



# Open Source and Web Mapping

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Ethical Software and Developing for  
Civil Society

Lecture  
Wrap-up  
Group Time

Join at  
**slido.com**  
**#ucla**

Albert Kochaphum  
Lecture 3 | April 18<sup>th</sup>, 2023

## Week 3! How are you feeling?

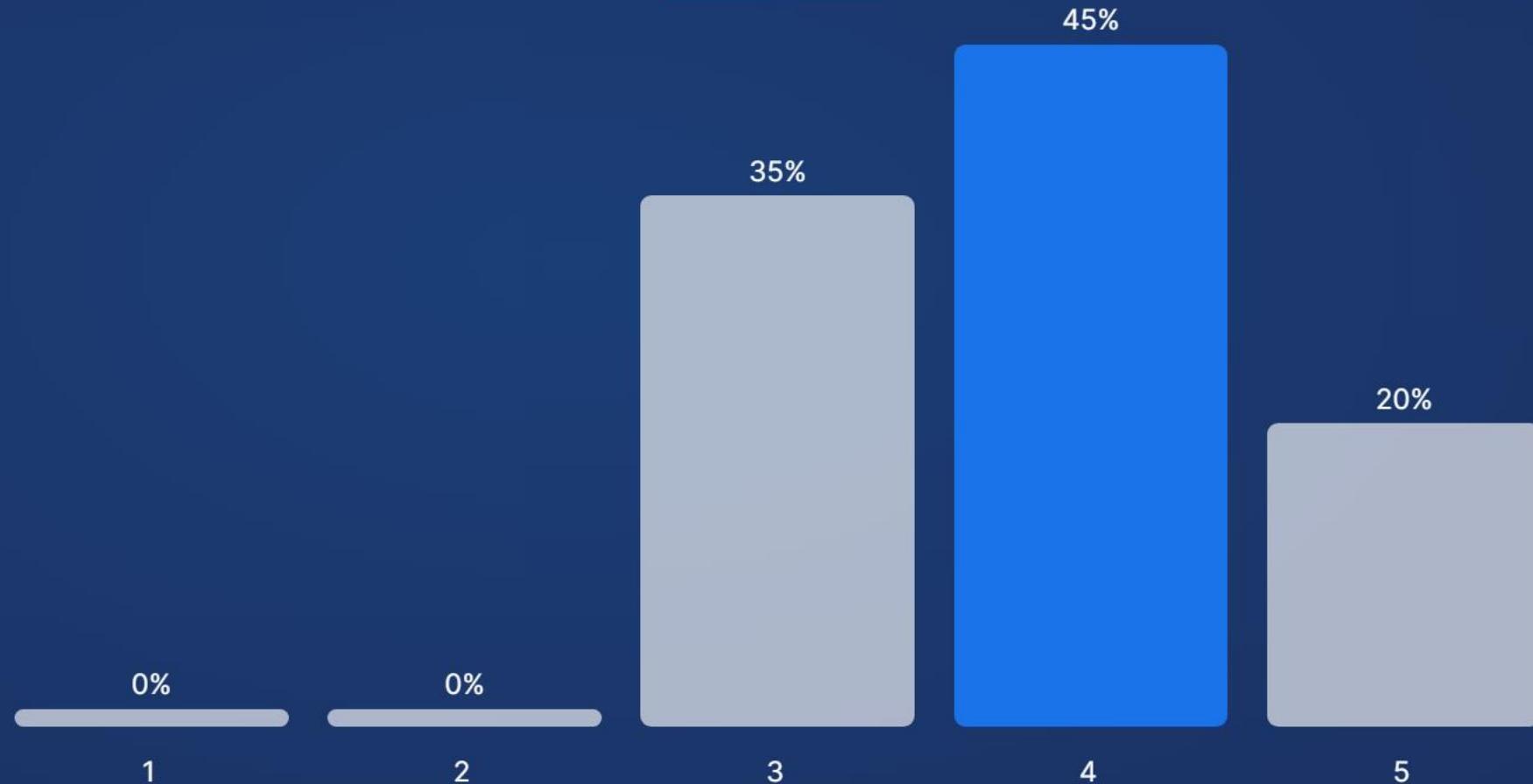
Decent      Excited      stressed  
Tires      Overwhelmed  
Excellent      eh      meh  
Miserable      lazy      solid  
alright i suppose  
7 weeks until graduation

**tired**

## How would you rate the "Participatory Mapping" reading?

1 - Not meaningful 5 - Extremely meaningful

Score: ★ 3.9



## How was the work load last week?

Just right



Too much



0%

Too little



0%

**Instead of discussion today you would rather have:**

Group time



55%

Lab Review



30%

DISCUSSION....!



15%

## How was pacing for last week's lab?

Just right



85%

Too fast



15%

Too slow



0%

# **Theme of the week**

**How do you decide what technology is right?**

# Extra Credit Opportunities

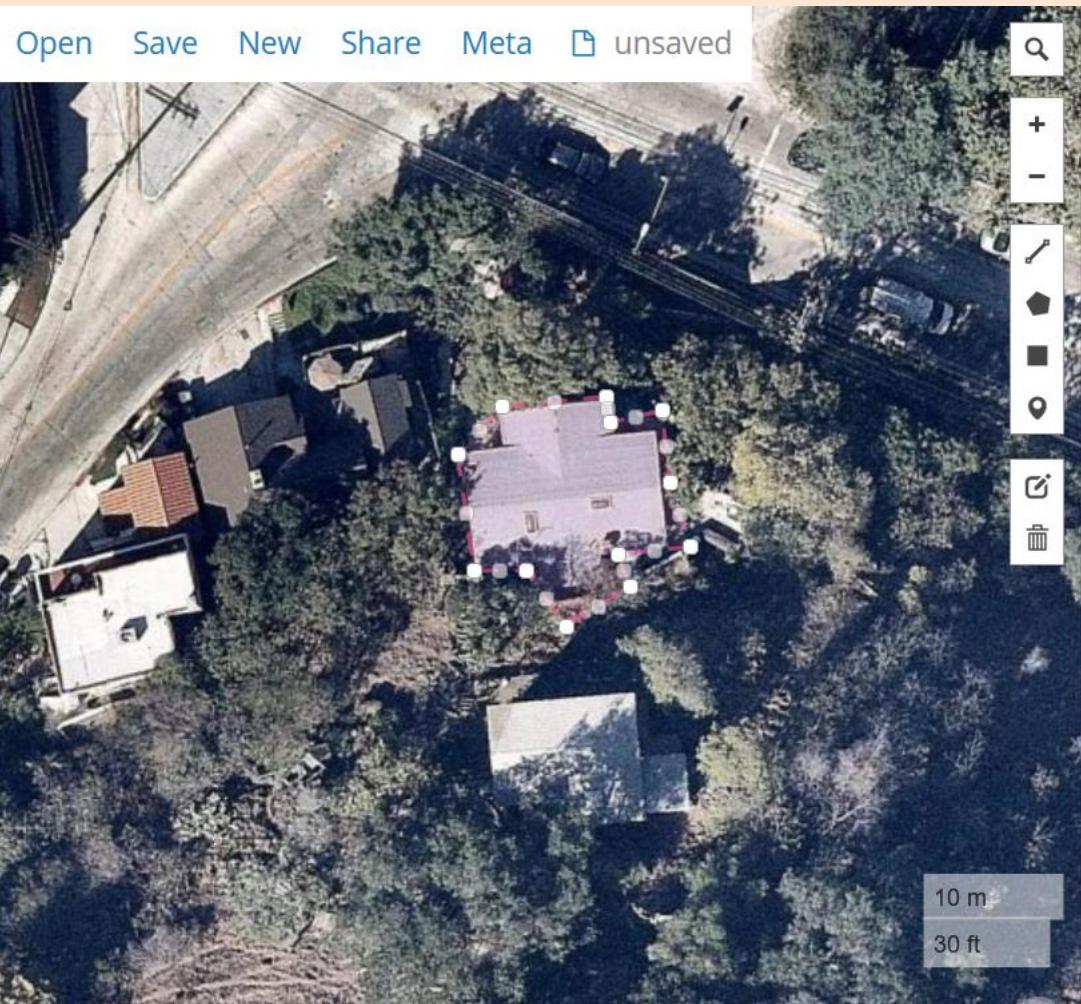
6th Annual Humanitarian Mapathon



**Hands-on experience with Civil Society and mapping! With keynote speakers from Japan, Mexico, and Germany! Starts at **5pm today** at Young Research Library!**

<https://mapathon.la/en/>

Open Save New Share Meta  unsaved



</> JSON

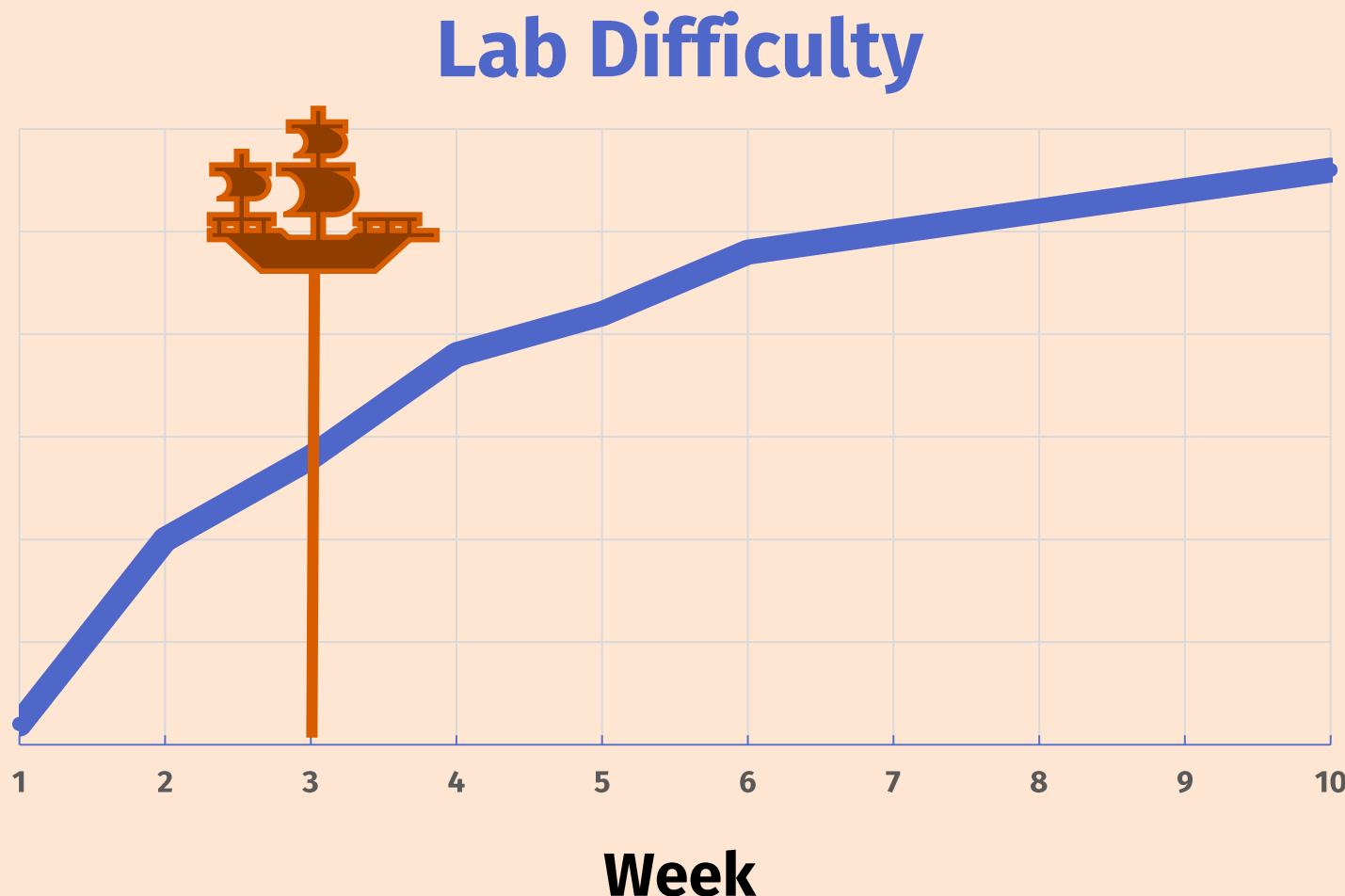
Table

Help

anon | login

```
1 {
2   "type": "FeatureCollection",
3   "features": [
4     {
5       "type": "Feature",
6       "properties": {},
7       "geometry": {
8         "type": "Point",
9         "coordinates": [
10           -118.3560562133789,
11           34.105550773988746
12         ]
13       }
14     },
15     {
16       "type": "Feature",
17       "properties": {},
18       "geometry": {
19         "type": "Polygon",
20         "coordinates": [
21           [
22             [
23               [
24                 [
25                   [
26                     [
27                     [
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57                     [
58                     [
59                     [
59                   ]
60                 ]
61               ]
62             ]
63           ]
64         ]
65       ]
66     ]
67   ]
68 }
```

# Lab difficulty will start to plateau



# **Lecture**

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**Alwards**



**Lecture**  
**Wrap up**  
**Group Time**

# Lecture

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Alwards

Lecture

Alwards

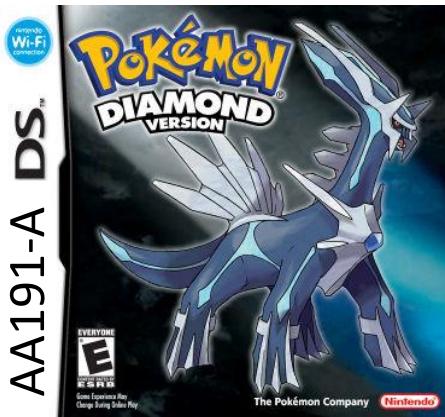
Lecture

Discussion

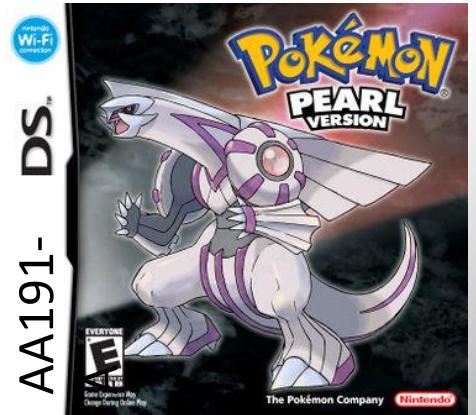
Pokèxtra Credit-mon  
Version:

Very Com-DIAMOND-able Labs  
and  
Great Thinking Caps submitted

P-EARLY!



AA191-A DS



AA191- DS

# *Giving some Turtwig-gle Room to Institutions*

Jonathan Lopez

“With this conclusion, critical cartography can be improved from an initial standpoint by beginning to discuss ideas on what it means to decolonize methods of learning and sharing within critical cartography. This can be accomplished by inviting people to form the community, specifically those harmed by GIS and mapping in the past...In addition, sharing these findings and information through mediums that are accessible to people outside academics.”



<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5585465>

# **Really Pachurisu-perb Replies!**

Elsa Mai

“If institutions are going to play a role, I think that a way to help this is also for institutions to compensate community members for their collaborative work. I think it's important for institutions (and outside of institutions) for marginalized communities to be valued for their work.”

<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5641395>

Vicky Delk

“I agree, collaboration as peers will lead to a diversity of perspectives and will ensure the locals are being represented in the process. I think that this type of collaboration will end up aiding both parties since there is information held and to be gained on both sides... I think this false superiority is extremely detrimental, and wonder how we might be able to eradicate it.”



<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5640915>

# *Good thinking Cherrubi-yond the class!*

Zach Patkin

"External organizations, as outsiders, can create maps to try and understand a community, but the community itself should benefit most strongly from insights brought forth by mapping.

"Extracting information only for the outsiders' benefit without this being clear to those who provide it. This is familiar and can apply to almost any professional."



