Social Network Sites and Privacy

Marc Rotenberg
EPIC.ORG
University of Maryland
18 October 2006

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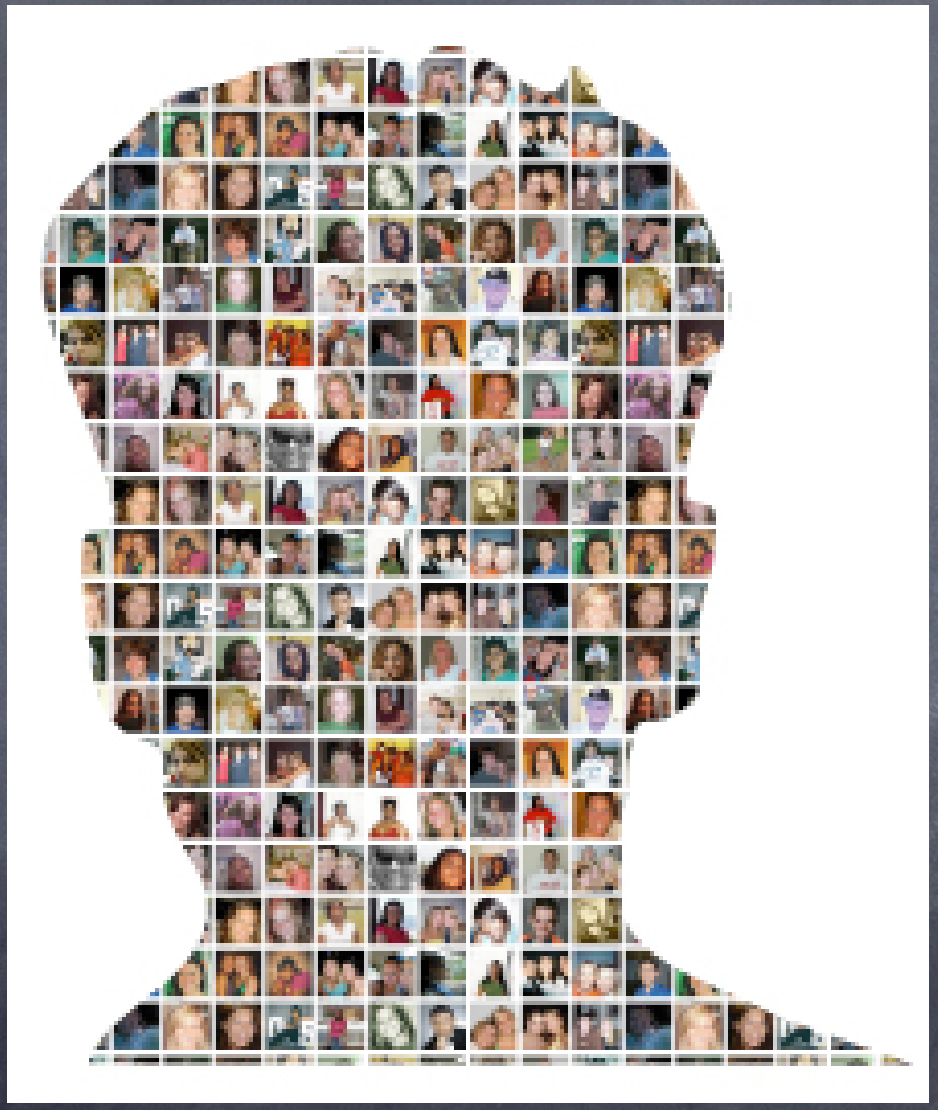
