

# Social networks: an introduction to privacy and intellectual property

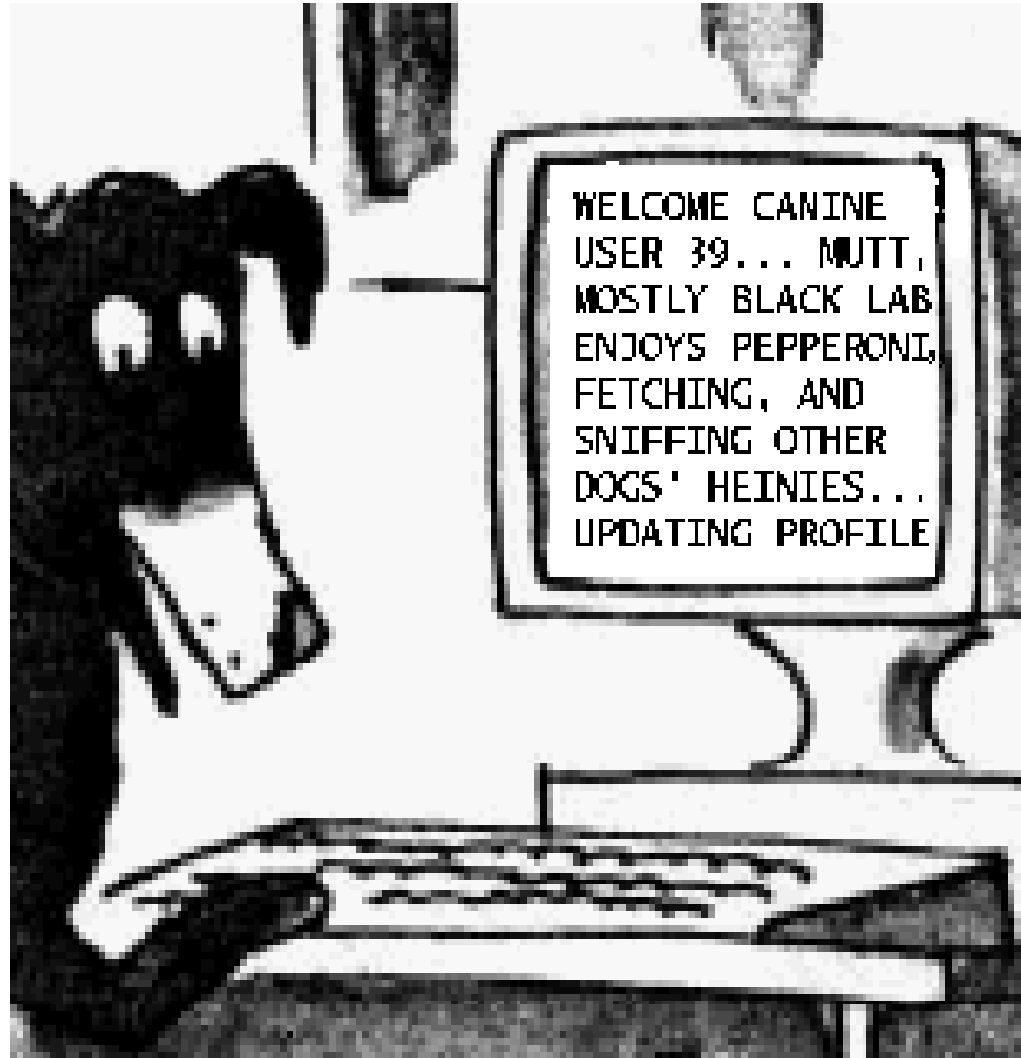
