

March 6 - April 28, 2024

# Welcome to **DWEB FOR CREATORS**



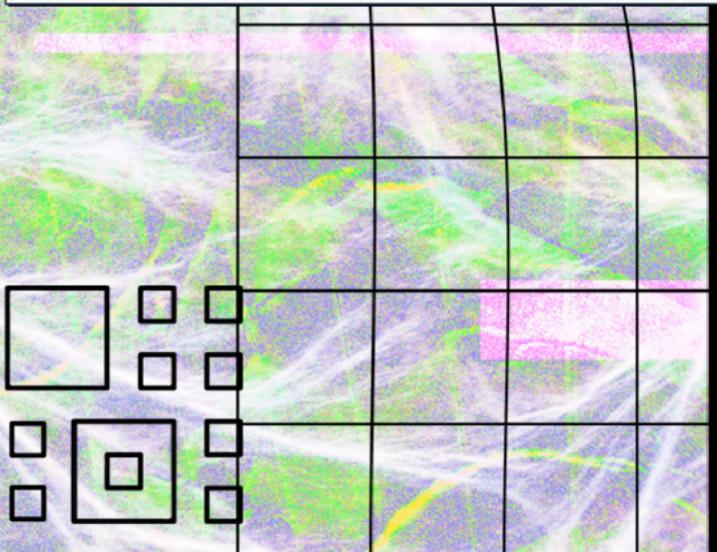
[grayarea.org/dweb](http://grayarea.org/dweb)



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Welcome to

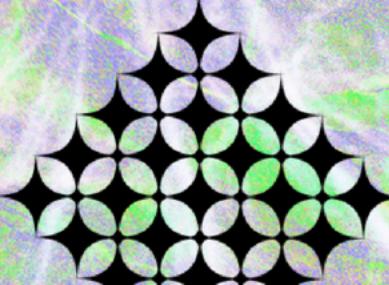
# DWEB FOR CREATORS



- email dweb-for-creators@grayarea.org with questions
- Creating a project? Open-studio office hours sign ups are open! Reminder that sign ups will close 1 week in advance of each studio hours session. Keep an eye out for an email related to projects!
- Check time zones. Daylight savings in US



[grayarea.org/dweb](http://grayarea.org/dweb)



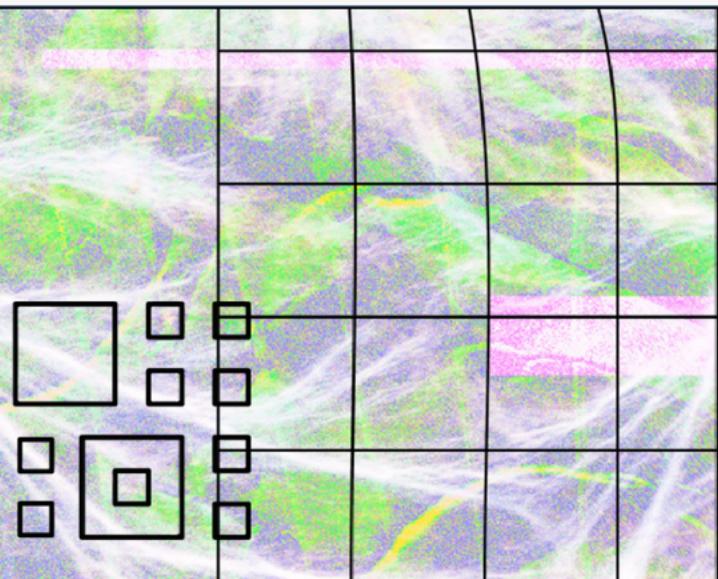
Session 4

**THANK YOU FOR  
JOINING!**

March 6 - April 28, 2024

Welcome to

# DWEB FOR CREATORS



[grayarea.org/dweb](http://grayarea.org/dweb)

Gray Area is dedicated to providing a respectful, harassment-free community for everyone. We strive to create a safe space for learning and community to share new ideas. We do not tolerate harassment or bullying of any community member in any form. This does not only extend to staff members of Gray Area, but to anyone who chooses to become involved in the larger Gray Area community of artists, developers, and students through events or interactions.

We encourage everyone to share their preferred pronouns with us in their Zoom name or during introductions.

**CODE OF CONDUCT**

# GRAY AREA DWEB SUPPORT TEAM



Roxi Shohadaee  
Gray Area Creative Producer,  
DWeb Design Methodology



Don Hanson  
Gray Area Developer  
DWeb Knowledge Base



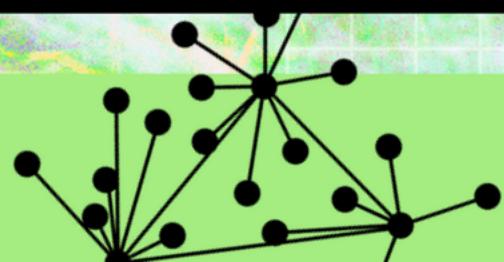
Julia Russotti  
DWeb Teacher Assistant,  
Course Admin



Marcus Leitner  
Gray Area Creative  
Content Coordinator



We are here to help!



Regina Harsanyi & Sarah Grant X



## SESSION 3

The Evolution of DWeb  
Art, Activism and  
History

RESCHEDULED TO MAY 1

10:30am-1pm PT



In this session, we will examine decentralization in the context of the arts from the 1970s to the present moment. Participants will learn why artists have been drawn to making work with and about decentralized networks and who helped to shape the evolving aesthetics and discourse around artwork related to these systems.

