

Unauthorized Bread
Menschliche Grundbedürfnisse
Kommerzielle Interessen
Sucht und Abhängigkeit

Unauthorized Bread

- Cory Doctorow, SciFi-Author
- <https://arstechnica.com/gaming/2020/01/unauthorized-bread-a-near-future-tale-of-refugees-and-sinister-iot-appliances/>

Unauthorized Bread

The way Salima found out that Boulangism had gone bankrupt: her toaster wouldn't accept her bread. She held the slice in front of it and waited for the screen to show her a thumbs-up emoji, but instead, it showed her the head-scratching face and made a soft brrt. She waved the bread again. Brtt.

“Come on.” Brtt.

She turned the toaster off and on. Then she unplugged it, counted to ten, and plugged it in. Then she menued through the screens until she found RESET TO FACTORY DEFAULT, waited three minutes, and punched her Wi-Fi password in again.

Brtt.

Long before she got to that point, she'd grown certain that it was a lost cause. But these were the steps that you took when the electronics stopped working, so you could call the 800 number and say, “I've turned it off and on, I've unplugged it, I've reset it to factory defaults and...”

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There was a touchscreen option on the toaster to call support, but that wasn't working, so she used the fridge to look up the number and call it. It rang seventeen times and disconnected. She heaved a sigh. Another one bites the dust.

The toaster wasn't the first appliance to go (that honor went to the dishwasher, which stopped being able to validate third-party dishes the week before when Disher went under), but it was the last straw. She could wash dishes in the sink but how the hell was she supposed to make toast—over a candle?

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Just to be sure, she asked the fridge for headlines about Boulangism, and there it was, their cloud had burst in the night. Socials crawling with people furious about their daily bread. She prodded a headline and learned that Boulangism had been a ghost ship for at least six months because that's how long security researchers had been contacting the company to tell it that all its user data—passwords, log-ins, ordering and billing details—had been hanging out there on the public internet with no password or encryption. There were ransom notes in the database, records inserted by hackers demanding cryptocurrency payouts in exchange for keeping the dirty secret of Boulangism's shitty data handling. No one had even seen them.

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The Boulangism cloud had burst and that meant that there was no one answering Salima's toaster when it asked if the bread she was about to toast had come from an authorized Boulangism baker, which it had. In the absence of a reply, the paranoid little gadget would assume that Salima was in that class of nefarious fraudsters who bought a discounted Boulangism toaster and then tried to renege on her end of the bargain by inserting unauthorized bread, which had consequences ranging from kitchen fires to suboptimal toast (Boulangism was able to adjust its toasting routine in realtime to adjust for relative kitchen humidity and the age of the bread, and of course it would refuse to toast bread that had become unsalvageably stale), to say nothing of the loss of profits for the company and its shareholders. Without those profits, there'd be no surplus capital to divert to R&D, creating the continuous improvement that meant that hardly a day went by without Salima and millions of other Boulangism stakeholders (never just "customers") waking up with exciting new firmware for their beloved toasters.

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And what of the Boulangism baker-partners? They'd done the right thing, signing up for a Boulangism license, subjecting their process to inspections and quality assurance that meant that their bread had exactly the right composition to toast perfectly in Boulangism's precision-engineered appliances, with crumb and porosity in perfect balance to absorb butter and other spreads. These valued partners deserved to have their commitment to excellence honored, not cast aside by bargain-hunting cheaters who wanted to recklessly toast any old bread.

...

but after she had booted it and let it run its dozens of software updates, she was able to run the darknet browser she still had kicking around and do some judicious googling.

She was forty-five minutes late to work that day, but she had toast for breakfast. Goddamnit.

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A few seconds later, she held a slice of bread to the toaster's sensor and watched as its light turned green and its door yawned open. Halfway through munching the toast, she was struck by an odd curiosity. She held her hand up to the toaster, palm out, as though it, too, were a slice of bread. The toaster's light turned green and the door opened. She was momentarily tempted to try and toast a fork or a paper towel or a slice of apple, just to see if the toaster would do it, but of course it would.

