Open Source and Web Mapping

Ethical Software and Developing for Civil Society

Lecture

Visiting Voice

Group Time

Join at
slido.com
#ucla

Albert Kochaphum
Lecture 4 | July 15th, 2024

Active poll

12

Join at

slido.com

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Week 4! Ready 4 more?!

ready 4 sure

yes

no:(

yass

yippee

yay

meow

yawrr

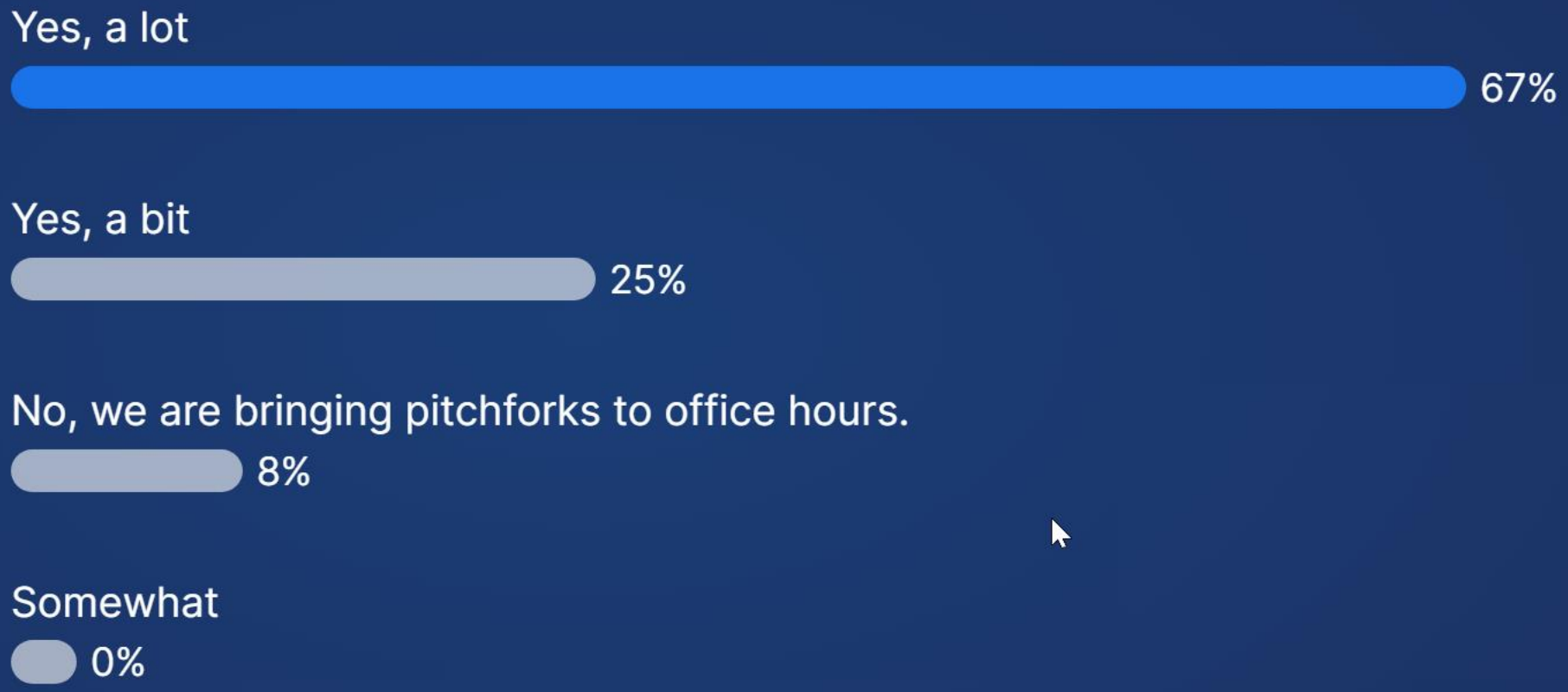
Yeahhhh

Active poll

12

Join at
slido.com
#ucla

Was the group project feedback helpful?



Active poll

12

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How would you rate the GIS and Ethics reading?

Active poll

12

Join at

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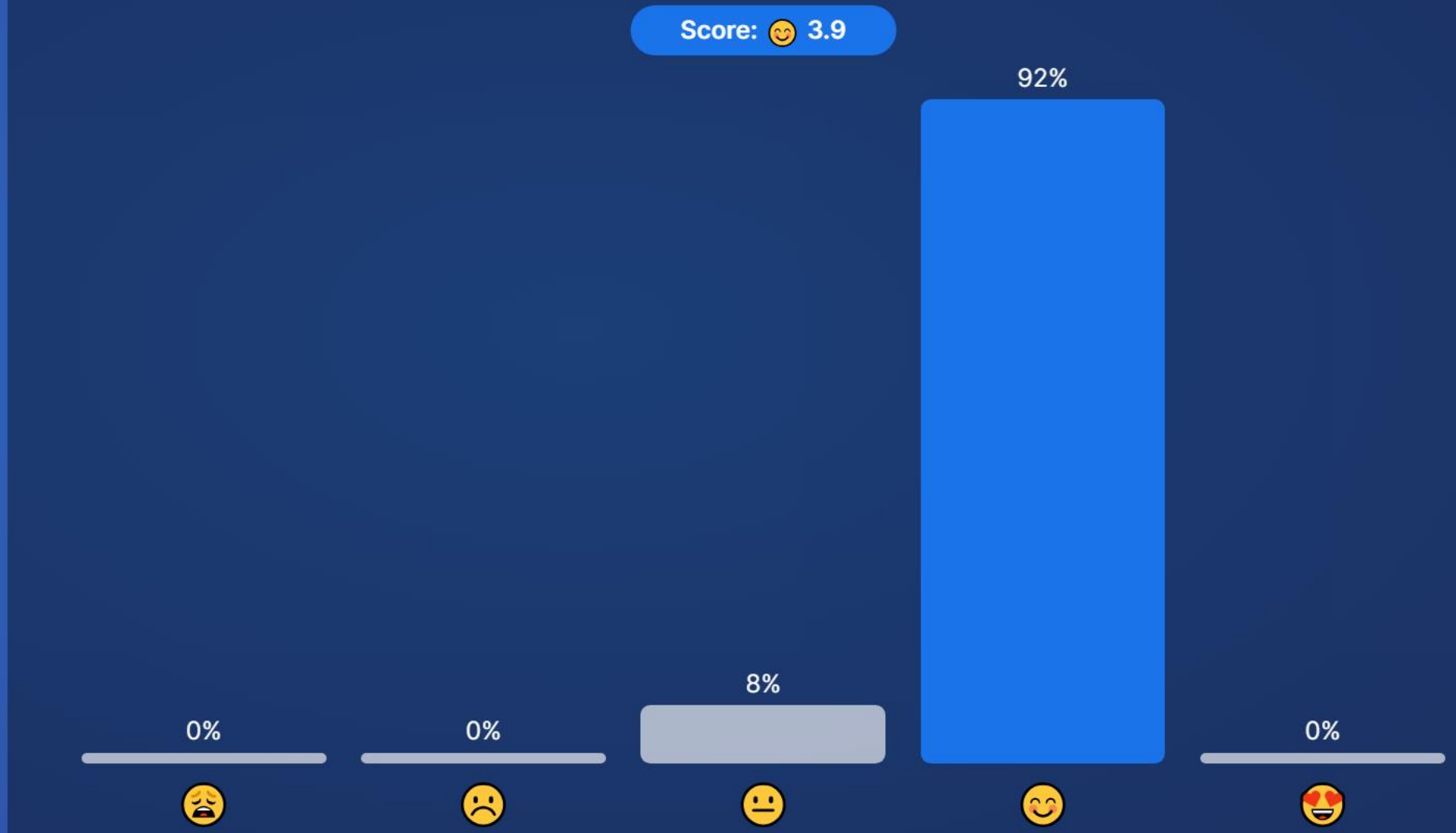
How would you rate the "Don't blame Social Media, Blame Capitalism" reading?



Active poll

12

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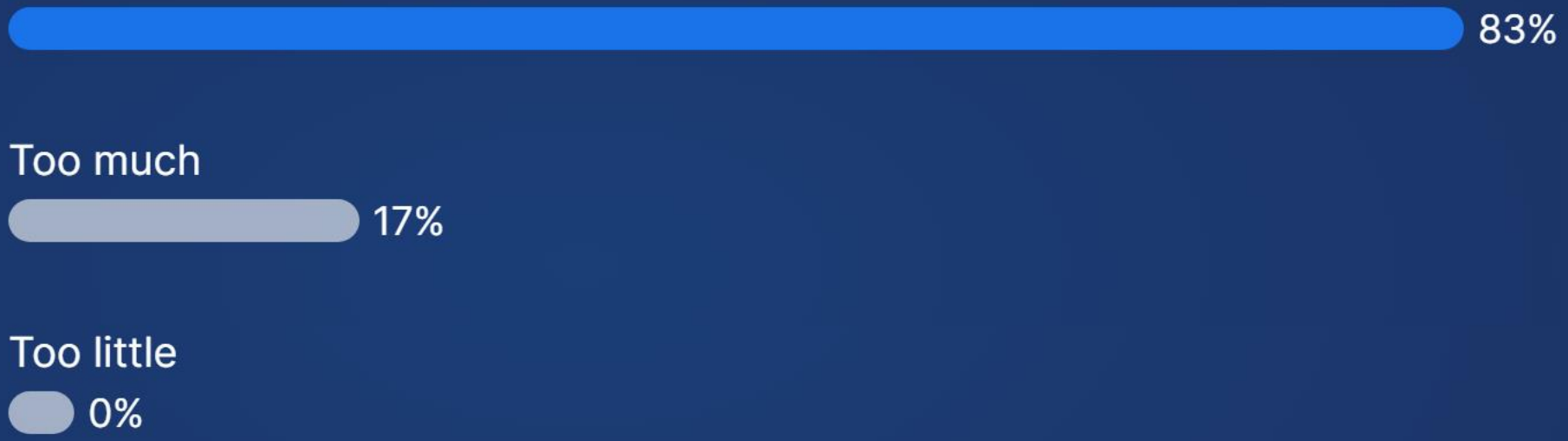
How was last week's workload?



Active poll

12

Join at
slido.com
#ucla

Extension for Group Assignment #3 and revisions?

Yes, we need moar time 😭
92%

No, we wanna code/survey sooner!
8%

Doesn't matter as long as can still submit earlier
0%

Active poll

10

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What does open source mean to you?

Publicly available and accessible

community

Accessible

open source

Not closed

what software should be

open to the public

morework

collective development

Active poll

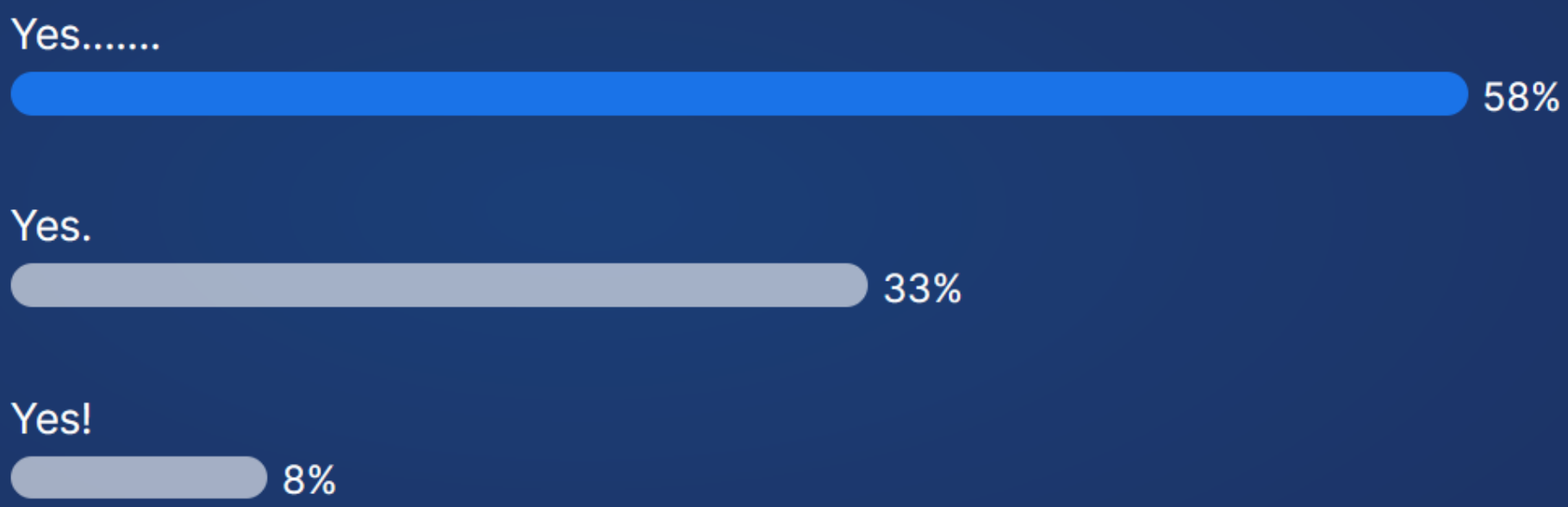
12

Join at

slido.com

#ucla

Do you like Albert's puns?



Theme of the week

How do you decide what technology is right?

Connecting from last week

Technology conflating anti-Zionism (a settler-colonial project) with anti-Semitism

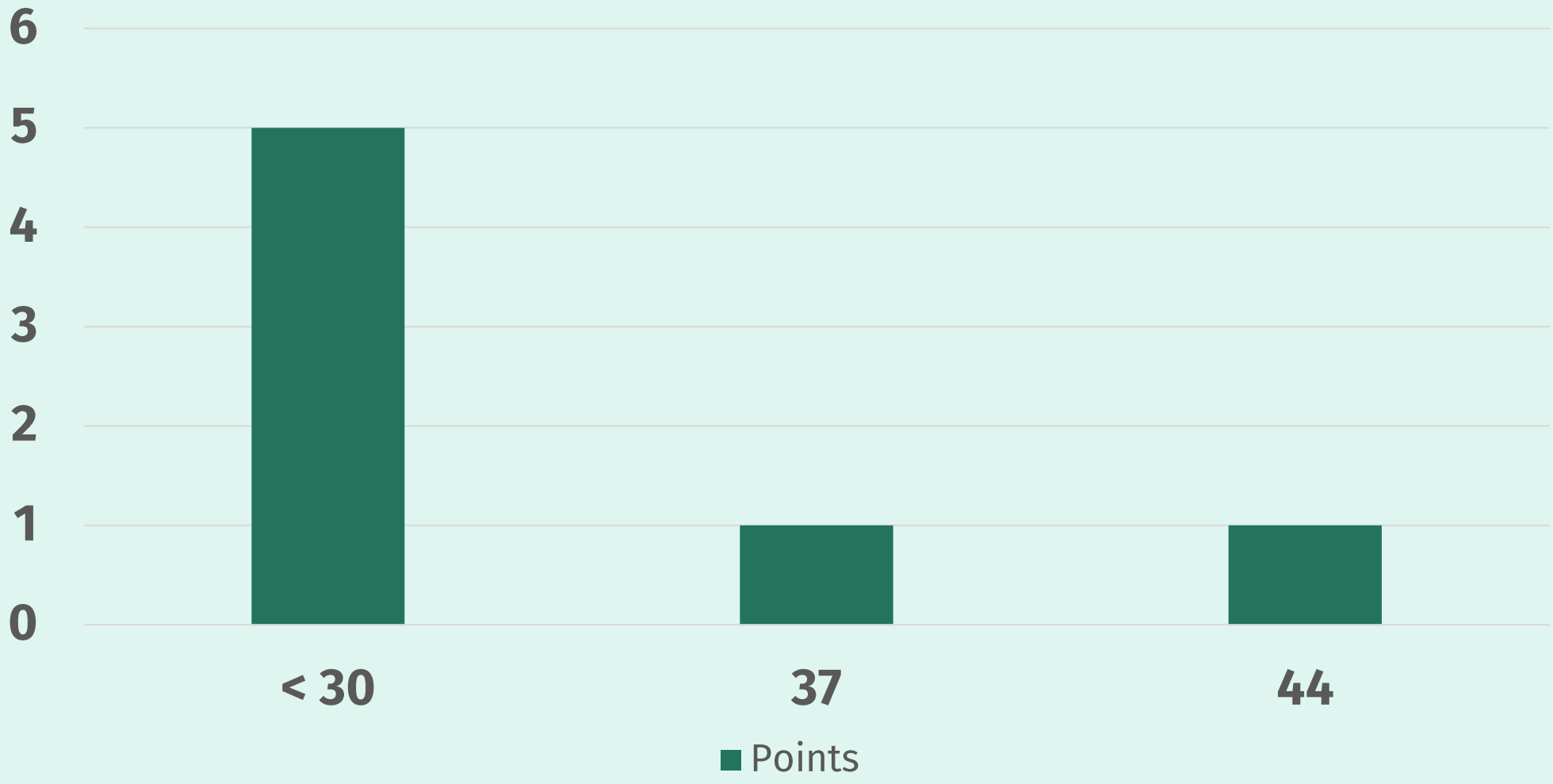
Connecting this topic from last week

Keep an eye on these names!

What is on the horizon

	Monday	Wednesday
Week 4	Open Source	Survey Lab
Week 5	Design Justice	UI/UX Lab
	Group Project Surveys	
Week 6	MapLibre Plugins Lab	Final Lecture
	Rough Draft	**Final Presentations**

Memo Grade Distribution



Overall Class Grade Distribution

What is on the horizon - Assignments

	Monday	Wednesday
Week 4	Thinking Cap #4	Lab #3
Week 5	Thinking Cap #5	Lab #4
	Group - Surveys	
Week 6	Thinking Cap #6	Group - Final
	In-class Lab #5	
	Group - Rough Drafts	

Group Assignment #3

Should revise your survey as soon as possible to make the assignment easier!

Not many assignments left!

- **2 Labs**
- **3 Thinking Caps**
- **1 In-class assignment**
  (Lab)
- **3 Group Assignments**

Light at the end of tunnel!

https://www.bbc.com/news/articles/cger582weplo

Open Source and Web Mapping

Lecture

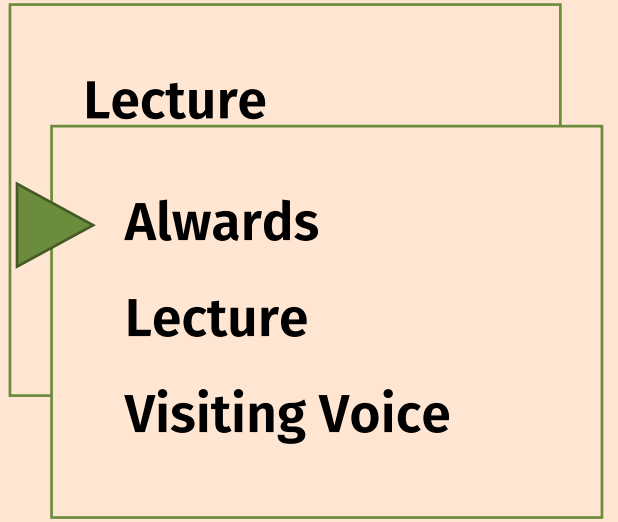
Lecture

Visiting Voice

Group Time

Open Source and Web Mapping

Alwards



スタジオアンジブリアブル

STUDIO UNGHIBLI-VABLEY GREAT

ALWARDS

NICE JOB STAYING THE BOY AND THE HERON TOPIC! (A LITTLE LATE THOUGH!)

Kaila Imada

My ethical views with society and technology has only recently come to some level of maturity after experiencing and ethical dilemma myself...While Crampton in some ways mirror the SAG-AFTRA strike, because they are attempting to nail down a solution, I do think that finding a code of conduct is necessary. However, we are currently seeing the issues of his warnings of solutions sometimes being as bad as the problems.

Sadhana Jeyakumar

“Growing up, I often heard that technology is merely a tool, and its impact depends on how it is used. This idea was usually accompanied with the common knife analogy, such that a knife is just a tool as a surgeon can use it to save lives while a murderer can use it to harm others... viewing technology as a model rather than a tool aligns with my belief that ethical considerations must address both societal and technological aspects, as neither side is completely guilty or innocent when it comes to social challenges...”

THE THINKIKI-NG CAP OF THE WEEK

Michelle Zhao

When it comes to society and technology, I believe simply that the well-being of people should be prioritized. I don't think social media in its current and most popular form could ever become an ethical tool even if the world suddenly shifted to a different -ism overnight because, ultimately, it has become a tool against people rather than for people; the bad actors right now may be capitalism and technocratic agendas, but unregulated technology like social media and big data analysis inherently have made it and will continue to make it much easier for the elite to abuse their power and influence over the rest of society.

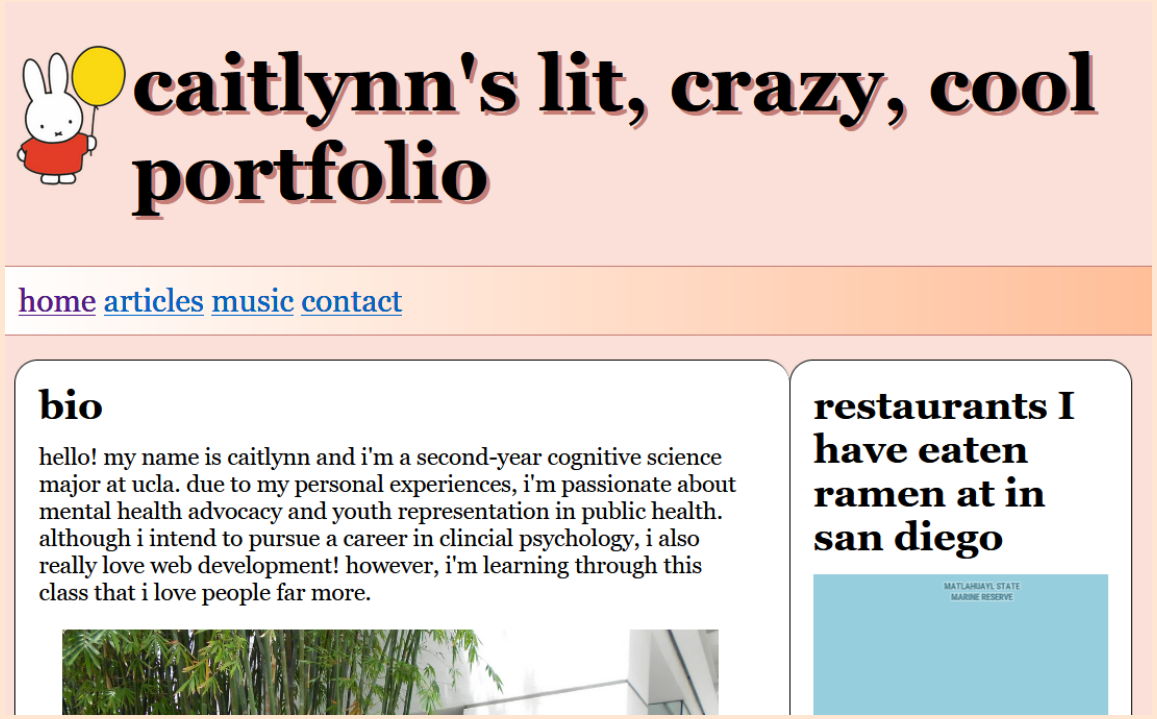
NICE STYLING OF BULLET PONYO-INTS!

