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# Algorithmic Micropolitics

A zine exploring affective  
encounters with data, digital  
tech & the 'power of  
algorithms'



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thinking  
with

and  
against



digital  
technologies

can  
you

HEAR

Me



'The point, however, is not to assess the extent to which people actually feel algorithms as such but to highlight experiential and affective encodings and forms of knowledge as valid algorithms' (Buchanan 1989: 94)

the mundane & everyday life human?



SPEED



touch-sensitive

screen dancing

In the future,

our phones will help us do just about anything we want, from sending emails and ordering shopping online to having live video chats with friends anywhere in the world!

and tomorrow?



...odologically, I engage  
... might be called a  
...phic inquiry into the  
... landscapes  
... in and through  
... s by attending to  
... situations,  
... and interruptions,  
... rise to the  
... ence of algorithms  
... ay life' (Bucher  
... 98-99)

# Real Community

...noticeable  
...ane moments of  
...day life' (Bucher 2018  
...94).

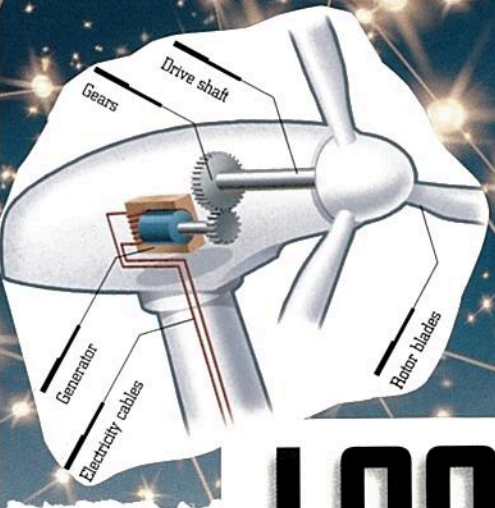
In this chapter, we move away from the disciplinary power of algorithms explored in the previous chapter toward the "micropolitics" of power and its implications in the affective and phenomenological dimension of algorithms. By "micropolitics," I mean something akin to Foucault's (1979) notion of micropolitics to pay attention to the affective dimension of power.



Spinning faster

How it works

The oft-used term  
'big data'



LOOK INSIDE

your way



your  
your



Force

THE DARK SIDE

disguise



risk

Big Brother

DIGITAL

SECRETS



We will not lie. We'll tell the truth

# SOMETIMES people think that librarians hate Google...

I don't - but I do spend a lot of my time explaining the difference between searching strategically in databases and natural language searching. We're used to asking Google questions:

"How tall is Natasha Lyonne?"

"Should I go to the doctor about that mole?"

"Is it going to rain today?"

But databases don't understand natural language, they respond to syntax in order to really get their algorithm to show you the journal articles you're looking for. But the great irony is that the reason librarians recommend databases is that your searching can be more targetted and powerful because their algorithms are easier to command - the people power is close to the surface

than in a Google search.

'Do you think I'm a coward?' cried the young man. 'I shall fight this evil at once! Unlock the door'

intimate and sensitive

generated

Listen to what you want, where you want, how you want.

stored in material archives (data repositories), materialised

temptation

answers

interplay of

human flesh

Food for thought

AMAZING



YOU CAN TRUST! ?

%  
recognition

the algorithmic imaginary

digital data  
are  
information  
about human action

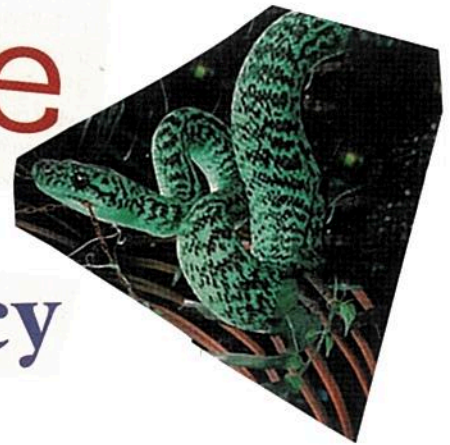
digital data  
are  
invisible and intangible,  
immaterial,

material devices  
in  
archives  
material

material effects  
have

safe | non-invasive | effective

life



Flight of Fancy

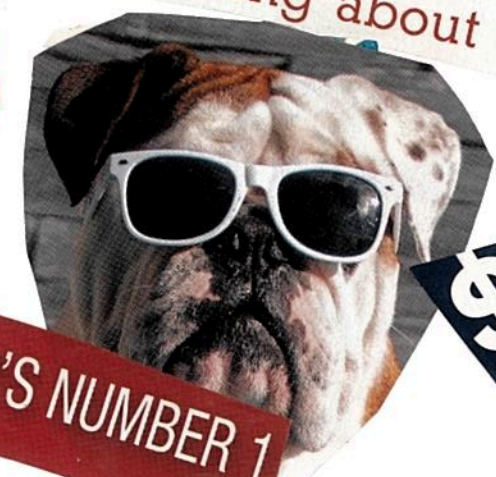


code

Memory is a powerful thing.

What we're talking about

SALE



AUSTRALIA'S NUMBER 1

Feels like new again.

WHO OWNS MY DATA?

UNCERTAIN  
CERTAIN

challenge many of the oppositions and cultural boundaries that dominate contemporary western societies. Personal data are both private and public. They are not considered to be owned by individuals.