computational social media

lecture 2: friending

part 4

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EPFL

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

public campaign 2012

2018

https://www.youtube.com/watch?v=CMZTbMFK5eA

the multifaceted nature of privacy

sociology

computing

law

psychology

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

M. Langheinrich, Privacy in Ubiquitous Computing. In J. Krumm, (Ed.), Ubiquitous Computing Fundamentals, CRC Press, 2010

Photo credit: Mel Poole on Unsplash

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)

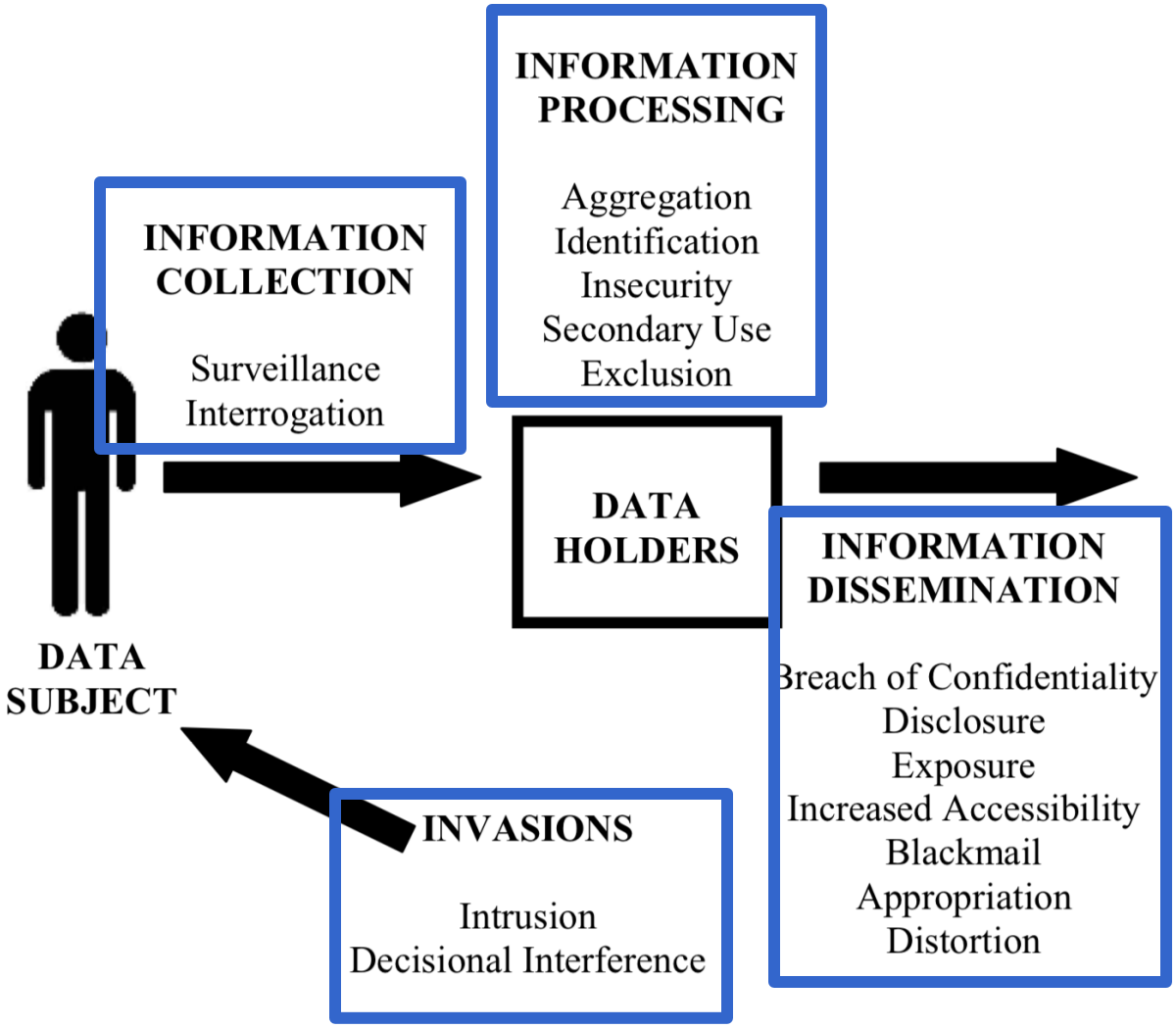
‘’A final definition of privacy is difficult. It is related, but not identical with, secrecy, solitude, liberty, autonomy, freedom, and intimacy’’

‘’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’’

Photo by Todd Diemer on Unsplash

M. Langheinrich, Privacy in Ubiquitous Computing. In J. Krumm, (Ed.), Ubiquitous Computing Fundamentals, CRC Press, 2010

Solove's privacy taxonomy (2006)
activities that might lead to privacy problems



D. J. Solove, A Taxonomy of Privacy, University of Pennsylvania Law Review, Vol. 154, No. 3, Jan. 2006

M. Langheinrich, Privacy in Ubiquitous Computing. In J. Krumm, (Ed.), Ubiquitous Computing Fundamentals, CRC Press, 2010

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”

https://ec.europa.eu/info/law/law-topic/data-protection_en

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.

