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**#ucla**

# Mapping the connection between technology and ethics

Albert S. Kochaphum  
Week 3 | July 7<sup>th</sup>, 2021

# Today's Agenda

**Logistics**

**Visiting Voice**

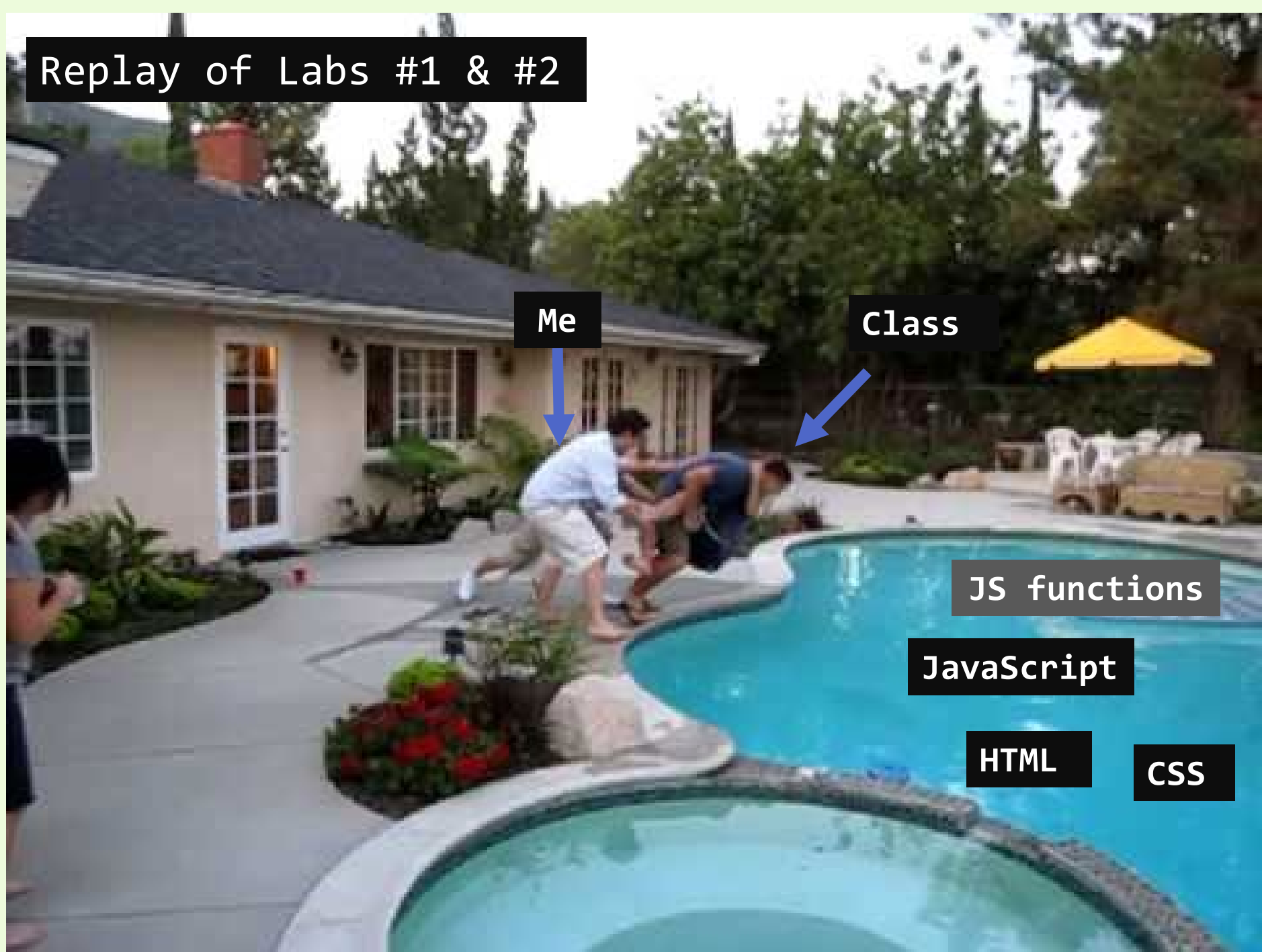
**Lecture**



**1:05pm**

**~1:45pm**

# Replay of Labs #1 & #2



Me

Class

JS functions

JavaScript

HTML

CSS

# **Week 2 ALwards**

**Amazing Labs  
and  
Thinking Caps to  
Poke(e-mon) Around**

# Alwards for Week 2

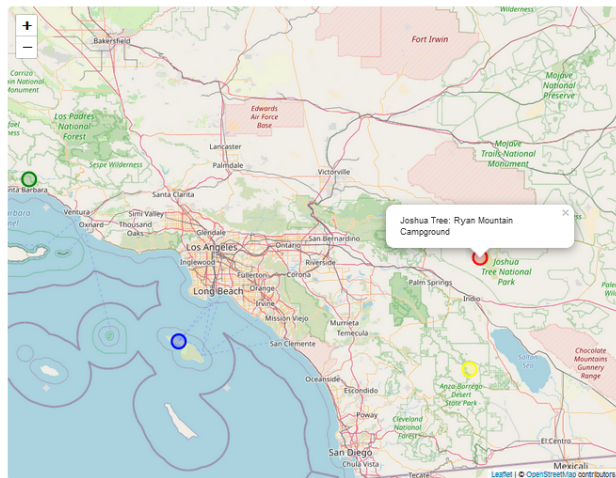


## -Rating this two column layout

Harry Frahn

### Week 1 Lab Assignment: Portfolio

#### Places I've Camped in Southern California



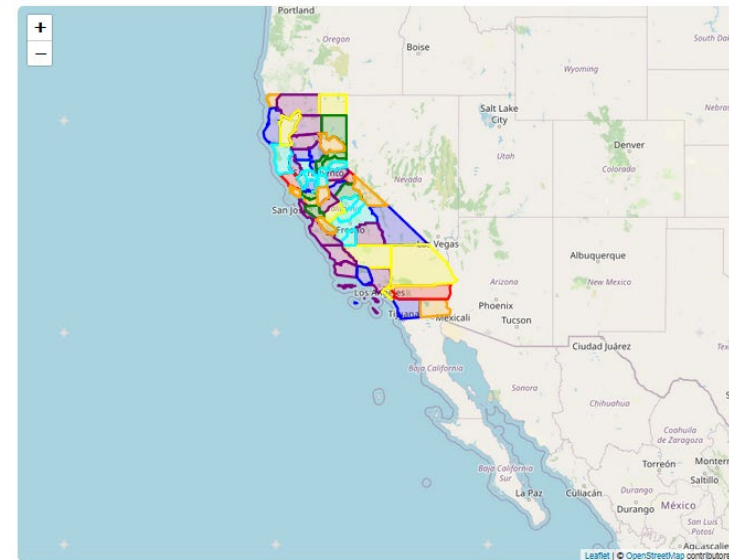
#### About Me

- From the Bay Area
- 2nd Year Public Affairs Major (GIS Minor)
- I got lowkey obsessed with baking in the last few months; here are some things I made

#### Mapping Goals

I've loved maps ever since I was a little kid; something about the combination of art, visual storytelling, and the information they can convey makes them unique from other forms of data visualization for me. In this class, I want to learn to use GIS to do more than just make cool maps (which by itself is pretty awesome); I want to use it to identify social problems and use the power of

### rainbow map of CA



Click to randomize colors

Copyright(2021)

# Alwards for Week 2

Good R-

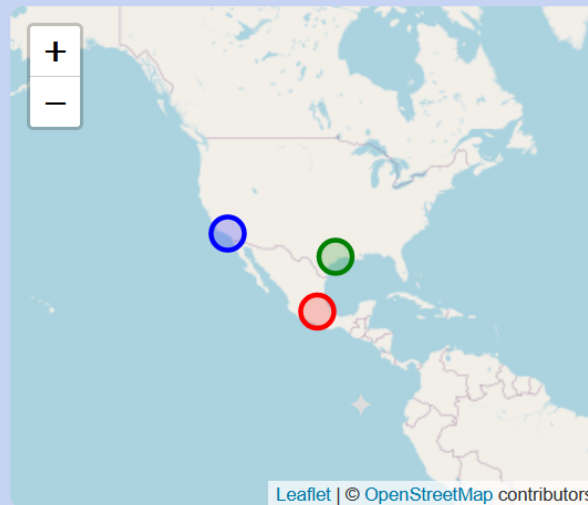


Map Border

**Irvin Ramirez**

## Week 1 Lab Assignment

### Map of Places Lived



# Alwards for Week 2

Great  -radiant Background!

**Abita Venkatesh**

ASIA AM 191A Portfolio Summer  
2021

## Welcome to Abita's Portfolio!

My goals are to eventually work in the field of public health and/or sustainability. I am not sure about specifics yet, but I want to take my last year of undergrad and a bit of time after college to gain experience either contact tracing or working in sustainable food climate jobs (ex. using maps to locate disease outbreaks or to look for areas vulnerable to particular climate change impact situations). In particular, as a critical digital map maker, it would be interesting to create an interactive map that both temporally and spatially showcases how different vulnerable groups, protected classes, or demographic categories of people are differentially affected by zoonotic diseases in years to come, since their prevalence is expected to increase. I enjoy writing, journalism, reading, and experimenting with new recipes. I also to thrift shop and buy more books than I end up reading.





