Against an Increasingly User-Hostile Web

We're quietly replacing an open web that connects and empowers with one that restricts and commoditizes people. We need to stop it.

\- **Parimal Satyal**
Geek and Internet person

Parimal Satyal

Internet person/geek

neustadt.fr

Write about the web and stuff

Run a podcast (Ground Effect)

Mostly not writing a novel

UX Consultant

neustadt.fr

 Against an Increasingly User-Hostile Web

← back home

Against an Increasingly User-Hostile Web

We're quietly replacing an open web that connects and empowers with one that restricts and commoditizes people. We need to stop it.

– Parimal Satyal, 2 november 2017

I quit Facebook seven months ago.

Despite its undeniable value, I think Facebook is at odds with the open web that I love and defend. This essay is my attempt to explain not only why I quit Facebook but why I believe we're slowly replacing a web that empowers with one that restricts and commoditizes people. And why we should, at the very least, stop and think about the consequences of that shift.

The Web: Backstory

neustadt.fr

 Rediscovering the Small Web

← back home

Rediscovering the Small Web 🌍

Most websites today are built like commercial products by professionals and marketers, optimised to draw the largest audience, generate engagement and 'convert'. But there is also a smaller, less-visible web designed by regular people to simply to share their interests and hobbies with the world. A web that is unpolished, often quirky but often also fun, creative and interesting.

– Parimal Satyal, 25 May 2020

Every website redesign begins with inspiration.

For this one, there were two: Anders' clean, readable website, which inspired the homepage, and Marijn's site, which reminded me just how *fun* the web can be. The colours, graphics, creative navigation, interesting ideas... the simple fact of clicking through the pages of someone's personal website in 2020 made me nostalgic of the web of the late 90s and early 2000s that I grew up with.

Some of you might have read my previous article, Against an Increasingly User-Hostile Web. In it, I argue that we are replacing an open web that connects and

neustadt.fr

↗ *Against an Increasingly User-Hostile Web*

← back home

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Some of you might have read my previous article, Against an Increasingly User-

in the next hour

1. *the backstory*
2. *the web was born open*
3. *the modern web*
4. *track the trackers*
5. *gated communities*
6. *the way forward*

the backstory

I love the web.

Site Contents

Home

About Me

Interests

Home Time

Favorites

My Family

Fotoz (he he!)

Linx

Guestbook

Articles
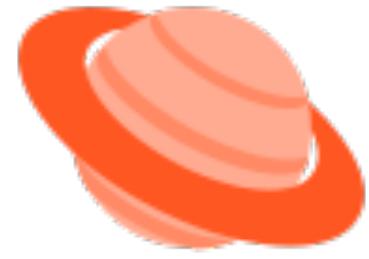
Howdy everyone! Welcome to my new and updated site, some of you guyz might have liked the previous site. You can click here to go to the old one. Many people told me that the old site used frame and so took time to load. I decided to create another version of the site for those people who have slow internet connections and slow processors. So, some of you might not know me very well. I am Parimal Satyal, and a reside in Baluwatar, Kathmandu. I live there with my family (Including dingo, my doberman terrier). Please click here to visit my bro's site. Hey. did you notice those blue balls following your mouse? Cool...or what? For the linx to the sites I get my scripts and other cool stuff. We i guess I told you my website address or you saw it in somebody'a guestbook. Yeah! Do ya like the colors and text FX and stuff. Neat...ain't it. Keep on suggesting and keep on commenting. And well, one last thing...let's ROCK...

Kardashev Scale

1964, Nikolai Kardashev

Type 1
Planetary
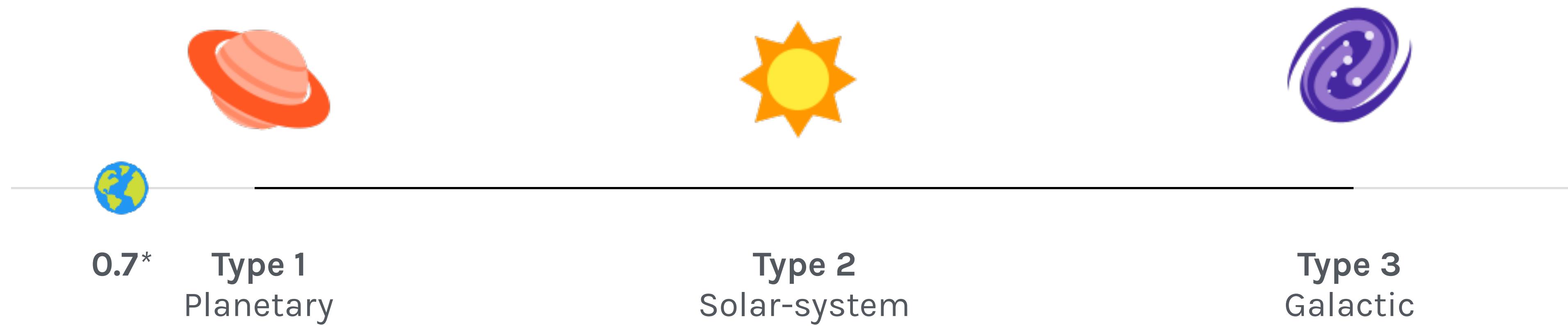
Type 2
Solar-system

Type 3
Galactic

Kardashev Scale

1964, Nikolai Kardashev

0.7*

Type 1
Planetary

Type 2
Solar-system

Type 3
Galactic

*   Sagan, C (1973) Jerome Agel. ed. *Cosmic Connection: An Extraterrestrial Perspective.* Freeman J. Dyson, David Morrison. Cambridge Press. ISBN 0-521-78303-8.

For a nice, approachable introduction to the Kardashev scale, I'd recommend this small talk by Michio Kaku: https://www.youtube.com/watch?v=tnmmnpj_pX8

The web was big deal.

*Imperfect, chaotic, unregulated, occasionally dangerous, confusing, exciting.*

*Today's web browsers want to be invisible, merging with the visual environment of the desktop in an effort to convince users to treat "the cloud" as just an extension of their hard drive. In the 1990s, browser design took nearly the opposite approach,* using iconography associated with travel to convey the feeling of going on a journey

— Cyberspace, the old-fashioned way

http://rhizome.org/editorial/2015/nov/30/oldweb-today/, [Nov 30 2015]

— Neighborhoods avialable on Geocities in 1998, accessed via Internet Archive
https://web.archive.org/web/19980703151237/http://www11.geocities.com/neighborhoods/

(one of)
humanity's greatest inventions

💀 *the major websites of today's web are not built for the visitor, but as means of using her.*

the web was born open

It all started with one man with one proposal: „Mesh"

Sir Tim Berners-Lee at CERN in March 1989.

Here's the address: https://www.w3.org/History/1989/proposal.html

First ever web page

World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists , Policy , November's W3 news , Frequently Asked Questions .

What's out there?
    Pointers to the world's online information., subjects , W3 servers, etc.
Help
    on the browser you are using
Software Products
    A list of W3 project components and their current state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers , Tools , Mail robot , Library)
Technical
    Details of protocols, formats, program internals etc
Bibliography
    Paper documentation on W3 and references.
People
    A list of some people involved in the project.
History
    A summary of the history of the project.
How can I help ?
    If you would like to support the web..
Getting code
    Getting the code by anonymous FTP , etc.

1990. Here's the address: http://info.cern.ch/hypertext/WWW/TheProject.html

WORLD WIDE WEB

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What's out there?[7] Pointers to the world's online information, subjects[8] , W3 servers[9], etc.

Help[10]   on the browser you are using

Software   A list of W3 project components and their current
Products[11]   state. (e.g. Line Mode[12] ,X11 Viola[13] ,
                     NeXTStep[14] , Servers[15] , Tools[16] , Mail
                     robot[17] , Library[18])

Technical[19]   Details of protocols, formats, program internals
                     etc

<ref.number>, Back, <RETURN> for more, or Help: ▌

First ever *(graphical)* **web browser**

Hypermedia Brower In 1993 by Tim Berners-Lee (on NeXTStep), http://info.cern.ch/NextBrowser.html

First ever web server

„httpd”

