



# Lies, Secrets and Deception on the Internet

and why they're important for its future

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Dave Murray-Rust  
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Sir Nigel Shadbolt

SOCIAM All-Hands  
8 Feb 2014



-----### Etheria ###-----

Welcome hero, to the world of Etheria  
What is your name?

:

This agreement was written in English (US). To the extent any translated version of this agreement conflicts with the English version, the English version controls. Please note that Section 16 contains certain changes to the general terms for users outside the United States.

Date of Last Revision: January 30, 2015

## Statement of Rights and Responsibilities

This Statement of Rights and Responsibilities ("Statement," "Terms," or "SRR") derives from the [Facebook Principles](#), and is our terms of service that governs our relationship with users and others who interact with Facebook, as well as Facebook brands, products and services, which we call the "Facebook Services" or "Services". By using or accessing the Facebook Services, you agree to this Statement, as updated from time to time in accordance with Section 13 below. Additionally, you will find resources at the end of this document that help you understand how Facebook works.

Because Facebook provides a wide range of [Services](#), we may ask you to review and accept supplemental terms that apply to your interaction with a specific app, product, or service. To the extent those supplemental terms conflict with this SRR, the supplemental terms associated with the app, product, or service govern with respect to your use of such app, product or service to the extent of the conflict.

### 1. Privacy

Your privacy is very important to us. We designed our [Data Policy](#) to make important disclosures about how you can use Facebook to share with others and how we collect and can use your content and information. We encourage you to read the [Data Policy](#), and to use it to help you make informed decisions.

### 2. Sharing Your Content and Information

You own all of the content and information you post on Facebook, and you can control how it is shared through your [privacy](#) and [application settings](#). In addition:

1. For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your [privacy](#) and [application settings](#): you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.
2. When you delete IP content, it is deleted in a manner similar to emptying the recycle bin on a computer. However, you understand that removed content may persist in backup copies for a reasonable period of time (but will not be available to others).
3. When you use an application, the application may ask for your permission to access your content and information as well as content and information that others have shared with you. We require applications to respect your privacy, and your agreement with that application will control how the application can use, store, and transfer that content and information. (To learn more about Platform, including how you can control what information other people may share with applications, read our [Data Policy](#) and [Platform Page](#).)
4. When you publish content or information using the Public setting, it means that you are allowing everyone, including people off of Facebook, to access and use that information and to associate it with you (i.e., your name and profile picture).



Search Facebook



Max

Home



#### 4. Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining the security of your account:

1. You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.
2. You will not create more than one personal account.
3. If we disable your account, you will not create another one without our permission.
4. You will not use your personal timeline primarily for your own commercial gain, and will use a Facebook Page for such purposes.
5. You will not use Facebook if you are under 13.
6. You will not use Facebook if you are a convicted sex offender.
7. You will keep your contact information accurate and up-to-date.
8. You will not share your password (or in the case of developers, your secret key), let anyone else access your account, or do anything else that might jeopardize the security of your account.
9. You will not transfer your account (including any Page or application you administer) to anyone without first getting our written permission.
10. If you select a username or similar identifier for your account or Page, we reserve the right to remove or reclaim it if we believe it is appropriate (such as when a trademark owner complains about a username that does not closely relate to a user's actual name).

#### 5. Protecting Other People's Rights

We respect other people's rights, and expect you to do the same.

1. You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law.
2. We can remove any content or information you post on Facebook if we believe that it violates this Statement or our policies.
3. We provide you with tools to help you protect your intellectual property rights. To learn more, visit our [How to Report Claims of Intellectual Property Infringement](#) page.
4. If we remove your content for infringing someone else's copyright, and you believe we removed it by mistake, we will provide you with an opportunity to appeal.
5. If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.
6. You will not use our copyrights or Trademarks or any confusingly similar marks, except as expressly permitted by our Brand Usage Guidelines or with our prior written permission.
7. If you collect information from users, you will: obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.
8. You will not post anyone's identification documents or sensitive financial information on Facebook.
9. You will not tag users or send email invitations to non-users without their consent. Facebook offers social reporting tools to enable users to provide feedback about tagging.

#### 6. Mobile and Other Devices

#### 4. Registration and Account Security

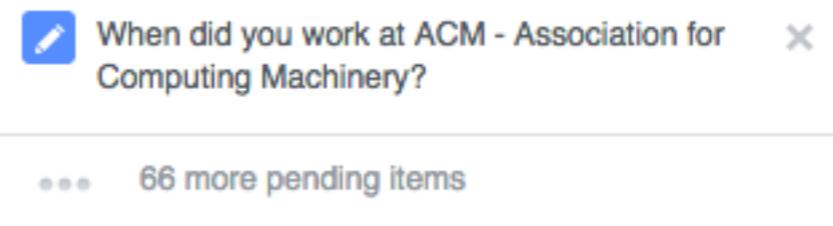
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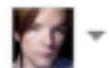
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3. We provide you with tools to help you protect your intellectual property rights. To learn more, see our Intellectual Property Rights section.
4. If we remove your content for infringing someone else's copyright, and you believe we removed it by mistake, we will provide you with an opportunity to appeal.
5. If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.
6. You will not use our copyrights or Trademarks or any confusingly similar marks, except as expressly permitted by our Brand Usage Guidelines or with our prior written permission.
7. If you collect information from users, you will obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.
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#### 6. Mobile and Other Devices



Welcome to Twitter

Me

Notifications

Discover

Mobile &amp; Apps

Troubleshooting

Twitter Rules &amp; policies

Guidelines

Report a violation

Advertiser policies

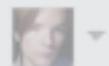
# The Twitter Rules

Our goal is to provide a service that allows you to discover and receive content from sources that interest you as well as to share your content with others. We respect the ownership of the content that users share and each user is responsible for the content he or she provides. Because of these principles, we do not actively monitor and will not censor user content, except in limited circumstances described below.

## Content Boundaries and Use of Twitter

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter. These limitations comply with legal requirements and make Twitter a better experience for all. We may need to change these rules from time to time and reserve the right to do so. Please check back here to see the latest.

- **Impersonation:** You may not impersonate others through the Twitter service in a manner that does or is intended to mislead, confuse, or deceive others.
- **Trademark:** We reserve the right to reclaim usernames on behalf of businesses or individuals that hold legal claim or trademark on those usernames. Accounts using business names and/or logos to mislead others may be permanently suspended.
- **Private information:** You may not publish or post other people's private and confidential information, such as credit card numbers, street address or Social Security/National Identity numbers, without their express authorization and permission.
- **Violence and Threats:** You may not publish or post direct, specific threats of violence against others.

[Twitter Rules & policies](#)[Guidelines](#)[Report a violation](#)[Advertiser policies](#)

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- **Private information:** You may not publish or post other people's private and confidential information, such as credit card numbers, street address or Social Security/National Identity numbers, without their express authorization and permission.
- **Violence and Threats:** You may not publish or post direct, specific threats of violence against others.

- **Spam:** You may not use the Twitter service for the purpose of spamming anyone. What constitutes “spamming” will evolve as we respond to new tricks and tactics by spammers. Some of the factors that we take into account when determining what conduct is considered to be spamming are:

- If you have followed and/or unfollowed large amounts of users in a short time period, particularly by automated means (aggressive following or follower churn);
- If you repeatedly follow and unfollow people, whether to build followers or to garner more attention for your profile;
- **If your updates consist mainly of links, and not personal updates;**
- If a large number of people are blocking you;
- If a large number of spam complaints have been filed against you;
- **If you post duplicate content over multiple accounts or multiple duplicate updates on one account;**
- **If you post multiple unrelated updates to a topic using #, trending or popular topic, or promoted trend;**
- If you send large numbers of duplicate @replies or mentions;
- If you send large numbers of unsolicited @replies or mentions;
- If you add a large number of unrelated users to lists;
- **If you repeatedly create false or misleading content;**
- Randomly or aggressively following, favoriting or Retweeting Tweets;
- **If you repeatedly post other users' account information as your own (bio, Tweets, url, etc.);**
- If you post misleading links (e.g. affiliate links, links to malware/click jacking pages, etc.);
- **Creating misleading accounts or account interactions;**
- Selling or purchasing account interactions (such as selling or purchasing followers, Retweets, favorites, etc.);
- Using or promoting third-party services or apps that claim to get you more followers (such as follower trains, sites promising "more followers fast" or any other site that offers to automatically add followers to your account);



maw of the Phased Disassembler Array. The  
used a series of fusion torches to reduce the  
void  
tic  
nts then combined those  
alloys and composites were

**InfoSec Taylor Swift**

@SwiftOnSecurity

I make stupid jokes and talk about consumer technology security.

