



**Algoritmos,
o por qué ves lo que ves
en tus redes sociales**

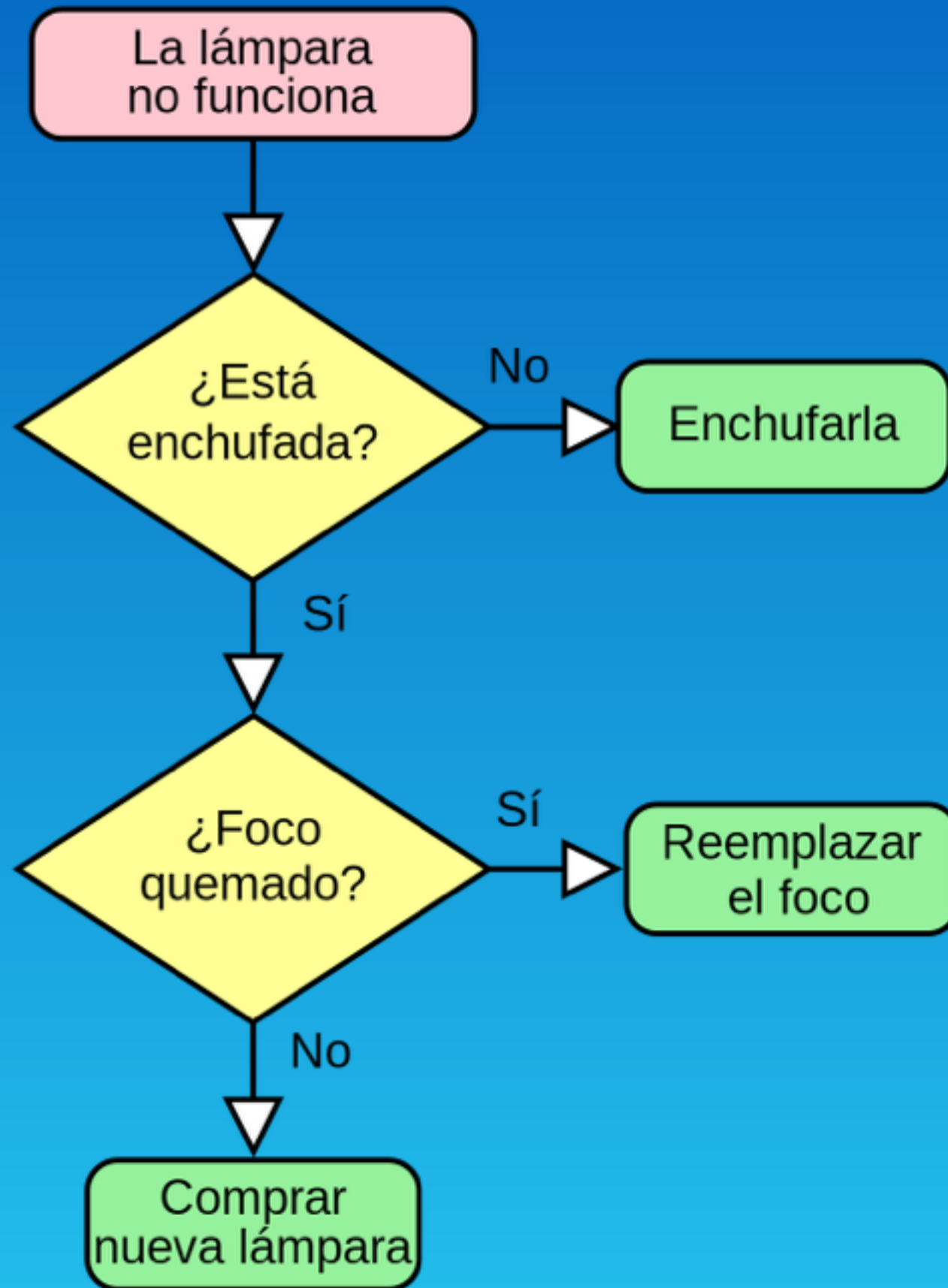
¿Qué es un algoritmo?



Conjunto prescrito de **reglas bien definidas, ordenadas y finitas** que permiten realizar una actividad, mediante **pasos sucesivos** que no generen dudas a quien deba realizarla.

Dados un **estado inicial** y una **entrada**, siguiendo los pasos sucesivamente, se llega a un **estado final** y obtienes una **solución**.





Ya, pero... **¿y qué me importa a mi esto?**



Los algoritmos son lo que
causa que **veas lo que**
ves en tus redes sociales.