128.141.201.74*

and then…

930430

ORGANISATION EUROPEENNE POUR LA RECHERCHE NUCLEAIRE

CERN EUROPEAN ORGANIZATION FOR NUCLEAR RESEARCH

## STATEMENT CONCERNING CERN W3 SOFTWARE RELEASE INTO PUBLIC DOMAIN
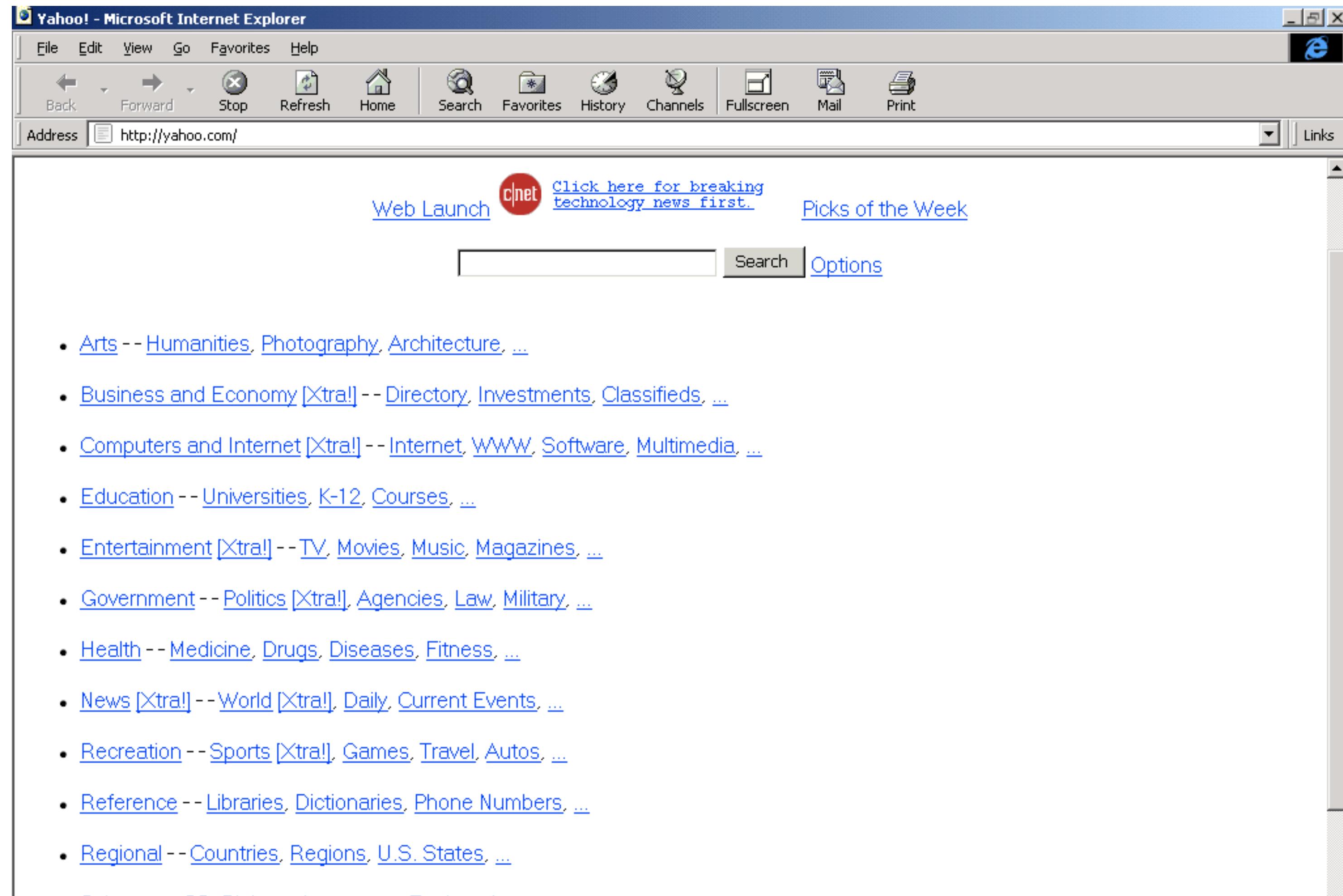
TO WHOM IT MAY CONCERN

Introduction

The World Wide Web, hereafter referred to as W3, is a global computer networked information system.
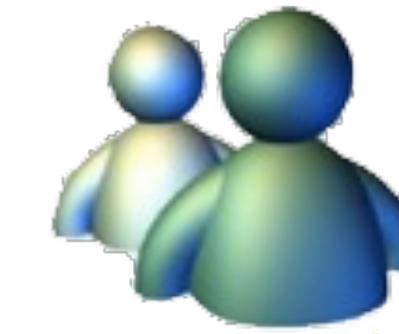
The W3 project provides a collaborative information system independent of hardware and software platform, and physical location. The project spans technical design notes, documentation, news, discussion, educational material, personal notes, publicity, bulletin boards, live status information and numerical data as a uniform continuum, seamlessly intergated with similar information in other disciplines.

A cropped version of the document that CERN published 30 April 1993 making world wide web software freely available (Image: CERN)

Source: http://home.cern/images/2014/02/cern-makes-web-available-all

File   Edit   View   Go   Favorites   Help

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Channels   Fullscreen   Mail   Print

Address   http://yahoo.com/   Links

Web Launch   cnet   Click here for breaking technology news first.   Picks of the Week

Search   Options

- Arts - - Humanities, Photography, Architecture, ...

- Business and Economy [Xtra!] - - Directory, Investments, Classifieds, ...

- Computers and Internet [Xtra!] - - Internet, WWW, Software, Multimedia, ...

- Education - - Universities, K-12, Courses, ...

- Entertainment [Xtra!] - - TV, Movies, Music, Magazines, ...

- Government - - Politics [Xtra!], Agencies, Law, Military, ...

- Health - - Medicine, Drugs, Diseases, Fitness, ...

- News [Xtra!] - - World [Xtra!], Daily, Current Events, ...

- Recreation - - Sports [Xtra!], Games, Travel, Autos, ...

- Reference - - Libraries, Dictionaries, Phone Numbers, ...

- Regional - - Countries, Regions, U.S. States, ...

Yahoo.com,
[1 January 1996]

Promise of a
more connected
world

Promise of a
more connected
world

* not technically the „web"

Inscrição _ ×

Como quer ser chamado/a?
GHOSTBIKER

Qua a sua idade?
○ Anos ◉ F. Etária ○ Nasc.
Idade 24 - 29

Sexo: masculino ou feminino?
Sexo Masculino

De onde você é ?
País Brasil

Como quer ser visto pelos outros?
Carinha gallery0

Digite sua senha e confirme
******** ********
☑ Gravar Senha

Cancelar   ‹ Voltar Seguinte › Concluir

Inscrição _ ×

Qual o seu signo?
Signo Touro

O que faz? Estuda? Trabalha?
Profissão Computadores

Qual o seu estado civil?
Estado Civil Com Namorado/a

☑ Ocultar seu IP (recomendado)
☐ Quer esconder a sua ID?

Há fotos em seu site? Entre a URL aqui:
http://

Gostaria de dizer algo mais sobre você?

Cancelar   ‹ Voltar Seguinte › Concluir

---

webattack.com

All Topics

Community All Communities
Age group Any
Gender Any
Region World
Language Any
Occupation Any
Status Any
Mood Any
Intention Any
Zodiac Any

GO

---

wa ? _ ×
Login View Tools Help

People Finder
All Topics

gentle1 mac
JinRoh   rcwalke
KURAC Crazy t
cool "C   Deezun
INDIA ladynsi

GO

cel phones

Hatal (at-work) ? _ ×
Login View Tools Help

Peo...Me On:
...om

Ice Queen
selvest man
Shortgirl
dlair
Fiolet
Sobinzo Diver
Sem
...O linda
F. Mulder

GO

odigo

Promise of a
more global
world

Promise of a
more serendipitous
world

When the Machine Stops

from Machine World by Albion

▶ 00:00 / 05:15

Digital Track

Includes unlimited streaming via the free Bandcamp app, plus high-quality download in MP3, FLAC and more.

Buy N
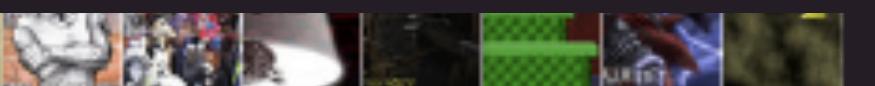
Send as

Buy t

Full Dig

This is a cover of a song by an amateur metal artist from Nepal who I met on the Iron Savior message boards a few years ago. He goes by the names Parimal Satyal and 'Atlantis'. At the time I met him, I had been planning a song inspired by E. M. Forster's "When The Machine Stops" for a while, but it was going nowhere, and I was amazed that he had written one about the same thing.

releases   ↪ **Share / Embed**   ♡ **Wishlist**

Get **all 10 Albion releases** available on Bandcamp and save **40%**.

Includes unlimited streaming via the free Bandcamp app, plus high-quality downloads of Stand Our Ground, The Poison Skies, Live On (Stage Edit), The Day the Night Slept, Signal from the Sky, Crystal Towers 2, Unreality, Dreamscape, and 2 more.

Buy Now **$16.80** USD or more **(40% OFF)**

Promise of a
more exciting
world

Welcome Guest. Please Login or Register.
Jul 12th, 2016, 09:10am

home   help   search   login   register

Armageddon PowerForums
Gamma Ray
Powermetal Chamber (Moderators: Darkwin, Welchy)

Pages: 1

new thread   new poll

		Subject	Started by	Replies	Views	Last post
		Shaman, how does it sounds? « Pages: 1 2 »	Regrin	29	465	Jun 28th, 2003, 08:01am by Darkwin
		What`s the best voice ever known?? « Pages: 1 2 »	Regrin	23	542	Jun 28th, 2003, 07:55am by Darkwin
		Children Of Bodom: Powermetal? « Pages: 1 2 3 4 »	Welchy	45	734	Jun 17th, 2003, 9:58pm by Annie
		20th yearS of NOISE	Regrin	14	198	May 10th, 2003, 12:21pm by Annie
		What´s your fave song from Iron Savior with Kai	Regrin	5	139	Apr 28th, 2003, 12:22pm by Darkwin
		Freedom Call's Call... Your OPNN « Pages: 1 2 3 »	Darkwin	41	665	Apr 27th, 2003, 12:47pm by Welchy
		Avantasia II « Pages: 1 2 3 4 5 »	Darkwin	64	882	Apr 27th, 2003, 12:45pm by Annie
		Masterplan « Pages: 1 2 »	Bushroot	26	410	Apr 27th, 2003, 10:55am by Darkwin
		Sinergy: To Be or Not to Be	Darkwin	6	58	Apr 15th, 2003, 11:20am by Darkwin
		New bands « Pages: 1 2 »	Welchy	27	526	Apr 1st, 2003, 10:13am by Darkwin
		Quotes game « Pages: 1 2 3 4 5 6 7 »	Odbytor	97	1717	Dec 9th, 2002, 09:07am by Darkwin
		Powermetal specials... « Pages: 1 2 »	Darkwin	16	410	Oct 28th, 2002, 04:58am by Darkwin

Pages: 1

new thread   new poll

Forum Jump

💀

Of course, we're indulging in a bit of nostalgia. There were a lot of messed up stuff in the 90s/2000s too.

