

Search and Seizure

Google as interface to web content and user data

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Automatismen

Workshop "Web Epistemics - How the Web shapes what we believe and know, how we learn and what we are", Bielefeld, February 17, 2012

- ▶ sovereign power
- ▶ disciplinary power
- ▶ governmentality

- ▶ sovereign power
- ▶ disciplinary power
- ▶ governmentality
- ▶ translations

- ▶ **sovereign power**
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- ▶ translations

Non est potestas Super Terram quae Comparetur ei Job. 41. 24.



LEVIATHAN





„a political philosophy that isn't erected around the problem of sovereignty, nor therefore around the problem of law and prohibition. We need to cut off the king's head: in political theory that has still to be done.“

Michel Foucault „Power/Knowledge“

The Economist

SEPTEMBER 1ST-7TH 2007 www.economist.com

Sarkozy's 100 days
 Why are mosques so hard to build?
 America turns against the death penalty
 A critical look at animal testing
 The credit crunch and the economy

Who's afraid of Google?

Web Privacy China Antitrust **New!** Diversification Copyright more »

Don't be evil

Google Search I'm Feeling Wary

Search: the web me

35

9 770013 061176

Albania... 6800 Cyprus... 02.00 France... 65.00 Iceland... 10.400 Kuwait... 0.140 Nigeria... 1.100 Romania... 140.000.000 Spain... 65.00
 Austria... 65.00 Czech Rep... 02.100 Germany... 65.00 Ireland... 45.20 Latvia... 100.00 Hungary... 100.00 Saudi Arabia... 0.010 Sweden... 50.00
 Bahrain... 0.010 Belgium... 01.000 Denmark... 05.000 Estonia... 05.000 Finland... 05.000 France... 05.000 Germany... 05.000 Greece... 05.000
 Hungary... 05.000 Iceland... 05.000 India... 05.000 Italy... 05.000 Japan... 05.000 Korea... 05.000 Luxembourg... 05.000
 Malaysia... 05.000 Mexico... 05.000 Netherlands... 05.000 Norway... 05.000 Pakistan... 05.000 Poland... 05.000 Portugal... 05.000
 Romania... 05.000 Saudi Arabia... 05.000 Singapore... 05.000 Slovakia... 05.000 Slovenia... 05.000 South Africa... 05.000
 Switzerland... 05.000 Taiwan... 05.000 Thailand... 05.000 Turkey... 05.000 Ukraine... 05.000 United Kingdom... 05.000
 United States... 05.000 Venezuela... 05.000

