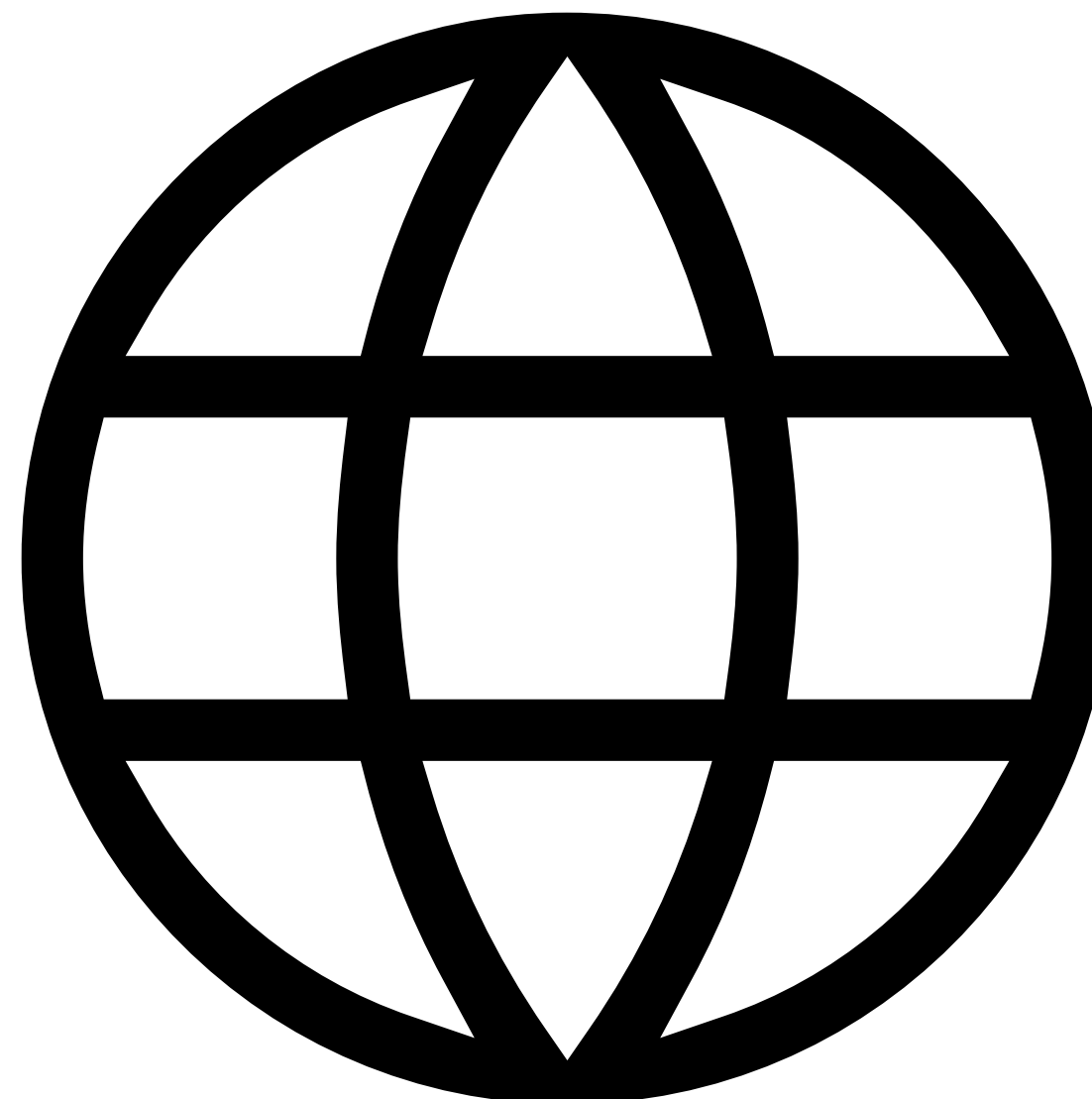
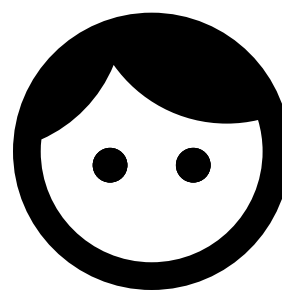
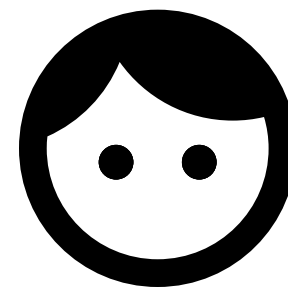


