

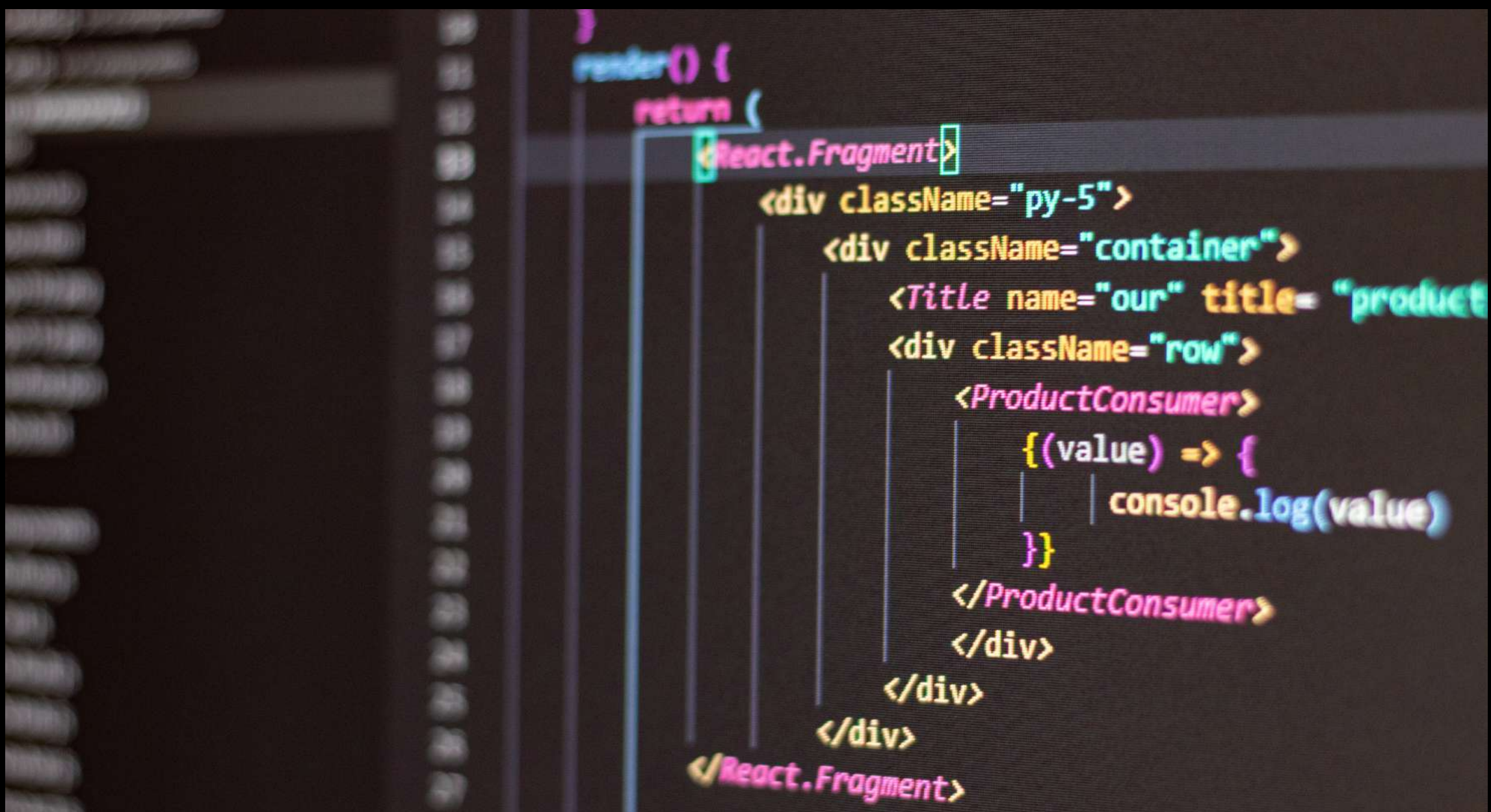


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VIRTUAL WORKSHOP

"Towards a Dynamic Perspective On Algorithmic Targeted Communication"

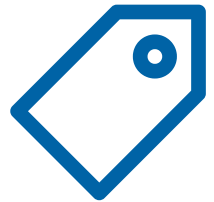
June 22nd, 2021 09:00-12:00 (CET)



```
render() {  
  return (  
    <React.Fragment>  
      <div className="py-5">  
        <div className="container">  
          <Title name="our" title="product">  
            <div className="row">  
              <ProductConsumer>  
                {(value) => {  
                  console.log(value)  
                }}  
              </ProductConsumer>  
            </div>  
          </div>  
        </div>  
      </React.Fragment>  
    )  
  )  
}
```



Location: Zoom



Attendance: Free



To register and receive the Zoom-Link, please contact
Nikolaus Wimmer: nikolaus.wimmer@univie.ac.at
until June 18th 2021