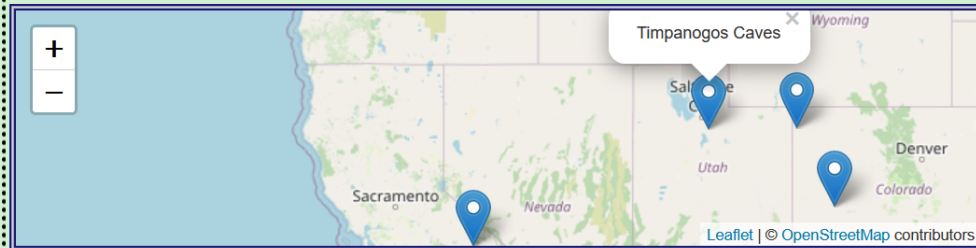
# Alwards for Week 2



## -mazing CSS Styles!

Liz Andrusenki

### Liz's Portfolio



### My Favorite NPS Service Areas Map

1. Black Canyon of the Gunnison National Park
2. Death Valley National Park
3. Devils Postpile National Monument

# Alwards for Week 2

Lots of content to talk-about



Edmond Wen

## WEEK 1 LAB ASSIGNMENT

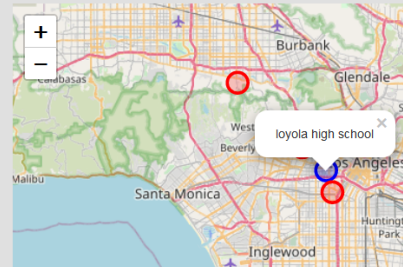
### GOALS

MY FIRST SIGNIFICANT MEMORY OF MAPS COMES FROM A CHILDREN'S ENCYCLOPEDIA BOOK WHICH USED A STYLISH MAP TO HIGHLIGHT COUNTRIES AROUND THE WORLD, EXPOSING MY MIND AND IMAGINATION TO A BREADTH OF CULTURES AT A YOUNG AGE. THE FACT THAT THIS MEMORY STILL STICKS WITH ME IS A TESTAMENT TO THE POWER OF MAPS AS A FORM OF INFORMATION. I WANT TO USE MAPS TO HIGHLIGHT THE STORIES OF EVERYDAY PEOPLE WHO OFTENTIMES DO NOT GET A VOICE AT A TABLE.

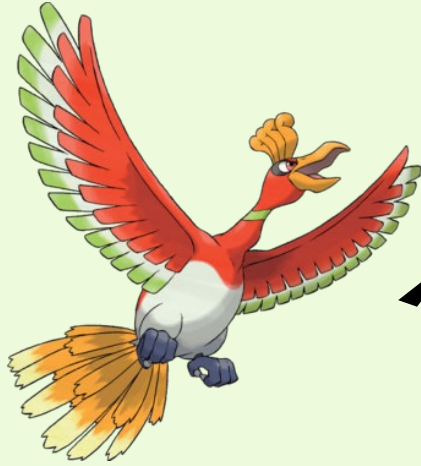
### DEBATE TRAVEL

THIS MAP FEATURES SOME OF THE PLACES I'VE TRAVELED TO FOR HIGH SCHOOL DEBATE. THE COLOR I CHOSE FOR EACH ICON REFLECTS THE MASCOT/LOGO FOR THE SCHOOL/INSTITUTION. I TRAVELED MAINLY FOR ONE OF TWO REASONS:

- TOURNAMENTS
- CAMPS



# Alwards for Week 2



**, What a nice reflective post**

**Abita Venkatesh**

While this article was written in 2005, and since then more community mapping applications and courses have become more available, the problem itself still seems prevalent such that these opportunities are still largely limited to people with the privilege of access to academia... In this same regard, improvement of participatory mapping and critical cartography can also be made by giving value to maps that do not strictly adhere to the western viewpoints of what a map is.

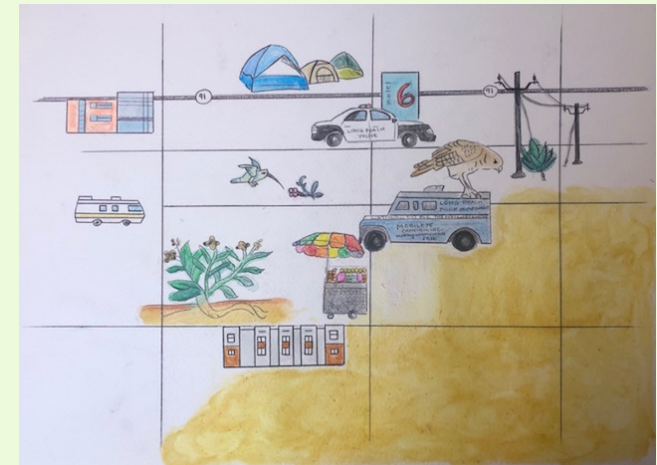
# Alwards for Week 2

**Nice topics you -sed to discuss!**



**Cynthia Orozco**

I appreciate the participation ladder with roles and responsibilities (p. 9) in the Chambers article. The extractive model is really prevalent in academic, in which the researcher extracts knowledge from the community they study and then get all the credit for the knowledge produced...You don't see community members as authors nearly enough in my opinion. With that said, as a PhD student, one thing I really don't like about the dissertation is that ultimately I'm a single author of the dissertation and my participants at most can be a collaborator.

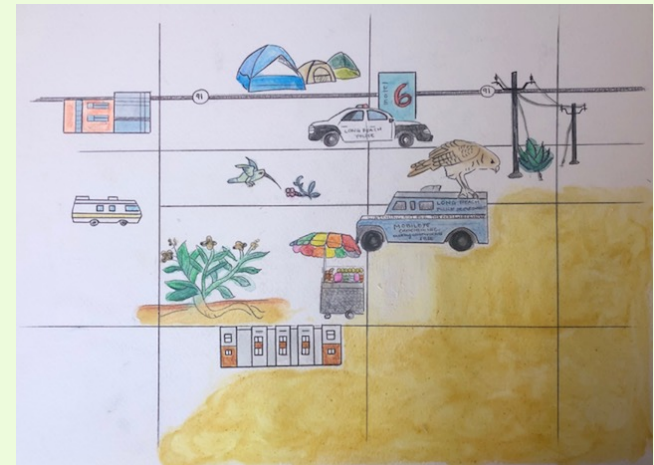


# Alwards for Week 2

**What a meaningful comment you  
to your classmate!**

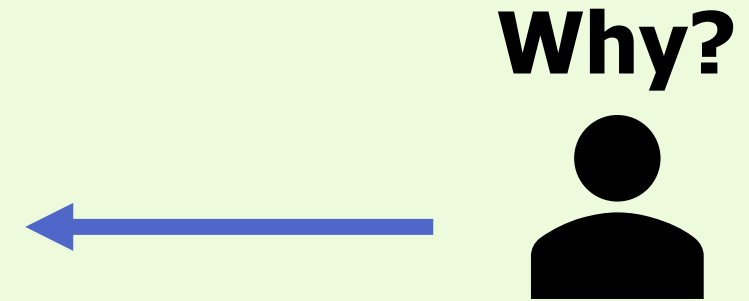
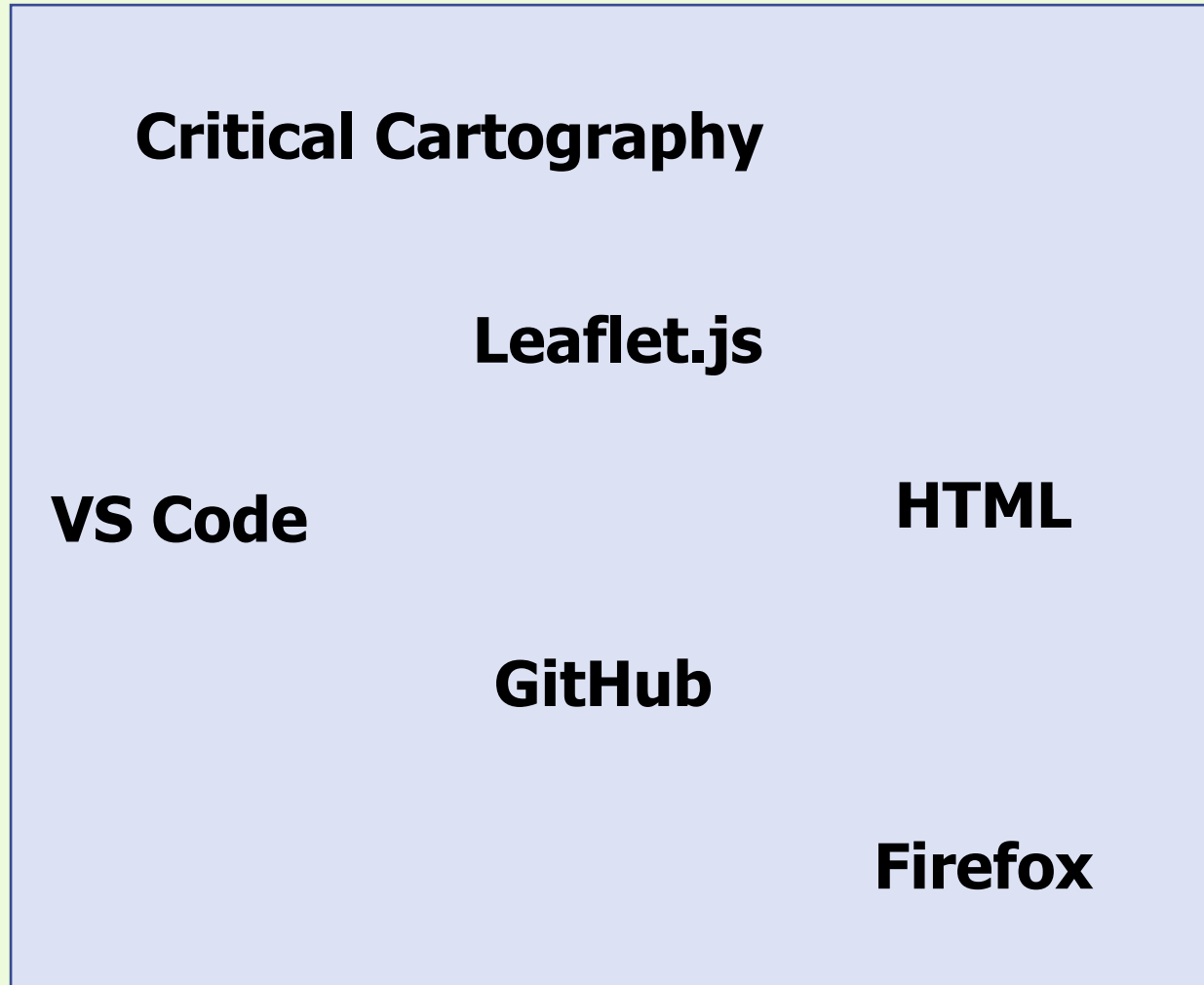
**Luigi Magdamit**

I think your point about authorship in research is something that is new to me. I think having one person claim ownership over research that is gathered through a community goes against the ethos of participatory mapping, and I think its really admirable that you are trying to find ways to overcome it. The map is also well drawn!



