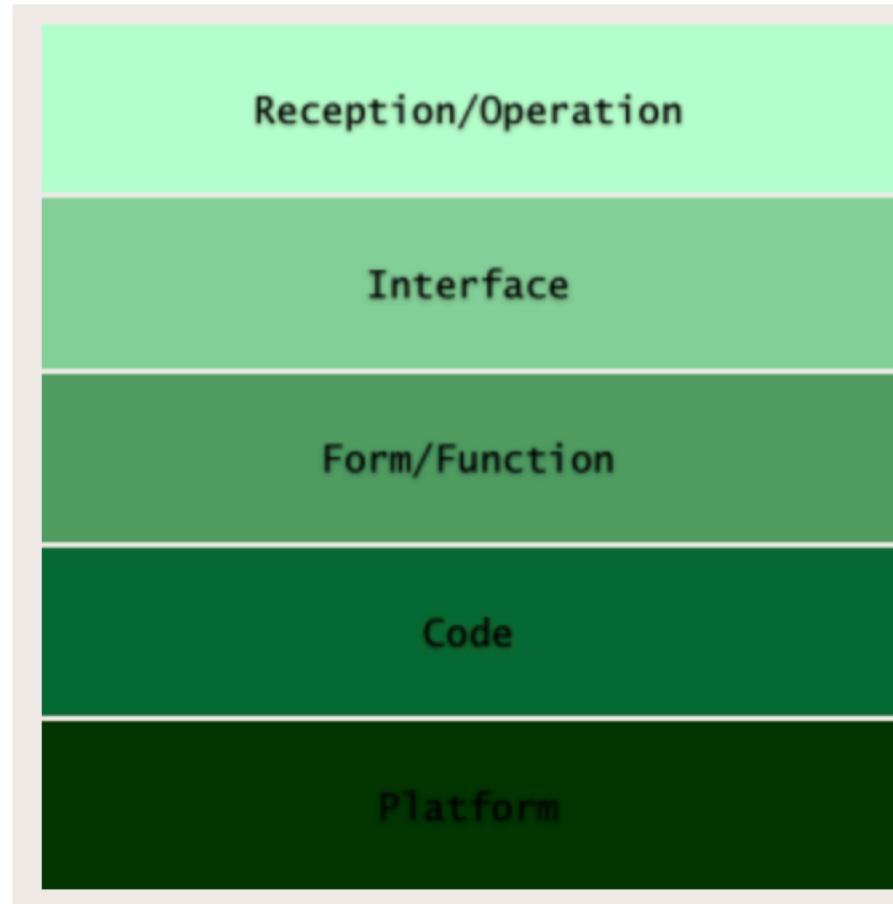


# Platforms and People

(probably shouldn't be in that order)

# What is a platform?



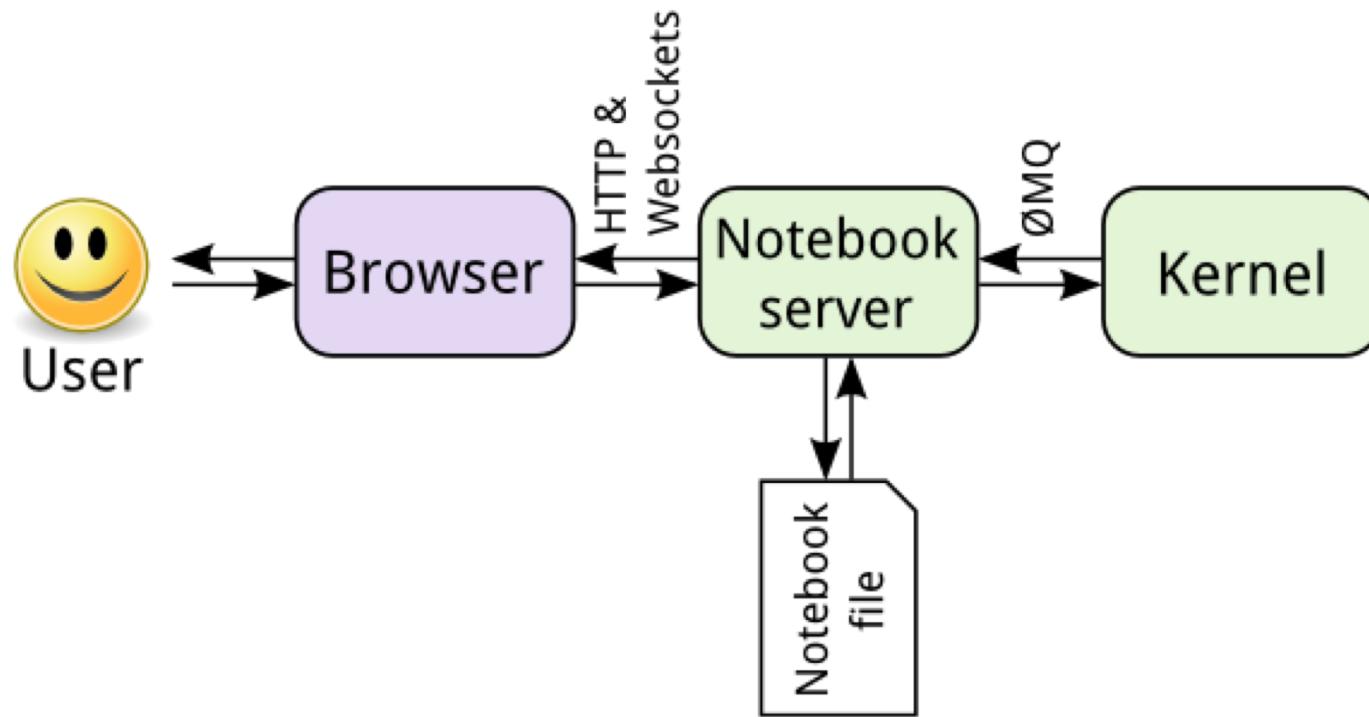
# What is a platform?