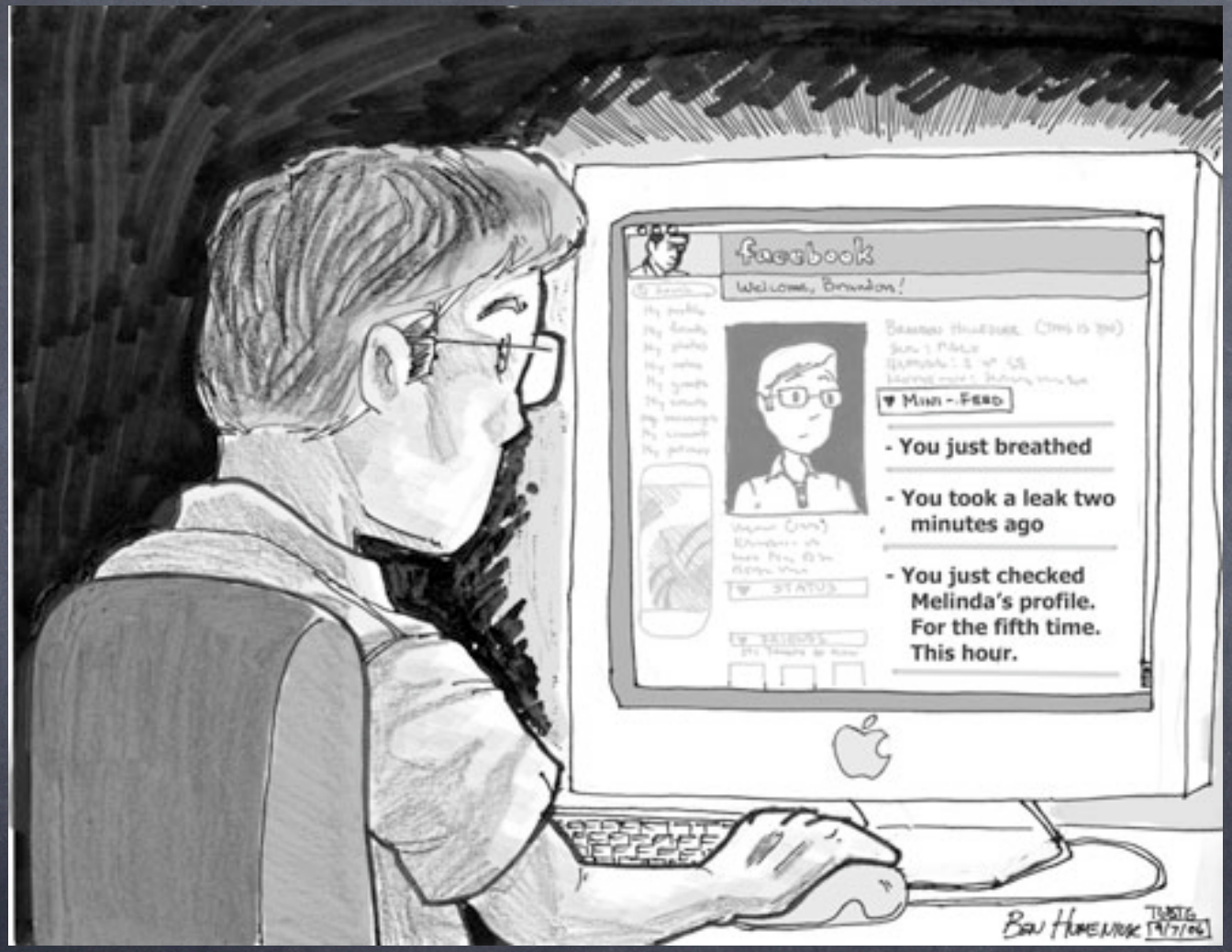
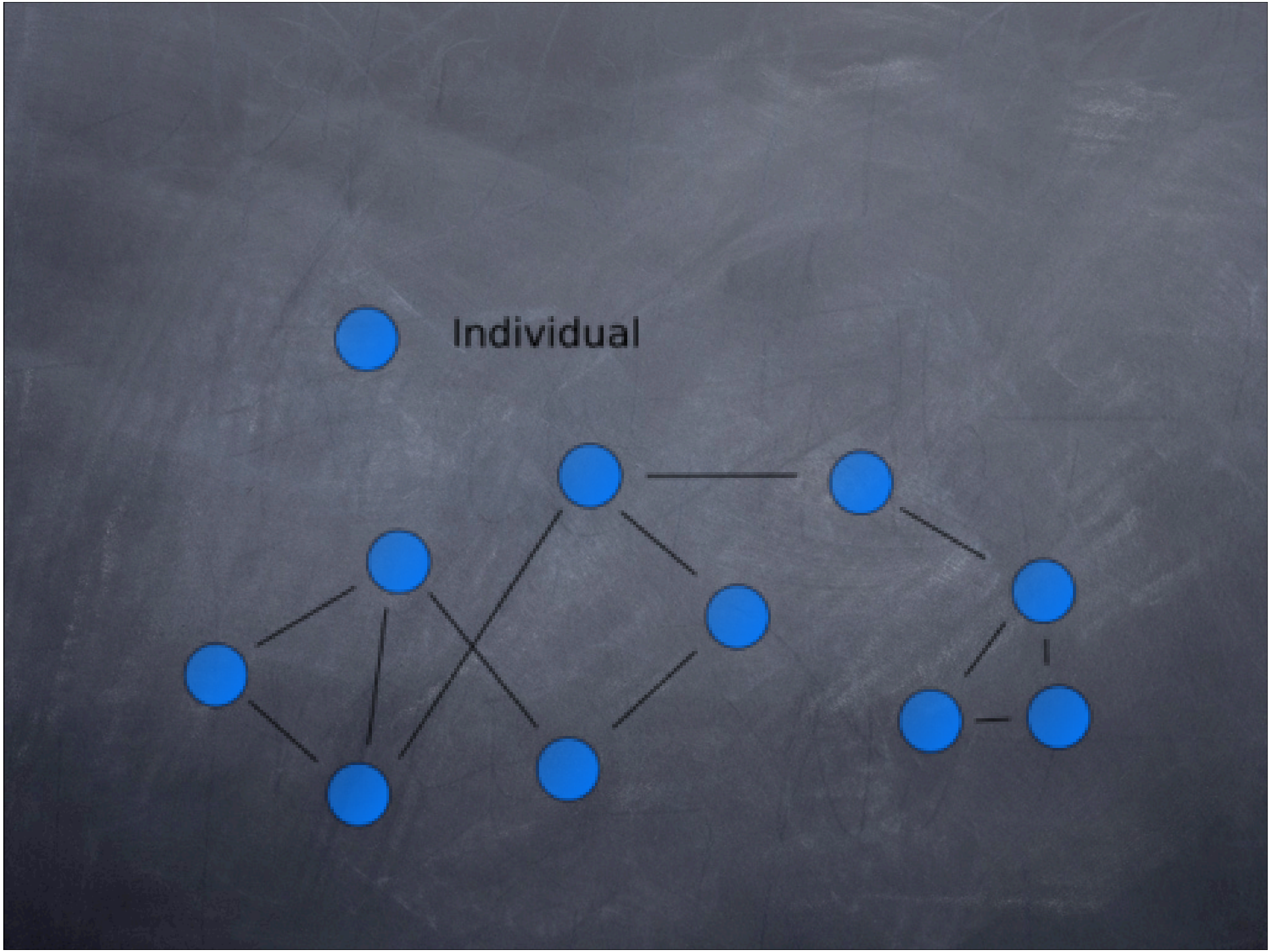
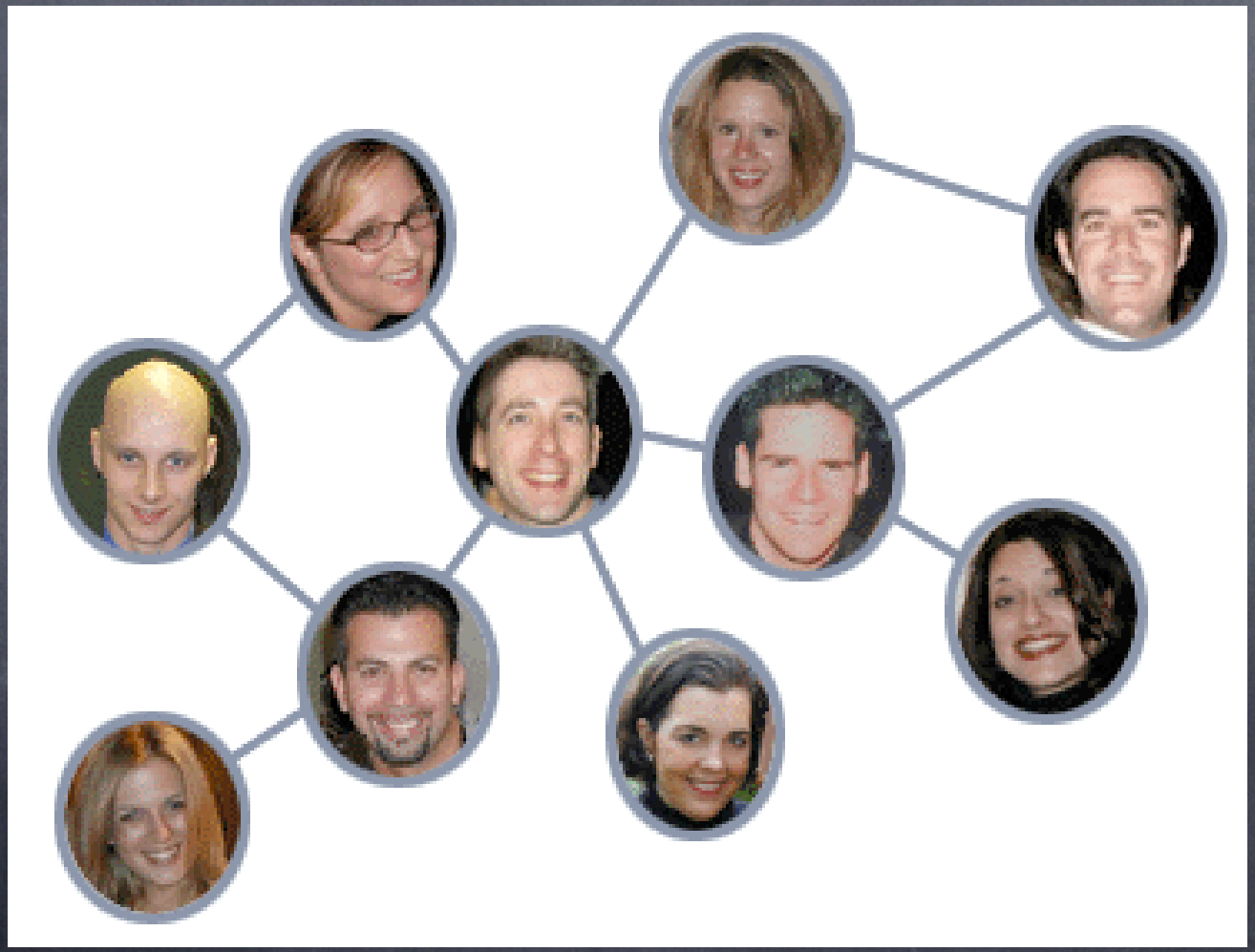
ELECTRONIC PRIVACY INFORMATION CENTER




