

IS10 Information & Power

UCLA Fall 2016

11/01/16



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Diana L. Ascher

Agenda

- Housekeeping
- Group activity
- Presentation & discussion



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Housekeeping

- Capstone presentation
 - 20 minutes each
 - Class will begin at 6:15pm on December 6
- Final paper example topics



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Final paper example topics

- Open access and academic journals
- Anonymous and the Patriot Act
- Facebook's privacy policies
- Google and (non-)compliance with the European Union's "Right to be Forgotten"
- The sharing of intelligence data across agencies through "Optic Nerve"
- YouTube as a forum for information-sharing and community building among transgender youth
- Zach Blas' Facial Weaponization Suite as an artistic intervention in surveillance practices
- The UN's use of biometric technology in refugee registration
- World of Warcraft and racial identity
- The use of Twitter in the #blacklivesmatter activism
- Police dashcam video and racial profiling
- AT&T/Time Warner telecom merger and internet access



Thinking about technology

“I am just another person in a sea of faces.”

~ Anonymous



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Assumptions

- When examining a context from a social justice perspective, start with assumptions



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Class Activity

Create a persona for a potential user of a snowmobile

You may find this helpful: <https://xtensio.com/user-persona/>



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"In America, you get cold. In Russia, cold gets you."

Age: 35

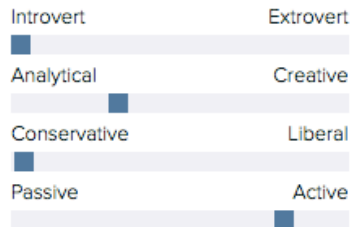
Work: Environmental Scientist

Family: Single

Location: Undisclosed, Antarctica

Character: Workaholic

Personality



Bio

Sergei is an environmental scientist studying the effects of "climate change" in the frigid Antarctic landscape. He requires a reliable, durable, low-maintenance vehicle to traverse from his base camp to his research sites

Introverted

Driven

Focused

Efficient

Goals

- Wants to research long-term cyclic climate change
- Needs to travel to difficult-to-reach glaciers to collect data.
- Wants to minimize contact with outside world to minimize distractions from his research.

Frustrations

- His current mode of transportation is unreliable.
- The location of his research is difficult to reach by dog sled.
- Dogs are difficult to take care of.
- He dislikes wasting time that could be used for research on transportation maintenance.

Motivations

Incentive



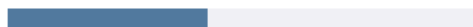
Fear



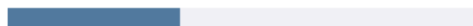
Achievement



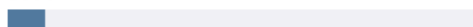
Growth



Power



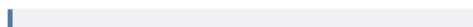
Social



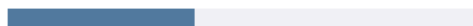
Exxon, Chevron, BP, Gazprom

Preferred Channels

Traditional Ads



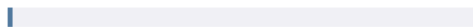
Online & Social Media



Referral



Guerrilla Efforts & PR





"Early bird gets the worm"

Age: 52

Work: Fisherman

Family: Widow

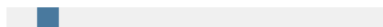
Location: Alaska

Character: Pretty quiet, hardworking. Used to enjoy extreme snowmobiling but recently lost his wife. (hard to enjoy snowmobiling again)

Personality

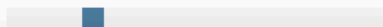
Introvert

Extrovert



Analytical

Creative



Lonely

Likes to keep himself busy

Quiet

Hardworking

Goals

- Doesn't have right now because he is very depressed from losing his wife (from snowmobile accident)

Frustrations

- Cold all the time.
- Need to get all of those fire woods
- Lonely.

Bio

Alaska born and raised. He has a dog. He is a fisherman and his hobby is ice fishing (used snowmobile for his hobby). He recently lost his wife from snowmobile accident. He is very depressed and lonely.

