Demystifying AI is a series of short videos explaining algorithms and AI, answering questions including "what is an algorithm?", "what is AI bias?", and "how can equitable AI systems be..."

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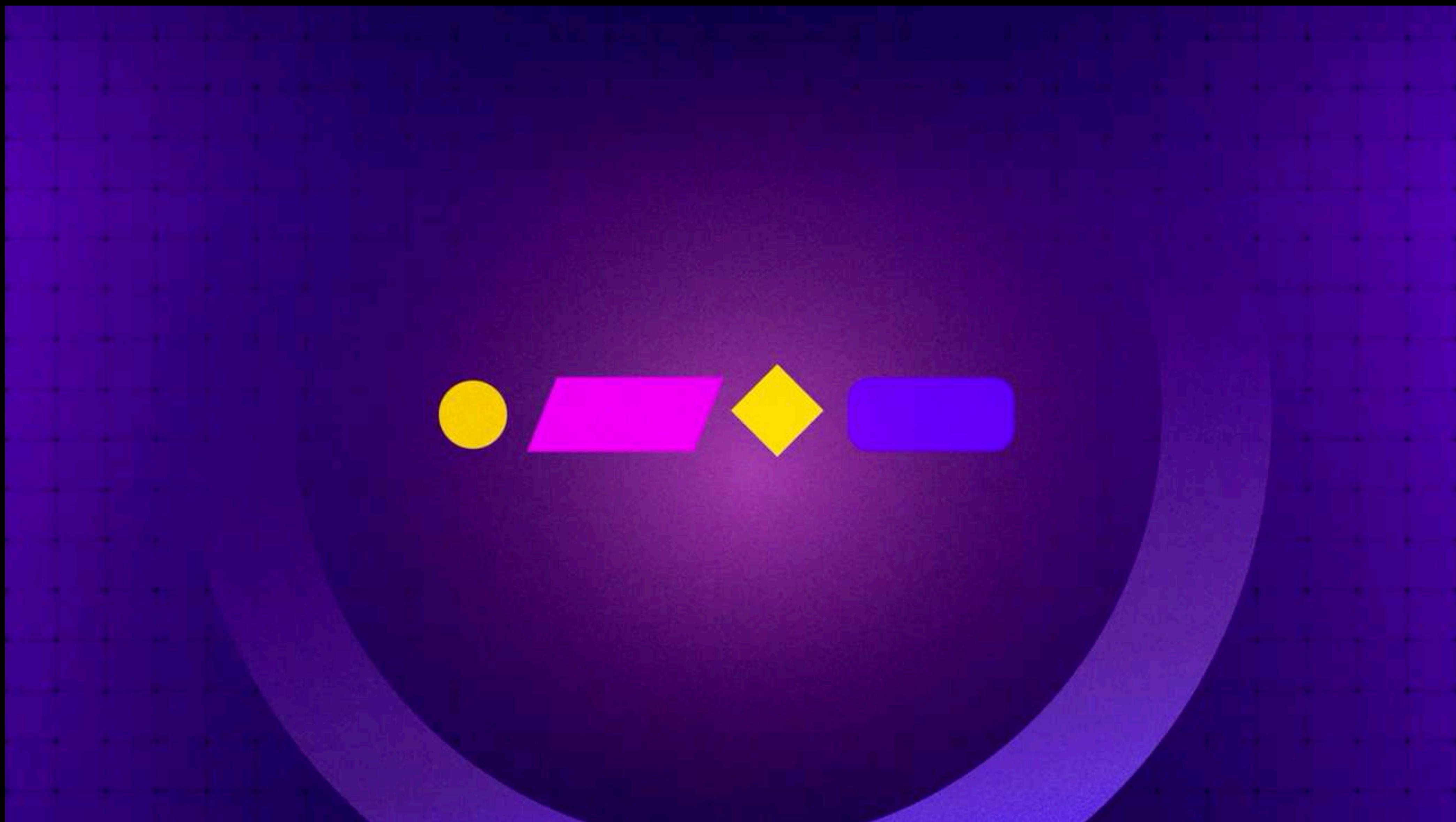
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