



2018 book by Safiya Umoja NobleAlgorithms of Oppression First editionAuthorSafiya NobleLanguageEnglishSubjectRacism, algorithmsGenreNon-fictionPublisherNYU PressPublication placeUnited StatesPages256 ppISBN978-1-4798-4994-9 (Hardcover)Algorithms of Oppression: How Search Engines Reinforce Racism is a 2018 book by Safiya Umoja Noble in the fields of information science, machine learning, and human-computer interaction.[1][2][3][4]Noble earned an undergraduate degree in sociology from California State University, Fresno in the 1990s, then worked in advertising and marketing for fifteen years before going to the University of Illinois Urbana-Champaign for a Master of Library and Information Science degree in the early 2000s.[5] The book's first inspiration came in 2011, when Noble Googled the phrase "black girls" and saw results for pornography on the first page.[5] Noble's doctoral thesis, completed in 2012, was titled Searching for Black Girls: Old Traditions in New Media.[6][7] At this time, Noble thought of the title "Algorithms of Oppression" for the eventual book.[8] Noble became an assistant professor at University of California, Los Angeles in 2014.[9] In 2017, she published an article on racist and sexist bias in search engines in The Chronicle of Higher Education.[9][10] The book was published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published an article on racist and sexist bias in search engines in The Chronicle of Higher Education.[9][10] The book was published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 2017, she published by New York University of California, Los Angeles in 2014.[9] In 20 Press on February 20, 2018.[11] By this time, changes to Google's algorithm had changed the most common results for a search of "black girls," though the underlying biases remain influential.[12] Algorithms of Oppression addresses the relationship between search engines and discriminatory biases. She takes a Black intersectional feminist approach. Intersectional feminism takes into account the experiences of women of different races and sexualities when discussing the oppression of women.[13] Noble argues that search algorithms are racist and perpetuate societal problems because they reflect the negative biases that exist in society and the people who create them.[14][15][16] Noble rejects the idea that search engines are inherently neutral, explaining how algorithms in search engines privilege whiteness by depicting positive cues when key words like white are searched as opposed to Asian, Hispanic, or Black. Her main example surrounds the search engines privilege whiteness by depicting positive cues when key words like white are searched as opposed to Asian, Hispanic, or Black. depicted in the results.[17] Chapter 1 explores how Google search's auto suggestion feature is demoralizing, discussing example searches for terms like "black girls" (which returned anti-Semitic pages). Noble coins the term algorithmic oppression to describe data failures specific to people of color, women, and other marginalized groups. She discusses how Google could use human curation to eliminate slurs or inappropriate images from the first page of results, and criticizes Google's policy that unless pages are unlawful, Google will allow its algorithm to act without human curation. She identifies AdWords as a hypocritical use of curation to promote commercial interests, since it allows advertisers to pay for controversial or less-relevant topics to appear above the algorithm's selections. [18] Chapter 2 examines Google's claims that they are not responsible for the content of search results, instead blaming the content of search results, instead blam normalize whiteness and men. She argues that Google hides behind their algorithm, while reinforcing social inequalities and stereotypes for Black, Latina, and Asian women. Chapter 3 discusses how Google's search engine combines multiple sources to create threatening narratives about minorities. She explains a case study where she searched black on white crimes on Google.[19] Noble highlights that the sources and information that were found after the search pointed to conservative sources that skewed information. These sources that skewed information fueled the actions of white supremacist Dylann Roof, who committed a massacre. Chapter 4 examines examples of the European Union, which provides citizens with the right to forget or be forgotten.[20] She argues that these breaches of privacy disproportionately affect women and people of color. Chapter 5 moves away from Google and onto other information sources deemed credible and neutral. Noble says that prominent libraries, including the Library of Congress, reinforce hegemonies such as whiteness, heteronormativity, and patriarchy. As an example, she discusses a two-year effort to change the Library of Congress's catalog terminology from "illegal aliens" to "noncitizen" or "unauthorised immigrants".[18] Noble argues all digital search engines reinforce discriminatory biases, highlighting how interconnected technology and society are. [21]Chapter 6 discusses possible solutions for the problem of algorithmic bias. She insists that governments and corporations bear the most responsibility to reform their systemic issues, and rejects the neoliberal argument that algorithmic biases will disappear if more women and racial minorities enter the industry as software engineers. She critiques a mindset she calls big-data optimism, or the notion that large institutions solve inequalities. She argues that policies enacted by local and federal governments could reduce Google's information monopoly and regulate the ways in which search engines filter their results. To illustrate this point, she uses the example a Black hairdresser whose business faces setbacks because the review site Yelp has used biased advertising practices and searching strategies against her. She closes the chapter by calling upon the Federal Communications (FCC) and the Federal Trade Commission (FCC) and the Federal Trade Commission (FCC) and the Federal Trade Commission (FCC) and the Federal Trade Communications Communications Communications (FCC) and the Federal Trade Communications (FCC) and the Federal Tra rhetoric on the Internet. She urges the public to shy away from colorblind ideologies toward race, arguing that these erase the struggles faced by racial minorities. The conclusion synthesizes the previous chapters, and challenges the struggles faced by racial minorities. has been largely positive. In the Los Angeles Review of Books, Emily Drabinski writes, "What emerges from these pages is the sense that Googles algorithms of oppression comprise just one of the hidden infrastructures that govern our daily lives, and that the others are likely just as hard-coded with white supremacy and misogyny as the one that Noble explores."[22] In PopMatters, Hans Rollman writes that Algorithms of Oppression "demonstrate[s] that search engines, and in particular Google, are not simply imperfect machines, but systems designed by humans in ways that replicate the power structures of the western countries where they are built, complete with all the sexism and racism that are built into those structures."[1] In Booklist, reviewer Lesley Williams states, "Nobles study should prompt some soul-searching about our reliance on commercial search engines and about digital social equity."