This was a new kind of toaster, a toaster that took orders, rather than giving them. A toaster that would give her enough rope to hang herself, let her toast a lithium battery or a can of hairspray, or anything else she wanted to toast: unauthorized bread. Even homemade bread. The idea made her feel a little queasy and a little tremorous. Homemade bread was something she'd read about in books, seen in old dramas, but she didn't know anyone who actually baked bread. That was like gnawing your own furniture out of whole logs or something.

Unauthorized Bread

- Würden Sie so einen Toaster kaufen?
- Verstehen Sie die Funktionsweise eines “normalen” Toasters?
- Kennen Sie Geräte/Firmen die so operieren?
- Besitzen Sie oder Ihre Familie selbst so ein Gerät?

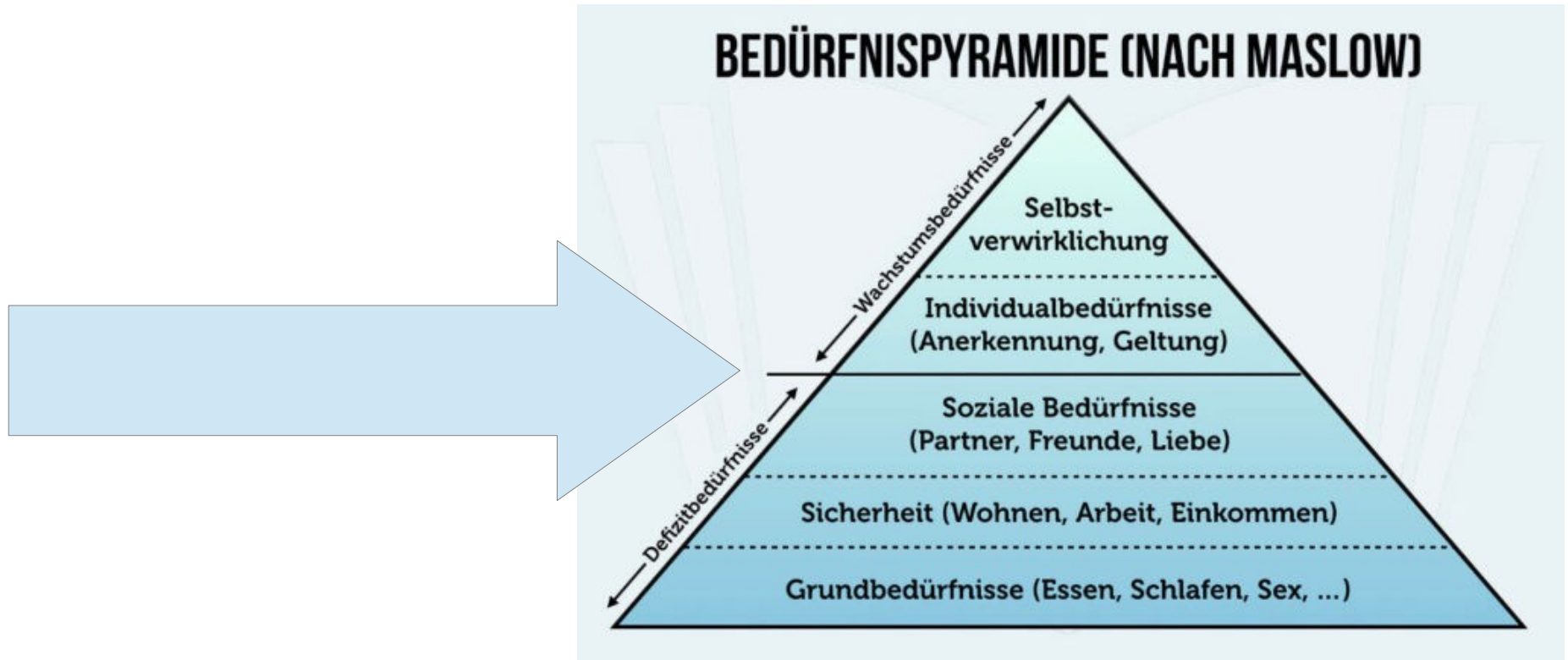
Digitale Mündigkeit

- Persönliche Meinung
- Ungeordnet
- Ohne Belege
 - Für Hinweise bin ich dankbar!

