

IL CONSUMO DI INFORMAZIONE AL TEMPO DEGLI ALGORITMI

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UNIVERSITÀ DEGLI STUDI
DI MILANO

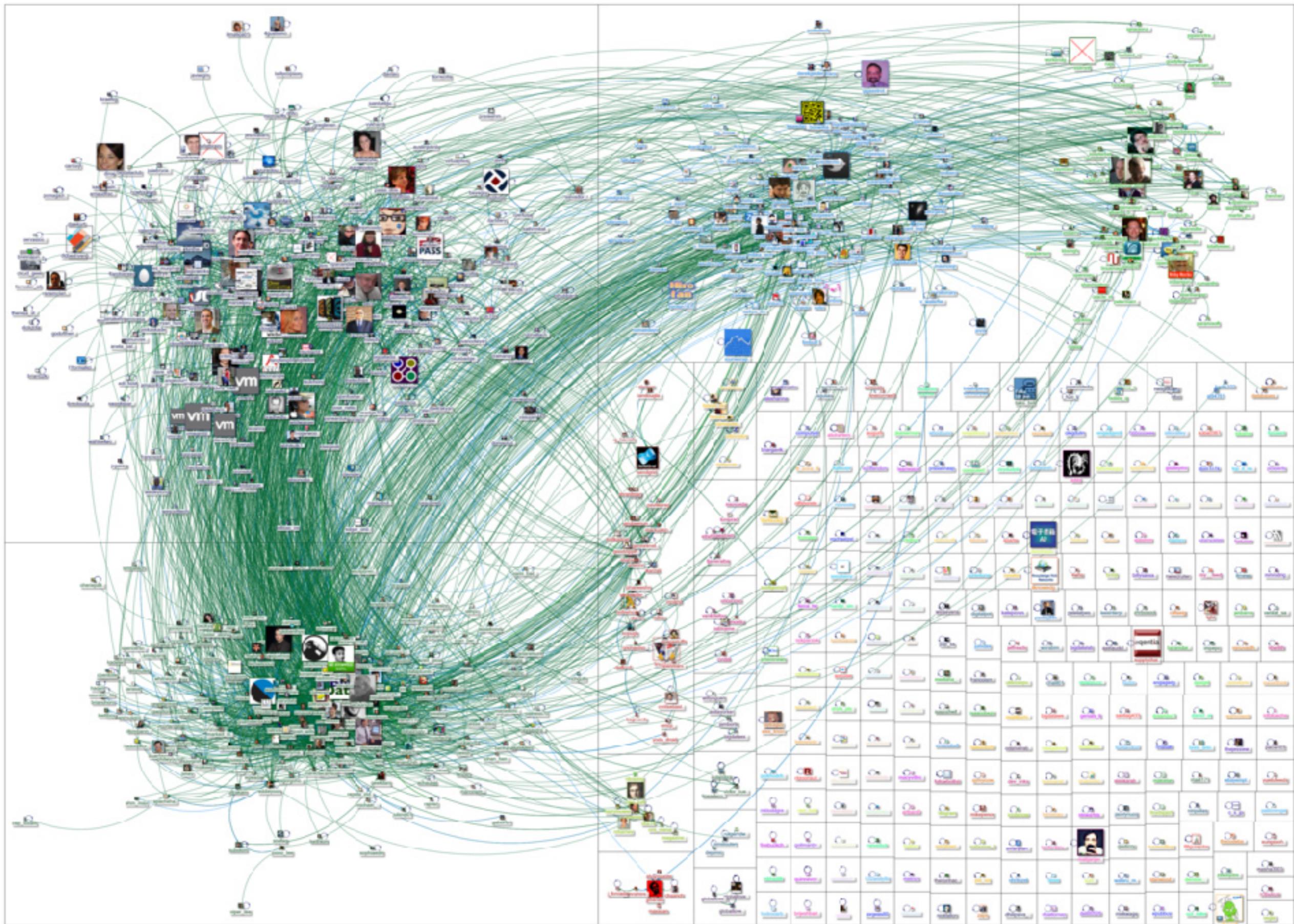






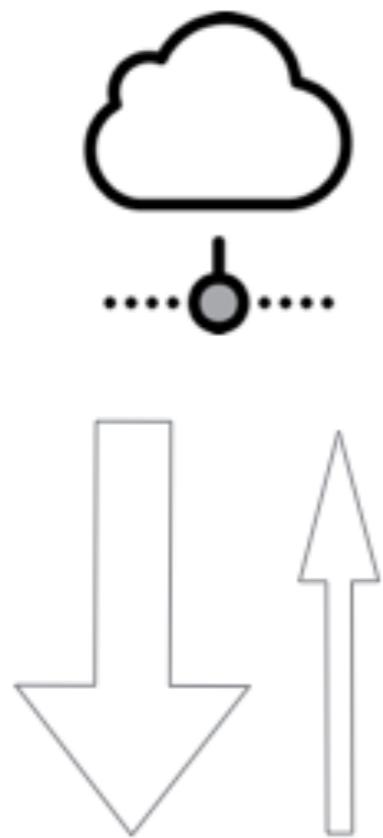
<https://www.youtube.com/watch?v=VtvjbmoDx-I>

