

Privacy on Facebook:
Does it exist and how
has it changed us?



facebook

Background

- People are now sharing more information with more people than ever
- We wondered what people consent to by using Facebook, and what Facebook is capable of doing with your data
 - Does this data usage change how we think about privacy?
- It's an important issue because of how often Facebook is used by such a huge number of people

Why parents must mind MySpace

Posting too much information on social networking sites may be dangerous

- April 5, 2006
- Huge concern over sharing information over the internet through MySpace
- Rarely do we hear major news stories like this anymore
- Have our attitudes changed?

Project Design

- Question: Does privacy exist on Facebook? Has there been a shift in how people think about privacy since the site's inception?
- Part 1: Researched privacy concerns on Facebook
- Part 2: Constructed a survey that questions how much people know

Distributed survey through Facebook on various UO pages

On Facebook, you are what you 'like,' study finds

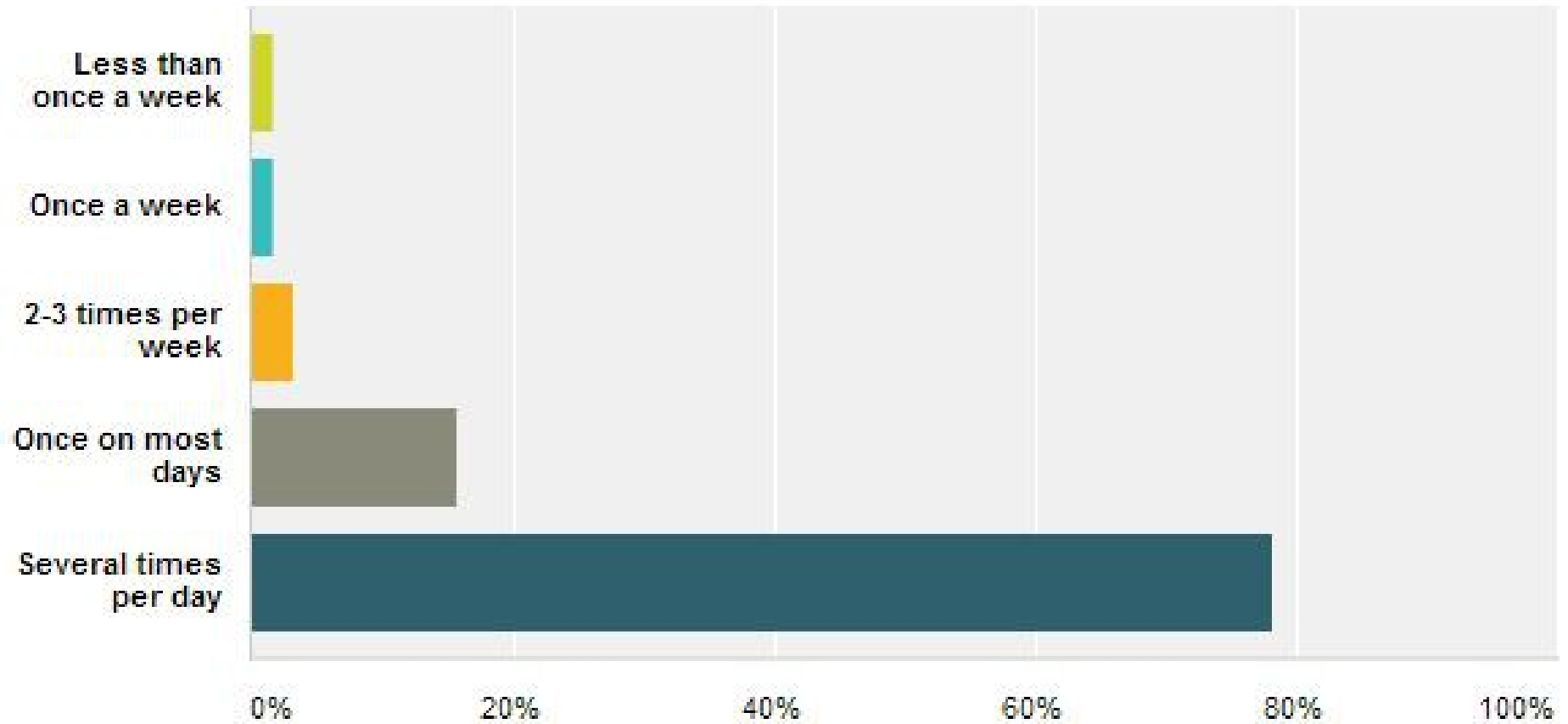
Researchers say they can tell a lot about people from their Facebook 'likes' – great for marketers but a worry for privacy advocates.