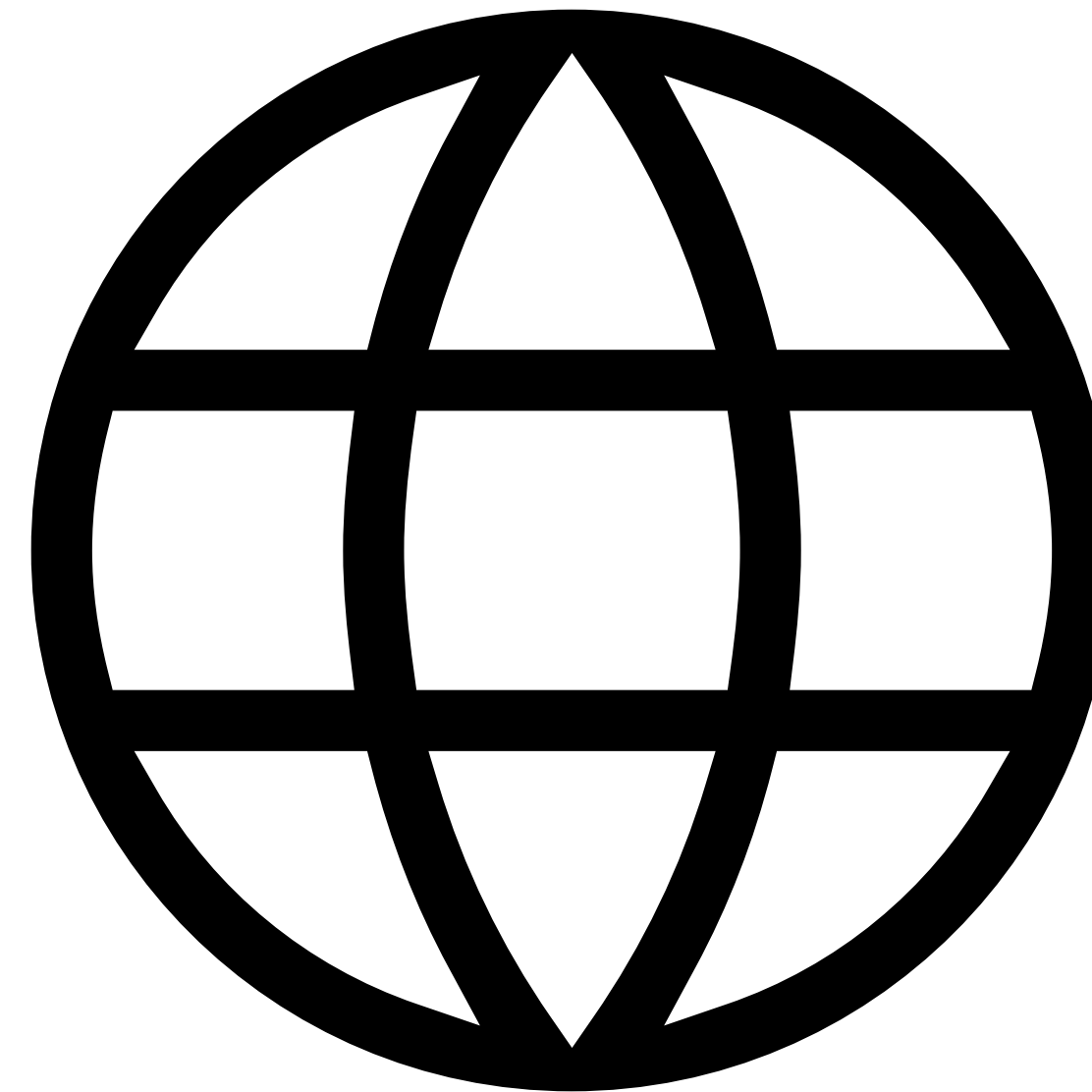
MEDIATION THEORY AND ***RESPONSIBILITY***

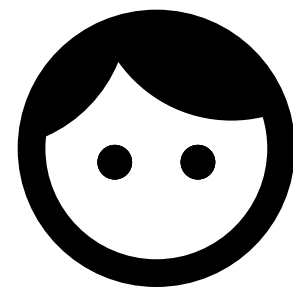
WEEK 5 – IVAN VEUL



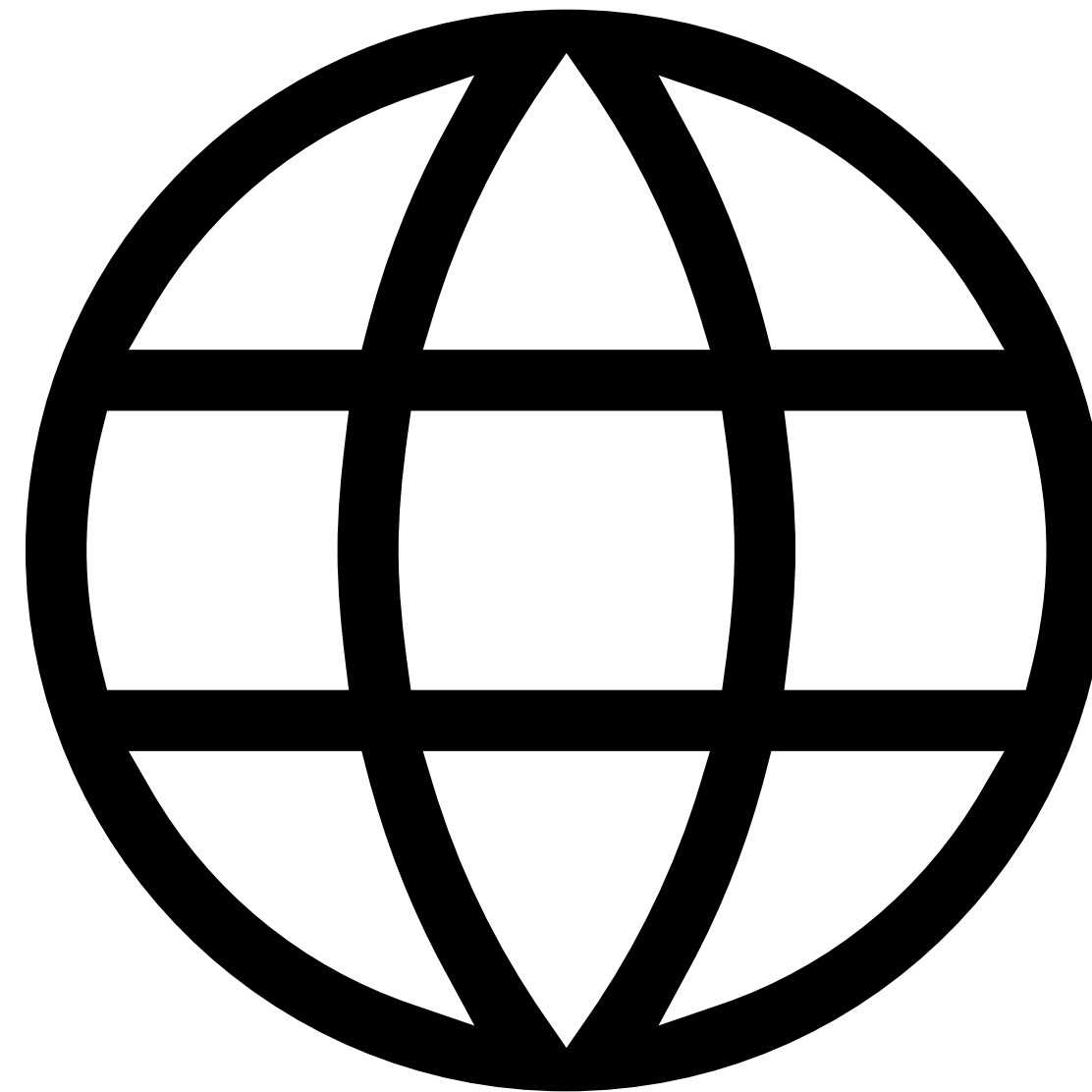
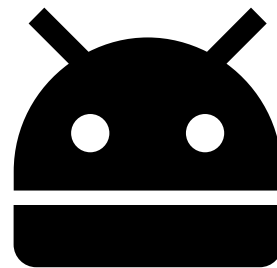
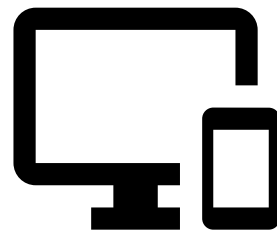


