

Social Networking's Impact on Privacy



The concept of Privacy on the internet has never been very clear-cut.

The advent of social networking has brought even more confusion to this area, and invited us to expose even more of what used to be personal information.



Pre-Internet Privacy





Pre-Internet Privacy

Pre-Internet Privacy



There were known social contracts



The world
was small



Then we got connected



We didn't know what to protect



AOL



36,389,567
lines of data

10,154,742
unique (normalized) queries

21,011,340
instances of new queries

657,426
unique user ID's

7,887,022
requests for "next page" of results

19,442,629
user click-through events

16,946,938
queries w/o user click-through





LifeLock

Guarantee Your Good Name



TJX

We got smarter



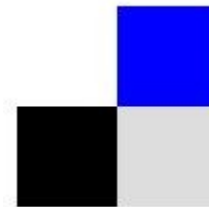
We started getting secure



But we also started to share more



We started having WWW personas



del.icio.us



And it got... weird

_why (the lucky stiff)



BILLYARD

®

E N T E R T A I N M E N T

Relationship issues



Work issues



11249 BUSINESS CENTER ROAD, HILL VALLEY, CA 95420-4345

YOU'RE

FIRED!!!

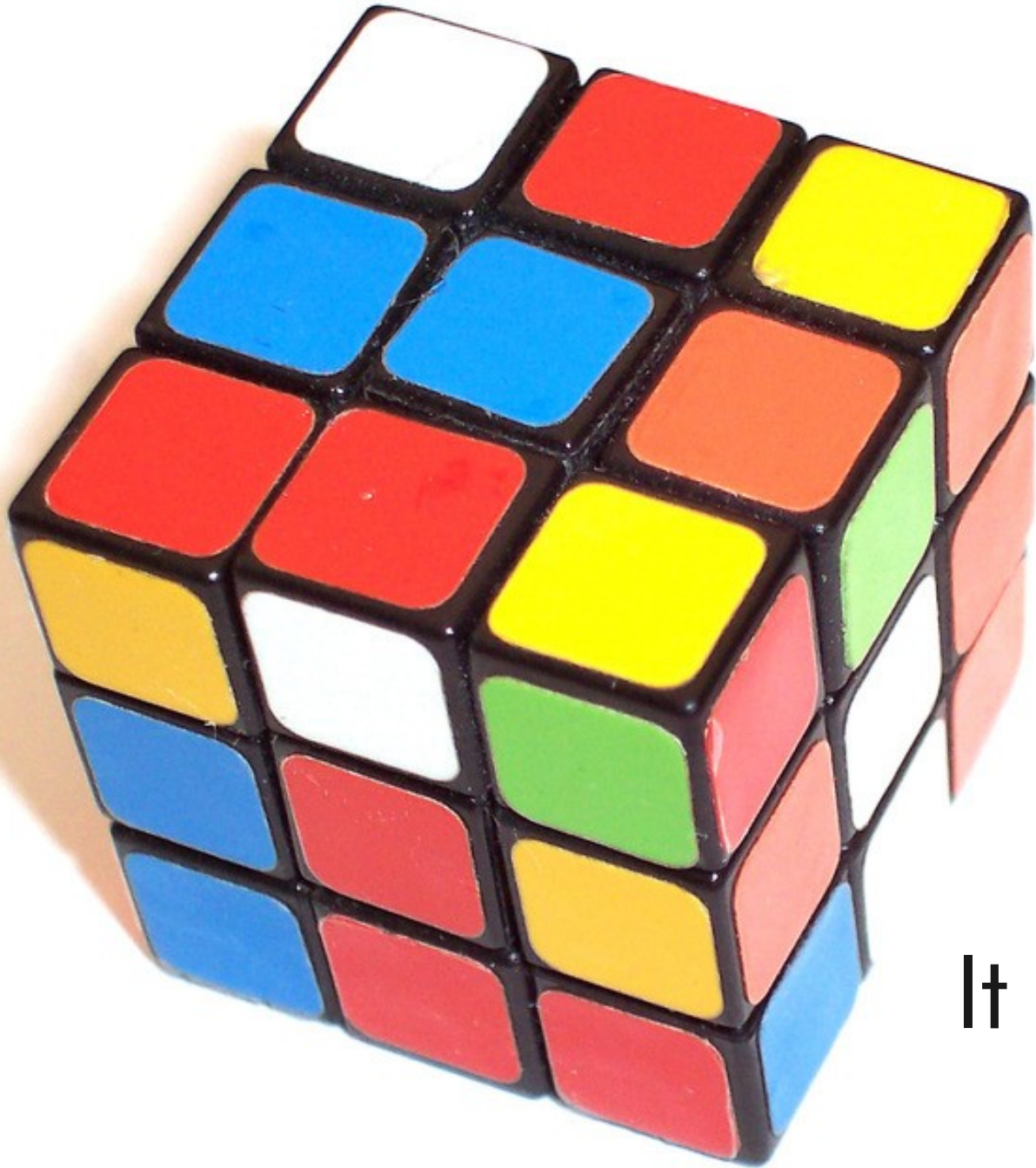
Google Buzz

"In other words, after you create your profile in Buzz, if you don't edit any of the default settings, someone could visit your profile and see the people you email and chat with most (provided you didn't edit this list during profile creation)."

Read more: <http://www.businessinsider.com/warning-google-buzz-has-a-huge-privacy-flaw-2010-2#ixzz0ukQOEoUp>