Love bug, Y2K, browser (non-)standards, ActiveX, pop-ups, 'shareware', Limp Bizkit…

The web was big deal.

Imperfect, chaotic, unregulated, occasionally dangerous, confusing, exciting.

the web ≠ the internet

The internet itself started around 1969. Other protocols existed.
Email (an early form) actually predates the web.
Then there's FTP, SMTP, Usenet

Speaking of Usenet…

```
From: torvalds@klaava.Helsinki.FI (Linus Benedict Torvalds)
Newsgroups: comp.os.minix
Subject: What would you like to see most in minix?
Summary: small poll for my new operating system
Message-ID: <1991Aug25.205708.9541@klaava.Helsinki.FI>
Date: 25 Aug 91 20:57:08 GMT
Organization: University of Helsinki


Hello everybody out there using minix -

I'm doing a (free) operating system (just a hobby, won't be big and
professional like gnu) for 386(486) AT clones.  This has been brewing
since april, and is starting to get ready.  I'd like any feedback on
things people like/dislike in minix, as my OS resembles it somewhat
(same physical layout of the file-system (due to practical reasons)
among other things).

I've currently ported bash(1.08) and gcc(1.40), and things seem to work.
This implies that I'll get something practical within a few months, and
I'd like to know what features most people would want.  Any suggestions
are welcome, but I won't promise I'll implement them :-)

                Linus (torvalds@kruuna.helsinki.fi)

PS.  Yes - it's free of any minix code, and it has a multi-threaded fs.
It is NOT protable (uses 386 task switching etc), and it probably never
will support anything other than AT-harddisks, as that's all I have :-(.
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the modern web

The modern web is different

*https, browser security, rich media,
Doom on your browser?!*
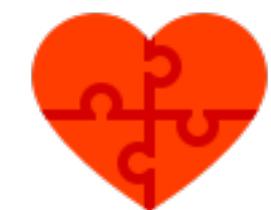
💗 *beautiful,*
💗 *responsive,*
💗 *adaptive,*
💗 *immersive,*
💗 *smart,*
💗 *engaging,*
💗 *personalised…*

♥ *beautiful,* **broken**

responsive,

adaptive,

immersive,

smart,

engaging,

personalised…

Different values
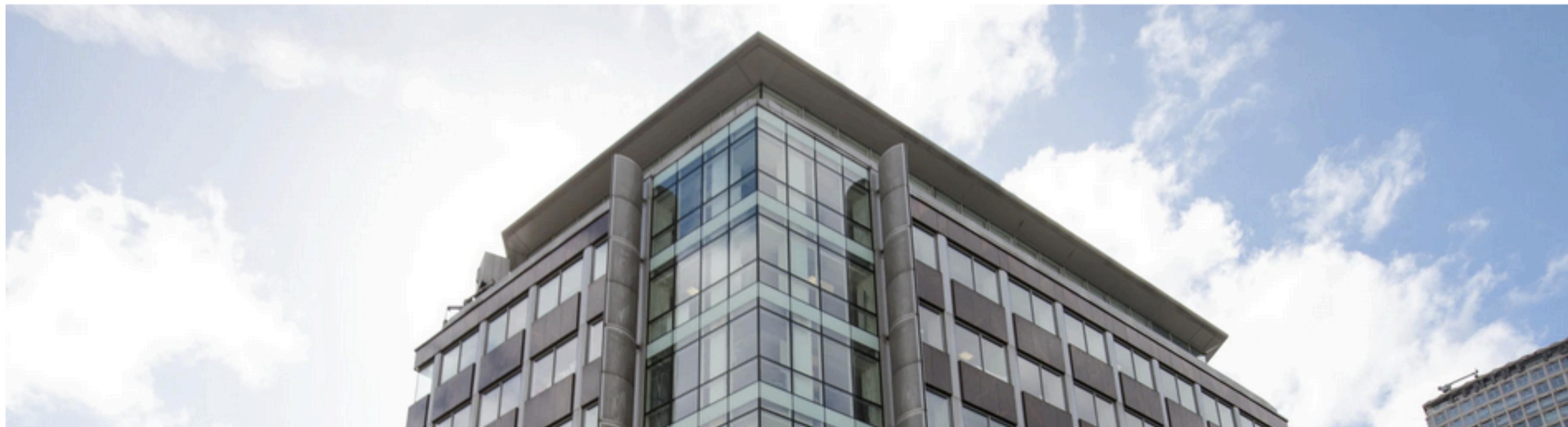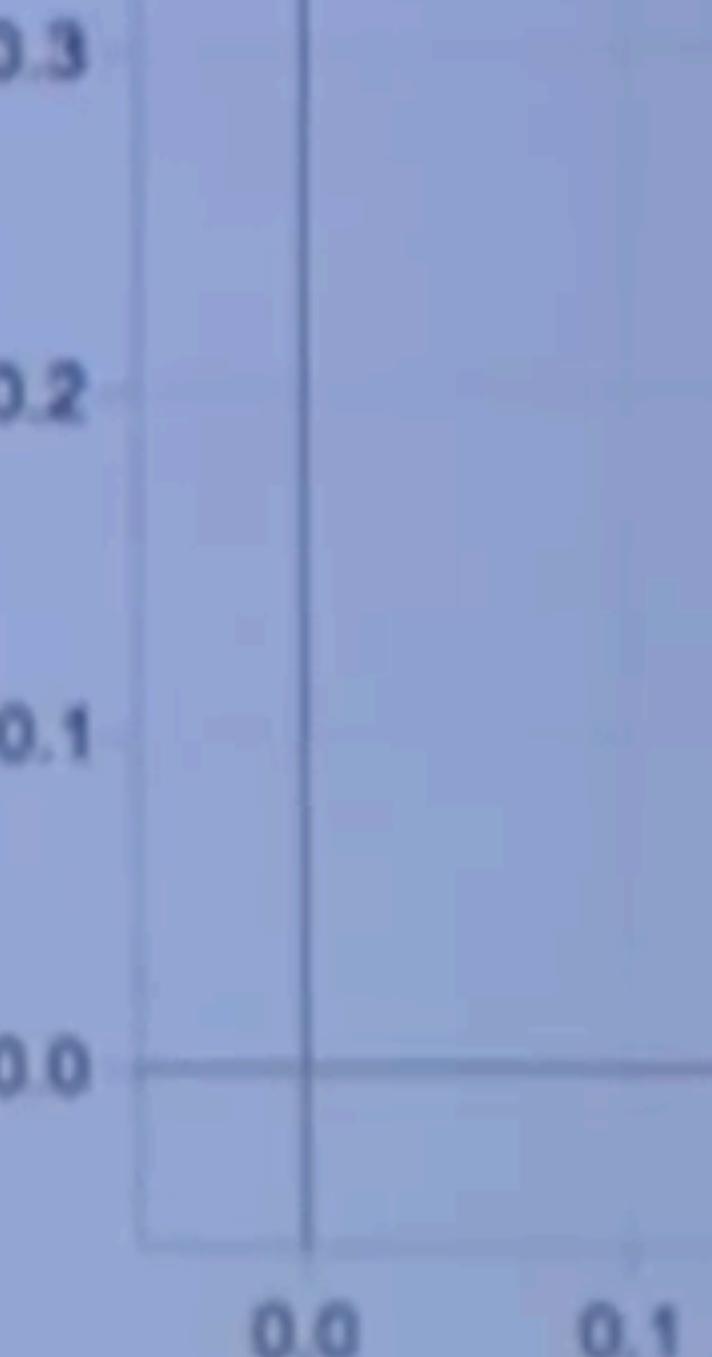
Like an omnipotent eye embedded on Sir Berners-Lee's global system of interlinked documents, noting down everything you do and reporting to private entities who then sell this information for profit.

The New York Times

Cambridge Analytica and Facebook: The Scandal and the Fallout So Far

Revelations that digital consultants to the Trump campaign misused the data of millions of Facebook users set off a furor on both sides of the Atlantic. This is how The Times covered it.

0.3

0.2

0.1

0.0

0.0   0.1

Reliable Republicans   Hardcore Republicans   0

Partisanship Value

0.0000

Turnout Value

0.0000

Parties
Filter   Big

☑ (All)

☑
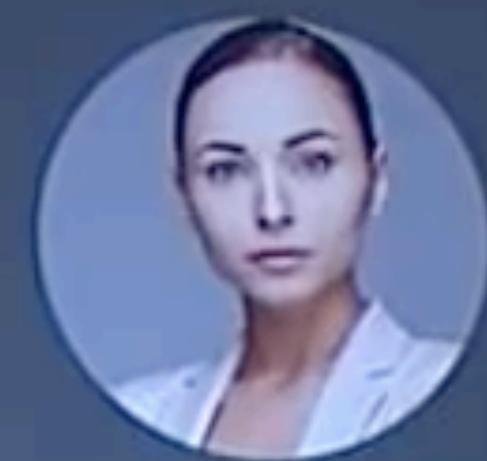
*"close to **four or five thousand data points** on every adult in the United States"*

- Mr. Alexander Nix presenting the work of Cambridge Analytica on the Ted Cruz 2016 Presidential campaign

For a primary, a second amendment might be a popular issue among the electorate. If you know that the personality of the people you're targeting, you can nuance your messaging to resonate more effectively with those key audience groups.

*So, for a highly neurotic and conscientious audience, you're going to need **a message that is rational and fear-based, or emotion-based**. In this case, the threat of a burglary or the insurance policy of a gun is very persuasive.*

- Mr. Alexander Nix presenting the work of Cambridge Analytica on the Ted Cruz 2016 Presidential campaign

illegal Data Mining

Outright Lying

Manipulation

Honey Traps

Grossly unethical

Greed

Cambridge Analytica

©2018 FORBES.com/ CARTOONS

forbes.com/cartoons

Where do they get this all data from?

Where do they get this all data from?

Mostly, you volunteer it.
But they also track your navigation:

Where you click, what you see, what you search for, what you watch, what you buy, what you talk about…

surveillance capitalism

The game is no longer about sending you a mail order catalogue or even about targeting online advertising. The game is selling access to the real-time flow of your daily life –your reality—in order to directly influence and modify your behavior for profit.

— Shoshana Zuboff (Frankfurter Allgemeine)
The Secrets of Surveillance Capitalism

The goal: to change people's actual behavior at scale