[23]In early February 2018, Algorithms of Oppression received press attention when the official Twitter account for the Institute of Electrical and Electronics Engineers expressed criticism of the book, saying that the results of a Google search suggested in its blurb did not match Noble's predictions. IEEE's outreach historian, Alexander Magoun, later revealed that he had not read the book, and issued an apology.[15]Algorithmic biasTechlash^ a b "Don't Google It! How Search Engines Reinforce Racism". PopMatters. 2018-01-30. Retrieved 2018-03-24.^ Fine, Cordelia (7 March 2018). "Coded prejudice: how algorithms reinforce racism and sexism". NBC News. Retrieved 2018-05-10.^ "How search engines are making us more racist". Vox. Retrieved 2018-05-10.^ a b Munro, Donald (2018-04-19). "When Google gets it wrong". THE MUNRO REVIEW. Retrieved 2021-10-05.^ Jessie, Daniels; Karen, Gregory; Cottom, Tressie McMillan (2017). Digital Sociologies. Policy Press. p.420. ISBN 978-1-4473-2901-5.^ Noble, Safiya (2012). Searching for black girls: old traditions in new media (Thesis). University of Illinois at Urbana-Champaign.^ "In 'Algorithms of
Oppression,' Safiya Umoja Noble Receives Top Honor from Fresno State | UCLA GSE&IS Ampersand". 2019-02-07. Archived from the original on 2019-02-07. Retrieved 2021-10-05.^ Noble, Safiya U. (2017-01-15). "Google and the Misinformed Public". www.chronicle.com. Archived from the original on 2020-07-23. Retrieved 2021-10-05.^ ALGORITHMS OF OPPRESSION | Kirkus Reviews.^ "a book review by Robert Fantina: Algorithms of Oppression: How Search Engines Reinforce Racism" www.nyjournalofbooks.com. Retrieved 2021-10-05. DIgnazio, C.; Klein, L. (2019). Data Feminism. MIT Press. pp.The Power Chapter 1: The Power Chapter 1: The Power Chapter 1: The Power Chapter (pgs 21-47). Noble's main focus is on Googles algorithms, although she also discusses Amazon, Facebook, Twitter, and WordPress. She invests in the control over what users see and don't see "Search results reflects the values and norms of the search companies commercial partners and often reflect our lowest and most demeaning beliefs, because these ideas circulate so freely and so often that they are normalized and extremely profitable." (Nobel, 36)^ a b "Scholar sets off Twitter furor by critiquing a book he hasn't read". Retrieved 2018-02-08. "Can an algorithm be racist? Spotting systemic oppression in the age of Google". Digital Trends. 2018-03-24. Noble, Safiya (2018). Algorithms of oppression: How search engines reinforce racism. New York, NY, US: New Safiya Umoja (20 February 2018). Algorithms of oppression: how search engines reinforce racism. New York. pp.134135. ISBN9781479837243. OCLC987591529. {{cite book}}: CS1 maint: location missing publisher (link)^ Noble, Safiya Umoja (20 February 2018). Algorithms of oppression: how search engines reinforce racism. New York. p.112. ISBN978-1-4798-3724-3. OCLC987591529.{{cite book}}: CS1 maint: location missing publisher (link)^ Noble, Safiya Umoja (2018). Algorithms of oppression: how search engines reinforce racism. New York. p.121. ISBN978-1-4798-3364-1. OCLC1017736697.{{cite book}}: CS1 maint: location missing publisher (link)^ Noble, Safiya Umoja (2018). February 2018). Algorithms of oppression: how search engines reinforce racism. New York. ISBN 978-1-4798-3724-3. OCLC 987591529. {{cite book}}: CS1 maint: location missing publisher (link)^ "Ideologies of Boring Things: The Internet and Infrastructures of Race - Los Angeles Review of Books". Los Angeles Review of Books. Retrieved 2018-03-24. Algorithms of Oppression: How Search Engines Reinforce Racism, by Safiya Umoja Noble | Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001,904 articles in English The English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001,904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: How Search Engines Reinforce RacismRetrieved from " free encyclopedia that anyone can edit. 117, 185 active editors 7,001, 904 articles in English Booklist Online. Algorithms of Oppression: Ho creating more than seven million articles! Learn how you can take part in the encyclopedia's continued improvement. Members of the victorious Blondie crewThe Boat Race is a side-by-side rowing race between crews from the universities of Oxford and Cambridge along a 4.2-mile (6.8km) tidal stretch of the River Thames in south-west London, England. For the third time in the history of the event, the men's, the women's race saw Cambridge lead from the start, eventually winning by a considerable margin to take the overall record to 4330 in their favour. In the women's reserve race, Cambridge's Blondie (crew pictured) defeated Oxford's Isis by a margin of four lengths. The men's race was the final event of the day and completed a whitewash as Cambridge's Blondie (crew pictured) defeated Oxford's Isis by a margin of four lengths. 8380 in their favour. The races were watched by around 250,000 spectators live, and broadcast around the world. (Fullarticle...)Recently featured: Radar, Gun Laying, Mk.I and Mk.IIAndrea NavageroNosy KombaArchiveBy emailMore featured articlesAboutKitty Marion... that Kitty Marion (pictured) was force-fed over 200 times during a hunger strike?... that the North Korean destroyer Choe Hyon is the largest ship constructed for the Korean People's Navy?... that after the release of High and Low, director Akira Kurosawa received telephone calls imitating his film that threatened to kidnap his daughter?... that May Bradford Shockley is why Silicon Valley is where it is?... that the conservation of a goat might endanger the survival of Aquilegia paui?... that Joy Laking predicted in a school writing assignment that within ten years she would be making a living as an artist?... that the Taiwanese restaurant chain Formosa Chang drew inspiration from McDonald's for its non-greasy atmosphere and corporate practices?... that Haridas Mitra had his death sentence commuted after the intervention of Mahatma Gandhi?... that "Steve's Lava Chicken" recently became the shortest song to enter the UK Top 40? ArchiveStart a new articleNominate an articleNgg wa Thiong'o (pictured) dies at the age of 87. In sumo, nosato Daiki is promoted to yokozuna. In association football, Liverpool win the Premier League title. In motor racing, lex Palou wins the Indianapolis 500. In basketball, the EuroLeague concludes with Fenerbahe winning the Final Four Playoff. Ongoing: Gaza warM23 campaignRussian invasion of UkrainetimelineSudanese civil wartimelineRecent deaths: Harrison Ruffin TylerPhil RobertsonMary K. GaillardPeter DavidAlan YentobGerry ConnollyNominate an articleMay 31: Dragon Boat Festival in China and Taiwan (2025); World No Tobacco DayBessarion455 Petronius Maximus, the ruler of the Western Roman Empire, was stoned to death by a mob as he fled Rome ahead of the arrival of a Vandal force that sacked the city.1223 Mongol invasion of Kievan Rus': Mongol forces defeated a Kievan Rus' army at the Battle of the Kalka River in present-day Ukraine.1468 Cardinal Bessarion (pictured) announced his donation of 746 Greek and Latin codices to the Republic of Venice, forming the Biblioteca Marciana.1935 A magnitude-7.7 earthquake struck Balochistan in British India, now part of Pakistan, killing between 30,000 and 60,000 people.2013 An extremely large, powerful, and erratic tornado struck Central Oklahoma, killing eight people and injuring more than 150 others. Albertino Mussato (d.1329) Joseph