

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

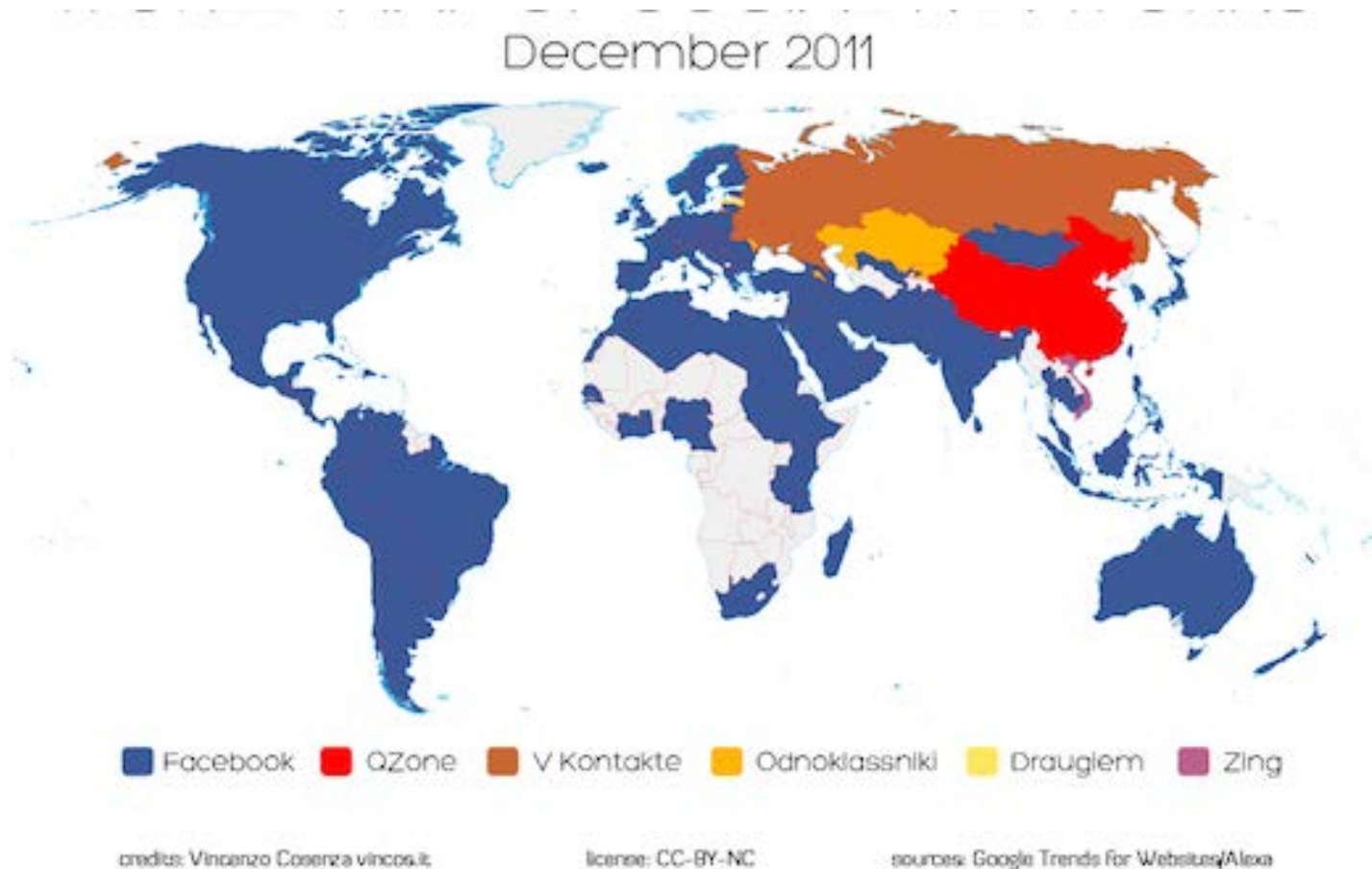