Social media network connections among Twitter users



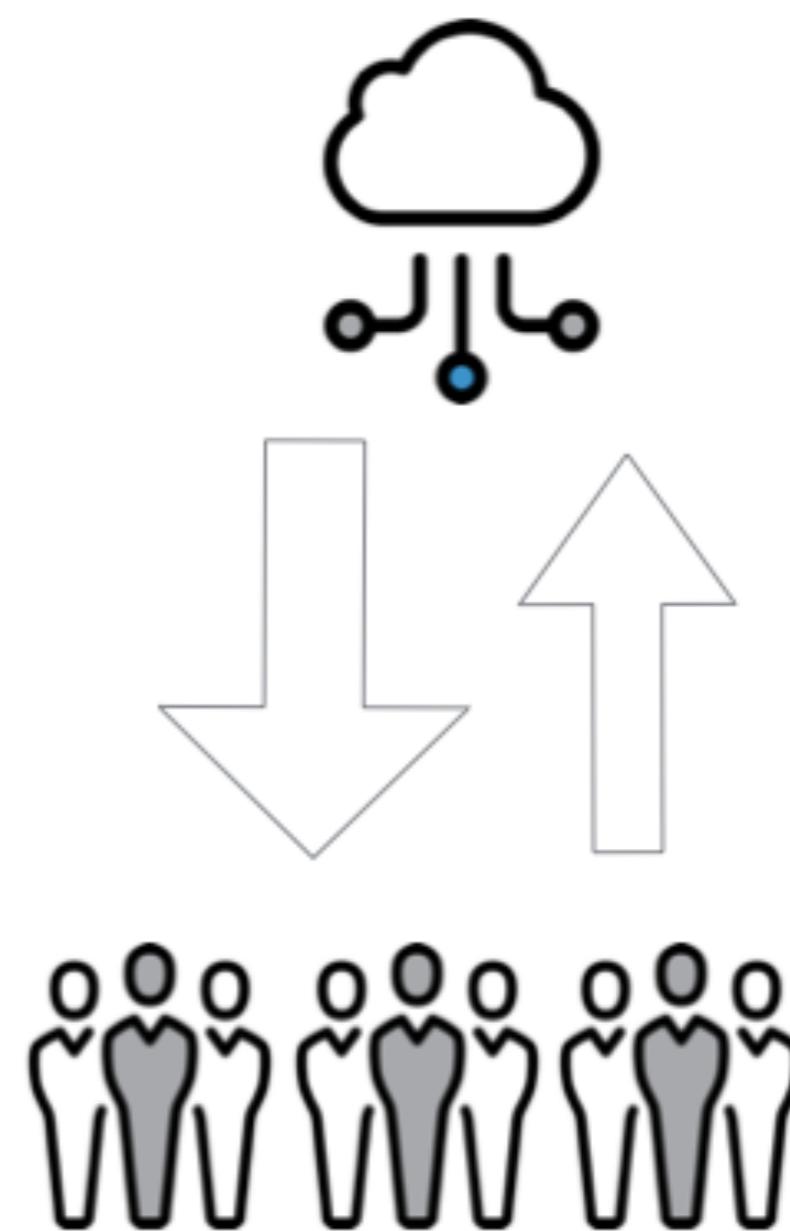
Web 1.0

READ ONLY



Web 2.0

READ and WRITE





dear mister obama

Search

Dear Mr. Obama

weneedmccain

54 videos

Subscribe



0:22 / 1:56

360p



Like



Add to

Share



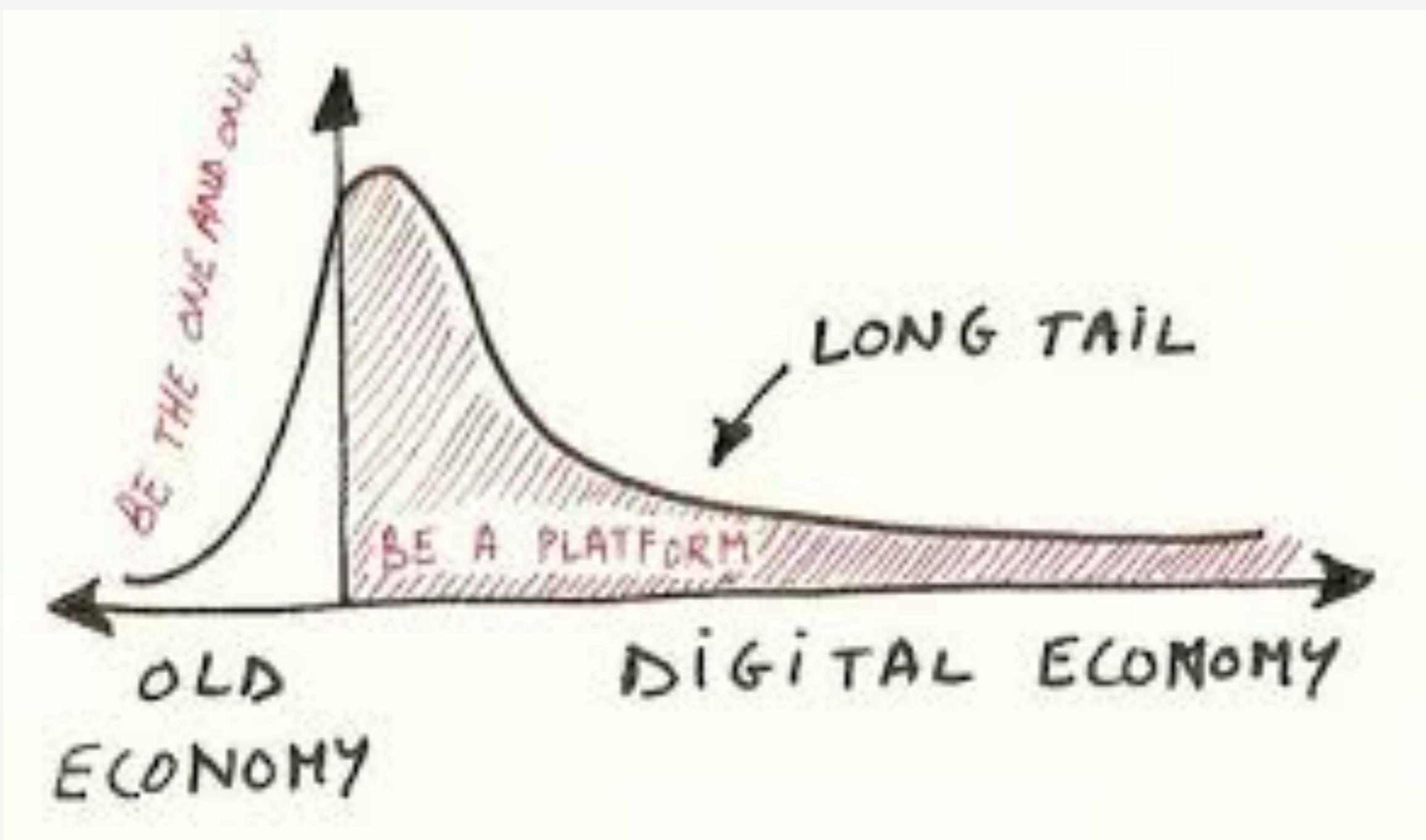
14,305,072



Uploaded by weneedmccain on Aug 27, 2008

An Iraq Veteran has a personal message for Barack Obama.

42,128 likes, 17,894 dislikes



Social Analytics Profile Watch About Individual About Them Table 1

User Detail

Twitter Info



Roger Luethy
@rogerluethy
Switzerland

4255 tweets | 955 Following | 756 Followers

Website: <http://rogerluethy.wordpress.com>

Description: Roger Luethy, Storage Specialist at IBM Switzerland, 27 years of transportation/IT experience and loves Sport, Travel, Photography, Books

[Sign In](#)

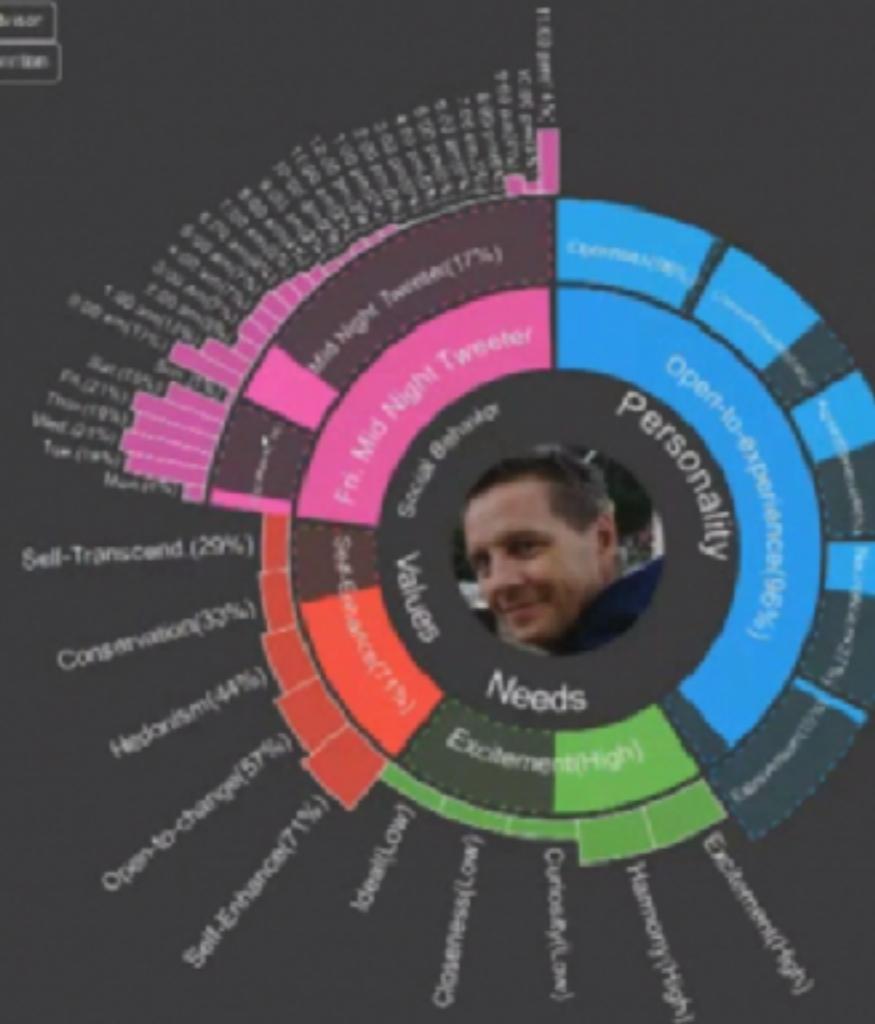
[More...](#)