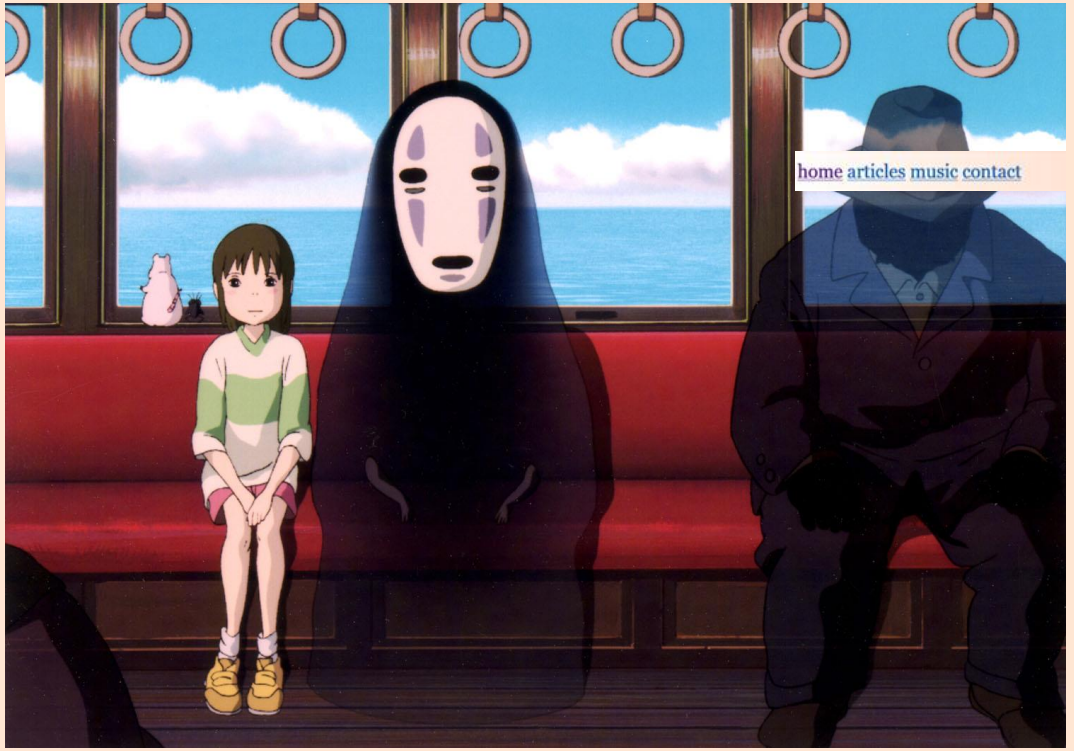
Jasmine Reyes

https://shintuzd.github.io/23s-asiaam-191a-assignments/week2/maps.html

I'VE SPIRITED AWAY-ITED FOR SOMEONE TO ADD A MENU HEADER

Caitlynn Hauw

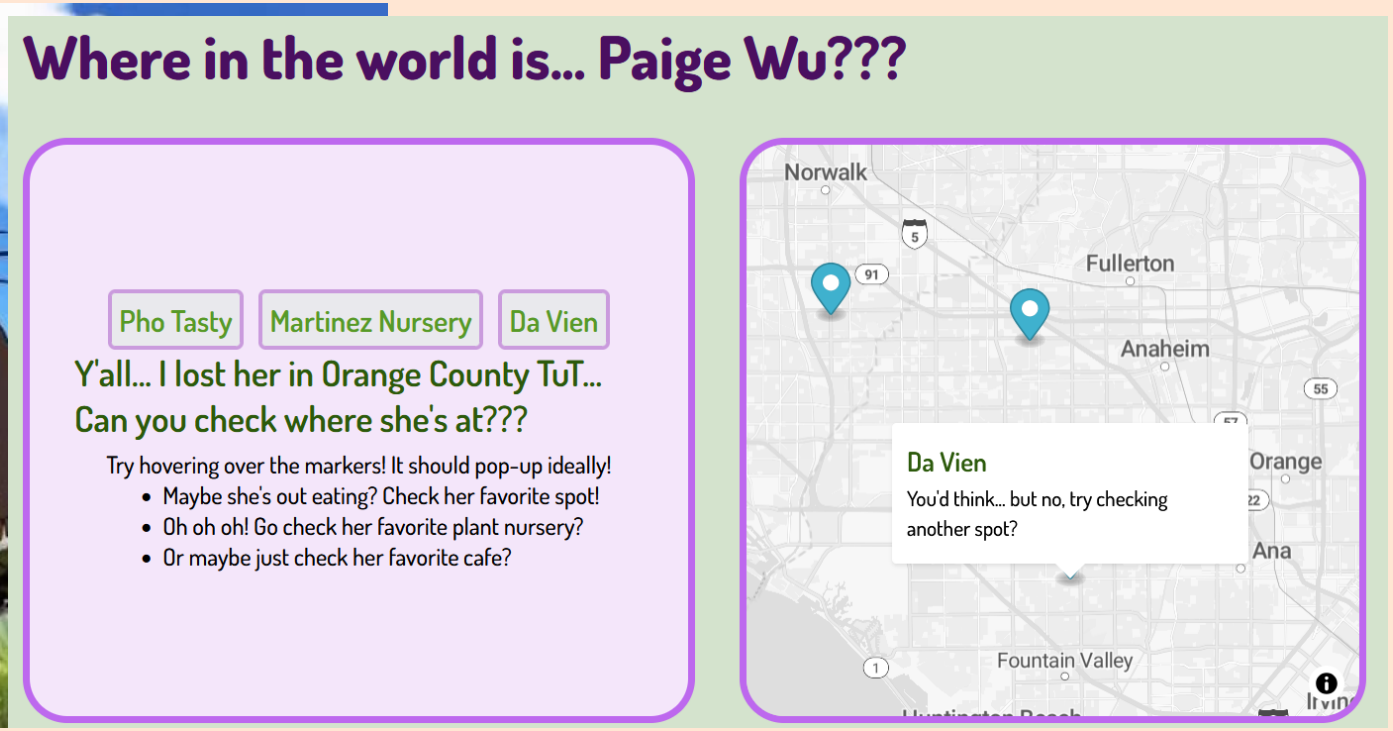




https://caitlynn-hauw.github.io/aa191-assignments/week2/index.html

NICE MY NEIGHBOR TOTOROLL-OVER MOUSE EVENT

Paige Wu



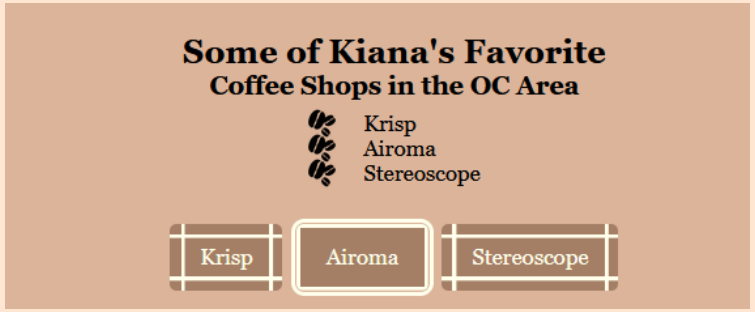
https://pwinnie2026.github.io/24su-asiaam-191a-labs/Week2Extra/index.html

PORCO ROSSOLD ME ON YOUR ANIMATED BUTTONS

Kaila Imada

https://kimada62.github.io/24su-asiaam-191a-labs/week2/

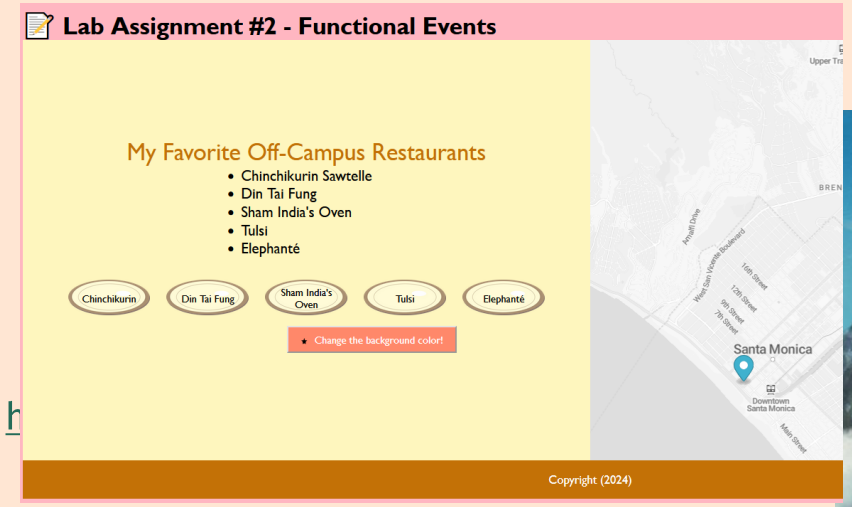
Kiana Tran



https://kianaptran.github.io/24su-asiaam-191a-labs/week2submission/

NICE RANDOM BUTTON CHANGING THE BACKGROUND CSS COLOR'S HOWL'S MOVING CASTLE-MENT!

Sadhana Jeyakumar



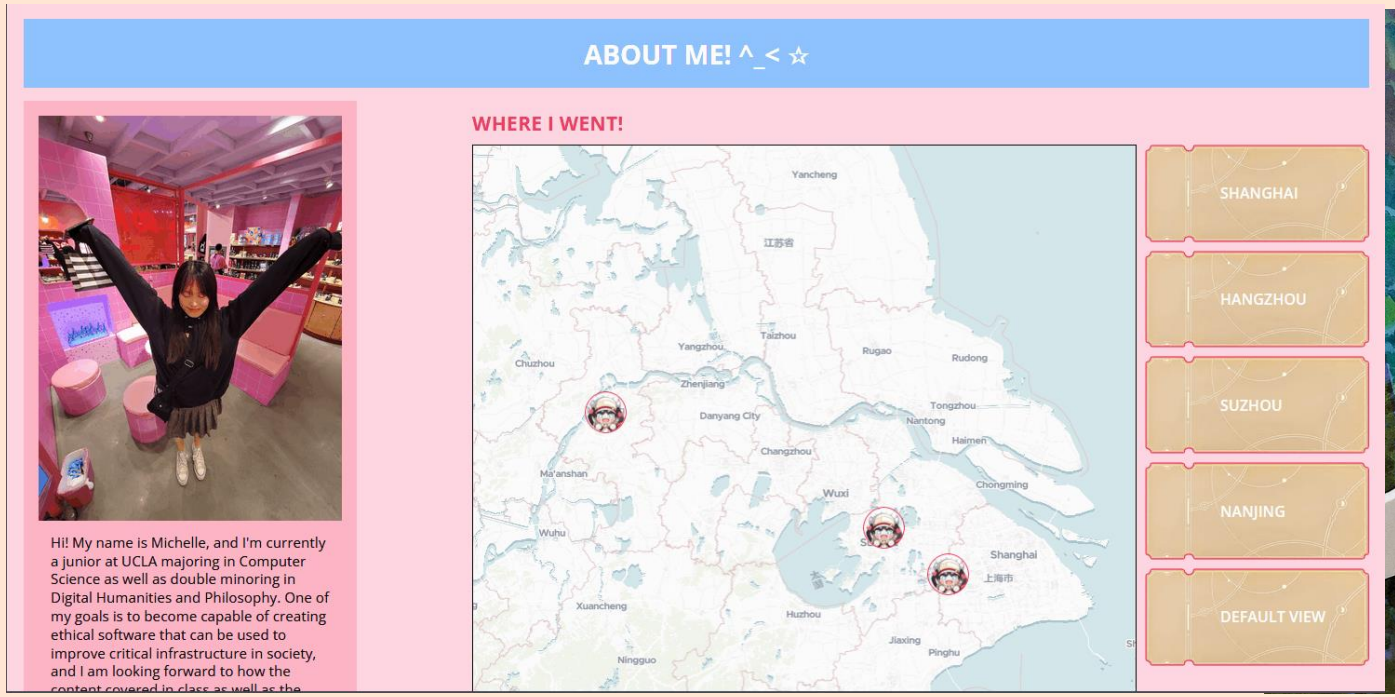
Keiya Wada

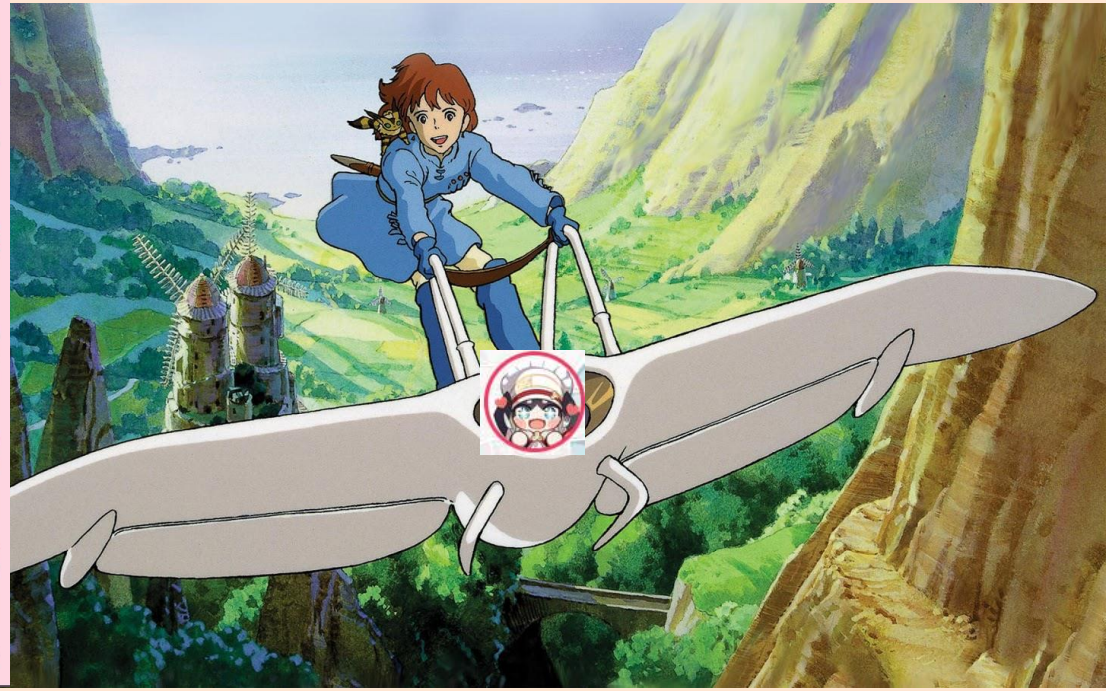
https://sjeyakum.github.io/24su-aas191a-labs/week2/index.html

https://keiya-wada.github.io/asiaam-labs/week2/index.html

NAUSICAÄNIMATED BUTTONS AND POPUPS FOR THE WIN(D)!

Michelle Zhao

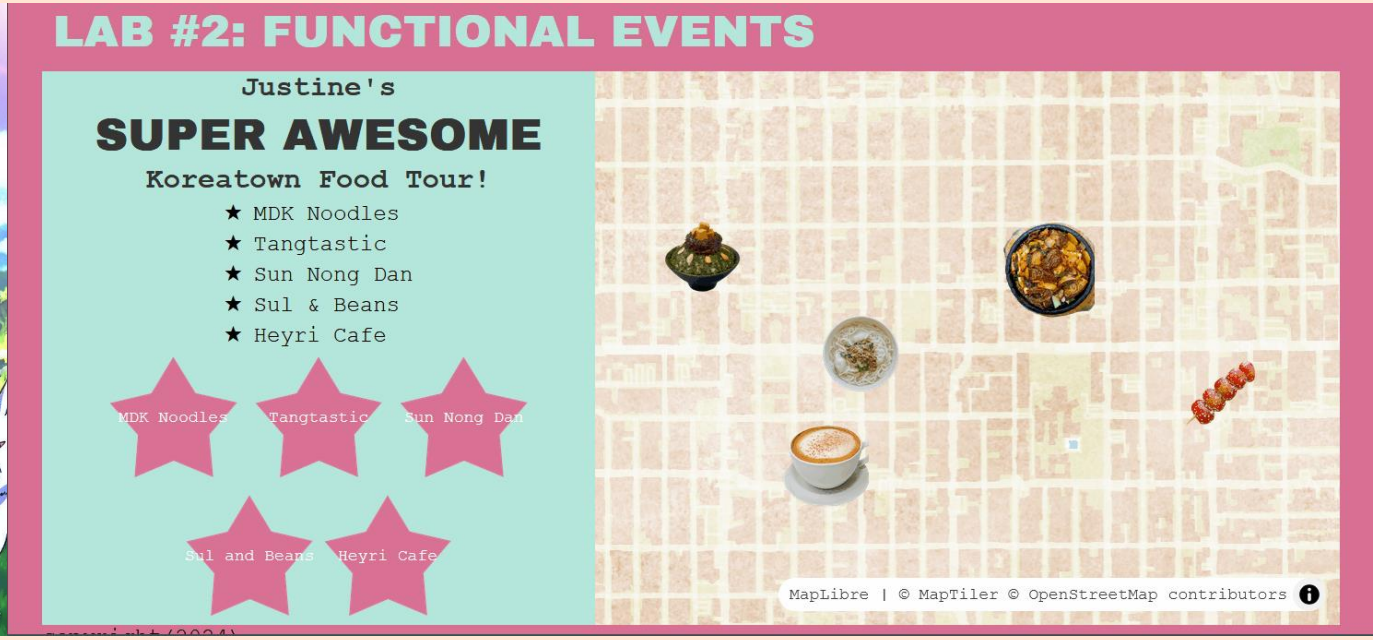




https://catherinehhu.github.io/191a-labs/week2/map.html

I JUST HAD TO PRINCESS MONONO-CAVE-IN AGAIN FOR THIS LAB OF THE WEEK!

Justine Lim



https://stinest.github.io/24su-191a-labs/week2/index.html

Lecture

Ethical Software and Developing for Civil Society

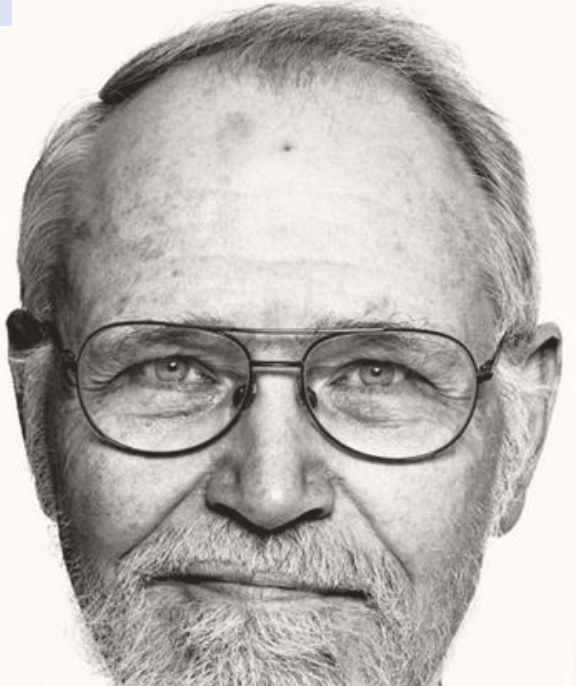
Lecture

Alwards

Lecture

Visiting Voice

Open Source



https://www.facesofopensource.com/

The Three Opens

- Open Source
- Open Standards
- Open Data

My Thinking Cap

Personally, I believe that technology and society need to be viewed holistically- as a part of the entire human experience.

We should constantly evaluate how society and technology are connected and need to affect each other in a balanced way.

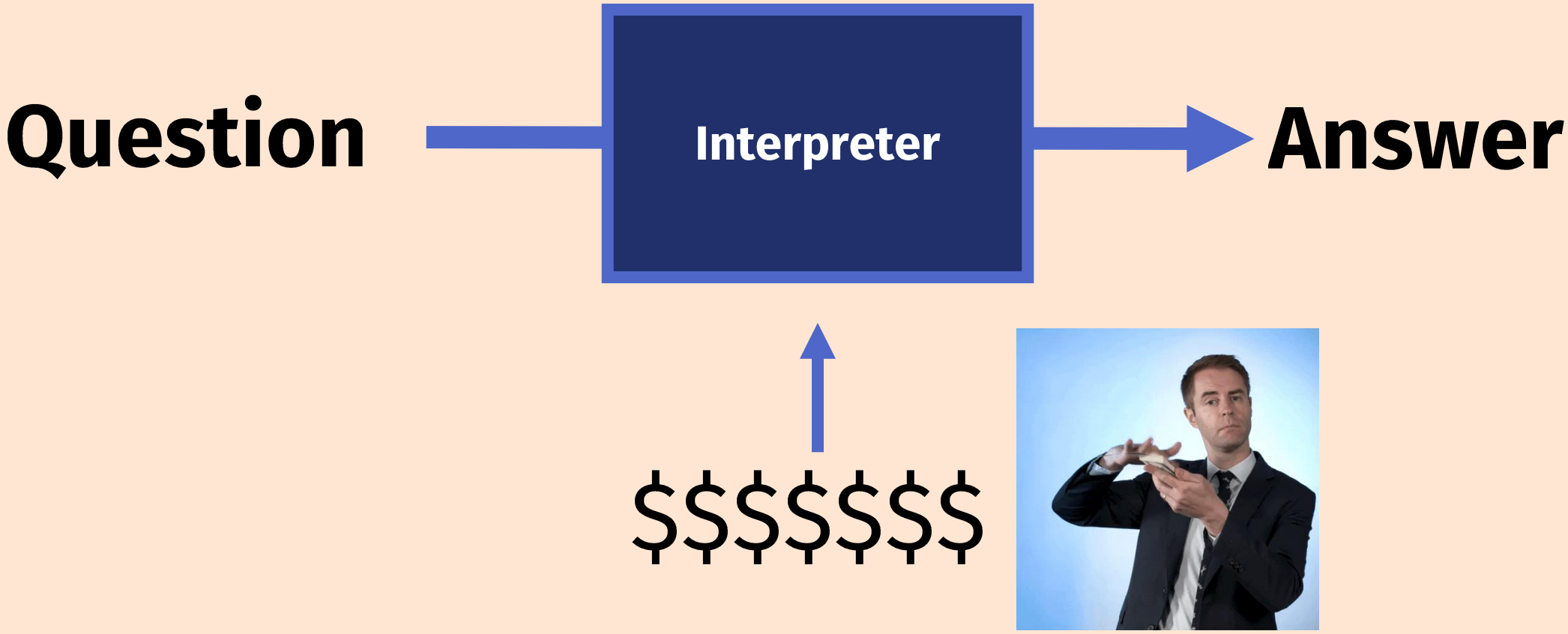
I believe ethics uplift civil society because I accept the need to look at communities as a whole and not just subjects/sources of data.

Leads to.....

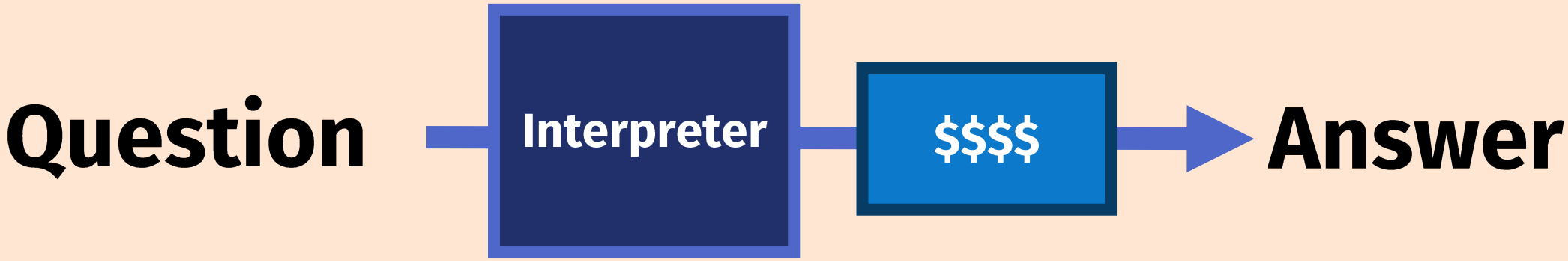
A collaborative open-community

Is this enough?

What is programming?



What is programming?



Importance of an open internet.....