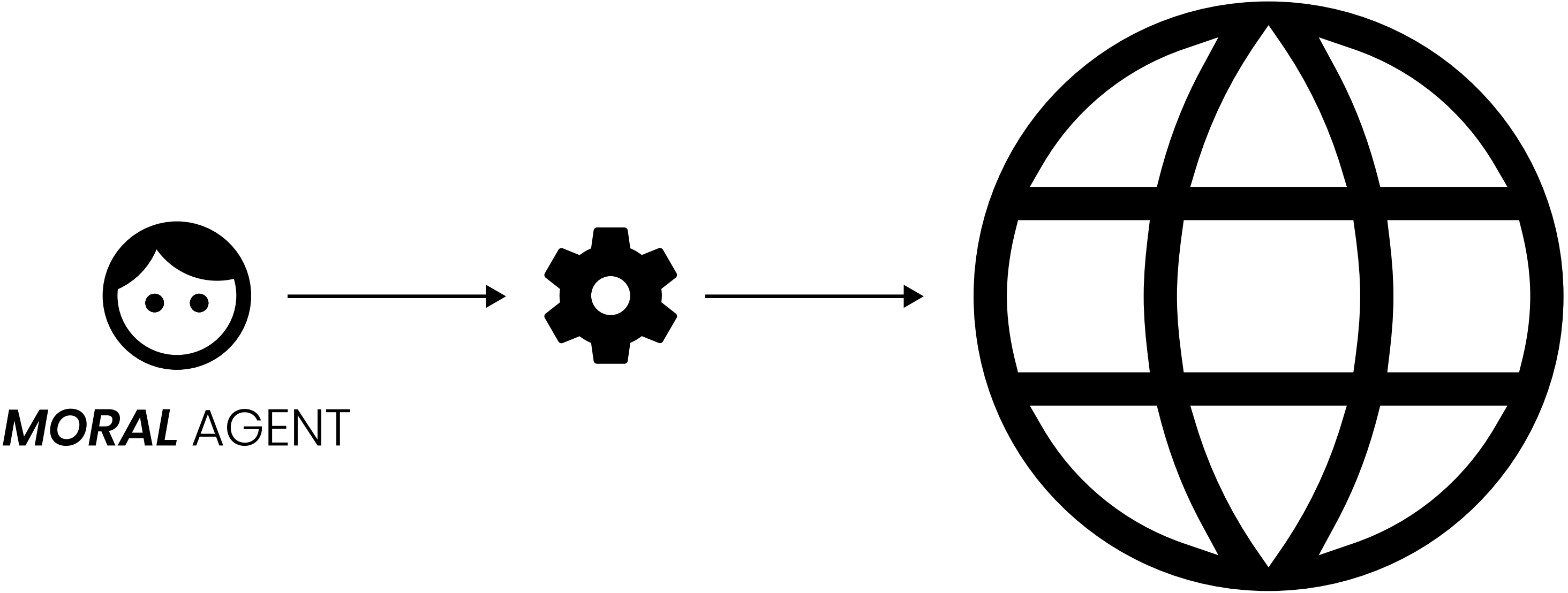
MORAL AGENT

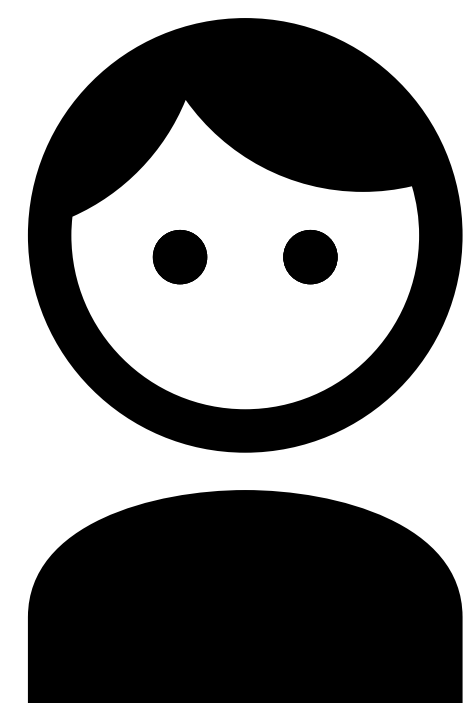




