UNIVERSITY OF ILLINOIS

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The Ambient Politics of Affective Computing

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and Communication**

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Thursday, April 8
11 a.m.-12:15 p.m.
Register: media.illinois.edu/affective-computing

Drawing on the conceptual distinction between emotionology and actual emotional experiences, this talk calls to reorient critical analysis away from affective computing's design epistemics to its social life. I trace the social life of such portable technologies as sentiment analysis and Like buttons in China, and discuss the type of politics that allowed them to redefine collective action. Approaching affective computing at the level of the emotionological, I demonstrate, opens up new inquiries that focus our attention away from interiorized subjects onto conditions of collective existence.