This is just one peephole, in one corner, of one industry, and the peepholes are multiplying like cockroaches. Among the many interviews I've conducted over the past three years, the Chief Data Scientist of a much-admired Silicon Valley company that develops applications to improve students' learning told me, "The goal of everything we do is to change people's actual behavior at scale. When people use our app, we can capture their behaviors, identify good and bad behaviors, and develop ways to reward the good and punish the bad. We can test how actionable our cues are for them and how profitable for us".

The very idea of a functional, effective, affordable product as a sufficient basis for economic exchange is dying. The sports apparel company Under Armour is reinventing its products as wearable technologies. The CEO wants to be like Google. He says, "If it all sounds eerily like those ads that, because of your browsing history, follow you around the Internet, that's exactly the point--except Under Armour is tracking real behavior and the data is more specific... making people better athletes makes them need more of our gear." The examples of this new logic are endless, from smart vodka bottles to Internet-enabled rectal thermometers and quite literally everything in between. A Goldman Sachs report calls it a "gold rush," a race to "vast amounts of data."

— Shoshana Zuboff (Frankfurter Allgemeine)
The Secrets of Surveillance Capitalism

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— Shoshana Zuboff (Frankfurter Allgemeine)
The Secrets of Surveillance Capitalism

You become a manipulable data point at the mercy of big corporations who sell their ability to manipulate you based on the data you volunteer.

what does this have to do with web design?

what does this have to do with web design?
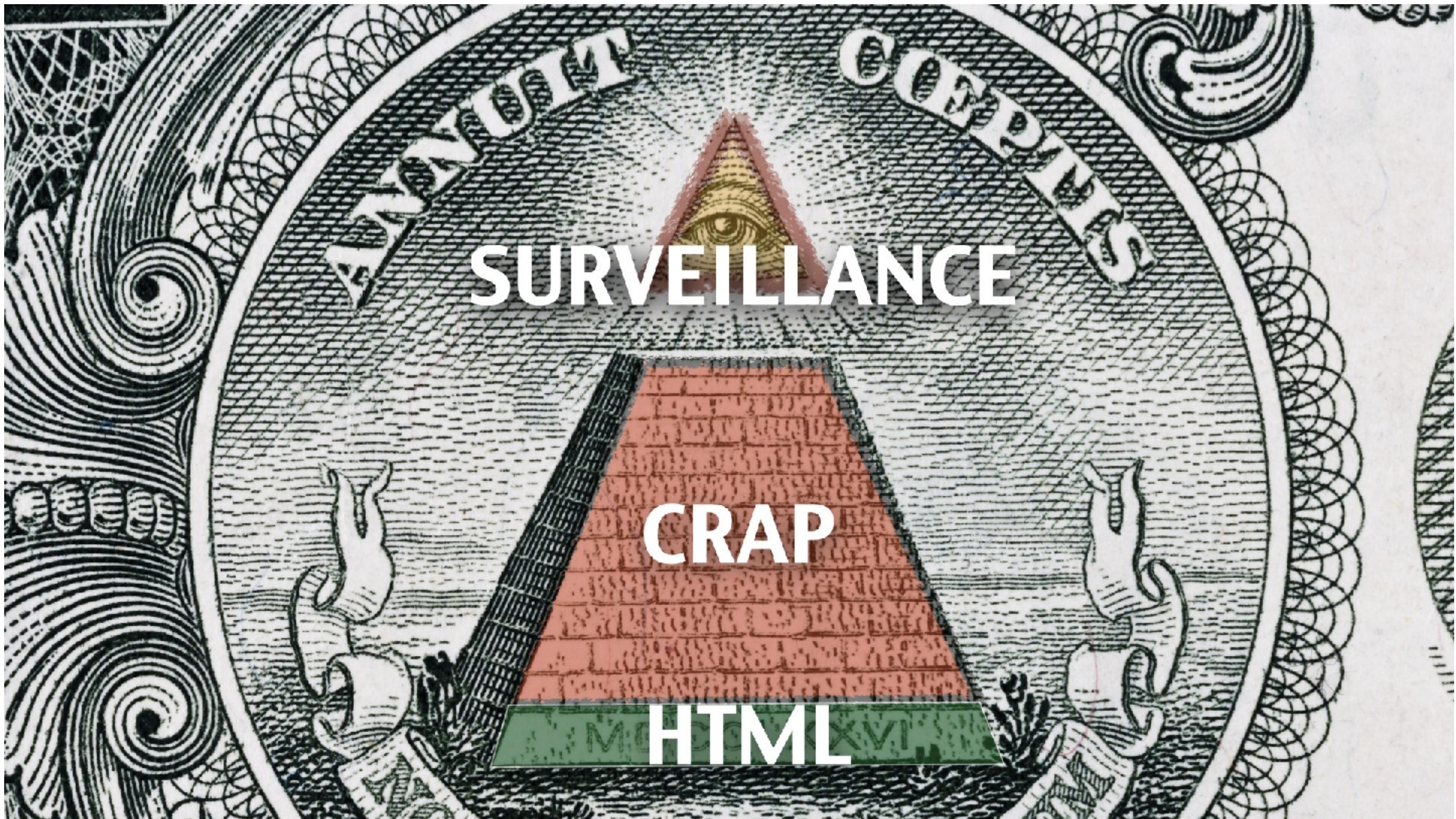
We make it possible. We web people do.
(Sometimes unknowingly/unwittingly)

THE WEB PYRAMID

Scripts
only small amounts

CSS

Images

Markup

Text Worth Reading

— Maciej Ceglowski,
founder of Pinboard

But it's actually more like this:

— Maciej Ceglowski,
founder of Pinboard
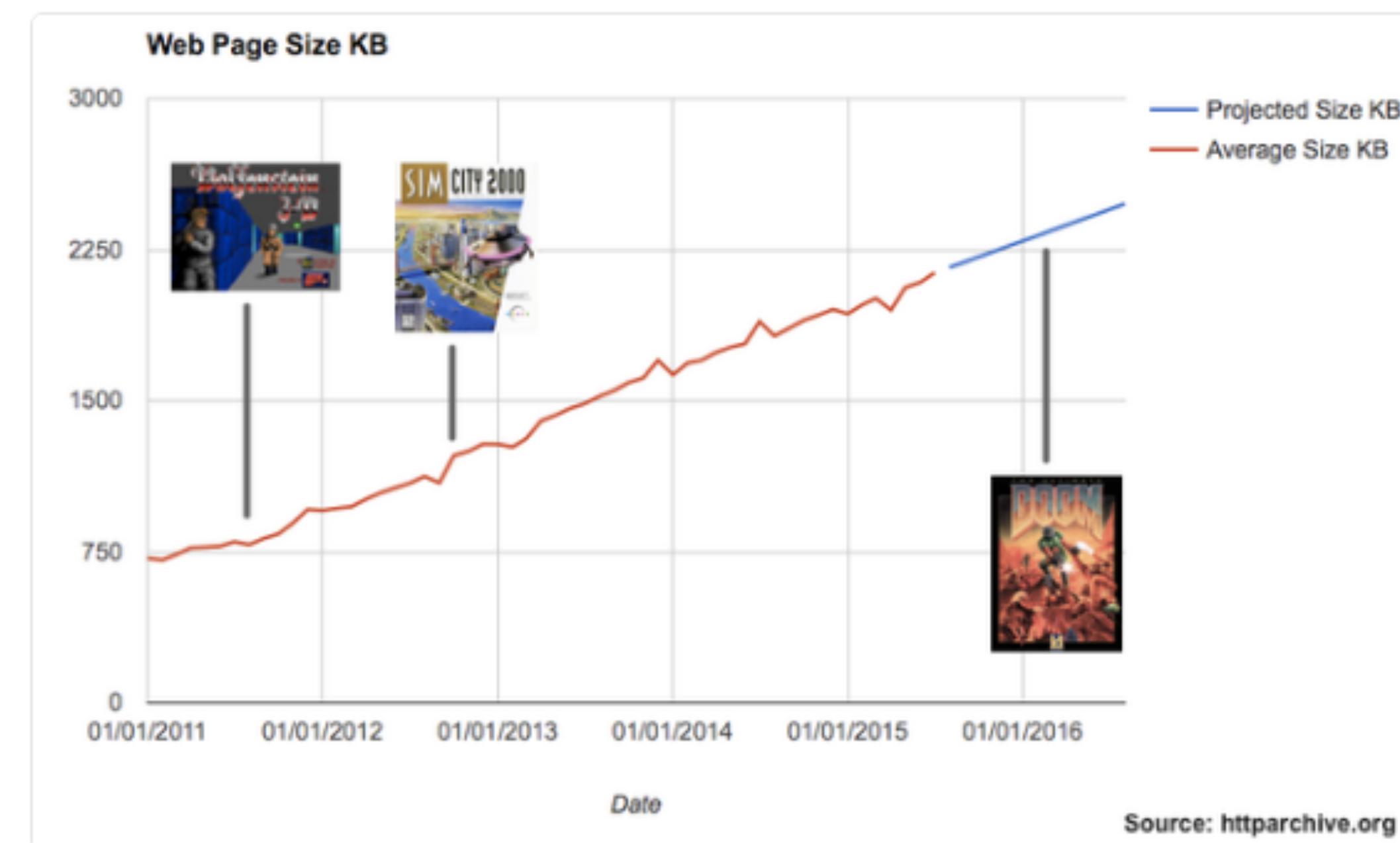
ronan cremin
@xbs

In about 7 months average web page size will be
same as Doom install image.

Well done us! Onwards & upwards!

Web Page Size KB

Source: httparchive.org

RETWEETS
4,087

LIKES
1,811

5:48 PM - 30 Jul 2015

4.1K   1.8K

track the trackers

I ran a small test.
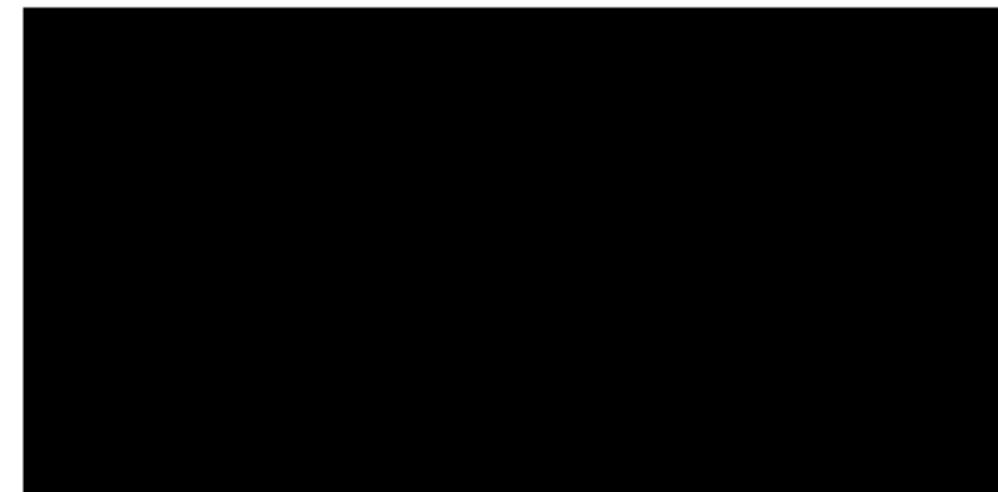
I took a random article on LeMonde.fr and ran some numbers.

Le Monde, journal de référence

Astronomie : la sonde Juno s'est mise en orbite autour de Jupiter

Le Monde, journal de référence

Astronomie : la sonde Juno s'est mise en orbite autour de Jupiter

Dataskydd Webbkoll

Pingdom Website Speed Test

Le Monde, journal de référence

Astronomie : la sonde Juno s'est mise en orbite autour de Jupiter

1500 words

5 images

3 videos

Le Monde, journal de référence

Astronomie : la sonde Juno s'est mise en orbite autour de Jupiter

🖨️ **1500** words

🖼️ **5** images

🎞️ **3** videos

⚖️ **3.9 MB** page size

🍪 **174** cookies

🧊 **429** 3rd-party requests

🤝 **132** 3rd-parties contacted

🔓 **HTTPS** not enabled

📢 **HTTP Referrer** leaked

An experiment

I stripped LeMonde.fr's article with to just the essentials.
To analyse the **Crap-to-Content ratio.**

3 versions

A

Text
+ Images
+ Video

B

Text
+ Images
- Video

C

Text
- Images
- Video

A: http://webfiles.neustadt.fastmail.com.user.fm/leMondeJupiterArticle.html
B: http://webfiles.neustadt.fastmail.com.user.fm/leMondeJupiterArticle-noVideo.html
C: http://webfiles.neustadt.fastmail.com.user.fm/leMondeJupiterArticle-noVideoImages.html

	Original	A	B	C
Total Size	3.9 MB	2.0Mb *(51%)*	174 Kb *(4,36%)*	8 Kb *(0,2%)*
Load Time	3.74s	1.20s *(3x)*	624 ms *(6x)*	225 ms *(16x)*
Requests	680	77 *(11%)*	5 *(0,74%)*	1 *(0.14%)*
3rd-party Requests	429	28	4	0
% Content *(HTML + Img)*	21 %	5 %	100 %	100 %
Cookies	174	15	0	0
3rd Parties Contacted	132	12	2	0

Data based on connection from Stockholm, Sweden
Tools: Pingdom and Dataskydd Webbkoll

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There's a fair amount of "crap"

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The actual article (text and three images, version B) **makes up less than 6% of the total size of the page** *on LeMonde.fr. This means that* **94% of the data transferred between you and LeMonde.fr has nothing to do** *with the article.*

There's a fair amount of "crap"

What about the video, you ask? Before you even play it, **that one video adds over a 100 requests (60 of which are to 15 additional third parties) and 16 third-party cookies.**

There's a fair amount of "crap"
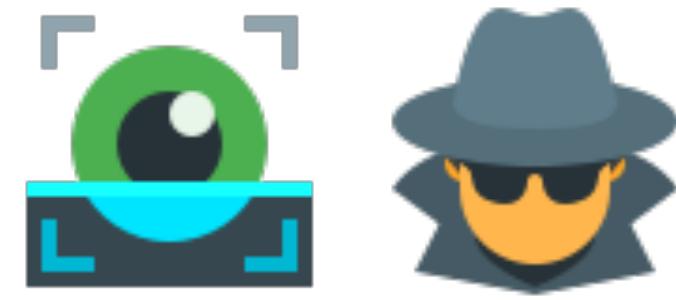
*The text + image version (Version B) is **able to load the entire text and the 3 images with only 5 requests and no cookies whatsoever**.*