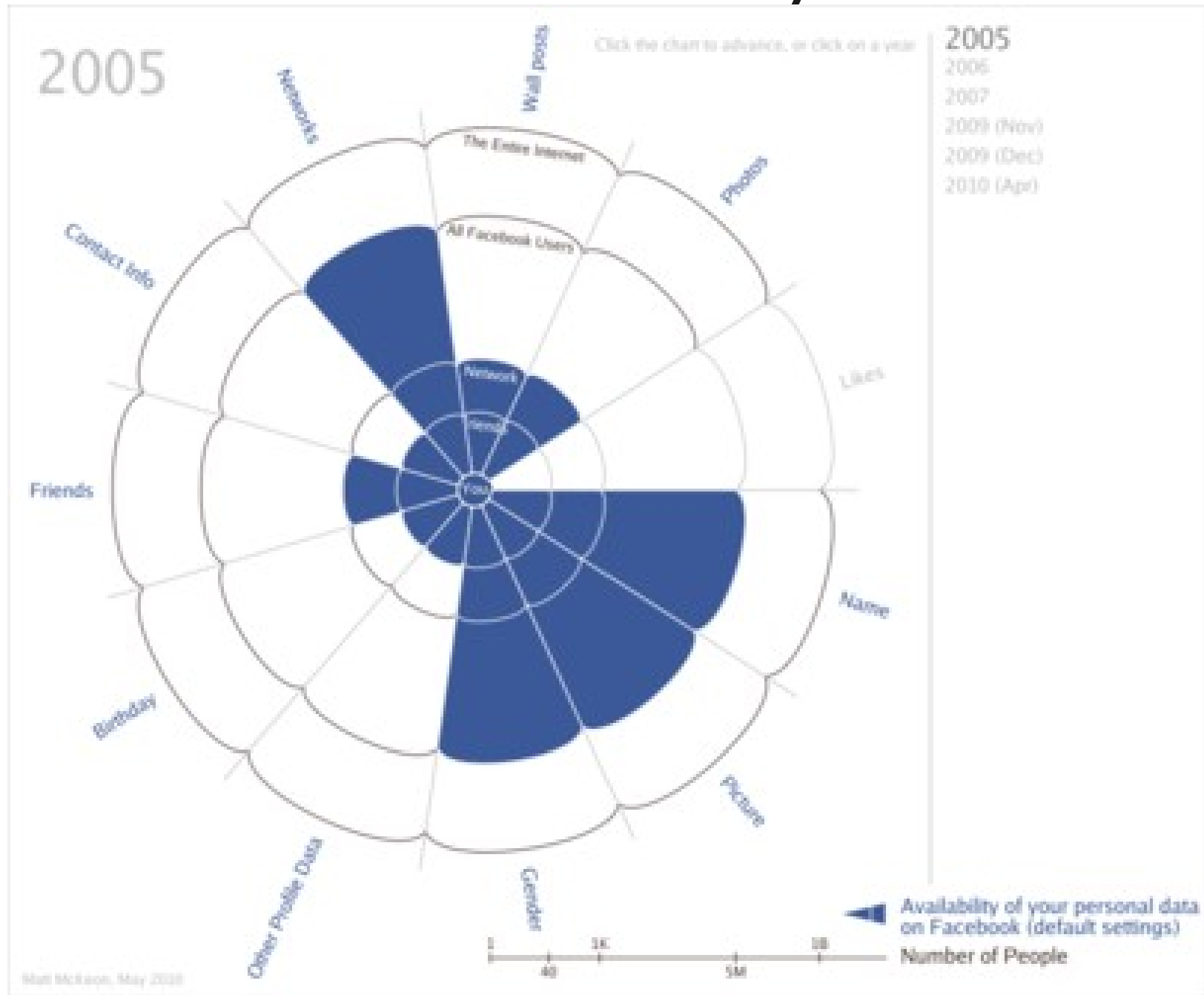
Social Faux Pas



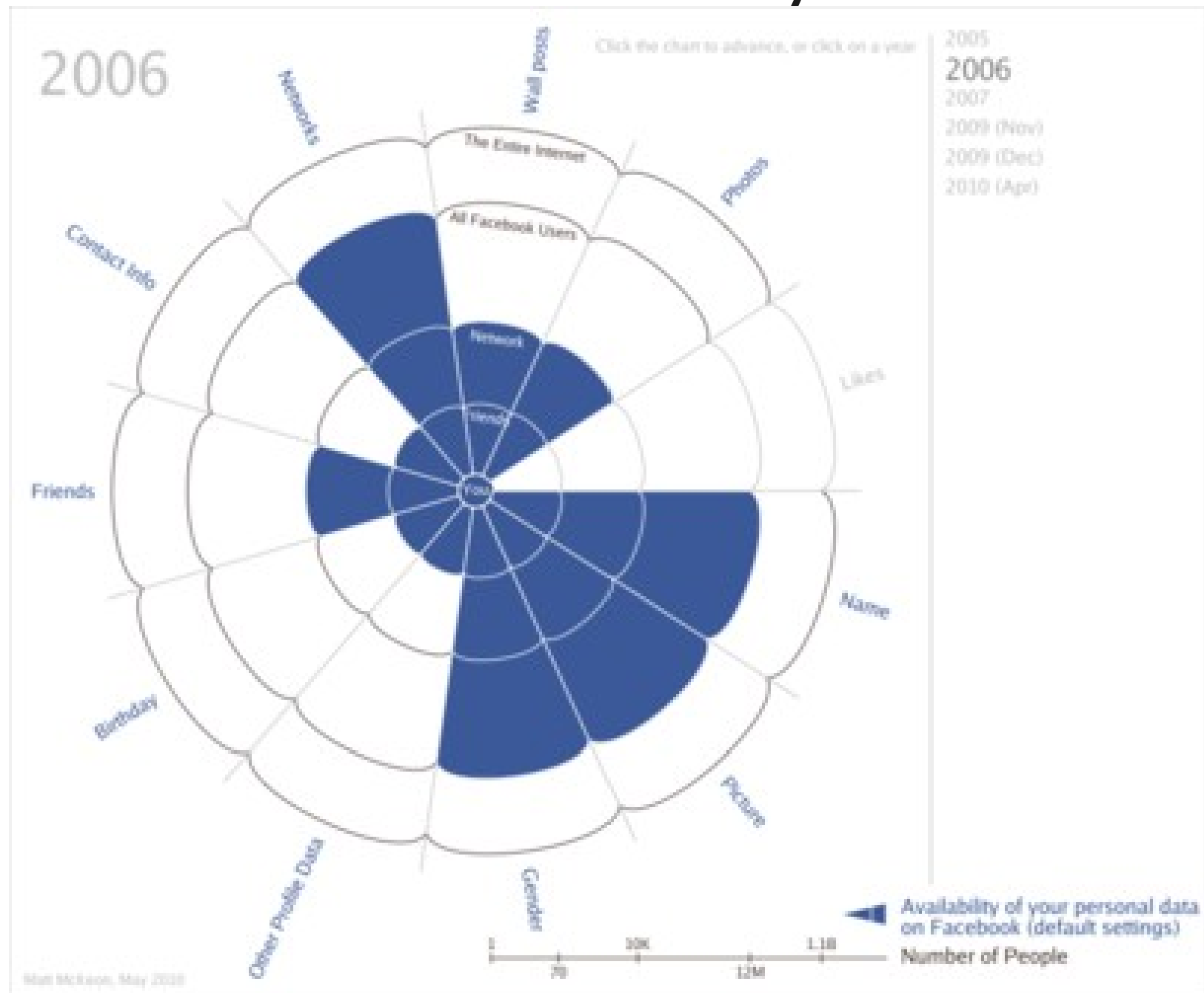


It is not easy to
be private

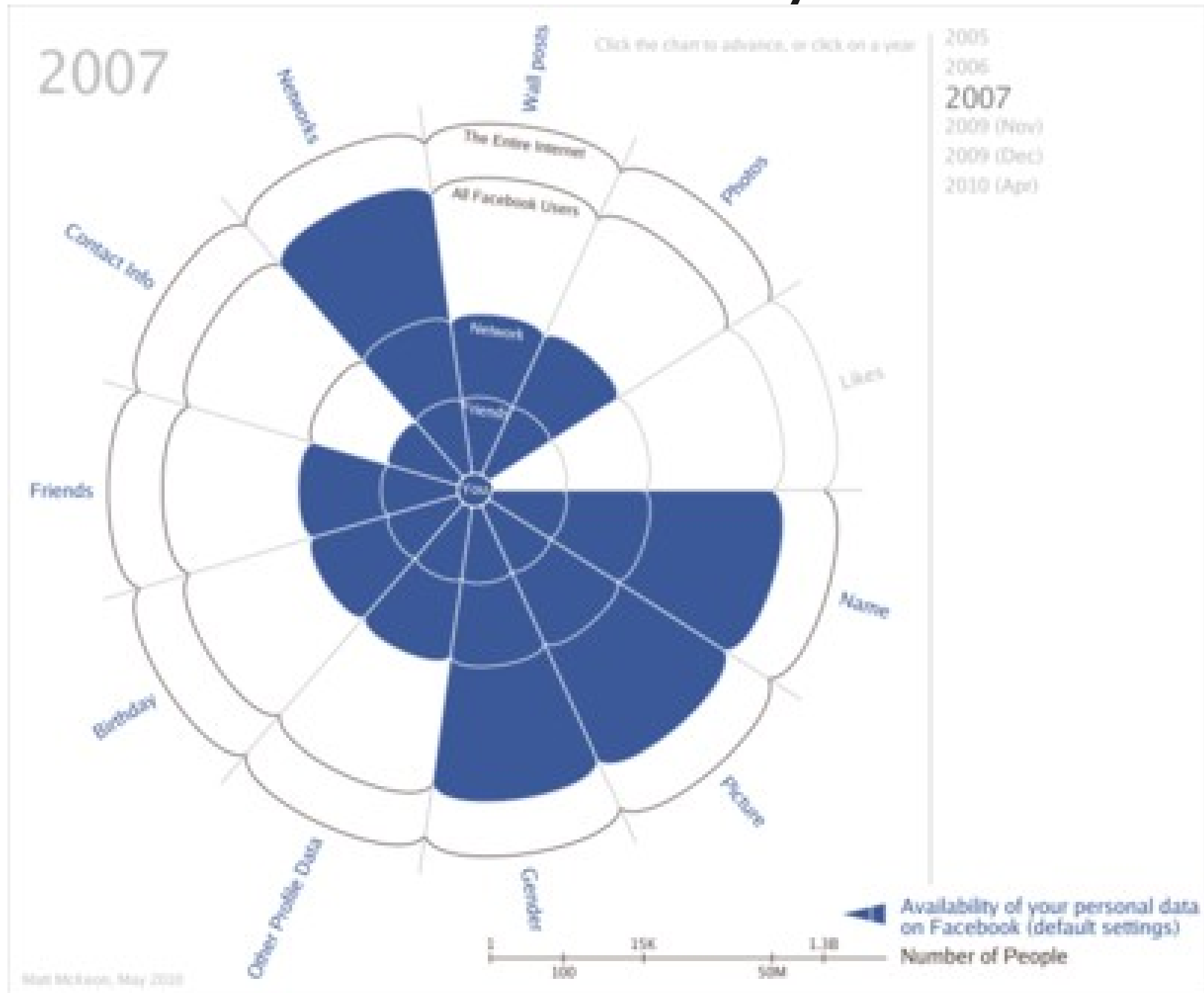
Facebook Privacy 2005



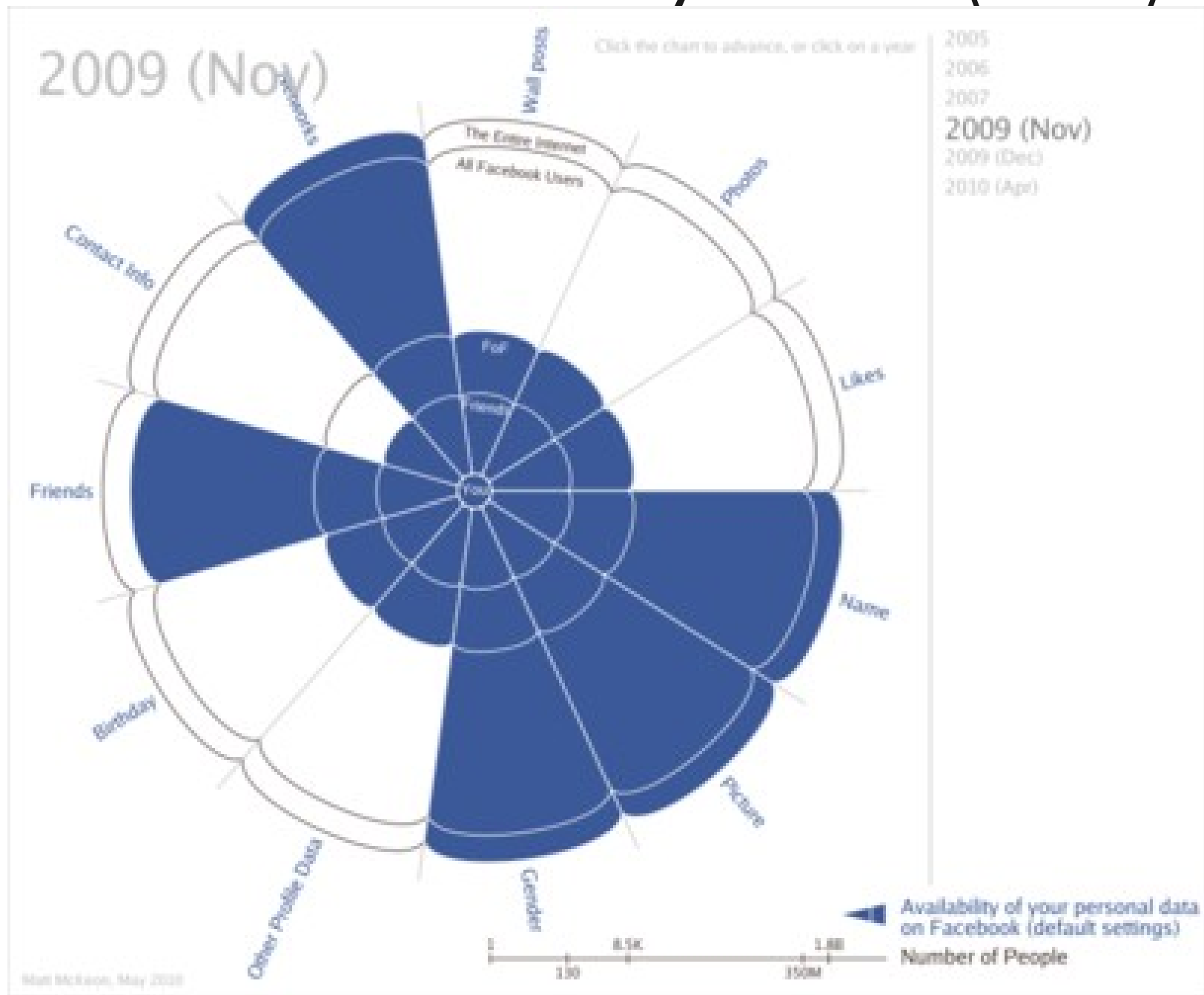
