

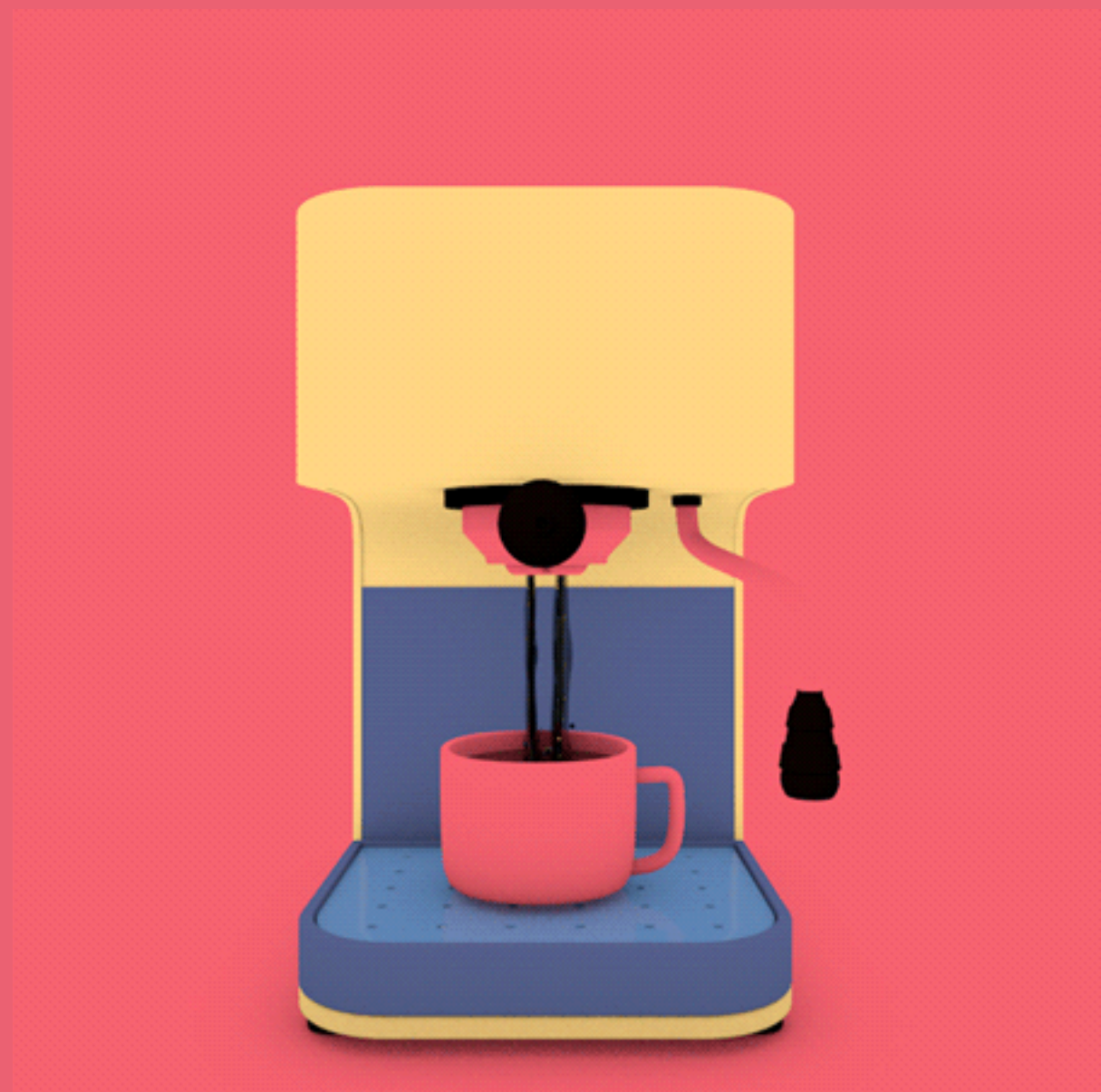


# *The Web*

*under de/con-struction*

*Does today's web live up to the  
dreams and promises of the  
Geocities generation?*

- **Parimal Satyal**  
Geek and Internet person  
13 July 2016



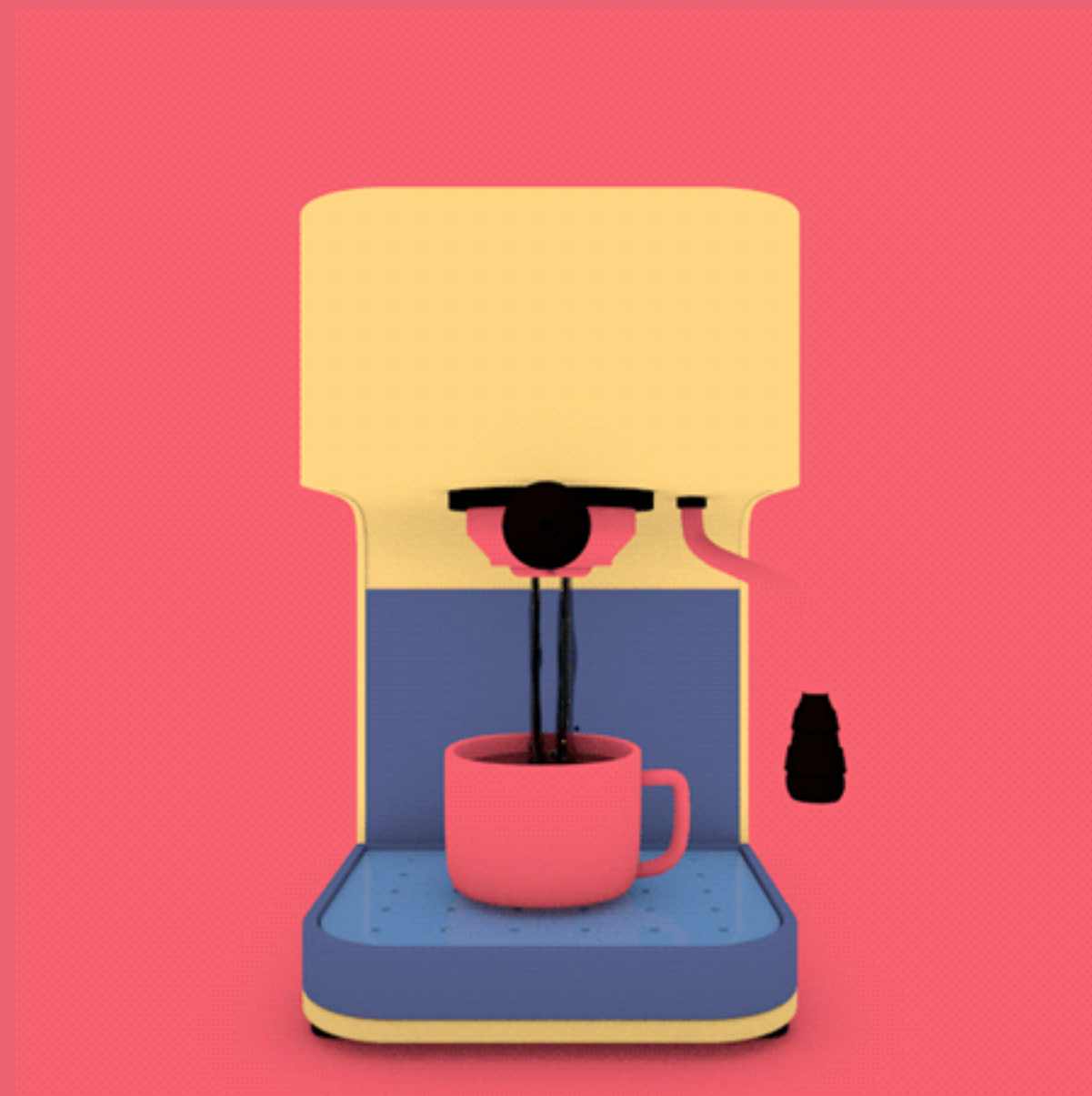


# *The Web*

*under de/con-struction*

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13 July 2016



## *in the next hour*

1. **the early days**
2. **the modern web**
3. **cracks on the wall**
  - i. bloat and dependency
  - ii. gatekeepers and walled gardens
  - iii. surveillance capitalism + insecure connections
  - iv. 'immersive experiences'
4. **restoring sanity**