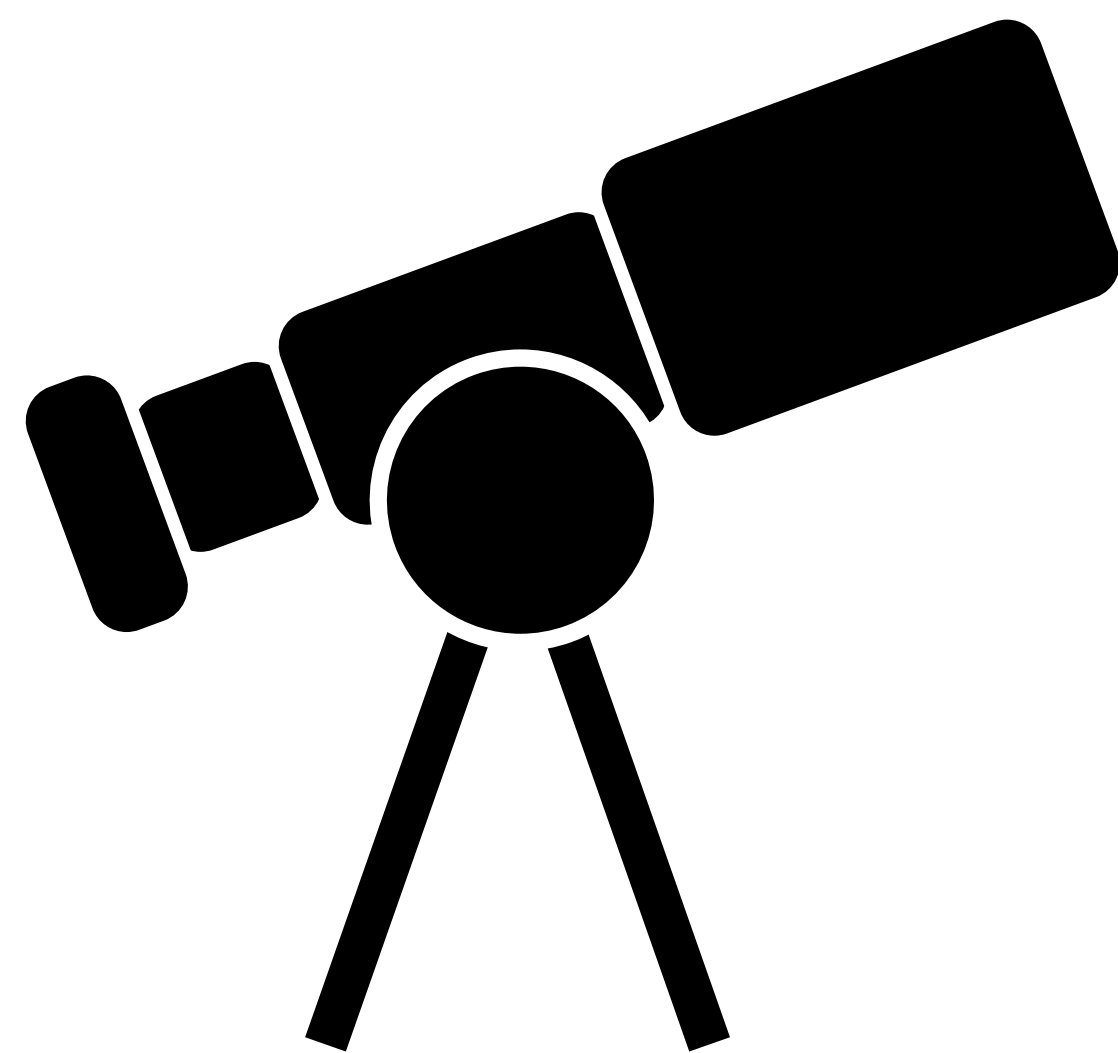
MORAL AGENT

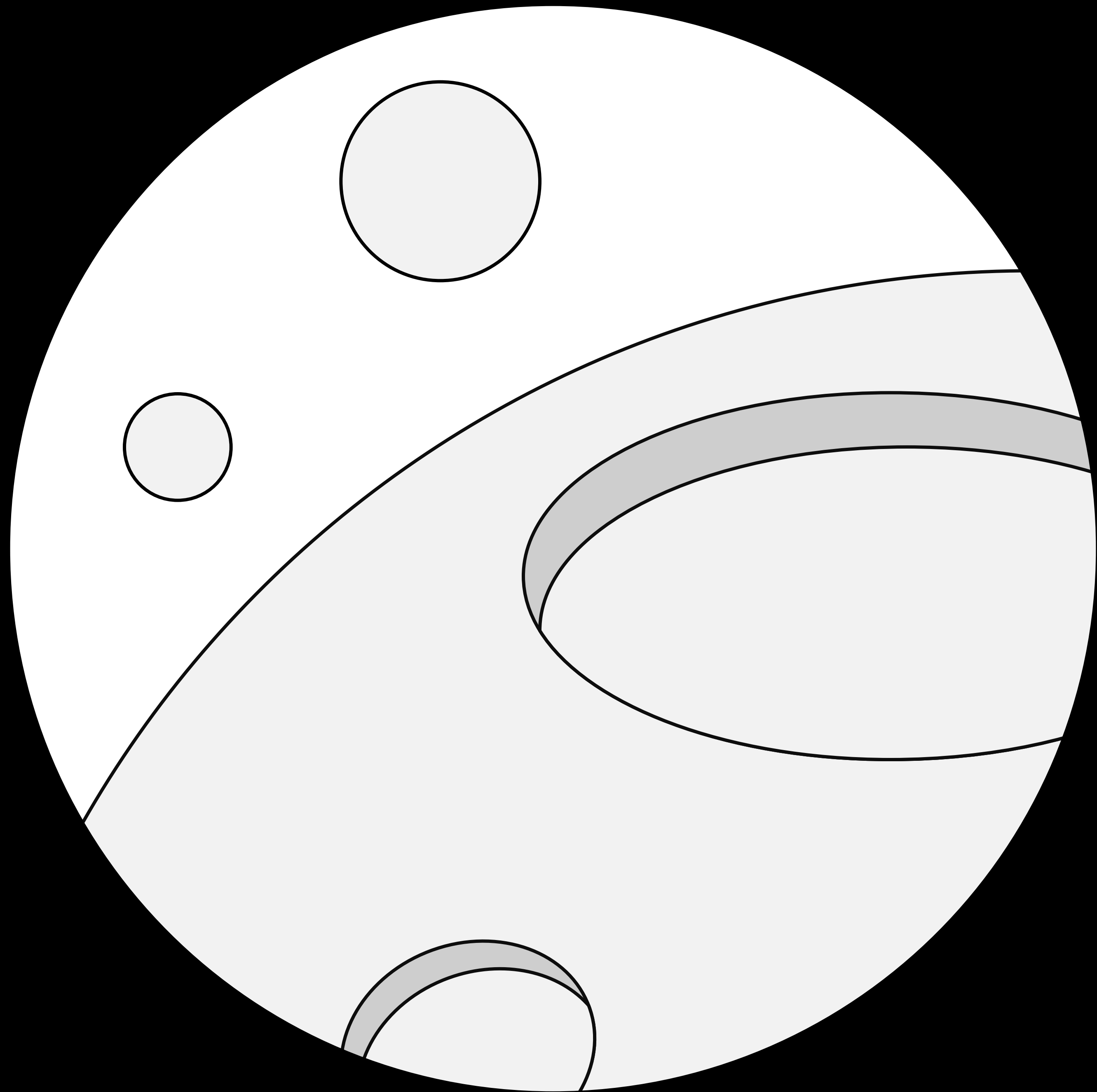