Grimaldi (d.1837) Dina Boluarte (b.1962) Mbaye Diagne (d.1994) More anniversaries: May 30May 31June 1ArchiveBy emailList of days of the yearAboutCucumis metuliferus, the African horned cucumber, is an annual vine in the cucumber and melon. The ripe fruit has born-like spines, hence the name "horned melon". is a traditional food. Along with the gemsbok cucumber and the citron melon, it is one of the few sources of water during the dry season in the Kalahari Desert. This photograph, which was focus-stacked from 25 separate images, shows two C.metuliferus fruits, one whole and the other in cross-section. Photograph credit: Ivar Leidus Recently featured: Ignace TonenAustralian white ibisHell Gate BridgeArchiveMore featured picturesCommunity portal The central hub for editors, with resources, links, tasks, and announcements. Village pump Forum for discussions about Wikipedia itself, including policies and technical issues. Site news Sources of news about Wikipedia and the broader Wikimedia movement. Teahouse Ask basic questions about using or editing Wikipedia. Help desk Ask questions about using or editing Wikipedia. Reference desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. Help desk Ask research questions about using or editing Wikipedia. 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Help desk Ask research questions a profit organization that also hosts a range of other volunteer projects: CommonsFree media repository MediaWikiWiki software development Meta-WikiBooksFree textbooks and manuals WikidataFree knowledge base WikinewsFree-content library WikispeciesDirectory of species WikiversityFree learning tools WikivoyageFree travel guide WiktionaryDictionary and thesaurusThis Wikipedias are available; some of the largest are listed below. 1,000,000+ articles DeutschEspaolFranaisItalianoNederlandsPolskiPortugusSvenskaTing Vit 250,000+ articles Bahasa IndonesiaBahasa MelayuBn-lm-gCataletinaDanskEestiEsperantoEuskaraMagyarNorsk bokmlRomnSimple EnglishSloveninaSrpskiSrpskohrvatskiKurdLatvieuLietuviNorsk nynorskShqipSlovenina Retrieved from " 2This article is about the year 455. For other uses, see 455 (disambiguation). This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. Find sources: "455" news newspapers books scholar JSTOR (April 2019) (Learn how and when to remove this article by adding citations for verification. message)Calendar yearYearsMillennium1stmillennium1esthcentury5thce condita1208Assyrian calendar5205Balinese saka calendar376377Bengali calendar139 138Berber calendar1405Buddhist calendar1405Buddhist calendar1999Burmese calendar183Byzantine calendar183Byzantine calendar1999Burmese calendar1405Buddhist calen calendar42154216Hindu calendars- Vikram Samvat511512- Shaka Samvat376377- Kali Yuga35553556Holocene calendar10455Iranian calendar10455Iranian calendar167 BP 166 BPIslamic calendar172 BH 171 BHJavanese calendar1013Seleucid era766/767 AGThai solar calendar997998Tibetan calendar997998Tibetan calendar. At the time, it was known as the Year of the Consulship of Valentinianus and Anthemius (or, less frequently, year 1208 Ab urbe condita). The denomination 455 for this year has been used since the early medieval period, when the Anno Domini calendar era became the prevalent method in Europe for naming years. March 16 Emperor Valentinian III, age 35, is assassinated by two Hunnic retainers of the late Flavius Aetius, while training with the bow on the Campus Martius (Rome), ending the Theodosian dynasty. His primicerius sacri cubiculi, Heraclius, is also murdered.March 17 Petronius Maximus, former domesticus ("elite bodyguard") of Aetius, becomes (with support of the Roman Senate) emperor of the Western Roman Empire. He secures the throne by bribing officials of the imperial palace Maximus consolidates his power by a forced marriage with Licinia Eudoxia, widow of Valentinian III.Maximus appoints Avitus, most trusted general, to the visigoths. He elevates his son Palladius to Caesar and has him marry Eudocia, eldest daughter of Valentinian III.May 31 Maximus is stoned to death by an angry mob while fleeing Rome. A widespread panic occurs when many citizens hear the vandals are plundering the Italian mainland. June 2 Sack of Rome: King Genseric sacks the city for a period of two weeks. Eudoxia and her daughters, Eudocia and Placidia, are taken hostage. The loot is sent to the harbour of Ostia and return to Carthage.July 9 Avitus is proclaimed Roman emperor at Toulouse, and later recognised by the Gallic chiefs in Viernum (near Arles). September 21 Avitus enters Rome with a Gallic army. He restores the imperial authority in Noricum (modern Austria) and leaves a Gothic force under Remistus, Visigoth general (magister militum), at Ravenna. The Ostrogoths conquer Pannonia and Dalmatia. Battle of Aylesford: Prince Vortimer rebels against the pro-Anglo-Saxon policies of his is defeated in the battle at Aylesford (Kent). Hengist and his son Oisc become king of Kent. Horsa and Catigern, brother of Vortimer, are killed. The Britons withdraw to London (according to the Anglo-Saxon Chronicle). Skandagupta succeeds Kumaragupta I as ruler of the Gupta Empire (India). During his reign he crushes the Hun invasion; however, the expense of the wars drains the empire's resources and contributes to its decline. Gaero becomes king of the Korean kingdom of Baekje. [1] Earliest recorded date at Chichen Itza on the Yucath Peninsula (Mexico) (approximate date). Barter economy replaces organized trade as Romans and other citizens desert their towns for the countryside, where they will be less vulnerable to barbarian raids (approximate date). The city of Vindobona (Vienna) is struck by an epidemic that spreads through the Roman provinces. The disease is probably streptococcus or a form of scarlet fever with streptococcus or a form of scarlet fever with streptococcus pneumoniae (approximate date). Rusticus, archbishop of Lyon (approximate date) archbishop of Lyon (approximate date) archbishop of Lyon (approximate date). date)Wang Baoming, empress of the Southern Qi (d. 512)March 16Valentinian III, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman courtier (primicerius sacri cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman Cubiculi)May 31 Petronius Maximus, emperor of the Western Roman Empire (b. 419)Heraclius, Roman Empire (b. 419)Heracl leader of the Anglo-Saxons (approximate date)Kumaragupta I, ruler of the Gupta Empire (India)Niall Noigiallach, High King of Ireland (approximate date)Prosper of Aquitaine, disciple and Christian writer (approximate date)^ a b "List of Rulers of Korea". www.metmuseum.org. Retrieved April 20, 2019.Retrieved from " 3One hundred years, from 301 to
