



Against an Increasingly User-Hostile Web

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

- Parimal Satyal
Geek and Internet person
- 
- 



Parimal Satyal

Internet person/geek
neustadt.fr

Write about the web and stuff
Run a podcast (Ground Effect)
Mostly not writing a novel
UX Consultant

neustadt.fr



[Against an Increasingly User-Hostile Web](#)

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- [Parimal Satyal](#), 2 november 2017

I quit Facebook seven months ago.

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

The Web: Backstory

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[Rediscovering the Small Web](#)

[← back home](#)

Rediscovering the Small Web

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

- [Parimal Satyal](#), 25 May 2020

Every website redesign begins with inspiration.

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

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in the next hour

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

the backstory

I love the web.

Site Contents

[Home](#)

[About Me](#)

[Interests](#)

[Home Time](#)

[Favorites](#)

[My Family](#)

[Fotoz \(he he!\)](#)

[Linx](#)

[Guestbook](#)

[Articles](#)



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

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parimal2k29@yahoo.com
www.parimal.radpages.com

Kardashev Scale

1964, Nikolai Kardashev



Type 1
Planetary



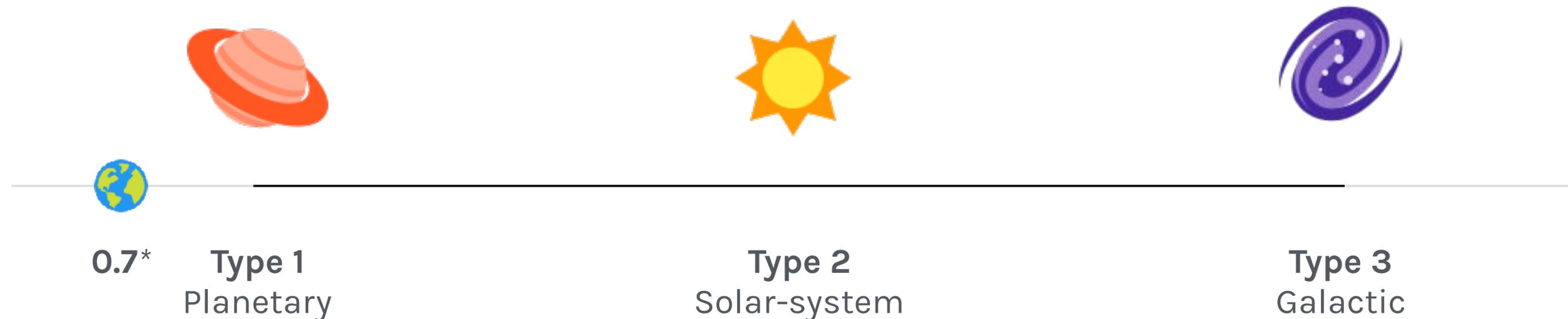
Type 2
Solar-system



Type 3
Galactic

Kardashev Scale

1964, Nikolai Kardashev



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

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

The web was big deal.

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





Today's web browsers want to be invisible, merging with the visual environment of the desktop in an effort to

convince users to treat "the cloud" as just an extension of their hard drive. In the 1990s, browser design took

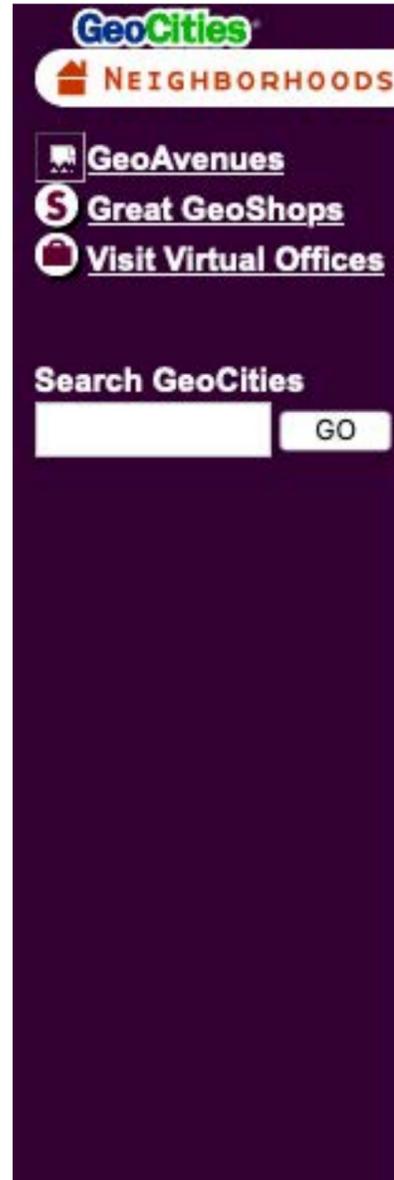
nearly the opposite approach, using iconography associated with travel to convey the feeling of going

on a journey



— Cyberspace, the old-fashioned way

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



Visit These
Neighborhoods

- [Area51](#) Science fiction and fantasy
- [Athens](#) Education, literature, poetry, philosophy
- [Augusta](#) Golf and the finer side of the fairways
- [Baja](#) Four-wheeling, SUVs, off-roading, adventure travel
- [BourbonStreet](#) Jazz, Cajun food, Southern culture
- [Broadway](#) Theater, musicals, show business
- [CapeCanaveral](#) Science, mathematics, aviation
- [CapitolHill](#) Government, politics, and lots of strong opinions
- [CollegePark](#) University life, from academics to extracurriculars
- [Colosseum](#) Sports and recreation
- [EnchantedForest](#) A neighborhood for and by kids
- [Eureka](#) Small businesses, home offices
- [FashionAvenue](#) Top designers, beauty and fashion
- [Heartland](#) Families, pets, hometown values

– Neighborhoods available on Geocities in 1998, accessed via [Internet Archive](https://web.archive.org/web/19980703151237/http://www11.geocities.com/neighborhoods/)
<https://web.archive.org/web/19980703151237/http://www11.geocities.com/neighborhoods/>



(one of)
humanity's greatest inventions



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

the web was born open

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

Sir Tim Berners-Lee at CERN in March 1989.

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

First ever web page

World Wide Web

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

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

[What's out there?](#)

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#), [X11 Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#), etc.