*Platform* is the abstraction level beneath code, a level which has not yet been systematically studied. If code studies are new media's analogue to software engineering and computer programming, platform studies are the humanistic parallel of computing systems and computer architecture, connecting the fundamentals of new media work to the cultures in which they were produced and the cultures in which coding, forms, interfaces, and eventual use are layered upon them.”

-- Ian Bogost and Nick Montfort, *Platform Studies*

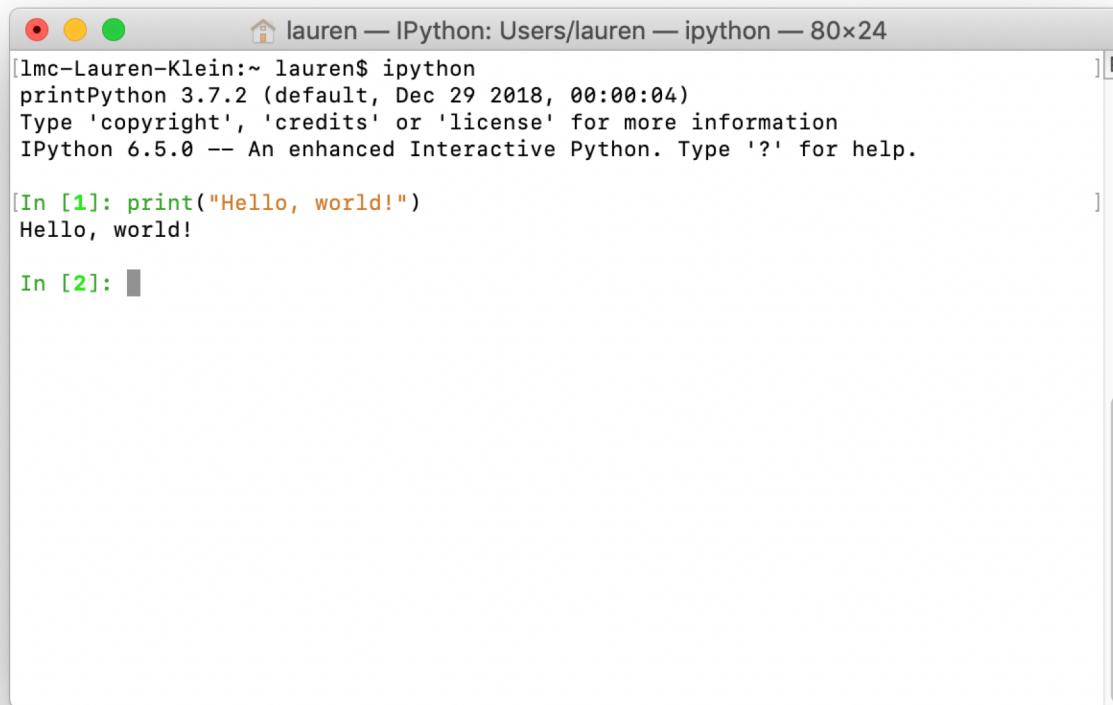
<http://platformstudies.com/levels.html>

# Jupyter is a platform



[https://jupyter.readthedocs.io/en/latest/architecture/how\\_jupyter\\_ipython\\_work.html](https://jupyter.readthedocs.io/en/latest/architecture/how_jupyter_ipython_work.html)

# Here's another interface



The image shows a screenshot of a terminal window titled "lauren — IPython: Users/lauren — ipython — 80x24". The window is running on a Mac OS X system, as indicated by the window controls and the desktop background. The terminal displays the following text:

```
[lmc-Lauren-Klein:~ lauren$ ipython
printPython 3.7.2 (default, Dec 29 2018, 00:00:04)
Type 'copyright', 'credits' or 'license' for more information
IPython 6.5.0 -- An enhanced Interactive Python. Type '?' for help.

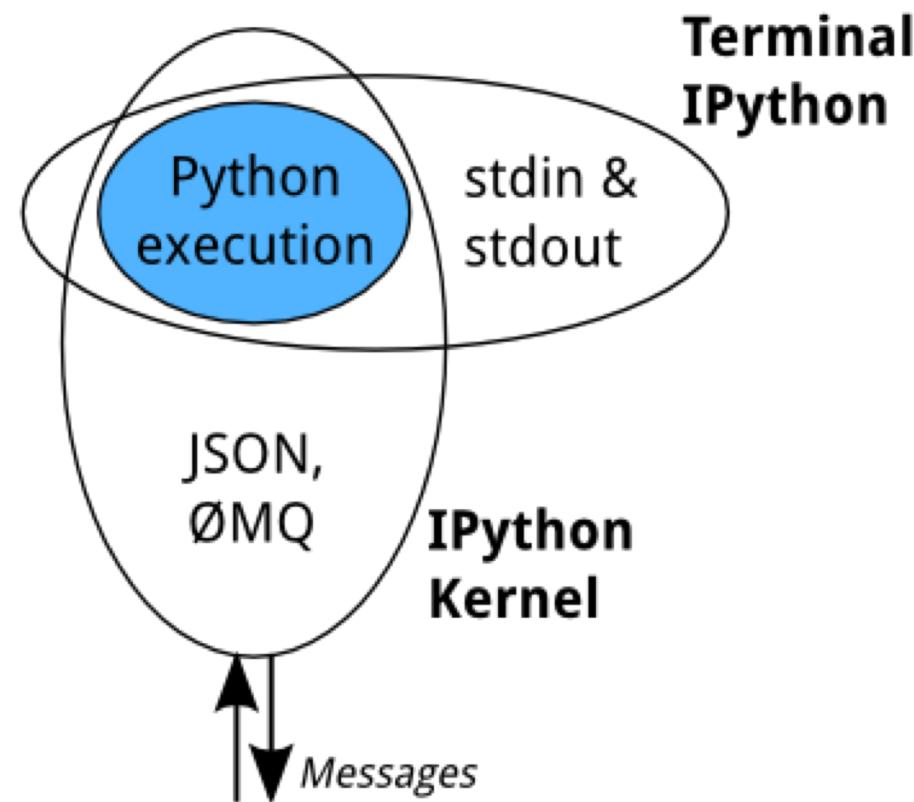
[In [1]: print("Hello, world!")
Hello, world!

In [2]: ]
```