400Millennia1stmillenniumCentury5thcen Hemisphere at the beginning of the 4th century CE.Eastern Hemisphere at the end of the 4th century was the time period from 301 CE (represented by the Roman numerals CCCI) to 400 CE (CD) in accordance with the Julian calendar. In the West, the early part of the century was shaped by Constantine the Great, who became the first Roman emperor to adopt Christianity. Gaining sole reign of the empire, he is also noted for re-establishing a single imperial capital, choosing the site of ancient Byzantium in 330 (over the current capitals, which had effectively been changed by Diocletian's reforms to Milan in the West, and Nicomedeia in the East) to build the city soon called Nova Roma (New Rome); it was later renamed Constantinople in his honor. The last emperor to control both the eastern and western halves of the empire was Theodosius I. As the century progressed after his death, it became increasingly apparent that the empire was Theodosius I. As the century progressed after his death, it became increasingly apparent that the empire had changed in many ways since the time of Augustus. The two-emperor system originally established by Diocletian in the previous century fell into regular practice, and the east continued to grow in importance as a centre of trade and imperial power, while Rome itself diminished greatly in the century fell into regular practice. official state religion, and the empire's old pagan culture began to disappear.[citation needed] General prosperity was felt throughout this period, but recurring invasions marked the beginning of the end for the Western Roman Empire. In China, the Jin dynasty. which had united the nation prior in 280, began rapidly facing trouble by the start of the century due to political infighting, which led to the insurrections of the northern barbarian tribes (starting the Sixteen Kingdoms period), which guickly overwhelmed the empire, forcing the Jin court to retreat and entrench itself in the south past the Yangtze river, starting what is known as the Eastern Jin dynasty around 317. Towards the end of the century, Emperor of the Former Qin, Fu Jin, united the north under his banner, and planned to conquer the Jin dynasty in the south, so as to finally reunite the land, but was decisively defeated at the Battle of Fei River in 383, causing massive unrest and civil war in his empire, thereby leading to the fall of the Former Qin, and the continued existence of the Eastern Jin dynasty. According to archaeologists, sufficient archaeologists, suffi Silla. Historians of the Roman Empire refer to the "Long Fourth Century" to the period spanning the fourth century proper but starting earlier with the death of Honorius in 423 or of Theodosius II in 450.[3]See also: Christianity in the 4th centuryGregory the Illuminator mosaic converted Armenia from Zoroastrianism to Christianity Contemporary bronze head of Constantine I (r. 306337 AD)Early 4th century The Gupta Empire is established.301: Armenia first to adopt Christianity as state religion.304439: The Sixteen Kingdoms in China begins.306337: Constantine the Great, ends persecution of Christians in the Roman Empire (see also Constantinian shift) and Constantinople becomes new seat of government (New Rome). Tikal had a population of about 100,000 when it was conquered by Teotihuacan, less than a fourth of its peak population[4]320: Butuan Boat One, the oldest known Balangay, a multi-purpose ship native to the Philippines is built.325328: The Kingdom of Aksum adopts Christianity.325: Constantine the Great calls the First Council of Nicaea to pacify Christianity in the grip of the Arian controversy.335380: Samudragupta expands the Gupta Empire.337: Constantine the Great is baptized a Christian on hissian on his controversy.335380: Samudragupta expands the Gupta Empire.337: Constantine the Great is baptized a Christianity in the grip of the Arian controversy.335380: Samudragupta expands the Gupta Empire.337: Constantine the Great is baptized a Christianity. death bed.350: About this time the Kingdom of Kush.350400: At some time during this period, the Huns began to attack the Sassanid Empire.[2]350: The Kutai Martadipura kingdom in eastern Borneo produced the earliest known as the Mulavarman inscription written in the Sanskrit language using Pallava scripture.[5]Mid-4th century Dish, from Mildenhall, England, is made. It is now kept at the British Museum, London.Mid-4th century Wang Xizhi makes a portion of a letter from the Feng Ju album. Six Dynasties period. It is now kept at National Palace Museum, Taipei, Taiwan, Republic of China.365: An earthquake with a magnitude of at least eight strikes the Eastern Mediterranean. The following tsunami causes widespread destruction in Crete, Greece, Libya, Egypt, Cyprus, and Sicily.376: Visigoths appear on the Danube and are allowed entry into the Roman Empire in their flight from the Huns.378: Battle of Adrianople: Roman army is defeated by the Visigoth cavalry. Emperor Valens is killed.378395: Theodosius I, Roman emperor, bans pagan worship, Christianity is made the official religion of the Empire.378: Siyaj K'ak' conquers Waka on (January 8), Tikal (January 16) and Uaxactun.Wall painting of the Council of Constantinople (381) in the Stavropoleos monastery, Romania381: First Council of Constantinople reaffirms the Christian doctrine of the Trinity by adding to the creed of Nicaea.383: Battle of Fei River in China.395: The Battle of Canhe Slope occurs.395: Roman emperor Theodosius I dies, causing the Roman Empire to split permanently.Late 4th century: Cubiculum of Leonis, Catacomb of Commodilla, near Rome, is made.Late 4th century: Atrium added in the Old St. Peter's Basilica, Rome.For a more comprehensive list, see Timeline of historic inventions 4th century. The Stirrup was invented in China, no later than 322.[6][1]Kama Sutra, dated between c.400 BC to c. 300 AD.[7][8]Iron pillar of Delhi, India is the world's first Iron Pillar.[citation needed]Trigonometric functions The trigonometric functions sine and versine originated in Indian astronomy.[9]Codex Sinaiticus and the Codex Vaticanus Graecus 1209, are the earliest Christian bibles.[10][11]Book of Steps, Syriac religious discourses.[citation needed]^ a b "The invention and influences of stirrup". Archived from the original on December 3, 2008.^ a b Roberts, J "History of the World". Penguin, 1994.^ The Long Fourth Century 284450: Continuity and Change in the Later Roman Empire ed. S. McGill, C. Sogno and E. Watts (Cambridge 2008).^ "The Maya: Glory and Ruin". National Geographic Magazine. Archived from the original on April 9, 2008.^ "The Austronesians: Historical and Comparative Perspectives". ANU Press. Archived from the original on 2013-12-25. Retrieved 2013-04-29.^ Lee, Adela C.Y. 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Retrieved from " 4The following pages link to 4th century External tools(link countsorted list) See help page for transclusion coun pre-Islamic Arabia (links | edit)12th century (links | edit)15th century (links | edit)15th century (links | edit)15th century (links