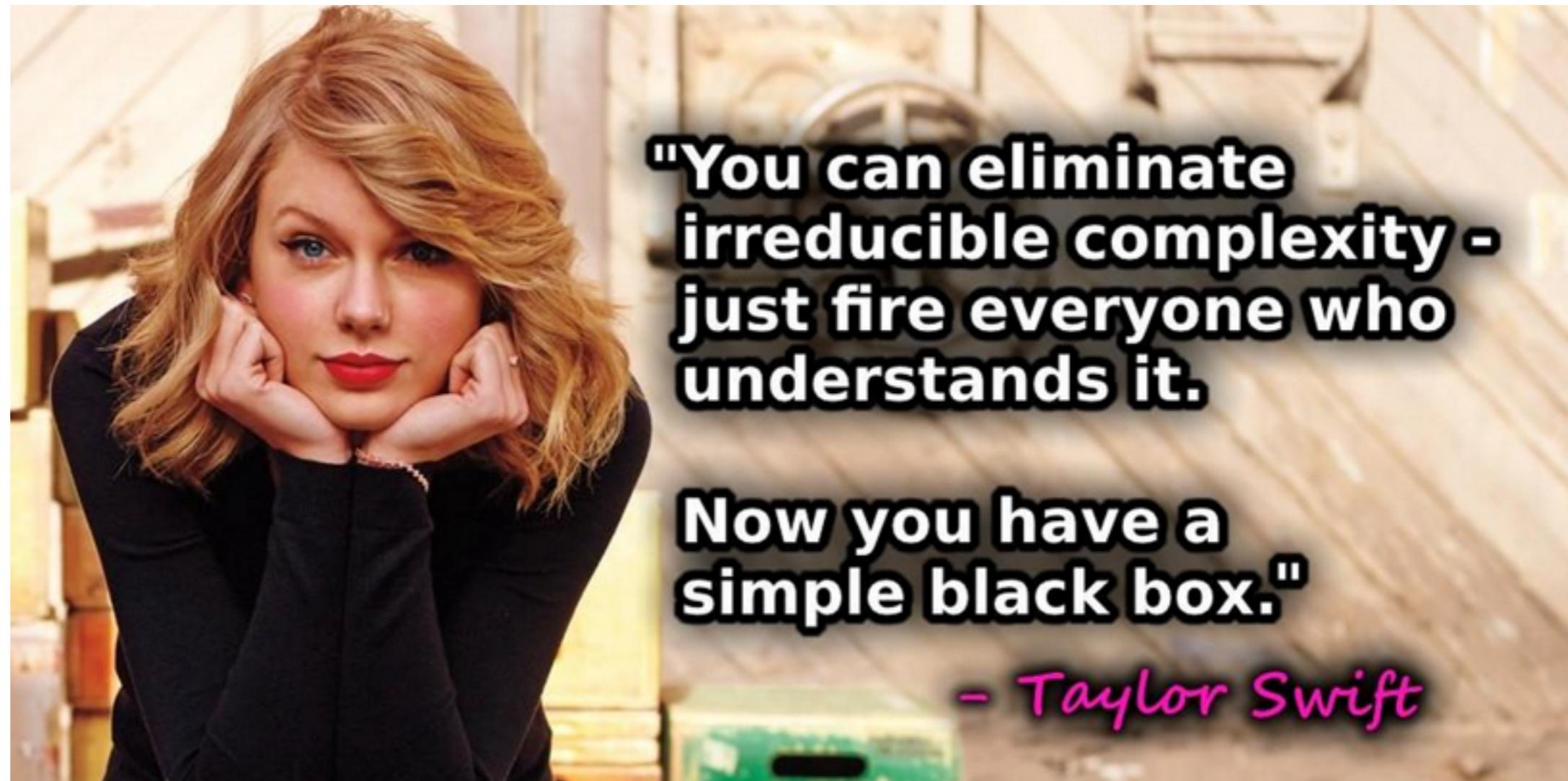
New York, NY  
[decentsecurity.com](http://decentsecurity.com)

Tweet to InfoSec Taylor Swift

67 Followers you know



1,570 Photos and videos



**"You can eliminate irreducible complexity - just fire everyone who understands it."**

**Now you have a simple black box."**

*- Taylor Swift*

BECAUSE CUBICLES ARE A SYMBOL OF  
THE MAN  
AND I DONT WORK FOR THE MAN  
I JUST GET TAKEN ADVANTAGE OF BY HIM

4 53 23 ★ 48 ...



InfoSec Taylor Swift @SwiftOnSecurity · 6h

Yes, I promised I'd install the custom shelving

maw of the Phased Disassembler Array. The

a way of building up irrational  
attitudes of submission to  
authority, and group cohesion  
behind leadership  
elements



in fact, it's training in irrational  
jingoism.

AND I DONT WORK FOR THE MAN  
I JUST GET TAKEN ADVANTAGE OF BY HIM

4h 13 23 ★ 48 ...



InfoSec Taylor Swift @SwiftOnSecurity · 6h

Yes, I promised I'd install the custom shelving





Search Facebook



Max Home

| [Help](#) | [Feedback](#)

#### 4. Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining your account.

### About

[Overview](#)[Work and Education](#)

### Places You've Lived

[Contact and Basic Info](#)[Family and Relationships](#)

#### CURRENT CITY AND HOMETOWN

**London, United Kingdom**

Current city

**Xxii (Dvadtsat' Vtoroy) Parts"Yezd, Ongtüstik Qazaqstan, Kazakhstan**

Hometown

#### 5. Protection

We:

- [Details About You](#)
- 2. We can remove any content you post.
- 3. We provide you with tools to manage your privacy.
- 4. If we remove your content, we will store a copy of it for 1 year.
- 5. If you repeatedly infringe our terms, we will ban you from Facebook.
- 6. You will not use our content without permission.
- 7. If you collect information about other people, you will explain what information you have collected and why.
- 8. You will not post anyone's identification documents or sensitive financial information on Facebook.
- 9. You will not tag users or send email invitations to non-users without their consent. Facebook offers social reporting tools to enable users to provide feedback about tagging.

#### 6. Mobile and Other Devices

### Non-Existent Company

High Dimensional Basket Weaver · 2011 to 2014 · Northam, Southampton, United Kingdom



Options

do people (still) lie online? why and how often?

do people (still) use false identities online?

do people lie on some social machines more than others? why?

how do people feel about these actions/



University of Southampton  
Ethics Approval: ERGO #11458

Investigators:

- Max Van Kleek (emax@ecs.soton.ac.uk)
- Daniel A. Smith (ds@ecs.soton.ac.uk)
- Dave Murray-Rust (d.murray-rust@ed.ac.uk)
- Laura Dragan (lcd@ecs.soton.ac.uk)
- Amy Guy (Amy.Guy@ed.ac.uk)

## Privacy and Identity on Social Media: A Short Survey

We are running a survey in order to understand the kinds of expectations for privacy that people have, and the kinds of strategies they use to maintain their privacy online.

Participation is **purely anonymous** and **voluntary**. You may withdraw from the study at any time. If you wish for us to delete all the data you have submitted at any time, you may email us asking to do so with the unique, randomly-generated code we will provide you on the first screen. We will then delete your data and confirm this.

To ensure confidentiality, we do not log anything about your visit. All responses are stored on our server only with your randomly generated ID. Furthermore, all communications with the server are encrypted (via https).