Input

Interpreter

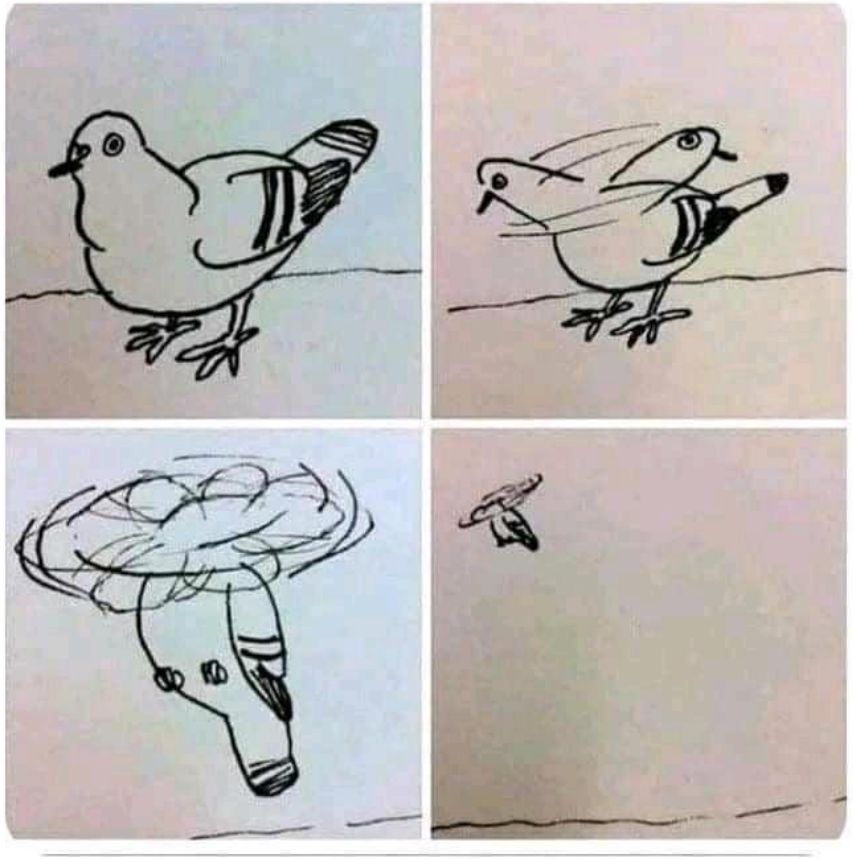
$$$$

Output

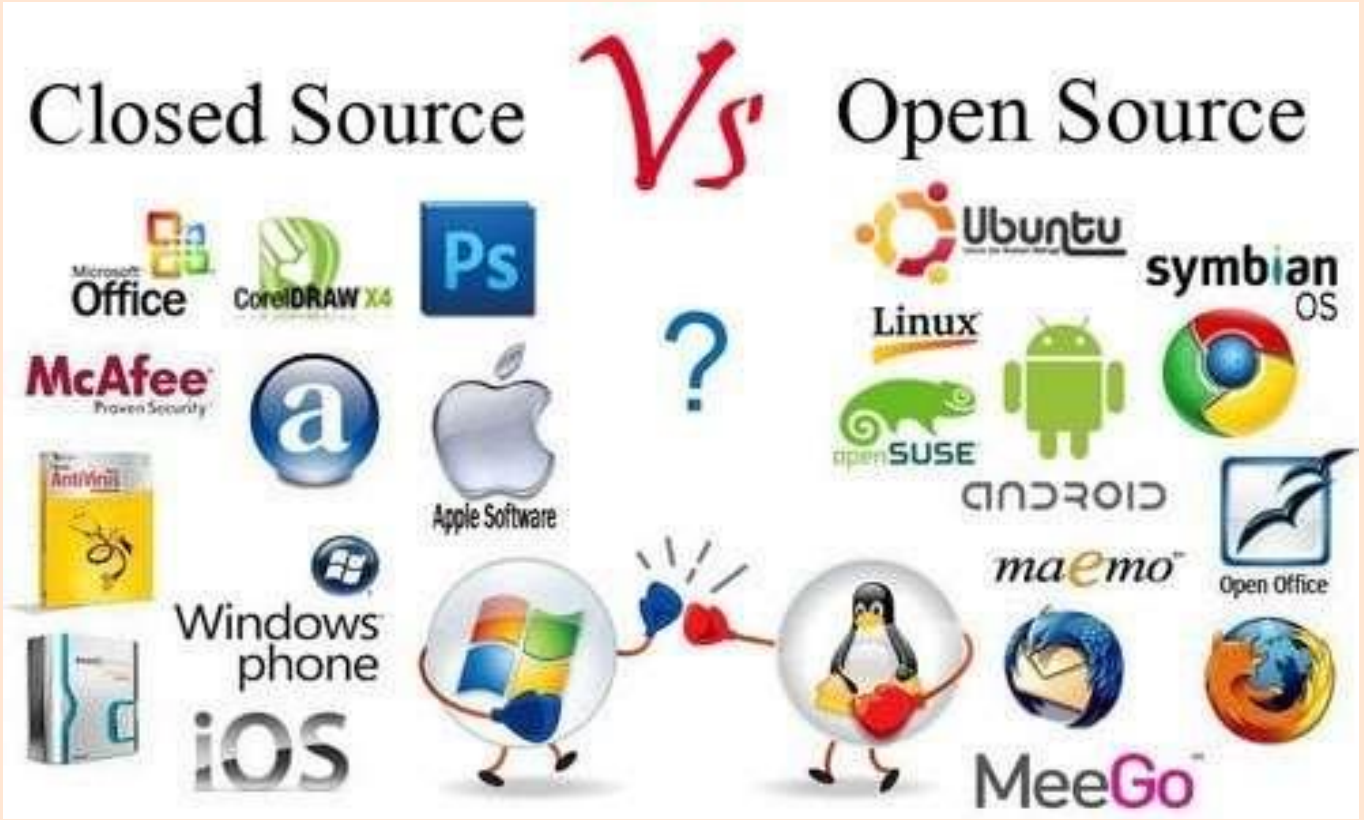
A programmer vs. non-programmer

When we see code, we don’t give up!

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

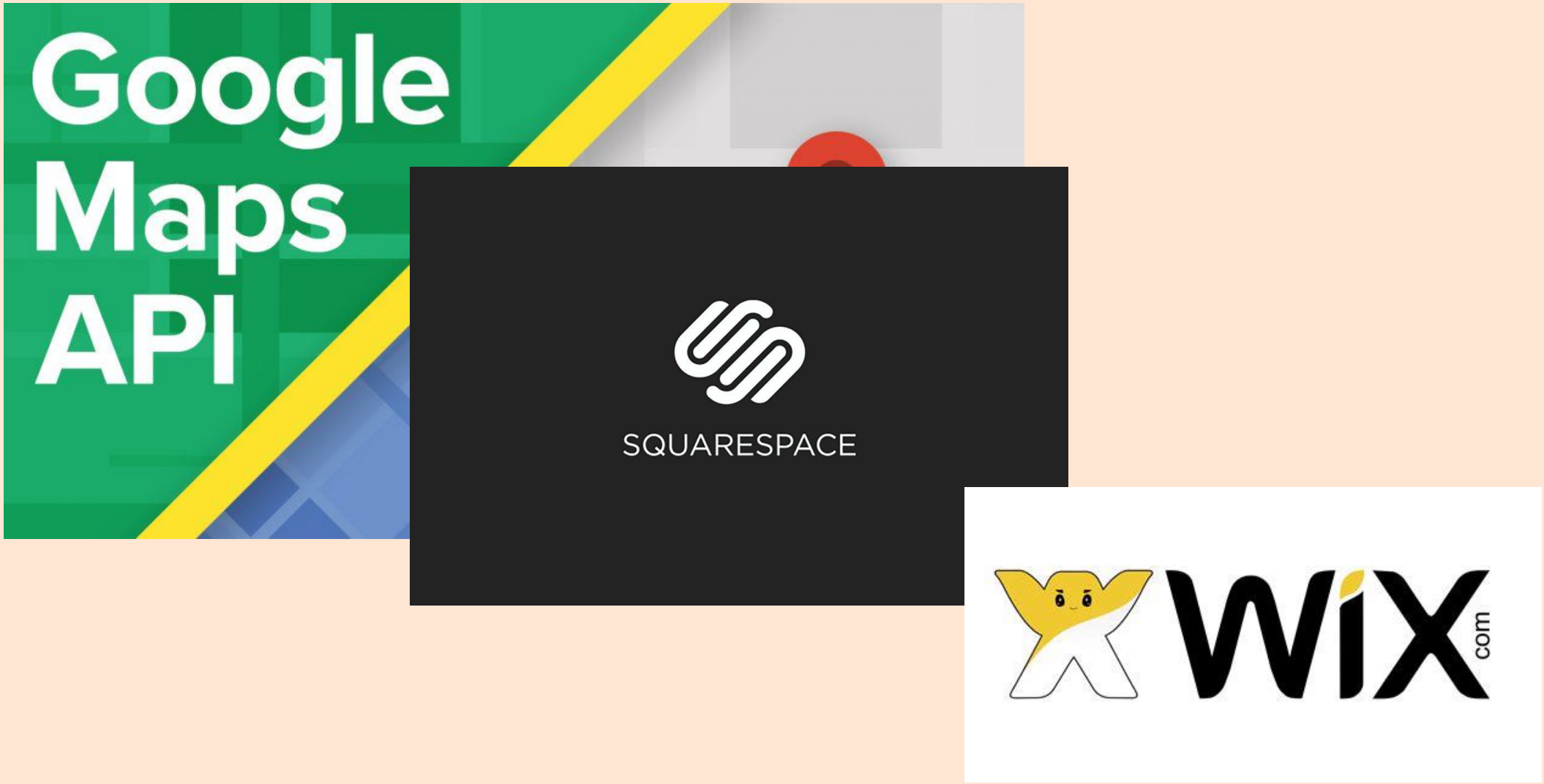


Ethics of technology usage



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 MapLibre instead of.....



It’s like learning to cook with only a microwave.....

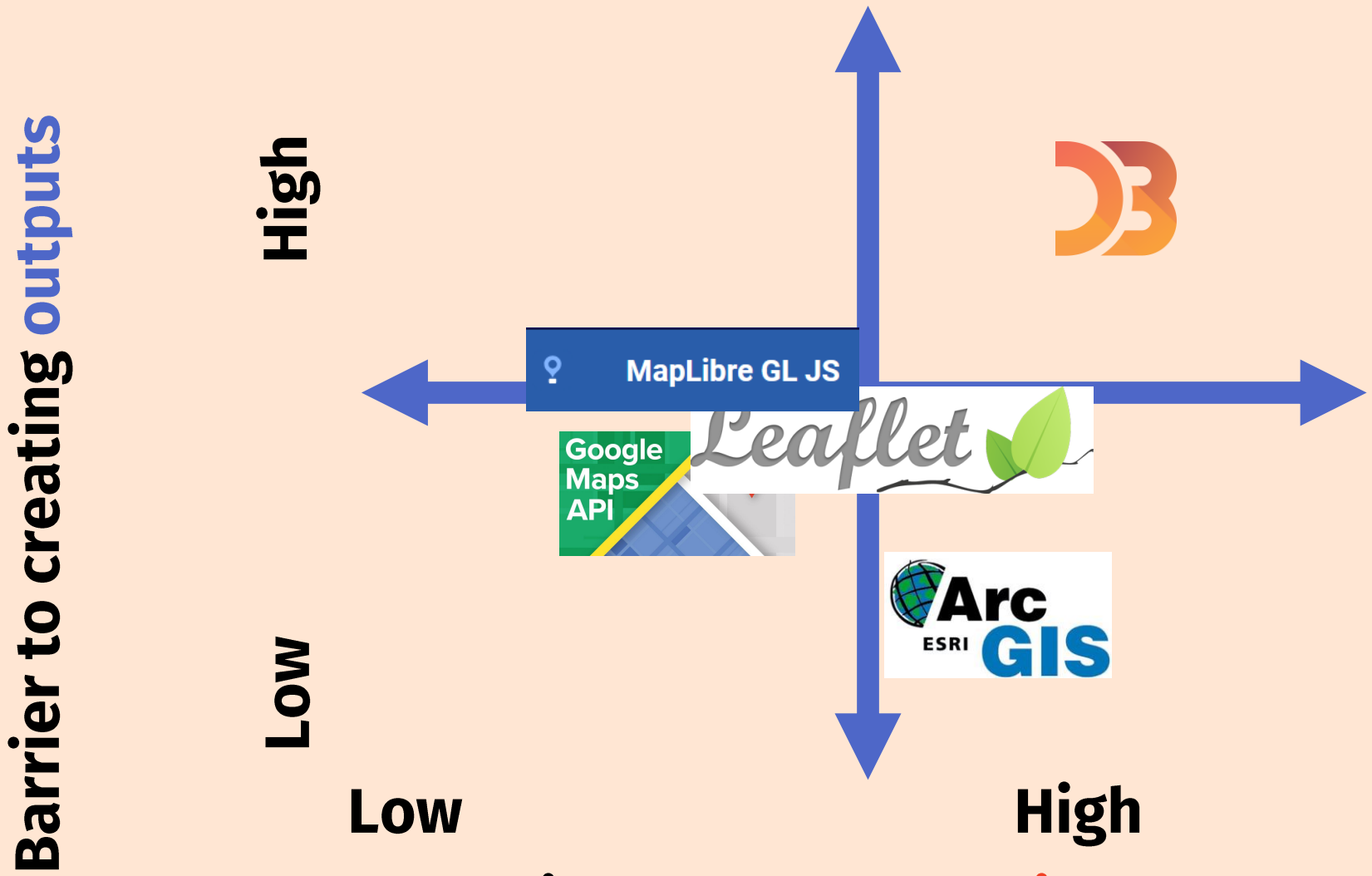
For convenience, you ignore

- Ingredients
- Healthiness
- Dependency on the tool

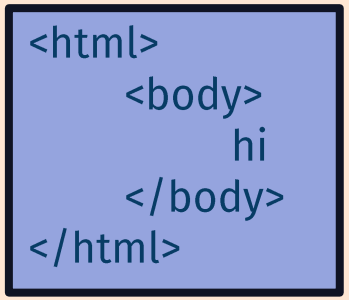
But most importantly...

- Why are cooking in the first place!!

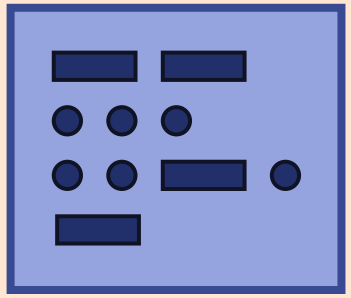
GIS Technologies



Open-source vs Closed-Source



VS

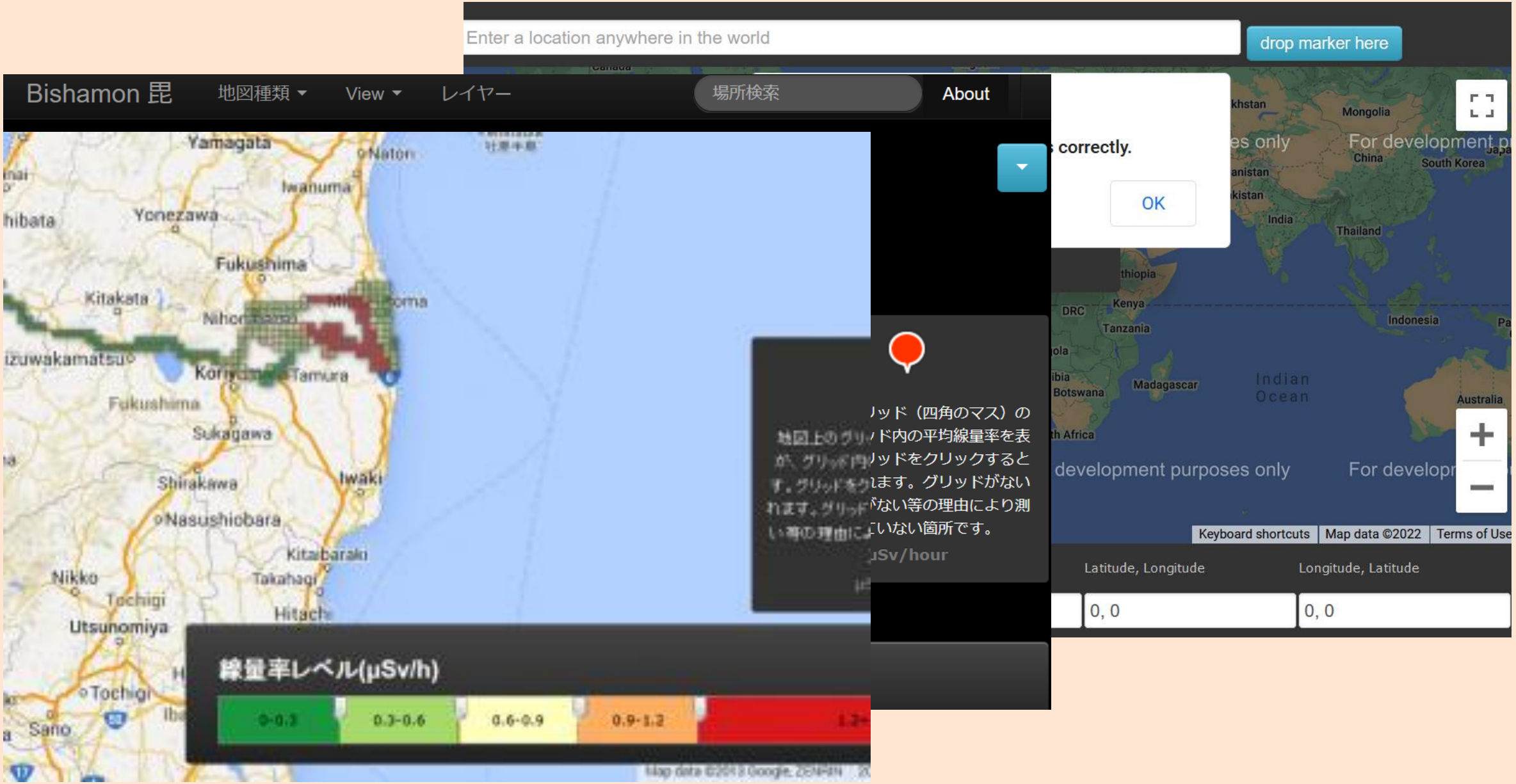


You can see the code

You can never see the code

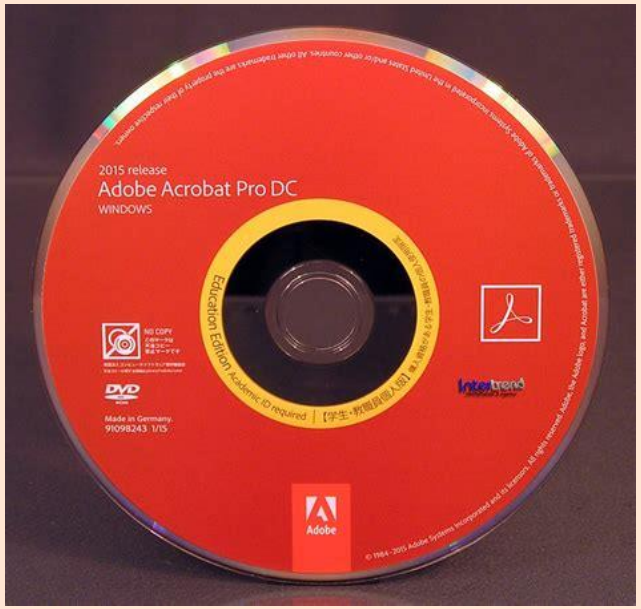
Think about why is this important?

Google API Depreciation



Quick History on software.....

Quick History on software.....



Bruce Momjian	Joe Conway	Alvaro Herrera
Thomas Munro	Tom Lane	Andrew Dunstan
Robert Haas	Stephen Frost	Peter Eisentraut
Amit Kapila	Peter Geoghegan	Tomas Vondra
Andres Freund	Teodor Sigaev	Heikki Linnakangas
Kevin Grittner	Alexander Korotkov	Greg Stark
Michael Paquier	Jeff Davis	Magnus Hagander
Fujii Masao	Michael Meskes	Tatsuo Ishii
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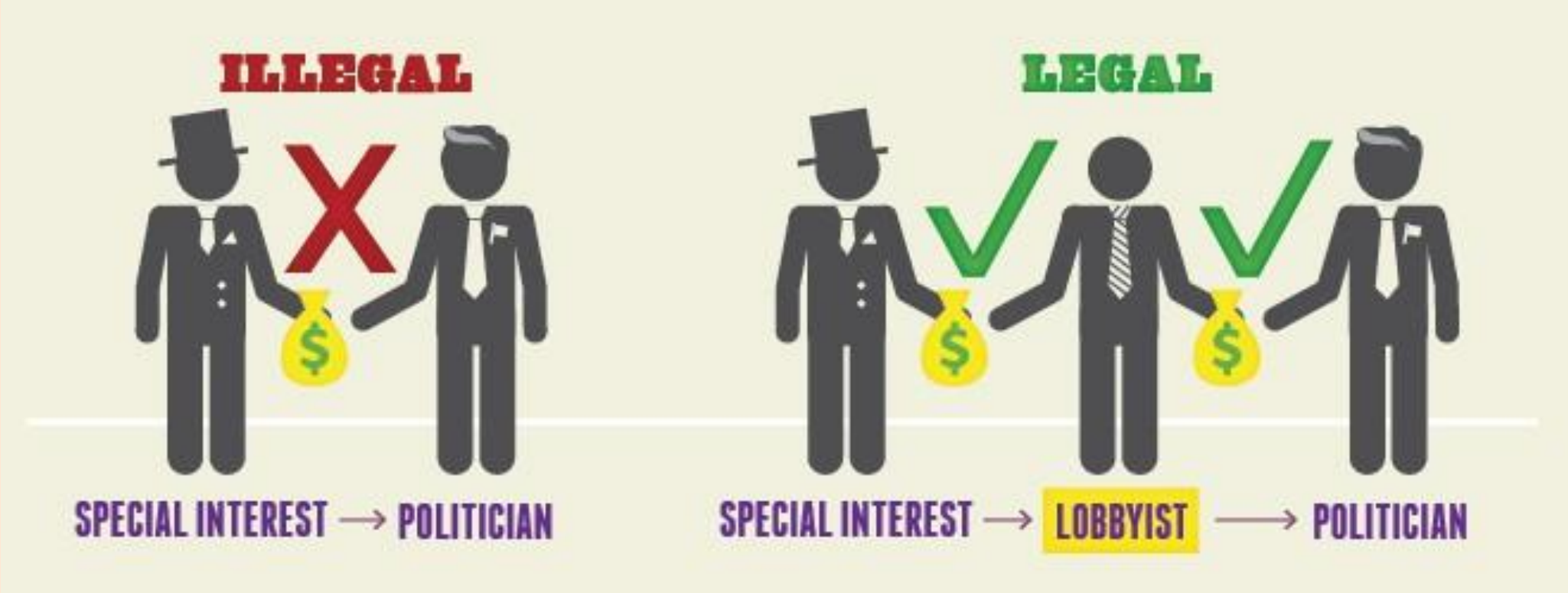
Is this fair?

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

Have coporations infiltrated open source?



