



# Connecting the dots of technology and ethics

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## **Society, Technology, and Ethics**

**Logistics**

**Lecture**

**Group Time** (doubtful)

Join at  
**slido.com**  
#ucla

Albert Kochaphum  
Lecture 4 | April 25<sup>th</sup>, 2023



Week 4, how are you feeling? Ready 4 more?!

Join at  
**slido.com**  
**#ucla**

almost halfway there 🤔

ded

Anxiety 😬

Excellent

solid

tired

sick 🤢

::

content

tired 🤔



Join at  
**slido.com**  
**#ucla**

## How was the workload last week?

Just right



Too much



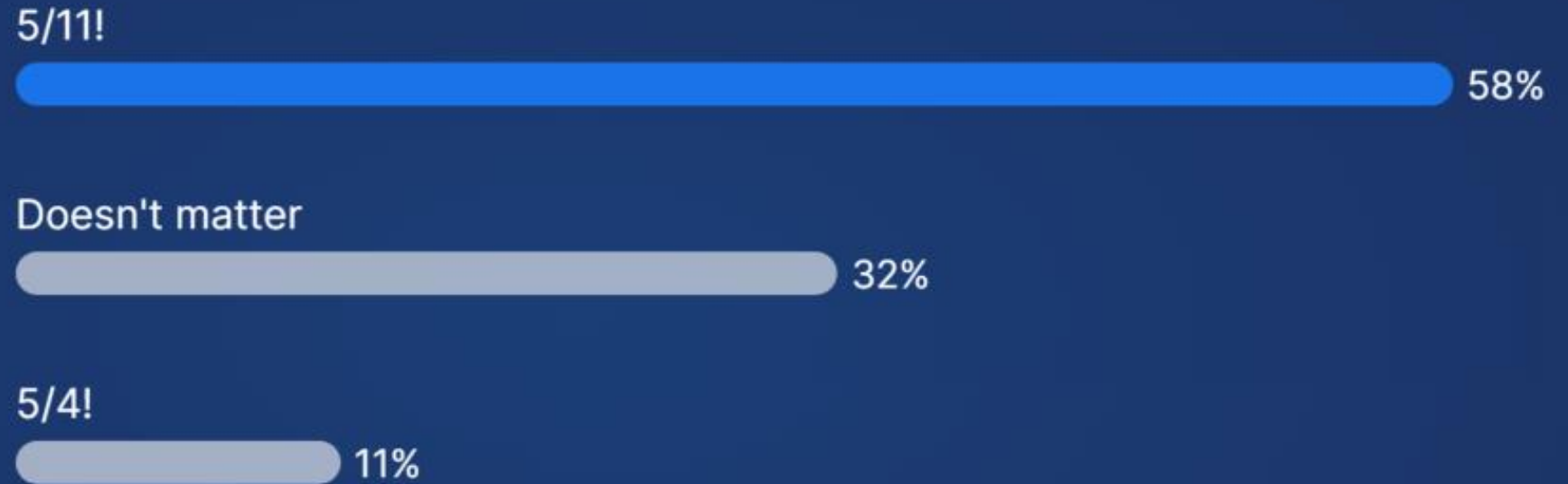
Too little





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**slido.com**  
**#ucla**

### Would you rather have a lab assignment due on 5/4 or 5/11?





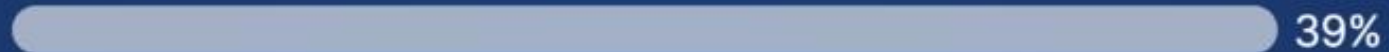
Join at  
**slido.com**  
**#ucla**

### Would you like more office hours?

No, good enough!



Yes, any and all!!!



Yes, virtual



Yes, in-person





What do you think is the relationship between technology and society?

Technology should help society

complicated

accountable

society

technology

serving

dependent

double edged sword

Social media

held

yes



responsible

technology has the power to shape social perceptions

technology can push society forward and backwards

Technology amplifies societal trends

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**Society, Technology, and Ethics**

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**Group Time**

# Logistics

- Memo due Thursday 4/27 at **end of day**
  - First **required** group check-in is week 4/week 5
  - Sign-up via Office Hours or e-mail, you can check on [the Google Sheet](#)
- Anonymous Class Feedback - <https://tinyurl.com/23-aa191-feedback>



# Logistics

The screenshot shows a Google Sheets spreadsheet with the following data:

	A	B	C	D	E	F
1	Tentative Theme	Asian American Hate	Educational Attainment	Gender Inequity	Gentrification	Health Care
2	Member 1	Aris Corpus	Rebecca Suen	Cassidy Tu	Catherine Hu	Amanda Lau
3	Member 2	Emma Lee	Elsa Mai	Stella Kang	Jonathan Lopez	James Falkenroth
4	Member 3	Paige Lee	Stephanie Cheung	Trinh Le	Maizah Ali	Kyle Tsujimoto
5	Check-in Week 4/5	4/28				
6						

**After making an appointment, I will put your check-in date down to mark as completed.**

# Logistics

## 23S - Asian Am 191A - Anonymous Feedback

Responses are anonymous. An asterisk (\*) indicates mandatory questions.

Does this feedback concern any class day in particular?

Pick a date



What feedback would you like to share? \*

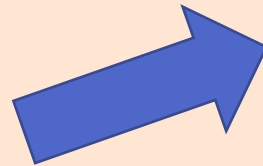
Enter your answer

Feel free to let me know if there's something you'd like to know about as the quarter goes on. It's anonymous, so feel free to rant at me!

<https://tinyurl.com/23-aa191-feedback>

# Upcoming Lectures

Week	Topics
1	Introduction to GIS, data, and ethics
2	Critical Cartography and Civil Society
3	Open Source and Web Mapping
4	Developing for Civil Society
5	Society, Technology, and Ethics
6	Human-Centered Design
7	From Design to Data Justice
8	Mentorship and Collaboration



Week	Topics
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6	Human-Centered Design
7	From Design to Data Justice
8	Mentorship and Collaboration

**Today's lecture usually comes on week 5!**

# Upcoming Lectures

Week	Date		Topic
4	4/25	Tue	Science, Technology, Ethics
5	5/2	Tue	Community Centered Design
6	5/9	Tue	Design Justice + Spatial Ethnography
7	5/16	Thu	Design and Data Justice
8	5/23	Tue	Mentorship and Collaboration
9	5/30	Tue	Connecting Activism and Technology
10	6/8	Thu	Beyond Web Development

 = Visiting Voices

# Connecting the dots of technology and ethics

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**Society, Technology, and Ethics**

**Logistics**

**Alwards**

**Lecture**



スタジオアンジブリアブル  
STUDIO UNGHIBLI-VABLE LABS

**AND**

Makoto tally Awesome Thinking Shinkaips

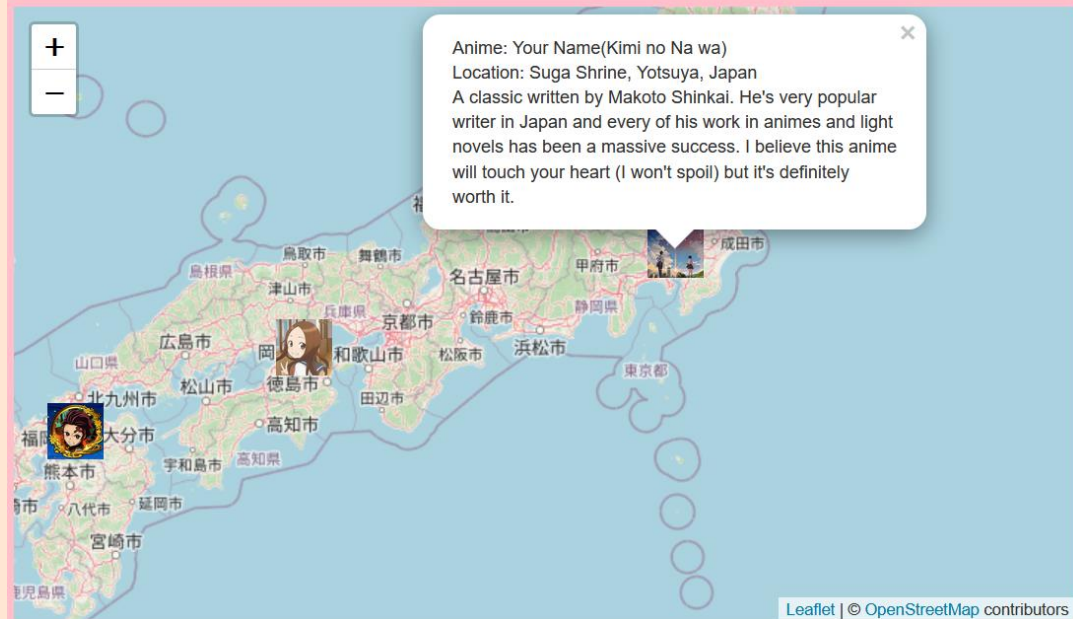


**ALWARDS**

# I'VE SPIRITED AWAY-ITED FOR IMAGE MARKERS LIKE THIS!

Trinh Le

Each location includes anime name, location, and my review on that anime. You can click on each (fancy) picture on the map to read more details.



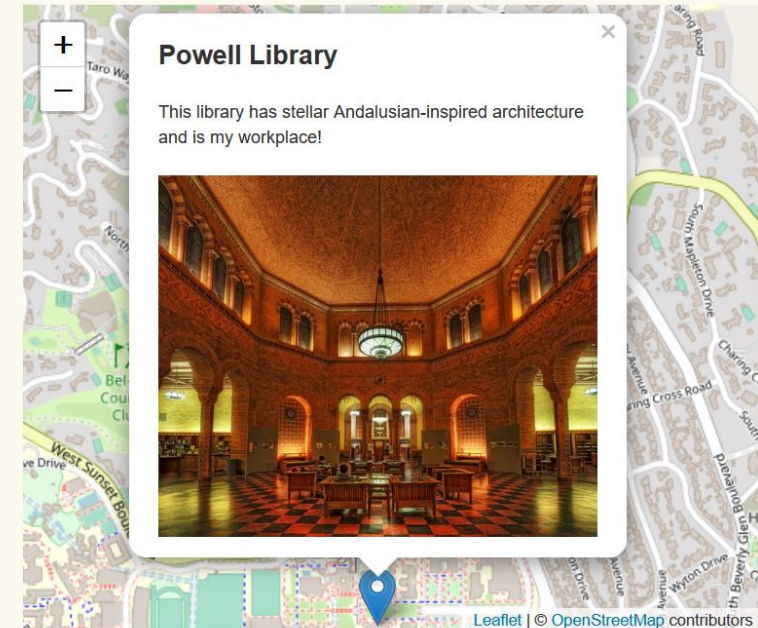
<https://trinhqale.github.io/AM191A-labs/week2/index.html>

# NICE MY NEIGHBOR MOUSE TOTORO-OVER EVENT

Maizah Ali



## Favorite On-Campus Libraries



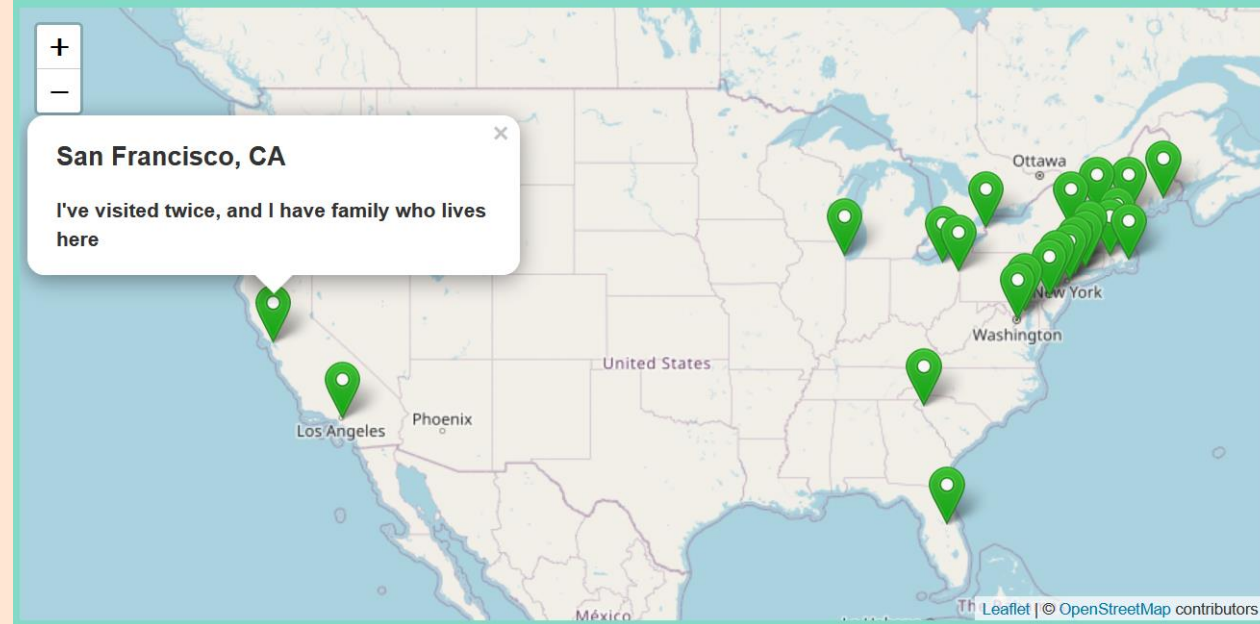
<https://maizaha.github.io/23s-asiaam-191a-labs/week2/index.html>



# PORCO ROSSO MANY MARKERS

Paige Lee

U.S. Cities That I've visited



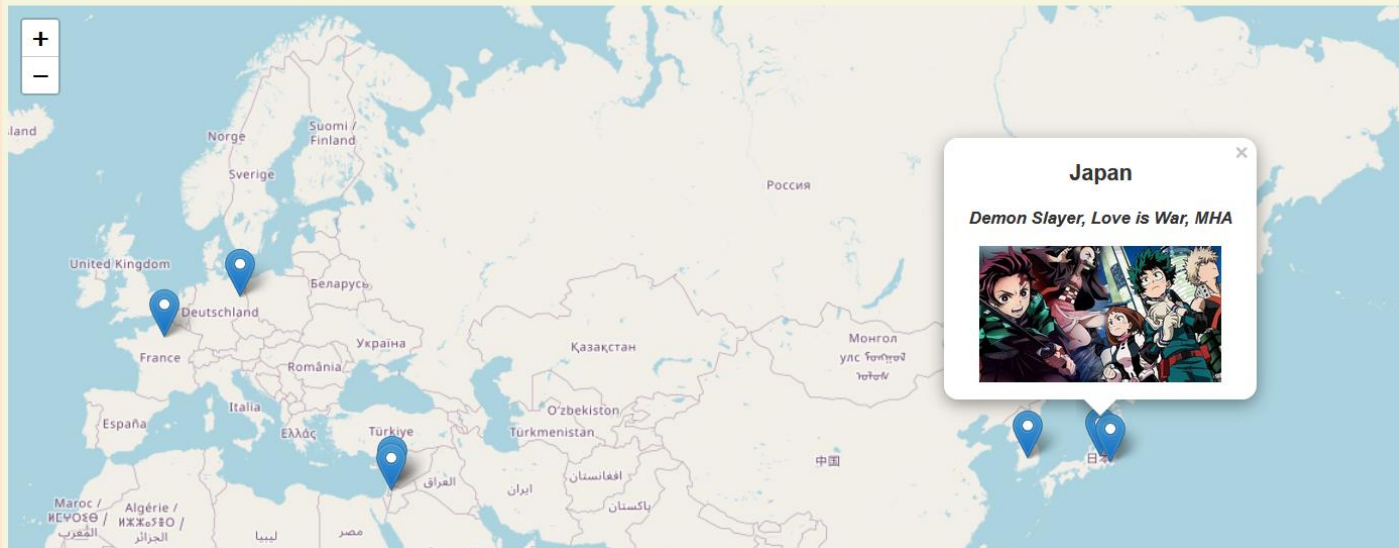
<https://paige-lee.github.io/aa191a-labs/week2/index.html>

```
// use our marker functions
addMarker(34.052235, -118.243683, "Los Angeles, CA", "I came to UCLA for college")
addMarker(40.730610, -73.935242, "New York, NY", "I grew up in the NYC area")
addMarker(42.361145, -71.057083, "Boston, MA", "I've visited many times")
addMarker(39.952583, -75.165222, "Philadelphia, PA", "I've visited many times")
addMarker(38.897957, -77.036560, "Washington D.C.", "I've visited a few times")
addMarker(39.2904, -76.6122, "Baltimore, MD", "I've visited a few times")
addMarker(28.538336, -81.379234, "Orlando, FL", "I've visited twice")
addMarker(41.505493, -81.681290, "Cleveland, OH", "I've visited many times")
addMarker(41.0998, -80.6495, "Youngstown, OH", "I've visited many times to see family")
addMarker(41.8500, -87.6501, "Chicago, IL", "I've visited once")
addMarker(40.3573, -74.6672, "Princeton, NJ", "I've visited many times")
addMarker(37.773972, -122.431297, "San Francisco, CA", "I've visited twice, and I have family who lives here")
addMarker(34.684930, -82.814777, "Clemson, SC", "I've visited once")
addMarker(41.825226, -71.418884, "Providence, RI", "I've visited many times")
addMarker(43.680031, -70.310425, "Portland, ME", "I've visited once")
addMarker(41.310726, -72.929916, "New Haven, CT", "I've visited many times")
addMarker(41.7658, -72.6734, "Hartford, CT", "I've visited many times")
addMarker(43.7022, -72.2896, "Hanover, NH", "I've visited once")
addMarker(43.0831, -73.7846, "Saratoga Springs, NY", "I've visited many times")
addMarker(43.0962, -79.0377, "Niagara Falls, NY", "I've visited once")
addMarker(21.3099, -157.8581, "Honolulu, HI", "I've visited once")
addMarker(44.3876, -68.2039, "Bar Harbor, ME", "I've visited once")
addMarker(41.6688, -70.2962, "Cape Cod, MA", "I've visited many times")
addMarker(41.0534, -73.5387, "Stamford, CT", "I've visited many times")
```

# KIKI-EEP PUTTING IMAGES IN YOUR POPUPS AND GOOD TABLE DELIVERY CSS-SERVICE

Emma Lee

Only Seen Episode 1		Haven't Finished		Waiting for More	
Name	Location	Name	Location	Name	Location
<i>The Chosen</i>	Judaea and Galilee	<i>Love is War</i>	Japan	<i>Miraculous</i>	Paris, France
<i>Demon Slayer</i>	Japan	<i>Extraordinary Attorney Woo</i>	South Korea	<i>SPY X FAMILY</i>	Berlin, Germany
		<i>Jujutsu Kaisen</i>	Kawasaki City, Japan	<i>MHA</i>	Japan



<https://chrysanthemma.github.io/asainam191a-labs/week1/index.html>

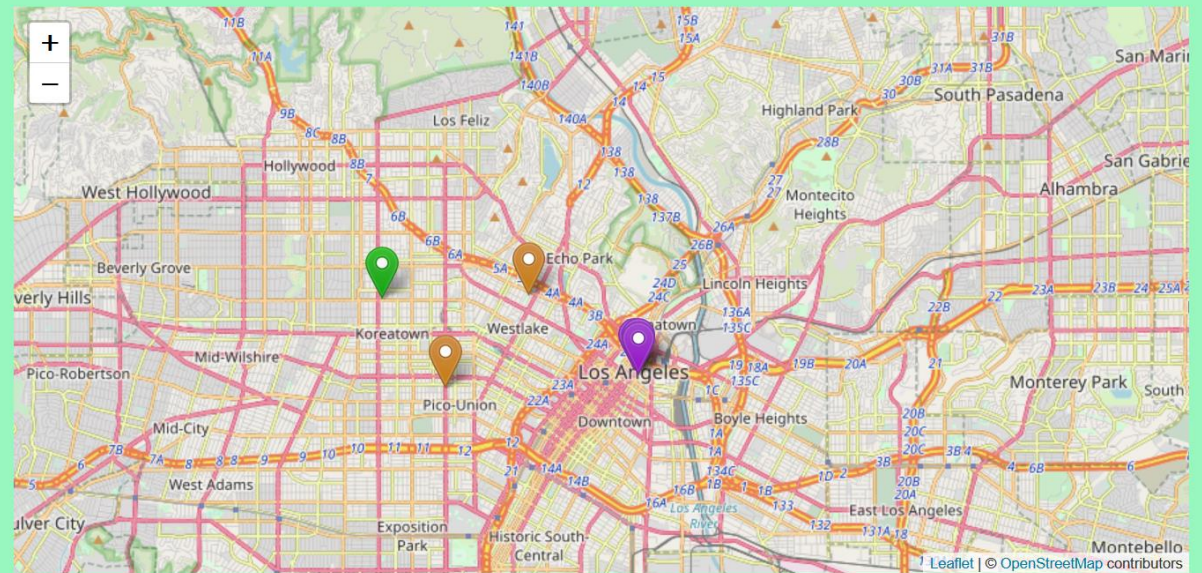
# NICE COLORED MARKERS AND LEGEND UPONYO MAP

Mohammed Azad



## Places I've Worked and Volunteered 🧑🏻💻

These are places I've worked and volunteered throughout my lifetime. Orange markers indicate volunteering, violet markers indicate internships, and green markers indicate jobs!