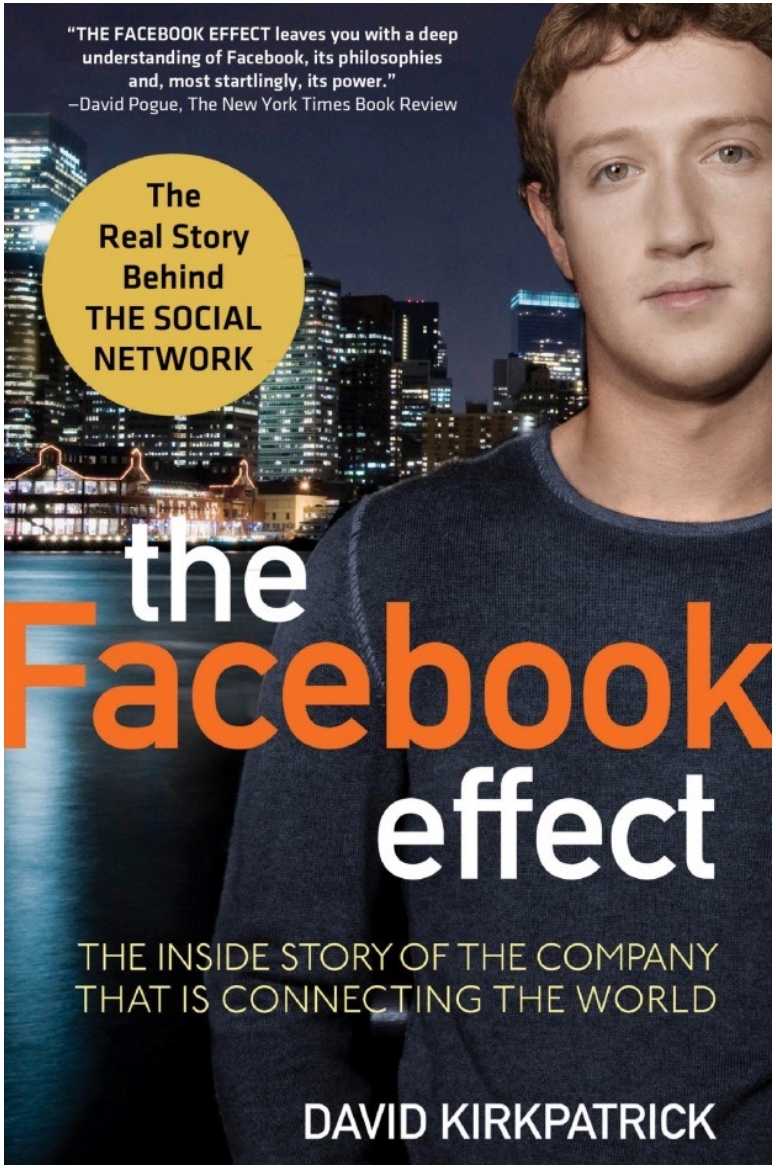
Names can't include:

- 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
Slightly toned down version (accessed March 2022):
https://www.facebook.com/help/112146705538576/

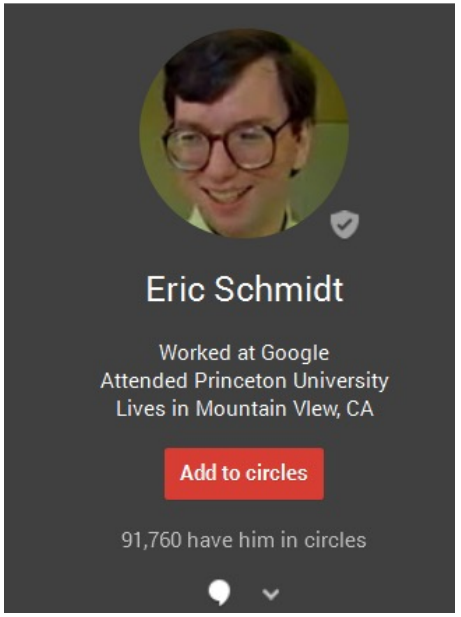


"Having two identities for yourself is an example of a lack of integrity"

D. Kirkpatrick, The Facebook Effect, Simon and Schuster, 2012

“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.”



B. Hogan, Pseudonyms and the Rise of the Real-Name Web, in J. Hartley, J. Burgess, and A. Bruns (Eds.), A Companion to New Media Dynamics, Wiley-Blackwell, pp. 290-308, 2013

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»

B. Hogan, Pseudonyms and the Rise of the Real-Name Web, in J. Hartley, J. Burgess, and A. Bruns (Eds.), A Companion to New Media Dynamics, Wiley-Blackwell, pp. 290-308, 2013

credit: ben tesch @ flickr (cc): https://www.flickr.com/photos/magnetbox/4665755118

credit: Jonas Jacobson @ unsplash (cc): https://unsplash.com/photos/1iTKoFJvJ6E

d. boyd, The Politics of «Real Names»: Power, Context, an Control in Networked Publics, Comm. ACM, 55(8), pp. 29-31, 2012

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

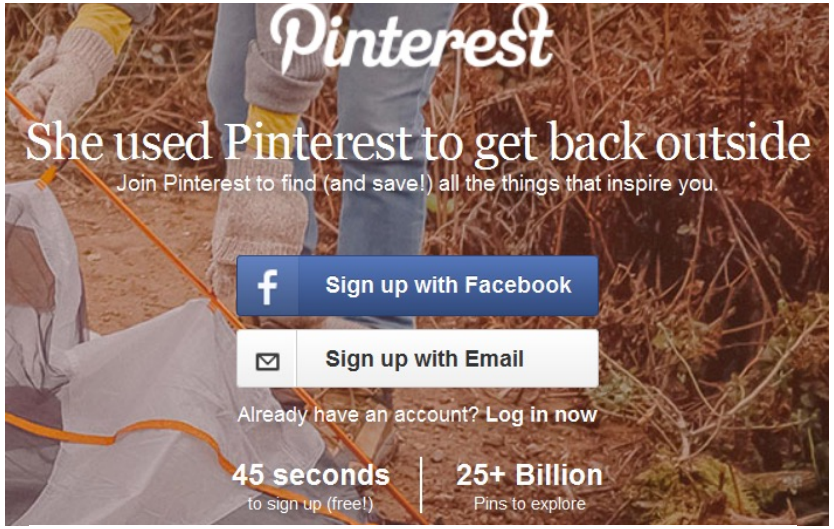
credit: Solen Feyissa @unsplash (cc):
https://unsplash.com/photos/iurEAyYyU_c