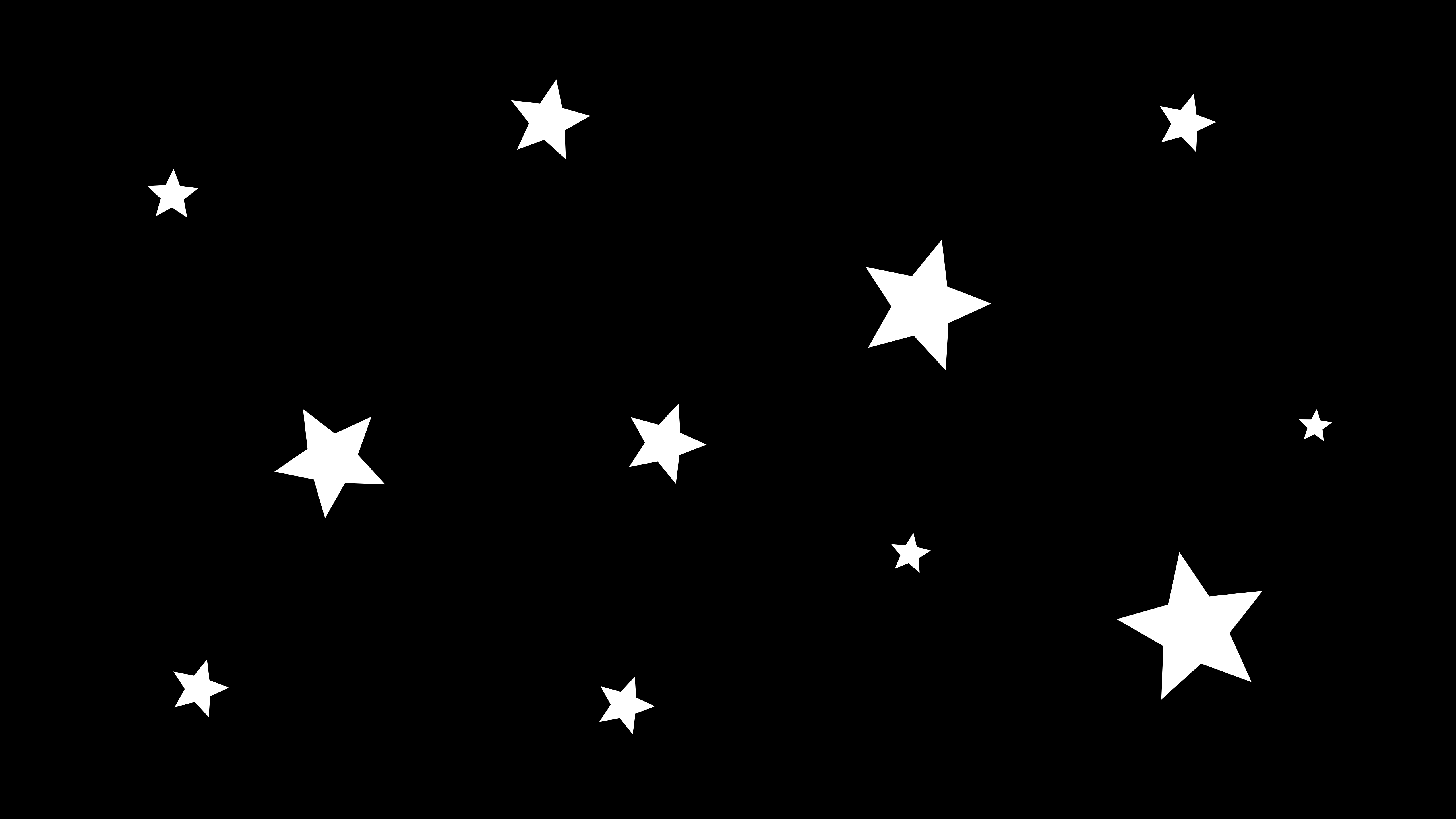




OBSERVER

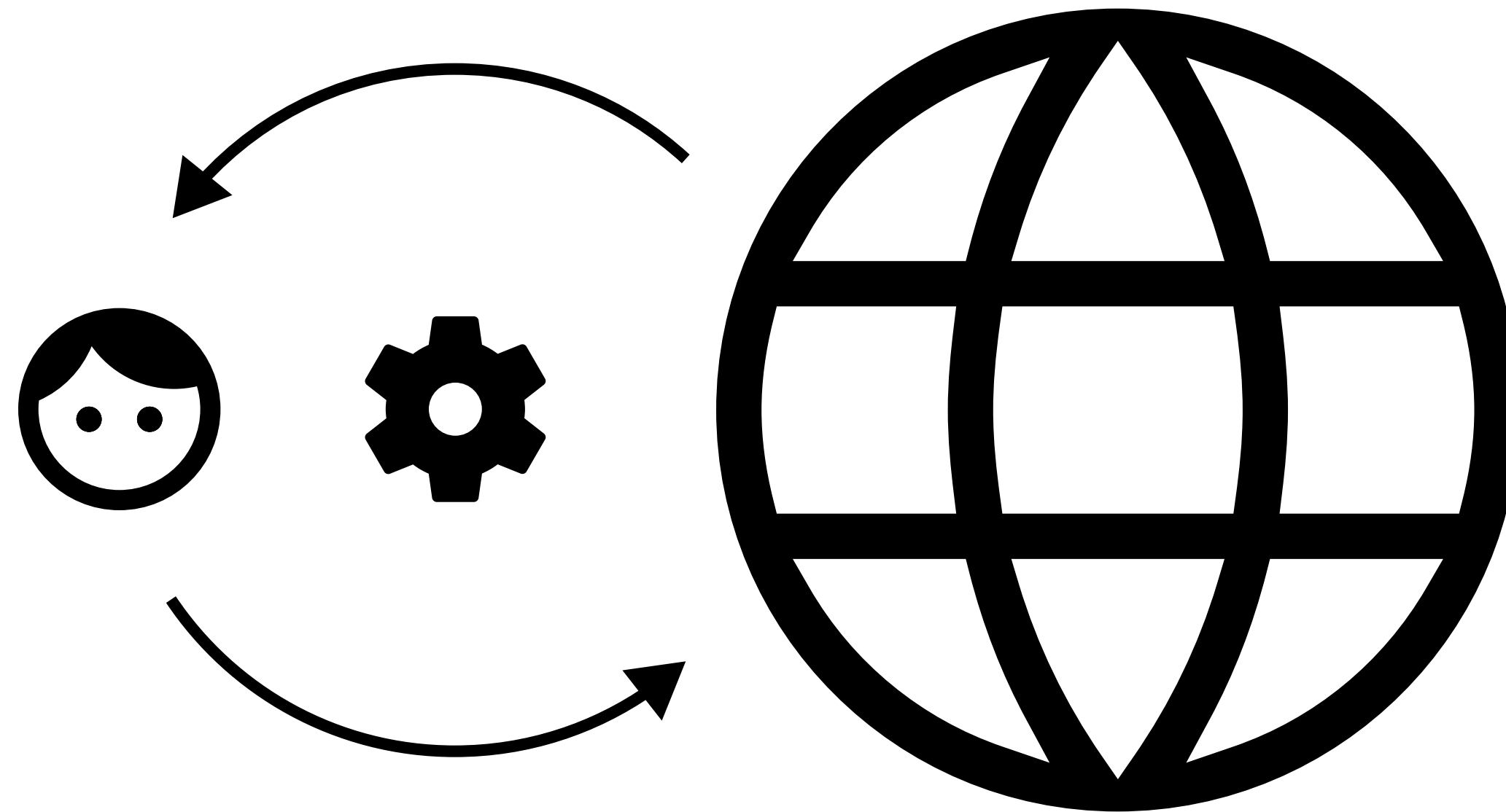




