Digital Footprints: The Web, Social Media, and your privacy!
PART 2.
Announcements

- Permission codes. I have them. You are responsible for making up the work!
- About 30 people didn’t turn in any homework yet. We know who you are. Want to know why not?
- Homework and quizzes count for 30% of your grade.
- Will be giving a quiz in the next couple of weeks.
- Homeworks 4 and 5 have been clarified. Please check the most recent versions.
Are you revealing only what you want to reveal?
Mostly we think of our small circle of friends & organizations when we were online ...

But really the whole world has access

And, to some degree, we were anonymous

So ... we can behave however we like, right?

NOT
N.Y.C. Police Maligned Paradegoers on Facebook

The West Indian American Day Parade is held annually over the Labor Day weekend as a celebration of Caribbean culture.

By WILLIAM GLABERSON  
Published: December 5, 2011

They called people “animals” and “savages.” One comment said, “Drop a bomb and wipe them all out.”

Hearing New York police officers speak publicly but candidly about one another and the people they police is rare indeed, especially with their names attached. But for a few days in September, a raw and rude conversation among officers was on Facebook for the world to see — until it vanished for unknown reasons.
How Much Do YOU Want To Reveal

- Even though we do the “revealing” we may be wise not to reveal “all”

- People have lost jobs based over FB posts

- Five Guidelines: Watch what you say about behavior, schedule, biases, employer, and the drama in your life
The Problem

- What you place on FB and Tweet can usually be widely accessed
  - Grandmother (a FB user, too!), HR department, etc.
- Digitization, copying: it doesn’t go away ... even if you try deleting
- When people first meet you, they may check you out online ... what sort of image do you want to present?
- You’re not really anonymous after all
Guidelines – Think Twice About …

- Behavior – text or photos on socially unacceptable behavior has cost people jobs
- Schedule – posting or tweeting where you are not – “Off to Hawaii” – is direct help to burglars
- Biases – “hating” others is easy enough to do, but is that how you want your public image?
- The boss may follow your thoughts on your job
- Drama – the drama in our lives often consumes us; it’s hard not to tweet, post about it, but it often reveals information about others
A good guideline for online behavior is

[website link]

Offensensitivity

(The word "offensensitivity" was, so far as I'm aware, first used by Berke Breathed in Bloom County.)

When posting to css-discuss, remember that your message will be sent to (literally) thousands of people all over the world. They all have likes and dislikes and may be offended by certain things which you may not find remarkable. While you can't foresee every potential area of conflict, there are certain guidelines that are fairly obvious; for example, proselytizing, and things of that nature. If you wouldn't say it out loud in front of your grandmother while in a place of worship, then you probably shouldn't say it on the list.

At the same time, recognize that you are receiving messages from (literally) thousands of people all over the world. They all have likes and dislikes as individual as yours, and some of the things by which you may be offended. Odds are that they probably didn't set out to offend you on purpose, so try taking a deep breath and counting to a nice high number, or taking a calming break, you still feel you must say something, e-mail the poster directly (and not on the list) to explain your feelings calmly, reasonably, and above all clearly with respect for their words, so this is your chance to educate them. If you just slag them for being "insensitive," you may get flamed in return and create a resolve to keep offending (from their point of view).

Above all, remember that other people are about as likely to change their basic natures and habits as you are to change yours. You may at some point have to make a choice about participating in the list. Please make this choice privately, and follow through quietly. Thank you.
“Offensensitivity”

Key points – when writing in online discussion

- Thousands of people will see it
  - You can easily and unintentionally offend them
  - They can easily and unintentionally offend you

- The collision comes from different cultures, social norms, backgrounds, assumptions, religions
  - You’re not wrong; they’re not wrong ... just different
  - They’re no more likely to change their thinking than you

- Tolerance, open-mindedness, patience needed
Privacy violations: For good or evil?
Directly related to the essay due on Tuesday!
post surreptitiously acquired information on the web.

For us, “surreptitiously acquired” means information that has been taken without the creator’s or owner’s knowledge.

