

Talk: Om algoritmer i hverdagen



26. februar kl. 17-18. Gratis entré

Med udgangspunkt i Mogens Jacobsens værk *360*, som er en del af Kunsthall Aarhus' nuværende udstilling *Systemics#3*, vil Jonas Lindstrøm Jensen, forsknings- og innovationsspecialist hos Alexandra Institutet, afholde en talk om algoritmer. Mogens Jacobsens værk *360* består af et system, der anvender en algoritme, en såkaldt Markovkæde-baseret sproganalyse, til at producere en uendelig tekst baseret på to politiske tekster: *Kapitalen* af Karl Marx og Friedrich Engels og *The Wealth of Nations* af Adam Smith. Jonas Lindstrøm Jensen forklare teknikken bag denne algoritme. Han vil videre uddybe, hvorledes computeralgoritmer spiller en stor rolle i vores hverdag. Algoritmer anvendes eksempelvis til at målrette markedsføring, og i finansverdenen står computere for køb og salg af værdipapirer, og for at sætte en tyk streg under vigtigheden, tabte en amerikansk virksomhed 440 millioner dollars i løbet af tre kvarter, da en fejl havde sneget sig ind i en algoritme. Således vil talken fokusere på, hvordan algoritmer i høj grad påvirker og har en indflydelse vores (økonomiske) virkelighed og hverdag.

I denne talk vil vi både se på, hvad algoritmer bliver brugt til, og hvordan de virker. Talken forudsætter ingen viden om matematik eller algoritmer.

Kunsthall Aarhus

Press release

Talk: On algorithms in everyday life



26 February 5-6pm. Free entrance

Based on Mogens Jacobsen's art work *360*, which is a part of Kunsthall Aarhus' current exhibition *Systemics #3*, Jonas Lindstrøm Jensen, research and innovation specialist at the Alexandra Institute will talk about algorithms. Mogens Jacobsen's work *360* consists of a system, which uses an algorithm, the so-called Markov-Chain language analysis, to produce a text, based on the two economic texts *The Capital* by Karl Marx and Friedrich Engels and *The Wealth of Nations* by Adam Smith. To the talk Jonas Lindstrøm Jensen will explain the techniques behind this algorithm. He will furthermore elaborate how computer algorithms play an significant role in our everyday. Algorithms are used to target marketing, in the finance world computers are in charge of buying and selling stock and bonds, and to emphasize the importance, an American company lost 440 million dollars during 45 minutes, when a mistake appeared in an algorithm. The talk will hence focus on how algorithms effects and have a influence on our (economical) reality and everyday.

In this talk we will see how algorithms are used and how they work. None specific mathematical knowledge or knowledge about algorithms are required for this talk.

The talk will be held in Danish.