Reconciling Privacy with Social Media

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Abstract

Social media is one way that individuals share
information, present themselves, and manage their social
interactions in both personal and professional contexts.
While social media benefits have been examined in the
literature, relatively little attention has been paid to the
relationship of privacy to these benefits. Privacy has
traditionally been framed as a way for individuals to
protect themselves from the consequences of too much
information disclosure. However, privacy can be a means
to enhance social media outcomes and is essential for
coordinating cooperative relationships. In this workshop
we seek to: a) broaden the lens of social media privacy
research to examine the benefits and outcomes of
interactional privacy as they relate to social media goals;
and b) discuss the design of social media interfaces that
are responsive to both relational and privacy needs.

Keywords

Social media, privacy, social interaction

ACM Classification Keywords

H5.m. Information interfaces and presentation (e.g.,
HCI): Miscellaneous.

General Terms

Human Factors, Design

Introduction

Much research on privacy in social media has focused on limiting personal information disclosure, increasing control, and perpetuating social withdrawal (Tufekci 2008; Xu, Dinev et al. 2008; Ellison, Vitak et al. In press). Therefore, privacy goals are often characterized as diametrically opposed to goals of sharing and connecting via social media. On one hand, online social interaction requires disclosing and sharing information. On the other hand, people seek to control and restrict the amount and type of information they disclose, and with whom. However, privacy can also be characterized as a broader process where individuals and groups coordinate social interaction with others. For example, Altman conceptualizes privacy as "an interpersonal boundary process by which a person or group regulates interaction with others" by dialectically altering the degree of openness of the self to others (1975).

In this broader conceptualization, privacy behavior moves beyond binary decisions to withhold or disclose and becomes an interactional process that involves the cooperation of others in the relationship. Examples of interactional privacy activities include choosing whom to friend or unfriend, self-censoring to fit relational goals, managing how different social circles overlap, and mitigating interpersonal conflicts such as moderating a friendly debate about politics or fending off a cyber-bully (Wisniewski, Lipford et al. 2011). In this sense, privacy becomes a way to enhance social interactions and foster mutually beneficial relationships.

In light of this, the goal of this workshop is to explore privacy in broader contexts and to understand its relationship to the benefits of social media and the support of online cooperative relationships. In doing so, we aim to reduce the often adversarial nature of privacy research and social media research by bringing both communities together to focus on common goals. The workshop will be organized with two themes: 1) The first theme focuses on the benefits and outcomes of interactional privacy behaviors in social media environments; 2) The second theme emphasizes design and evaluation solutions for bringing such benefits to fruition.

Background

This workshop builds upon two previous, successful workshops: the 2011 CSCW workshop on "Collaborative Privacy Practices in Social Media" (Xu, Reddy et al. 2011), and the CHI 2011 workshop "Privacy for a Networked World" (Lampinen, Stutzman et al. 2011). The CSCW 2011 workshop focused on understanding the challenges of collaborative information protection and security while exploring the management of co-owned information. The CHI 2011 workshop defined four grand challenges of interactional privacy including business and user tensions, boundary regulation, methods, and design (Lampinen, Stutzman et al. 2011). Drawing from these agendas and challenges, this workshop will focus discussion on the outcomes and benefits of interactional privacy within social media. This will advance our understanding of privacy in online contexts, but will also serve to sharpen and foreground the interconnections that exist between privacy, social media environments and practices, and related concepts of interest to CSCW audiences.

Goals

Our first goal is to encourage social media privacy researchers to broaden their perspectives on interactional privacy, and extend research on privacy

regulation in cooperative work and relationships. Our second goal is to extend discussion of social media privacy to include broader social media themes that already have a presence at CSCW, in order to situate this research in ways that facilitate our understanding of cooperative work in online and social media settings. Pertinent CSCW research streams include trust development, social gaming, health support, emotion sharing, and cultural boundary management within social media. Hence, our workshop explores privacy behaviors and outcomes in both personal and organizational contexts because the two often overlap within social media environments (Wisniewski, Lipford et al. 2011). In addition, by integrating these social media communities into one forum, we extend current research and theory, as well as design practices, and begin to reconcile the goals of privacy with those of social media.

Themes

Our first theme will focus on the outcomes and benefits of interactional privacy within social media. Our second theme emphasizes design and evaluation solutions for implementing such benefits.

Privacy Outcomes

While the challenges of privacy in social media (from the perspective of privacy as withholding) have been investigated in depth, a more thoughtful perspective which considers the full range of outcomes and the benefits of privacy in social media remains unexplored. Framing privacy as a means to withhold information inherently creates a direct conflict to social media goals such as creating social capital, enhancing social well-being, and generating interpersonal intimacy (Burke, Marlow et al. 2010; Ellison, Steinfield et al. 2010).

However, privacy behaviors could enhance positive outcomes by encouraging an optimally desired level of social interaction that prevents individuals from feeling over stimulated, violated, or even isolated from others (Altman 1975) when interacting within techno-sociality mediated environments. Therefore, privacy can help facilitate positive, trusting, and productive personal and professional relational goals. For instance, recent research suggests that users who utilize advanced privacy settings on Facebook report higher levels of social capital (Ellison, Vitak et al. In press). Social capital has particular salience to both individuals and organizations, and contributes to knowledge creation and resource sharing in ways that facilitate cooperative work.