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

WORLD WIDE WEB

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

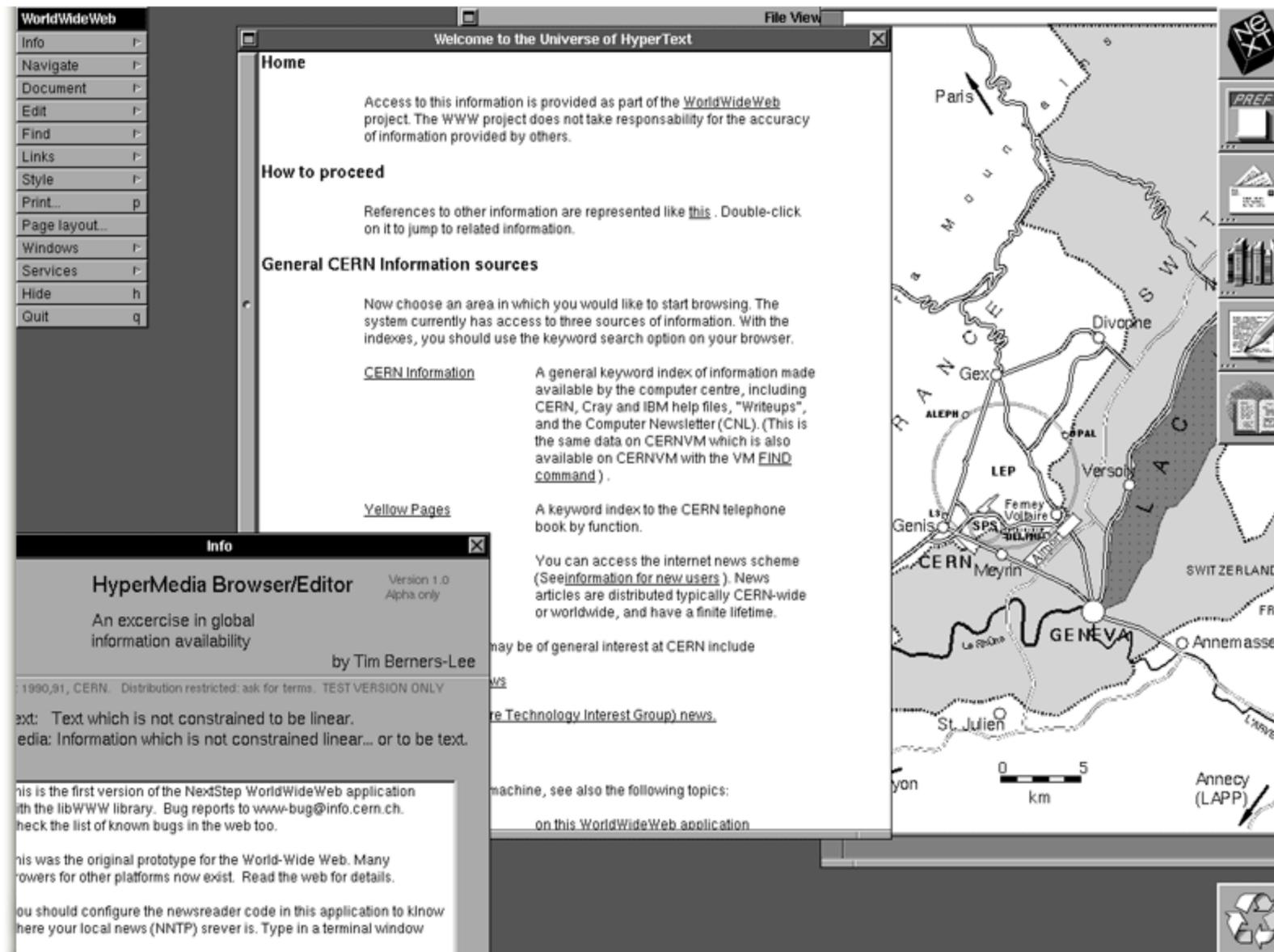
Help[10] on the browser you are using

Software Products[11] A list of W3 project components and their current 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 Browser 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

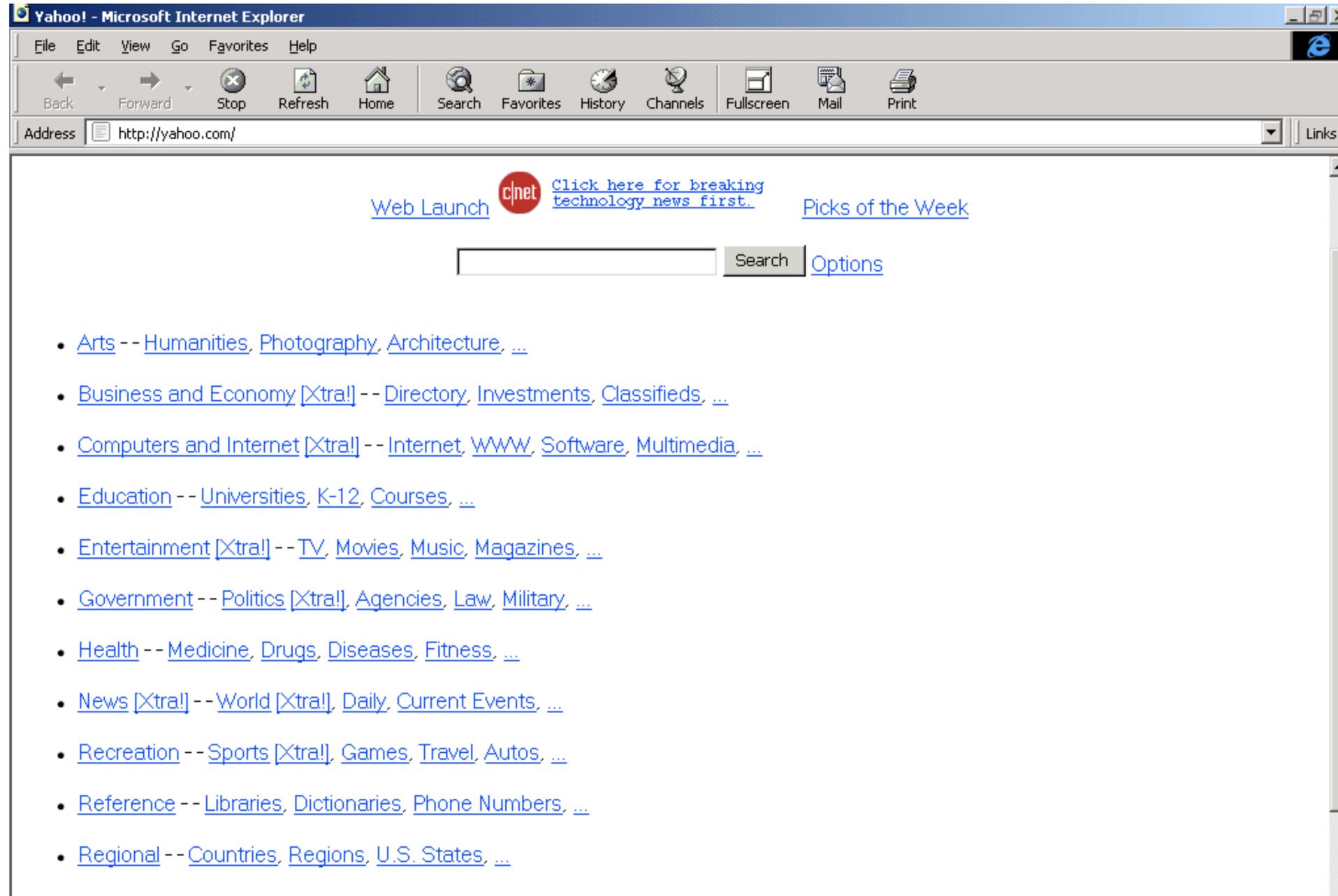
TO WHOM IT MAY CONCERN

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)



Yahoo.com,
[1 January 1996]

Promise of a
more connected
world



Promise of a
more connected
world

* not technically the „web”

Inscrição

Como quer ser chamado/a?

