

Topic II/9: Web 2.0 and Privacy Issues

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Agenda

15mins is ...

- too short for a thorough discussion, **but** ...
- enough for the cherry on top
- enough to show research done so far
- enough to sketch the work ahead

How much would you pay for a “friend”?

FakeYourSpace



How popular do you want to be?

Buy your cool friends at <http://www.fakeyourspace.com/>

“... offers help to all the men and women out there who don't feel like they are popular enough on social networking sites such as MySpace, Facebook, and Friendster, . If you are tired of seeing everyone else with the hottest friends and want some hotties of your own, then this is the place for you. ...”

How much would you pay for a “friend”?

FakeYourSpace



How popular do you want to be?

Conditions

- pay: 0.99\$ per month for one guy / gal
- get: a sexy friend and two weekly messages

So?

- explains why Web 2.0 fits into eBusiness Case Studies
- shows the popularity of Web 2.0
- shows the importance to think about **privacy issues!**

How much would you pay for a “friend”?

FakeYourSpace



How popular do you want to be?

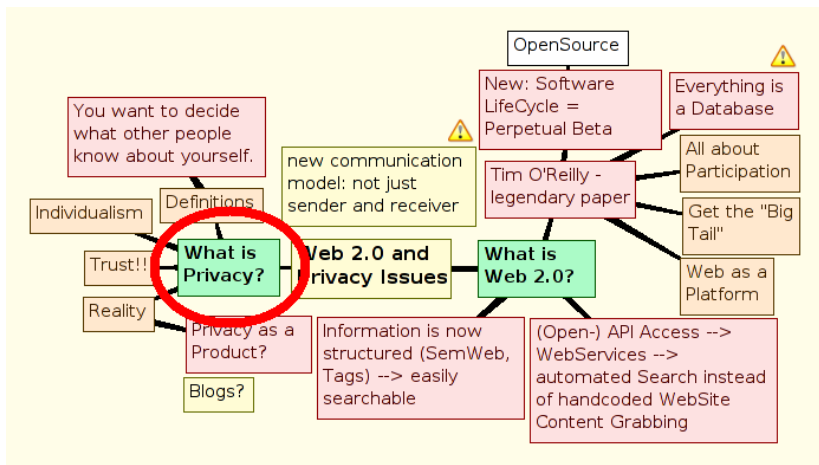
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This Time ...



Literature Review



“Privat!”

Kontrollierte Freiheit in einer vernetzten Welt

Verlag Heinz Heise, 2003

ISBN: 3-936931-01-1

Content

- Privacy conference “Save Privacy” (June 2002)
- Beate Rössler (2001): Der Wert des Privaten, Suhrkamp Verlag
- ...

Privacy ...

... has several faces

- **Data-Privacy**
- Decision-Privacy
- Location-Privacy

Data Privacy

- Control access to your personal information
- “Who knows what about you”

Data Privacy in the Law

- Basic personal data is protected (length, weight, birthday, ...)
- Personal habits (i.e. profiles) are **not** protected

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Important questions...

Why should we care? Why should we protect privacy anyway?

Because ...

- basic idea: **everyone can decide how they want to live**
- privacy assures individual freedom
- ensures a free and self-determined life
- giving up privacy means giving up the right for your free life

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Why should I stop doing what I want, just because other people are watching me? (especially if I don't know about them!)

Example

- I am at home and alone ... singing and drinking beer
- feeling all comfortable :)
- **But** my girl-friend watches me (windows!)

Where is the problem?

- I have certain expectations about what she knows about me
- all my actions are determined by these expectations
- Mismatch of expectation and reality

Web 2.0?

Do I really know, who knows what about me?

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Could there potentially be Privacy in Public space?

Example

- You are going shopping
- Certain idea about what the people know and how they react
- **But** there are video-cameras

So?

- Whole scene could be saved and replayed
- Act according to knowledge about cameras
- You **change** your behaviour

Problems

- What is with the self-determined life?
- Do all participants know about save-and-replay? (Web 2.0?)

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Further Work

So far ...

- Introduced Privacy (incl. legal view)
- Why do we need Privacy?
- Importance to know and control what other people know about you

Work ahead ...

- Work on Web 2.0 Technology and its possibilities
- Link Web 2.0 Technology and Privacy results
- Point out Privacy issues

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Questions and Remarks

