

Social Network Status Messages

What is a Status Message?

What's happening?

79

Hello all! I'm giving a speech about status message privacy!

New! Add a location to your tweets. [Turn it on](#) - [No thanks](#)

Latest: #menupop is developed in #django and #jquery for #PDXSW 2 months ago

Tweet

Are These Messages Private?

- Twitter has been open from the beginning
- Facebook is repeatedly tricky with releasing data that you may assume is private. <https://graph.facebook.com/search?q=rectal%20surgery&type=post>
- { "id": "...", "from": { "name": "...", "id": "..." }, "message": "Prayers please for ..., fighting rectal cancer. She underwent surgery so please pray for a quick recovery and success in her future treatments. Thanks!", "type": "status", "created_time": "2010-05-21T13:55:12+0000", "updated_time": "2010-05-21T13:55:12+0000" },

Private Data

- Health Data (HIPAA 1996)
- Financial Data (Gramm-Leach-Bliley Act or GLB)
- Personal Identity
- Personal Safety, spying, etc..

Status Messages

Compromise Each Area



Miaatkins Ohmygod I feel so sick, my whole body feels like its being eaten alive :(

5 minutes ago from Twitter for BlackBerry®



ekpro i feel sick :(

5 minutes ago from web



badd_knechole Just got my neice feeling better now I feel sick =(

7 minutes ago from Echofon



Connie220691 @timetraveller_x dunno. I just have a really sore stomach and I feel sick :(

8 minutes ago from Twitterrific



goodnighthorse I'm sick. I feel fluey & ghastly. Feel like I've been eaten by wolves then shat out over a cliff.

10 minutes ago from web



SiobhanNahbois I'm either sick, or my allergies are making me feel sick...fml...

3 minutes ago from web



Emer_Kelly Feel sick!!!!!! Ugh I hate this feeling!

12 minutes ago from Echofon



CAMforTHEkill i feel so sick right now

19 minutes ago from web



JBsgirl141 I feel sick: my throat is hurtin :// How are you feeling?
<http://bit.ly/ac7oii>

21 minutes ago from Fun140



farnie oooohhh I still feel like poo. Full of a cold and keep being sick. Booo hooo. :-)

21 minutes ago from Echofon



LeeRedpath Two days off sick, then three days holiday. I do feel guilty, but I then again i could have gone into work and infected everyone.

22 minutes ago from Tweetie



MissMagzstar I am not feeling too good dis morning.m I feel sick :/

22 minutes ago from UberTwitter

Health Data Retrieval

Health Data Retrieval

- Last year I recorded around 500,000/month unique accounts talked about “feeling sick” from Twitter. (6 million users in 2009)
- 90/hour from Facebook about “feeling sick”
- 14/day from Facebook about “I have cancer”
- 25/day from Facebook about “my diabetes”

Note: These rates are not a sufficient measurement for anything other than ballpark estimates at 2AM in the morning.

Health Data Retrieval

- “I'm **feeling sick** I can't stop coughing....gn fb peeps”
- “Found out **i have CANCER** again...today...”
- “In 4 days its **my** bday and in 2 days go to doctor see how **my diabetes** is”

Financial Data Retrieval

- 14/day from Facebook about “I hate my boss”
- 205/day from Facebook about “I hate my job”
- 17/day from Facebook about “I have bad credit”

Note: These rates are not a sufficient measurement for anything other than ballpark estimates at 2AM in the morning.

Personal Identity Retrieval

- Personal Data Retrieval
- 34/day from Facebook about “I am 21”
- 52/hour from Facebook about “weed”

Spying Examples

- Patrick, “Got a fancy new phone and lost all my contacts... so I'm going to need your numbers again. **541**-908-....”
- Philip, “**my address** is 117 cole road
... ..”
- Erin, “going to saturday market **meet me at pioneer** court house at noon love mom”

Data Leak

- Some of that data is very telling on a personal level
- Some of the rates may not be significant, but each of these analysis used only one search term.
- Harmless data given enough context can be damaging.

Possible Exploits of This Data

- Students giving speeches in their ethics class.
- Determine an individuals healthiness and adjust insurance appropriately.
- Adjust health insurance for medical conditions that are normally kept private under HIPAA

Possible Exploits of This Data

- Loss of income or employment
- Discrimination
- Stalking
- Harassment

The Problem?

- People are not aware of when they release personal information
- People have different comfort levels for privacy
- Harmless information can be abused given enough context.
- Personal data will continue to become easier to mine as we progress technologically.

Solutions?

- Being more careful?
- Better privacy controls on social networks?
- New Commercial Industry focused on consumer privacy
 - Set user comfort levels
 - Actively monitor data and report conflicts with comfort levels.
 - Removing personal data from the web