**Moving on!**

# Where we **ARRRRR** at



**Why?**

# **Theme of the week**

**The societal impacts of technology**



# slido

## week 3

 Start presenting to display the poll results on this slide.

**What is the relationship between society  
and technology?**

# Visiting Voice

# Visiting Voice: Yoh Kawano



[Yoh Kawano](#) is a research coordinator at UCLA's [Institute for Digital Research and Technology](#). His community empowerment is on narratives in Japan's Fukushima prefecture following the 2011 Tsunami.



# Audience Q&A Session

 Start presenting to display the audience questions on this slide.

**First off.. Why is this relevant?**

**Society and Technology = Should be separate?**



JASON FRIED

April 26, 2021

# Changes at Basecamp

At Basecamp, we treat our **company as a product**. It's not a rigid thing that exists, it's a flexible, malleable idea that evolves. We aren't stuck with what we have, we can create what we want. Just as we improve products through iteration, we iterate on our company too.

Recently, we've made some internal company changes, which, taken in total, collectively feel like a full version change. It deserves an announcement.

<https://world.hey.com/jason/changes-at-basecamp-7f32afc5>



**1. No more societal and political discussions on our company Basecamp account.** Today's social and political waters are especially choppy. Sensitivities are at 11, and every discussion remotely related to politics, advocacy, or society at large quickly spins away from pleasant. You shouldn't have to wonder if staying out of it means you're complicit, or wading into it means you're a target. These are difficult enough waters to navigate in life, but significantly more so at work. It's become too much. **It's a major distraction.** It saps our energy, and redirects our dialog towards dark places. It's not healthy, it hasn't served us well. And we're done with it on our company Basecamp account where the work happens. People can take the conversations with willing co-workers to Signal, Whatsapp, or even a personal Basecamp account, but it can't happen where the work happens anymore. *Update: [David has shared some more details](#) and more of the internal announcement on his HEY World blog.*

**6. No forgetting what we do here.** We make project management, team communication, and email software. **We are not a social impact company.** Our impact is contained to what we do and how we do it. We write business books, blog a ton, speak regularly, we open source software, we give back an inordinate amount to our industry given our size. And we're damn proud of it. Our work, plus that kind of giving, should occupy our full attention. **We don't have to solve deep social problems,** chime in publicly whenever the world requests our opinion on the major issues of the day, or get behind one movement or another with time or treasure. These are all important topics, but they're not our topics at work — they're not what we collectively do here. Employees are free to take up whatever cause they want, support whatever movements they'd like, and speak out on whatever horrible injustices are being perpetrated on this group or that (and, unfortunately, there are far too many to choose from). But that's their business, not ours. We're in the business of making software, and a few tangential things that touch that edge. **We're responsible for ourselves.** That's more than enough for us.

April 26, 2021

## Changes at Basecamp

At Basecamp, we treat our company as a product. It's not a rigid thing that exists, it's a flexible, malleable idea that evolves. We aren't stuck with what we have, we can create what we want. Just as we improve products through iteration, we iterate on our company too. Recently, we've made some internal company changes, which, taken i...

[Read more](#)

April 24, 2021

## I bought a sauna

I bought a sauna. Which one doesn't matter. I barely know. I don't even care. Model number? I couldn't tell you. Maker? I'd pronounce it wrong. I just know it goes up to about 184 degrees Fahrenheit. I bought a sauna on a second-hand recommendation from someone I don't know, but do respect. I bought a sauna sight unseen, heat unfelt. I...



A FEW

DAYS

LATER

# INSIDE THE ALL-HANDS MEETING THAT LED TO **A THIRD OF** BASECAMP EMPLOYEES **QUITTING**

*The company's senior leadership wanted to quell employees' concerns, and only made things much, much worse*

By [Casey Newton](#) | [@CaseyNewton](#) | May 3, 2021, 8:00pm EDT

**Community + Technology + Ethics = Necessary**

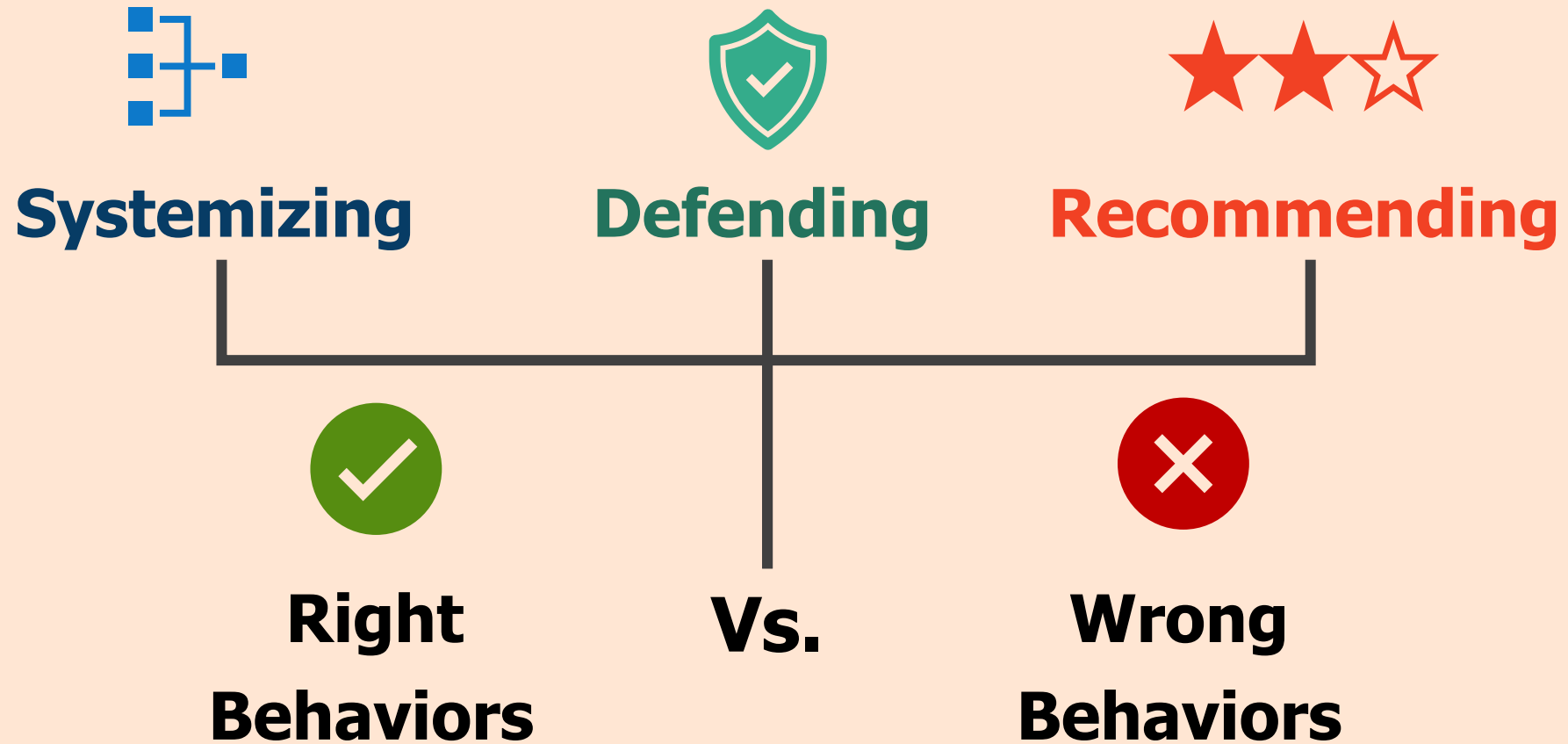
**Analyzing this looks like a job for...**

# Ethic





# Reminder, ethics is about:



# Reminder, ethics is about:

**Understanding why we should be doing a certain action.**

**There are no “right” answers...**

**BUT!!!!!!**

**We should be able to *systemize*, *defend*, and *recommend* what is *right* or *wrong* for ourselves.**

# Three ethical terms to walk away with:

 **Technological Determinism**

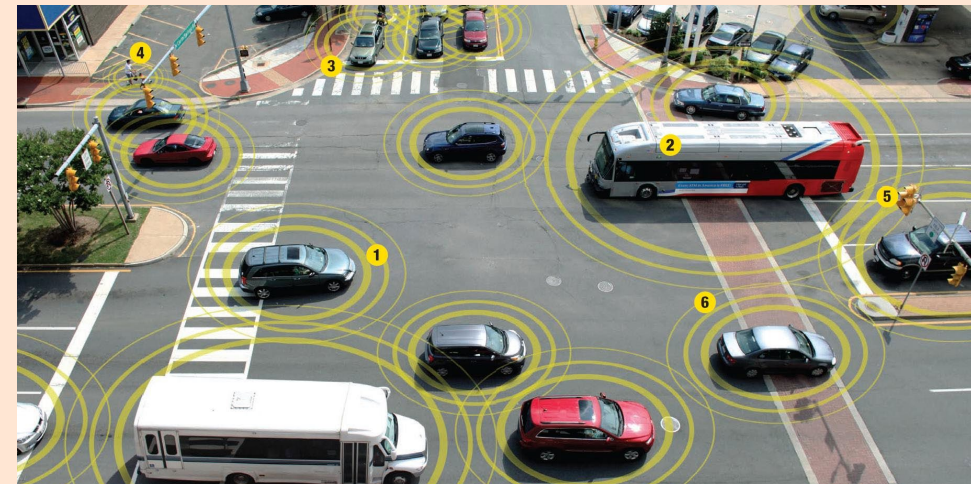
 **Techno-facism**

 **Holism**

# **Society, Ethics, and Technology**

# Technology

- 1. Objects that provide a “solution” to a problem**
- 2. Technique of knowledge**
- 3. Set of objects that exist only within certain social relations.**