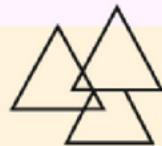
Ayana Zaire Cotton & ngọc triều X



bio: 67 80

## SESSION 5

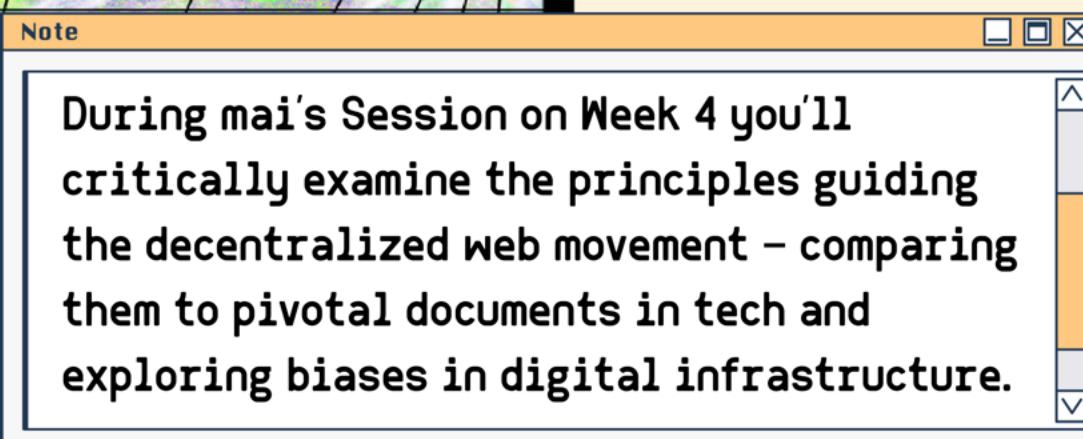
Decentralization:  
Sovereignty. Power.  
and Critical Practice  
in DWeb



Wed, Apr 3:  
10:30am-1pm PT



This session will examine various facets of DWeb through the critical lens of sovereignty and decoloniality. It will also explore how DWeb technologies — as a mode of being, thinking, and creating — enable us to co-design more just and better digital futures.



March 6 - April 28, 2024

# Welcome to **DWEB FOR CREATORS**



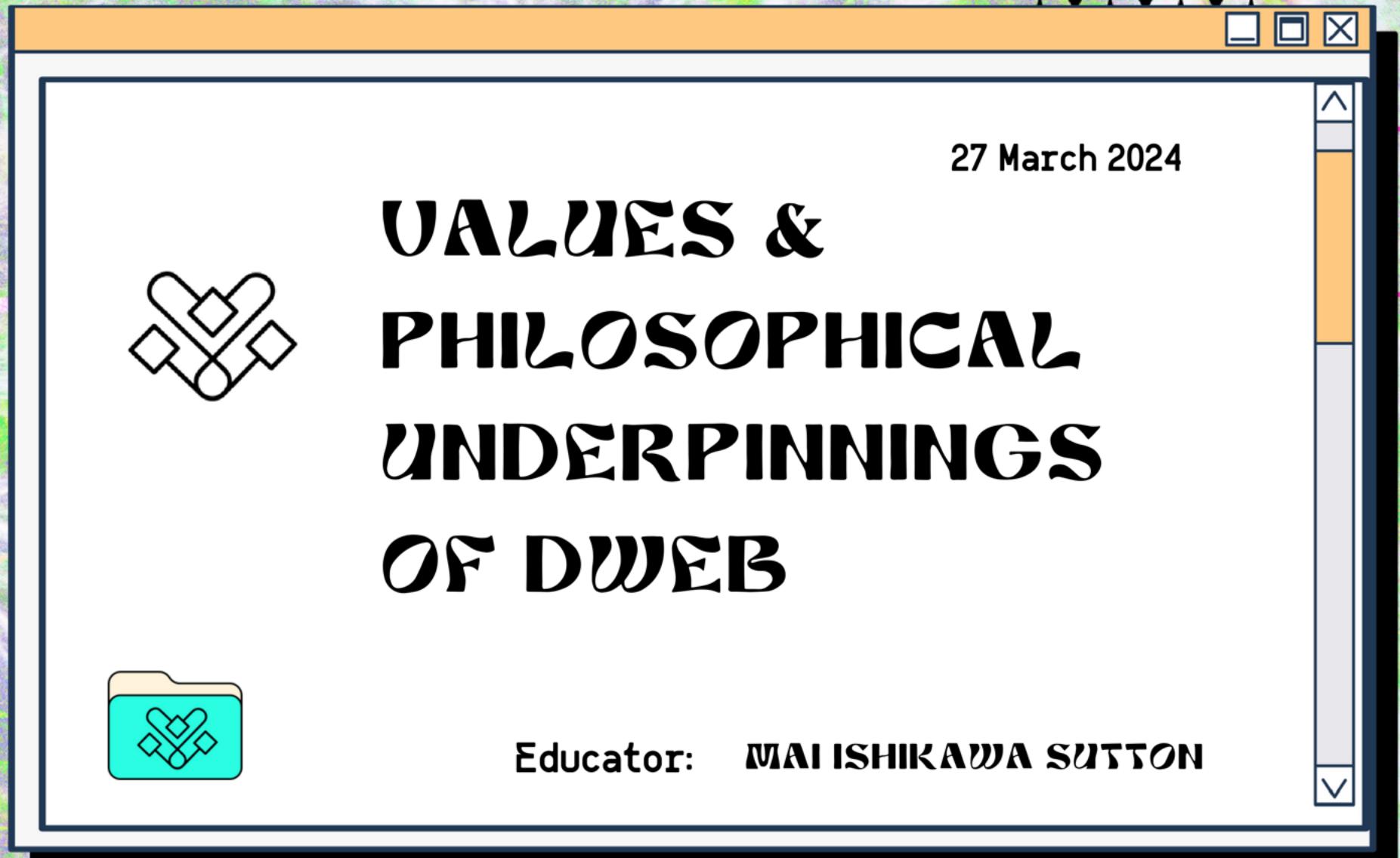
[grayarea.org/dweb](http://grayarea.org/dweb)





# GROUNDING QUESTION

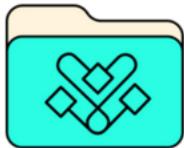
- Your name
- Where you're joining from today
- One way you want network infrastructure improved for your community



