



Google I/O 2021

Digitální kompetence

2021

Michal Černý

Algoritmizace každodennosti

Willson, M. (2017). [Algorithms \(and the\) everyday](#). *Information, Communication & Society*, 20(1), 137-150.

Neyland, D. (2019). [Introduction: Everyday Life and the Algorithm](#). In *The Everyday Life of an Algorithm* (pp. 1-20). Palgrave Pivot, Cham.

Eiband, M., Völkel, S. T., Buschek, D., Cook, S., & Hussmann, H. (2019, March). [When people and algorithms meet: User-reported problems in intelligent everyday applications](#). In *Proceedings of the 24th international conference on intelligent user interfaces* (pp. 96-106).

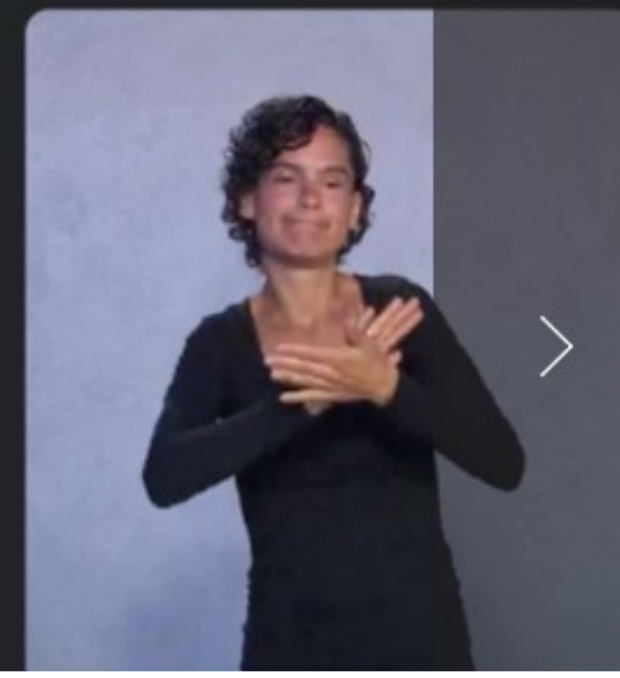
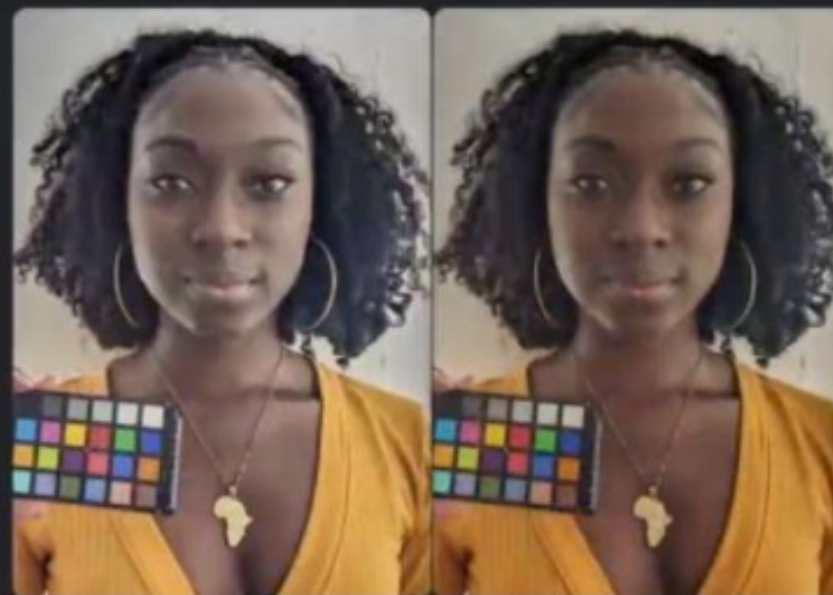
Besse, P., Castets-Renard, C., Garivier, A., & Loubes, J. M. (2018). [Can everyday AI be ethical. Fairness of Machine Learning Algorithms](#). *arXiv preprint arXiv:1810.01729*.



