

Sunday, December 1st, 2019.

Gordon Gray

Sabine Rosenberg,

Cart 351.

Response 2.

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Screwing up is a part of growing up. I found that the introduction of short story “What We Wanted To Do” by Ron Carlson was very fitting analogy for Ethan Zuckerman’s thoughts and ideas on advertising companies use of the web. In Zuckerman's *The Internet’s Original Sin* talks about the downside of how the default business model tries to make use of our data, and how they try to justify the use of our data.

Despite CART 351 is class about network models, I really enjoyed the “What We Wanted To Do” story and Zuckerman’s reflection of it. The short story is what caught my interest to move forward with the reading. I really appreciated the psychological idea that when people screw up on something really badly they always try to remind everyone of their good intentions. It’s like a subconscious obligation to create a made up reason to why you made an action that messed up pretty badly. Rather than just saying “yeah I messed up and the action that I made is what it is,” people have to add positivity to their intentions to insure that their relationship with their friend or client is secure. It’s a very interesting analysis I took away from the start on Zuckerman’s reading although it was not the main focus of it. It’s not all the time we make up our intention to why we failed in something, however, understanding the “What We Wanted To Do” analogy could help us avoid making up fake intentions and help us become more honest with ourselves, our friends, and be better apologizers.

Sorry, but not sorry for not taking about the main bulk of Zuckerman’s thoughts of the business model, but you know...I had good intentions. :P

Work cited.

Ethan Zuckerman, *The Internet’s Original Sin*, Aug 14th 2014.

<https://www.theatlantic.com/technology/archive/2014/08/advertising-is-the-internets-original-sin/376041/>