<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5626019>



# Good examples to Luxray-ve About!

Kyle Tsujimoto

"Participatory maps seem like they could be a good tool for communities ... but perhaps reducing the influence of the outside facilitator. Because participatory mapmaking methods, especially newer ones that rely on advanced technology, require training to use properly, communities could be trained how to make maps but not told what to make maps on for individual projects."

<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5639357>

Mohammed Azad

"When communities are involved in the process, they can and should have direct say on how they want to be presented...In a hypothetical example, if I was interviewed about my routes to a grocery store, I would say the one I frequently take without thinking too deeply about it. On the other hand, if I was given a map and told to draw it out, it would open up more routes since I am actively reliving the routes I would take.

<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5641366>

# *A Darkrai-ght approach in connecting to the reading!*

James Falkenroth

"A recurring theme I noticed in this week's reading was giving ownership and control of mapping to the community members making the maps. I believe that this should be the primary focus to improve participatory mapping and critical cartography...The community must be able to use or benefit from the final product. Another important theme is safety. "



<https://github.com/albertkun/23S-ASIAAM-191A/discussions/5#discussioncomment-5641762>

# *Legendary Thinking Palika-p of the Week*



Sage Luong

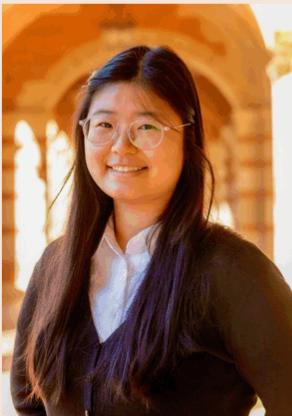
“Thus, it is critical for researchers to remember who they are collaborating with and to treat these populations as humans rather than case studies or data. I was made aware of the UCLA project [Mapping Indigenous LA](#) from a previous Digital Humanities class where the lead faculty researchers worked closely with various indigenous populations such as tribal leaders, activists, and academics.”

# Nice PipIup-loaded Images!

## Stella Kang

Hello! My name is Stella Kang.

### About me



Copyright (2023)



Hello everyone! My name is Stella and I'm from Orange County. I am a junior studying Applied Linguistics and Digital Humanities. I work at the Arts Library and tutor kids (essay writing and creative writing)/ESL students. My current hobbies include exploring Westwood with friends, playing video games, and listening to music. Some places in Westwood that I visited over spring break were Mashti Malone's, Lazy Daisy, and Egg Tuck.

I'd love to chat about these topics:

1. UX/UI - User Experience (UX) and User Interface (UI) are crucial components of any digital product. As someone who's interested in Digital Humanities, I find UX/UI to be fascinating topics. UX/UI designers aim to create intuitive, user-friendly designs that improve user engagement and satisfaction. If you want to discuss some examples of great UX/UI design, I'd be happy to chat with you about it!

2. Movies, TV shows, anime, kdramas or Youtube videos! I'm a big fan of all of these genres, so it's hard to choose just a few! For movies, I'd highly recommend "Parasite," "The Social Dilemma," and "Coding Bias." When it comes to TV shows, some of my favorites include "FRIENDS," "Abbott Elementary," and "The Office." For anime, I highly recommend "Fullmetal Alchemist: Brotherhood," "Bungou Stray Dogs," and "Attack on Titan." As for K-dramas, "Sky Castle," "Itaewon Class," and "Reply 1988" are some of my favorites. Finally when it comes to YouTube, I'm a big fan of TED Talks, Vox videos, and vlogs.

3. Places to eat in Westwood and LA - this city is filled with amazing restaurants and I haven't had the pleasure of trying many of them yet, but if you have some places to recommend, please feel free to tell me! Some of my personal favorites include [Egg Tuck](#), [Artelice Patisserie](#), and [Daikokuya Ramen](#). Each of these places offers unique, delicious food that you won't find anywhere else!

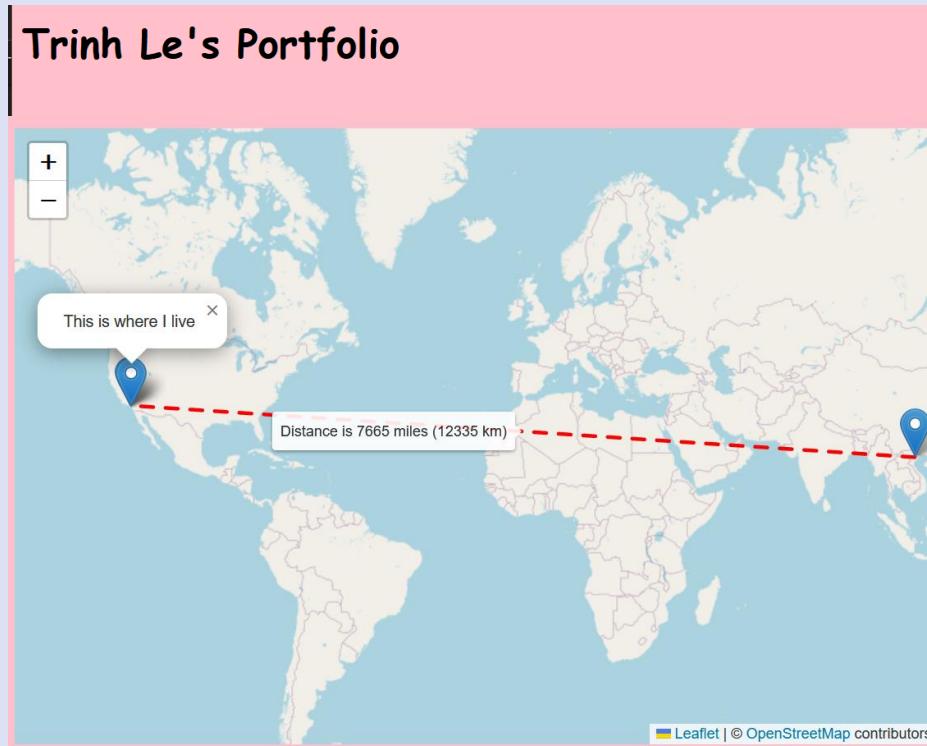
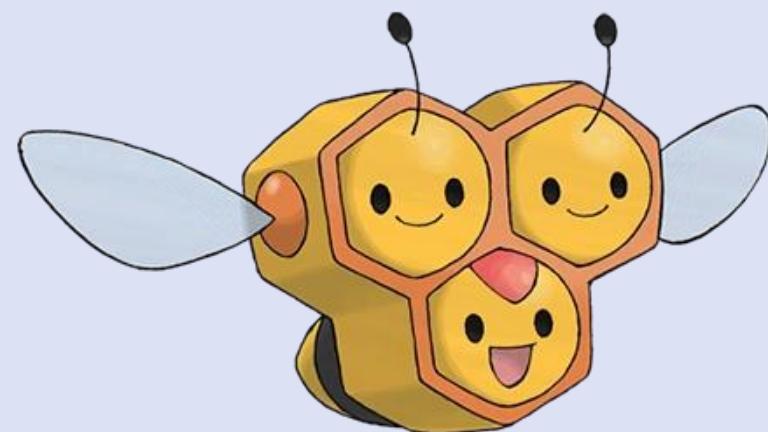
profile



<https://stellakangj.github.io/aa191a/week1/>

# *Fancy Measurement Combee-tween Points*

Trinh Le



<https://trinhqale.github.io/AM191A-labs/week1/index.html>

*TogeKISS that default font,  
Goodbye!*

Daniel Cruz

[Simple Map](#)

**Daniel Cruz**



**About me**

Hi, I am a fourth year math of computation major from Long Beach, California.

Some of my interests include

- Cats. One of my favorite cats is [Larry](#)
- Video games
- History
- [Linux](#) 
- Being outside



<https://dcruz74.github.io/23s-asiaam-191a-labs/week1/index.html>

# *Nice Starly-can Website!*

Maizah Ali



Maizah Ali



## About Me

Hi! I'm a third-year undergraduate at UCLA double majoring in International Development Studies and Cognitive Science (one of my greatest sources of anxiety is having to explain what my two majors are about, so please don't ask). As you can tell, my interests are kind of all over the place, but I'm very passionate about thinking about development critically and in relation to colonialism, imperialism, and white supremacy. I also really love all types of art, and I enjoy creating illustrations in my (virtually nonexistent) free time (Procreate is the best app ever, change my mind 😊).

<https://maizaha.github.io/23s-asiaam-191a-labs/week1/index.html>

# Great Shaymin=maList Multi-page layout!

Catherine Hu

Home     *Goals of the Course*     My Favorite Map Projection!

Catherine Hu



About Me

My name is Catherine and I'm a 3rd year at UCLA majoring in cognitive science! I love the outdoors, photography, food, and books.

Some of my hobbies lately, in order of how much time I've spent on them, include:

1. learning new [instruments](#)
2. reading—currently it's *A Most Remarkable Creature* by Jonathan Meiburg
3. exploring coffee shops



<https://catherinehu.github.io/191a-labs/week1/index.html>

# Legendary Dialaga-react Portfolio!

## Kyle Tsujimoto

**Kyle Tsujimoto: A Little About Me**

[Home](#)      [More About Me](#)

**My Who and Why**

Hi! My name is Kyle Tsujimoto (he/him), and I'm a Physiological Science Major and Asian American Studies Minor at UCLA. I'm interested in learning more about digital mapmaking and ways I can best apply it to serve my community. I'm invested in issues in the Japanese American community, especially gentrification and community health, and I aspire to find and represent data from and by the community through digital maps.



<https://kmtsujimoto.github.io/23s-asiaam-191a-labs/week01/index.html>

# Giratjin-aMazing Design!

Dylan Wan



home      maps

**about me**

I'm Dylan, currently a sophomore Design Media Arts major and Digital Humanities minor at UCLA. I'm originally from San Francisco and hope to one day go back as a professional graphic or ui/ux designer. One thing I really enjoyed about living in San Francisco was taking the relatively convenient public transportation offered, a stark contrast to the public transportation system offered in LA which sucks. The main goal of my transportation map project therefore is to make navigating public transit in LA more streamlined. As a critical digital map maker, it's imperative for me to stay cognizant about the data I collect in the process. This is to ensure that I create maps that don't unintentionally harm underrepresented communities the project is meant to help.

**things I like:**

1. baking
2. badminton
3. design
4. movies
5. Cooper

<https://dylanjwan.github.io/asiaam-191a-assignments/week1/>

# *Arceus-tra Credit Labs of the week*

Sage Luong

The screenshot shows a website with a header navigation bar containing 'Home' (highlighted in red), 'Favorite Restaurants Maps', 'Bullet Journaling Spreads', 'Steam Profile', and 'Portfolio'. Below the header is a large image of a sunset over water. In the center of the image is a circular portrait of a young woman with long dark hair. Below the portrait, the name 'Sage Luong' is displayed in a large, serif font. At the bottom left of the page is a stylized white and gold dragon-like creature. A URL at the bottom left of the image reads: <https://sageluong.github.io/23s-asianam-191a-labs/week1/restaurants.html>.

<https://sageluong.github.io/23s-asianam-191a-labs/week1/index.html>

Cassidy Tu

The screenshot shows a website with a header navigation bar containing 'Home', 'Foodie Map', 'Portfolio', and 'Connect with Me!'. Below the header is a portrait of a young woman with long brown hair. To the right of the portrait is the text 'Hi there! My name is Cassidy' followed by a yellow flower emoji. Further down the page are sections titled 'My Interests' and 'Top Artists'. The 'My Interests' section includes a list with icons: 'Cooking and Baking' (cupcake), 'Making Music Playlists' (guitar), and 'Binging TV Shows' (TV). The 'Top Artists' section lists three items: '1. Emotional Oranges', '2. Sabrina Claudio', and '3. Mei'. A URL at the bottom left of the image reads: <https://cassidytu.github.io/asam191a-labs/week%201/index.html>.

<https://cassidytu.github.io/asam191a-labs/week%201/index.html>



# Lecture

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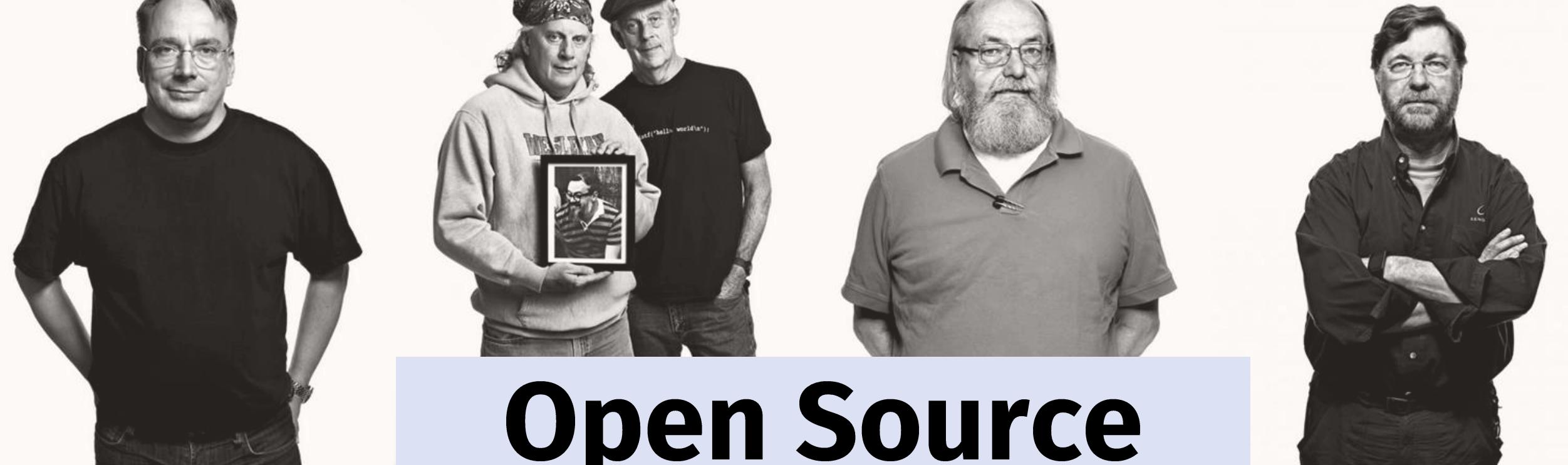
Ethical Software and Developing for  
Civil Society

**Lecture**

**Alwards**

**Lecture**

**Discussion**



# Open Source

<https://www.facesofopensource.com/>

# The Three Opens

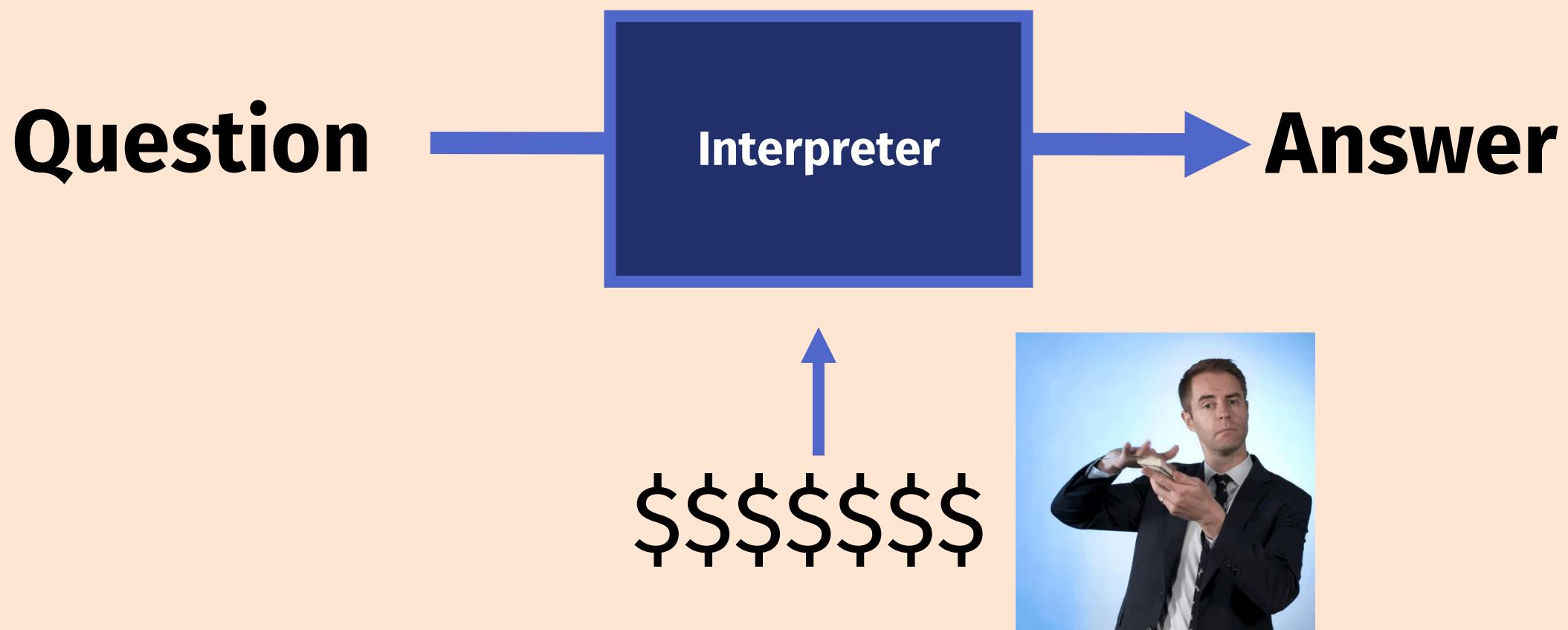
- Open Source
- Open Standards
- Open Data