Motivations

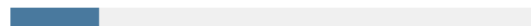
Incentive



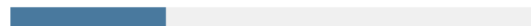
Fear



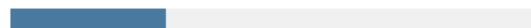
Achievement



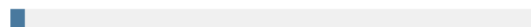
Growth



Power



Social

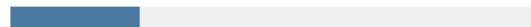


Brands



Preferred Channels

Traditional Ads



Online & Social Media



Referral

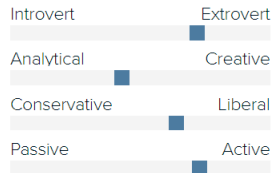


alamy stock photo

"A quotation that captures this person's personality"

Age: 32
 Work: Ski Patrol
 Family: Divorced, no kids
 Location: Vail, Colorado
 Character: Assertive

Personality



- Pessimistic
- Helpful
- Strong
- Determined

Goals

- To provide efficient and rapid rescue response
- Safely transporting people/person to medical center at the ski resort
- To save lives
- Skydiving

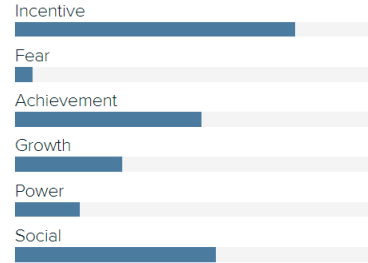
Frustrations

- Reckless people and complaining patients
- Traumatic past
- Fear of injury or incompetency
- Anxiety of counseling
- Snowmobiles are small for rescue missions of larger scale

Bio

Jack works at the ski patrol at the Lionshead mountain in Vail, Colorado and lives in Vail Village with his dog. He is ex-military. He got married young but when he went into the military, the long distance relationship didn't work out. He still has PTSD. He wanted to save lives so he joined the ski patrol. He enjoys driving the rescue snowmobile on the mountain trails.

Motivations



Jon Snow



"Man is not free unless government is limited."

Age: 35

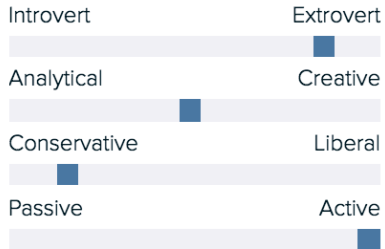
Work: Petroleum engineer

Family: New father

Location: St. Paul, Minnesota

Character: The Do-It-Yourself Guy

Personality



Dependable

Adventurous

Goals

- To explore a new, exciting, and adventurous hobby that doesn't involve work or family
- Wants to summit Mount Everest by the age of 60
- Hopes to see the Minnesota Vikings win a Super Bowl title

Frustrations

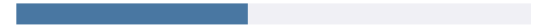
- Tired of being stuck with on the road, waiting for the plower to come
- Frustrated with current government for not attending to the road conditions (so he voted for Trump since he has the answer!)

Bio

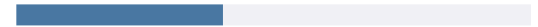
Jon Snow was born on April 1, 1981. A St. Paul native, Snow followed his dad's footsteps by completing his degree in Petroleum Engineering at the University of Minnesota and was hired by the city upon graduation. He met his wife at the local church, and they are now parents to their newborn child, Toby. Although Snow is content with his work and family life, he seeks more adventure, so he found a new solution: a snowmobile.

Motivations

Incentive



Fear



Achievement



Growth



Power



Social



Brands





"I like snowmobiles."

Age: 20-35

Work: Ski lift operator

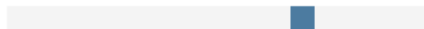
Family: 3 brothers

Location: Fargo, North Dakota

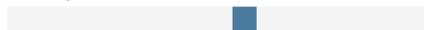
Archetype: Adrenaline Junkie

Personality

Introvert Extrovert



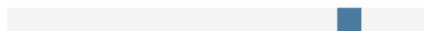
Analytical Creative



Conservative Liberal



Passive Active



Adventurous

Cool

Active

Fun

Goals

- Buy a snowmobile.
- Climb Mount Everest.
- Impress friends and the other people on the mountain.
- Make a new friend every day.