To participate, you *must* be at least 18 years old. Please click the check box below to certify you are at least this age.

- I'm at least 18 years old and understand the above.

[Start the survey!](#)

**please confirm you are 18 years old in order to proceed**

1. How much do you use [social media platform X]
2. How concerned are you about your privacy online  
... compared to your friends?
3. Whom and What are you most concerned about regarding privacy?

4. Have you ever told “untruths” online?
5. Do you use **pseudonyms**? Have you created any **personas**?

6. Have you ever deleted anything and why?
7. Have you ever felt like your privacy was violated online? How?
8. Foursquare [false check-ins, multiple accounts]
9. YouTube [multiple accounts - why, choose not to share?]
10. Tumblr [multiple accounts - why, choose not to share?]
11. Twitter [multiple accounts - why, choose not to share?]
12. Demographics: Age, Gender,
13. Demographics: Occupation

# MCM LONDON COMIC CON



# SOUTHBANK CENTRE'S Web We Want Festival

SOUTHBANK  
CENTRE

#webwewantfest

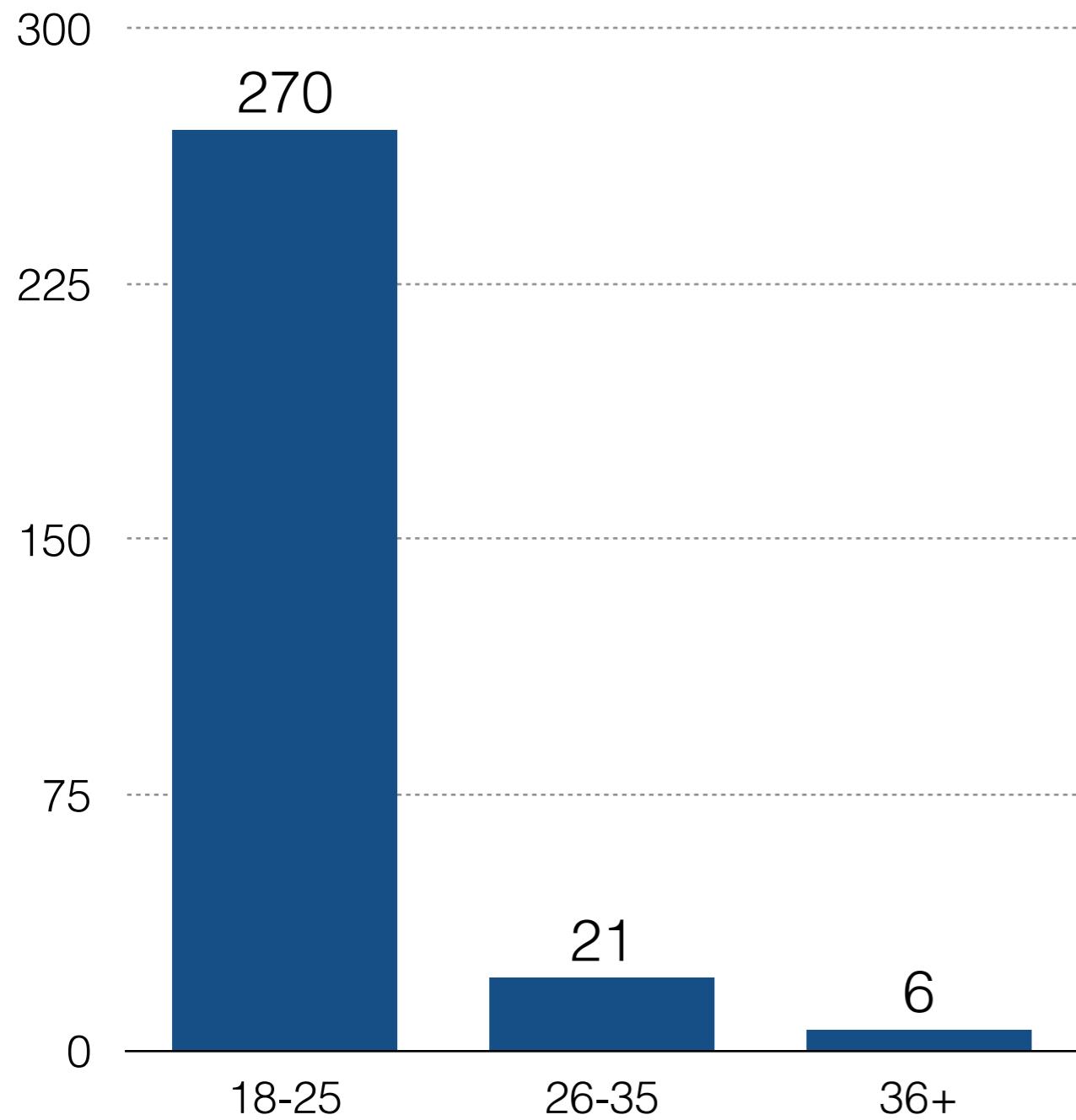




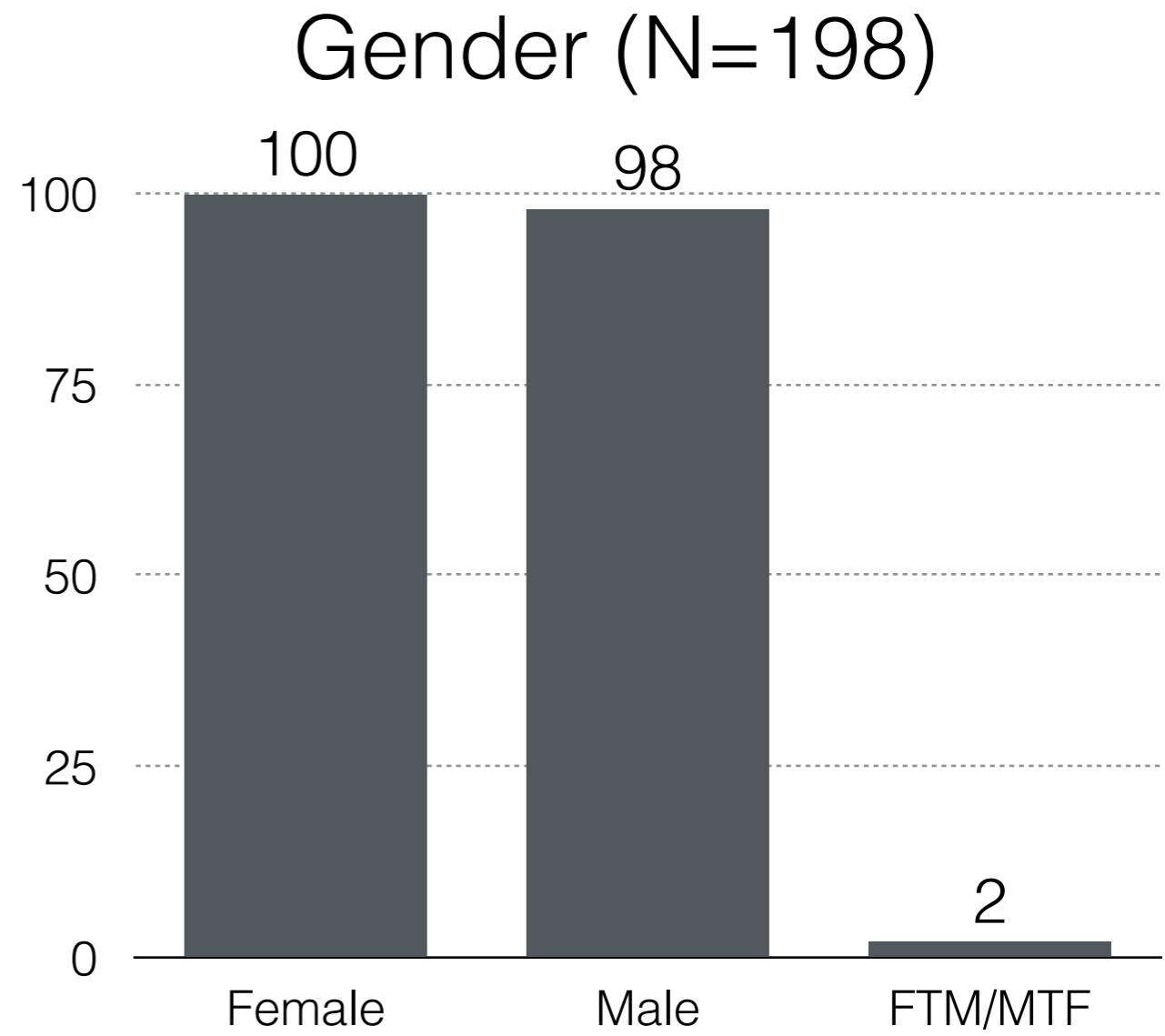
results

Responses: 500

Age (N=295)