B. Hogan, Pseudonyms and the Rise of the Real-Name Web, in J. Hartley, J. Burgess, and A. Bruns (Eds.), A Companion to New Media Dynamics, Wiley-Blackwell, pp. 290-308, 2013

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

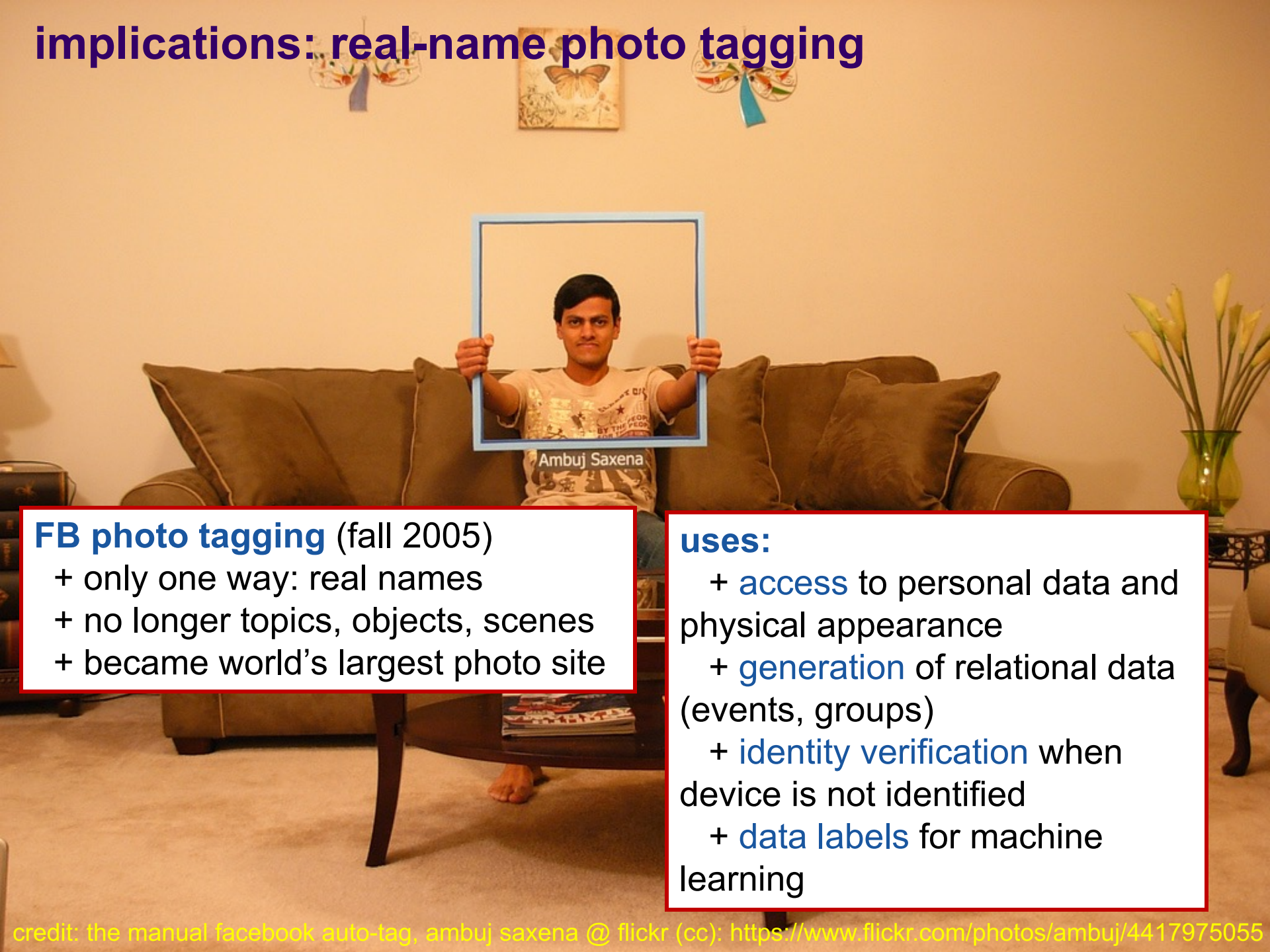


facebook (2022)

+ identity service
+ used by thousands of apps to validate identity

d. boyd, The Politics of «Real Names»: Power, Context, an Control in Networked Publics, Comm. ACM, 55(8), pp. 29-31, 2012

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

Facebook

An Update On Our Use of Face Recognition

November 2, 2021

By Jerome Pesenti, VP of Artificial Intelligence

We're shutting down the Face Recognition system on Facebook. People who've opted in will no longer be automatically recognized in photos and videos and we will delete more than a billion people's individual facial recognition templates.

This change will also impact Automatic Alt Text (AAT), which creates image descriptions for blind and visually-impaired people. After this change, AAT descriptions will no longer include the names of people recognized in photos but will function normally otherwise.

We need to weigh the positive use cases for facial recognition against growing societal concerns, especially as regulators have yet to provide clear rules.

https://about.fb.com/news/2021/11/update-on-use-of-face-recognition/

What will happen to tagged photos?

A spokesperson for Facebook said there would be no change to existing tagged photos or videos that were tagged using the technology, just that there will not be a suggested tag in the future.

What will it mean for assisting people with visual impairments?

People will still be able to add text and tags to their photos and videos, but Facebook won't automatically suggest them.

What will happen to my faceprint?

Facebook says it will be deleted. If you opted out of the service before this, or never opted in, or deleted your account, Facebook has said the faceprint would not be retained.

Had there been any data breach or sale of faceprint information?

Facebook has previously said that the only person who could access the faceprint was the account user, and a spokesperson confirmed there had been no other access to the faceprint information.

