



Differentiations on Privacy Policy

UO NetPhi 123: Collaboration

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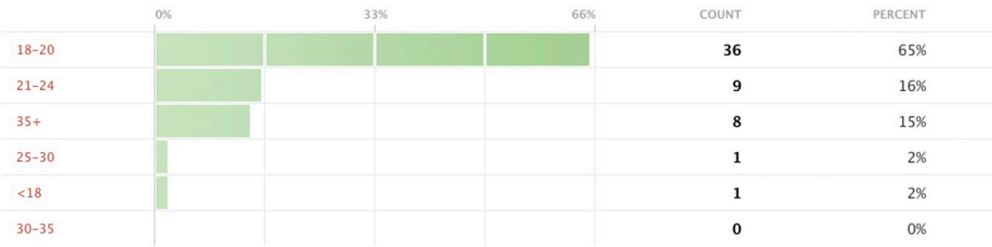
How have we determined what *privacy is*?

- * To define privacy in an overlapping statement would not do justice to every online user's interpretation of online privacy.
- * Questions on how privacy is conceptualized online:
 - * What does it mean to *have* privacy online?
 - * Do we really have control of our information as soon as it is online?
 - * How do we perceive privacy online in relation to what we put on social networking sites?

Question 01

To what age group do you belong? (Mandatory)

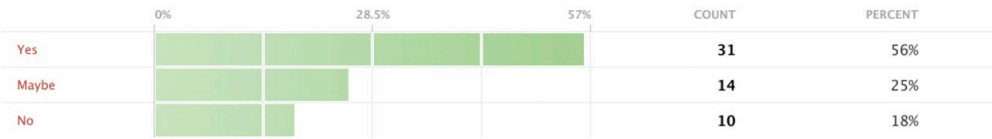
Answers 55
100%
Skips 0
0%



Question 02

Are you worried about your privacy within the social media sites you use? (Mandatory)

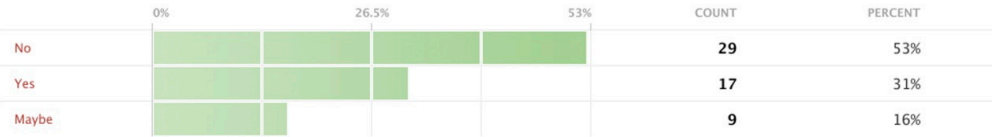
Answers 55
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Skips 0
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Question 03

Do you feel confident in your own knowledge of the privacy policies of the social media sites you interact with? (Mandatory)

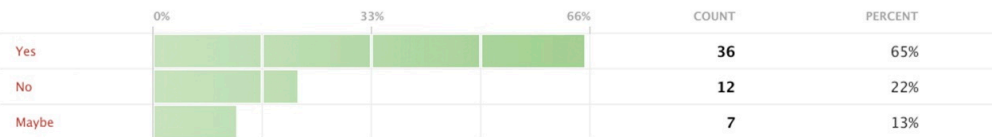
Answers 55
100%
Skips 0
0%



Question 04

If you choose to keep everything "private," do you expect your private information (such as email, race, gender, age, location, ect.) to stay only on your profile and visible only to whom you choose? (Mandatory)

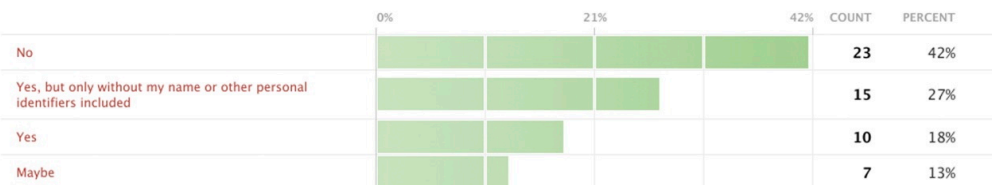
Answers 55
100%
Skips 0
0%



Question 05

Do you expect your information to be given out to companies/advertisers? (Mandatory)