- Facebook 'likes' can be used to learn a great deal about people
- “a man may not realize that liking Kathy Griffin and the musical "Wicked" could signal to others that he is gay. For women, the telltale likes included a Facebook page called "Sometimes I Just Lay in Bed and Think About Life." A person who likes the metal band Slayer and the sporting goods brand Under Armour could be a smoker, the study found.” - LA Times
- Facebook makes money through selling data like this in order to personalize ads to you, on and off of Facebook
- Facebook can infer more about you than you might knowingly put on the site

From the LA Times

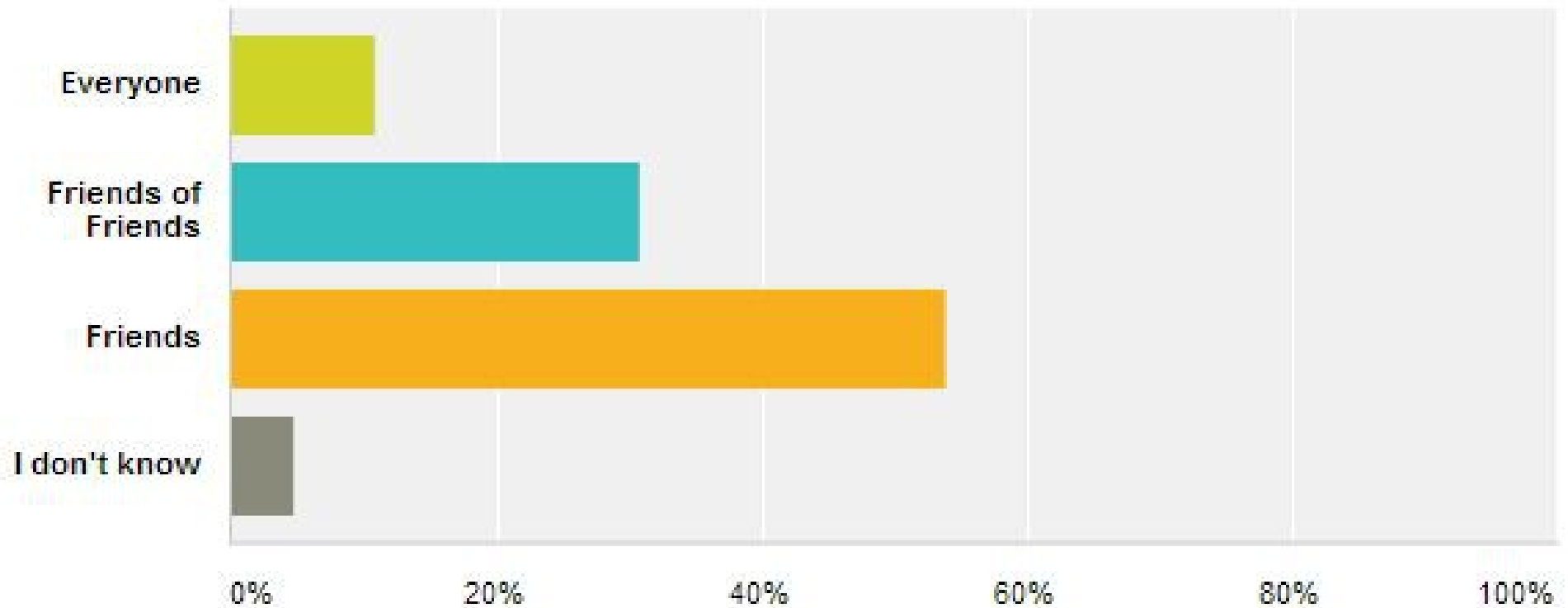
Which is closest to how often you check Facebook?