*the early days*



*It all started with one man with one  
proposal: „Mesh”*

*Tim Berners-Lee at CERN in March 1989.*

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

# *First ever web page*

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

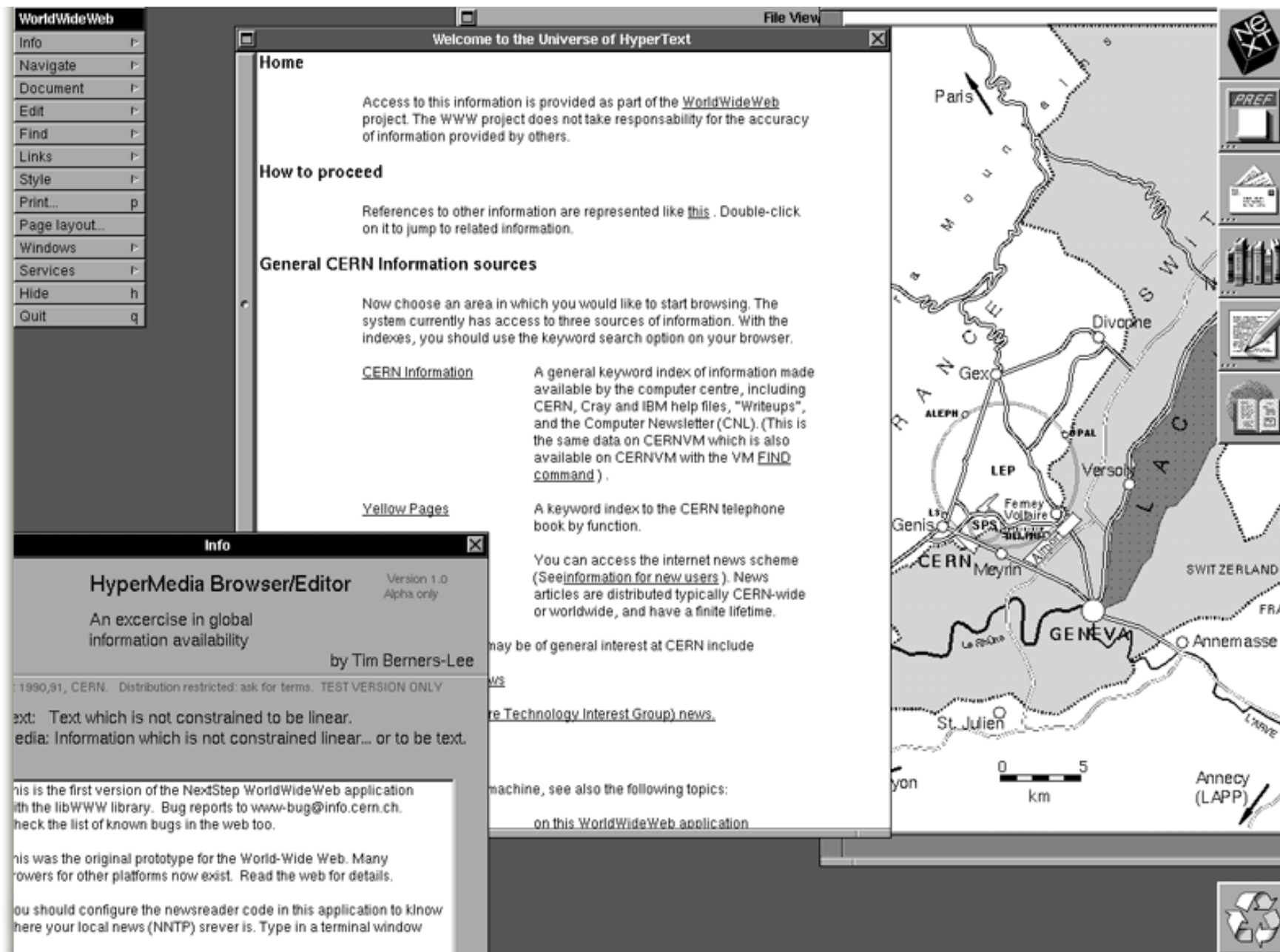
Software                    A list of W3 project components and their current  
Products[11]                state. (e.g. Line Mode[12] ,X11 Viola[13] ,  
NeXTStep[14] , Servers[15] , Tools[16] , Mail  
robot[17] , Library[18] )

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

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

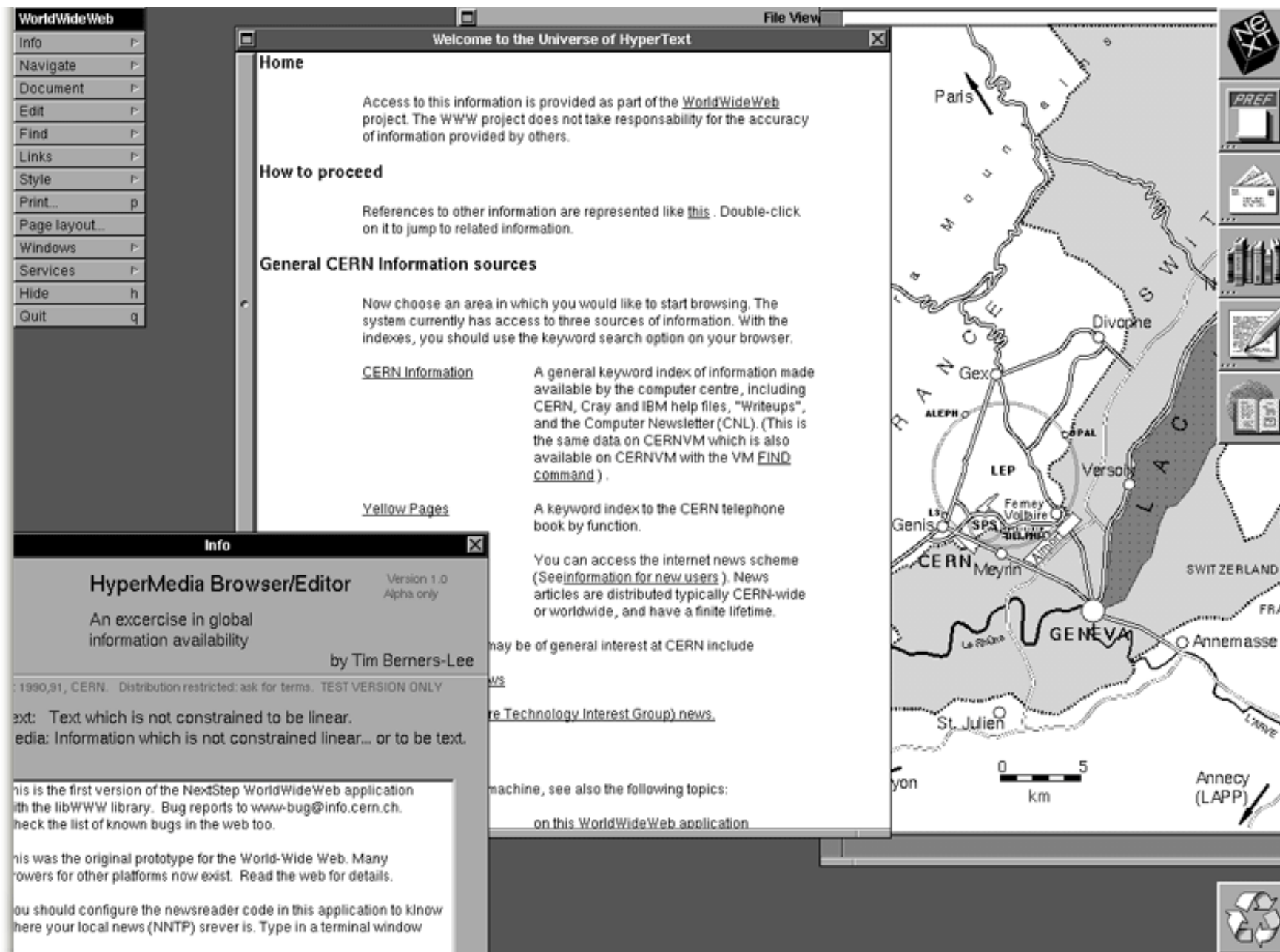


# First ever (graphical) web browser



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

# First ever (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\*

\* Source: <https://www.w3.org/community/webhistory/2013/04/03/restoring-the-first-website/#comment-480>