Answers 55
100%
Skips 0
0%

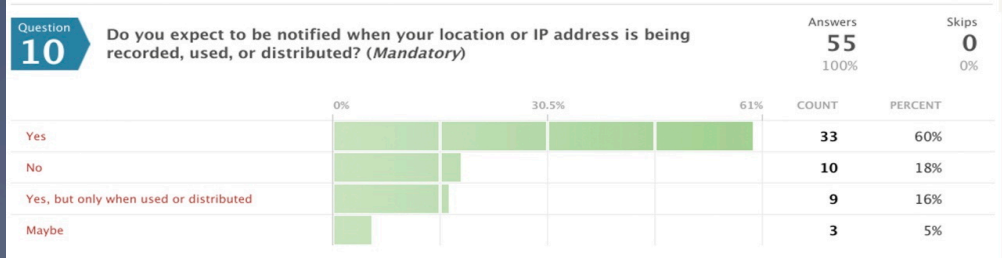
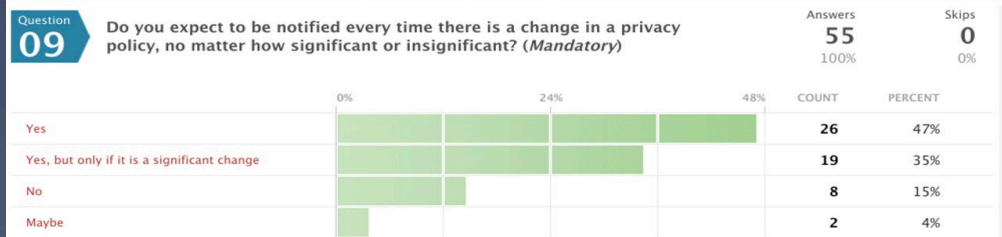
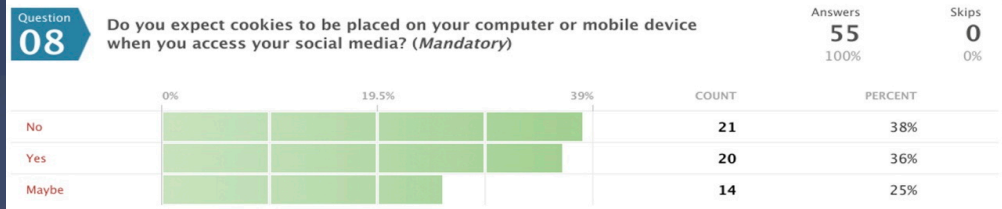
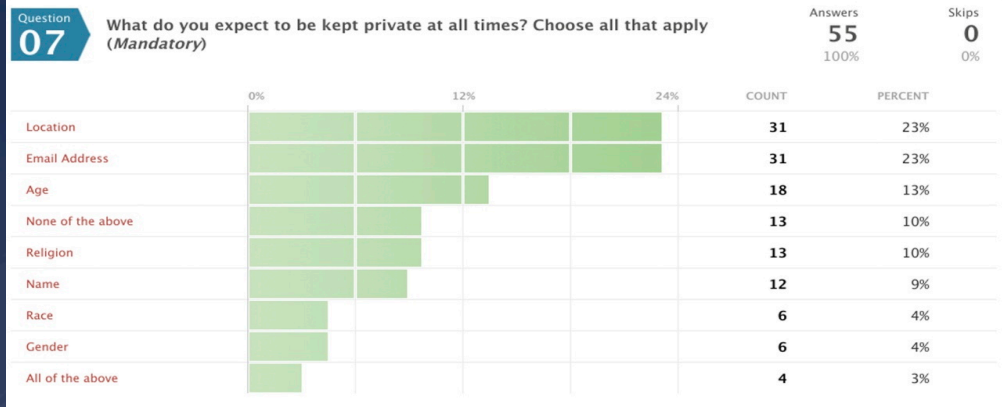
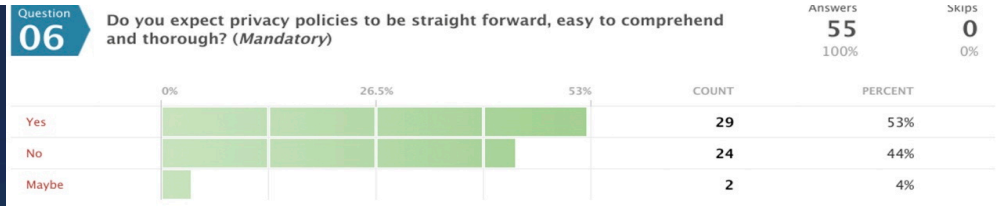


Survey One

This survey dealt with the expectations of social networking users. Questions ranged from users' expectation of how their information is used, to what they think *should* be kept private at all times.

Survey One Continued

We found that most users' expectations were optimistic in relation to how social networking companies *should* treat their information.