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Original

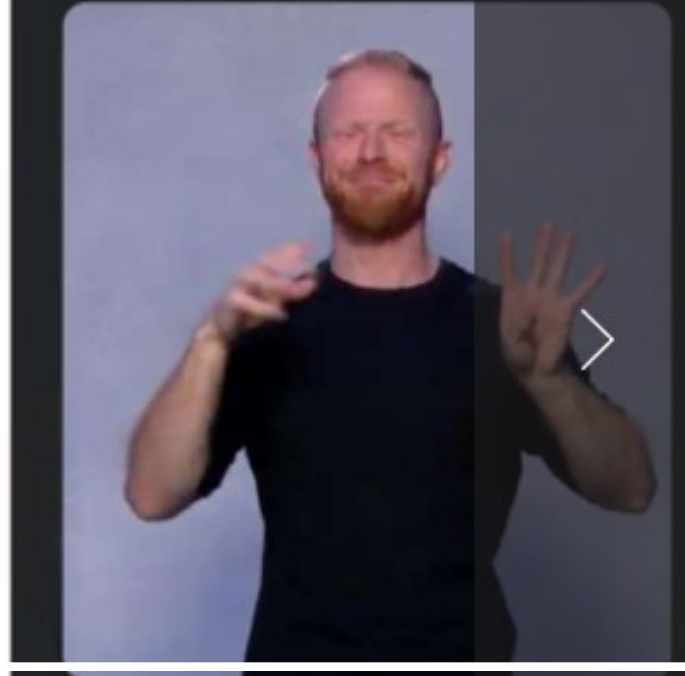
Latest



Google Camera a algoritmický rasismus



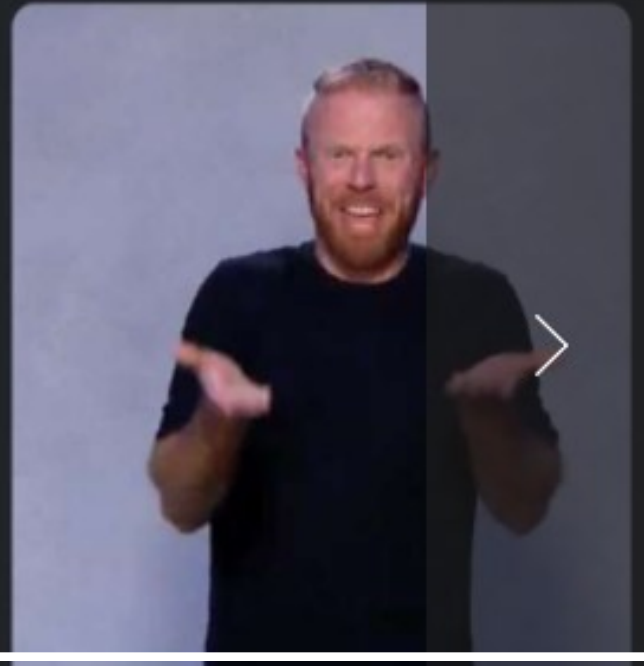
#GoogleIO



Google Photo a filtrování vzpomínek



#Google



Starline



#Google

Palm and Oak Summer Campaign Planning

File Edit View Insert Format Tools Add-ons Help Accessibility Last edited seconds ago

Normal text Bullets Lists Bold Italic Underline Link Unlink Text color Background color

Team members
Adu Williams, Megan Taylor, Pablo Rodriguez, Patricia Cruz

Goals
Align on budget and products to feature in our Palm and Oak Summer campaign.

Pre-work
Add your product suggestions to the brainstorm table below so we can vote on campaigns in our next sync.

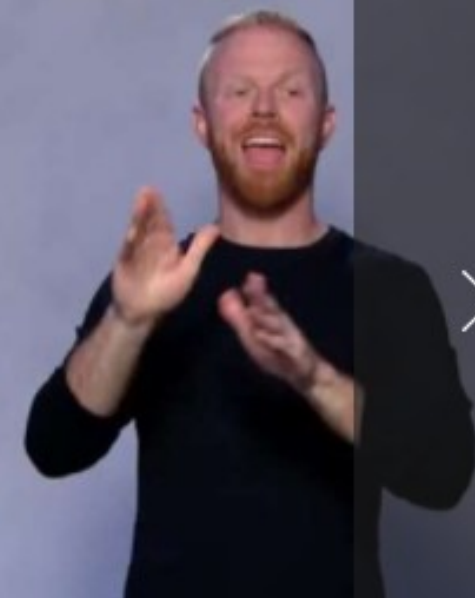
Summer Campaign Products Suggestions

Name	Notes	Creator	Votes
Electric Mower	Our 2020 campaign drove a 10% increase in sales from 2019	Adu Williams	3
Digital Door Lock	2021 Digital Lock endcap design	Patricia Cruz	5
Grills	Pick from sales team	Patricia Cruz	5
Patio Furniture	Summer Furniture features	Pablo Rodriguez	5
Solar Lights	2021 Lighting sales projections	Megan Taylor	8