| edit)15th century (links | edit)17th century (l edit)10th century (links | edit)2th century (links | edit)4th century (links | edit)4th century (links | edit)2th century BC (links | edit)4th century BC (links | edit)4th century BC (links | edit)4th century BC (links | edit)3rd century BC (links | edit)4th century BC (links century BC (links | edit)5th century BC (links | edit)410 (links | edit)320 (links | | edit)470s (links | edit)430s (links | edit)430s (links | edit)510s (links | edit)510s (links | edit)View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Retrieved from "WhatLinksHere/4th_century"Dr. Safiya Umoja Noble's book, "Algorithms of Oppression," critiques the biases in search engine algorithms, particularly Google's, highlighting how they reinforce social inequities such as racism and sexism. Noble argues for a critical examination of these algorithms, promoting the idea that they are far from neutral and instead perpetuate existing power structures. This text serves as a vital resource for understanding the idea that they are far from neutral and instead perpetuate existing power structures. and scholars in confronting these biases. Algorithms of Oppression addresses the growing concern about the consequences of communities. Read more Noble makes a strong case that present technologies and search engines are not just imperfect, but they enact actual harm to people and communities. Popmatters.com [P]resents convincing evidence of the need for closer scrutiny and regulation of search engine[s]. A thought-provoking, well-researched work. Library Journal Noble arguesthat the web is a machine of oppression[Her] central insight that nothing about internet search engine[s]. accumulation of alarming and disturbing examples. [She] makes a compelling case that pervasive racism online inflames racist violence IRL. Los Angeles Review of Books Noble demolishes the popular assumption that Google is a values-free tool with no agendaShe astutely questions the wisdom of turning so much of our data and intellectual capital over to a corporate monopoly.Nobles study should prompt some soul-searching about our reliance on commercial search engines and about digital social equity. STARRED Booklist A distressing account of algorithms run amok. Kirkus Reviews Safiya Noble has produced an outstanding book that raises clear alarms about the ways Google quietly shapes our lives, minds, and attitudes. Noble writes with urgency and clarity. This book is essential for anyone hoping to understand our current information ecosystem. Siva Vaidhyanathan, Author of The Googlization of Everything and Why We Should Worry Safiya Nobles compelling and accessible book is an impressive survey of the impact o search and other algorithms on our understandings of racial and gender identity. Her study raises crucial questions regarding the power and control of algorithms, and is essential reading for understanding the way media works in the contemporary moment. Sarah Banet-Weiser, Author of Authentic: The Politics of Ambivalence in a Brand Culture All search results are not created equal. Through deft analyses of software, society, and superiority, Noble exposes both the motivations and mathematics that make a technologically redlined internet. Read this book to understand how supposedly race neutral zeros and ones simply dont add up. Matthew W. Hughey, Author of White Bound: Nationalists, Antiracists, and the Shared Meanings of Race Critiques of disinformation and other high-profile issues that have come to light since the books publication (e.g., weaponized social media and the repeal of net neutrality), which could have significant consequences for low-income schools with aging hardware, give new examples for several claims made in this book. We know change is possible, given Googles fix to the black girls search results. Perhaps this political context can motivate the groups Noble calls upon to provide clear and actionable strategies. After all, I concur: Society is searching for them. Linzi Juliano, Catalyst: Feminism, Theory, Technoscience journal If Algorithms of Oppression is going to be an important book, it will be for its ability to reach outside the academy. Its a strong work of scholarship that provides many new research questions, but it is more powerful because it speaks to the public it advocates for. It effectively takes its reader a step back from the tools they are accustomed to and reminds them that alternatives are possible. Mark Filipowich, First Person Scholar journal An original, surprising and, at times, disturbing account of bias on the internet, Algorithms of Oppression contributes to our understanding of how racism is created, maintained, and disseminated in the 21st century. Buy a Book Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The license terms. Attribution You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. An original, surprising and, at times, disturbing account of bias on the internet, Algorithms of Oppression contributes to our understanding of how racism is created, maintained, and disseminated in the 21st century. Order a Copy Author Safiya Umajo Nobles far-reaching vision for social change through information, includes the following call to action: We need people designing technology for society to have training and an education on the histories of marginalized people, at a minimum, and we need them working alongside people with rigorous training and preparation from social sciences and humanities. (70) Professor of Gender and African American Studies at the University of California Los Angeles, co-founder and co-director of the UCLA Center for Critical Internet, and board member of the Cyber Civil Rights Project,]Noble is a leading authority on information science and the Internet. Her 2018 book, Algorithms of Oppression: How Search Engines Reinforce Racism critiques the reproducibility of racist ideology within the machinations, and the commercialization of the Internet. Starting with results which appear when keywords black women and black girls are entered into Google search, Noble argues that users expectations - when coming to the screen - are inevitably influenced by the global dominance of Google as an authoritative source. She then analyzes the search engine optimization and commercial approach that brings about stereotypes in Google search results. Her study focuses upon the profit-motivated logics used to run data and highlight content; how search results are listed and optimized for ad revenue, and how companies collect and sell keywords to increase the visibility of certain images and topics. Advocating for more publicly-minded and regulated approaches to information, while critiquing this pervasive privatized, corporate exchange, Noble demonstrates how search engine information plays a crucial role in reinforcing social bias and points out how, while many users privilege images - text and its programmed hierarchies also have huge cultural influence. The subtlety of this observation is that those learning to use online tools now do not necessarily recognize implicit bias unless it is pointed out. They tend, instead, to follow, authoritative information, in which the dominant paradigm of online search engines is that of a democratic landscape of free and unlimited information. Noble goes on to demonstrate how, in a techno-deterministic universe, these learned ideas not only feed power but also represent its workings, and how Google, for instance, makes exorbitant profits from user-generated content at one point underscoring the effect of racially-charged stereotypes upon Black teenage girls, and their mental health. In another passage, she discusses the search history of Dylann Roof, young mass murderer of Blacks, who inputted search term black crime against whites and was sent to the Council of Conservative Citizens cloaked news webpage with its 579 linked websites, including Reddit, the New York Times and Huffington Post. Roof, reporting in his own words said his racial awareness was cultivated online. (117). What Noble points out about this information freedom and end user reception is the vast sea of globalized stereotypes and racist representations that inform search activity. In this charged reading, online information and its resulting bias is not separate, random, or neutralized, as one might think, by its so-called objective existence on screen. Rather, online search reflects and reconstitutes racisms inherently mapped to oppression rooted in the history of white dominance over people of color and she argues for something called redistributive justice (Daniels in Noble, 84). To Noble, search results are artifacts that have both symbolic and material meaning in their precise connection to the revenue-generating system from which tech companies make profits; the self-same business model used to create for-profit newspapers, radio, and television (105). Nobles analysis is interspersed with robust scholarship on