*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

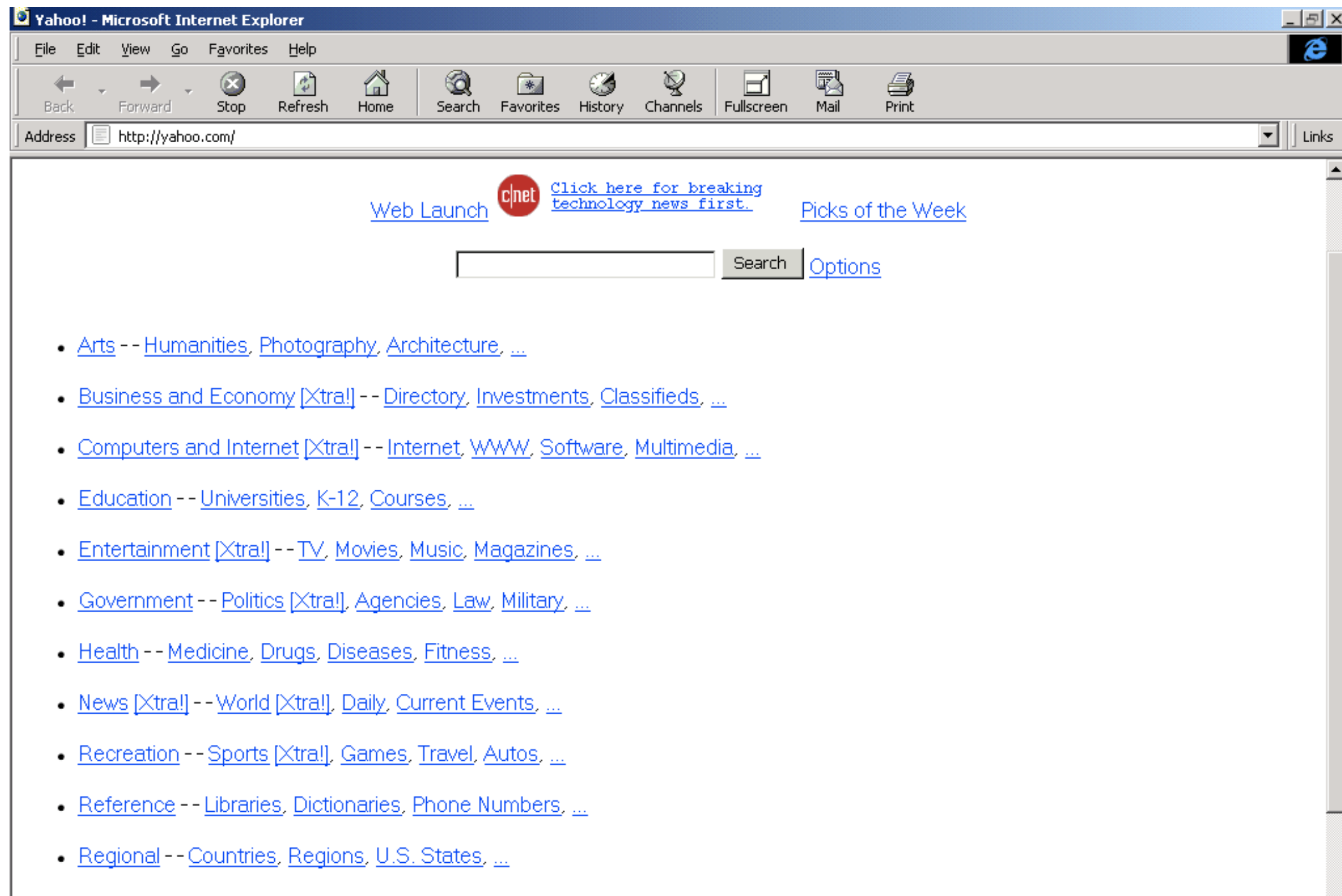
**Introduction**

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>



Yahoo.com,  
[1 January 1996]

*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]



*Today's web browsers  
with the visual enviro  
to convince users to t  
extension of their har  
design took nearly the  
iconography associa  
feeling of going on a*

Promise of a  
***more connected***  
world



Promise of a  
*more connected*  
world

\* not technically the „web”



**Inscrição**

Como quer ser chamado/a?

Qual a sua idade?  
☐ Anos ☒ F. Etária ☐ Nasc.  
 Idade

Sexo: masculino ou feminino?

De onde você é ?

Como quer ser visto pelos outros?

Digite sua senha e confirme  
   
☒ Gravar Senha

**Inscrição**

Qual o seu signo?

O que faz? Estuda? Trabalha?

Qual o seu estado civil?

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

Há fotos em seu site? Entre a URL aqui:

Gostaria de dizer algo mais sobre você?

**webattack.com**

All Topics

Community

Age group

Gender

Region

Language

Occupation

Status

Mood

Intention

Zodiac

**wa**

Login View Tools Help

People Finder  
All Topics

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

**Hatal (at-work)**

Login View Tools Help

People Finder  
All Topics

Ice Queen selvest man Fiolet Shortgirl F. Mulder

Sources:

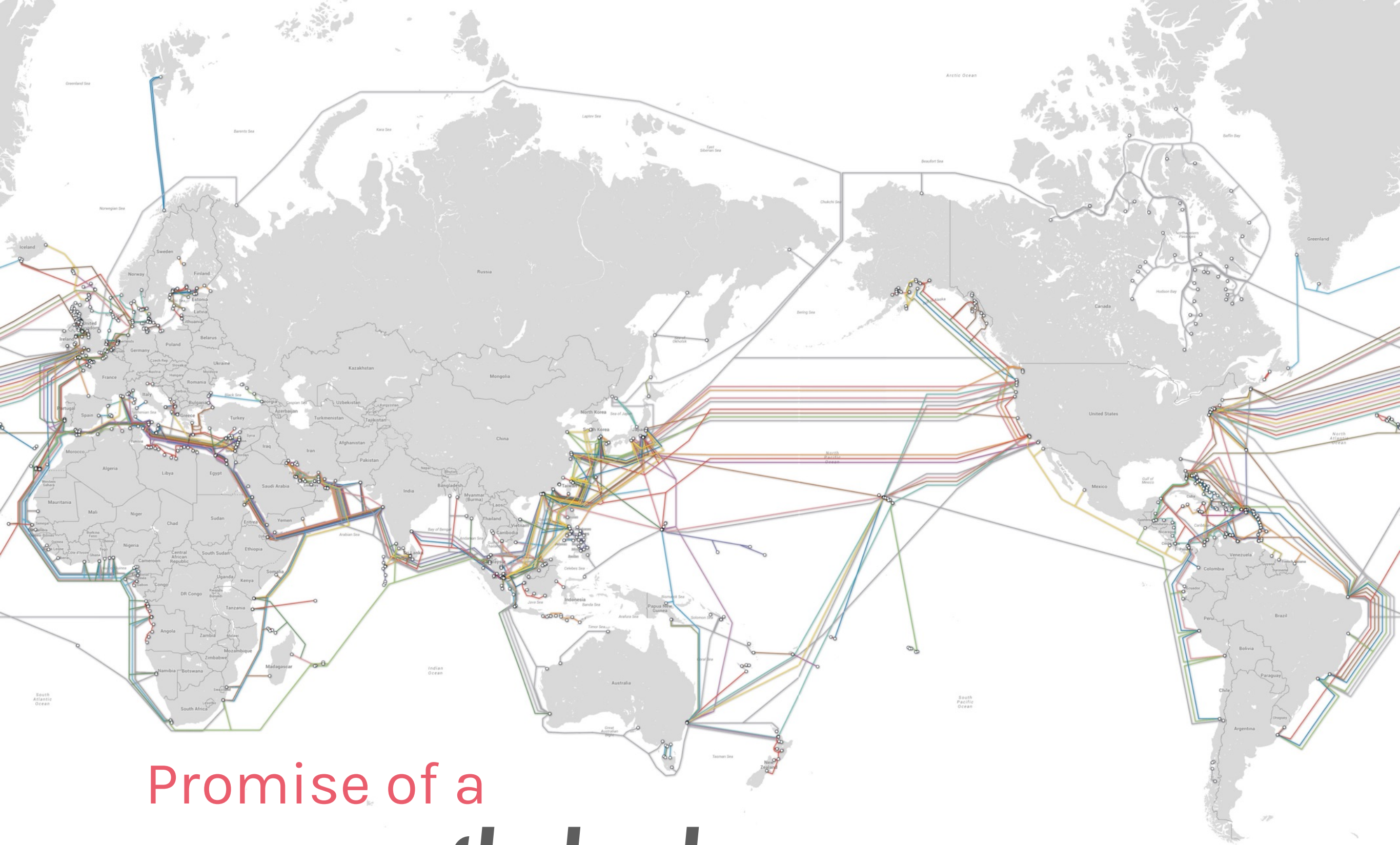
<http://bigblueball.com/wp-content/uploads/2009/03/client-shot.gif>;

<http://www.apfn.net/messageboard/04-07-04/odigo.gif> ;