Answered: 64 Skipped: 1



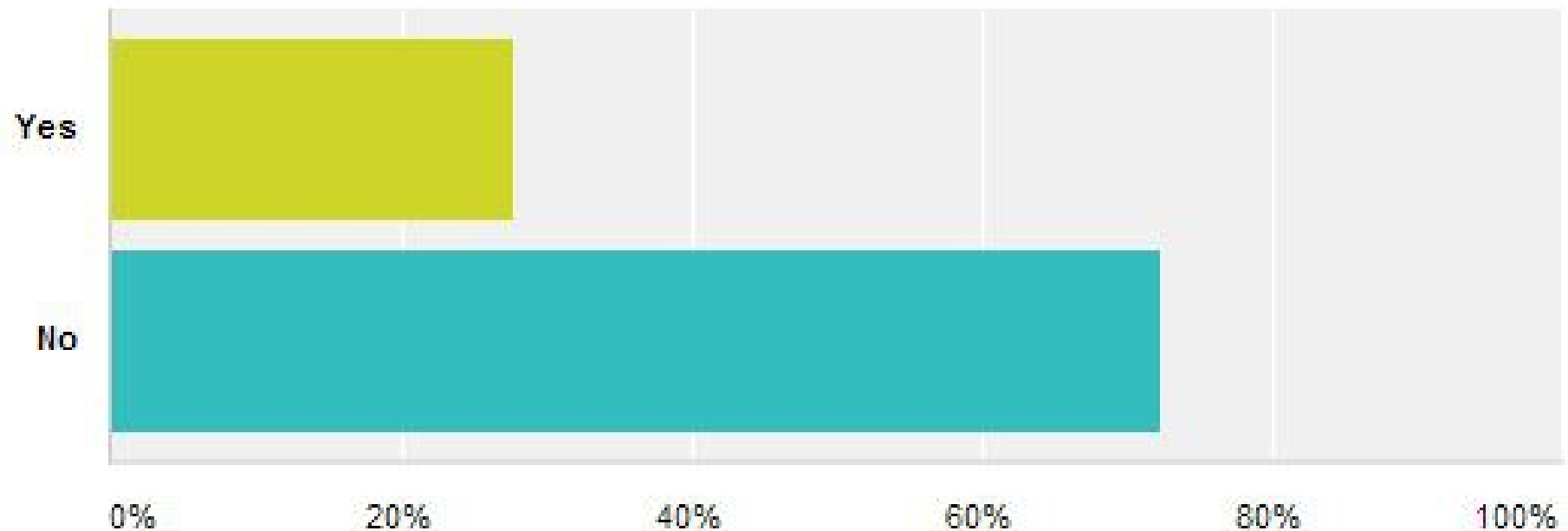
On Facebook, who do your settings allow to see posts and photos you've been tagged in? (If you do not know the answer off the top of your head, select "I don't know.")