Frustrations

- Not having a snowmobile.
- People standing still on escalators.
- Summer, Fall, and Spring.

Bio

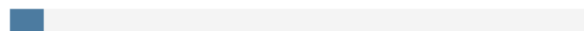
Jimmy Snow is a ski lift operator from North Dakota. He grew up there and will probably live there his whole life. He spends most of his time on the mountain and has been interested in getting into backcountry skiing. There's only one problem: he doesn't have a snowmobile.

Motivations

New Experiences



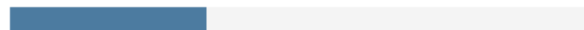
Fear



Achievement



Growth



Power

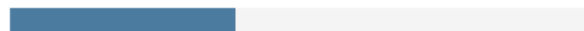


Social



Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR



Pacey

- Fixation on linear approaches to technological development, use, and progression disregard the cultural organization and values that are integral to technology practice
- This should remind you of “rational-actor economics”



Pacey's understanding of technology practice

- Technical knowledge
 - ▣ Knowledge and skills, techniques, tools, and machines central to practice
- Organization
 - ▣ Role of the user and the professional activity within economic, political, and industrial limits
- Cultural dimensions
 - ▣ Goals, values, ethical codes, and beliefs about progress and awareness



Kranzberg's 6 laws of technology

- ❑ Technology is neither good nor bad; *nor is it neutral*.
- ❑ Invention is the mother of necessity.
- ❑ Technology comes in packages, big and small.
- ❑ Although technology might be a prime element in many public issues, nontechnical factors take precedence in technology-policy decisions.
- ❑ All history is relevant, but the history of technology is the most relevant.
- ❑ Technology is a very human activity - and so is the history of technology.

Kranzberg, M. (1986). Technology and History: "Kranzberg's Laws," *Technology and Culture*, 27(3), 544–560.



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Boyd's Culture of Fear + Attention Economy

Culture of Fear (Kranzberg)

- Technology is neither good nor bad, nor is it neutral
- Humans are terrible at risk assessment
- Fear drives our perception of a lot of technology
- Fear is predicated on perception not on risk assessment, which can result in “moral panic”

Attention Economy (Simon)

- Information consumes attention
- Provides fertile ground for culture of fear
- Go “Twitter Zen”
 - Accept you can only see a small fraction of everything that is out there



Boyd's Culture of Fear + Attention Economy

Pretty Geek Bubble v. Radical Transparency

- [Declaration of the Independence of Cyberspace](#)
- Transition from utopian to dystopian viewpoint
- Long-term societal benefits outweigh short-term personal costs
- Local versus national/global networks

Power in Networks

- Control of network flows = power
- “We are not just building tools for geeks”
- To replace fear or the unknown with curiosity
 - Need to understand assumptions



Winner on the politics of artifacts

- Certain technologies are political by nature
 - ▣ Democratic or autocratic
 - ▣ Regardless of intent
 - ▣ Concrete social consequences that can be qualified in political terms



Ellsberg and the Pentagon Papers

- Security v. right to know
- How did he do it?
- What was the reaction
 - ▣ Of government?
 - ▣ Of public?
- What was learned?



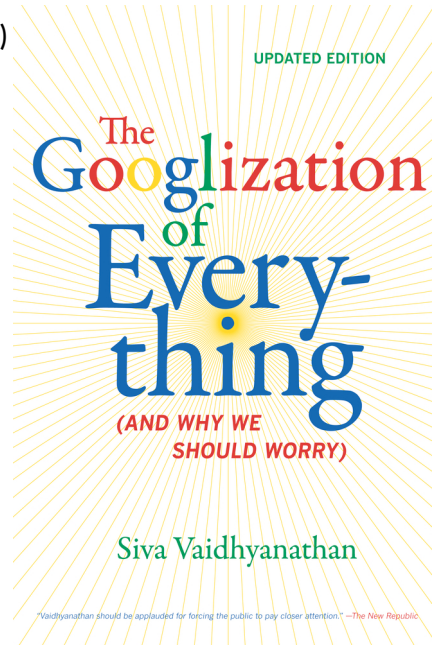
Smith & Zittrain on privacy, fear, trust