**Leads to....**

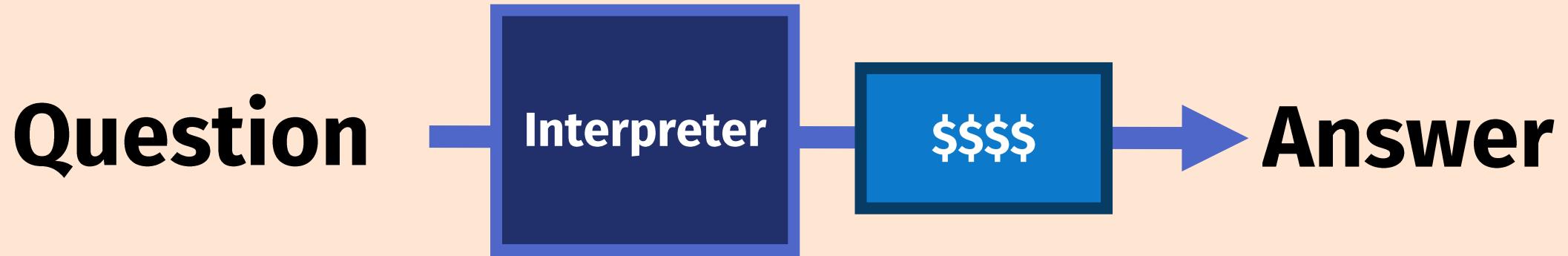
**A collaborative open-community**

**Is this enough?**

# What is programming?



# What is programming?



# Importance of an open internet.....

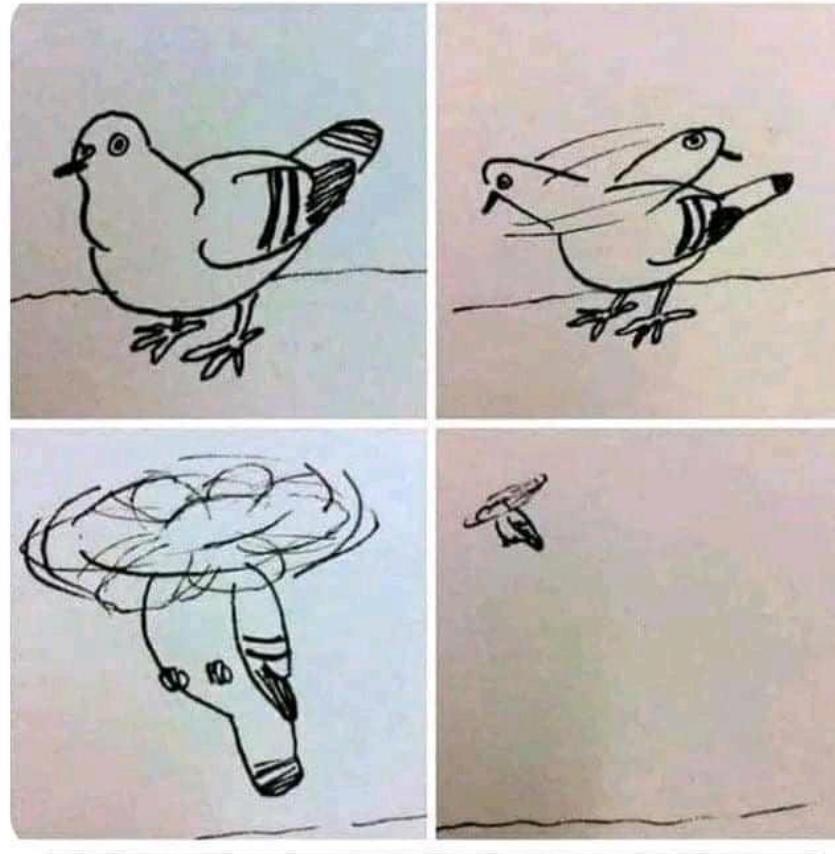


# A programmer vs. non-programmer

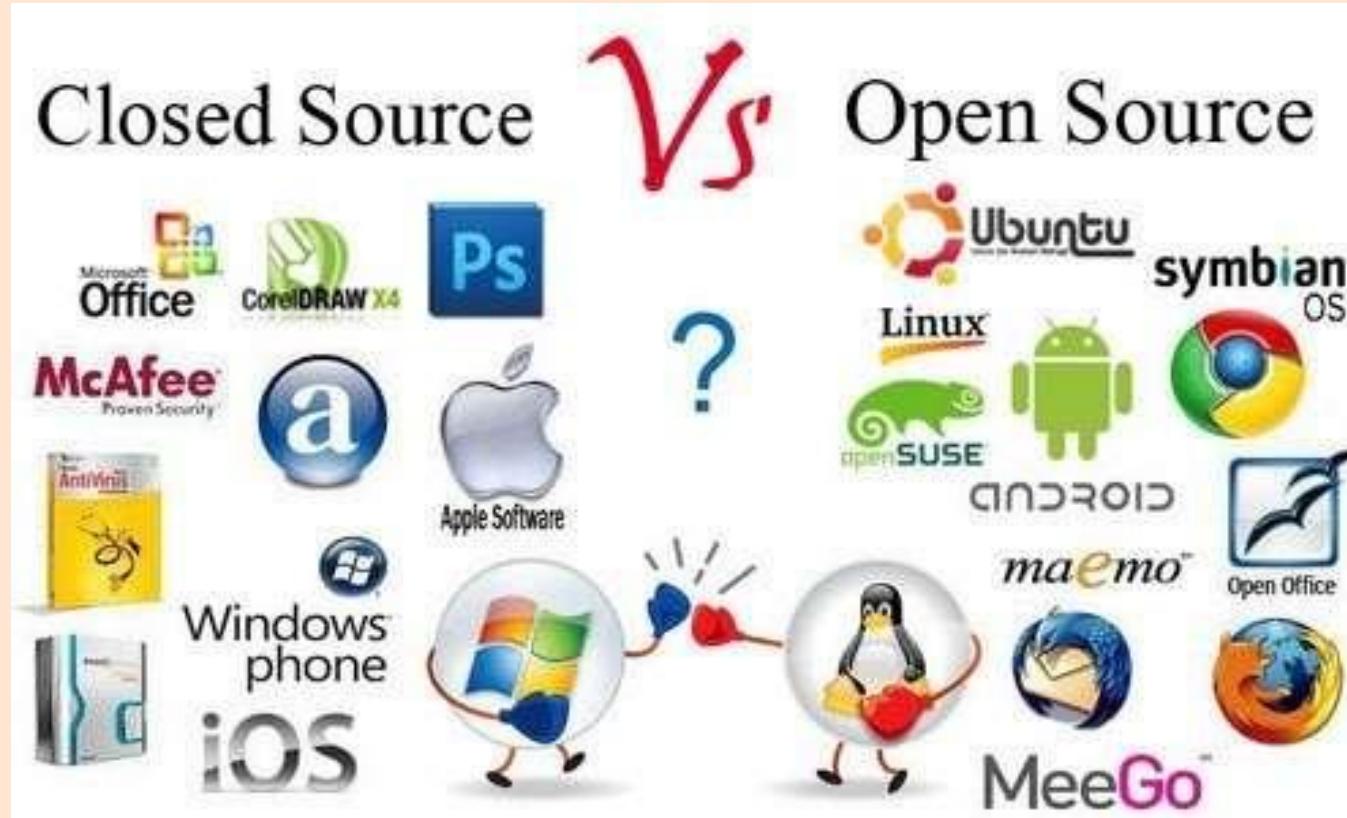


When we see code, we don't give up!

When your program  
is a complete mess,  
but it does its job

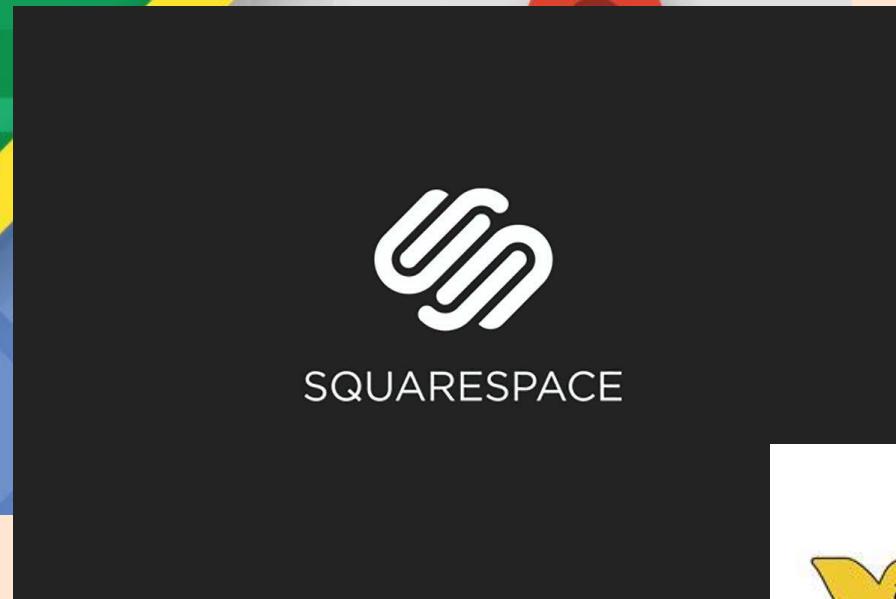
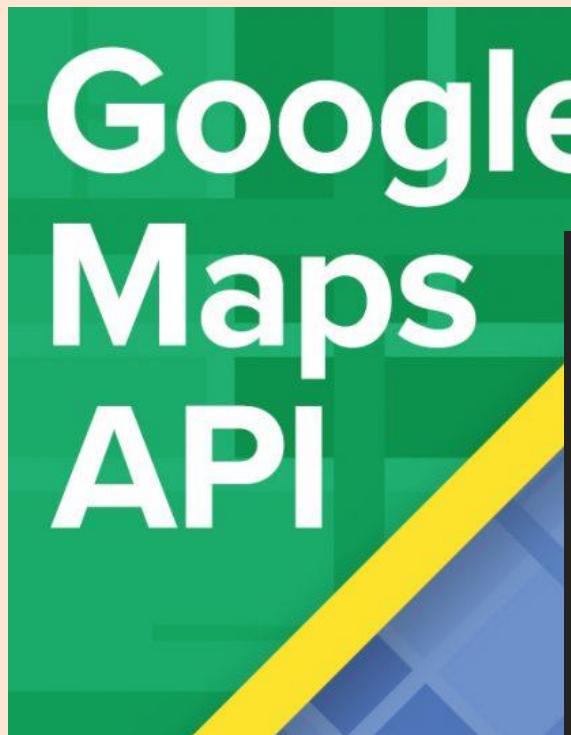


# Ethics of technology usage



We use a mix of open and closed source technology on a day-to-day basis, but what is your ethical reasoning for doing so?

# So why JavaScript and Leaflet instead of....



# It's like learning to cook with only a microwave....



# **For convenience, you ignore**

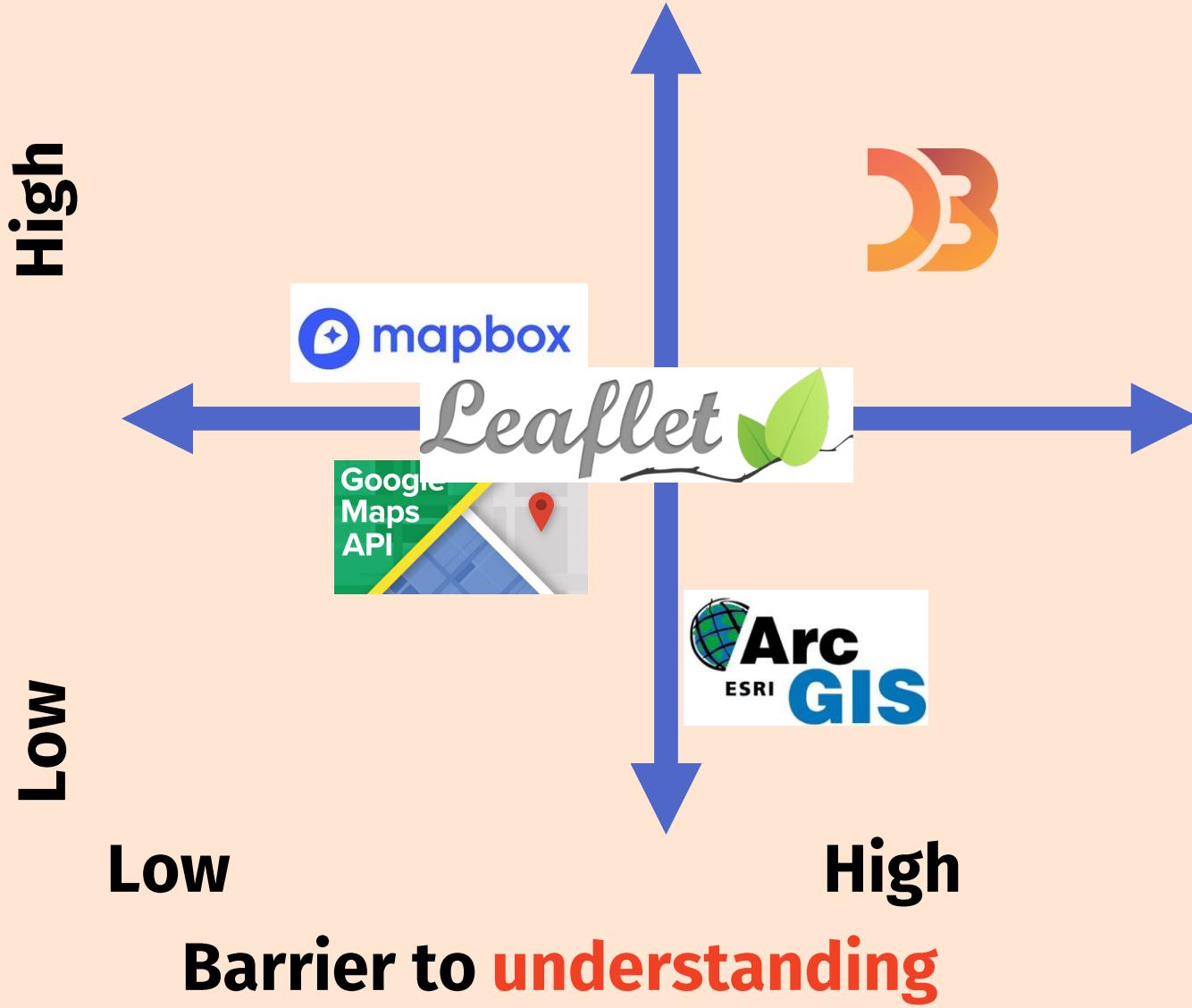
- Ingredients
- Healthiness
- Dependency on the tool

**But most importantly...**

- Why are cooking in the first place!!

