

MIS 111: Online Privacy

Class 19: June 28, 2018

Instructor: Jiaheng Xie

Acknowledgment: Shuo Yu, Victor Benjamin

Agenda

- Administrivia
- News Reports
- Yesterday in Review
- Today's Learning Objectives
- Review Questions

Administrivia

- Exam 4 tomorrow.
- Assignment 4 due tomorrow at 11:59 PM.
- Project help session tomorrow after exam – 12 PM.
- Final exam next Tuesday.
- Teacher-course evaluation (TCE)
 - <https://tceonline.oia.arizona.edu/index.php>
 - To thank you for your time to finish the TCE, **30 bonus points (3% of your final grade)** will be given if more than **80%** of you finish the TCE
- Attendance

News Reports?



W I R E D

The New York Times

The
Economist

THE WALL STREET JOURNAL.

Yesterday in Review

- What are the types of data you can use in health analytics?
 - Clinical data: electronic medical records, medical imaging
 - Complaints and costs: healthcare expenses, reimbursement
 - Pharmaceutical R&D: clinical trials, screening databases
 - Patient behavior: shopping records, social media, sensor data

- Please list 2 applications of health analytics.
 - Fall detection
 - Medication safety surveillance
 - Precision medicine

Today's Learning Objectives

- Define what privacy is, and critically think about privacy as a right.
- Exemplify the situations that we are willing to share our private information.
- Recognize the techniques that can be used to protect ourselves on online privacy.

Privacy

- Privacy
 - The right to be **left alone** and to be **free of** unreasonable personal intrusions.

- Information privacy
 - The right to determine when, and to what extent, **information** about you can be **gathered** and/or **communicated** to others.

Think about Privacy as a Right

- According to US case law:
 - The right of privacy is **not absolute**. Privacy must be **balanced** against the **needs of society**.
 - The public's right to know **supersedes** the individual's right of privacy.
- What do you think of this?

Privacy and Technology

- How has technology affected your privacy?

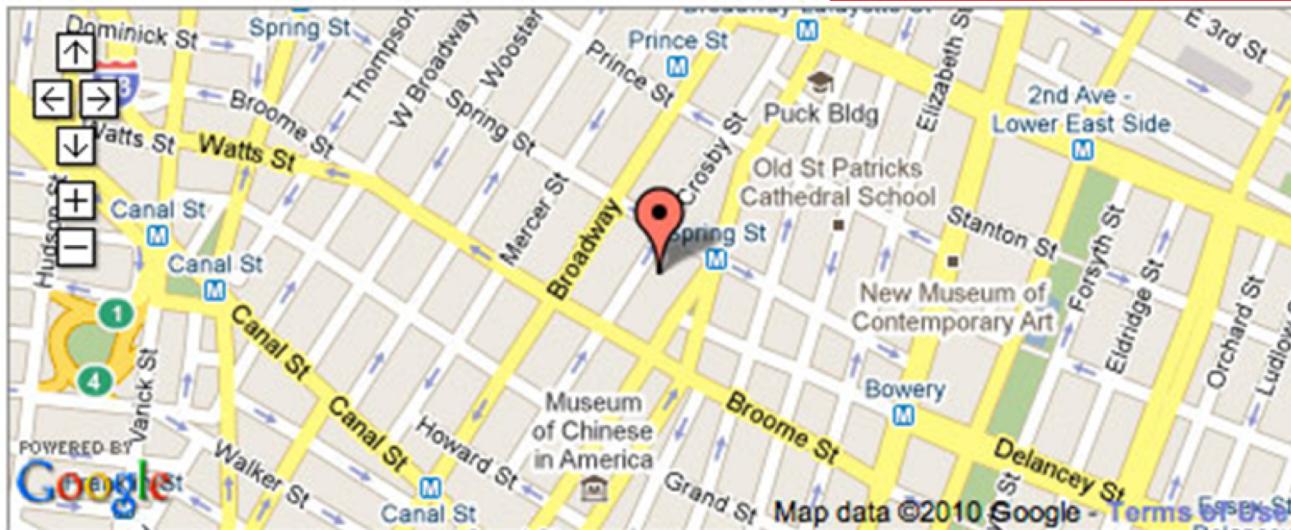
Please Rob Me

- PleaseRobMe.com uses location based services such as FourSquare and Twitter to identify your home and current location using geotagging and location-based commerce information



Home

New York, NY 10012



- So.... when you're at work, the bar, club, gym, concert, or wherever and whenever...
- We can know where you live and that you're not at homes!

