

**The Faculty of Management
The Department of Knowledge and Information Management
Invites you to attend a seminar**

**Who Gets to Choose? On the Socio-Algorithmic Construction
of Choice**

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**Monday, December 3th at 12:00 pm
Jacobs Building, room no. 506**

Abstract

This article deals with *choice-inducing algorithms* – algorithms that are explicitly designed to affect people's choices. Based on an ethnographic account of three Israeli high-tech companies, I explore the ways in which algorithms drive people into choice making and examine their co-constitution by an assemblage of specifically positioned human and nonhuman agents. I show that the functioning, logic, and even ethics of choice-inducing algorithms are deeply influenced by the epistemologies, meaning-systems, and practices of the individuals who devise and use them; and that such algorithms are similarly affected by inter-organizational relationships, and by changing geo-political contexts. I conclude by discussing the flexibility of choice-inducing algorithms, and by arguing that such algorithms are not programmed to induce specific choices, but to more generally, *convert people into choosers*, and thus, to algorithmically (re)create the modern need to choose.

All Are Welcome

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