# Technology

**When we think about technology as an “object” we cut it out of the social context that it exists in.**

**This causes:**

- **Commodification of technology**
- **Fetishizing technology**

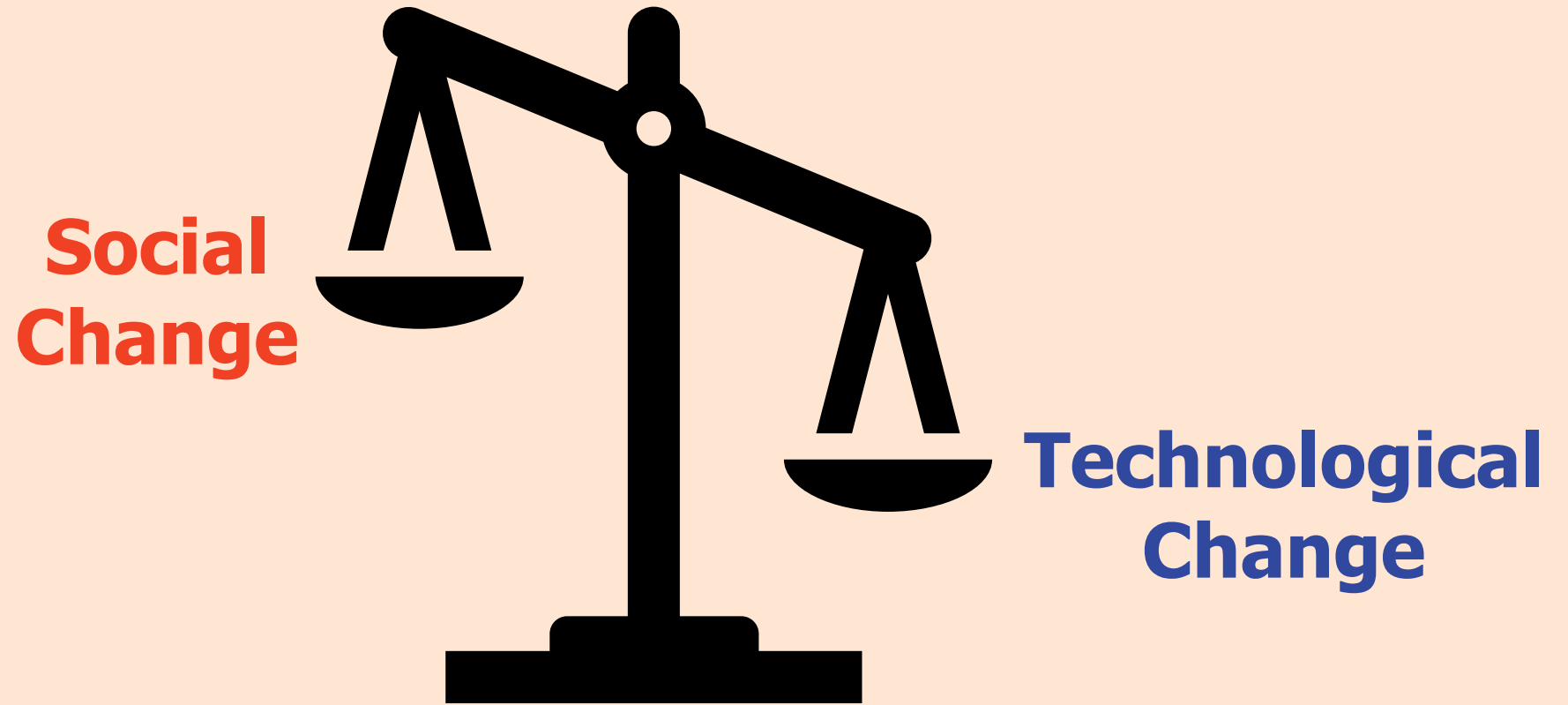


# Society



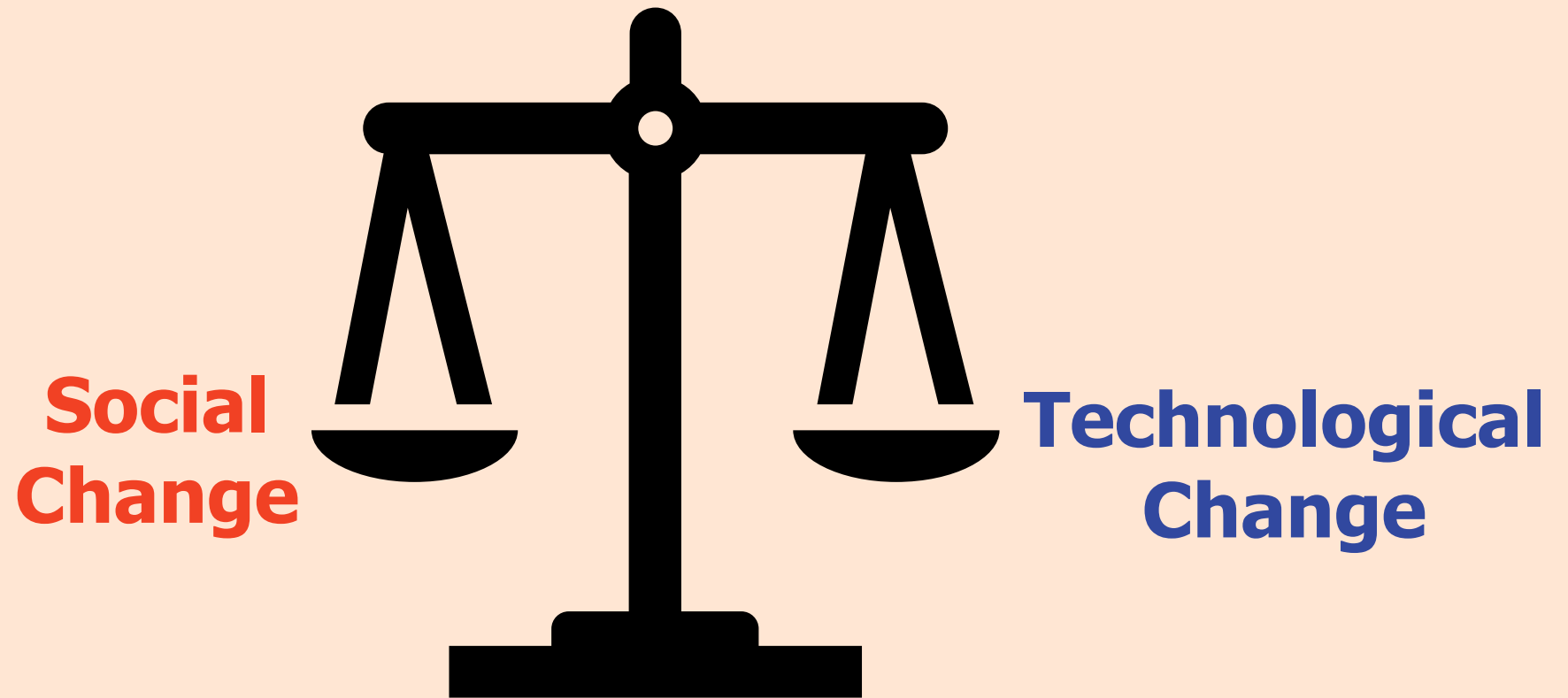
**“We live in a society”**

# As a society where we are at:





# Where we need to be:



**Why?**

# **We have tools to solve social issues like:**

- **Hunger**
- **Climate change**
- **Police brutality**
- **Houselessness**

**But....**

**We spend resources on trying to find “new”  
bigger and better technical solutions instead of  
addressing **root causes**.**

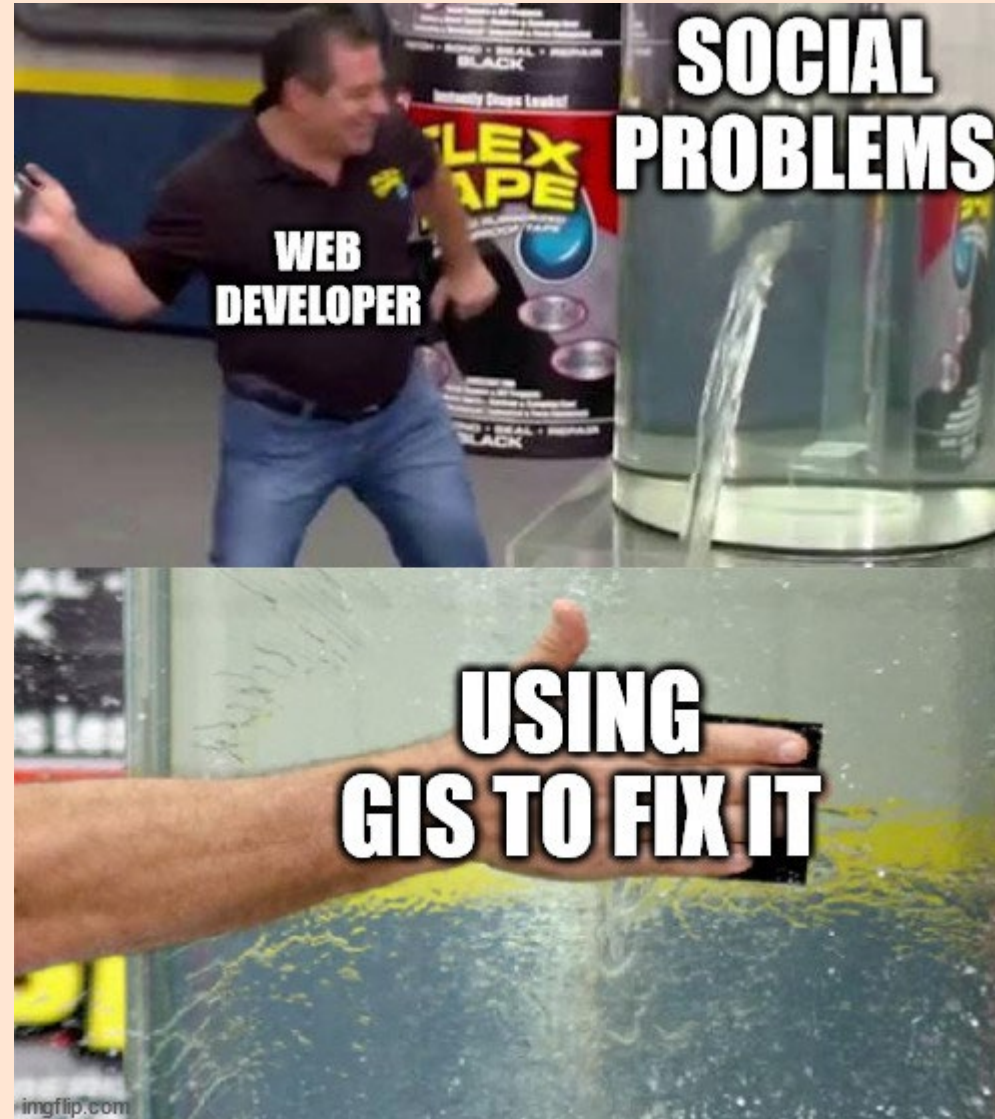
# Why?