facebook
Welcome, Brandon!
MINI-FEED
- You just breathed
- You took a leak two minutes ago
- You just checked Melinda's profile. For the fifth time. This hour.
STATUS
BEN HUMENIUK

What is a Social Network?


Individual



TERRAPIN

MSSB Social Networks Symp., Hanover, N.H., Sept. 18-21, 1975

Social Networks

- Friendships, contacts, collaboration, influence, organizational structure, economic institutions
- Social and technological networks are intertwined
- Technologies change our patterns of interaction

What is a Social Networking Service?

- "A social network service is social software specifically focused on the building and verifying of social networks for whatever purpose. Many social networking services are also blog hosting services. As of 2005, there are over three hundred known social networking web sites." (Wikipedia)

Popular Social Network Web Sites

General Networks

Bebo	22 m
Friendster	29 m
Facebook	7.7 m
MySpace	120 m
Xanga	40 m

HOT or NOT
[theface book]

Regional Networks

(Brazil)	Orkut	29 m
Estonia	connect.ee	39,000
S. Korea	Cyworld	15 m
Latvia	draugiem.lv	731,000
Sweden	LunarStor	1.2 m

cyworld

main | clubs | shop

People | Search | Help

Cyworld Login

Email Address

Go

Remember Email Address

Forgot Your Password?

NOT A CYWORLD MEMBER?

Learn More | Sign Up Now

Notices & Promotions

- A note for our MSN/Hotmail users. Learn More ...
- Cyworld clubs, now smarter and better looking! Learn More ...
- Acorns on sale now! Learn More ...
- A note for our Mac & Firefox users. Learn More ...

featured members More

Luz Ma F
flamboyant, loud, ad..

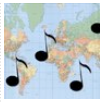
Jenny F
im a dreamer ^^..

VIC or Biks M
I'm very fri..

featured clubs More

c y p e o p l e
Leader: Jason

Sushi Lovers
Leader: Danielle



International Music Club
Leader: Claire

today's topic

Pets
Is there a furry member of your family? Are you a dog person or a cat person? Trade training tips and cute pix in these fun clubs.

Related Clubs & Minihomes

- Karen
- Petworld
- Wawa
- Cat World

Advertisement

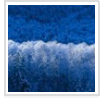
new members Refresh

alexand.. F

Am F

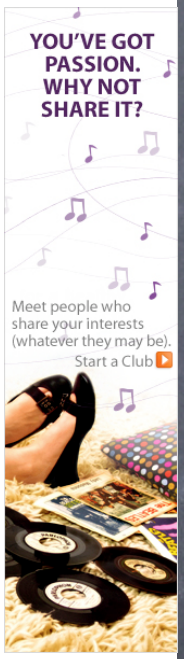
Dru M

Jesse M



Peter M

Timothy M



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Ethnic Networks

African-American	BlackPlanet	18 m
Latinos	MiGente	3.6 m
Vietnamese	VietSpace	20,000
Latvia	draugiem.lv	731,000
Sweden	LunarStor	1.2 m

New Members

Mz_Dymo...

destiny132

G-LOVE4000

MAJIC_23

SHEMALE...

14,762,109 Members
50,925 Online Now!

ALREADY A MEMBER?

Member Name

Password

Remember Me Forgot your password?

Enter

NOT A MEMBER YET?

SIGN UP NOW PREVIEW SITE

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Advertise with Us

Activity Networks

Cars	CarDomain	1.8 m
Dating	match.com	12 m
Goth	VampireFreaks	650,000
Photos	Flickr	2.5 m
Travel	WAYN	5.5 m

Already a member? Sign in.

flickr GAMMA™

The best way to **store**, **search**, **sort** and **share** your photos.

Sign up!

Or, learn more.

The mother of excess is not joy but joylessness. - Friedrich Nietzsche

Find a photo of...

GO

Or, browse popular tags?

Explore Flickr

Browse interesting photos shared over the last 7 days.

ADVERTISEMENT

Nikon

What is stunning?
See what is stunning in the eyes of Flickr photographers.
Share your photos in the Nikon Stunning Gallery.