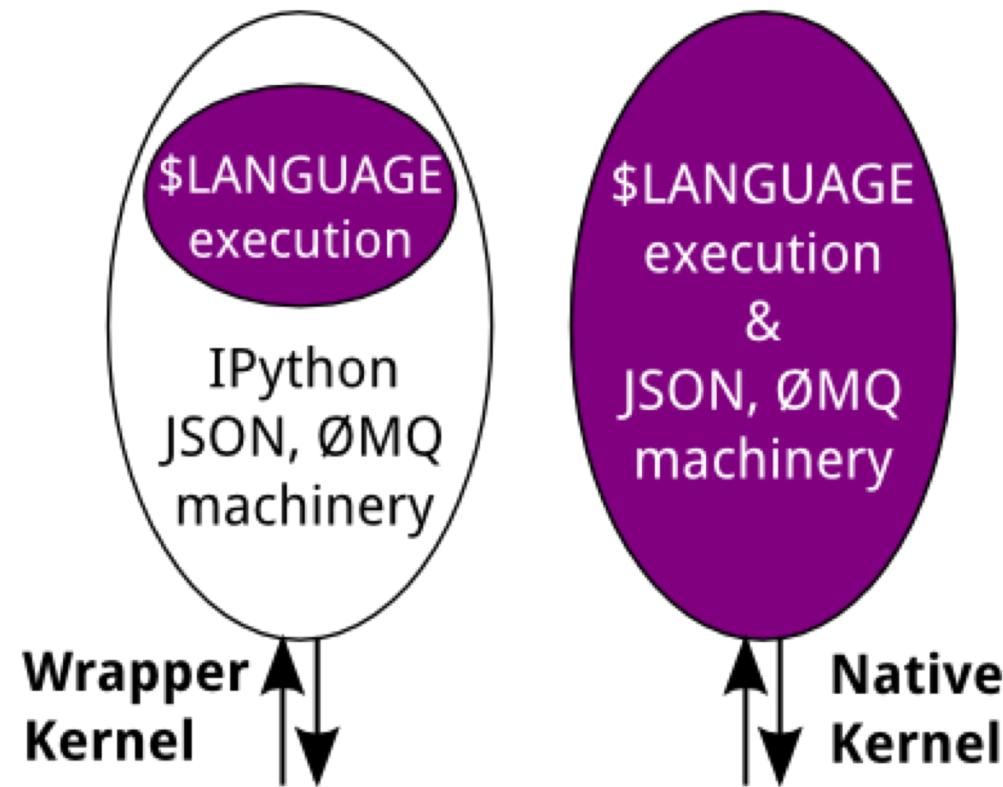
# You try!

- Launch terminal / shell / etc
- Type “ipython” (no quotes)
- Type in: “print(“Hello, world!”)” (no outer quotes) and press return
- Type “exit” to exit.
- (You can close the window now)