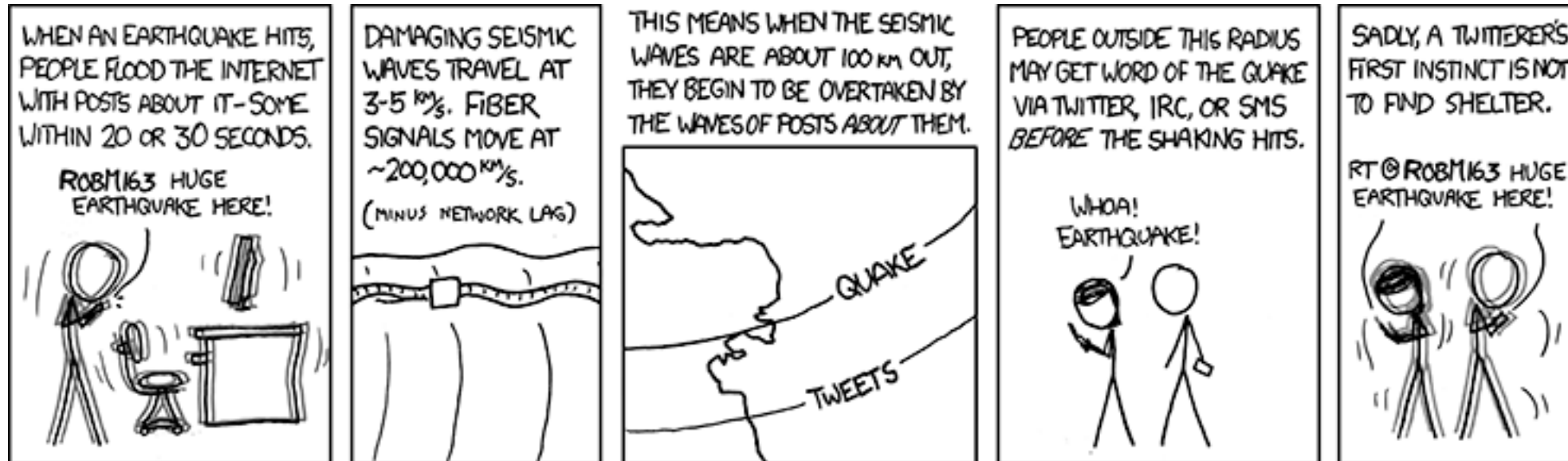
<http://suprematecnica.xpg.uol.com.br/suporte/instantmessages/odigo/odigo.htm>



Promise of a  
***more global***  
world



Promise of a  
***more global***  
world



Source: <http://xkcd.com/723/>

Promise of a  
*more global*  
world

# *Kardashev Scale*

1964, Nikolai Kardashev



**Type 1**  
Planetary



**Type 2**  
Solar-system



**Type 3**  
Galactic

# Kardashev Scale

1964, Nikolai Kardashev



**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](https://www.youtube.com/watch?v=tnmmnpj_pX8)

# 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.

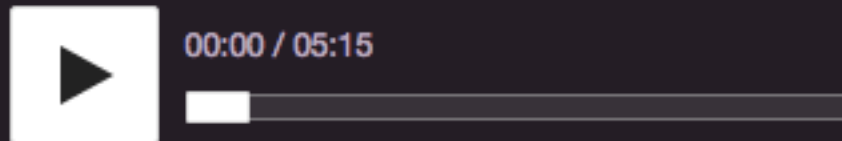
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[https://www.youtube.com/watch?v=tnmmnpj\\_pX8](https://www.youtube.com/watch?v=tnmmnpj_pX8)

Promise of a  
***more serendipitous***  
world



# When the Machine Stops

from **Machine World** by Albion



## Digital Track

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

**Buy Now \$1 USD**

Send as Gift

## Buy the Full Digital Album

### Full Digital Discography





**10**  
releases

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)



 **Share / Embed**

 **Wishlist**

Sources:

<https://albion.bandcamp.com/track/when-the-machine-stops> (2008)



# 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 Now

Send as

Buy the

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

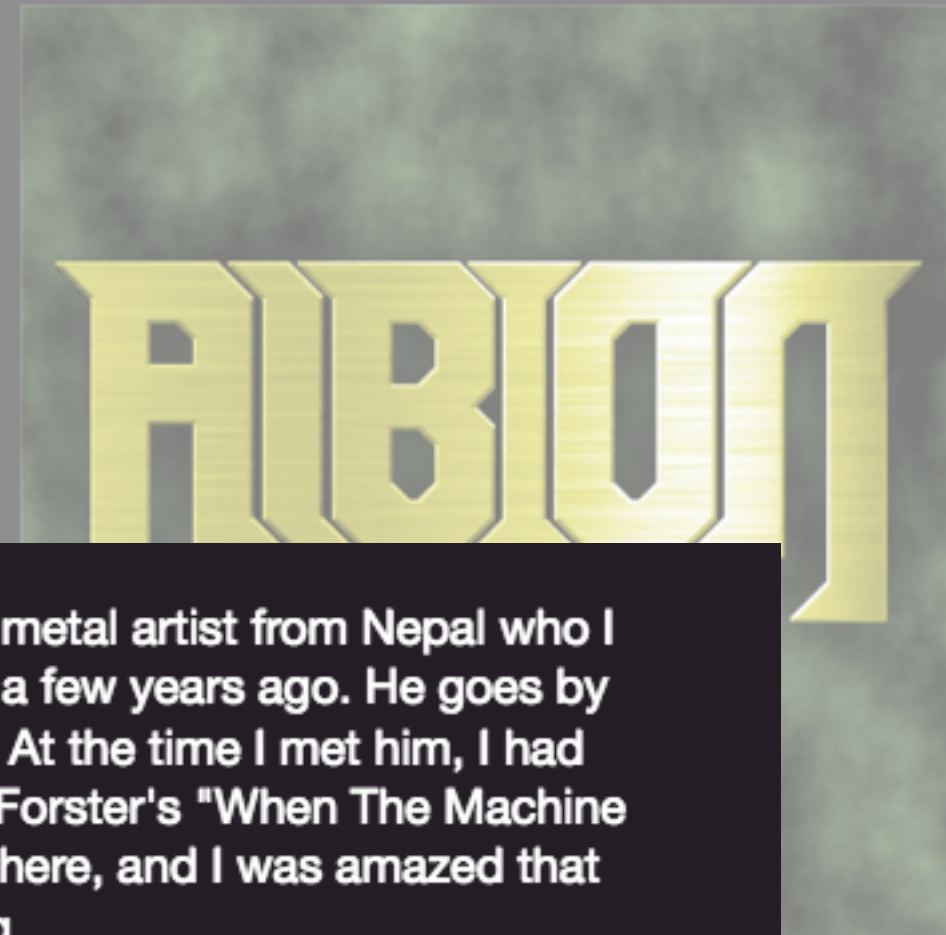
Share / Embed

Wishlist

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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)



Sources:

<https://albion.bandcamp.com/track/when-the-machine-stops> (2008)

Promise of a  
***more exciting***  
world

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

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# Ataraxia Online

side.jpg  
(9682 bytes)

## 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...

© 2001 Parimal Satyal  
[parimal2k29@yahoo.com](mailto:parimal2k29@yahoo.com)  
[www.parimal.radpages.com](http://www.parimal.radpages.com)



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', Linkin Park.

***The web was big deal.***

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

# ***the web $\neq$ the internet***

*The internet itself started around 1969. Other protocols existed.*

*Email (an early form) actually predates the Internet.*

*Then there's FTP, SMTP, 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 portable (uses 386 task switching etc), and it probably never will support anything other than AT-harddisks, as that's all I have :-).

Source: [http://web.archive.org/web/20100104211620/http://www.linux.org/people/linus\\_post.html](http://web.archive.org/web/20100104211620/http://www.linux.org/people/linus_post.html)



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Source: [http://web.archive.org/web/20100104211620/http://www.linux.org/people/linus\\_post.html](http://web.archive.org/web/20100104211620/http://www.linux.org/people/linus_post.html)

***the modern web***

[Se connecter](#)[S'inscrire](#)[Publier une annonce](#)

Cliquez, Visitez, Louez!

📍 Localisation

€ Budget maximum

Budget en €

🏠 Surface minimum

Surface en m<sup>2</sup>

Go !