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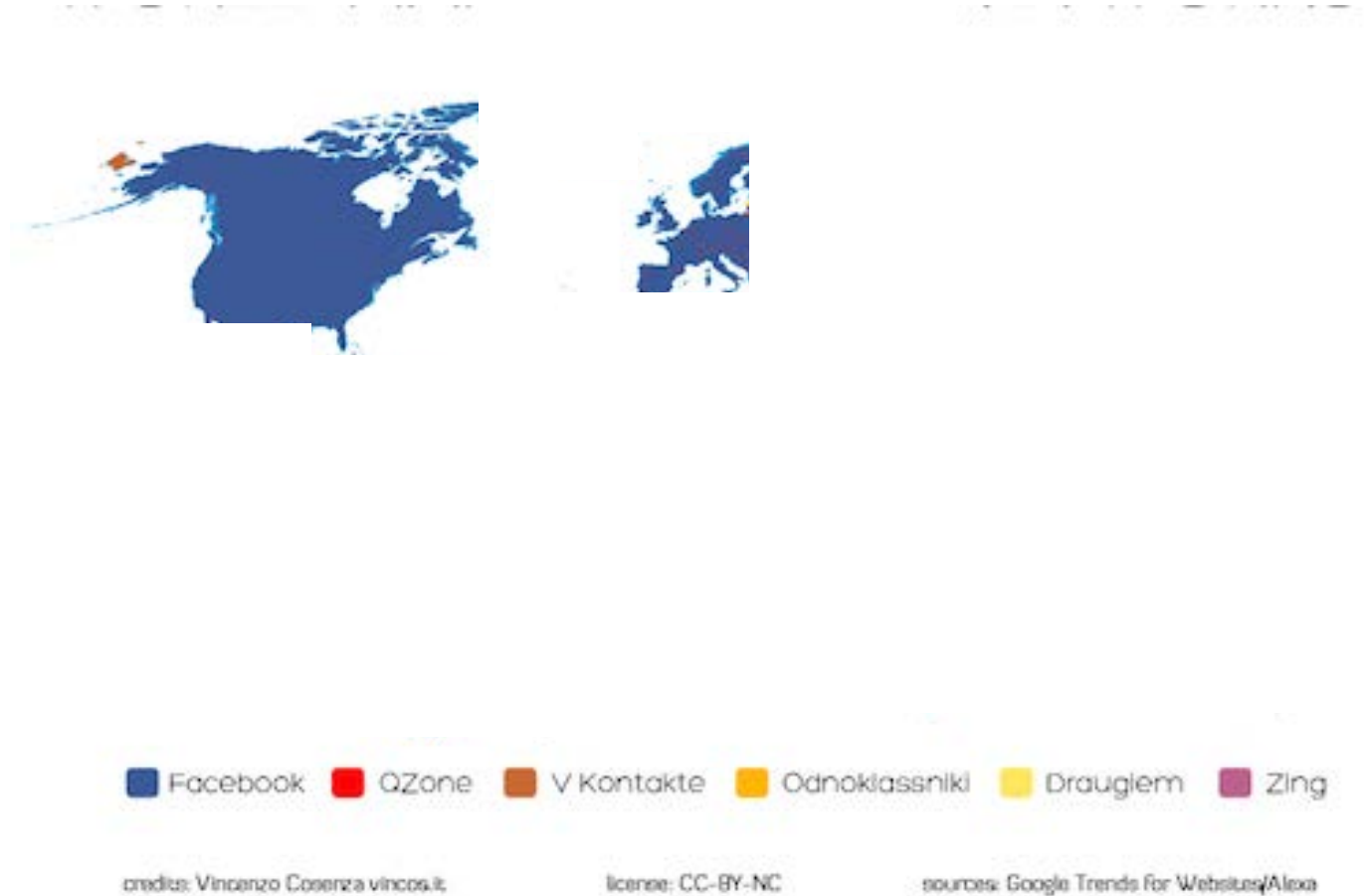
Syracuse University