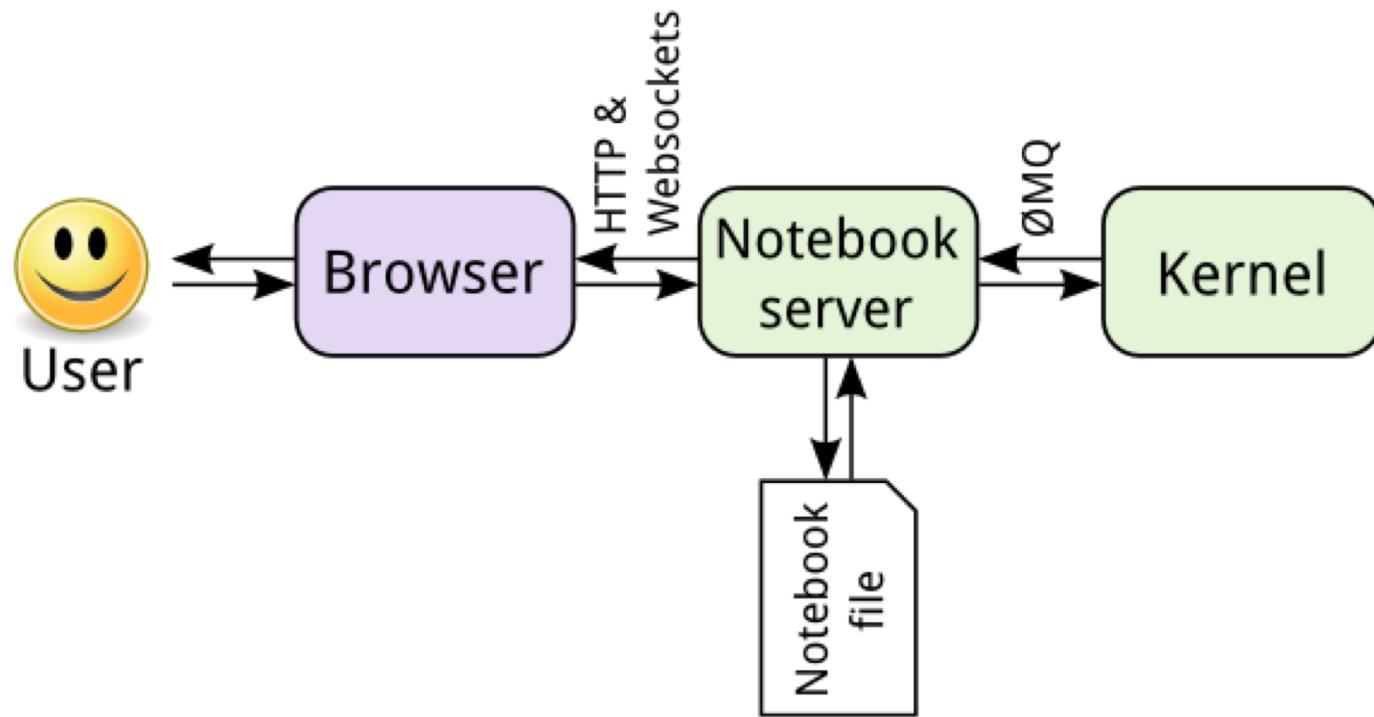
# Both interfaces talk to the iPython kernel



# The kernel talks to your machine

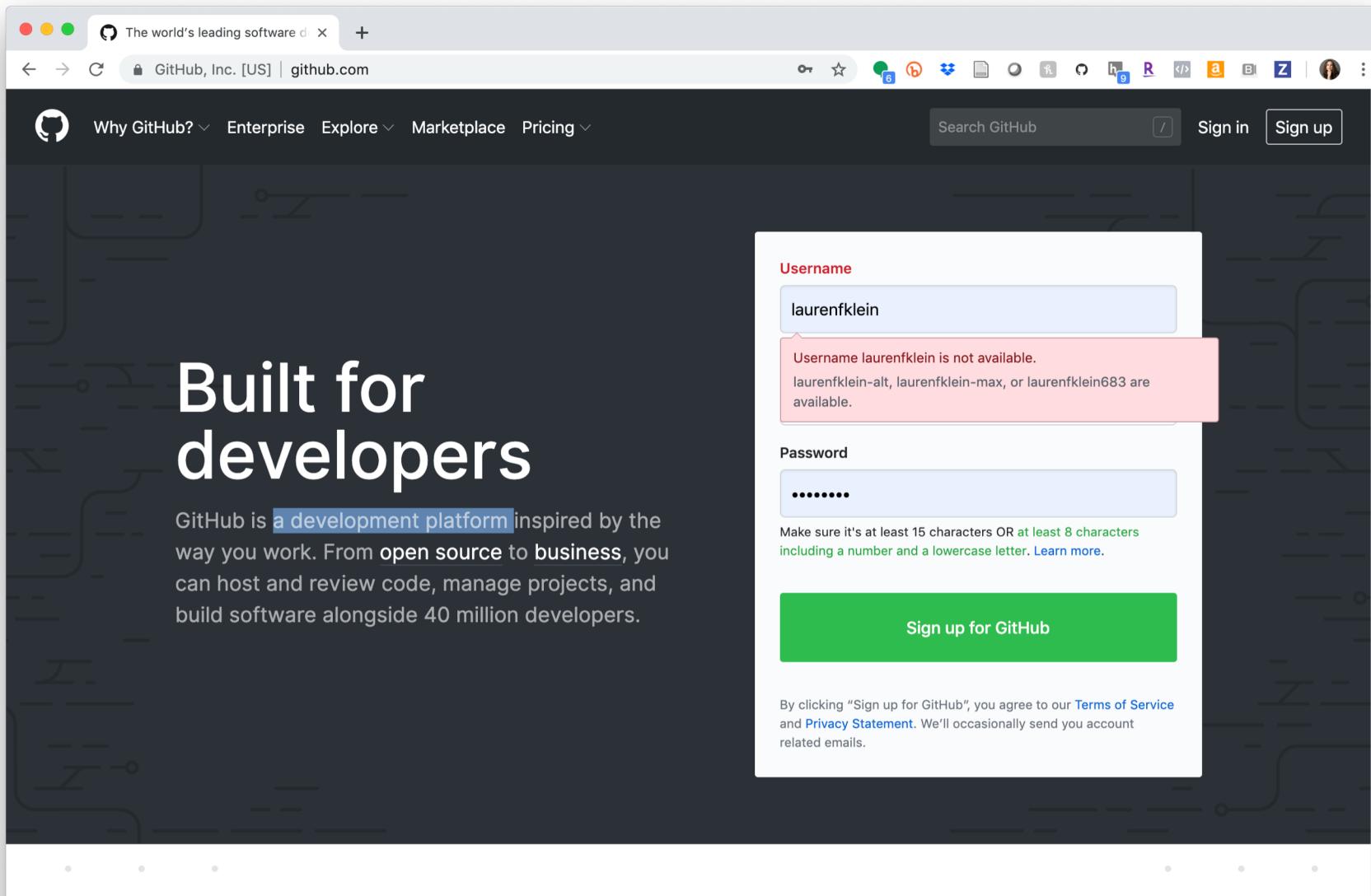


Here's Jupyter again:

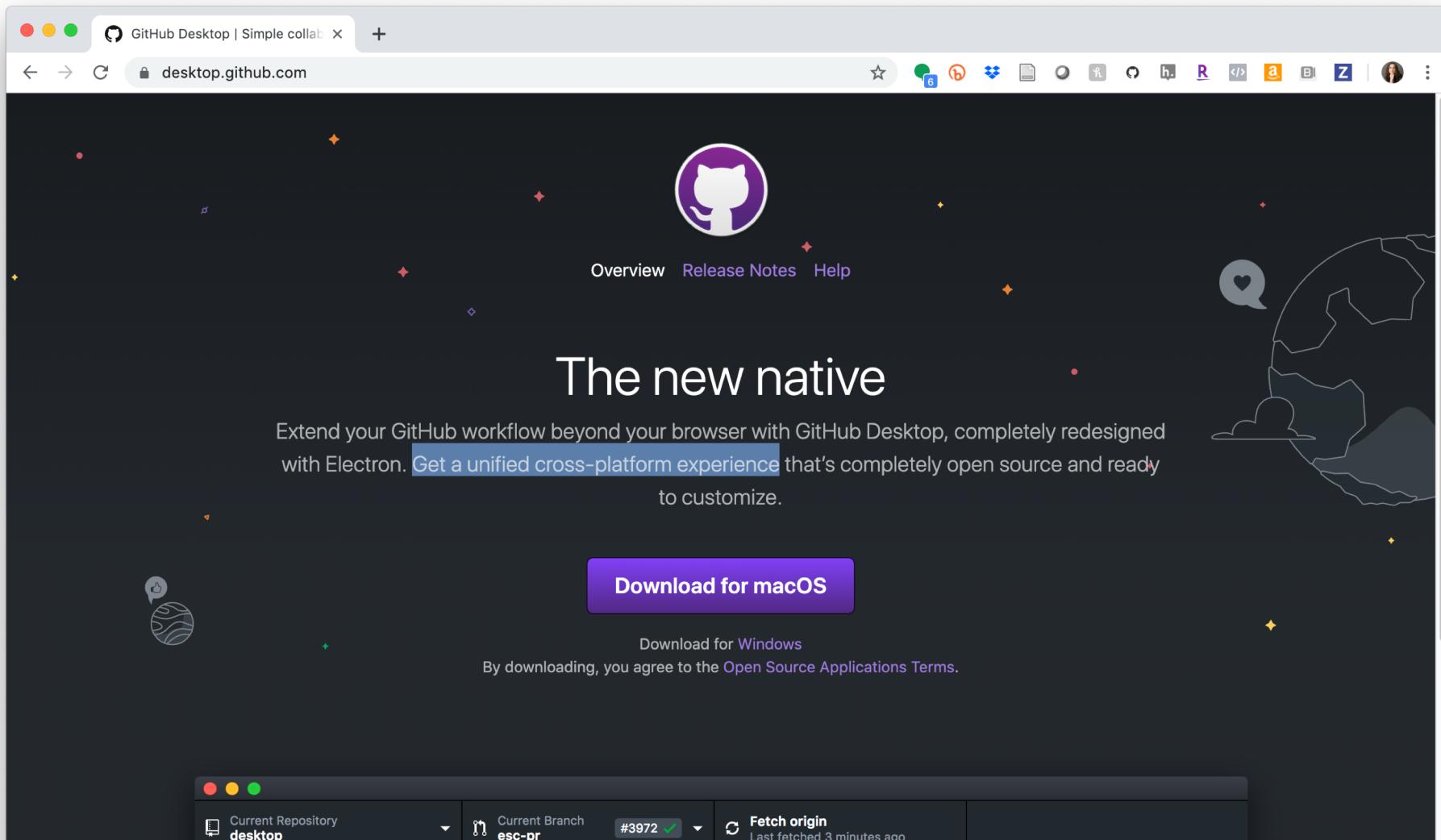


[https://jupyter.readthedocs.io/en/latest/architecture/how\\_jupyter\\_ipython\\_work.html](https://jupyter.readthedocs.io/en/latest/architecture/how_jupyter_ipython_work.html)