Soutenu par **Allianz**



par métro



par dessin



par quartier

## OMMi c'est bien plus que des annonces

Essayez nos outils de recherche innovants : Métro, Dessin ou par Quartier

[Je m'inscris !](#)





*beautiful,  
responsive,  
adaptive,  
immersive,  
flat,  
smart,  
contextualized,  
personalized...*

*beautiful,  
responsive,  
adaptive,  
immersive,  
flat,  
smart,  
contextualized,  
personalized...*

***BROKEN***



# ***cracks on wall***

*(a manual on how to break the internet)*

***bloat and dependencies***



ronan cremin

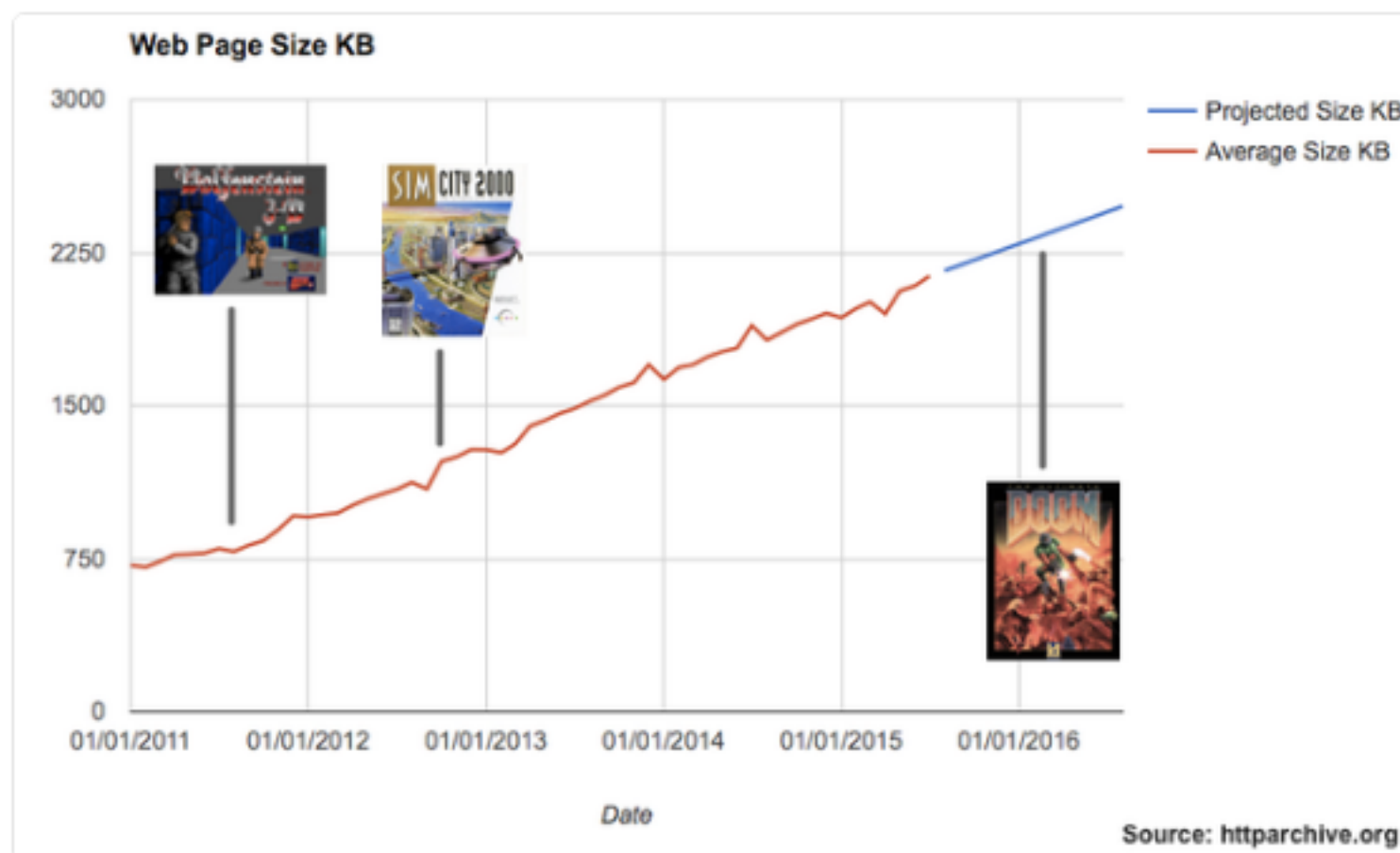
@xbs



Follow

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

Well done us! Onwards & upwards!



RETWEETS

4,087

LIKES

1,811



5:48 PM - 30 Jul 2015



4.1K

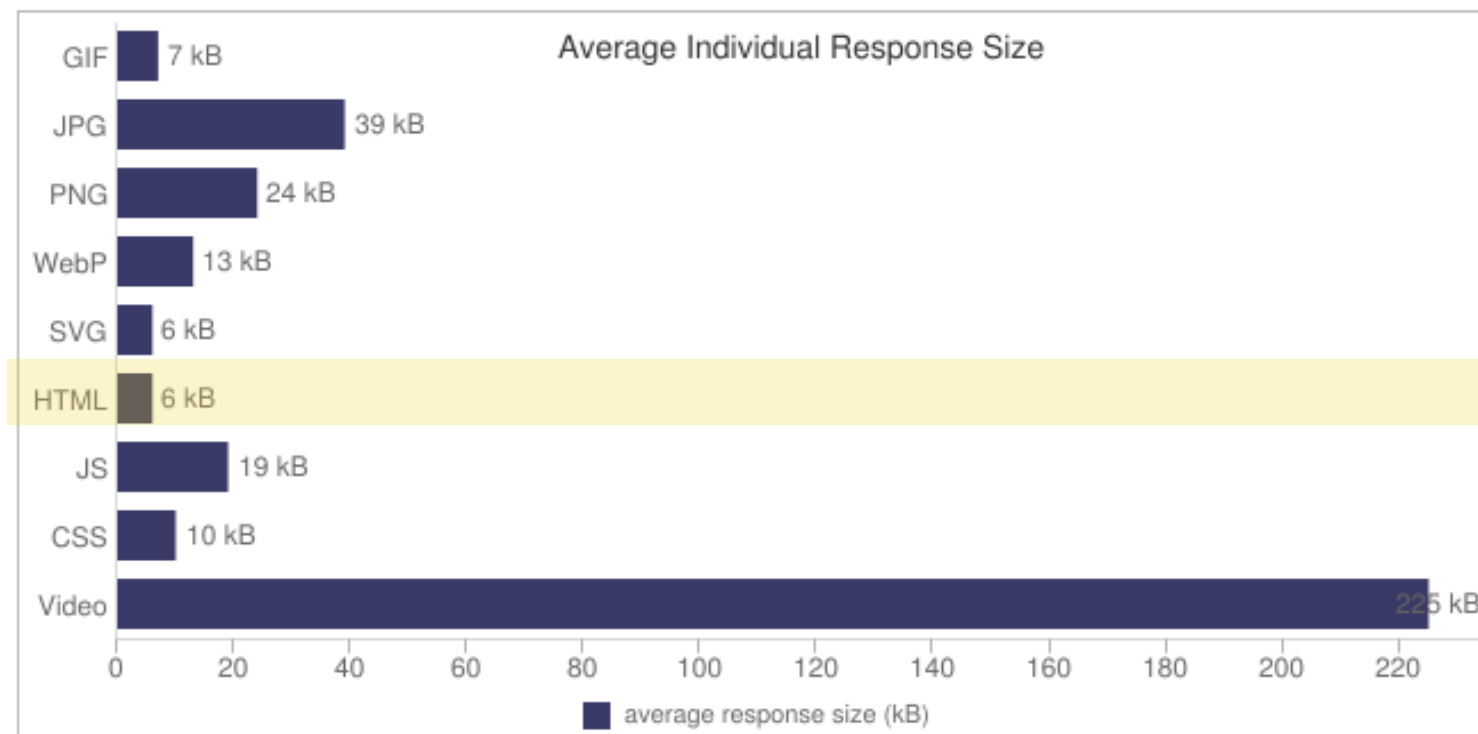
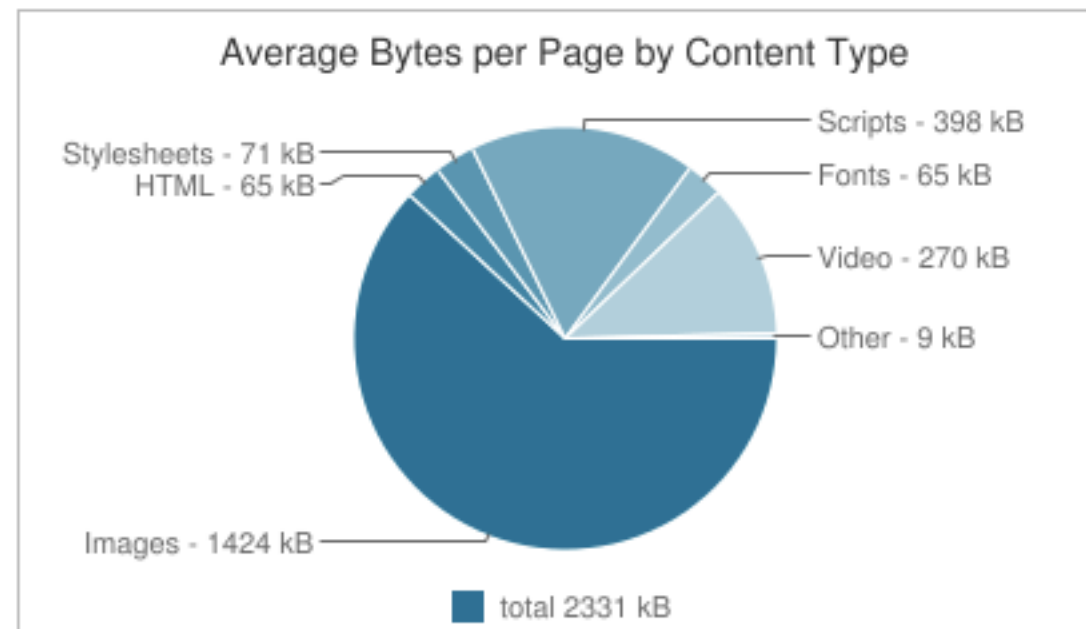