Answered: 65 Skipped: 0



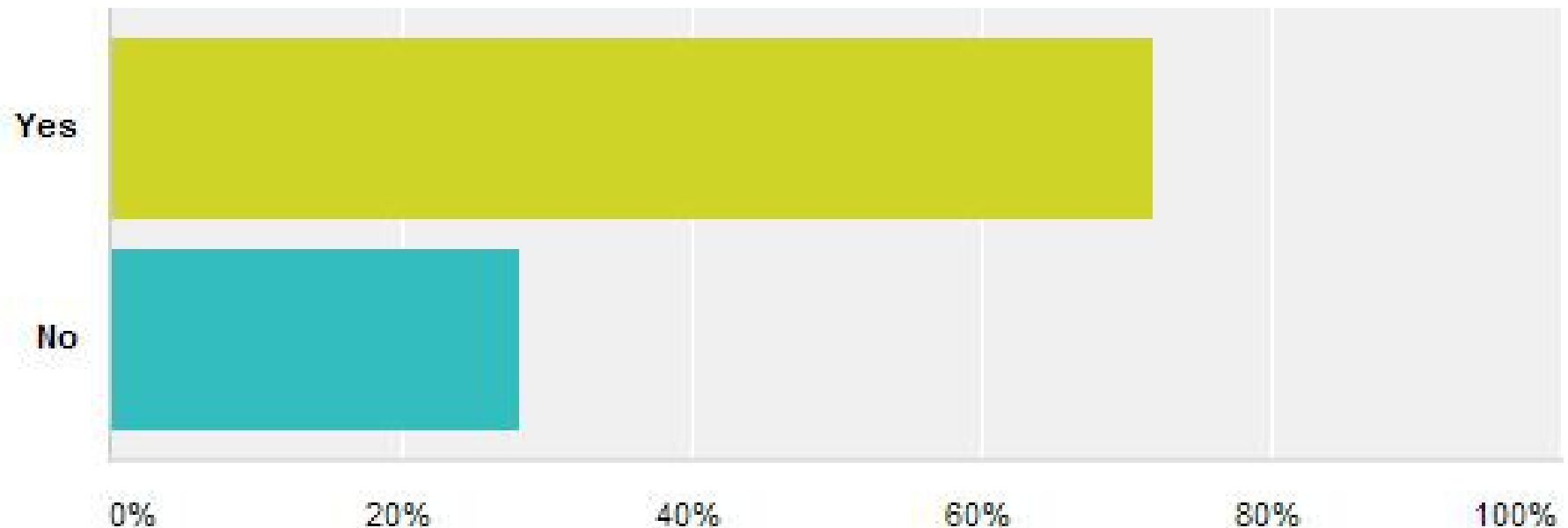
Are you aware that Facebook allows you to download a copy of your entire archive of Facebook data, including all of your photos, posts, messages, and more?

Answered: 65 Skipped: 0



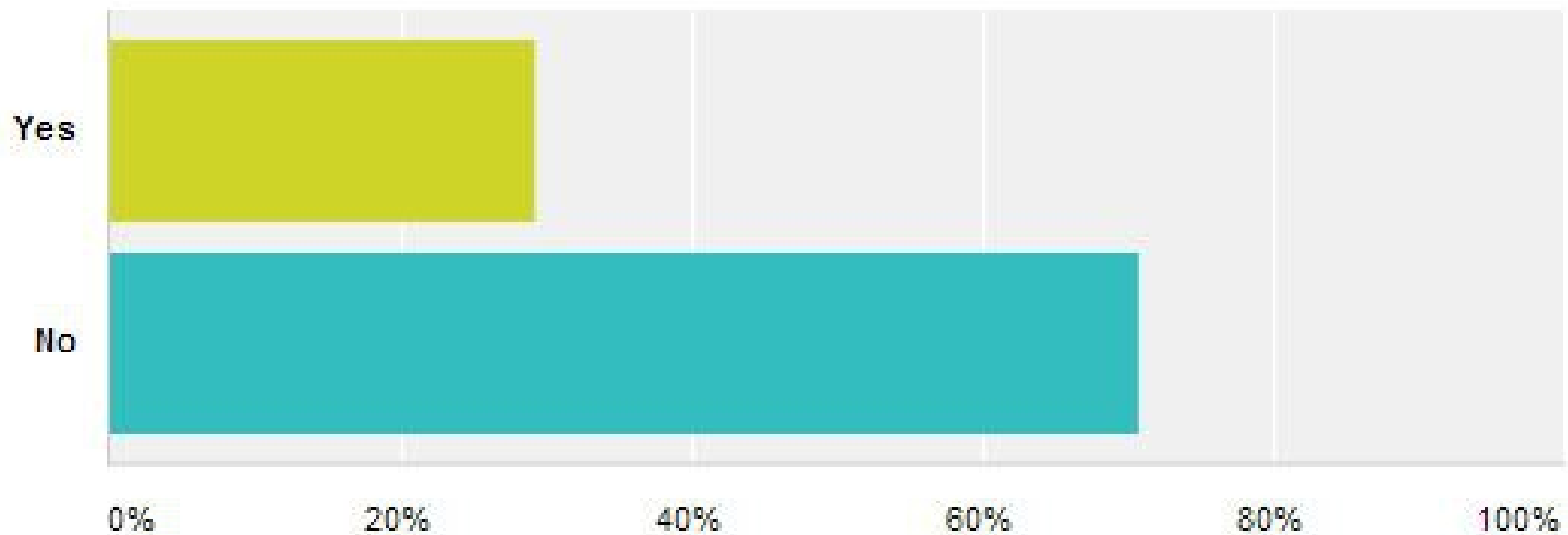
Did you know that Facebook can sell your information to other businesses to target ads to you across multiple platforms? (i.e. your Facebook information can be used by businesses like Google to personalize ads for you in Google searches or YouTube videos)