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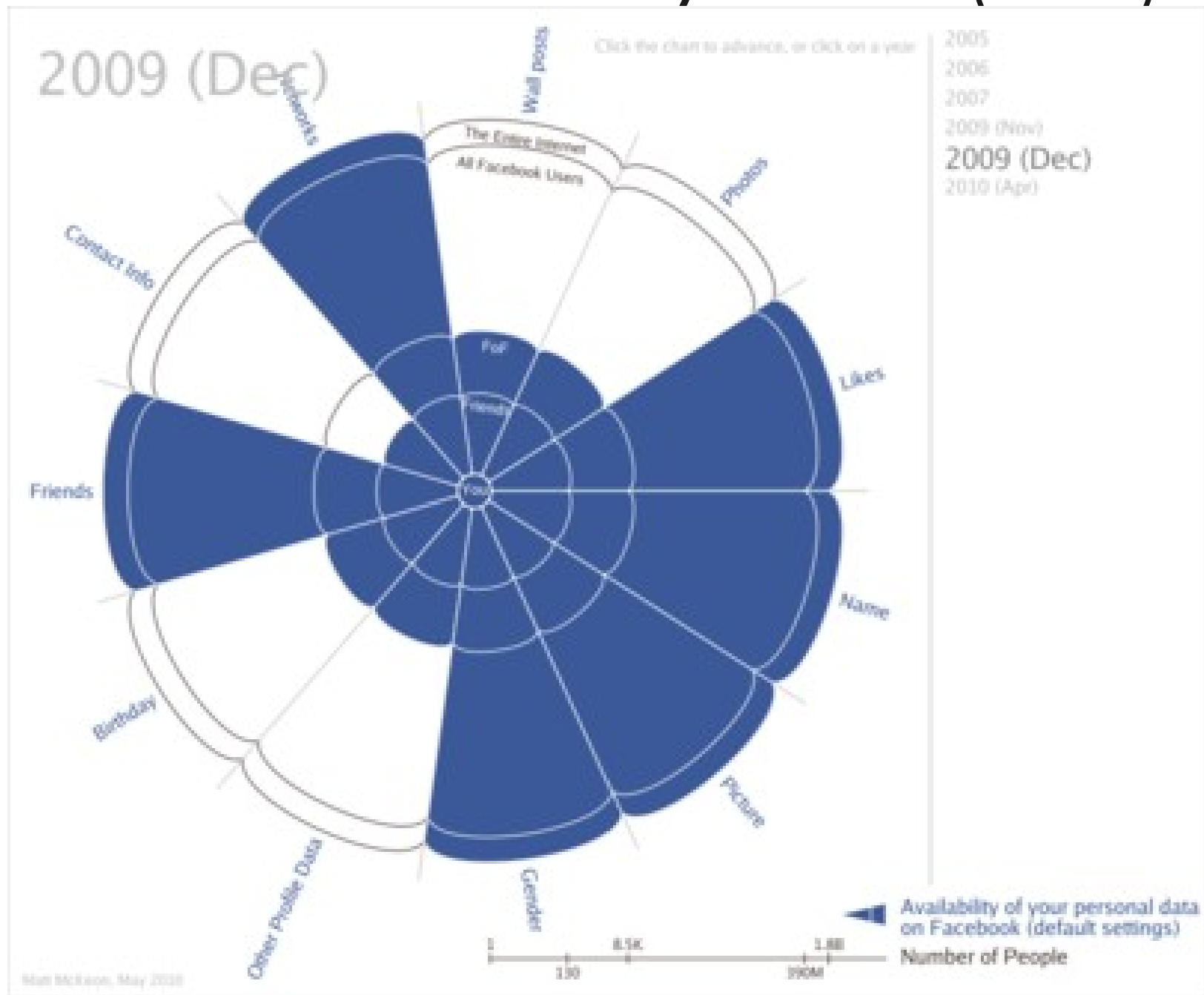
Facebook Privacy 2007



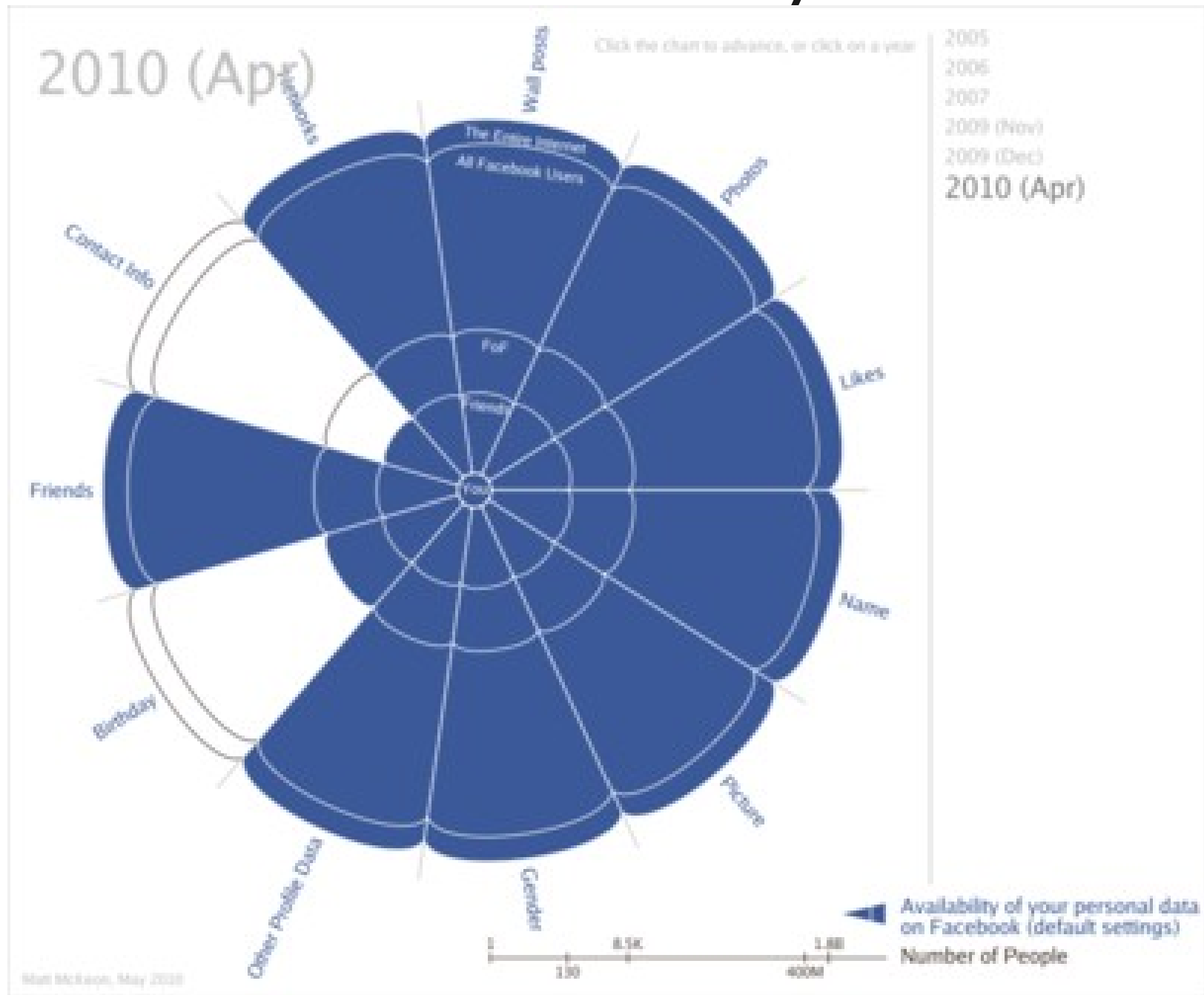
Facebook Privacy 2009 (Nov)



Facebook Privacy 2009 (Dec)



Facebook Privacy 2010

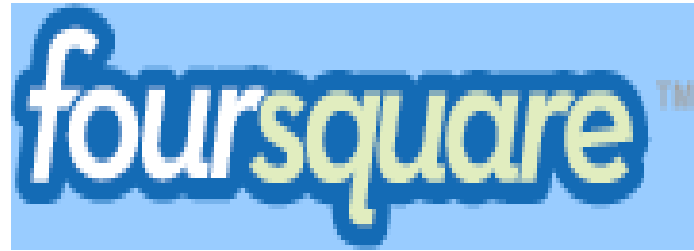


It gets worse...