Social Networking is Global



<http://thenextweb.com/socialmedia/2012/01/25/facebook-is-killing-local-social-networks-around-the-world/>

The Common Perspective



<http://thenextweb.com/socialmedia/2012/01/25/facebook-is-killing-local-social-networks-around-the-world/>

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.”

Select Your Language				
All Languages	Afrikaans	Euskara	Polski	Հայերեն
Africa and Middle East	Avañe'ẽ	Filipino	Português (Brasil)	עברית
Americas	Aymar aru	Føroyskt	Português (Portugal)	תענית
Asia-Pacific	Azərbaycan dili	Français (Canada)	Qhichwa	اردو
Eastern Europe	Bahasa Indonesia	Français (France)	Română	العربية
Western Europe	Bahasa Melayu	Frysk	Rumantsch	پښتو
	Basa Jawa	Gaeilge	Shqip	فارسی
	Bosanski	Galego	Slovenčina	□□□□□
	Català	Hrvatski	Slovenščina	नेपाली
	Čeština	isiXhosa	Soomaaliga	मराठी
	Cherokee	isiZulu	Suomi	संस्कृतम्
	Cymraeg	Íslenska	Svenska	हिन्दी
	Dansk	Italiano	Tiếng Việt	कन्नड
	Davvisámegiella	Kiswahili	tiŋngan-Hol	ਪੰਜਾਬੀ
	Deutsch	Kurdî	Türkçe	ગુજરાતી
	Eesti	Latviešu	Ελληνικά	தமிழ்
	English (India)	Leet Speak	Ἑλληνική ὀρχαία	తెలుగు
	English (Pirate)	Lietuvių	Беларуская	ಕನ್ನಡ
	English (UK)	Limburgs	Български	කෙළවර
	English (Upside Down)	lingua latina	Қазақша	ភាសាខ្មែរ
	English (US)	Magyar	Македонски	□□□□□□□□
	Español	Malagasy	Монгол	□□□□□□□□
	Español (Chile)	Malti	Русский	இந்திய

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

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]

• [1] J. Rui and M. A. Stefanone. Strategic self-presentation online: A cross-cultural study. *CHB*, 29(1):110–118, 2013.

• [2] C. Zhao and G. Jiang. Cultural differences on visual self-presentation through social networking site profile images. In *Proc. CHI*, 2011.

• [3] P. Kumaraguru and N. Sachdeva. Privacy in India: Attitudes and awareness v 2.0. Technical Report PreCog-TR-12-001, November 2012.

• [4] B. A. Marshall et al. Social networking websites in India and the United States: A cross-national comparison of online privacy and communication. *IIS*, 9(2), 2008.

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]

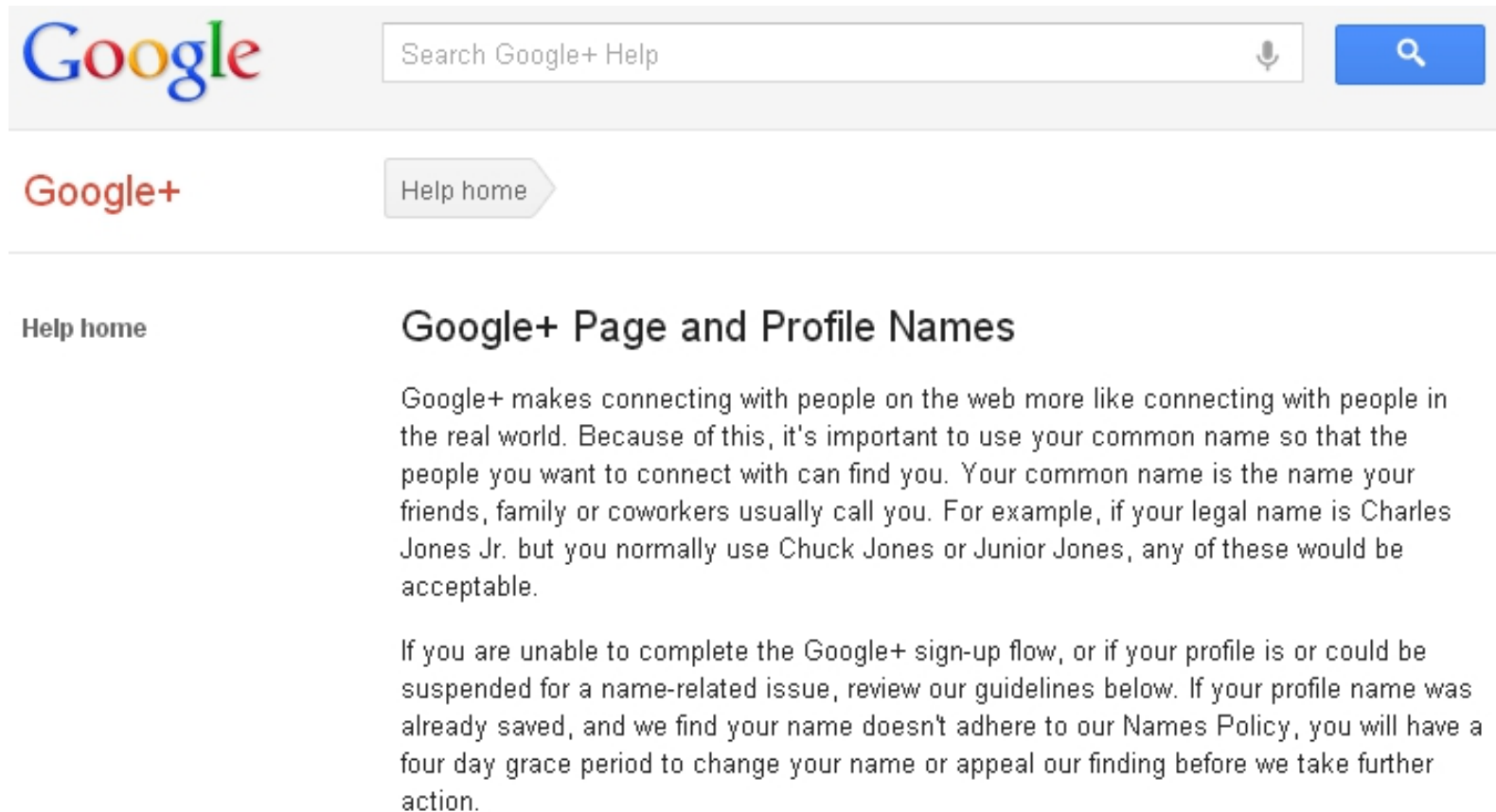
• [1] G.-M. Chen. Differences in self-disclosure patterns among Americans versus Chinese. *JCCP*, 26(1):84–91, 1995.

