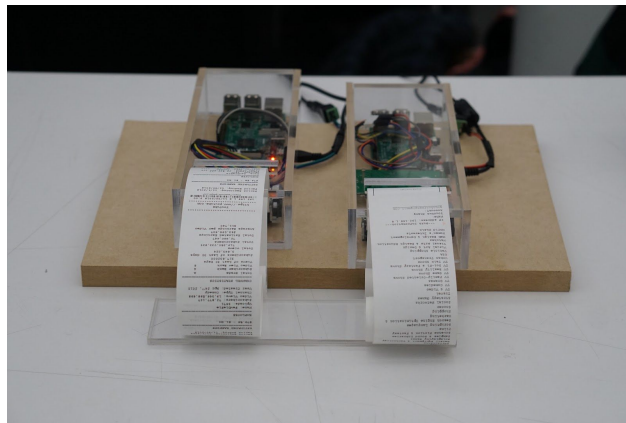
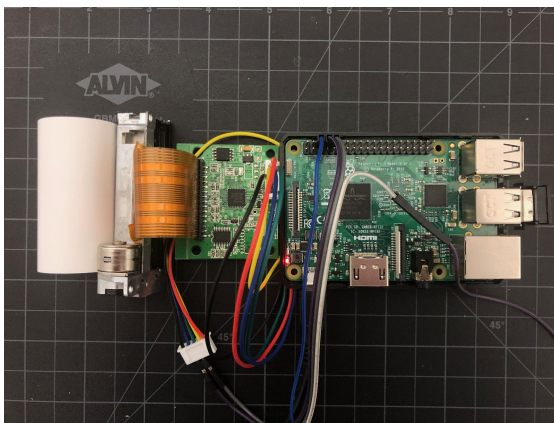


Questions:

- What is algorithm?
- Why algorithm-controlled systems are affecting our everyday lives?
- How can we model the dynamics in an algorithm-controlled system?

This thesis project is looking at the digital interface and the algorithms behind the interface. In our everyday life, we tend to question the system that involves more of the body presence. For the digital interface that we invest a tremendous amount of time and effort, little attention has been paid. While we are enjoying the optimized world coming from algorithms, algorithms are controlling things we see and do on the Internet. Digital platforms can produce “a harmonization of tastes” across the world. Facebook can conduct a study of emotional contagion based on a total number of 689,003 users. YouTube’s top creators can work for the algorithms and have to claim burning out.

More specifically, prototypes are built and based on YouTube, a user-generated-content sharing platform. Receipts were being presented as a proof of transactions, including the list of services from Google, the personal data and cookies being collected from users, the advertisement profiling of user’s Google account, and the transactions between viewers and content publishers. The connections between viewers and content publishers can be divided into two subsystems: the recommendation system and the advertisement system. Publishers create videos and viewers find videos via search or suggested features. Publishers can monetize the content by enabling the AdSense for YouTube. The goal of YouTube and its algorithms is about encouraging people to spend more time watching and interacting with the community. The goal of these prototypes is to characterize the intentions of algorithms.



IMDB

SIMPLE RECOMMENDERS SYSTEM

Decide on the metric or score to rate movies on
Calculate the score for everyone
Sort the movies based on the score
Output the top results
A movie with a rating 9 from 10 voters is better than a movie with a rating of 8.9 from 10,000 voters
Average rating of a movie on IMDB is around 5.6, on a scale of 10

CONTENT-BASED RECOMMENDER SYSTEM

Decide on the metric or score to rate movies on
Calculate the score for everyone
Sort the movies based on the score
Compute pairwise similarity scores for all movies
Recommend movies based on that similarity score
Get the movie given its title
Get the list of cosine similarity scores for that particular movie with all movies
Sort based on the similarity scores
Get the top 10 elements of this list

AD SETTINGS
=====

25-34 years old	Action & Platform Games
Female	Adventure Games
Sephora	Audio Equipment
Macy's	Bars, Clubs & Nightlife
Nordstrom	Beauty & Fitness
InVision	Books & Literature
Adventure Games	Business News
Audio Equipment	Business Services
Bars, Clubs & Nightlife	Camera & Photo Equipment
Beauty & Fitness	Casual Games
Books & Literature	Cats
Business News	Celebrities & Entertainment News
Business Services	Classical Music
Camera & Photo Equipment	Comics & Animation
Casual Games	Computer & Video Games
Cats	Computer Hardware
Celebrities & Entertainment News	Computer & Electronics
Classical Music	Construction & Power Tools
Comics & Animation	Cooking & Recipes
Computer & Video Games	Country Music
Computer Hardware	Coupons & Discount Offers
Computer & Electronics	Credit Cards
Construction & Power Tools	Distributed & Cloud Computing
Cooking & Recipes	Education
Country Music	Electronics & Electrical
Coupons & Discount Offers	Extreme Sports
Credit Cards	Family
Distributed & Cloud Computing	Fashion & Style
Education	Fast Food
Electronics & Electrical	Fiber & Textile Arts
Extreme Sports	Fitness
Family	Foreign Language Study
Fashion & Style	Gourmet & Specialty Foods
Fast Food	Graphics & Animation Software
Fiber & Textile Arts	
Fitness	
Foreign Language Study	
Gourmet & Specialty Foods	
Graphics & Animation Software	

YouTube
https://www.youtube.com



Google Account
192.168.1.8 10/18/2018 13:57

LIST OF SERVICE PRICE

YouTube	FREE
YouTube Premium	\$11.99/month
YouTube TV	\$40/month
YouTube Music	\$9.99/month
YouTube Kids	FREE
YouTube VR	FREE
YouTube Creator Studio	FREE

COPY OF YOUR DATA

SEARCH HISTORY
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