Qua a sua idade?
 Arius F. Elária NasL.
 Idade

Sexo: masculino ou feminino?
 Sexo

De onde você é ?
 País

Como quer ser visto pelos outros?
 Carinha

Digite sua senha e confirme

 Gravar Senha

Cancelar Voltar Seguinte Concluir

Inscrição

Qual o seu signo?
 Signo

O que faz? Estuda? Trabalha?
 Profissão

Qual o seu estado civil?
 Estado Civil

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

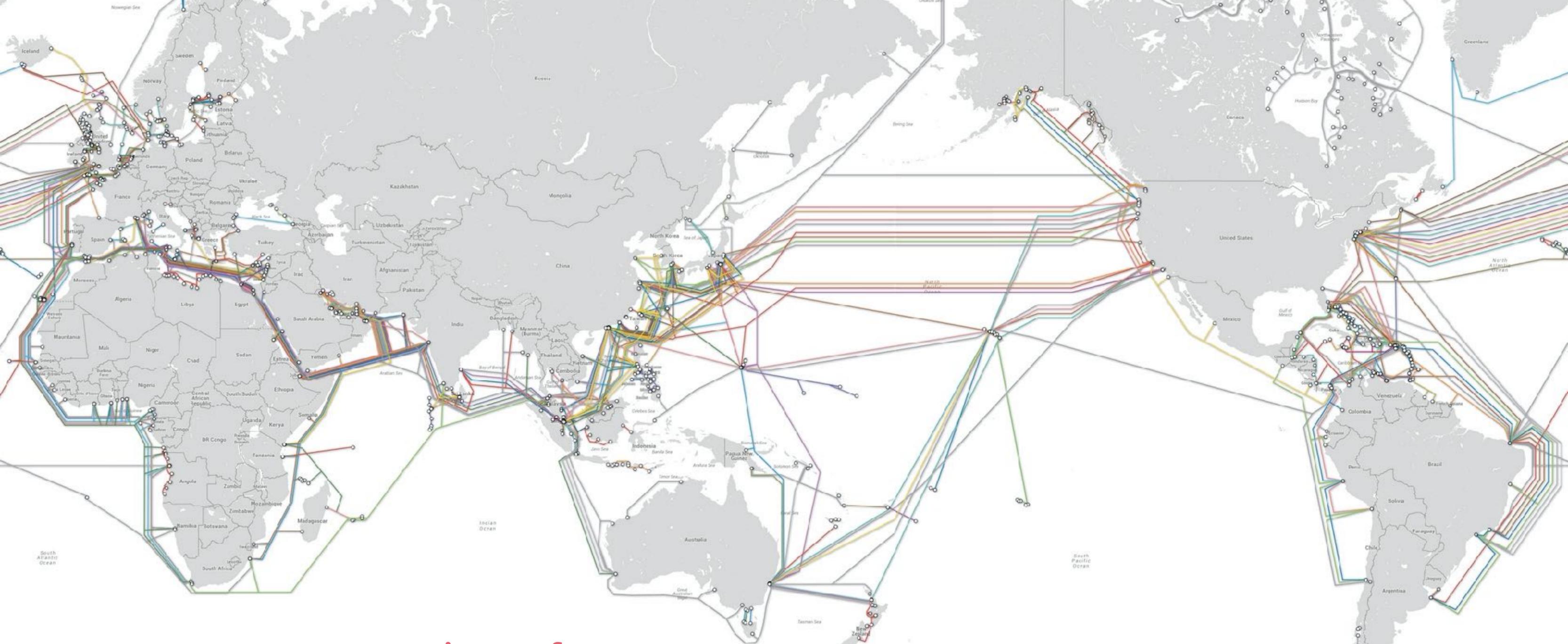
Há fotos em seu site? Entre a URL aqui:

Gostaria de dizer algo mais sobre você?

Cancelar Voltar Seguinte Concluir



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 serendipitous
world

When the Machine Stops

from *Machine World* by Albion



00:00 / 05:15



Digital Track

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

Buy Now

Send as

Buy this

Full Dig



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



releases

Share / Embed

Wishlist

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

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

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



Sources:

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

Promise of a
more exciting
world

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

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\$6.99 Gets **50,000** Ad-Free Pageviews!

This Board Hosted For FREE By SuddenLaunch
Get Your Own Free Message Board!



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

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

The web was big deal.

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

the web ≠ the internet

The internet itself started around 1969. Other protocols existed.

Email (an early form) actually predates the web.

Then there's FTP, SMTP, Usenet

Speaking of Usenet...

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

Hello everybody out there using minix -

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

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

Linus (torvalds@kruuna.helsinki.fi)

PS. Yes - it's free of any minix code, and it has a multi-threaded fs. It is NOT 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

From: torvalds@klaava.Helsinki.FI (Linus Benedict Torvalds)
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Source: http://web.archive.org/web/20100104211620/http://www.linux.org/people/linus_post.html

the modern web

The modern web is different

*https, browser security, rich media,
Doom on your browser?!*





beautiful,



responsive,



adaptive,



immersive,



smart,



engaging,



personalised...



beautiful
broken

responsive,

adaptive,

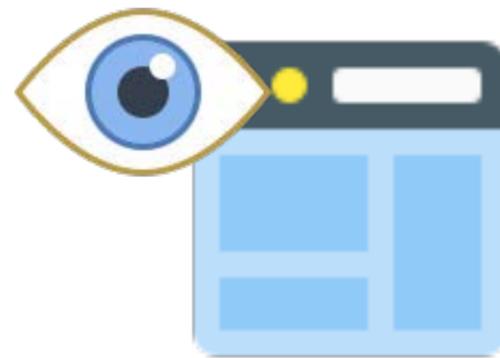
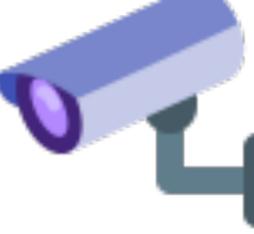
immersive,

smart,

engaging,

personalised...

Different values



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

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

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





0.3
0.2
0.1
0.0

0.0 0.1

Reliable Republicans

Hardcore Republicans

0

Partisanship Value

0.0000

Turnout Value

0.0000

Parties Filter

(All)

Democrat

Big

Con

“close to four or five thousand data points on every adult in the United States”

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

Psychographic Messaging



High Neuroticism
Conscientious



The Second Amendment isn't just a right. It's an insurance policy.

DEFEND THE RIGHT TO BEAR ARMS



From father to son
Since the birth of our nation

DEFEND THE SECOND AMENDMENT



Closed
Agreeable



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

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

What is Big Data?