# GIS Technologies

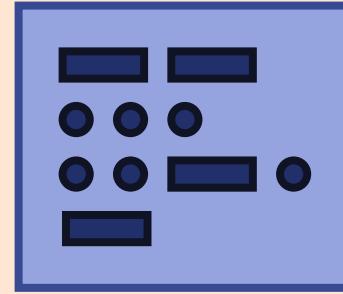
Barrier to creating outputs



# Open-source vs Closed-Source

```
<html>
  <body>
    hi
  </body>
</html>
```

VS

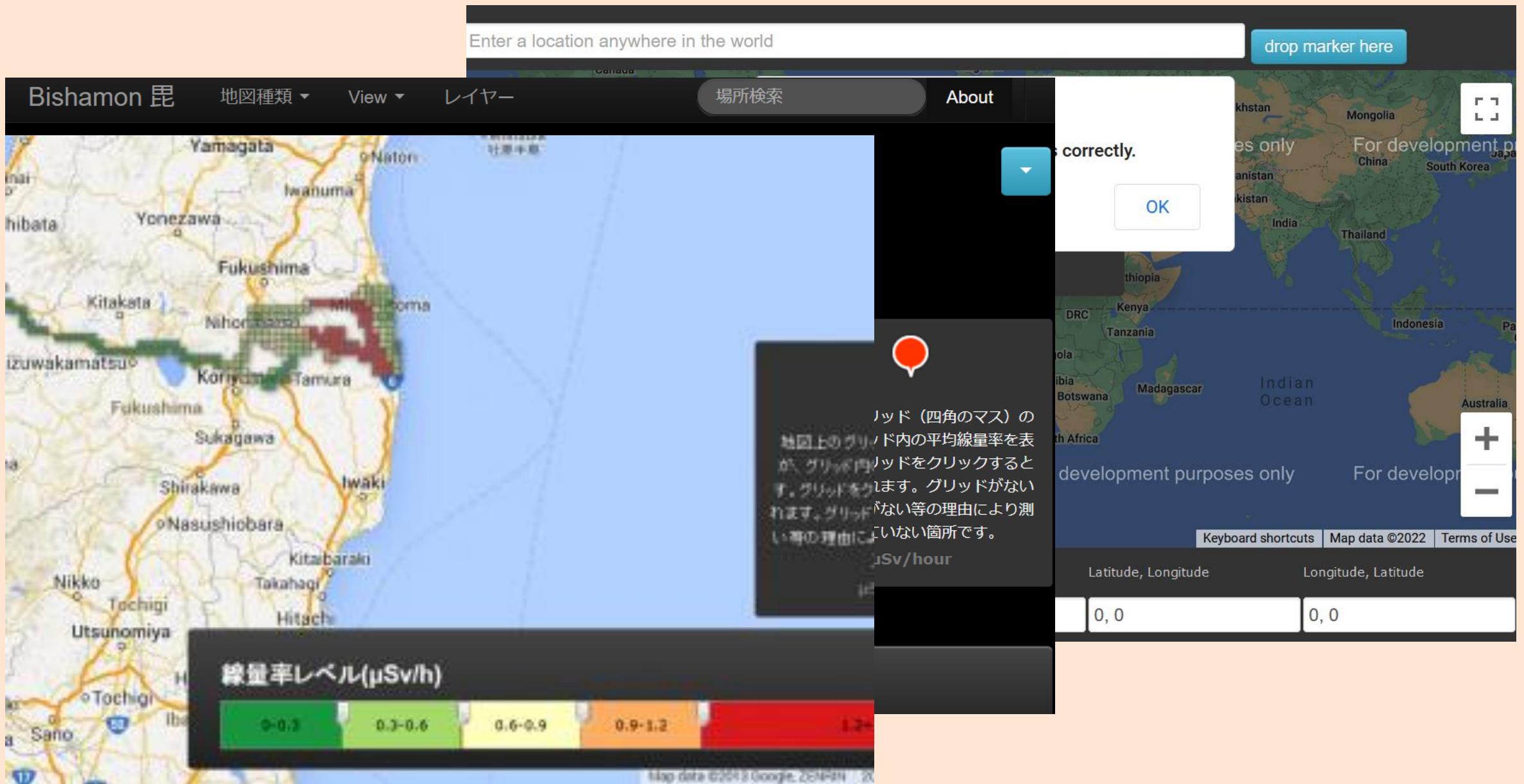


You can see the code

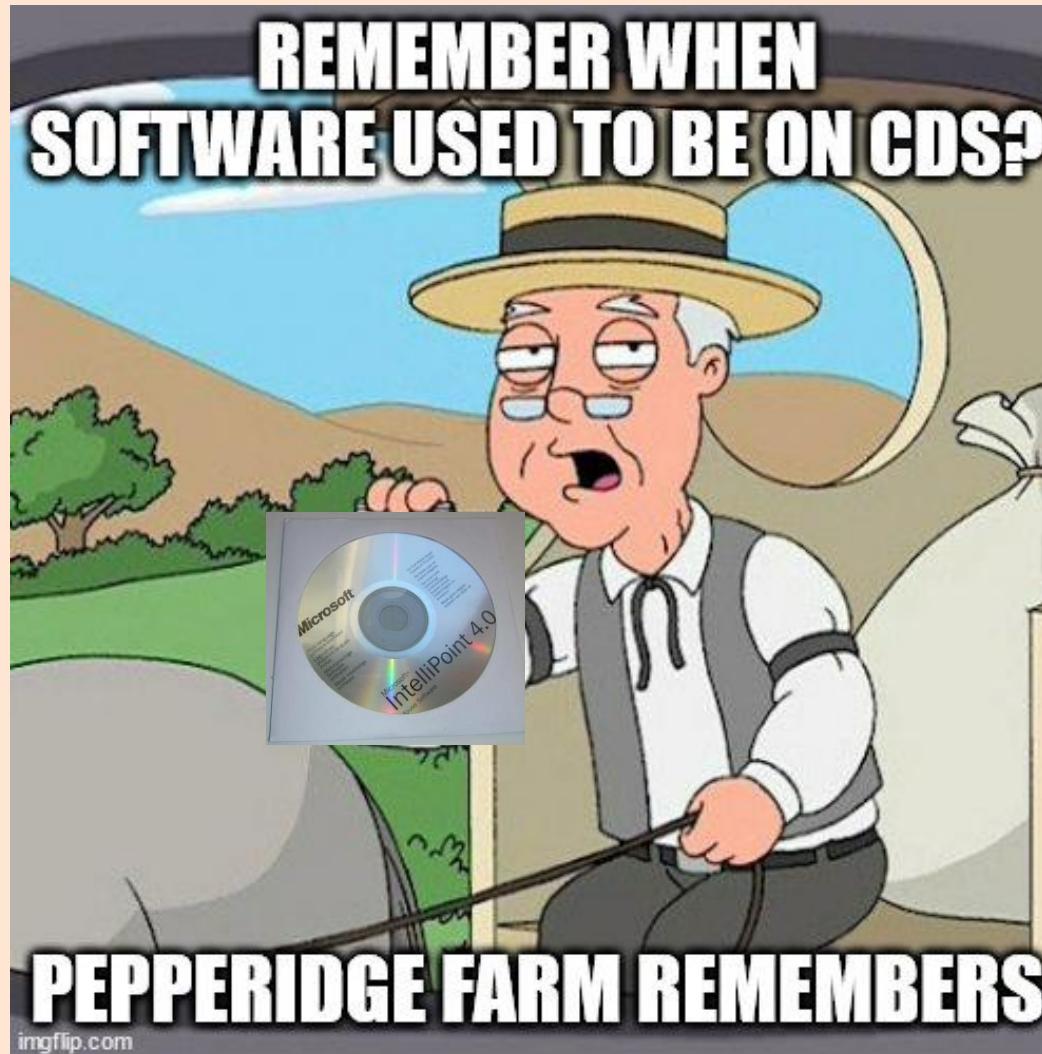
You can never see the code

Think about why is this important?

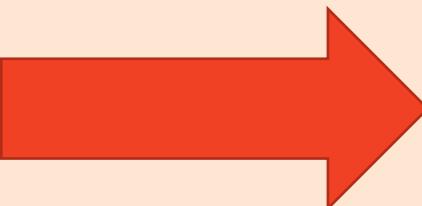
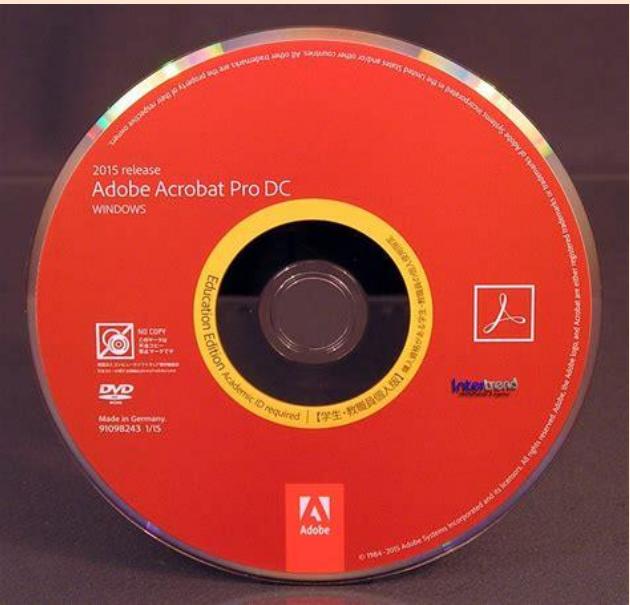
# Google API Deprecation



# Quick History on software.....



# Quick History on software.....



 EDB ENTERPRISE DB	Bruce Momjian		Joe Conway		Alvaro Herrera
 EDB ENTERPRISE DB	Thomas Munro		Tom Lane		Andrew Dunstan
 EDB ENTERPRISE DB	Robert Haas		Stephen Frost		Peter Eisentraut
 EDB ENTERPRISE DB	Amit Kapila		Peter Geoghegan		Tomas Vondra
 EDB ENTERPRISE DB	Andres Freund		Teodor Sigaev		Heikki Linnakangas
	Kevin Grittner		Alexander Korotkov		Greg Stark
	Michael Paquier		Jeff Davis		Magnus Hagander
	Fujii Masao		Michael Meskes		Tatsuo Ishii
	Etsuro Fujita		Noah Misch		Dean Rasheed

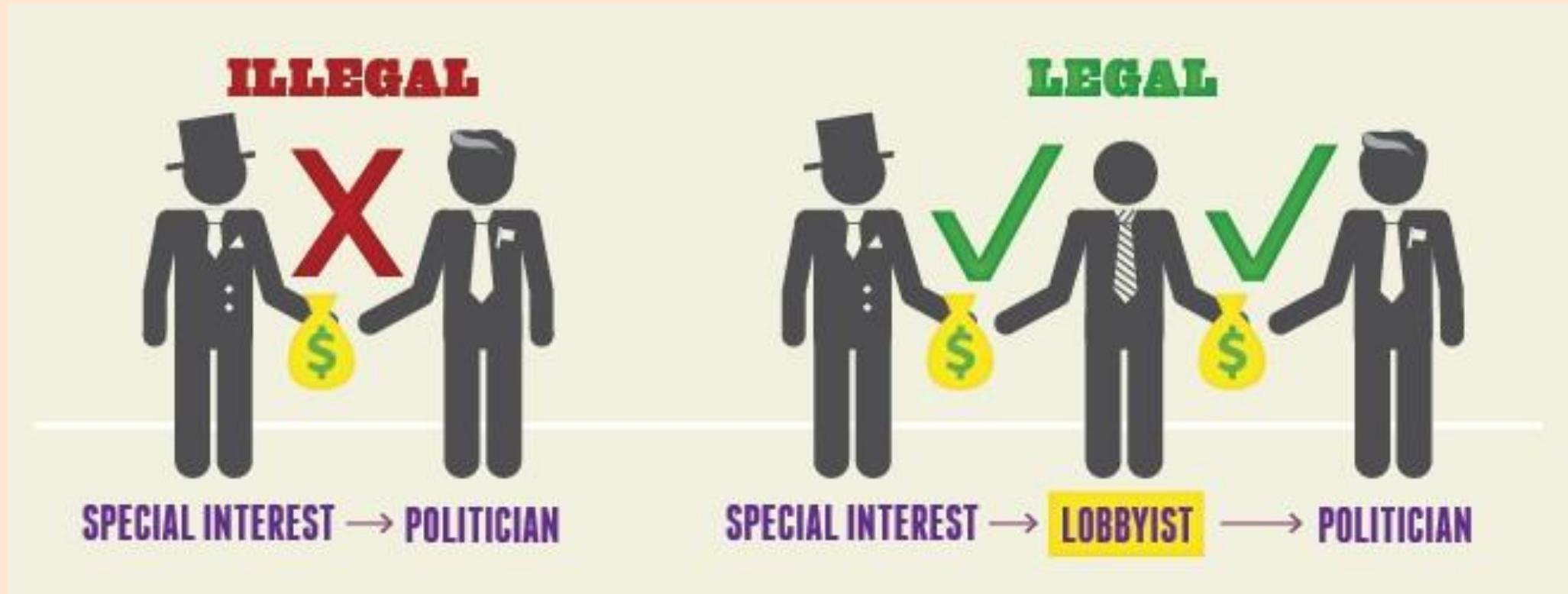
 EDB ENTERPRISE DB	Bruce Momjian		Joe Conway		Alvaro Herrera
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	Michael Paquier		Jeff Davis		Magnus Hagander
	Fujii Masao		Michael Meskes		Tatsuo Ishii
	Etsuro Fujita		Noah Misch		Dean Rasheed

# Is this fair?

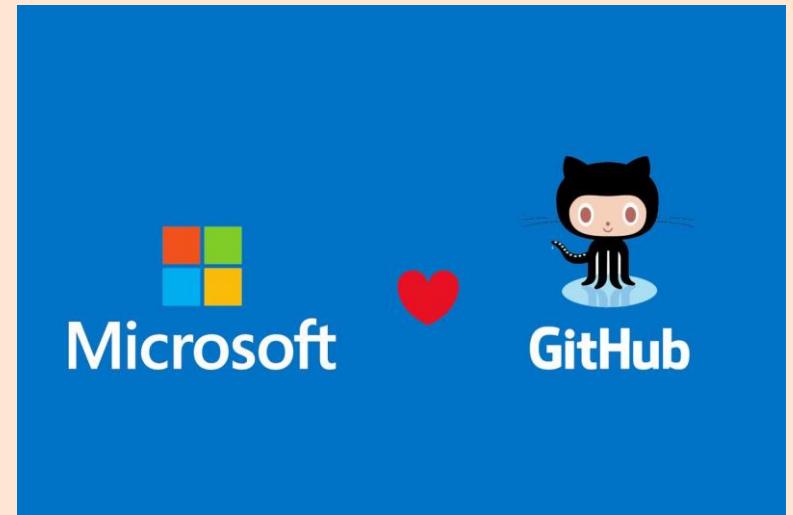
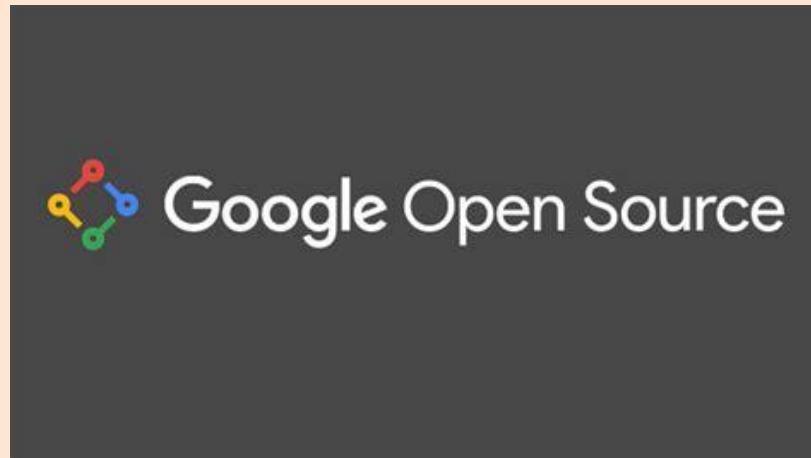