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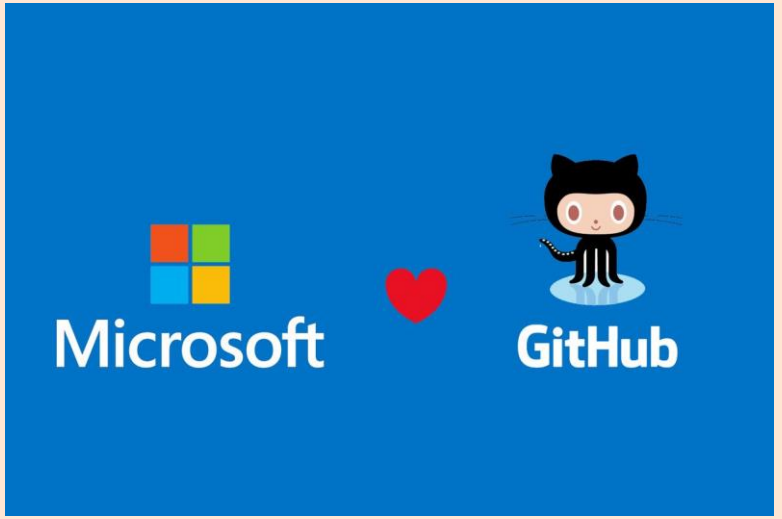
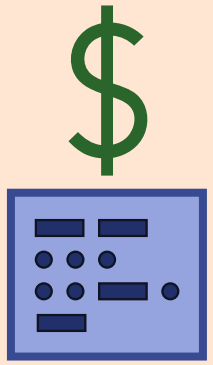


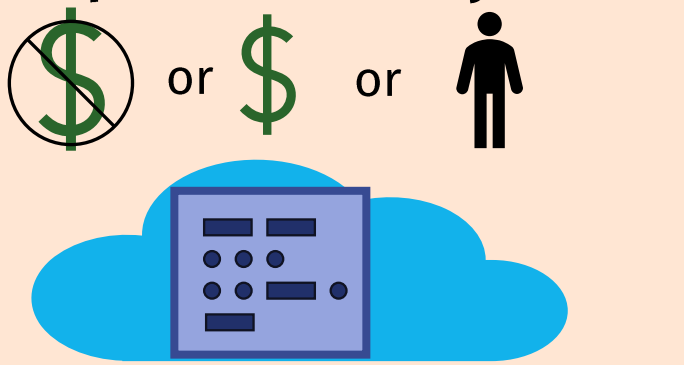
A summary of Open vs. Close source

Proprietary Software

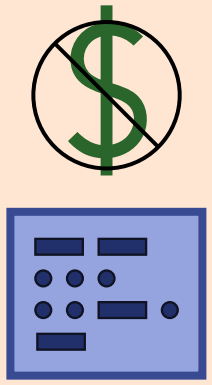


Software as a Service

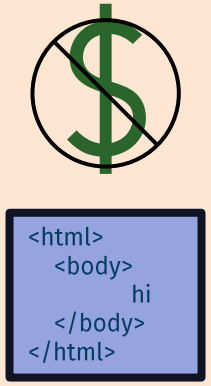
To a point **Takes your data**



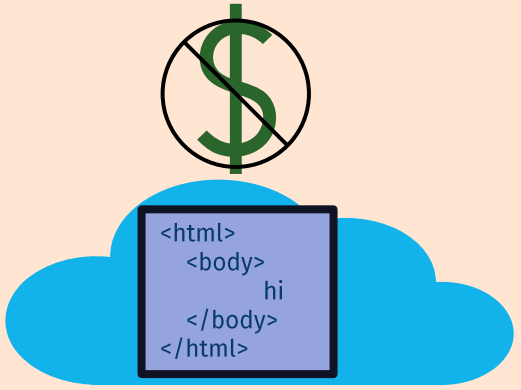
Free software



Open Source Software



Open Software as a Service



Open Source

No costs and long-term application viability

Vs.

Closed Source

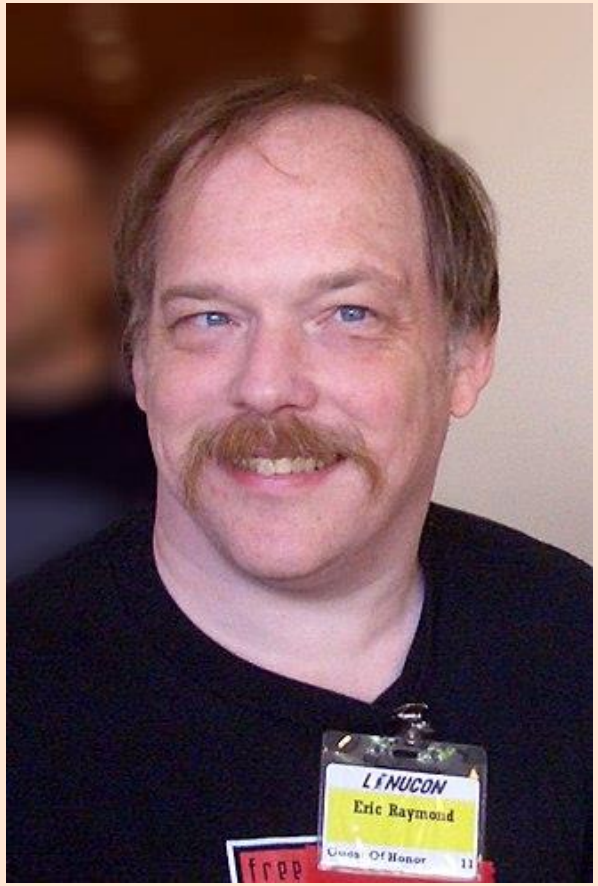
Short-term costs and variable application viability

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?

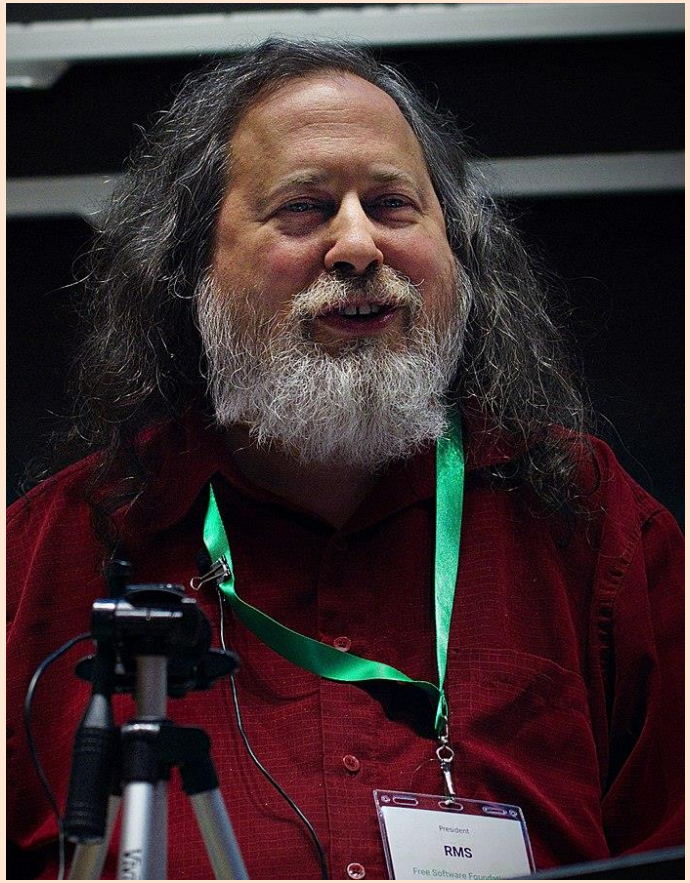
Issues with open source...

Eric S. Raymond



Founder of Open Source Initiative

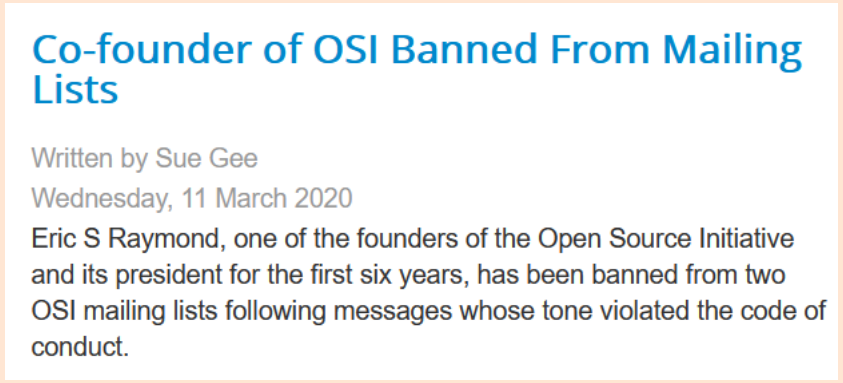
Richard Stallman



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

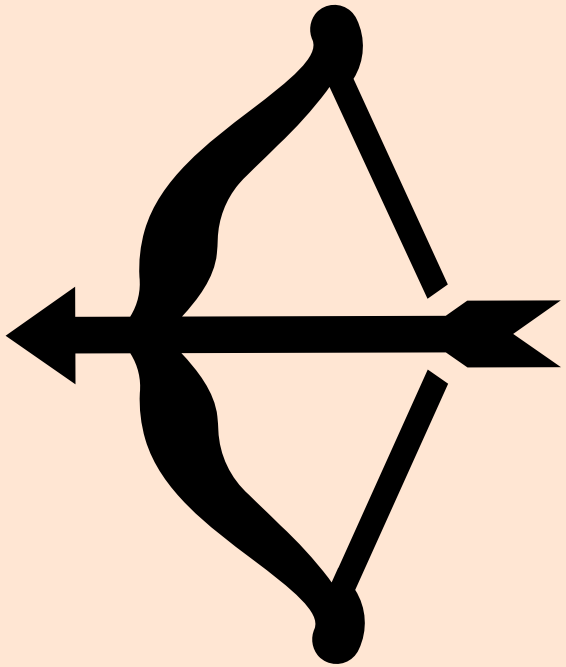
Steven J. Vaughan-Nichols · 3/24/2021

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

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?

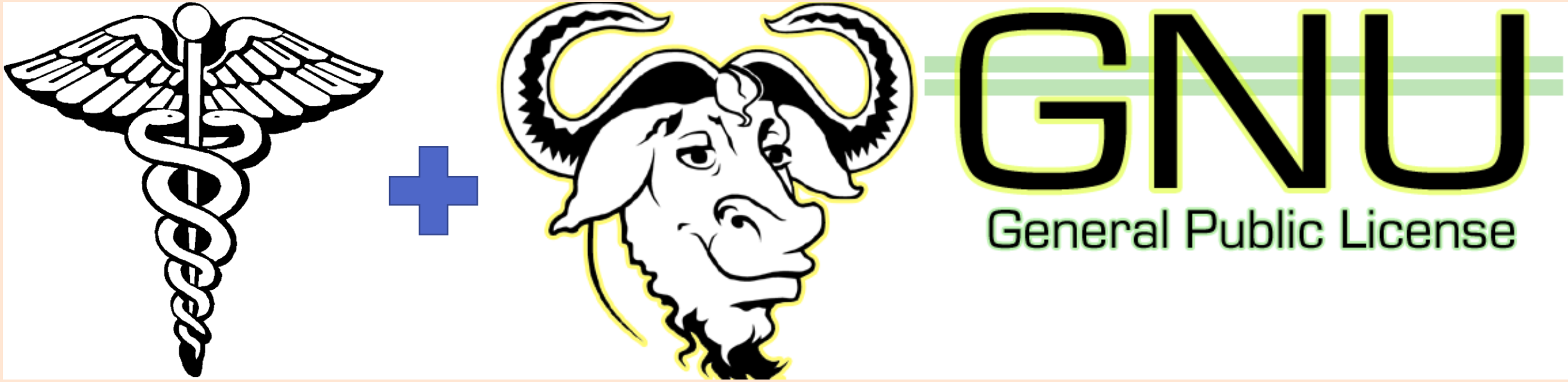
Hint: It’s related to ethics!

Ethical Source Licensing

Established in 2019

https://ethicalsource.dev/

What is Ethical Source Licensing?



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

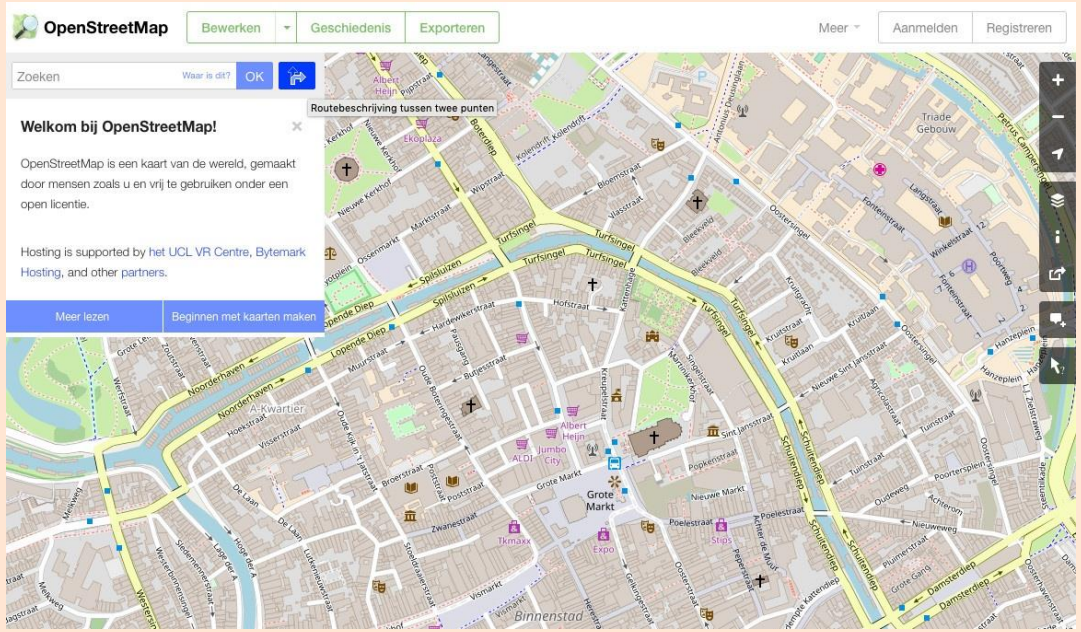
Mapping this back to maps and coding

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

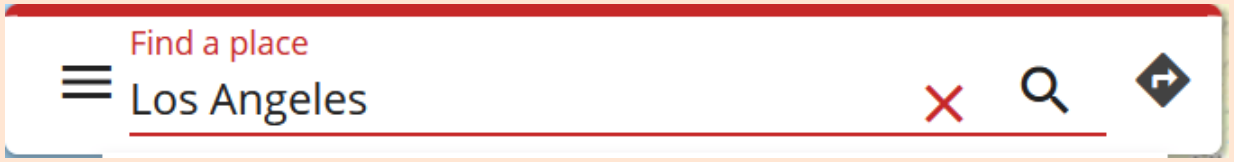
Google Maps

Open Street Map



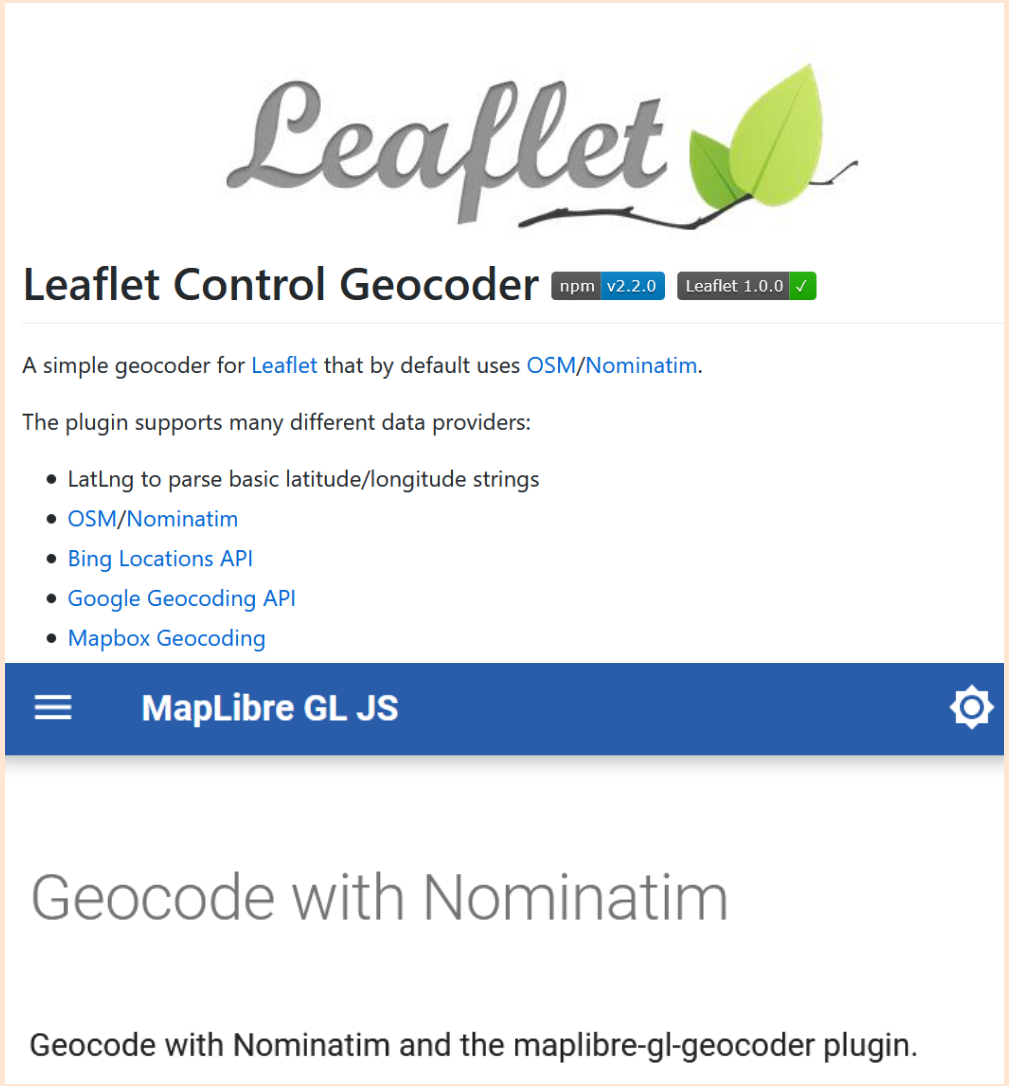
Would you contribute data willingly to Google Maps?
What are you giving up/gaining between using Google Maps vs. Open Street Map?

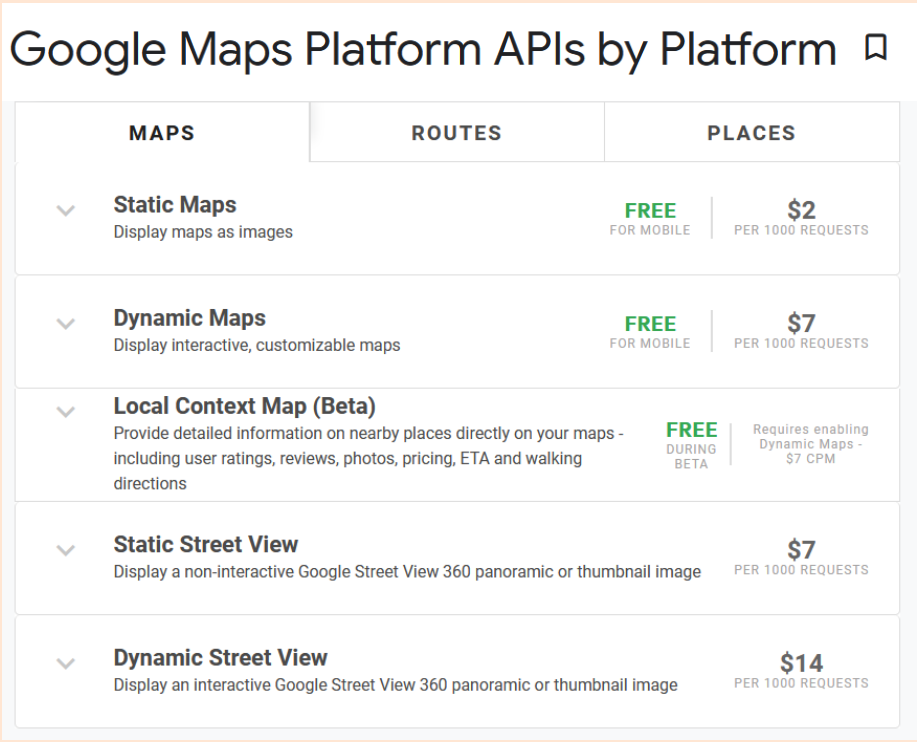
Example: Geocoding

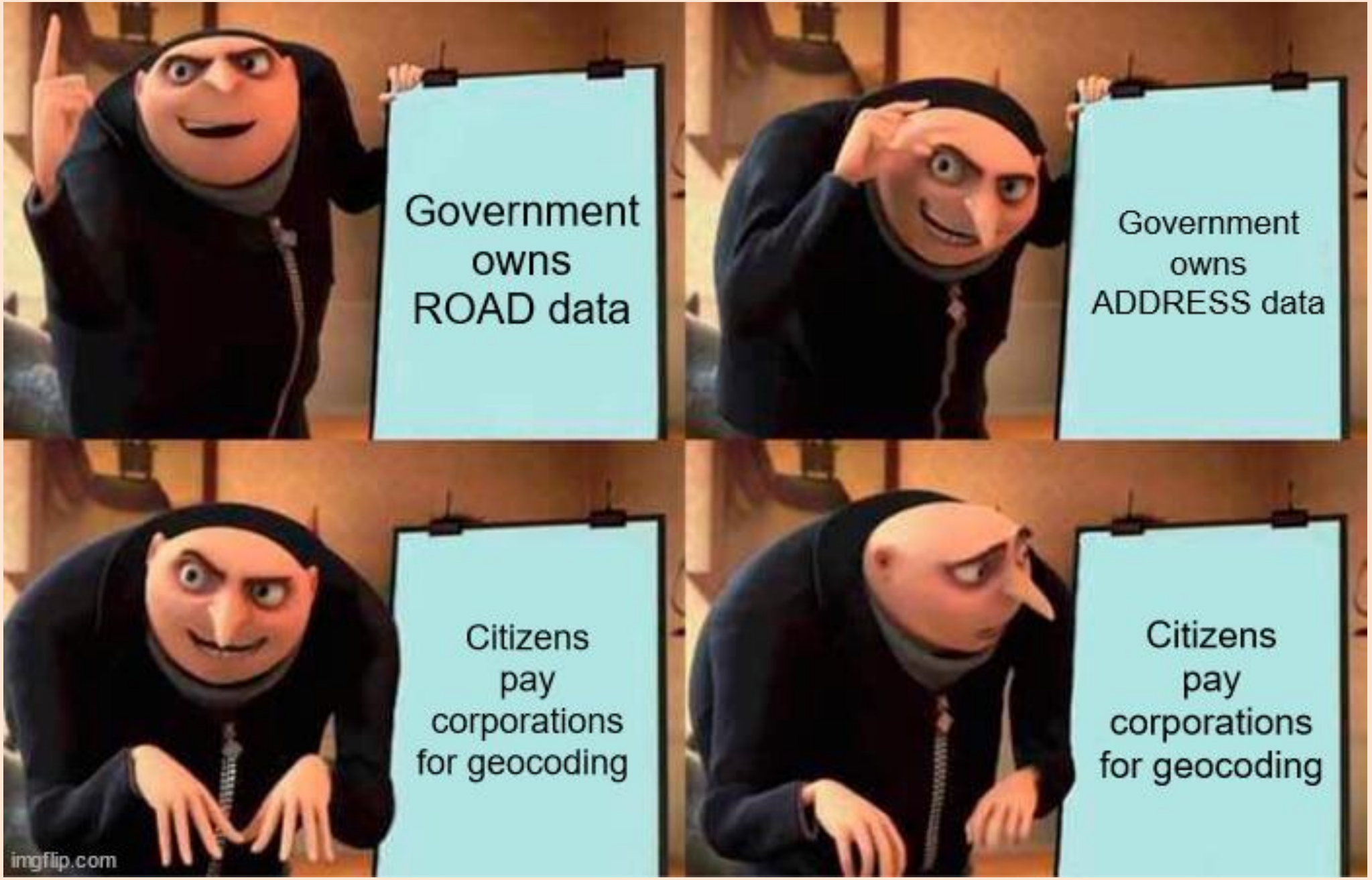


Name: **Los Angeles, CA,USA**
Country: **United States**
Layer: **Locality**
Lon.: **-118.25703**
Lat.: **34.05513**

Leaflet and MapLibre vs. Google Maps (again)



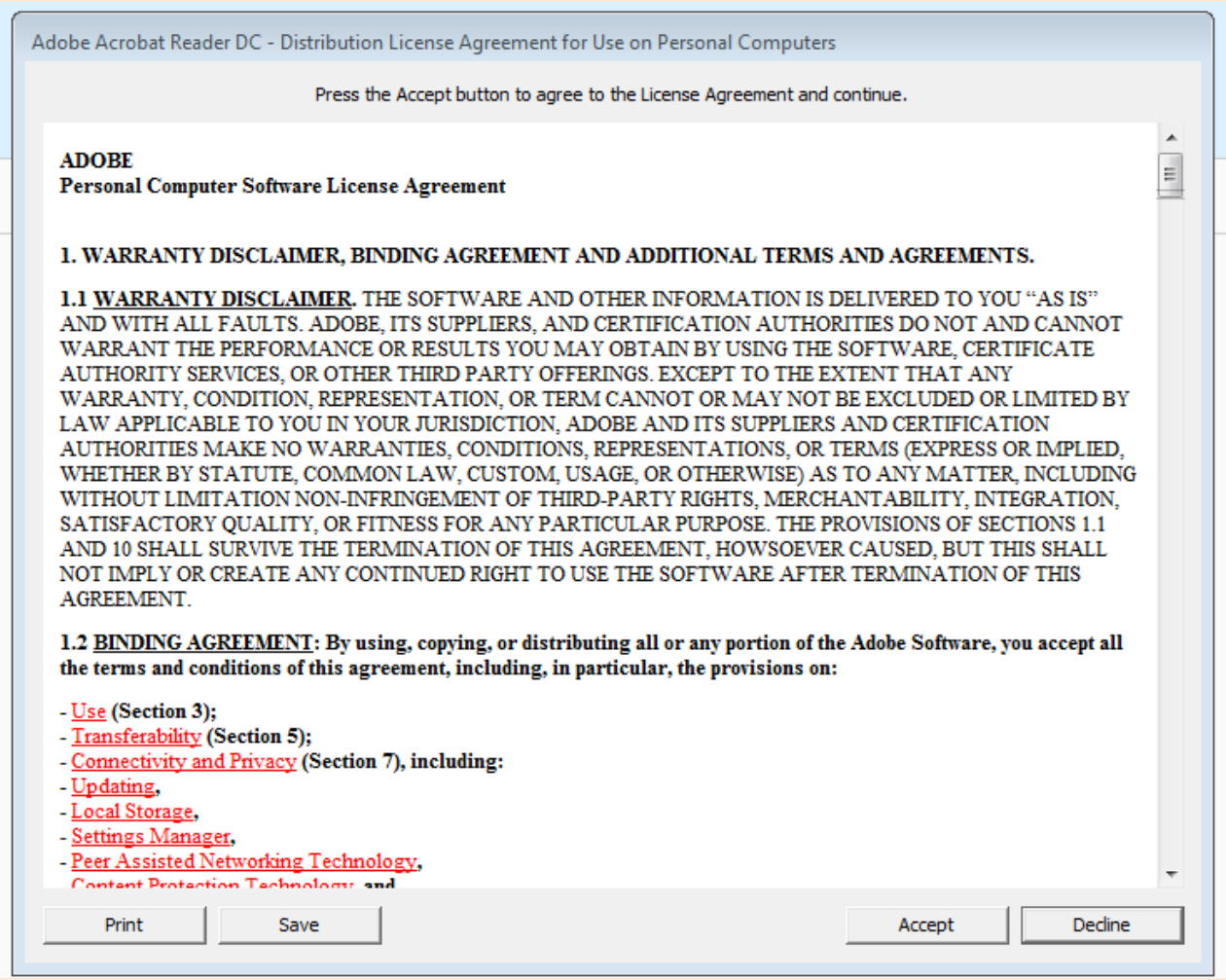



Government owns ROAD data
Government owns ADDRESS data
Citizens pay corporations for geocoding
Citizens pay corporations for geocoding
imgflip.com

Public data is now the commodity

Governments use 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

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.