Ziele

- Interessen verschiedener Akteure
- Elementare ökonomische Zusammenhänge
- Aufrütteln

Grundbedürfnisse



Kommunikation: Grundbedürfnis

- Schlüssel zur Zivilisation
- Ein Mensch alleine ist chancenlos
- Zusammen verändern wir den Planeten
- Kommunikation als evolutionärer Vorteil
 - Wir sind alles Nachkommen von Schwatzaften ;-)

Wirtschaftlicher Erfolg

- Variante \$
 - Super Produkt
- Varianten \$\$\$
 - Menschliche Grundbedürfnisse vermarkten
 - Abhängigkeit erzeugen
 - Sucht

Abhängigkeit/Sucht sind emergent

- Entweder Absicht (Forschung)
- Süchtig machende Produkte im Vorteil (keine Absicht)
 - Niemand: “Ich brauche dringendst eine Zigarre”
 - Zigarette ist mehr als nur Tabak!
 - Nahrungsmittel (überall Zucker drin)
 - Social Media
 - Softwarekonzerne

Social Media

- (Fast) alle Menschen wollen sich über ihr Leben mit anderen Menschen austauschen
- (Fast) alle Menschen wünschen sich Aufmerksamkeit und Anerkennung von anderen Menschen
- Social Media liefert das (oder die Illusion davon)
 - Anscheinend einfacher als in der Realität
- Social Media monetarisiert **und kontrolliert** diesen Austausch
 - Ziel: Werbung verkaufen

Sucht-Elemente von Social Media

- Likes
 - Aufmerksamkeit, Anerkennung
- Infinity-Scrolling, Notifications
 - Angst, etwas zu verpassen
- Reisserische Geschichten
 - Meistens die eigene Meinung bestätigend.

Abhängigkeiten bei Software

- Cloud: Ihre Daten auf fremden Computern
 - Abo weg, Daten weg.
- Dateiformate nur mit einem Programm lesbar
 - Programm weg, nur noch Datenmüll
- Programm nur auf einer Plattform vorhanden
 - Wechsel der Plattform kaum möglich

Verantwortung

- Wissen und Verständnis sind Voraussetzung
 - Sonst kann unmöglich Verantwortung übernommen werden
- Wer ist verantwortlich?
 - Eltern, Lehrer, Schulleitung, Behörden
 - Sie (in spätestens 2 Jahren ausschliesslich!)

Nötiges Wissen?

- Mit Dateien umgehen können
- Hierarchisches Dateisystem begreifen
- Mit Datenträgern umgehen können
- Local, Remote, Cloud unterscheiden können
- Programme installieren und desinstallieren können
- Gängige Dateitypen
- Freie Software

Haltungen

- Interessen hinterfragen
- Kosten abschätzen (Anschaffung, Wartung, Verlust)
 - Geld, Zeit, Abhängigkeiten, jetzt und in Zukunft
- Worst-Case (Geräte- / Cloud- / Anbieter-Ausfall)
 - Kosten und Zeit bis zur Wiederherstellung der Produktivität?
 - Backup- und **Restore**-Strategie!

Wie sich das Wissen aneignen?

- Täglicher Gebrauch
 - 2 Lektionen pro Woche können das unmöglich leisten.
- Freie Alternativen ausprobieren
 - LibreOffice, Xournalpp, Gimp, Inkscape, Audacity, OBS, Blender
 - ffmpeg, LaTeX,
 - Linux
- Laptop statt Tablet

Program or be programmed