

where the rubber meets the road

privacy & sociability in Social Network Sites

prof.dr. Ronald Leenes

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?

identity & relationship		platform provider	
1.	Social convergence	16.	Panoptic providers
2.	Sociability paradox	17.	Secondary data collection
3.	Unawareness of potential audience	18.	Permeability
4.	False sense of security	transparency	
5.	Eagerness to connect	19.	It's not what it seems
6.	Unauthorised access	interoperability	
7.	The user as data controller	20.	Profile non-portability
8.	Instability of social norms	other	
9.	Surveillance	21.	Implicit information leaks
10.	Simplistic relationship models	22.	Advanced monitoring
11.	Denigration	23.	SNS spam
12.	Living on the edge	24.	SN aggregators
13.	Permeability	25.	Social engineering attacks
14.	Persistence of identity	26.	Bullying
15.	Stalking	27.	Corporate espionage
		28.	Profile-squatting and reputation slander through ID theft

see http://www.primelife.eu/images/stories/deliverables/h1.2.5-requirements_selective_access_control-public.pdf for sources

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

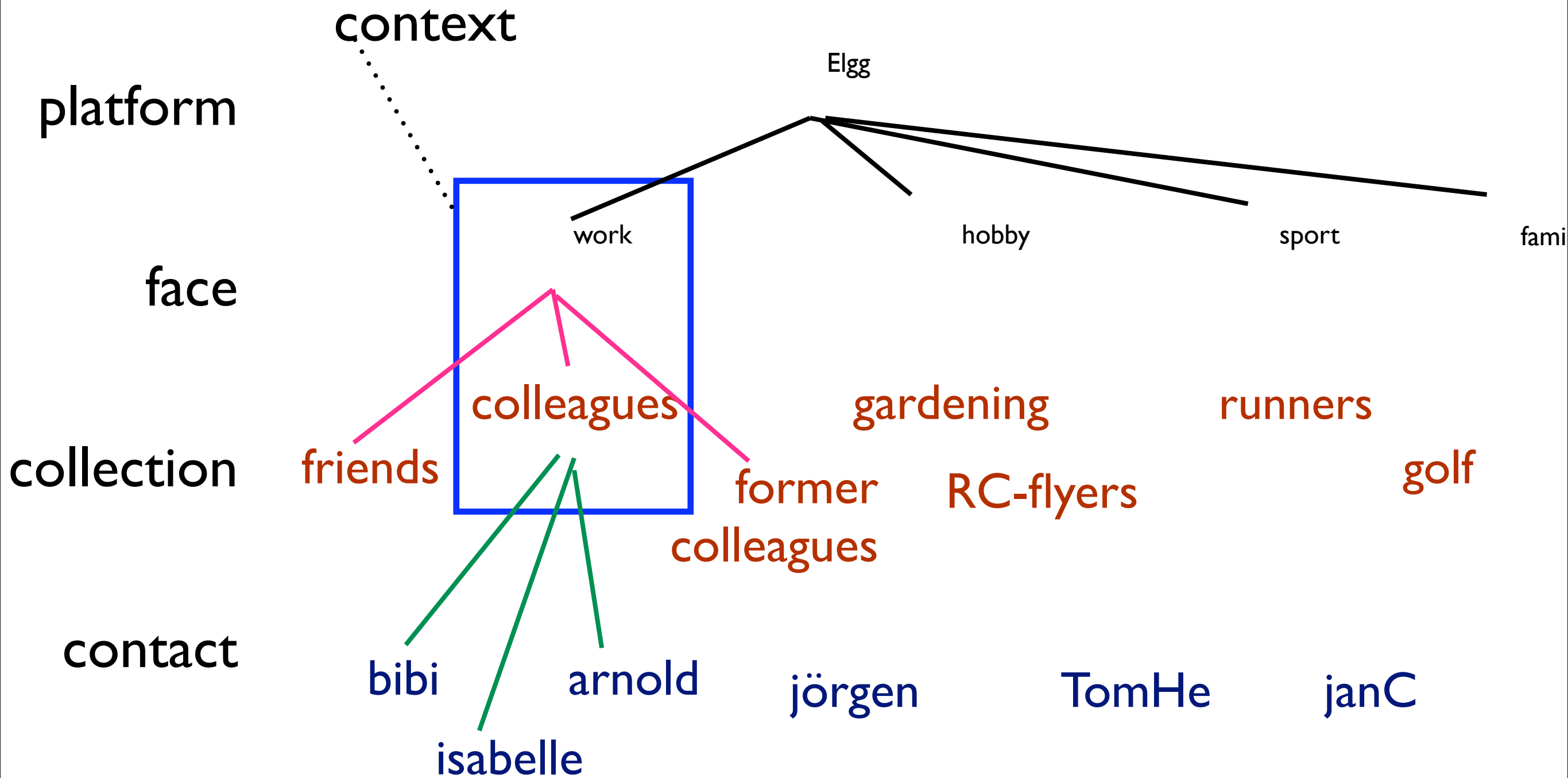
- **identity**

- **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)

terminology



<http://www.primelife.eu/>



r.e.leenes@tilburguniversity.nl

small print



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