**Tragedy of the commons** – when individuals access a public resource for only their own interest and it depletes.

# Have corporations infiltrated open source?

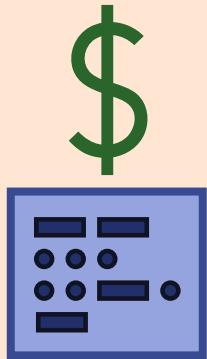


# Have corporations infiltrated open source?



# A summary of Open vs. Close source

Proprietary Software



Software as a Service

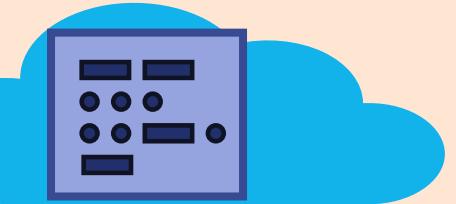
To a point



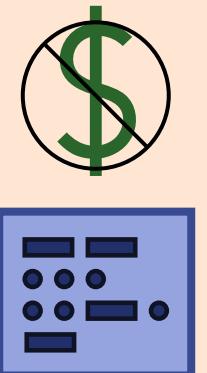
or



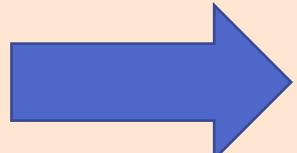
or



Free software

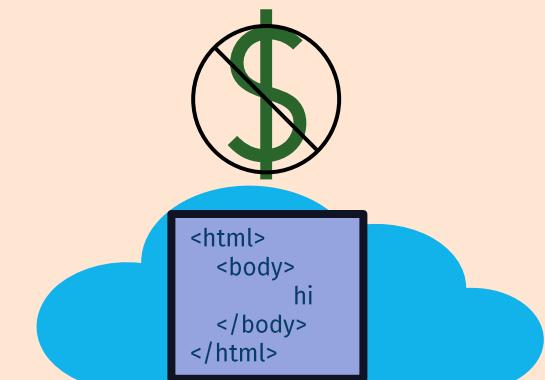


Open Source Software



```
<html>
<body>
    hi
</body>
</html>
```

Open Software as a Service



# **Open Source**

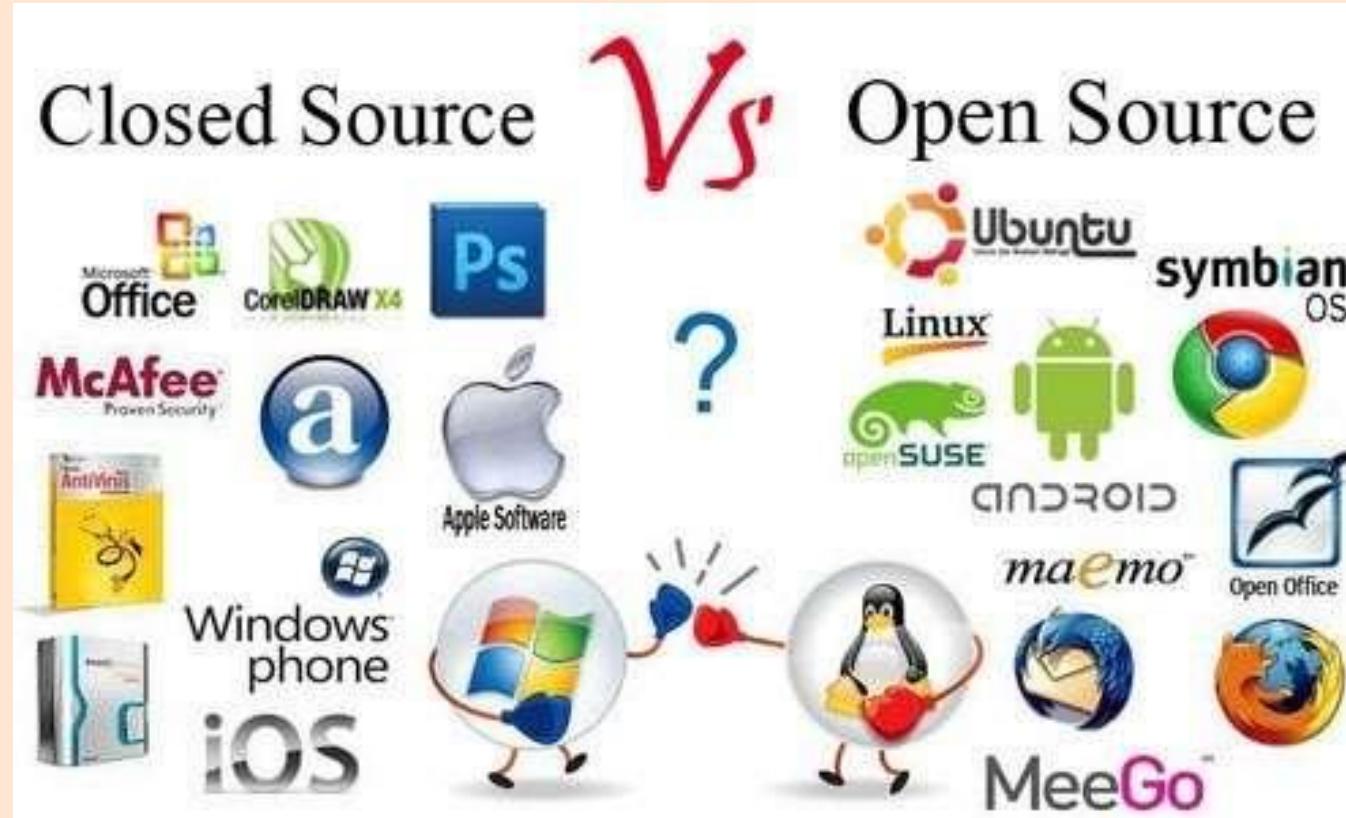
No costs and long-term  
application viability

**Vs.**

# **Closed Source**

Short-term costs and  
variable application  
viability

# Cost vs benefits of open source



Are you trying to simply finish an application a fast a possible  
(microwave-approach) or is it for a long-term purpose?

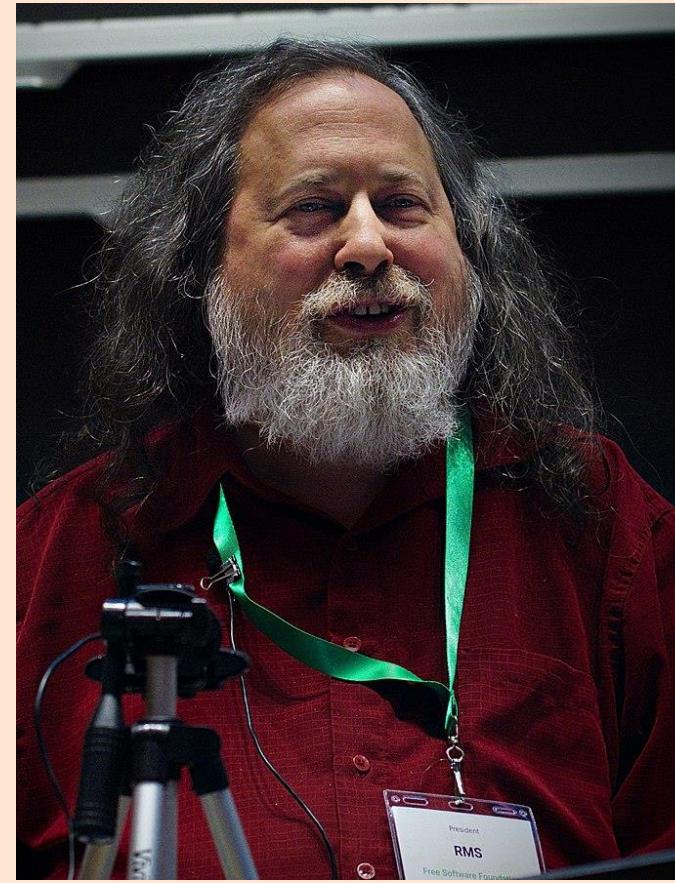
# Issues with open source...

**Eric S. Raymond**



**Founder of Open Source Initiative**

**Richard Stallman**



**Founder of Free and Open Source Foundation**

# Issues with open source...

## Eric S. Raymond

### [Co-founder of OSI Banned From Mailing Lists](#)

Written by Sue Gee

Wednesday, 11 March 2020

Eric S Raymond, one of the founders of the Open Source Initiative and its president for the first six years, has been banned from two OSI mailing lists following messages whose tone violated the code of conduct.

<https://www.i-programmer.info/news/136-open-source/13535-co-founder-of-osi-banned-from-.html>

## Richard Stallman

### [Return of Stallman to FSF sparks outrage among open-source and free software leaders](#)

Steven J. Vaughan-Nichols · 3/24/2021

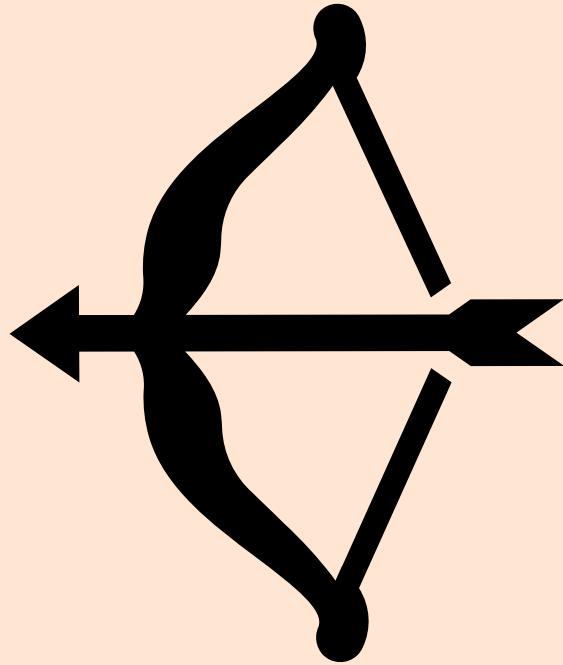


<https://www.msn.com/en-us/news/technology/return-of-stallman-to-fsf-sparks-outrage-among-open-source-and-free-software-leaders/ar-BB1eVPC8>

[http://lists.opensource.org/pipermail/license-discuss\\_lists.opensource.org/2020-February/021328.html](http://lists.opensource.org/pipermail/license-discuss_lists.opensource.org/2020-February/021328.html)

# **Issues with open source:**

**Detaches technology from ethics and treats it as “neutral”**



**“Weapons aren’t bad, it’s up to the user.”**

# What is an alternative to open source?



Hint: It's related to ethics!

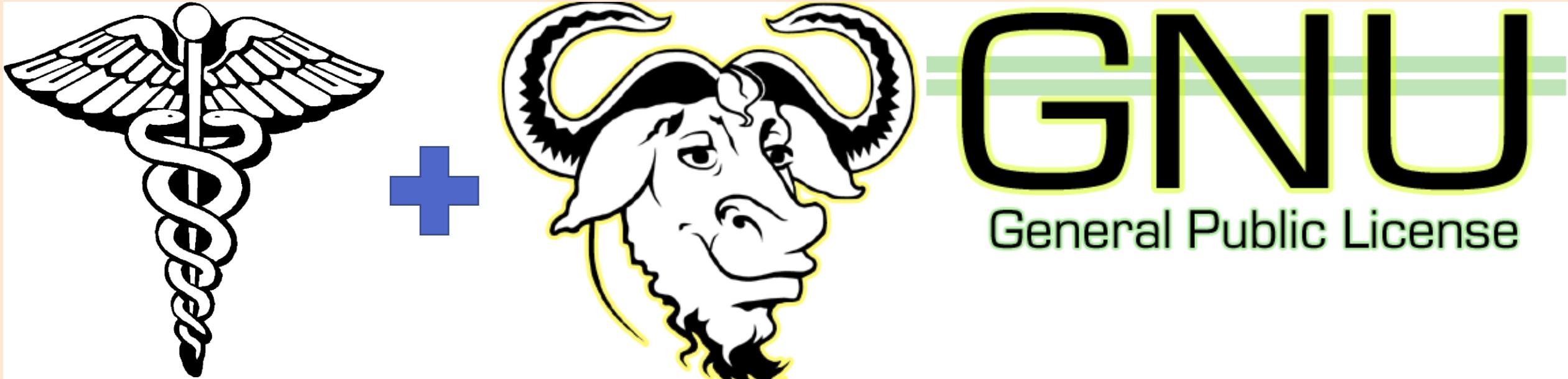
# Ethical Source Licensing



**Established in 2019**

<https://ethicalsourc e.dev/>

# What is Ethical Source Licensing?



Hippocratic Oath for Software Usage and Licensing:  
**Thou shall not do harm with this software.**

# Mapping this back to maps and coding



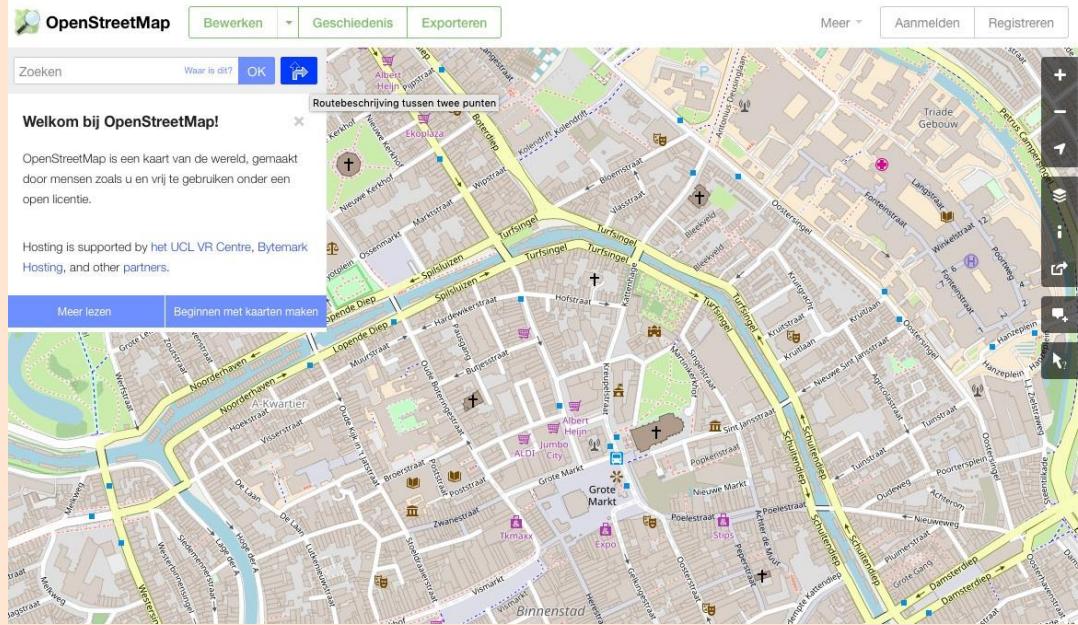
We have the ability to make web maps, but we need to think about the ethical implications of **any** technology.

# Mapping this back to maps and coding

## Google Maps

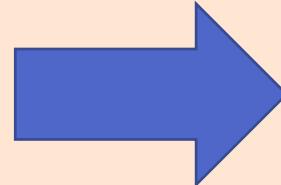


## Open Street Map



Would you contribute data willingly to Google Maps?  
What are you giving up/gaining between using  
Google Maps vs. Open Street Map?