27 March 2024

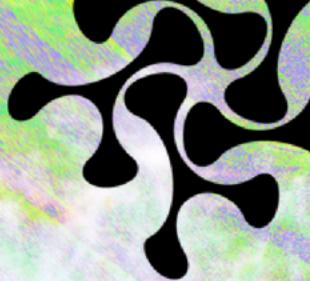


# VALUES & PHILOSOPHICAL UNDERPINNINGS OF DWEB



Educator: MAI ISHIKAWA SUTTON

# AGENDA



WED March 27 // 10:30 ~ 13:00 PT



10:30-10:50 :: welcome + centering question

10:50-11:20 :: presentation: principles and values, an overview

11:20-11:40 :: individual reflection + share out

11:40-11:50 :: break

11:50-12:05 :: presentation: dweb principles, a case study

12:05-12:40 :: role play: network project + manifest principles

12:40-12:55 :: share highlights

12:55-13:00 :: close



# **RULES OF ENGAGEMENT**

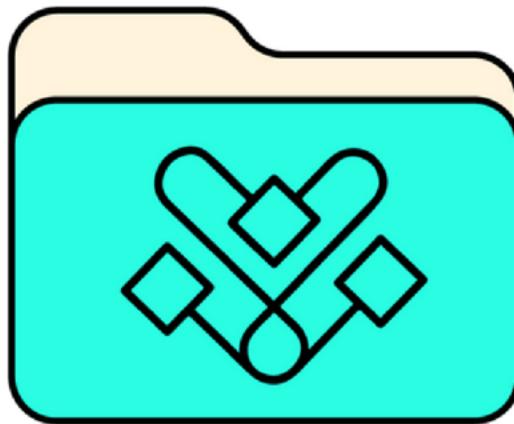
- Ask clarifying questions at any time: save open questions for the discussions
- Write your opinion freely on silent individual activities
- Say your opinion freely in group activities - try to speak 1/nth of the time
- Mute yourself during silent individual actions: and in general if your background is noisy
- Write in the chat when you take a break (no need to announce it)
- We follow the Gray Area's Code of Conduct



# LEARNING OUTCOMES

- Purpose of having principles/values/code of conduct documents as an approach to digital community organizing and DWeb
- Critical analysis of the DWeb movement's values and philosophical underpinnings, and the assumptions and ideologies that undergird this community
- Acknowledgement of the implicit and explicit biases embedded in approaches to build and maintain network infrastructure

# **PRINCIPLES & VALUES: AN OVERVIEW**



# ALL TECH IS BIASED

- Reflects the values of those who build and participate in it
- As we've learned so far, all network systems are designed and built by people and organizations.
- All embed their belief systems and values into them (personally or are directed to do so)

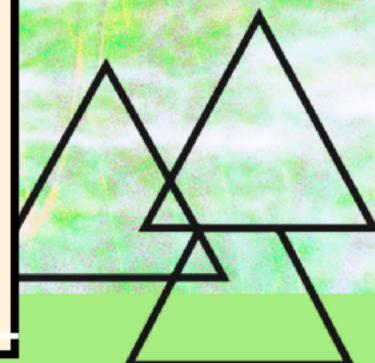
# THE CENTRALIZED WEB

Network infrastructure reflects economic realities and priorities.

Dominant operating logic of most economies are capitalistic.

Most network infrastructure are built and controlled by corporations, whose primary concern is "shareholder value" (SV).

Major shift in thinking in business around the 1970's, which has continued to influence enterprises globally today.



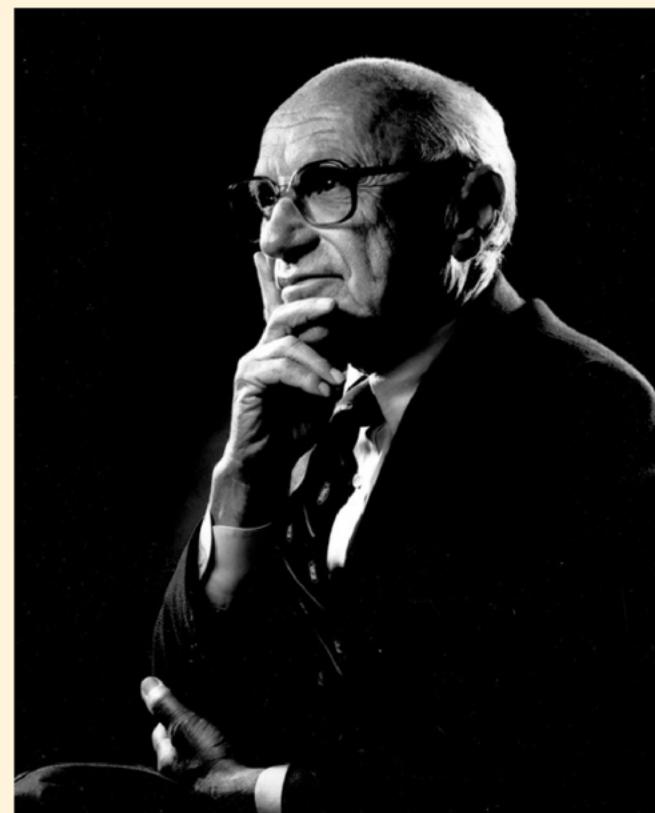
# THE FRIEDMAN DOCTRINE



## AKA THE REIGN OF SHAREHOLDER VALUE

Milton Friedman's 1970 essay for The New York Times titled "A Friedman Doctrine: The Social Responsibility of Business is to Increase Its Profits".

It argued that company has no social responsibility to the public or society; only responsibility is to its shareholders.



Milton Friedman (1912–2006)

## THE FRIEDMAN DOCTRINE



**"In a free-enterprise, private-property system, a corporate executive is an employee of the owners of the business. He has direct responsibility to his employers.**

**That responsibility is to conduct the business in accordance with their desires ... the key point is that, in his capacity as a corporate executive, the manager is the agent of the individuals who own the corporation ... and his primary responsibility is to them."**