Demographics/Geographics *(Factual)*

Age
Gender
Ethnicity
Religion
Education
Income
Home-owner
Socio-economic status
Geographic factors

acxiom

infogroup

Experian

'Psychographics' *(Attitudinal)*

Advertising Resonance
Automotive Data
Consumer Data
Consumer Confidence - Economy / Business
Lifestyle Data
Buying Styles/Patterns
Civic / Political Engagement Segments
Cellular / Mobil Opinions

datatrust

2

facebook

Personality *(Behavioral)*

Psychology

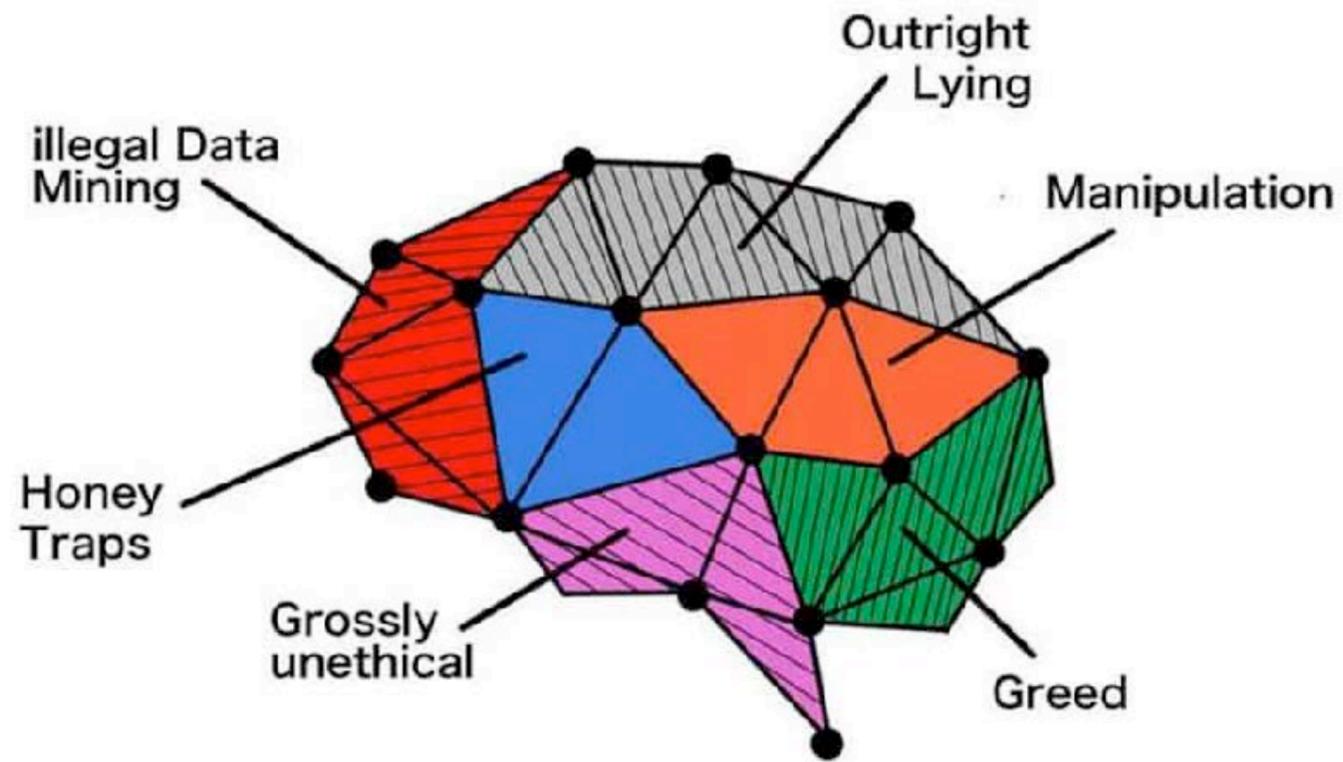
- Openness
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism

Persuasion

- Reciprocity
- Scarcity
- Authority
- Fear
- Social Proof

CA





Cambridge Analytica



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FORBES
.COM/
CARTOONS

forbes.com/cartoons

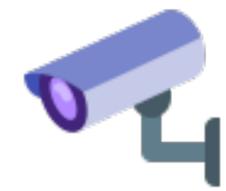
Where do they get this all data from?

Where do they get this all data from?

Mostly, you volunteer it.

But they also track your navigation:

where you click, what you see, what you search for, what you watch, what you buy, what you talk about...



surveillance capitalism

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

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

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

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

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

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

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

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

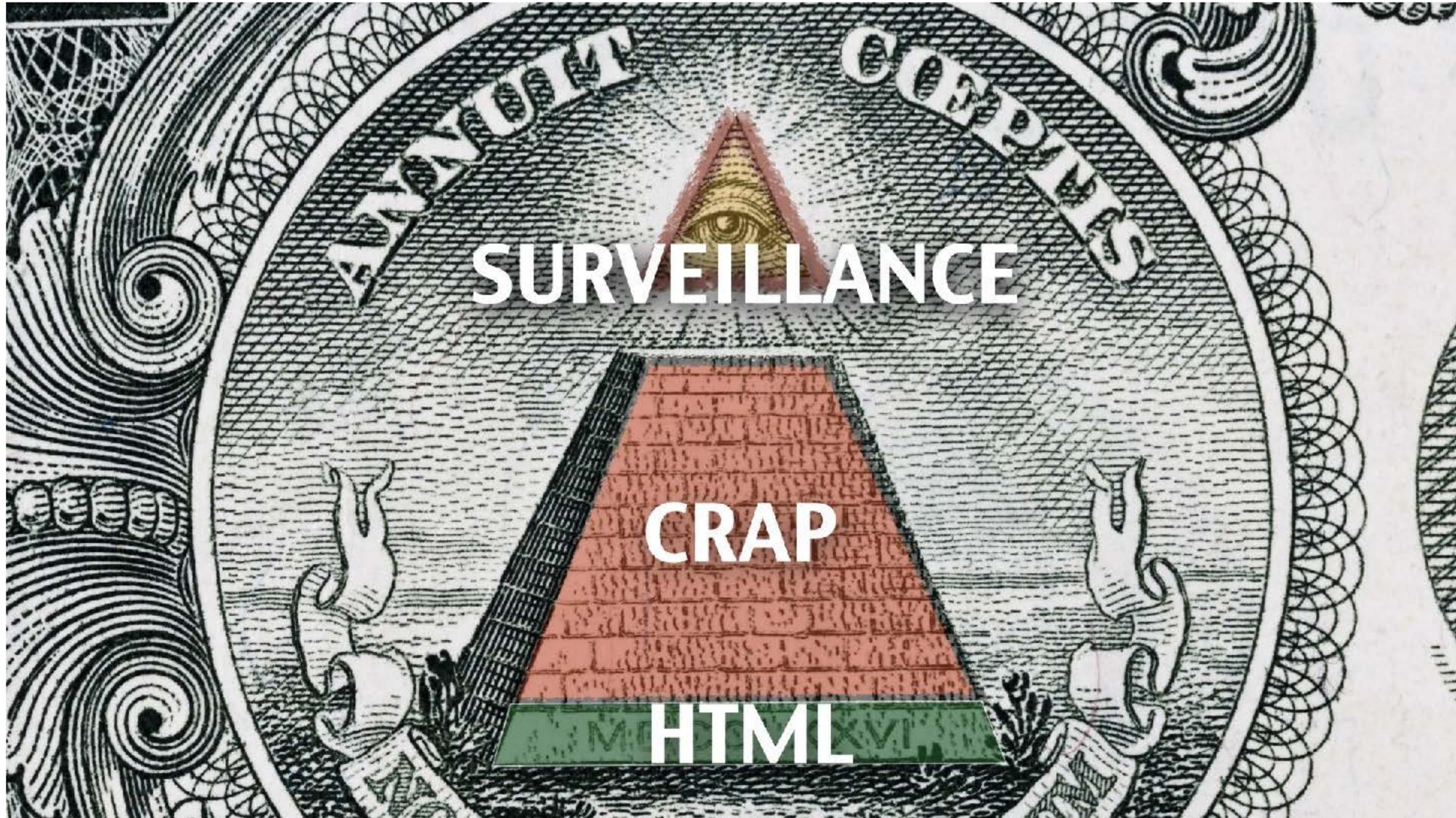
what does this have to do with web design?

what does this have to do with web design?

