LIVING WITH ALGORITHMS
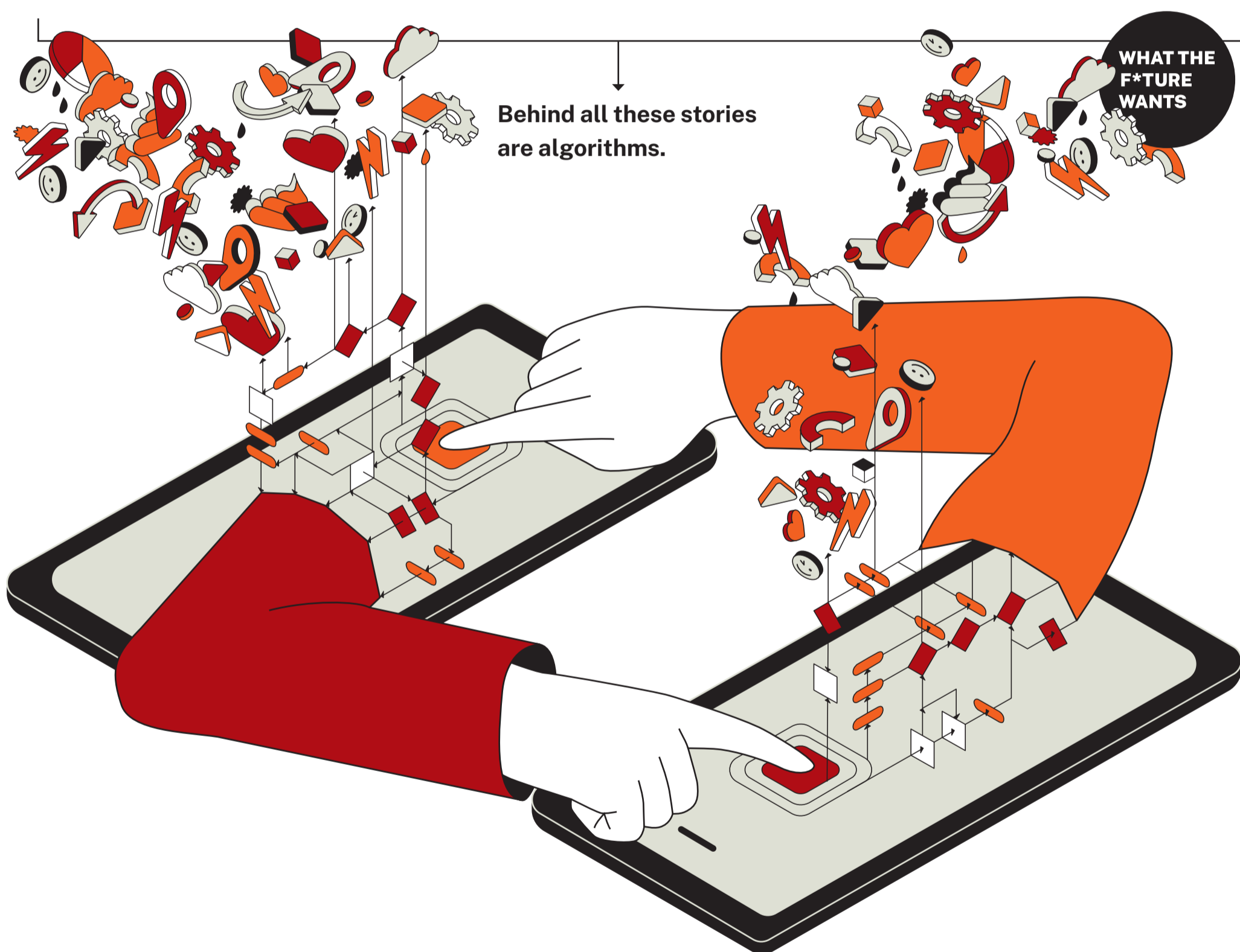
You overslept again — but you used an app to find the fastest route to get to school on time.

Your school used software to grade exams… and you didn't get the score you expected.

You've been watching videos for an hour and it's hard to tear yourself away from your screen.