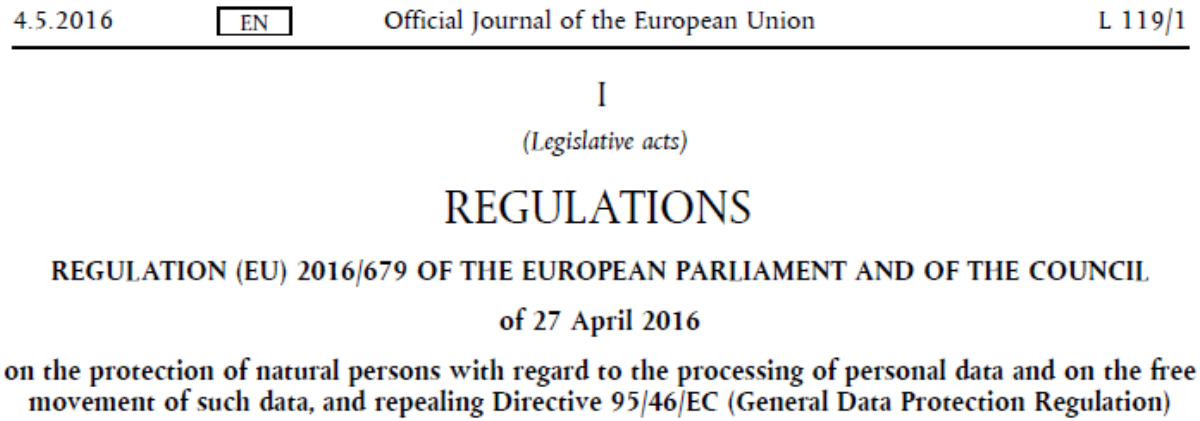
Will it be replaced with something else?

The spokesperson said Meta believes there are "a number of potentially positive use cases for facial recognition in the future" and it's something the company will explore, but privacy, control and transparency will be front of mind.

https://www.theguardian.com/technology/2021/nov/03/why-is-facebook-shutting-down-its-facial-recognition-system-and-deleting-faceprints

regulations on personal data

regulations on personal data



4.5.2016 EN Official Journal of the European Union L 119/1

I

(Legislative acts)

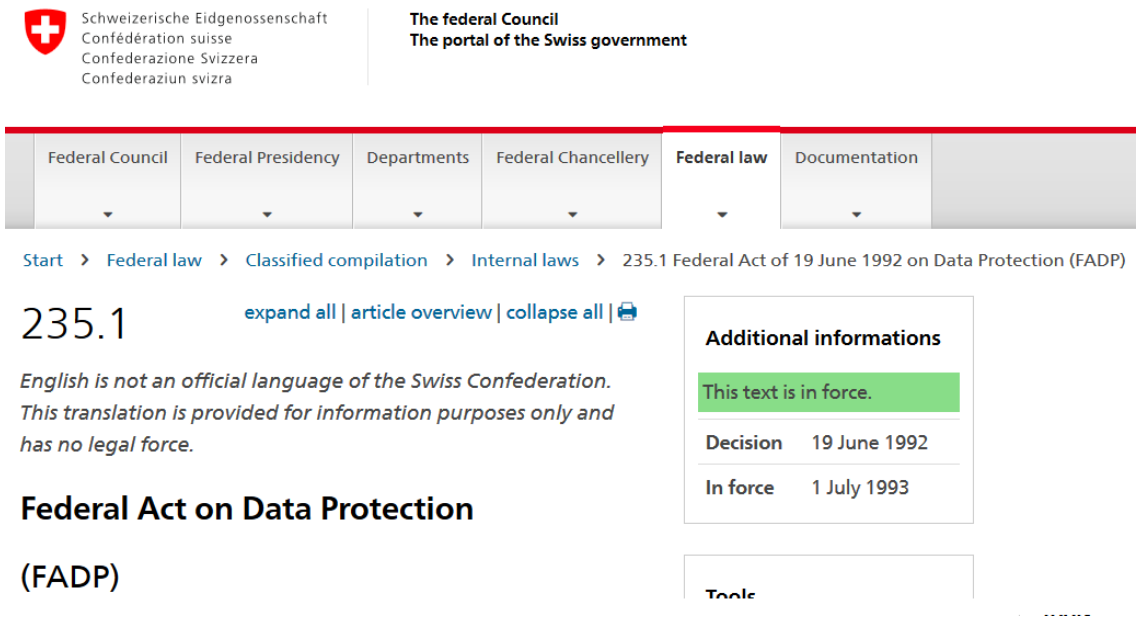
REGULATIONS

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)



Schweizerische Eidgenossenschaft
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The federal Council
The portal of the Swiss government

Federal Council | Federal Presidency | Departments | Federal Chancellery | Federal law | Documentation

Start › Federal law › Classified compilation › Internal laws › 235.1 Federal Act of 19 June 1992 on Data Protection (FADP)

235.1 expand all | article overview | collapse all |

English is not an official language of the Swiss Confederation. This translation is provided for information purposes only and has no legal force.

Federal Act on Data Protection

(FADP)

Additional informations

This text is in force.

