What would an Open Source Library for Social Media Look Like?

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http://www.rogerclarke.com/EC/ SMTD (.html, .ppt), SMTD-ANU.ppt

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Trust
Confident Reliance by a party on the behaviour of other parties which results in willingness to expose oneself to risks

Origins
Familial and Social Settings in which Cultural Affinity exists

An Open Source Library for Social Media?

Agenda
• Trust
• Trust Factors
  • Drivers, Influencers
• Social Media
  • Definitions, Genres
• Research Opportunities

DisTrust
Confident Reliance by a party on the MISbehaviour of other parties
OR
Active Belief by a party that the behaviour of other parties is not reliable, or is actively harmful to the first party's interests
Lack of Trust

The absence, or inadequacy, of confidence by a party in the reliability of the behaviour of other parties

Forced Trust

Hope held by a party that the behaviour of other parties will be reliable or not harmful, despite the absence or inadequacy of important trust factors

Categories of Trust Factor

- **Trust Influencer**
  - Positive influence on the likelihood a party will participate

- **Distrust Influencer**
  - Negative influence on the likelihood a party will participate

- **Trust Driver**
  - Such a strong positive influence on the likelihood of a party participating that it determines the outcome

- **Distrust Driver**
  - Such a strong negative influence on the likelihood of a party participating that it determines the outcome

Social Media A Classification

Kaplan & Haenlein (2010)
Currently-Available Social Media Genres

1-with-1/Few INTERACTION Tools
- networked text email (asynchronous)
- networked text chat / IM (synchronous)
- SMS / texting from mobile phones
- email-attachments, any format (asynch)
- voice:
  - over Internet (VoIP, Skype) (synch)
  - tele-conferencing (VoIP, Skype) (synch)
  - videophone (Skype Video) (synch)
  - video-conferencing (Skype Video) (synch)

1-to-Many BROADCAST Tools
- bulletin boards systems (BBS)
- Usenet / netnews
- email lists
- web-pages
- indexes (Lycos, Altavista, Google, Bing)
- blogs (WordPress, Blogspot)
- micro-blogs (Twitter, Tumblr)
- glogs – wearable wireless webcams, cyborg-logs, retro-nymed as ‘graphical blogs’
- 'content communities', e.g. for images (deviantArt, Flickr and Picasa), for videos (YouTube), for slide-sets (Slideshare)
- closed / 'walled-garden' 'wall-postings' within SNS (Plaxo, MySpace, LinkedIn, Xing, Reddit, Facebook, Google+)

1-with-Many SHARING Tools
- Content Collaboration
  - wikis (Wikipedia)
  - social news sites (Slashdot, Newsvine)
  - online office apps (Zoho, Google Docs, MS Live)
- Indicator-Sharing
  - ‘social bookmarking’ (Delicious)
  - dis/approvals (Digg’s dig & bury, Reddit’s up & down, StumbleUpon’s thumbs-up & thumbs-down, Facebook’s Like button, Google+’s +1 button)

Multi-Player Networked Gaming
- text-based MUDs
- social gaming sites (Friendster)
- Massively Multiplayer Online Games (MMOGs), esp. Role-Playing Games (MMORPGs), e.g. World of Warcraft
- online virtual worlds (Second Life)

Social Media
A Working Definition
And hence Scope Specification
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A Working Definition

And hence Scope Specification

An application or service that is perceived by its users to support those users in relation to:
- interaction with other people
- broadcast to other people
- sharing with other people

Location – from Added-Extra to Intrinsic

- **Network Address** has always been visible, as a necessary element of the services
- **Physical Address / Geolocation** has progressively become available, and for cellular phones is intrinsic to the service’s operation
- Location-based services can be valuable to users
- A primary use is in consumer marketing
- For most current-round SMS, location is an extra
- **For the coming round, location is intrinsic**
- Privacy sensitivities will leap

How to Socialise
Social Media Service-Providers (SMSP)

Alternative Approaches

- A Social SMSP
- **Tools for Social SMSPs**
- **Rules for Federation Among SMSPs**
  - Interoperability
  - Data Portability
  - User Choice

SMSP
Alternative Architectures

- Client-Server
- Client-Server with Replication
- Client-Server with Distribution
- Multi-server P2P
- Full P2P
Social Media’s Business Model