• [2] K. Karl, J. Peluchette, and C. Schlaegel. Who's posting Facebook faux pas? A cross-cultural examination of personality differences. *IJSA*, 18(2), June 2010.

• [3] D. Rosen, M. A. Stefanone, and D. Lackaff. Online and offline social networks: Investigating culturally-specific behavior and satisfaction. In *Proc. HICSS*, 2010.

Identity

- Are pseudonyms permitted? [1]



[1] Y. Wang, G. Norcie, and L. F. Cranor. Who is concerned about what? A study of American, Chinese and Indian users' privacy concerns on social network sites. In *Proc. TRUST*, 2011.

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




Johannes Eisele/Agence France-Presse — Getty Images

Google Street View cameras in Germany. Regulators there fined Google \$189,225 on Monday.

By **CLAIRE CAIN MILLER**


Published: April 22, 2013

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.

 **FACEBOOK**

 **TWITTER**

 **GOOGLE+**

 **SAVE**

<http://www.nytimes.com/2013/04/23/business/global/stern-words-and-pea-size-punishment-for-google.html>

Jurisdiction and Data Sharing

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



If you have questions or complaints regarding our Data Use Policy or practices, please contact us by mail. If you are located in the U.S. or Canada, our mailing address is Facebook Inc., 1601 Willow Road, Menlo Park, CA 94025. If you are located outside the U.S. or Canada, our mailing address is Facebook Ireland Ltd., Hanover Reach, 5-7 Hanover Quay, Dublin 2 Ireland. You may also contact us through [this help page](#).

- 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]



Cum intrați în legătură cu alții

Control how you connect with people you know.

Schimbați setările



Timeline and Tagging

Control what happens when friends tag you or your content, or post on your timeline.

Schimbați setările



Reclame, Aplicații și Website-uri

Gestionează-ți setările pentru reclame, aplicații, jocuri și sauturi.

Schimbați setările



Limitează audiența pentru postările anterioare

Limit the audience for posts you shared with friends of friends or Public

Administrează vizibilitatea postărilor din trecut



Persoane și aplicații blocate

Manage the people and apps you've blocked.

Manage Blocking

- [1] B. Ur, M. Sleeper, and L.F. Cranor. {Privacy, Privacidad, Приватност} policies in social media: Providing translated privacy notice. In *PSOSM*, 2012.