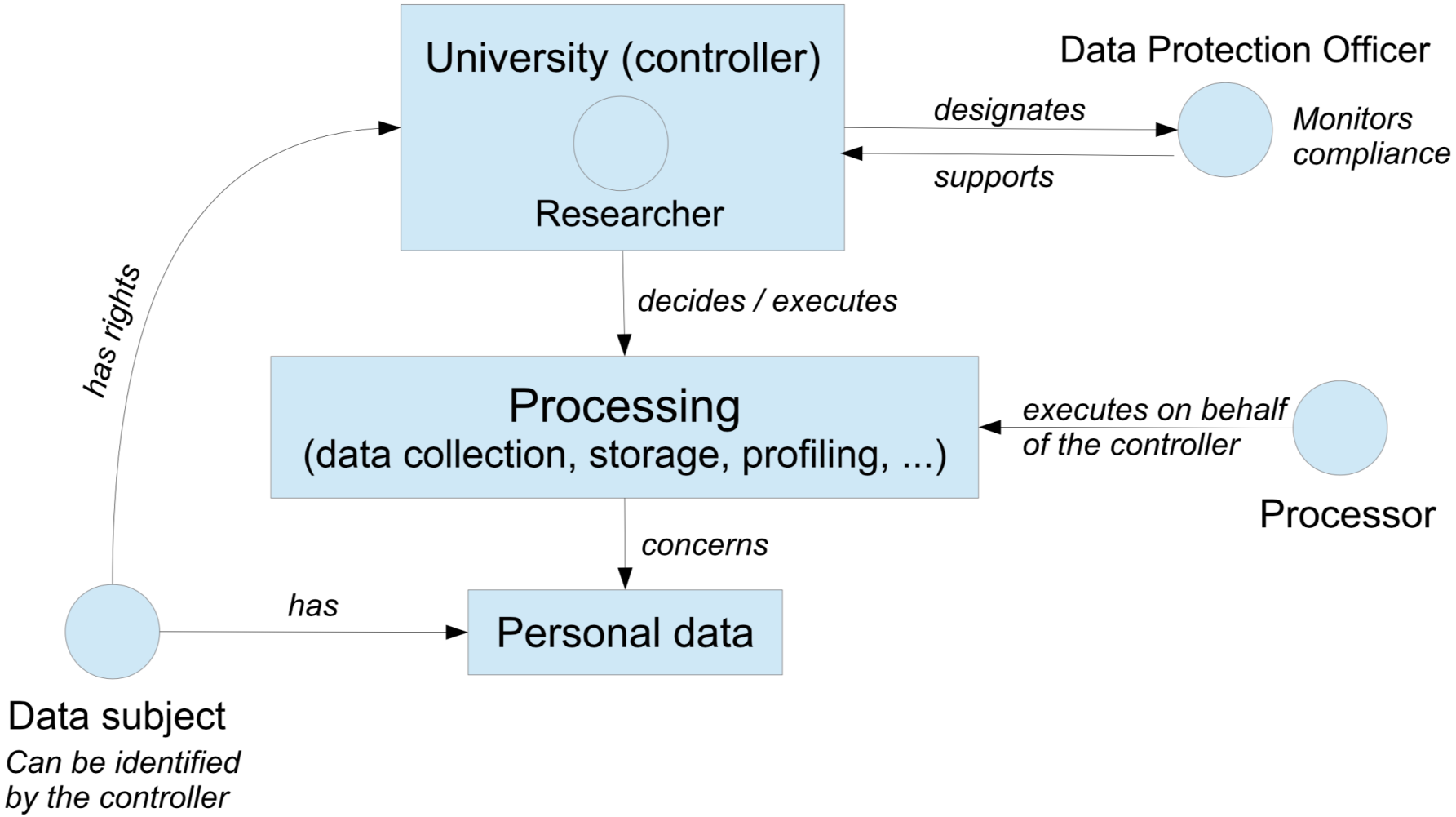
Decision	19 June 1992
In force	1 July 1993

Tools

FADP: Swiss Federal Act of Data Protection (effective July 1993).

Revised version (FADP-new) adopted by parliament in Sep 2020, expected to entry into force in 2nd half of 2022

typical configuration of GDPR ecosystem



A. Kotsios, M. Magnani, D. Vega, L. Rossi, I. Shklovski. An Analysis of the Consequences of the General Data Protection Regulation on Social Network Research. ACM Trans. Social Computing,, Vol. 2, No. 3, Dec. 2019

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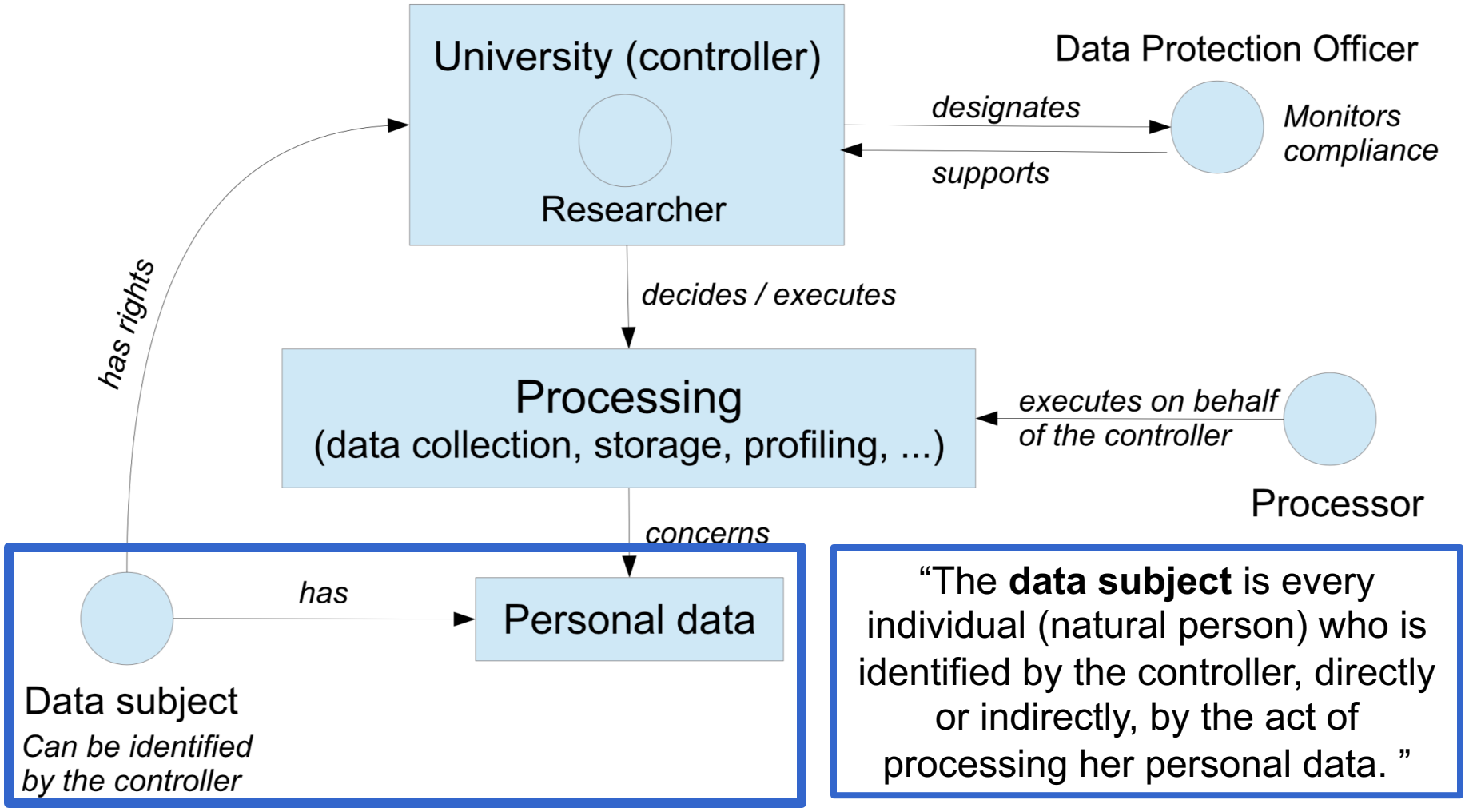