Alexa is Listening!

- <https://www.youtube.com/watch?v=S7ta4CfXu1Y>

The New York Times

Is Alexa Listening? Amazon Echo Sent Out Recording of Couple's Conversation



Amazon said that one of its Echo devices mistook a woman's words for a set of commands

Facebook and Cambridge Analytica

▪<https://www.youtube.com/watch?v=mrnXv-g4yKU>



Facebook Says Cambridge Analytica Harvested Data of Up to 87 Million Users



Cambridge Analytica
Declares Bankruptcy in
U.S. in Wake of
Facebook Scandal

Question

- Talk with your neighbors for 5 min.
- What do you think of these three examples?
 - Please rob me
 - Alexa is listening
 - Facebook and Cambridge Analytica
- Do you think technology is invading your privacy?
- What causes those cases to happen?

Think from Another Perspective

- In what situations might you trade your “right” to privacy in exchange for something else?

Cookies

- Little **text files** stored on **your computer** that allow a website to recognize you.
- Do you think companies should be allowed to collect this kind of data?



A screenshot of a login form with a blue header. The form includes fields for 'Email or Phone' containing 'victor@gmail.com', 'Password' represented by a series of black dots, and a 'Log In' button. Below the password field is a link 'Can't log in?'. At the bottom left, there is a checkbox labeled 'Keep me logged in' with a checked mark, which is circled in red. The rest of the form has a light gray background.

When We Do It Willingly

- Online Purchases
 - Name
 - Address
 - Credit card

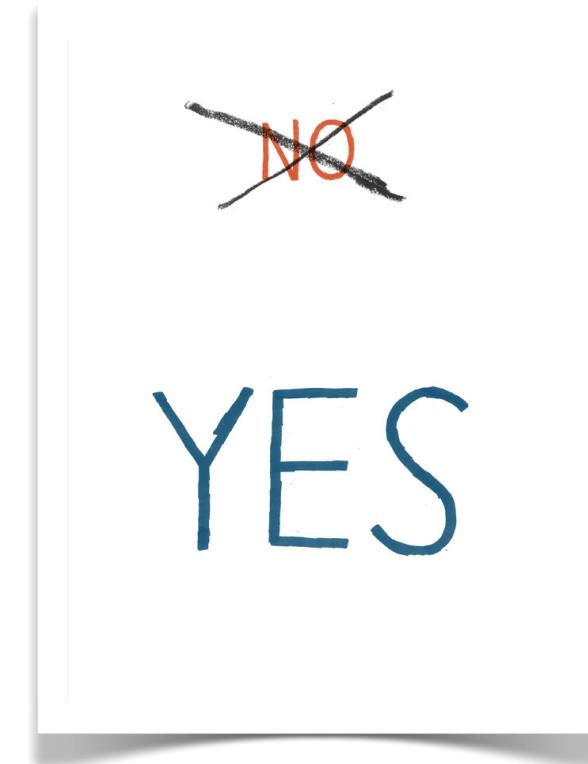
- Social media
 - Name
 - Gender

- Search Engine
 - Location



Reasons to Disclose

- Convenience
- Monetary incentive (discounts)
- Connection
- Irrationality



Fine, But...

■ Girls Around Me

- Uses Foursquare
 - Location-based mobile service
 - Scans for girls in the area who have recently checked-in
 - Choose and connect via Facebook
 - See full names, photos, etc.

■ Whose fault?

- App developer? Foursquare? Facebook? Apple? The girls?

■ Talk with your neighbor briefly

Girls Around Me: An App Takes Creepy to a New Level

By NICK BILTON MARCH 30, 2012 4:43 PM □ 17



screenshot via Girls Around Me
Girls Around Me shows where women who have checked-in on Foursquare are on a map.

