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LA SOCIÉTÉ DU MATCHING

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Matching Society

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Monster, "The Match," or Tinder: what do sorting algorithms do to social ties?

Access to things like an education, a romantic partner, or even a transplant now depends on algorithms.

Matching assumes that there is a symmetrical social relationship: we choose depending on the information at our disposal and at the same time, we are chosen based on the data we provide about ourselves. A principle that deeply modifies the relationship between the collective and the individual and accelerates the advent of a singularist society. Matching society is already here.

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