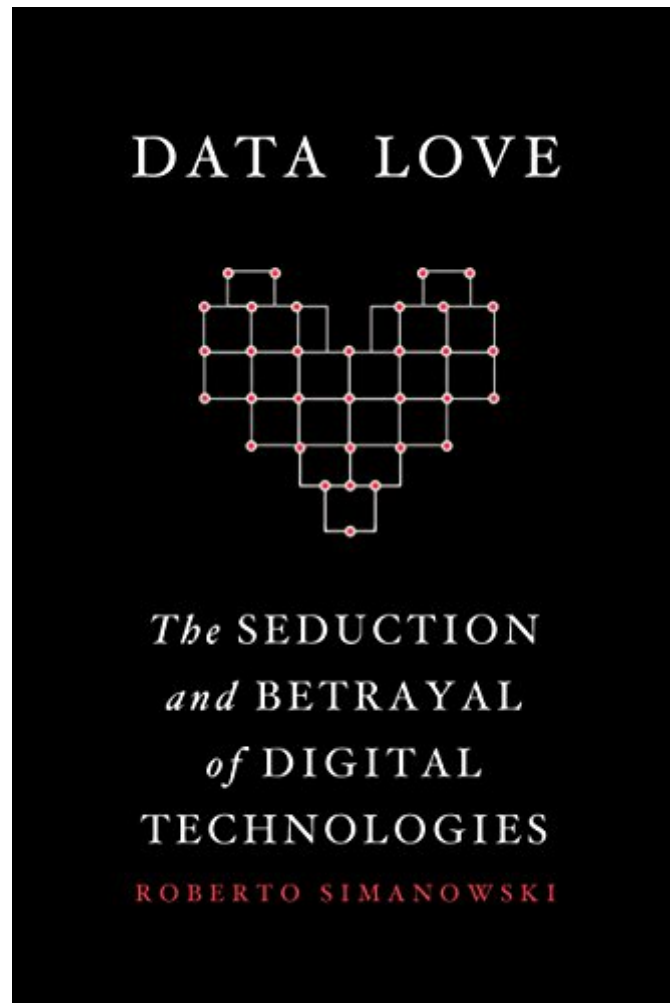# Data Love: The Seduction And Betrayal Of Digital Technologies

Synopsis

Intelligence services, government administrations, businesses, and a growing majority of the population are hooked on the idea that big data can reveal patterns and correlations in everyday life. Because big data renders quantifiable what we think of as social, it helps propel the project of modernity, which strives for knowledge, progress, better services, and more comfortable lives. Data Love argues that the dark side of data mining cannot be confined to tensions between citizens and government: the phenomenon has instigated a transfiguration of society, one in which we are all involved.Big data has sparked a silent revolution, initiated by software engineers and carried out through algorithms. Unfolding at the heart of consumer culture, this revolution has led to a worrisome loss of self, an erosion of memory, and an abandonment of social utopias. Roberto Simanowski elaborates on the changes data love has brought to the human condition while exploring the entanglements of those who—out of stinginess, convenience, ignorance, narcissism, or passion—contribute to the amassing of evermore data about their lives, leading to the statistical evaluation and individual profiling of their selves. Simanowski illustrates the social implications of technological development and retrieves the concepts, events, and cultural artifacts of past centuries to help decode the programming of our present.

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Customer Reviews

Data love is about our love for data and its love for us. "The point is: people need data. Need to get it. Need to give it. Need to share it. Need to do things with it." Rather than perceive data as neutral, you may even brag about it. Data love then is "about appreciation of being able to understand, perceive and process data altogether for the enjoyment and progress of all sentient beings." Are you visioning a utopia or dystopia? Roberto Simanowski's Data Love: The Seduction and Betrayal of Digital Technologies was first issued in German, but after revision with recent developments translated into English as well.Time flies, especially on this topic, where Julian Assange and Edward Snowden are almost forgotten, teenagers think that Snapchat is safer than Instagram or Facebook, and privacy settings of popular apps and networks keep changing for the sake of the companies behind these. Big data mining is not a byproduct of media development; it is its logical consequence. The form it will take, what cultural and social side effects it will produce, and the ideas and reflections one can have about it from the perspective of philosophy, politics, sociology, or cultural studies, are the subject of this book.Simanowski renders from countless European, primarily German scholars and politicians, shows insights of the way the love for numbers invaded the understanding and teaching of languages, sociology, and business. People will share more than they're aware of. For governments and companies, this thriving data set is a gift, enabling them to better respond to citizen and customer concerns, to precisely target specific target specific demographics of the population, and, with the emergent field of predictive analytics, to predict what the future will hold.

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