Social Contact In The Time of Tech

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“Hello, World” – it’s the WORLD Wide Web

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And, to some degree, we’re anonymous

So … we can behave however we like, right?
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NOT
“Offensensitivity”

- A good guideline for online behavior is [www.css-discuss.org/policies.html#offensensitivity](http://www.css-discuss.org/policies.html#offensensitivity)

- Key points – when writing online discussion
  - Thousands of people will see it
    - You can easily and unintentionally offend them
    - They can easily and unintentionally offend you
  - The collision comes from different cultures, social norms, backgrounds, assumptions, religions ...
    - You’re not wrong; they’re not wrong ... just different
    - They’re no more likely to change their thinking than you
  - Tolerance, open-mindedness, respect needed

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Justice Louis Brandeis

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What it means if you are not a Supreme Court Justice –

- In the past privacy – protected by 4th Amendment – couldn’t be violated for careful people
- Technology has changed all that
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Privacy: A Definition

- **Privacy**: *The right of people to choose freely under what circumstances and to what extent they will reveal themselves, their attitude, and their behavior to others.*
  - It’s a human right – explicit in many countries
  - You choose to do the revealing, no one else
  - You can’t live like a hermit; you must reveal
  - With strong privacy protections – the US has almost none – it’s OK to reveal, because the receivers of the information must keep it private
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A business transaction ... creates information

- Date, Time, Store, Cashier, Product, Price, Other stuff in “market basket,” ... can it be connected to you?
- Pay by cash ... not so likely
- Pay by credit/debit card, give frequent customer number, apply for warranty coverage, etc.

Whose Information Is It and What Happens To It?
A business transaction ... creates information. If its socks, who cares ... other products are more sensitive.
You and the store seem to be the rightful owners of the information

How could it be used?

- No uses – store keeps it only to insure it’s paid
- Opt IN – store uses it only if you approve, say for further business activities involving you
- Opt OUT – store can use the data however it wants unless you object
- No limits – any use of the data is fine including identity theft
Are You Pregnant?

- Target data mines customers and can figure out the likelihood a woman is pregnant [NYT]
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- The Wonders of Frequent Buyers Cards
  - 25 “key products”
  - Ex: more unscented lotion;
  - Ex: more dietary supplements like Fe
  - Ex: large handbag

Right 7 times in 8
Target data mines customers and can figure out the likelihood a woman is pregnant [NYT]

What Target discovered fairly quickly is that it creeped people out that the company knows about their pregnancies in advance.

“If we send someone a catalog and say, ‘Congratulations on your first child!’ and they’ve never told us they’re pregnant, that’s going to make some people uncomfortable,” Pole said. “We are very conservative about compliance with all privacy laws. But even if you’re following the law, you can do things where people get queasy.”
For our online social problems one thing we cannot blame is the technology ... it’s neutral.

OECD Fair Information Practices:

- **Limited Collection**
  There should be limits to the personal data collected; data should be collected by fair and lawful means, and with the knowledge and consent of the person whenever possible.

- **Purpose**
  The purposes for collecting personal data should be stated when it is collected; the uses should be limited to those purposes.

- **Quality**
  The data should be relevant to the purpose of collection; it should be accurate, complete, and up-to-date.
Use Limitation
Personal data should not be disclosed or used for purposes other than stated in the Purpose Principle, except with the consent of the individual or by the authority of law.

Security
Personal data should be protected by reasonable security measures against risks of disclosure, unauthorized access, misuse, modification, destruction, or loss.

Openness
There should be general openness of policies and practices about personal data collection, making it possible to know of its existence, kind, and purpose of use, as well as the contact information for the data controller.

Participation
An individual should be able to (a) determine if the data controller has information about him or her, and (b) discover what it is. If the request is denied, the individual should be allowed to challenge the denial.

Accountability
The data controller should be accountable for complying with these principles.
Edward Snowden

- Edward Snowden told Americans that the NSA was collecting its phone call metadata ...
- Many Americans thought this was wrong, and felt violated ... what was wrong?
  - **Purpose** was to conduct phone business responsibly
  - **Use limitation** says they can’t change purpose w/o your ‘yes’
  - NSA changed it’s purpose
What Can You Do?

- Lobby for better privacy controls – Most developed nations have **strong** privacy laws
- EU, CA, AU, HK, NZ, CH, ...
- The US? Very, very limited, because ...

- ALWAYS pay attention to privacy settings
Even though we do the “revealing” we may be wise not to reveal “all”

- People have lost jobs based on FB posts
- The problem FB and Tweeter, etc. are widely accessed
  - Grandmother (a FB user, too!), HR department, etc.
- Because of technical considerations, the info is not likely to go away ... even if you try deleting
The Problem

- When you look for a job, HR will probably check
- When people first meet you (a potential love interest, say), he/she will almost always check you out ... what image do you want to present?
- You’re not really anonymous after all

Guidelines: Watch posts about behavior, schedule, biases, employer, and drama in your life
Guidelines – Think Twice About …

- Behavior – text or photos on socially unacceptable behavior has cost people jobs
- Schedule – posting or tweeting where you are not – “Off to Hawaii” – is direct help to burglars
- Biases – “hating” others is easy enough to do, but is that how you want your public image?
- The boss may follow your thoughts on your job
- Drama – the drama in our lives often consumes us; it’s hard not to tweet or post about it, but it often reveals information about others
“Do Not Track”

- Tracking means browsers – Chrome, Safari, Internet Explorer, Firefox, ... – send info about your browsing behavior (sites you’re visiting, what you clicked on) back to 3rd parties (marketing, advertising groups, anyone else)
- If that’s OK, do nothing; If that’s not OK –
  - Use Firefox always; avoiding tracking is easy
  - Set “do not track” flag: preferences > security
Copyrights

- Protecting your info is not the only problem
- How you use other people’s work is one, too.

- Intellectual property is something produced by one’s intellect: art, novels, photos, music, poetry, performances, software, textbooks

- Making a copy of the work for sale or distribution is the right of the creator
  - YOU are the creator of all you create (if not at work)
  - It is illegal to copy someone’s creation for “other than personal use”
“Music and videos” are widely stolen
Most people who have posted to the WWW have probably violated copyright laws
Owners must “defend” their copyrights, making it a very uncomfortable situation
- RIAA and MPAA are a war with users
- Congress, without understanding what it’s doing, nearly passed
  - SOPA – Stop Online Piracy Act
  - PIPA – Protect Intellectual Property Act
The situation is busted
One Bright Spot

- The Creative Commons allows rights holders to share them while keeping those the want

**ATTRIBUTION:** Others are to allowed copy, distribute, perform, etc. work, as well as create other work based on it, and you get credit for it.

**NONCOMMERCIAL:** Others are allowed to copy, distributed, perform, etc. work, as well as create other work based on it, as long as the result is not for sale.

**NO DERIVATIVE WORK:** Others are allowed to copy, distributed, perform, etc. work, as long as those are verbatim; no derivative works can be created from it.

**SHARE ALIKE:** Others are allowed to distribute derivative works only under a license identical the one governing your work.
Privacy is a human right. We all deserve it, but in the US it is consistently compromised.

Inform yourself – the EFF (Electronic Freedom Foundation), ALA (American Library Association), and the ACLU (American Civil Liberties Union) are avid defenders of privacy.

Act – a variety of simply changes (do not track) can keep much of your information private.

Summary