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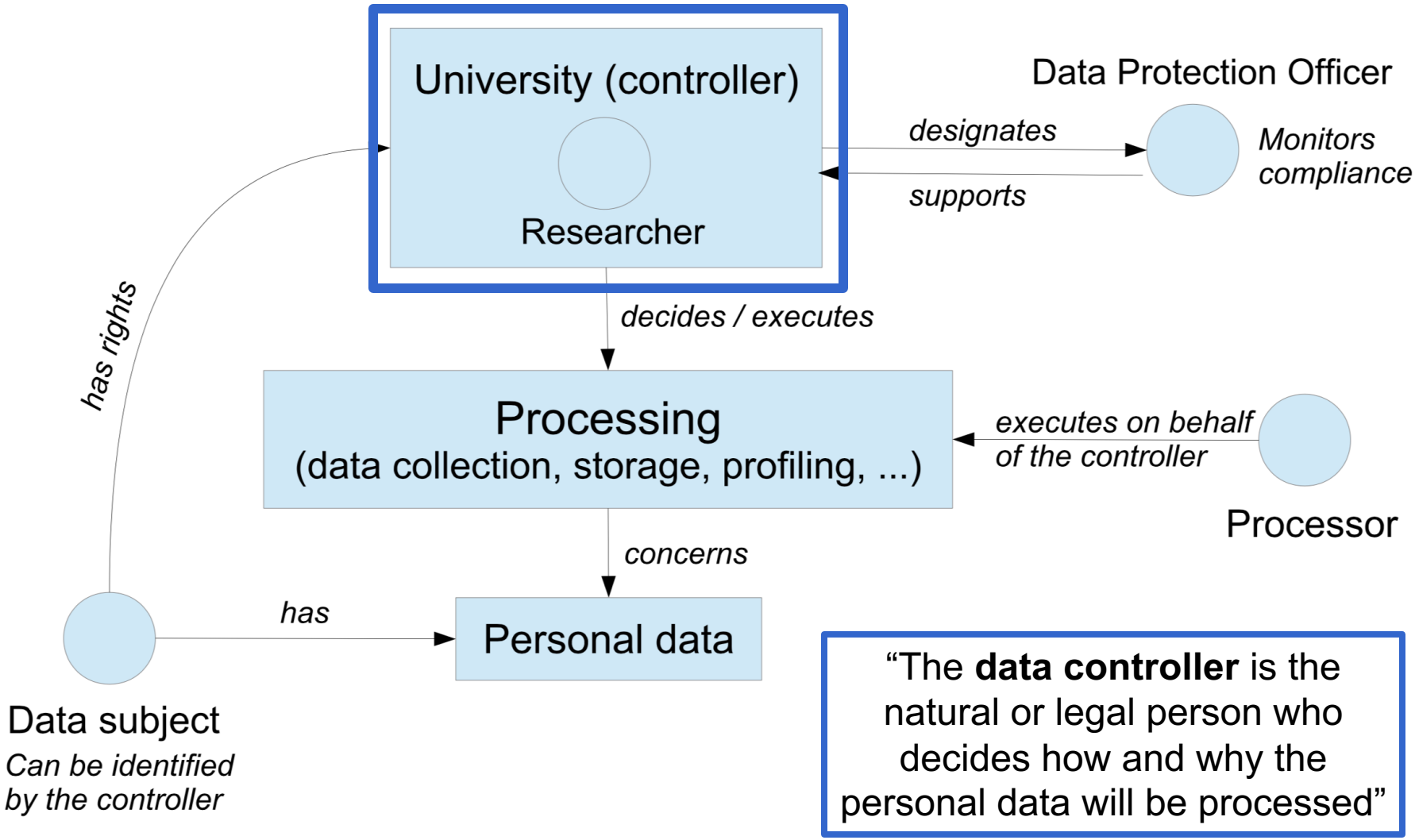

