



A Conceptual Framework for Privacy in Social Software

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Motivation

Use of social software for sharing personal artifacts is seeing rapid growth, but not everything is to be shared with everyone:

○ Different content may be targeted to **different audiences**

○ **Personal preferences** regarding sharing an artifact **may change** according to context, reconsideration, etc.

○ Most current tools at best support a “public vs. private vs. friends-only” scheme

Goal

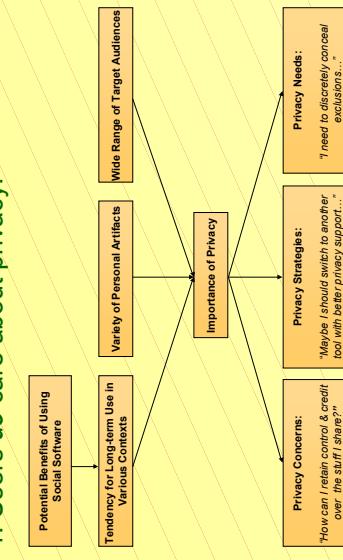
○ To support users in **managing their changing privacy needs**, without creating so much overhead that they either share everything or share nothing at all

Step 1: Identifying Users' Privacy Needs

○ Methdology: a **Grounded Theory** study with 12 participants

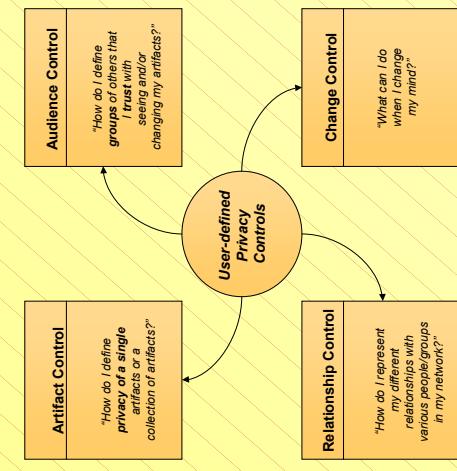
Findings

1. Users do care about privacy:
 2. Certain factors shape users' privacy preferences:



Step 2: A Design Framework

○ Moving from **social requirements** to **technical requirements**:



Step 3: Putting it All Together

○ OpenTag: A social system for note taking & book marking, for which the privacy management mechanism is based on the proposed framework:

The screenshot shows the OpenTag application interface. It features a sidebar with navigation links like Home, About, Help, Log In, and Sign Up. The main area displays a list of notes and artifacts. A specific note titled 'Sharing my notes has targeted others' is highlighted. This note contains several annotations with red arrows pointing to specific sections of the note content, such as 'Sharing my notes has targeted others', 'Sharing my notes has targeted others', 'Sharing my notes has targeted others', and 'Sharing my notes has targeted others'. The note also includes a photo of a person and some descriptive text about sharing notes.

3. Relationship control in OpenTag: people tagging

This screenshot shows the 'People Tagging' feature in OpenTag. It displays a list of users with their profile pictures and names. Annotations with red arrows point to specific user profiles, highlighting the 'People Tagged' section and the 'People Tagged by me' section. The interface includes a search bar and a 'New Group' button.

This screenshot shows the 'Artifact Control' and 'Audience Control' sections of the OpenTag interface. It displays a list of artifacts with their names and descriptions. Annotations with red arrows point to the 'Artifact Control' section, specifically highlighting the 'Artifact & Tags' and 'Artifact & Owners' sections. The interface includes a search bar and a 'New Group' button.

3. Relationship control in OpenTag: people tagging

○ OpenTag: A social system for note taking & book marking, for which the privacy management mechanism is based on the proposed framework:

2. Audience control in OpenTag: group management

This screenshot shows the 'Audience Control' section of the OpenTag interface. It displays a list of audiences with their names and descriptions. Annotations with red arrows point to the 'Audience Control' section, specifically highlighting the 'Audience & Tags' and 'Audience & Owners' sections. The interface includes a search bar and a 'New Group' button.

2. Audience control in OpenTag: group management

○ OpenTag is supported by easy, flexible handling of ownership/visibility/group management and people tagging