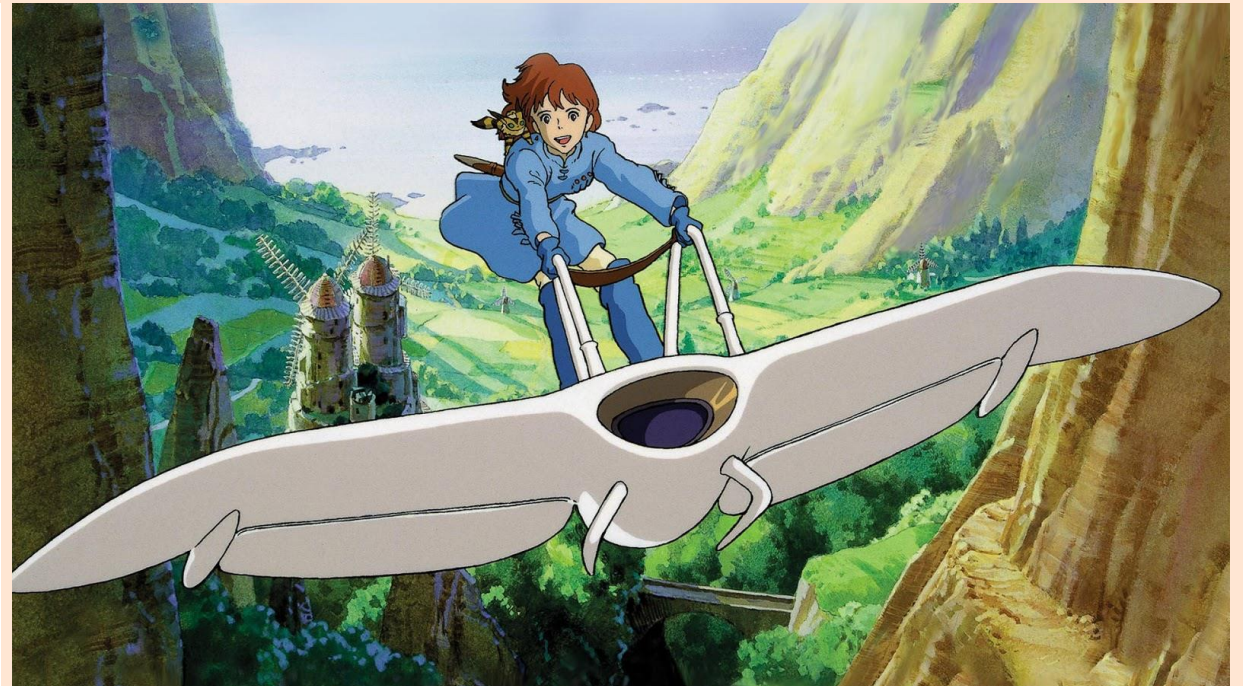


<https://shintuzd.github.io/23s-asiaam-191a-assignments/week2/maps.html>

# NAUSICAÄMAZING CIRCLE MARKERS AND VALLEY GOOD BASEMAP CHOICE OF THE WIND!

Catherine Hu

As someone who loves to travel, here's a map I made for this course of some of my favorite places in California!



<https://catherinehu.github.io/191a-labs/week2/map.html>

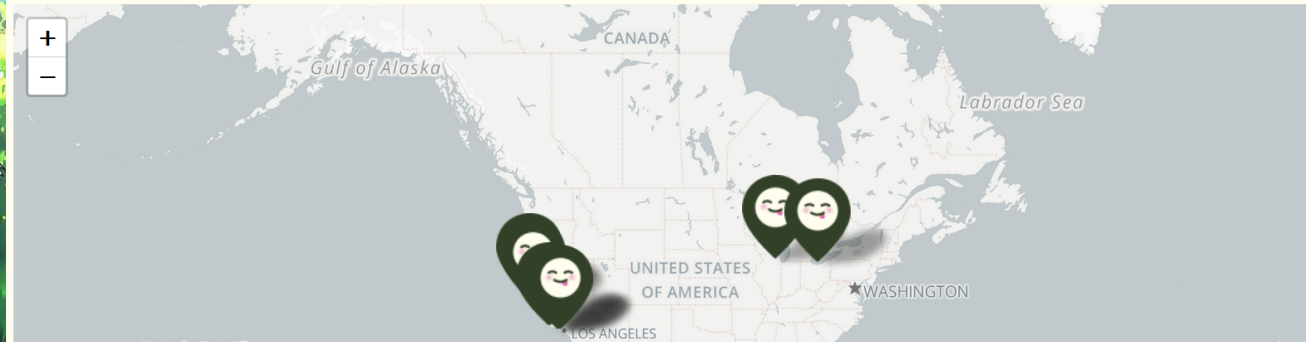
# PRINCESS MONON-OKAY, THIS IS THE LAB OF THE WEEK!

## Sage Luong



### Sage's Favorite Restaurants!

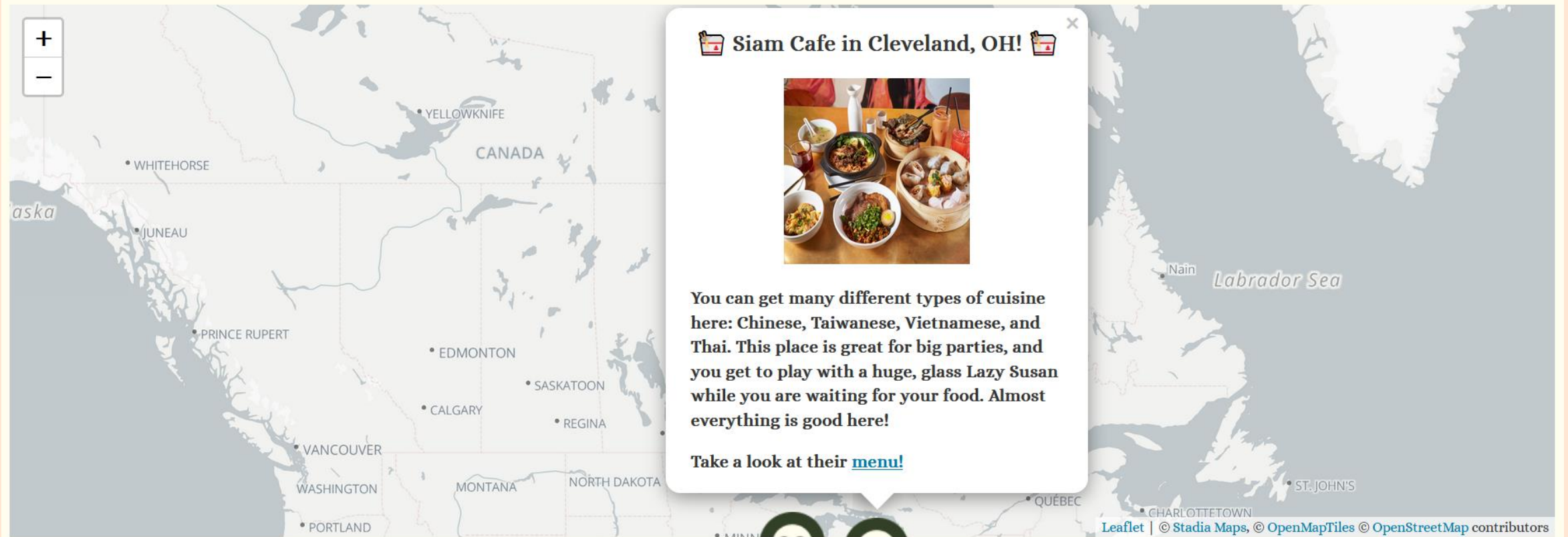
One of my favorite things is food, especially when you share a mouth-watering experience with loved ones. The chatting, the atmosphere, the memories that are created... these are just some of the reasons why I love going out to eat with friends and family! Overall, it's a fun way to meet someone new or catch up with old relationships. Here are some of my favorite restaurants with some of my food recommendations!



<https://sageluong.github.io/23s-asianam-191a-labs/week2/restaurants.html>


# PRINCESS MONON-OKAY, THIS IS THE LAB OF THE WEEK!

to meet someone new or catch up with old relationships. Here are some of my favorite restaurants with some of my food recommendations!



The image shows a map of North America with a popup window for 'Siam Cafe in Cleveland, OH!'. The popup contains a photo of food and a text description. The map shows various cities including Whitehorse, Juneau, Prince Rupert, Vancouver, Washington, Portland, Yellowknife, Edmonton, Calgary, Regina, Saskatoon, and St. John's. The popup text reads: 'You can get many different types of cuisine here: Chinese, Taiwanese, Vietnamese, and Thai. This place is great for big parties, and you get to play with a huge, glass Lazy Susan while you are waiting for your food. Almost everything is good here! Take a look at their [menu!](#)'

**Siam Cafe in Cleveland, OH!**



You can get many different types of cuisine here: Chinese, Taiwanese, Vietnamese, and Thai. This place is great for big parties, and you get to play with a huge, glass Lazy Susan while you are waiting for your food. Almost everything is good here!

Take a look at their [menu!](#)

Leaflet | © Stadia Maps, © OpenMapTiles © OpenStreetMap contributors

<https://sageluong.github.io/23s-asianam-191a-labs/week2/restaurants.html>

```

6 var Stadia_AlidadeSmooth = L.tileLayer('https://tiles.stadiamaps.com/tiles/alidade_smooth/{z}/{x}/{y}{r}.png', {
7   attribution: '©copy; <a href="https://stadiamaps.com/">Stadia Maps</a>, ©copy; <a href="https://openmaptiles.org/">OpenMapTiles</a> ©copy; <a href="http://openstreetmap.org">OpenStreetMap</a> contributors'
8 }).addTo(map);
9
10 //add custom smiley map icon
11 var smileyicon = L.icon({
12   iconUrl: 'images/map-pin.png',
13   shadowUrl: 'images/map-shadow.png',
14
15   iconSize: [53, 68], // size of the icon
16   shadowSize: [68, 44], // size of the shadow
17   iconAnchor: [30, 69], // point of the icon which will correspond to marker's location
18   shadowAnchor: [8, 35], // the same for the shadow
19   popupAnchor: [-3, -76] // point from which the popup should open relative to the iconAnchor
20 });
21
22 // create a function to add markers
23 function addMarker(lat,lng,title,image,message, link){
24   console.log(message)
25   L.marker([lat,lng], {icon: smileyicon}).addTo(map).bindPopup(`<center> <h2>${title}</h2> </center> <center>  </center> <h3>${message}</h3> <h3> Take a look at their <a href="${link}"> menu! </a></h3>` )
26   return message
27 }
28
29 // use our marker functions
30 addMarker(34.03954468344123, -118.4425376037954, '6#127845 Tsujita LA Artisan Noodles in Sawtelle, CA! 6#127845', 'images/charsiu_tsukemen.png', 'This restaurant is known for its char siu tsukemen! Imagine dipping hot, chewy noodles into a thick, warm broth with a soft-boiled egg, nori, mushrooms, bamboo shoots, and green onions. Good for people who love ramen and want to try something new!', 'https://www.tsujita.com/')
31 addMarker(36.972562543112886, -122.02722533144846, '6#127828; Jacks Hamburgers in Santa Cruz, CA! 6#127828;', 'images/jacks.jpg', 'If you love a classic burger done well, you have to come here! They also have some creative specialty burgers, too. If you are really hungry, get the Diablo Burger with a 1/3 pound burger, cheddar cheese, chipotle sauce, lettuce, tomato, avocado, grilled onions, and jalapenos on toasted sourdough bread.', 'https://www.grubhub.com/restaurant/jacks-hamburgers-202-lincoln-st-santa-cruz/1083740')

```

<https://sageluong.github.io/23s-asianam-191a-labs/week2/restaurants.html>



# Nice 5 Centimeters per Second-nection to last week and readings

**Charles Zhang**

“The readings specifically brought up the example of how open-source software has made an appearance in military tech, which obviously creates moral issues for the software's contributors...Drawing on themes from last week, we know that much of the research behind digital mapping is biased towards academia and corporations. If these are the same entities developing the AI that will assist with mapping in the future, there is a serious concern that this bias will only be amplified by the models used to develop the tools of the future.”



<https://github.com/albertkun/23S-ASIAAM-191A/discussions/12#discussioncomment-5702222>

# She and her (DH Example) Cat-ches Extra Credit

**Sage Luong**



“Furthermore, once the closed-source software requires an update and outdates old versions, people can only access their materials if they pay for the update. I ran into this issue after revisiting my DH project Graphic Novels in the Modern Era. I was sad to see our Tableau data visualizations rendered inaccessible because our class-based subscription to the platform expired...It was heartbreaking to see all our work lost, making our final project seem empty and incomplete.”

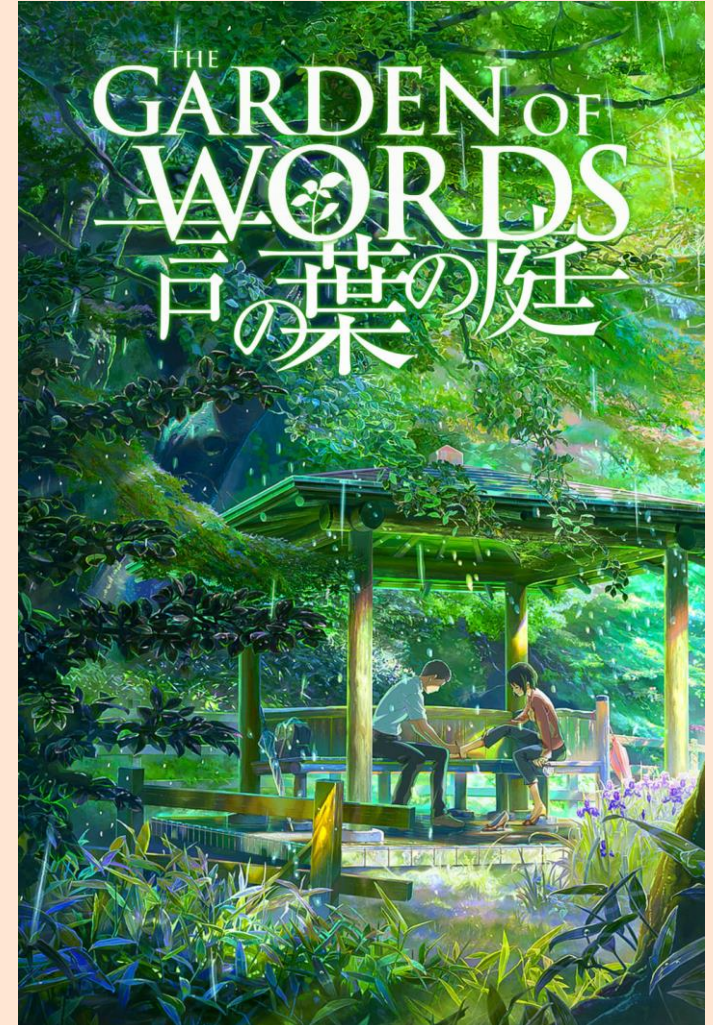
<https://github.com/albertkun/23S-ASIAAM-191A/discussions/12#discussioncomment-5697645>

# Wise GardEND of (Adobe Flash) Words

**Mandy Lai**

“Closed source tools have several far-reaching drawbacks compared to open source tools. Adobe Flash Player, a closed source platform that was widely used for online games but discontinued in 2020, can exemplify some of the flaws. Firstly, close-source tools often lack transparency and accountability regarding security concerns. Flash was a target of many cyber-attacks but since it was closed-source it was more difficult to hold Adobe accountable for any vulnerabilities in Flash... However, since Adobe shutdown Flash in 2020, games such as Happy Wheels and Cool Math Games no longer exist as they were dependent on Flash.”

<https://github.com/albertkun/23S-ASIAAM-191A/discussions/12#discussioncomment-5704079>



# Great Suzume-mentioning of Examples

**Elsa Mai**

“For instance, the targeted advertisements and passive location tracking on Google Maps exemplifies this. However, I think that certain laws can be enacted that help with data privacy in relation to big corporations... When thinking about AI, I usually immediately think about PredPol, which was partially developed at UCLA, and predictive policing which targets minority communities. Their algorithm is open-source, so it calls back to the issues Schmidt had with their work.



<https://github.com/albertkun/23S-ASIAAM-191A/discussions/12#discussioncomment-5711128>

# Your N-Aim Set the bar for Thinking Caps Even Higher



**Kyle Tsujimoto**

“I think closed-source tools are problematic because they reinforce existing social structures and enforce the power of dominant corporations and social forces both on national and global levels. The use of closed-source tools like Google Maps have become so integral in our daily lives, but they come at a price, specifically sacrificing our data and privacy for better features and a smoother user experience... Even a Hippocratic License as described in Max Bernhard's E&T article is an imperfect solution. A barrier based on ethical use is largely arbitrary, and as Bruce Perens wrote is flawed because the definition of what is ethical is ever-changing.

<https://github.com/albertkun/23S-ASIAAM-191A/discussions/12#discussioncomment-5703399>

# Connecting the dots of technology and ethics

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**Society, Technology, and Ethics**

**Logistics**

**Alwards**

**Lecture**

# **Theme of the week**

**The societal impacts of technology**

**What is the relationship between  
society and technology?**



# Inside a European push to outlaw creepy ads

**Natasha Lomas** @riptari / 9:30 AM PDT • October 21, 2021

 Comment

<https://techcrunch.com/2021/10/21/inside-a-european-push-to-outlaw-creepy-ads/>

Featured Article

# How Europe has expanded its bid to disrupt Big Tech

Digital Market Act gets new interoperability requirements, more choice screens, wider FRAND and limits on data for ad tracking...

Natasha Lomas @riptari / 12:02 PM PDT • March 25, 2022

 Comment



<https://techcrunch.com/2022/03/25/how-europe-has-expanded-its-bid-to-disrupt-big-tech/>

# Report reveals Big Tech's last minute lobbying to weaken EU rules

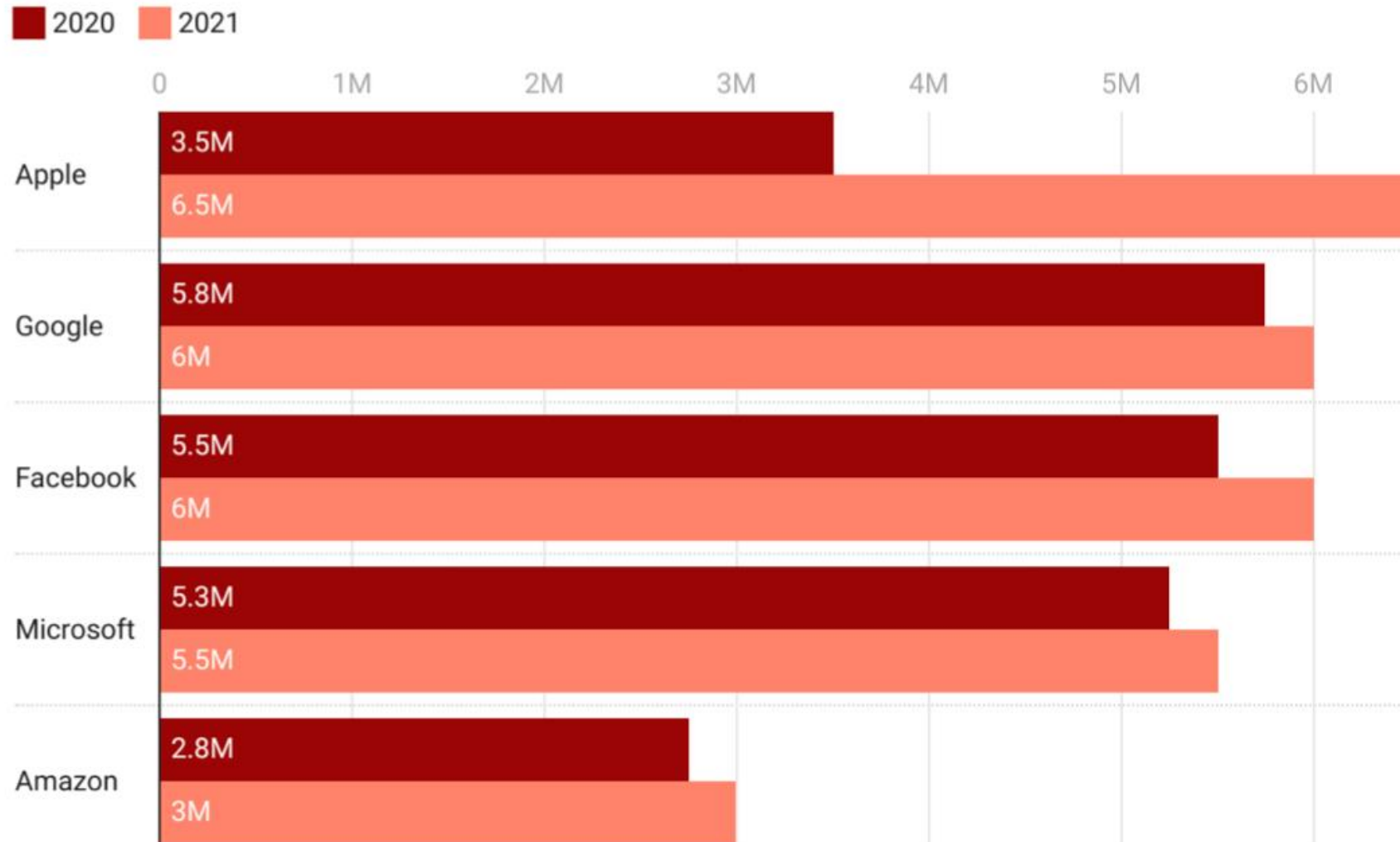
**Natasha Lomas** @riptari / 3:01 PM PDT • April 22, 2022



Comment

# Big Tech boosts EU lobbying

New EU Transparency Register update show that Big Tech firms boosted their EU lobbying in 2021. Their combined lobby spending exceeded 27 million euros.