Next steps

- Schedule marketing sync meeting May 18, 2021
- Align on top campaigns to feature for Summer 2021 Megan Taylor Pablo Rodriguez

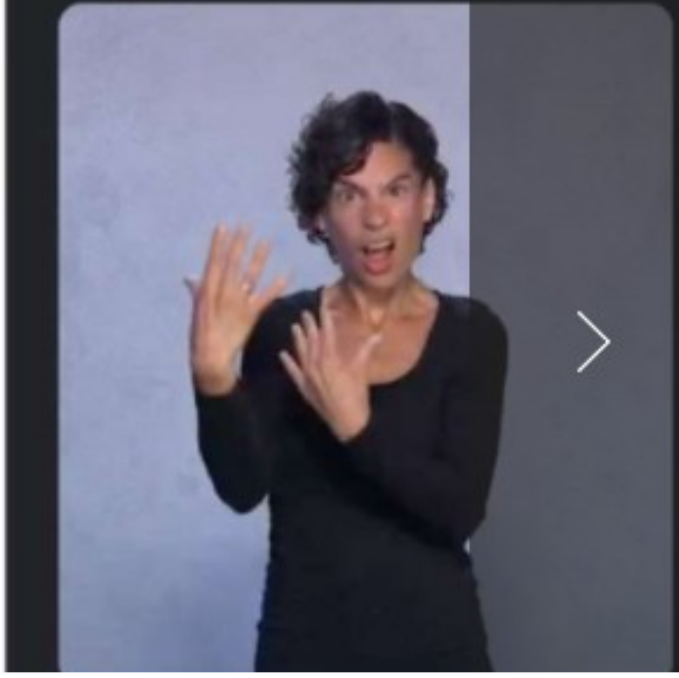
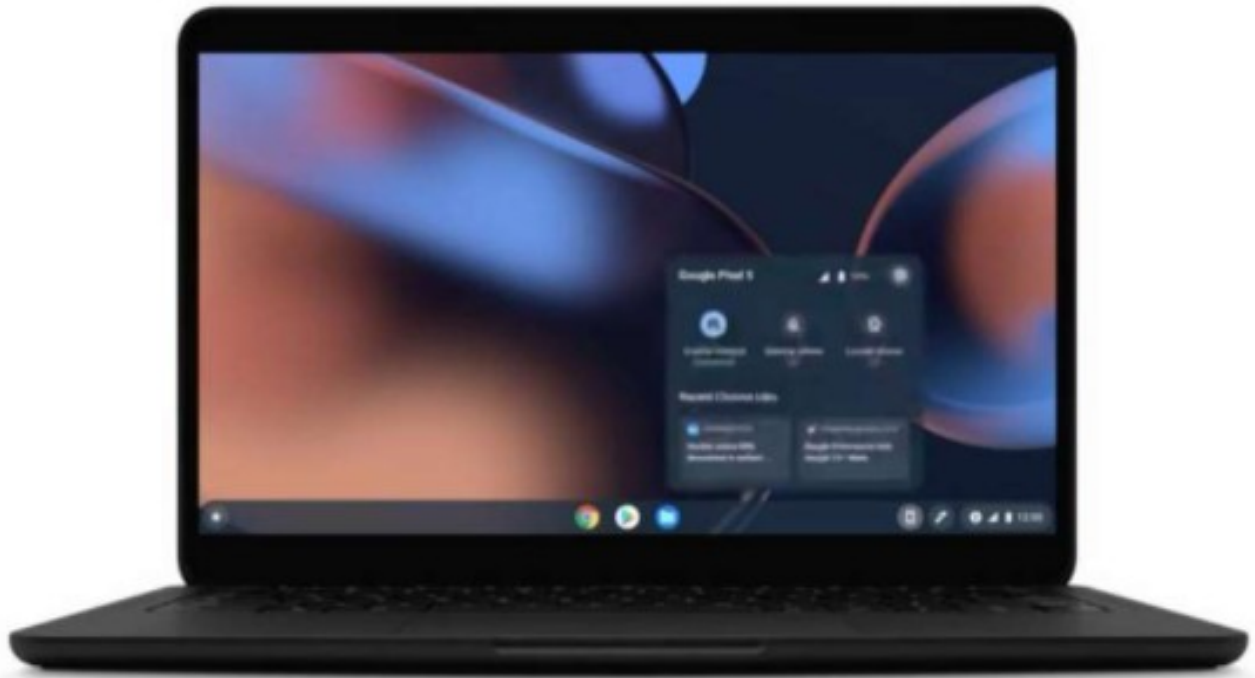
Weekly sync