Read two tiny sections from *Blown To Bits* chapter 1: pp. 1-2, 14-16. Reread chapter 2. [Note, download the chapter1.pdf and chapter2.pdf available at http://www.bitsbook.com/excerpts/, add 3 to each page number.]

See the Julian Assange Documentary: WikiLeaks & Julian Assange http://www.youtube.com/watch?v=lPglX8B13Dc

(It runs nearly an hour, but the most important information from the point of view of the essay is in the last half … so please watch it all the way through.)

**Assignment.** Considering the definition of privacy, the material in *Blown To Bits*, any further information that you gather on Star Wars Kid, Numa, Numa Guy, Tyler Clementi and similar cases, together with the information in “WikiRebels: The Documentary”, write a two-page essay on your thoughts concerning the ethics of this matter. (If you want to write more, go for it, but keep it as crisp as you can!) Write down your reading (and watching) response in the essay (like “what do you think about online privacy”). **This will be a structured, formal essay with introduction, supporting arguments and conclusion. The length should be around 1500 – 2000 words. If you’re using Word, choose “single space” for line spacing.**

**To Turn In.** Write the essay using a word processor, name it <your name>essay and turn it in on the https://ecommons.ucsc.edu/ site as per instructions on Homework 1.
Surreptitious Recordings

- Can public distribution of surreptitiously obtained information ever be justified?
  - Surreptitious: obtained, done, made, by stealth;
    - secret or unauthorized
  - Information taken without knowledge of subject or creator
  - Information is video recordings, audio, documents, pictures

- Sample cases
  - Alexandra Wallace
  - Tony Bologna NYPD
  - Wikileaks
Contrast Two Videos: Surreptitious, Not

- **Star Wars Kid**
  - A/K/A Ghyslain Raza
  - Just messing around in drama studio at school
  - Other kids found and uploaded
  - [http://www.youtube.com/watch?v=HPPj6vilBmU](http://www.youtube.com/watch?v=HPPj6vilBmU)

- **Numa Numa Guy**
  - A/K/A Gary Brolsma
  - [http://www.youtube.com/watch?v=W9m9UFhEARg&feature=fvwrel](http://www.youtube.com/watch?v=W9m9UFhEARg&feature=fvwrel)
More Recent Cases

- Tyler Clementi, a Rutgers student whose roommate recorded him during a sexual encounter and uploaded it to the Internet
  - Result: Clementi jumped off a bridge
- Two days later a college student’s phone accidentally dialed his buddies while he was engaged in sex; they uploaded it to YouTube
  - Result: Embarrassment

Associated Press found at least 12 cases in the U.S. since 2003 in which children and young adults between 11 and 18 killed themselves after falling victim to some form of "cyberbullying" - teasing, harassing or intimidating with pictures or words distributed online or via text message.
Recent Incidents: Cell phone videos

- **Occupy Wall Street pepper spray**

NEW YORK (AP) — An internal New York Police Department review has found an official violated department guidelines when he used pepper spray on Occupy Wall Street protesters last month, a person with knowledge of the investigation said Tuesday.

Deputy Inspector Anthony Bologna faces discipline of a loss of 10 vacation days after the Sept. 24 incident near Union Square, shortly after the now–global protests began in a tiny private plaza in lower Manhattan, the person said. The person had direct knowledge of the review but was not authorized to speak publicly and spoke to The Associated Press on condition of anonymity.
His personal details leaked by Anonymous

- **Huffington Post Tony Bologna followup**

- As an act of retribution, the hackers group Anonymous identified Bologna and leaked his personal information including his address, phone number, and names of known family members.
Recent Incidents: Cell phone videos

**Davis Pepper Spray**
Changes the process of democracy
Right to free speech, to protest
Can’t go undetected
Posting Audio/Video Online: Good or Evil?

Alexandra Wallace original. 2.52 minutes
Jimmy song: Raised Money for Charity?