Organizers:



Vienna Research Group on
Algorithmic Targeted Communication

Sophie Lecheler - Professor for Political Communication
University of Vienna

Christiane Wendehorst - Professor of Civil Law
University of Vienna

Jörg Matthes - Professor for Advertising and Media Effects
University of Vienna

Allan Hanbury - Professor for Data Intelligence
Vienna University of Technology

This is the age of Big Data. From the moment we open our eyes in the morning, until we fall asleep at night, our actions are recorded on mobile phone apps, websites, customer loyalty cards, and through our social media interactions. This data is used to develop algorithms that are subsequently used by private and political organisations to predict our attitudes, feelings, and behaviours. With this knowledge, these organisations are able to target us with personalised advertising, newsfeeds, search results, political information and more. This is algorithmic targeted communication (ATC), and it has rendered everyday people into “glass human beings”.

Algorithmic targeted communication happens day-to-day across the world, in diverse areas such as politics, marketing, and journalism. Because of its centrality in digitized economies, an increasing number of scholars is interested in understanding the impact of targeted communication. This is, however, not an easy task: Most social scientists simply do not have the necessary technical knowledge to understand what algorithms are, or how to simulate targeted communication when testing effects on individuals or groups. Data scientists build the algorithms, but may not fully consider their social, political, or cultural risks. Legal scholars connect targeted communication to data protection and transparency, but may have only limited knowledge on how businesses will develop the technique, or how individual citizens respond to it. This may inhibit their search for the appropriate regulatory frameworks that are needed to govern targeted communication in the future.

In short, the study of algorithmic targeted communication as a tremendously impactful development in digital societies must happen through dynamic and multidisciplinary efforts. Yet, how exactly differing methods, epistemologies, and disciplinary foci may be combined remains largely unanswered. This workshop brings together invited speakers of high international reputation from law, social sciences, data science and informatics, to discuss how dynamic and multidisciplinary research may be realised in the study of algorithmic communication. The workshop will identify pressing research gaps in the respective disciplines and across fields. It will lay the ground for a more nuanced discussion of theoretical, empirical, and practical challenges.

Timetable:

9:00 - 9:30

Welcome and Introduction of the ATC Initiative

9:30 - 10:15

SIREN: A Simulation Framework for Understanding the Effects of Recommender Systems in Online News Environments

Claudia Hauff, Delft University of Technology

10:15 - 11:00

(Tar)getting You: Understanding the Use and Impact of Data-Driven Campaigning.

Sanne Kruikemeier, University of Amsterdam

11:00 - 11:15

Coffee Break

11:15 - 12:00

Algorithmic determinism and Autonomy: the weight of digital targeting in making free and informed decisions

Teresa Rodríguez de las Heras Ballell,
University Carlos III de Madrid

12:00 - 13:00

Panel Discussion

Interdependencies in Research on Algorithmic Targeted Communication

Speakers:

Claudia Hauff



Claudia Hauff is an Associate Professor at the Web Information Systems group, Delft University of Technology (TU Delft) and a computer scientist by training. She received her PhD in 2010 from the University of Twente. In the past, she has worked on a variety of topics in the fields of information retrieval & data science, including query performance prediction, social search, learning to search and information retrieval for specific user groups. Together with her team she currently focuses on the areas of collaborative search, complex search, and conversational search.

Web: chauff.github.io

Sanne Kruikemeier

Sanne Kruikemeier is an Associate Professor in Political Communication and Journalism in the Communication Science department of the University of Amsterdam and the Amsterdam School of Communication Research. She is a member of the Amsterdam Young Academy and co-chair of the political communication division of the Netherlands-Flanders Communication Association. Her research focuses on the consequences and implications of online communication for individuals and society. Her research received funding from several science foundation, including an ERC grant, a NORFACE grant, as well as grants from various the Netherlands Organization for Scientific Research. She also received awards from the International Communication Association, such as the Dordick Dissertation Award.

Web: sannekruikemeier.wordpress.com



Teresa Rodríguez de las Heras Ballell



Teresa Rodríguez de las Heras Ballell is Associate Professor of Commercial Law at University Carlos III of Madrid, Spain. She studied Law and Business Administration, and she holds a Doctor in Law degree. She held the Chair of Excellence at Oxford University, Harris Manchester College. Rodríguez de las Heras is arbitrator at the Madrid Court of Arbitration and the Spanish Court of Arbitration, Of Counsel, Andersen, member of the Spanish Advertising Standards Tribunal as well as member of numerous Expert Groups of the EU, UNCITRAL, and UNIDROIT. She is currently member of the Expert Group to the EU Observatory on Online Platform Economy. She is also delegate for Spain before UNIDROIT and UNCITRAL.