• 'There must be a way to monetise this somehow'
• 'You will find something interesting here' is a self-fulfilling prophecy, because people can be enticed to contribute 'something interesting'
• Contributors, and the people who come after them, can be enticed to click on targeted advertisements
• Targeting is based on:
  • profile-data that users supply about themselves
  • content that they have donated
  • their online behaviour while using the service
  • their online behaviour more generally
  • data that other people contribute about the user

Privacy-Sensitive Social Media Research Opportunities

Social Science
• Distinguish positive and negative Drivers from Influencers
• Measure the Strength of Influencers, under varying scenarios
• Assess trade-offs between positive and negative Influencers, under varying scenarios
• Prioritise possible privacy-sensitive features

Design and Prototyping
• Specify Desirable Features
• Architect:
  • for Client-Server
  • for P2P
• Design and Code Open-Source Components
• Establish a Test-Harness and/or Demo Apps
• Publish Reference Code
• Publish Demo Apps

Privacy Risks in Social Media

• Second-Party Risk Exposure (Service-Provider)
  • Content Provision about Oneself
  • Content Provision about Others
  • Social Networks including Oneself and Others

• Third-Party Risk Exposure (Others)
  • Openness that was Unanticipated
  • Openness through Breach of Original Terms
  • The Service-Provider’s ‘Strategic Partners’
  • Syndication
  • Demand Powers

A Catalogue of Social Media Privacy Concerns

1  Privacy-Abusive Data Collection
2  Privacy-Abusive Service-Provider Rights
3  Privacy-Abusive Functionality and User Interfaces
4  Privacy-Abusive Data Exploitation

Source: Reviews of Media Reports 2005-11
A Catalogue of Social Media Privacy Concerns

1 Privacy-Abusive Data Collection
Demands for User Data
• identity data
• profile data
• contacts data, including users' address-books:
  • their contact-points (some sensitive)
  • comments about them (ditto)
  • by implication, their social networks
Collection of User Data
• about users' locations over time
• about users' online behaviour, even when not transacting with the particular service
• from third parties, without notice to the user and/or without user consent

2 Privacy-Abusive Service-Provider Rights
Terms of Service Features
• substantial self-declared, non-negotiable rights for the service-provider, including:
  • to exploit users' data for their own purposes
  • to disclose users' data to other organisations
  • to retain users' data permanently, even if the person terminates their account
• to change Terms of Service:
  • unilaterally
  • without advance notice to users; and/or
  • without any notice to users
Exercise of Self-Declared Service-Provider Rights
• in ways harmful to users' interests
• in order to renge on previous undertakings

Avoidance of Consumer Protection and Privacy Laws
• location of storage and processing in data havens
• location of contract-jurisdiction distant from users
• ignoring of regulatory and oversight agencies
• acceptance of nuisance-value fines and nominal undertakings

3 Privacy-Abusive Functionality and User Interfaces
Privacy-Related Settings
• non-conservative default settings
• inadequate granularity
• complex and unhelpful user interfaces
• changes to the effects of settings, without advance notice, without any notice and/or without consent
'Real Names' Policies
• denial of multiple identities
• denial of anonymity
• denial of pseudonymity
• enforced publication of 'real name', associated profile data
Functionality and User Interface
• inadequate documentation and reliance on interpolation
• frequent changes; and/or without advance notice to users, without any notice to users and/or without user consent
User Access to Their Data
• lack of clarity about whether, and how, data can be accessed
• lack of, even denial of, the right of subject access
User Deletion of Their Data
• lack of clarity about whether, and how, data can be deleted
• lack of, and even denial of, the user's right to delete

4 Privacy-Abusive Data Exploitation
Exposure of User Data to Third Parties
• wide exposure, in violation of previous Terms, of:
  • users' profile-data (e.g. address, mobile-phone)
  • users' postings
  • users' advertising and purchasing behaviour
  • users' explicit social networks
  • users' inferred social networks, e.g. from messaging-traffic
• changes to the scope of exposure:
  • without advance notice to users
  • without any notice to users; and/or
  • without user consent
• access by government agencies without demonstrated legal authority
Exposure of Data about Other People
• upload of users' address-books, including:
  • their contact-points
  • comments about them
  • by implication, their social networks
• exploitation of non-users' interactions with users

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