

Annotated Bibliography for Research - 3

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Advanced Seminar

NYC Media Lab. "Claudia Perlich on Advertising in the Age of Big Data." SoundCloud. Web. 14 Mar. 2016. <https://soundcloud.com/nycmedialab/claudia-perlich-on-advertising-in-the-age-of-big-data>

NYC Media Lab. "David Carroll on Ad Blocking as a Tragedy of the Commons." SoundCloud. Web. 14 Mar. 2016. <https://soundcloud.com/nycmedialab/david-carroll-on-ad-blocking-as-a-tragedy-of-the-commons>

NYC Media Lab. "Doc Searls on the Adblock Wars." SoundCloud. Web. 14 Mar. 2016. <https://soundcloud.com/nycmedialab/doc-searls-on-the-adblock-wars>

These three audio clips from NYC Media Lab is a series of interview on commercial data mining and ad blocking. Professor Carroll indicates that ad block's existence is unnatural and users should have the rights to opt in or out for data mining.

Brunton, Finn, and Helen Fay. Nissenbaum. *Obfuscation: A User's Guide for Privacy and Protest*. Print.

Obfuscation is at somewhere between cryptography and total exposure of information. It is functional under different contexts. The first half of the book introduces examples of obfuscation from Twitter bots to WikiLeaks, generating noise to camouflage the salient data, in order to protect users' privacy.

"ZXX." ZXX. Web. 16 Mar. 2016.

ZXX presents printed fonts that cannot be recognized by computer vision. They are similar to the dazzle patterns used in military.

"Dark Patterns: Fighting User Deception Worldwide." Dark Patterns. Web. 16 Mar. 2016.

Dark Patterns is a website that collects strategies in user interface that trick people for certain commercial goals. The interface is often designed seamlessly to look like they serves the purposes of users but actually serves for the profit of marketers.