Gender (N=198)



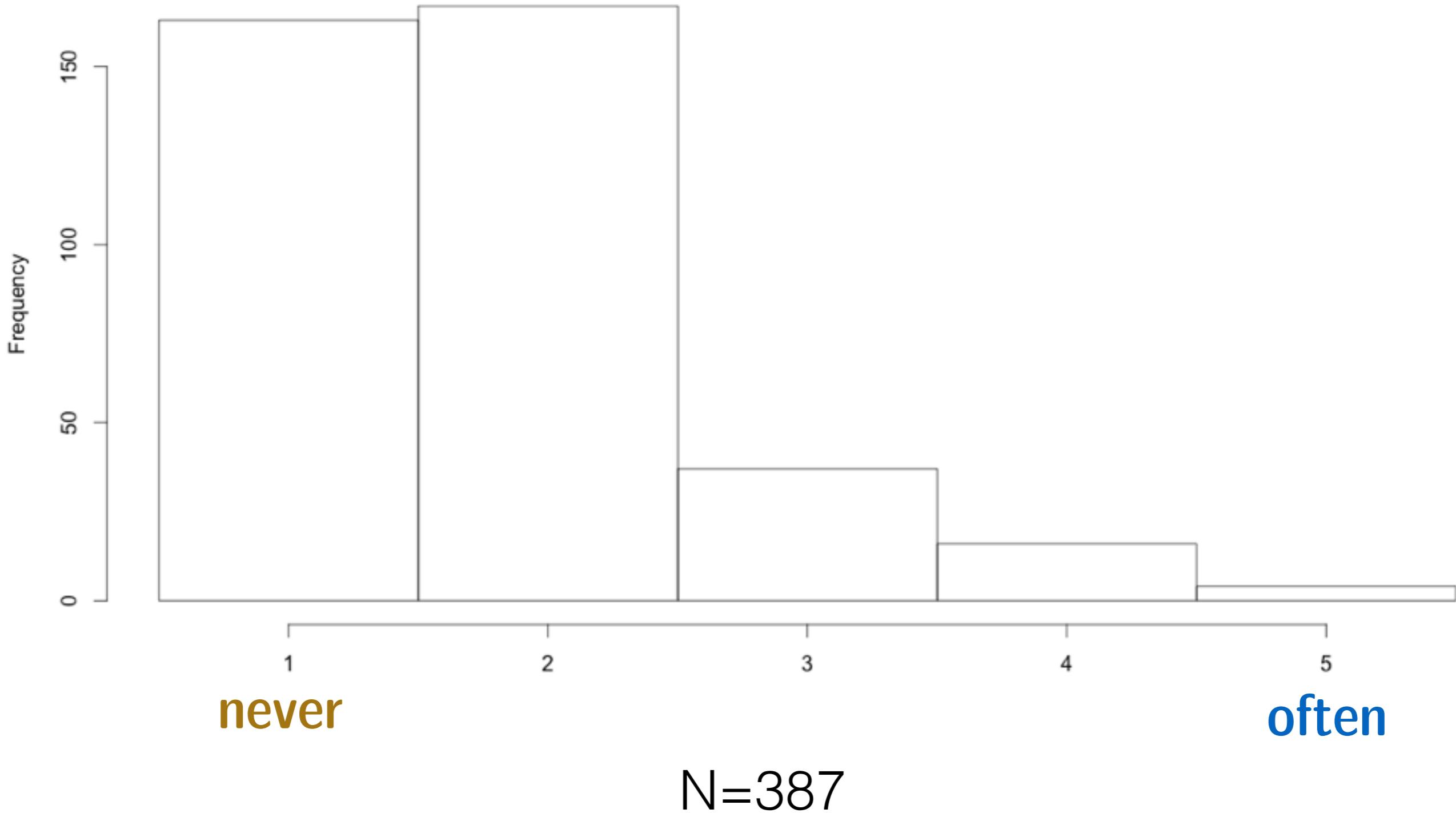
## Question 4 : Telling Untruths Online

How often do you tell lies on social media?

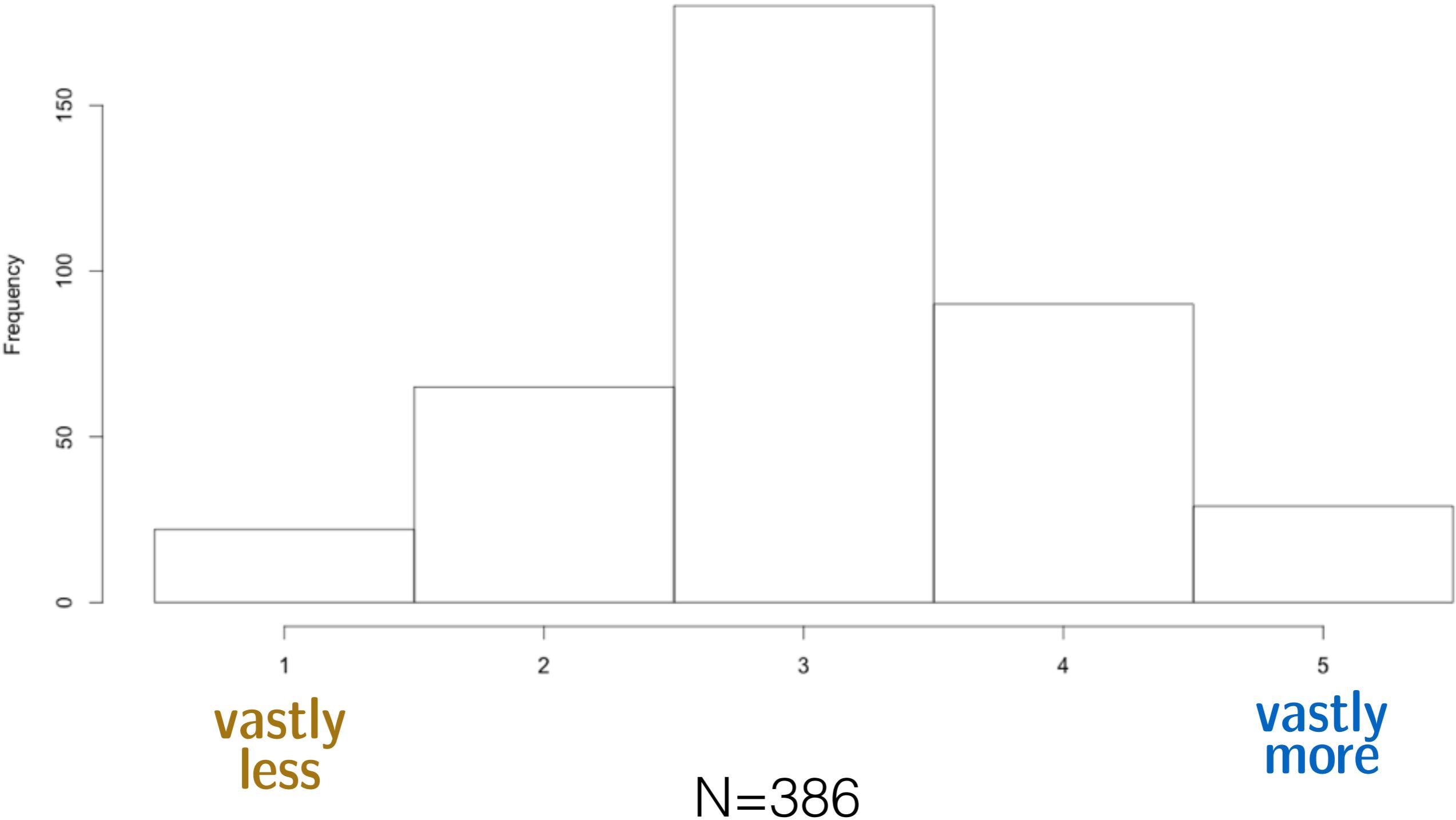
Compared to your friends?

