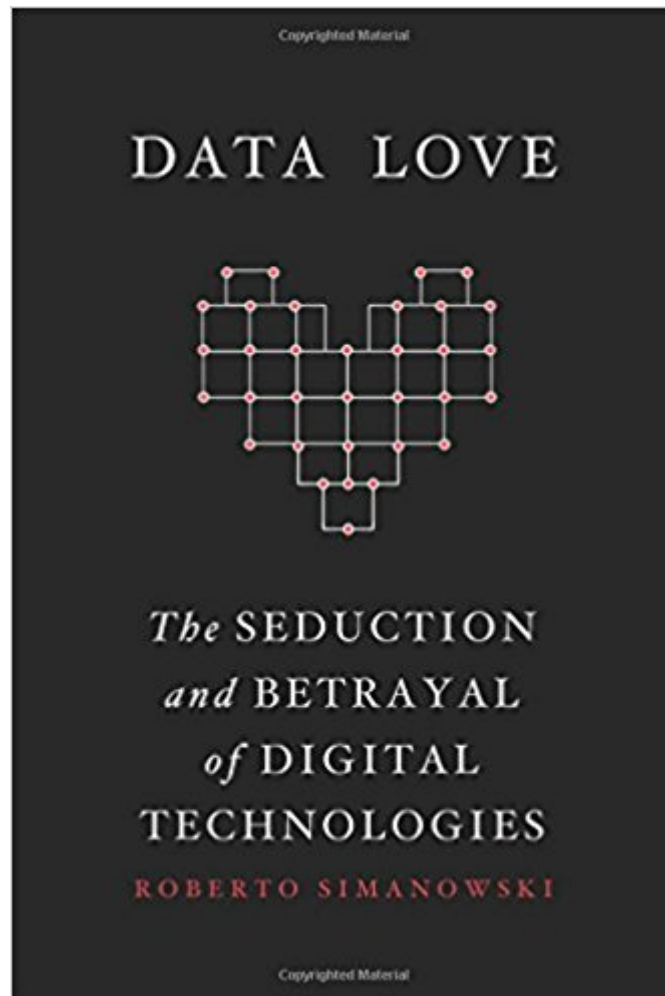




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Data Love: The Seduction And Betrayal Of Digital Technologies



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. Initiated by software engineers and carried out through algorithms, the mining of big data has sparked a silent revolution. But algorithmic analysis and data mining are not simply byproducts of media development or the logical consequences of computation. They are the radicalization of the Enlightenment's quest for knowledge and progress. Data Love argues that the "cold civil war" of big data is taking place not among citizens or between the citizen and government but within each of us. 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 ever more data about their lives, leading to the statistical evaluation and individual profiling of their selves. Writing from a philosophical standpoint, 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.

Book Information

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Customer Reviews

Digital interactive space is not only a technical condition: it mobilizes larger ecologies of meaning that cannot be captured by an exclusive focus on those technical features. Roberto Simanowski gives us a brilliant exploration of one such ecology, an ironic and critical take on contemporary

society's ambivalent relationship with data. (Saskia Sassen, author of *Expulsions*) With the advent of the Web, digital technologies seem to contain alternatives to the consumerist models implemented by the culture industry as described by Adorno and Horkheimer. Simanowski shows how data economy turns this dream into a nightmare of hyperconsumption founded on hypercontrol. (Bernard Stiegler, author of *States of Shock: Stupidity and Knowledge in the 21st Century*) With this book, Simanowski joins Evgeny Morozov as an indispensable critic of our obsession with big data. What sets *Data Love* apart from other accounts is its determined shift of attention away from the sinister machinations of government agencies to the impact of seemingly harmless commercial data-service providers, as well as its informed historical focus, which ties modern data mining to the venerable project of enlightenment. Seek and you will find, a famous text promised two millennia ago. Search engines such as Google have renewed the pledge, but Simanowski leaves no doubt that the digital platform supporting this promise is turning it into a threat: Seek and you will be found. (Geoffrey Winthrop-Young, author of *Kittler and the Media*) Simanowski proffers a much more profound history and theoretical basis to the debate, a contribution unparalleled in its findings and with conclusions that are neither too radical nor too conservative. Without question, *Data Love* is the most comprehensive and philosophically rich contribution on this subject that I have read. (Creston Davis, Global Center for Advanced Studies) Compelling.... Simanowski makes an excellent case that the most essential struggle is not with the NSA or Facebook but with ourselves. (Jennifer Howard *Times Literary Supplement*) Recommended. (Choice)

Data Love argues that the "cold civil war" of big data is taking place not among citizens or between the citizen and government but within each of us. Roberto Simanowski explores the entanglements of those who contribute to the amassing of ever more data about their lives, leading to the statistical evaluation and individual profiling of their selves. Writing from a philosophical standpoint, Simanowski illustrates the social implications of technological development.

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. Learn different perspectives such as Adorno's critical theory, Foucault's surveillance society, or Deleuze's control society as well. Big data and Big brother are definitely related. A revolution might already be triggered, although we don't understand it fully yet. Data Love may help you grasp perspectives and rethink your position to the way you get and share data.

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