

LIBRARIES, SOCIAL NETWORKING AND PRIVACY

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WHAT IS PRIVACY?

- "THE RIGHT TO BE LEFT ALONE" - LOUIS BRANDEIS:
 - PRIVACY/AUTONOMY - THE RIGHT TO DO THINGS AS ONE SEES FIT WITHOUT UNREASONABLE GOVERNMENT INTERFERENCE: EX. - RIGHT TO MARRY, RIGHT TO BEAR CHILDREN, ETC.
 - INFORMATION PRIVACY - THE RIGHT TO KEEP ONE'S PERSONAL DATA OUT OF THE HANDS/VIEW OF OTHERS

THE LAW OF THE LAND

COPPA

HIPAA

FERPA

1974 PRIVACY ACT

VPPA

TCPA

FCRA

HIGHLIGHT: COPPA

- ☐ CHILDREN'S ONLINE PRIVACY PROTECTION ACT IN A NUTSHELL:
- ☐ COMMERCIAL WEBSITES COLLECTING ONLINE INFORMATION FROM MINORS UNDER 13 YEARS OF AGE -- HIGHER STANDARD OF CONSENT, COLLECTION PRACTICES, WHAT CAN BE DISPLAYED, WHAT CAN BE SOLD
- ☐ THINK OF A WALLED GARDEN

LIBRARY RECORDS

- ☐ THERE IS NO PRIVACY PROTECTION FOR LIBRARY PATRON RECORDS/INFORMATION AT THE FEDERAL LEVEL
- ☐ 48 STATES HAVE LEGISLATION THAT PROTECTS LIBRARY PATRON RECORDS

@ THE STATE LEVEL

- ☐ CALIFORNIA GOVERNMENT CODE:
 - ☐ § 6254 --EXCEPT AS PROVIDED IN SECTIONS 6254.7 AND 6254.13, NOTHING IN THIS CHAPTER SHALL BE CONSTRUED TO REQUIRE DISCLOSURE OF RECORDS THAT ARE ANY OF THE FOLLOWING:
 - ☐ (j) LIBRARY CIRCULATION RECORDS KEPT FOR THE PURPOSE OF IDENTIFYING THE BORROWER OF ITEMS AVAILABLE IN LIBRARIES, AND LIBRARY AND MUSEUM MATERIALS MADE OR ACQUIRED AND PRESENTED SOLELY FOR REFERENCE OR EXHIBITION PURPOSES. THE EXEMPTION IN THIS SUBDIVISION SHALL NOT APPLY TO RECORDS OF FINES IMPOSED ON THE BORROWERS.

MORE @ THE STATE LEVEL

- ☐ § 6267 - ALL REGISTRATION AND CIRCULATION RECORDS OF ANY LIBRARY ... SHALL REMAIN CONFIDENTIAL AND SHALL NOT BE DISCLOSED TO ANY PERSON, LOCAL AGENCY, OR STATE AGENCY EXCEPT AS FOLLOWS:
 - ☐ (A) BY A PERSON ACTING WITHIN THE SCOPE OF HIS OR HER DUTIES WITHIN THE ADMINISTRATION OF THE LIBRARY.
 - ☐ (B) BY A PERSON AUTHORIZED, IN WRITING, BY THE INDIVIDUAL TO WHOM THE RECORDS PERTAIN, TO INSPECT THE RECORDS.
 - ☐ (C) BY ORDER OF THE APPROPRIATE SUPERIOR COURT.

WEB 2.0?

- THE 25-WORDS OR LESS EXPLANATION:
 - "THE KEY FEATURE OF WEB 2.0 IS THE DEVELOPMENT OF SOFTWARE WHICH ENABLES MASS PARTICIPATION IN SOCIAL ACTIVITIES"
 - KYLIE JARRETT, "INTERACTIVITY IS EVIL! A CRITICAL INVESTIGATION OF WEB 2.0"