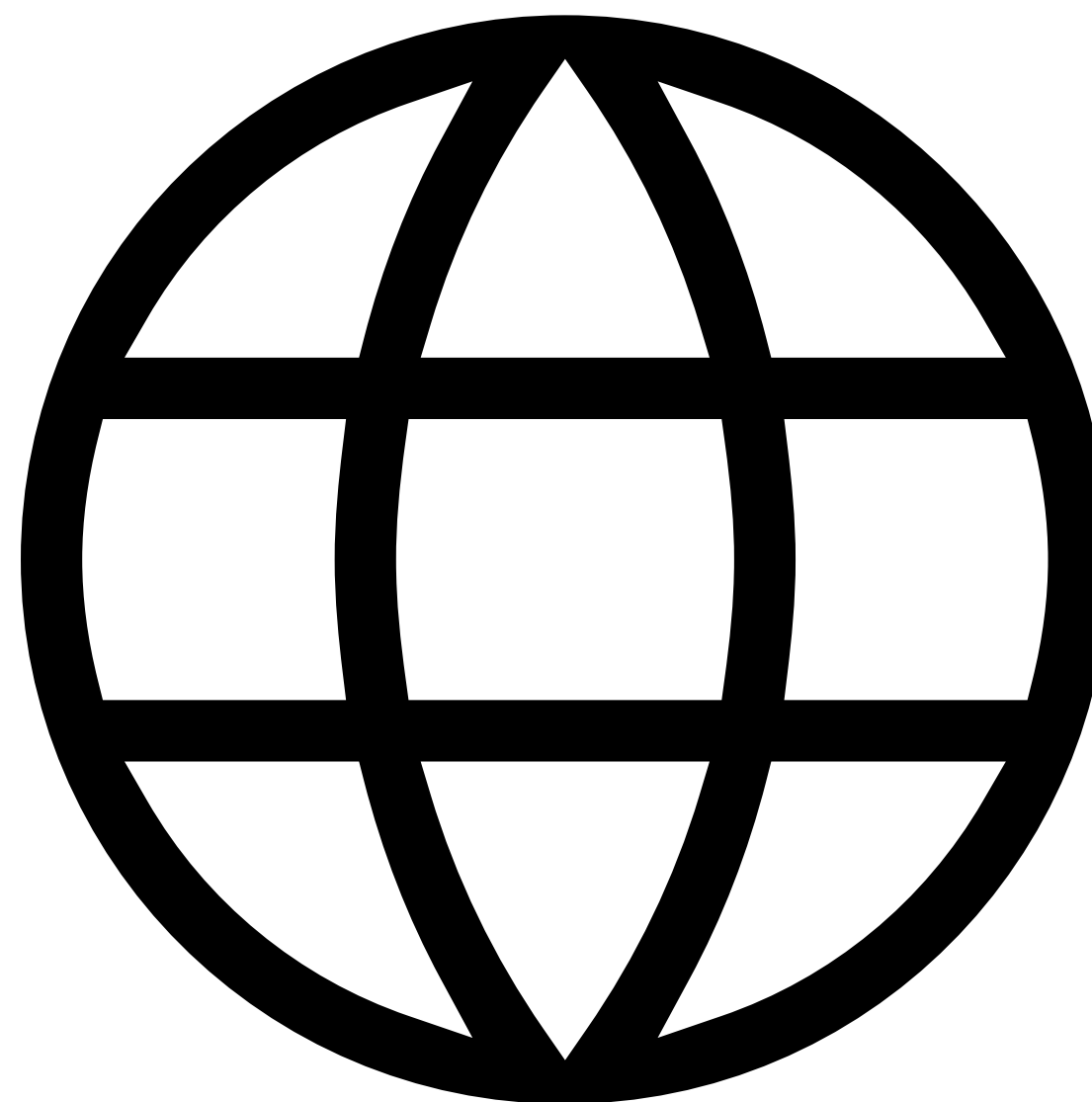
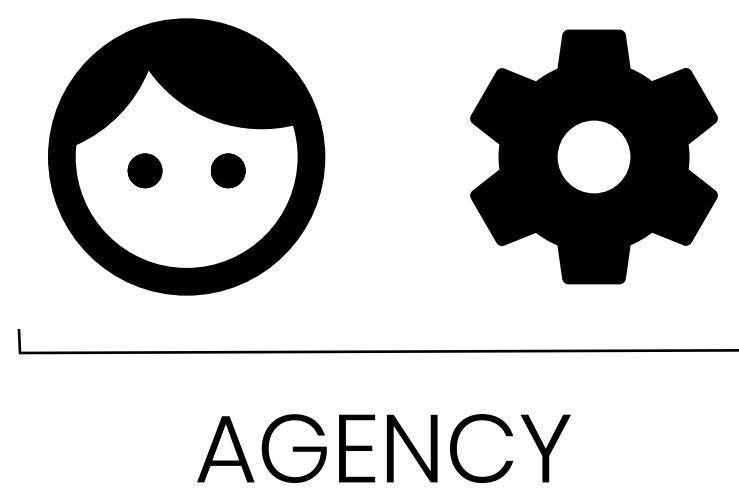


