Supporting Selective Information Sharing with People-tagging

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Motivation:

• Access control in social software is often defined in terms of "**network of friends**" relationship

  ➢ All "friends" are created equal

  ➢ All relationships are reciprocal

We Need:

• Support for **user-defined** relationships

• Support for **dynamic** relationships

• Support for **a variety of kinds** of relationships, some of which are one-sided

Solution:

• Enabling creation of **ego-centric groups** through tagging people

• Each new tag applied to a person has a distinctly specifiable visibility

• People tagged with the same key word form a relationship group that can be used as an access control option for each piece of information
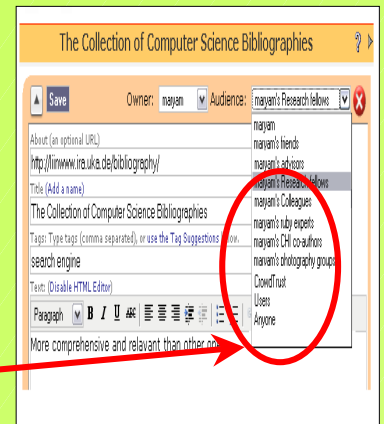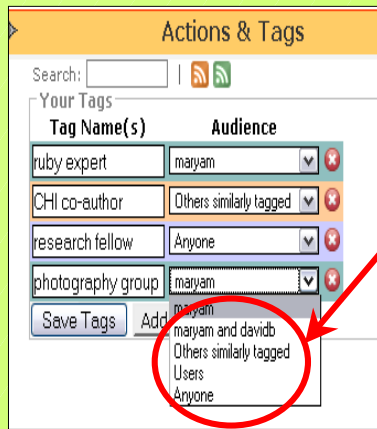
Features:

• Outgoing tag cloud: how others have classified this user

• Tags are typographically modulated based on frequency

• Tags may signal relationship (advisor) or assessment (ruby expert)

• Different color-codes represent various visibility levels:

  ➢ A group-visible tag

  ➢ A public tag

  ➢ A private tag

Features:

• Incoming tag cloud: how this user has tagged her connections

• Possible to pivot on various aspects:

  ➢ On **incoming tag**: all people using a certain tag on this user

  ➢ On **outgoing tag**: all people this user has tagged with a certain tag

  ➢ On **tagger**: all tags applied by a certain user to this user

  ➢ On **taggee**: all tags this user has applied to a certain user

Benefits:

• No confirmation required: lightweight, flexible, dynamic, and user-controlled

• Visibility options make it safe to opinion-tag for self reference

• Built-in control against antisocial tagging: no way to expose a non-private tag to a group that does not include the taggee him/herself