Chile Trends · Change

#FinDelMundo

@guido_cc and @PamelaJuanita are
Tweeting about this

#BuenViernes

19.3K Tweets

#QueGanasDe

12K Tweets

Sigrid Alegría

Started trending in the last hour

Kraftwerk

Started trending in the last hour

Rodrigo Paz

Trending for 2 hours now

Auschwitz

66.1K Tweets

Mariano Puyol

Started trending in the last hour

El Golf

Trending for 2 hours now



The image shows the Facebook 'Your Memories' section. At the top, there's a header with the Facebook logo and an illustration of people holding up photos. Below this, the text reads: 'Your Memories on Facebook. José Ignacio, we care about you and the memories you share here. We thought you'd like to look back on this post from 2 years ago.' The featured post is by José Ignacio Stark, dated July 29, 2014. The text of the post is partially visible: 'Agosto de 2012: «No basta con "ponerse de acuerdo" para "ofrecer" "descuentos". No basta con promocionar una venta en verde sin tomar medidas de contingencia para dar un buen servicio, algo básico a estas



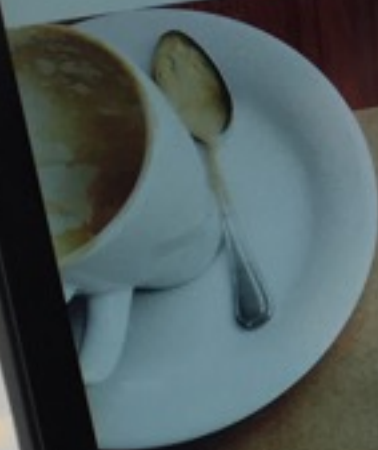
The image shows the Twitter 'While you were away...' section. At the top, there's a header with the text 'What's happening?'. Below this, the text reads: 'While you were away...'. The first tweet is from Vero (@doce_cuotas) posted 12h ago. The text of the tweet is: 'Y que una acá se tenga que conformar con disc créditos blandos a través de Sercotec» :('. The second tweet is from Marco Correa (@warkoholic) posted 2h ago. The text of the tweet is: 'Los globos de vigilancia, fotografiar a gente. La que no existe la privacidad.'



Instagram



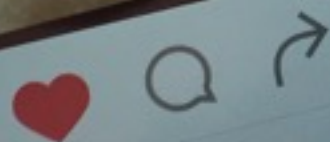
amaliaandrade_
Masa Zona G



I DRUM TO THE
BEAT OF MY OWN
MACHINE. I DRUM
I DRUM. I DRUM.