WHAT THE F*TURE WANTS

**Behind all these stories are algorithms.**

An algorithm is a set of instructions for solving a problem or completing a task.

Algorithms are used to make decisions, predictions or recommendations using amounts of data much larger than any human could ever process.
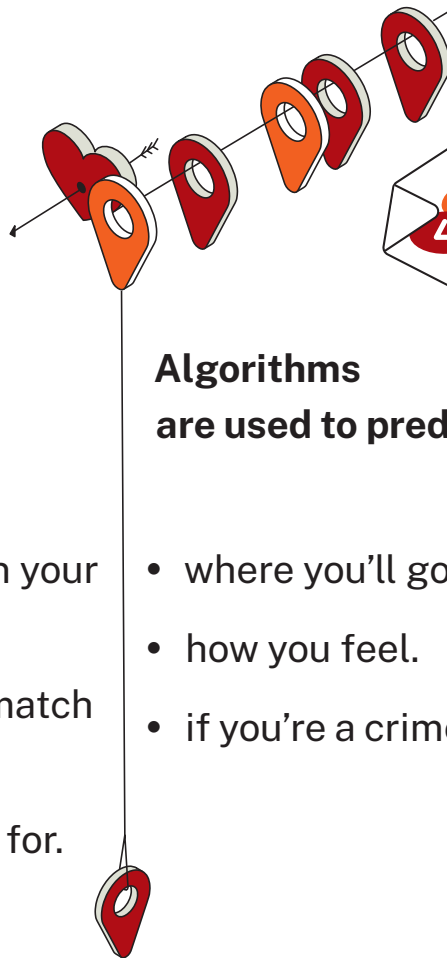
TACTICAL TECH

IN ALGORITHMS WE TRUST?

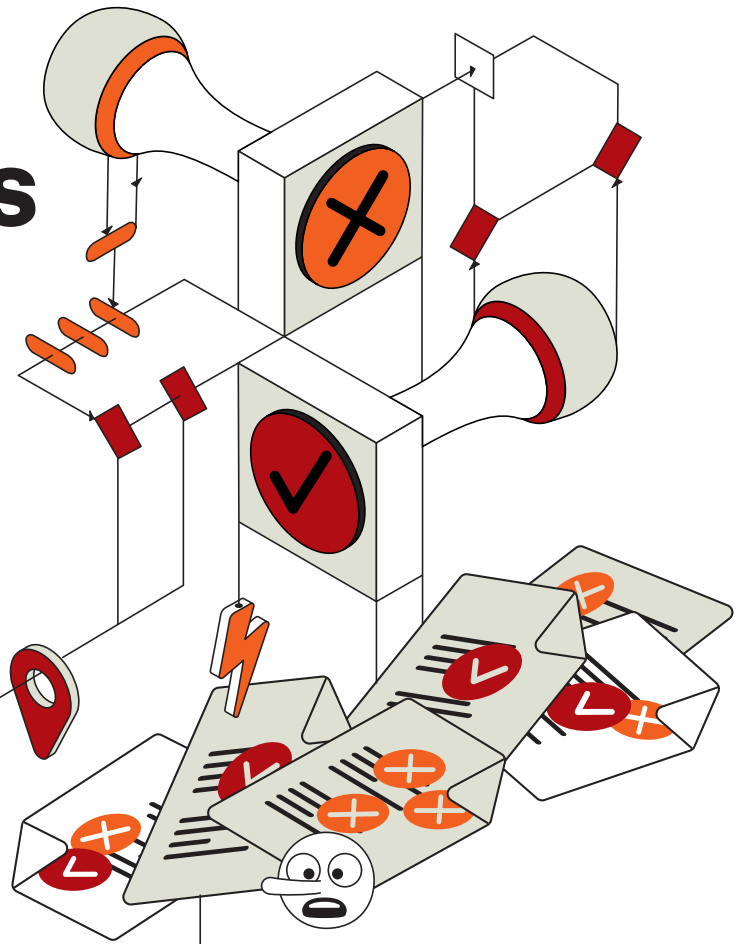Algorithms are used to make a lot of decisions you may not see or be aware of. Let's look into some of these cases.
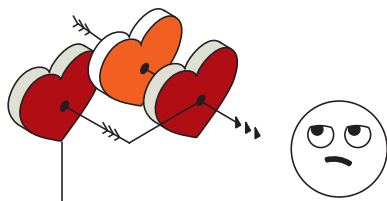
Algorithms can influence...