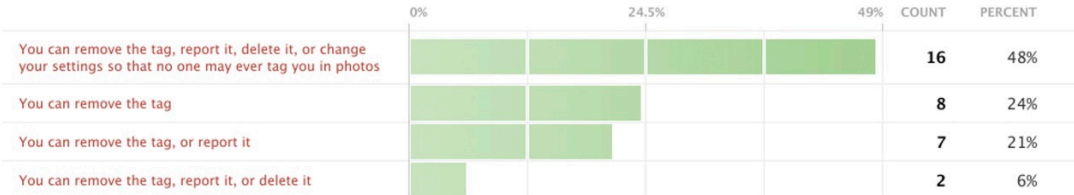
Social Networking Policies

- * The pros and cons of the current popular social networking sites
 - * Facebook
 - * Google+
 - * Myspace

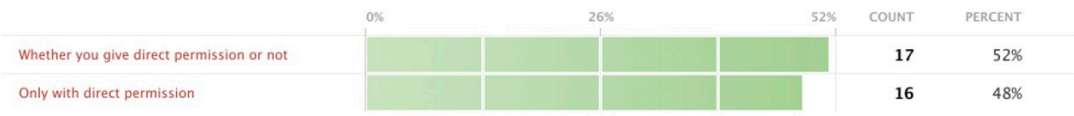
The “Live” Aspect

- * Our blog “University of Oregon Privacy Project”
 - * Used to gather data from surveys as well as a meeting place for our interpretations of privacy and Facebook, Google+, and Myspace policies
 - * [Experience it here!](#)

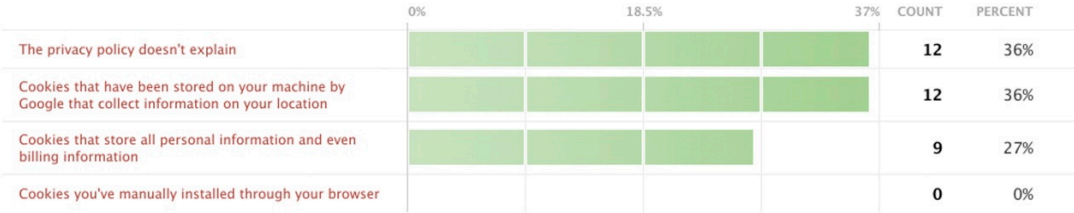
Question 01 According to the Google+ privacy statement, if someone tags you in an inappropriate photo: *(Mandatory)* Answers **33** Skips **0**
100% 0%



Question 02 According to the Google+ privacy statement, location services such as Google Maps may use your location: *(Mandatory)* Answers **33** Skips **0**
100% 0%



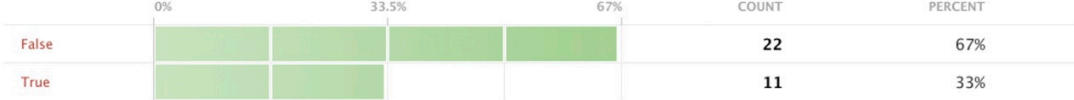
Question 03 According to the Google+ privacy statement, "cookies that may uniquely identify your browser or your account" are: *(Mandatory)* Answers **33** Skips **0**
100% 0%



Question 04 EXIF data is data stored in a picture that can tell the viewer where the picture was taken and with what equipment and settings. According to the Google+ privacy statement: *(Mandatory)* Answers **33** Skips **0**
100% 0%



Question 05 True/False: Myspace will inform you of any Privacy Policy changes: *(Mandatory)* Answers **33** Skips **0**
100% 0%