04.21.2022

UNITED STATES

WAR AND IMPERIALISM / RICH PEOPLE



## Lockheed Martin and Friends Don't Want You to Know What They're Up To

BY  
DANAKA KATOVICH

The boards of defense companies like Lockheed Martin and Boeing are encouraging their shareholders to vote against transparency measures. Maybe the US government shouldn't fund companies whose profits would be harmed by the collection of human rights data?



A US soldier fires an FGM-148 Javelin missile during a combined arms live fire exercise in Jordan on August 27, 2019. (Sgt. Liane Hatch / US Army via Wikimedia Commons)

<https://www.jacobinmag.com/2022/04/defense-contractors-human-rights-transparency-lockheed-raytheon>

# Are we **barking** up the wrong tree?

## *N.Y.P.D. Robot Dog's Run Is Cut Short After Fierce Backlash*

The Police Department will return the device earlier than planned after critics seized on it as a dystopian example of overly aggressive policing.

 Give this article  



The Police Department used a robotic dog like this one from Boston Dynamics. The machine, which the police named Digidog, became a source of heated debate. Josh Reynolds/Associated Press



By **Mihir Zaveri**

Published April 28, 2021 Updated May 11, 2021

Is there anything negative when institutions use technology to reinforce society?

# NYPD doesn't think so.



The image is a screenshot of a news article header from ABC 7 Eyewitness News. At the top left, the text "EYEWITNESS NEWS" is displayed in white on a dark blue background. To its right is the ABC 7 logo, which consists of a blue circle with a white number 7 and the letters "abc" in a smaller circle. Further right, there is a white play button icon followed by the text "WATCH LIVE". Below this header, the main headline is written in large, bold, black font: "NYPD unveils robot police dogs and other high-tech crime-fighting devices in Times Square". Underneath the headline, on the left, is the ABC 7 logo and the date "Tuesday, April 11, 2023". On the right side, there are three social media icons: Facebook, Twitter, and Email.

**EYEWITNESS NEWS**   WATCH LIVE

## **NYPD unveils robot police dogs and other high-tech crime-fighting devices in Times Square**

 Tuesday, April 11, 2023   

This comes 2 years later after the initial outcry.

<https://abc7.com/nypd-police-dog-robot-new-york-city/13114623/>

# A sign of the Dystopian times?

## New York City Brings Back Dystopian Robot Police Dogs

'Digidog is out of the pound,' New York City Mayor Eric Adams declared, not ominously.

C.J. CIARAMELLA | 4.12.2023 3:12 PM



<https://reason.com/2023/04/12/new-york-city-brings-back-dystopian-robot-police-dogs/>



# Doggone it, even here in Los Angeles!



The image is a screenshot of a news article from the Daily Breeze. At the top, there is a navigation bar with a hamburger menu icon on the left, the text "DAILY BREEZE" in the center, and a user profile icon with a dropdown arrow and a search magnifying glass icon on the right. Below the navigation bar, the article is categorized under "NEWS • News". The main headline reads "LA City Council delays vote on accepting 'robot dog' donation". Below the headline, a paragraph of text states: "Councilwoman Traci Park said she would never support something that 'violates our constitutional rights' or puts the city on a path to a 'dystopian' or 'Orwellian' future." At the bottom of the article, it says "By CITY NEWS SERVICE | news@socalnews.com | PUBLISHED: March 7, 2023 at 3:27 p.m. | UPDATED: March 8, 2023 at 12:56 p.m."

☰ DAILY BREEZE 👤 ▾ 🔍

NEWS • News

## LA City Council delays vote on accepting 'robot dog' donation

Councilwoman Traci Park said she would never support something that "violates our constitutional rights" or puts the city on a path to a "dystopian" or "Orwellian" future."

By **CITY NEWS SERVICE** | news@socalnews.com |  
PUBLISHED: March 7, 2023 at 3:27 p.m. | UPDATED: March 8, 2023 at 12:56 p.m.

<https://www.dailybreeze.com/2023/03/07/la-city-council-delays-vote-on-accepting-robot-dog-donation/>

# Civil Society pushes back.. For now.



<https://www.latimes.com/california/story/2023-03-07/la-city-council-tables-police-robot-dog-vote-2-months>

# What about altering research to suit an agenda?

FLORIDA

## Florida surgeon general altered key findings in study on Covid-19 vaccine safety

Joseph Ladapo defended the move, saying revisions are a normal part of assessing such analysis.



Joseph Ladapo, a well-known Covid-19 vaccine skeptic, faced a backlash from the medical community after he made the assertions. | Joe Raedle/Getty Images

By AREK SARKISSIAN  
04/24/2023 01:59 PM EDT



<https://www.politico.com/news/2023/04/24/florida-surgeon-general-covid-vaccine-00093510>



## What are your thoughts about this?

complicated    neccesary    Unpredictable  
technology is powerful...    institutions  
state    people    Interesting  
safer    yikes 🤒 🐈    state    people    Interesting  
oppressive    dogs    terminator    **scary**    tech    horrid  
make    utilized    dystopian    technology    city  
dominant    robot    what if they turn on us    resistance  
ends    kinda like starship but evil    orwellian  
Who can we trust to use technology properly/ethically?

Join at  
**slido.com**  
**#ucla**

slido



**What are your thoughts about this?**

ⓘ Start presenting to display the poll results on this slide.

**Community** + **Technology** + **Ethics** = **Necessary**

# Can AI and Data really save the day?



**Context: Data (middle) is an android.**

# Can AI and Data really save the day?

**ThePrint**

Home › Features › AI future is good for environment. It will change power consumption, speed...

Features

## AI future is good for environment. It will change power consumption, speed up innovation

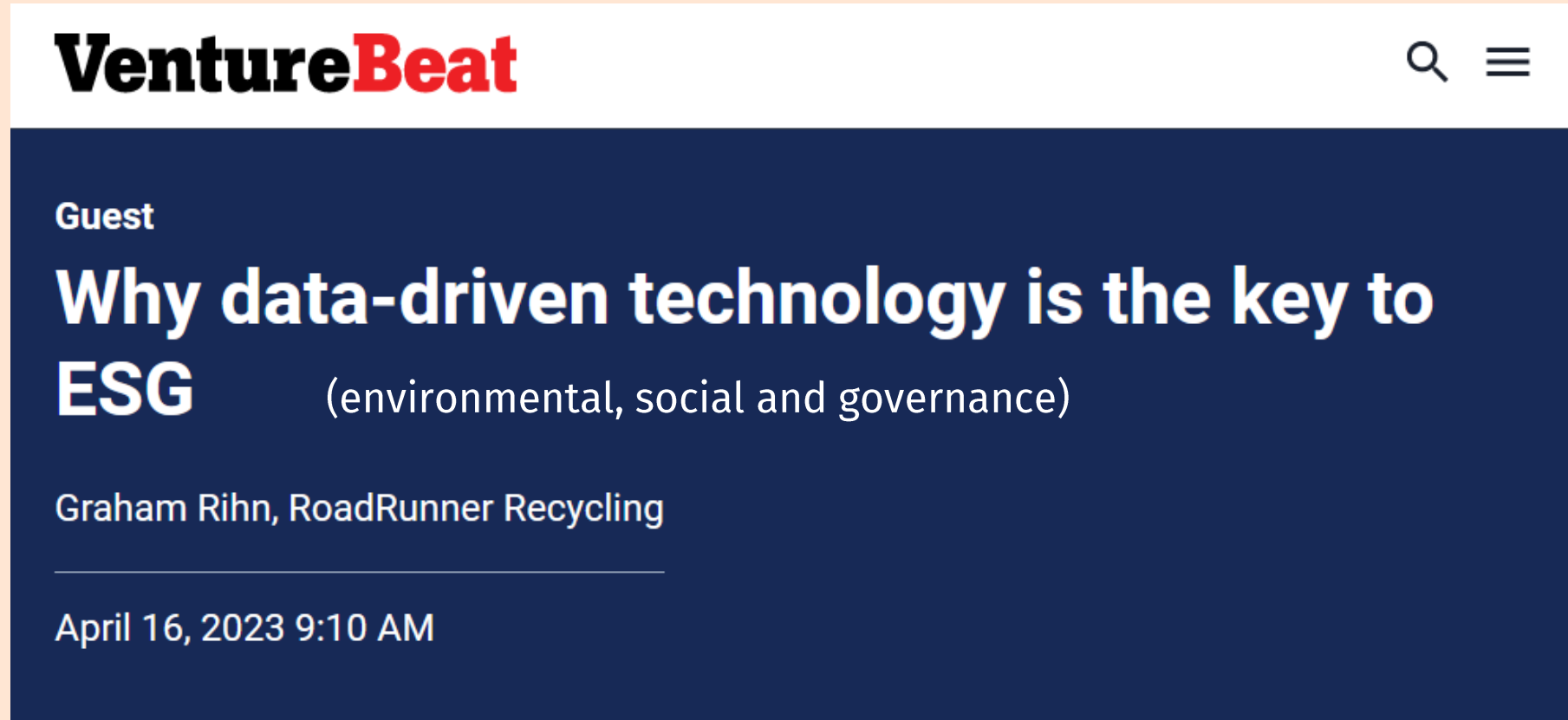
Human behaviour and technology are focal points of interest for most industries around the world. The fifth industrial revolution is all about that.



**NIDHIMA TANEJA** 24 April, 2023 11:20 am IST

<https://theprint.in/features/ai-future-is-good-for-environment-it-will-change-power-consumption-speed-up-innovation/1536008/>



# Can AI and Data really save the day?

A screenshot of a VentureBeat article header. The top navigation bar is white with the 'VentureBeat' logo in black and red, a search icon, and a menu icon. The main content area has a dark blue background with white text. The author's name 'Graham Rihn, RoadRunner Recycling' is separated from the title by a thin white line.

**VentureBeat**  

Guest

## Why data-driven technology is the key to ESG

(environmental, social and governance)

Graham Rihn, RoadRunner Recycling

---


April 16, 2023 9:10 AM

<https://theprint.in/features/ai-future-is-good-for-environment-it-will-change-power-consumption-speed-up-innovation/1536008/>

# Can AI and Data really save the day?

**MENAFN** Tuesday, 25 April

HOME NEWS MARKET DATA RESEARCH COUNTRIES SECTIONS



**IoT And AI: Sustainable Solutions For A Changing World**

Date  
4/13/2023 4:29:50 AM

Share on Facebook Tweet on Twitter WhatsApp LinkedIn

<https://menafn.com/1106000730/Iot-And-AI-Sustainable-Solutions-For-A-Changing-World>

# Who is tech actually saving/serving?

02.17.2021

GERMANY

CAPITAL / SCIENCE AND TECHNOLOGY

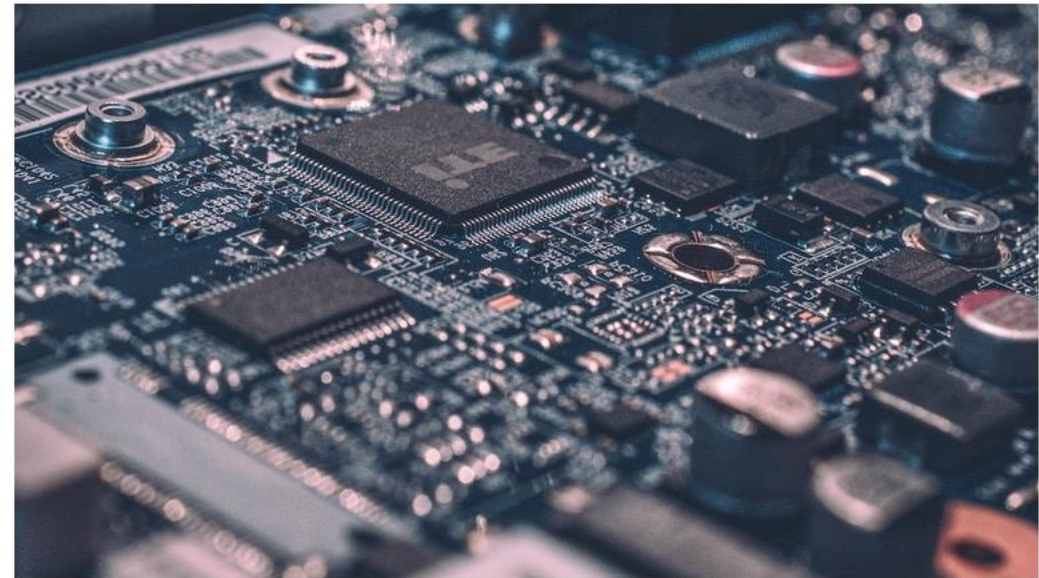


## Under Capitalism, “Labor-Saving” Technology Only Adds to Our Workload

BY

PETER SCHADT / HANS ZOBEL

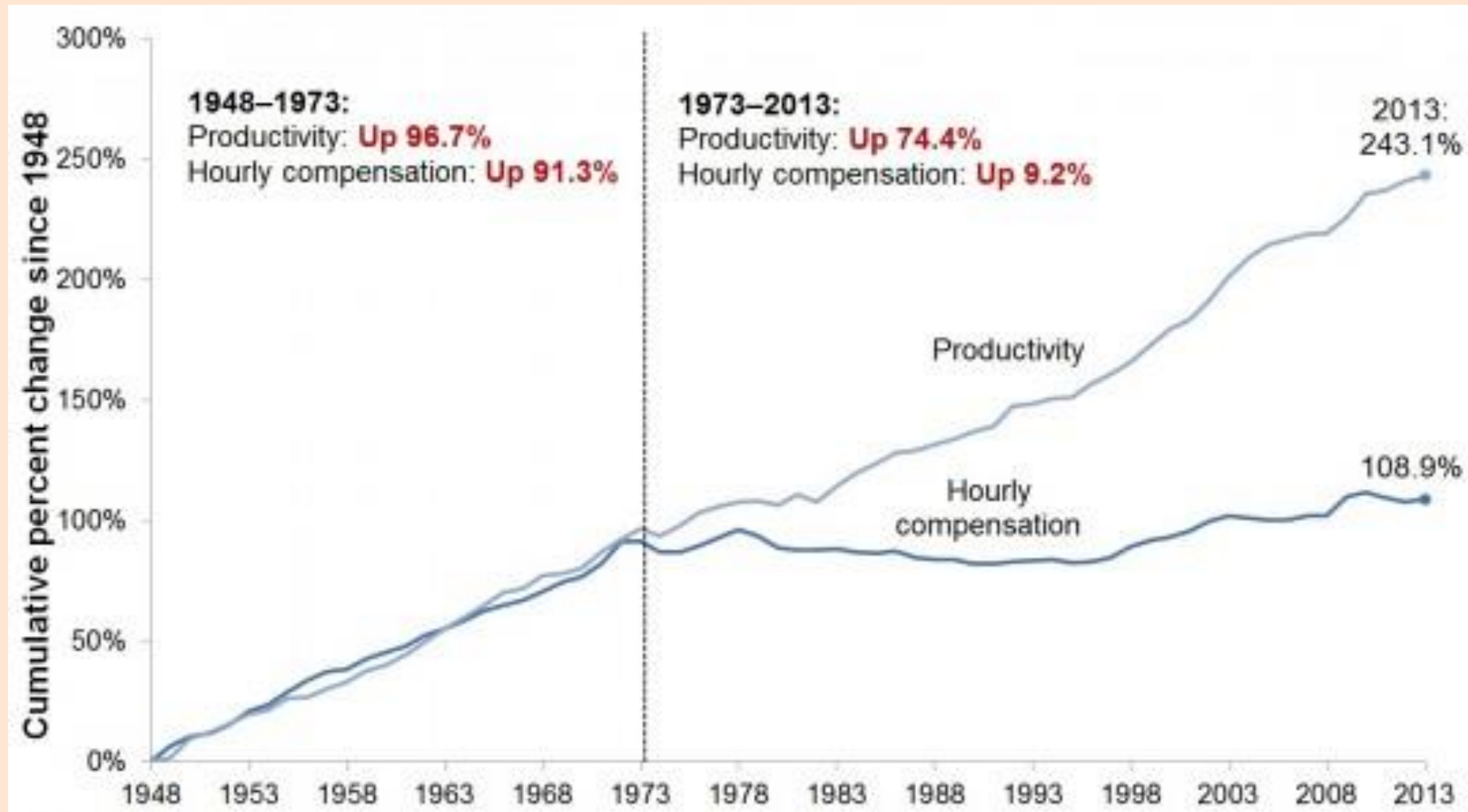
Upon its launch ten years ago, Germany's Industry 4.0 program promised a fourth industrial revolution changing the way we work. Yet for all the talk of novelty, it followed age-old capitalist imperatives: using labor-saving technology not to lessen our workload but subject us to even tighter workplace discipline.



In many parts of the world, working conditions are deteriorating and digitalization is being blamed for this. (Unsplash)

<https://www.jacobinmag.com/2022/04/defense-contractors-human-rights-transparency-lockheed-raytheon>

# Who is tech actually saving/serving?



<https://aflcio.org/2015/1/15/five-causes-wage-stagnation-united-states>

# Disturbing?

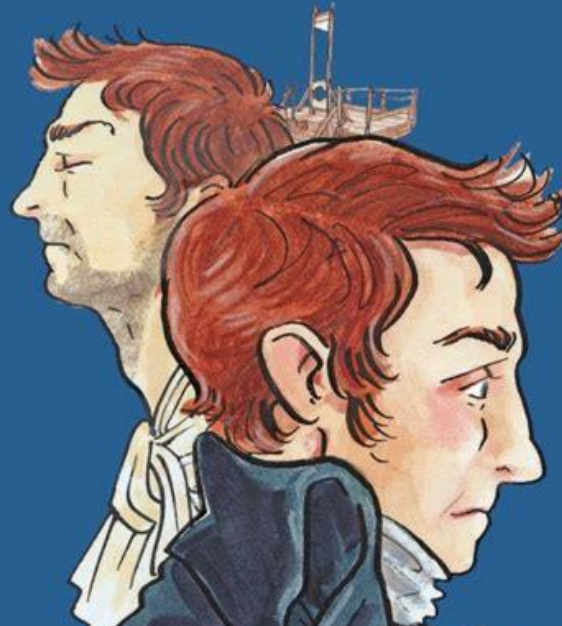
## Quick **TALE OF TWO** Tech Companies

CHARLES DICKENS



**Basecamp**

<https://github.com/basecamp>



**Twitter**

<https://github.com/twitter>

**Two examples to look at how technology and society are connected...**



JASON FRIED

April 26, 2021

# Changes at Basecamp

At Basecamp, we treat our **company as a product**. It's not a rigid thing that exists, it's a flexible, malleable idea that evolves. We aren't stuck with what we have, we can create what we want. Just as we improve products through iteration, we iterate on our company too.

Recently, we've made some internal company changes, which, taken in total, collectively feel like a full version change. It deserves an announcement.

<https://world.hey.com/jason/changes-at-basecamp-7f32afc5>

**1. No more societal and political discussions on our company Basecamp account.** Today's social and political waters are especially choppy. Sensitivities are at 11, and every discussion remotely related to politics, advocacy, or society at large quickly spins away from pleasant. You shouldn't have to wonder if staying out of it means you're complicit, or wading into it means you're a target. These are difficult enough waters to navigate in life, but significantly more so at work. It's become too much. **It's a major distraction.** It saps our energy, and redirects our dialog towards dark places. It's not healthy, it hasn't served us well. And we're done with it on our company Basecamp account where the work happens. People can take the conversations with willing co-workers to Signal, Whatsapp, or even a personal Basecamp account, but it can't happen where the work happens anymore. *Update: [David has shared some more details](#) and more of the internal announcement on his HEY World blog.*

**6. No forgetting what we do here.** We make project management, team communication, and email software. **We are not a social impact company.** Our impact is contained to what we do and how we do it. We write business books, blog a ton, speak regularly, we open source software, we give back an inordinate amount to our industry given our size. And we're damn proud of it. Our work, plus that kind of giving, should occupy our full attention. **We don't have to solve deep social problems,** chime in publicly whenever the world requests our opinion on the major issues of the day, or get behind one movement or another with time or treasure. These are all important topics, but they're not our topics at work — they're not what we collectively do here. Employees are free to take up whatever cause they want, support whatever movements they'd like, and speak out on whatever horrible injustices are being perpetrated on this group or that (and, unfortunately, there are far too many to choose from). But that's their business, not ours. We're in the business of making software, and a few tangential things that touch that edge. **We're responsible for ourselves.** That's more than enough for us.





## Thoughts about the basecamp

Gives me the same vibe as "we don't see color" 😞

we love neoliberalism (we really don't)

Terrible

concerning

Fair

eh

selfish

hmmmm

short sighted

individualism kills

dishonest

dodging responsibility

bad

Irresponsible

single-mindedness, no sense of community

Join at  
**slido.com**  
**#ucla**

April 26, 2021

## Changes at Basecamp

At Basecamp, we treat our company as a product. It's not a rigid thing that exists, it's a flexible, malleable idea that evolves. We aren't stuck with what we have, we can create what we want. Just as we improve products through iteration, we iterate on our company too. Recently, we've made some internal company changes, which, taken i...

