Algorithmic power

Markus Kähkönen
Aalto University

- This study investigated **algorithmic power**
  - Its impact on individuals
  - And to explore various strategies for resistance against it
- The study found a clear disconnect in academic literature in how users are portrayed

Objective

- Explore how algorithms are used and abused
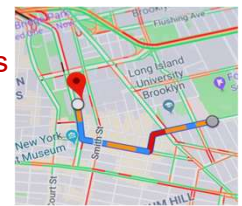- How this power is resisted

Power Dynamics

- **Influence:** Automated decisions and subtle influence on users' decision making
- **Data dependence:** Relies on quality and quantity of data
- **Unchecked usage:** May lead to privacy invasion and exploitation
- **Accountability:** Who to blame for a mistake?
- **Bias:** Biases in data can lead to discriminatory outcomes

Transparency

- **Obfuscated systems**: Users unaware of data usage
- **Demand for transparency:** Empowers informed decisions
- **Balancing act:** Transparency vs. protection of trade secrets

Example: Navigation app

- Subtly influences choices, but cannot dictate them
- Can lead to secondary effects
  - Increased road traffic on suggested routes

[1] picture of google maps

Different types of resistance

Legislative
[2]

- **Regulate** data collection and usage
- **Grants users' rights** for data access and deletion
  - Enforces user agency
- **Challenges:** varying legal systems, hinderance on innovation
  - Slow to adapt

Individual
[3]

- **Reducing** online activity and data generation
  - Selective data sharing and falsification
  - Location spoofing (E.g. VPN)
  - Use of adblockers against targeted ads
- **Limitations:** Relies on user awareness and knowledge

Missing in academia

- Impact of AI on algorithmic power?
- Importance of transparency in AI generated content

Conclusions

- Contrasting portrayals in academia
  - Passive victims
  - Users who resist this influence
- Combine these viewpoints for more realistic depiction of algorithmic power

Sources

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