We make it possible. We web people do.

(Sometimes unknowingly/unwittingly)

But it's actually more like this:



– Maciej Ceglowski,
founder of Pinboard



ronan cremin

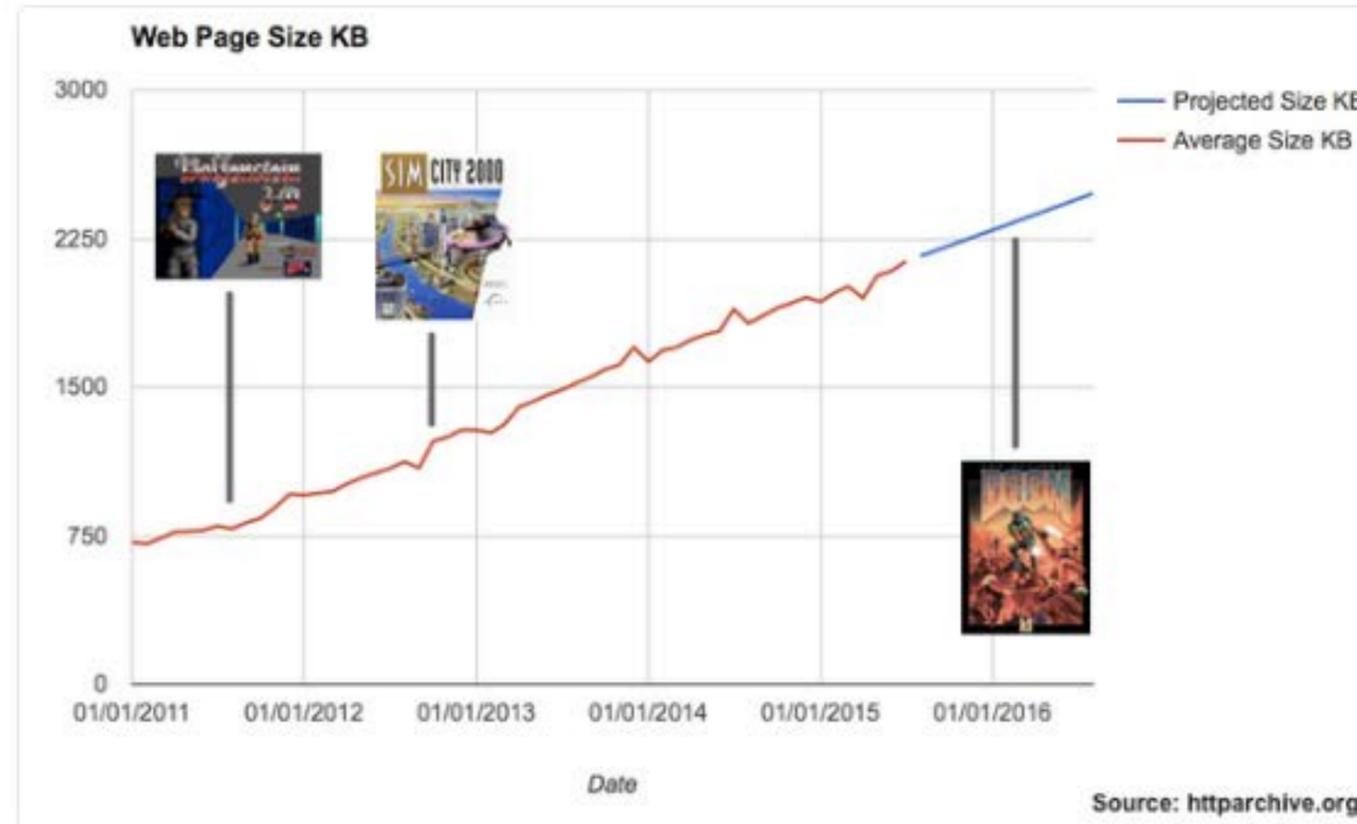
@xbs



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>

track the trackers

I ran a small test.

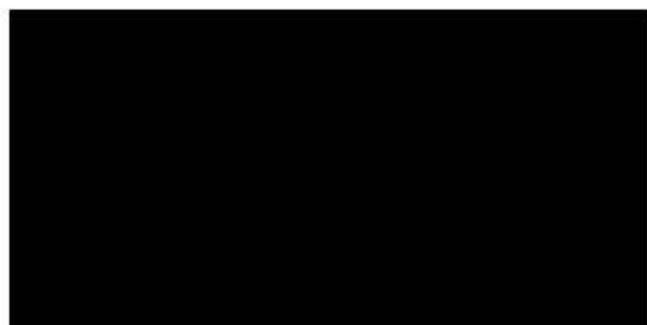
I took a random article on LeMonde.fr and ran some numbers.

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

La sonde américaine de la NASA a été capturée comme prévu par la gravité de la plus grande planète du système solaire, dans la nuit de lundi à mardi.

Par Valérie Tur Minassian - Publié le 17 juin 2016 à 17h20 - Mis à jour le 05 juillet 2016 à 07h57

[Lectura minima](#)



C'est la fin du voyage pour Juno. La sonde de la NASA chargée d'explorer Jupiter est arrivée à destination pendant la nuit du 4 au 5 juillet. Presque cinq ans après avoir quitté la Terre, l'engin spatial s'est satellisé autour de la planète. Avant de réaliser, durant les prochaines semaines, une série de manœuvres qui lui permettront de se placer, fin octobre, sur l'orbite où il pourra commencer ses observations. Celles-ci ont pour but de préciser l'origine de l'astre et sa composition, ainsi que les caractéristiques de son atmosphère et de sa magnétosphère.



Les plus lus

- 1 Le président turc, Recep Tayyip Erdogan, menace Emmanuel Macron : « Ne cherchez pas querelle à la Turquie »
- 2 Le jeune lutteur Navid Afkari a été exécuté en Iran
- 3 Coronavirus : quels sont les 42 départements classés en « zone de circulation active » du virus ?

Édition du jour

Daté du lundi 14 septembre



[Lire le journal numérique](#)

Le Monde, journal de référence



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

Le Monde, journal de référence



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

[Dataskydd Webbkoll](#)

[Pingdom Website Speed Test](#)

Le Monde, journal de référence



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



1500 words



5 images



3 videos

Le Monde, journal de référence



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



1500 words



5 images



3 videos



3.9 MB page size



174 cookies



429 3rd-party requests



132 3rd-parties contacted



HTTPS not enabled



HTTP Referrer leaked

An experiment

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

3 versions



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

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

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

There's a fair amount of "crap"

There's a fair amount of "crap"

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

There's a fair amount of "crap"

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

There's a fair amount of "crap"

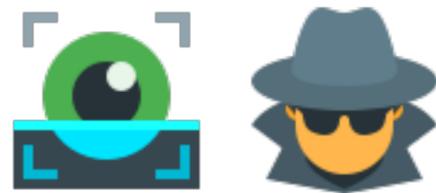
The text + image version (Version B) is able to load the entire text and the 3 images with only 5 requests and no cookies whatsoever.