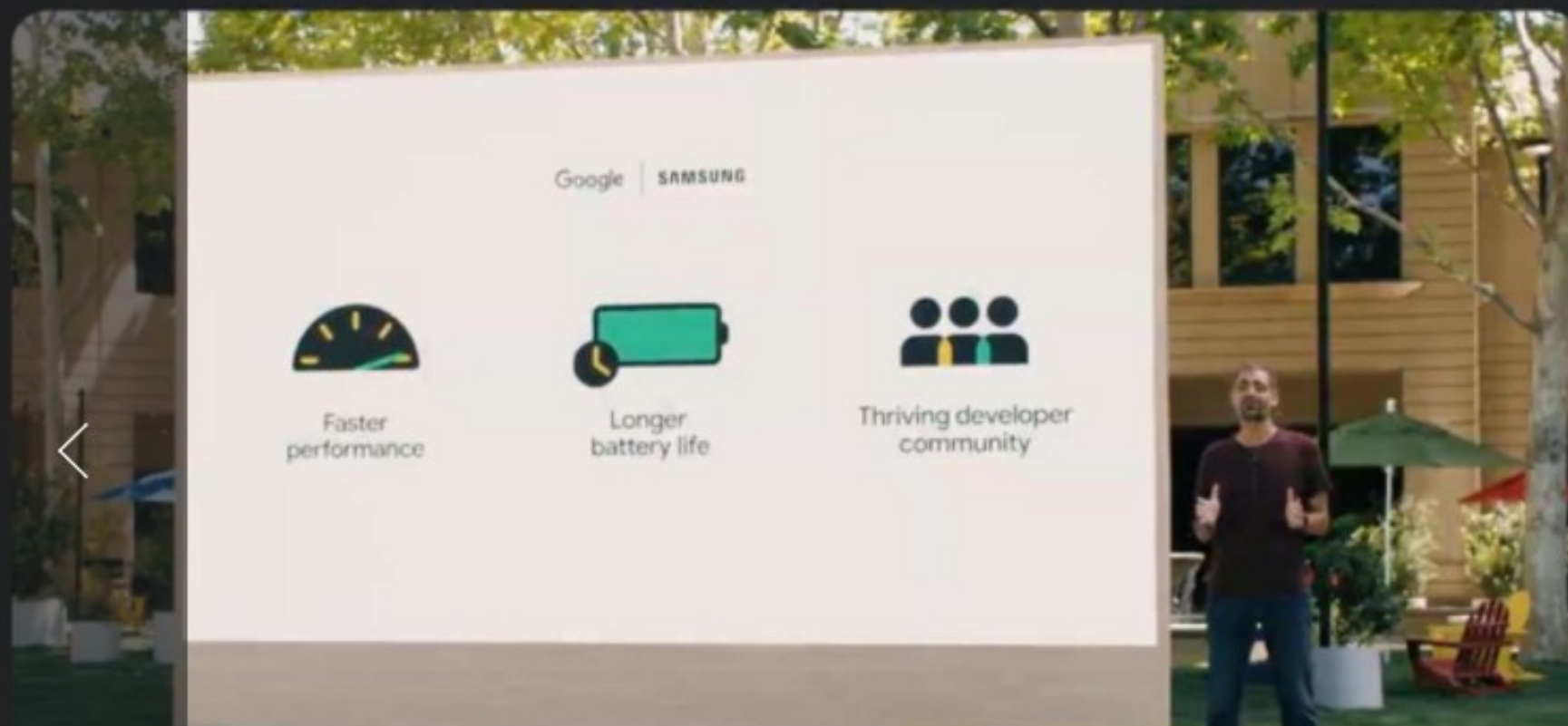
Google Canvas



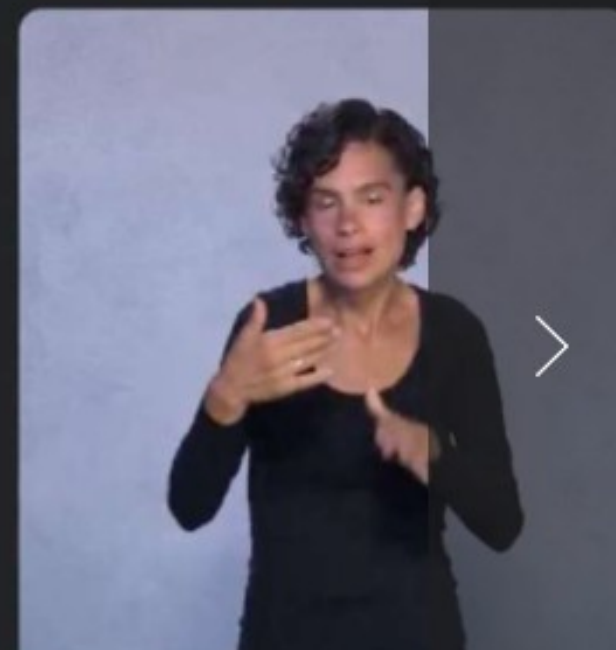
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Multi-device