The presentation starts with a reminder of market and central planning as alternative forms of economic matching (§1). On this basis, the presentation proposes a first comparison between market, central planning and algorithmic matching with an emphasis on information collection and processing (§2). The third part reveals what can be called an economic sociology of information in addition to the way information is processed by matching economists (§3). The last part illustrates this point by considering two matching arenas: the assignment of high school students in higher education and the allocation of kidneys to be transplanted (§4).