SOCIAL NETWORKING

The Facebook logo, featuring the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font on a light blue rectangular background.The Xanga logo, featuring five colored squares (blue, orange, red, yellow, green) above the word "xanga" in a black, lowercase font.The OkCupid logo, featuring a blue beaker icon with red dots above the word "okcupid" in a blue, lowercase font.The lost.fm logo, featuring the text "lost.fm" in white lowercase letters on a red rectangular background.The LibraryThing logo, featuring the text "LibraryThing" in a serif font, with "What's on your bookshelf?" in a smaller font below it, all on a light brown background.The Myspace.com logo, featuring a white icon of three people above the text "myspace.com" and "a place for friends.." in white lowercase letters on a blue background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue square, with a registered trademark symbol.The deviantART logo, featuring a white stylized 'd' icon above the word "deviantART" in white lowercase letters on a dark gray background.The YouTube logo, featuring the words "You Tube" in white lowercase letters on a red rounded rectangle, with "Broadcast Yourself™" in smaller text below.The Classmates.com logo, featuring a green and blue icon of a book or folder above the text "classmates.com" in blue lowercase letters.The Yelp logo, featuring the word "yelp" in white lowercase letters next to a red flower-like icon, with "Real People. Real Reviews.™" in smaller text below.The Flickr logo, featuring the word "flickr" in blue and pink lowercase letters.The LiveJournal logo, featuring a blue pencil icon writing on a blue background, with the text "LiVEJOURNAL™" in blue uppercase letters.

HOW BIG IS SOCIAL NETWORKING/WEB 2.0?

FACEBOOK	MYSPACE	YOUTUBE
MAY 2008	MAY 2008	JULY 2008
123.9 MILLION UNIQUE VISITORS	114.6 MILLION UNIQUE VISITORS	77 MILLION UNIQUE VISITORS
50.6 BILLION PAGE VIEWS	45.4 BILLION PAGE VIEWS	OVER 3 BILLION VIDEOS

IS EVERYTHING HUNKY DORY?

- ☐ SURE, YEAH, WHY NOT ... EXCEPT THESE THRESHOLD ISSUES:
 - ☐ WHO SEES YOUR INFORMATION?
 - ☐ WHO CONTROLS YOUR INFORMATION?
 - ☐ ARE THE ANSWERS TO THE ABOVE GOOD ENOUGH?

DATA STREAMS, RIVERS, OCEANS ...

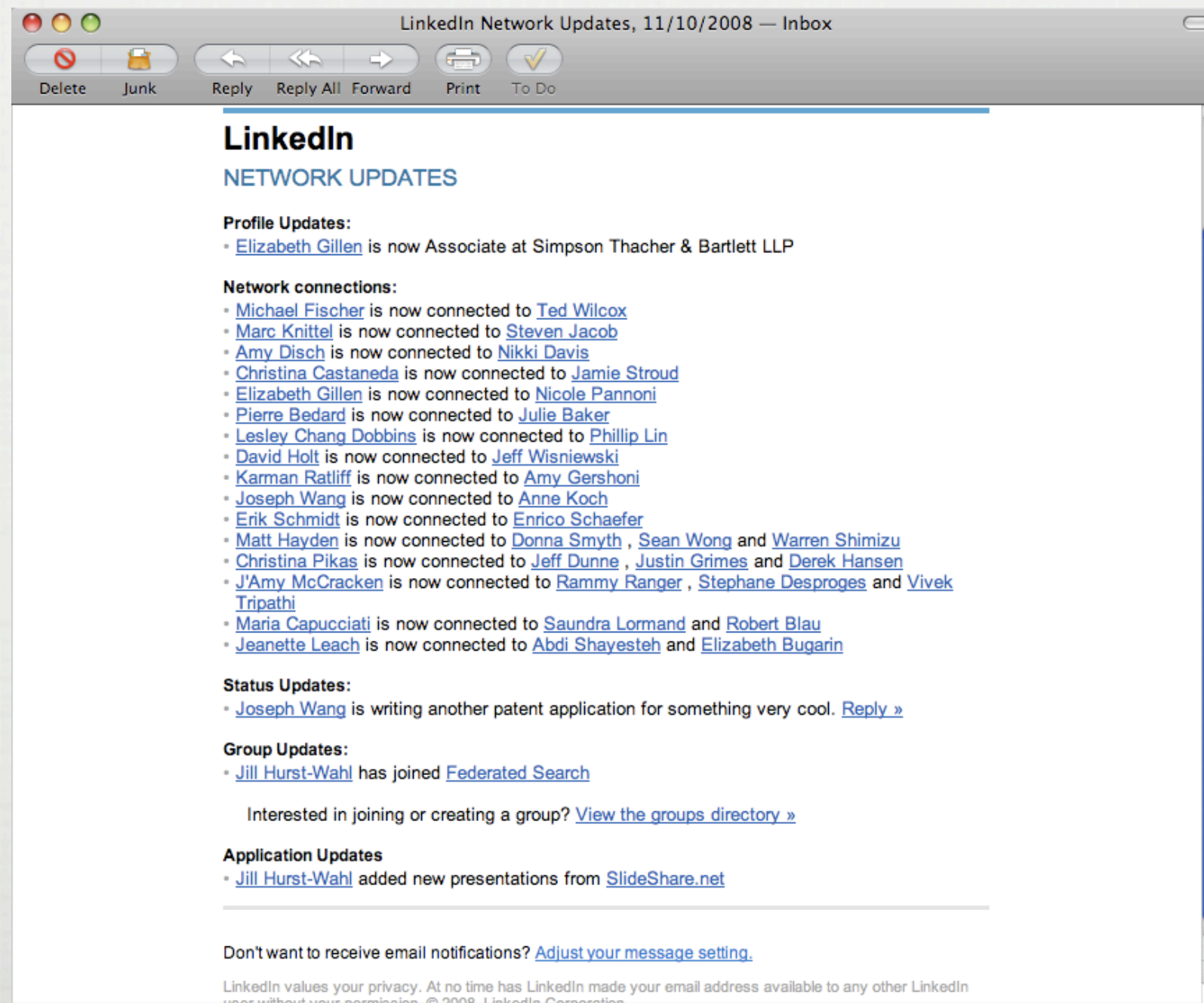
□ PEOPLE ARE PUTTING TONS OF INFO ONLINE