- what you see in your feed.
- who you'll match with.
- who you'll vote for.

Would you make different choices without the algorithm?

Algorithms are used to predict...

- where you'll go.
- how you feel.
- if you're a crime risk.
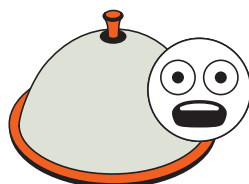
Algorithms use the past to predict what might happen in the future.

Algorithms can decide whether you...

- have cheated on a test.
- will get into college.
- will get a job.

In which cases should we not use algorithms at all?

BUILT
BY HUMANS

Algorithms are designed
by humans and trained
on data sets.
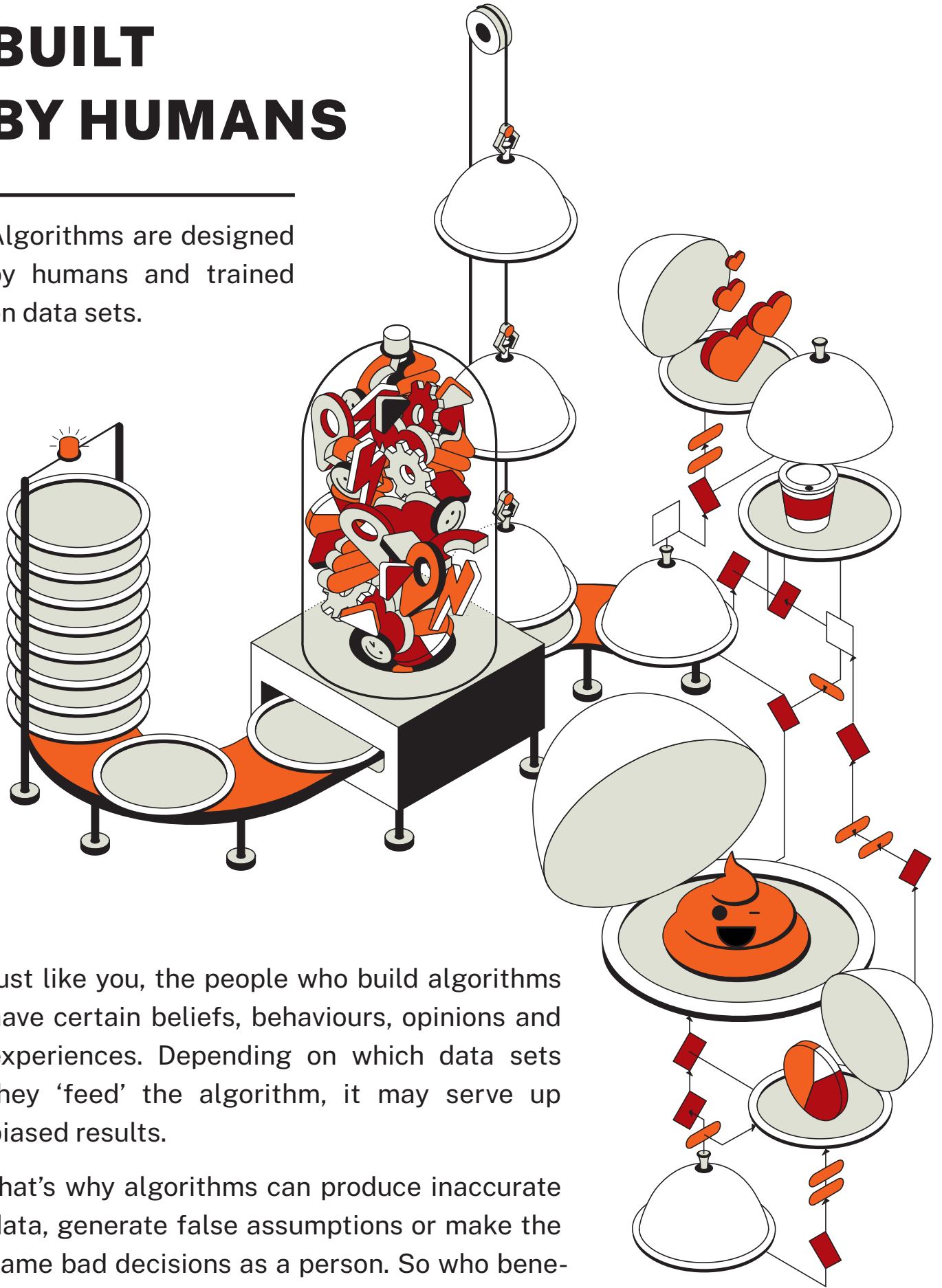
Just like you, the people who build algorithms
have certain beliefs, behaviours, opinions and
experiences. Depending on which data sets
they 'feed' the algorithm, it may serve up
biased results.