Answered: 64 Skipped: 1



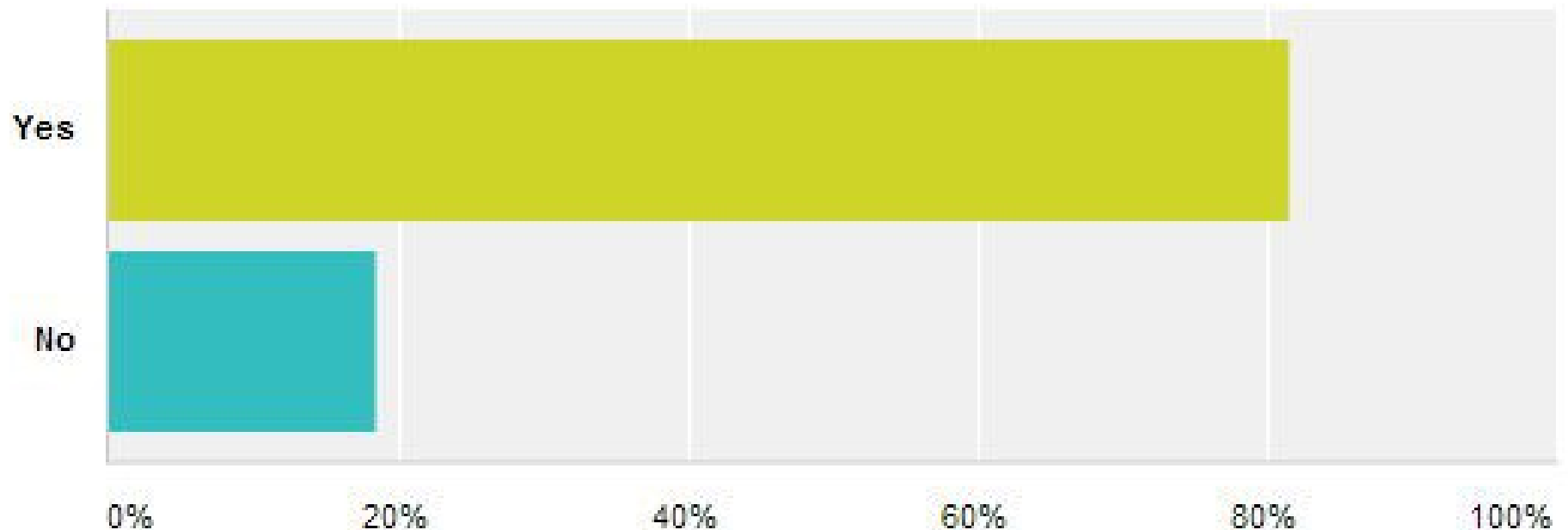
Facebook Graph Search is a new feature on the site that allows anybody to search for people who match certain criteria, meaning your profile and information could be found by anybody based on things you have posted or liked on Facebook. Prior to this survey, were you aware of this feature?