It is not just virtual






“We're all about helping you find new ways to explore the city. We'll help you meet up with your friends and let you earn points and unlock badges for discovering new places, doing new things and meeting new people”

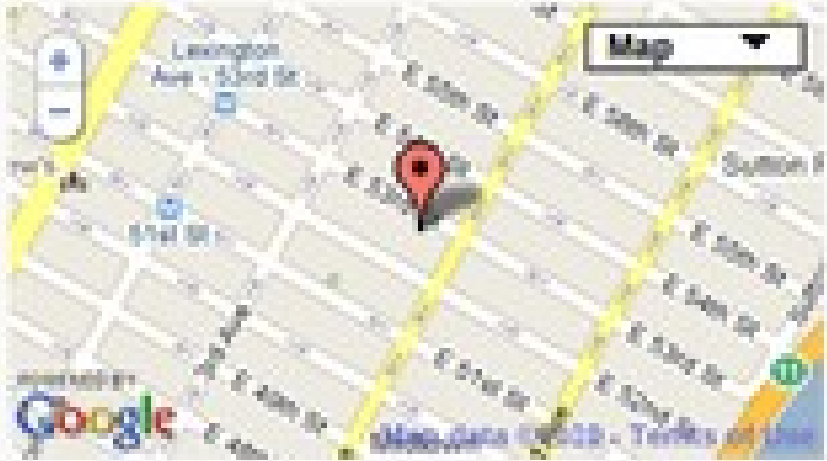
Do I really want people to know this?


 **T.G. Whitneys**

244 E 53rd St
at 3rd & 2nd Avenues
New York, NY 10022

 Like

Categories: Bar
Tags: untagged



 edit

On the other hand



Thanks to @foursquare I have a pretty good idea of where I might have left my debit card last night.

about 6 hours ago via Twitter for iPhone



GEOCACHING
Using multi-million dollar satellites to find tupperware
hidden in the woods

TripIt



TripIt Groups See when & where people at your company are traveling. [More](#)

Michael Buzzetti • | [Apps](#) | [Add a trip](#) | [Support](#)

[Home](#) [Trips](#) [Network](#) [Point Tracker](#) [TripIt Pro](#)

Share trips with [f](#) [Connect](#)



Welcome back Michael

You're in Poughkeepsie, NY. You've traveled 21,344 mi to 14 locations.
Your network: 3 connections.

Upcoming Trips

[Unfilled items \(0\)](#) [Add a trip](#) [iCal Feed](#)

YOUR TRIPS



Share 2010 (6 days)

No Members
Who's close No Connections close

Jul 31 - Aug 5, 2010

[Options](#) -

[View all trips](#)

Travel map - Larger

[Upcoming](#) [Past](#)



Advertisement

Network updates

[View connections](#) [Find friends on TripIt](#)

YOUR NETWORK

3 Connections

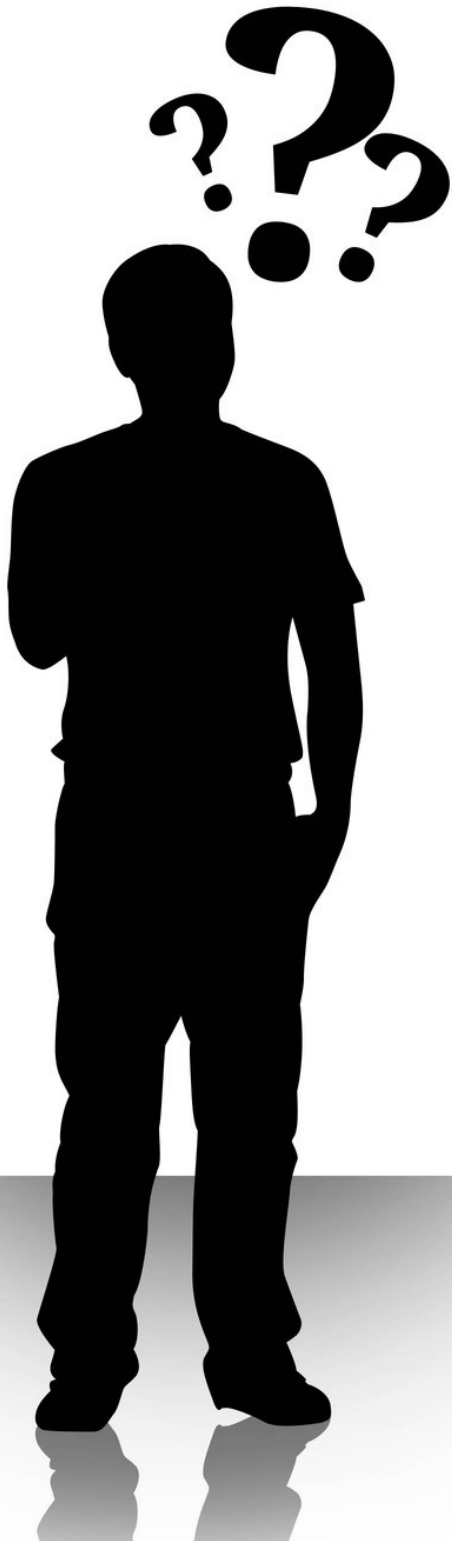
VISITING POUGHKEEPSIE, NY
No one yet.

CLOSE WHEN YOU'RE TRAVELING
No one yet.

GET **1,000** POINTS FOR JOINING
AND **2,000** WITH YOUR FIRST FLIGHT.

We need new social contracts





Questions
to ask
yourself

What is a Friend ?



What is a FoaF ?



What can people see ?



How long will it be
around ?



How easy is it to 'quit' ?





Do I have
army men
protecting
my data ?

Do I understand the terms ?



Do you trust your friends ?





The End

Please fill out evaluation sheets
If you give me good feed back,
I may buy you a cookie



Social Networking's
Impact on Privacy

The concept of Privacy on the internet has never been very clear-cut.

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Pre-Internet Privacy



3

Many moons ago we protected our written privacy with a wax seal.



Pre-Internet Privacy

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If we didn't want people to rummage through our things, we just locked them up.

Pre-Internet Privacy



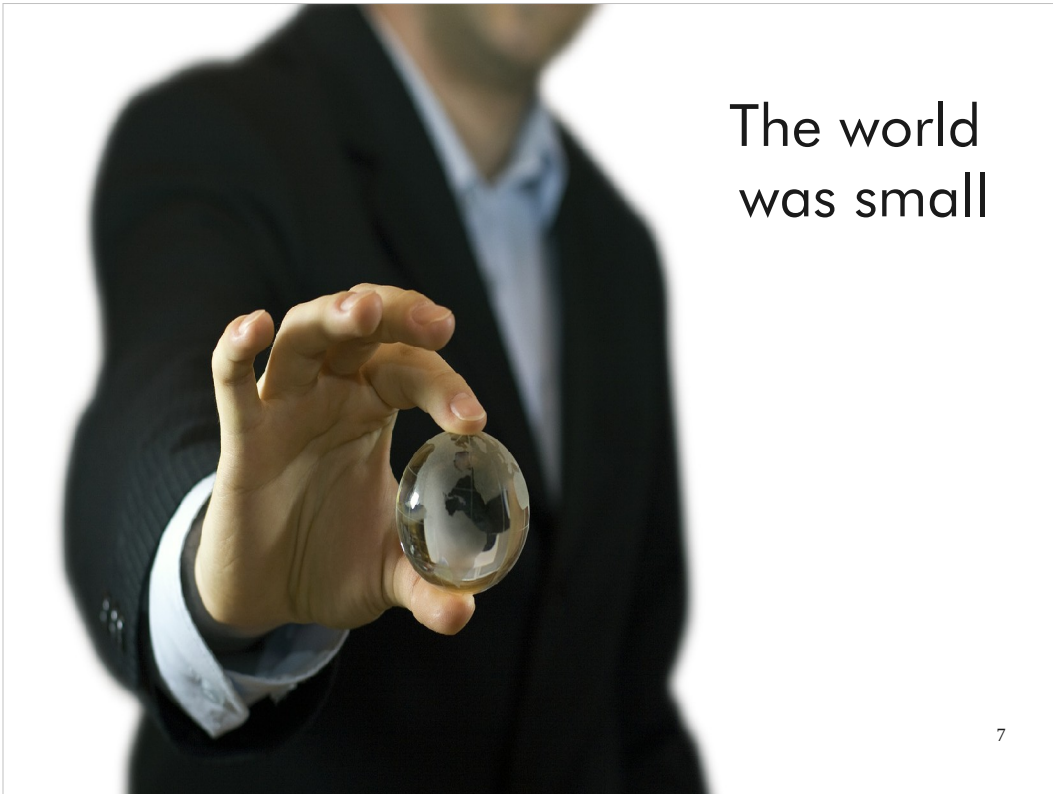
If we didn't want people to see what we were doing, we shut the shutters.