User Expectations

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

The screenshot shows the Facebook privacy settings menu. The following sections are highlighted with red boxes:

- Cum intrați în legătură cu alții**
Control how you connect with people you know. [Schimbați setările](#)
- Timeline and Tagging**
Control what happens when friends tag you or your content, or post on your timeline. [Schimbați setările](#)
- Reclame, Aplicații și Website-uri**
Gestionează-ți setările pentru reclame, aplicații, jocuri și sauturi. [Schimbați setările](#)
- Limitează audienta pentru postările anterioare**
Limit the audience for posts you shared with friends of friends or Public. [Administrează vizibilitatea postărilor din trecut](#)
- Persoane și aplicații blocate**
Manage the people and apps you've blocked. [Manage Blocking](#)

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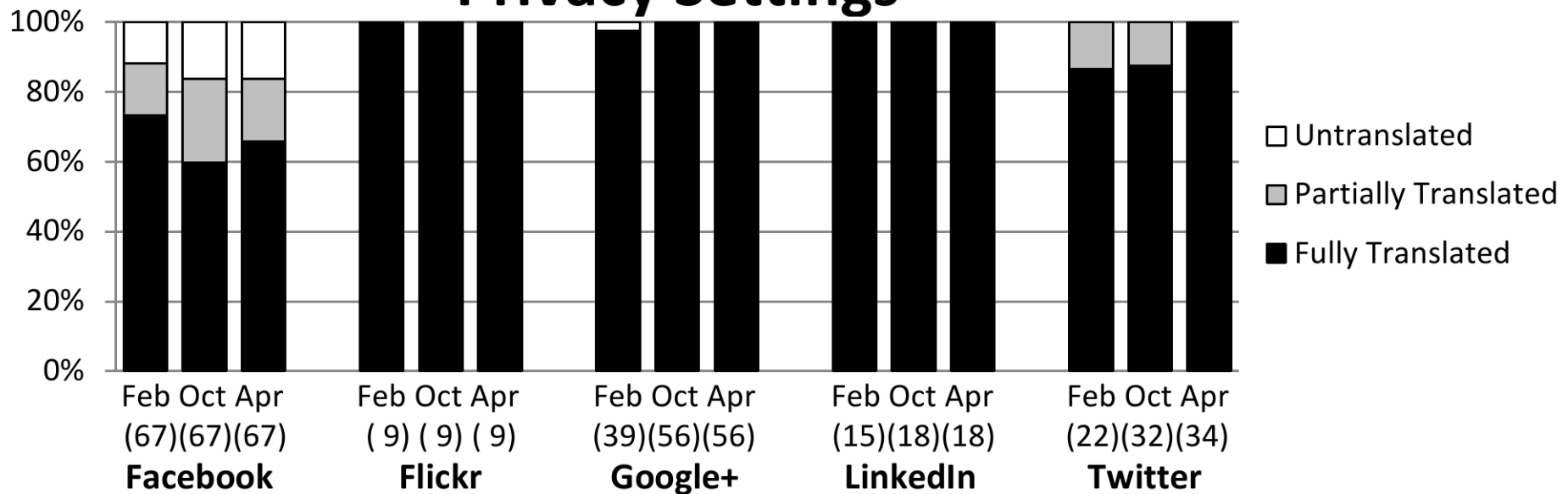
User Expectations

- 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

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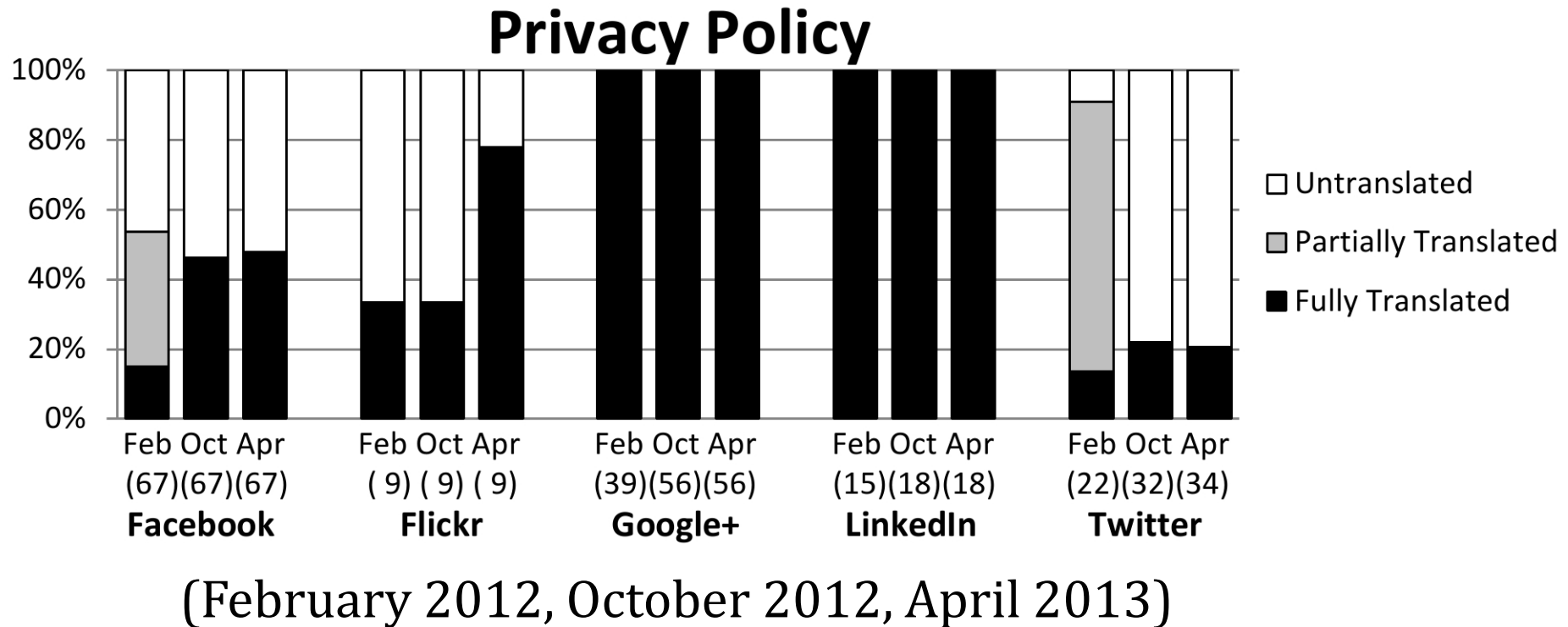
Privacy Translation