world, Digital Car Key



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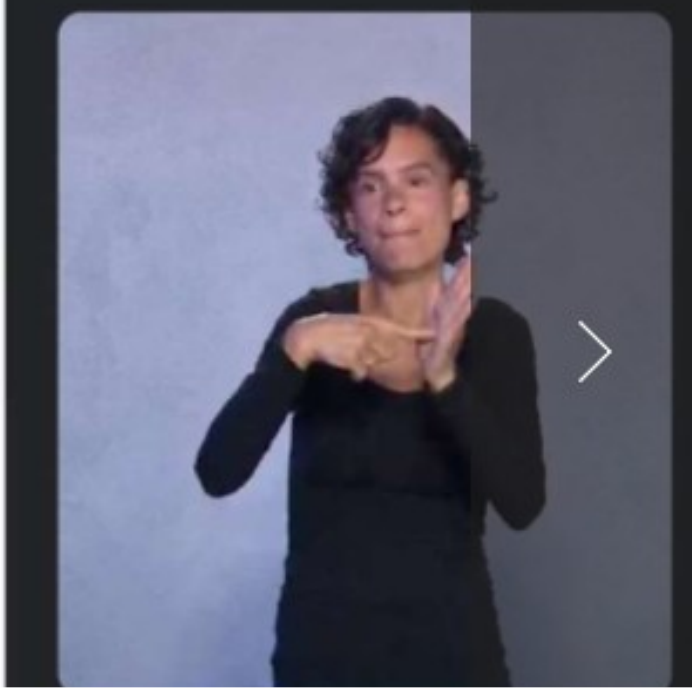