There were known social contracts



We had known contracts about how to deal with other people. We knew how far away to stand when talking to someone else.

We knew not to pry into other peoples lives.



The world
was small

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We had few acquaintances. Mostly family and local neighbors. Family and local neighbors pretty small we knew was pretty small.

Then we got connected



When we had the ability to talk to people all around the world through BBS, the Internet, Email, etc, things started to change for us. Those social contracts, social norms that we had before didn't transport into ones and zeros the way our ideas did.

We didn't know what to protect



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We were naive. We start blogging our inner most secrets and post on forums about our lives. We thought the world was so big, no one would know that the user “jimbydamonk” was really some goofball from New York.



10

But then we starting to see what people could do with the information we put out there.

On August 4th, AOL release a compressed file that contained a large number of search logs. This was for research purposes.

They were supposed to be scrubbed and not able to be tracked back to the person doing the search.

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lines of data

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queries w/o user click-through



But with so much information, and the ability to correlate things, one could figure out who people where.

This is why I always google myself incognito mode.



This company claims to protect your personal identity.



Meet Todd Davis, the president of life lock.
He has had his identity stolen. He was so sure of Life
Lock that all of their adds had his personal Social
Security Number in them.



14

Remember what happened with the TJX companies ?
In 2007 45.7 million customers were affected.
CC number, SSN and Drivers License was lost.

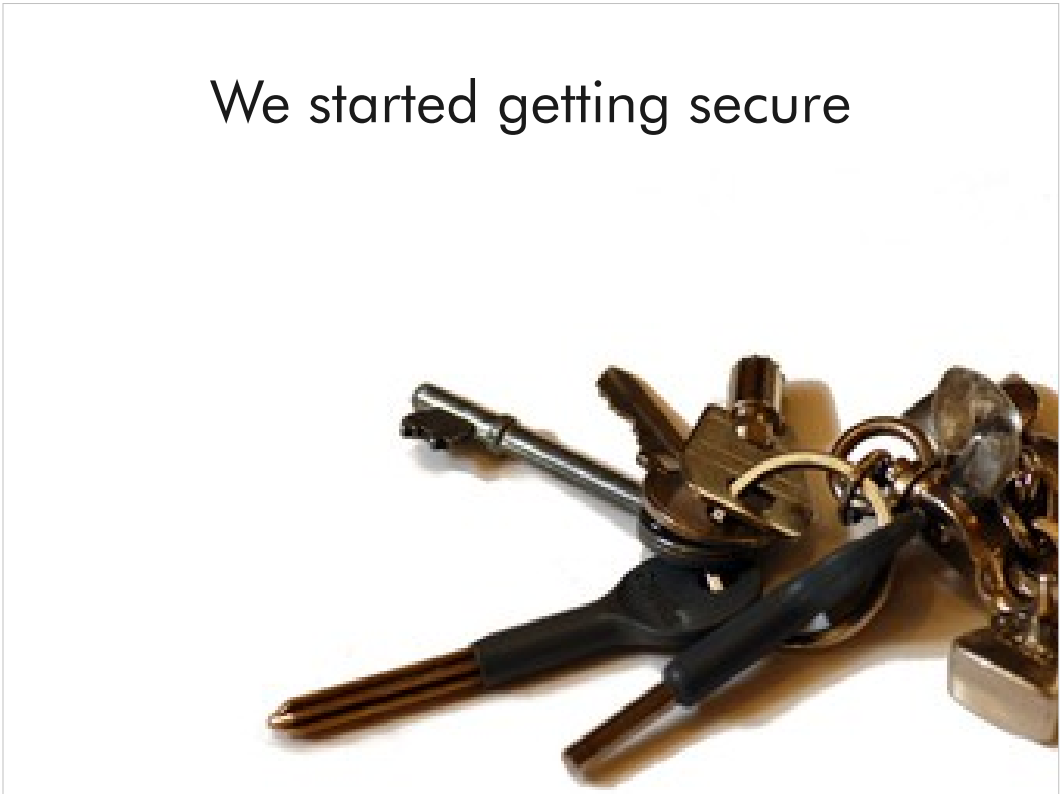
This has since gone on to have certain credit bureaus
seek legislation to make retailers responsible for the
the customer info

We got smarter



After these incidents, people started to protect sensitive data.

We started getting secure



SSL and things like it started to become the norm. Phishing scams were being blocked by the web browsers.

But we also started to share more



But we also started to put more information about us on-line. It started to become more of a two way conversation

We started having WWW personas

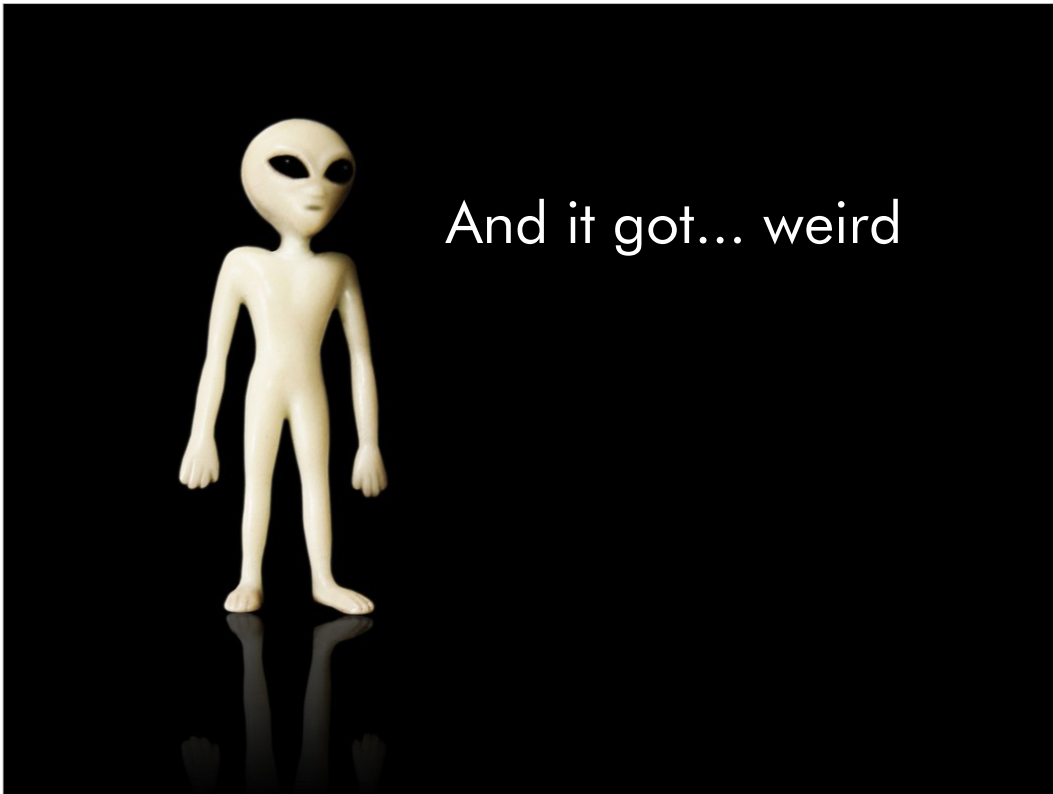
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

twitter



18

Now we have identities on many different sites. They each have their purpose, and different levels of privacy.



Remember those social contracts? Those don't exist. They may never exist in the internets.

_why (the lucky stiff)



20

From wikipedia

why the lucky stiff (often known simply as why, _why) was the persona of an anonymous and prolific writer, cartoonist, musician, artist, and computer programmer notable for his work with the Ruby programming language. Along with Yukihiro Matsumoto and David Heinemeier Hansson, he was seen as a key figure in the Ruby community.

When people dug too deep and found out who he really was, he killed his online persona.

Click to add title



21

In the summer of 2010, Blizzard wanted to require all usernames to be the same as the users real name.

There was a lot of protest against it and it was eventually dropped.

I am sure the few women that are avid WOW fans are thankful.

Relationship issues

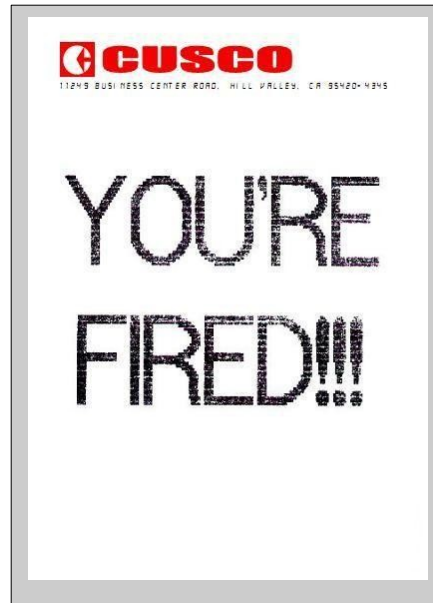


22

How many times have you heard of someone changing their status in Facebook to being single and that is how you found out they parted ways with their significant other?