General	
Social Media Presence	Twitter, LinkedIn, Facebook, YouTube, Google+, Foursquare, Instagram, Flickr, LinkedIn, YouTube, Google+, Foursquare, Instagram, Flickr
Location	SWITZERLAND
Country	ZURICH, SWITZERLAND at 2012-09-27
Recent	BMW, IN, BERLIN, WIRLMS
Interests	sport, travel, photography, product
Intent	book (2012-03-23)
Occupation	IBM Certified Specialist - Storage Solutions
Is Married	No
Is Parent	Yes
Master Data	
Purchases	MacBook, iPad
Gender	Male
Age	40
Own House	Yes
Home Address	Aerobiontstrasse 26 8000 Zurich, Switzerland
Industries	

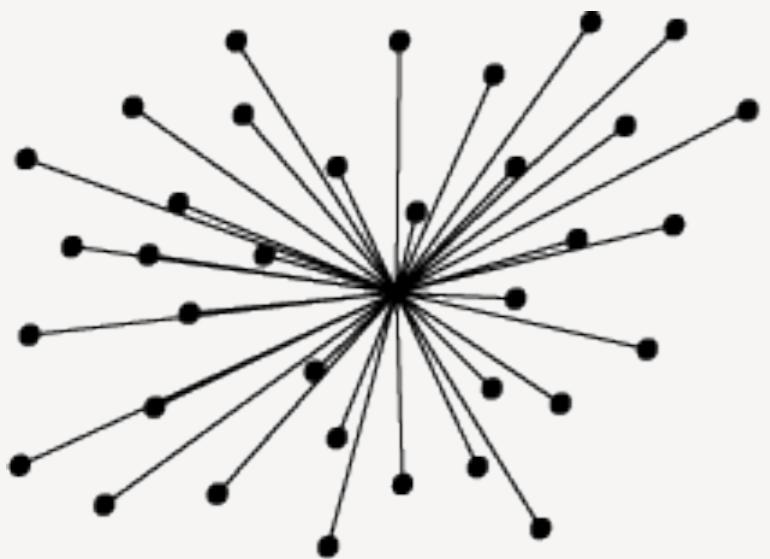
[Tweets](#)

The Badge

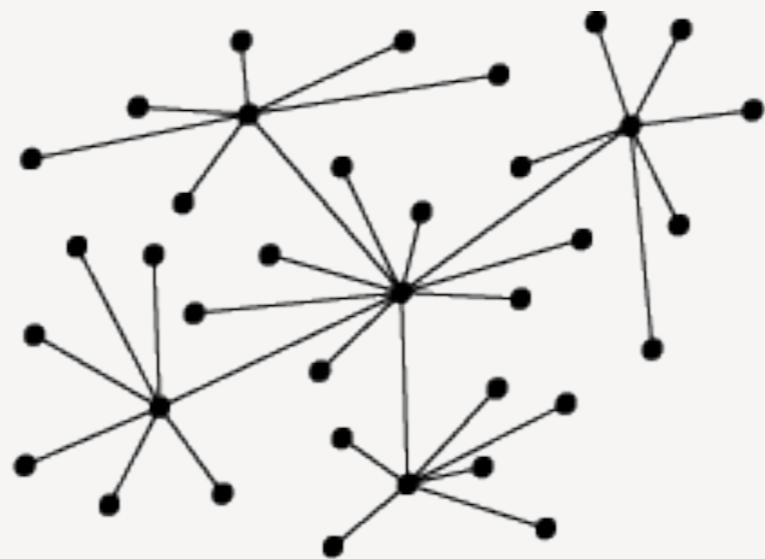
[Intelligent Advisor](#)
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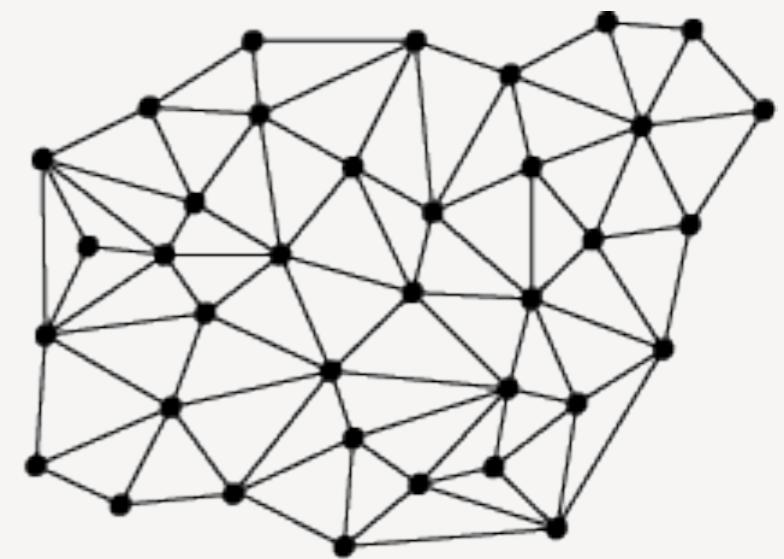
The badge is a circular diagram divided into three main sections: **Needs** (red), **Personality** (blue), and **Social Behavior** (pink). The **Needs** section contains segments for Hedonism (44%), Self-Enhancement (7%), Open-to-change (7%), and Closeness (Low). The **Personality** section contains segments for Conscientiousness (Low), Extraversion (High), Agreeableness (Low), and Neuroticism (Low). The **Social Behavior** section contains segments for Mid-Night-Tweeter (17%) and Late-Night-Tweeter (13%). A central portrait of Roger Luethy is surrounded by these segments.