Android Wear a Fitbit



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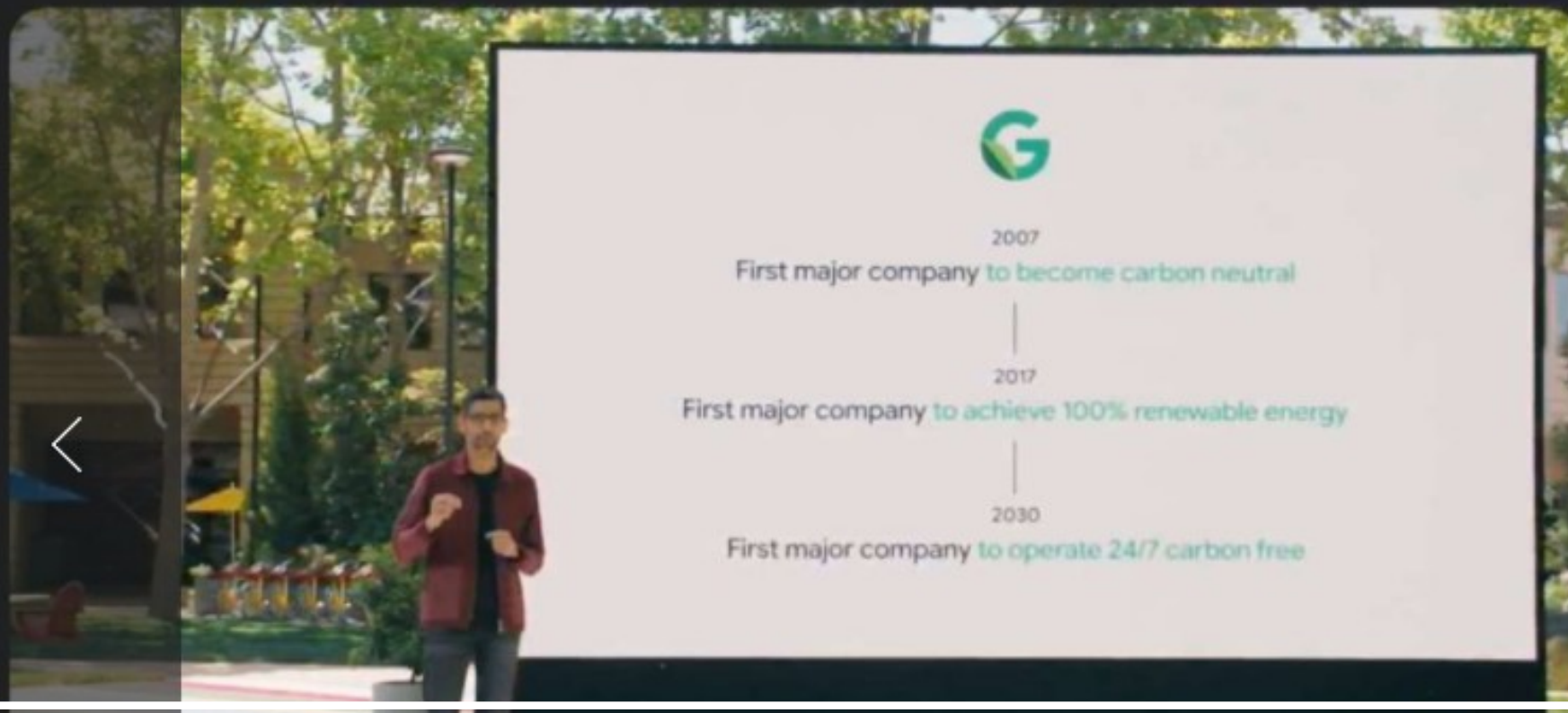
Multitask Unified Model



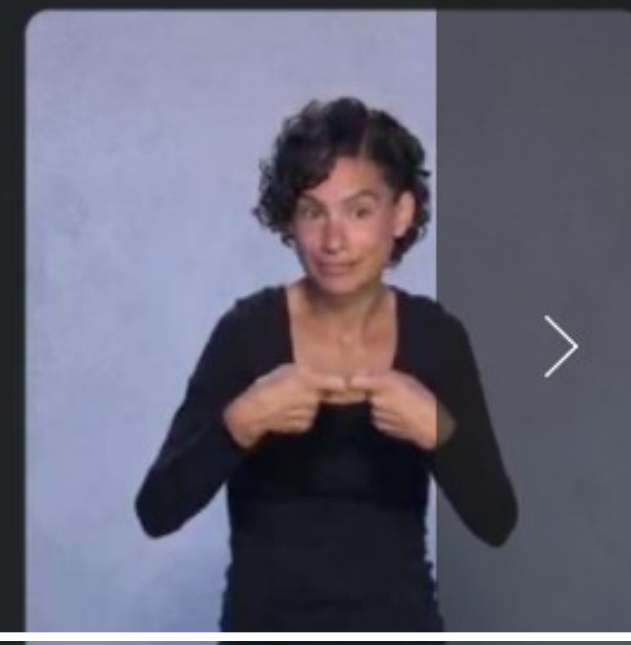
Změny ve vyhledávání a další drobnosti



Google Maps s AI a AR



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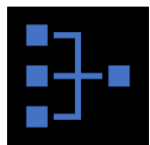


Do roku 2030 bez emisí CO₂

Další



Android 12 – mobilní
operační systém



LaMDA – jazykový
model



TPU V4 – výpočetní
kapacita, IaaS



Password Manager



Kvantový počítač



Rozpoznávání
kožních nemocí