**It's easier to invest in new technology than to face the causes of social problems.**

**Today's main point:**

**You cannot solve social problems with just technology.**

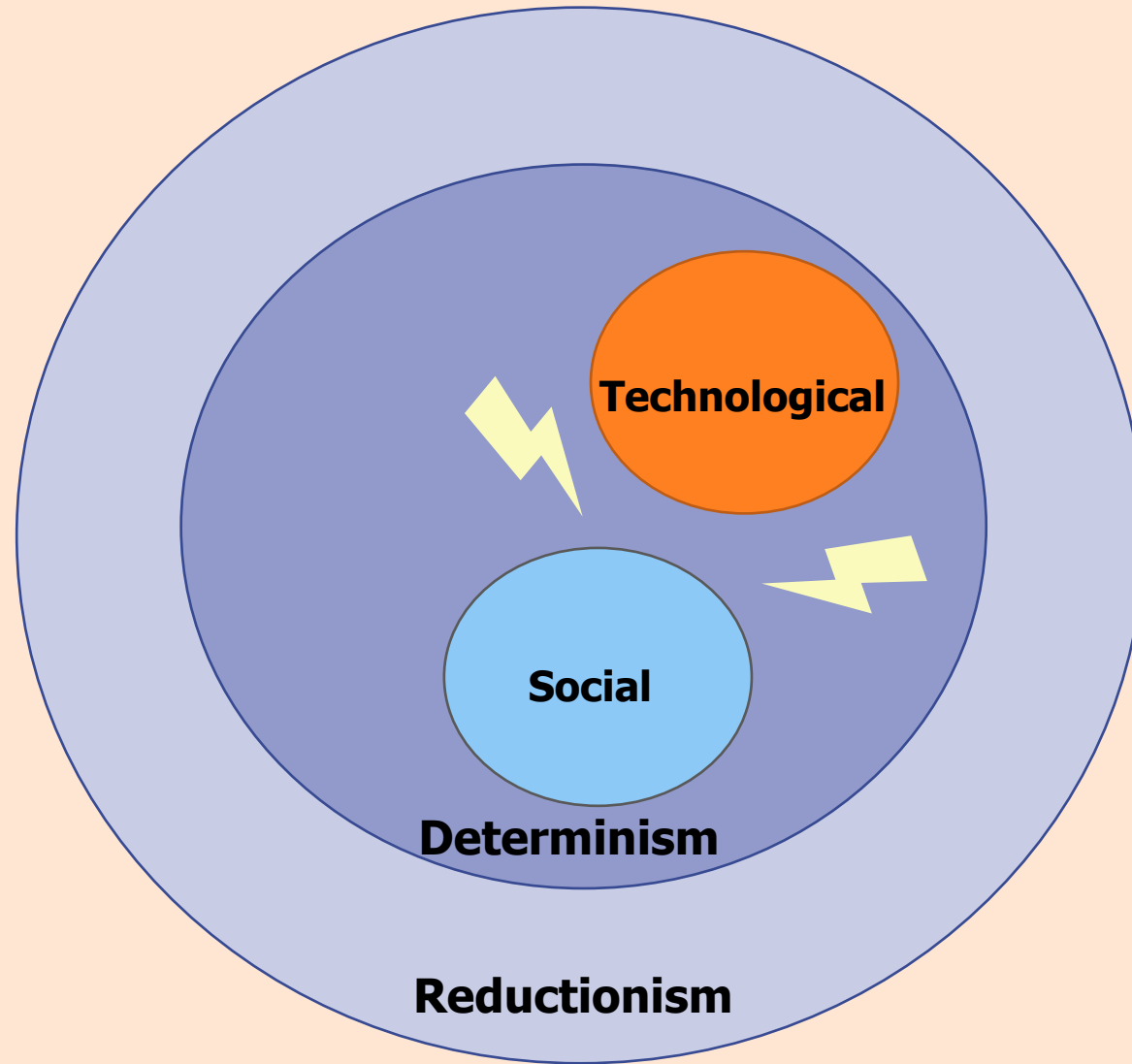
# Don't be this type of mapper:



**The idea of reducing something into simpler components is called...**



# Reductionism



# Two types of determinism:

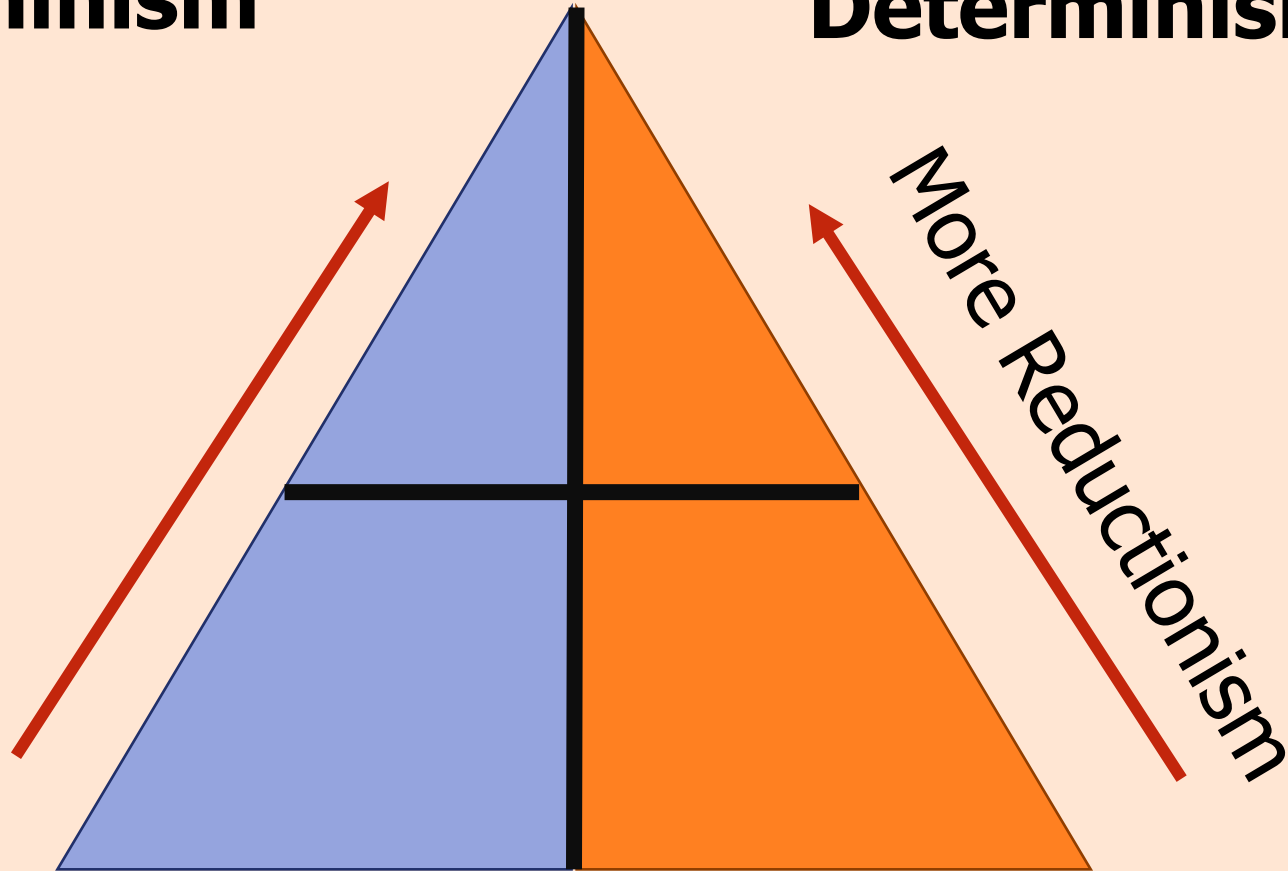
**Technological  
Determinism**

**Vs.**

**Social  
Determinism**

Hard

Soft



# Reductionism

**In the social sciences:  
Reduces qualitative data into  
quantitative.**

- For example... this map can be reduced to:
  - Places where I lived ->
    - 4 points in Asia
    - 2 points in North America