Neil Brown

1993

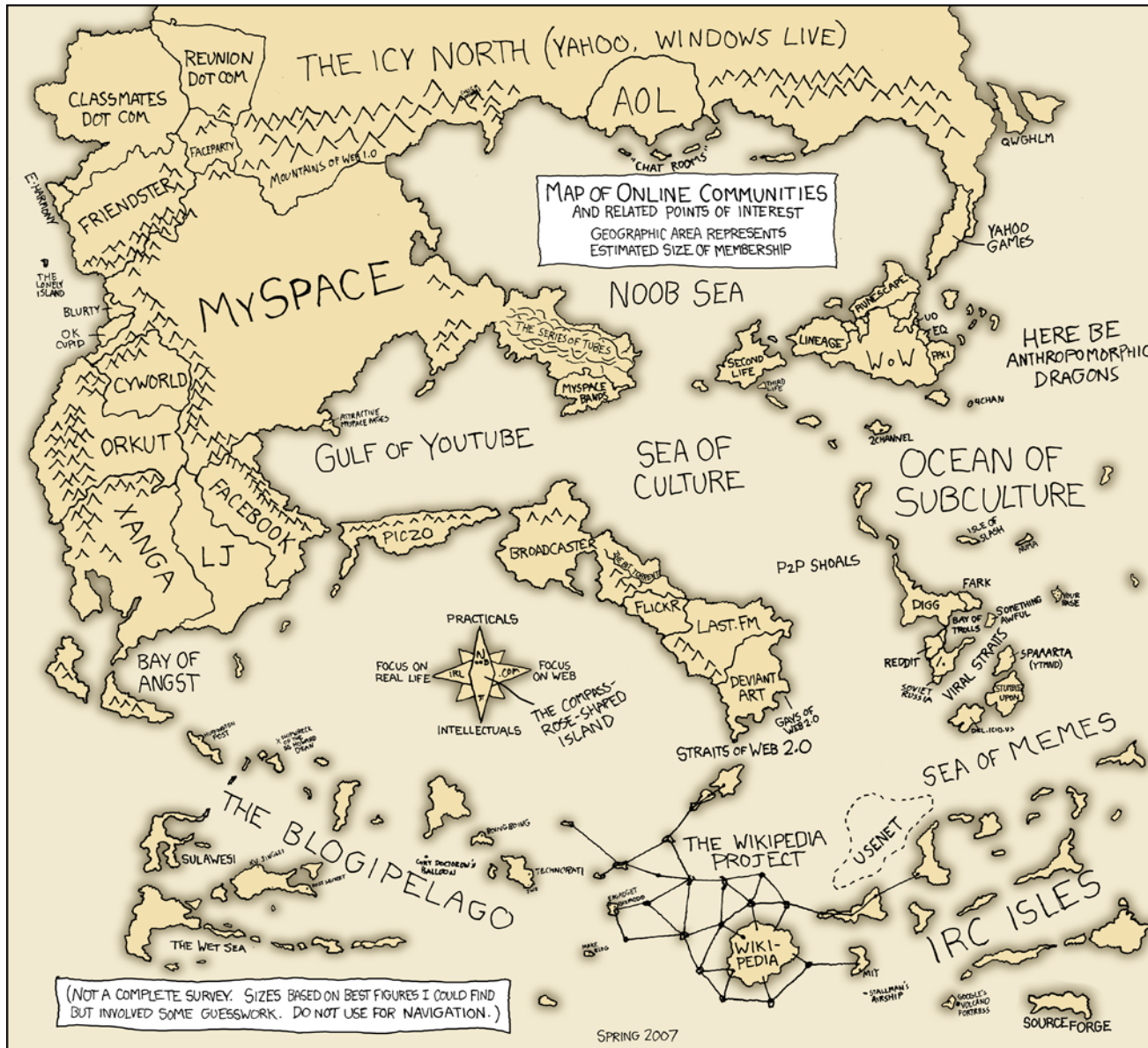


*"On the Internet, nobody knows you're a dog."*

Now?