1.8K



Source: <https://twitter.com/xbs/status/626781529054834688>

Choose a run: Apr 1 2016 Choose URLs: All



1,7%

Source: <http://www.httparchive.org/interesting.php?a=All&l=Apr%201%202016>

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



**Referrer** leaked



**Pinboard**  
@Pinboard



Following

My modest proposal: your website should not exceed in file size the major works of Russian literature. Anna Karenina, for example, is 1.8 MB

RETWEETS  
**751**

LIKES  
**709**



1:31 AM - 13 Oct 2015



751

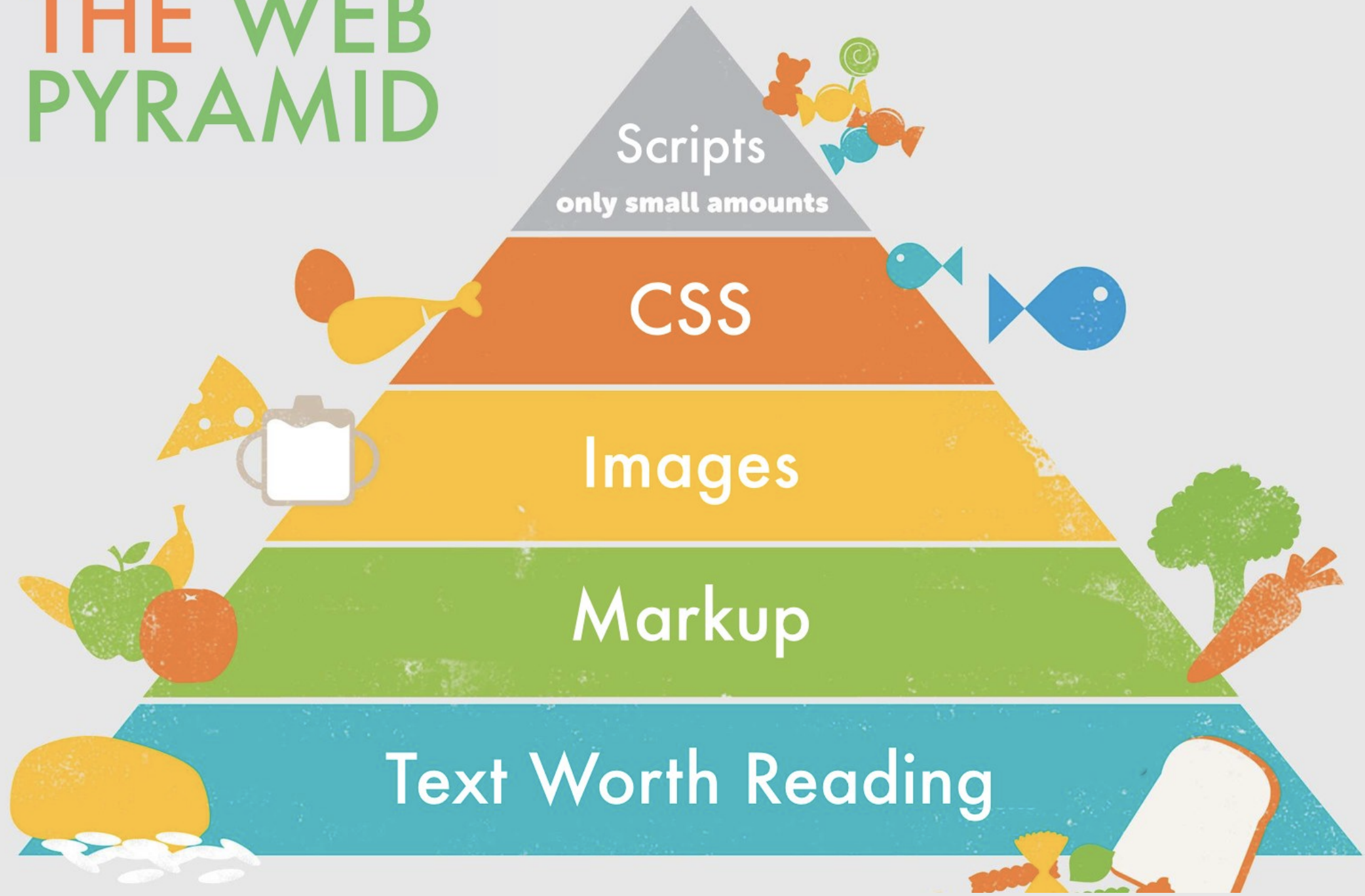


709

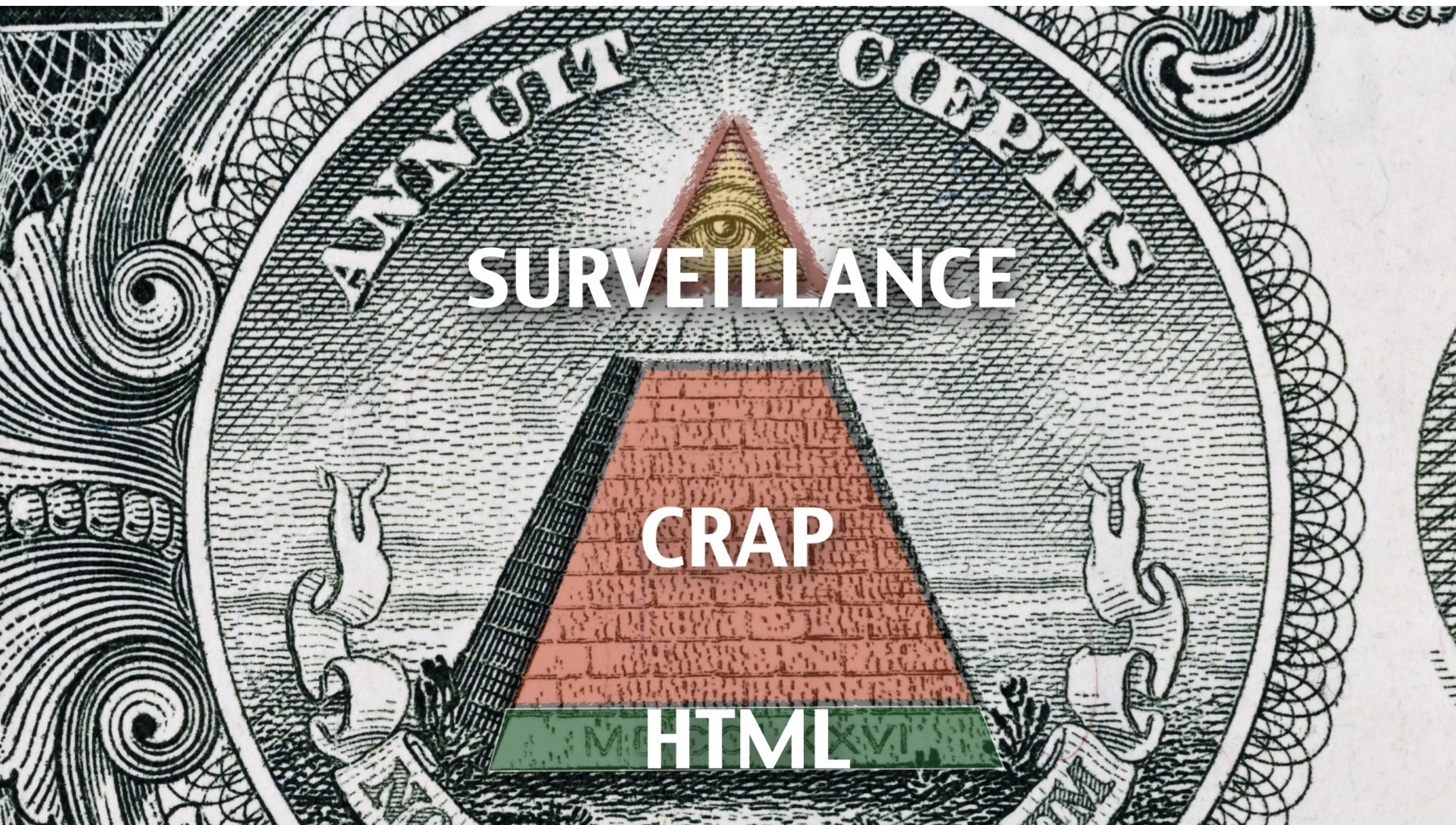


— Maciej Ceglowski,  
*founder of Pinboard*

# THE WEB PYRAMID







**SURVEILLANCE**

**CRAP**

**HTML**



*I want to share with you my simple two-step secret to improving the performance of any website.*