[Read more](#)

April 24, 2021

## I bought a sauna

I bought a sauna. Which one doesn't matter. I barely know. I don't even care. Model number? I couldn't tell you. Maker? I'd pronounce it wrong. I just know it goes up to about 184 degrees Fahrenheit. I bought a sauna on a second-hand recommendation from someone I don't know, but do respect. I bought a sauna sight unseen, heat unfelt. I...



A FEW

DAYS

LATER

# INSIDE THE ALL-HANDS MEETING THAT LED TO **A THIRD OF** BASECAMP EMPLOYEES **QUITTING**

*The company's senior leadership wanted to quell employees' concerns, and only made things much, much worse*

By **Casey Newton** | **@CaseyNewton** | May 3, 2021, 8:00pm EDT

<https://www.theverge.com/2021/5/3/22418208/basecamp-all-hands-meeting-employee-resignations-buyouts-implosion>

But it was an all-hands meeting last Friday, Newton reported, that apparently pushed some employees who were on the fence to actually take the severance offer. Basecamp's longtime head of strategy, Ryan Singer, questioned the existence of **white supremacy at the company** to the dismay of other employees. Singer, who had been with the company **18 years**, eventually **resigned**.

# Even **Forbes** disagrees with basecamp.



The image shows a screenshot of a Forbes article. At the top, the word "Forbes" is written in white on a black background. Below that, the text "FORBES > BUSINESS" is visible. The main title of the article is "Company Culture And Free Speech: Should Certain Subjects Be Verboten?". The author's name, "Shane Spraggs", is listed along with "Forbes Books Author". There is also a logo for "FB" (Forbes Books) and the text "AUTHOR POST | Paid Program". At the bottom right of the article preview, the date and time "Mar 30, 2023, 10:11am EDT" are shown.

<https://www.forbes.com/sites/forbesbooksauthors/2023/03/30/company-culture-and-free-speech-should-certain-subjects-be-verboten/?sh=3467292e2f51>

# Case 2: Elon's Husk of Twitter



POLITICO

SIGN UP TO NEWSLETTERS SIGN IN

## Musk tells Twitter staff: Work 'hardcore' or leave

Staff told they will have to work 'long hours at high intensity.'

BY LAURA KAYALI

NOVEMBER 16, 2022 | 1:25 PM CET | ⌚ 2 MINUTES READ

<https://www.politico.eu/article/musk-tells-twitter-staff-to-work-harder-or-leave/>

# Disconnecting tech from society...

INSIDER INSIDER

Elon Musk says laying off 80% of Twitter's staff was 'painful' and 'one of the hardest things' he's had to do as the platform's boss

Story by mloh@insider.com (Matthew Loh) • Apr 11

<https://www.msn.com/en-us/money/companies/elon-musk-says-laying-off-80-of-twitters-staff-was-painful-and-one-of-the-hardest-things-hes-had-to-do-as-the-platforms-boss/ar-AA19KPWv>



# Disconnects morals?

A screenshot of a news article header from the website Inferse. The top navigation bar is black with a white grid icon on the left, the word "inferse" in white lowercase letters in the center, and a white magnifying glass icon on the right. Below the navigation bar, a breadcrumb trail reads "Home > Latest News > Elon Musk publicly mocks laid-off Twitter employee with a disability. Then apologizes....". The main headline is "Elon Musk publicly mocks laid-off Twitter employee with a disability. Then apologizes." followed by "– ABC News". At the bottom of the header, it says "By Charles Miller - April 15, 2023".

Home > Latest News > Elon Musk publicly mocks laid-off Twitter employee with a disability. Then apologizes....

## Elon Musk publicly mocks laid-off Twitter employee with a disability. Then apologizes. – ABC News

By **Charles Miller** - April 15, 2023

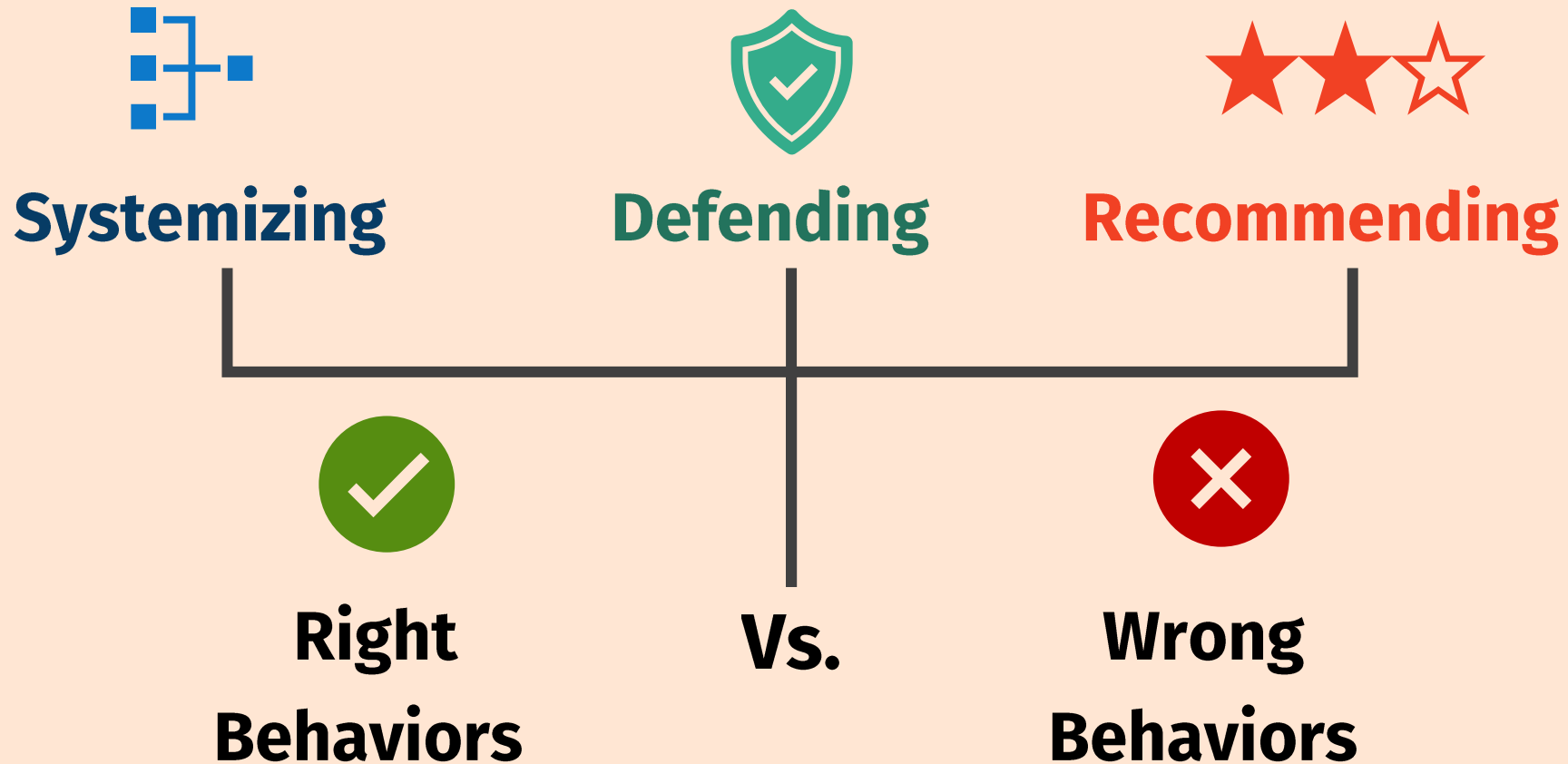
<https://www.inferse.com/485291/elon-musk-publicly-mocks-laid-off-twitter-employee-with-a-disability-then-apologizes-abc-news/>

**Analyzing all this looks like a job for....**

**Ethnic**



# Reminder, ethics is about:



**Understanding why** we should be doing an action.

# No “right” answers

No right  
answers



No answers

We should be able to **systemize**, **defend**, and **recommend**  
what is **right** or **wrong** for ourselves.

**We can still afford to debate though!**



**Disagreeing and debating on ethics leads to STRONGER ethics for everyone!**

# Three ethical terms to walk away with today

 **Technological Determinism**

 **Techno-facism**

 **Holism**

**I will explain my ethics on what is bad, and if you disagree, then I should be able to defend it to make my ethical case stronger!**

# Connecting the dots of technology and ethics

---

**Technology, Society, and Ethics**

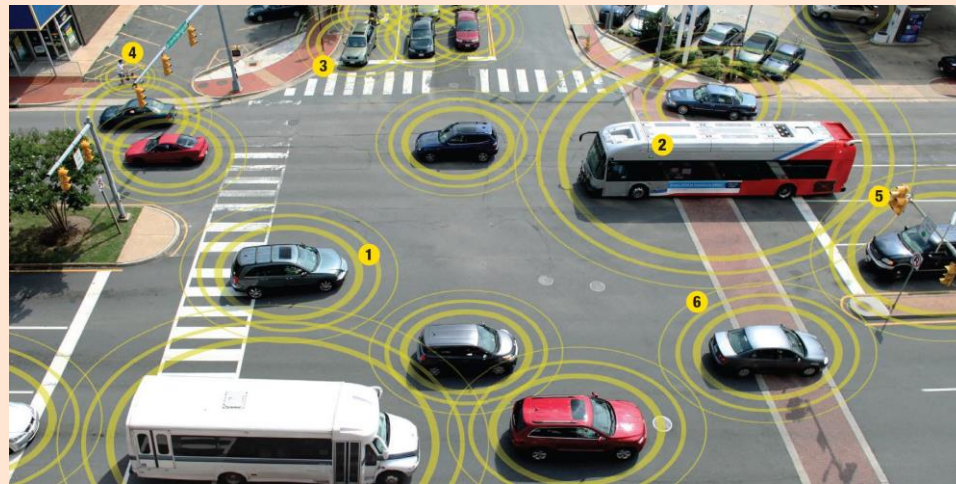
**Logistics**

**Lecture**

**Group Time**

# Technology

- **Objects that provide a “solution” to a problem**
- **Technique of knowledge**
- **Set of objects that exist only within certain social relations.**





# Technology

**When we think about technology as an “object” we cut it out of the social context that it exists in.**

**This causes:**

- **Commodification of technology**
- **Fetishizing technology**

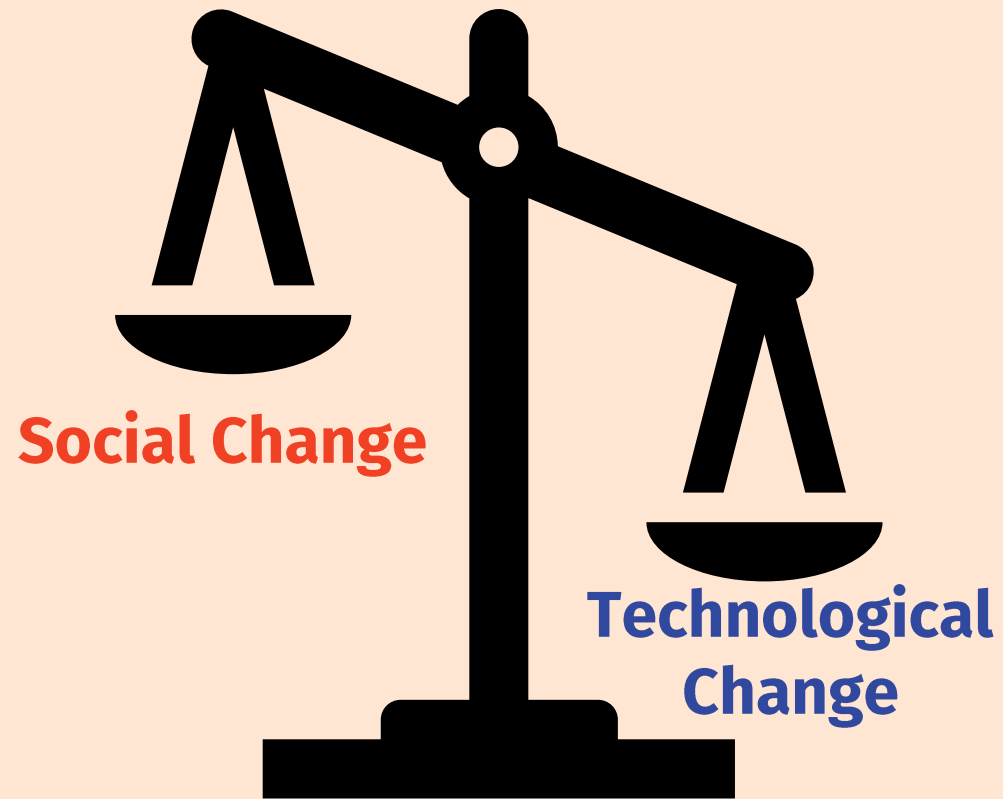


# Society

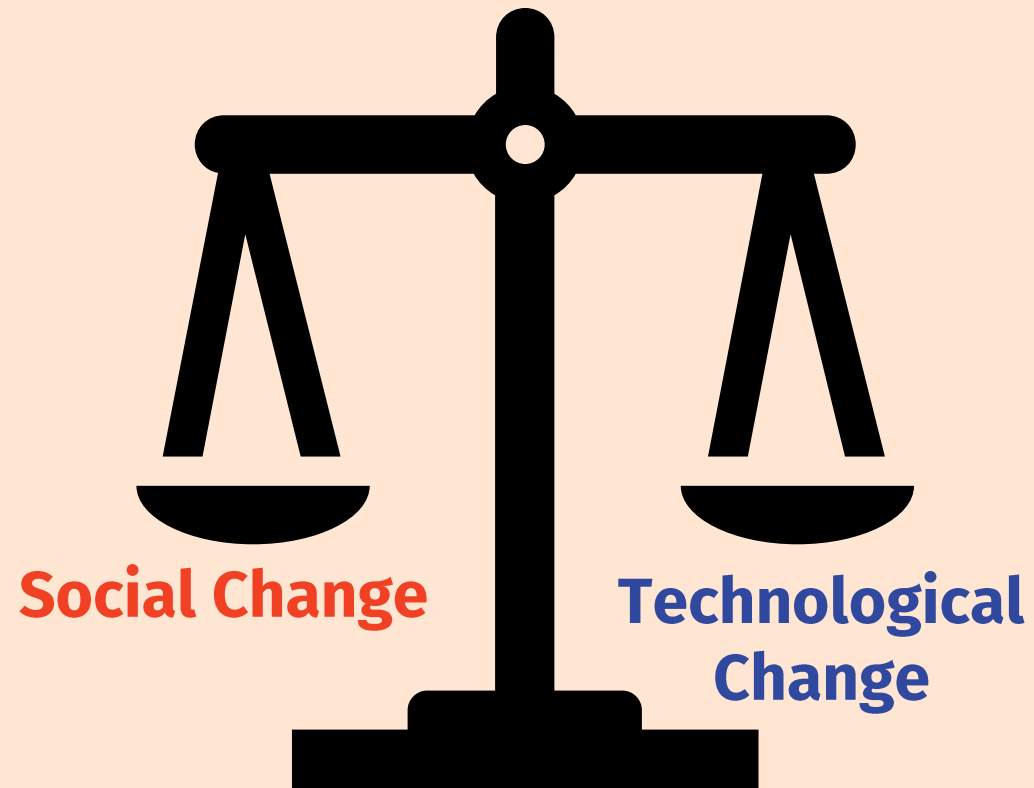


**“We live in a society”**

# As a society where we are at:



# Where we need to be:



**Why is this the current state?**

# **We have tools to solve social issues like:**

- **Hunger**
- **Climate change**
- **Police brutality**
- **Houselessness**

**But...**

**We spend resources on trying to find “new” bigger and better technical solutions instead of addressing root causes.**

# Why?

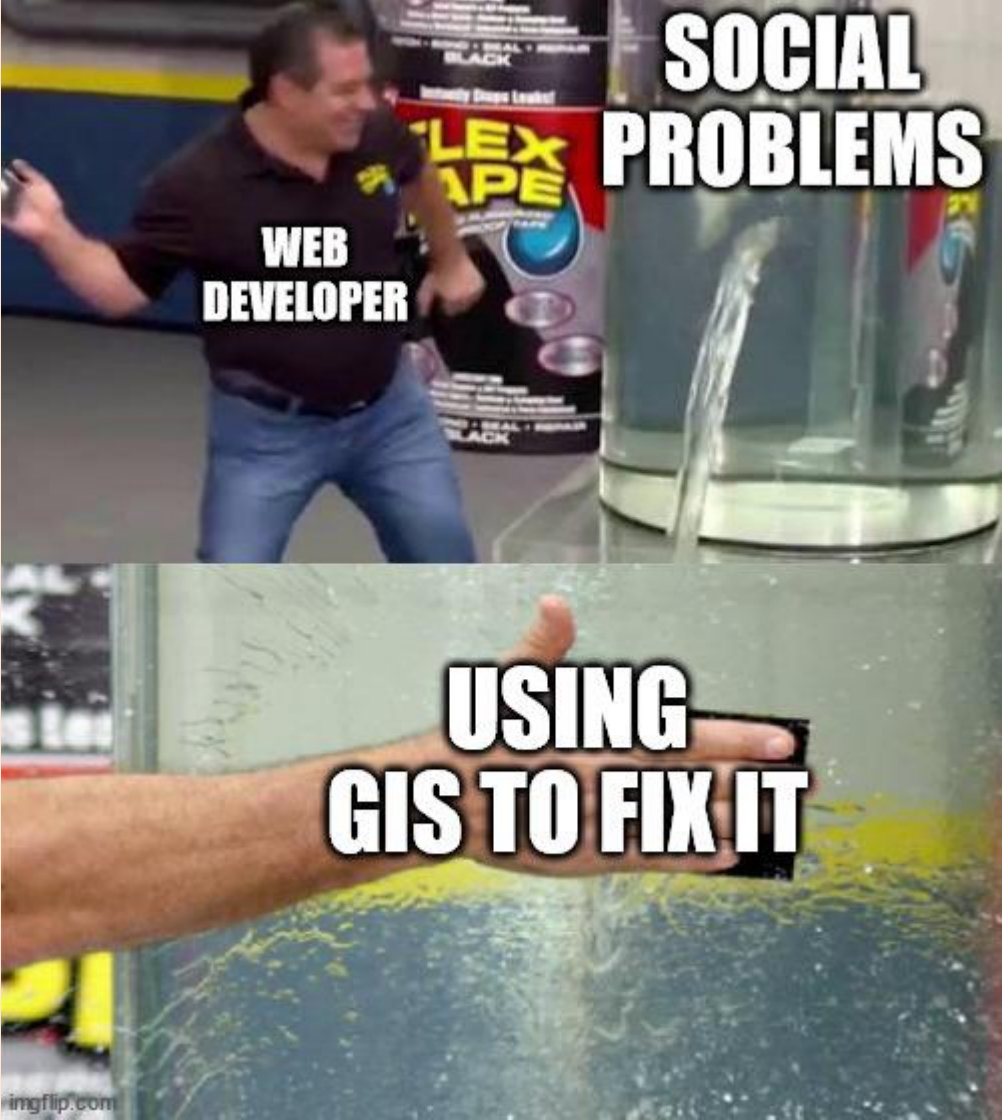
**It's easier to invest in or create new technology than to face the causes of social problems.**



# **My main ethical point today**

**You cannot solve **social problems** with just technology.**

# Don't be this type of web developer



**Even “scientific” problems are more effected by society than technology...**

**Any examples?**

LEONARDO DiCAPRIO JENNIFER LAWRENCE

ROB MORGAN JONAH HILL MARK RYLANCE TYLER PERRY TIMOTHÉE CHALAMET RON PERLMAN ARIANA GRANDE SCOTT MESCUDI WITH CATE BLANCHETT AND MERYL STREEP

Don't Look UP



BASED ON TRULY POSSIBLE EVENTS

A FILM BY ADAM MCKAY  
DON'T LOOK UP

NETFLIX PRESENTS A HYPEROBJECT INDUSTRIES PRODUCTION A FILM BY ADAM MCKAY LEONARDO DiCAPRIO JENNIFER LAWRENCE "DON'T LOOK UP" ROB MORGAN JONAH HILL MARK RYLANCE TYLER PERRY TIMOTHÉE CHALAMET RON PERLMAN ARIANA GRANDE SCOTT MESCUDI WITH CATE BLANCHETT AND MERYL STREEP CASTING BY FRANCINE MAISLER MUSIC BY GABE HILFER SUPERVISOR MUSIC BY NICHOLAS BRITTELL COSTUME DESIGNER SUSAN MATHESON EDITOR HANK CORWIN ACE PRODUCTION DESIGNER CLAYTON HARTLEY DIRECTOR OF PHOTOGRAPHY LINUS SANDGREN, ASC, FSC CO-PRODUCER RON SUSKIND EXECUTIVE PRODUCER JEFF WAXMAN PRODUCED BY ADAM MCKAY, P.G.A. & KEVIN MESSICK, P.G.A. STORY BY ADAM MCKAY & DAVID SIROTA SCREENPLAY BY ADAM MCKAY DIRECTED BY ADAM MCKAY

HYPEROBJECT **R** IN SELECT THEATERS DECEMBER AND ON NETFLIX  
NETFLIX | DECEMBER 24



Health Topics ▾

Countries ▾

Newsroom ▾

Emergencies ▾

Data ▾

About WHO ▾

Place the box(es) labelled  
with the ID range you were  
given and carefully place  
your aliquots in them.

**COVAX**

Working for global equitable access to COVID-19 vaccines



02.16.2022

SARAH LAZARE



## Pharmaceutical Monopolies Are Still Preventing Full Access to COVID Vaccines Around the World

South African scientists are nearly finished reverse engineering Moderna's COVID-19 vaccine. They are forced to waste precious time and resources recreating a vaccine that already exists, because for-profit science protects industry profits over human life.