# Online communities



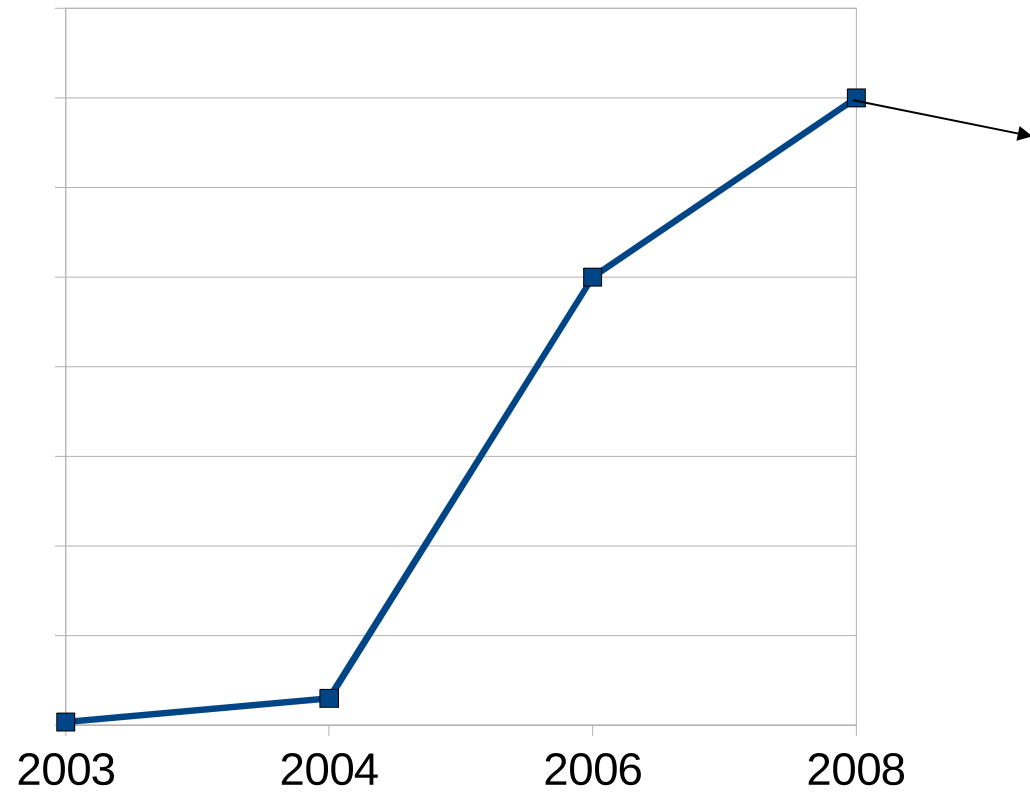
# Blogs

2003: 375,000

2004: 3,000,000

2006: 50,000,000

2008: 70,000,000



# Twitter

1,000 tweets per second

Total tweets: 12,830,463,786 (as at Sun. 25<sup>th</sup> April, 2010)

20,000,000,000: August 2010 (predicted)

# Facebook

400,000,000 active users

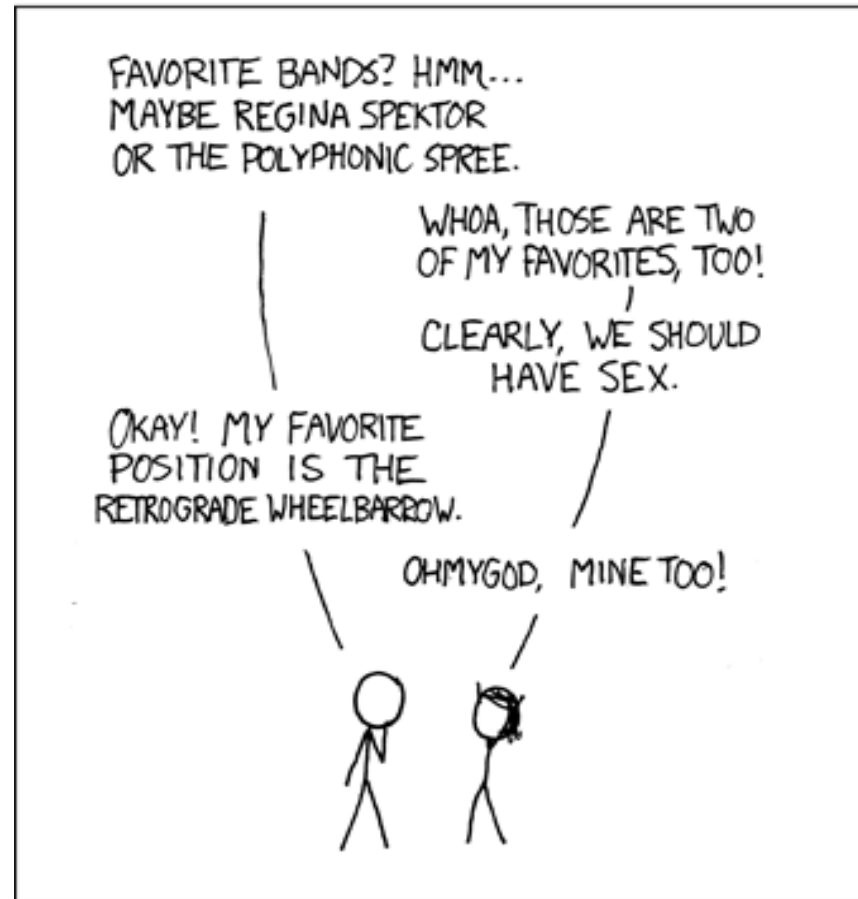
25,000,000,000 pieces of content shared each month

