Privacy on social networks

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Privacy Policy, Law, and Technology

Today's agenda

- Quiz

- Reminders for next week

- Location stuff from last time

- Stakeholder analysis

- Discussion: Social network privacy concerns

Next week

- Homework 5 due Tuesday

- Project proposal due Thursday

Literature Reviews – not great example

- Lin et al. used crowd-sourcing to analyze users' "expectations of apps' access to phone resources." The crowd-sourced expectations were used to design a new privacy summary interface for installation, which was more easily understood and efficient than the existing interface. Additionally, the authors found that telling users the purpose of the access improved decisions and eased their concerns [17] .

'Little Brothers Watching You:' Raising Awareness of Data Leaks on Smartphones
Balebako, R., Jung, J., Lu, W., Cranor, L., Nguyen, C., In Proceedings of the 2013 Symposium on Usable Privacy and Security

Literature Review – better example

- A wealth of previous work has examined users' perceptions and desires for smartphone privacy and security [9]–[13]. Users are often surprised by what permissions are requested by apps [14], the frequency of data collection, and the data recipients [15]. Furthermore, they often do not understand existing privacy notices, particularly in Android phones [16], [17]. While users are concerned about privacy and security, they are neither informed nor empowered to protect themselves.

The Privacy and Security Behaviors of Smartphone App Developers
Balebako, R., Marsh, A., Lin, J., Hong, J., Cranor, L. In Workshop 2014 Usable Security Experiments (USEC)

Location: In class work - individual

- When would you find it useful to share your location with an app, website, or friend?

- When would you not want to share your location?

- Specify a set of rules for sharing your location
  - What attributes are the rules based on?
  - How many rules do you need?

Group discussion on location privacy controls

- As a group, compare and contrast the rules you developed for sharing location

- Prepare advice for a company looking to implement this app on what controls they need for the user

- Prepare advice for the company on any other ways they can protect user privacy

By the end of class you will be able to:

- Be able to identify stakeholders in social network ecosystem

- Identify a range of privacy concerns and harms raised by social networks

- Identify potential ways to mitigate these concerns and harms

What is a stakeholder?

- Stakeholders – people who will be affected by a decision

- Brainstorm list of stakeholders

- What is each stakeholder's criteria for success?

- What can be done to satisfy the stakeholder?

Bryson, John M. "What to do when stakeholders matter: stakeholder identification and analysis techniques." *Public management review* 6.1 (2004): 21-53.

Why is it important to consider all stakeholders in digital privacy?

- Interconnected nature of technology

- Different definitions of privacy

- Different harms from privacy violations

Facebook regret example of stakeholders

- Pick one of the regrets from the Facebook Regret paper.

- Who are the stakeholders?

Discussion: Social network privacy concerns

- What types of privacy concerns and harms are raised by social network platforms?

- Who or what could help mitigate these concerns and harms?