

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

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Introduction

Privacy goals are often characterized as diametrically opposed to goals of sharing and connecting via social media. However, privacy can also be characterized as a broader process where individuals and groups coordinate social interaction with others. 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). The goal of this workshop is to explore privacy in this broader context and to understand its relationship to the benefits of social media and the support of online cooperative relationships. 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.

Workshop Themes

First, we will explore the variety of benefits and outcomes that privacy behaviors can enable, including how improved privacy outcomes can enhance social media experiences at individual, interpersonal, and organizational levels. 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. Ultimately, our goal is to create social media environments that are responsive to end users’ changing privacy needs while supporting cooperation. Thus, our second theme focuses on the design and evaluation of interfaces that address the challenges of interactional privacy. Specifically, we are interested in

the design of interfaces, methods, and metrics for usable, interactional privacy management within social media environments.

Contributions

The contributions of the workshop are to bring together researchers in privacy and from the broader social media community to 1) Understand the implications of privacy for social interactions, 2) Reconcile conflicting privacy and social media goals, and 3) Discuss and promote the development of viable design solutions.

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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