

LES ALGORITHMES EN ACTION



NETFLIX



80

Netflix a 160m de membres dans 190 pays et 80% de la consommation est basée sur l'algorithme

\$

Grâce à l'algorithme personnalisé, Netflix économise 1 milliard \$ par an sur la fidélisation des consommateurs

amazon



35

Amazon: 35% des achats sont conditionnés par les recommandations algorithmiques.

Alibaba



20

Alibaba: 20% d'augmentation des ventes grâce à la personnalisation des pages de destination

YouTube



100

YouTube: 500 heures de nouveau contenu publié chaque minute

70

70% de la consommation est conditionné par les recommandations personnalisées

Google



Algorithmes Secrets Contrlent Lconomie Linformation

Tanner Mirrlees

Algorithmes Secrets Contrôlent L'économie L'information:

Black Box Society. Les algorithmes secrets qui contrôlent l'économie et l'information Franck Pasquale, 2015-09-15 Captur es compil es archiv es nos donn es personnelles et nos traces num riques sont silencieusement inject es dans le coeur du Big Data Des algorithmes cach s influencent nos choix statuent sur notre solvabilit jugent de notre employabilit pr disent nos actions ou tout simplement nous surveillent Les g ants de la Silicon Valley et de la finance donnent des verdicts algorithmiques qui jouent un r le central dans nos vies et d cident du sort des start ups des innovateurs et de toute l conomie Dans Black Box Society Frank Pasquale dresse le portrait effrayant d un monde t n breux o la neutralit n est qu un mythe Au terme de plus de dix ans d enqu te il soul ve le couvercle des bo tes noires et r v le comment des int r ts puissants priv s et gouvernementaux abusent du secret commercial trahissent notre confiance et tirent d immenses profits de la manipulation algorithmique Face l urgence citoyenne et politique de r agir il propose des m thodes pour apporter de la transparence cette soci t de la bo te noire qui contr le nos vies et conditionne notre futur [LaRevue #0218 de UP' Magazine UP'](#) Magazine, 2018-01-30 Ce mois de janvier ouvre l ann e avec le contraste de deux mondes qui semblent irr conciliables D un c t le monde de ceux qui se posent des questions qui s interrogent sur la port e des innovations et de l autre celui de ceux qui avancent t te baiss e vers un futur peut tre radieux mais singuli rement incertain C est le cas pour les questions qui touchent au vivant Les Etats g n raux de la bio thique s ouvrent De nombreux d bats vont clore mais tous portent sur une question fondamentale a t on le droit de toucher la vie Les recherches sur l embryon l accaparement des richesses du vivant par l conomie et la finance les risques de la production non ma tris e de m dicaments notre fragilit devant les failles de la soci t num rique de celle de l information toutes ces questions se bousculent dans le maelstr m de l information elles ne sont pas pr tes de s teindre C est aussi le cas pour les interrogations de plus en plus vives sur l Intelligence artificielle dont les progr s chaque jour nous stup fient Cette technique est en train de fa onner durablement notre conomie en particulier et notre monde en g n ral mais elle semble lanc e sur son erre comme un mouvement incontr lable Peut on prendre ce train en toute confiance Certains nous y incitent d autres nous questionnent sur le sens m me de cette intelligence A c t de ces grands d bats nous voyons des signaux clignoter partout sur la plan te la r volution de la Chine qui appara t comme un acteur hyperpuissant dans les mutations du monde le flot grandissant et qui semble in luctable des r fugi s climatiques dans nos contr es temp r es l attraction de l espace et des espoirs de vie qu il porte Ce mois ci plus que jamais les temps changent C est notre raison d tre d en rep rer les mouvements et d essayer de les d crypter [Les Livres disponibles](#), 2002 La liste exhaustive des ouvrages disponibles publi s en langue fran aise dans le monde La liste des diteurs et la liste des collections de langue fran aise

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Table of Contents Algorithmes Secrets Contrlent Lconomie Linformation

1. Understanding the eBook Algorithmes Secrets Contrlent Lconomie Linformation
 - The Rise of Digital Reading Algorithmes Secrets Contrlent Lconomie Linformation
 - Advantages of eBooks Over Traditional Books
2. Identifying Algorithmes Secrets Contrlent Lconomie Linformation
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Algorithmes Secrets Contrlent Lconomie Linformation
 - User-Friendly Interface
4. Exploring eBook Recommendations from Algorithmes Secrets Contrlent Lconomie Linformation
 - Personalized Recommendations
 - Algorithmes Secrets Contrlent Lconomie Linformation User Reviews and Ratings
 - Algorithmes Secrets Contrlent Lconomie Linformation and Bestseller Lists
5. Accessing Algorithmes Secrets Contrlent Lconomie Linformation Free and Paid eBooks

- Algorithmes Secrets Contrlent Lconomie Linformation Public Domain eBooks
- Algorithmes Secrets Contrlent Lconomie Linformation eBook Subscription Services
- Algorithmes Secrets Contrlent Lconomie Linformation Budget-Friendly Options

6. Navigating Algorithmes Secrets Contrlent Lconomie Linformation eBook Formats

- ePUB, PDF, MOBI, and More
- Algorithmes Secrets Contrlent Lconomie Linformation Compatibility with Devices
- Algorithmes Secrets Contrlent Lconomie Linformation Enhanced eBook Features

7. Enhancing Your Reading Experience

- Adjustable Fonts and Text Sizes of Algorithmes Secrets Contrlent Lconomie Linformation
- Highlighting and Note-Taking Algorithmes Secrets Contrlent Lconomie Linformation
- Interactive Elements Algorithmes Secrets Contrlent Lconomie Linformation

8. Staying Engaged with Algorithmes Secrets Contrlent Lconomie Linformation

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Algorithmes Secrets Contrlent Lconomie Linformation

9. Balancing eBooks and Physical Books Algorithmes Secrets Contrlent Lconomie Linformation

- Benefits of a Digital Library
- Creating a Diverse Reading Collection Algorithmes Secrets Contrlent Lconomie Linformation

10. Overcoming Reading Challenges

- Dealing with Digital Eye Strain
- Minimizing Distractions
- Managing Screen Time

11. Cultivating a Reading Routine Algorithmes Secrets Contrlent Lconomie Linformation

- Setting Reading Goals Algorithmes Secrets Contrlent Lconomie Linformation
- Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Algorithmes Secrets Contrlent Lconomie Linformation

- Fact-Checking eBook Content of Algorithmes Secrets Contrlent Lconomie Linformation
- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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