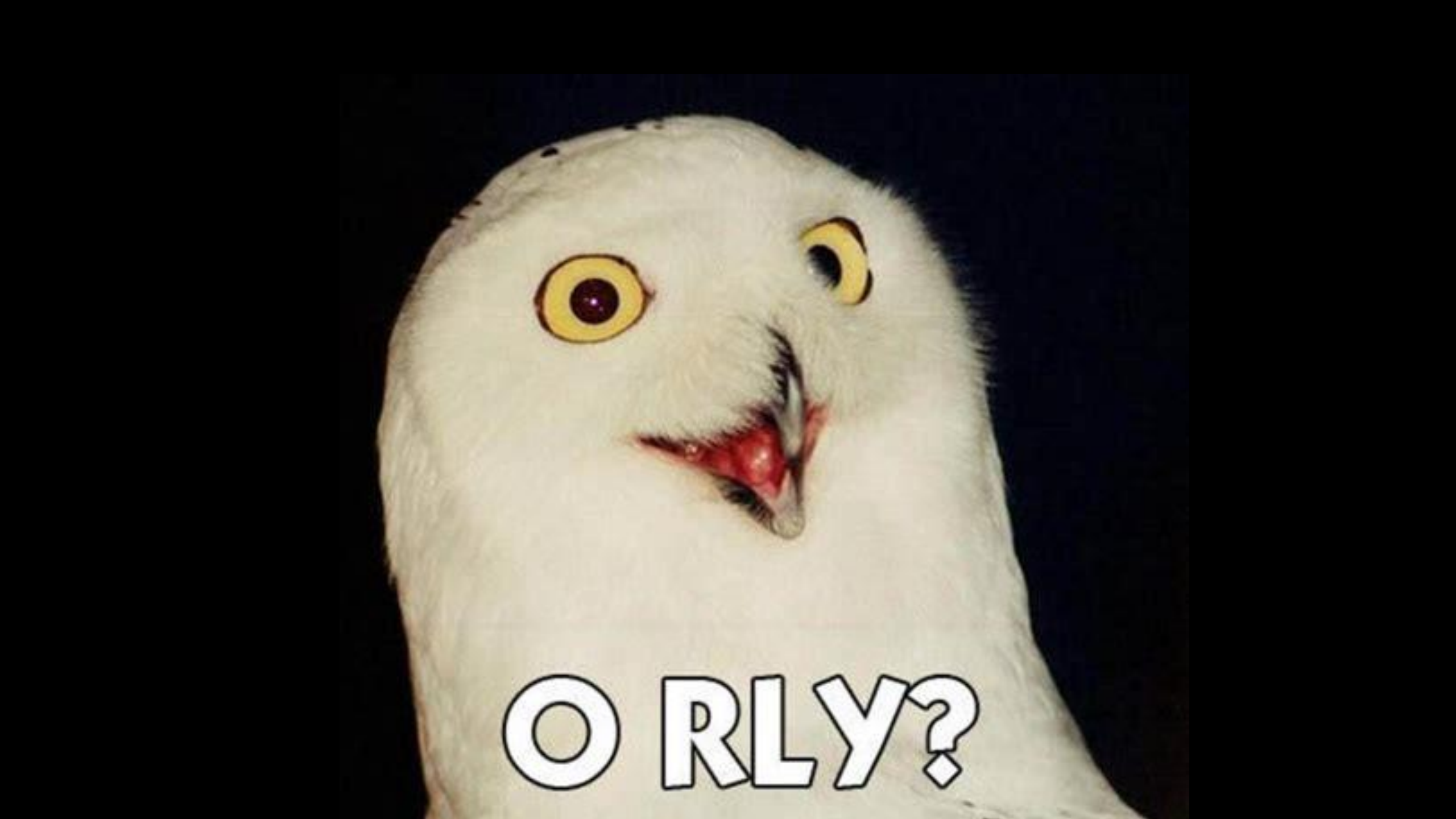
How far will you (Pokemon) Go to protect your private data?

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

Google

“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

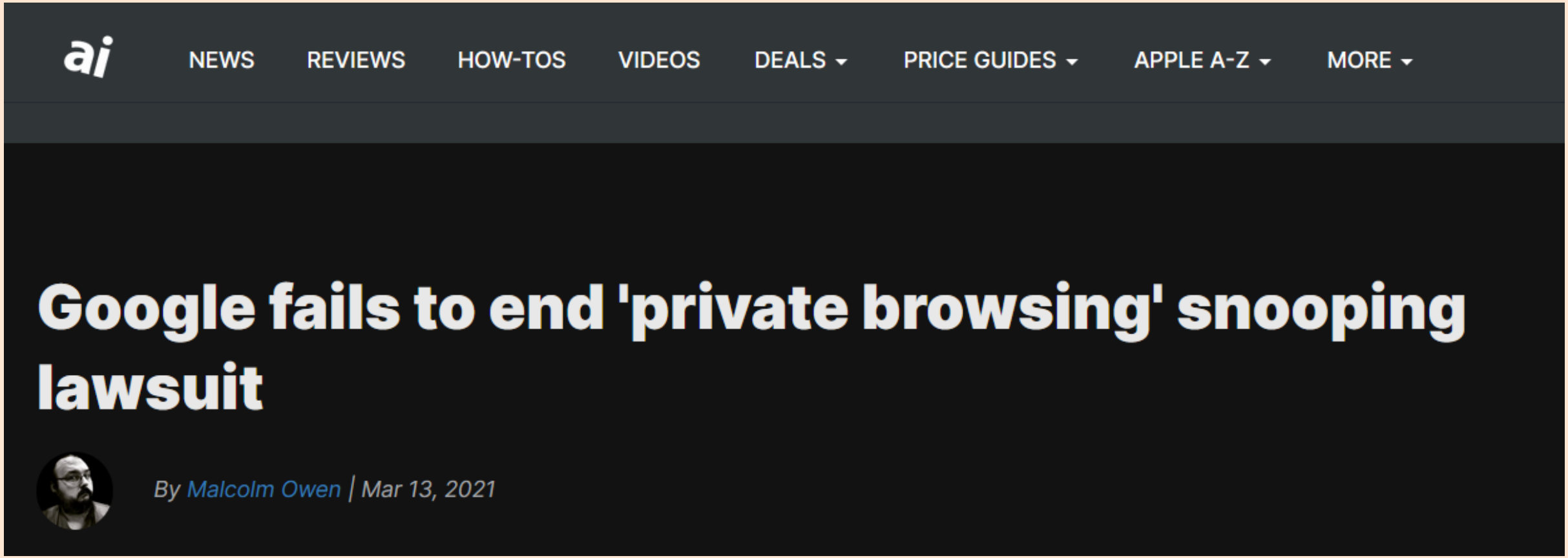
Google "cannot continue to engage in the covert and unauthorized data collection from virtually every American with a computer or phone," the complaint said.

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



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

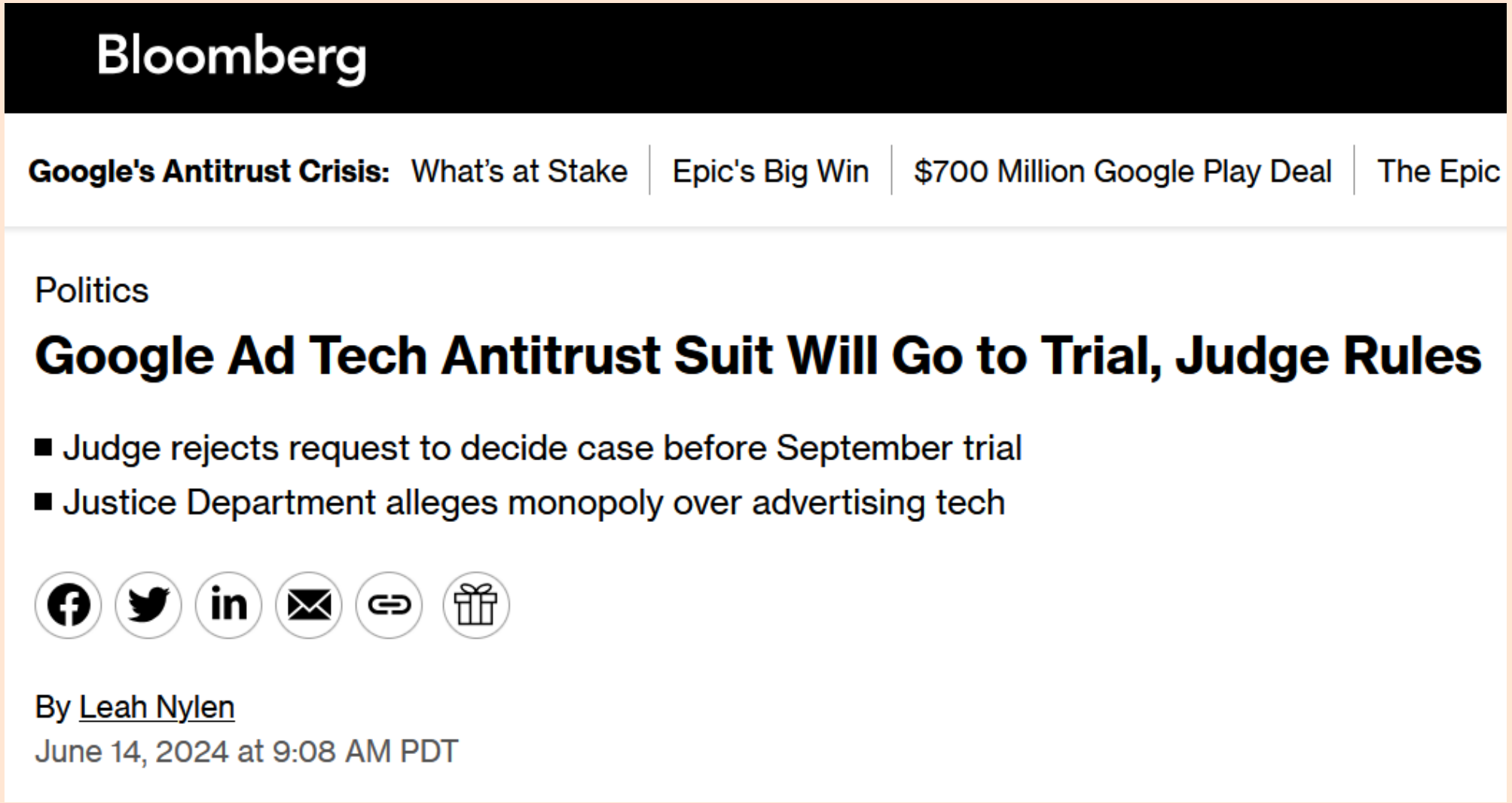
US court sanctions Google in privacy case, company's second legal setback in days

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

Google in 2024



Bloomberg

Google's Antitrust Crisis: What's at Stake | Epic's Big Win | $700 Million Google Play Deal | The Epic

Politics

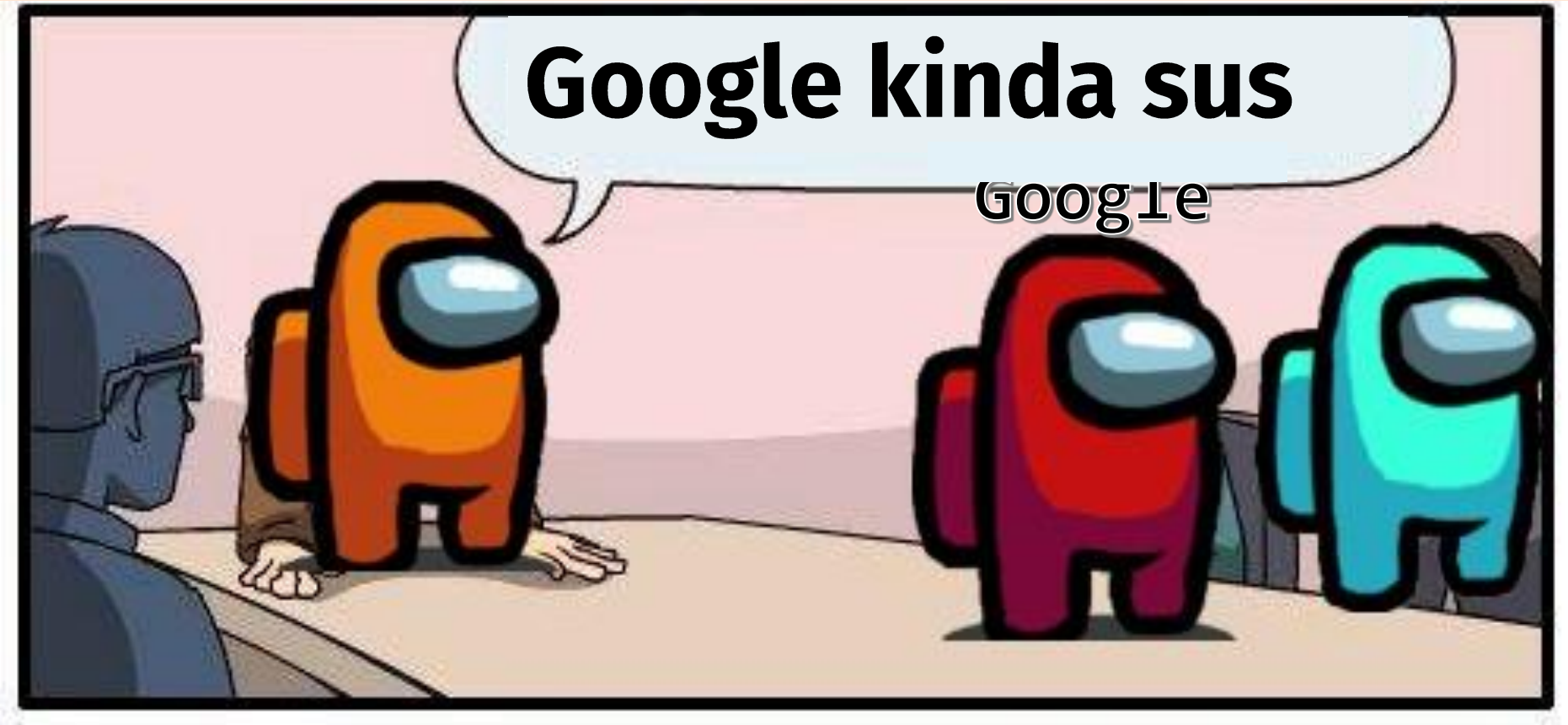
Google Ad Tech Antitrust Suit Will Go to Trial, Judge Rules

- Judge rejects request to decide case before September trial
- Justice Department alleges monopoly over advertising tech

By Leah Nylen
June 14, 2024 at 9:08 AM PDT

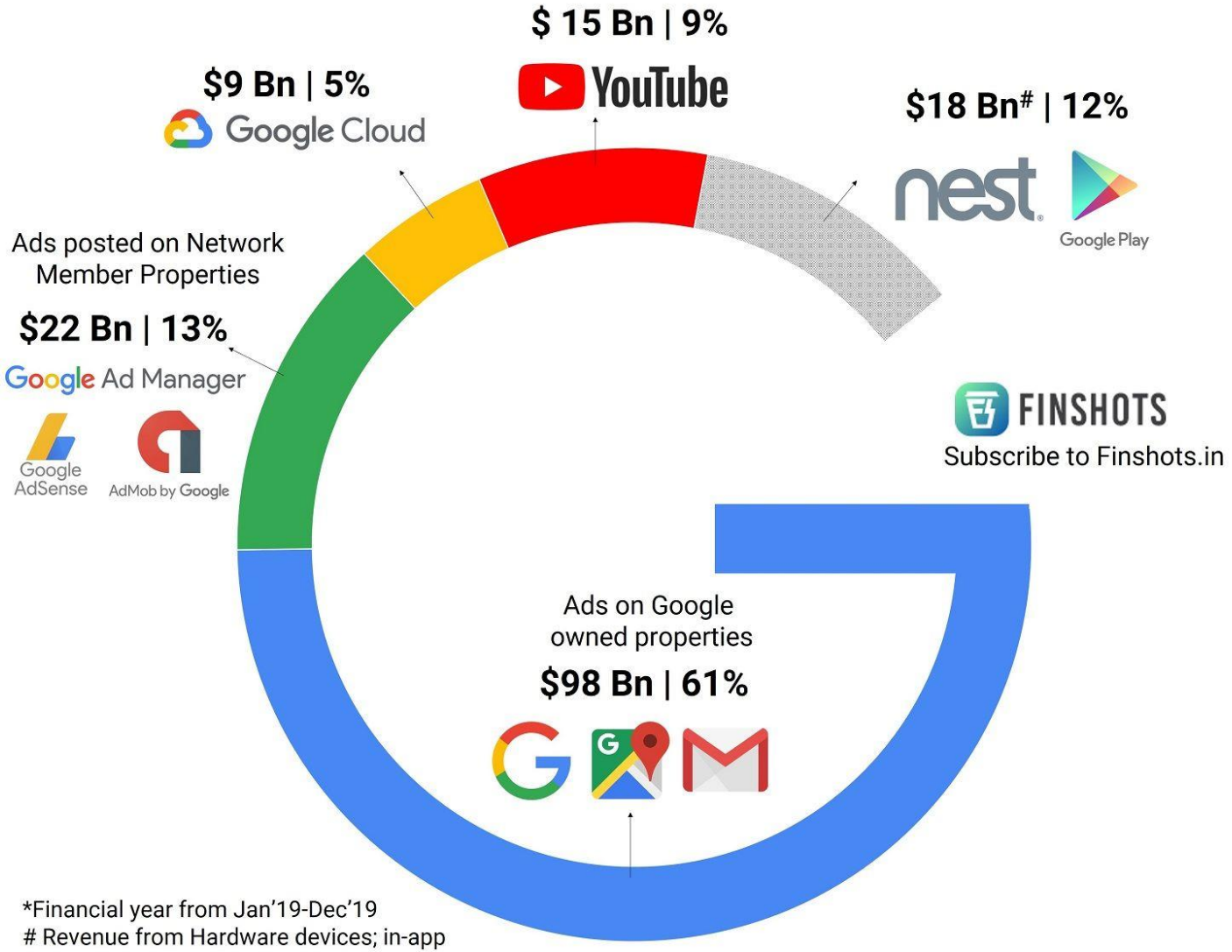
https://www.bloomberg.com/news/articles/2024-06-14/google-ad-tech-antitrust-suit-will-go-to-trial-judge-rules

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.

THE TERM PAPER
You can skip to video in 5
21 BÖLÜM
Ad · 0:43
grammarly.com
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

/ 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/

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/

How about in 2024?