THIS
IS
MY DRUM



♥ 511 Me gusta

amaliaandrade_ Canción de fondo: Drum machine - Lao Ra

@laoramusica

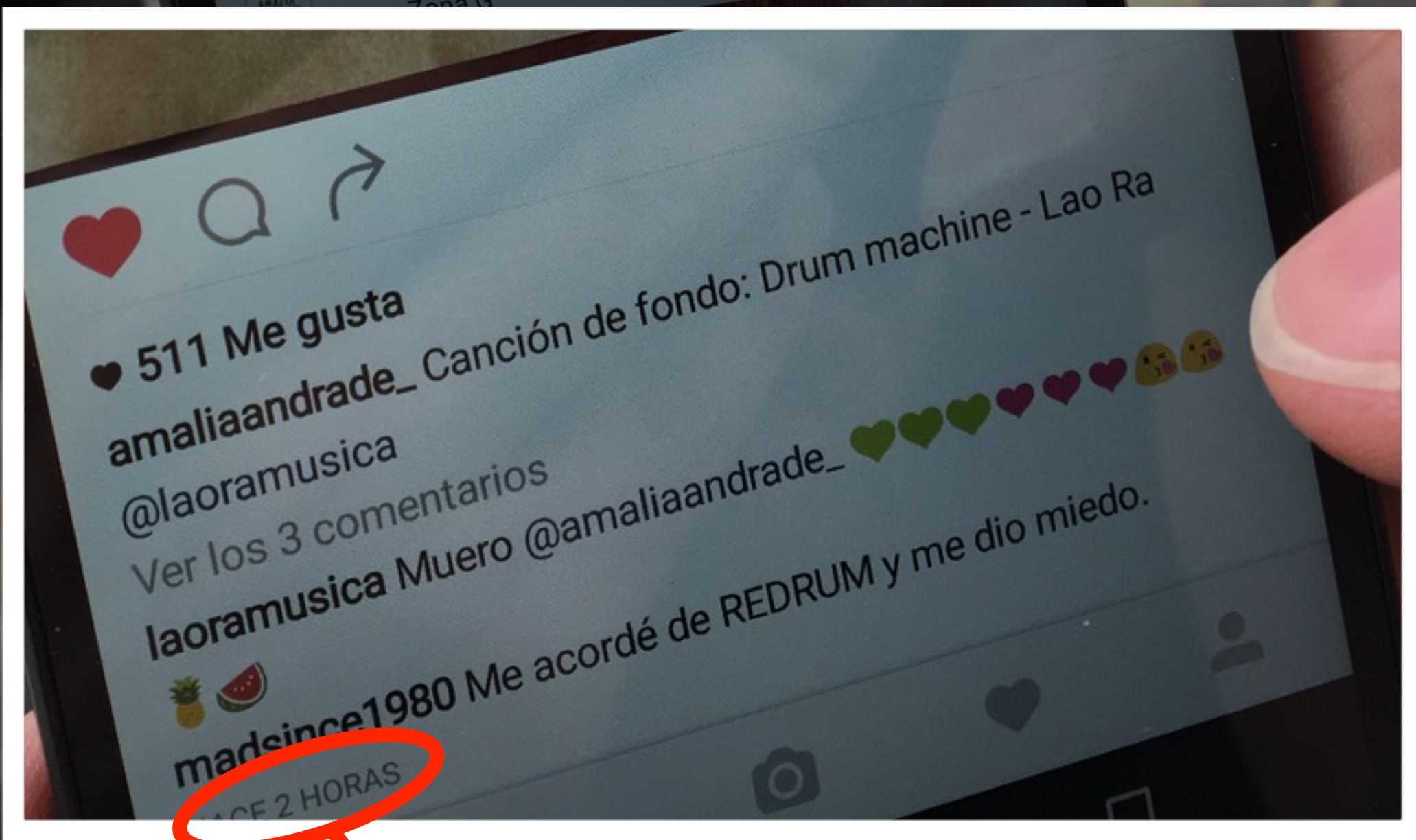
Ver los 3 comentarios

laoramusica Muero @amaliaandrade_ ❤️❤️❤️❤️❤️❤️🥰🥰

🍷🍉 madsince1980 Me acordé de REDRUM y me dio miedo.

HACE 2 HORAS







Instagram

DOWNLOAD FOR [IOS](#), [ANDROID](#), OR [WINDOWS PHONE](#)

See the Moments You Care About First

♥ 2,191 NOTES ⌚ MARCH 15, 2016

See the Moments You Care About First

♥ 2,191 NOTES ⌚ MARCH 15, 2016

You may be surprised to learn that people miss on average 70 percent of their feeds. As Instagram has grown, it's become harder to keep up with all the photos and videos people share. This means you often don't see the posts you might care about the most.

If your favorite musician shares a video from last night's concert, it will be waiting for you when you wake up, no matter how many accounts you follow or what time zone you live in. And when your best friend posts a photo of her new puppy, you won't miss it.

We're going to take time to get this right and listen to your feedback along the way. You'll see this new experience in the coming months.

#INSTAGRAM NEWS, #INSTAGRAM





“Cómo mostramos las fotos y vídeos en Instagram se basará en la probabilidad de que estés interesado en el contenido, tu relación con la persona que lo envía y la fecha. Nos estamos centrando solo en el orden - todos los mensajes seguirán ahí, solo que en un orden diferente.”

#INSTAGRAM NEWS, #INSTAGRAM



¿Existe una **fórmula** para
“**ganarle**” al algoritmo?



No.



Intentarlo es,
potencialmente, **quemar
tus canales sociales.**



Un algoritmo es capaz de
**aprender tu
comportamiento.**



platzi.com/programacion

The screenshot shows the Platzi website interface. At the top, there's a navigation bar with the Platzi logo, language selector (ES), and links for Empleos, Mis Cursos, and Agenda. A search bar is also present. Below the navigation bar, the main content area is divided into two sections. The left section, titled 'Aprende sobre Algoritmos', features a video player. The video shows a man with his hands raised, with a Pokemon battle overlay. The overlay displays 'Turno = 0', 'PIKACHU Ataque = 55', '65 HP', 'JIGGLYPUFF Ataque = 45', and '-10 HP'. The right section, titled 'Curso de Programación Básica', contains an 'ARTÍCULO' section with a code editor. The code editor shows the following JavaScript code:

```
var turno = 1;

var pikachu = {
  vida : 100,
  ataque : 55,
  win : function(){
    console.log('¡pikachu ha ganado!')
  }
}

var jigglypuff = {
  vida : 100,
```

Below the video player, there are navigation buttons and a 'SIGUE CON:' section with a link to 'Condicionales y operadores en programación'. A 'Cambia a:' section shows 'Video Server A'. At the bottom, there is a comment box with the placeholder text 'Deja tu comentario' and an 'Enviar' button.