Have you ever told "untruths" on social media? This includes any misleading, inaccurate or fictitious information, whether only very minor, bending of the truth, or bigger things, for any reason. What did you tell "untruths" about, and why? Give examples of the kinds of "untruths" you have told (but don't include any personally identifying information, please!)

# How often do you tell lies on social media?



# Compared to your friends?



# Method

Questionnaire Results												max van kloek	
File Edit View Insert Format Data Tools Add-ons Help Accessibility Last edit was made on January 23 by Dave Murray-Rust												Comments	Share
fx	A	B	C	D	E	F	G	H	I	J	K	L	
1													
2	Consolidated												
3	Code	Description	Exemplar Text	Amy	Description	Dave's Coding	Code						Max
4	yes	(no reason given)	I'd say I'm quite truthful online which is probably the problem										
5	no												
6	-	Can't understand, doesn't make sense											
7	playup	Exaggerate, impress people, embellish stories, "borrowing" other's content		playup	Exaggerate, impress people, embellish stories	Change personal attributes (e.g. age)	attributes						sensitive attributes age
8	playdown	Stop people from worrying, omit details	I tend to lie about how sick I am so people don't worry/employers don't get anxious. ;	playdown	Stop people from worrying, omit details	Creative reasons (fiction, messing with people etc.)	creative						sexuality
9	conform	Conform to community norms, fit in with others, avoid prejudice	Lied about my age because people seem to think if you're young you're unintelligent and therefore your opinion is invalid :/	comm	Conform to community norms	Hide identity	identity						gender
10	mitigate	Avoiding arguments, being them to stop being a jerk. I can't remember a specific example.	I have, on occasion, told little, white lies to rude, self-important people who wish for nothing more than to argue. They're always just little harmless lies that just pad the person's ego enough to get	safety	Protection from other people	Insulate the world from personal states (e.g. hiding how sick one is)	insulate						location
11	creative	For fun / entertainment / out of boredom / mess with people / humo(u)r	My most notable lie was the time I photoshopped a politician in front of a Nazi flag. He wasn't very happy. Nor were the police. ; I convinced people I was a turnip	stalk	To check up on someone	Conforming to groups, avoiding harassment etc.	conform						workplace
12	explore	Explore and experiment with different identities to understand effects	I gave fictitious name, location or character - mainly on chat platforms - to partly protect my real personal information and partly because of psychological reasons (seeing how people react to different characters) ;	fun	For fun / entertainment / out of boredom	Projecting a different image (exaggerating work done, skills etc.)	projecting						academic qualifications
						Privacy preservation							
+		results.csv	results_modified	Q4 Untruths	Q4 Tags	Q5a Pseudonyms	Q5a Tags	Q5b Personas	Q5b Tags	Q6 Deletions	Q7 Com		

<b>playup</b>	To exaggerate, fabricate, falsify, or embellish to enhance image
<b>playdown</b>	To make seem less significant, e.g. stop people from worrying
<b>conform</b>	To omit, distort or falsify to blend in with others
<b>mitigate</b>	To escape or end awkward or difficult social interactions, seem polite, including butler lies
<b>creative</b>	“Just to mess with people”, for fun/entertainment/humour/out of boredom.
<b>explore</b>	To experiment with altering aspects of identity to explore effects on interactions
<b>safety</b>	To protect self
<b>soceng</b>	To trick people, falsely gaining trust to achieve some goal
<b>privacy</b>	To preserve privacy or prevent identity linkage
<b>coherence</b>	To backing up lies told elsewhere
<b>no*</b>	Do not lie
<b>yes*</b>	Do lie, <sup>10</sup> but without explanation

## playup (N=35)

Mostly what I'm up to this weekend on Tinder.  
Have to come up with something interesting so  
people don't think I'm a loser. (q377)

None recently or that I can remember but probably  
personal detail like weight/height/penis length.  
(p150)

I lied about my PC specs once (p199)

## playup (N=35)

'Embleishing' a story to make it a bit funnier.  
Nothing I wouldn't say to someone's face. (p200)

there have been times where I've exaggerated  
pain, etc. (but we've all done that) I suppose it  
gives a better story when you add fictitious  
information or bend the truth slightly. (p253)

made comments on current affairs that I was  
uninterested in and made to seem intelligent.  
(p269)

## playup (N=35)

I tend to bend the truth to a more positive light on social media unless in an anonymous format. If the format is anonymous I am likely to be more open and truthful. (p439)

## playdown (N=9)

I tend to lie about how sick I am so people don't worry/ employers don't get anxious. (p49)

i lied and said i was happy when i wasn't so i didn't appear miserable to my family (p262)

Lied about my mental health countless times, denied depression and suicidal thoughts (p354)

I very selectively curate my online personae, particularly on Facebook, where I am careful to hide my mental illness, my frustrations, and my negative emotions. (p461)

## privacy (N=17)

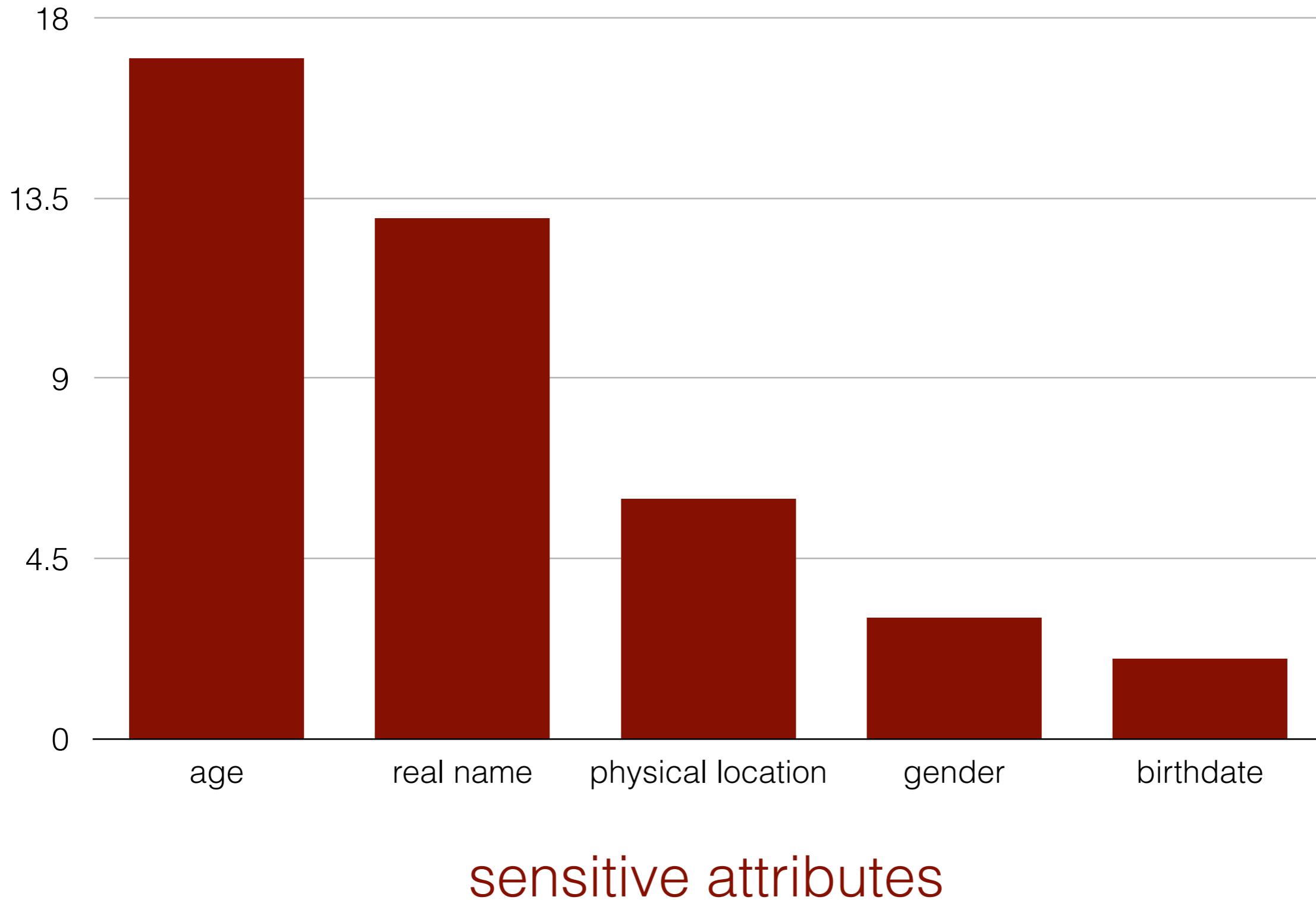
On fetish sites, I will lie about my birthday (displacing my age by a few months to a year in the process) and my hometown, making my identity there harder to connect to my real identity. (p461)