<i>Divorce Details</i>	<i>Romantic History</i>	<i>Sexual Hookups</i>
<i>Job peeves</i>	<i>Medical issues</i>	<i>Family/friend feuds</i>
<i>Cyber-bullying</i>	<i>Party pictures</i>	<i>Rants</i>

FINDABILITY: A BUG, NOT A FEATURE?

- ☐ FINDING ALL SORTS OF INFORMATION IS THE POINT OF WEB 2.0
- ☐ THE STREISAND EFFECT
- ☐ IT DOESN'T NECESSARILY OCCUR TO MANY PEOPLE JUST HOW EASY IT IS TO STUMBLE UPON INFORMATION ABOUT THEMSELVES
- ☐ ACCORDING TO DANAH BOYD, SOME TEENS ARE AFFRONTED AT THE THOUGHT OF THEIR PARENTS, TEACHERS, FUTURE EMPLOYERS, LOOKING AT THEIR PROFILES

EVERY BREATH YOU TAKE ...



WHO CONTROLS?

- ☐ DATA SECURITY BREACHES
 - ☐ MYSPACE: 1/2 A MILLION PICTURES TAKEN FROM MYSPACE PROFILES, INCLUDING USERS UNDER 16 (WITH MANDATORY PRIVATE PROFILES)
- ☐ COMMODITIZING YOUR DATA
 - ☐ FACEBOOK BEACON: YOUR FB FRIENDS SAW WHAT YOU DID @ 3RD PARTY PARTNER SITES; USER REVOLT
- ☐ PORTABILITY AND REMOVAL



BUT WHAT
ABOUT
THE
CHILDREN?!?

SPECIAL PROTECTIONS

- ☐ REMEMBER COPPA AND FERPA?
 - ☐ FERPA - EDUCATIONAL RECORDS
 - ☐ COPPA - PERSONAL INFO FOR ALL INTERNET USERS UNDER 13, APPLIED TO COMMERCIAL WEBSITES
 - ☐ FTC ENFORCES COPPA
 - ☐ FINED XANGA IN 2006 \$1 MILLION FOR ALLOWING 1.7 MILLION USERS UNDER 13 TO SIGN UP WITHOUT PARENT'S CONSETNT (LARGEST CURRENT FINE FOR WEB VIOLATION)

GOING FURTHER?

- ☐ DOPA: DELETING ONLINE PREDATORS ACT
 - ☐ INTRODUCED IN 2006 (AND 2007)
 - ☐ WOULD HAVE FORCED SCHOOLS AND LIBRARIES TO BAR MINORS' ACCESS TO SOCIAL NETWORKING SITES UNLESS "WITH PERMISSION" OR "FOR AN EDUCATIONAL PURPOSE W/ ADULT SUPERVISION"
 - ☐ BILLS DIED IGNOMINIOUS DEATH IN COMMITTEE AFTER OPPOSITION FROM ALA, ACLU, ETC.

IS THIS ...