Answered: 65 Skipped: 0



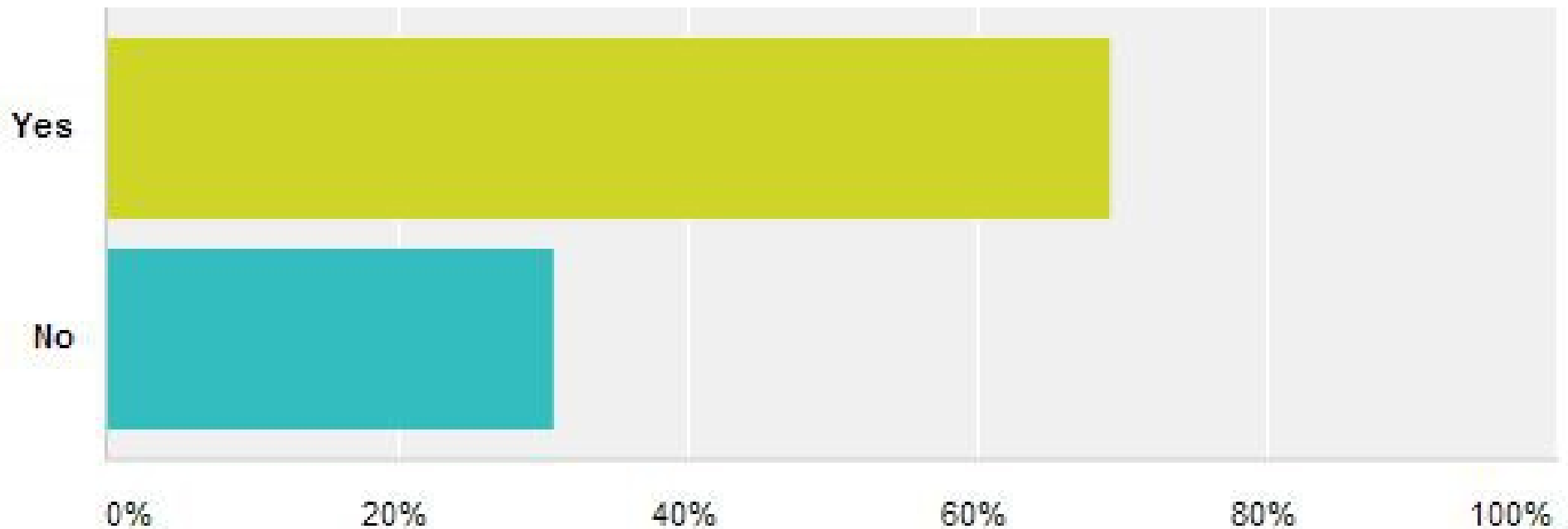
Are you aware that Facebook uses facial recognition to automatically suggest tags for photos, meaning Facebook is capable of knowing who is in a photo even if the people in the photo untag themselves from it?

Answered: 65 Skipped: 0



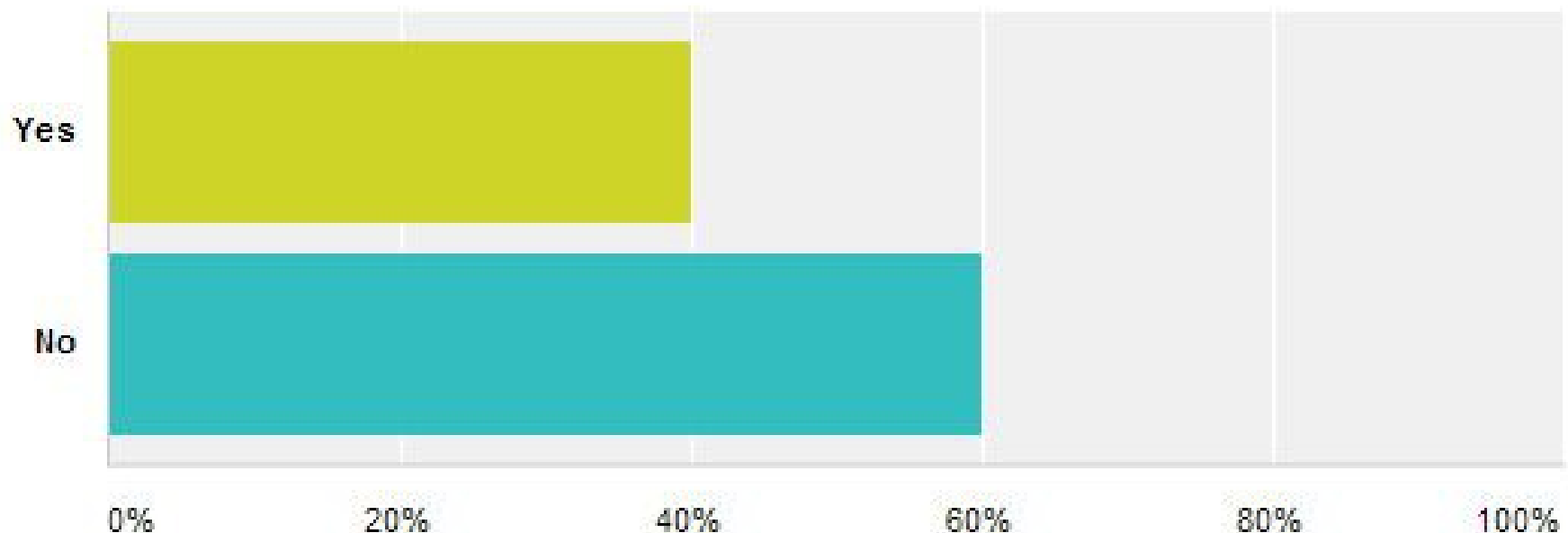
Are you aware that Facebook, by default, allows for your data (photos, posts, etc.) to come up in search engine results, such as Google searches?

