### Saving Facebook

James Grimmelmann Yale ISP Lunch Speaker Series 15 April 2009

### motivation















http://www.facebook.com/group.php?gid=2225929770





facebook

Home

Profile

Friends Inbox James Grimmelmann

Settings

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### Later The Ghost Riding The Whip Association

Global

### Basic Info

Type: Description: Just for Fun - Totally Random

Ghost Riding Your Whip!

Proper steps to Ghost Riding The Whip:

- Get stupid because of wild beats.
- Let the car idle at a slow speed.
- 3. Jump out and start dancing ridiculously
- 4. Continue dancing while next to or on top of the car
- Do this in front of clubs or other similar establishments.

(Note: The car is considered The Whip.)

A bit of History:

Ghost Riding the Whip is a term that I believe was coined in San Francisco. The poppin' Bay Area rap scene could only spawn something so "Hyphy". By the way, Hyphy is another San Fran term meaning wild, crazy, hype, or the shit, if you will. Therefore, ghost riding the whip is incredibly Hyphy.

Given the above, this is a group for all people who on one or more occasions have part taken in Ghost Riding The Whip or enjoyed thinking about it.

### Recent News

On Saturday, January 13th, 2007, we took Ghost Riding The Whip to Chicago, IL. We are looking forward to this Midwestern chapter to expand.

As of Friday, January 5th, 2007, Ghost Riding The Whip is officially outlawed in the state of California.

Saturday night, December 30th, Matt, Jesse, Vin, Ryan, and I all went around Ghost Riding Vin's Whip. We even managed to cross Bluemound Road while Ghost Riding it.

### Members

Displaying 8 of 280 members

See All



### View Discussion Board

Join this Group

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### Group Type

This is an open group. Anyone can join and invite others to join.

### Officers

### Besian Kodra (Wisconsin Milwaukee)

King of the castle and full time CEO

Samara Cihlar (Milwaukee, WI) Giff of the Land

### George Shuntov (City Colleges of

The Steroid Representative from EAS (Hydroxicut, Protein, Glutamine)

### Vincenzo DiMatteo (Milwaukee.

Secretary of the Defense (Donald Vinsfelt) and Full-time Whip Ghost Rider

### Jesse McLaughlin (Wisconsin Milwaukee)

Full-time Whip Ghost Rider

Ryan J. Day (Milwaukee, WI) Full-time Whip Ghost Rider

### Kate Dawe (Wisconsin Milwaukee)

Head of Lack of Penis chapter and of "The

### Advertise

### Robot in Fashion Debut



Japanese Robot Walks the Catwalk in Fashion Debut The HRP-4C humanoid robot showed off her stormtrooper-like silver and black frame an



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的现象

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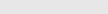












### outline

- definitions
- social motivations
- social risk assessment
- social harms
- three questionable "solutions"

# social network sites

## definition (boyd/Ellison)

- 1. profiles = identity = I
- 2. links = relationship = you
- 3. social graph = community = them

## examples

- Friendster
- Facebook
- MySpace
- [YouTube, Flickr, &c.]

## 2 social motivations

## identity

- impression management
- Fakesters
- groups, wall posts, &c.

### relationship

- make new friends
  - associate with curent ones
  - reconnect with old ones
- communicate
- exchange gifts, wall posts, &c.

### community

- social network effects
- here comes everybody
- visualization
- conspicuous friending

# 3 social risk evaluation

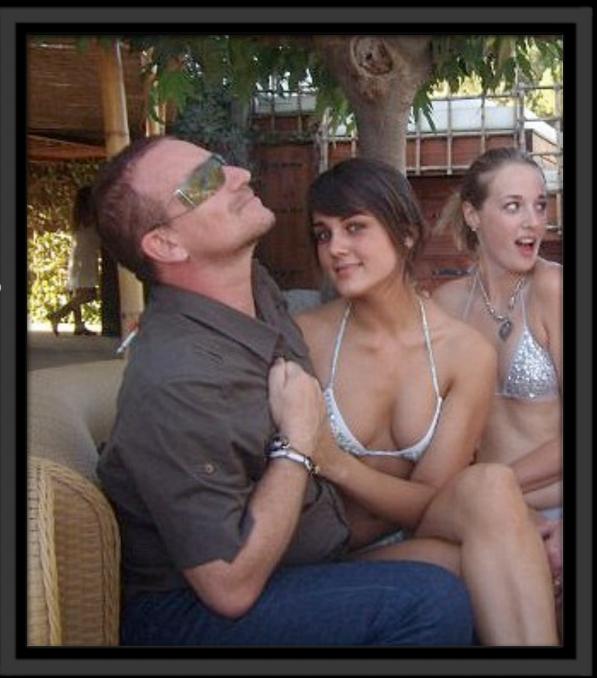
## misleading heuristics

- The water's fine; come on in
- Safety in numbers
- I think we're alone now
- Nobody in here but us chickens
- You know me, old buddy, old pal
- I know how much this means to you
- Cut it out! Do you think I can't see you?

## 4 social privacy harms

### disclosure

- friends: Marc Chiles
- interests: smokin' blunts
- status: letting Will know it's officially over via
   Facebook status



### surveillance

- it's also creepy just to be watched
- News Feed = real-time mass surveillance

### instability

- Facebook profiles weren't searchable ...
  - ... until they were
- Beacon leaked information in a way that users couldn't have anticipated
- bugs, breaches, leaks, &c.

## disagreement

- I want to be your Facebook friend
  - what if you don't want to be mine?
  - top 8 drama
- I upload a photo of you
  - what if you don't want it online?
  - the untagging ritual

### spillovers

- your choices affect my visibility
- inference on social network graphs
- networks naturally grow
  - the million-profile march

### denigration

- other users disrupt your self-presentation
  - graffiti on your Wall
  - when worlds collide
- Beacon hijacks profiles for endorsements

# 5 "solutions"

### privacy policies?

- readership low
- comprehension lower
- "Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons."

### technical controls?

- Facebook's controls are outstanding
  - but people don't use them
- technical rules don't solve social problems
  - ambiguous relationsips
  - friends you can't trust

### data ownership?

- yes, you could take "your" data with you
  - but it's your contacts' data, too
- interoperability creates security holes
  - and a privacy race to the bottom

### disquieting conclusions

- motivations = mistakes = harms
- peer-produced privacy violations
- privacy virus

# questions and conversation?

for the full treatment: Saving Facebook, 94 IOWA L. REV. (forthcoming 2009)