computational social media

lecture 2: friending

part 4

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announcements

reading #2 will be presented today:
M. Kosinski, D. Stillwell, T. Graepel, Private traits and attributes are predictable from digital records of human behavior, PNAS, 2013

further info about projects will be discussed today
this lecture

introduction

a human-centric review of research on facebook

1. descriptive analysis of users
2. user motivations
3. user identity
4. privacy & information disclosure
4: privacy and information disclosure
people disclose personal information despite risks
the multifaceted nature of privacy

law
sociology
psychology
computing

“Privacy and technology are closely intertwined. Shifts in technology requires us to rethink our attitude toward privacy”

defining privacy

Privacy as “the right to be let alone” (Warren & Brandeis, 1890)

Information privacy: “The claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others” (Westin, 1967)

“A final definition of privacy is difficult. It is related, but not identical with, secrecy, solitude, liberty, autonomy, freedom, and intimacy”

“Privacy is often not a goal in itself, ..., but rather an expectation of being in a state of protection without having to actively pursue it”
Solove’s privacy taxonomy (2006) activities that might lead to privacy problems

- **INFORMATION COLLECTION**
  - Surveillance
  - Interrogation

- **INFORMATION PROCESSING**
  - Aggregation
  - Identification
  - Insecurity
  - Secondary Use
  - Exclusion

- **DATA HOLDERS**

- **INFORMATION DISSEMINATION**
  - Breach of Confidentiality
  - Disclosure
  - Exposure
  - Increased Accessibility
  - Blackmail
  - Appropriation
  - Distortion

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defining personal data

EU General Data Protection Regulation (GDPR), Article 4:

“‘Personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”

facebook & the real-name web
Facebook's Name Policy

What names are allowed on Facebook?

Personal Accounts

Facebook is a community where people use their real identities. We require everyone to provide their **real names**, so you always know who you're connecting with. This helps keep our community safe.

Names can't include:

- Symbols, numbers, unusual capitalization, repeating characters or punctuation
- Characters from multiple languages
- Titles of any kind (ex: professional, religious, etc)
- Words, phrases, or nicknames in place of a middle name
- Offensive or suggestive content of any kind

Other things to keep in mind:

- The name you use should be your real name as it would be listed on your credit card, student ID, etc.
- Nicknames can be used as a first or middle name if they're a variation of your real first or last name (like Bob instead of Robert)
- You can also list another name on your account (ex: maiden name, nickname, or professional name), by adding an alternate name to your Timeline
- Only one person's name should be listed on the account – Timelines are for individual use only
- Pretending to be anything or anyone is not allowed

Original Link (no longer available): https://www.facebook.com/help/292517374180078
“having two identities for yourself is an example of a lack of integrity”
“Use your full first and last name in a single language… Put nicknames of pseudonyms in the Other Names fields.” (summer 2011)

google+ essentially provides an identity service … the internet would be better if we had an accurate notion that you were a real person as opposed to a dog or a fake person … if you don’t want to use it, you don’t have to.”


E. Banks, Eric Schmidt: If You Don’t Want To Use Your Real Name, Don’t Use Google+, Mashable, Aug. 28 2011. Full transcript: https://plus.google.com/+AndyCarvin/posts/CjM2MPKocQP?fww=1
Your personal Google+ account is going away on April 2, 2019

Google+ Team <noreply@plus.google.com>  Sat, Feb 2, 2019, 4:21 AM

to me →

You've received this email because you have a consumer (personal) Google+ account or you manage a Google+ page.

In December 2018, we announced our decision to shut down Google+ for consumers in April 2019 due to low usage and challenges involved in maintaining a successful product that meets consumers' expectations. We want to thank you for being part of Google+ and provide next steps, including how to download your photos and other content.