Answered: 65 Skipped: 0



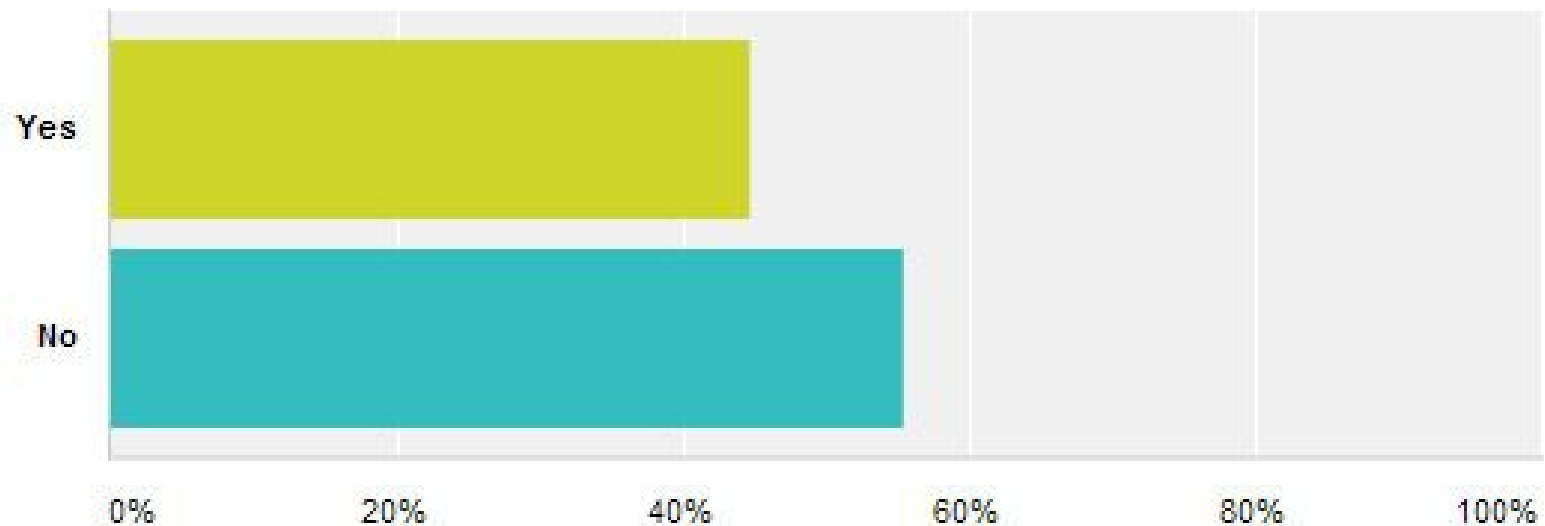
Are you aware that your Facebook data may remain on Facebook's servers for up to a month after being deleted, and even then may be stored for posterity on other sites such as archive.org, meaning it could be impossible to completely remove some Facebook data from the internet?