Average user shares 70 pieces of content each month

# Facebook

## MILDLY SLEAZY USES OF FACEBOOK, PART 14:

LOOKING UP SOMEONE'S PROFILE BEFORE INTRODUCING YOURSELF SO YOU KNOW WHICH OF YOUR FAVORITE BANDS TO MENTION



Privacy – more than just “data protection”

The Internet was not designed to facilitate authentication / identification

Nor designed to facilitate privacy / anonymity

Difference between Internet (carrier) and social networking (service)

Some people do not help themselves...

From ignorance ...



**Rob Houses** is totally robbing this house at 18 Main Street right now.

Mon at 11:47am · Comment · Like

 12 people like this.



**Police Cool.Wanna hang out?**

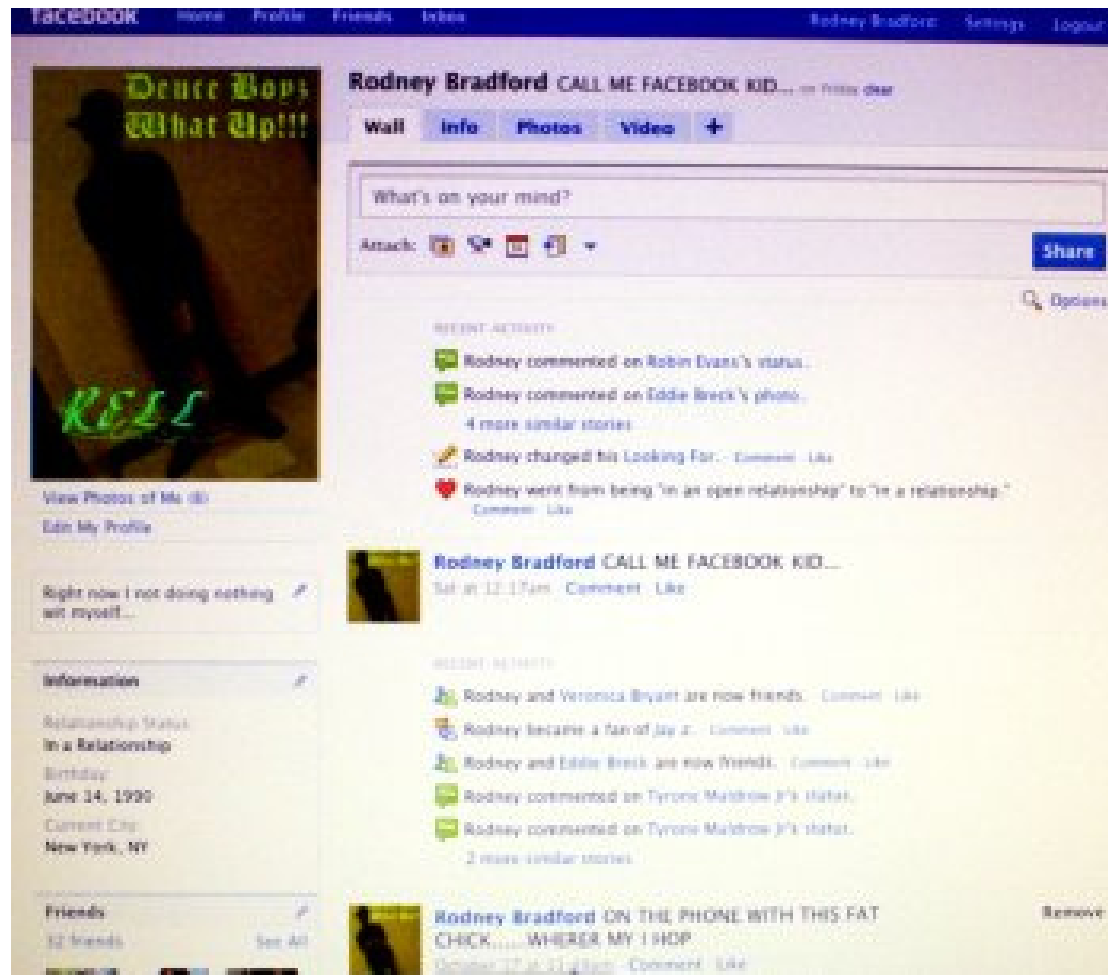
Write a comment...