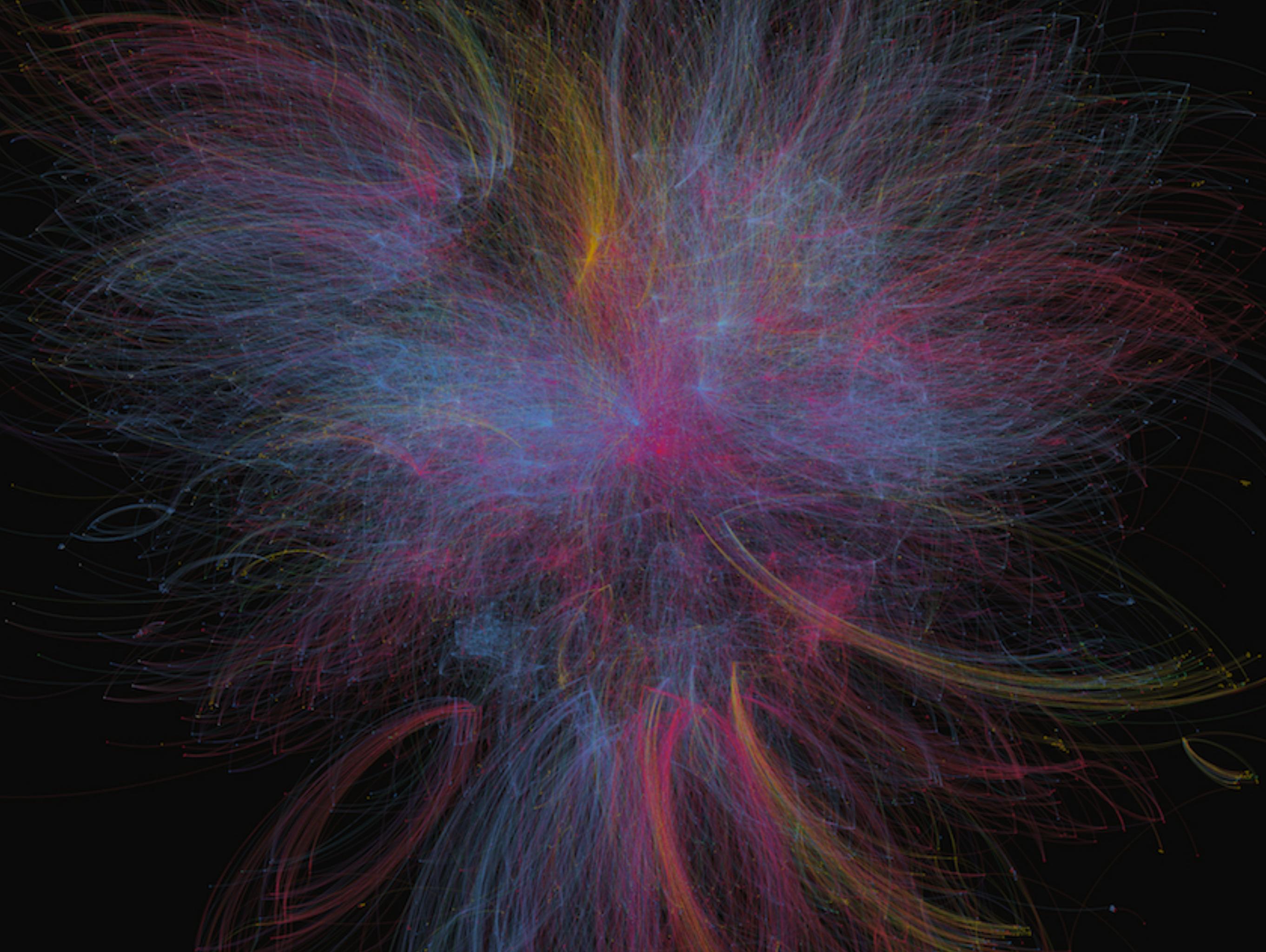
centralised



decentralised



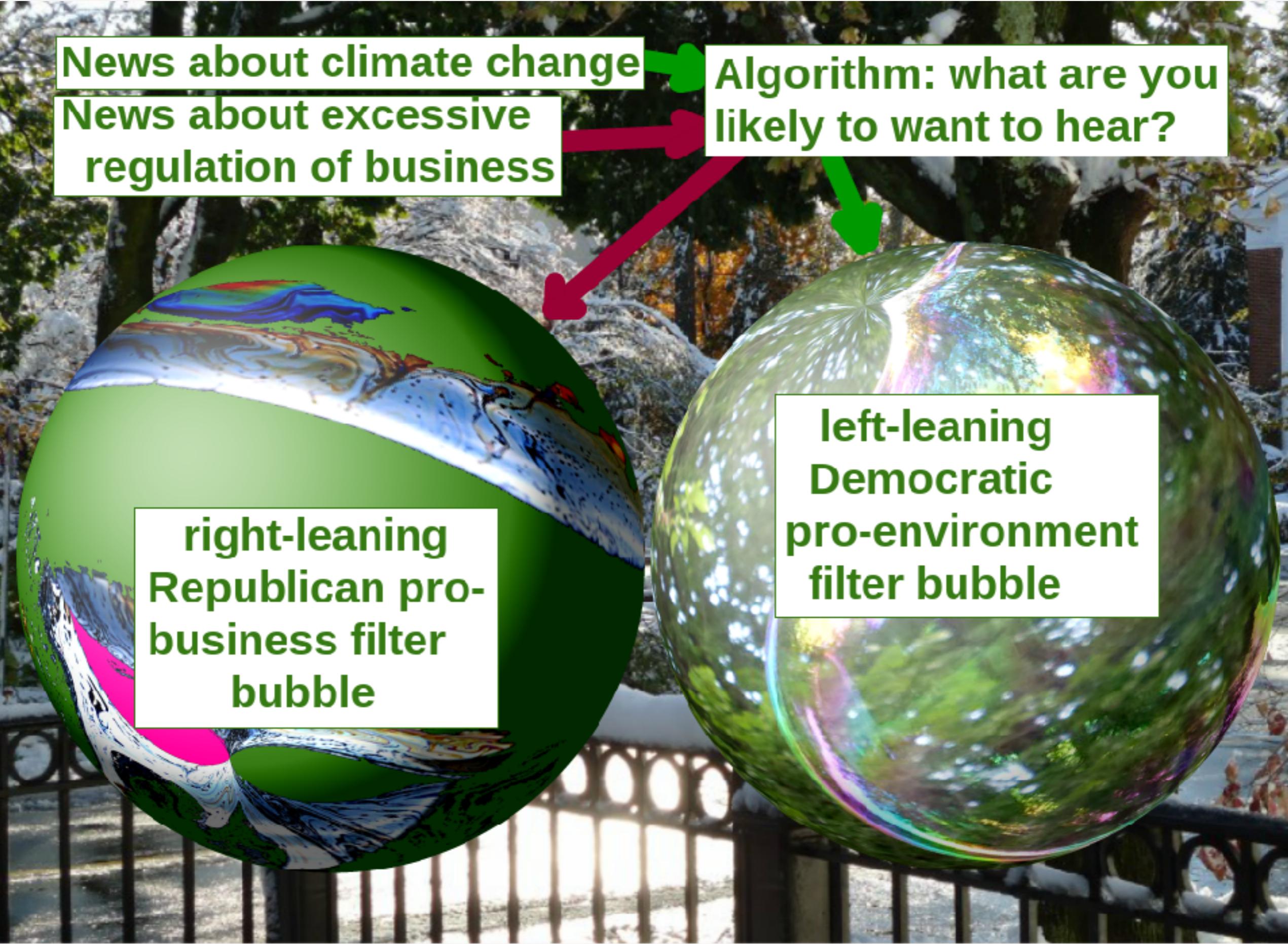
distributed





If you like this,
you'll like that.