**~ Milton Friedman**

# THE FRIEDMAN DOCTRINE

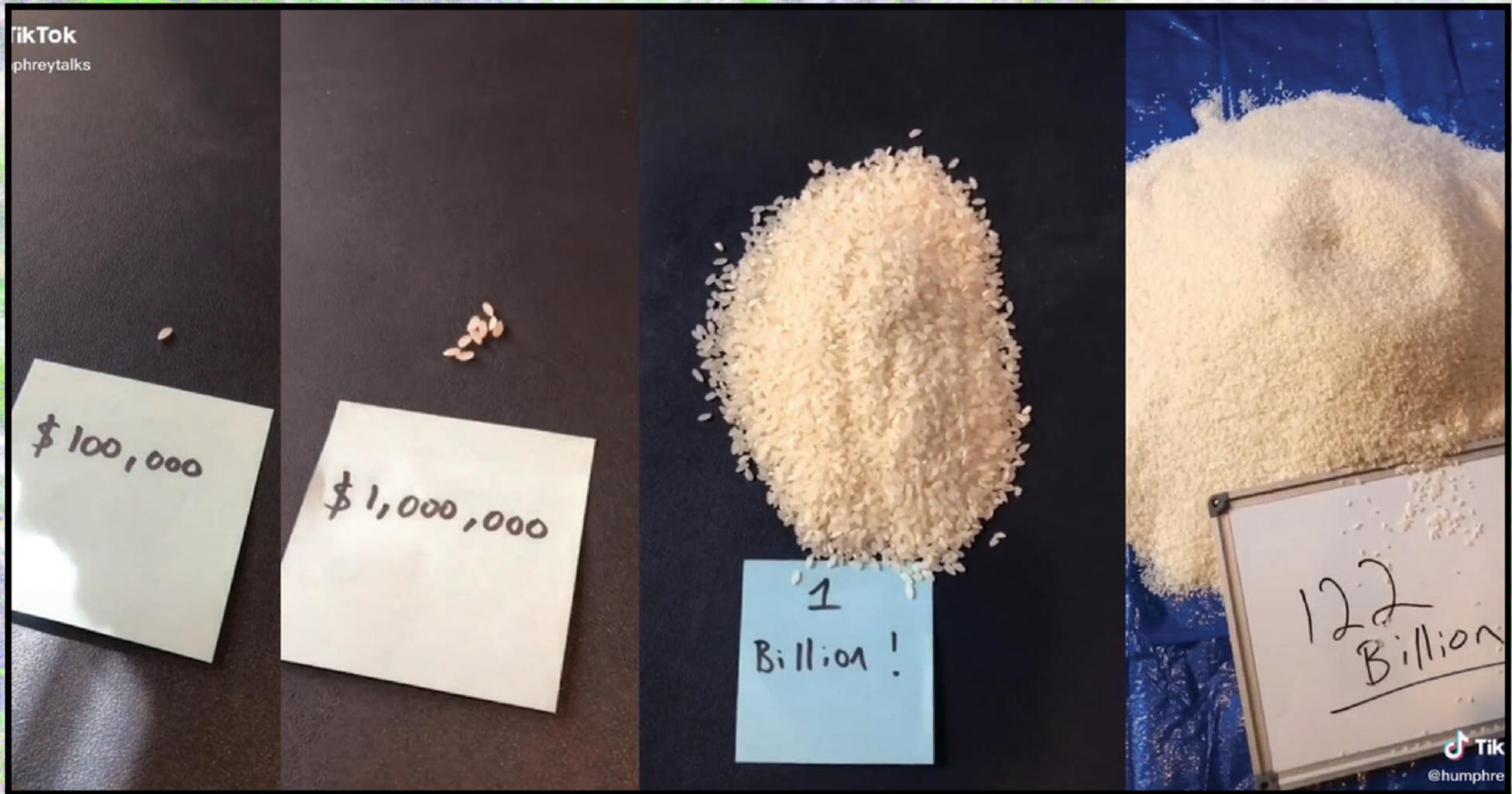


The doctrine was amplified with the 1976 business paper by finance professors William Meckling and Michael C. Jensen, "Theory of the Firm: Managerial Behavior, Agency Costs and Ownership Structure".

The Friedman Doctrine is credited with changing the course of business, where shareholders' interests are prioritized above all else.

Whereas before, employees, customers, partners, secondary communities were also stakeholders.

# WEALTH OF TECH CEOS



Jeff Bezos' wealth // Feb 2020 ^^

# SURFACE. DEEP, DARK WEBS

## SURFACE WEB

### Indexed content

Can be found with traditional search engines like Google and accessed with traditional browsers.

## DEEP WEB

### Indexed and unindexed content

Cannot be found with traditional search engines.

Might require password or network permissions.

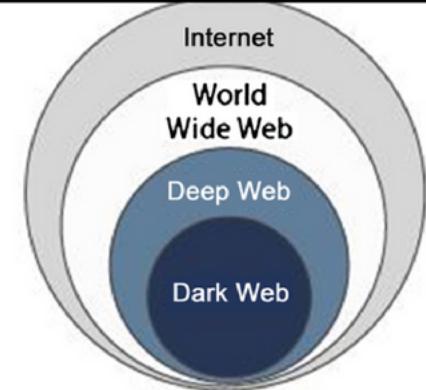
DEPTH AND  
BREADTH  
UNKNOWN

## DARK WEB

### Intentionally hidden content

Can be accessed with special software like Tor.

Might require password or permissions.



# SURFACE WEB

AKA the **Visible Web, Indexed Web, Indexable Web or Lightnet**

The portion of the World Wide Web that is readily available to the general public and searchable with standard web search engines.

Examples :



**WIKIPEDIA**  
The Free Encyclopedia



**flickr**

**BLOGS**

# DEEP WEB

AKA the **invisible web, or hidden web.**

**Parts of the World Wide Web whose contents are not indexed by standard web search-engine programs.**

## Examples :

- Private or paywalled websites accessible by password
- Unlinked content: Pages not linked to by other pages, which prevents web crawling programs from accessing it
- Contextual web: Content accessible based on IP address or previous navigation

# DARK WEB / DARKNET

- Web content that exists on darknets: overlay networks that use the Internet but require specific software.
- Considered part of the Deep Web.

## DWeb technologies and darknets:

- The Onion Router (TOR)
- Invisible Internet Project (I2P)
- Virtual Private Networks (VPNs)
- Bitcoin and other cryptocurrencies to make untraceable transactions

# DARK WEB



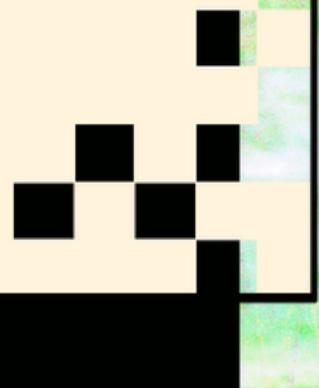
## SOME DATA

- “Illicit” crypto addresses received more than \$24.2 billion – likely an underestimate [Reuters]
- As much as 80% of darkweb traffic is related to accessing CSAM

## DARKNET MARKETPLACES

Online platforms that facilitate trade among millions of users, such as drugs, firearms, credit cards dumps, fake IDs, CSAM, and other “illicit” materials.