The Frightful Five

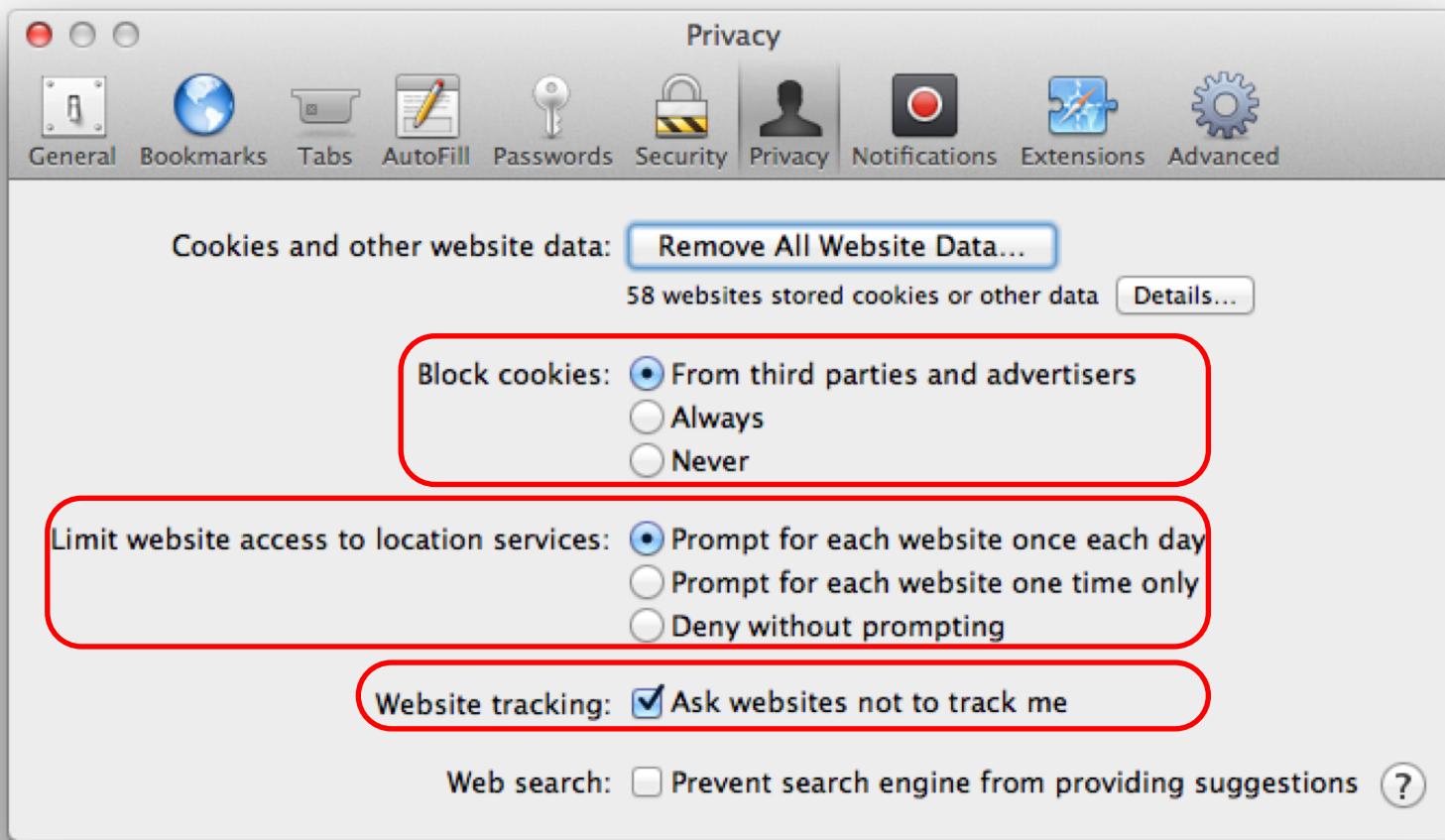


Google

Discussion

- Four companies
 - First row: Apple
 - Second row: Amazon
 - Third row: Google
 - Fourth row: Facebook
- Talk with your neighbors
- Find and read the privacy policy of your company (no one ever reads this stuff)
- Discuss
 - What information is collected?
 - How collected data will be used?
 - Do you think the policy is good or not? Do you have concerns?
- Write down your answers in the Google doc:
https://docs.google.com/document/d/1vvuHW1xZb8OxU1AtZ2_67c60y80njHYRsZJXwfODZG8/edit?usp=sharing

What Can We Do? Option Out?



Protect Ourselves

- Turn on cookie notices in your Web browser
- Keep a “clean” email address
- Do not reveal personal details to strangers or just-met “friends”
- Beware sites that offer some reward in exchange for your personal information
- Remember that YOU decide what information about yourself to reveal, when, why, and to whom

Review Questions

- What are some of the potential reasons for you to disclose your personal information?
 - Convenience
 - Monetary incentive (discounts)
 - Connection
 - Irrationality

- What are some of the techniques you might use to protect yourself regarding online privacy?
 - Turn on cookie notices in your Web browser
 - Keep a “clean” email address
 - Do not reveal personal details to strangers or just-met “friends”
 - Beware sites that offer some reward in exchange for your personal information

For Tomorrow

- Teacher-course evaluation (TCE)
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