NR. 21 18.5.2006 Deutschland 2,80€ Österreich 3,- € / Schweiz 5,40 sfr

4 190804 102805 21

Weltmacht Google

Was die größte Suchmaschine alles kann · alles plant · alles über uns weiß

28 Seiten Auto-Journal
 Neues Mercedes-Museum
 Fünf schicke Cabrios

Insel Bornholm
 Wo Dänemark am wärmsten ist

Torjäger und Model
 Andrej Schewtschenko,
 Teil 6 der WM-Serie

Leben voller Irrtümer
 Vor 500 Jahren starb
 Kolumbus

4,80 € NR. 2 FEBRUAR 2005
 WWW.TECHNOLOGYREVIEW.DE

DAS M.I.T.-MAGAZIN FÜR INNOVATION

TECHNOLOGY

R E V I E W

MÄRKTE VON MORGEN

FOKUS
 Werkstoffe
 mit Verstand
 und Gefühl

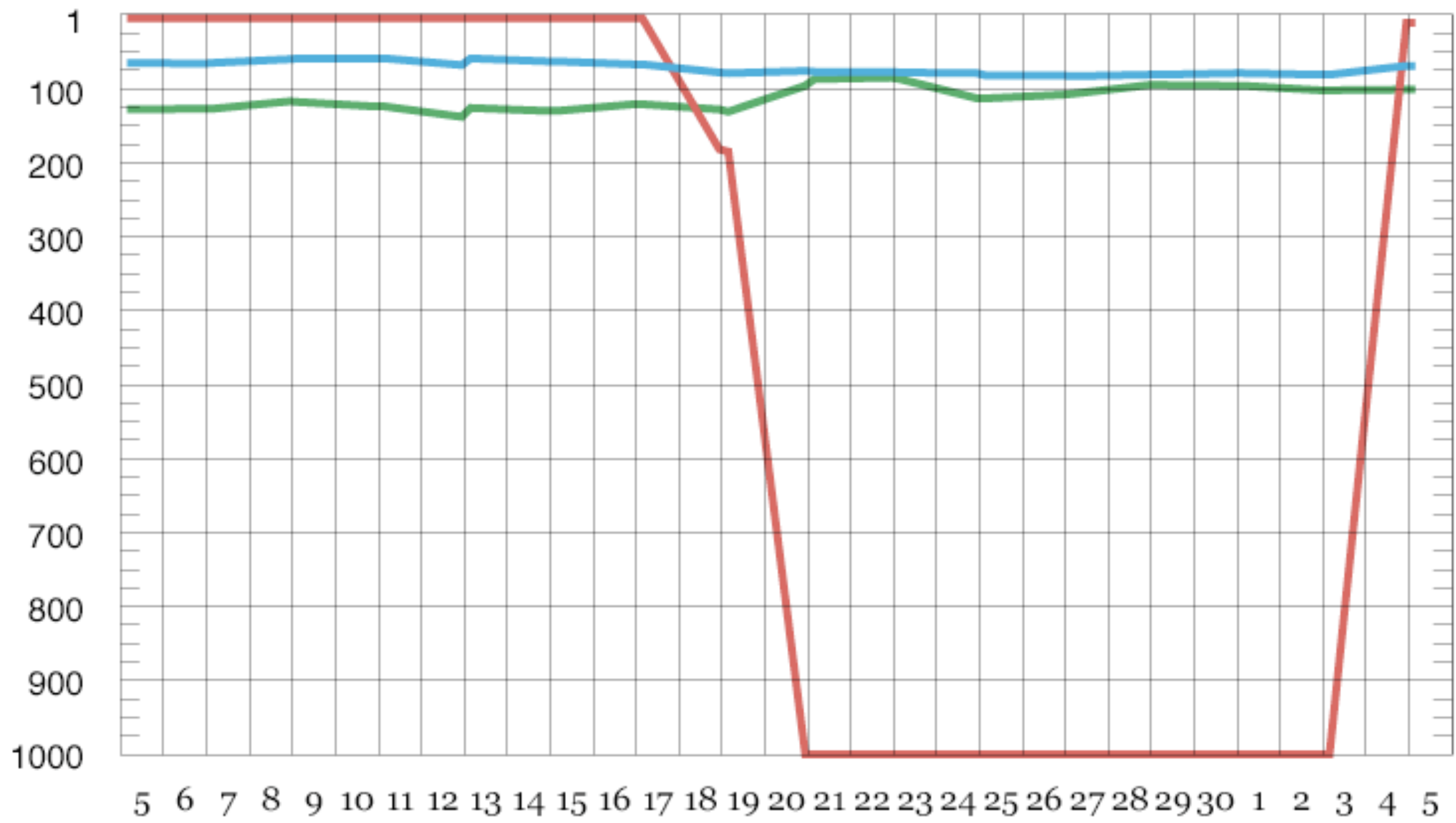
EIN BISSCHEN BÖSE

Warum Börsenstar Google werden muss wie Microsoft, um zu überleben

KREBSMEDIZIN DER STREIT UM DIE STRAHLENTHERAPIE
 INTELLIGENZ VON ROBOTERN DAS DENKEN LERNEN
 NEUROLOGIE DER UNHEIMLICHE DR. HUANG HONGYUN

Google Suche Auf gut Glück

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- Overview
- Diagnostics
- Statistics**
 - Overview
 - Top search queries
 - What Googlebot sees
 - Crawl stats**
 - Index stats
 - Subscriber stats
- Links
- Sitemaps
- Tools

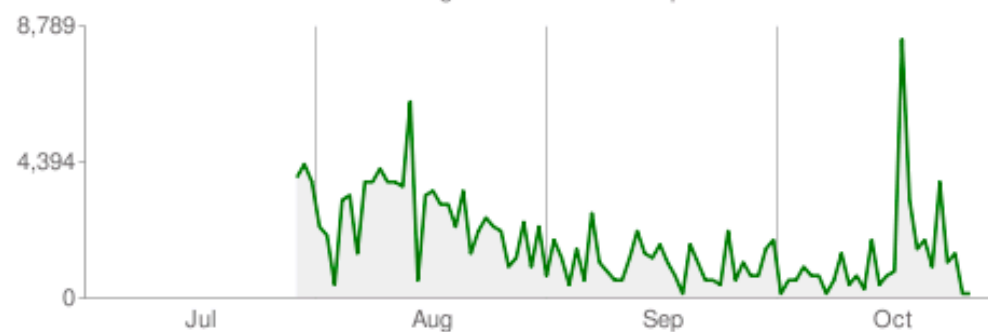
Crawl stats

netzmedium.de

Googlebot activity in the last 90 days



Number of pages crawled per day
Maximum 217
Average 68
Minimum 6



Number of kilobytes downloaded per day
Maximum 8,376
Average 1,861
Minimum 158

Overview

Diagnostics

Statistics

Overview

Top search queries

What Googlebot sees

Crawl stats

Index stats

Subscriber stats

Links

Sitemaps

Tools

What Googlebot sees [?]

netzmedium.de

[\[Phrases\]](#) [\[Content\]](#)

These statistics show you how the [Googlebot](#) sees your site.

▶ [How do I use this data?](#)

Phrases [\[Top\]](#)

Click on a word or phrase in the **external links to your site** table to see sample variations.