Examples: Silk Road [2011-2013], AlphaBay [2014-2023]



# DARK WEB

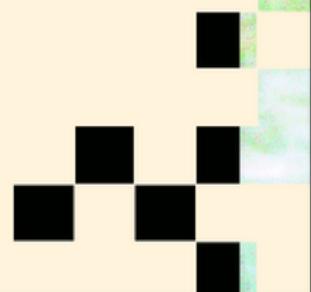


## WHAT IS ALSO "ILLICIT"

- Life saving drugs inaccessible in some regions
- Hormone replacement therapy medications
- Censored material that is banned by local laws
- Whistleblower sites

## CREATIVE USES

- Dark Web Bake Sale
- Aphex Twin's Syro album, info only available through TOR



# DICHOTOMIES OF THE WEB

Private vs. Public  
(Surface, deep, dark)

Competitive vs.  
Collaborative

Centralized vs.  
Decentralized

All different lenses to examine  
power and motivations

# ELINOR OSTROM



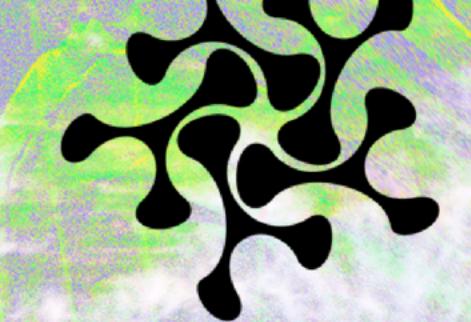
- Nobel Prize winner, 2009
- Economic governance of "common pool resources" (CPR) and the social norms/behaviors of their stewards
- Eight Principles for Managing Commons
- Alternative approach to building network infrastructure

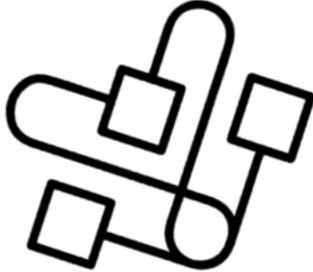
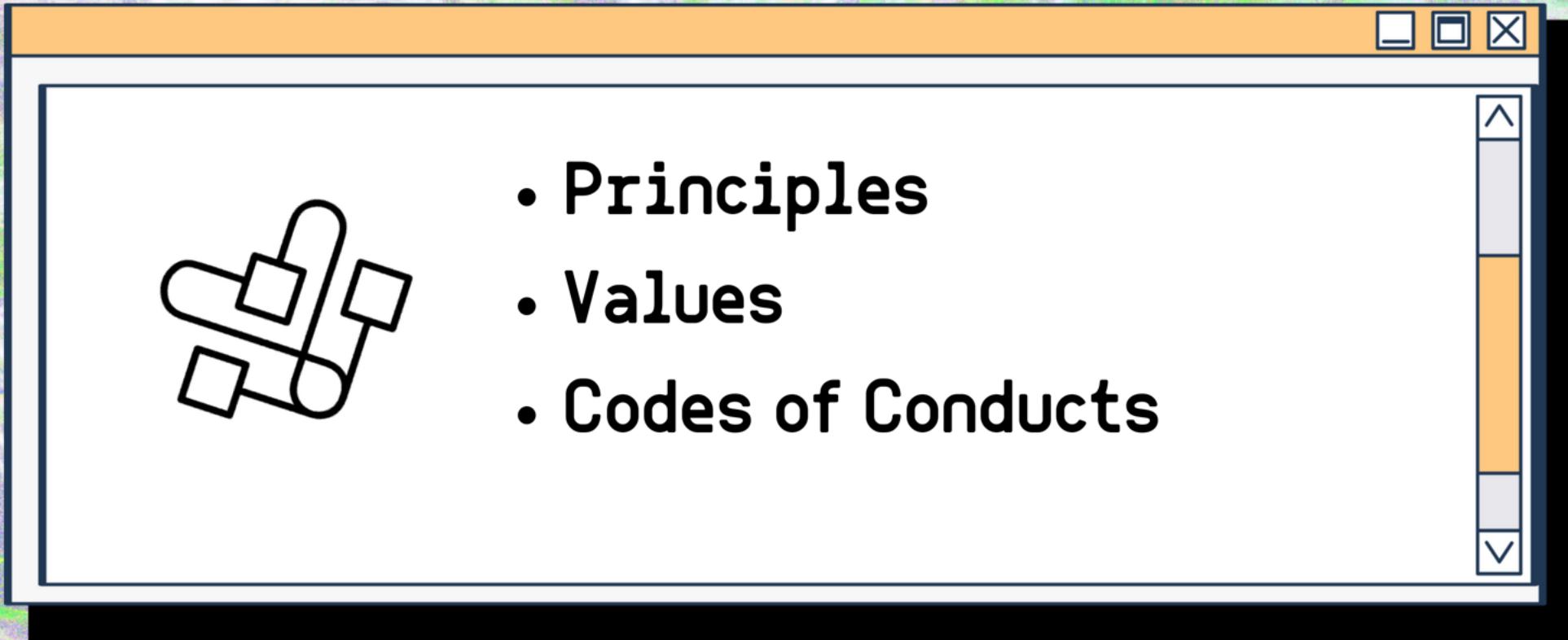


Elinor Ostrom (1933-2012)



# DEFINITIONS



- 
- Principles
  - Values
  - Codes of Conducts
- 

# PRINCIPLES

X

- Rules or laws that are permanent, unchanging, and timeless in nature.
- Concern human behavior and govern interactions between people.
- A compass and a timeless sense of purpose, to shape the mission
- Drives your values and goals
- Examples: The Ethical Source Principles

# VALUES

X

- Internal and subjective beliefs and opinions that may change over time.
- Internal, subjective, and malleable.
- If a given belief or opinion is something that might be altered if the conditions are right, then it's a value.
- Examples: Big Time License