- 1. Make sure that the most important elements of the page download and render first.*
- 
- 3. Stop there.*

*You don't need all that other crap. Have courage in your minimalism.*

— Maciej Ceglowski,  
The Website Obesity Crisis [[http://idlewords.com/talks/  
website\\_obesity.htm](http://idlewords.com/talks/website_obesity.htm)]

*I liked this advice, so I ran a little experiment.*

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

# 3 versions



Text  
+ Images  
+ Video



Text  
+ Images  
- Video



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

Data based on connection from from Stockholm, Sweden  
Tools: [Pingdom](#) and [Dataskydd Webb koll](#)

	Original	A	B	C
Total Size	3.9 MB	2.0Mb (51%)	174 Kb (4,36%)	8 Kb (0,2%)
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Data based on connection from Stockholm, Sweden  
Tools: [Pingdom](#) and [Dataskydd Webb koll](#)

*gatekeepers and  
walled gardens*

# *how to speak to 3.5 billion people\**

What would it take?

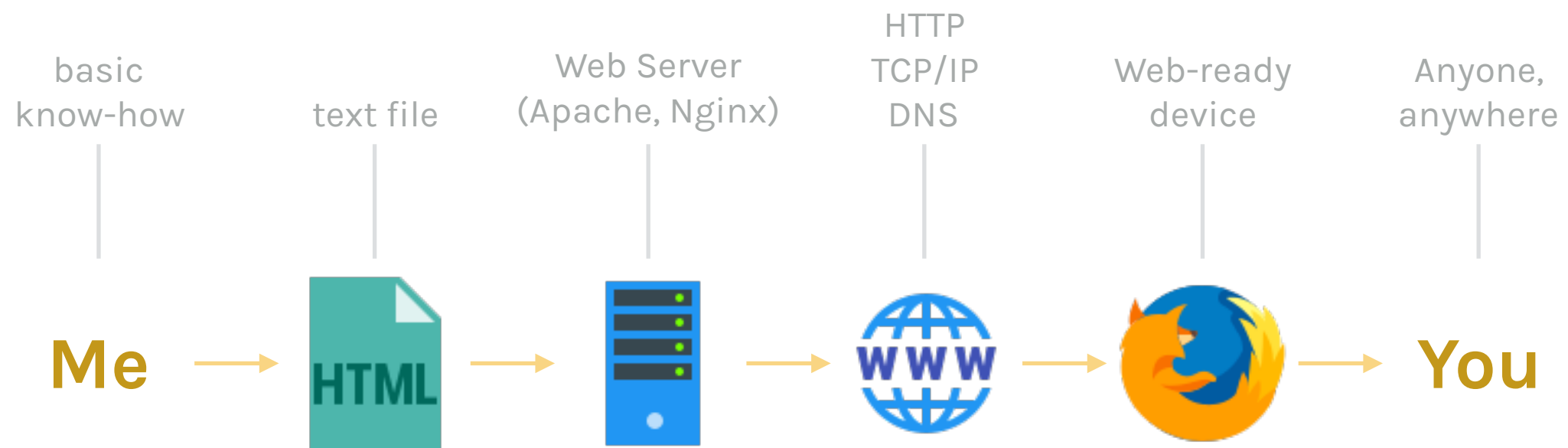
\* Rough figure. Source: <http://www.internetlivestats.com/internet-users/>

# *how to speak to 3.5 billion people\**



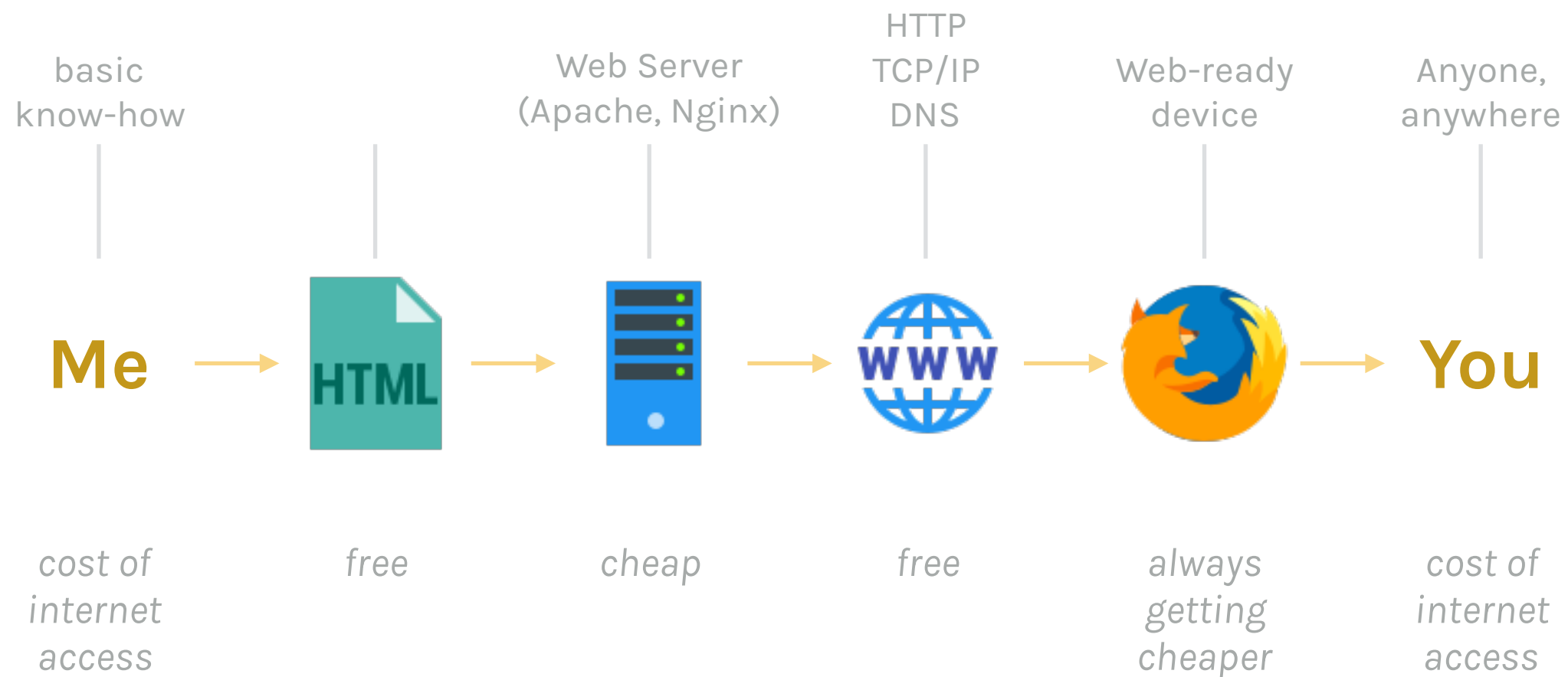
\* Rough figure. Source: <http://www.internetlivestats.com/internet-users/>

# *how to speak to 3.5 billion people\**



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# *how to speak to 3.5 billion people\**



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



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 politician, 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)

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



— Peter Steiner,  
*New York Times* (1993)



16



51



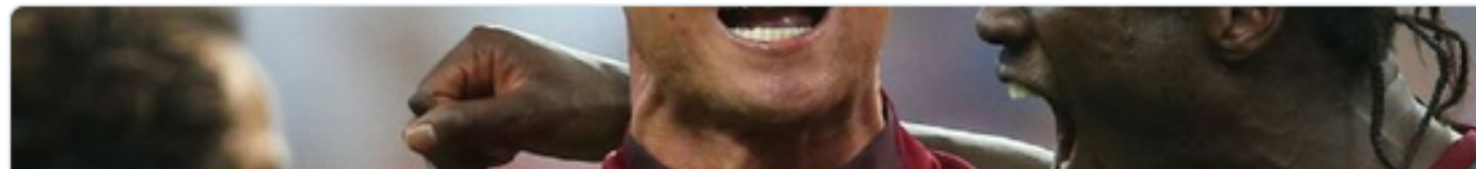
**Tweet withheld** · 14h

This Tweet from @3four3 has been withheld in response to a report from the copyright holder. [Learn more](#)



**ESPN FC**  @ESPNFC · 14h

Portugal's collective prevailed over **France's** XI of superstars to win [#EURO2016](#). [@Marcotti](#):



## We Removed Something You Posted

We removed the post below because it doesn't follow the Facebook Community Standards:

Donna has been removed from the group.

