Digital Footprints: The Web, Social Media, and your privacy!

PART 2.

Interacting On The WWW
- Mostly we think of our small circle of friends & organizations when we are online ...
- But really the whole world has access
- And, to some degree, we are anonymous
- So … we can behave however we like, right?

NOT

How Much Do YOU Want To Reveal
- Even though we do the “revealing” we may be wise not to reveal “all”
- People have lost jobs based over FB posts
- Five Guidelines: Watch what you say about behavior, schedule, biases, employer, and the drama in your life

Facebook: NYPD Professional/Private overlaps

The Problem
- What you place on FB and Tweet can usually be widely accessed
  - Grandmother (a FB user, too!), HR department, etc.
- Digitization, copying: it doesn’t go away … even if you try deleting
- When people first meet you, they may check you out online … what sort of image do you want to present?
- You’re not really anonymous after all
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, post about it, but it often reveals information about others

“Offensensitivity”

- A good guideline for online behavior is www.css-discuss.org/policies.html#offensensitivity

“Key points – when writing in 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, patience needed

Privacy violations: For good or evil? Directly related to the essay due on the 19th!

Surreptitious Recordings

- Can public distribution of surreptitiously obtained information ever be justified?
  - Surreptitious: obtained, done, made, by stealth;
  - secret or unauthorized
- Information taken without knowledge of subject or creator
- Information is video recordings, audio, documents, pictures
- Sample cases
  - Alexandra Wallace
  - Tony Bologna NYPD
  - Wikileaks
  - Snowden

Contrast Two Videos: Surreptitious, Not

- Star Wars Kid
  - A/K/A Ghyslain Raza
  - Just messing around in drama studio at school
  - Other kids found and uploaded
  - http://www.youtube.com/watch?v=HPPj6vI8mU
- Numa Numa Guy
  - A/K/A Gary Brolsma
  - http://www.youtube.com/watch?v=W9m9UFhEAn&feature=fvwrel
More Recent Cases

- Tyler Clementi, a Rutgers student whose roommate recorded him during a sexual encounter and uploaded it to the Internet
  - Result: Clementi jumped off a bridge
- Two days later a college student’s phone accidentally dialed his buddies while he was engaged in sex; they uploaded it to YouTube
  - Result: Embarrassment

Associated Press found at least 12 cases in the U.S. since 2003 in which children and young adults between 11 and 18 killed themselves after falling victim to some form of “cyberbullying” - teasing, harassing or intimidating with pictures or words distributed online or via text message.

Recent Incidents: Cell phone videos

- Occupy Wall Street pepper spray

His personal details leaked by Anonymous

- Huffington Post Tony Bologna followup
  - As an act of retribution, the hackers group Anonymous identified Bologna and leaked his personal information including his address, phone number, and names of known family members.

Recent Incidents: Cell phone videos

- Davis Pepper Spray
  - Changes the process of democracy
  - Right to free speech, to protest
  - Can’t go undetected

Posting Audio/Video Online: Good or Evil?

Alexandra Wallace original, 2.52 minutes

Jimmy song: Raised Money for Charity?

Jimmy Response with humor!!
Issues

- Surreptitiously capturing behavior => privacy violations
- Capturing potentially criminal behavior => evidence
- But what about innocent until proven guilty?
- What about classic methods for ensuring a fair trial, like change of venue?
  - When the internet is involved, changing the venue doesn’t help
  - People do something stupid/bad
    - Retribution? --- it can never really be deleted
    - Reveal their private details online – where they live, their family, pictures, bikini model experience, etc.
  - Alexandra Wallace had to change her name, drop out of UCLA

Privacy violations: For good or evil?
How technology is changing democratic processes

What are you supposed to learn?

- What is a digital footprint?
- What technology advances in the last ten years have made ‘Big Brother’ possible
- Which organizations try to protect your privacy.
- Why you should read the “Terms and Conditions” for every app you download
  - You never know what they might say. Example: Pulse App asks you to give permission for them to track every number you call
- Why you should consider what you put onto public sites like Facebook.
  - Are you sure your privacy settings are as you want?
- Name three recent cases of information going viral that could never have happened ten years ago.

How many times have you posted something to a semi-public site that you wished you could retract?

- A. never
- B. one or twice
- C. a lot
More --- what are you supposed to learn?

- What was the TIA program?
- What kind of data was TIA interested in?
- What do the TIA program and computational advertising companies have in common?
- How do computational advertising companies get paid?
- How is privacy defined in the United States?
- How are security cameras being used in law enforcement?
- How is the web being used in the democratic process?

2 Homeworks this week!

- Privacy Essay: Due Saturday 10/19 at 5pm. But do it today while its all fresh in your mind?
  
  Homework 4: Privacy and Social of the Web
  Goal: The purpose of this assignment is to think carefully about privacy and explain your thoughts on privacy.
  
  First Processing homework. Due next Tuesday
  Download processing from www.processing.org. Do the tutorials
  
  Don’t get behind. GO TO SECTION!

Big Brother?

- Have you read George Orwell’s 1984?
  - How does today’s data gathering and constant surveillance differ from Orwell’s vision?
- We can each be our own little “Big Brother” watching our kids, friends, neighbors ... (iPhone find friends app)
- Vigilante justice with cell phone cameras and web postings
- Cameras everywhere
- RFID tags in humans?

Big Brother?

- Event Data Recorders in cars - mandatory starting 2011
  - Supreme court ruling on gps stuck on car without a warrant (www.gps.gov/news/2012/01/supremecourt/)
- Many color printers encode date/time/serial number on every page printed

Connecting the dots

- How does the loss of anonymity in the digital age impact free speech and dissidents/whistle-blowers and the like?
- Re-identification of supposedly de-identified medical records. (ucsc faculty survey)

Giving up privacy

- Saves time
- Saves money
- For convenience
- Just for fun

“Information technology did not cause the end of privacy, any more than automotive technology caused teen sex.”
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