Adding a video should reasonably add one or two more requests and maybe one cookie, not 450 requests and 100 cookies, the majority of which are on behalf of companies you neither know nor trust, including those who track and sell your data for profit.

There's a fair amount of "crap"

The Le Monde page **will continue to periodically transfer data and make additional requests even after it has completely loaded** and as you scroll and interact with the page.

If you don't use a content blocker, you will notice that in **just a matter of minutes, over 30 MB of data will have been transferred between your browser and the 100+ third parties**. The number of requests will go into the thousands.

LeMonde.fr contacts 100+ other websites. That's sharing your data — your behaviour patterns, your navigation, your metadata — with third-parties you neither know nor necessary should trust.

That was pre-GDPR.
Pre-Cambridge Analytica scandal.

Any changes?

https://www.lemonde.fr/sciences/article/2016/07/04/astronomie-juno-aux-portes-de-jupiter_4963440_1650684.html

Ⅲ **Astronomie** : la sonde **Juno** s'est mise en orbite autour **de Ju...** - **https://www.lemonde.fr/sciences/article/2016/07/04/astr...** ✕

🔍 https://www.lemonde.fr/sciences/article/2016/07/04/astronomie-juno-aux-portes-de-jupiter_4963440_1650684.html - DuckDuckGo Se...

👁 Status | Webbkoll - dataskydd.net - **https://webbkoll.dataskydd.net/en/check?url=https**%3A%2F%2Fwww.**lemonde.fr**%2Fsciences%2F...

Sources ⚠ Network » ⚙ ⋮ ✕

☑ Disable cache | Fast 3G ▾ ⬆ ⚙

data URLs

Doc WS Manifest Other

Has blocked cookies | Blocked requests

20 ms 40 ms 60 ms 80 ms 100 ms
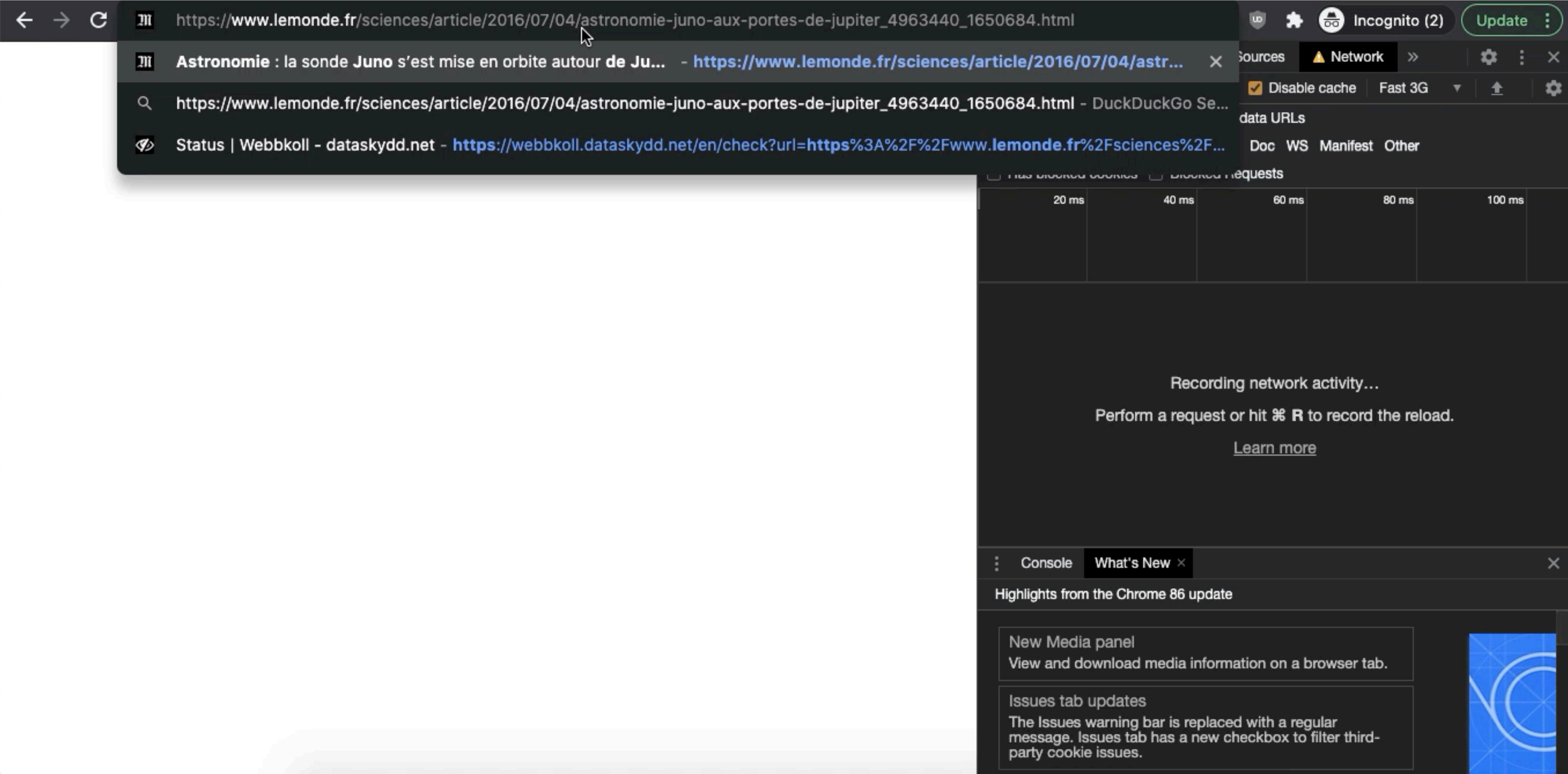
Recording network activity...

Perform a request or hit ⌘ R to record the reload.

Learn more

⋮ Console | What's New ✕ | ✕

Highlights from the Chrome 86 update

New Media panel
View and download media information on a browser tab.

Issues tab updates
The Issues warning bar is replaced with a regular message. Issues tab has a new checkbox to filter third-party cookie issues.

Results for **www.lemonde.fr**

🕐 2020-09-13 02:56:27 Etc/UTC

HTTPS by default:	✔ Yes
Content Security Policy:	❌ Not implemented
Referrer Policy:	❌ Referrers leaked
Cookies:	**12** (6 first-party; 6 third-party)
Third-party requests:	**64** requests to 17 unique hosts
Server location:	🇫🇮 Finland — 151.101.246.217 Look up ⤴

Checked URL:
http://www.lemonde.fr/sciences/article/2016/07/0
4/astronomie-juno-aux-portes-de-
jupiter_4963440_1650684.html

Final URL:
https://www.lemonde.fr/sciences/article/2016/07/
04/astronomie-juno-aux-portes-de-
jupiter_4963440_1650684.html

DataSkydd.net Webbkoll

Independent tool implemented by developed by Anders Jensen-Urstad (programming, design) and Amelia Andersdotter (FAQ, legislative information) of Dataskydd.net, a Swedish non-governmental organization working on making data protection easy in law and in practice.

Webbkoll monitors privacy-enhancing features on websites, and helps you find out who is letting you exercise control over your privacy. We check to what extent a website monitors your behaviour and how much they gossip about the monitoring to third parties, based on what can be observed when visiting a given page. We've also compiled a set of recommendations for how to not track or gossip in digital environments.

example.com 🔍

Results for **neustadt.fr**

HTTPS by default:	✔ Yes
Content Security Policy:	❌ Implemented, but has problems
Referrer Policy:	❌ Referrers leaked
Cookies:	**0**
Third-party requests:	**0**
Server location:	🇺🇸 United States of America — 2620:2:6000::bad:dab:cafe^Look up 🗗

🔄 Check again
🕐 2020-09-13 14:54:00 Etc/UTC

Checked URL: http://neustadt.fr/essays/against-a-user-hostile-web/

Final URL: https://neustadt.fr/essays/against-a-user-hostile-web/

☑ HTTPS by default

`neustadt.fr` uses HTTPS by default.

Chromium reports the following:

State	Title	Summary	Description
✔	Certificate	valid and trusted	The connection to this site is using a valid, trusted

HTTPS encrypts nearly all information sent between a client and a web service. Properly configured, it guarantees three things:

- **Confidentiality**. The visitor's connection is encrypted, obscuring URLs, cookies, and other sensitive metadata.

- **Authenticity**. The visitor is talking to the "real" website, and not to an impersonator or through a "man-in-the-middle".

- **Integrity**. The data sent between the visitor and the website has not

Kimetrak

18 third-party domains on www.lemonde.fr

1. api.dmcdn.net
2. cdn.iubenda.com
3. dmxleo.dailymotion.com
4. imasdk.googleapis.com
5. img.lemde.fr
6. pebed.dm-event.net
7. public-prod-dspcookiematching.dmxleo.com
8. s.ytimg.com
9. speedtest.dailymotion.com