By reconciling the goals of social media with those of privacy, we may be able to reduce tensions between multiple communities – end users, privacy advocates, social media proponents, organizational representatives, and social media companies. Thus, in this workshop, we will explore the variety of benefits and outcomes that privacy behaviors can enable for each community, including how improved privacy outcomes can enhance social media experiences at individual, interpersonal, and organizational levels.

Design and Evaluation

Our second theme focuses on the design and evaluation of interfaces that address the grand challenges of interactional privacy within social media and maximize benefits that can be derived from improved capabilities for privacy regulation. One of the key challenges identified in the CHI 2011 workshop was how to support privacy as part of the user's regular online social activities (Lampinen, Stutzman et al. 2011).

Often, existing privacy features are separate, unfamiliar, or confusing to end users (Wisniewski, Lipford et al. 2011) and additional functionality may come at the cost of adding even more complexity to interfaces. Until we identify how to effectively design for such activities, privacy research will not have as great an impact on social media usage.

Therefore, our goal is to create social media environments that are responsive to end users' changing privacy needs while supporting cooperation. Usable options are on the horizon (Lipford, Besmer et al. 2008 ; Caine, Kisselburgh et al. 2011) yet additional, viable design alternatives need to be presented and evaluated for their impact on end users' goals. Specifically, we are interested in the design of interfaces, methods, and metrics for usable, interactional privacy management within social media environments. As designers and researchers, it is important for us to develop metrics to evaluate different design alternatives in order to determine which best meet end users' privacy and social media goals as well as to create usable interfaces.

Participants

We propose a one day workshop with 15-25 participants from academia and industry. We will recruit participants from the privacy community already established by these two previous workshops, and also from the community of researchers who focus on the benefits or outcomes of social media. This group will contribute a broader perspective on how privacy can impede or enhance social media goals. In addition, we will invite and encourage industry participants from social media companies such as Facebook, Google and Twitter to provide their insights about social media

environments and privacy design. Seattle will be an ideal setting for this workshop due to the close proximity of many major industry and social media research labs, and we will actively engage this community in our activities.

Activities

We plan the following activities for the workshop:

- **Individuals:** Presentations of position papers
- **Entire Group:** Brainstorm related and conflicting goals of privacy and social media
- **Small Groups:** Brainstorm benefits and outcomes of privacy that enhance social media outcomes
- **Small Groups:** Choose a conflicting goal and discuss ways to reconcile it
- **Small Groups:** Identify design techniques and brainstorm design implications based on the previous discussions

Call for Participation

Participants will submit a 2-4 page position paper describing research related to the workshop themes in CSCW extended abstracts format. Papers will be peer-reviewed by the workshop program committee, and participants will be selected based on their potential to contribute to the workshop discussions and goals.

Proposed Timeline

November 25, 2011:	Position papers due
December 31, 2011:	Notification of acceptance
February 11, 2011:	Workshop

Contributions

The contributions of the workshop are to bring together researchers in privacy and from the broader social media community to:

- Understand the implications of privacy for social interactions,
- Reconcile conflicting privacy and social media goals, and
- Discuss and promote the development of viable design solutions.

Workshop Organizers and Community

Heather Richter Lipford is an Associate Professor in the Department of Software Information Systems at the University of North Carolina at Charlotte. She helped found and establish UNCC's Human Computer Interaction Lab. Her research currently focuses on usable privacy and security as well as social computing. She has examined privacy needs and interfaces for social network sites, photo sharing, and mobile application platforms.

Pamela Wisniewski is a PhD Candidate in the College of Computing and Informatics at the University of North Carolina at Charlotte. Her dissertation topic is interpersonal boundary regulation within online social networks. She is also a part-time faculty member at UNCC and has taught web application development and human computer interaction.

Cliff Lampe is an Assistant Professor in the School of Information at the University of Michigan. Previously he was an assistant professor and co-director of the Social Media Research Lab at Michigan State University. He currently studies the design of socio-technical systems, and outcomes of the use of those systems.

Lorraine G. Kisselburgh is an Assistant Professor in the Brian Lamb School of Communication at Purdue University, and an affiliate faculty with the Center for Education and Research in Information Assurance and Security. Her research interests include privacy and sociotechnical environments, social media in organizations, the dynamics of collaboration and innovation, and structures of online collaboration.

Kelly Caine is Principal Research Scientist in the Center for Law, Ethics, and Applied Research in Health Information and the School of Informatics and Computing at Indiana University. Her research sits at the intersection of human factors, privacy and health technology. She is specifically interested in understanding the psychology of privacy and seeks to apply this understanding to the design of privacy enhancing technologies, especially privacy enhanced health technologies.

Initial Program Committee
The following individuals have committed to serving as the program committee for the workshop.

- Coye Cheshire, University of California Berkeley
- Catherine Dwyer, Pace University
- Woodrow Hartzog, Samford University
- Adam Joinson, University of Bath
- Jen King, University of California Berkeley
- Airi Lampinen, Helsinki Institute for Information Technology HIIT & University of Helsinki
- Deirdre Mulligan, University of California Berkeley
- Fred Stutzman, Carnegie Mellon University
- Janice Tsai, Microsoft
- Michael Zimmer, University of Wisconsin-Milwaukee

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