Google's Manifest V3 will make the fight against third-party adblockers even worse

Opinion By Allisa James published June 20, 2024

Manifest V3 makes it all clear

https://www.techradar.com/computing/chrome/googles-manifest-v3-will-make-the-fight-against-third-party-adblockers-even-worse

Outfoxing Google with Firefox

gorhill / uBlock

Code | Issues 47 | Pull requests | Actions | Projects | Wiki | Security | Insights

uBlock Origin works best on Firefox

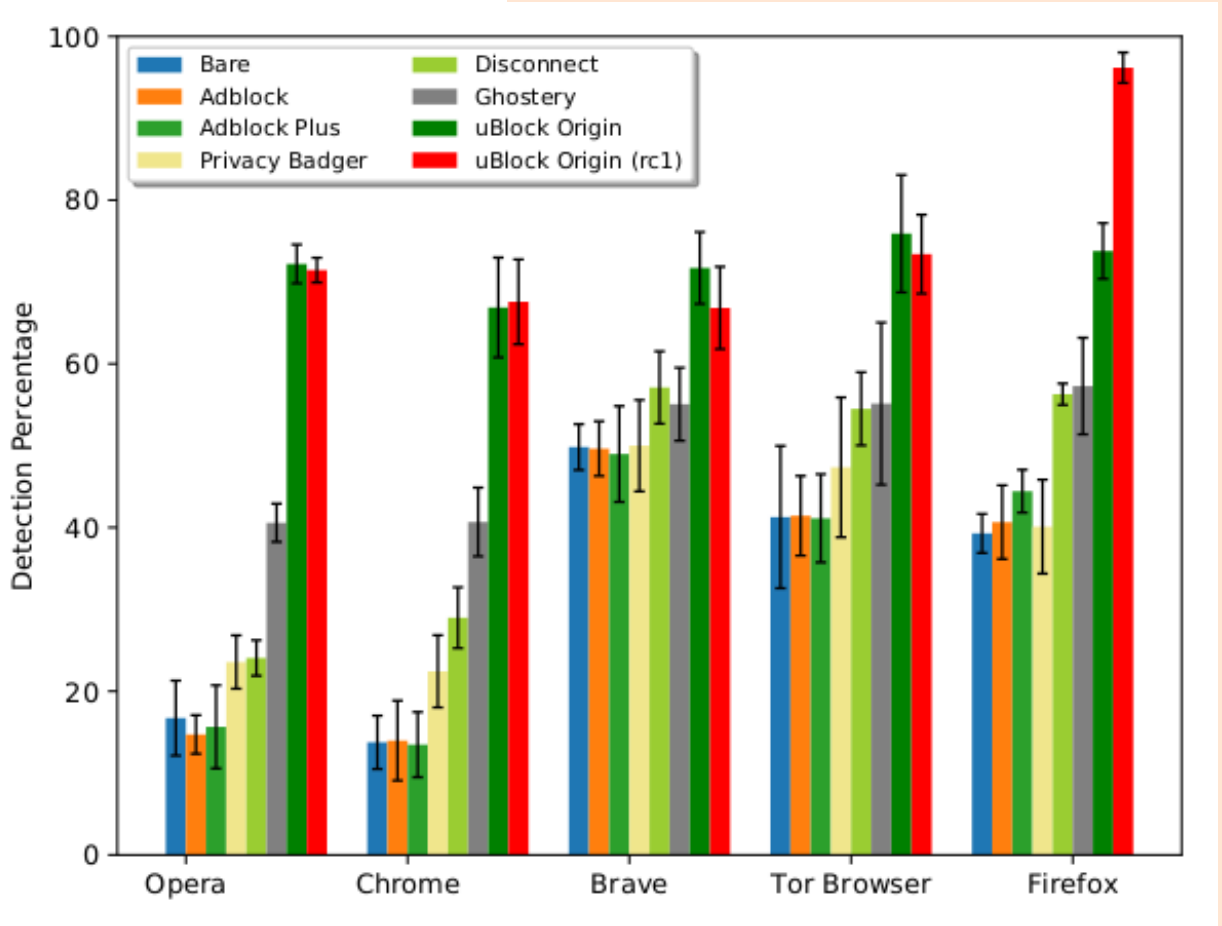
Raymond Hill edited this page 3 days ago · 5 revisions

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

Beyond just ads

Google's Gemini AI caught scanning Google Drive hosted PDF files without permission — user complains feature can't be disabled

News By Christopher Harper published yesterday

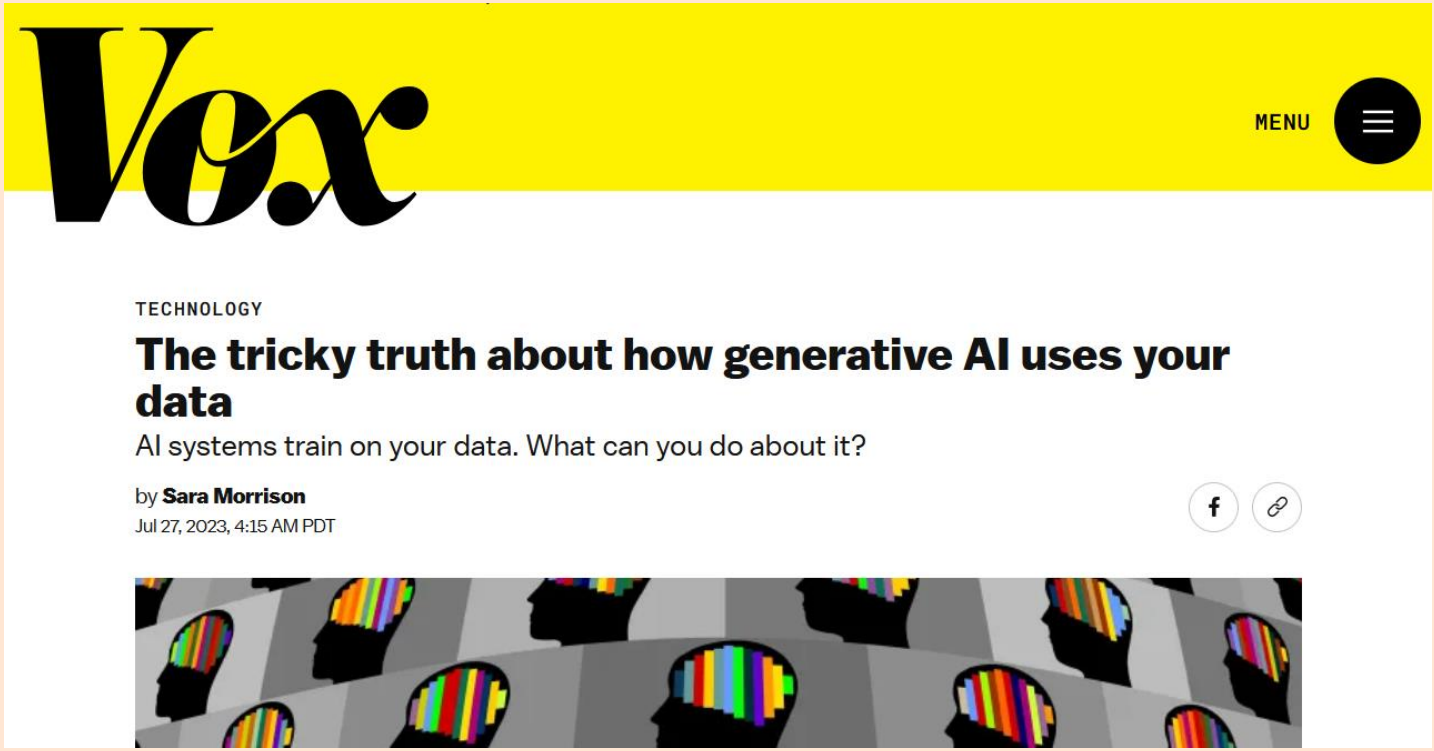
Kevin Bankston, a Senior Advisor on AI Governance, discusses this concerning Google Gemini behavior.

https://www.tomshardware.com/tech-industry/artificial-intelligence/gemini-ai-caught-scanning-google-drive-hosted-pdf-files-without-permission-user-complains-feature-cant-be-disabled

Beyond just ads

https://www.theregister.com/2024/07/12/chromium_api_system_information/

Why??



https://www.vox.com/technology/2023/7/27/23808499/ai-openai-google-meta-data-privacy-nope

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?

Google is not alone.

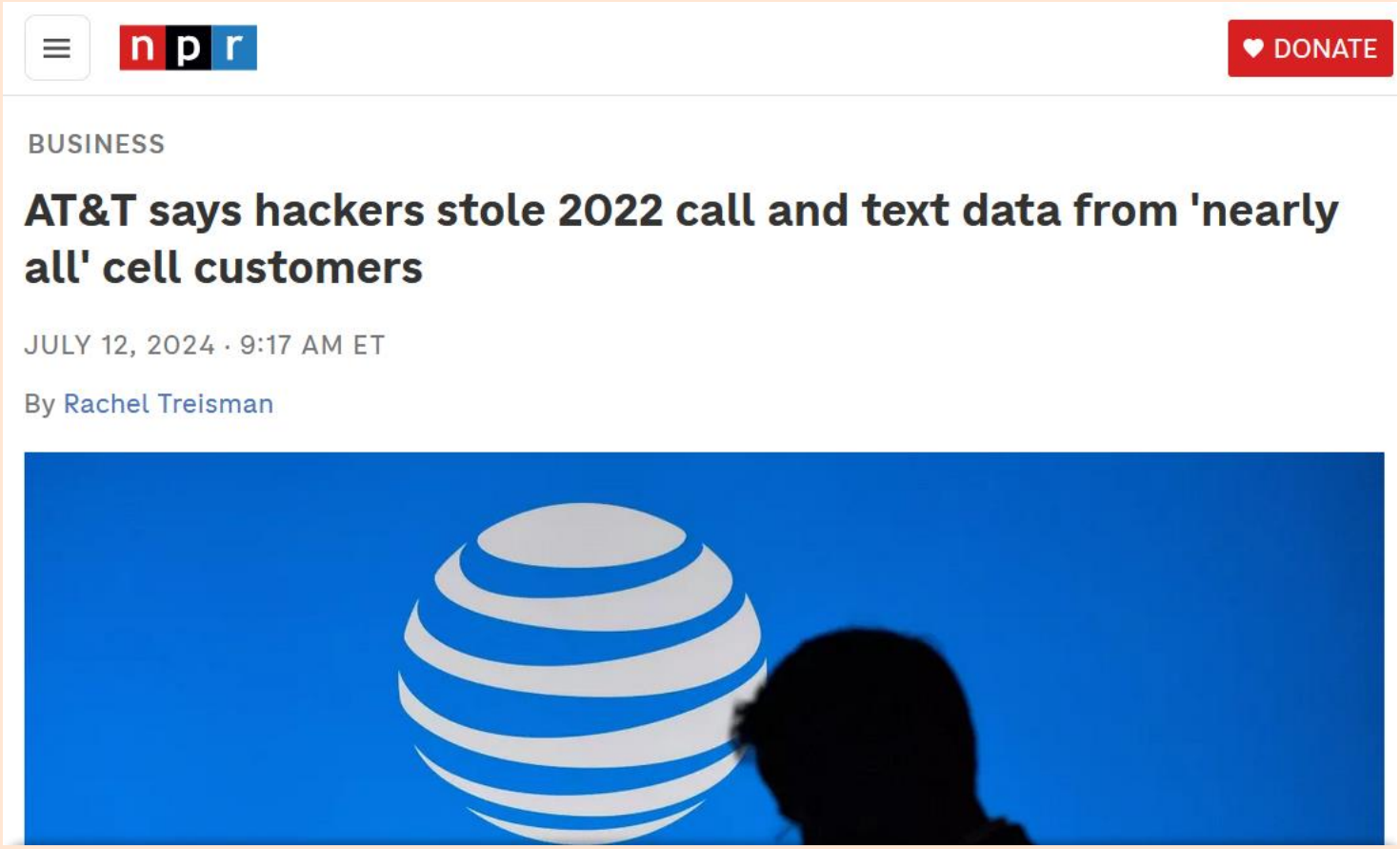
Meta is planning to use your Facebook and Instagram posts to train AI - and not everyone can opt out

Facebook and Instagram users in the UK and the European Union may soon see their posts used to train artificial intelligence.

By Mickey Carroll, science and technology reporter

https://news.sky.com/story/meta-is-planning-to-use-your-facebook-and-instagram-posts-to-train-ai-and-not-everyone-can-opt-out-13158655

Google is not alone.



https://www.npr.org/2024/07/12/nx-s1-5037736/att-data-breach-call-text-records

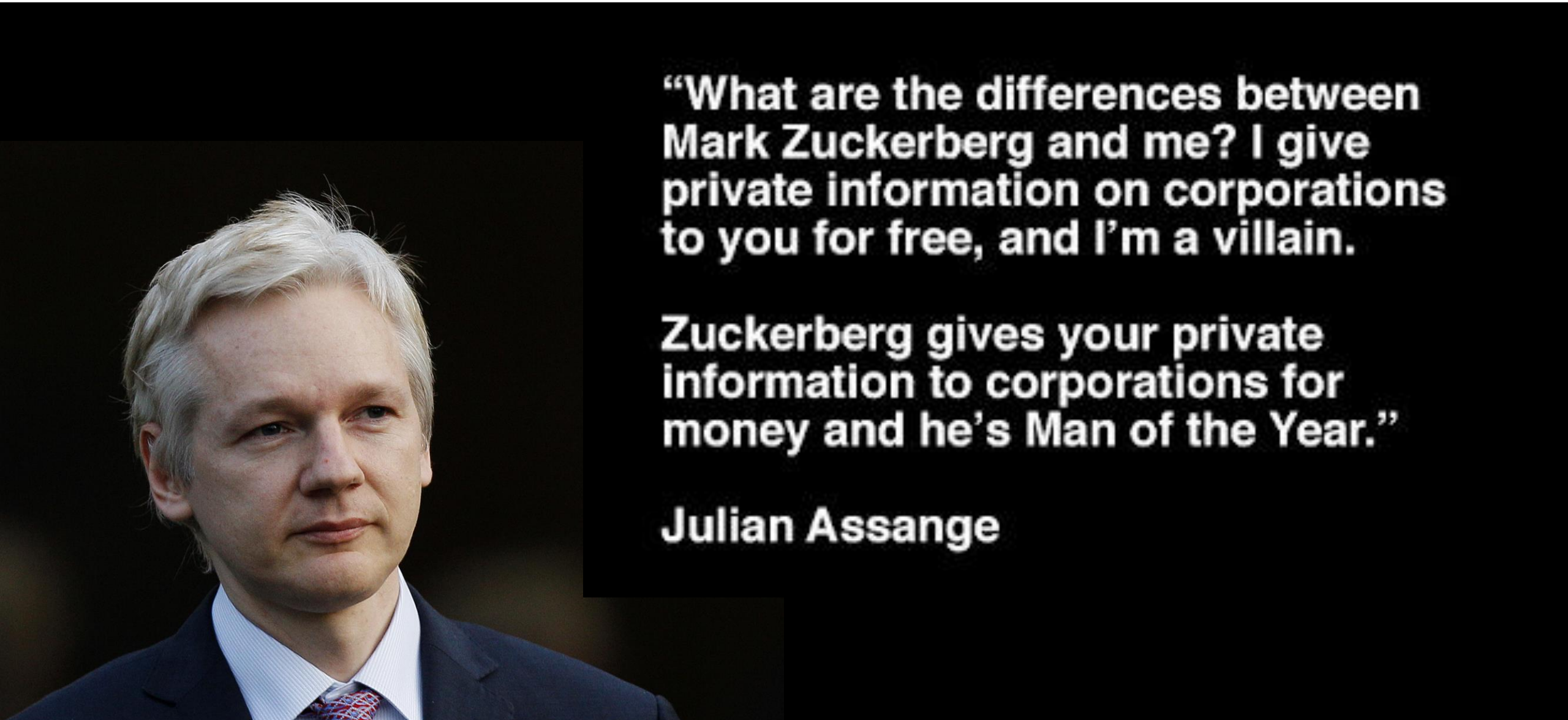
Privacy should be a right.

“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

As should the right to public information



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

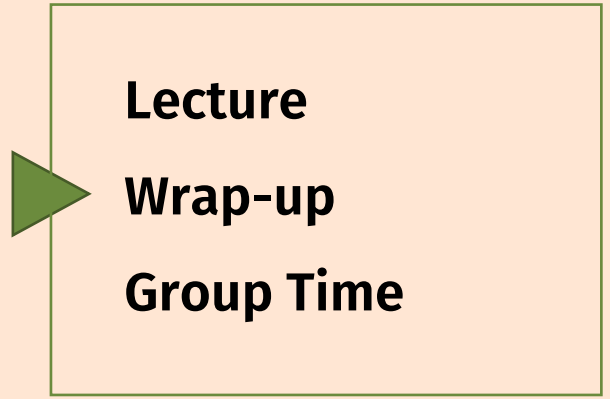
- ✓ Think about what information can be helpful for community members/local organizations
- ✓ Teach and give ownership to local people (Tech included)
- ⊘ Extract information without assessing safety and privacy
- ⊘ Use any tool available because it’s “easy”

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:

What do you think about design justice? Would open-source projects benefit from considering it? How might you apply Design Justice in your designs going forward?

Assignments

Due Wednesday 7/17:

1. **Lab Assignment #3**
2. **Pre-Lab reading**

Seunghee Cho

Visiting Voice

Lecture

Visiting Voice

Group Time

Seunghee Cho

Seunghee Cho is a regional Sourcing Specialist at TomTom and a volunteer with the UN Smart Maps initiative. She has also led mapathon events and is an active part of the OpenStreetMap community in Korea.

Designing Community Focused Surveys

Survey Lecture

Logistics

Lecture

Survey Lecture

Designing Community Focused Surveys

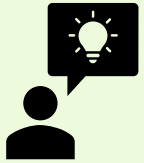
Let the community speak for itself.

We should not be making any “conclusions”

Main points

1. Test your survey!

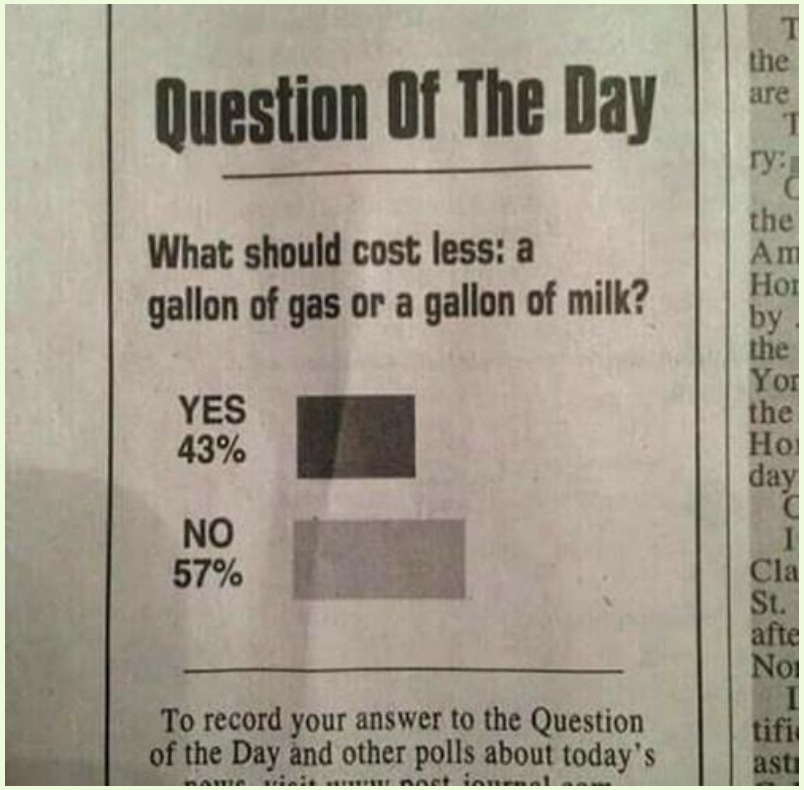
2. We are here to listen and empower **NOT** take information and leave.



3. Acknowledge and try to avoid as much bias as possible

4. Keep it short.

#1 Reason why you should test your survey.....



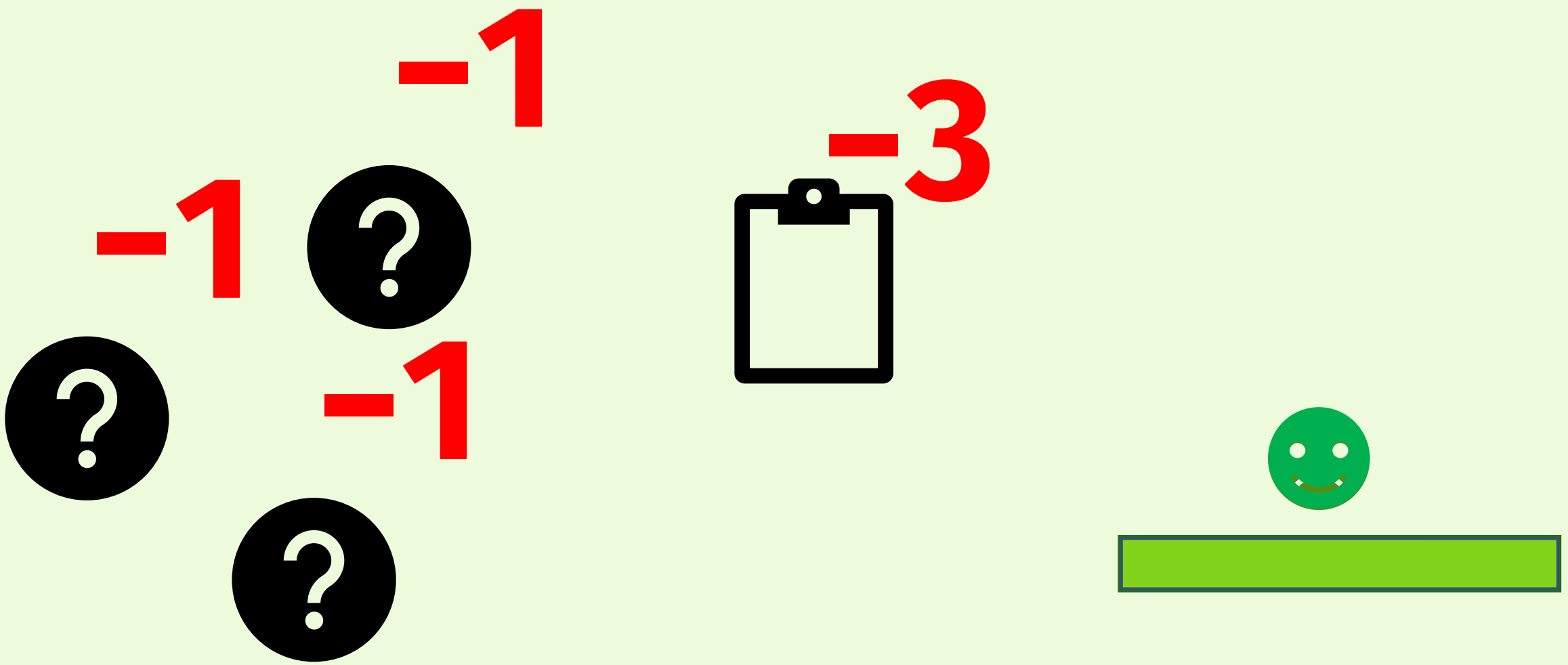
Respecting the community.

Checking for respect

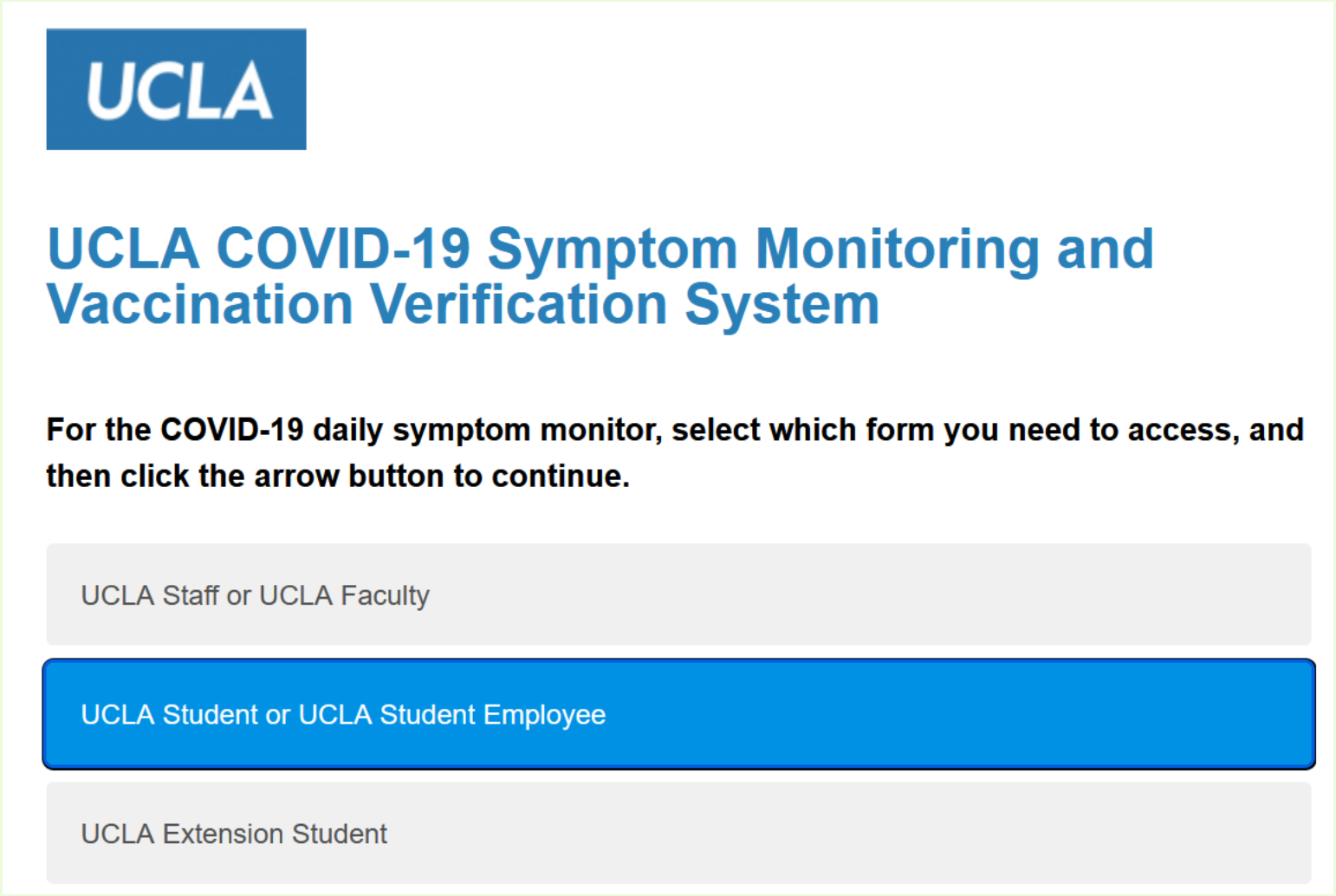
- Each question **MUST** have an important purpose
- If a question is not necessary, **DO NOT** ask it because it would be “nice to know”.
- Less is more.
- Remember: Each question takes someone’s time
- Remember: Each survey to contributes to survey fatigue

WHAT IS SURVEY FATIGUE?

