



NTNU – Trondheim
Norwegian University of
Science and Technology

Privacy on Facebook and Interdependency

Esther Bloemendaal
Ida Malene Hassel Øverås

Submission date: October 2013
Responsible professor: Jan Audestad, ITEM
Supervisor: Gergely Biczók, ITEM

Norwegian University of Science and Technology
Department of Telematics

Summary

Acknowledgement

Contents

List of Figures	ix
List of Tables	xi
1 Related Work	3
1.1 Online Social Networks	3
1.2 Interdependent Privacy	3
1.3 The History of Facebook	3
1.4 Amazon Mechanical Turk	4
2 Default Privacy Settings	5
2.1 Default Privacy Settings	5
References	11

List of Figures

1.1	The Facebook Icon	3
-----	-----------------------------	---

List of Tables

2.1	Changes in the default privacy settings on Facebook from 2005 until today. [4, 5]	6
-----	-----------------------------------------------------------------------------------	---

Introduction

Chapter 1

Related Work

1.1 Online Social Networks

Since Facebook was introduced to the public in 2006, it has grown to be the largest online social network (OSN) in the world. OSNs have a peer-to-peer architecture, and therefore makes it easy for members to initiate communication with whom they want, given that they are also connected to the network. OSNs also enables the possibility for people to easily publish and retrieve information about subjects of interest [1]. The growth of Facebook has made it necessary to introduce new ways to manage privacy and ensure a secure online environment. When it comes to OSNs the privacy embedded in the program/app etc. is not enough to ensure such an environment, due to the interdependent privacy issues. Your privacy is to a large extent affected by the privacy decision of others.



Figure 1.1: The Facebook Icon

1.2 Interdependent Privacy

1.3 The History of Facebook

When Mark Zuckerberg enrolled at Harvard in 2002, he had decided to major in psychology “I just think people are the most interesting thing—other people,” he said. “What it comes down to, for me, is that people want to do what will make them happy, but in order to understand that they really have to understand their world and what is going on around them”

[3]. He showed an interest and passion to connect people together and crate Harvard more open.

It all started in October 2003 when the Harvard sophomore Mark Zuckerberg and three of his classmates created the web page facesmash. Zuckerberg hacked into the administrative database to extract the ID photos of all the students of the different houses. The web page presented two and two photos creating a “hot or not” game for his fellow students. The votes were counted and created a top-ten list of the cutest poeple in each house. Within the first hour facesmash had 450 visitors and 22 000 photo-views. After numerous complaints from professors and fellow students Harvard administration shut down Zuckerbergs Internet connection after a few days. Harvard charged Zuckerberg for violating individual privacy, violating privacy and breach of security for stealing the photos. Zuckerberg agreed to take the web page down and got away with just a warning.

After facesmash Zuckerberg was known around campus as a programming prodigy. Harvard seniors Tyler and Cameron Winklevoss and Divya Narendra had since 2002 been working on a social networking page - HarvardConnection, where students could create a profile, and though that share some personal information and post pictures and share this with large and small communities that one are part off. They wanted Zuckerbergs help to finalize their project so that the page could be up and running before they graduated. Zuckerberg agreed to help at the same time as presuing his own projects. Harvard offers a class directory to all freshmans, this directory is also known as the "facebook". This "facebook" contains a picture of all the students, name, date of birth, home town and high school. Harvard's plan was to eventually get this online, so Zuckerberg decided to to the job himself. He wanted to create a page where people signed up and created their own profiles, and in that way could post some personal information about themselves, and have control over what was posted. After ten days of intensive work Zuckerberg almost finished the cite. The cite was kept simple and intuitive, and everybody with and Harvard email address could create a profile. The profile consisted of a profile picture name and some personla information such as taste in books, music, films and quotes. Users could link to their friend's profiles and by using a "poke" button let others know that you have visited their profile. Thefacebook when public February 4, 2004

[6].

1.4 Amazon Mechanical Turk

Chapter 2

Default Privacy Settings

2.1 Default Privacy Settings

In this chapter we are going to look into the history of Facebook's privacy settings, and map the development from 2006 until today.

Facebook has evolved from being a networking site for students attending Harvard to becoming a global phenomenon. Facebook's user interface has gone through several changes over the years, which has brought both joy and frustration to the users. When these changes have been made, there has also been adjustments to the default privacy settings as well [2]. At the beginning, in 2005, when Facebook first was applied outside of Harvard University, the users personal information was only accessible to a users Facebook friends and to people connected to the same network on Facebook [4].

The changes to the default privacy settings are emphasized in Table 2.1.

Table 2.1: Changes in the default privacy settings on Facebook from 2005 until today. [4, 5]

Year	Default Privacy Settings
2005	Personal information (e.g., name and profile picture) is only visible to specific groups specified in your privacy settings.
2006	The only information displayed in your profile is your school and specified local area.
2007	Name, name of school (network) and profile picture (thumbnail) is available to all Facebook users.
November 2009	Name, profile picture and demographics is available and searchable to the entire Internet. In addition to this, list of friends are visible to all Facebook users.
December 2009	Your name, profile picture, list of friends, pages you are fan of, demographics and likes are available for the entire Internet.
April 2010	The entire Internet can see everything, except wall posts that are limited to friends and photos that are limited to your network.
2011	
2012	
2013	

Discussion

Conclusion

References

- [1] Alessandro Acquisti, Stefanos Gritzalis, Costas Lambrinoudakis, and Sabrina De Capitani di Vimercati, editors. *Digital Privacy: Theory, Technologies, and Practices*, chapter Privacy Perceptions among Members of Online Communities, pages 253–266. Auerbach Publications, 2008.
- [2] Michael C. The evolution of privacy on facebook. 2011. <http://www.yalelawtech.org/control-privacy-technology/evolution-of-facebook-privacy>, accessed 30.09.2013.
- [3] John Cassidy. The online life; me media. May 2006. http://www.newyorker.com/archive/2006/05/15/060515fa_fact_cassidy, accessed 04.10.201.
- [4] Matt McKeon. The evolution of privacy on facebook. 2010. <http://www.mattmckeon.com/facebook-privacy>, accessed 26.09.201.
- [5] Kurt Opsahl. Facebook’s eroding privacy policy: A timeline. 2010. <https://www.eff.org/deeplinks/2010/04/facebook-timeline>, accessed 02.10.201.
- [6] Wikipedia. History of facebook, Sept 2013. http://en.wikipedia.org/wiki/History_of_Facebook, accessed 02.10.201.