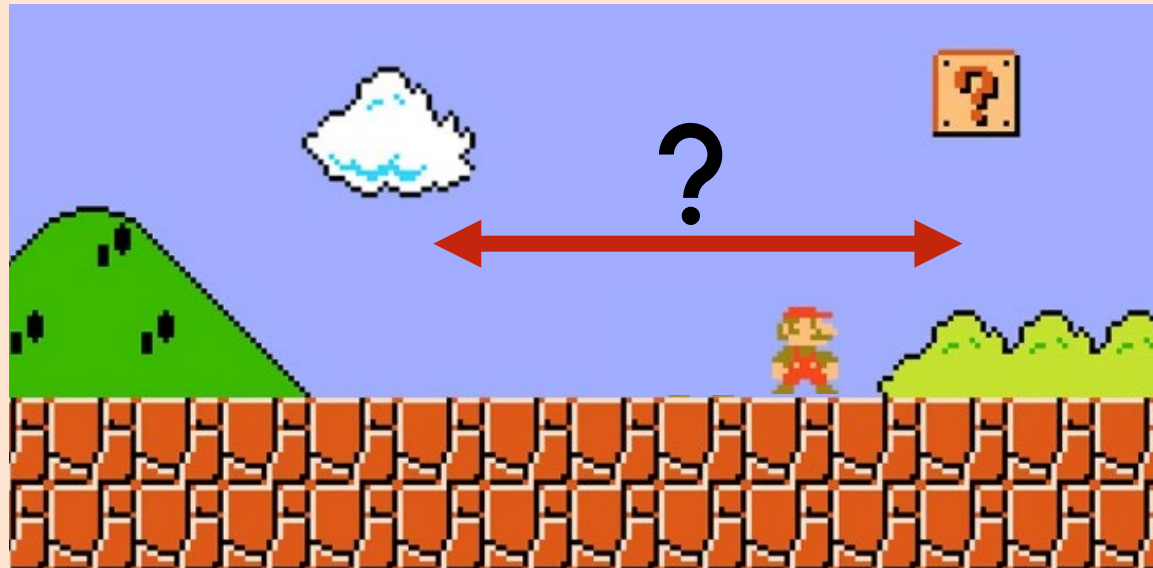
Reducing my experiences to numbers on a continent.

Introduces loss of information.



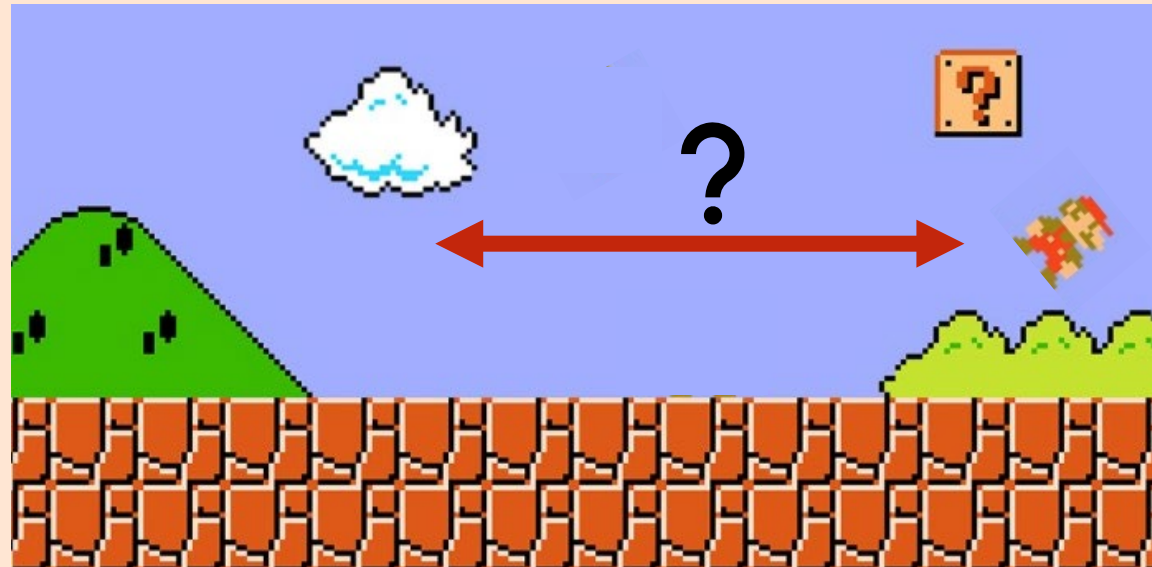
# Determinism

**All our actions are pre-determined because it is governed by systems**



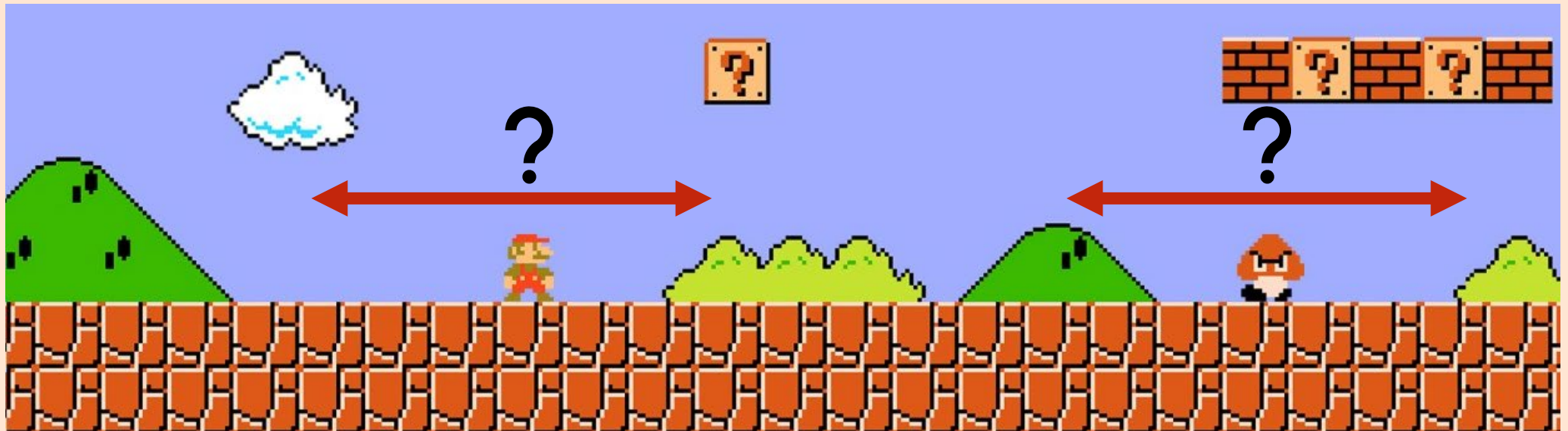
# Free-Will

**Systems are chaotic so there no pre-determined events can be attributed to them**



# Compatibilists:

**Determinism and free-will can co-exist.**



# **Technological Determinism**

**The idea that technology will solve all social problems.**

**Example: We can “invent” our way out of climate change.**



# Technological Determinism

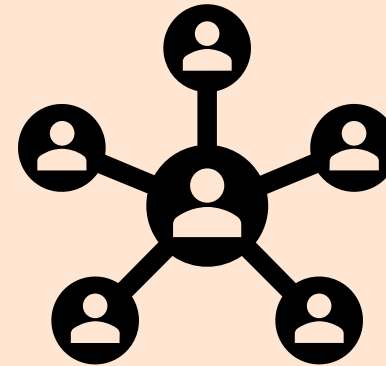
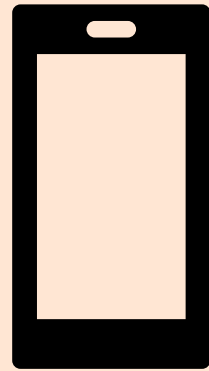




# Technological Determinism

**Technology**

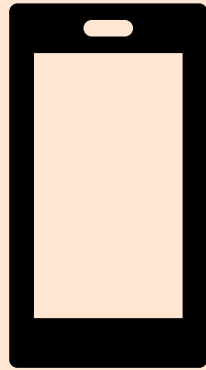
**Society**



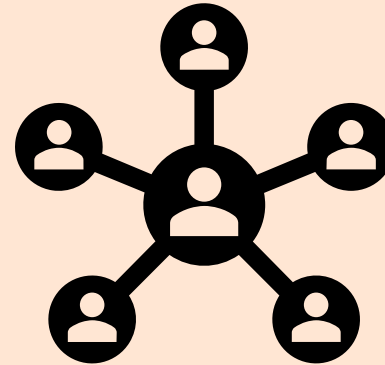
**Technology** is the force that changes **society**