# CODES OF CONDUCTS

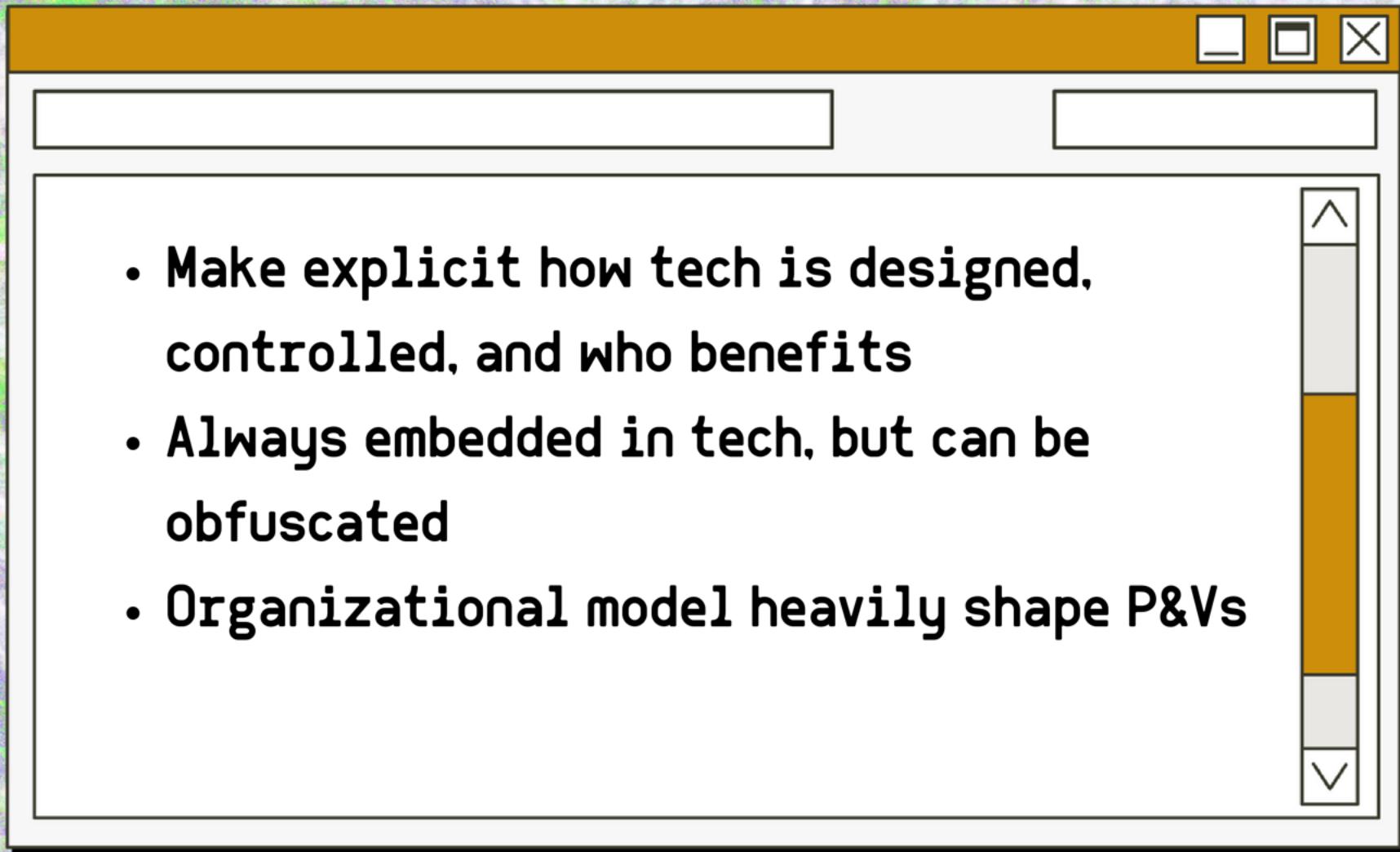
X

- A set of rules outlining the norms, rules, and responsibilities or proper practices of an individual party or an organization.
- Manifests principles and values of a community, appropriate or inappropriate behavior + sets the culture of space
- Examples: Contributor Covenant + Geek Feminism

# PURPOSE

- Explicitly state what you are about, what you stand for and strive for
- Attract people you want to communicate/build with
- Repel those that do not resonate or align

# PRINCIPLES + VALUES IN TECH



# ORG MODELS



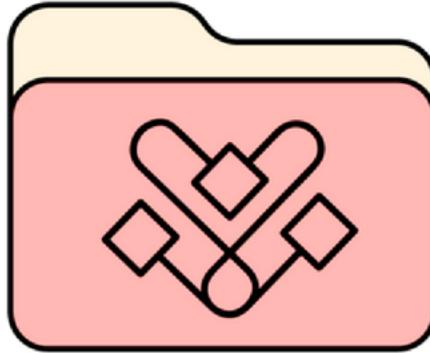
- For-profit corporation
- B-Corp
- Cooperative
  - Worker owned, user-owned, business/retail
- Non-profit
- Government entity
  - Local, state, federal
- Unincorporated collective



# **INDIVIDUAL REFLECTION TIME**

**Let's move to Miro!**

# DWEB PRINCIPLES: A CASE STUDY



# WHAT IS “DWEB”?



Mission  
Nodes  
Events  
Voices  
Sponsors

DWeb principles  
Resources  
FAQ  
Newsletter  
Get in touch

Get involved

DWeb

Connecting  
people,  
projects and  
protocols to build  
a decentralized  
web

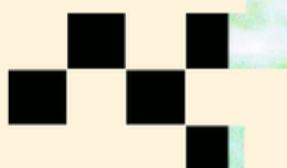


▶ DWeb Camp Austin 2016 - Day 1 - Panel: Decentralized Web, Who Decides? Five Leaders Share Their Vision

"DWeb Camp was an impressive fusion of highly technical engineers, developers, organizers, and artists. Such a diverse array of activities and dozens of projects came together to bridge culture, community, and open source technology from around the world."

Brandon D. Wallace  
#DWebAustin

getdweb.net









As a contributor  
I WANT...



Website  
Built by  
Many

Considering Why

What do you want from this?

What do you need from this?

What do you expect from this?

What do you hope from this?

What do you like about this?

What do you dislike about this?

What do you think about this?

What do you feel about this?