10. st.nyc.dailymotion.com
11. st.sg1.dailymotion.com
12. st.sv4.dailymotion.com
13. st.ty4.dailymotion.com
14. static1.dmcdn.net
15. storage.gra.cloud.ovh.net
16. vendorlist.dmcdn.net
17. www.dailymotion.com
18. www.youtube.com

Access stats

www.lemonde.fr	3	script	https://odb.outbrain.com/utils/get?url=https%3A%2F%2Fwww.lemonde.fr%2Fsciences%2Farticle...
www.lemonde.fr	3	image	https://pixel.advertising.com/ups/57304/sync?uid=&google_error=3&verify=true
www.lemonde.fr	3	image	https://pixel.advertising.com/ups/57304/sync?uid=&google_error=3
www.lemonde.fr	3	image	https://sync-tm.everesttech.net/ct/upi/pid/m7y5t93k?gdpr=1&gdpr_consent=CO5pzDkO5pzFAB7...
tpc.googlesyndication.com	3,3	ping	https://tps20238.doubleverify.com/event.png?impid=b63f9590861742daa2beb2090b9f7fbf&ma...
www.lemonde.fr	3	image	https://match.adsrvr.org/track/cmb/generic?ttd_pid=adaptv&ttd_tpi=1
www.lemonde.fr	3	image	https://cm.g.doubleclick.net/pixel?google_nid=adaptv_dbm&google_cm=&google_sc=&google_tc=
www.lemonde.fr	3	image	https://track1.aniview.com/track?d=Chrome&cou=FR&cos=OSX&r=www.lemonde.fr&rs=www.le...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/254108
www.lemonde.fr	3	xhr	https://as-sec.casalemedia.com/cygnus?s=438316&v=8.1&r=%7B%22id%22%3A%2216000009930...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/257436
www.lemonde.fr	3	image	https://match.adsrvr.org/track/cmf/generic?ttd_pid=adaptv&ttd_tpi=1
www.lemonde.fr	3	image	https://sync-tm.everesttech.net/upi/pid/m7y5t93k?gdpr=1&gdpr_consent=CO5pzDkO5pzFAB7Dv...
www.lemonde.fr	3	image	https://pr-bh.ybp.yahoo.com/sync/adaptv_ortb/%7Bcombo_uid%7D
www.lemonde.fr	3	image	https://cm.g.doubleclick.net/pixel?google_nid=adaptv_dbm&google_cm&google_sc
www.lemonde.fr	3	image	https://track1.aniview.com/track?d=Chrome&cou=FR&cos=OSX&r=www.lemonde.fr&rs=www.le...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/254108
www.lemonde.fr	3	xhr	https://as-sec.casalemedia.com/cygnus?s=438316&v=8.1&r=%7B%22id%22%3A%2216000009930...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/257436
www.lemonde.fr	3	xhr	https://ads.adaptv.advertising.com/rtb/openrtb?ext_id=OutbrainHB
www.lemonde.fr	3	xhr	https://observe.aniview.com/api/adserver/tag/?AV_SUBID=1372&AV_CDIM1=AR_1&AV_UID=81e...
www.lemonde.fr	3	image	https://track1.aniview.com/track?r=www.lemonde.fr&sn=1372&cd1=AR_1&cd2=10608-58203&cd...
ad.lkqd.net	3,3	image	https://idsync.rlcdn.com/464986.gif?partner_uid=$$rawlkqduserid$$
ad.lkqd.net	3,3	image	https://crb.kargo.com/api/v1/dsync/nexstar?exid=$$rawlkqduserid$$

user by sharing their data stored for the same user.

Let's take the simple example of retargeting to understand the need for cookie syncing. Suppose a user likes a pair of shoes on an e-commerce website, adds it to cart but doesn't make the purchase. Now, that e-commerce website wants to retarget the customer by showing the ad of same shoes ultimately leading to a conversion (purchase). Hence, DSP of this e-commerce website is assigned the task to find the user on web and show him/her the shoe ad.

Now the user goes on surfing the web and lands on a blogger's website that runs targeted ads. Then the blogger's site drops cookies on the user's browser and quickly recognizes the user as he/she has visited the blogger's website before. Quickly, SSP is assigned to show relevant ads to user.

Here we have a DSP looking for the user to show him/her ad for the pair of shoes. And we also have the SSP looking for a suitable advertiser meaning to show the same user with some relevant ads. But how do DSP and SSP know this is the same user? The answer is cookie syncing.

Cookie syncing is an idea based on providing ad tech with the benefit of better ad targeting. This can be tricky at first. So, let's move to further understand it better.

Source: https://www.adpushup.com/blog/cookie-syncing/

🌐 Webbkoll is also available in German (auf Deutsch), Norwegian (norsk) and Swedish (svenska)!

Check your site!

https://neustadt.fr/essays/against-a-user-hostile-web/   **Check**

This tool helps you check what data-protecting measures a site has taken to help you exercise control over your privacy.

Please note:

1. This tool simulates a normal browser visit with Do Not Track disabled (browser default) and with no add-ons.

2. Even if you enter https://, http:// will be checked, to see if it redirects to https:// automatically (redirects are followed).

✓ Certificate   Valid and trusted   The connection to this site is using a valid, trusted   • **Integrity**. The data sent between the visitor and the website has not

SCIENCES

Astronomie : l

orbite autour

La sonde américaine de la NA
planète du système solaire, d

Par Vahé Ter Minassian · Publié le 17