TECHNOLOGY ***MEDIATES...***

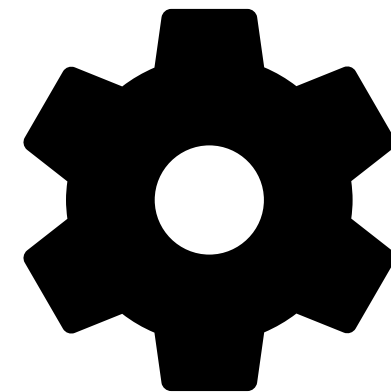
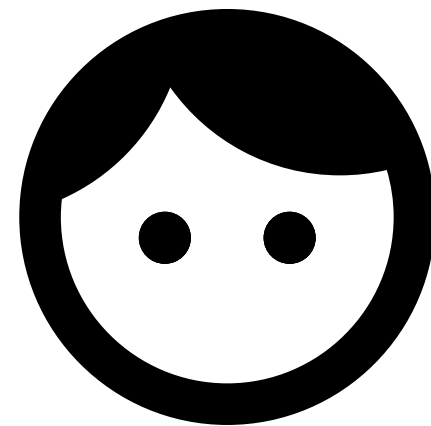
...OUR ***UNDERSTANDING***



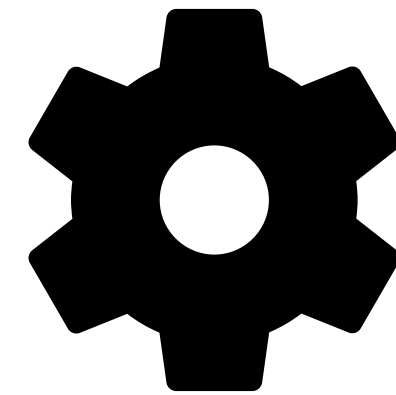
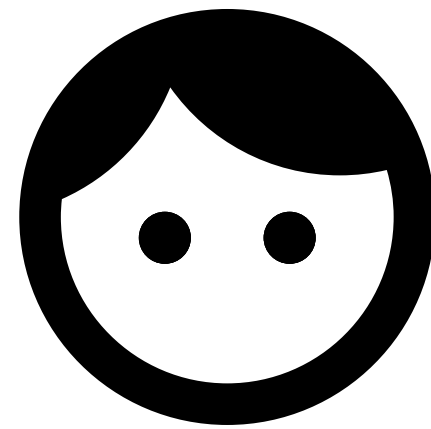
...OUR ***BEHAVIOUR***



GUNS DON'T KILL PEOPLE
PEOPLE KILL PEOPLE

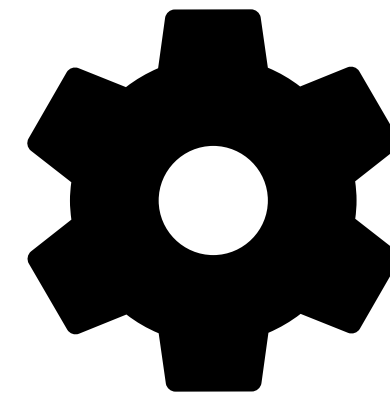
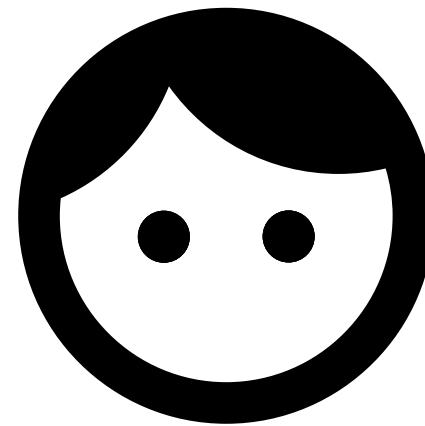
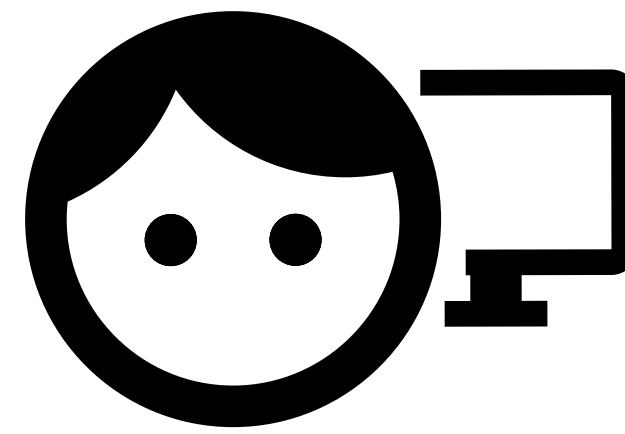


AGENCY




RESPONSIBILITY?