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PIGEONBLOG

about | pigeons | pollution | MAP | faq | BLOG | schedule

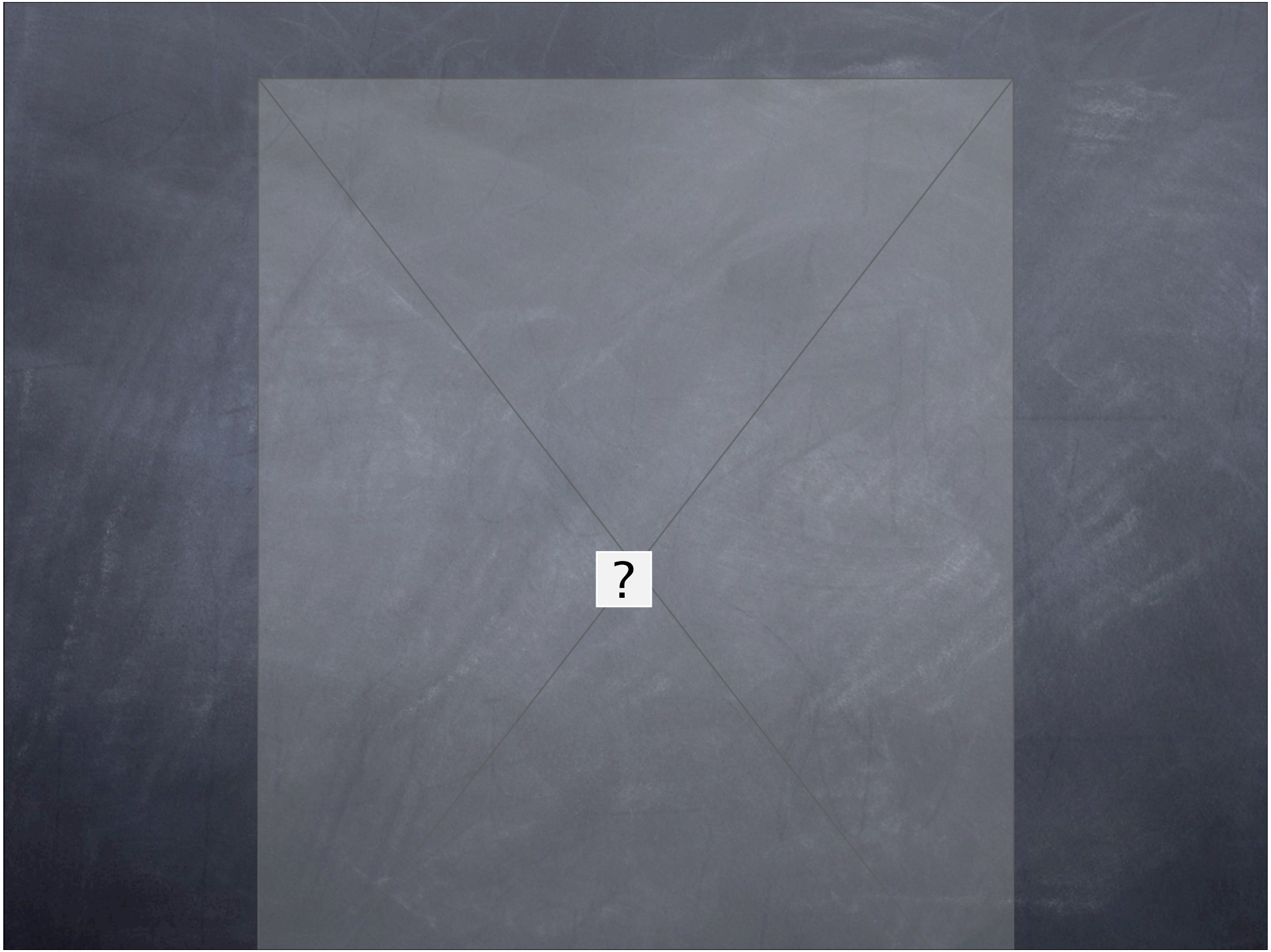
about
- PIGEONBLOG
- blurb
- statement
- credits
- pollution corps
  - members

documentation

- stills
  - lab/development
  - testflights/pigeons
  - releases/installation
- video
  - Test Flight (Jun '06)

technology
- hardware
  - schematic
  - board
  - parts list
  - pdf (download)
- software
  - microcontroller
  - pollution visualization
  - google map integration
- pollution sensor
  - sensor

Contact - upcoming events - press coverage -



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- pollution sensor
  - sensor

Contact - upcoming events - press coverage -

PigeonBlog provides an alternative way to participate environmental air pollution data gathering. The project equips urban homing pigeons with GPS enabled electronic air pollution sensing devices capable of sending real-time location based air pollution and image data to an online mapping/blogging environment. Pigeonblog is a social public experiment between human and non-human animals.

PigeonBlog will be launched at ISEA 2006 in San Jose.

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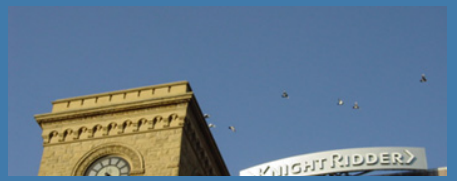
Contact - upcoming events - press coverage -

Releases / Installation

clocktower release



El Rancho Charter School [07/26/06-12:29 PM]
Select Color Scheme...
Carbon Monoxide (ppm)
.1
.5
1
5
10
Alt 331.0ft (100.90m)
Dist 0.07mi (.11 km)
Speed 1.8mph (2.9 km/h)
Flock
Nitrogen Oxides
LOW
MEDIUM
HIGH
El Rancho Charter School 07/26/06-12:29 PM
Google
Map: PigeonBlog - Terms of Use
Scott
Anna
Rachel
Nusha
Louis
Ashkan
Amanda
Bob
Natasha
Shirin
Victoria
Maria
Michele
Joshua
Ricardo
Laura

El Rancho Charter School [07/26/06-12:29 PM]
Select Color Scheme...
Carbon Monoxide (ppm)
.1
.5
1
5
10
Alt 301.3ft (91.85m)
Dist .37mi (.59 km)
Speed 1.0mph (1.7 km/h)
Flock
Nitrogen Oxides
LOW
MEDIUM
HIGH
El Rancho Charter School 07/26/06-12:29 PM
Google
Map: PigeonBlog - Terms of Use
Scott
Anna
Rachel
Nusha
Louis
Ashkan
Amanda
Bob
Natasha
Shirin
Victoria
Maria
Michele
Joshua
Ricardo
Laura

Your Personal Life Online

- Your web page
- Family, friends, photos
- Favorite movies, music
- Current boyfriends / girlfriends, ex's, future boyfriends / girlfriends
- Ethnicity, religion, sexual orientation

Who Gets Access to Your Page?

