

# The networked society of the future

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# Networked society

The integration of the physical and social world into one single network permits the collection of ever larger data sets correlating all parameters of human life.

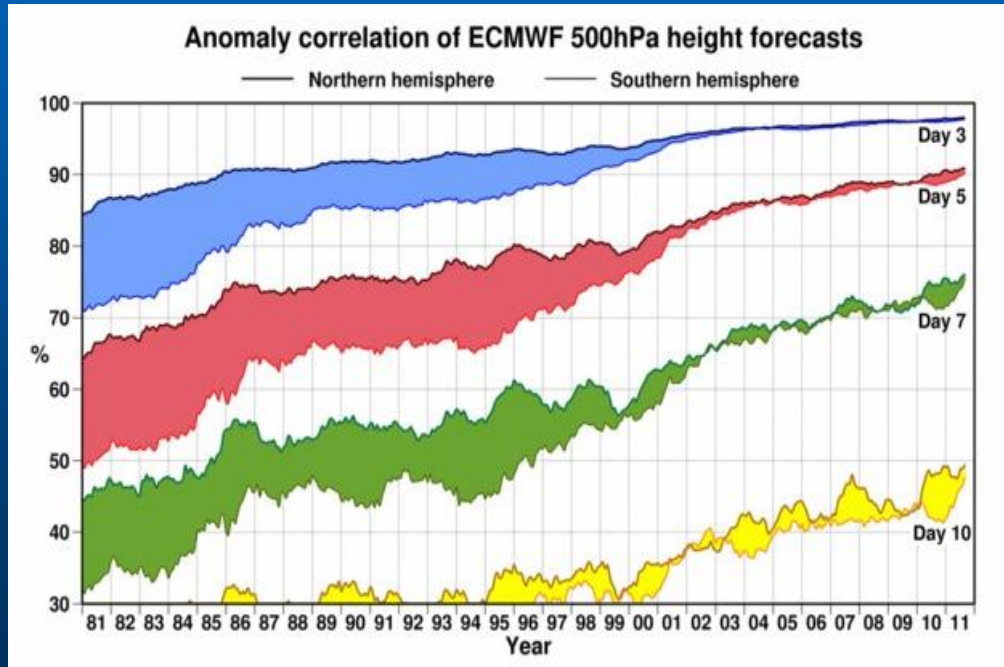
→ causal knowledge

→ increased control



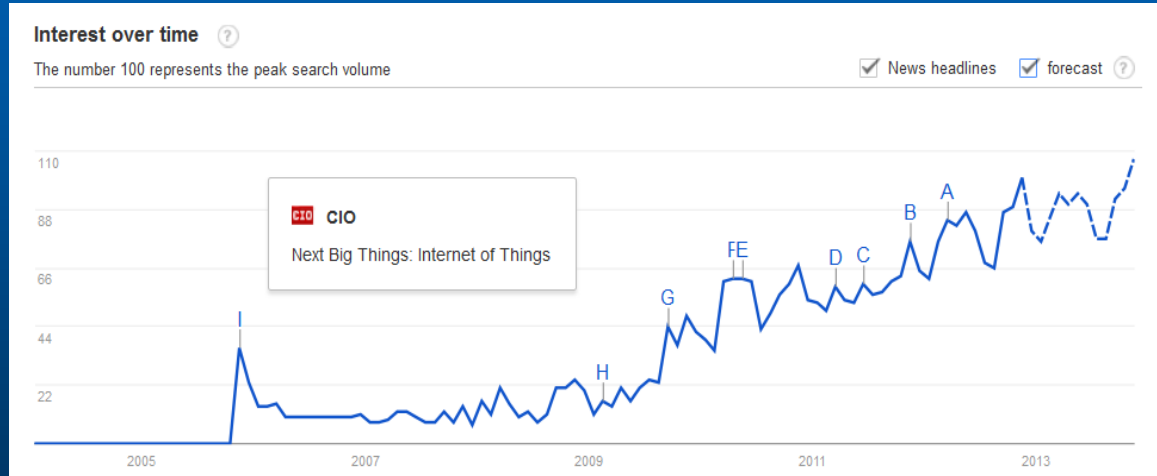
[source: China Economic Net]

# Big data: weather forecast



- more data
  - increased computing power
  - better models
- better predictions

# Social forecast



[search for “internet of things” on Google Trends]

# Predictability + x = control

“Human knowledge and human power meet in one; for where the cause is not known the effect cannot be produced.”

(Francis Bacon 1620)



[source: Wikipedia]

# Example: microtargeting elections



[book cover: Sasha Issenberg *Victory Lab* 2012]

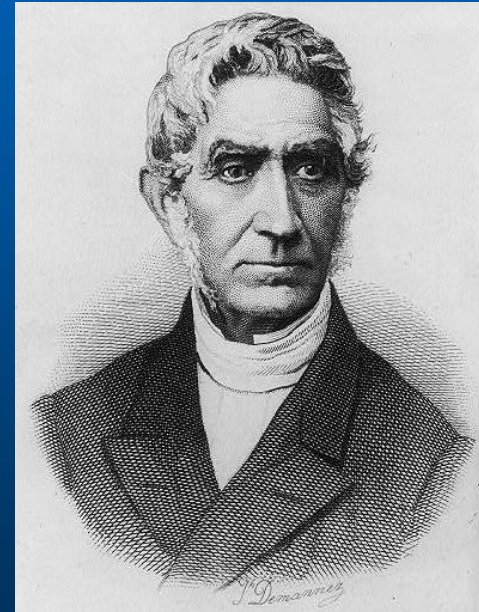
„The 2008 Obama campaign [used] a custom-built, constantly evolving algorithm that incorporated hundreds of variables in order to predict any given voter’s allegiance and level of enthusiasm.”

(James Surowiecki 2012)

# Human freedom or statistical fatalism?

“It is society that prepares the crime; [a guilty man’s] crime is the fruit of the circumstances in which he finds himself.”

(Adolphe Quetelet 1842)



[source: Wikipedia]



# Social science in silico

The networked society gives rise to

- a novel kind of science comprising an almost infinite number of dynamically evolving correlations and causal laws
- a social science that does not fit into the limited and static environment of conventional textbooks
- a science to which only a small number of high-tech companies have access