# Technological Determinism

**Technology**



**Society**

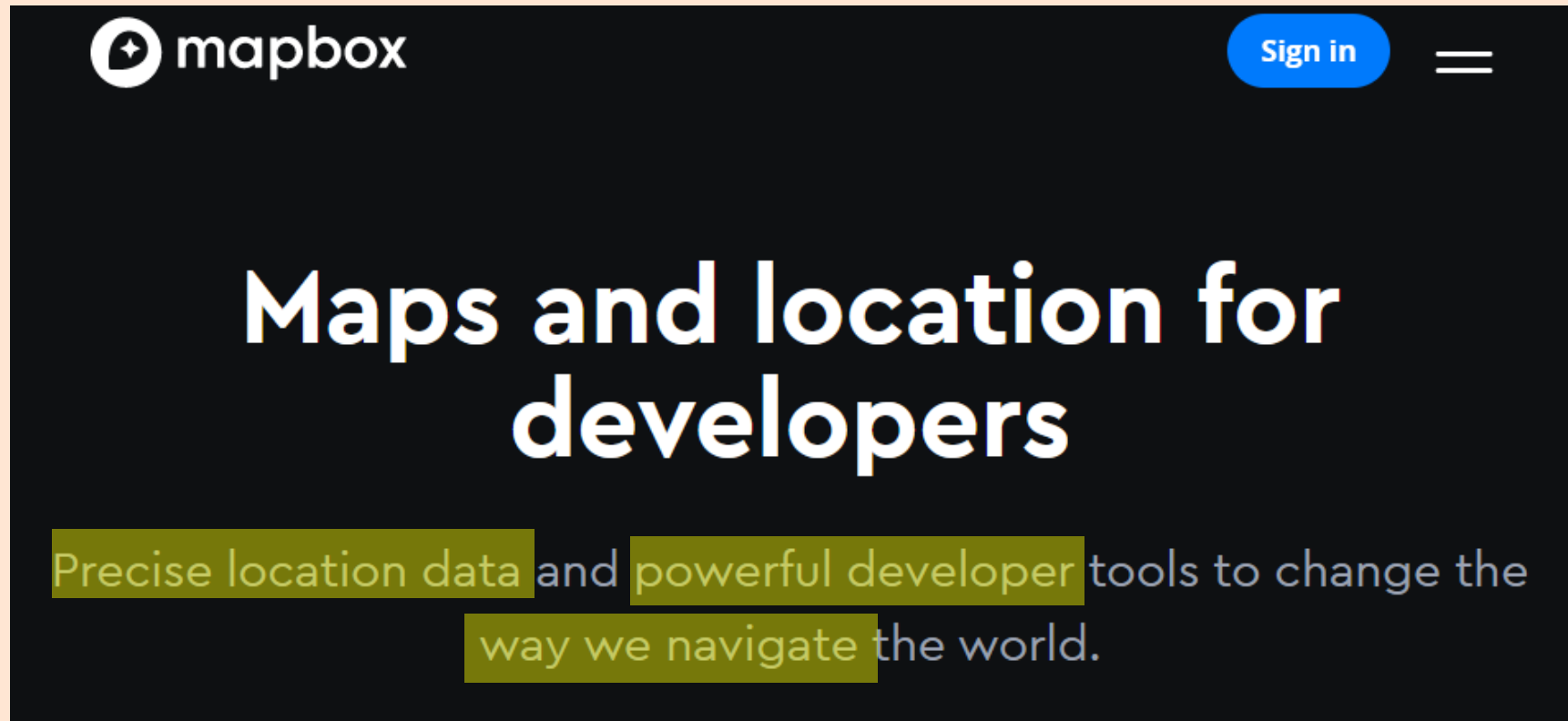


**“Phones will improve people’s life.”**

**Let's apply this to mapping:**



# Mapping Technologies



# Mapping Technologies

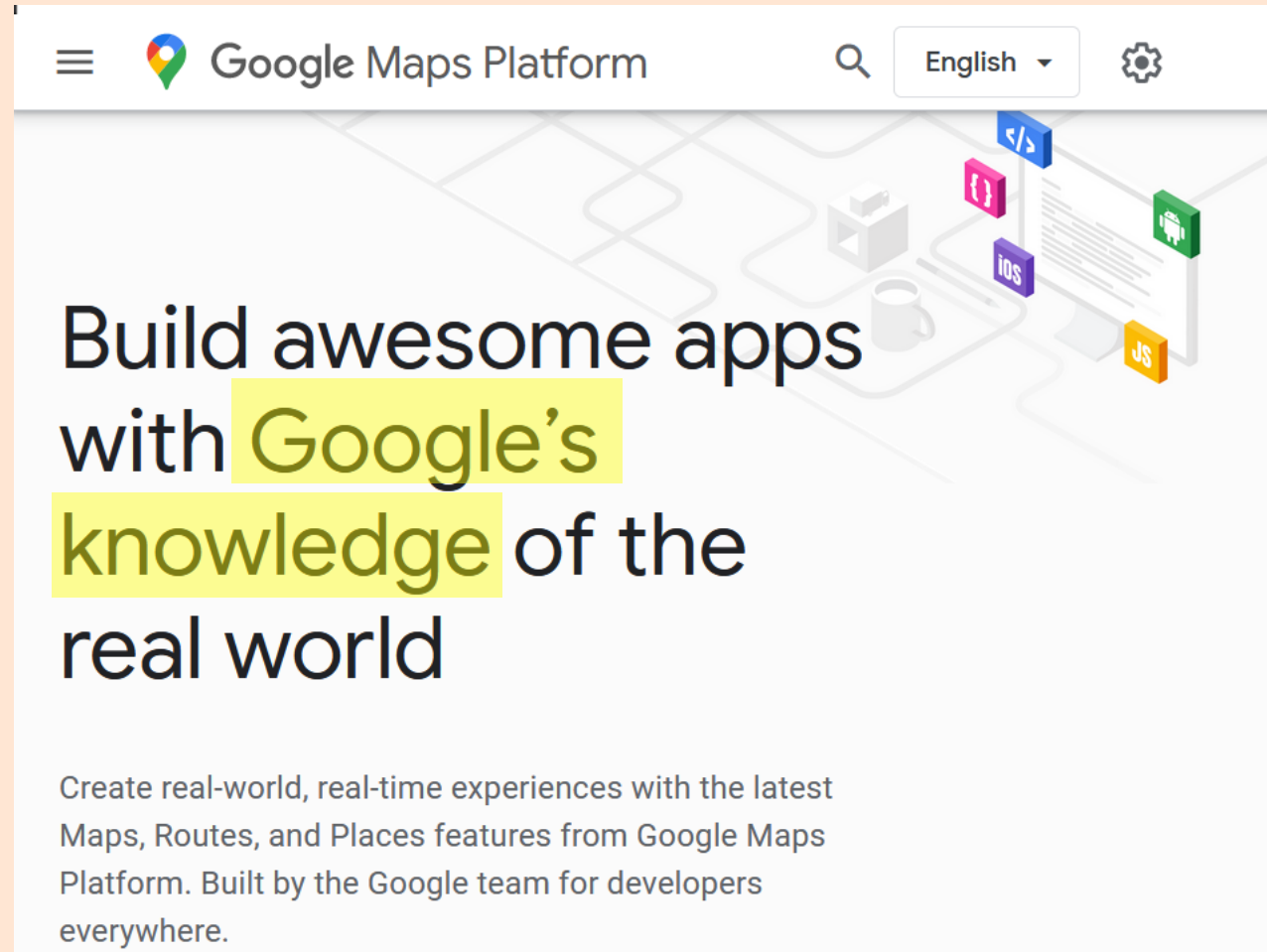
A red rectangular banner with white text and a logo. The logo 'CARTO' is in the top left, with the 'O' being a white circle inside a red circle. A white hamburger menu icon is in the top right. The main text 'Unlock the power of spatial analysis' is centered, with 'power' highlighted in a yellow box. The tagline 'The only cloud-native Location Intelligence platform' is at the bottom.

CARTO

Unlock the **power** of  
spatial analysis

The only cloud-native Location Intelligence platform

# Mapping Technologies



# Mapping Technologies



**Why are these examples problematic?**



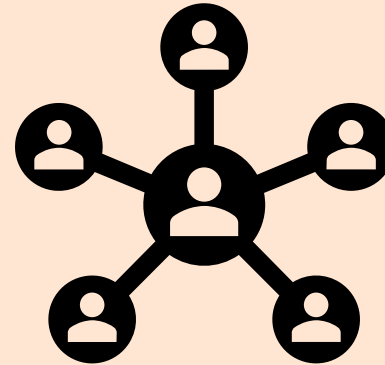
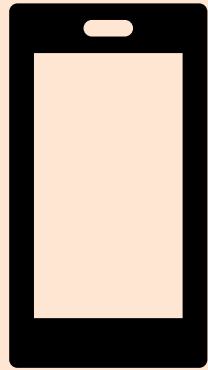
**Separates society's role in creating the technologies.**

# **Social Determinism**

# Social Determinism

Technology

Society

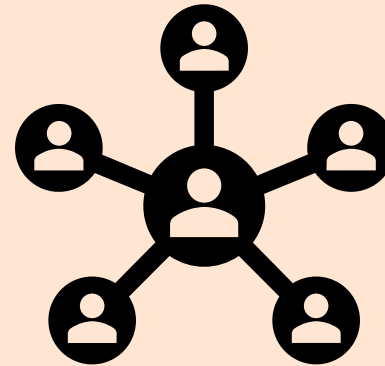
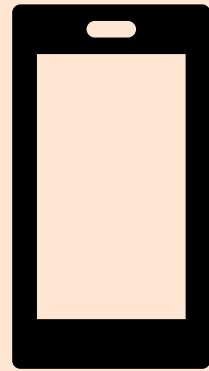