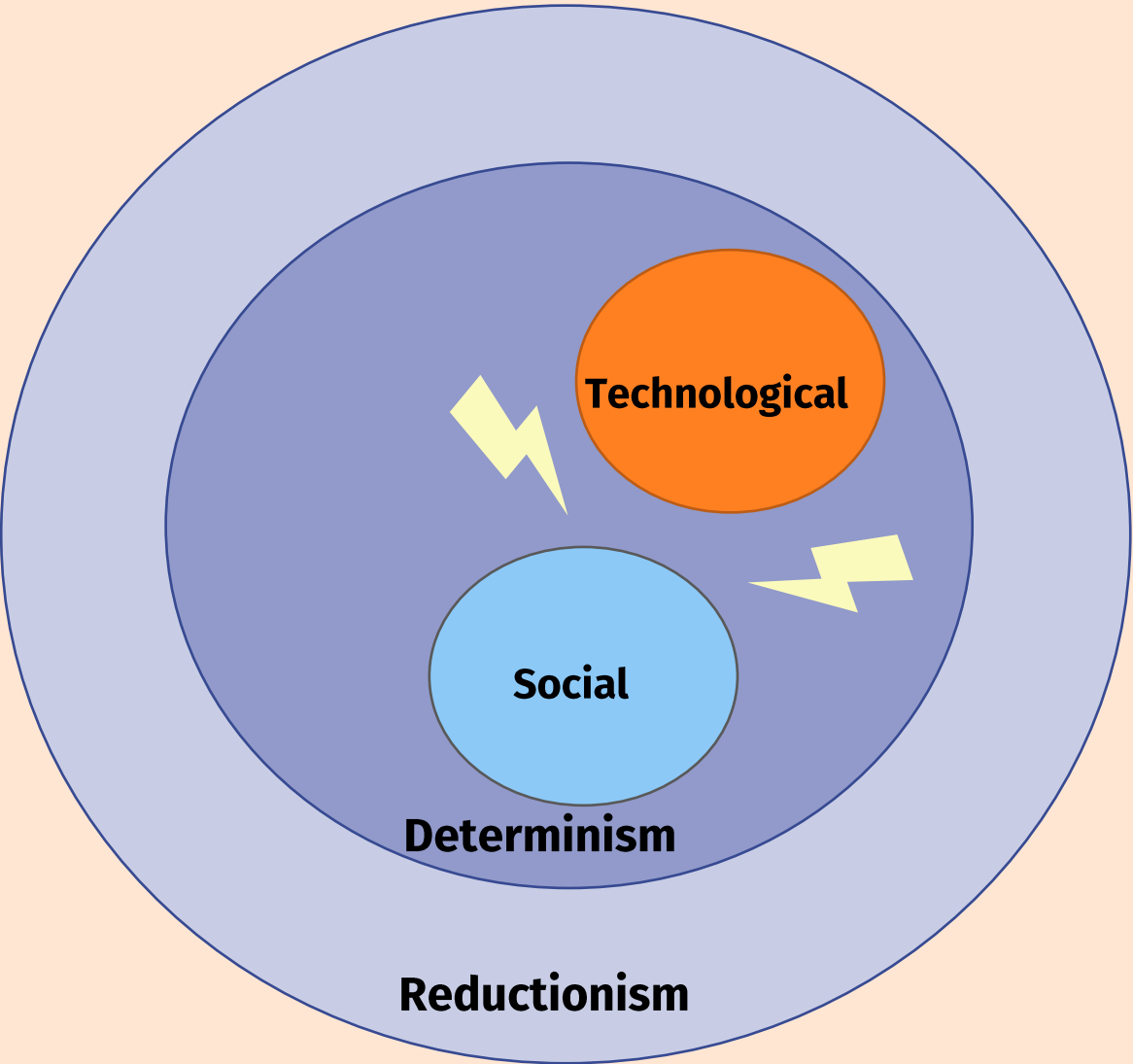
<https://www.jacobinmag.com/2022/02/pharmaceutical-monopolies-access-covid-19-vaccine-global-south-moderna-patents>

**Time to SET the stage with some philosophy**

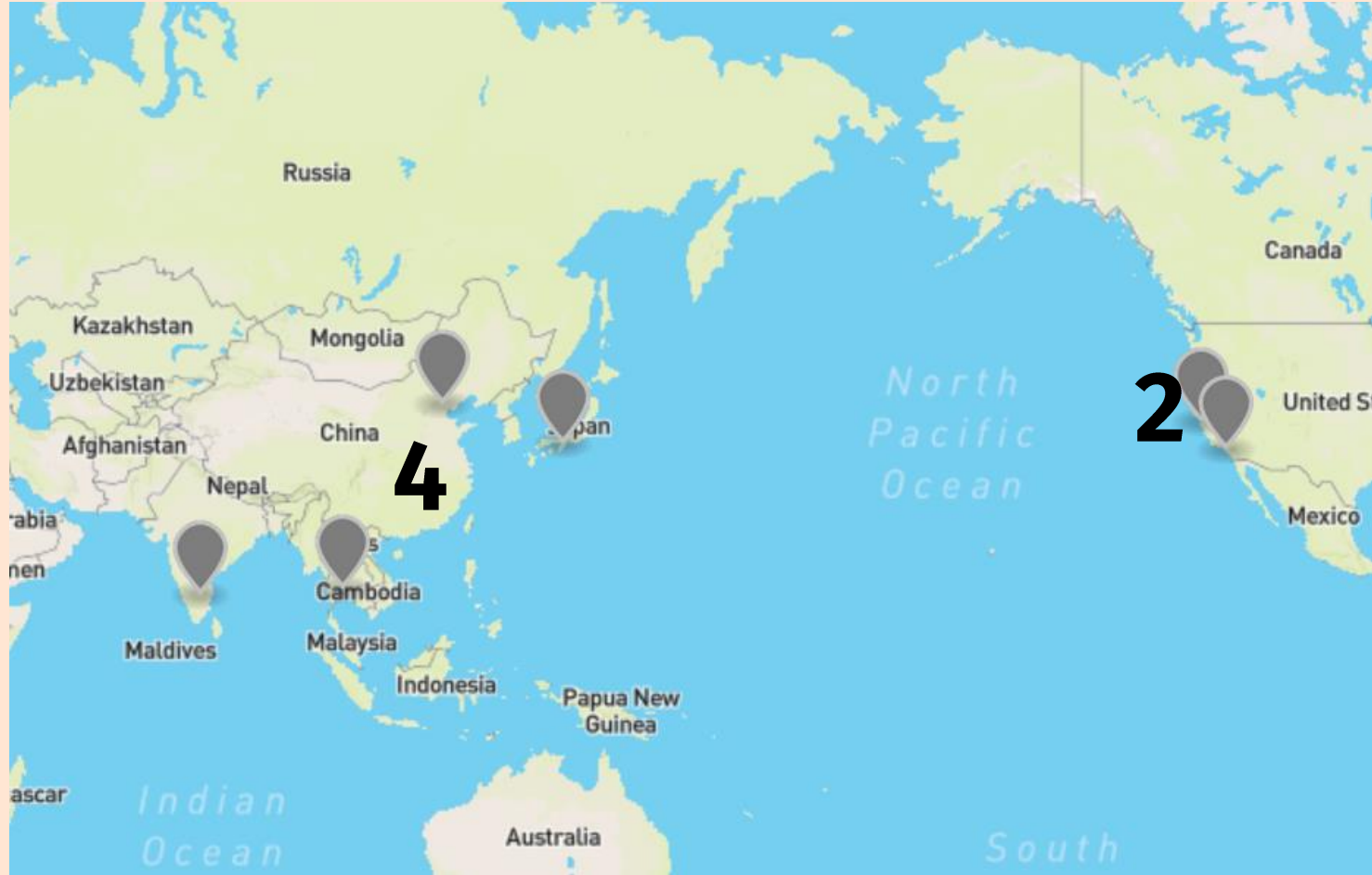


**What do you call the idea reducing something into simpler components?**

# Reductionism



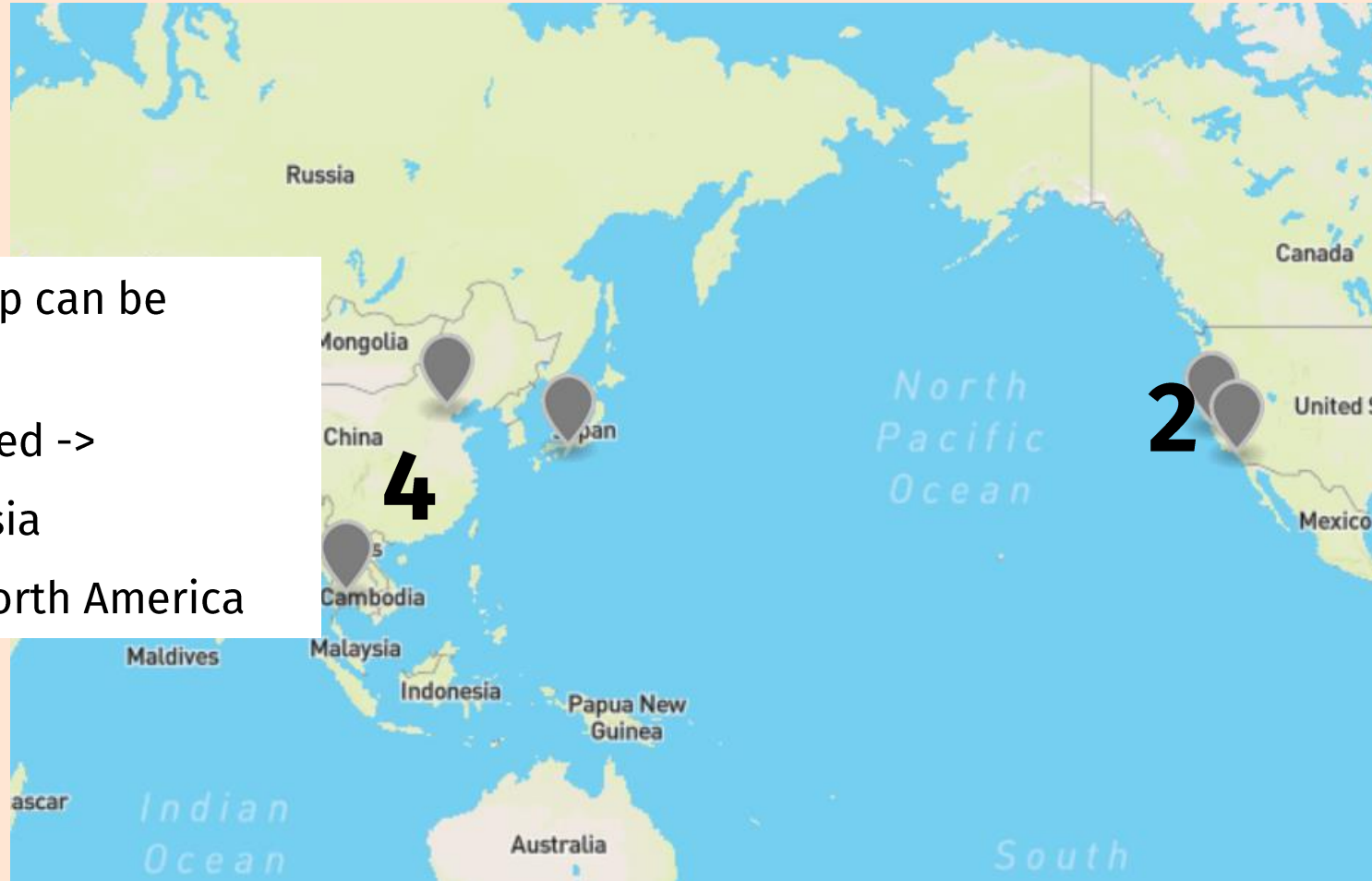
# Reductionism



In the social sciences:

**Reduces qualitative data into quantitative.**

# Reductionism

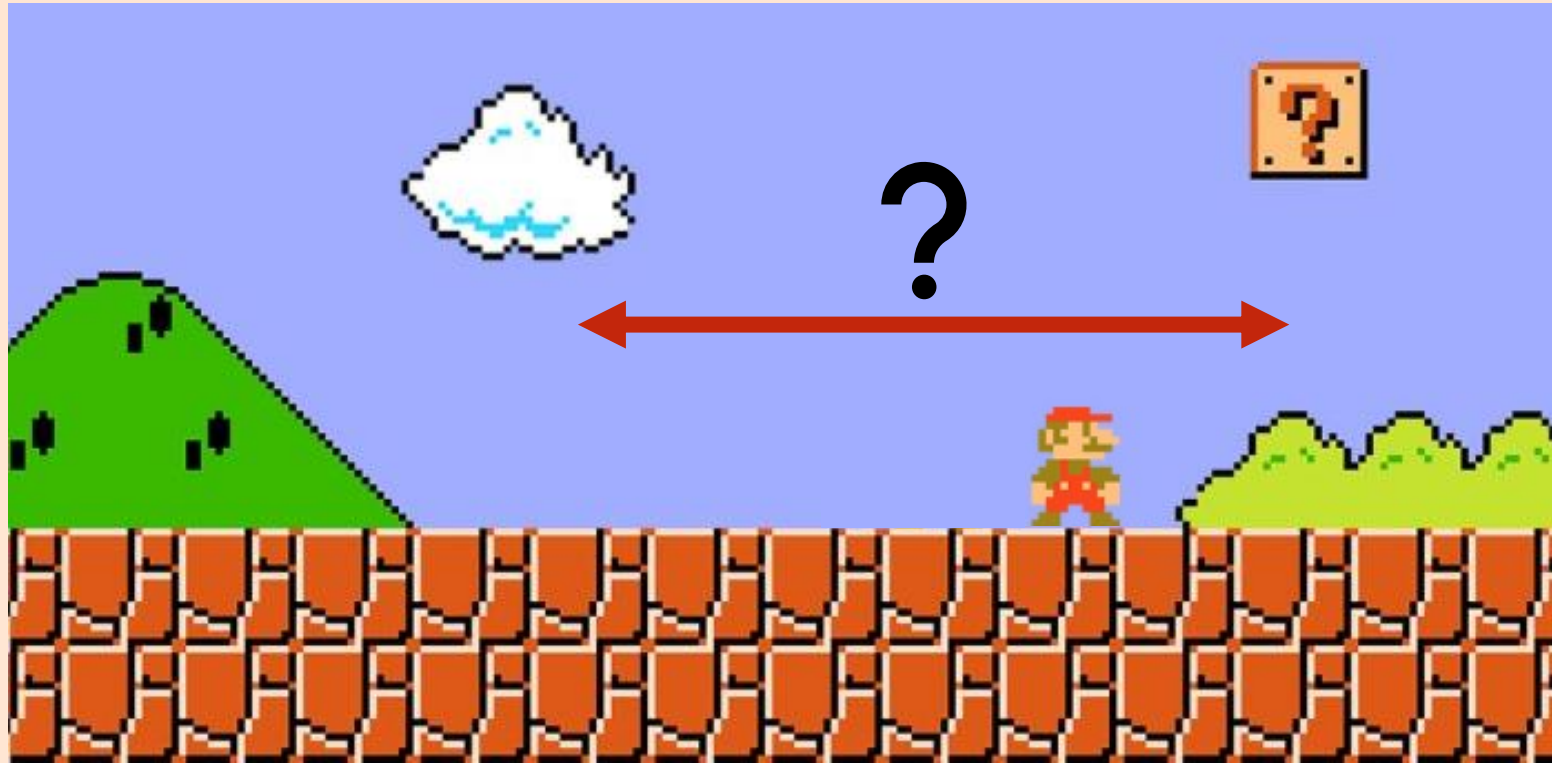


For example... this map can be reduced to:

- Places where I lived ->
  - 4 points in Asia
  - 2 points in North America

**Reducing my experiences to numbers on a continent, introduces a loss of information. Which country in Asia did I live in??**

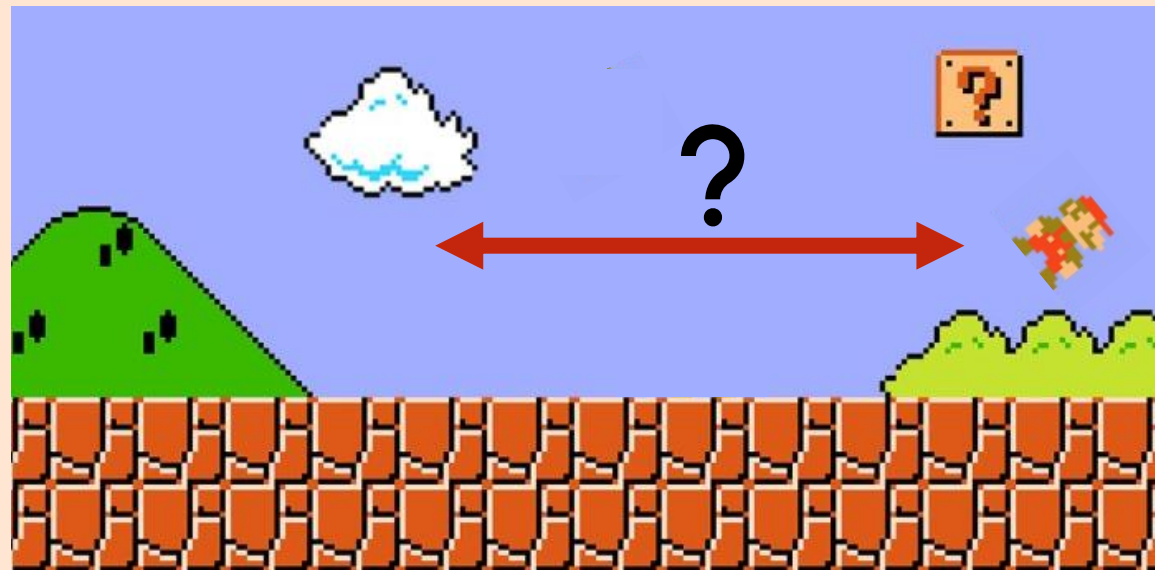
# Determinism



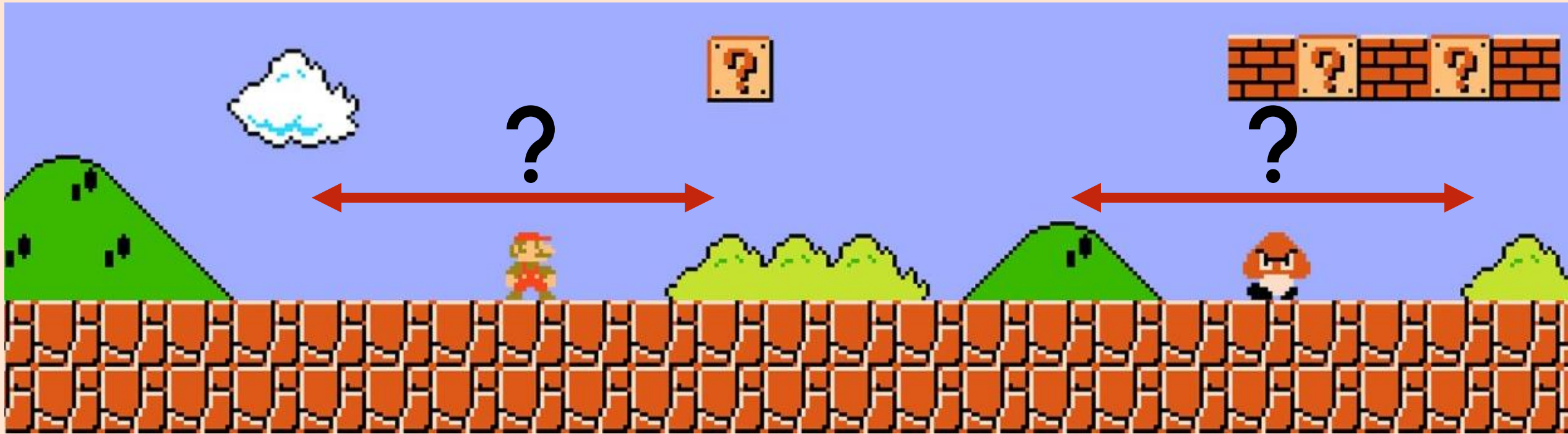
**All our actions are pre-determined because it is governed by systems**

# Free-Will

**Systems are chaotic so there no pre-determined events can be attributed to them**



# Compatibilists



**Determinism and free-will can co-exist.**

Ex. Mario and the goomba are free to go any way,  
but WITHIN a pre-defined system

# Technological Determinism

**The idea that technology will solve all social problems.**

Example: We can “invent” our way out of climate change.