News about climate change

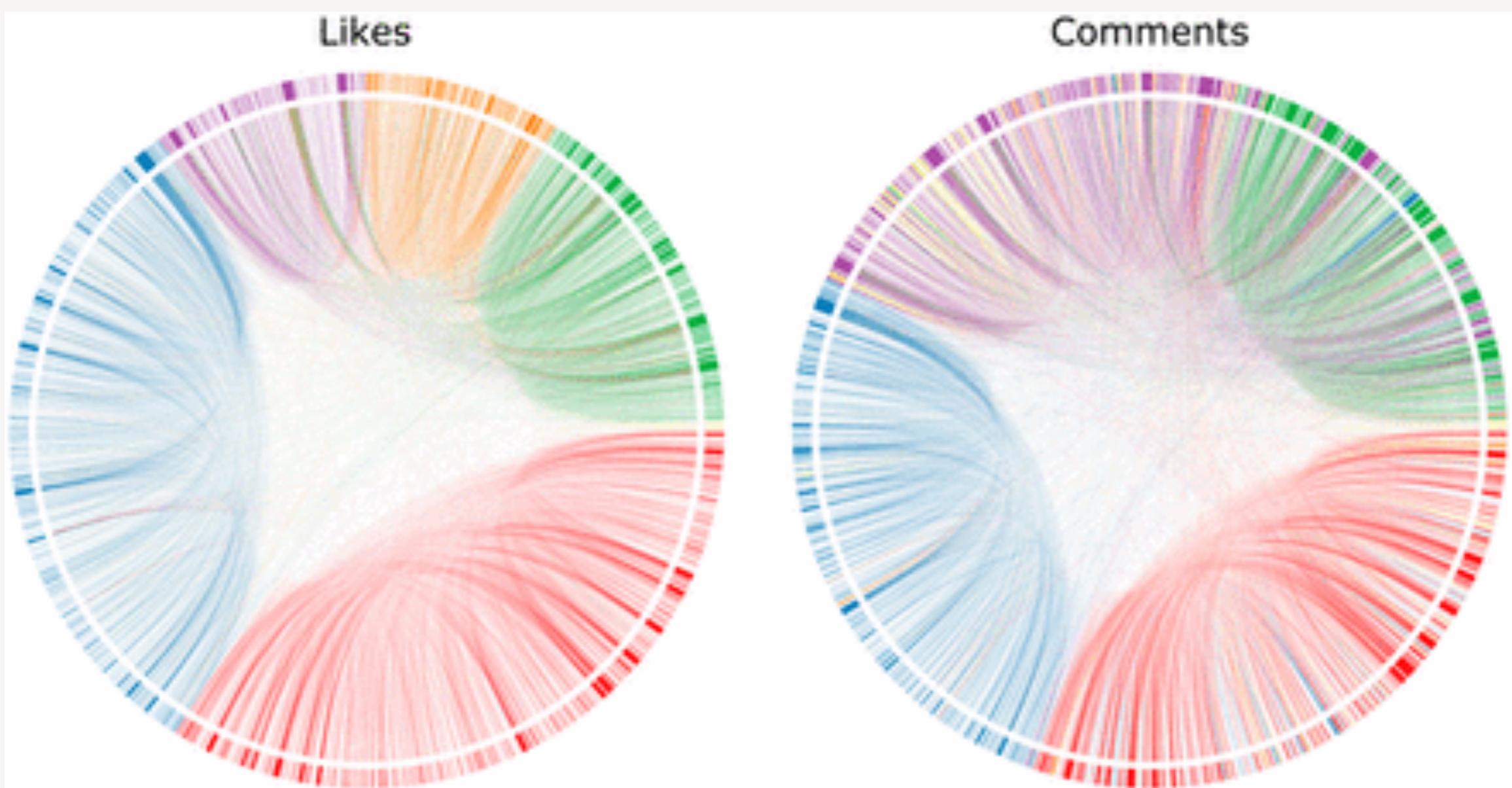
News about excessive regulation of business

Algorithm: what are you likely to want to hear?

