where the rubber meets the road
privacy & sociability in Social Network Sites

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outline

• problem space
  • Social Network Sites
  • the issues

• explanation and requirements
  • a Faustian dilemma: the social dynamics of SNSs
  • identity requires audience segregation

• solutions
  • implementing audience segregation in SNS
Social Network Sites

web-based services that allow individuals to

1. construct a public or semi-public profile within a bounded system,

2. articulate a list of other users with whom they share a connection, and

3. view and traverse their list of connections and those made by others within the system.

(boyd and Ellison, 2008: 211)
issues

• issues on 3 levels:
  • users, platform providers, rest of the world
### how many do you need?

<table>
<thead>
<tr>
<th>identity &amp; relationship</th>
<th>platform provider</th>
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</thead>
<tbody>
<tr>
<td>1. Social convergence</td>
<td>16. Panoptic providers</td>
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<td>2. Sociability paradox</td>
<td>17. Secondary data collection</td>
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<td>3. Unawareness of potential audience</td>
<td>18. Permeability</td>
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<td>4. False sense of security</td>
<td>19. It’s not what it seems</td>
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<td>5. Eagerness to connect</td>
<td>20. Profile non-portability</td>
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<td>6. Unauthorised access</td>
<td>21. Implicit information leaks</td>
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<td>7. The user as data controller</td>
<td>22. Advanced monitoring</td>
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<td>23. SNS spam</td>
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<td>9. Surveillance</td>
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<td>10. Simplistic relationship models</td>
<td>25. Social engineering attacks</td>
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<td>11. Denigration</td>
<td>26. Bullying</td>
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<td>12. Living on the edge</td>
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<td>13. Permeability</td>
<td>28. Profile-squatting and reputation slander through ID theft</td>
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<td>15. Stalking</td>
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underlying issues

1. no link between audience & physical space
2. persistence of information
3. intersections of multiple physical and virtual spaces
4. judgement based on representations
partial explanations

• users are ignorant of the risks
  • awareness is growing, some studies point at fairly high awareness

• they are not talking to you!
  • teens address their friends and claim privacy in public space

• they have no choice
  • social dynamics - you have to be in - social capital
  • lock in effects + mechanisms to stimulate disclosure
requirements

- identity
  - people perform roles with context based rules to achieve particular goals
    - strategic interaction + public validation
  - coherent & consistent face requires possibility to segregate audiences (partial identities)
- otherwise: social convergence
  - flat characters who reveal what is appropriate in all contexts
solutions

- Firefox plug in for transparent group based encryption of contributions
  - prevents platform provider from observing data contributed by (SNS) users
  - only the designated group of users can decrypt

- audience segregation in Elgg SNS platform
  - access control based on policies (incorporating collections and individual connections)
http://www.primelife.eu/

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