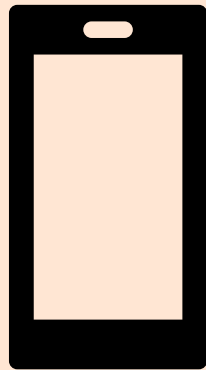


# Technological Determinism

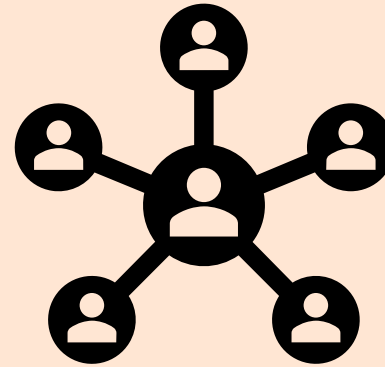


# Technological Determinism

Technology



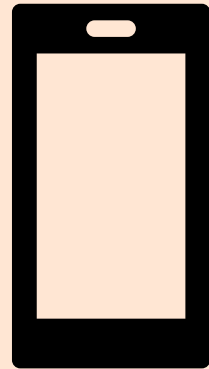
Society



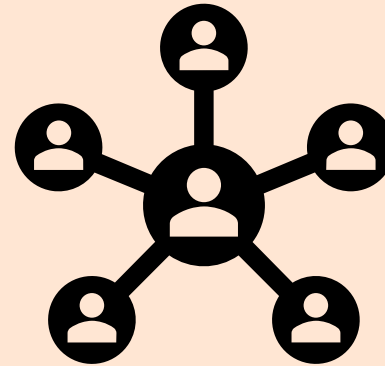
**Technology** is the force that changes **society**

# Technological Determinism

Technology



Society

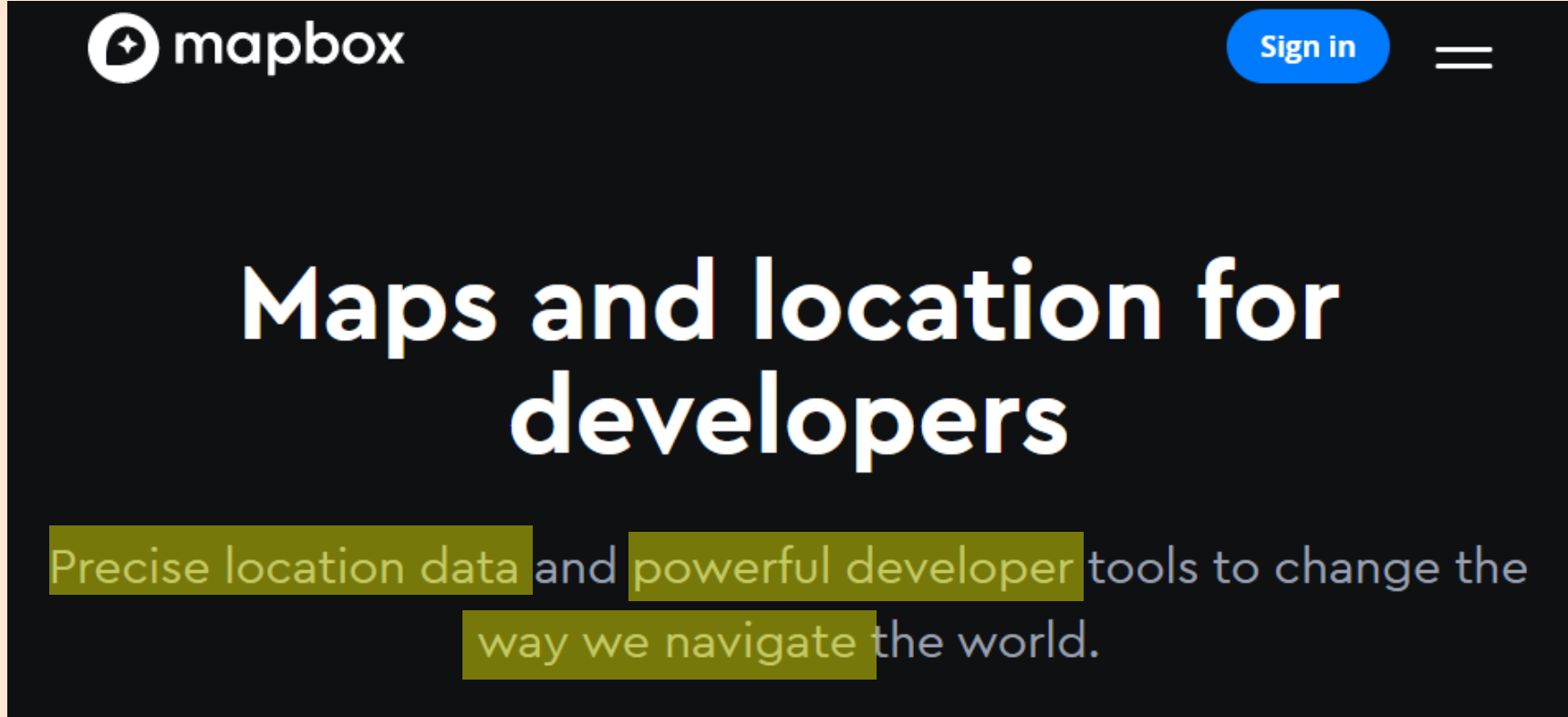


**“Phones will improve people’s life.”**

# Let's apply this to mapping



# Mapping Technologies

A screenshot of the Mapbox website. The top left corner features the Mapbox logo, which consists of a white circle with a location pin icon inside, followed by the word "mapbox" in a lowercase, sans-serif font. To the right of the logo is a blue rounded rectangle containing the text "Sign in" in white. Further right is a white hamburger menu icon. The main content area has a dark background. In the center, the text "Maps and location for developers" is written in a large, bold, white sans-serif font. Below this, a line of text reads "Precise location data and powerful developer tools to change the way we navigate the world." The words "Precise location data", "powerful developer", and "way we navigate" are highlighted with a light green background. The rest of the text is in a smaller, white sans-serif font.

mapbox [Sign in](#)

## Maps and location for developers

Precise location data and powerful developer tools to change the way we navigate the world.

**Mapbox is for DEVELOPERS!**

# Mapping Technologies

A red rectangular banner with white text. In the top left corner is the CARTO logo, consisting of the word 'CARTO' in white uppercase letters followed by a white circle. In the top right corner is a white hamburger menu icon. The main text is 'Unlock the power of spatial analysis', where 'power' is highlighted in a yellow box. Below this is the tagline 'The only cloud-native Location Intelligence platform' in white text.

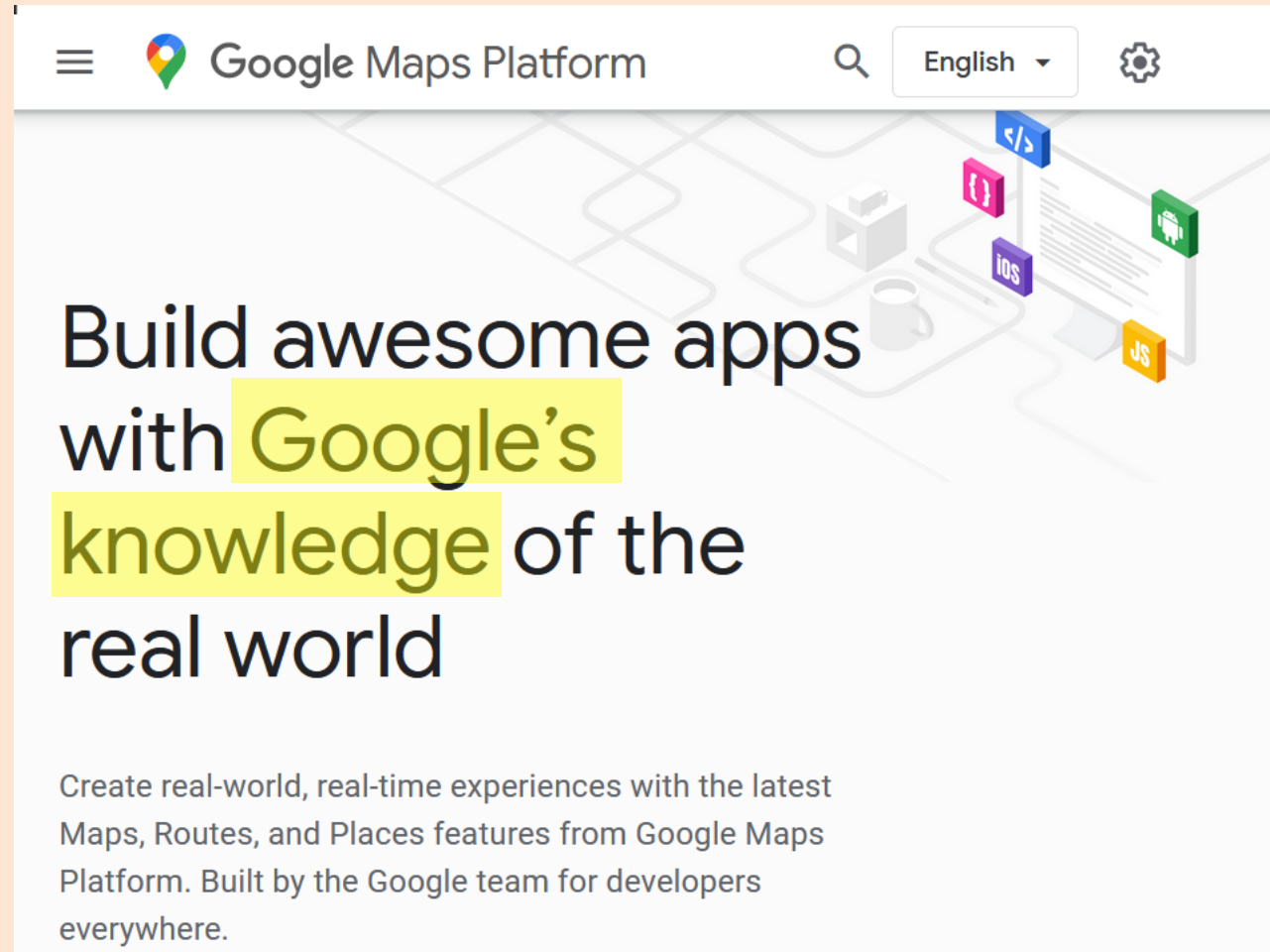
CARTO ●

Unlock the **power** of  
spatial analysis

The only cloud-native Location Intelligence platform

**CARTO is for SPATIAL ANALYSIS**

# Mapping Technologies

The image shows a screenshot of the Google Maps Platform website. At the top, there is a navigation bar with the Google Maps Platform logo, a search icon, a language dropdown menu set to "English", and a settings gear icon. Below the navigation bar, the main content area features a background illustration of a city map with various technology icons like code symbols, a coffee cup, and mobile device logos. The primary headline reads "Build awesome apps with Google's knowledge of the real world", with "Google's" and "knowledge" highlighted in yellow. A secondary paragraph below states: "Create real-world, real-time experiences with the latest Maps, Routes, and Places features from Google Maps Platform. Built by the Google team for developers everywhere."

**Use Google's KNOWLEDGE to BUILD!**

# Mapping Technologies



**Discover your POWER with ArcGIS!**



**Why are these examples problematic?**

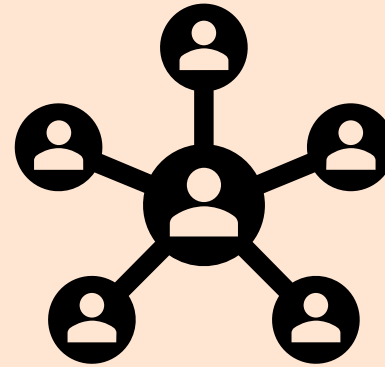
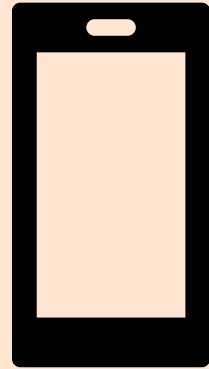
**Separates society's role in creating the technologies.**

# **Social Determinism**

# Social Determinism

Technology

Society

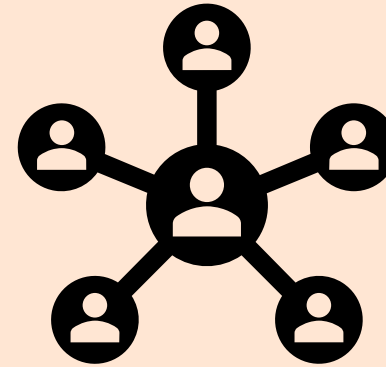
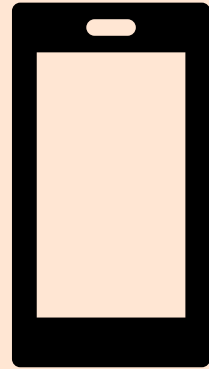


**Technology** is a result of the **society**

# Social Determinism

Technology

Society



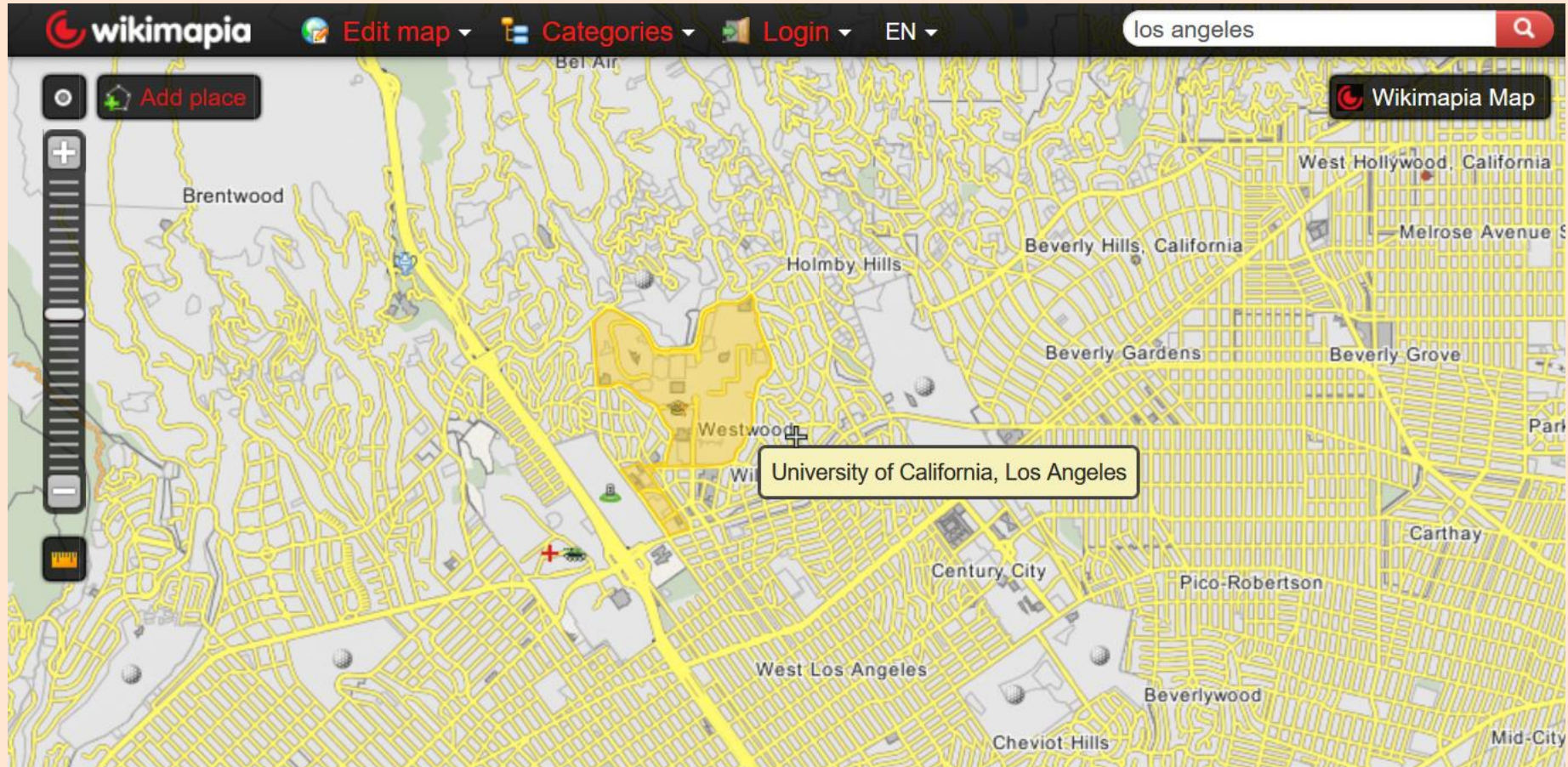
**“People created phones to talk easier.”**