Answered: 65 Skipped: 0



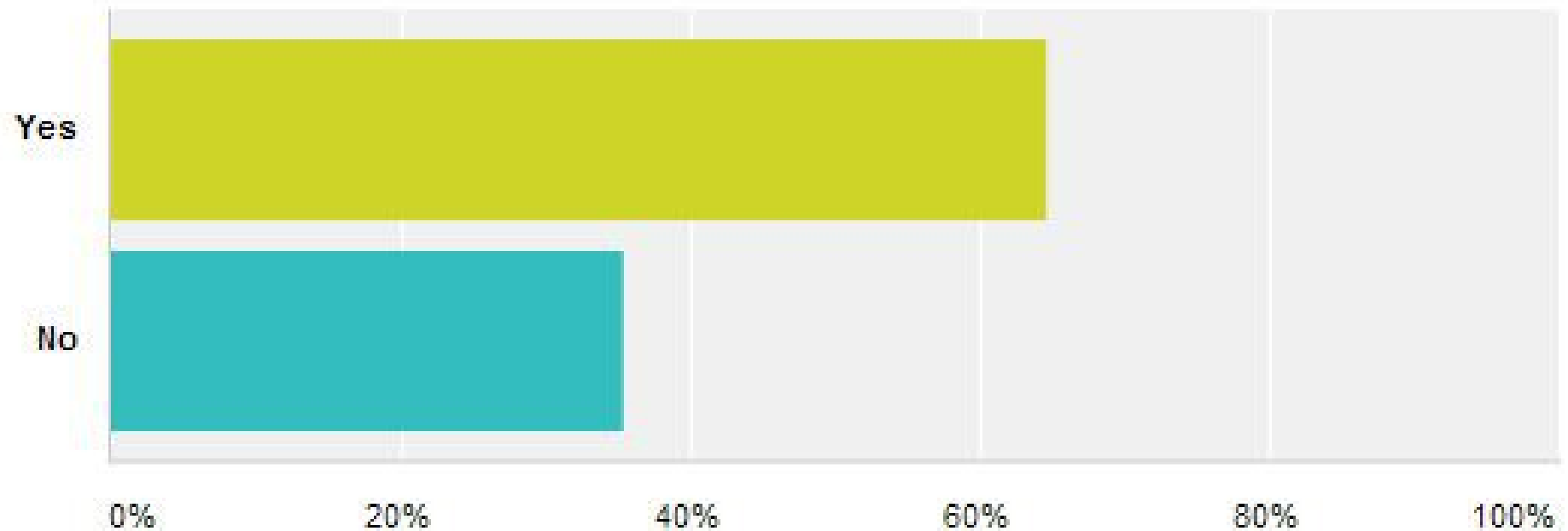
Are you aware that Facebook has agreements with other companies that allow them to exchange data about the sites you've visited, the things you've purchased, and even your phone numbers and email addresses in order to better target ads to you and thus increase the price that Facebook can charge advertisers for ad space?

Answered: 65 Skipped: 0



Could any of these privacy concerns cause you to change your perception of Facebook or question your use of it?

Answered: 65 Skipped: 0



Limitations

- Small sample size: 65 people
- Only received responses from UO students
 - Possibility that other regions could have different responses
- Don't know if our survey had an even distribution of male/female respondents, other demographics

Conclusions

We interpret people's lack of knowledge on these issues to show a blind trust of the internet and a decreased concern for privacy

Privacy in the traditional sense does not exist on Facebook

Not only is your data used to market things to you, but it is used to infer even more about you than what you put up

People aren't even aware of many issues regarding privacy on Facebook, and don't take much effort to consider them

Issues that are well known are often ignored

Conclusions

- There has been a shift in how we perceive privacy in a digital society
- People are more trusting than ever before (Facebook users 43% more trusting)
- People seem to use Facebook casually, without reflection
 - They take time to change the easy setting to be more private, but ignore what Facebook uses your data for without your choice

What we should do

Use Facebook more contemplatively,
reconsider what we share about ourselves

Pay more attention to what you're signing up
for; research before you agree

Develop concepts for privacy in a modern age