... to intention ...



<http://www.nowpublic.com/strange/craig-lazie-lynch-escaped-criminal-taunts-police-facebook>

... to defence...



“Where my ihop?”

Once something is online, it is hard to control it

“Hard” as in “pretty much impossible”

Not under your control

May not even be in your jurisdiction

Q. whether the concept of jurisdiction is relevant online

Web was built to share information / data

Once something is online, it is hard to control it

What you reveal about yourself online

Do you realise what you are sharing?

pleaserobme.com: *“The danger is publicly telling people where you are. This is because it leaves one place you are not. Home.”*

What others reveal about you

Sharing geo-tagged photographs

Once something is online, it is hard to control it

Slide redacted for web version of presentation: image of a friend from an online photo-sharing website, which one of his friends had uploaded

Once something is online, it is hard to control it

Slide redacted for web version of presentation: EXIF information of photograph, depicting date / timestamp, and identification of camera as iPhone 3G

Once something is online, it is hard to control it

Slide redacted for web version of presentation: EXIF information continued, showing longitude and latitude, taken from iPhone GPS (“geo-tagged” image)

Once something is online, it is hard to control it

Slide redacted for web version of presentation: image from Google Maps, depicting the location referenced by the long/lat in the EXIF data – a clearly-identifiable building, with a real-world address

Once something is online, it is hard to control it

Not just social networks

“Semantic web” / “data web”

O'Hara, K. and Shadbolt, N. (2010) Privacy on the Data Web.  
Communications of the ACM, 53 (3). pp. 39-41. ISSN 0001-0782

“Star Wars kid”

“Star Wars kid”



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“frappe” - not just a type of coffee?

# Private conversations in the public domain

(n.b. not “public domain” in the intellectual property sense)

Online sharing / discussion replacing sharing within four walls?

*“Crap! Robin Hood Airport is closed. You've got a week and a bit to get your shit together otherwise I'm blowing the airport sky high!”*

Charged "with sending... a message that was grossly offensive or of an indecent, obscene or menacing character" (s127, Communications Act 2003)

*(Update: Chambers was found guilty, on 11<sup>th</sup> May 2010, and fined £1000:  
<http://jackofkent.blogspot.com/2010/05/paul-chambers-disgraceful-and-illiberal.html>)*

## “IP” and social networks

Intellectual property – a range of different rights

Right to share?

Who owns what you upload?

Right to remix?

But I don't want that being shared!

In the absence of an intellectual property right, little you can do

Some sites behave “responsibly”

Responsibility v. censorship – abuse, or abuse avoidance?