the frequent misrepresentation of Black people in systems such as the colonizing scientific discourses of Europeans; the Dewey Decimal system, and the Library of Congress card catalog (Marshall in Noble, 144). In another chapter, the author cites work by Jennifer C. Nash, Gail Dines, Mirielle Miller-Young and bell hooks that provides compelling context for additional commentary on the power of corporate advertising, patriarchy, and the neo-liberal porn industry to engage and profit from online search. Using stereotypes of exotic othering, Jezebels, and mammies found in search results and their connection to include negative imagery of BIPOC as part of the exploitation of womens" bodies in ads. Here she also includes work by feminist media scholar Jean Kilbourne who writes that advertising causes feelings and changes in perspective, regardless of the consumers belief that they were tuning out the ads (105). Algorithms of Oppression: How Search Engines Reinforce Racism is, thus, a book concerned with the screen as a place of active information collection and online organization. It raises consciousness about how racist representations work technologically, and it considers how search results exhibit inequities and maleness. would be her use of the concept that powerful, privatized technology is simply-put, democratic. She asks, Can algorithms be racist? (82) then posits a broad critique. Her Black feminist scholarship implicates a wide-spread corporate-controlled communications landscape including the porn industry in the negative representation of Black women and girls, and further reinforces the need for techno-social change. Moreover, the book is a call to action around the education of designers such that implicit bias is considered in the design of systems, thus stemming the perversity of this tide. A surefire addition to critical race theory Algorithms of Oppression has the game-changing, analytic cogency of the 1994 publication, Cybertypes: Race, Ethnicity, and Identity on the Internet by theorist Lisa Nakamura. Both texts cut through the dominant paradigms which protect largely white, capitalist, normative discussion from seeing itself, and destroy commonly held beliefs about neutrality and universality in digital communications. They should be read now and included in information studies, digital cultural studies, and media literacy courses. Available on iOS & AndroidA revealing look at how negative biases against women of color are embedded in search engine results and algorithms Run a Google search for "black girls" what will you find? "Big Booty" and other sexually explicit terms are likely and algorithms Run a Google search for "black girls" what will you find? "Big Booty" and other sexually explicit terms are likely and algorithms Run a Google search for "black girls" what will you find? "Big Booty" and other sexually explicit terms are likely and algorithms Run a Google search for "black girls" what will you find? "Big Booty" and other sexually explicit terms are likely and algorithms Run a Google search for "black girls" what will you find? to come up as top search terms. But, if you type in "white girls, " the results are radically different. The suggested porn sites and un-moderated discussions about "why black women are so angry" presents a disturbing portrait of black women are so angry" presents a disturbing portrait of black women are so angry " presents a disturbing portrait of black women are so angry" presents a disturbing portrait of black women are so angry " presents a disturbing portrait of black women are so angry" presents a disturbing portrait of black women are so angry " presents a disturbing p challenges the idea that search engines like Google offer an equal playing field for all forms of ideas, identities, and activities. Data discrimination is a real social problem; Noble argues that the combination of private interests in promoting certain sites, along with the monopoly status of a relatively small number of Internet search engines, leads to a biased set of search algorithms that privilege whiteness and discriminate against people of color, specifically women of color. Through an analysis of textual and media searches as well as extensive research on paid online. As search engines and their related companies grow in importance operating as a source for email, a major vehicle for primary and secondary school learning, and beyondunderstanding and, at times, disturbing account of bias on the internet, Algorithms of Oppression contributes to our understanding of how racism is created, maintained, and disseminated in the 21st century. How do I cancel subscription - its as simple as that. After you cancel, your membership will stay active for the remainder of the time youve paid for. Learn more here.Can/how do I download books?At the moment all of our mobile-responsive ePub books are available to download and we're working on making the final remaining ones download books?At the moment all of our mobile-responsive ePub books are available to download books? plans give you full access to the library and all of Perlegos features. The only differences are the price of a single book per month. With over 1 million books across 1000+ topics, weve got you covered! Learn more here.Do you support text-to-speech?Look out for you, highlighting the text as it is being read. You can pause it, speed it up and slow it down Learn more here. Is Algorithms of Oppression an online PDF/ePUB?Yes, you can access Algorithms of Oppression by Safiya Umoja Noble in PDF and/or ePUB format, as well as other popular books in Computer Science & Social Aspects in Computer & Social Aspects in Computer & S 2013, the United Nations launched a campaign directed by the advertising agency Memac Ogilvy & Mather Dubai using genuine Google searches, the sexist and discriminatory ways in which women are regarded and denied human rights. Christopher Hunt, art director of the campaign, said, When we came across these searches, we were shocked by how negative they were and decided we had to do something with them. Kareem Shuhaibar, a copywriter for the campaign was determined to show: The ads are shocking because they show just how far we still have to go to achieve gender equality. They are a wake up call, and we hope that the message will travel far.1 Over the mouths of various women of color were the autosuggestions featured a range of sexist ideas such as the following: Women cannot: drive, be bishops, be trusted, speak in church Women should not: have rights, vote, work, box Women should: stay at home, be slaves, be in the kitchen, not speak in church Women need to: be put in their places, know their places, know their places, know their places, be controlled, be disciplined While the campaign employed Google Search results to make a larger point about the status of public opinion toward women, it also served, perhaps unwittingly, to underscore the incredibly powerful