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17h-19h

## CONFERENCE

### Michael Latzer

CEVIPOF  
98, rue de l'Université  
75007 Paris  
Salle Percheron

Organisée par Le CEVIPOF et le Medialab

## LE POUVOIR DES ALGORITHMES... ET LEUR IMPACT SUR LA POLITIQUE, L'ÉCONOMIE ET NOS VIES QUOTIDIENNES

*"The Power of Algorithms: Impact on Politics, the Economy and Daily Life"*

The growing social and political significance of algorithms on the Internet is widely acknowledged and discussed. Wide ranges of daily activities in general and media consumption in particular are increasingly shaped by applications that build on automated algorithmic selection. Based on a conceptual framework of how to grasp the phenomenon of algorithms on the Internet, this talk discusses its magnitude, business models, societal functions, political and social risks. How do algorithms govern digital societies that increasingly rely on big data and platform markets? Are algorithms only instruments or also autonomous actors? What are the differences between algorithmic reality construction and the construction of realities by traditional mass media? What are the democratic and social risks and how can they be governed?



**Michael Latzer** is Professor of Communications at the Institute of Mass Communication and Media Research (IPMZ), University of Zurich, Switzerland, where he chairs the Media Change & Innovation Division. Prior to joining IPMZ he held various positions at the Austrian Academy of Sciences (AAS) and other research institutions worldwide.

Discutant : **Dominique Cardon**, Associate Professor en sociologie au Médialab à Sciences Po. Auteur de *A quoi rêvent les algorithmes. Nos vies à l'heure des big data*. Paris Le seuil, 2016

Moderateur : **Thierry Vedel**, chercheur CNRS au CEVIPOF