# GitHub is another platform!



# GitHub Desktop connects two platforms



# Platforms shape our design choices

- E.g.: Don Knuth, literate programming
- (Another) e.g.: Pac-Man

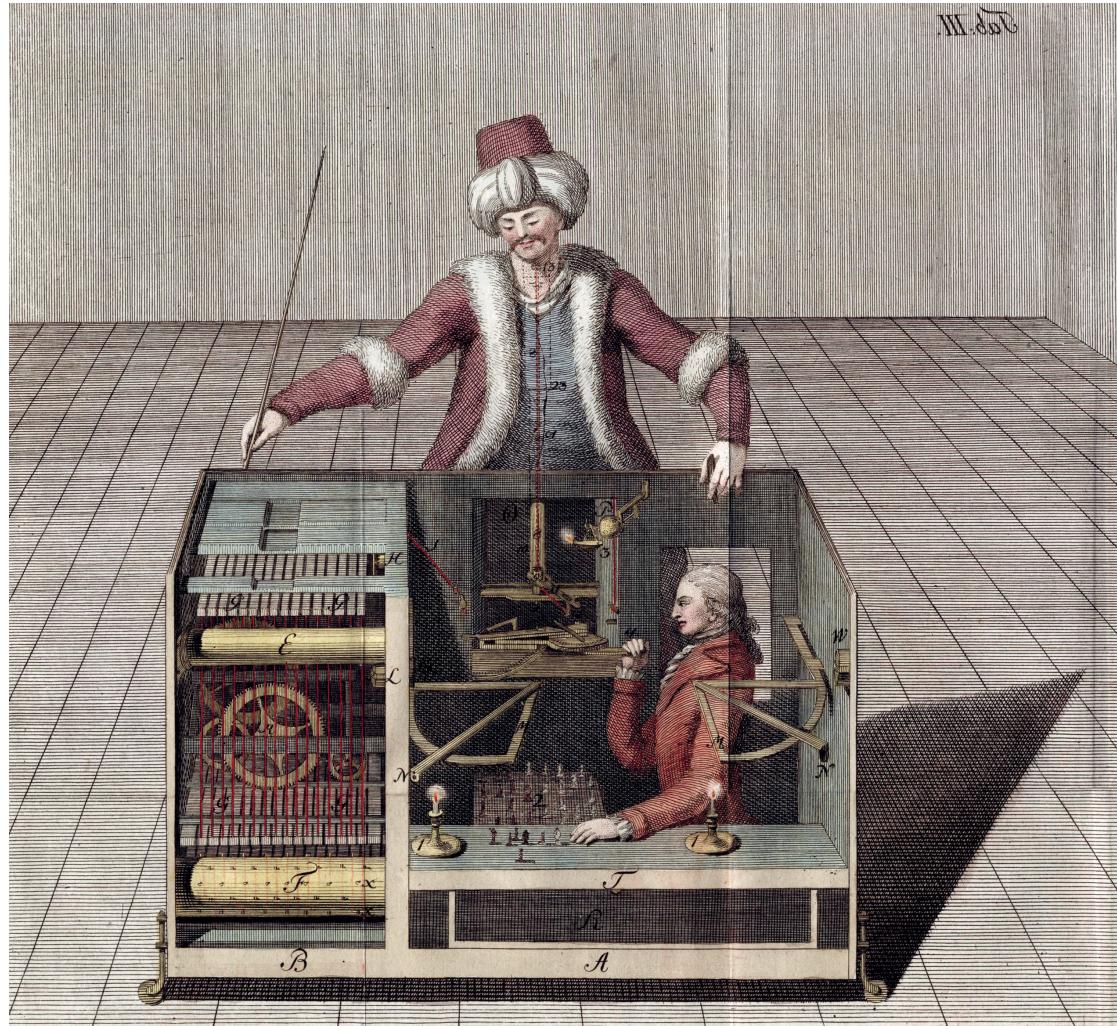


# Those design choices shape us

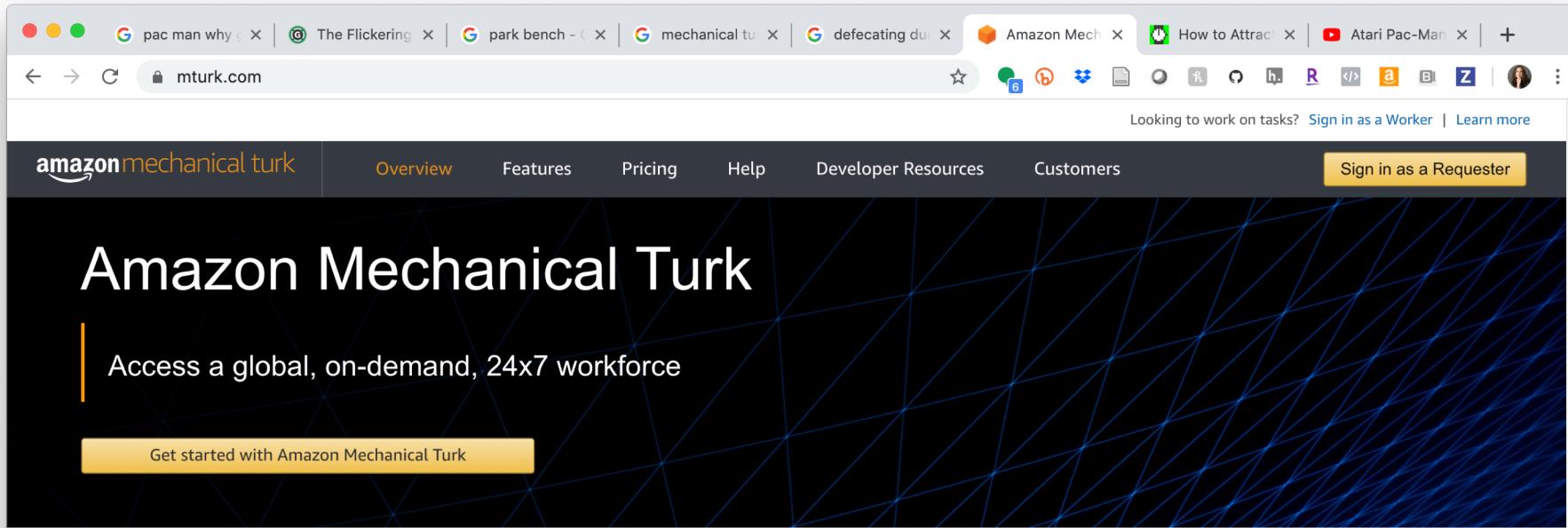
- E.g.: a park bench



# Sometimes platforms are people



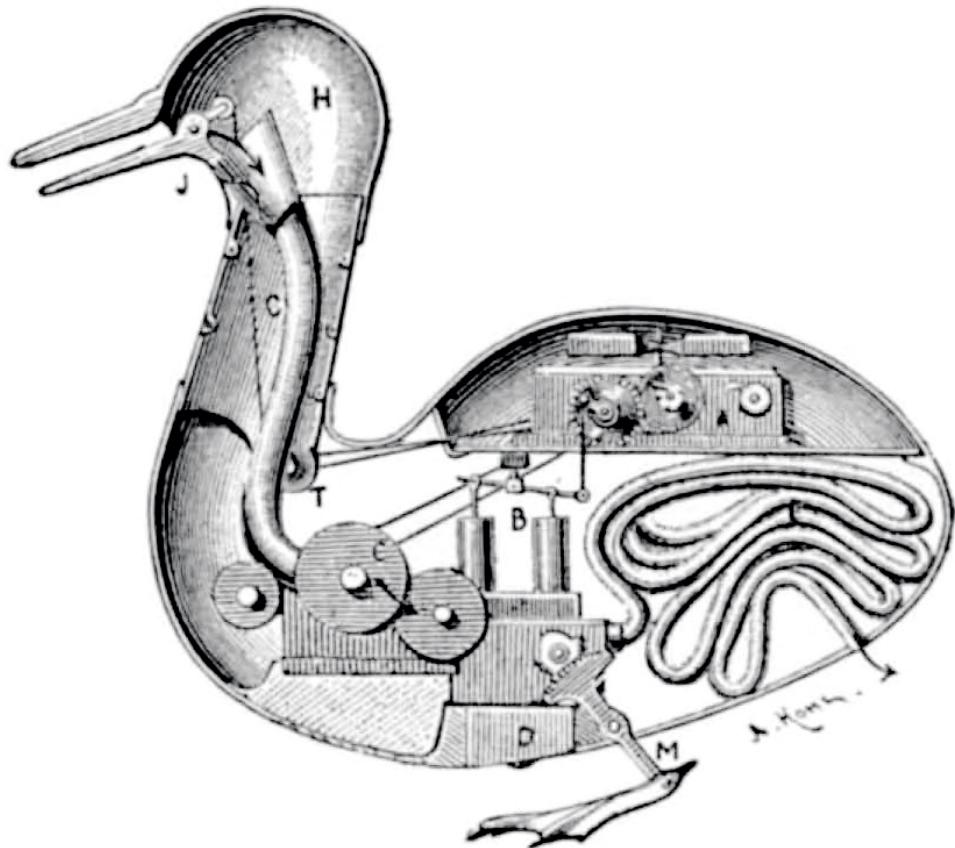
# Sometimes platforms are people



Amazon Mechanical Turk (MTurk) is a crowdsourcing marketplace that makes it easier for individuals and businesses to outsource their processes and jobs to a distributed workforce who can perform these tasks virtually. This could include anything from conducting simple data validation and research to more subjective tasks like survey participation, content moderation, and more. MTurk enables companies to harness the collective intelligence, skills, and insights from a global workforce to streamline business processes, augment data collection and analysis, and accelerate machine learning development.

While technology continues to improve, there are still many things that human beings can do much more effectively than computers, such as moderating content, performing data deduplication, or research. Traditionally, tasks like this have been accomplished by hiring a large temporary workforce, which is time consuming, expensive and difficult to scale, or have gone undone. Crowdsourcing is a good way to break down a manual, time-consuming project into smaller, more manageable tasks to be completed by distributed workers over the Internet (also known as 'microtasks').