What do you hear about this?

What do you smell about this?

What do you taste about this?

What do you touch about this?

What do you see about this?

Who are you?

What do you want from this?

What do you need from this?

What do you expect from this?

What do you hope from this?

What do you like about this?

What do you dislike about this?

What do you think about this?

What do you feel about this?

What do you hear about this?

What do you smell about this?

What do you taste about this?

What do you touch about this?

What do you see about this?

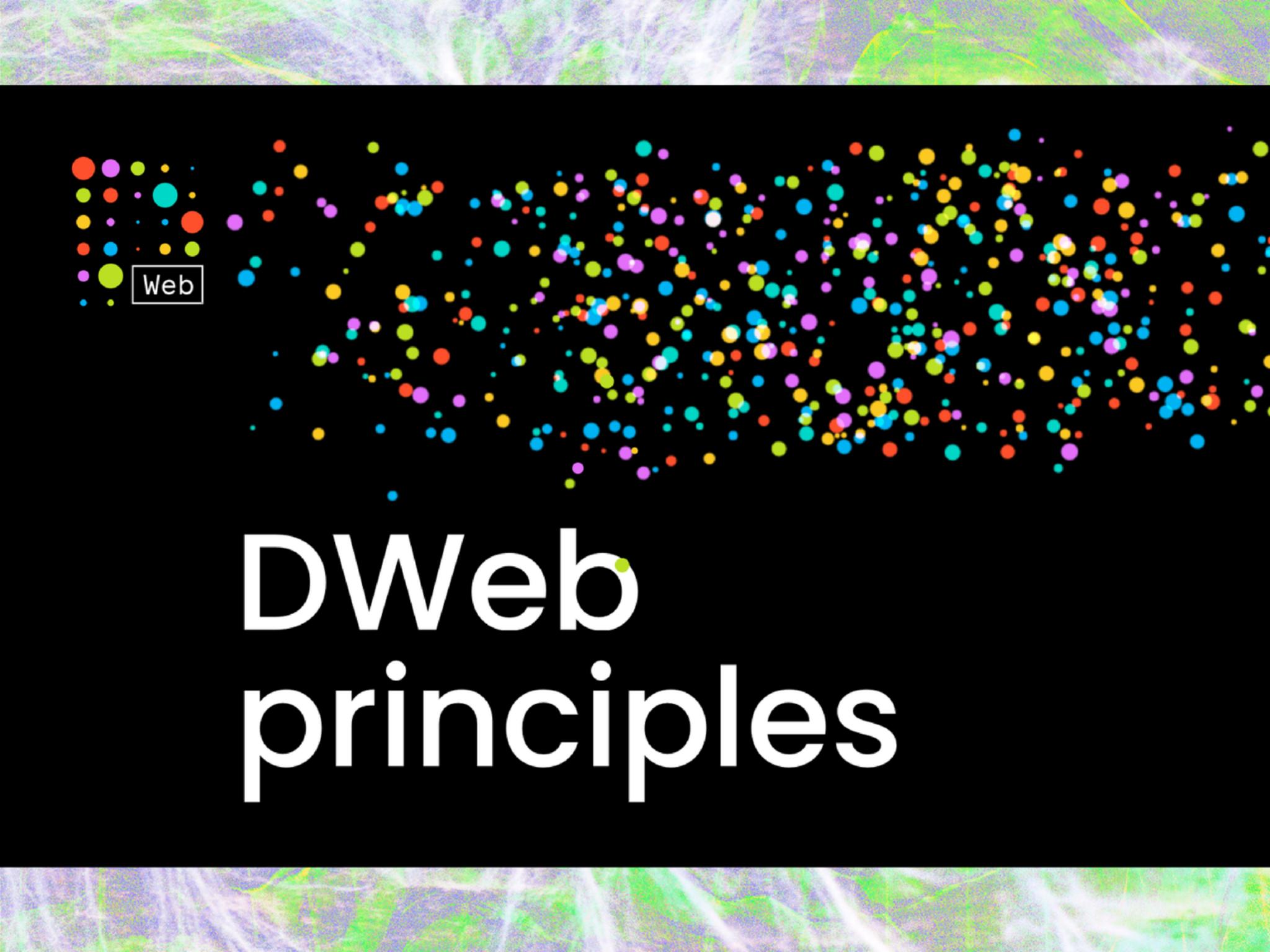
As a Visitor I want...



Website  
Built  
Many

As a Company [a founder  
leader  
I WANT TO...





Web

# DWeb principles



Dweb principles

# 01. Technology for human agency



## 01. Technology for Human Agency

1. We stand for technology that enables the primacy of people as beneficiaries of the technology, by upholding their security, privacy and self-determination.
2. We urge coexistence and interoperability, and discourage walled gardens.
3. We value open source code as a fundamental building block of an open and inclusive Web.
4. We aim for peer-to-peer relationships, rather than hierarchical control and power imbalance.
5. Our technologies must minimize surveillance and manipulation of people's behavior, and optimize for social benefits and empower individuals to determine how and why their data is used.
6. We believe that multiple technical means will be more effective than a single technical solution to achieve ethical and people-centric outcomes.



DWeb principles

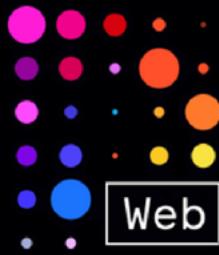
## 02. Distributed benefits



## 02. Distributed Benefits

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1. We believe that decentralized technologies will be most beneficial to society when the rewards and recognition of their success, monetary or otherwise, are distributed among those who contributed to that success.
2. If that is infeasible, proportionate benefit should flow to the community at large.
3. High concentration of organizational control is antithetical to the decentralized web.



Web

Dweb principles

# 03. Mutual respect



## 03. Mutual Respect

1. We support and encourage clear codes of conduct to ensure respectful behavior and accountability.
2. We expect participants to remain mindful of, and take responsibility for, their speech and behavior, by acting out of respect for others and respecting physical and emotional boundaries.
3. We stand for open and transparent organizational practices, motivations, and governance, in a manner that actively pursues equity, mutual trust, and respect.