- Not clear
- Some closed networks change the rules
- Facebook -- originally for .EDU, now anybody has access
- Privacy policies
- change ;-<

Privacy?

- "Your software has a trace of your activities and over time knows more about you than you do."

Does It Matter What You Post?

AMERI
RAZIE

Job Recruiters are Looking at Social Network Sites

Employers Use "Facebook" and "MySpace" to Weed Out Applicants

VIDEO KARE-TV Video Report

By Amy Hockert
KARE-TV Minneapolis

Colleen Seeker is a sophomore at the Carlson School of Management, who's a few years away from job-seeking in the real world. And, at the moment, she isn't too worried about what potential employers might learn about her online. "If it's going to happen, it's going to happen, oh well."

Teachers are Looking at Social Network Sites

CONTRA COSTA TIMES

Posted on Mon, Oct. 09, 2006

Some teachers squeeze their way into MySpace

Sindya N. Bhanoo
TIMES CORRESPONDENT

BERKELEY - In the online world of MySpace, teenage life can seem like one big party. But what happens when teachers drop in?

"Students post stuff and pictures on MySpace of them doing things that under-21-year-old people shouldn't be doing,"' Berkeley High media studies teacher Philip Halpern said.

Law Enforcement is Looking at Social Network Sites

Facebook clues police into parties

COPS JOIN EMPLOYERS, UNIVERSITY IN TROLLING STUDENT PROFILES

By DOMINICK TAO
Alligator Writer

Editor's note: A clarification has been added to this story.

Andrew Vogeney is throwing a party this weekend, complete "with two kegs, music and tons of drunkenness," according to his Facebook.com event invitation.

Officers with the Gainesville Police may already know about Vogeney's "Tennessee Trash Bash" event because they have access to the popular social networking site.

Gainesville Police has been using sites like Facebook and MySpace.com to locate parties and sometimes check on them, according to a memo from police Capt. Ed Book to Chief Norman Botsford.

Pedophiles are Looking at Social Network Sites

MySpace Predator Caught by Code

Serial child molester Andrew Lubrano was looking to hook up with underage boys on MySpace, when a computer search by Wired News picked him out of the site's 100 million-plus user base, along with over 700 other registered sex offenders. MySpace says it can't do the same. By Kevin Poulsen. Oct 16, 2006 | 2:00 AM

Today's investigatory target, 39-year-old Andrew Lubrano, has been less careful, and now he faces his fourth arrest for a sex crime. Lubrano was sentenced to three years probation in 1987 for sexual abuse against a 7-year-old boy, according to police. In 1988, he got another probation term for second-degree sex abuse. In 1995, he earned a 3 to 9 year prison term for sexually abusing two boys he'd been babysitting, one 11, the other 9.

The parole board turned Lubrano down three times, and he was cut loose in September 2004 largely unsupervised, having served every day of his nine-year max. By November 2005 he was on MySpace, making friends.

pancake 26

"talk to me online on aim "drewwho26""

Male
39 years old
CENTEREACH, NEW YORK
United States

Last Login:
6/2/2006

View My: **Pics** | **Videos**

Stalkers are Looking at Social Network Sites

myspace
a place for friends
stalkers

myspace
a place for ~~friends~~
stalkers

What About Identity Theft?