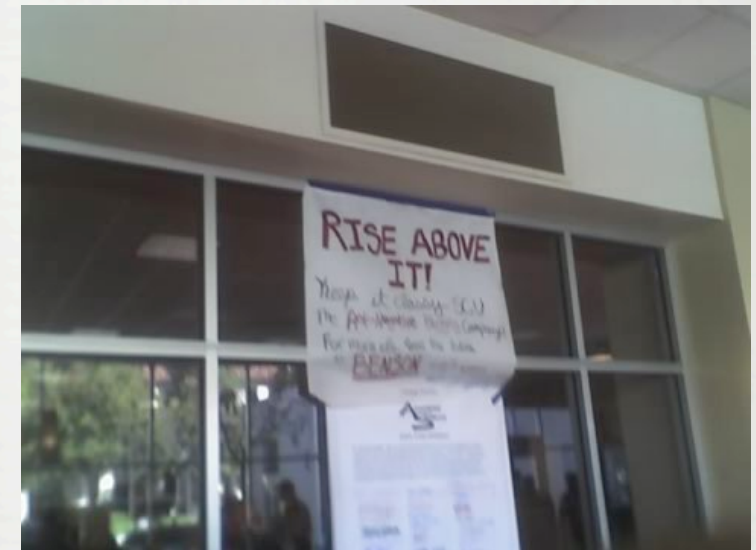
- ☐ THE END OF PRIVACY?
 - ☐ ROBERT SCOBLE: "PRIVACY IS DEAD ... MY 14-YEAR-OLD KID JUST DOESN'T CARE ABOUT PRIVACY."
 - ☐ BRIN'S TRANSPARENT SOCIETY
 - ☐ "[PRIVACY] MIGHT BE AN ARTIFACT - QUAIN T AND NAÏVE, LIKE A DETERMINED FAITH THAT VIRGINITY KEEPS LADIES PURE."

DON'T FALL FOR THE HYPE

- FACEBOOK USERS PUSHED BACK ON BEACON
- FB USERS ALSO EMBARRASSED THE COMPANY INTO MAKING IT EASIER TO REMOVE/DELETE PROFILES (MAJOR STORIES IN THE N.Y. TIMES HELPED)
- "THIS IS REALLY ABOUT CONTEXT, CONTEXT, CONTEXT. ... THERE'S NO WAY THAT PEOPLE CAN COMFORTABLY NEGOTIATE ALL CONTEXTS AT ALL TIMES. ... I THINK WE NEED TO FIND WAYS OF PROVIDING REASONABLE LEVELS OF PROTECTION AND COMFORT ..."
- DANA H BOYD

THE PENDULUM SWINGS

- JUICY CAMPUS BACKLASH
- JUICY CAMPUS - COLLEGE
BASED GOSSIP WEBSITE
- RIFE WITH RUMOR, INNUENDO,
BALD-FACED LIES (?)
- STUDENT BODIES AT VARIOUS
CAMPUS ARE SIGNING PLEDGES
NOT TO PARTICIPATE ON JUICY
CAMPUS FORUMS



SCU - KEEP IT
CLASSY

WHERE LIBRARIES (AND LIBRARIANS) FIT IN

- ☐ WE'RE DEFENDERS OF
INTELLECTUAL FREEDOM,
REMEMBER?
- ☐ WE CAN BE HEROES! OR
CAN WE?



EDUCATING OURSELVES

- ☐ HOW TO BALANCE COMMUNITY AND PRIVACY
- ☐ IF YOU'RE USING COMMERCIAL SYSTEMS, WHOSE PRIVACY POLICIES CONTROLS: THE LIBRARY'S OR THE CORPORATION'S? (STOLEN BLATANTLY FROM MARY MINOW)
- ☐ HINT: THIS IS A LOADED QUESTION

EDUCATING USERS

- ☐ OUR PATRONS

- ☐ KEEP IN MIND WHAT IS PUT ONLINE AND WHO CAN SEE IT (I.E. JUST ABOUT ANYONE)
- ☐ USE PRIVACY FILTERS FROM THE OUTSET -- IT'S HARDER TO REMOVE PUBLIC INFO THAN IT IS TO DISSEMINATE PRIVATE INFO
- ☐ MAKE PRIVACY LITERACY A PART OF OVERALL MEDIA/ DIGITAL LITERACY EFFORTS

ADVOCACY

- ☐ RESEARCH AND CHOOSE TOOLS THAT PROTECT USERS
- ☐ ADVOCATE TO SOFTWARE MAKERS TO PROVIDE MORE CONTROL OVER PERSONAL DATA AND PRIVACY CONTROLS

WHAT ARE YOU
DOING AT
YOUR LIBRARY?

FIN

QUESTIONS, COMMENTS, ETC.:

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[HTTP://WWW.MADLIBRARIAN.NET](http://www.madlibrarian.net)