nature of search engine results. The campaign suggests that search is a mirror of users beliefs and that society still holds a variety of sexist ideas about women. What I find troubling is that the campaign also reinforces the idea that it is not the search engine that is the problem but rather, the users of search engines who are. It suggests that what is most popular is simply what rises to the top of the search pile. While serving as an important and disturbing critique of sexist attitudes, the campaign fails to implicate the algorithms or search engines that drive certain results to the top. architecture itself in order to shed light on the many factors that keep sexist and racist ideas on the first page. Figure 1.1. Memac Ogilvy & Mather Dubai advertising campaign for the United Nations. One limitation of looking at the implications of search is that it is constantly evolving and shifting over time. This chapter captures aspects of commercial search at a particular momentfrom 2009 to 2015but surely by the time readers engage with it, it will be a historical rather than contemporary study. Nevertheless, the goal of such an exploration of why we get troublesome search results is to help us think about whether it truly makes sense to outsource all of our knowledge needs to commercial search engines, particularly at a time when the public is increasingly reliant on search engines in lieu of libraries, librarians, teachers, researchers, and other knowledge keepers and resources. What is even more crucial is an
exploration of how people living as minority groups under the influence of a majority culture, such as people of color and sexual minorities in the United States, are often subject to the whims of the majority and other commercial influences such as advertising when trying to affect the kinds of results that search engines offer about them and their identities. If the majority rules in search engine results, then how might those who are in the minority ever be able to influence or control the way they are represented in a search engine? The same might be true of how mens desires and usage of search is able to influence the values that surround womens identities in search engines, as the Ogilvy campaign might suggest. For these reasons, a deeper exploration into the historical and social conditions that give rise to problematic search results is in order, since rarely are they questioned and most Internet users have no idea how these ideas come to dominate search results on the first place. My first encounter with racism in search came to me through an experience that pushed me, as a researcher, to explore the mechanismsboth technological and socialthat could render the pornification of Black women a top search result, naturalizing Black women as sexual objects so effortlessly. This encounter was in 2009 when I was talking to a friend, Andr Brock at the University of Michigan, who causally mentioned one day, You should see what happens when you Google black girls. I did and was stunned. I assumed it to be an aberration that could potentially shift over time. I kept thinking about it. The second time came one spring morning in 2011, when I searched for activities to entertain my preteen stepdaughter and her cousins of similar age, all of whom had made a weekend visit to my home, ready for a day of hanging out that would inevitably include time on our laptops. In order to break them away from mindless TV watching and cellphone gazing. I wanted to engage them in conversations about what was important to them and on their mind, from their perspective as young women growing up in downstate Illinois, a predominantly conservative part of Middle America. I felt that there had to be some great resources for young people of color their age, if only I could locate them. I quickly turned to the group of girls gather around me just yet. I opened up Google to enter in search terms that would reflect their interests, demographics, and information needs, but I liked to prescreen and anticipate what could be found on the web, in order to prepare for what might be in store. What came back from that simple, seemingly innocuous search was again nothing short of shocking: with the girls just a few feet away giggling and snorting at their own jokes, I again retrieved a Google Search results page filled with porn when I looked for black girls. By then, I thought that my own search history and engagement with a lot of Black feminist texts, videos, and books on my laptop would have shifted the kinds of results I would get. It had not. In intending to help the girls search for information about themselves, I had almost inadvertently exposed them to one of the most graphic and overt illustrations of what the advertisers already thought about them: Black girls were still the fodder of porn sites, dehumanizing them as commodities, as products and as objects of sexual gratification. I closed the laptop and redirected our attention to fun things we might do, such as see a movie down the street. This best information, as listed by rank in the search results, was certainly not the best information for me or for the children I love. For whom, then, was this the best information for me or for the children I love. neutrality in information ranking and retrieval gone so sideways as to be perhaps one of the worst examples of racist and sexist classification of Black women in the digital age yet remain so unexamined and without public critique? That moment, I began in earnest a series of research inguiries that are central to this book. Of course, upon reflection, I realized that I had been using the web and search tools long before the encounters I experienced just out of view of my young family members. It was just as troubling to realize that I had undoubtedly been confronted with the same type of results before but had learned, or been trained, to somehow become inured to it, to take it as a given that any search I might perform using keywords connected to my physical self and identity could return pornographic and otherwise disturbing results. Why was this the bargain into which I had tacitly entered with digital information tools? And who among us did not have to bargain in this way? As also knew that the presentation of Black women and girls that I discovered in my search results was not a new development of the digital age. I could see the connection between search results and tropes of African Americans that are as old and endemic to the United States as the history of the country itself. My background as a student and scholar of Black studies and Black history, combined with my doctoral studies in the political economy of digital information, aligned with my righteous indignation for Black girls, September 18, 2011. Figure 1.3. First page of search results on keywords black girls, April 3, 2014. Figure 1.4. Google autosuggest results when searching the phrase why are black people so, January 25, 2013. Figure 1.5. Google autosuggest results when searching the phrase why are black women so, January 25, 2013. Figure 1.7. Google Images results when searching the concept beautiful (did not include the word women), January 5, 2013. Figure 1.8. Google Images results when searching the phrase professor style while logged in as myself, September 15, 2015. What each of these searches represents are Googles algorithmic conceptualizations of a variety of people and