In external links to your site

- ▶ [feed](#)
- ▶ [netzmedium](#)
- ▶ [theo röhle](#)
- ▶ [theo](#)
- ▶ [http www netzmedium de](#)
- ▶ [http netzmedium de](#)
- ▶ [theo bemerkt](#)
- ▶ [suma kongress und deep search](#)
- ▶ [programm der hyperkult 16](#)
- ▶ [rss](#)
- ▶ [http netzmedium de 2008 09 22 suma kongress](#)
- ▶ [virtualität und kontrolle symposium in hamburg](#)
- ▶ [http netzmedium de 2008 10 09 virtualität und](#)

Report spam in our index

Help us maintain the quality of Google search results.

We work hard to return the most relevant results for every search we conduct. To that end, we encourage site managers to make their content straightforward and easily understood by users and search engines alike. Unfortunately, not all websites have users' best interests at heart. Trying to deceive (spam) our web crawler by means of hidden text, deceptive cloaking or doorway pages compromises the quality of our results and degrades the search experience for everyone.

We think that's a bad thing, and so we request that, if your Google search returns a result that you suspect is spam, you please let us know by using this form. We thoroughly investigate every report of deceptive practices and take appropriate action when we uncover genuine abuse. In especially egregious cases, we will remove spammers from our index immediately, so they don't show up in search results at all. At a minimum, we'll use the data from each spam report to improve our site ranking and filtering algorithms, which, over time, should increase the quality of our results.

We appreciate your taking the time to help us improve our service for your fellow users around the world. By helping us eliminate spam, you're saving millions of people time, effort and energy.

Report a Spam Result

Exact query that shows a problem (copy this from the Google search box):

Resulting Google page that shows problem (copy the Google URL):

The specific web page or site that is misbehaving:

Type(s) of problem (check all that apply):

- Hidden text or links
- Misleading or repeated words
- Page does not match Google's description
- Cloaked page
- Deceptive redirects
- Doorway pages
- Duplicate site or pages
- Other (specify)

Additional details:

Report spam

„We are proud of our users who alert us to potential abuses for the sake of the whole internet community. We appreciate this even more, as PageRank™ (and thus Google search) is based on a democratic principle, i.e. a webmaster is giving other sites a ‚vote‘ of approval by linking to it.“

Google Webmaster Central Blog

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“Subjected to a capitalist megamachine that produces willing subjects, the latter have been fully integrated into a living machine that functions not against their will, their thoughts, their desire, their body, etc., but through those.”

Frédéric Vandenberghe „Deleuzian capitalism“

„managing the population means managing it in depth, in all its fine points and details.“

Michel Foucault „Security, Territory, Population“

Google Display Network

The site doubleclick.net tracks your behavior across the following websites.

- macworld.com
- amazon.com
- imdb.com
- bbc.co.uk
- computerbild.de
- nytimes.com
- heise.de
- ebay.com
- sueddeutsche.de
- rtl.de
- prosieben.de
- sat1.de
- zeit.de

	Geographical	Language	Topical	Temporal	Social
event-based data	<ul style="list-style-type: none"> •IP-address •dial-in-number 	<ul style="list-style-type: none"> •search string •browser settings 	<ul style="list-style-type: none"> •search string •browsing context •product events (e.g. search for product reviews) 	<ul style="list-style-type: none"> •result clicks •ad clicks •browsing data 	<ul style="list-style-type: none"> •clicks in profiles •comments
additional data	<ul style="list-style-type: none"> •ZIP code •address 		<ul style="list-style-type: none"> •interests 		<ul style="list-style-type: none"> •contacts in social network
derived data			<ul style="list-style-type: none"> •interest profile by matching topics to DMOZ 	<ul style="list-style-type: none"> •frequency of visits to URL •stay-time on URL 	<ul style="list-style-type: none"> •community interests •position in community

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Frédéric Vandenberghe „Deleuzian capitalism“

„Capitalism explores and anticipates the de-territorializing lines of flight to capture them from without, enter into symbiosis with them, and redirect them from within, like a parasite, towards its own ends.“

Frédéric Vandenberghe „Deleuzian capitalism“

„[...] societies of control are developing the alarming capacity of resolving lines of flight, no matter how numerous or quick, into maps of power.“

David Rodowick „An uncertain utopia - digital culture“

„It does not require enormous skill or political acumen to realize that if you have to fight against a force that is invisible, untraceable, ubiquitous, and total, you will be powerless and roundly defeated.“

Bruno Latour „Reassembling the Social“

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“Until now, every single Google property acted like a separate company. [...] But Google+ is Google itself. We’re extending it across all that we do – search, ads, Chrome, Android, Maps, YouTube – so that each of those services contributes to our understanding of who you are.”

Bradley Horowitz, Google VP of Product
Interview with Steven Levy, Wired Magazine, 09/2011



TrackMeNot

Created by: Daniel C. Howe, Helen Nissenbaum

NEW!



Install TrackMeNot [0.5.3a] (41k)

„It's only if forces are made of smaller ties, whose resistance can be tested one by one, that you might have a chance to modify a given state of affairs.“

Bruno Latour „Reassembling the Social“

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