A Cross-Cultural Framework for Protecting User Privacy in Online Social Media

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Social Networking is Global

The Common Perspective

Diversity on Facebook

- Facebook has over one billion monthly users (December 2012)
- “Approximately 82% of our monthly active users are outside the U.S. and Canada.”
Goal

• Draft a framework for privacy in online social media across cultures

• Primary mechanism: literature review
  – Augmented by recent news stories and theory

• Potential uses
  – Evaluate cross-cultural support for privacy
  – Find gaps in the research literature
Our Proposed Framework

• Cultural norms

• Legal issues

• User expectations
### Our Proposed Framework

| Cultural Norms | Is there a clear conception of privacy? If so, what is it?  
|               | What is considered sensitive or private content? What constitutes offensive content?  
|               | Is it preferable, essential, or undesired that users from a particular culture be able to use pseudonyms?  
|               | With whom does a user expect posts will be shared? What is the structure of his/her network?  
|               | For what types of information does revelation cause a user distress?  
|               | In what cases does information revelation cause users danger or harm?  
|               | What are norms around posting and sharing photos of others, and of the user him/herself?  |
| Legal Issues  | Are people required by the law to provide their real identities to use the service?  
|               | What are the restrictions or requirements for data collection, processing, storage, and sharing?  
|               | What data-protection steps are legally required, and what is the legal definition of personal data?  
|               | What level of access must users have to their data?  
|               | In which jurisdictions is the social networking provider liable for its actions?  
|               | Can government agencies request user information from the service providers? Under what conditions?  |
| User Expectations | Is privacy-critical information communicated clearly in the user’s language?  
|                  | Do users expect that they can limit their audience by communicating in a certain language or lexicon?  
|                  | What localized social networks have set precedents that drive users’ privacy expectations?  
|                  | How are social media sites portrayed in the media and pop culture?  
|                  | What are expectations around surveillance by the social networking provider, the government, and third parties?  |
Part 1: Cultural Norms
Posting Photos

• Singaporean users shared more photos than American users [1]
• Chinese users were more likely to customize their profile photo [2]
• Indian users found photographs most privacy sensitive [3] and shared fewer [4]

Information Revelation

• American users disclosed more (in general) than Chinese users [1]
• American users were more likely to post problematic information (sex, drugs) [2]
• Different network structures [3]

Identity

- Are pseudonyms permitted? [1]

Part 2: Legal Issues
Legal Frameworks

• What is the legal framework around privacy?
  – FTC (US) prosecutes deceptive trade practices
  – Data-protection authorities (EU) have more extensive laws
  – Many countries do not have privacy protections
Legal Frameworks

Stern Words, and a Pea-Size Punishment, for Google

SAN FRANCISCO — Regulators in Germany, one of the most privacy-sensitive countries in the world, unleashed their wrath on Google on Monday for scooping up sensitive personal information in the Street View mapping project, and imposed the largest fine ever assessed by European regulators over a privacy violation.

Jurisdiction and Data Sharing

• To what degree is a social networking provider liable for its actions in your country?

• Can your government request information from the social networking provider?
Part 3: User Expectations
User Expectations

- Is privacy information communicated clearly in the user’s language? [1]

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cum intrați în legătură cu alții</td>
<td>Control how you connect with people you know.</td>
</tr>
<tr>
<td>Timeline and Tagging</td>
<td>Control what happens when friends tag you or your content, or post on your timeline.</td>
</tr>
<tr>
<td>Reclame, Aplicații și Website-uri</td>
<td>Gestionează-ți setările pentru reclame, aplicații, jocuri și saituri.</td>
</tr>
<tr>
<td>Limitează audiența pentru postările anterioare</td>
<td>Limit the audience for posts you shared with friends of friends or Public</td>
</tr>
<tr>
<td>Persoane și aplicații bloqueate</td>
<td>Manage the people and apps you’ve blocked.</td>
</tr>
</tbody>
</table>

User Expectations

• Is privacy information communicated clearly in the user’s language? [1]

User Expectations

• Is privacy information communicated clearly in the user’s language? [1]
  – We examined privacy-critical pages on the five most popular social networking sites
  – Coded as {fully, partially, not} translated

Privacy Translation

Privacy Settings

(February 2012, October 2012, April 2013)
Privacy Translation

(February 2012, October 2012, April 2013)
Privacy Translation

(Feb Oct Apr (67)(67)(67)
Facebook)
(Feb Oct Apr (9) (9) (9)
Flickr)
(Feb Oct Apr (39)(56)(56)
Google +)
(Feb Oct Apr (15)(18)(18)
LinkedIn)
(Feb Oct Apr (22)(32)(34)
Twitter)

(February 2012, October 2012, April 2013)
Crowdsourced Translation
Crowdsourced Translation

Twitter does not disclose personally identifying information to third parties except in accordance with our Privacy Policy.

1. A Twitter nem oszt meg személyes azonosításhoz használható információkat harmadik féllel, kivéve az Adatvédelmi irányelveket a leírt eseteket.
   - Posted by kkemenczy on July 08, 2012

2. A Twitter nem oszt meg személyes azonosításhoz használható információkat harmadik féllel, kivéve az Adatkezelési Nillátkozatban leírt eseteket.
   - Posted by mazvazzeg on November 02, 2011
User Expectations

• Precedents from localized social networks [1]


Expectations About Providers
Expectations About Providers

YOU DON’T GET TO 500 MILLION FRIENDS WITHOUT MAKING A FEW ENEMIES
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Future Directions

• Apply this framework to analyze a particular provider’s support for cross-cultural privacy

• Inform a large-scale, cross-cultural survey of privacy preferences on social media
  – Translation
  – Recruiting participants
  – Ethics approval
Thank You!

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  – Legal Issues
  – User expectations

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