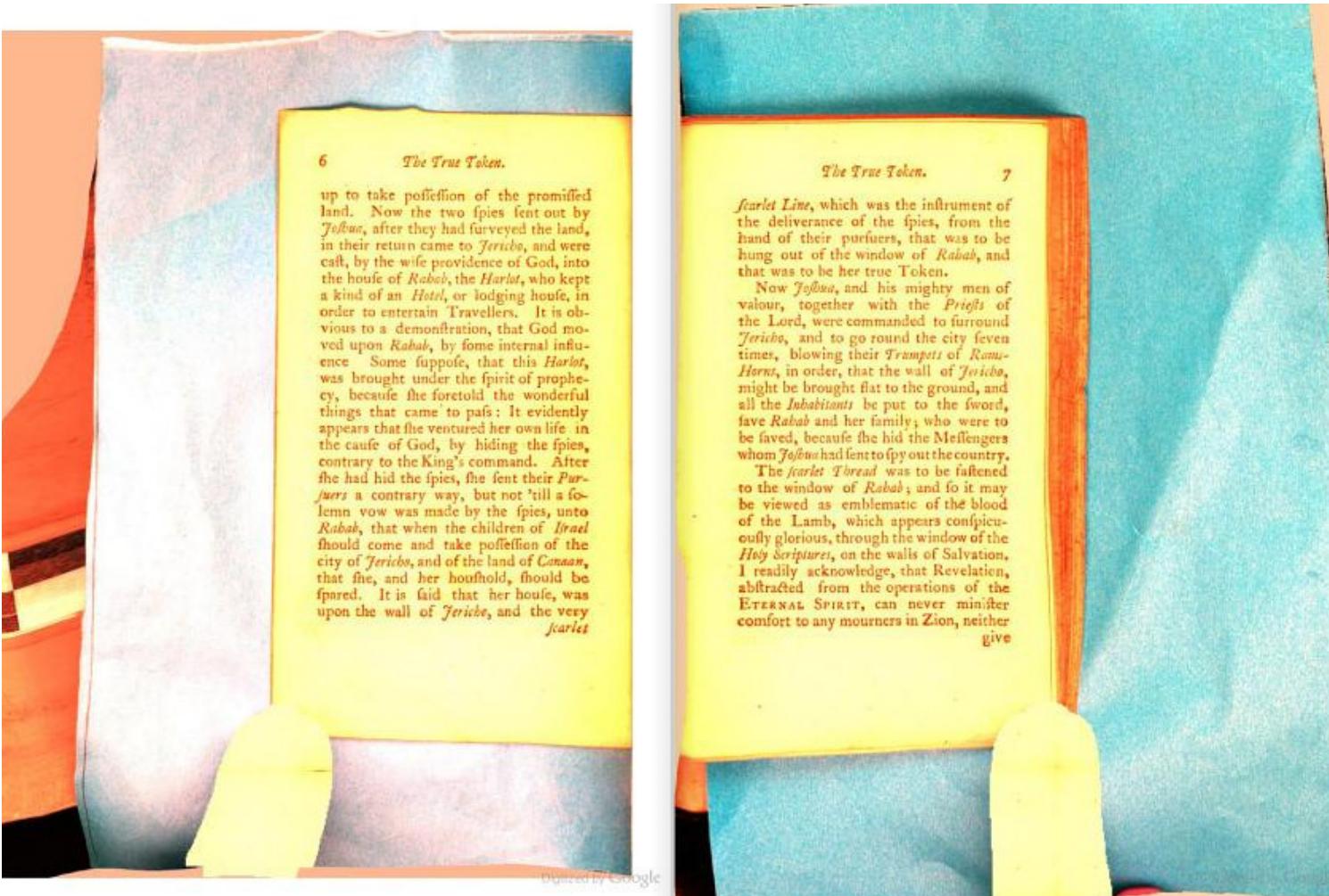
# Sometimes platforms are people



**INTERIOR OF VAUCANSON'S AUTOMATIC DUCK.**

*A*, clockwork; *B*, pump; *C*, mill for grinding grain; *F*, intestinal tube;  
*J*, bill; *H*, head; *M*, feet.

# Platforms (and AI and ML) need people



<https://theartofgooglebooks.tumblr.com/image/142097013320>

# Platforms (and AI and ML) need people

The screenshot shows a web browser window with the URL [wired.com/2014/10/content-moderation/](http://wired.com/2014/10/content-moderation/). The page is from WIRED magazine, featuring an article by ADRIAN CHEN published on BUSINESS 10.23.14 at 06:38 AM. The main headline reads "THE LABORERS WHO KEEP DICK PICS AND BEHEADINGS OUT OF YOUR FACEBOOK FEED". To the left of the article is a sidebar with sharing options for Facebook, Twitter, Comment, and Email. Below the headline is a large black and white photograph of a flooded street in a Manila suburb, with power lines and buildings visible. A caption below the photo states "The road leading to The former office of TaskUs in Bacoor, a Manila Suburb." At the bottom of the article section, there is a small image of a person's face. To the right of the article, there is a sidebar advertisement for Microsoft Surface, stating "Up to 1.5 hours\* longer than MacBook Air". Below the ad is a "Most Popular" section with several news articles and a "MORE STORIES" button.

Share

SHARE

TWEET

COMMENT

EMAIL

ADRIAN CHEN BUSINESS 10.23.14 06:38 AM

## THE LABORERS WHO KEEP DICK PICS AND BEHEADINGS OUT OF YOUR FACEBOOK FEED

1 / 6 The road leading to The former office of TaskUs in Bacoor, a Manila Suburb. MOISES SAMAN/MAGNUM

Microsoft Surface

Up to 1.5 hours\* longer than MacBook Air

\*Local video playback

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# Platforms (and AI and ML) need people

The screenshot shows a web browser window with multiple tabs open at the top. The main content area displays an article from [thebalancecareers.com](https://thebalancecareers.com/google-ads-quality-rater-job-profile-3542817) titled "What Does a Google Ads Quality Rater Do?". The article includes a photo of a woman working at a desk with a laptop, a sidebar with a table of contents, and social sharing icons. A large video advertisement for OnStar is visible at the top of the page.

**ONSTAR CAN HELP GET YOUR VEHICLE BACK **QUICKER AND SAFER.****

**LEARN MORE**

BE SAFE OUT THERE. **On**

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## What Does a Google Ads Quality Rater Do?

Learn About the Salary, Required Skills, & More

[f](#) [p](#) [in](#) [e](#)

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- Duties & Responsibilities
- Education, Training, & Certification
- Job Outlook
- Work Schedule
- Salary
- Skills & Competencies
- Work Environment
- Comparing Similar Jobs

BY LAUREEN MILES BRUNELLI [i](#) • Updated July 02, 2019

A Google ads quality rater is a human fact-checker for Google's algorithm, the mathematical formula that determines relevant search engine results. The position sometimes is labeled as a search evaluator or internet assessor. Google constantly fine-tunes its algorithm to return improved search results as well as keep up with the changing ways people use language and the internet. The search giant needs actual people to check that the results it returns to

Advertisement

10 High-Paying Jobs That Don't Require a Degree

We'll email you a list of new jobs that hire for skills over education

Email address

GET STARTED

NO THANKS

# People shape platforms (and AI and ML) too



<https://www.ajlunited.org/>

# People shape platforms (and AI and ML) too

**Thread:**

<https://twitter.com/brookLYNevery1/status/1167409916899934209>