On April 2nd, your Google+ account and any Google+ pages you created will be shut down and we will begin deleting content from consumer Google+ accounts.
«the real-name web is not a technology, it is a social practice and a system of values»
sharing your real name in physical life: not expected, not immediate, not forced

personal judgment, familiarity & trust

credit: Jonas Jacobson @ unsplash (cc): https://unsplash.com/photos/1iTKoFJvJ6E
the pre-2.0 web was

+ textual & simplified
  + no images, audio, video
  + users were authors of text
  + easier to be someone else

+ sparsely connected
  + discussions created about topics & interests, not people

+ strange
  + biased to tech-skilled people
  + one never knew exactly who was on the other side of screen

the real-name web is

+ detailed
  + images, audio, video
  + difficult to be someone else

+ densely connected
  + friends & family are online
  + discussions about people

+ familiar & day-to-day
  + the more people, the less strange
  + from “a place out there” to “data about here”

credit: OiMax @flickr (cc):
https://www.flickr.com/photos/oimax/2141263830

credit: Solen Feyissa @unsplash (cc):
https://unsplash.com/photos/iurEAYyyU_c

facebook: management & consolidation of identity

thefacebook (2004)
+ online real-name directory
+ extension of campus life
+ safe option to mySpace
+ new users adopted norms
+ network effects

facebook (2021)
+ identity service
+ used by thousands of apps to validate identity

implications: real-name photo tagging

FB photo tagging (fall 2005)
+ only one way: real names
+ no longer topics, objects, scenes
+ became world’s largest photo site

uses:
+ access to personal data and physical appearance
+ generation of relational data (events, groups)
+ identity verification when device is not identified
+ data labels for machine learning

credit: the manual facebook auto-tag, ambuj saxena @ flickr (cc): https://www.flickr.com/photos/ambuj/4417975055
regulations on personal data
regulations on personal data

REGULATIONS

REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 27 April 2016

on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

GDPR: European General Data Protection Regulation (effective May 2018)


Revised version (FADP-new) adopted by parliament in Sep 2020, expected to entry into force in 2022
typical configuration of GDPR ecosystem

University (controller)

Researcher

designates

Data Protection Officer

Monitors compliance

has rights

decides / executes

executes on behalf of the controller

has

Processing
(data collection, storage, profiling, ...)

Concerns

Personal data

Data subject
Can be identified by the controller

The data subject is every individual (natural person) who is identified by the controller, directly or indirectly, by the act of processing her personal data.

The data controller is the natural or legal person who decides how and why the personal data will be processed.

“The data processor is the natural or legal person who processes the data on behalf of the controller”

The data processor is the natural or legal person who processes the data on behalf of the controller.
Processing is any operation or set of operations on personal data or sets of personal data including data collection.

“The data protection officer is the person designated by the controller and/or the processor in case the processing is carried out by a public authority, contains systematic monitoring of data subjects, or consists of large scale processing of special data categories”
GDPR principles

P1: lawfulness, fairness & transparency
P2: purpose limitation
P3: data minimization
P4: accuracy
P5: storage limitation
P6: integrity & confidentiality
P7: accountability

“P1: Data must be processed in a lawful, fair and transparent way.
P2: Personal data may only be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes.
P3: Data may be processed only if they are adequate, relevant and limited to what is necessary with regards to the purpose of processing.
P4: Only data that are accurate and up to date, to the level that it is possible, may be processed.
P5: Data may only be processed for a period that is necessary for the processing and therefore the controllers must create criteria to determine what retention periods are suitable for their purposes.
P6: Controllers must apply technical and organizational measures in order to protect personal data they control against unauthorized and unlawful processing as well as accidental loss, destruction or damage.
P7: Data controllers have the responsibility to be compliant and to be able to demonstrate compliance when needed.”

what to remember

privacy
it is not a new societal issue
social media has opened up new ways that affects privacy

the real-name web
it is not a technology, but a practice and a value system
this design has shaped collective behavior & driven profits
it enables identity services and machine learning
it is a key source of privacy risks & power disparities

regulations for personal data
legal frameworks to protect individuals’ digital traces
national (FADP) or regional (GDPR), no worldwide agreement
questions?

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