Politics of Code, Week 9
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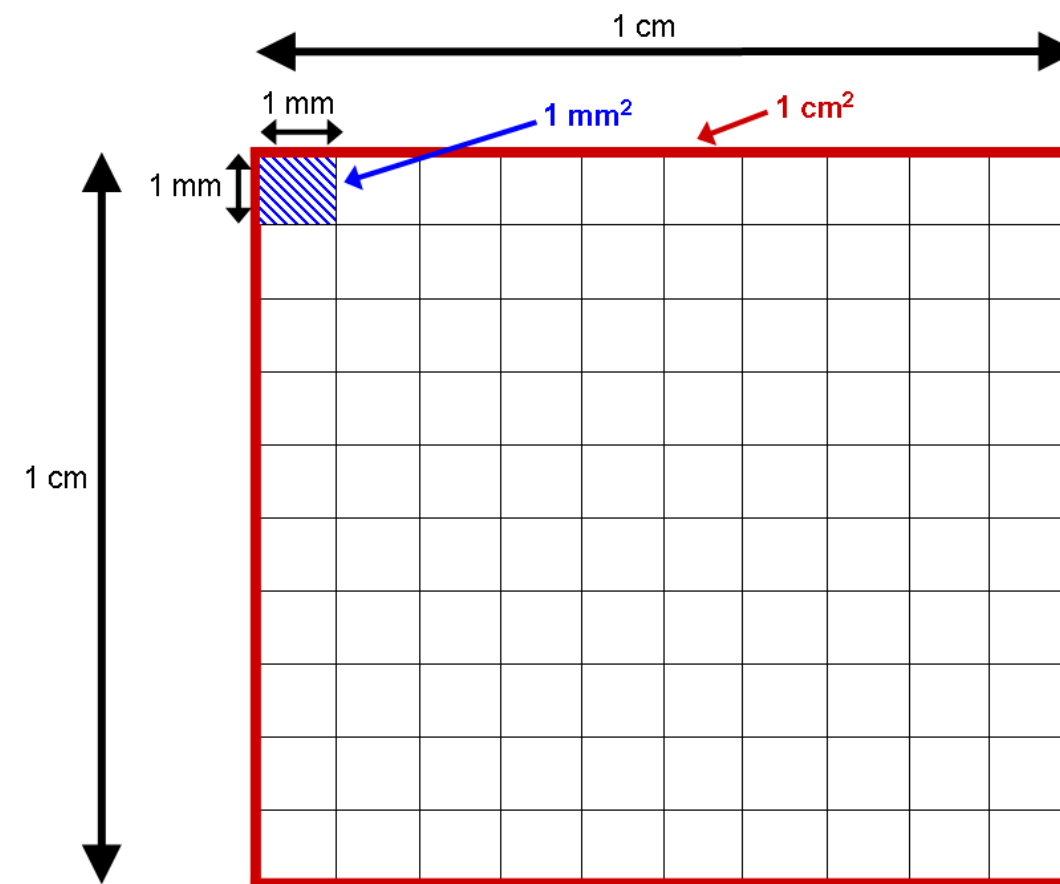
Model Society

Representation

- Presentation / Representation
  - Schopenhauer, Arthur. Die Welt als Wille und Vorstellung. Accessed April 3, 2020. http://www.zeno.org/Philosophie/M/Schopenhauer,+Arthur/Die+Welt+als+Wille+und+Vorstellung.
  - Alain. Badiou. Being and Event. London & New York: Continuum, 2005. http://incainstitute.org/pdf/alain-badiou-being-and-event.pdf.
  - "ontology is mathematics"
  - $\in$ and $\subset$ (p. 137, Table 1)
  - Individual = Atom
  - "Citizen designates in each person his or her participation in the sovereignty of general will, whereas subject designates his or her submission to the laws of the state. " (p. 346)
  - "Further along Rousseau writes: 'the vote of the majority always obligates all the rest', and 'the tally of the votes yields the declaration of the general will.' " (p. 351)

Representation

- How many properties?
- "Curse of Dimensionality"
- Sampling and polling
- Total sample and plebiscite

1 cm

1 mm

1 mm²   1 cm²

1 mm

1 cm

Curse of Dimensionality
https://de.wikipedia.org/wiki/Fluch_der_Dimensionalit%C3%A4t#/media/Datei:Area_conversion_-_square_mm_in_a_square_cm.png

Social Research

- Methods of empirical social research
    - Interviews
    - Experiments
    - Field research
    - Surveys
    - Panels

- Operationalization of the objectives
    - Items and questionnaires

- Abstraction of the subjects
    - Representation
    - Target groups
    - Pattern recognition

- Building a model
    - Psychology
    - Regression
    - Modelling

Advertising

- Economics
  - Audience
  - Reach
  - Opportunity to see
  - Awareness, recognition, recall

- Search, recommendation, targeting
  - "Next best offer"
  - a/b testing
  - Machine learning and flexible model training