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

There's a fair amount of "crap"

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

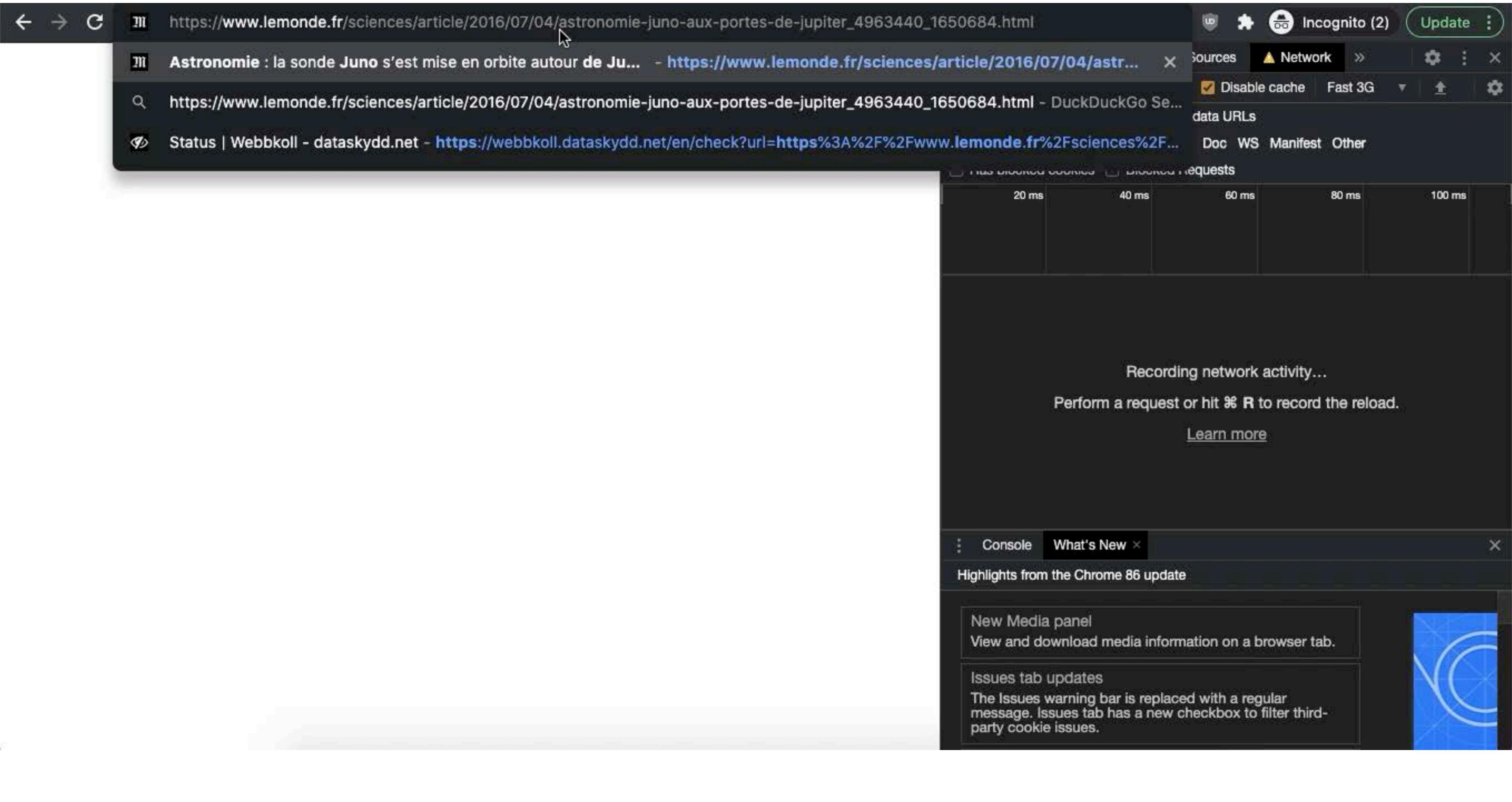
If you don't use a content blocker, you will notice that in just a matter of minutes, over 30 MB of data will have been transferred between your browser and the 100+ third parties. The number of requests will go into the thousands.



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

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

Any changes?



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

Incognito (2)

Update

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

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

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

Sources Network

Disable cache Fast 3G

data URLs

Doc WS Manifest Other

20 ms 40 ms 60 ms 80 ms 100 ms

Recording network activity...

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

[Learn more](#)

Console What's New

Highlights from the Chrome 86 update

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

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



Results for www.lemonde.fr

[Check again](#)

2020-09-13 02:56:27 Etc/UTC

HTTPS by default: Yes

Content Security Policy: Not implemented

Referrer Policy: Referrers leaked

Cookies: **12** (6 first-party; 6 third-party)

Third-party requests: **64** requests to 17 unique hosts

Server location: Finland — 151.101.246.217 [Look up](#)

Checked URL:

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

Final URL:

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

DataSkydd.net Webbkoll

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

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



Results for neustadt.fr

[Check again](#)

🕒 2020-09-13 14:54:00 Etc/UTC

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

Checked URL: <http://neustadt.fr/essays/against-a-user-hostile-web/>
Final URL: <https://neustadt.fr/essays/against-a-user-hostile-web/>

✔ HTTPS by default

neustadt.fr uses HTTPS by default.

Chromium reports the following:

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

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

- **Confidentiality.** The visitor's connection is encrypted, obscuring URLs, cookies, and other sensitive metadata.
- **Authenticity.** The visitor is talking to the "real" website, and not to an impersonator or through a "man-in-the-middle".
- **Integrity.** The data sent between the visitor and the website has not

Kimetrak

18 third-party domains on www.lemonde.fr

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

[Access stats](#)



uBlock_o — Logger

www.lemonde.fr	3	script	https://odb.outbrain.com/utills/get?url=https%3A%2F%2Fwww.lemonde.fr%2Fsciences%2Farticle...
www.lemonde.fr	3	image	https://pixel.advertising.com/ups/57304/sync?uid=&google_error=3&verify=true
www.lemonde.fr	3	image	https://pixel.advertising.com/ups/57304/sync?uid=&google_error=3
www.lemonde.fr	3	image	https://sync-tm.everesttech.net/ct/upi/pid/m7y5t93k?gdpr=1&gdpr_consent=CO5pzDkO5pzFAB7...
tpc.googlesyndication.com	3,3	ping	https://tps20238.doubleverify.com/event.png?impid=b63f9590861742daa2beb2090b9f7fbf&ma...
www.lemonde.fr	3	image	https://match.adsrvr.org/track/cmb/generic?ttd_pid=adaptv&ttd_tpi=1
www.lemonde.fr	3	image	https://cm.g.doubleclick.net/pixel?google_nid=adaptv_dbm&google_cm=&google_sc=&google_tc=
www.lemonde.fr	3	image	https://track1.aniview.com/track?d=Chrome&cou=FR&cos=OSX&r=www.lemonde.fr&rs=www.le...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/254108
www.lemonde.fr	3	xhr	https://as-sec.casalemedia.com/cygnus?s=438316&v=8.1&r=%7B%22id%22%3A%22160000930...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/257436
www.lemonde.fr	3	image	https://match.adsrvr.org/track/cm/generic?ttd_pid=adaptv&ttd_tpi=1
www.lemonde.fr	3	image	https://sync-tm.everesttech.net/upi/pid/m7y5t93k?gdpr=1&gdpr_consent=CO5pzDkO5pzFAB7Dv...
www.lemonde.fr	3	image	https://pr-bh.ybp.yahoo.com/sync/adaptv_orb/%7Bcombo_uid%7D
www.lemonde.fr	3	image	https://cm.g.doubleclick.net/pixel?google_nid=adaptv_dbm&google_cm&google_sc
www.lemonde.fr	3	image	https://track1.aniview.com/track?d=Chrome&cou=FR&cos=OSX&r=www.lemonde.fr&rs=www.le...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/254108
www.lemonde.fr	3	xhr	https://as-sec.casalemedia.com/cygnus?s=438316&v=8.1&r=%7B%22id%22%3A%22160000930...
www.lemonde.fr	3	xhr	https://search.spotxchange.com/openrtb/2.3/dados/257436
www.lemonde.fr	3	xhr	https://ads.adaptv.advertising.com/rtb/openrtb?ext_id=OutbrainHB
www.lemonde.fr	3	xhr	https://observe.aniview.com/api/adserver/tag/?AV_SUBID=1372&AV_CDIM1=AR_1&AV_UID=81e...
www.lemonde.fr	3	image	https://track1.aniview.com/track?r=www.lemonde.fr&sn=1372&cd1=AR_1&cd2=10608-58203&cd...
ad.lkqd.net	3,3	image	https://idsync.rlcdn.com/464986.gif?partner_uid=\$\$rawlkqduserid\$\$
ad.lkqd.net	3,3	image	https://crb.kargo.com/api/v1/dsync/nexstar?exid=\$\$rawlkqduserid\$\$



