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Stakking 2.0 : A Facebook Case Study

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Stalking = surveillance

- “Legitimate” surveillance by
 - Police
 - National security
 - Lawyers etc involved in civil litigation?
 - Spouses and partners?
- “Illegitimate” surveillance by
 - Marketers and data miners?
 - ISPs ? (Phorm)
 - ID thieves
 - Exes, strangers and paedophiles

SNSs and Facebook – why it matters

- 62 million users worldwide (cf MySpace 217 million)
- Audience in UK increased by 1800% between August 2006 and September 2007
- 7.5 million unique users in UK at Sept 07 (cf MySpace, 5.2m)
- 3rd most popular site on web in UK by pages accessed (after Google and eBay)
- Not just kids! Average FB user by Sept 07 was almost 34.180,000 over 65s!
- 22% more female than male
- Valued globally at £15 billion
- NB SNS market is volatile – FB growth is slowing down – what next?
- Relevance to stalking and law?

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

FAVORITE BANDS? HMM...
MAYBE REGINA SPEKTOR
OR THE POLYPHONIC SPREE.

WHOA, THOSE ARE TWO
OF MY FAVORITES, TOO!

CLEARLY, WE SHOULD
HAVE SEX.

OKAY! MY FAVORITE
POSITION IS THE
RETROGRADE WHEELBARROW.

OHMYGOD, MINE TOO!



Facebook and privacy

- EC Data protection law protects *personal data* – data that identifies a living person – especially *sensitive data* – supposed to get *explicit consent* to process it
- (a) the racial or ethnic origin of the data subject
- (b) his political opinions
- (c) his religious beliefs or other beliefs of a similar nature
- (d) whether he is a member of a trade union
- (e) his physical or mental health or condition
- (f) his sexual life

Networks: London
Sex: Male
Interested In: Men
Relationship Status: In an Open Relationship with Jeanette Blower
Hometown: Ilford, England
Political Views: Liberal
Religious Views: Liberal Catholic

Looking for: Friendship Dating
 A Relationship Random Play
 Whatever I can get



Group: **Positive Survivors Living With HIV/AIDS**
Network: Global
Size: 103 members
Type: Organizations - Non-Profit Organizations
Matches: Name



Group: **CWU - Communication Workers' Union (UK)**
Network: Global
Size: 29 members
Type: Business - Companies
Matches: Description and Name

[View Group](#)

Perceptions of privacy?

- “Reasonable” expectations of FB users?
- Used to find criminal and civil evidence
- Journalists – PCC enquiry
- Used by ID thieves and direct marketers to collect data
- “Legal” surveillance using FaceBook (July 07)
- The Oxford proctors and the philosophy student
- “Network” default?
 - School/university networks
 - Cf Regional networks(1.2m London members)

- From surveillance to stalking?



Whose responsibility is her privacy?

- The student because she didn't take appropriate security measures using available tools?
- Problems
 - Different perceptions of privacy in SNS networks from “open” spaces eg web sites
 - No standardisation of expectations *across* SNSs eg LJ
-> FB
 - Not obvious and no standardisation *within* FB privacy controls
- Oxford's fault for snooping on a “private place”?
- FB's fault because it did not provide the right defaults for a “reasonable expectation of privacy”?

Lack of control over third party use of data

- Tagging of pictures?
- Control possible, but obscure
- **Search engines?** FB provided opt-out (not opt-in) to spiders.
- Giving data to advertisers?
- Marketers?
- What did you **consent** to?
- **Third party apps?**
- Often viral.

Photos of You Added by Others

Photo 11 of 15 | Back to Photos of You

Previous Photo



ian with his thimble of beer

In this photo: thimble of beer (photos), Ian Brown (photos | remove tag), michael (photos), Dominic, Brady

From the album:
"beer fest etc" by Nic Morris

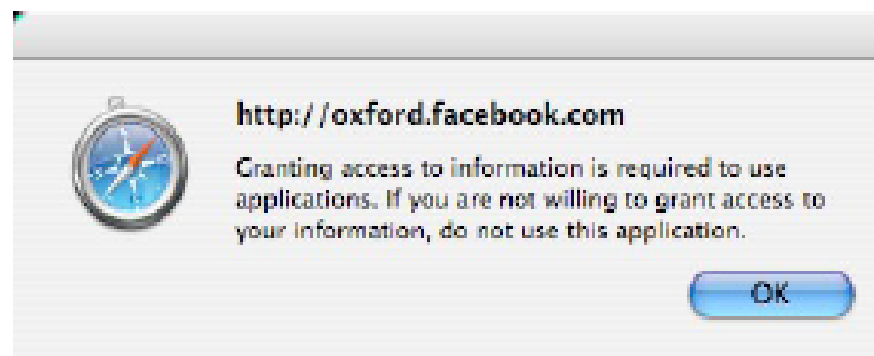
Other privacy problems – Facebook apps

- Big part of Facebook appeal
- **No effective user control over data released to applications**
- X's consent to FB may reveal personal data about Y also
- Y must consent to **some** info

Allow this application to...

- Know who I am and access my information
- Put a box in my profile
- Place a link in my left-hand navigation
- Publish stories in my News Feed and Mini-Feed
- Place a link below the profile picture on any profile

Zombies was not created by Facebook. By clicking 'add,' you agree to the Platform Application Terms of Use. By using Zombies, you also agree to the Zombies Terms of Service.



Compare Me

Compare your friends
and we'll show you where you fit.

Question Sets

[All questions](#) | [Work related](#) | [Personal](#) | [Dating](#) | [School related](#)

[Select friends to compare](#)



Chris Marsden

Who
is more well-
mannered



50 questions left
[See My Rankings>>](#)

[Skip](#)



Colin Harris

Ok to notify winner

Privacy as a bug not a feature?

- Privacy settings of FB are technically sophisticated but..
- The core concept is of “openness” given college origins
- Giving away data and gaining friends is part the game: “Friend whoring” - 41% users befriended Sophos frog
- If adults rarely take steps to protect their privacy, should we expect teenagers to? Risk awareness; jam today; culture of disclosure.
- But when FB users grow up...?
- Aggravated by the “eternal memory of the Internet”

Solutions??

- Education – eg ICO code of practice for young users
- Law – DP says processing is OK with consent but..
- Is it informed? Free? Standard terms and conditions.
- Norms: Bebo checks every profile by hand. But norms are largely pro disclosure. (It's how they make money!)
- Code: could the software have more privacy friendly *defaults* built in? Or more obvious privacy settings?
- Data/profile expiry, renewable every six months?