- Which laws apply to online activities?
- Government surveillance
 - ▣ individuals increasingly seek assurances of protection from government overreach
 - ▣ Governments want to ensure unfettered access to information to enforce their laws
- Role of law in protecting our rights in the physical world online
- Complementary roles of law and technology in achieving this protection
- Need for governments to come together to eliminate conflicting laws



Vaidhyathan on the Googlization of everything

- <https://youtu.be/AwLwaB7pJC4> (long)
- <https://youtu.be/mglOJthxbLk> (short)



Noble & Roberts on control

- Why does Google Glass engender emotion?
- Types of user & bystander data
 - ▣ Biological
 - ▣ Psychological
 - ▣ Emotional
- Wearable technology implications
 - ▣ Occupying
 - ▣ Commodifying
 - ▣ Profiting



Noble & Roberts: Google Glass design flaw

- What is the flaw?
- How does this flaw manifest?
 - ▣ Privileges an imaginary of Whiteness
 - ▣ Facilitates exploration/intrusion into physical & emotional space of others



Metaphor

- Google Glass wearers as Explorers

- ▣ Marketing narrative
- ▣ Colonial narrative

- Signals

- ▣ “[P]ower, Whiteness, and class elitism are core values in the Google Glass design imaginary.” (Noble & Roberts, 2016)



Metaphor

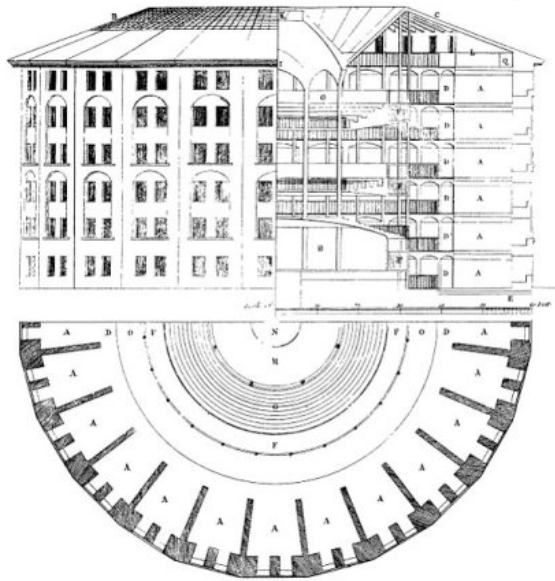
- How does the Explorer notion affect reactions to Google Glass in Silicon Valley?
- How have critics & media characterized concerns?
 - ▣ GG as “an important site of the fight to resist...hypersurveillance and privacy concerns” (Noble & Roberts, 2016)



New York Times, 2013



Another metaphor: Panopticon



Google Glass as panoptic tool

- Panoptic power
 - ▣ Represses emotional expression
 - ▣ Has implications for race, class, and gender
 - ▣ “Those who are more likely imprisoned and victimized by the gaze of surveillance technologies are poor, often people of color, and women, and never is this more evident than in the ways that digital observations of ‘the other’ are deployed in contemporary United States” (Noble & Roberts, 2016)



Glassholes & corporate interests

- Uncertainty about motives
- Lack of control
- Right to anonymity
- Content moderation
- Google as public good
 - ▣ Nothing to hide?



**Google Glass Is Banned
On These Premises**

stopthecyborgs.org © 0 0 0



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Glassholes & corporate interests

- Normalization of mass surveillance
 - ▣ Socialization of panoptic behavior
 - ▣ Remember Schiller?
 - Shift in power and control from state to private actors
 - Particularly over control and dissemination of communication and information
 - Lack of transparency and accountability under new privatized paradigms, with government protections



Next week



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Common themes

- Uncertainty
- Taxonomy
- Behavior
- Context
- Control