Privacy Settings

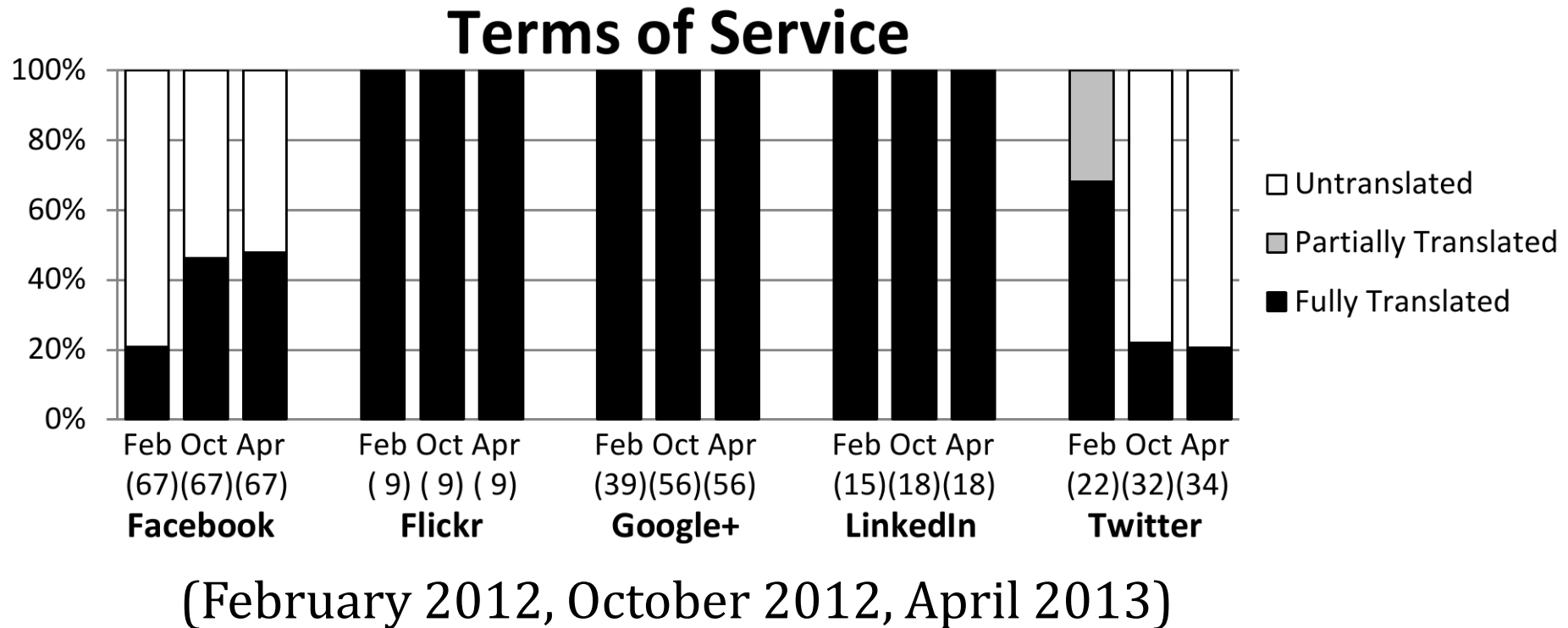


(February 2012, October 2012, April 2013)

