



Privacy



Social Web
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Privacy is a fundamental human right and a cornerstone of a democratic society.

- It lies at the foundation of the rule of law
- The secret ballot
- Doctor-patient confidentiality
- Lawyer-client privilege
- The notion of private property

Definition

privacy ['praɪvəsi 'prɪvəsi]

- The condition of being secret.
- (Philosophy) the condition of being necessarily restricted to a single person.

[Collins English Dictionary]

Related Word

privacy ['praɪvəsi 'prɪvəsi]

- Hiding
- Confidentiality
- Isolation
- ...

Computing Dictionary

privacy ['praɪvəsi 'prɪvəsi]

- Where only the intended recipients can read a message.

- Why is privacy one of the most contentious issues of the early 21st century?



Omnipresence

- Technologies become ubiquitous when people stop thinking them as a technology and simply use them as a regular part of everyday life.

[danah boyd, 2007]

O'Reilly Emerging Technology Conference

[Online] Social Network

- Online communities

different goals, same agenda

Form connections between users.

Weak by design

- In most online social networks its privacy default settings are very permeable
- Facebook: by default participants, profiles are searchable by anybody else on the FB network.

[Alessandro Acquisti and Ralph Gross, 2006, *Imagined Communities*]

Add new “friend”

- Undergraduate members have more friends than any other group in the network.
- Females have slightly more friends than do males.
- The older the account, the more friends of each type a user will have as well.

[C. Lampe, N. Ellison, C. Steinfield, *A Familiar Face(book)*]

Case Studie

Survey Questionnaire - total of 506 respondents

“A stranger knew where you live and the location and schedule of the classes you take.”

“Five years from now, complete strangers would be able to find out easily your sexual orientation, the name of your current partner, and your current political views.”

[Alessandro Acquisti and Ralph Gross, 2006, *Imagined Communities*]

Survey Questionnaire - Concerns

Not equally distributed

- The “importance” of privacy policy is higher for non-members.
- Being an undergraduate increases the probability of being a member, and age decreases it.
- Even the undergraduates who expressed the highest level of concern for threats to their personal privacy are still in vast majority joining the Facebook: 89.74%

[Alessandro Acquisti and Ralph Gross, 2006, *Imagined Communities*]

Survey Questionnaire - Concerns

- Almost 77% of respondents claimed not to have read FB's Privacy Policy.
- Many of them mistakenly believe that FB does not collect information about them from other sources regardless of their use of the site (67%)
- Or that FB does not share personal information with third parties (56%)

Conclusion

- The distinction between private conversation and public disclosure has become increasingly blurred.
- Access to personal information by unrelated parties results from an assertion of a “right to know” by prospective employers, government agencies, or businesses collecting market data.

[DAVID ROSENBLUM, Harvard University, 2006, *What Anyone Can Know*]

Conclusion

- Users clearly still believe that their communications are “private” in some sense.
- Social sites also create the potential for “cyberbullying” by peers.
- Posted content can be reviewed by anyone with an interest in the users personal information.

[DAVID ROSENBLUM, Harvard University, 2006, *What Anyone Can Know*]

Thank you,

Questions?