There have been numerous stories about how things on social networking have caused divorce, breakups and just general relationship issues.

Work issues



23

Friending people at work is risk. It gives them a view into your life that you may not want them to see.

They might also check to see your social network activity before they hire you.

And yes that is an image from Back to the Future two

Google Buzz

"In other words, after you create your profile in Buzz, if you don't edit any of the default settings, someone could visit your profile and see the people you email and chat with most (provided you didn't edit this list during profile creation)."

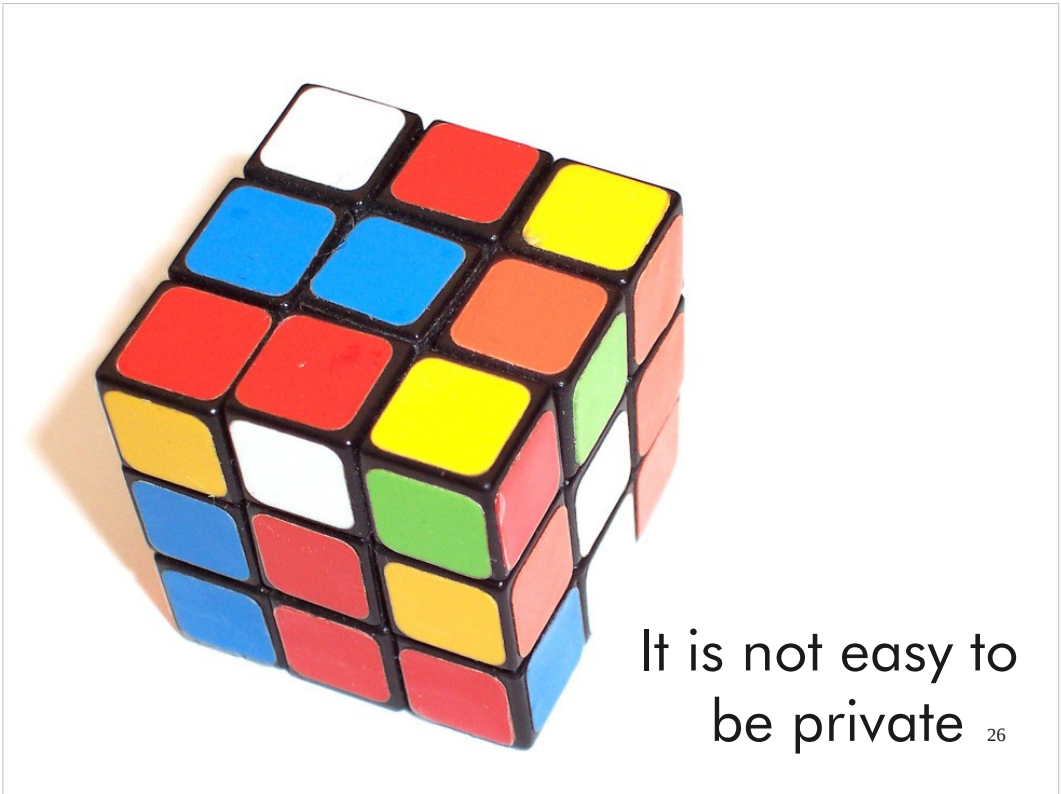
Read more: <http://www.businessinsider.com/warning-google-buzz-has-a-huge-privacy-flaw-2010-2#ixzz0ukQOEoUp>

Social Faux Pas



This is a picture I posted on facebook. The roof leaked really badly and created this puddle at work. Some of my coworkers could see the picture... others could not because of my privacy settings. I was confronted about it

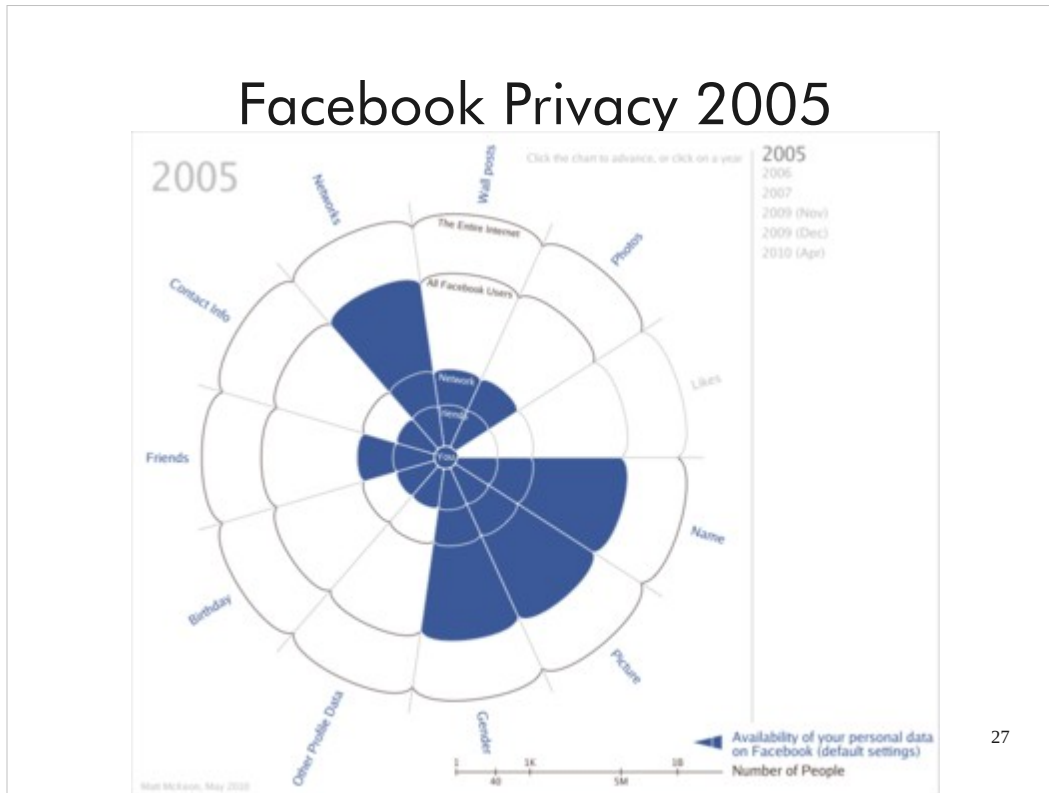
Along with this I have been confronted about not friending people, or not allowing them to write on my wall, etc. How do we as a society handle this ?



It is not easy to
be private ²⁶

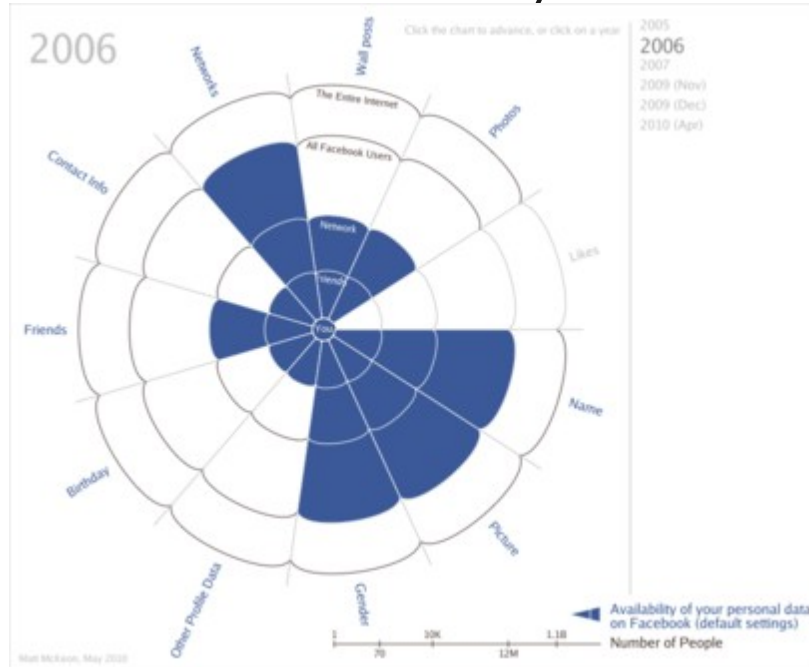
It is really hard to protect your privacy with ever changing privacy rules.