IDENTITY THEFT
Data Clearinghouse

Identity Theft
Victim Complaint Data

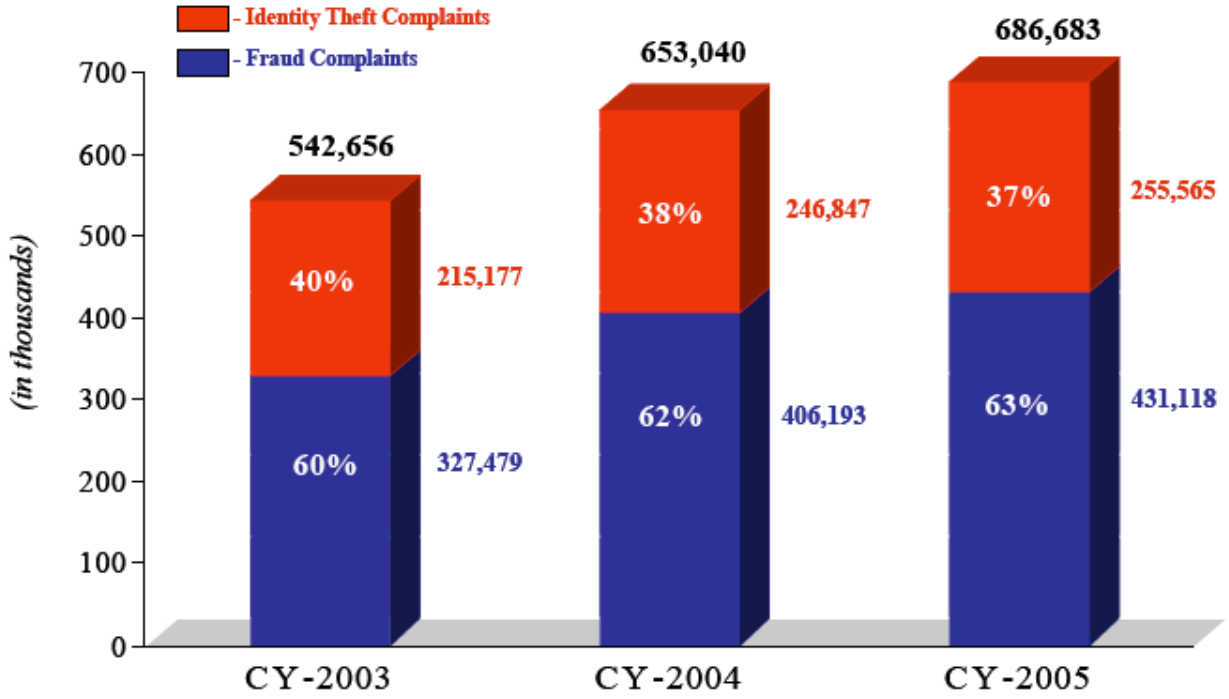
Figures and Trends

January 1- December 31, 2005

Federal Trade Commission

Washington, DC

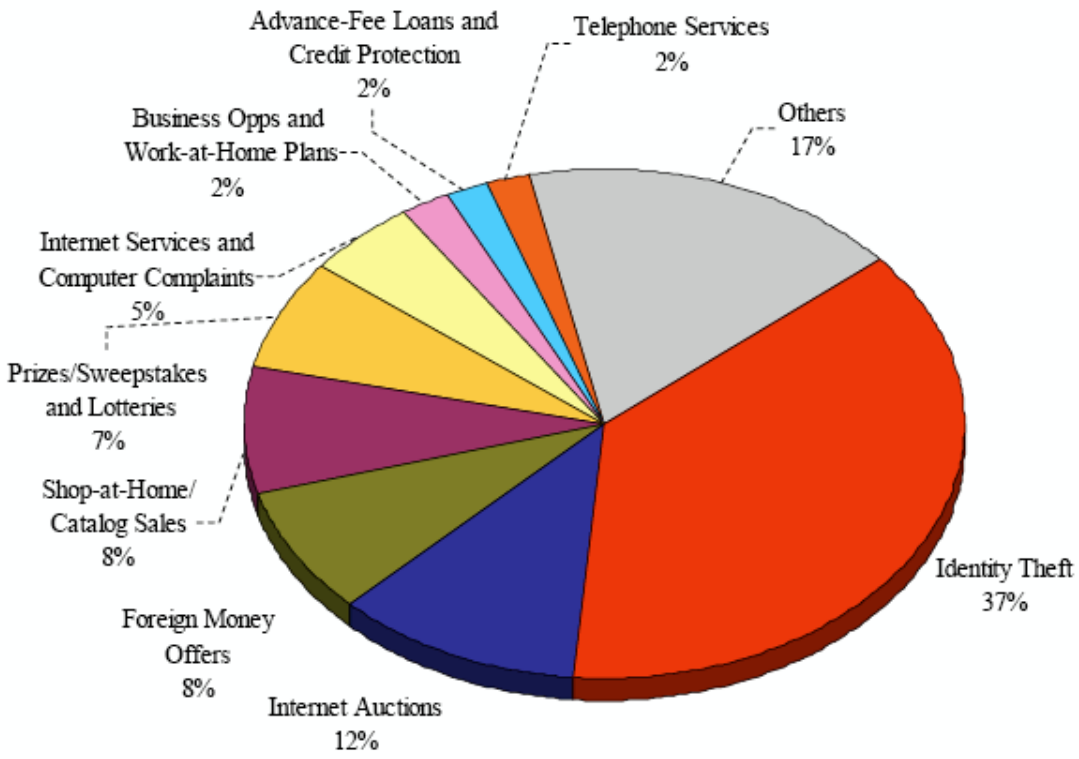
Figure 1
Sentinel Complaints by Calendar Year[1]



[1]Percentages are based on the total number of Sentinel complaints by calendar year. These figures exclude "Do Not Call" registry complaints.

Federal Trade Commission
Released January 25, 2006

Figure 2
Sentinel Top Complaint Categories[1]
January 1 – December 31, 2005



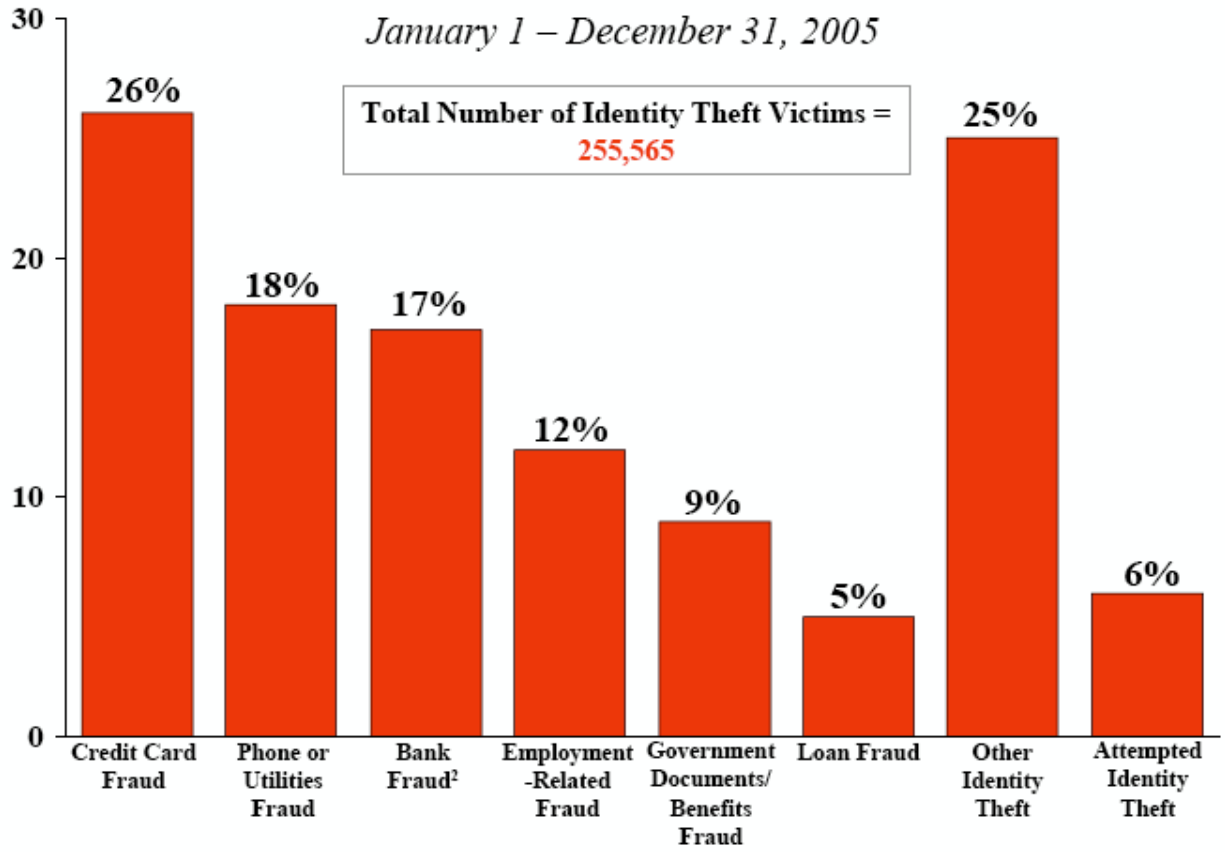
[1]Percentages are based on the total number of Sentinel complaints **(686,683)** received between January 1 and December 31, 2005.

