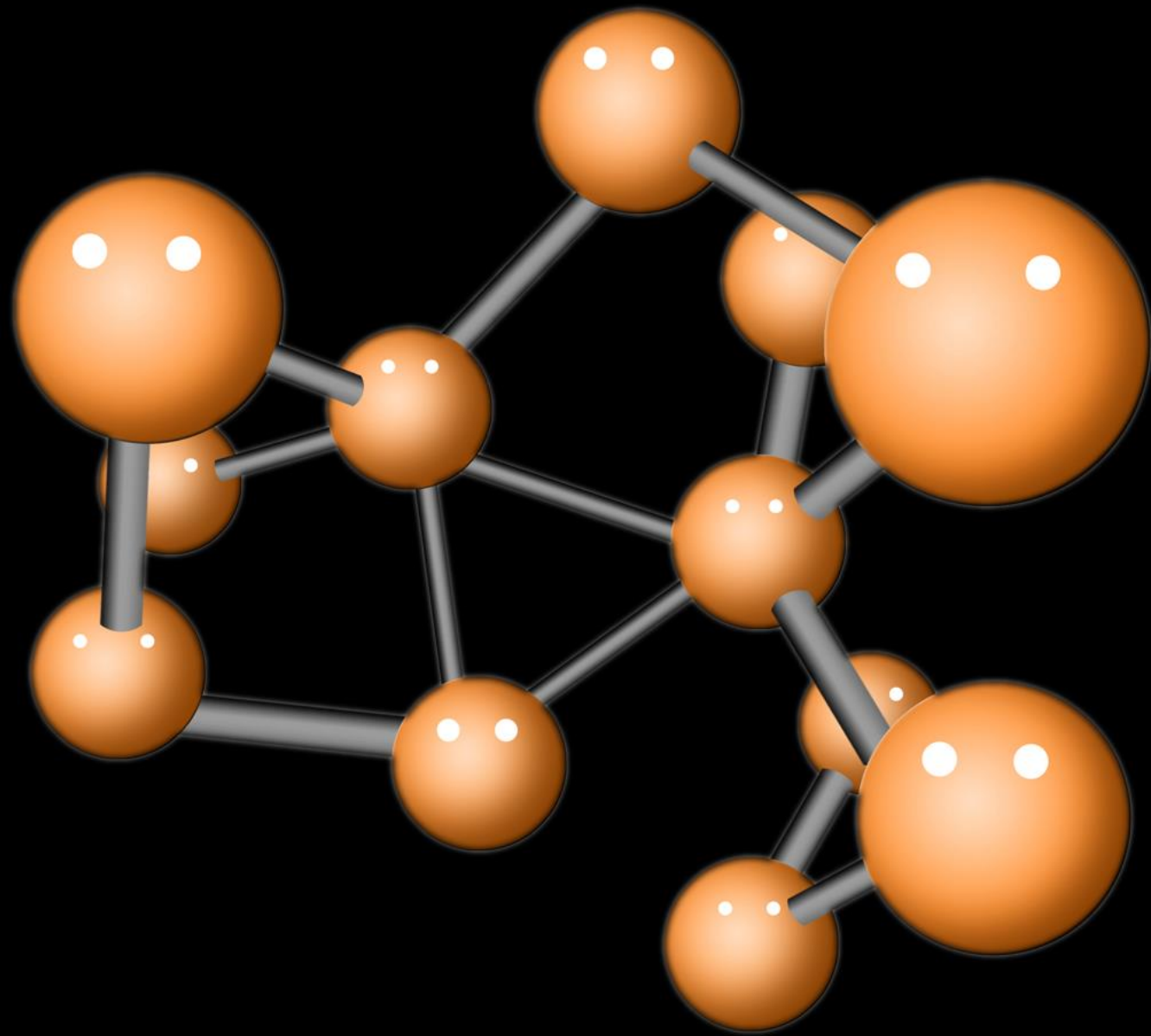




Jen Golbeck University of Maryland



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

Westin Scale



Privacy
Fundamentalists

Privacy
Pragmatists

Privacy
Unconcerned

Facebook Apps

Photos 66%

Comments 62%

Friends' Info 67%

Private Chat Messages 23%

Golbeck, Jennifer, and Matthew Louis Mauriello. "User Perception of Facebook App Data Access: A Comparison of Methods and Privacy Concerns." *Future Internet* 8.2 (2016)

facebook

Search



Jen Golbeck Find Friends Home



Jen Golbeck

undefined at undefined - Studies at undefined - Born on December 16, 1976

Friends Subscribed Message



Write Post Add Photo / Video

Write something...

Wall

Info

Photos (133)

Notes

Friends

Friends (202)



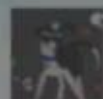
Chuck Lowitzki



Allison Druin



Alex Quinn



Susan Wilson

Because hugging our dog and cats keeps us calm. h/t to Nancy Hawkins!

Like Comment -45 minutes ago



Jenny Lorenc

So would this be totally inappropriate for the kids' egg hunt this year?! ;o) -- Jennifer, Christine, Sharon

Like Comment -9 hours ago



Matt Katsouros

I just watched the Capitals blow a 2-goal, third period lead when L.A. scored three goals to go ahead 4-3. With the Capitals short-handed with less than a minute to go in regulation, the game was over...until Kuznetsov scored his first NHL goal with 40 seconds left to force overtime. At least we received one point in the loss. :-(- The wildcard standings are ridiculous...

1) Columbus 80 points 10 games left

People You May Know

See All



Teresa Boehm

1 mutual friend

Add Friend



Michelle Kitches

1 mutual friend

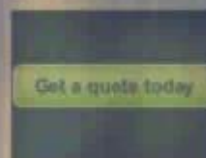
Add Friend

Sponsored

See All

We Reward Good Drivers

gp.ca



You Deserve a Better Rate. Save on Car Insurance with GP Car and Home. Get a Quote.

Smartline Platinum Card

capitalone.ca



5.99% Guaranteed for 3 years, if you pay your bills on time. No annual or balance transfer fees. Cash advances, 19.8% - Get Details

Not a privacy violation

Serious privacy violation

1

7

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

Golbeck, Jennifer. "User Privacy Concerns with Common Data Used in Recommender Systems." *International Conference on Social Informatics*. Springer International Publishing, 2016.



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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