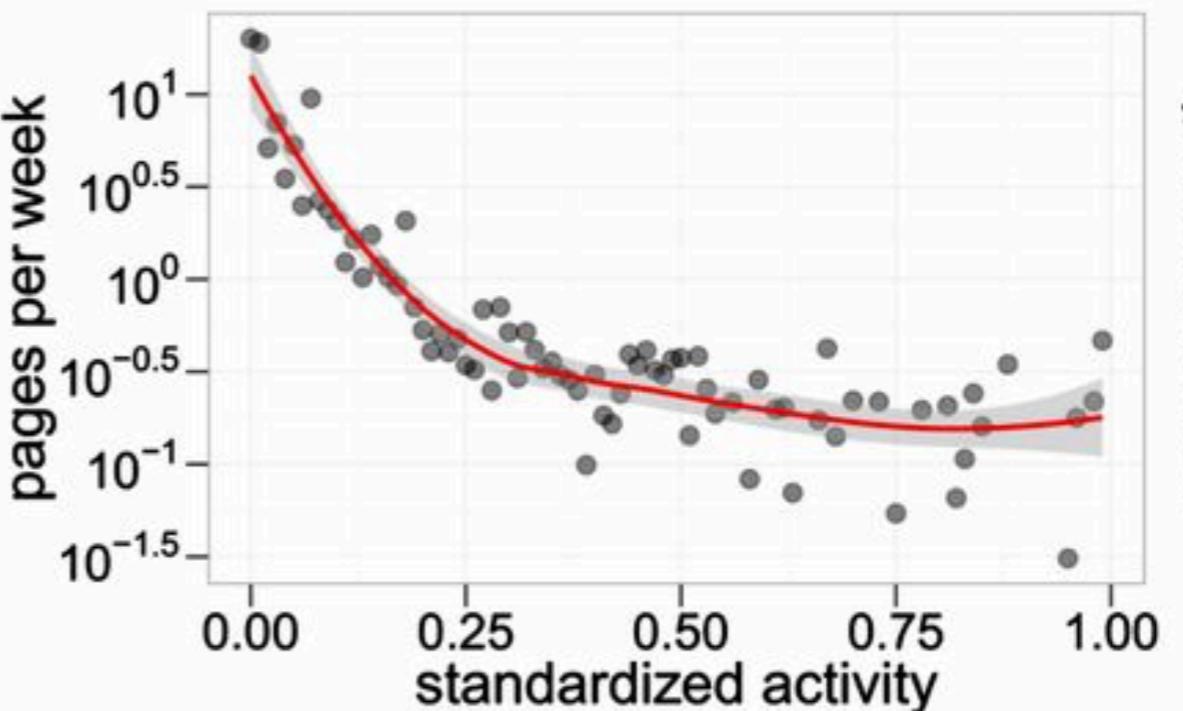
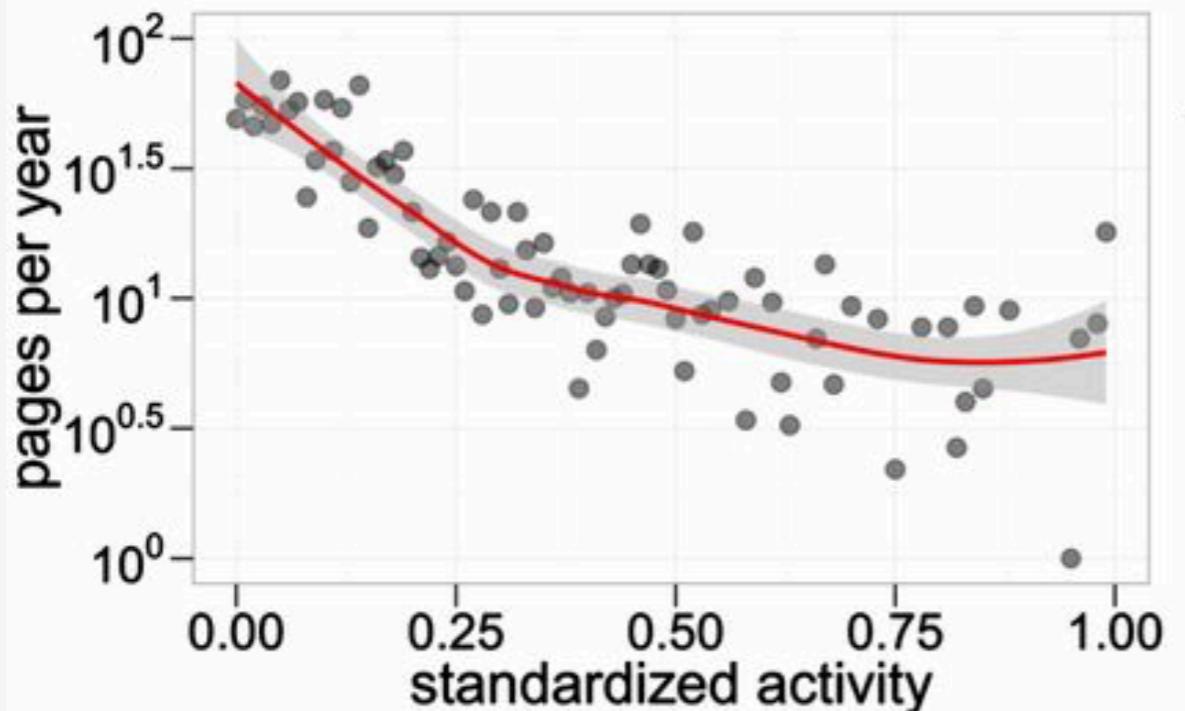
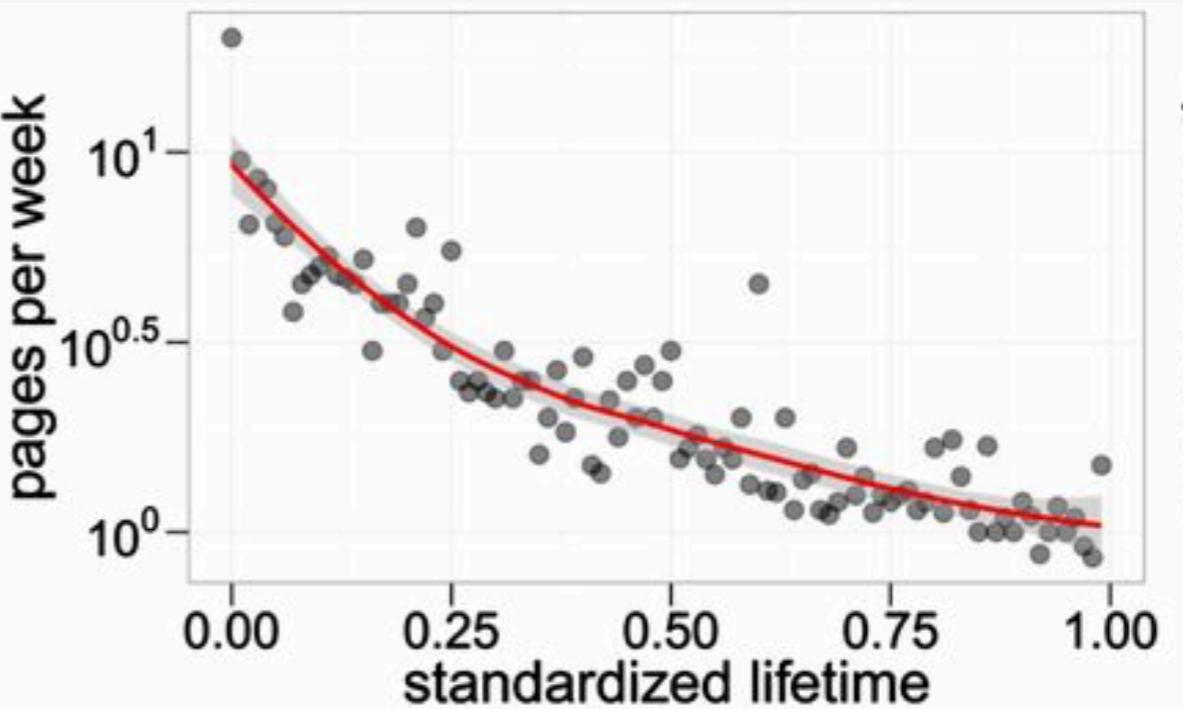
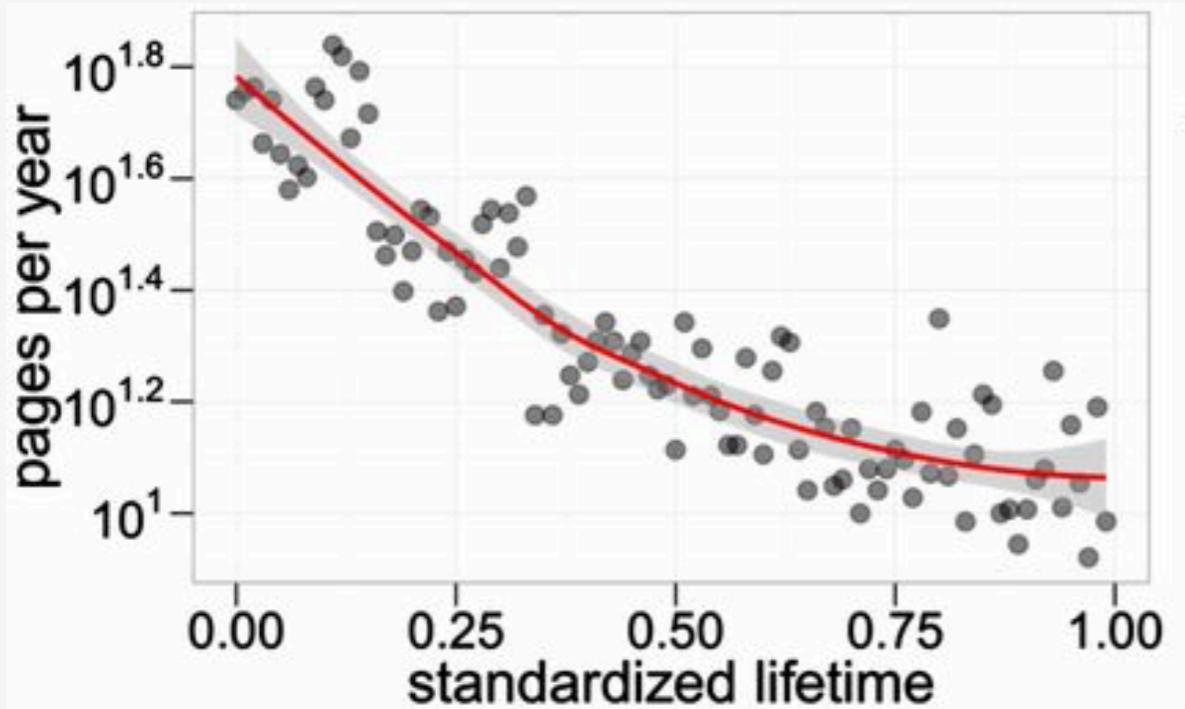
**right-leaning
Republican pro-business filter bubble**