# Examples



an open-source JavaScript library  
for mobile-friendly interactive maps

# Examples



# Recapping

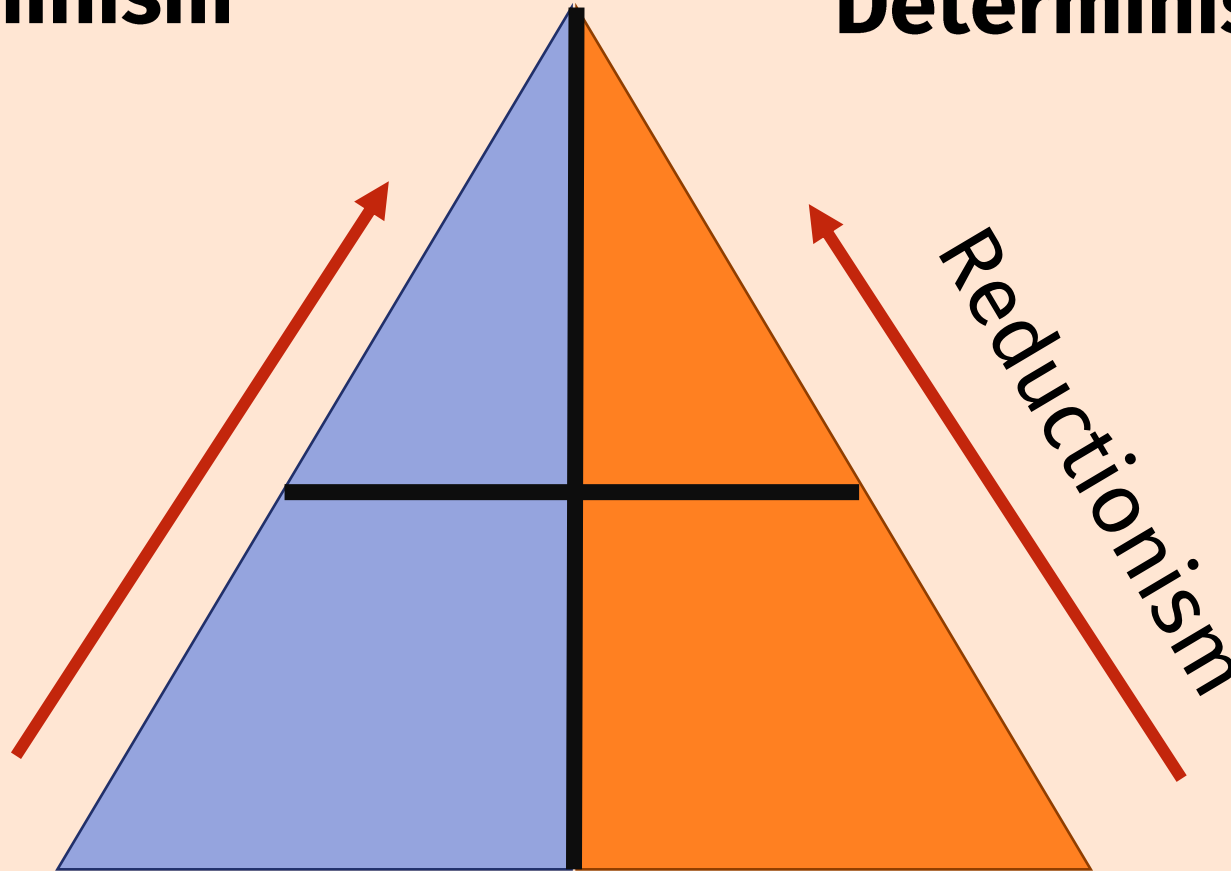
**Technological  
Determinism**

**Vs.**

**Social  
Determinism**

Hard

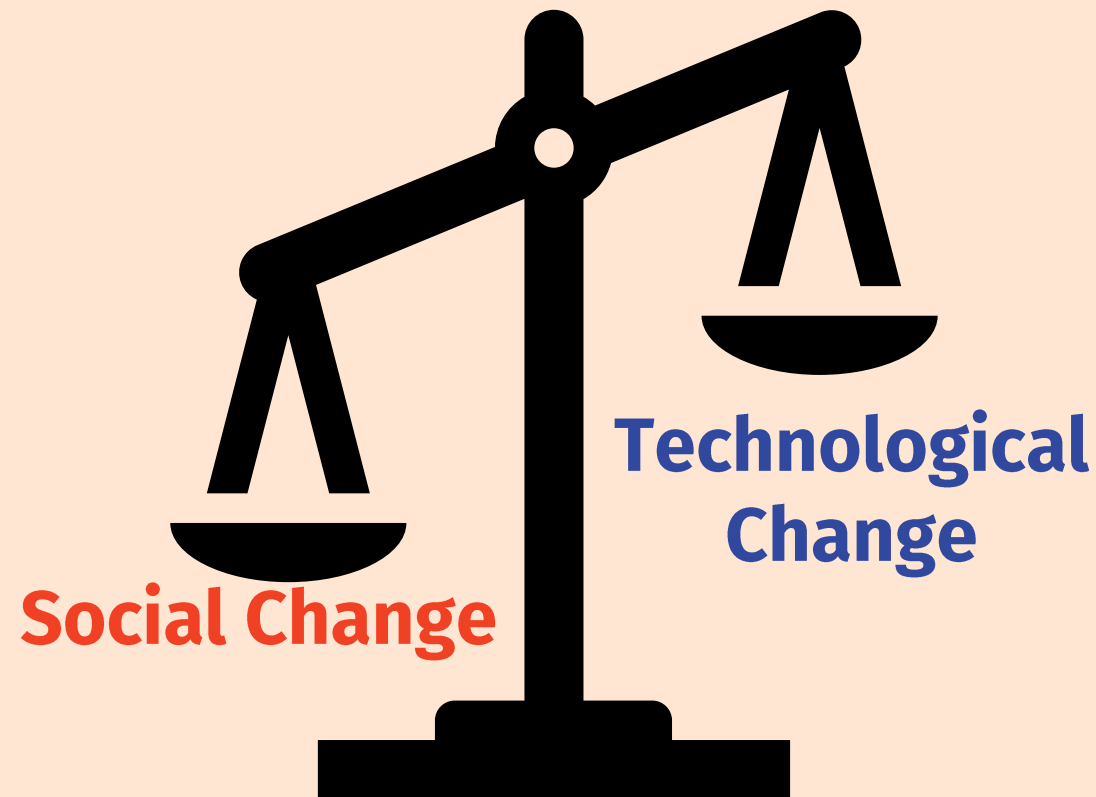
Soft





# Main takeaway

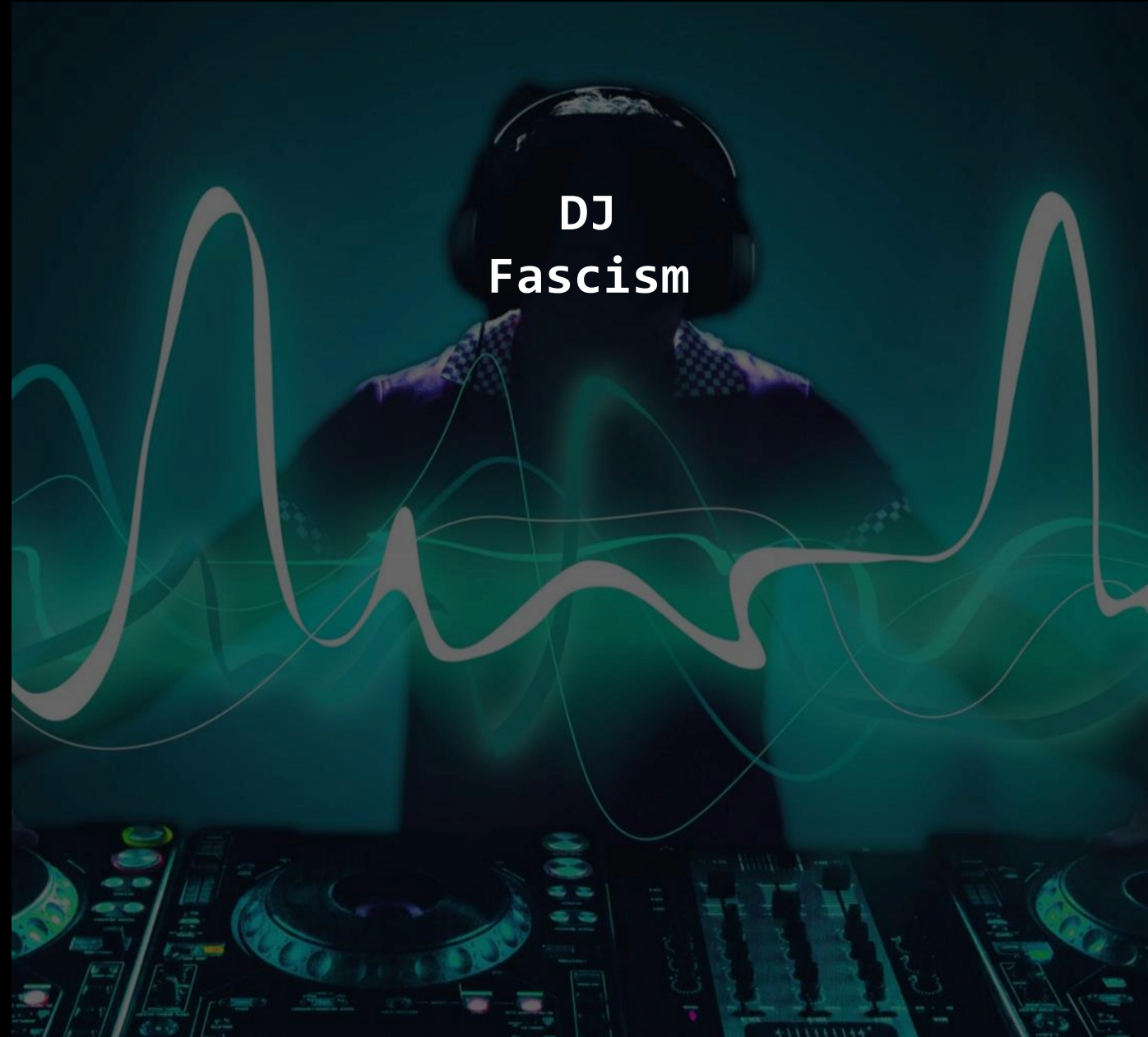
**Reductionism is problematic because it only re-aligns the balance in one direction.**



**Wait.. This is a technology skills class..  
Shouldn't we focus on technology solutions?**

**No, because.. It leads to..**

# Techno-Fascism



# Technocracy/Techno-Fascism

**Fascism** – Oppression of opposing thoughts

**Technocracy** – Rule by only those with expertise

**Techno-Fascism** = **Fascism** + **Technocracy**

# **Technocracy/Techno-Fascism**

**Techno-Fascism** – Rule by those with expertise  
that oppresses opposing thoughts

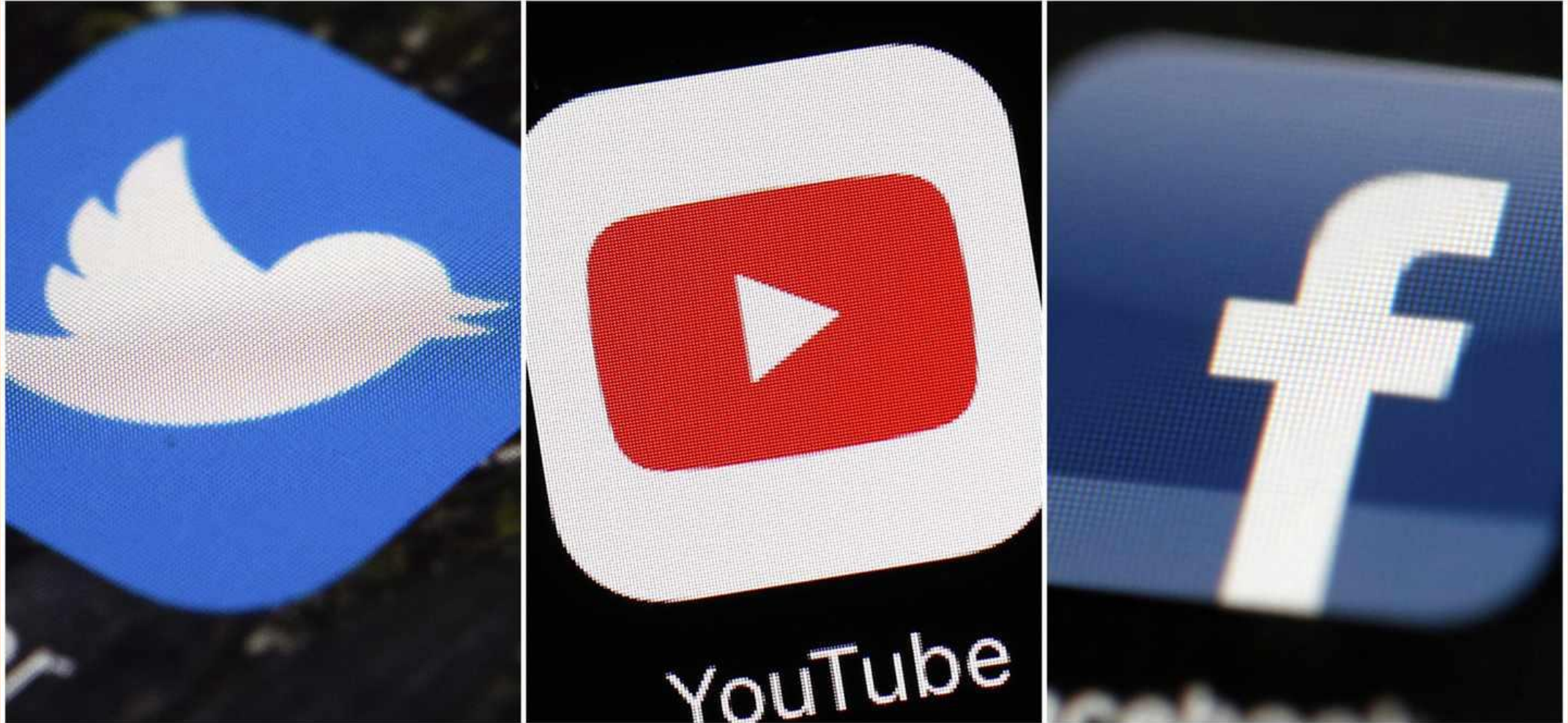
# Techno-Fascism

**'Unstoppable' AI raises concerns, need for regulation**

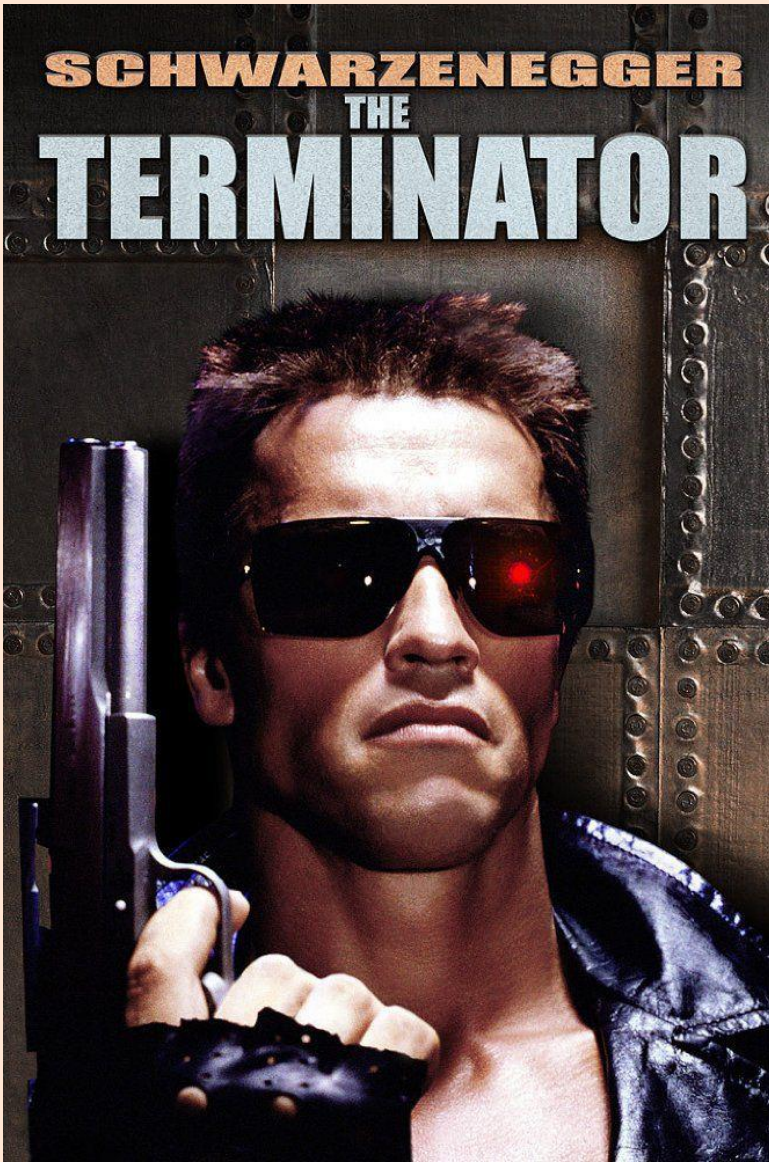
By: Kathryn McNutt // The Journal Record // April 13, 2023

**“Big tech, machine learning, AI is too big and inevitable, people cannot stand up against it.”**

# Techno-Fascism







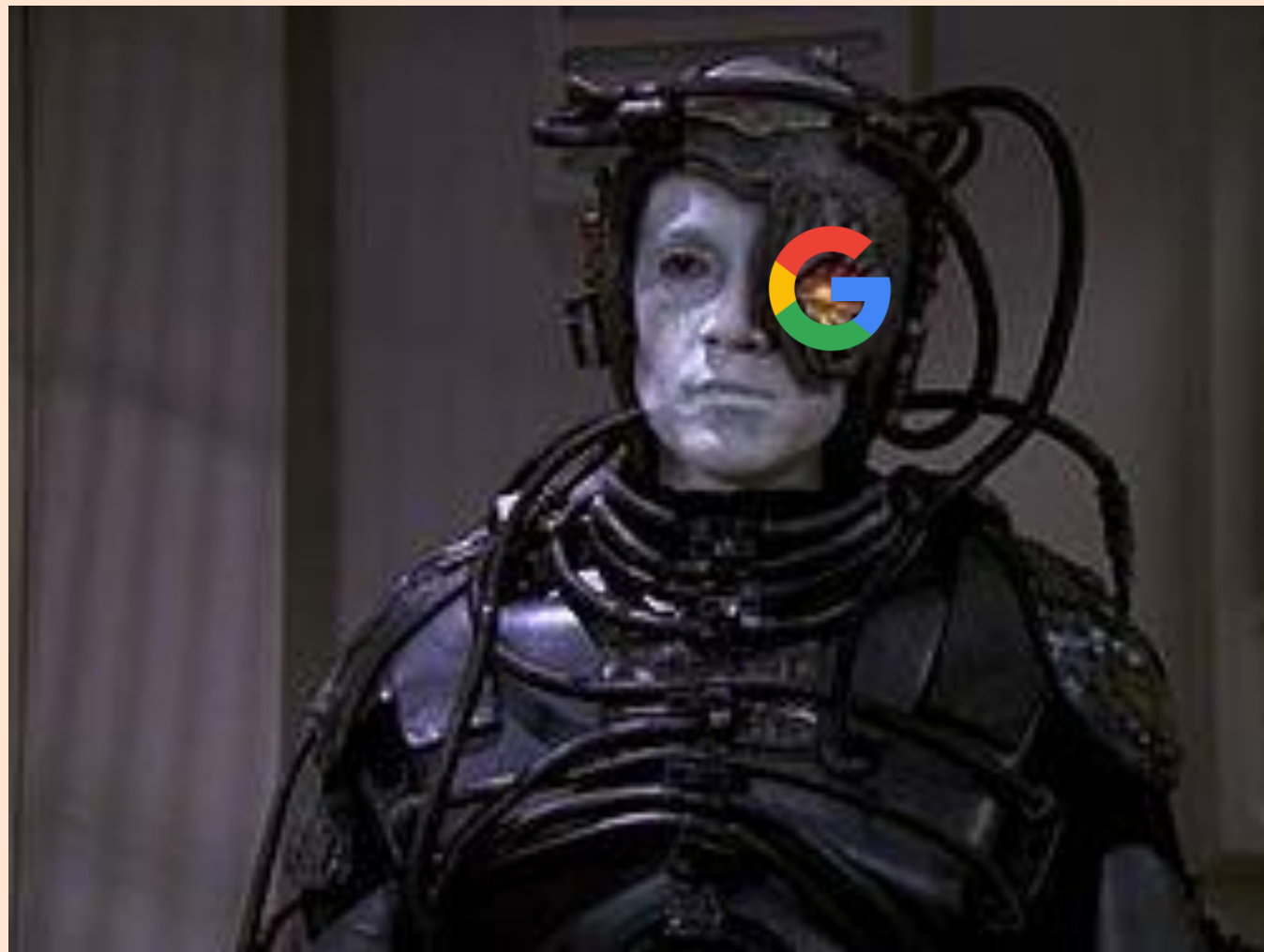
**OF FREEDOM**

**Hasta la vista freedom**

# **What it really means is**

**“I have more ‘technical’ skills and know more than you, so I am better than you, do not resist.”**

**-Every Big Tech CEO**



**Resistance is futile.**

# **What it really means is**

**Commodification of humans as data points.**

**Fetishism of knowledge and technology.**

**Decouples the impacts of society on technology and vice-versa.**

**Is there an alternative?**

# Holism



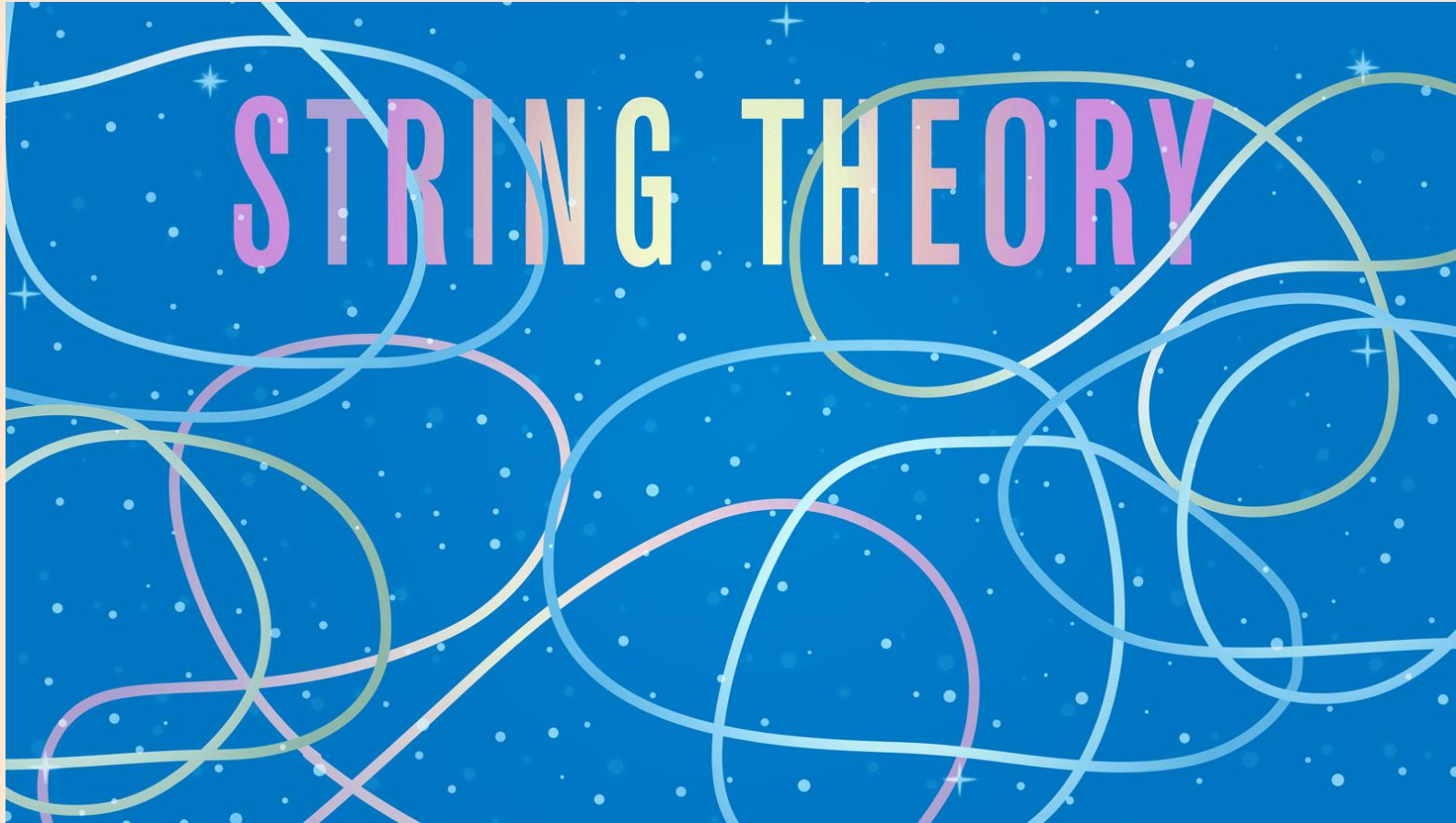
**“Some process or phenomenon cannot be broken into parts, and can only be understood as a whole”**