Technology is a result of the society

# Social Determinism

Technology

Society



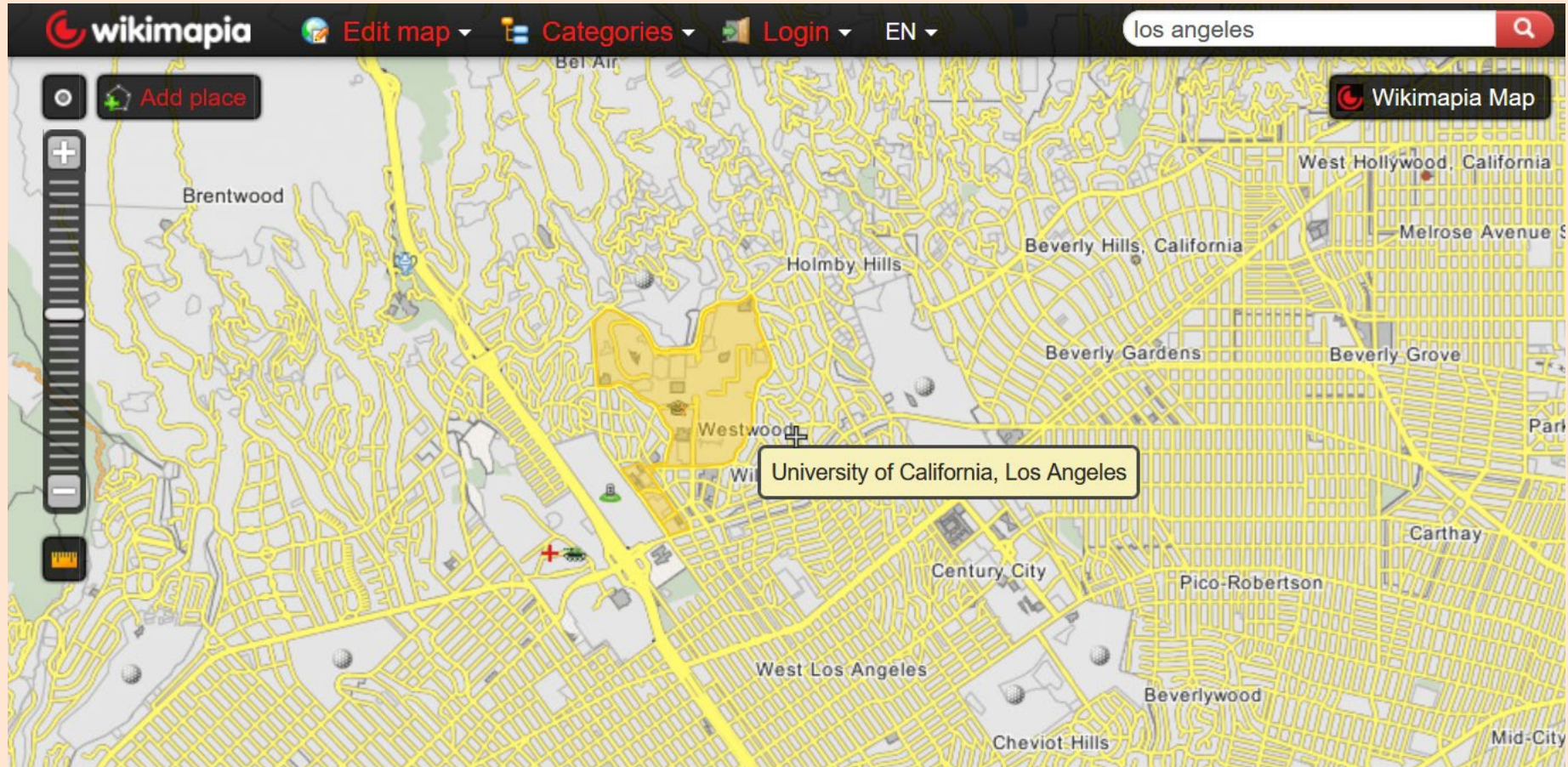
**“People created phones to talk easier.”**

# Examples



an open-source JavaScript library  
for mobile-friendly interactive maps

# Examples



# Recapping

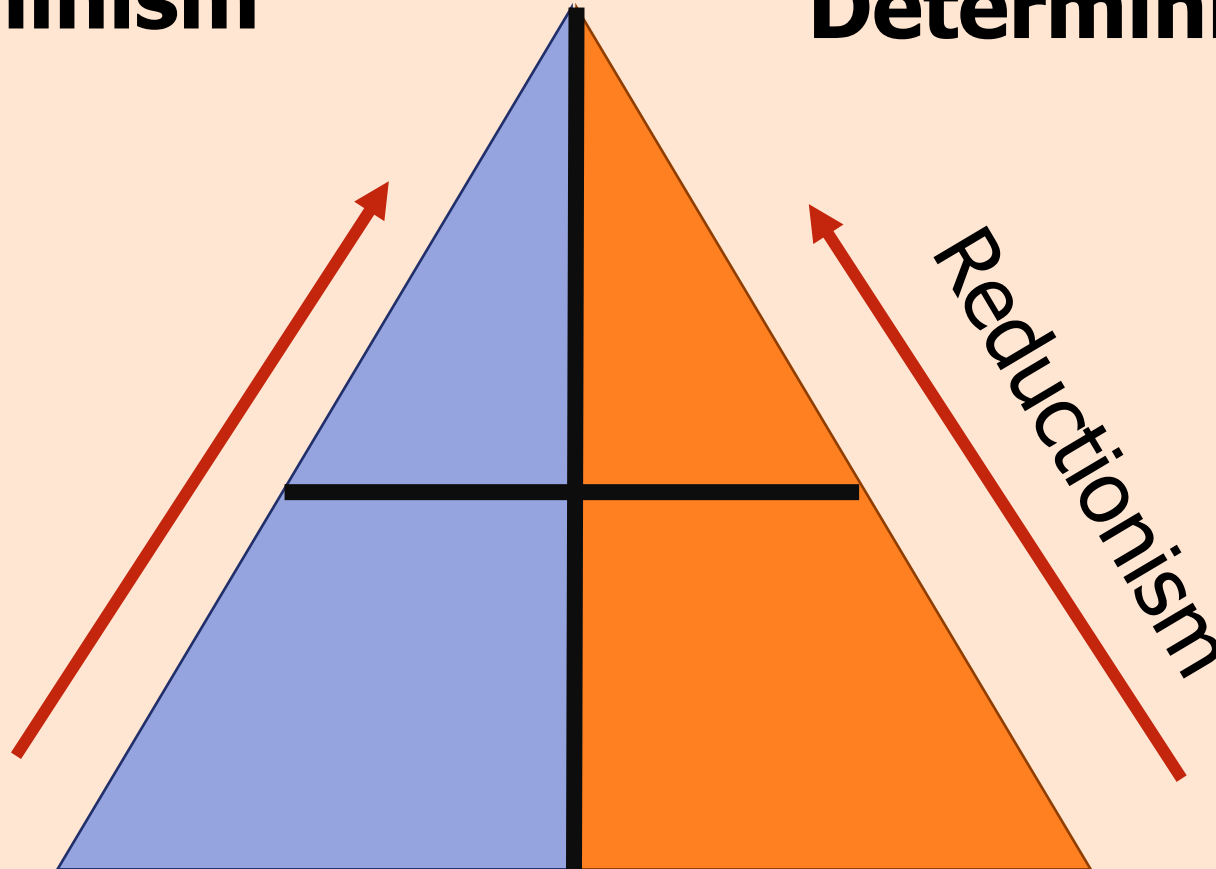
**Technological  
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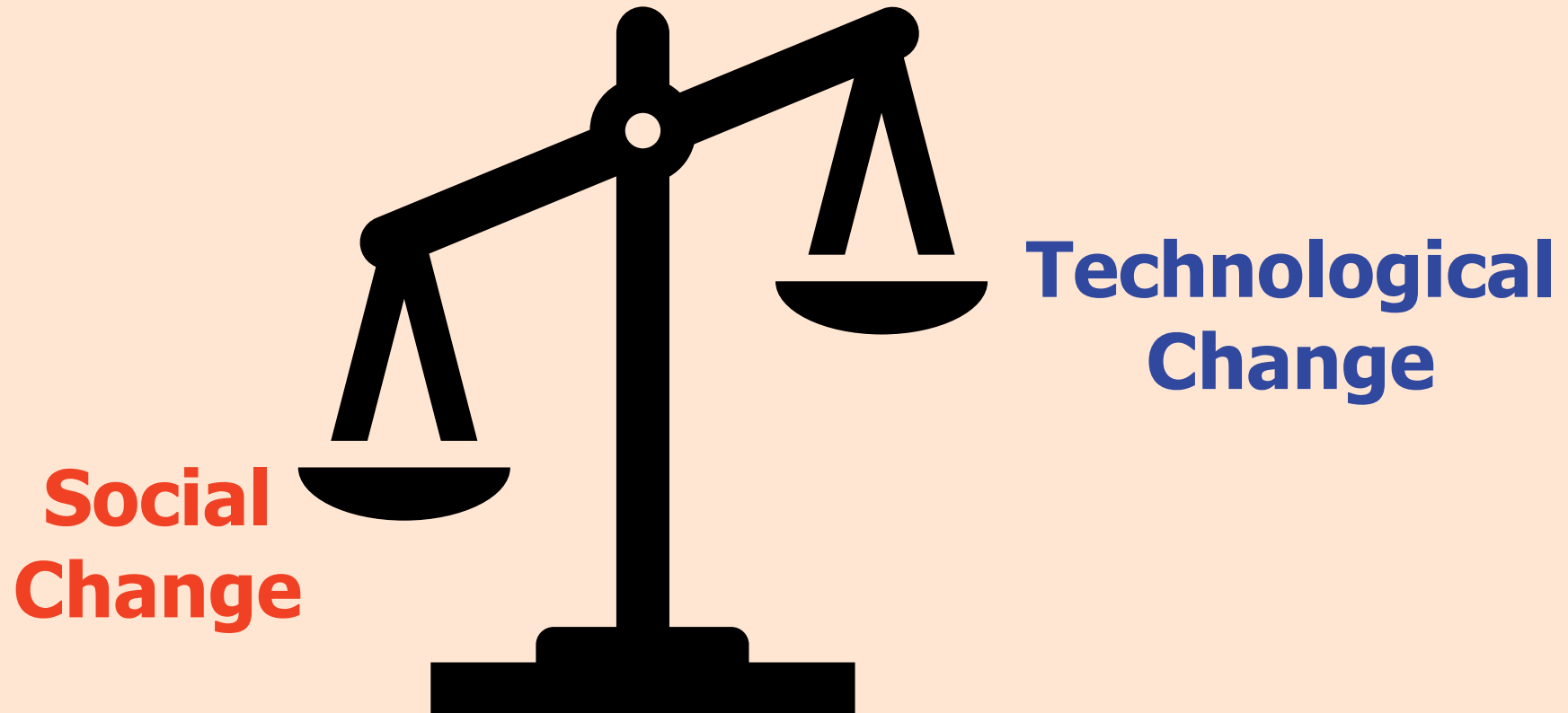
Hard

Soft



# Main takeaway:

**Reductionism is problematic because it only re-aligns the balance in one direction.**





**Wait.. This is a technology skills class..  
Shouldn't we focus on technology solutions?**

**No, because.. It leads to...**

# Thinking Cap for the week:

**Consider what are your ethical views when  
it comes to society and technology?  
Does it empower civil society?**

# **Assignments**

**Due Friday 7/9:**

- 1. Lab Assignment #2**
- 2. Group Assignment #2**