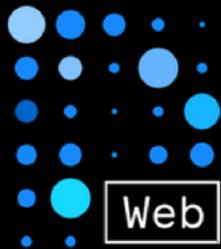
Dweb principles

# 04. Empower people

AKA Humanity

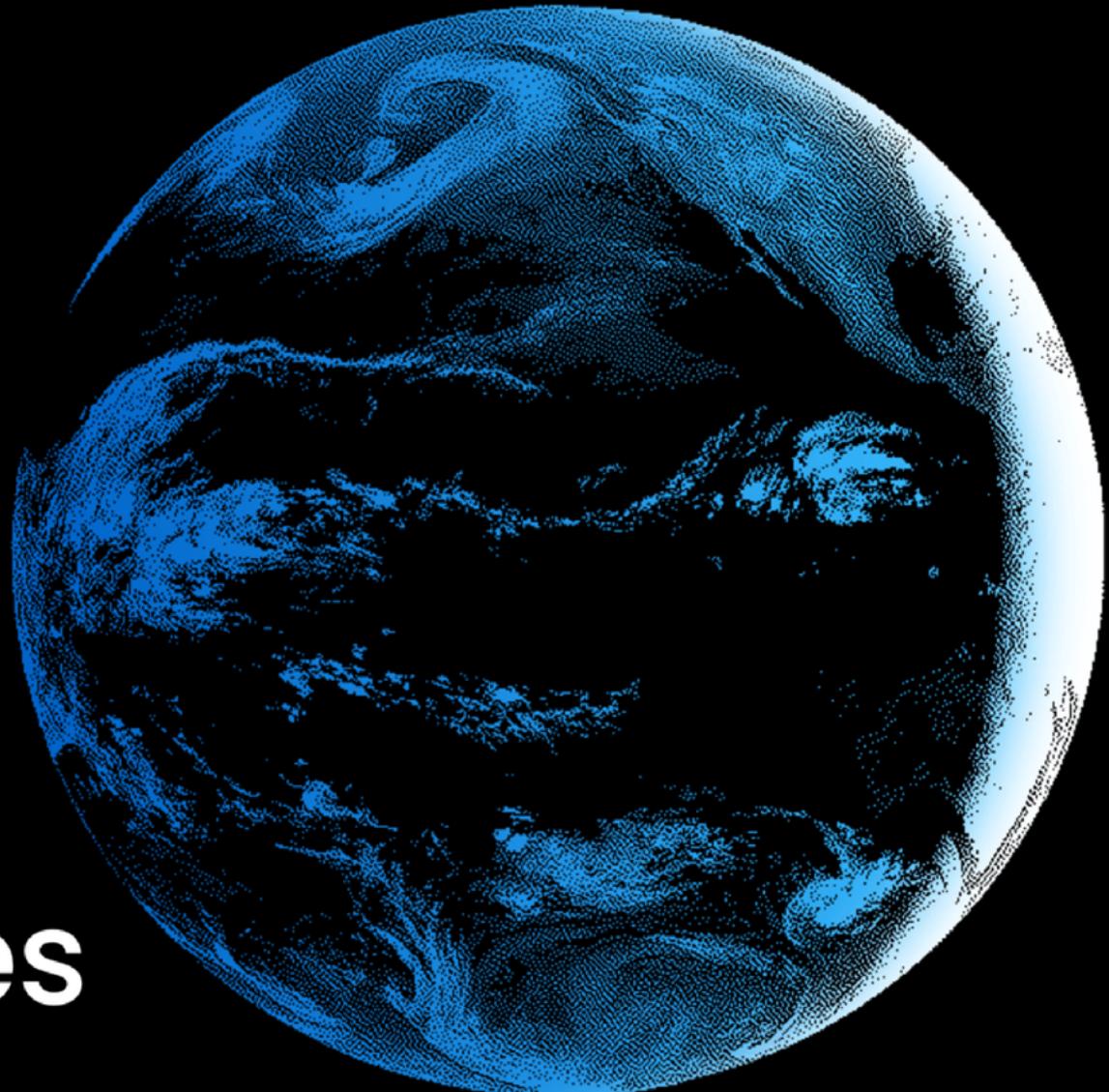
## 04. Humanity

1. The objective of building a decentralized web is to protect human rights and empower people, especially those who experience systemic inequity and prejudice.
2. We stand for people having agency over their own data and relationships, rights to free expression, privacy, and knowledge, as these are essential to human empowerment and dignity.
3. We condemn the use of distributed tools for activities antithetical to human rights, such as human trafficking; sexual, mental, or physical abuse; and arms trading.
4. We encourage building with harm-reduction in mind, and support the adoption of mechanisms that mitigate the potential for abuse, and consideration of those ‘not at the table’ – not connected, not users, and the disadvantaged.
5. We encourage the development of tools and applications in many languages and forms, with a high degree of accessibility.



Dweb principles

# 05. Ecological imperatives



## 05. Ecological Awareness

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1. We believe projects should aim to minimize ecological harm and avoid technologies that worsen environmental health.
2. We value systems that work towards reducing energy consumption and device resource requirements, while increasing device lifespan by allowing repair, recycling, and recovery.

## Related Principles

[CARE Principles for Indigenous Data Governance](#)

[Center for Humane Technology's Policy Principles](#)

[Contract for the Web](#)

[Decentralization Off The Shelf](#)

[Design Justice Principles](#)

[Detroit Digital Justice Coalition Principles](#)

[Elinor Ostrom's Principles for Governing the Commons](#)

[The Ethical Source Principles](#)

[Feminist Data Manifest-No](#)

[Feminist Principles of the Internet](#)

[Internet Research Task Force Research into Human Rights Protocol Considerations](#)

[PLAN Systems Technology Design Principles](#)

[A Shared Digital Europe](#)

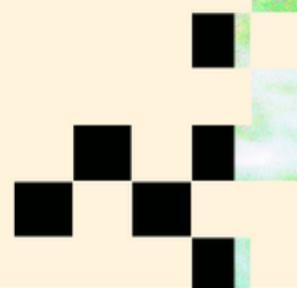
# A SPECIFIC “DWEB”



- A particular group of people, largely from the Global North
- A particular moment in time

How is it enforced?

How do you think network projects can manifest these principles?



# **NETWORK PROJECT ROLE PLAY**

**Let's go back to Miro!**