Age and place of residence once, i did not want people to link my account on a website to me. (p102)

not really, even on my "anonymous", NSFW, twitter account I don't lie, it's more just withholding information that would reveal my identity (p464)

identity linkage

# privacy (N=17)



## privacy (N=17)

Age, location, name - if I'm on public forums that I don't feel completely comfortable on (I'm not aware of the types of people on or it's a place where I share personal thoughts/ things I'm not comfortable putting my personal information on) (p102)

I gave fictitious name, location or character - mainly on chat platforms (p172)

public space, target audience

## **privacy (N=17)**

I very selectively curate my online personae, particularly on Facebook, where I am careful to hide my mental illness, my frustrations, and my negative emotions. (p461)

curation

## **privacy (N=17)**

Whenever a social media asks me to provide personal details which are not directly necessary for them to deliver the service (e.g. Facebook asking for my workplace), I constantly feed them wrong information. First and foremost to stop them asking me for such information while at the same time keeping my personal data private. (p500)

platform over-asking

## conform (N=9)

The major untruth I tell is pretending to be a man rather than a woman on YouTube - I know it's bad and not helping the cause, but I know that if I want to convince someone of a particular point, if I pretend to be a man my sayings won't be regarded through the bias of my gender, while if I say opinions (completely disconnected from gender issues) as a woman, it will probably be the 1st thing my opponents will use in a debate. (p301)

## conform (N=9)

I have told untruths about my sexuality on social media websites before, only to friends though, this was because at the time I was insecure about that kind of information.  
(p187)

Yes as in my sexuality in order to get jobs or little stories for twitter and my age when I was a kid (p. 227)

## conform (N=9)

i have pretended to be in favour of certain political/social movements to protect myself from harassment. I have been friendly with people I dislike (although this isn't as serious). I have indirectly associated myself with certain political/social movements (for example, following notable people or organisations from those groups on twitter and youtube) where I only agree with \*some\* of the actions of that group. (p60)

## conform (N=9)

Lied about my age because people seem to think if you're young you're unintelligent and therefore your opinion is invalid :/ (p446)

I've misled by omission about my age as I'm a member of a 'fandom' where the base age is younger than myself and didn't want to make others uncomfortable. I've now 'fessed up as being a member for a while I started to realise there were others well over the average age too. (p78)

## **soceng (N=9)**

"When I was underage I used to fake my date of birth to have access to restricted sites etc" (p363)

I have once lied about who I was online many years ago when I thought my partner at the time was cheating on me. I pretended to be another woman and used my friend's picture (with permission from said friend) to use to see if he would try and chat me up/get me on a date. He did and that is the only time I have lied about my identity etc on the internet. (p379)

I told my boss I got an A\* in ICT GCSE - which I did, but only half a gcse and my facebook profile confirms that (p448)

## mitigate (N=7)

I have, on occasion, told little, white lies to rude, self-important people who wish for nothing more than to argue. They're always just little harmless lies that just pad the person's ego enough to get them to stop being a jerk. I can't remember a specific example. (p392)

I have told someone I loved them when I don't but they were in a bad place and I think it was something they needed to hear (p443)

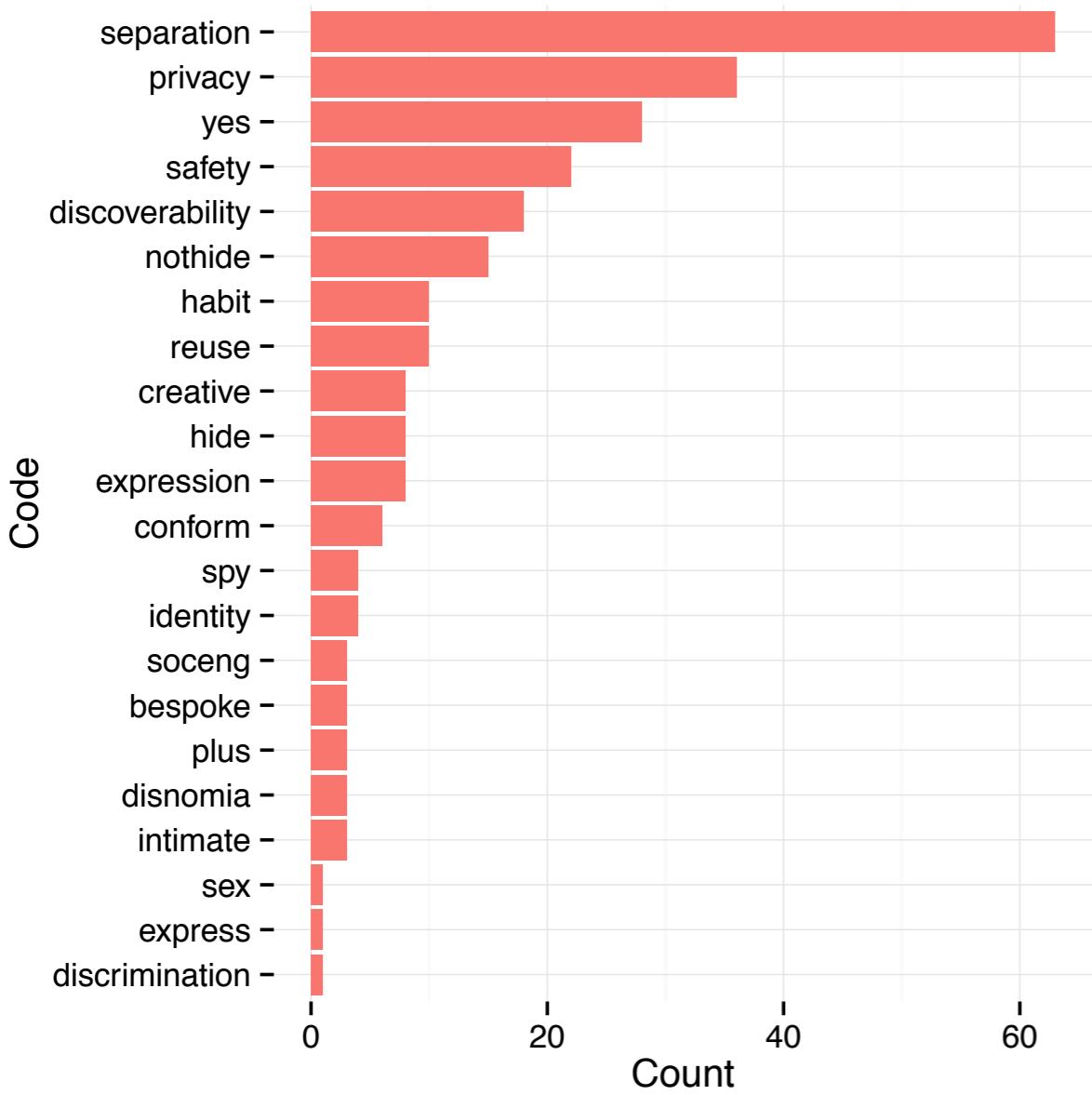
On the rare occassion I have told lies in private online to make friends feel better, later on I usually tell them the truth, other than that I don't lie or "bend the truth". (p383)