Lecture 5 min.

Consulter le journal

Se connecter   S'abonner

ACTUALITÉS   ÉCONOMIE   M LE MAG   SERVICES

Partage

Canvas Fingerprinting

One in 18 of the world's top 100,000 websites track users without their consent using a previously undetected cookie-like tracking mechanism embedded in 'share' buttons. The researchers traced 95 percent of canvas fingerprinting scripts back to a single company [AddThis].

KU Leuven. (2014, July 22). Computer privacy: Share button may share your browsing history, too. ScienceDaily. Retrieved July 12, 2016 from www.sciencedaily.com/releases/2014/07/140722091427.htm

*Contextual, targeted, personalised.
Relevant.*

but also

*Profiling. Filter bubble. Echo chamber.
Forced consumption (Stockholm
syndrome).*

Big-name sites hit by rash of malicious ads spreading crypto ransomware [Updated]

New malvertising campaign may have exposed tens of thousands in the past 24 hours.

Mainstream websites, including those published by *The New York Times*, the BBC, MSN, and AOL, are falling victim to a new rash of malicious ads that attempt to surreptitiously install crypto ransomware and other malware on the computers of unsuspecting visitors, security firms warned.

The tainted ads may have exposed tens of thousands of people over the past 24 hours alone, according to a blog post published Monday by Trend Micro. The new campaign started last week when "Angler," a toolkit that sells exploits for Adobe Flash, Microsoft Silverlight, and other widely used Internet software, started pushing laced banner ads through a compromised ad network.

According to a separate blog post from Trustwave's SpiderLabs group, one JSON-based file being served in the ads has more than 12,000 lines of heavily obfuscated code. When researchers deciphered the code, they discovered it enumerated a long list of security products and tools it avoided in an attempt to remain undetected.

"If the code doesn't find any of these programs, it continues with the flow and appends an iframe to the body of the html that leads to Angler EK [exploit kit] landing page," SpiderLabs researchers Daniel Chechik, Simon Kenin, and Rami Kogan wrote. "Upon successful exploitation, Angler infects the poor victim with both the Bedep trojan and the TeslaCrypt ransomware–double the trouble."

Update: According to a just-published post from Malwarebytes, a flurry of malvertising appeared over the weekend, almost out of the blue. It hit some of the biggest publishers in the business, including msn.com, nytimes.com, bbc.com, aol.com, my.xfinity.com, nfl.com, realtor.com, theweathernetwork.com, thehill.com, and newsweek.com. Affected networks included those owned by Google, AppNexis, AOL, and Rubicon. The attacks are flowing from two suspicious domains, including trackmytraffic[c],biz and talk915[.]pw.

The ads are also spreading on sites including answers.com, zerohedge.com, and infolinks.com, according to SpiderLabs. Legitimate mainstream sites receive the malware from domain names that are associated with compromised ad networks. The most widely seen domain name in the current
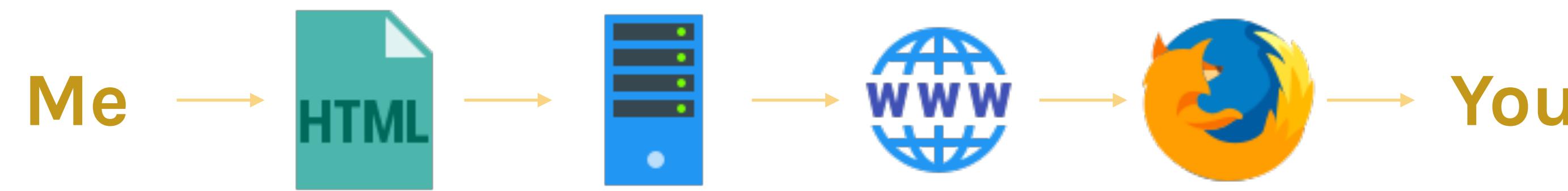
gatekeepers and walled gardens

# *how to speak to 3.5 billion people**

What would it take?
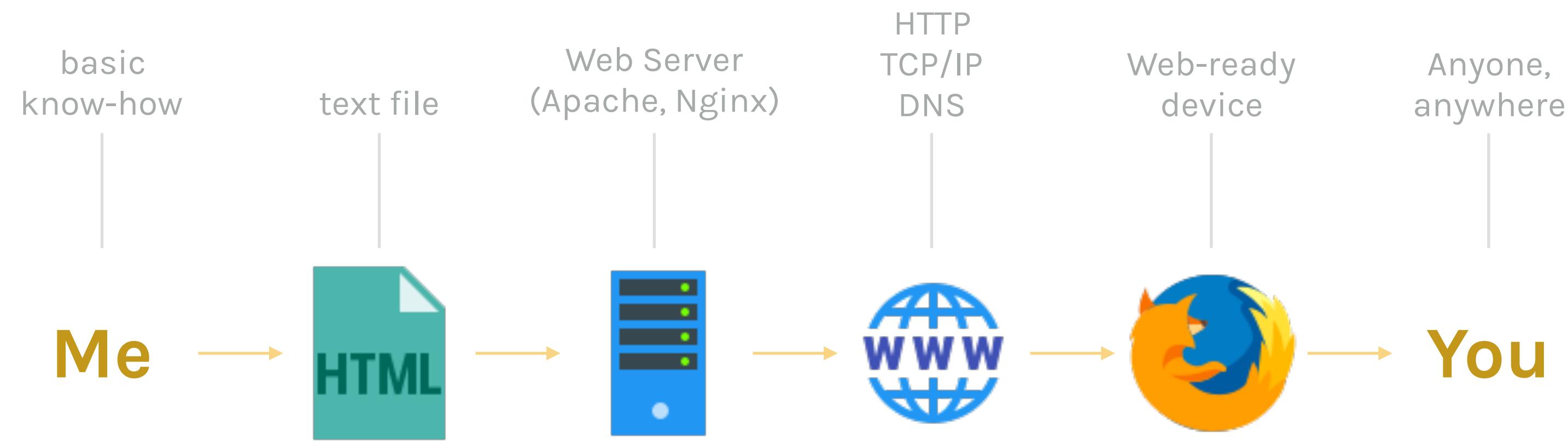
how to speak to 3.5 billion people*
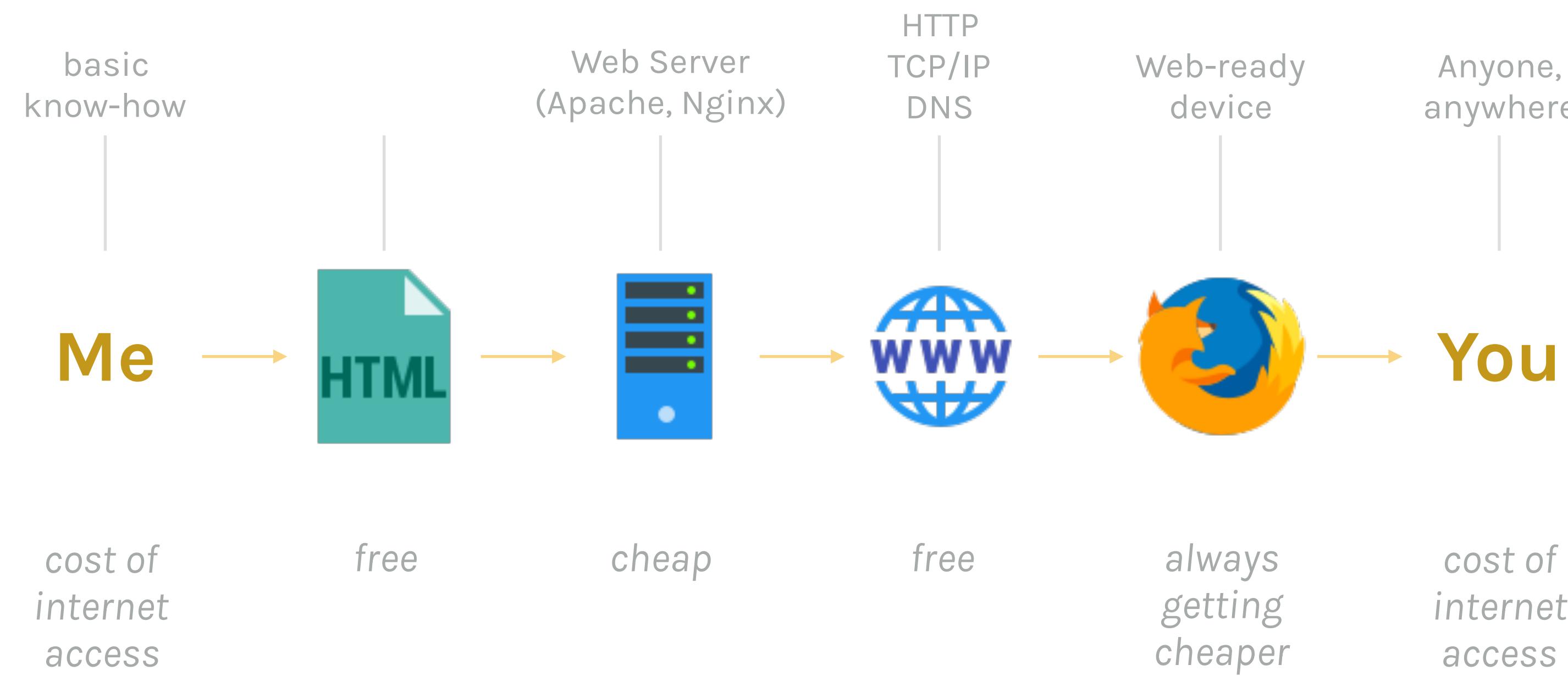
Me → HTML → [server] → WWW → [Firefox] → You

how to speak to 3.5 billion people*

basic
know-how

text file

Web Server
(Apache, Nginx)

HTTP
TCP/IP
DNS

Web-ready
device

Anyone,
anywhere

Me → HTML → [server] → WWW → [firefox] → You

* Rough figure. Source: http://www.internetlivestats.com/internet-users/

how to speak to 3.5 billion people*

basic know-how		Web Server (Apache, Nginx)	HTTP TCP/IP DNS	Web-ready device	Anyone, anywhere

Me → HTML → ▤ → WWW → 🦊 → **You**

cost of internet access	free	cheap	free	always getting cheaper	cost of internet access

That's what the web made possible.

It's that simple.

It's romance over HTTP.
Thoughts, emotions in little packets over TCP/IP.

Me. A text file. A web server. DNS. And you.

No guardians. No authority. No T&C. No editors.

Equal playing field, whether you're American, French, a politican, someone with Asperger's, a Lego enthusiast, a cosmologist in Nepal, an activist in Norway, a Star Wars fan in rural Germany.

Or even a dog.

"On the Internet, no one knows you're a dog."

— Peter Steiner,
New York Times (1993)

But most of the time we spend on the internet is not on the open web.

But most of the time we spend on the internet is not on the open web.

It's on or mediated through a small number of dominant (and private) plateforms Facebook, Instagram, LinkedIn and Twitter.