user by snaring their data stored for the same user.

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

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

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

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

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



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

Check your site!

<https://neustadt.fr/essays/against-a-user-hostile-web/>

Check

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

Please note:

1. This tool simulates a normal browser visit with Do Not Track disabled (browser default) and with no add-ons.
2. Even if you enter https://, http:// will be checked, to see if it redirects to https:// automatically (redirects are followed).

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

Canvas Fingerprinting

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

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

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

but also

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

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

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

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

gatekeepers and walled gardens

*how to speak to 3.5 billion people**

What would it take?

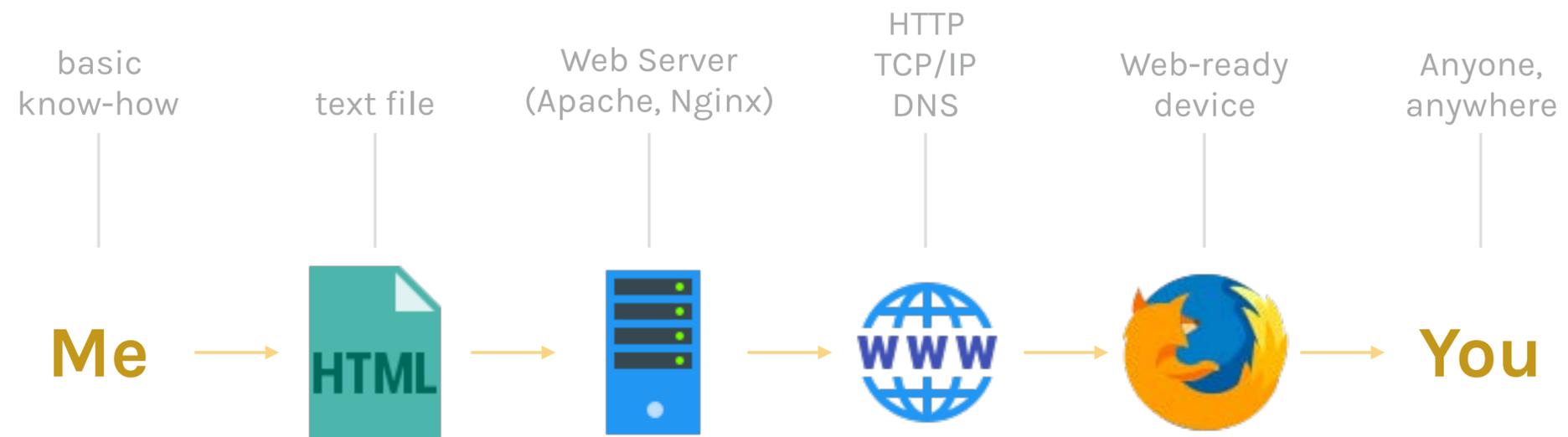
* Rough figure. Source: <http://www.internetlivestats.com/internet-users/>

*how to speak to 3.5 billion people**



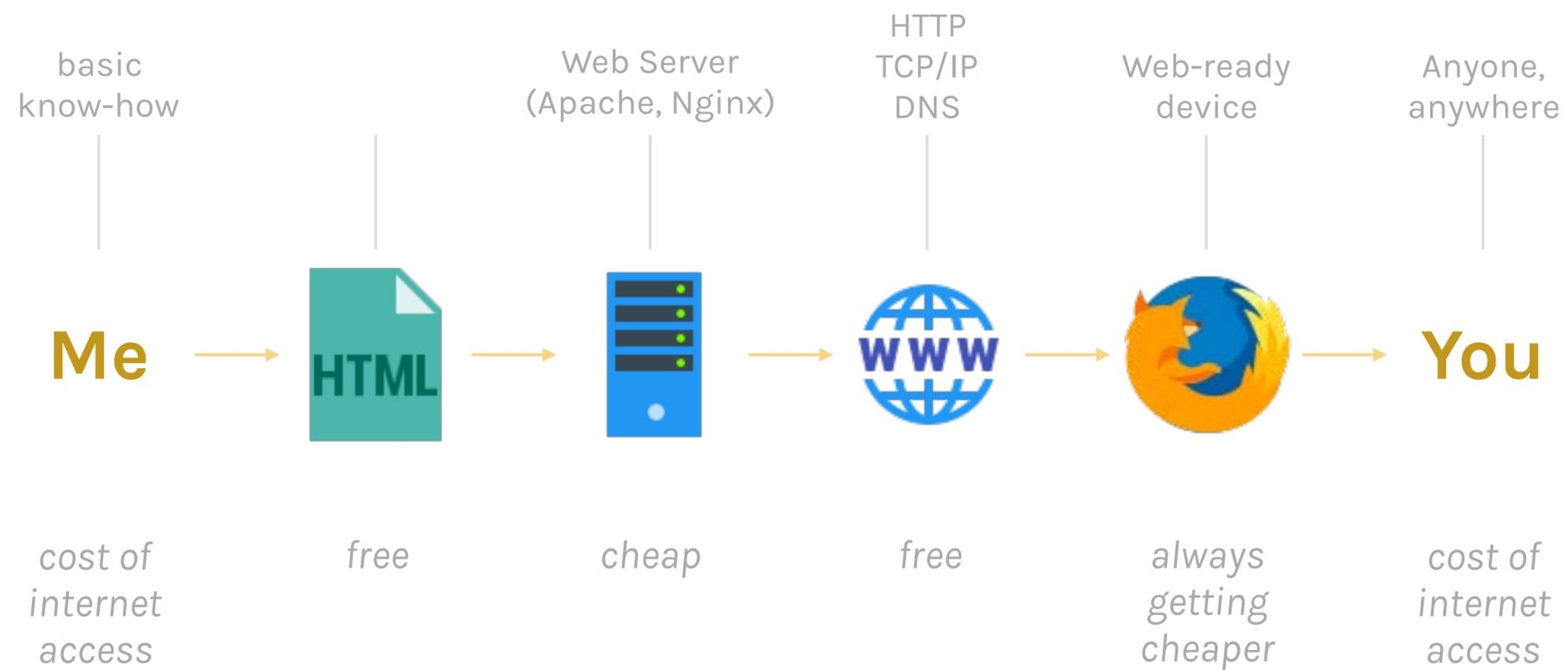
* Rough figure. Source: <http://www.internetlivestats.com/internet-users/>