<https://cseweb.ucsd.edu/~goguen/courses/275f00/s2.html>

**Reinforces the direct connection of technology and society.**

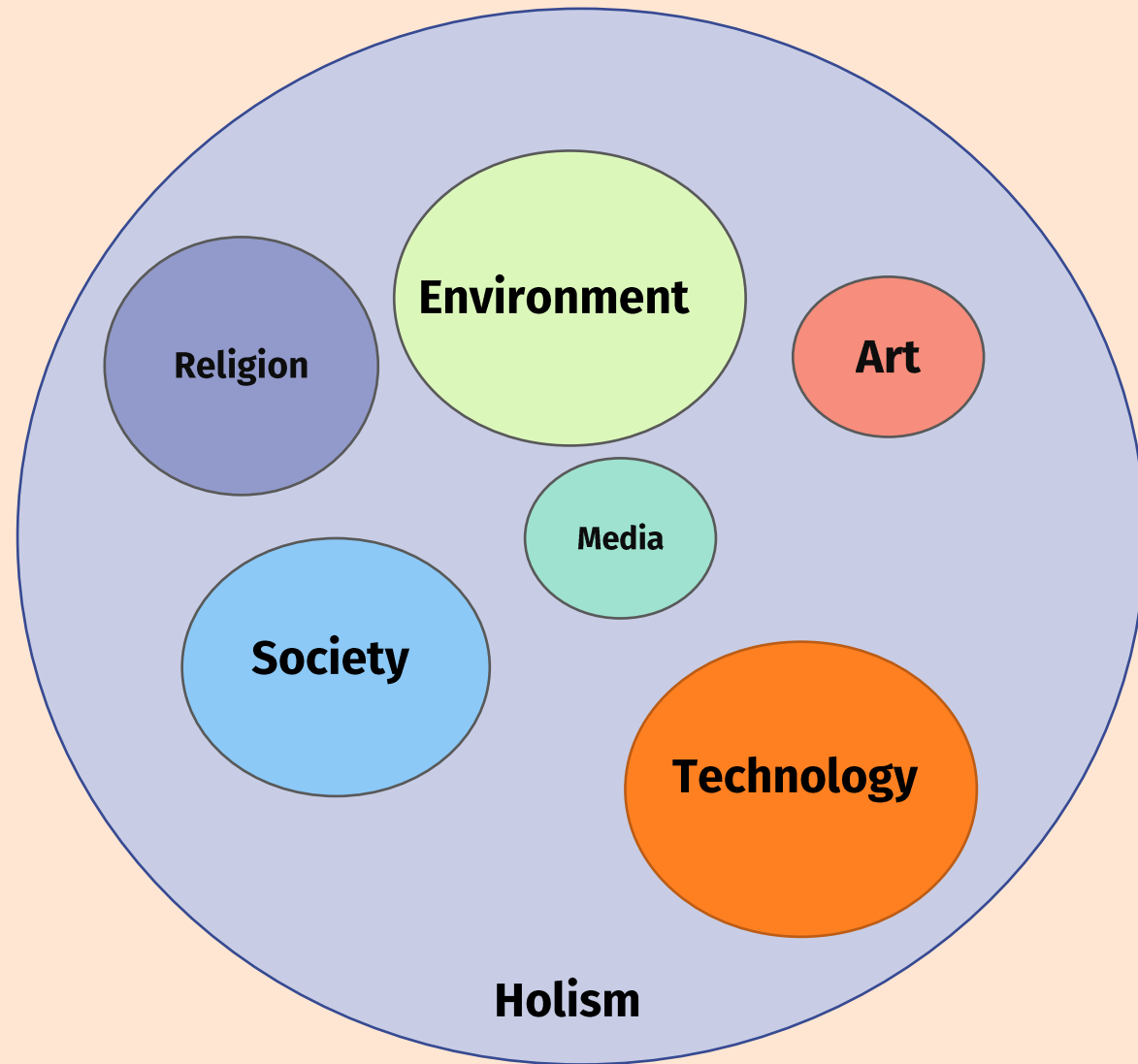
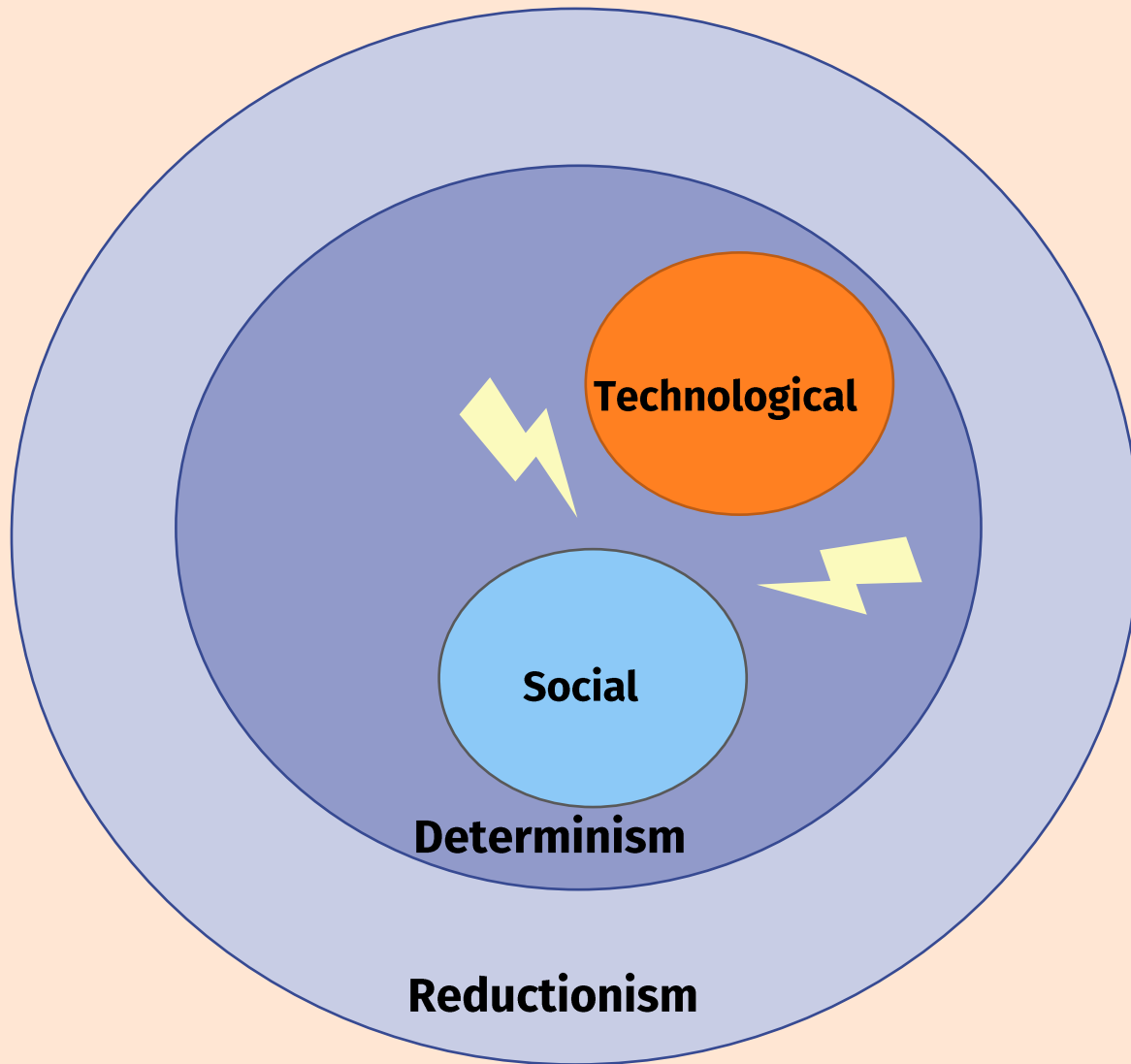


# Holism



**Goes against western concepts of knowledge.. but slowly being adopted, even in “hard sciences”**

# Reductionism vs Holism

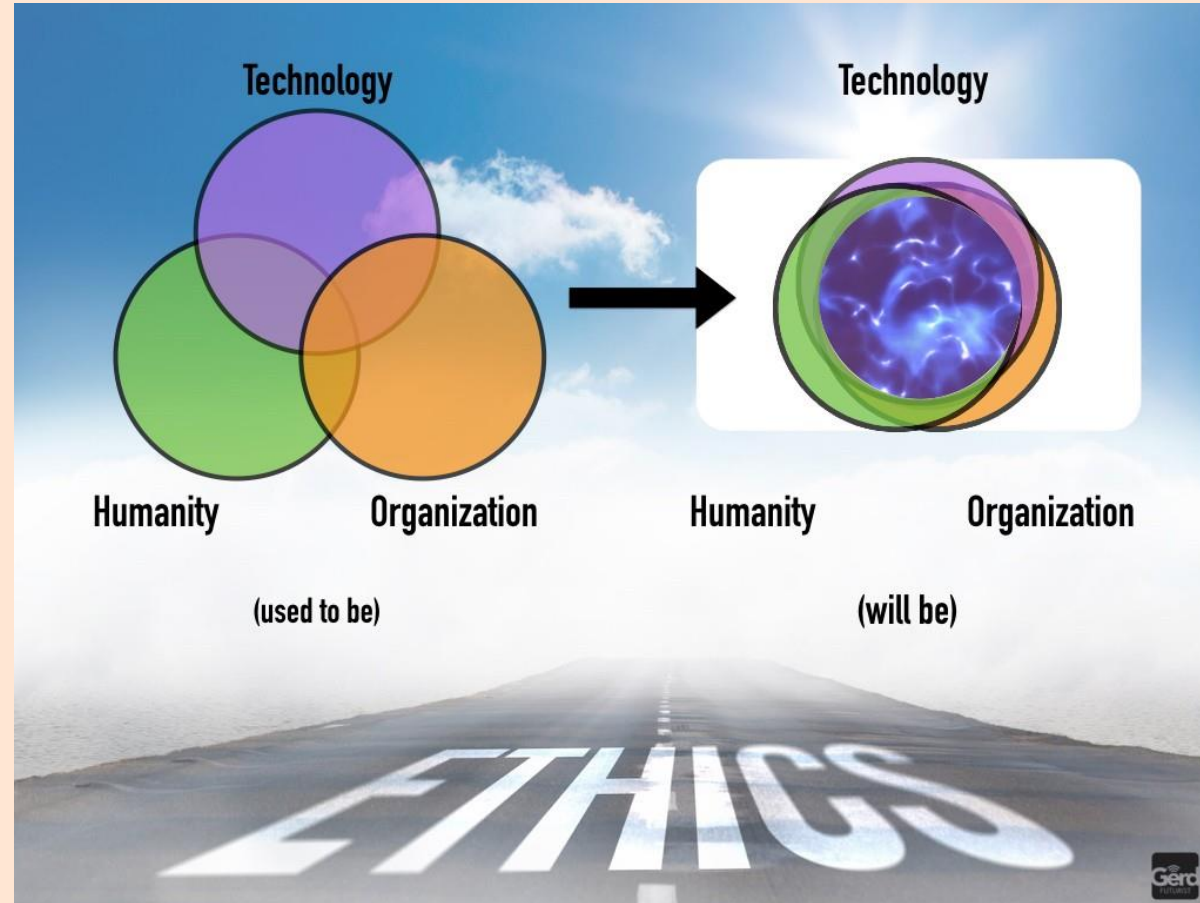


# Eastern perspectives on holism



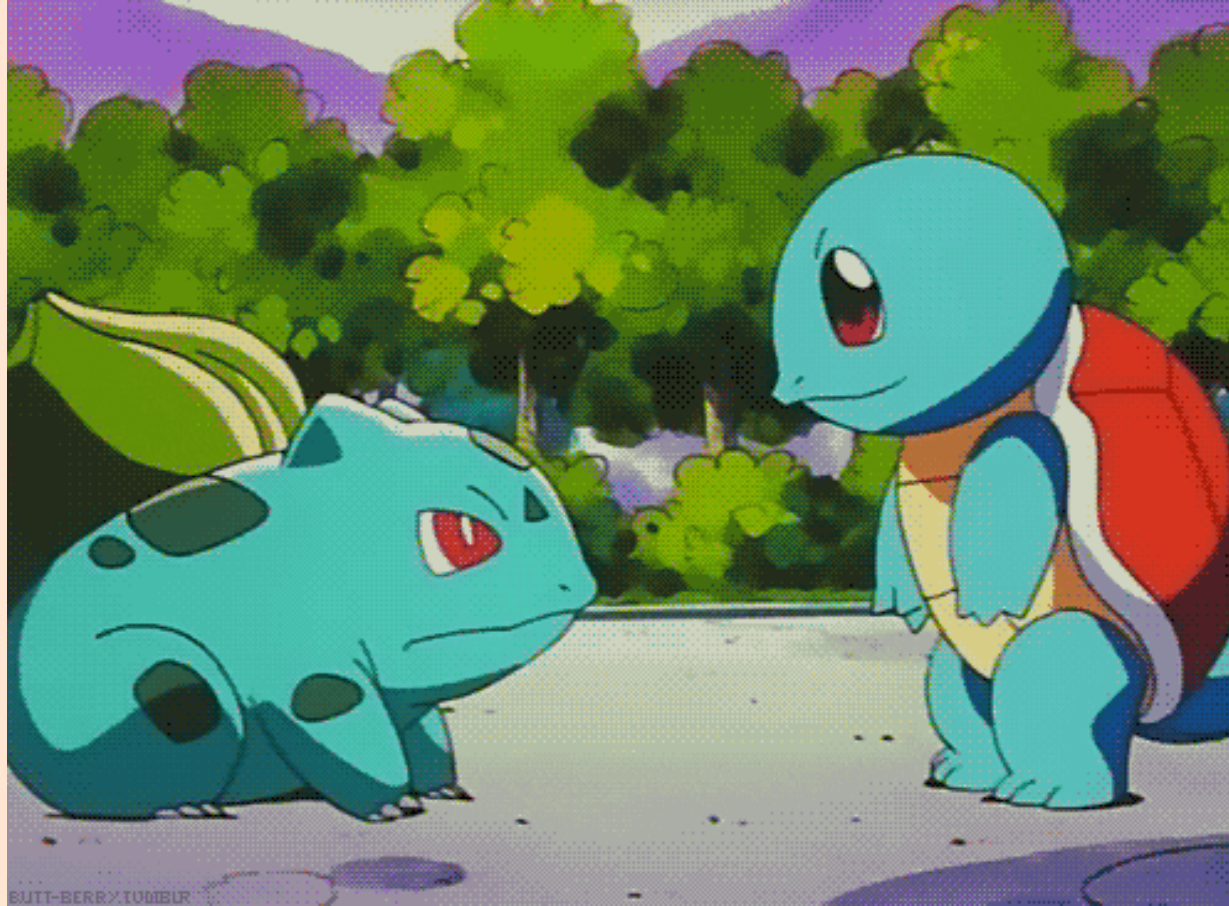
**Buddhism and Hinduism believe in a middle path to describing our decision-making by connecting it to consequence of our actions.**

# What AA-191-About us?



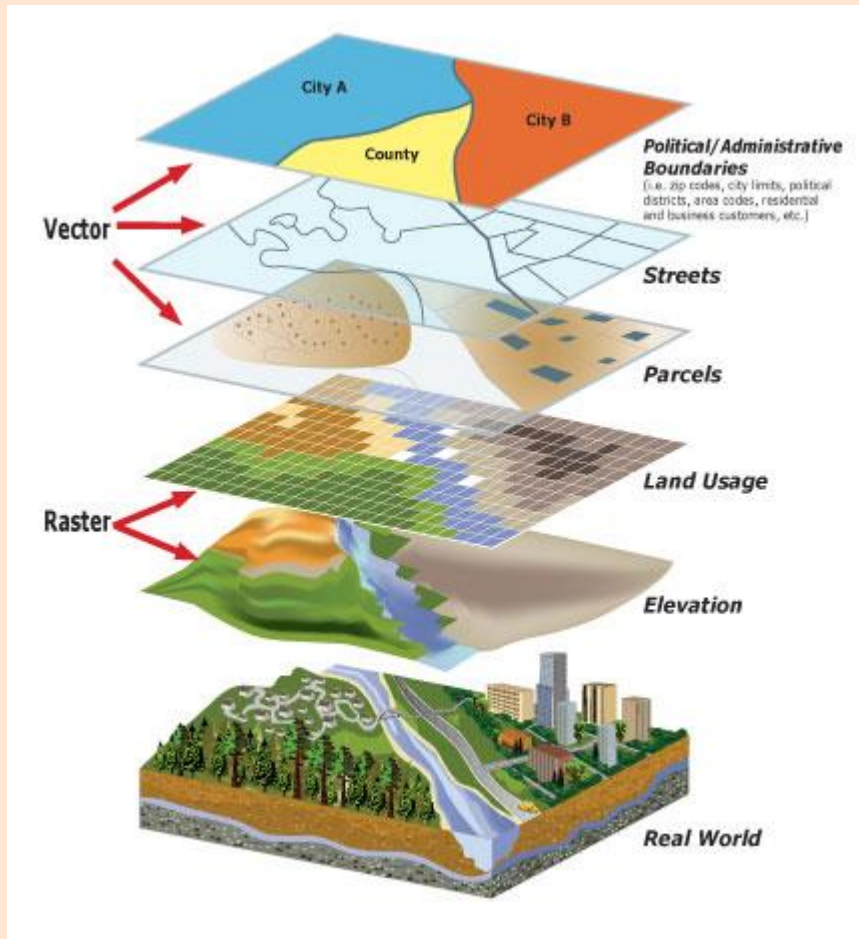
**No surprise that this course is being taught in the Asian American Studies department then!**

# What AA-191-About us?



Your **mental health**, **ability to ask questions**, etc. allows the class to be better.

# Holism in GIS?



**Reductionism**

esri Charging Up: Lifecycle of a Battery Raw Materials Cobalt A Story Map

Huayou then sells the cobalt to cathode manufacturers. Some of the largest cathode producing companies include Toda Hunan Shanshan, Pulead Technology Industry, Tianjin Bamo Science and Technology, and L&F Material.

- Pulead Technology Industry Co., Ltd.
- Tianjin Bamo Science and Technology Co., Ltd.
- L&F Material Co., Ltd.
- Toda Hunan Shanshan New Material Co., Ltd.

Cobalt is processed by CDM

**Holism**

**Considering all we just covered....**

How to apply **holism** to mapping, beyond just  
Critical Cartography?

# **We will utilize two approaches**

1. Tradition-based GIS
2. Design Justice



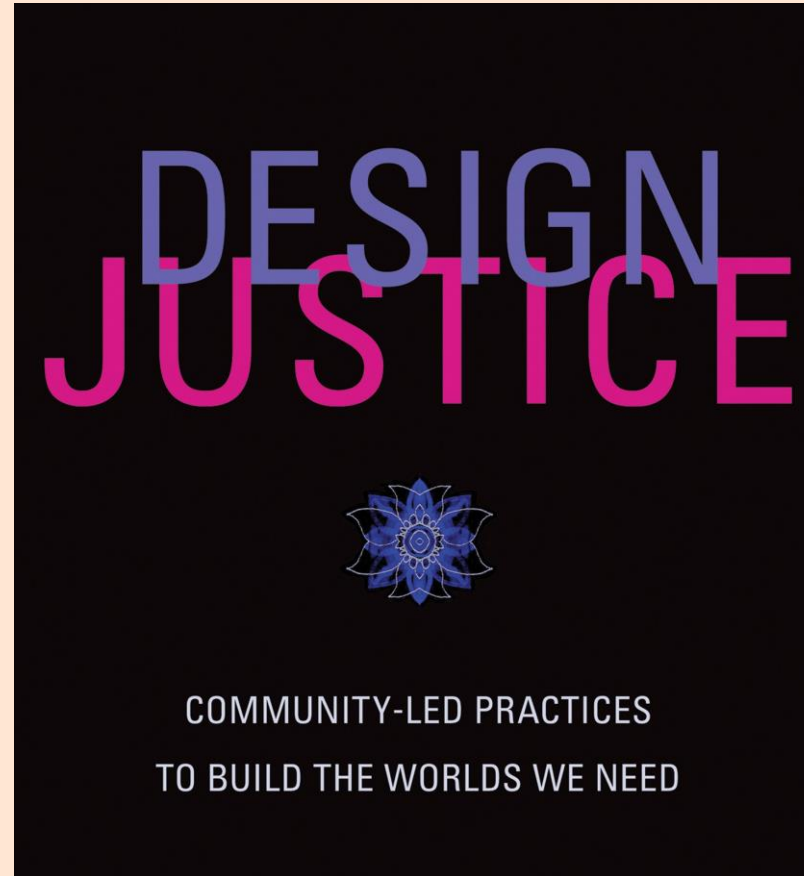
# Focus on Tradition-based GIS

Tradition	Key Ideas	Example Publications
Queer(ing) Cartographies, GIS	<ul style="list-style-type: none"><li>• Recognize queer labor and lives present in production of knowledge/maps</li><li>• Interrogate political, economic, and social relations present in software, algorithms, code used to produce maps</li></ul>	Brown & Knopp (2008); Giesecking (2018)
Marxist Cartography	<ul style="list-style-type: none"><li>• Visualize and map the contours of capital and state power</li><li>• Interrogate how mapping serves interests of the state</li></ul>	Lacoste (1973); Toscano & Kindle (2015)
Indigenous Mapping	<ul style="list-style-type: none"><li>• Make claims upon ancestral lands to secure tenure and other rights</li><li>• Simultaneously, potentially make said lands visible for looting and destruction</li></ul>	Chapin et al. (2005); Hunt (2013); see <b>Figure 3</b>

Practicing GIS that is rooted in empowering tradition and disempowering the institutions.

<https://gistbok.ucgis.org/bok-topics/cartography-and-power>

# Design Justice



Practicing design that is centered on community-based justice.

<https://gistbok.ucgis.org/bok-topics/cartography-and-power>

# In summary

Trying the same tactic of focusing on technology probably isn't going to solve our social problems because well...

These social problems are getting worse.

**My ethics on technology and society:  
Iterating towards holistic solutions together.**

# Lecture

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Alwards



Lecture

Wrap up

Group Time

# **Thinking Cap for the week**

**Consider what are your ethical views when it comes to society and technology?  
How does it empower civil society?**

# Assignments

## Due Thursday 4/27:

1. Group Assignment #2 (end of day)
2. Pre-lab (if we do coding lab this week)

## Due Tuesday 5/2:

1. Thinking Cap #4
2. Weekly Reading

# **Theme of the week**

**How do you decide what technology is right?**

# Group Time

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Memos!

Lecture

Wrap up

Group Time



# Group Assignment #2

## Memo

- Background on the social issue/campaign
- Goals
- Community/organization description
- At least 2 user stories
- 3 Ideas of questions to be included on the survey
- Future plans

**2 pages MAX!!!!**