- **Jimmy Response** with humor!!
Death Threats Persuade Alexandra Wallace To Leave UCLA

Over the weekend Alexandra Wallace, the UCLA student that was ostracized after uploading a racist rant against Asians to YouTube shortly after the tsunami in Japan, apologized and announced that she would no longer be attending UCLA.

Her apology, and the news of her leaving the school, was published in The Daily Bruin, UCLA’s online news source. The full letter, as printed in The Daily Bruin, is as follows:

In an attempt to produce a humorous YouTube video, I have offended the UCLA community and the entire Asian culture. I have said the hurtful words I thought and the pain it caused to anyone who watched. Especially in the wake of the ongoing disaster in Japan, I would do back my insensitive words. I could write apology letters all day and they wouldn’t erase the video from your memory, nor would they act in inappropriate action.

I made a mistake. My mistake, however, has lead to the harassment, the publishing of my personal information, death threats, and being an entire community. Accordingly, for personal safety reasons, I have no longer attend classes at UCLA.

Alexandra Wallace
Issues

- Surreptitiously capturing behavior => privacy violations
- Capturing potentially criminal behavior => evidence
- But what about innocent until proven guilty?
- What about classic methods for ensuring a fair trial, like change of venue?
  - When the internet is involved, changing the venue doesn’t help
- People do something stupid/bad
  - Retribution? --- it can never really be deleted
  - Reveal their private details online – where they live, their family, pictures, bikini model experience, etc.
  - Alexandra Wallace had to change her name, drop out of UCLA
Wikileaks – Changing democracy?

- Wikileaks Documentary.
- 55 minutes long.
- First five minutes, plus from time 30 min – 35 minutes in class
- Watch whole thing for homework!
Privacy violations: For good or evil?
How technology is changing democratic processes
What are you supposed to learn?

- What is a digital footprint?
- What technology advances in the last ten years have made ‘Big Brother’ possible
- Which **organizations** try to protect your privacy.
- Why you should read the “**Terms and Conditions**” for every app you download
  - You never know what they might say. Example: Pulse App asks you to give permission for them to track every number you call
- Why you should **consider what you put onto public sites** like Facebook.
  - Are you sure your privacy settings are as you want?
- Name three recent cases of information going viral that could never have happened ten years ago.
More --- what are you supposed to learn?

- What was the TIA program?
- What kind of data was TIA interested in?
- What do the TIA program and computational advertising companies have in common?
- How do computational advertising companies get paid?

- How is privacy defined in the United States?
- How are security cameras being used in law enforcement?
- How is the web being used in the democratic process?
3 Homeworaks this week!

- Privacy Essay: Due next Tuesday. But do it today while it's all fresh in your mind??

*Homework 4: Privacy and Social of the Web*

*Goal:* The purpose of this exercise is to think carefully about privacy, and explain your thoughts of privacy.

- HW3. Lightbot. Was due today

- First Processing homework. Due next Tuesday
  - Download processing from [www.processing.org](http://www.processing.org). Do the tutorials

- Don’t get behind. GO TO SECTION!
Drawing pictures … It’s not art, it’s fun

And here’s Gabby!!
Basic Processing …
Processing …

- Processing is a language for programming graphical and image-based computations
  - More fun than programming an operating system
  - Easier to do because we “see” what’s happening
  - Immediate feedback => bottom up programming style
If you have a personal computer, then grab a copy of the Processing system and put it on your machine

You will want “Windows” or “Mac” versions

Following installation instructions ... it takes less than 5 minutes and then you can work on your own computer!
What You See

- When you start up the Processing system...