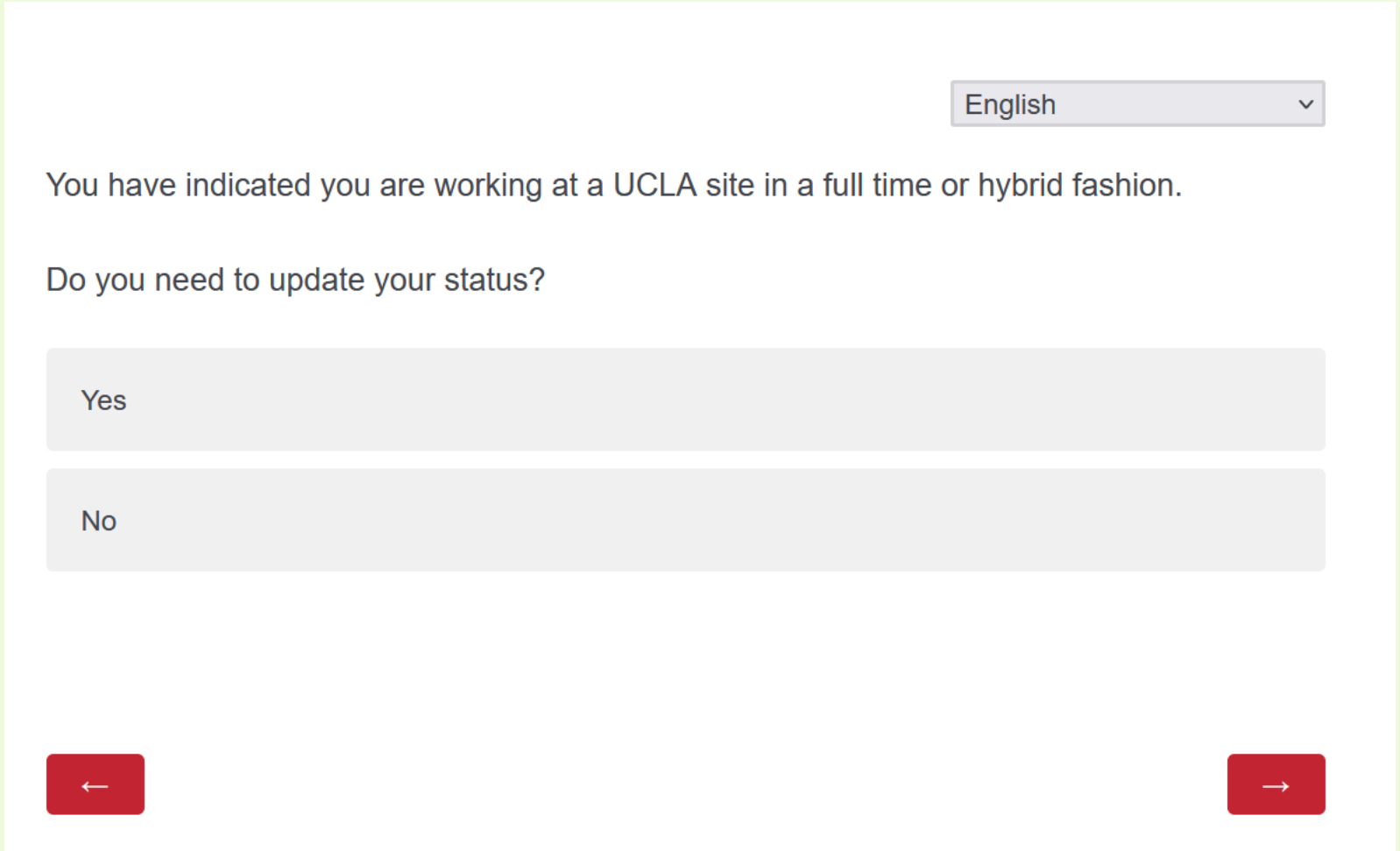
A note about survey fatigue



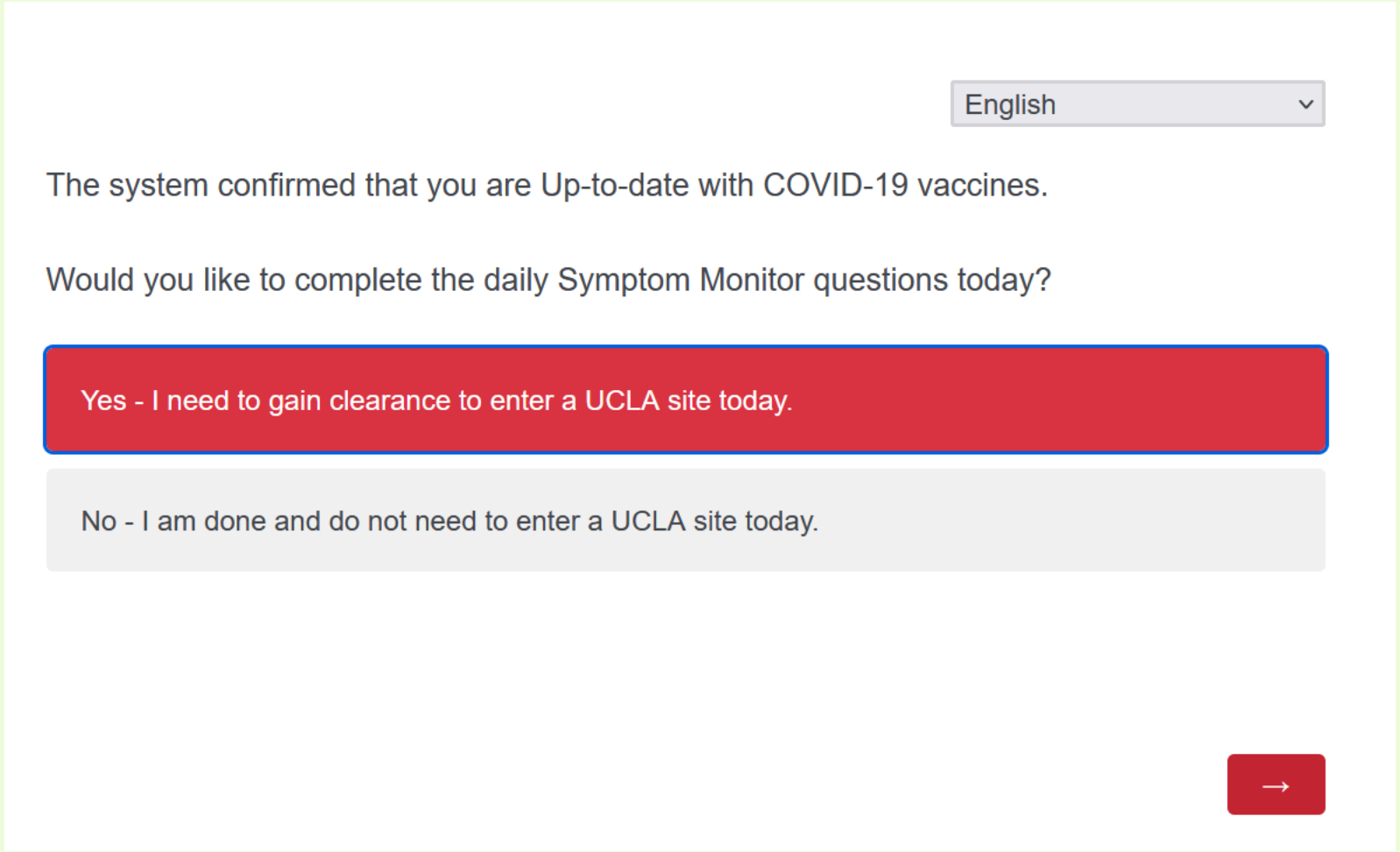
A note about survey fatigue



A note about survey fatigue



A note about survey fatigue

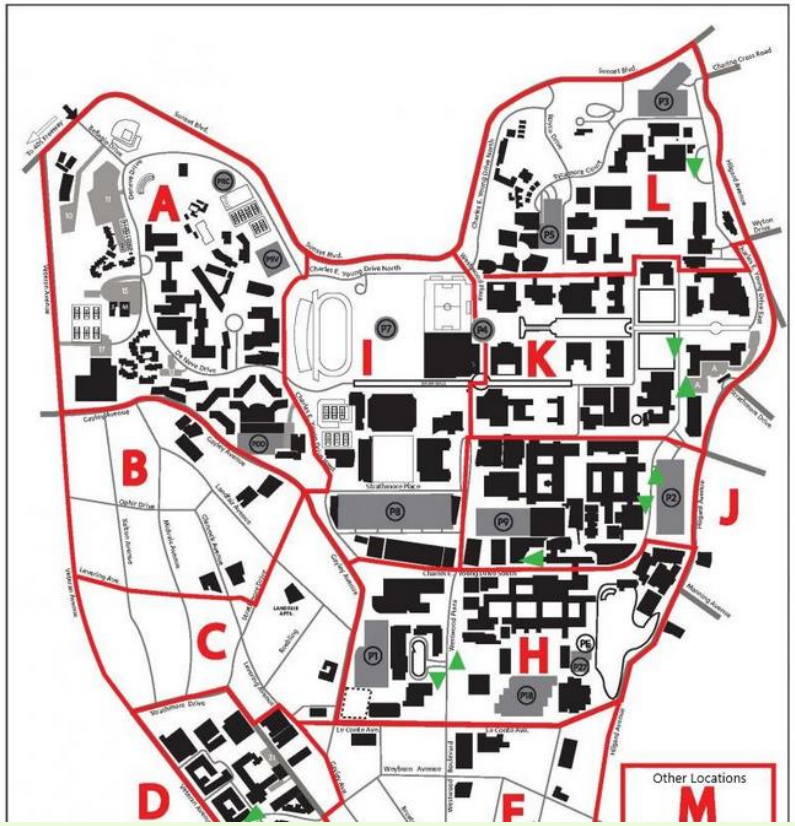


A note about survey fatigue

Please click ALL REGIONS that you will visit today:

(If you are unsure where your building is located, click all of the regions where you think it is located. Otherwise, your building will not show in the lists on the next page.)

If your location is OUTSIDE of this map, but you still will be at a UCLA site, select REGION M.



A note about survey fatigue

Every survey taken reduces the chance the same person will take a survey in the future.

Make your survey pleasant and meaningful for everyone, another chance may not come.

#2 - We are hear 2 listen

How we listen is important

- Access to internet may be limited
- Language barriers
- Dependent on networking
- Limits to the above could create skewed responses

How we listen is important

- Focus on open-ended questions.
- Do not “lead” (i.e. try to get a specific answer) in questions both open-ended and closed.
- If you must include **closed-ended**, do not have:
  - Tons of options
  - Long options

Example about language barriers

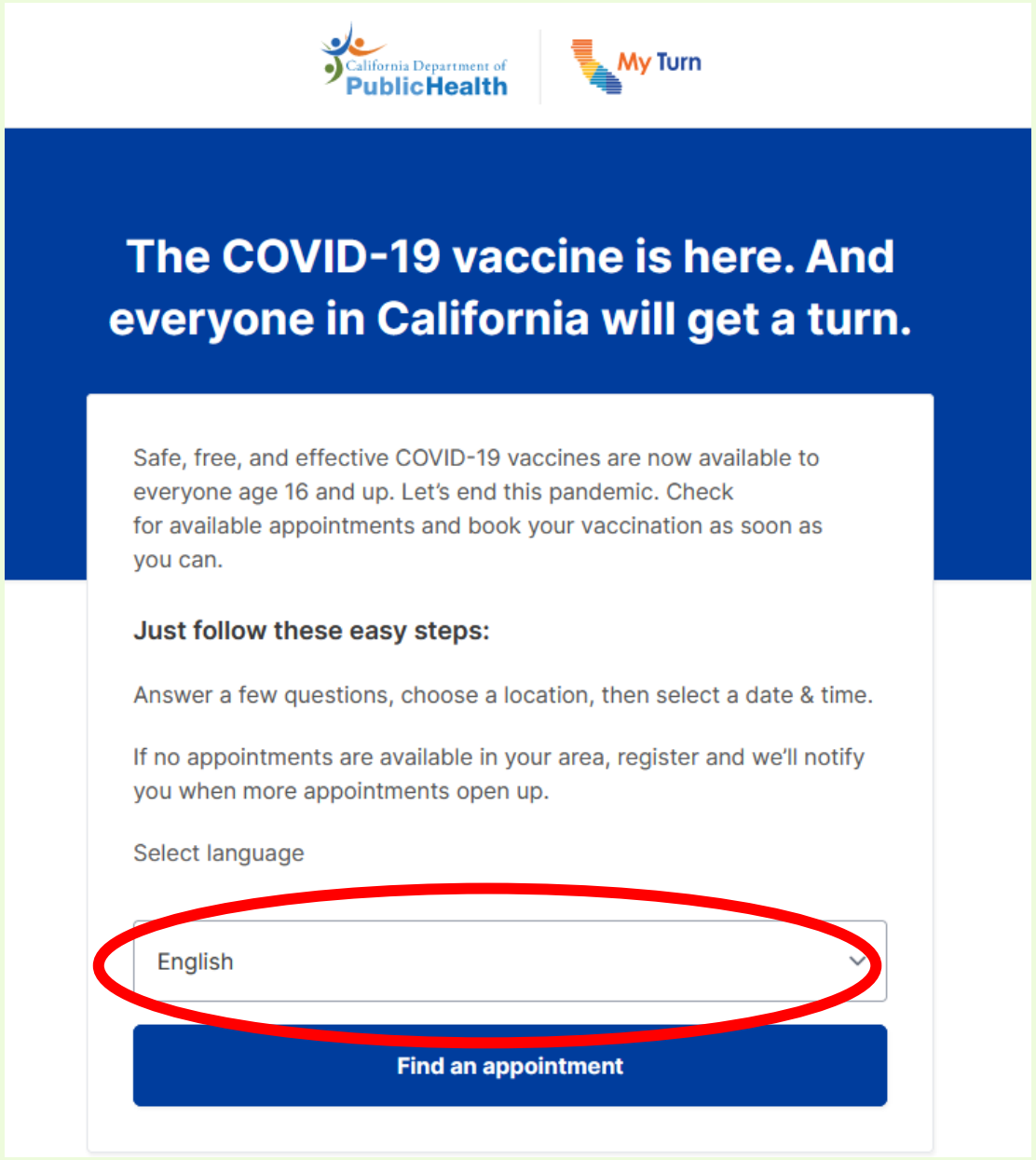

California Department of PublicHealth
My Turn
The COVID-19 vaccine is here. And everyone in California will get a turn.
Safe, free, and effective COVID-19 vaccines are now available to everyone age 16 and up. Let's end this pandemic. Check for available appointments and book your vaccination as soon as you can.
Just follow these easy steps:
Answer a few questions, choose a location, then select a date & time.
If no appointments are available in your area, register and we'll notify you when more appointments open up.
Select language
English
Find an appointment

Exhibit A.

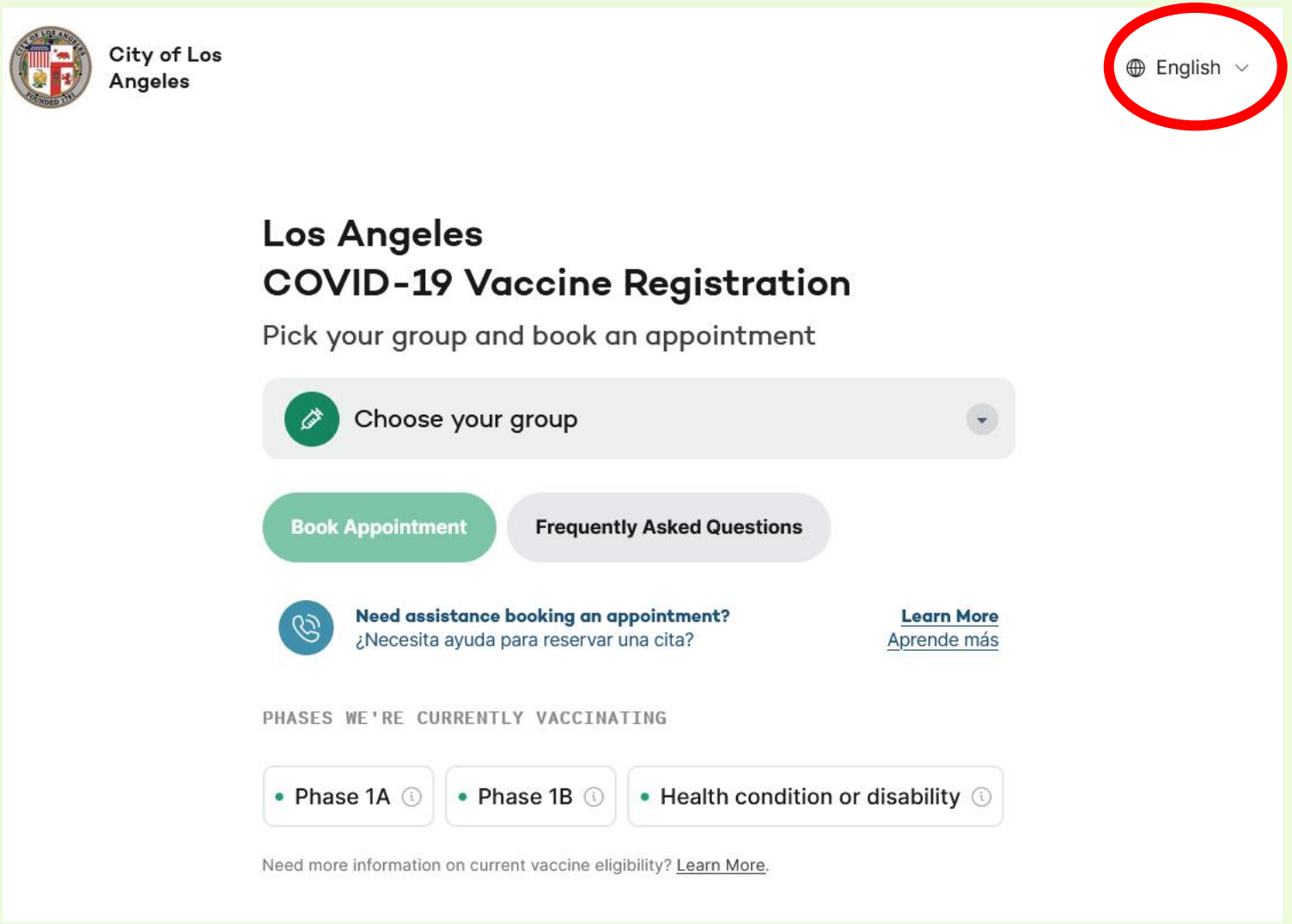
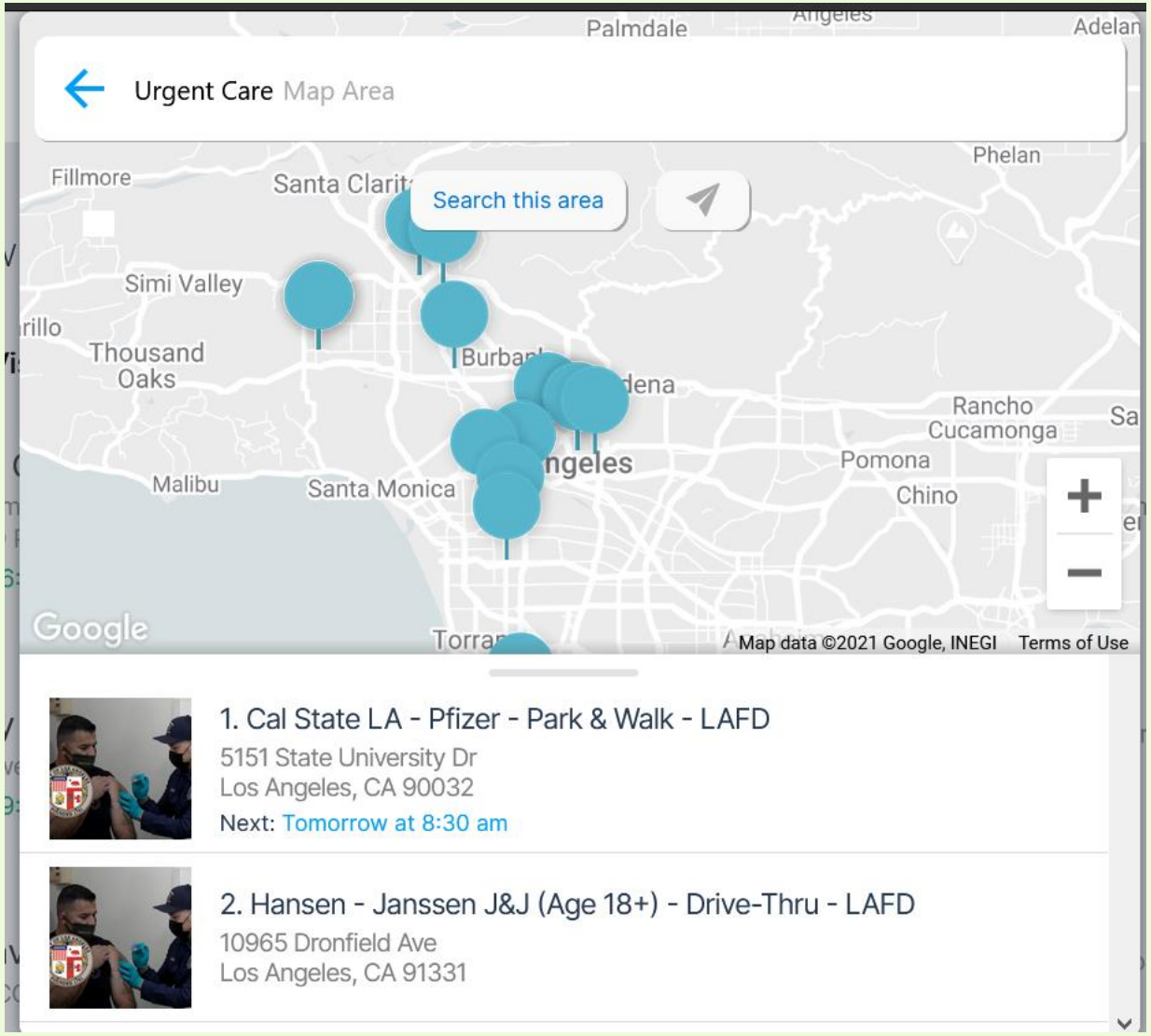

City of Los Angeles
English
Los Angeles
COVID-19 Vaccine Registration
Pick your group and book an appointment
Choose your group
Book Appointment
Frequently Asked Questions
Need assistance booking an appointment?
¿Necesita ayuda para reservar una cita?
Learn More
Aprende más
PHASES WE'RE CURRENTLY VACCINATING
Phase 1A
Phase 1B
Health condition or disability
Need more information on current vaccine eligibility? Learn More.

Exhibit B.