# Example: Geocoding



Name: Los Angeles, CA,USA  
Country: United States  
Layer: Locality  
Lon.: -118.25703  
Lat.: 34.05513

# Leaflet vs. Google Maps (again)



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

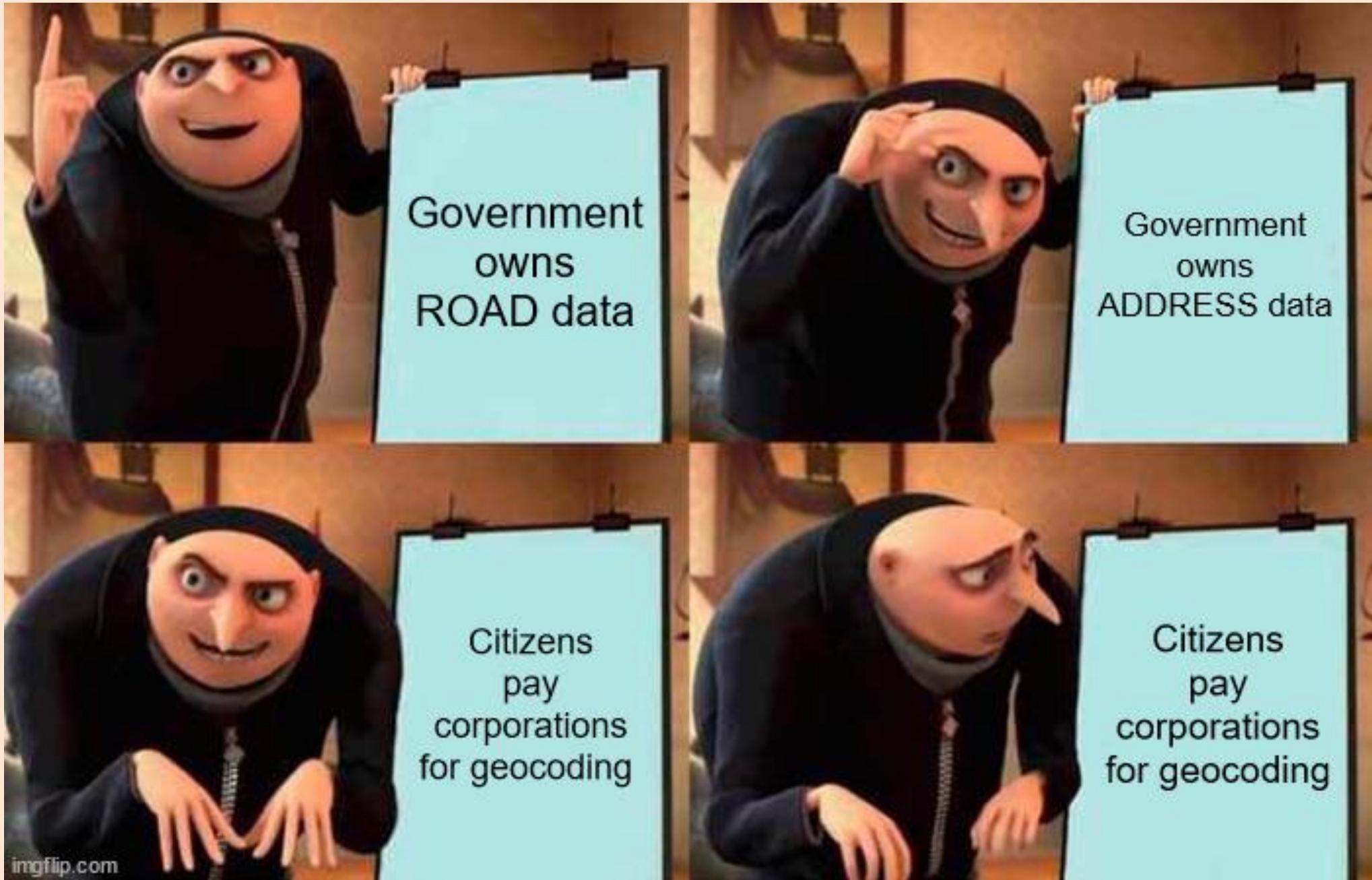
**Leaflet Control Geocoder** npm v2.2.0 Leaflet 1.0.0 ✓

A simple geocoder for Leaflet that by default uses OSM/Nominatim.

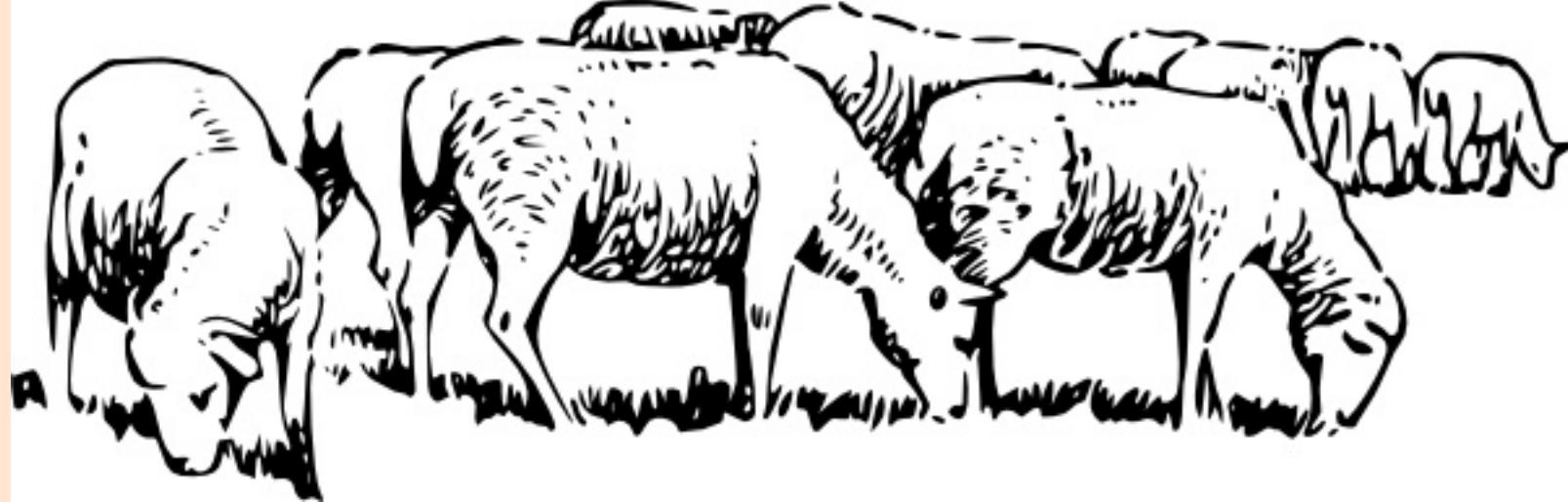
The plugin supports many different data providers:

- LatLng to parse basic latitude/longitude strings
- [OSM/Nominatim](#)
- [Bing Locations API](#)
- [Google Geocoding API](#)
- [Mapbox Geocoding](#)
- [MapQuest Geocoding API](#)
- [What3Words](#)
- [Photon](#)
- [Pelias, geocode.earth](#) (formerly Mapzen Search), [Openrouteservice](#)
- [HERE Geocoder API \(legacy\)](#)
- [Neutrino API](#)

Google Maps Platform APIs by Platform ▾		
MAPS	ROUTES	PLACES
▼ <b>Static Maps</b> Display maps as images	<b>FREE</b> FOR MOBILE	<b>\$2</b> PER 1000 REQUESTS
▼ <b>Dynamic Maps</b> Display interactive, customizable maps	<b>FREE</b> FOR MOBILE	<b>\$7</b> PER 1000 REQUESTS
▼ <b>Local Context Map (Beta)</b> Provide detailed information on nearby places directly on your maps - including user ratings, reviews, photos, pricing, ETA and walking directions	<b>FREE</b> DURING BETA	Requires enabling Dynamic Maps - \$7 CPM
▼ <b>Static Street View</b> Display a non-interactive Google Street View 360 panoramic or thumbnail image		<b>\$7</b> PER 1000 REQUESTS
▼ <b>Dynamic Street View</b> Display an interactive Google Street View 360 panoramic or thumbnail image		<b>\$14</b> PER 1000 REQUESTS

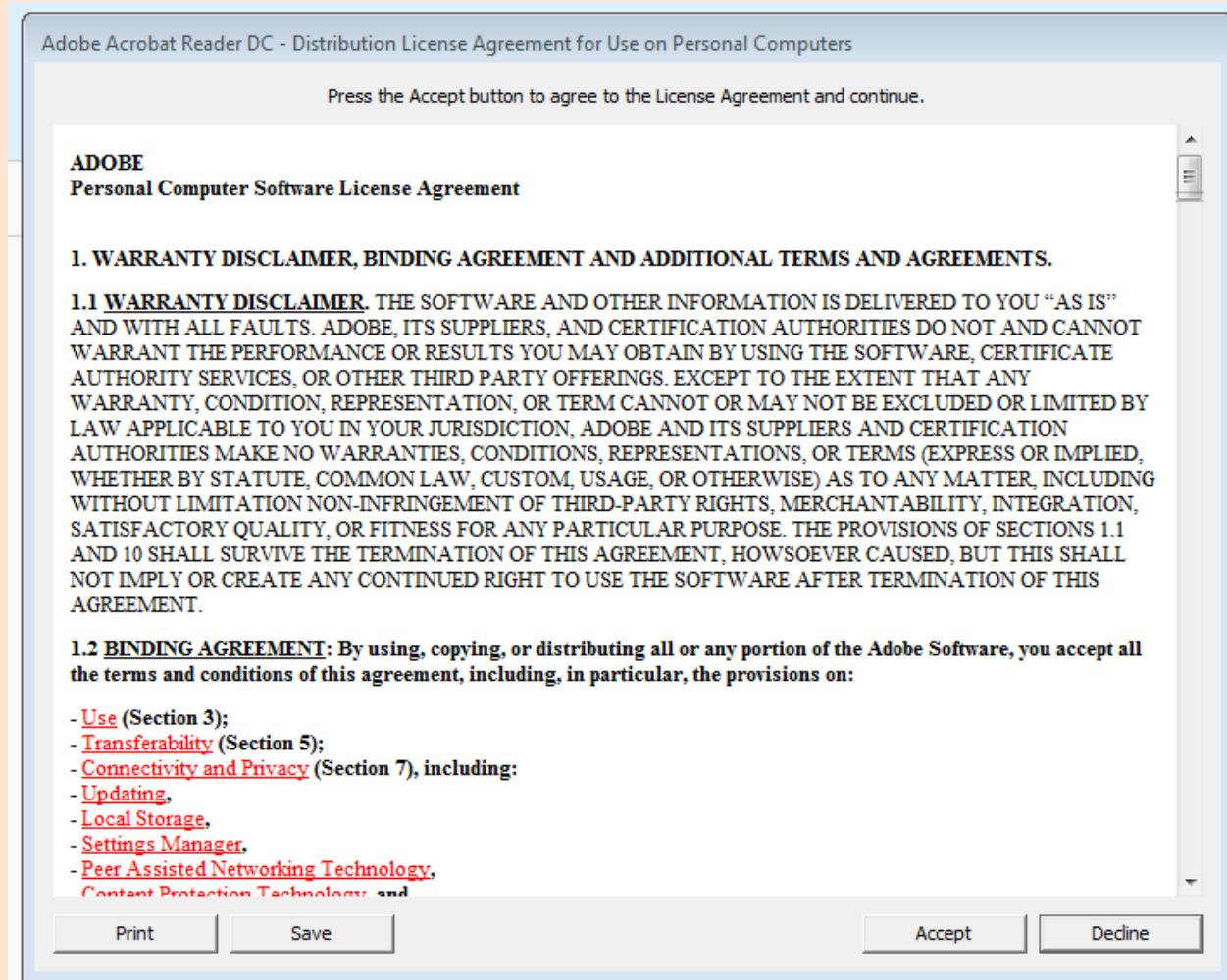


# Public data is now the commodity



Governments used to be closed with their data, but even with more “open data,” the private sector capitalizes on it.

# Data Privacy



Who reads this?! Let's just accept in order to move forward!

# Welcome to iCloud

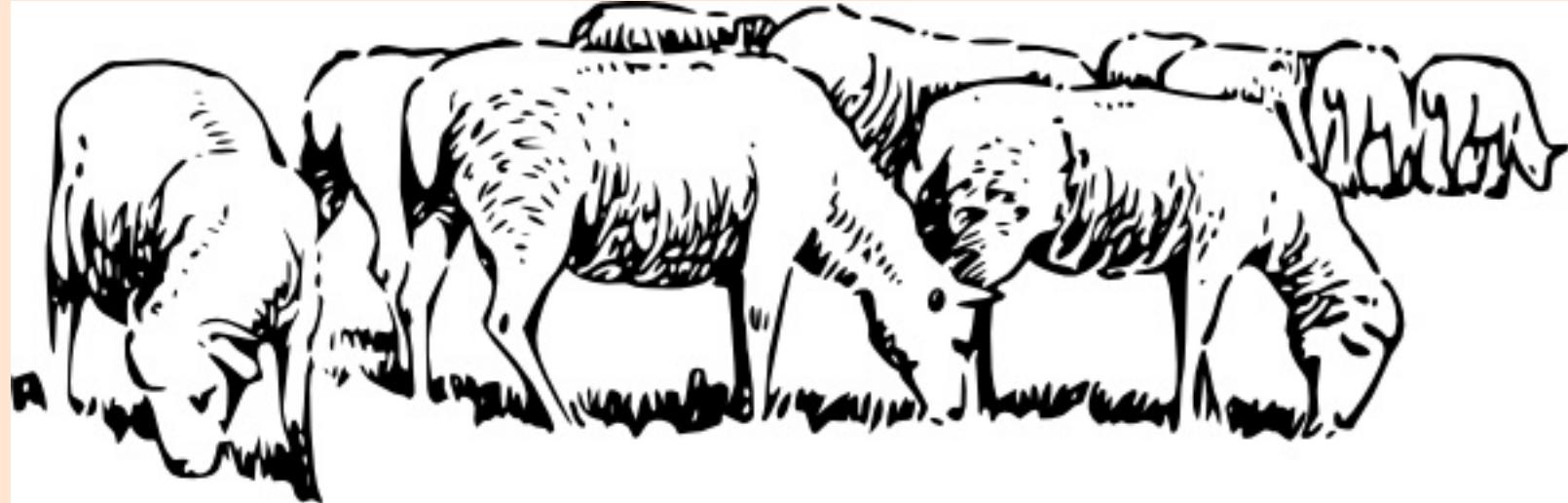
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THIS LEGAL AGREEMENT BETWEEN YOU AND APPLE GOVERNS YOUR USE OF THE iCLOUD PRODUCT, SOFTWARE, SERVICES, AND WEBSITES (COLLECTIVELY REFERRED TO AS THE "SERVICE"). IT IS IMPORTANT THAT YOU READ AND UNDERSTAND THE FOLLOWING TERMS. BY CLICKING "AGREE," YOU ARE AGREEING THAT THESE TERMS WILL APPLY IF YOU CHOOSE TO ACCESS OR USE THE SERVICE.

Apple is the provider of the Service, which permits you to utilize certain Internet services, including storing your personal content (such as contacts, calendars, photos, notes, reminders, documents, app data, and iCloud email) and making it accessible on your compatible devices and computers, and certain location based services, only under the terms and conditions set forth in this Agreement. iCloud is automatically enabled when you are running devices on iOS 9 or later and sign in with your Apple ID during device setup, unless you are upgrading the device and have previously chosen not to enable iCloud. You can disable iCloud in Settings. When iCloud is enabled, your content will be automatically sent to and stored by Apple, so you can later access that content or have content wirelessly pushed to your other iCloud-enabled devices or computers.

## I. REQUIREMENTS FOR USE OF THE SERVICE

# Your data is now the commodity



With terms and conditions, your data can be given up for free or traded for convenience.

# How far will you (Pokemon) Go to protect your private data?



Your location data and patterns in exchange for... fun?