Facebook Privacy 2005

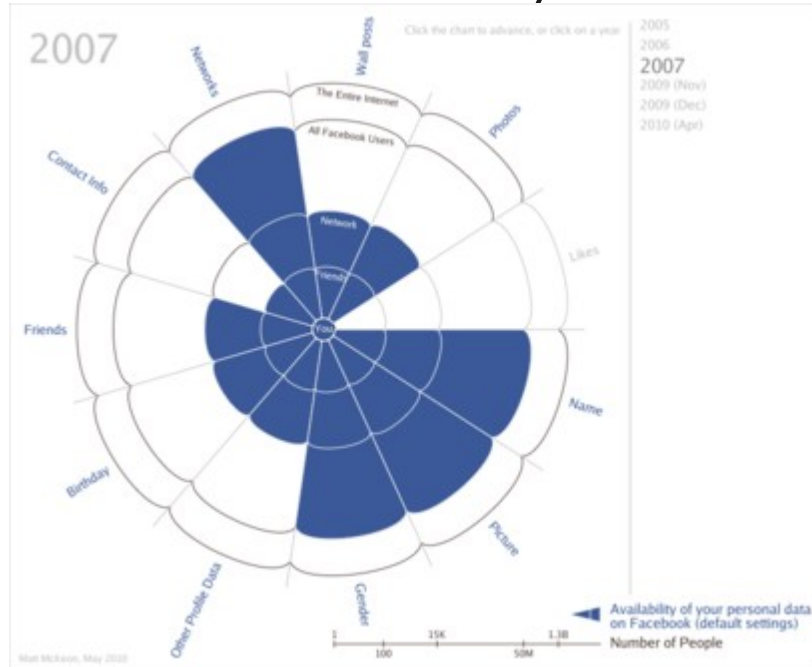


The next few charts show how facebook has gotten more and more open (by default) throughout the years)

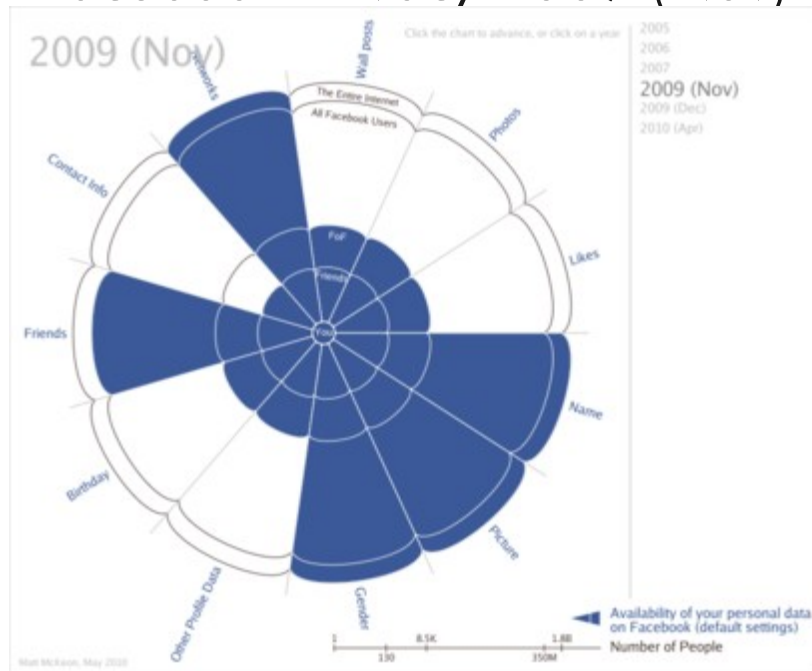
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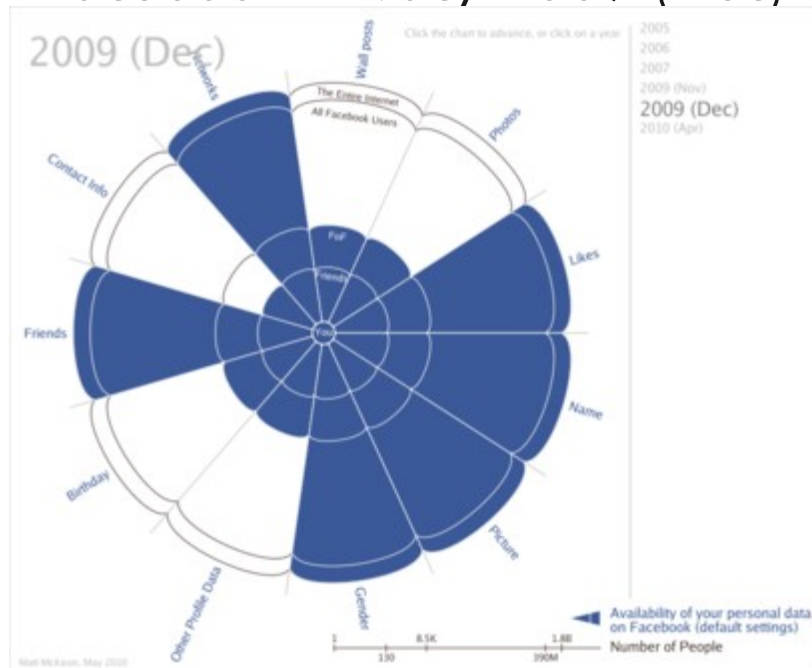
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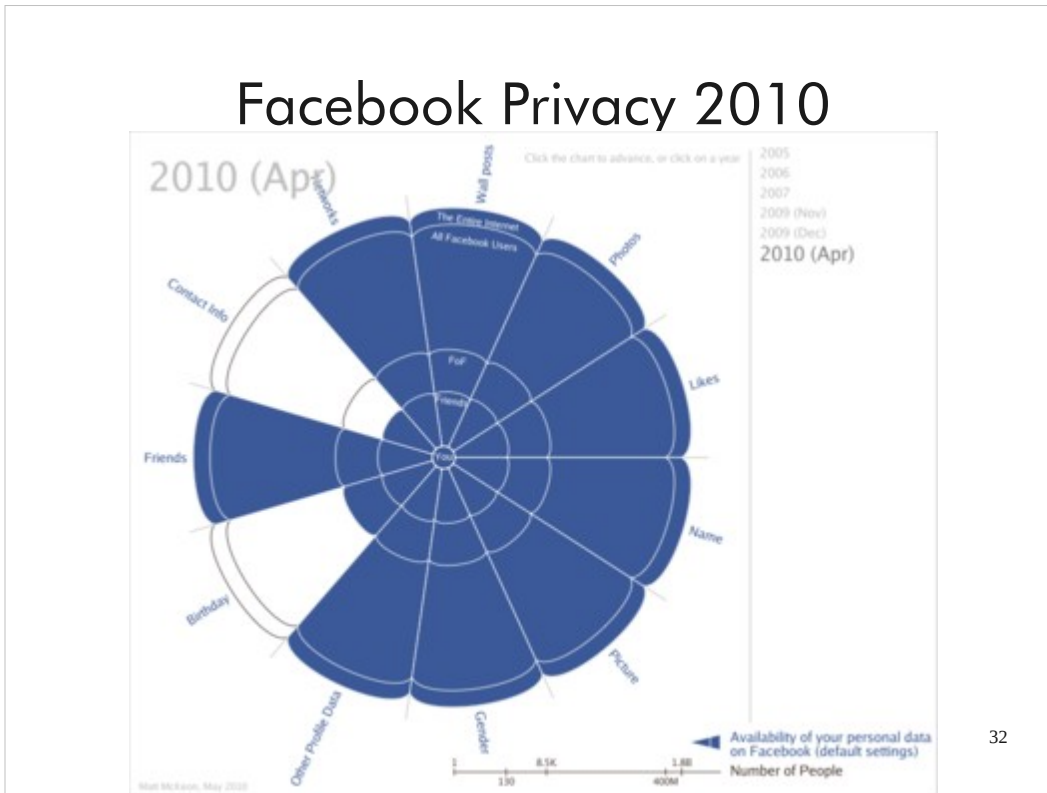
Facebook Privacy 2009 (Nov)



Facebook Privacy 2009 (Dec)



Facebook Privacy 2010



32

By 2010 most everthing we have is open now. You need to go into the settings to make things more private.

It gets worse...



We are getting more and more connected with one another and using more and more different applications and systems to networking with our peers.

It is not just virtual



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We are bridging into the physical world with location aware smart phones.

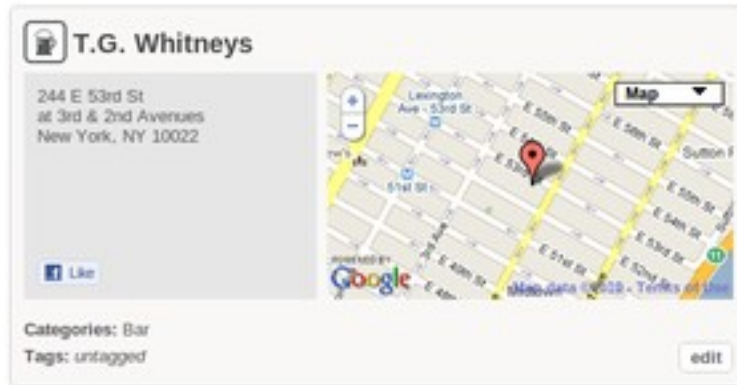


“We're all about helping you find new ways to explore the city. We'll help you meet up with your friends and let you earn points and unlock badges for discovering new places, doing new things and meeting new people”

35

Foursquare lets a person check in to place and write reviews. It allows you to share locations with your friends.

Do I really want people to know this?



36

But if I am the mayor of the local bar, what does that say about me?

On the other hand



37

Sometimes it can be useful for other reasons...



GEOCACHING

Using multi-million dollar satellites to find tupperware hidden in the woods

\o/ MotivatedPhotos.com

Geocaching is like scavenger hunting for adults. People hide things in the woods and post GPS information and hints about where the “cache” is located. Then other people find it and sign the log.

What if there was something in there that was not so pleasant?

What if this was a really active cache with lots of people finding it everyday? Less than savory people might hang out there to do harm. That is not cool

TripIt

The screenshot shows the TripIt website interface. At the top, there is a navigation bar with the TripIt logo, a "TripIt Connect" button, and a user profile for Michael Buzzetti. Below the navigation bar, there is a "Welcome back Michael" section with a profile picture and location information. The main content area is divided into three sections: "Upcoming Trips" with a list of trips, "Travel map" showing a world map with travel points, and "Network updates" showing a list of connections. An advertisement for joining TripIt is also visible on the right side.

