



CS 6474 Social Computing: Privacy

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Please take the Course Instructor
Opinion (CIOS) survey!!!

<http://b.gatech.edu/cios>

Monday's class (Dec 5)

<http://bit.do/ppoll>

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

"It's not that I don't have problems, I'm just not putting them on Facebook"

Summary

- Interview study to examine the ways that people think about with whom and how to share different types of information as they pursue social goals related to their personal health
 - Goals -- understanding people's experiences with their primary OHC and with Facebook, a history of health concerns, concerns about sharing and privacy, decisions about what to post on OHCs and Facebook, and their experiences obtaining support offline.
- People use SNSes for a variety of needs – emotional support, motivation, accountability, and advice
- Communication is challenging because of the need to strike a balance between sharing information related to specific needs and the desire to manage self-presentation

Are we living in a post-privacy era?

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?

Class Exercise

Are Facebook groups adequate for sensitive discourse?

What would be a design feature to support sensitive (e.g., health related) disclosures on Facebook?

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? (People often complain about Facebook changing privacy related setting too often)

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

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?

Disclosure versus privacy versus acceptability
– the three facets of sharing health
information on social media.