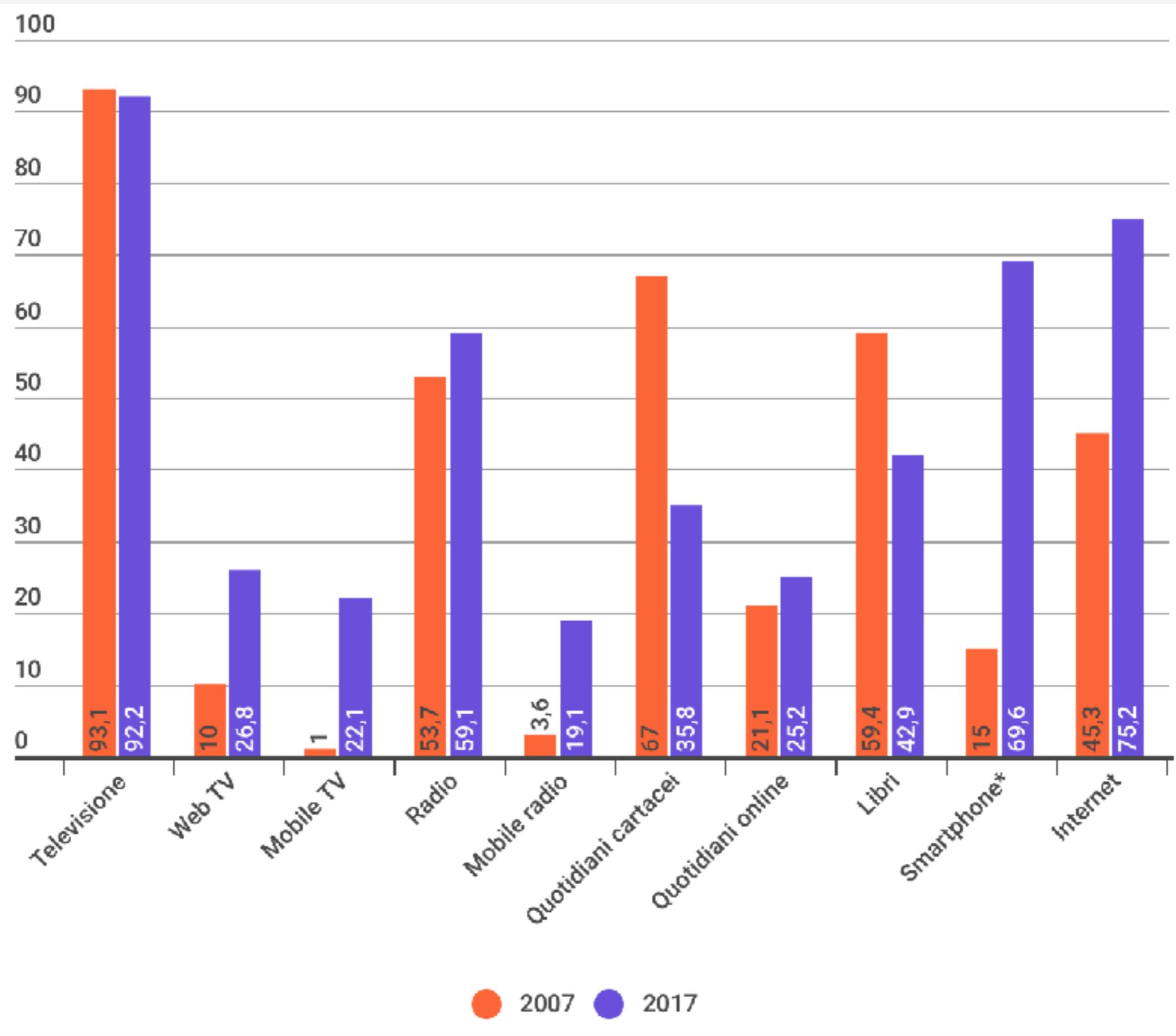
**left-leaning
Democratic pro-environment filter bubble**





Schmidt, Ana Lucía, Fabiana Zollo, Michela Del Vicario, Alessandro Bessi, Antonio Scala, Guido Caldarelli, H. Eugene Stanley, and Walter Quattrociocchi. "Anatomy of news consumption on Facebook." *Proceedings of the National Academy of Sciences* (2017): 201617052.





INFORMATION FILTERING

- Content-based
- Pattern-based
- Collaborative filtering



COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x			
U2		x	x		
U3	x	x			x
U4	x			x	
U5	x				x

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
U2		x	x		
U3	x	x		x	
U4	x		x		
U5	x				x

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
U2		x	x		
U3	x	x		x	
U4	x		x		
U5	x				x

1

1/2

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
1/2	U2		x	x	
2/2	U3	x	x		x
U4		x		x	
U5		x			x

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
1/2	U2		x	x	
2/2	U3	x	x		x
1/2	U4	x		x	
U5	x				x

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
1/2	U2		x	x	
2/2	U3	x	x		x
1/2	U4	x		x	
1/2	U5	x			x

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
U2		x	x		
U3	x	x		x	
U4	x		x		
U5	x				x

COLLABORATIVE FILTERING

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
U2		x	x		
U3	x	x		x	
U4	x		x		
U5	x				x

