CS 8803 Social Computing: Privacy

Munmun De Choudhury

munmund@gatech.edu

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Final Presentations

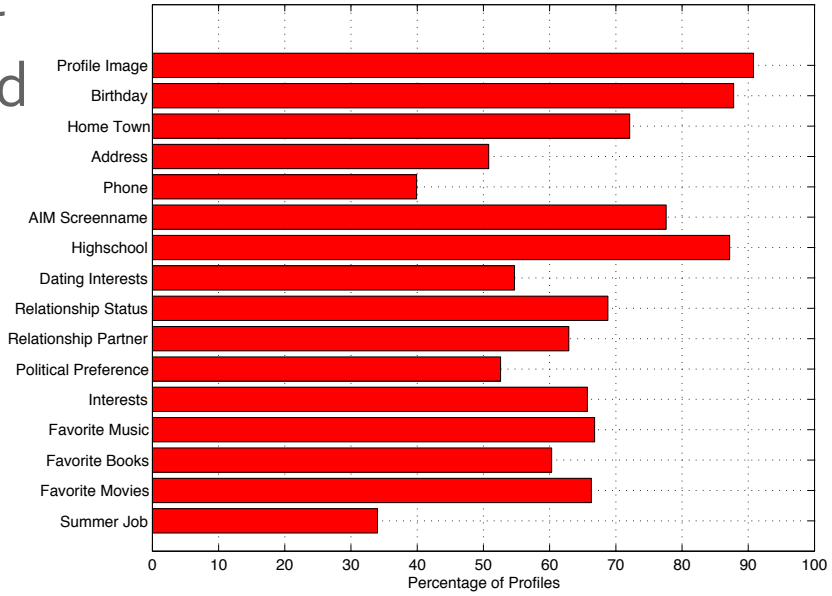
Dec 1 Presentations	
les redditorians	Ashwini Khare, Revant Kumar, Suren Nihalani, Prajwal Prasad
Help Yelp!	Thomas Loalbo, Florian Foerster, Perron Jones, Christina Masden, Jitesh Jagadish
Triple C + P/Pro-ED and Instagram	Stevie Chancellor, Trustin Clear, James Crouch, Jessica Pater
Collaboration and GitHub	Sneha Iyengar, Netra Kenkarey, Srinivas Eswar, Shankar Vishwanath
Dec 3 Presentations	
Loneliness, emotion, and imagery	Unaiza Ahsan, Jose Delgado, John Dugan, Omer Semerci
Two Sides to a Story/Topical Polarization and Social Media	Alex Godwin, Anand Sainath, Sanjay Obla Jayakumar, Vinodh Krishnan
User Interest Modeling on Social Media	Alvin Khong, Saajan Shridhar, Mrinal Kumar
Twitter - Entertainment Data Analysis	Harikumar Venkatesan, Karthik Krishna Subramanian, Divya Vijayaraghavan
Social Media (Twitter) and amusement parks	Arjun Srinivasan, Suraksha Suresh Pai

All three papers study Facebook. Why is Facebook always in the news when it comes to privacy, but no one talks about Google, Yahoo, or Microsoft although they presumably have more sensitive data?

Information Revelation and Privacy in Online Social Networks

Summary

- The paper explores patterns of information revelation and privacy implications, in the context of Facebook
- User study on 4000 CMU students in college era Facebook (circa 2005)
- Findings
  - Only a small fraction were observed to change their privacy preferences
- Discussion of a variety of different privacy threats – stalking, SSN and identity theft, digital dossier, fragile privacy protection due to the social nature of the site



Facebook Privacy Settings: Who Cares?

Summary

- An early investigation of privacy perceptions of social networks among youth
- Survey examining 18-19 year olds in 2009 and then again in 2010
- Main finding – unlike popular perception, youth *do* care about their privacy
- Other findings –
  - People modified their privacy settings more during 2009-10 when Facebook's settings were hotly contested and discussed in the media
  - Frequency of Facebook use and Internet skill correlated with tendency to modify privacy settings
  - Surprisingly, few gender differences exist in privacy perceptions

Facebook, Youth and Privacy in Networked Publics

Summary

- This article also presents a study of youth's Facebook privacy perceptions.
- 450 surveys of young adults, Dec 2010; corroborated with historical survey data from 2006-08
- Regression model on survey data to see what variables predict desire to make privacy changes to profile, use of nicknames, disclosure of different kinds of information on Facebook profile
- Findings –
  - Gender differences were found – women were more concerned about disclosure than men
  - Privacy awareness generally drives people to modify their setting, above and beyond personal negative experiences
  - There was general concern about profile being found by unwanted audiences

boyd surveyed late teens in 2009-10 about their privacy perception of Facebook. Will the findings hold true for today's youth too? Younger teens? Discuss in the light of the use of today's different hyperlocal mobile social media.

How would the findings about privacy perceptions scale to older user bases?

As a social media designer, what additional elements would you incorporate on Facebook so that people are more aware of their privacy settings?

Twitter is inherently a public social platform, so is Reddit. Does this mean these platforms pose less of a privacy threat to individuals compared to Facebook?

Most studies were from pre 2012. Many of us maintain multiple social profiles today, where our disclosure are fragmented. Does this help circumvent privacy threats, or intensify them?

In the aftermath of the controversial Facebook contagion study, how do you think people's privacy perceptions may have changed? Or did they at all? Was this debate about privacy or algorithmic curation?

A Path to Understanding the Effects of Algorithm Awareness

Kevin Hamilton
Center for People and Infrastructures
University of Illinois, Urbana-Champaign
1308 W Main Street
Urbana, IL 61801-2307
kham@uiuc.edu

Christian Sandvig
University of Michigan
Room 5385 North Quad
105 South State Street
Ann Arbor, MI 48109-1285
csandvig@umich.edu

Karrie Karahalios
Center for People and Infrastructures
University of Illinois, Urbana-Champaign
1308 W Main Street
Urbana, IL 61801-2307
kkarahal@uiuc.edu

Motahhare Eslami
Center for People and Infrastructures
University of Illinois, Urbana-Champaign
1308 W Main Street
Urbana, IL 61801-2307
eslamim2@uiuc.edu

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Abstract
The rise in prevalence of algorithmically curated feeds in online news and social media sites raises a new question for designers, critics, and scholars of media: how aware are users of the role of algorithms and filters in their news sources? This paper situates this problem within the history of design for interaction, with an emphasis on the contemporary challenges of studying, and designing for, the algorithmic "curation" of feeds. Such a problem presents particular challenges when, as is common, neither the user nor the researcher has access to the actual proprietary algorithms at work.

Author Keywords
Visualization; perception; social media; reverse engineering; design; algorithms; privacy; infrastructure; software studies.

ACM Classification Keywords
H.5.m. Information interfaces and presentation: Miscellaneous.

Introduction
At a recent party attended largely by professors and other Ph.D-bearing individuals who are uninvolved in

Next class

- Monday 12/01
- Term Project Presentations, Phase I