“If you’re doing something you  
don’t want anyone to know,  
maybe you shouldn’t be doing it  
in the first place.”

- Eric Schmidt, Former Google CEO





O RLY?

# Google in 2020

SECURITY

## Google faces \$5 billion lawsuit in U.S. for tracking 'private' internet use

Google “cannot continue to engage in the covert and unauthorized data collection from virtually every American with a computer or phone,” the complaint said.

June 2, 2020, 3:50 PM PDT / Updated June 3, 2020, 5:00 AM PDT

By Reuters

<https://www.nbcnews.com/tech/security/google-sued-u-s-tracking-users-private-internet-browsing-n1222676>

# Google in 2021

[NEWS](#)[REVIEWS](#)[HOW-TOS](#)[VIDEOS](#)[DEALS](#) ▾[PRICE GUIDES](#) ▾[APPLE A-Z](#) ▾[MORE](#) ▾

## Google fails to end 'private browsing' snooping lawsuit



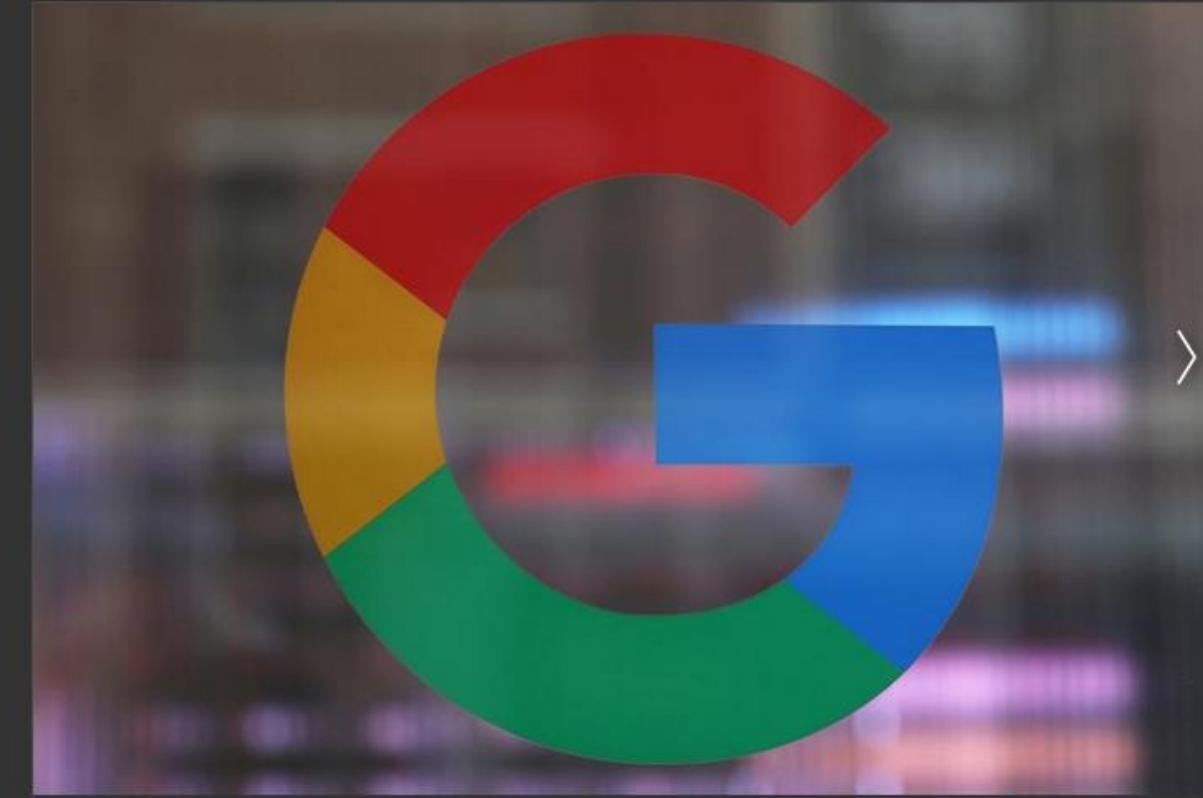
By [Malcolm Owen](#) | Mar 13, 2021

<https://appleinsider.com/articles/21/03/13/google-fails-to-end-private-browsing-snooping-lawsuit>

# Google in 2023

PICTURES | THU MAR 30, 2023 | 6:28PM EDT

**US court sanctions Google in privacy case, company's second legal setback in days**



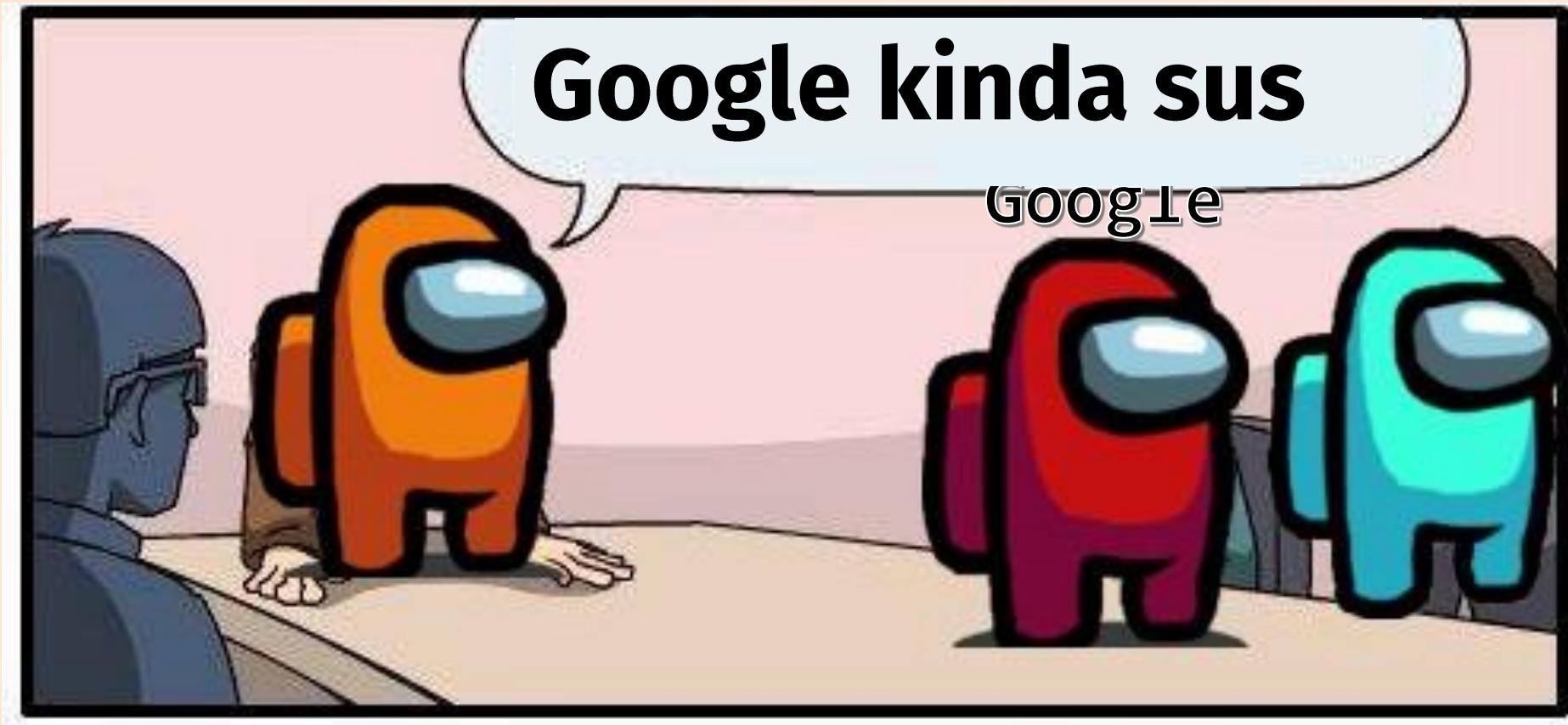
1/1



FILE PHOTO: The logo of Google LLC is seen at a Google Store in New York City, U.S., January 20, 2023. REUTERS/Shannon Stapleton/File Photo

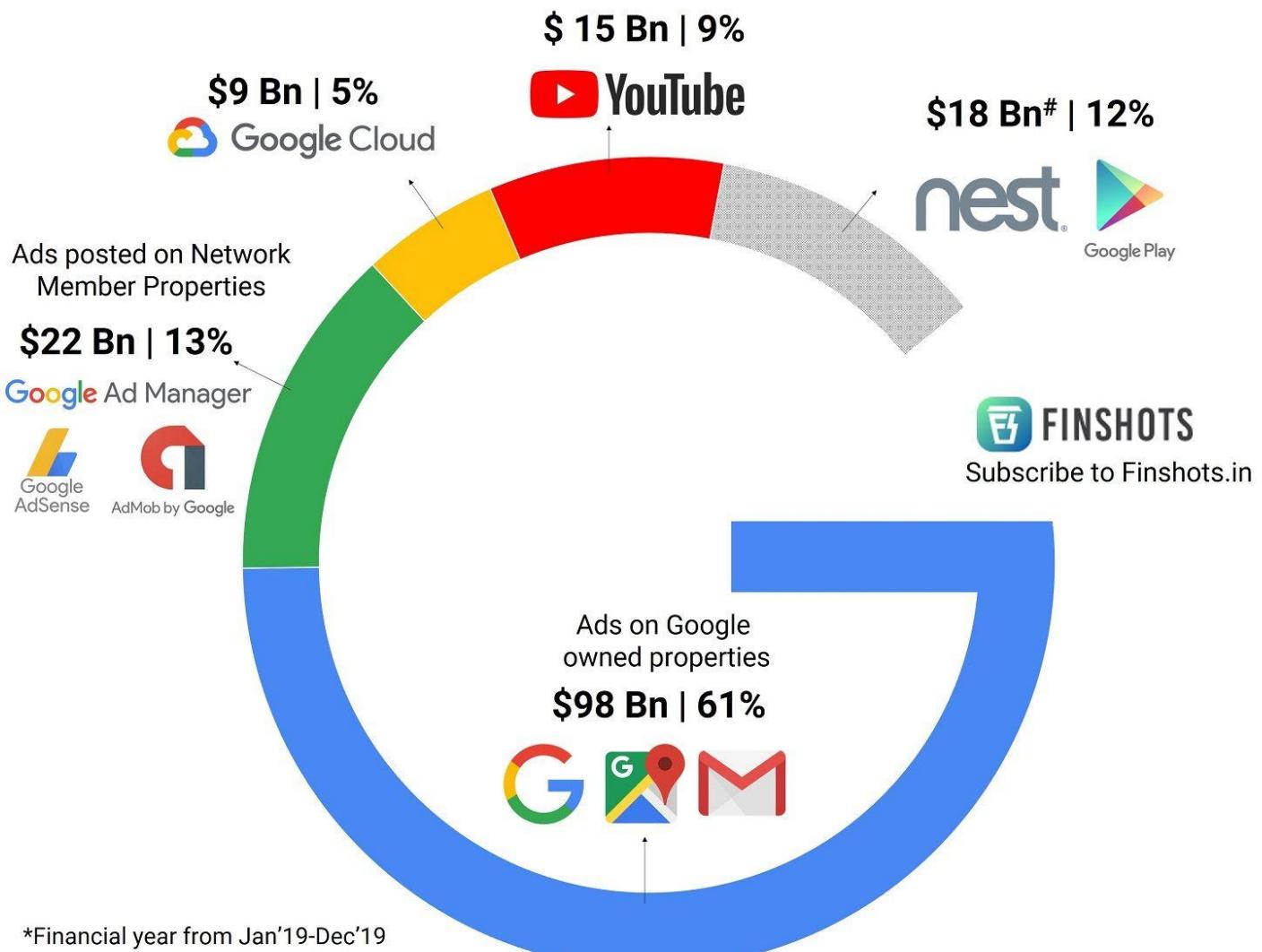
<https://www.reuters.com/news/picture/us-court-sanctions-google-in-privacy-cas-idUSKBN2VW1Z2>

# How important are Ads to Google?



# BREAKING DOWN REVENUE STREAMS OF GOOGLE (ALPHABET)

Total Revenues: \$162 Bn



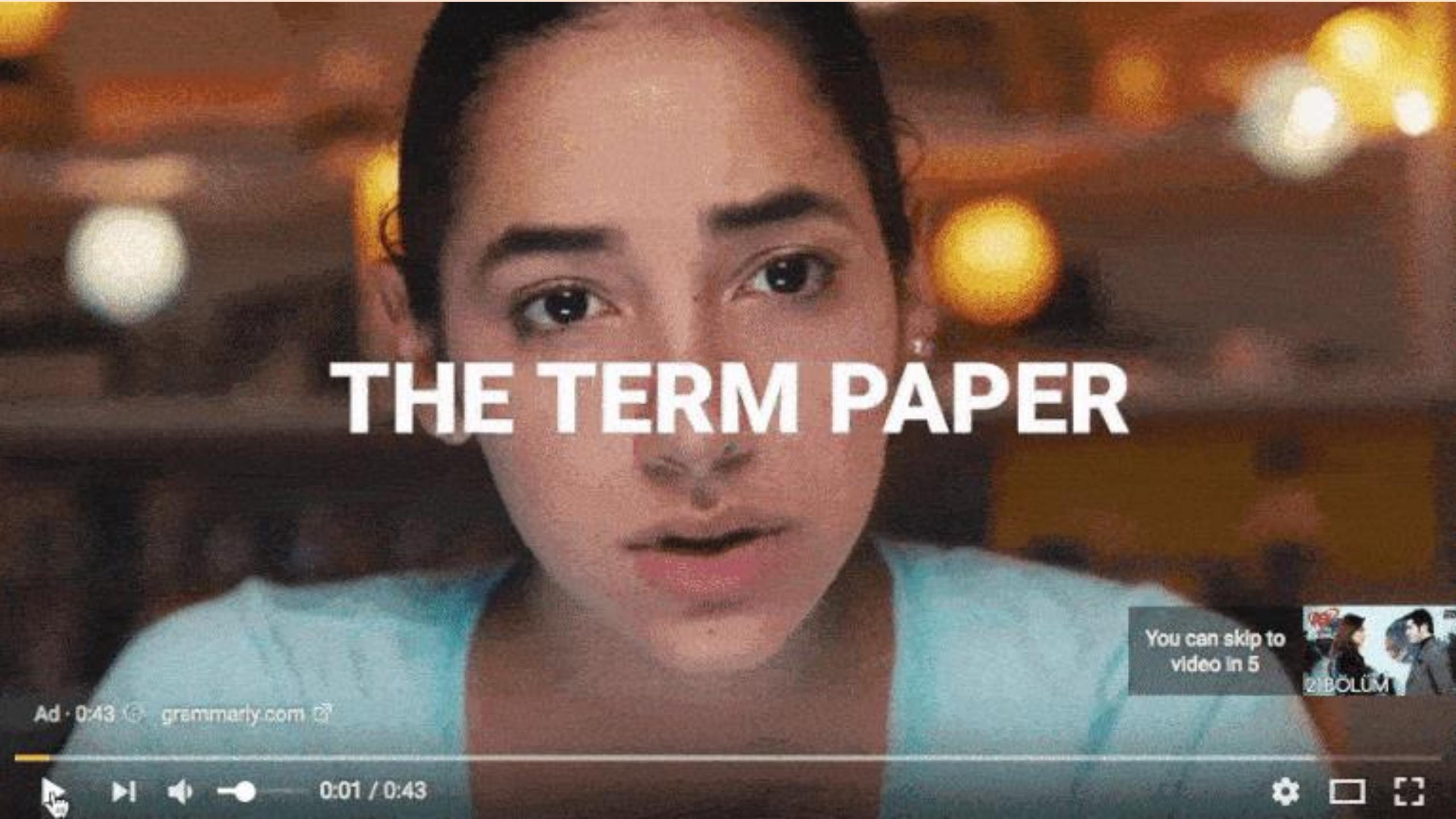
\*Financial year from Jan'19-Dec'19

# Revenue from Hardware devices; in-app purchases & digital content on Play Store; Misc revenues.



**FINSHOTS**

Subscribe to Finshots.in



# THE TERM PAPER

Ad · 0:43 · grammerly.com

You can skip to  
video in 5



2 BÖLÜM



0:01 / 0:43



# How important are Ads to Google in 2021?

**Google Is Testing Its Controversial New Ad Targeting Tech in Millions of Browsers. Here's What We Know.**

BY BENNETT CYPHERS | MARCH 30, 2021

**FloC = Unblockable  
cookies. Yay!**



**Your browser does not have FloC enabled.**

The FLoC origin trial only affects Google Chrome versions 89 and above.

