

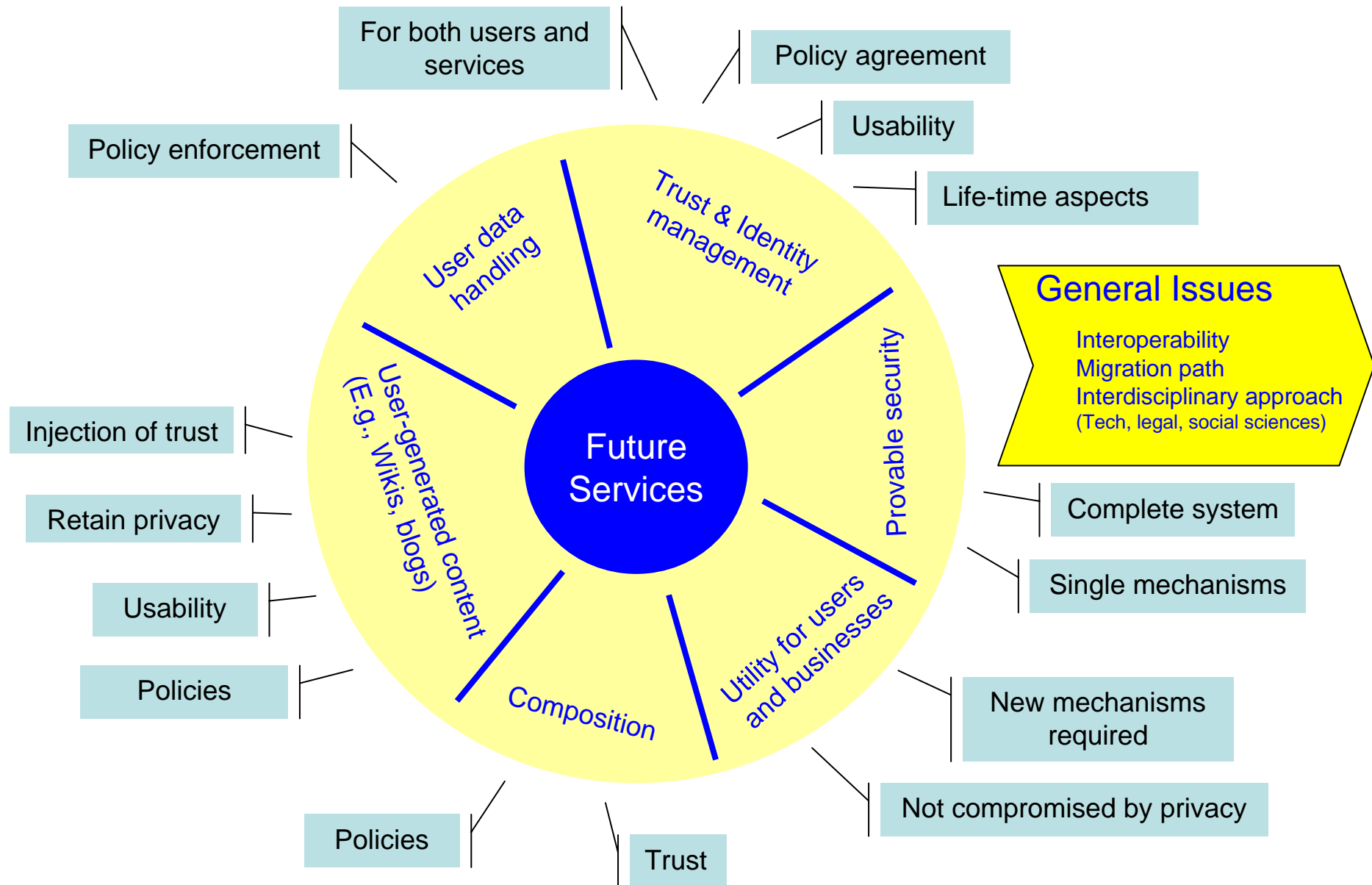
A Privacy Perspective on Content

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Content is a Service

Content Services from a Privacy Perspective



“Traditional” Content – Consumption

- “eHavioural targeting” (e.g. doubleclick)
 - Total profiling
 - Pseudonymous profiles (e.g., via IPs, cookies)
 - Identified profiles (e.g., via credit card payment)

User-Generated Content – Creation

- “You are what you show”
 - People unknowingly reveal parts of their identity
- Pull in others into ones private sphere (“actors”)
 - Photographs
 - Videos
 - Blog entries
- Face recognition!

User-Generated Content – Creation (2)

- Privacy paradox
 - Users want to disclose information,
but *not everything to everyone*
 - “Your boss, mother, and teacher are not your friends”
 - Users want audience segregation
 - Models the real-world behavior (social need)
 - Information leak through social circles shared with mutual friend
 - Friends, friends of friends, ... who get access in social networks (SNs)
 - We do not understand this at the time

User-Generated Content

- Mashups of SNs
 - Spock: Links LinkedIn, MySpace
 - Links professional and private SNs (two different domains)
- Trust: Faked profiles (“Fakesters”)
 - Trust in attribute information → Identity management
- Display of connection
 - Affects others’ private sphere

User-Generated Content (2)

- Blogs, Wikis
- Collaborative workspaces
 - Task oriented
 - Contributors know each other
 - Professional vulnerability (e.g., boss gets to know my participation in an e-learning course)
- Contribute pseudonymously!
 - Even for company contributions (“whistleblower”)
 - Freedom of expression (company, society etc. level)
 - Retain accountability

User-generated Content – Economic Aspects

- Currently: Artists contribute free of charge
- What about μ -payments?
 - New revenue-generation models
 - Privacy challenge
 - Awareness challenge
 - Deployment challenge

Conclusions

- Content is closely related to services
- User-generated content is changing the society
- Privacy is a major issue
- Do not start with technology
- Drive effort from social, legal, and economic perspective
- Getting it right is crucial for the Future Internet