Upcoming Trips

YOUR TRIPS

Share 2010 (6 days) Jul 31 - Aug 5, 2010

Not Mentioned
Who's close: No Connections close

Options -

View all trips

Travel map - Larger

Upcoming Past

North America Europe
Atlantic Ocean Africa
South

POWERED BY Google

Advertisement

GET 1,000 POINTS FOR JOINING
AND 2,000 WITH YOUR FIRST FLIGHT.

Network updates

View connections Find friends on TripIt

YOUR NETWORK
3 Connections

VISITING POUGHKEEPSIE, NY
No one yet.

CLOSE WHEN YOU'RE TRAVELING
No one yet.

Sharing your trips with other people. Kinda neat for me since I travel a lot for work. But what if I wanted to look for a new job and I booked a trip to Boston That might not bode well for me.

We need new social contracts



We need to define social contracts about what data is private and be able to articulate this information with the service providers that build social networking sites.

We, as a society, need to define what we care about in this new, digital, age.



41

Both before and after joining one of these social networking places, ask yourself some questions to see if it is really for you.

What is a Friend ?



What is a friend, both to you and to the social networking program you are using ?

Is this some one you know? Someone you used to know? A fellow programmer that you have never really spoken to in person?

Someone in your clan on a game?

What does the term friend mean?

What is a FoaF ?



What is a friend of a friend ?

Social Network is all about the connections. Your friends friends are now connected to you. That makes the number of eyes on your data exponentially larger.

What can people see ?



Facebook offers the ability to see your profile as if you were someone else.

Does the other networks that you use show you what your people can see?

How granular is that? If it is too granular it might be too hard to use effectively

How long will it be
around ?



Google stores your search history for 90 days.

I don't know how long some of this other data that I put on the web will be around. Case in point, I just found out I still have an Orkut account with data that I posted way back in the early 2000s.

How easy is it to 'quit' ?

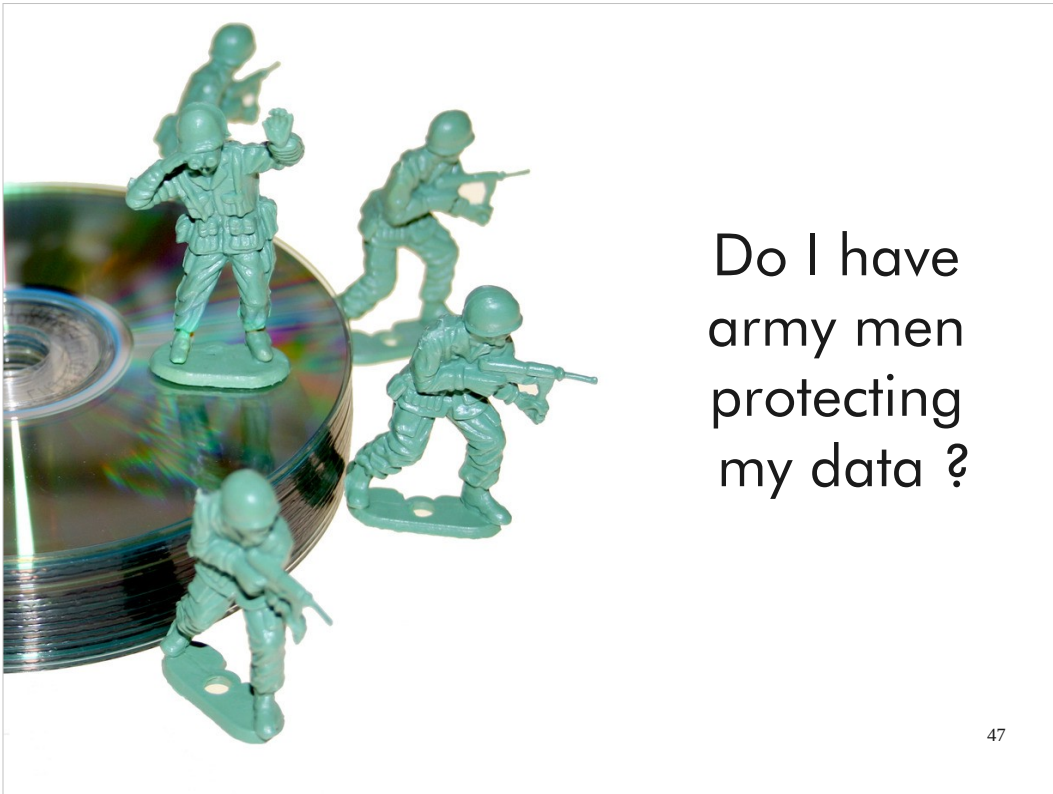


What happens when you quit facebook?

There is still a ghost of your profile around.

What happens to the photos that you were tagged in?

Or the comments you made on other peoples profiles ?

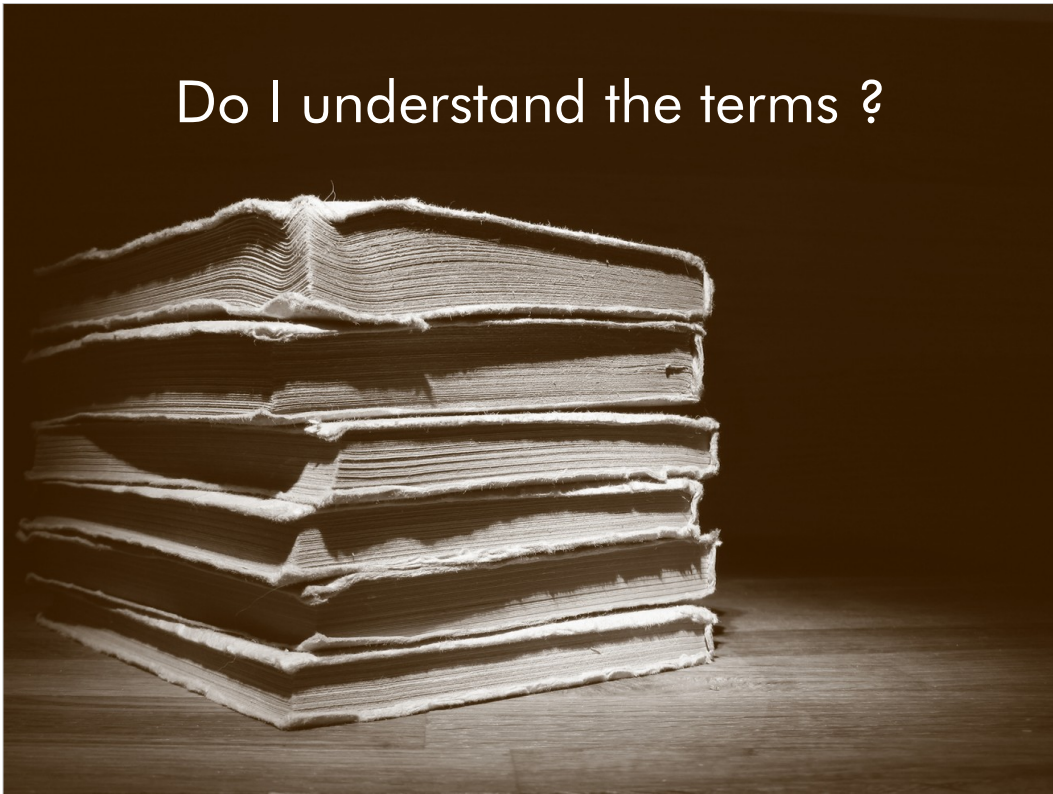


Do I have
army men
protecting
my data ?

This is mostly a joke slide to wake people up.

But the point is, who is protecting your data? What guarantees do you have that Google won't release your search history to the government ?

Do I understand the terms ?



Facebook

<http://www.facebook.com/terms.php>

Myspace

<http://www.myspace.com/Modules/Common/Pages/TermsCon>

Twitter

<http://twitter.com/tos>

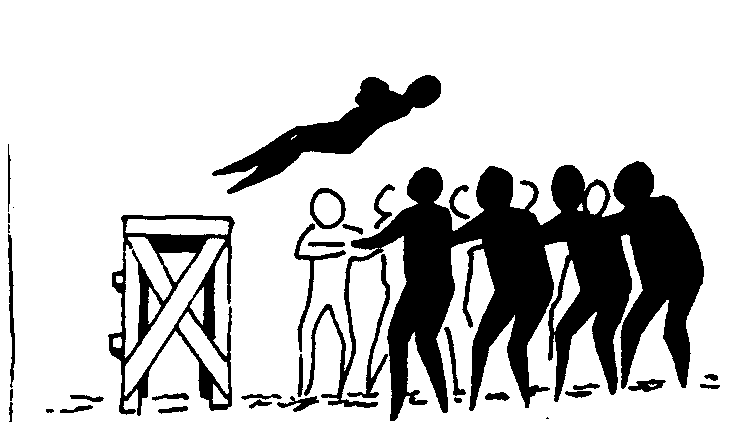
Google Buzz

<http://www.google.com/buzz/help/intl/en/privacy.html>

Google

<http://www.google.com/privacypolicy.html>

Do you trust your friends ?



49

Say you are at a party drinking a beer on a thursday night.

And your good friend billy tags you in a photo he posted on Facebook.

What does that do to you on friday?

Can you trust billy to post photos of you that are Work/Family/Life safe?



The End

Please fill out evaluation sheets
If you give me good feed back,
I may buy you a cookie