<https://www.eff.org/deeplinks/2021/03/google-testing-its-controversial-new-ad-targeting-tech-millions-browsers-heres>

# How important are Ads to Google in 2022?

## Google abandons FLoC, introduces Topics API to replace tracking cookies



Illustration by Alex Ochoa / The Verge

/ Google's new concept assigns users five interests per week based on web activity

By EMMA ROTH

Updated Jan 25, 2022, 11:45 AM PST | □ 0 Comments / 0 New



<https://www.theverge.com/2022/1/25/22900567/google-floc-abandon-topics-api-cookies-tracking>

# How important are Ads to Google in 2023?

## Shot down: Google's grand fancy plan for pro-privacy targeted ads

W3C's techies have a few choice words for the Chocolate Factory

 [Thomas Claburn](#)

Wed 18 Jan 2023 // 02:01 UTC

Google's plan to reinvent ad targeting for the postponed post-cookie era has again been complicated by privacy concerns.

After the Chocolate Factory's Federated Learning of Cohorts (FLoC) proposal for delivering interest-based ads in a privacy-preserving way turned out to have less privacy than the package's ingredient list suggested, the ad biz reworked the technology and [rebranded it Topics](#).

[https://www.theregister.com/2023/01/18/google\\_topics\\_api/](https://www.theregister.com/2023/01/18/google_topics_api/)

# Google trying to end Ad Blockers

## Ad blockers struggle under Chrome's new rules

As deadline for mandatory code rewrite approaches, Manifest v3 still looks like a step backward

 [Thomas Claburn](#)

Thu 8 Sep 2022 // 10:28 UTC

**ANALYSIS** Next year, Chrome browser extensions – such as ad blockers and other privacy tools – will stop working if they are reliant on an API called Manifest v2 (MV2).

So far, when these extensions are rewritten to work with Chrome's new Manifest v3 (MV3) API, you tend to end up with hobbled software that doesn't work as well.

[https://www.theregister.com/2022/09/08/ad\\_blockers\\_chrome\\_manifest\\_v3/](https://www.theregister.com/2022/09/08/ad_blockers_chrome_manifest_v3/)

# Outfoxing Google with Firefox

gorhill / uBlock

Code Issues 47 Pull requests Actions Projects Wiki Security Insights

## uBlock Origin works best on Firefox

Raymond Hill edited this page 3 days ago · 5 revisions

This document explains why uBO works best in Firefox.

### CNAME-uncloaking

Ability to uncloak 3rd-party servers disguised as 1st-party through the use of [CNAME record](#). The effect of this is to make uBO on Firefox the most efficient at blocking 3rd-party trackers relative to other other browser/blocker pairs:

The dark green/red bars are uBO before/after it gained ability to uncloak CNAMEs on Firefox.

Source: "[Characterizing CNAME Cloaking-Based Tracking on the Web](#)" at Asia Pacific Network Information Centre, August 2020.

<https://github.com/gorhill/uBlock/wiki/uBlock-Origin-works-best-on-Firefox>

Browser	Bare	Adblock	Adblock Plus	Privacy Badger	uBlock Origin	uBlock Origin (rc1)
Opera	~15	~12	~15	~25	~15	~15
Chrome	~12	~12	~12	~25	~12	~12
Brave	~50	~50	~68	~55	~68	~68
Tor Browser	~42	~42	~42	~50	~75	~75
Firefox	~40	~42	~72	~58	~72	~98

# Google is not alone.

**The Observer**  
Facebook

Another huge data breach, another stony silence from Facebook

*Carole Cadwalladr*



Sun 11 Apr 2021 03.45  
EDT

The social media giant is still a law unto itself. Can anybody hold it to account?

# Privacy should be a right.

**“Arguing that you don’t care about the right to privacy because you have nothing to hide is no different than saying you don’t care about free speech because you have nothing to say.”**

**-Edward Snowden**

[https://www.mic.com/articles/188563/  
who-cares-i-have-nothing-to-hide-  
why-the-popular-response-to-online-  
privacy-is-so-flawed](https://www.mic.com/articles/188563/who-cares-i-have-nothing-to-hide-why-the-popular-response-to-online-privacy-is-so-flawed)



# Consider

**Would you trade in all your passwords in order to use Facebook?**

**How about handing your phone off to a stranger?**

**Who decides what is “right” and “wrong”?**

We shouldn't force those in our surveys to agree all of those without their consent or “on accident.”

# **So, why is this important?**

**We will be working with people.**

**Working with civil society, there is a non-verbal contract based in the tool that you choose.**

**Helps us to think of ways to take control of data back towards community ownership**

# **Why is this important?**

**Think what is being collected and how it could be misused or commodified:**

- **Images**
- **Video**
- **Words**
- **Names**
- **Addresses**

# Open Source and Open Data in Summary

-  **Think about what information can be helpful for community members/local organizations**
-  **Teach and give ownership to local people (Tech included)**
-  **Extract information without assessing safety and privacy**
-  **Use any tool available because it's “easy”**

# Open Source and Open Data

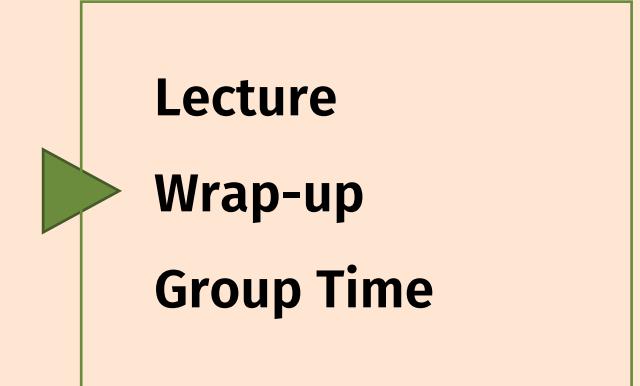


Try to use tools and data that **empowers** instead of  
commodifies **people**. (Including yourself!!!)

# **Ethical Software and Developing for Civil Society**

---

Wrap-up



# **Thinking Cap for the week:**

**How are closed source tools harmful for civil society? What about open source tools? Where do you think Artificial Intelligence (AI) fits into this?**

# **Assignments**

**Due Thursday 4/20:**

- 1. Lab Assignment #2**
  
- 2. (Optional) Pre-Lab reading**

# **Extra Credit Reminders**

**Due Thursday 4/27:**

- 1. UCLA vs USC Mapathon that starts today!**
- 2. Extra Thinking Cap**

# **Group Time**

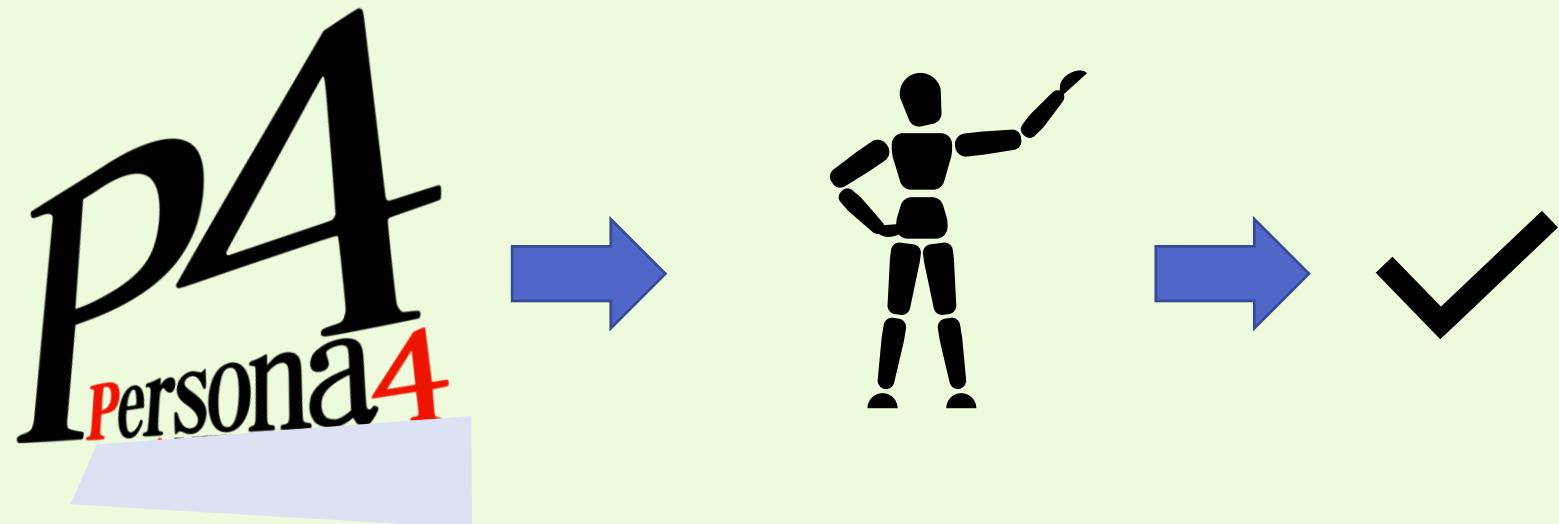
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**Memos!**



**Lecture**  
**Wrap up**  
**Group Time**

# Memo: Revisiting User Stories



# **Memo: Revisiting User Stories**

Broad goals your users should be able to use your website for.

# Memo: Revisiting User Stories

Home Mapping Hate Crimes in the US #OneHateCrimeIsTooMany SEE COVID HATE INCIDENTS REPORT INCIDENT ABOUT

Map showing the distribution of hate crimes across the US. The map uses a color-coded legend to represent the number of cases per state:

Cases per state	Approximate Range
0-22	Lightest Purple
22-28	Very Light Purple
28-45	Medium-Light Purple
45-75	Medium Purple
75-227	Darkest Purple

Leaflet | © OpenStreetMap contributors

This map is maintained by the UCLA American Indian Studies Center under the Institute of American Cultures. To contact us, email [aisc@ucla.edu](mailto:aisc@ucla.edu).

Hate Crimes in the US ?

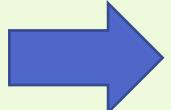
Number of Hate Crimes

Category	Approximate Number of Cases
Race/Ethnicity	680
Religion	480
Gender/Sexuality	260
Miscellaneous	260

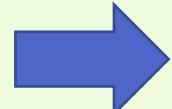
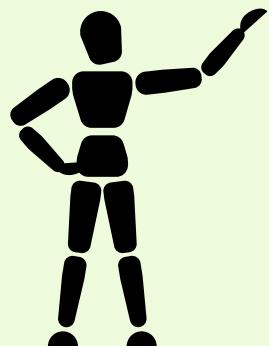
View only incidents that have been published

# Memo: Revisiting User Stories

As a person who faced  
a hate crime



I want to **report** my  
incident without fear  
from authorities



So that people can **hear**  
**my story** and take  
action to prevent more  
from occurring



# Memo: Revisiting User Stories

**UCLA**

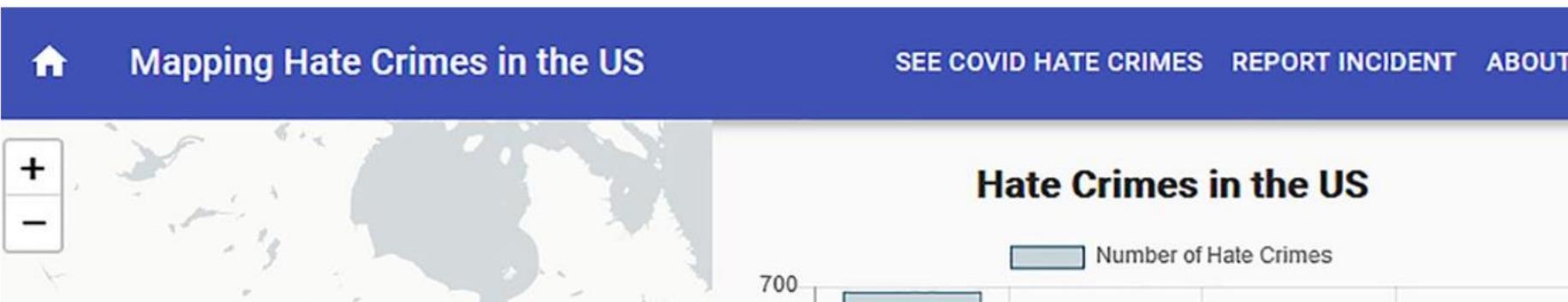
**Newsroom**

**Categories** **For news media** **Q**

**NATION, WORLD + SOCIETY**

## Interactive map will crowdsource hate crime reports

Resource created by UCLA American Indian Studies Center could fill gap created by inconsistent data nationwide

A screenshot of a web page titled "Mapping Hate Crimes in the US". The page features a large map of the United States where states are shaded according to the number of hate crimes. A legend at the bottom right shows a light blue square next to the text "Number of Hate Crimes". On the left side of the map is a zoom control with plus and minus signs. At the top of the page, there is a navigation bar with links for "SEE COVID HATE CRIMES", "REPORT INCIDENT", and "ABOUT". The main title "Hate Crimes in the US" is centered above the map.

<https://newsroom.ucla.edu/releases/hate-crime-map>

# Memo: Revisiting User Stories

LA COMMUNITY FRIDGES

## Active Fridges in Los Angeles

Show me fridges that  Items (Choose up to 3)

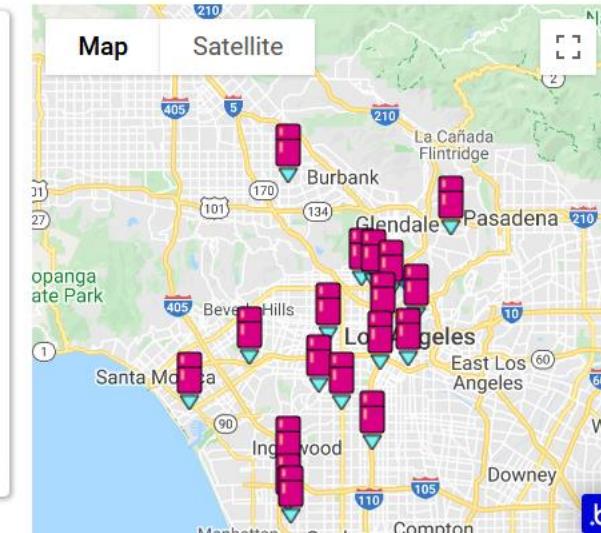
**SOUTH ARTS DISTRICT FRIDGE**  
1411 NEWTON STREET  
LOS ANGELES, CA 90021



Accessible 24/7  
1411 Newton St, Los Angeles, CA 90021  
 [Get Directions](#)  
Has  
 vegetables | verduras  
Needs  
 water/drinks | aguas/bebidas

Last check-in 04/11 @ 8:32pm

**Map** **Satellite**



**b** Built on Bubble

<https://community-fridge.bubbleapps.io/>

# Group Time

- **Meet with your group to discuss:**
  - General project idea
  - Potential user stories
- **Present to the class:**
  - Elevator pitch
  - Optional: Share with us 2 user stories
- If all your group members are missing join up with other students with missing members to discuss your project!

# **Group Assignment #2**

## **Memo**

- Background on the social issue/campaign
- Goals
- Community/organization description
- At least 2 user stories
- 3 Ideas of questions to be included on the survey
- Future plans

**2 pages MAX!!!!**