ideas. Whether looking for notions about what is beautiful or what a professor may look like (which does not account for people who look like me who are part of the professoriateso much for personalization), Googles dominant narratives reflect the kinds of hegemonic frameworks and notions that are often resisted by women and people of color. Interrogating what advertising companies serve up as credible information must happen, rather than have a public instantly gratified with stereotypes in three-hundredths of a second or less. In reality, information monopolies such as Google have the ability to prioritize web search results on the basis of a variety of topics, such as promoting their own business interests over those of competitors are.2 In this case, the clicks of users, coupled with the commercial processes that allow paid advertising to be prioritized in search results, mean that representations of women are ranked on a search engine page in ways that underscore womens historical and contemporary lack of status in society a direct mapping of old media traditions into new media architecture. Problematic representations and biases in classifications are not new. Critical library and information science scholars have well documented the ways in which some groups are more vulnerable than others to misrepresentation and misclassification. 3 They have conducted extensive and important critiques of library cataloging systems and information organization patterns that demonstrate how women, Black people, Asian Americans, Jewish people, or the Roma, as the other, have all suffered from the insults of misrepresentation and derision in the Library of Congress Subject Headings (LCSH) or through the Dewey Decimal System. At the same time, other scholars underscore the myriad ways that social values around race and gender are directly reflected in technology design.4 Their contributions have made it possible for me to think about the ways that race and gender are embedded in Googles search engine and to have the courage to raise critiques of one of the most beloved and revered contemporary brands. Search happens in a highly commercial environment, and a variety of processes shape what can be found; these results are then normalized as believable and often presented as factual. The associate professor of sociology at Arizona State University and former president of the Association of Internet Researchers Alex Halavais points to the way that heavily used technological artifacts such as the search engine have become such a normative part of our experience with digital technology and computers that these artifacts must therefore also provide access to credible, accurate information that is depoliticized and neutral: Those assumptions are dangerously flawed; . unpacking the black box of the search engine is something of interest not only to technologists and marketers, but to anyone who wants to understand how we make sense of a newly networked world. Search engines have come to play a central role in corralling and controlling the ever-growing sea of information that is available to us, and yet they are trusted more readily than they ought to be. They freely provide, it seems, a sorting of the wheat from the chaff, and answer our most profound and most trivial questions. They have become an object of faith.5 Unlike the human-labor curation processes of the early Internet that led to the creation of online directories such as Lycos and Yahoo!, in the current Internet environment, information access has been left to the complex algorithms of machines to make selections and prioritize results for users. I agree with Halavais, and his is an important critique of search engines as a window into our own desires, which can have an important critique of search engines as a window into our own desires. both informs and is informed in part by users. Halavais suggests that every user of a search engine should know how the system works, how information is collected, aggregated, and accessed. To achieve this
vision, the public would have to have a high degree of computer programming literacy to engage deeply in the design and output of search. Alternatively, I draw an analogy that one need not know the mechanism of radio transmission or television spectrum or how to build a cathode ray tube in order to critique racist or sexist depictions in song lyrics played on the radio or shown in a film or television show. Without a doubt, the public is unaware and must have significantly more algorithmic literacy. Since all of the platforms I interrogate in th...CoverTitle PageCopyright PageDedicationContentsAcknowledgmentsIntroduction: The Power of Algorithms1. A Society, Searching for Protections from Searching for Protections from Searching for Black Girls3. Searching for Protections from Searching for Protections from Searching for Black Girls3. Searching for Protections from Searching for Black Girls3. Public6. The Future of Information CultureConclusion: Algorithms of OppressionEpilogueNotesReferencesIndexAbout the AuthorDr. Safiya U. Noble is a Research Associate to the Oxford Internet Institute at the University of Oxford. Currently, she is the Co-Founder of the UCLA Center for Critical Internet Inquiry and Co-Director of the Minderoo Initiative on Technology and Power. In 2021, she was recognized as the inaugural NAACP-Archewell Digital Civil Rights Award recipient. She is the author of a best-selling academic book on racist and sexist algorithmic bias in commercial search Engines, entitled Algorithms of Oppression: How Search Engines Review of Books, featured in the New York Public Library 2018 Best Books for Adults (non-fiction), and recognized by Bustle magazine as one of 10 Books about Race to Read Instead of Asking a Person of Color to Explain Things to You. She is regularly quoted for her expertise on issues of algorithmic discrimination and technology bias by national and international press including The Guardian, the BBC, CNN International, USA Today, Wired, Times, and Drivers, and Drivers, and Drivers, and Drivers, and Science Friday to name a few. Recently, she was named in the Top 25 Doers, Dreamers, and Drivers of 2019 by Government Technology magazine. Safiya is the recipient of a Hellman Fellowship and the UCLA Early Career Award. Her academic research focuses on the internet and their impacts and interdisciplinary, marking the ways that digital media impacts and intersects with issues of race, gender, culture, and technology. Additionally, Dr. Noble is the co-editor of two edited volumes: The Intersectional Internet: Race, Sex, Culture and Class Online and Emotions, Technology & Design. She currently serves as an Associate Editor for the Journal of Critical Library and Information Studies, and is the co-editor of the Commentary & Criticism section of the Journal of Feminist Media Studies. She is a member of several academic journal and advisory boards, and holds a Ph.D. and M.S. in Library & Information Science from the University of Illinois at Urbana-Champaign, and a B.A. in Sociology from California State University, Fresno.Research & Scholarly Interests:Search engine ethicsRacial and gender bias in algorithmsTechnological redliningSocio-cultural, economic and ethical implications of information in societyRace, gender and sexuality in information and/as controlCritical information studies

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