Privacy Translation



Privacy Translation



Crowdsourced Translation

facebook 

Search for people, places and things 

Learn about cookies and Facebook.
Link: learn about cookies

Szavazás **Fordítás**

Tudj meg többet a sütiokról és a Facebookról.

Tudj meg többet a sütiokról és a Facebook-ról.

Tudj meg többet a cookiekról és a Facebookról.


 

Tudj meg többet a facebookról és a "cookiekról"

További 3... ▼

Crowdsourced Translation

 Translation Center

BlogForums

Need help? ▾Blaze Cups ▾

Home / Twitter.com /

All phrases ▾

UntranslatedTranslated/VotedLive

privacySearch

will not be shown publicly. You can change your privacy settings at any time.

1 translations with 0 votes

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

2 translations with 1 votes

`Preview`
suggestions tailored for you (not currently available to all users). `Learn more`
about how this works and your additional privacy controls.

1 translations with 0 votes

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


2Translations

+Add translation

iMore information


Live

Vote
✓

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

0 votes
✓ Translation live

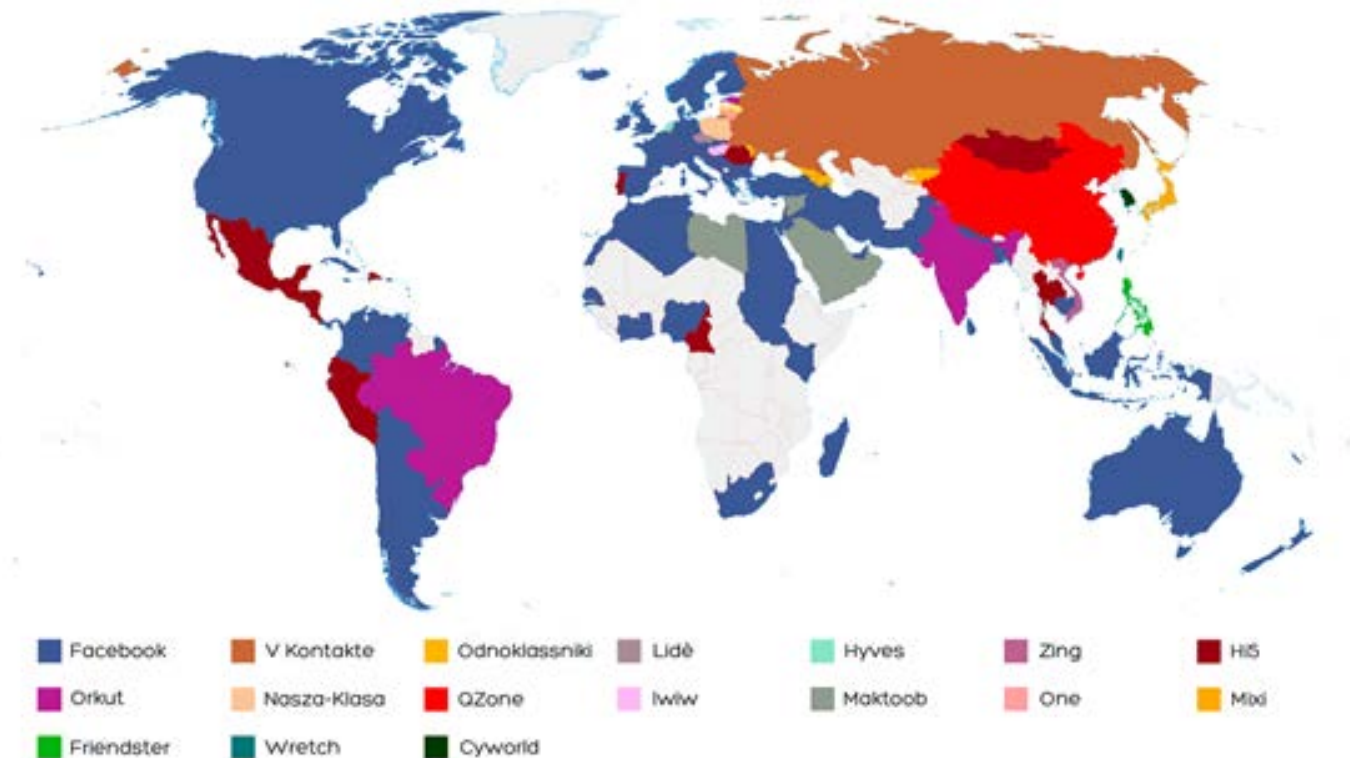
Vote
✓

A Twitter nem oszt meg személyes azonosításhoz használható információkat harmadik féllel, kivéve az Adatkezelési Nyilatkozatban leírt eseteket.
Posted by  [mazvazzeg](#) on November 02, 2011

1 votes

User Expectations

- Precedents from localized social networks [1]

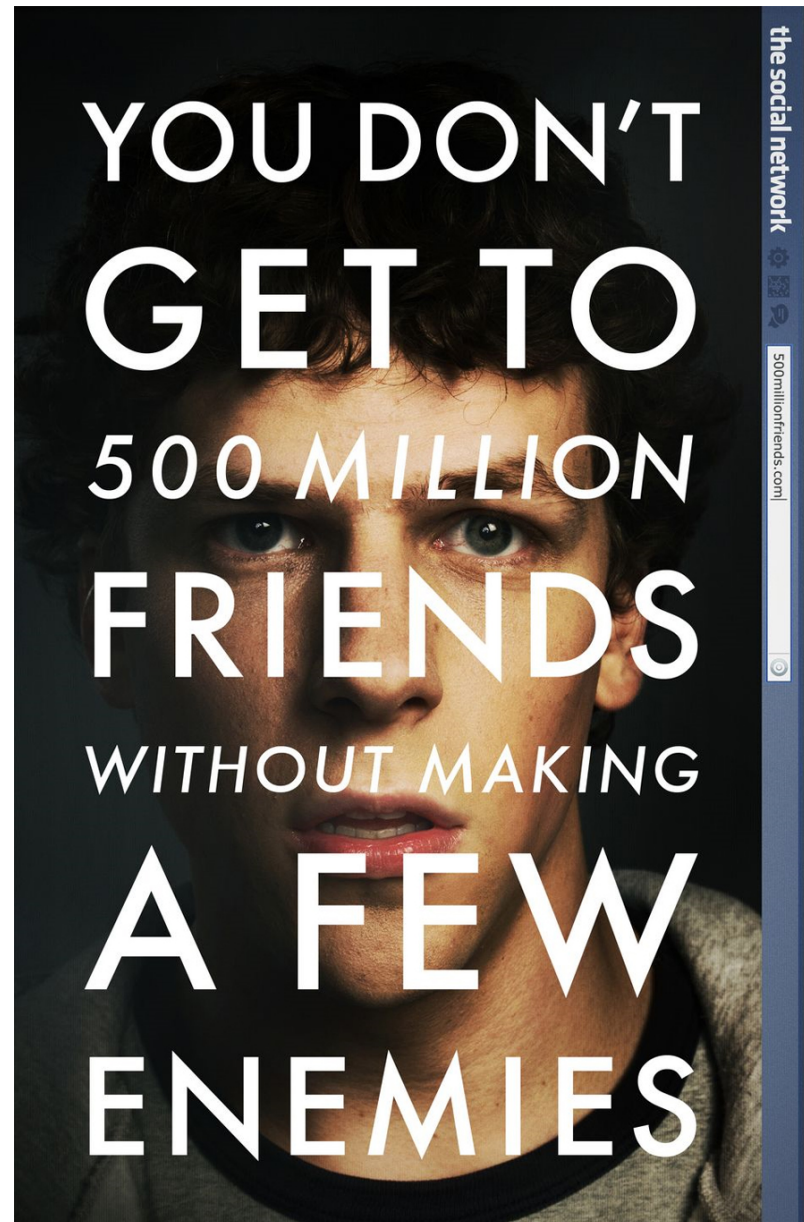


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- [1] B. Ur and Y. Wang. Online social networks in a post-Soviet state: How Hungarians protect and share on Facebook. In *Proc. iConference*, 2012.

Expectations About Providers

Expectations About Providers



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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!

- **A Cross-Cultural Framework for Protecting User Privacy in Online Social Media**
 - Cultural norms
 - Legal Issues
 - User expectations

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