COLLABORATIVE FILTERING

- The rank is: A4, A3, A5

	A1	A2	A3	A4	A5
U1	x	x	?	?	?
U2		x	x		
U3	x	x		x	
U4	x		x		
U5	x				x

Familiar I_{fam}

Novel I_{nov}

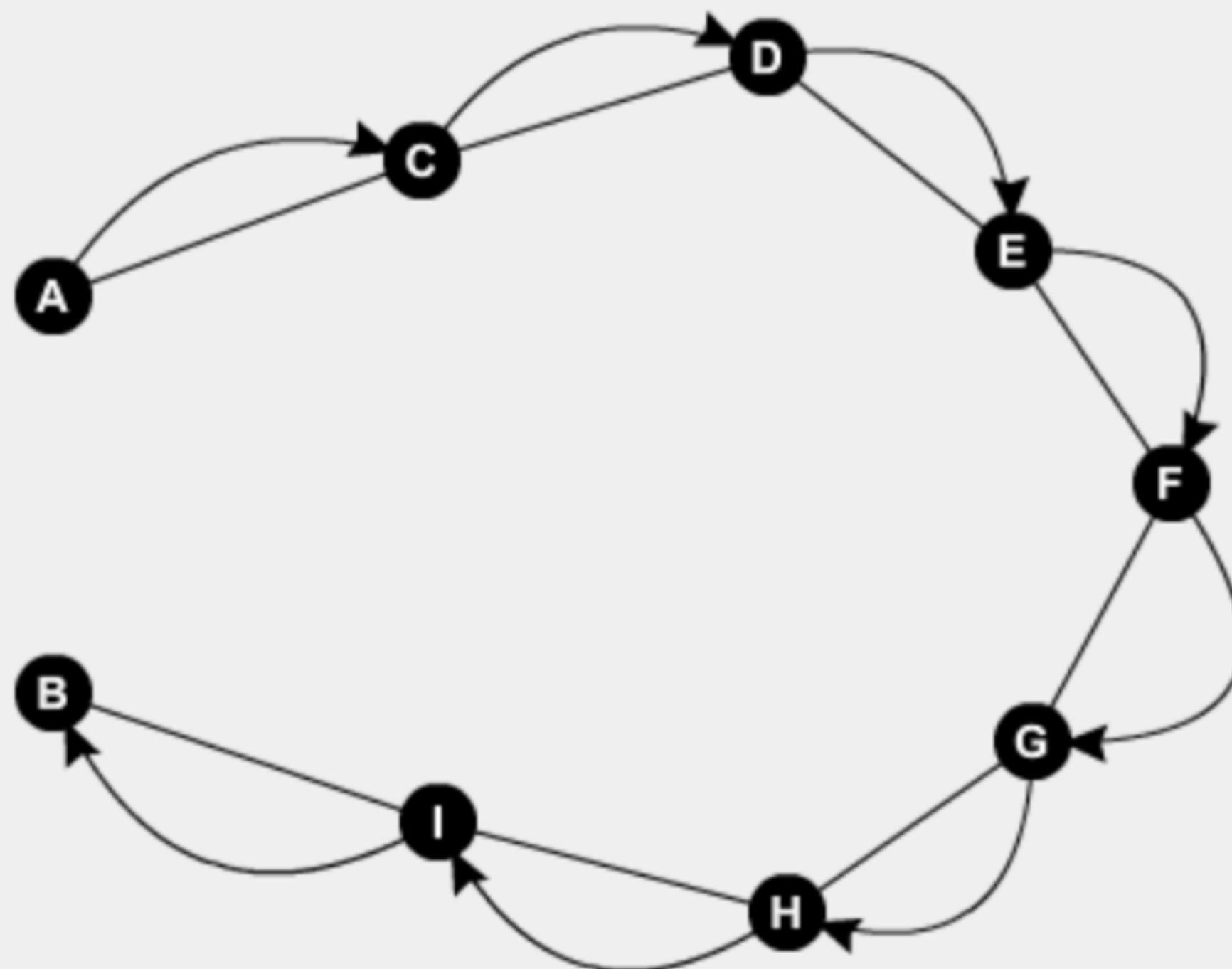
Rated I_u

Relevant I_{rel}

Serendipitous I_{ser}

Unexpected I_{unexp}







Web 1.0

Username

Password

Web 2.0

Sign in with Google 

Sign in with Facebook 

Sign in with Twitter 

Web 3.0

Connect to your wallet

Sign in with Web3 ID

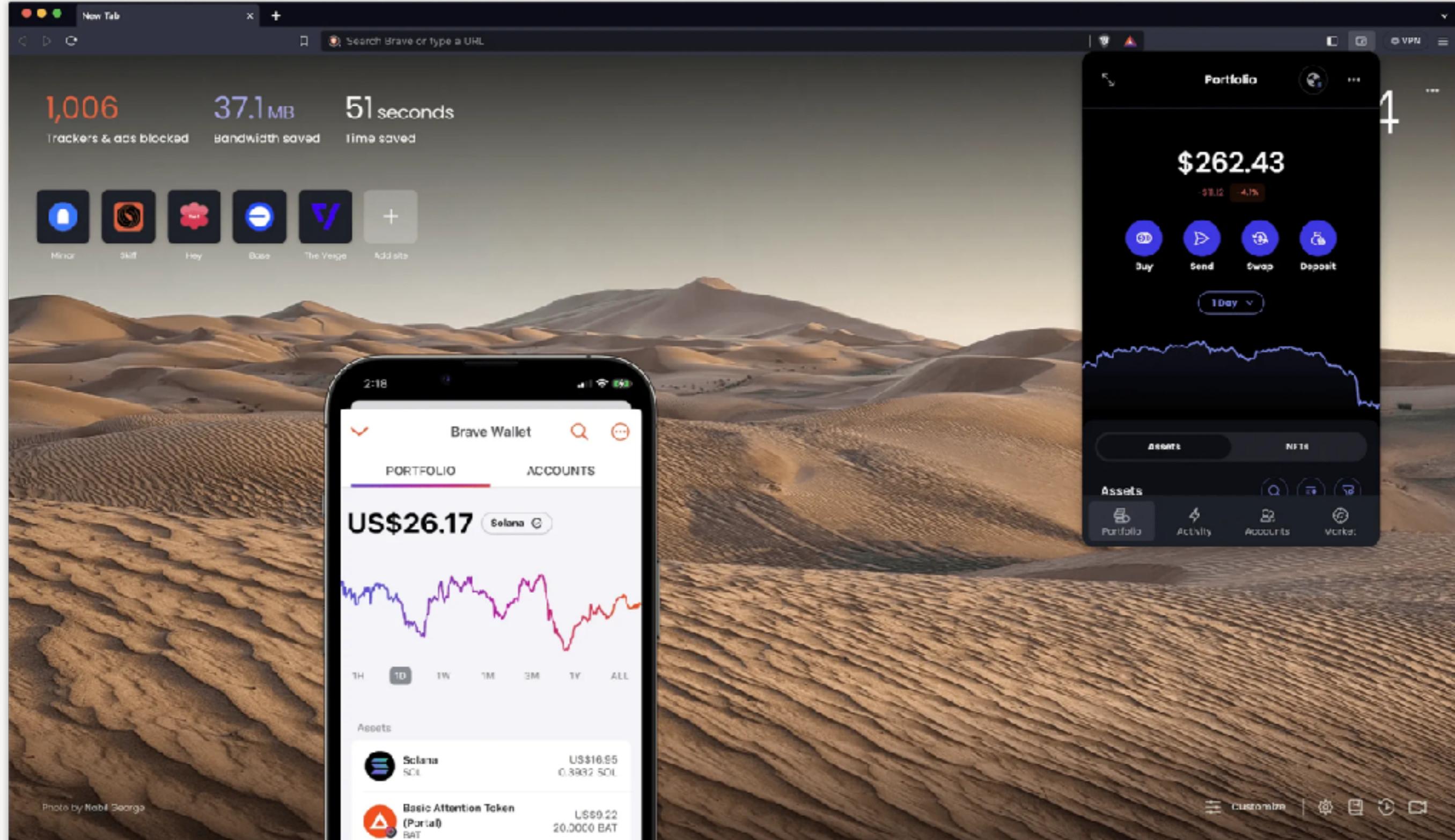


Photo by Nabil George

Blockchain



Public DIDs can be stored on the blockchain



DID 1: Professional Use



VC 1: University Degree

VC 2: Course Certificate



DID 2: Personal Use



VC 1: Passport

VC 2: Driver's License

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