![Programming window](image)

- Run
- Stop
- New
- Open
- Save
- Export

file name
Add Some Code

- Type in instructions that you will learn shortly
- Then run your program

```java
void setup() {
  size(400,400);
  stroke(192,64,0);
  background(192,64,0);
}

void draw() {
  if (mousePressed) {
    stroke(255);
  }
  line(150,150,mouseX,mouseY);
}
```

//Snow angels is an app where you put your cursor
//towards the center, click the mouse to change the
//line to white and then draw the angel; part of
//the stunt is to change the stroke to white on
//the click, so the line isn't in the canvas initially
Looking At Simpler Code

- Drawing a snow angel is straightforward ...

```java
void setup() {
    size(400, 400);
    background(192, 64, 0);
    stroke(255, 255, 255);
}

void draw() {
    line(150, 150, mouseX, mouseY);
}
```
Looking At Simpler Code

- Drawing a snow angel is straightforward ...
Two Functions, One Common Form:

```java
void <name> ( ) {
}
```

- All symbols + placement, matter
- Every statement ends with a semicolon (;)
- The software colors text it understands – helpful
- Some functions include stuff inside parentheses; these are called arguments
- If a function has arguments, each position has a specific meaning: `size(<width>, <height>);`
  - `stroke(<red value>, <green value>, <blue value>);`
- If your cursor is by a closing parenthesis or brace, the matching parenthesis or brace is highlighted

- Keywords are highlighted in blue
- Processing is case sensitive; notice!
The Color Purple

- Colors in most Web programming are given as three values: RGB, for red, green, blue
- The Color Purple, for example, is: \(128,0,128\)
- These positions are the intensity of the little lights that make up a pixel on the screen
  - The least intensity is 0, that is, off
  - The greatest intensity is 255, maximum brightness
  - Amazingly, the three max RGB colors make white
  - So, purple is \(\frac{1}{2}\) intensity of Red, no Green, and \(\frac{1}{2}\) intensity of Blue ... makes sense
Questions about “Iron Rich Snow”

- The angel is on a rust-colored background specified by:
  \[
  \text{background}(192, 64, 0); \quad \ldots
  \]
  which means?

- Stroke sets line color: \[
  \text{stroke}(255, 255, 255); \]

- Suppose the angel is “iron rich” and the snow white

- Fill sets color of object:
  \[
  \text{fill}(128, 0, 128); \]
It’s All The Same

- When the values for RGB are all the same, it’s some color of gray, or white, or black
- Since writing `background(255, 255, 255)` is kind of a drag, Processing allows us to give just one argument; so `background(255)` is equivalent to giving all three 255s
- What colors are these backgrounds?
  - `background(255, 0, 0);`
  - `background(64);`
  - `background(0, 0, 64);`
Simple Shapes Make Robots

- Reas and Fry, in their book, show us a cute robot they programmed using simple shapes.
- They give their code and we can see how they built it.
- To make the point that all code must “make sense” – it's not gibberish – let's look at it even though we don't know Processing yet.
```
size(720, 480);
smooth();
strokeWeight(2);
ellipseMode(RADIUS);

// Neck
stroke(102);  // Set stroke to gray
line(266, 257, 266, 162);  // Left
line(276, 257, 276, 162);  // Middle
line(286, 257, 286, 162);  // Right

// Antennae
line(276, 155, 246, 112);  // Small
line(276, 155, 306, 56);  // Tall
line(276, 155, 342, 170);  // Medium
```
// Body
noStroke(); // Disable stroke
f(102); // Set to gray
ellipse(264, 377, 33, 33); // Anti-gravity orb
f(0); // Set to black
rect(219, 257, 90, 120); // Main body
f(102); // Set back to gray
rect(219, 274, 90, 6); // Gray stripe

// Head
f(0); // Set to black
ellipse(276, 155, 45, 45); // Head
f(255); // Set to white
ellipse(288, 150, 14, 14); // Large eye
f(0); // Set to black
ellipse(288, 150, 3, 3); // Pupil
f(153); // Set to gray
ellipse(263, 148, 5, 5); // Small eye 1
ellipse(296, 130, 4, 4); // Small eye 2
ellipse(305, 162, 3, 3); // Small eye 3
Knowing Only About Color …

- We “improve” the robot by adding some color

Just Do It!
A Quick Comment on Processing

- We have written two kinds of Processing programs –
  - static, which only draw a picture
  - dynamic, which keep drawing a picture