



ING[1][2].txt ~

t of the development of the World Wide
ate of references and citations that are
riting. A central factor in the text
Google's activities signify how a
mption of text has become a new culture

ad how humans read – is not new.
ers register and reacts to users'
netics is all about), but it has spread
terface industry and “surveillance
xts that are re-written by algorithms
r, put differently, the texts we read
ts that control this integration are (in
tor reading behaviours.
onfigured by a new

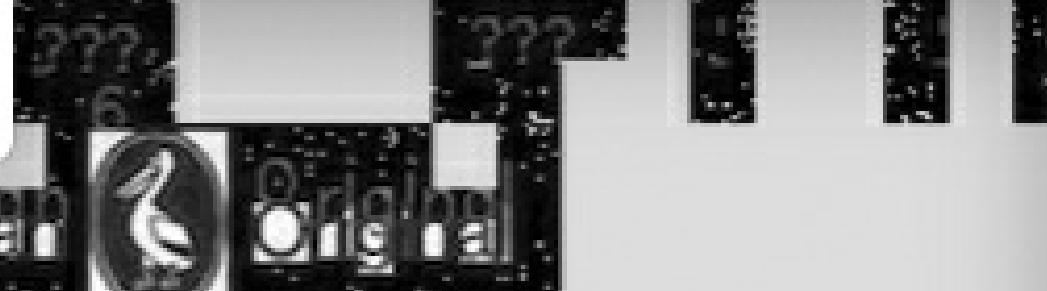
Here are two brief

consists of a series of
te to reading. These
eaders, that read texts,
by making their reading
their literary interfaces
tterns are inspired by

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l codes,
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FromPageRanktoRankBrain_GentleFINA

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value of the content of the page and it's
re just amazed to two value dollars mov
presently he were search they still they wait global search
e internet by crawling and the indexing witch determines
e of the website based on the words it contains how often
link to it and dozens of other measures we've google search
is to keep the attention of the user been to have then
higher ratings effortlessly allow her as gillespie points
words in their own pay them very very diverse users the
code of algorithms or in the roads are generally obscure
you are from everyone based on user's histories location
terms the surgeries personalized through instead of criteria
the creators of content of web_pages get it checked by
es but they're tracking of different factors are signals
e ranking of an individual and she mostly verse engineering
engine optimization as c._e._o. industry has developed
the algorithm just figure out it's recipe or signals you



organizations such as the Int
resolution – or rather the re
superficial setting of width

Besides a width and height, a
2011). This thickness of the
from its audience, while its
behind (or beyond) the screen
politically, technically and
trade off between these stand
that dispute their stakes (fr
set rules (protocols).

The more complex an image pro
following their own 'protocol
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their inherent complexities a
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media. When was the last time

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witch determines
how often
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have then
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Imaging Probabilities, Im
Søren Rasmussen

Representational meaning-ma
culture have been replaced
in omnipresent, internetwor
world. Moving from analogue
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Previously appointed to the
information today is delega
mapping, tracking, and trac
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relations can emerge, but h
of patterns through modulat
protocols (Chun, 2011; Gall
(Deleuze, 1992) in which ne
live with technology (Derri
patterns are drawn in rand
happens when nonsense is gi

In Matter and Memory philos
perceptual recognition: aut
recognition. Bergson argues
movement, but that the diff
recognition continues and p
future (e.g. recognising a