Federal Trade Commission
Released January 25, 2006

Figure 4

How Victims' Information is Misused[1]

January 1 – December 31, 2005



[1]Percentages are based on the total number of identity theft complaints (255,565). Percentages add to more than 100 because approximately 20% of victims reported experiencing more than one type of identity theft. All victims reported experiencing at least one type of identity theft.

[2]Includes fraud involving checking and savings accounts and electronic fund transfers.

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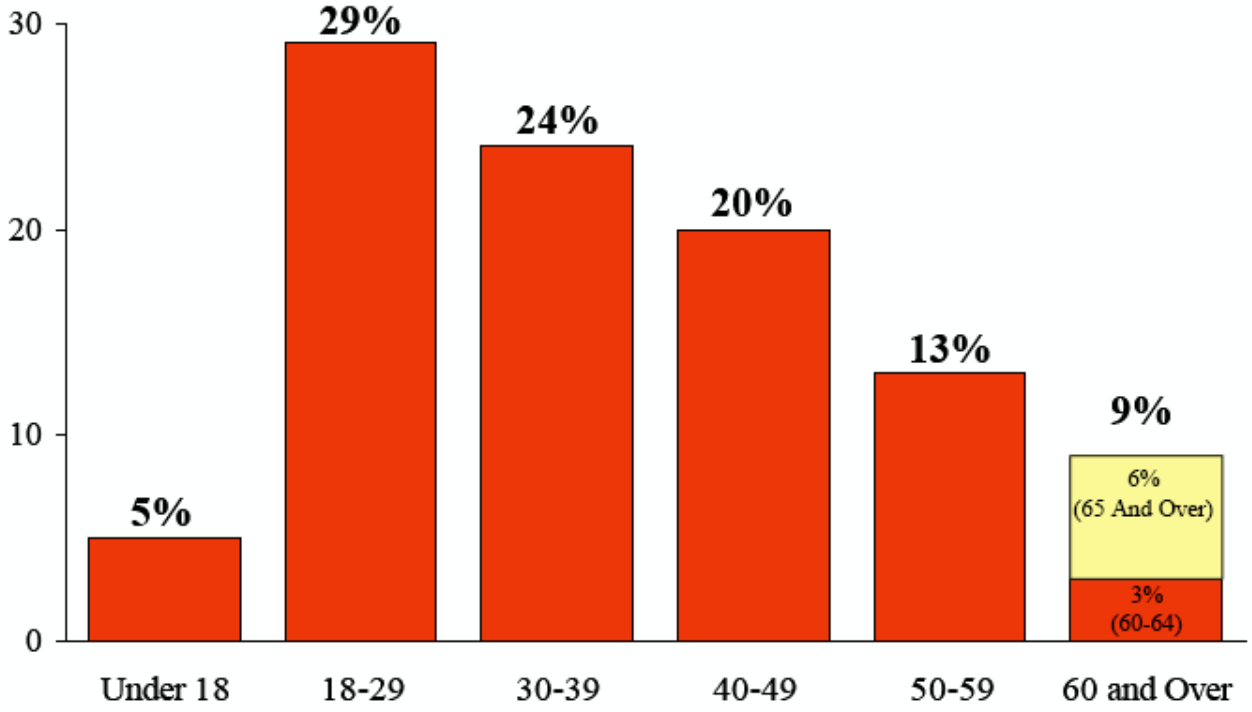
IDENTITY THEFT
Data Clearinghouse

Figure 6
Identity Theft Complaints by Victim Age[1]

January 1 – December 31, 2005



[1]Percentages are based on the total number of identity theft complaints where victims reported their age (239,277). 95% of the victims who contacted the Federal Trade Commission directly reported their age.

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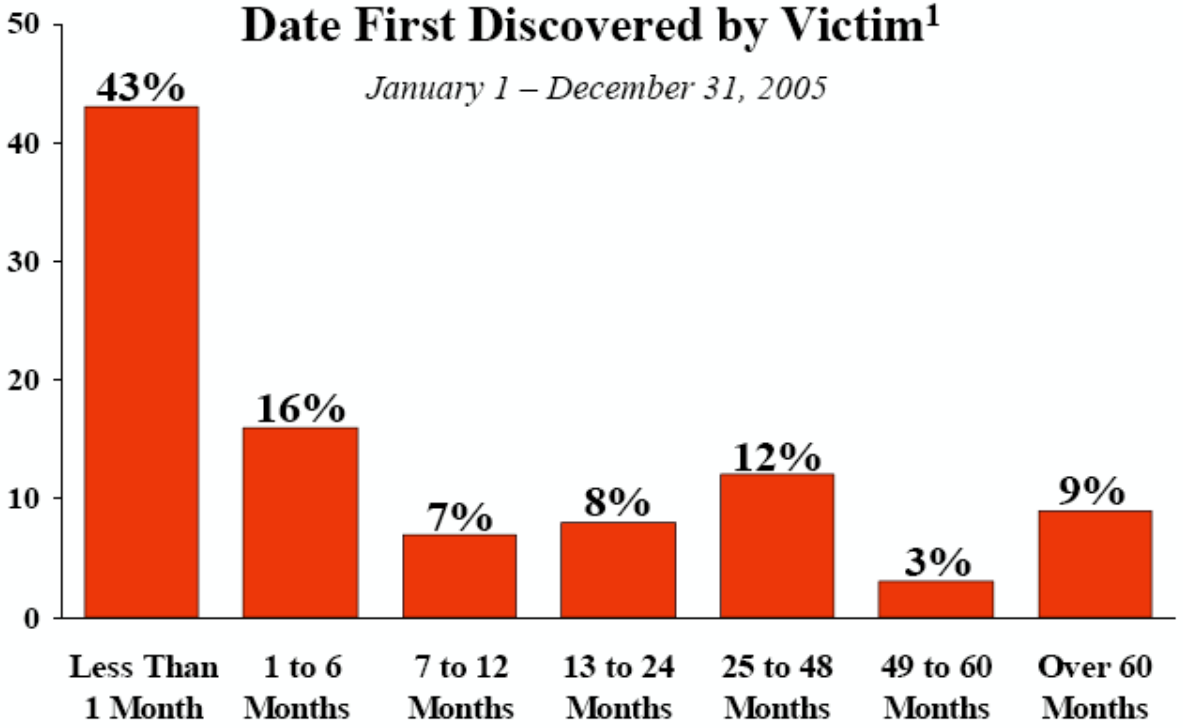
Figure 8
Number of Months Between Date Identity Theft First Occurred and Date First Discovered by Victim[1]

January 1 – December 31, 2005



[1]Percentages are based on the total number of identity theft complaints where victims provided the dates on which the identity theft first occurred and they first discovered it (135,437). 54% of the victims who contacted the Federal Trade Commission directly reported this information. Because some victims experienced multiple instances where their information had been misused, these figures do not track the amount of time it took a victim to discover a particular instance of identity theft, but, rather, the amount of time between the initial misuse of the the victim's information and when the victim first discovered that their information had been misused.

