

## Topic II/9: Web 2.0 and Privacy Issues

### SE eBusiness Case Studies

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## Privacy is a term ...

*whose time has come and gone. [...]*

*despite all assurances, most people don't really care enough about Privacy to protect it, if there are other interests at stake. [...]*

*Sacrificing Privacy for your personal benefit has become so common that effectively, it doesn't exist anymore. [...]*

*[Reg06][Cal]*

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- 1 Introduction
- 2 What is Privacy?
- 3 What are Public Spaces and Private Spheres?
- 4 Characterising Web 2.0
- 5 Where are potential Privacy issues?
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# Last Presentation ...

## What is Privacy? [Bea02]

- Variety of Definitions
- **Access** to certain aspects of life
- Location (e.g. apartment)
- Decision (e.g. pregnancy abortion)
- Information (e.g. personal data)

## Why protect Privacy?

- Privacy allows a free and self-determined life
- Privacy is constitutive for **autonomy**
- No Democracy without Privacy (!)

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# Public Spaces? Private Spaces?

- Before evaluating Privacy violations:  
How much Privacy do we **expect**?
- Depends on the Sphere / Room / Atmosphere  
*e.g. Family vs. Super-Market*
- What is Web 2.0?
- What level of Privacy can we expect?

## Tasks

- find **constitutional features** of Public Space and Private Sphere
- Analyse Web 2.0 according to these

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# Dimensions to Polarise Public/Private Space

Dimensions, suggested in [Sie04] and [Bah98]:

- 1 **functional** - *What is the function of the Sphere?*  
politics/market vs. production/reproduction
- 2 **judicial** - *What are the applying laws?*  
public laws vs. civil rights
- 3 **social** - *Depicts social norms and expected behaviour*  
encounter of strangers vs. intimacy and emotionality
- 4 **symbolic** - *How does the Sphere present itself?*  
transparency, openness, few barriers vs. locks, curtains, exclusiveness
- 5 **normative** - *What norms are valid in this sphere?*  
democracy, social participation vs. autonomy, family, trust
- 6 **integration** - *How closely are individuals integrated?*  
very low (city) vs. very high (family)

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# Using the Concept ...

- is **difficult**
- developed for physical spheres
- comes from city sociology (none found in computer sciences!)
- not all dimensions apply
  
- still great way to analyse Web 2.0

# Web 2.0 = Public or Private?

- 1 **functional**: *Cultural instrument* → depends on usage  
⇒ Combines Private and Public elements
- 2 **symbolic**: open, easy to use, transparent, (mostly) open access  
⇒ more Public
- 3 **social**: vivid exchange, discussions, not encounter of strangers  
⇒ more Private
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# Summary

## Web 2.0 ...

... is a **Public** Network / Sphere / Room with a **Private** attitude.  
Private elements are competing with Public elements.

What level of Privacy do we expect?

Privacy level of a Public Sphere? High Anonymity?

⇒ **Privacy Issues!**

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# Privacy Issues

## Remember ...

Privacy has three layers: **location**, **decisions**, **information**

### Location

*How could Web 2.0 limit access to my location?*

Web 2.0 = non-physical ⇒ **no issues**

### Decisions

*How could Web 2.0 limit access to my decisions?*

Web 2.0 = more opinions ⇒ **supporting** informed decisions

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# Privacy - Information Layer

## Remember

Privacy = Access to “Who knows what about me?”

## Examples taken from USA Today [Jan06]

- “Admissions dean Paul Marthers at Reed College in Portland, Ore., says the school denied admission this year to one applicant in part because his entries on blogging site LiveJournal included disparaging comments about Reed.”
- “An employer who was ready to hire a student from Vermont Technical College in Randolph Centre changed his mind after seeing the student’s Facebook page [...]”
- ...

# Privacy - Information Layer

- Assuming this information was not meant to be public
- ⇒ Privacy Issue
  
- Reason?  
Individuals were **not aware** that it was public!
- Expected Anonymity, but Web 2.0 has **Private** Attitude  
(high integration, low anonymity, ...)

## Conclusion

- 1 Web 2.0 does not automatically lead to Privacy Issues
- 2 Web 2.0 simplifies Privacy Violations
- 3 It depends on the User's knowledge


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# Q & A

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