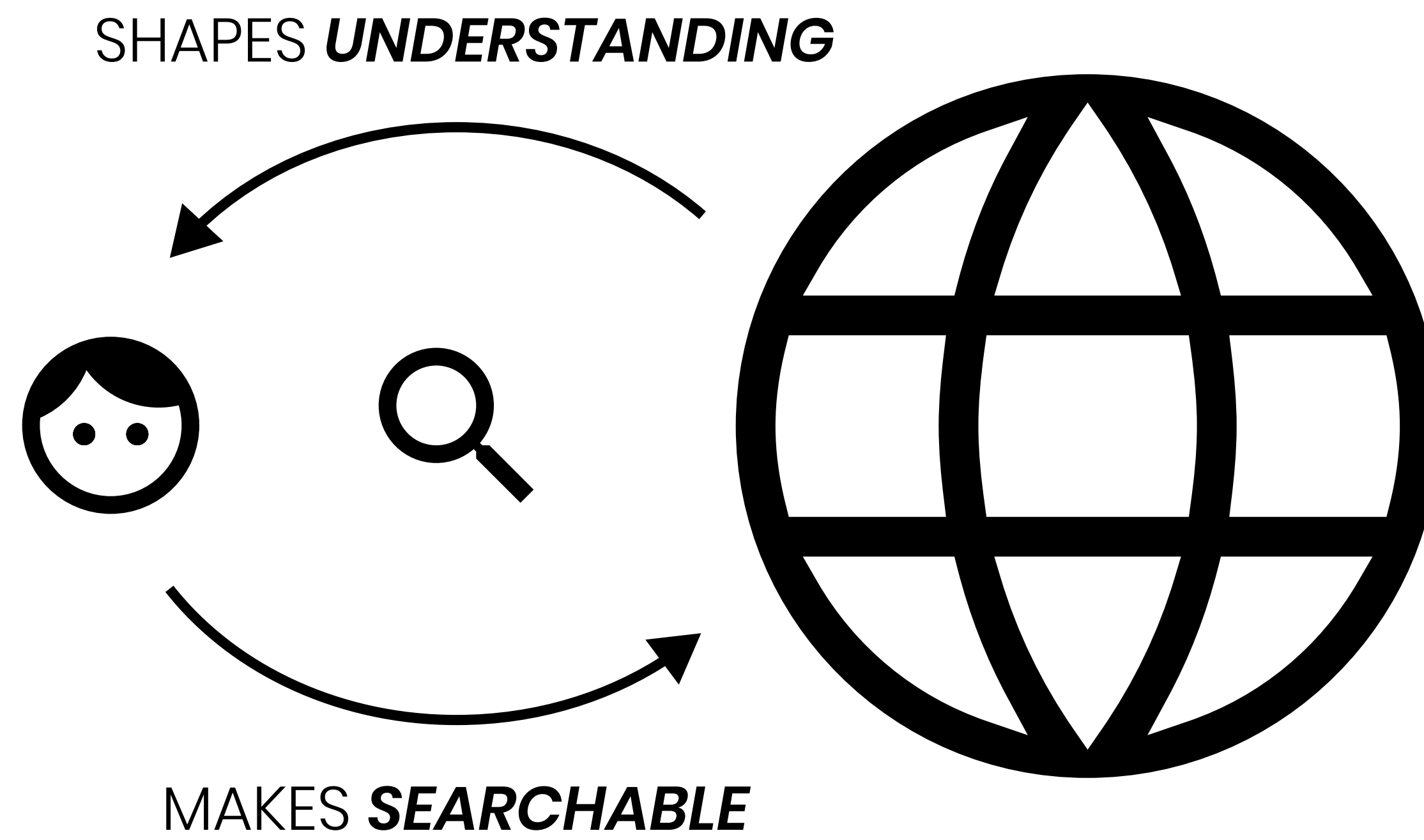
DEVELOPER

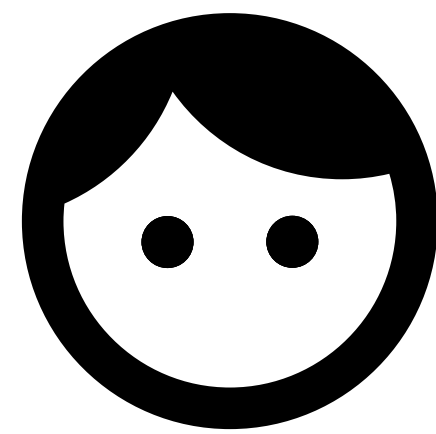


RESPONSIBILITY?

Google







USER

QUERIES

USAGE

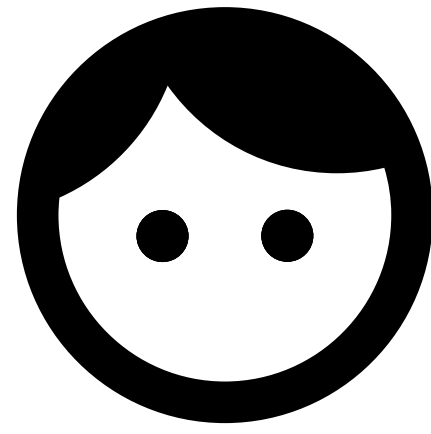


GOOGLE SEARCH

INTERPRETATION

PERSONALIZATION

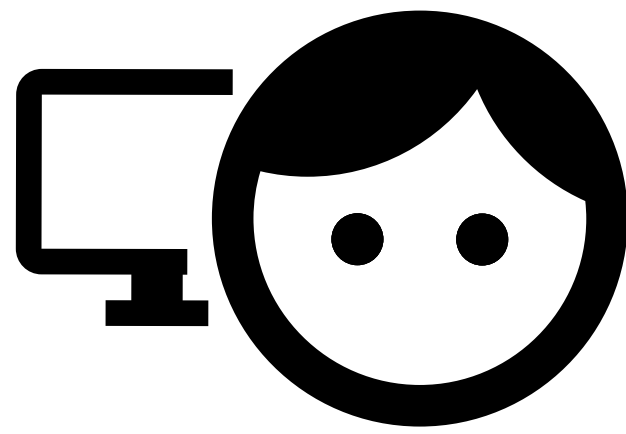
INFRASTRUCTURAL



USER

QUERIES

USAGE



GOOGLE SEARCH

INTERPRETATION

PERSONALIZATION

INFRASTRUCTURAL

WHAT ***RESPONSIBILITIES*** DOES
GOOGLE HAVE W.R.T. THE RESULTS
OF THEIR SEARCH ENGINE?