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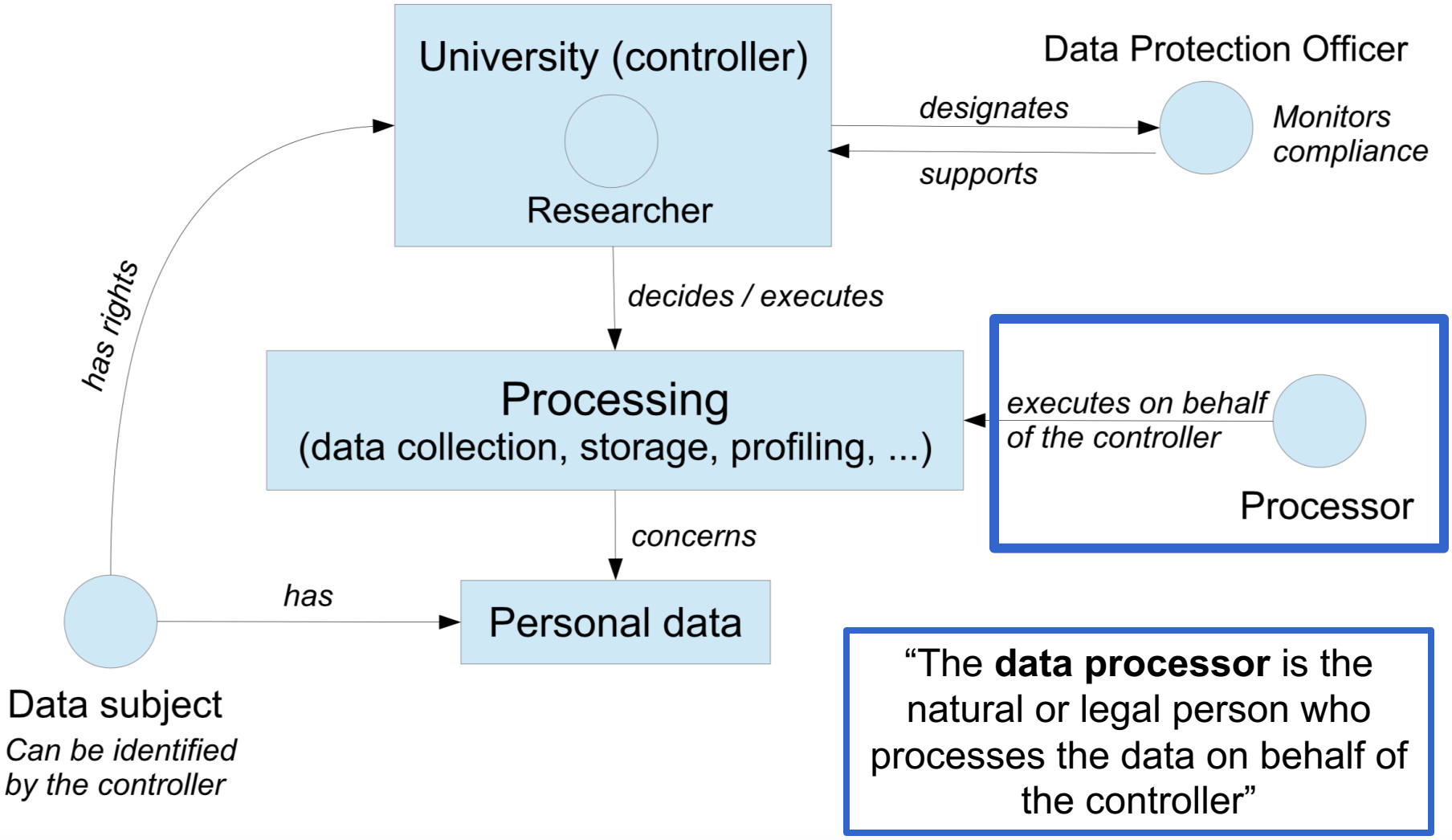

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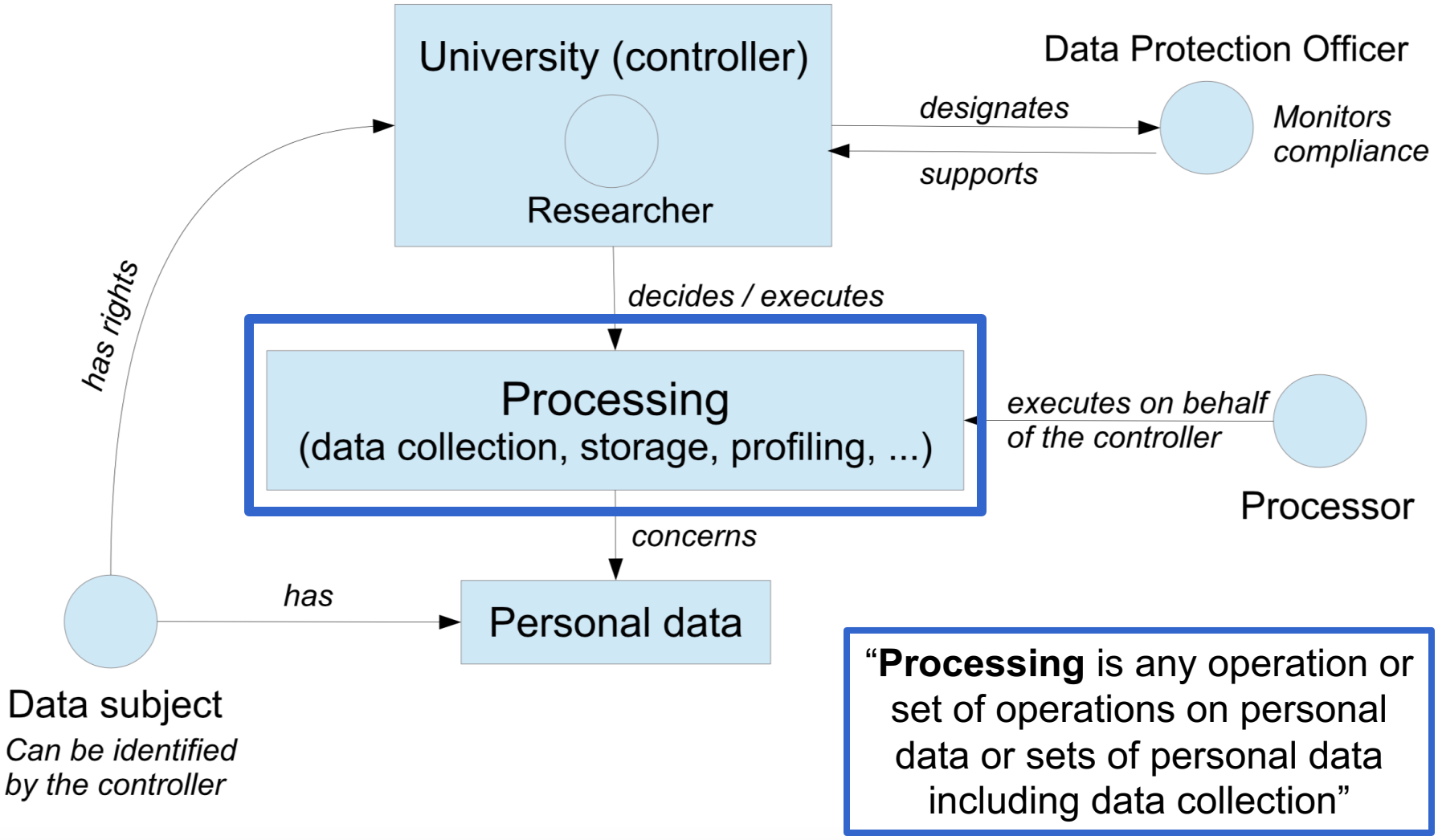