That's why algorithms can produce inaccurate
data, generate false assumptions or make the
same bad decisions as a person. So who bene-
fits from using algorithms?

THE HIDDEN INFLUENCER

Algorithms can be used to gain an understanding of your online habits like:

- the videos you watch the longest.

- the things you and your friends search for.

- the feelings and opinions you express.

- and more...
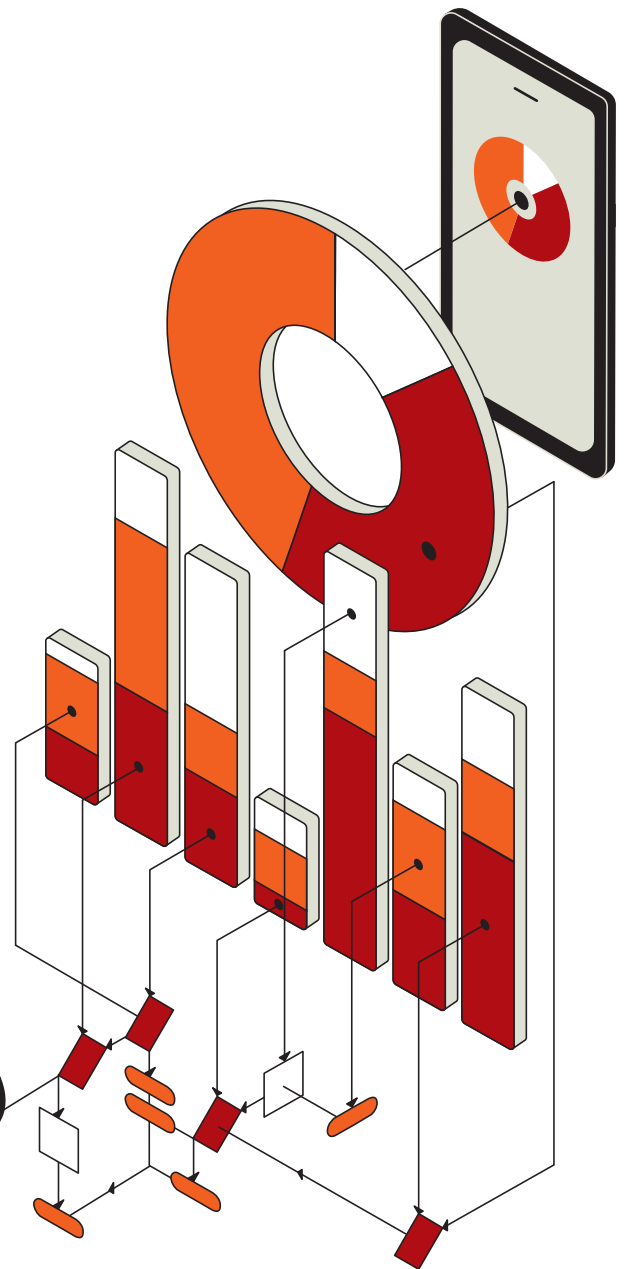
Companies use this information to target you more effectively, whether it's to sell you shoes or an opinion.

How much influence do algorithms have on your life?