Merging FOAF Accounts

- LiveJournal (and spinoffs), Tribe, Buzznet, eCademy
- Unique FOAF identifiers
  - All networks used mbox_sha1sum
  - This was the only unique identifier used

- Find mbox_sha1sums (mbox for short) that occur on multiple accounts
- 982,913 unique mboxes, ~5% associated with multiple accounts
Facebook Apps

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>66%</td>
</tr>
<tr>
<td>Comments</td>
<td>62%</td>
</tr>
<tr>
<td>Friends’ Info</td>
<td>67%</td>
</tr>
<tr>
<td>Private Chat Messages</td>
<td>23%</td>
</tr>
</tbody>
</table>

Not a privacy violation

Serious privacy violation

1

In-app ratings & reviews

Ratings & reviews from other sites

Location

Data from data brokers

Contact list

Web search history

Relationship info

Person sitting in my house

Would you consent?

Your in-app ratings 76%
Your friends’ ratings 40%
Your social media profile 19%
Relationship information 7%
Contact list 5%

Do we care?

Are we underestimating how well users understand the data we use for personalization?

If evidence builds that users generally would *not* consent to data being used and they are uncomfortable with it, should we stop?

Why are we not making a greater effort to increase user awareness about what personal data is used and how?
Thank You

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