

The Morphology of the Web is Changing!



Form and structure of the modern Web



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Disclaimer

Martin Lopatka provides this contribution to the Data Natives 2018 conference in a personal capacity. The views expressed are his own and do not necessarily represent the views of Mozilla Corporation or the Mozilla Foundation.

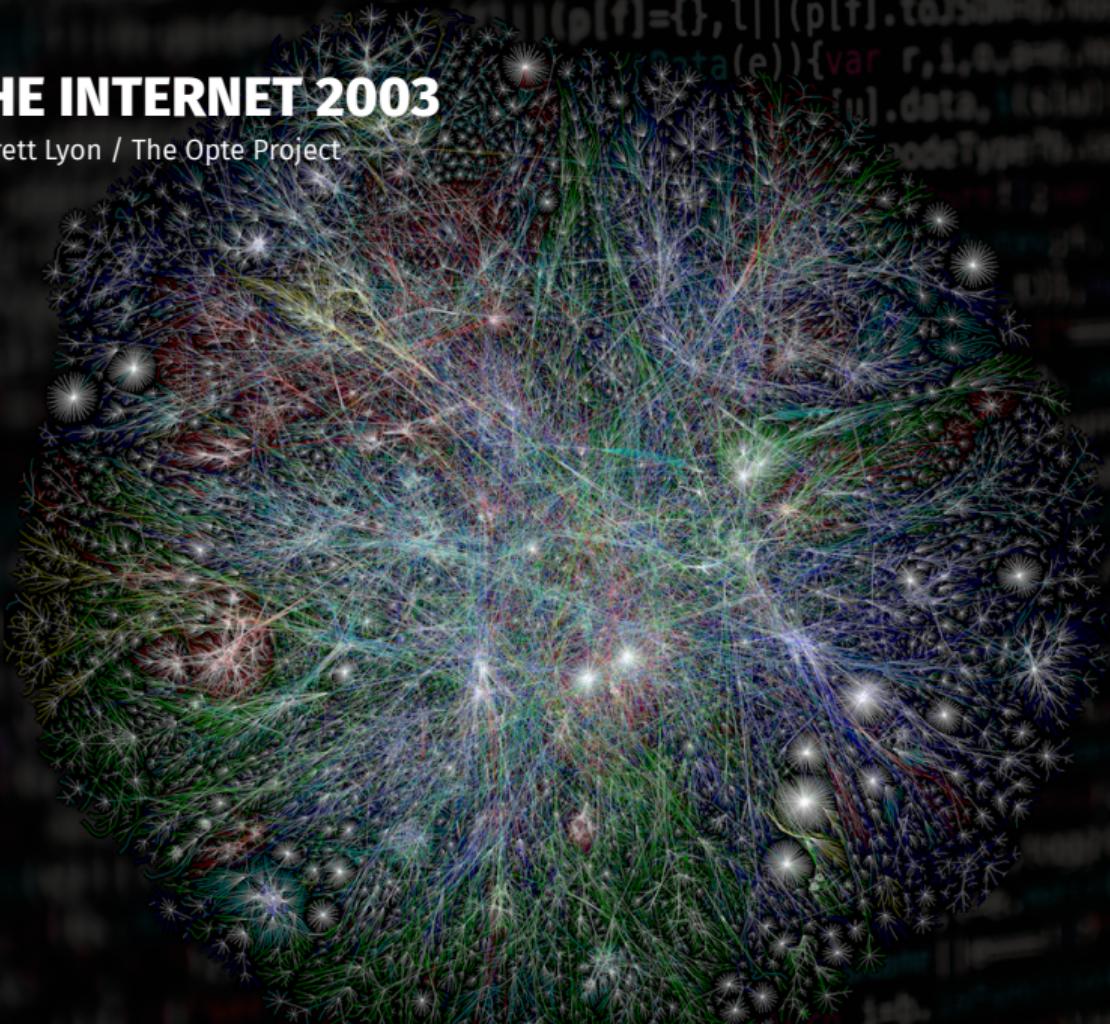


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THE INTERNET 2003

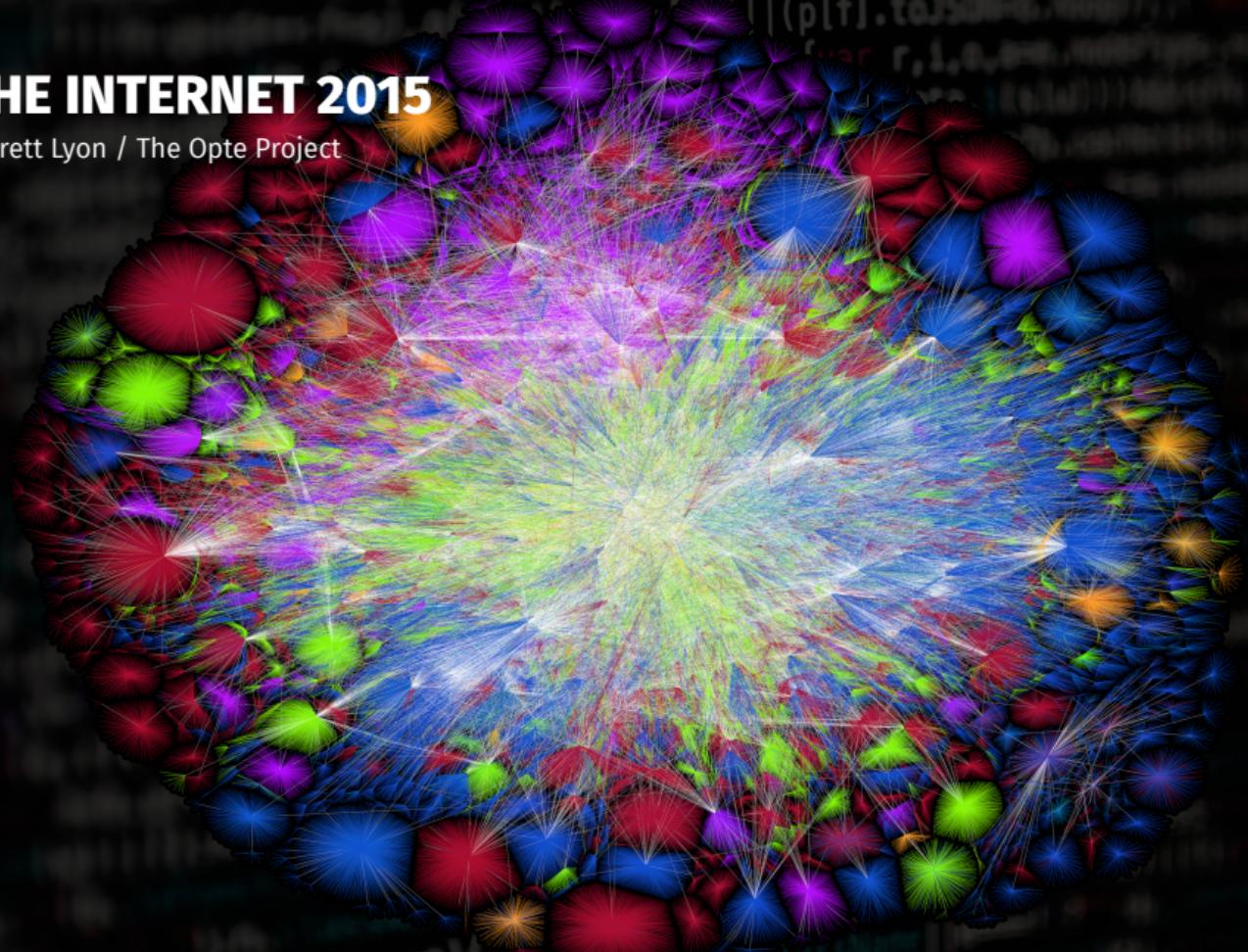
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THE INTERNET 2015

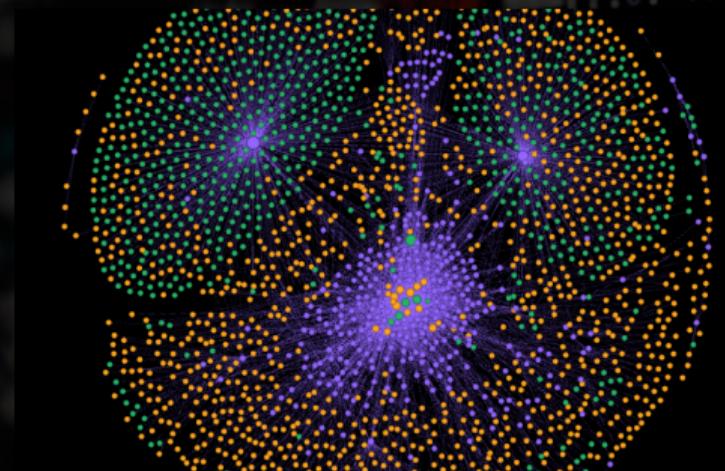
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The Centrality of Advertisers

Are trackers the new backbone of the Web?



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How did we get to an ecosystem of silos?

- 40% of total Web browsing page views can be attributed to only 65 top level domains
- Five (TLD+1) sites (Google, Facebook, Amazon, Yahoo, and Reddit) make up 22% of all traffic



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Social platforms were designed to facilitate; they became attention brokers, they are designed to help companies reach users as these sort of middlemen where they know a ton about you and that's the service they are providing to the advertisers.

Renee DiResta on "The Internet's Original Sin

27-Oct-2018 12:45



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Outbound link types

Retargetting advertisement realtime bidding social linking



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I can't help but feel nauseous when I am loading independent.co.uk, Firefox literally grinds to a halt because of the extreme amount of tracking requests being logged in the browser console, and a popup shows up and says "We value your privacy"

motin

28-Oct-2018 11:37



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highest traffic pages on the internet are search engines, content aggregators, and commerce. data stewardship dynamic linking



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transparency, technology, education



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Challenges to crawl technology

- Limited View - the open web makes up less and less of the Web. Content Silos,



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Overscripted!

[https://github.com/mozilla/
overscripted/](https://github.com/mozilla/overscripted/)



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