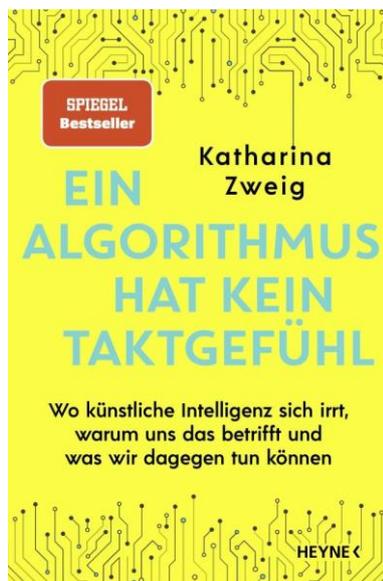


Dead easy and entertaining: what do algorithms, artificial intelligence and big data mean for us?



Professor Dr. Katharina Zweig

An Algorithm Has No Sense of Tact

[Ein Algorithmus hat kein Taktgefühl]

Where artificial intelligence errs, why that matters to us and what we can do about it

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Katharina Zweig studied biochemistry and bioinformatics. She has been a professor of informatics at the technical university in Kaiserslautern since 2012, where she set up a degree course in social informatics. Awards she has received include the Theodor Heuss Medal, and she has been honoured as one of 39 *Digital Minds in Germany*. She also founded an AI consultancy startup. She has been consulted by various government ministries in Berlin, is on the *Artificial Intelligence* committee of enquiry in the Bundestag and popular as a public speaker.

Artificial intelligence and algorithms have been part of our lives for a long time: in satnavs, spellcheckers, autocomplete and must-buy tips. But somehow they often make us feel uneasy about them because we don't really understand what is happening.

Katharina Zweig, IT expert for social informatics and award-winning informatics professor, entertainingly explains with simple examples and illustrations what algorithms really are, how they work, which ones are completely harmless and which ones we should be worried about.

Her aim is to show us what we should pay attention to, where we should get involved and need to keep a sharp eye on the worlds of politics and industry if we want to stay in charge of this technology, use its positive aspects and control its negative ones.

Press

"This book is nothing less than wonderful [...] The technological basics are being explained in a charming and comprehensible manner." *Die Zeit*

"She conveys the perception of 'I can understand this' through her writing style[...] this fresh, unbiased style [...] makes the subject a pleasure." *Deutschlandfunk Kultur*

"Worth reading! [...] A remarkably light read for a book on IT."

Deutschlandfunk, Forschung aktuell "Auslese"