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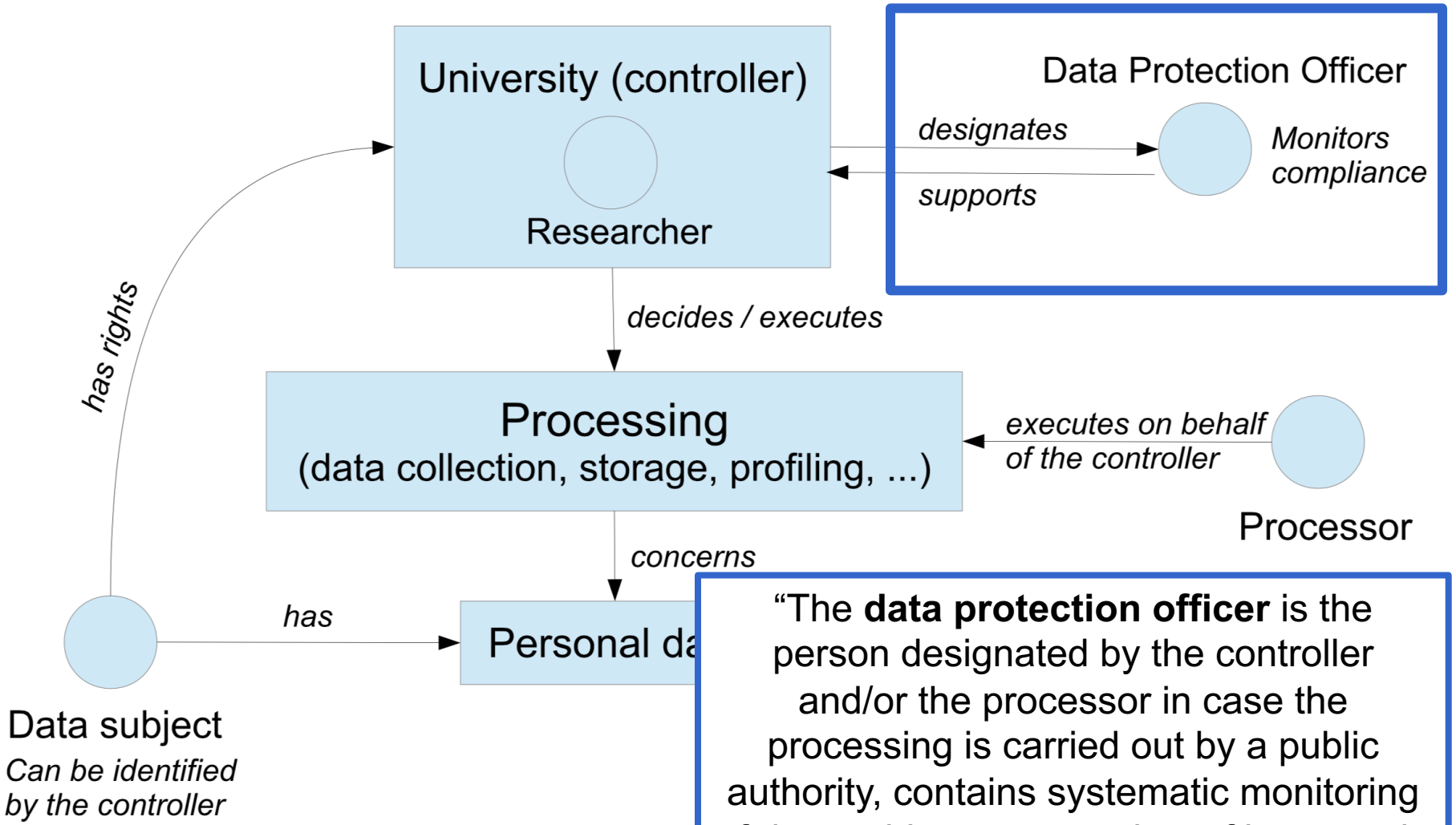

"The **data protection officer** is the person designated by the controller and/or the processor in case the processing is carried out by a public authority, contains systematic monitoring of data subjects, or consists of large scale processing of special data categories"

A. Kotsios, M. Magnani, D. Vega, L. Rossi, I. Shklovski. An Analysis of the Consequences of the General Data Protection Regulation on Social Network Research. ACM Trans. Social Computing,, Vol. 2, No. 3, Dec. 2019

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."

A. Kotsios, M. Magnani, D. Vega, L. Rossi, I. Shklovski. An Analysis of the Consequences of the General Data Protection Regulation on Social Network Research. ACM Trans. Social Computing,, Vol. 2, No. 3, Dec. 2019

what to remember

privacy

- it is not a new societal issue
- social media has opened up new ways that affect 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 and their digital traces
- national (FADP) & regional (GDPR), but no worldwide rules

questions?

daniel.gatica-perez@epfl.ch