*how to speak to 3.5 billion people**



* 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/>

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)

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

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

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

← ↻ 16 ❤️ 51 ⋮

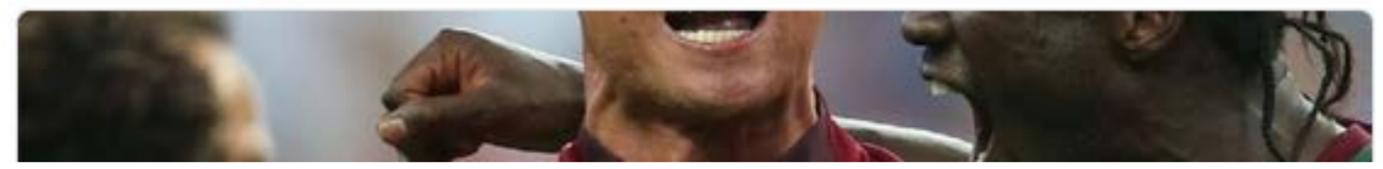
Tweet withheld · 14h

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



ESPN FC  @ESPNNFC · 14h

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





Hi Parimal Satyal,

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

Video title: We Can Work It Out (The Beatles Cover) - Parimal Satyal

Copyrighted content: We Can Work It Out

Claimed by: Sony ATV Publishing

[View claim details](#)

Why this can happen

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

- The YouTube Team



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

Absurd attempts at driving “engagement”

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

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

— Uhh, me.

Rediscovering the Small Web

Network effect

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

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

And this is what we often fail to realise:

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

Facebook needs you more than you need it.

neustadt.fr



Rediscovering the Small Web

← [back home](#)

Rediscovering the Small Web

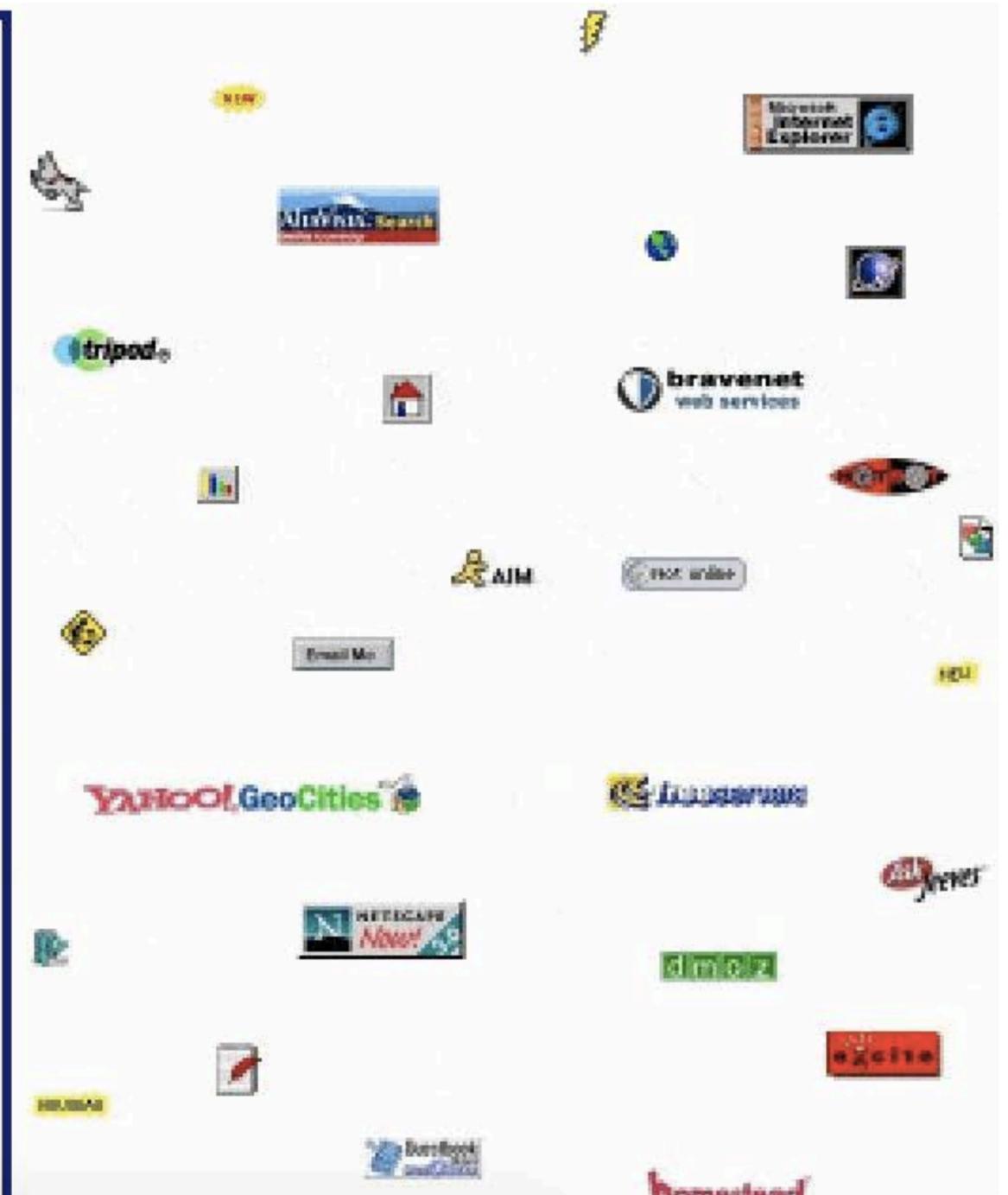
Most websites today are built like commercial products by professionals and marketers, optimised to draw the largest audience, generate engagement and 'convert'. But there is also a smaller, less-visible web designed by regular people to simply to share their interests and hobbies with the world. A web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

- [Parimal Satyal](#), 25 May 2020

Every website redesign begins with inspiration.

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

Some of you might have read my previous article, [Against an Increasingly User](#)



restoring sanity



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

– Kaamran Hafeez,
New York Times (2015)

For the web navigator

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

search



DuckDuckGo.

email



Fastmail

messaging



Signal

personal web hosting



maps/navigation

here

Maps for Life

video calls



Jitsi Meet

For the web professional

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

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

— Robert Frost,
The Road Not Taken

What do we want the web to be?

*Do we want it to be open, accessible,
empowering and collaborative?*

*Free, in the spirit of CERN's decision in 1993, or
of the web's open source backbone?*

What do we want the web to be?

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

That will make all the difference.

thank you
merci
vielen dank
mange tak
grazie
धन्यवाद

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

Parimal Satyal

neustadt.fr

hello@neustadt.fr

neustadt.fr



Rediscovering the Small Web

← [back home](#)

Rediscovering the Small Web

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Every website redesign begins with inspiration.

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

Some of you might have read my previous article, [Against an Increasingly User](#)