## Question 5: Real names and Identities

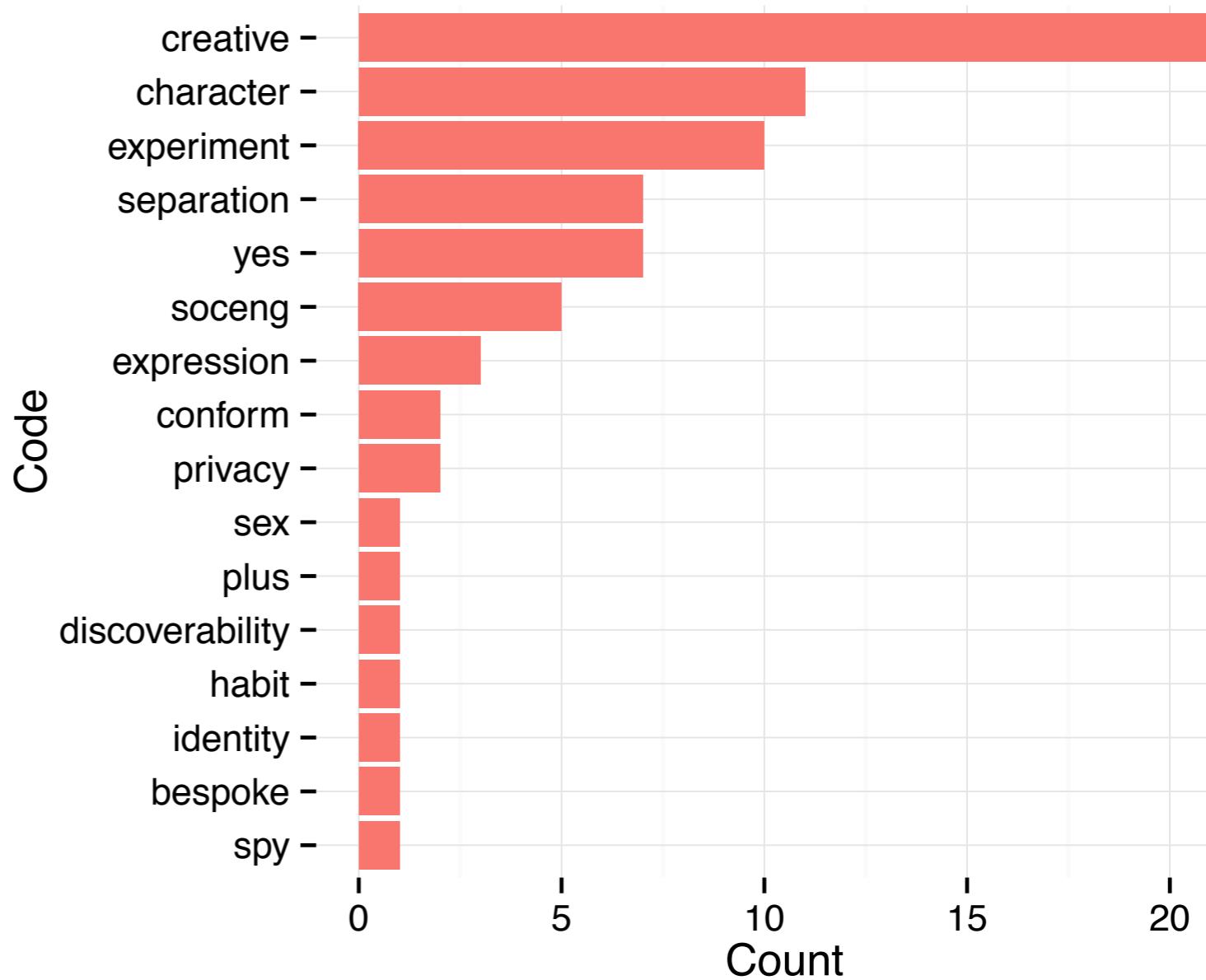
**Do you use pseudonyms on any social media platforms? Why do you do this? Do you try to hide your real name/identity?**

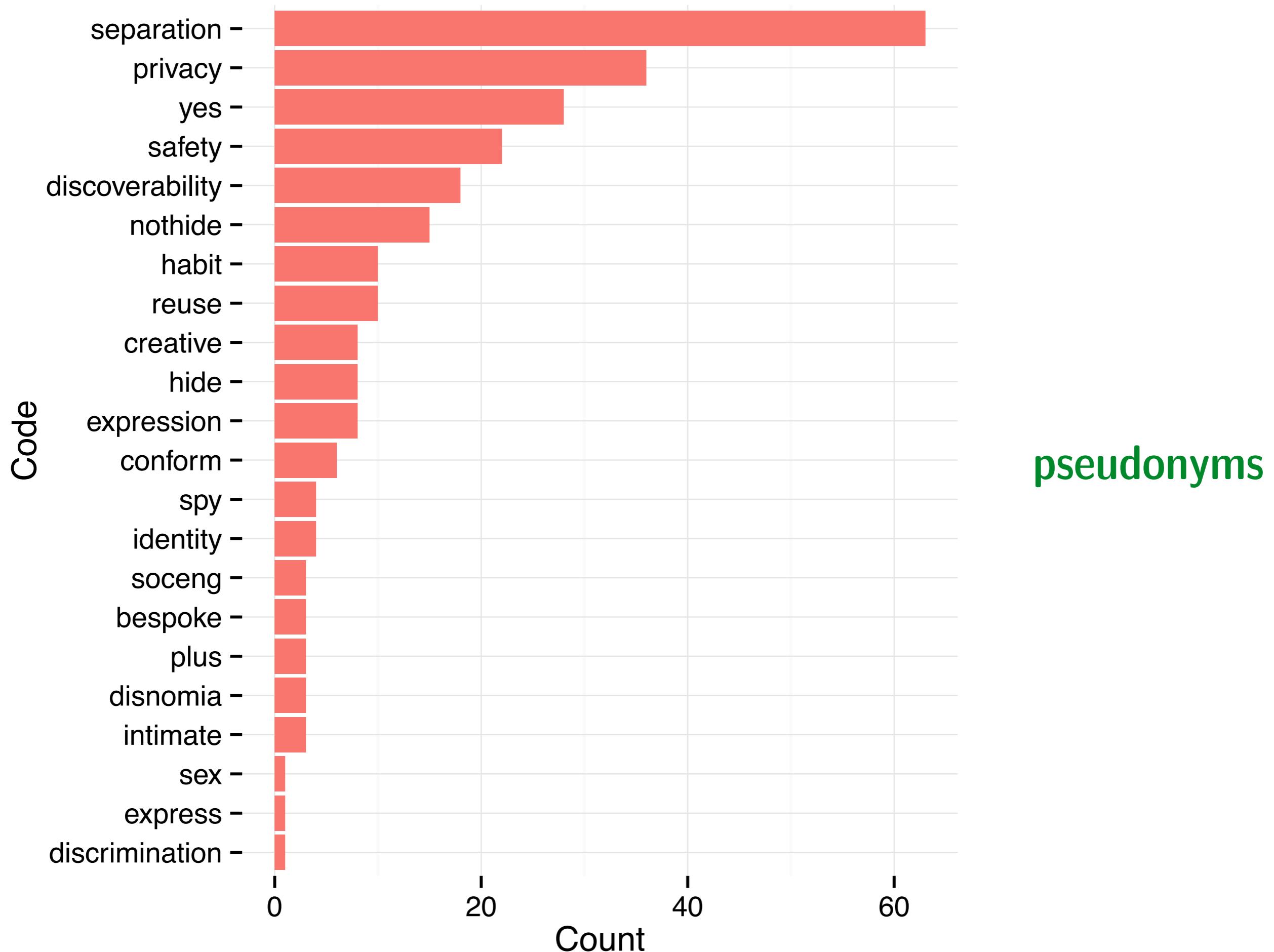
**Have you created any fictional personas (e.g., characters, alter-egos) to use on social media? If so, what for and why? (Again, please do not include the names or specifics of your personas here).**