Unfortunately, when individuals are not willing to discuss facts or engage in civil discussion, we must exclude them from the conversation.

It's not something we do lightly.

[Continue](#)



*It's nice to have Facebook, Twitter,  
LinkedIn, Instagram and the gang.*

*but*

*We don't need them. They need us.*

Putting the *ack!* in acquihire



## *Our Incredible Journey*

Putting the ack! in acquihire



## Our Incredible Journey

---

*Cataloging the thrilling opportunities start-ups are offered when their incredible journey continues by being bought by an exciting company. However, as a user of the start-up's service, your own incredible journey must end, because all of your photos and writing and checkins and messages and relationships must now be deleted.*

Source: <https://ourincrediblejourney.tumblr.com/about/>



## Our new adventure

For the last three years, Pie has been on a mission to make the messaging software you use at work fun, fast and exciting. We helped teams collaborate, share cat pics and invent new memes during office hours. And we empowered an incredible group of young, old, creative and smart businesses across the world.

Today, we're excited to share that the Pie team is joining Google ([read more here](#))! In order to focus on our new adventure, Pie will be shut down on March 2, 2016, and will remain independent until then. We've released a new [Download your Data](#) option in your settings screen (only available on Web) that will help you download all of your chats, files and contacts for safekeeping.

To our Pie users, thank you for embracing our product.

— Team Pie

Richard Socher, 4.4.16

## MetaMind acquired by Salesforce

Today, I'm thrilled to share the news that Salesforce has acquired MetaMind. We couldn't be more excited to join Salesforce.

Over the past year and a half, we've been on a mission to empower business users with state of the art deep learning technology to simplify, improve and automate decision making. And now, we'll be able to continue our journey at Salesforce on a much larger scale, with the resources and ecosystem of one of the world's most innovative and influential enterprise software companies.

With MetaMind and Salesforce coming together, we'll be able to offer customers real AI solutions with breakthrough capabilities that further automate and personalize customer support, marketing automation, and many other business processes. We'll extend Salesforce's data science capabilities by embedding deep learning within the Salesforce platform.

Salesforce plans to integrate MetaMind's technology into Salesforce services. For unpaid web users, MetaMind's products will be discontinued on May 4. For our monthly recurring users, MetaMind's products will be discontinued on June 4. We'll delete any data we have stored for unpaid web users and monthly recurring users promptly after close.

We plan to continue our AI research, so you'll continue to see us publish groundbreaking discoveries that advance our deep learning platform's accuracy and capabilities.

I can't thank our customers and employees enough for their support in getting us to this point. We look forward to the deep learning breakthroughs to come. And if you're interested in joining our team, check out our [open positons](#).

- Richard

*Today, I'm thrilled to share the news that Salesforce has acquired MetaMind...*

*[...]*

*For unpaid web users, MetaMind's products will be discontinued on May 4. For our monthly recurring users, MetaMind's products will be discontinued on June 4. ...*

*[...]*

*I can't thank our customers and employees enough for their support in getting us to this point.*

Source: <https://ourincrediblejourney.tumblr.com/image/143157705203>

### Company

Contact

Mailing list

Press kit

### Connect

Facebook

LinkedIn

Twitter

### Legal

Content takedown

Privacy

Terms of service

### Resources

Dev support

Docs

Technology

***surveillance capitalism +  
insecure connections***



# 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."

*what's this gotta do with web design?*

*what's this gotta do with web design?*

*We make it possible.  
(Sometimes unknowingly)*



Remember, LeMonde.fr contacts 400+ other websites. That's sharing your data — your behaviour patterns, your navigation, your metadata — with third-parties you neither know nor necessary should trust.



= cookies. Continued, pervasive data.

*„Only metadata”.*

Well you can do a lot with metadata.

# 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](http://www.sciencedaily.com/releases/2014/07/140722091427.htm)

***Contextual, targeted, personalised.  
Relevant.***

*but also*

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



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

— Kaamran Hafeez,  
*New York Times* (2015)



**We're going to a real-name, permanently identified model.**

This has benefits, but names also have connotations and social weight.

Would you trust algorithms to understand context? What if your name was „Hussein” or „Muhammed” and you were researching explosives for your novel? Or a plane crash?

***Anonymity vs. Freedom to Create Identity vs.  
Freedom to Live Without Fear***

Higher education

# Student accused of being a terrorist for reading book on terrorism

Staffordshire University apologises after counter-terrorism student Mohammed Umar Farooq was questioned under Prevent anti-extremism initiative

Randeep Ramesh and Josh Halliday

Thursday 24 September 2015 10.00 BST

🕒 This article is 10 months old



Most popular



Labour executive rules Jeremy Corbyn must be on leadership ballot



Beijing rejects tribunal's ruling in South China Sea case

*This is the first study to provide empirical evidence that the government's online surveillance programs may threaten the disclosure of minority views and contribute to the reinforcement of majority opinion.*

Elizabeth Stoycheff, Under Surveillance

Examining Facebook's Spiral of Silence Effects in the Wake of NSA Internet Monitoring. Journalism & Mass Communication Quarterly June 2016 vol. 93 no. 2 296-311 [<http://m.jmq.sagepub.com/content/early/2016/02/25/1077699016630255.full.pdf>]

# *EU Regulation 2016/679*

New regulations effective May 2018 that concern:

- Lawfulness, fairness and transparency
- Purpose limitation
- Data minimisation
- Accuracy
- Storage limitation
- Integrity and confidentiality

EU Regulation 2016/679: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>  
More accessible explanation on the [DataSkydd.net About page](#)

# DataSkydd.net

Independent tool implemented by **Amelia Andersdotter** (former MEP, Swedish Pirate Party) and **Anders Jensen-Urstad** (a friend, Unix enthusiast)

*The DataSkydd.net Web Privacy Check see lawfulness, fairness and transparency as a requirement that individuals should understand with whom they are in contact by visiting a website. If an advertisement agency or some other company, such as an internet service provider, has easy access to behavioural data the individual should know. If an individual may be influenced by these parties, again they should be able to know.*



# 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.

by Dan Goodin - Mar 15, 2016 6:37pm CET

273

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, AppNexus, 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, zero hedge.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



***„immersive experiences“***

Basically, I'm talking about:

- x Parallax
- x Scrolljacking
- x (Unnecessarily) Flat design
- x „Smooth” scrolling

An example



[Takeit.co](http://Takeit.co)

**takeit**

Every month, 5 free prints

Select from your albums or the photos sent by your friends



FR  
/  
EN





Another example



[Digiteka](#)



MÉDIAS PUBLICITÉ SERVICES CORPORATE ACTU CONTACT   

# DIFFUSEZ ET MONÉTISEZ DES VIDEOS PREMIUM

Enrichissez automatiquement vos contenus avec des vidéos pertinentes !

News



Mediametrie

Digiteka : 1ère audience média en France (mars 2016)

> Voir le classement Médiamétrie <

# *Hall of Shame*

<https://gist.github.com/cvan/7ba8229b4ec498e3e044>

Live demo



*Scrolljacking is*  
*interfacejacking (CodePen)*

# *Is my website accessible to people*

- ... using a screen reader?*
- ... on a 56.6k connection?*
- ... who's blocked Javascript?*
- ... using a text browser?*
- ... who just want to check a recipe for risotto quickly without wanting an immersive experience or being reminded to sign up to a newsletter?*



*restoring sanity*

*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 the 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.*

*That will make all the difference.*

*That will make all the difference.*

Further reading/shameless plug:  
<https://neustadt.fr/essays/32c3/>



*thank you*  
*merci*  
*danke*  
*grazie*  
धन्यवाद  
谢谢

Intro coffee animation: <http://giphy.com/gifs/coffee-cinema-4d-rPYSkVDPf7elq> (Doze Studios)

Under construction GIFs: <http://www.mikesfreegifs.com/main4/underconstruction/conunderc.gif>,  
<http://www.animatedgif.net/underconstruction/construction.shtml>

Icons by [icons8.com](http://icons8.com)

*thoughts? reactions? ideas?*

*one more thing*

# Farewell

*A last round of German beer, fries and  
currywurst on the 19th of July at  
Wunderbär from 19h onwards.*

**Neustadt.fr**

@parimalsatyal  
parimal@neustadt.fr