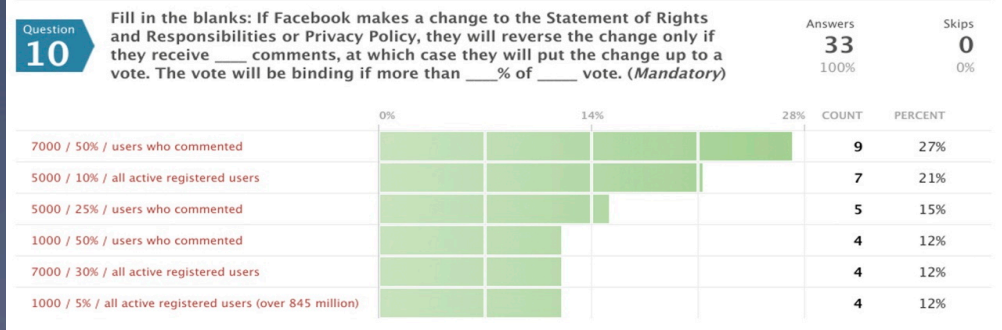
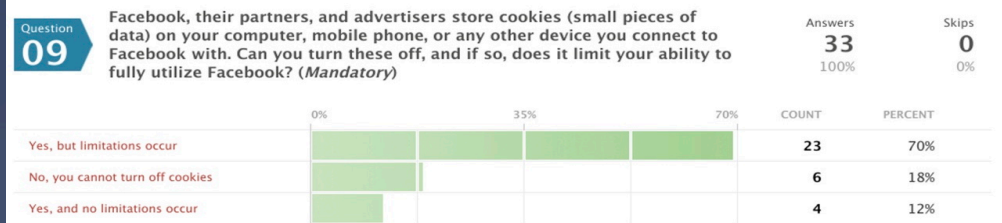
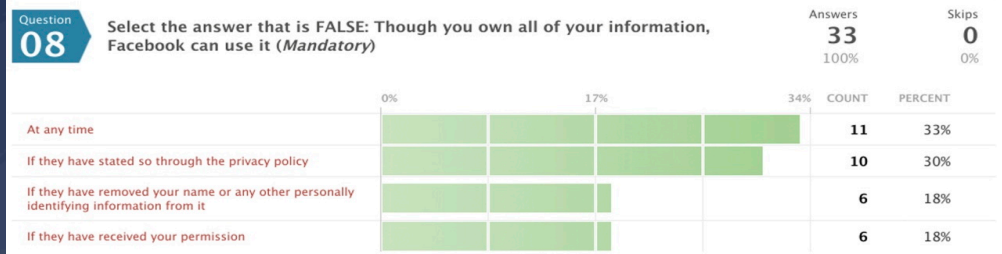
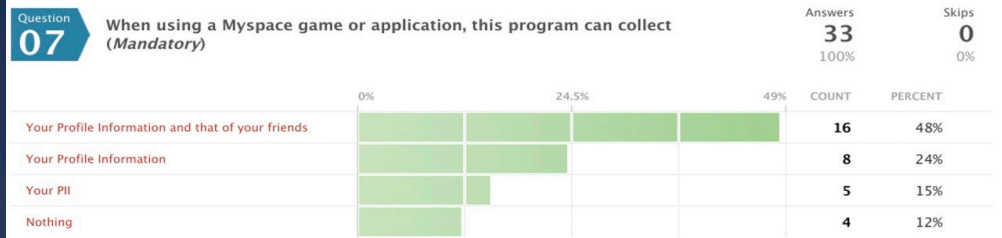
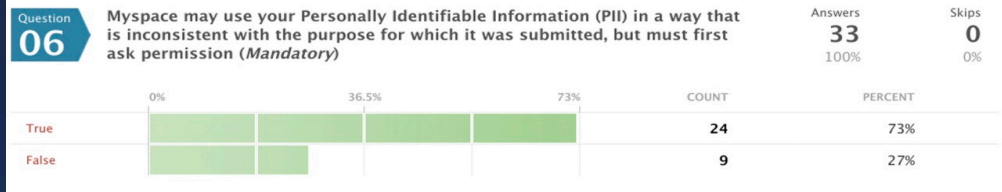


Survey Two

We then had users answer another questionnaire where we "tested" their privacy policy knowledge.

Survey Two Continued

Results ranged from fairly informed to optimistic concerning how social networking sites use PII (Personally Identifiable Information) and location data with or without users' consent.



What do these results mean?

- * Survey one: Expectations barely aligned with reality of policies.
- * Survey two: Though users were essentially informed, their overall knowledge was optimistic. Policies nod toward information hoarding and selling data to advertisers, whereas users sometimes thought they had more control of their information.
- * The knowledge of users versus the actual policies didn't completely align. Since privacy policies are inexcusably difficult to navigate, it is perhaps not too surprising.

Concluding Thoughts

- * What does this mean for the present and future of cyber privacy?
 - * If one had a conversation with a friend at a café, and an anonymous person overheard it, the likelihood that this anonymous, non-devious person would even retain an entire conversation of a stranger is quite implausible.
 - * However, what if numerous companies were following a person, eavesdropping on each conversation, taking notes, asking one constantly if they will buy a product, as well as selling their information to other companies for profit; would this overstep our tangible understanding of privacy?
- * Cyber privacy is at a conceptual crisis.
- * Companies and users have very different definitions of online privacy that have not yet met common ground.