## pseudonyms



## personas





**separation** - *Desire to maintain / create social separation among social spheres (professional, family, between friends)*

I do. I use pseudonyms because I'm not ready to be myself in front of people I might know. I don't try to hide my real name, but I don't give it out freely either. (p392)

I use pseudonyms to create a sense of distance between online me and irl-me, it also makes me more identifiable on online-plattforms (p62)

Yes as my social media (bar facebook which I barely ever go on) is fandom based and I don't want some of them to be potentially linked to me (because of the image of some of the fandoms as being immature) and others I just don't feel the need to have that info on there at the moment. I don't reveal name location age etc based info, what sort of person I am I will though. (p151)

**separation (privacy)** - *Desire to maintain informational barriers among disparate social spheres*

Yes, for instance i do not want people in real life (mainly my job) to know what videos i watch online. Not because i watch very embarrassing videos or anything (though i'm easily embarrassed), but because i feel that what i do in my spare time is my own business. Ugh Google+ (p102)

for things I do not want connected to me online - for example, like many I'm sure I used to have a nerdy YouTube channel which I did not want my peers finding out about, so almost all of my online activity connected to that was under a different (screen) name (p150)

**spy** - protection against information misuse by platforms that require the information, distrust of these platforms

Whenever my real name is not required, I give a false name. More than hiding my identity, it is a way (although quite possibly insufficient) to prevent such platforms from connecting together my different identities, and then jumping to conclusions I did not ask them to make. (p500)

I use pseudonyms for some websites that require details for example email addresses and in the terms and conditions it states that it will give your details to third parties, as I do not want spam and phishing emails or any third parties to have my name and contact details for security reasons. (p425)

[experiment](#) - Desire to experiment w/ self representation/identity

I once created a profile under the name and pictures (from the internet) of a girl, to see how guys talked to girls (p228)

I first created the character to see what it would be like if I was the complete opposite of who I am. How would people respond, would they like them or hate their guts? I ended up making quite a few internet friends and decided to keep living this second life, since people might get suspicious if I suddenly disappeared. Plus it's still quite fun to do (p274)

[I joined] as a member of a hate group whom I used as a kind of psychological experiment in empathy--by performing as a member of that group, I came to a fuller understanding of what compels their bigotry. (p461)

**identity** - Desire to express self and identity in a way different from born/established traits/attributes

I really identify as a guy, so I go by a male name. Nobody IRL knows about that though. I do this cause I just want to be... Who I really am inside? Cheesy, but true. (p44)

I am often a different person online, someone whom I prefer, and I don't want these internet friends knowing who I really am. (p274)

yes bc im trans and not out to some people. also im used to it  
(p475)

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**character** - Desire to role-play a specific character

**creative** - For creative purposes

I run a celebrity parody account on twitter, but I make it clear I am not that actual celebrity (p126)

Yes, I have role played as different fictional characters for different role-play organisations. I do this because it makes me more engaged with the fictional universe I role-play within and I can meet other people who also like this fictional universe. (p459)

Well, i'm a furry and a artist. Only for fun and passion, I think.  
(p397)

## norm/conform - when in rome..

It seems an internet norm to use a different username. Not simply to hide your identity but perhaps to display a particular like or involvement with a fandom or particular thing an individual enjoys doing/watching etc. (p295)

I do so to protect my identity, and because it is a rule of the internet. (p304)

Uh, only on Tumblr. But that's purely because I thought my full name on Tumblr seemed a bit stupid? But other than that, I'm down as myself on all my various forms of social media. (p26)

# Self Curation, Social Partitioning, Escaping from Prejudice and Harassment: the Many Dimensions of Lying Online

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## ABSTRACT

Portraying matters as other than they truly are is an important part of everyday human communication. In this paper, we use a survey to examine ways in which people fabricate, omit or alter the truth online. Many reasons are found, including creative expression, hiding sensitive information, role-playing, and avoiding harassment or discrimination. The results suggest lying is often used for benign purposes, and we conclude that its use may be essential to maintaining a humane online society.

## Categories and Subject Descriptors

H.4 [Information Systems Applications]: Miscellaneous; J.4 [Social and Behavioral Sciences]: Sociology

## Keywords

Lying online, privacy, digital identity, online communities

## 1. INTRODUCTION

Lying and other forms of deception are as fundamental to human interaction as discourse itself, amounting to as much as a third of interpersonal communications by some accounts [8, 1]. By decep-

with this complexity, and a lens through which their difficulties and needs can be observed [14, 5].

Understanding the use of lying and deception online is important to developing and understanding the Web, because new social situations and their attendant complexities are created by the affordances of the technologies used as the channels for social interaction [15]. Technologies that provide new means of social interaction, whether simply a new mobile chat app or a new communications capability entirely, can have unanticipated consequences. For example, the immediacy and ubiquity of wireless communications technology is thought to have made commonplace the use of *butler lies*, which are small lies invoked to avoid or take leave of interaction [13] without causing offence.

In this paper, we present a summary of a survey-based study in which we sought to characterise the spectrum of lying and deception practices routinely used online. We are concerned with the ways in which people carry out the production of mistruth, and the manner in which it varies across different social media channels. We are interested in the intent behind the deception, but we do not examine the moral or ethical dimensions of such practices, as these can be highly subjective and grounded in particular personal philosophies. We find that while there are a wide range of reasons people use deception or identity protection online, few reasons for doing so are malicious (or comprised of "Machiavellian" factors such as desire for power or control).





A photograph of a brown tabby cat standing on a grassy hill. The cat is wearing a red headband with a long, flowing red ribbon attached to it. In the background, there's a colorful, abstract mural of a city skyline and a rainbow. The overall mood is whimsical and playful.

conform

playing down

separation

mitigating awkward  
interactions

identity  
expression

self protection

for fun

experimentation

avoid spying

social engineering

role-play

playing up

A surreal image featuring a brown tabby cat with a red bandana around its head. The cat is mounted on a white unicorn that is rearing up on its hind legs. The unicorn has a golden revolver in its front right hoof, pointing towards the right. The background is a dark, pixelated landscape with a rainbow-colored ground and a small, colorful character in the bottom right corner.

implications social machines:

legality of behaviours

platform integration

tinder

google+ / youtube

tracking behaviours (introduction of DPI)

2-FA & identity verification vs burner identities

use by vulnerable populations

**TomSka**

@thetomska

Random comedy-maker with a big ego and a low self esteem. I made a game! [katatakgame.com](http://katatakgame.com)

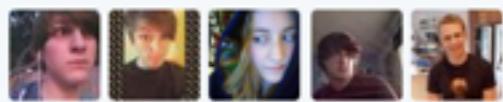
London, UK

[youtube.com/tomska](http://youtube.com/tomska)

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 TomSka @thetomska · 15h

Do all American's randomly compliment  
strangers? Like "I like your glasses." etc.  
DO YOU WANT FROM ME??

 /r/DatalsBeautiful @Data... · Followed by Daniel Smith a...

CIPR CIPR-UK · Follow

 Yuri Schimke @yschimke · Follow

Popular accounts · Find friends

 TomSka @thetomska · 16h

It seems Trent and Ashton (@Mommysmonsterz) are the first/only ones to  
find the 3 secret survival modes in #KatataK! [katatakgame.com](http://katatakgame.com)

 TomSka @thetomska · 19h

London Trends · Change

#ReplaceAMovieTitleWithGoat

#SWAG