

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:

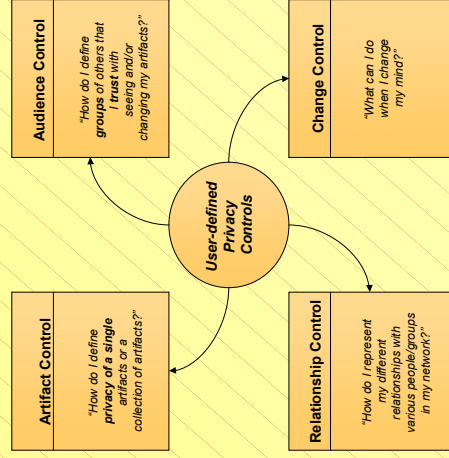
- Different content may be targeted to **different audiences**
- **Personal preferences** regarding sharing an artifact may change according to context, reconsideration, etc.
- Most current tools at best support a “public vs. private vs. friends-only” scheme

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 2: A Design Framework

- Moving from social requirements to technical requirements:

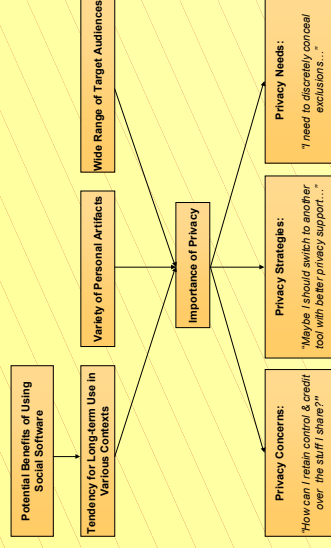


Step 1: Identifying Users' Privacy Needs

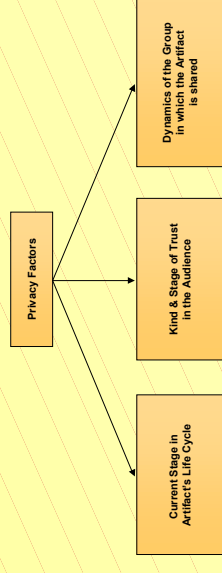
- Methodology: a **Grounded Theory** study with 12 participants

Findings

1. Users *do* care about privacy:



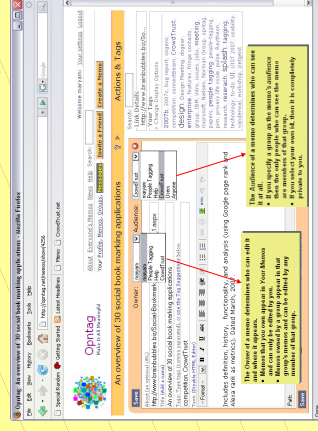
2. Certain factors shape users' privacy preferences:



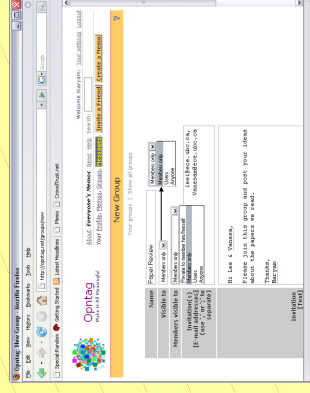
Step 3: Putting it All Together

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

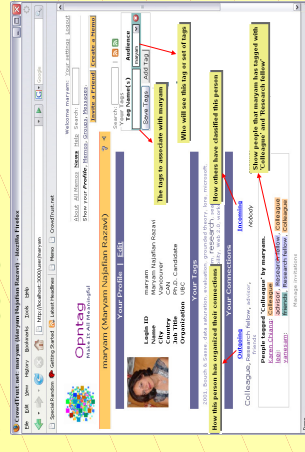
1. **Artifact control** in OpnTag: ownership & audience management



2. **Audience control** in OpnTag: group management



3. **Relationship control** in OpnTag: people tagging



4. **Change control** in OpnTag is supported by easy, flexible handling of ownership/visibility/group management and people tagging