Federal Trade Commission
Released January 25, 2006

Welcome to the Federal Trade Commission

Your National Resource about Identity Theft

This website is a one-stop national resource to learn about the crime of identity theft. It provides detailed information to help you Deter, Detect, and Defend against identity theft. While there are no guarantees about avoiding identity theft, there are steps you can take to minimize your risk and minimize the damage if a problem occurs:

Deter identity thieves by safeguarding your information

Detect suspicious activity by routinely monitoring your financial accounts and billing statements

Defend against ID theft as soon as you suspect a problem

Privacy Protest at Facebook

facebook
Joe Public's Profile
(This is you)
N. Illinois
Empty Walls?
20% OFF SALE

News Feed

What is News Feed?

News Feed highlights what's going on in and around your Facebook network by listing the latest stories about your friends on your Facebook home page. You will only be notified of actions that you would have been able to see by clicking around the site. We also display external news articles that might be of interest to you. It's like we started delivering the mail to you instead of forcing you to pick it up on your own.

Facebook.com Users Against the "News Feed" and "Mini Feed"

View Current Signatures - Sign the Petition

To: Administrators of Facebook.com

To the administrators of Facebook.com on the date of September 5, 2006:

Whereas Facebook.com is a social networking Web site and utility owned as a private company started in February 2004 by Mark Zuckerberg;

Whereas Facebook.com is a useful and entertaining tool for those on its networks;

Whereas the users on Facebook.com support the site's stated philosophy of helping people spread information through social networks;

Whereas the users on Facebook.com understand the privacy settings and their role in protecting personal, private information;

Whereas drastic changes were make to Facebook.com on September 5, 2006, including the introduction of the "News Feed" and "Mini Feed" that call into question the safety and privacy of its more than 9 million users;

Whereas there has been an unprecedented outpouring of opposition to the changes within the community;

Whereas many users feel uncomfortable participating on Facebook.com because of the changes to the point that some have deactivated their accounts;

We, the Facebook.com user community:

--Encourage Facebook.com administrators to actively communicate and consult with users in a democratic dialogue concerning any current and future changes.

AND:

--Demand the immediate removal of the "news feed" and "mini feed" feature from Facebook.com.

OR:

--Allow an individual to remove himself or herself from the "news feed" and "mini feed" feature on other users' page.
--Allow an individual to remove his or her own personal "news feed" and "mini feed" feature from his or her personal profile.

Sincerely,

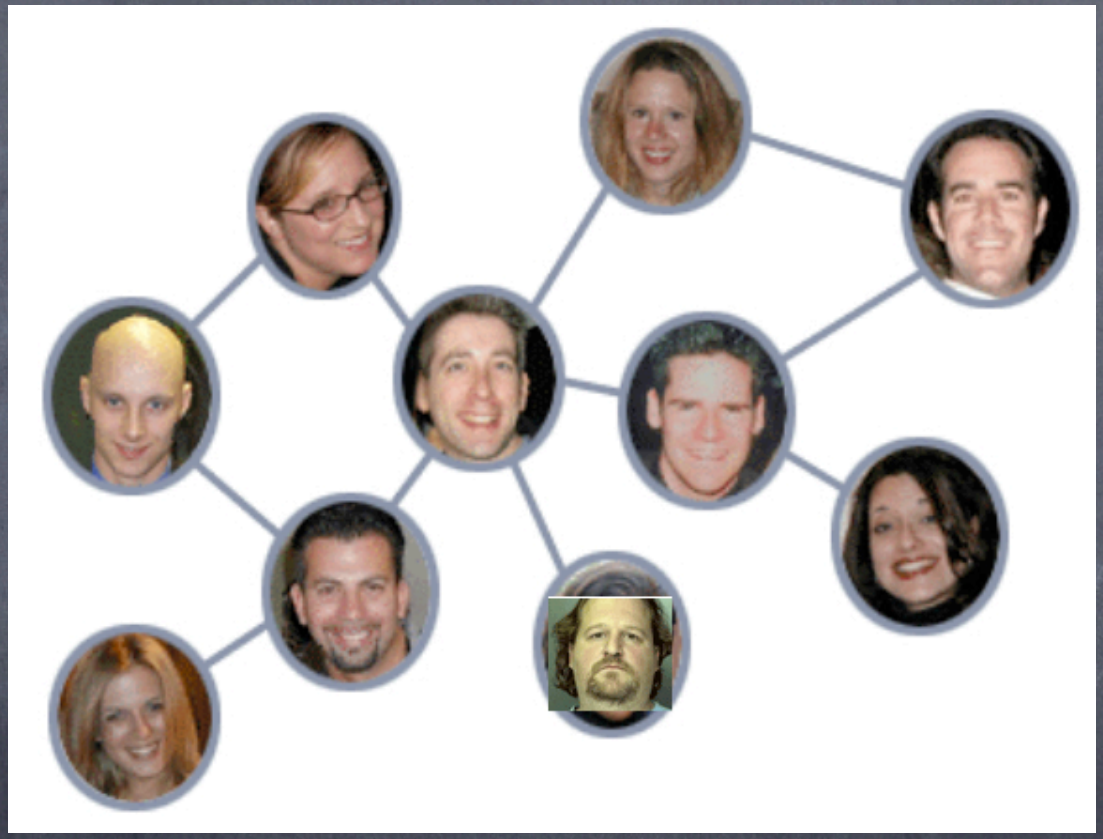
The Undersigned

But why did the protesters settle for opt-out?
(Privacy is in the defaults)

> * Privacy is an experience that people have, not a state of data.
> * The ickyness that people feel when they panic about privacy comes from the experience of exposure or invasion….

References

- Wikipedia
- epic.org
- ftc.gov
- Google search
- "Convergence of Technological and Social Networks" (Jon Kleinberg)



Be safe out there
(and online)

UNIVERSITY OF MARYLAND
iTerp
Create your mix in 2006
HOMECOMING 2006 Schedule

Thank you