Urgent Care Map Area
Search this area
Palmdale
Fillmore
Santa Clarit
Phelan
Simi Valley
Thousand Oaks
Burbank
Rancho Cucamonga
Pomona
Chino
Malibu
Santa Monica
Google
Map data ©2021 Google, INEGI
Terms of Use
1. Cal State LA - Pfizer - Park & Walk - LAFD
5151 State University Dr
Los Angeles, CA 90032
Next: Tomorrow at 8:30 am
2. Hansen - Janssen J&J (Age 18+) - Drive-Thru - LAFD
10965 Dronfield Ave
Los Angeles, CA 91331

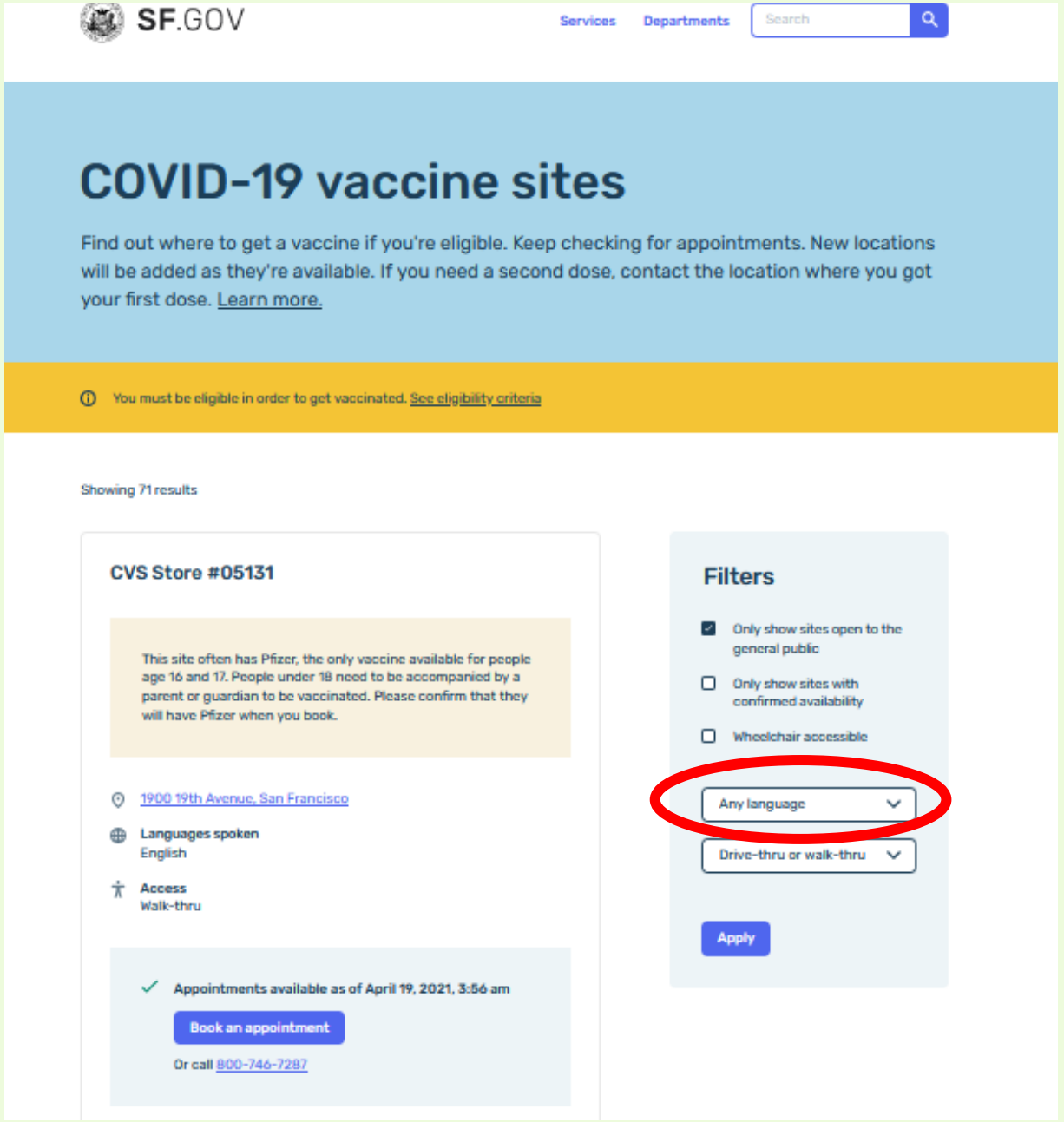
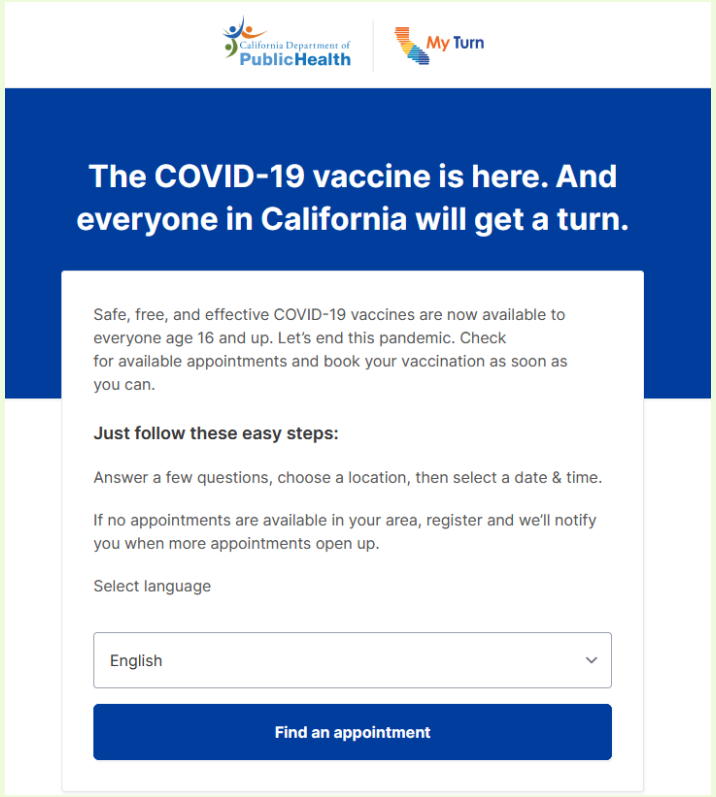
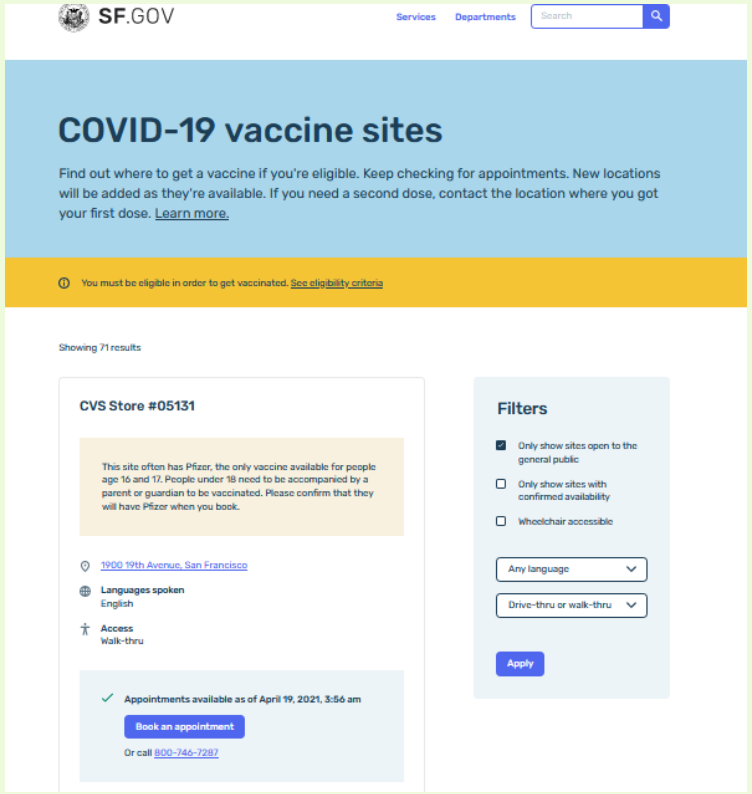
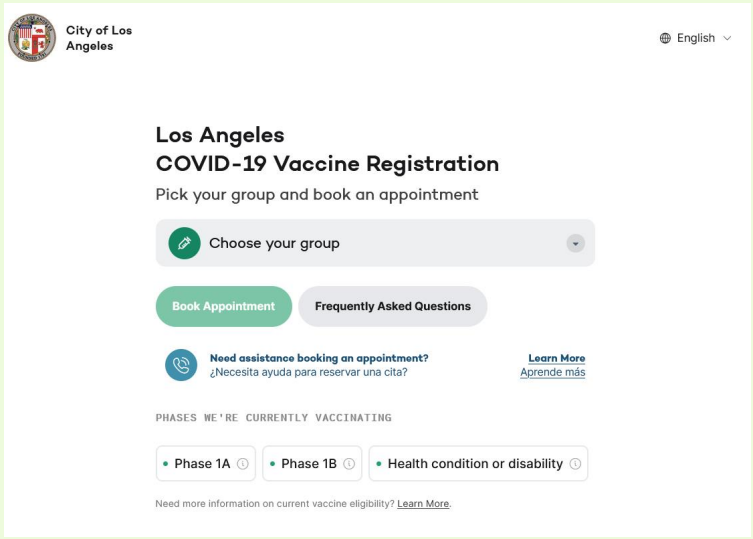

SF.GOV
Services
Departments
Search
COVID-19 vaccine sites
Find out where to get a vaccine if you're eligible. Keep checking for appointments. New locations will be added as they're available. If you need a second dose, contact the location where you got your first dose. Learn more.
You must be eligible in order to get vaccinated. See eligibility criteria
Showing 71 results
CVS Store #05131
This site often has Pfizer, the only vaccine available for people age 16 and 17. People under 18 need to be accompanied by a parent or guardian to be vaccinated. Please confirm that they will have Pfizer when you book.
1900 19th Avenue, San Francisco
Languages spoken
English
Access
Walk-thru
Appointments available as of April 19, 2021, 3:56 am
Book an appointment
Or call 800-746-7287
Filters
Only show sites open to the general public
Only show sites with confirmed availability
Wheelchair accessible
Any language
Drive-thru or walk-thru
Apply

Exhibit C.

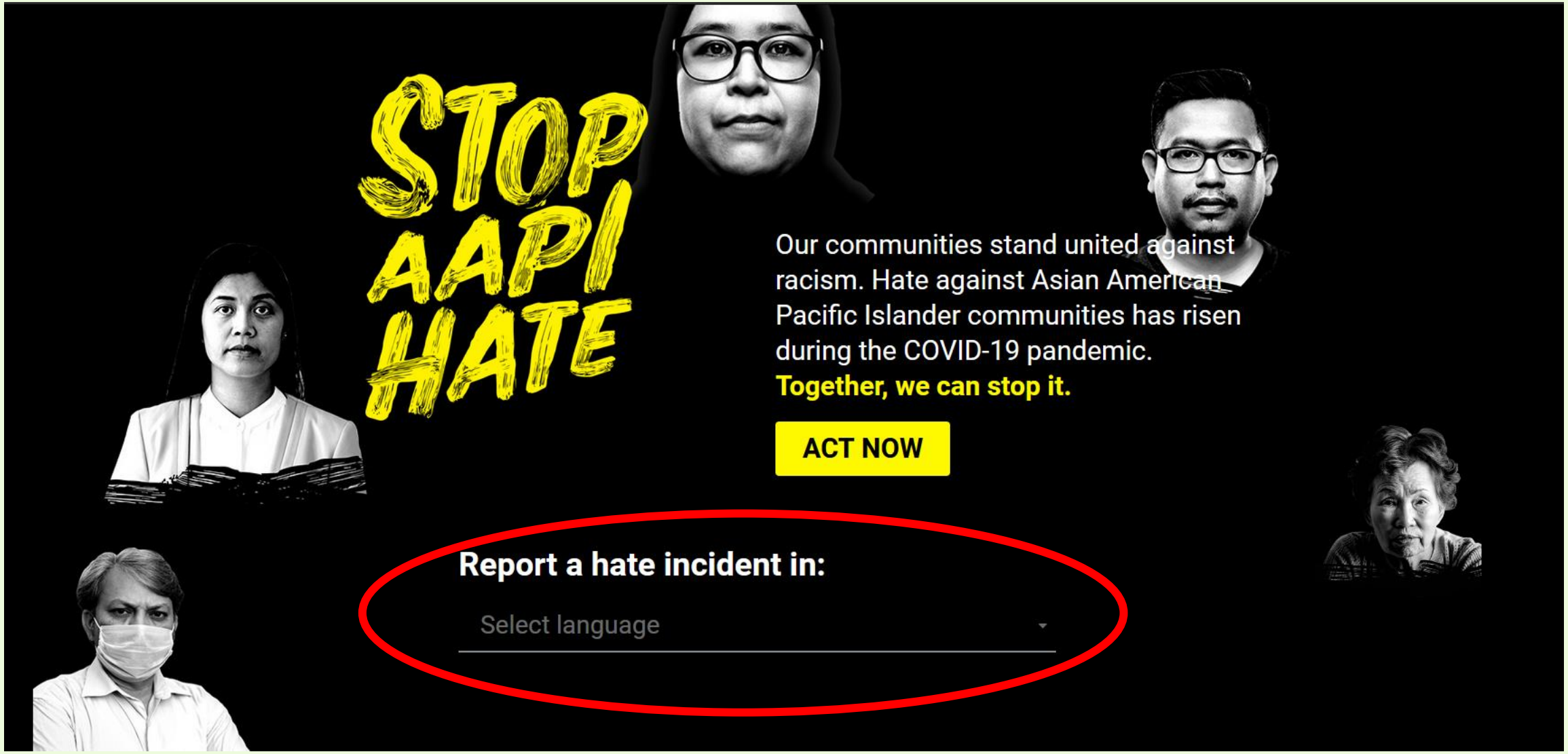






COVID-19 Vaccination Sites

Doing better


STOP AAPI HATE
Our communities stand united against racism. Hate against Asian American Pacific Islander communities has risen during the COVID-19 pandemic.
Together, we can stop it.
ACT NOW
Report a hate incident in:
Select language

Note: Google Forms vs. Microsoft Forms

아시아계 미국인 증오 범죄 보고서

* Required

사건은 어디 있었습니까 *

Your answer

당신은 아시아입니까? *

- 아시아 사람
- 아시아 아님
- Other:

언제 발생 했습니까

MM DD YYYY

/ /

https://forms.gle/JdNNm5vRYWuieaGLA

아시아계 미국인 증오 범죄 보고서

...

* 필수

1. 사건은 어디 있었습니까

답변을 입력하세요.

2. 당신은 아시아입니까? *

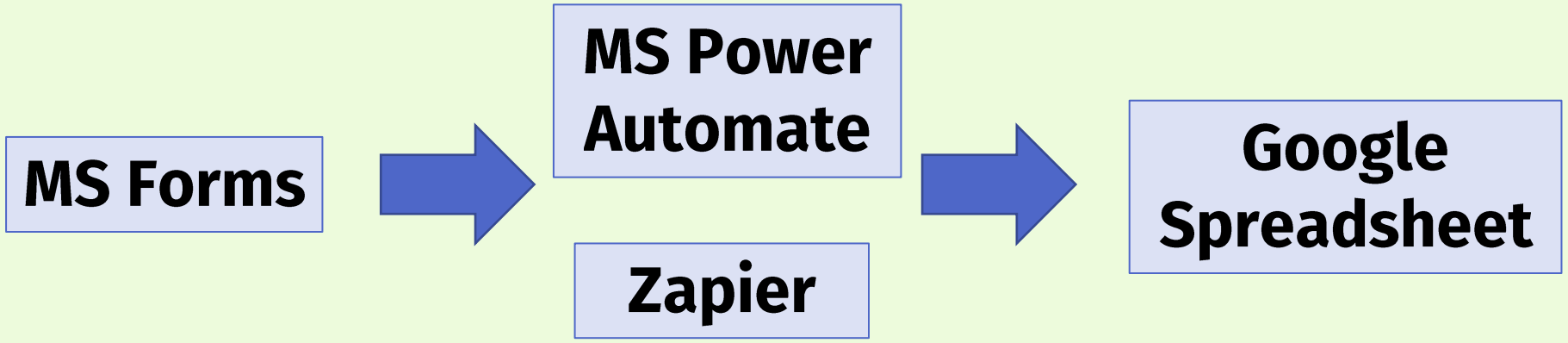
- 아시아 사람
- 아시아 아님
- 기타

3. 언제 발생 했습니까

M/d/yyyy 형식으로 날짜를 입력하세요.

https://tinyurl.com/5xe5t7h3

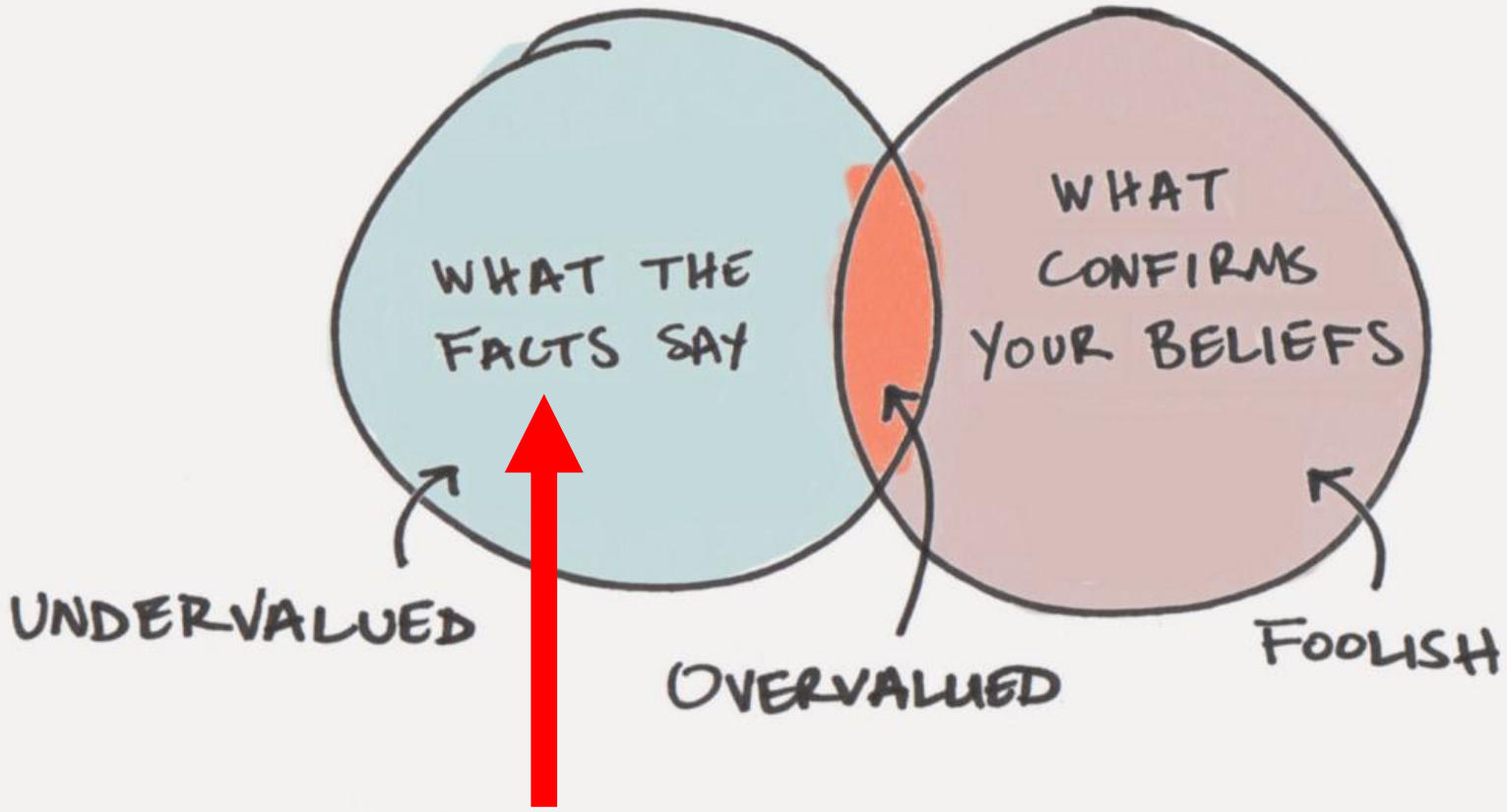
Microsoft Forms still requires connecting to Google Spreadsheet



So while it’s better for multi-language but more complicated to set up for what we’ll be doing.

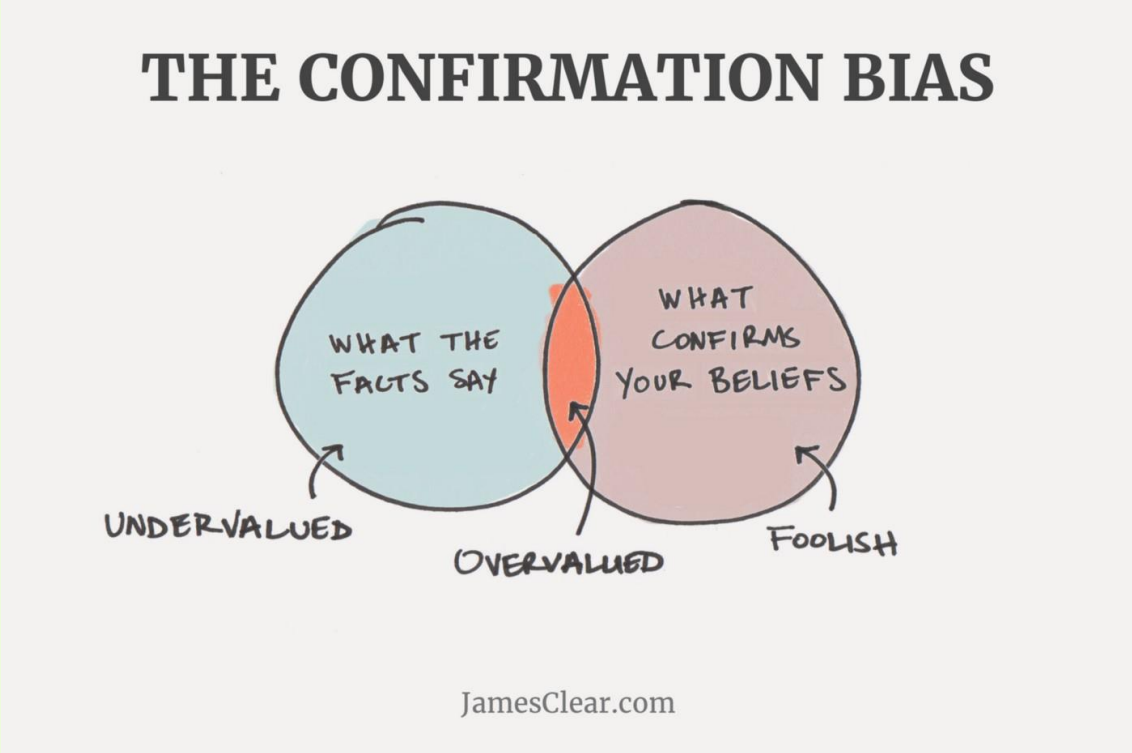
#3 Minimizing Bias

THE CONFIRMATION BIAS



Critical warning: Who determines what is factual?

What is bias?



Preset notions and values. **We all have biases!!!**

But we can **learn more from people and ourselves** when we set aside our own bias and listen.

We should challenge our biases because.....

- Social problems are difficult to solve if we keep assuming (wrong) things.
- To facilitate social change better, we need to start breaking down those assumptions.

How to minimize bias?

First and foremost, emphasize listening:

It is impossible to understand every social problem, but we can start to address societal issues by listening to the people affected without assumptions first.

Minimizing bias

Avoid jargon = Ask simple questions with simple wording

Avoid assumptions = Do not assume people know about your issue

Avoid leading = Do not use subjective claims

Define definitions = Explain terms if you must use them

#4 Keep it Short

Keep it short 4 you and 4 them

Keeping it short

A shorter survey = more space to share people's stories

Tie each question to who you are looking to empower

Open-ended questions = community members can take more time to respond if they want to

Main Takeaway of Survey Design

Be respectful.

Group Assignment #3

Draft up your surveys and revise memos

Still 2 pages MAX!!!!