↩ ⟲ 16 ♥ 51 •••

ESPN FC ✔ @ESPNFC · 14h
Portugal's collective prevailed over **France**'s XI of superstars to win #EURO2016. @Marcotti:

YouTube

Hi Parimal Satyal,

After reviewing your dispute, Sony ATV Publishing has decided that their copyright claim is still valid.

> **Video title:** We Can Work It Out (The Beatles Cover) - Parimal Satyal
> **Copyrighted content:** We Can Work It Out
> Claimed by: Sony ATV Publishing
>
> **View claim details**

Why this can happen

- The copyright owner might disagree with your dispute.
- The reason you gave for disputing the claim may have been insufficient or invalid.

- The YouTube Team

Help center · Email options · Report spam

— Francisco Goya's *The Naked Maja* (1800)

Absurd attempts at driving "engagement"

— *Wish Dave a happy work anniversary.*
— *What do you have on your mind?*
— *Alex is attending an event near you.*
— *Félix recently posted after a long time.*
— *Be the first to comment.*
— *Tell André what you think about his new profil photo*

*But these platforms thrive on "user engagement"—likes, comments, clicks and shares—and their algorithms are more likely to give visibility to content that generates this behavior. **Instead of browsing, the web is for many an endless and often overwhelming stream of content and commentary picked out by algorithms based on what they think you already like and will engage with**. It's the opposite of exploration.*

— Uhh, me.
Rediscovering the Small Web

Network effect

This works because they know you'll agree to it. You'll say you don't have a choice, because your friends are all there—the infamous "network effect".

This is Facebook's currency, its source of strength but also a crucial dependency.

And this is what we often fail to realise:

Without its users, Facebook would be nothing. Without Facebook, you would only be inconvenienced.

Facebook needs you more than you need it.

Rediscovering the Small Web

Rediscovering the Small Web 🌍

← back home

Most websites today are built like commercial products by professionals and marketers, optimised to draw the largest audience, generate engagement and 'convert'. But there is also a smaller, less-visible web designed by regular people to simply to share their interests and hobbies with the world. A web that is unpolished, often quirky but often also fun, creative and interesting.

- Parimal Satyal, 25 May 2020

Every website redesign begins with inspiration.

For this one, there were two: Anders' clean, readable website, which inspired the homepage, and Marijn's site, which reminded me just how *fun* the web can be. The colours, graphics, creative navigation, interesting ideas... the simple fact of clicking through the pages of someone's personal website in 2020 made me nostalgic of the web of the late 90s and early 2000s that I grew up with.

Some of you might have read my previous article, Against an Increasingly User

restoring sanity

"*Remember when, on the Internet, nobody knew who you were?*"

— Kaamran Hafeez,
New York Times (2015)

For the web navigator

— *Switch to Firefox (aka. Don't use Chrome)*
— *Content blocked (uBlock Origin)*
— *Privacy Badger + HTTPS Everywhere*
— *Think about information you share*
— *Quit social media?*
— *Use alternative services (see next slide)*
— *Pay for services, support creators you appreciate*
— ***Demand a better web***

search
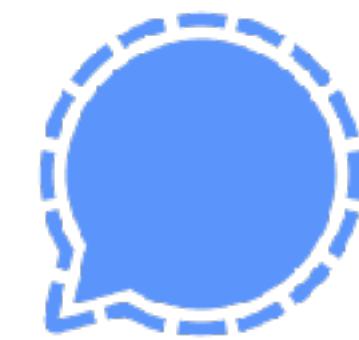
email

messaging

personal web hosting

maps/navigation

video calls

For the web professional

— *HTTPS.*
— *Avoid using scripts for everything*
— *Avoid share buttons*
— *Accessibility also: page size, Javascript, page weight, load time*
— *Stand up against invasive tracking methods*
— *Replace Google Analytics with alternatives (Piwik/Plausible)*
— *Avoid ad networks (like the plague!)*
— *Respect Do Not Track!*
— *GDPR is meant to protect your privacy. Not a legal hassle.*
— **Respect your users**

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.

— Robert Frost,
The Road Not Taken

What do we want the web to be?

Do we want it to be open, accessible, empowering and collaborative? Free, in the spirit of CERN's decision in 1993, or of the web's open source backbone?

What do we want the web to be?

Or just another means of endless consumption, where people are eyeballs, targets, profiles? Where companies use your data to control your behaviour? Which enables a surveillance society?

That will make all the difference.

thank you
merci
vielen dank
mange tak
grazie
धन्यवाद

Parimal Satyal
neustadt.fr
hello@neustadt.fr

Rediscovering the Small Web

← back home

Rediscovering the Small Web 🌍

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