

# Social Networking

## *“Why and How?”*



**BEBO WHITE**  
**SOMEWHERE IN THE ATLANTIC...**  
**MACMANIA'10**  
**MAY, 2010**

# Caveats



- I'm an “out-lier” – nothing specifically here about Mac use
- This is not a tutorial on how to use a social networking application (e.g., Facebook)
- This is neither an endorsement or criticism of social networking but rather a few personal and research observations
- Interactive – I have give-aways!

# How Many Here Use Social Networking?



- Facebook
- Twitter
- Myspace
- LinkedIn
- Plaxo
- Flickr
- Other....

# Do You Dread Getting the Messages?



- “Join my network on LinkedIn”
- “XXX has invited you to be a friend on Facebook”
- “YYY just joined Plaxo”
- “ZZZ wants to follow you on Twitter”
  
- Do you fear that you’ll be perceived as anti-social if you don’t respond?
- Is it too trendy or requires too much bandwidth?
- Do you fear all the horror stories that you have heard about social networking?
- Do you mistrust the social network providers?



“There’s something happenin’ here, what it is ain’t exactly clear”

--- Stephen Stills (with apologies from Bebo)

# “I Would Never Want To Join a Club That Would Have Me”



[Main](#) [Invite](#) [My Page](#) [Members](#) [Photos](#) [Videos](#) [Forum](#) [Groups](#) [Blogs](#)

Welcome to macmania10, Bebo White!  
Here are a few things you can do right now...



Invite  
Friends



Customize  
Your Page



Add  
Content

## Groups

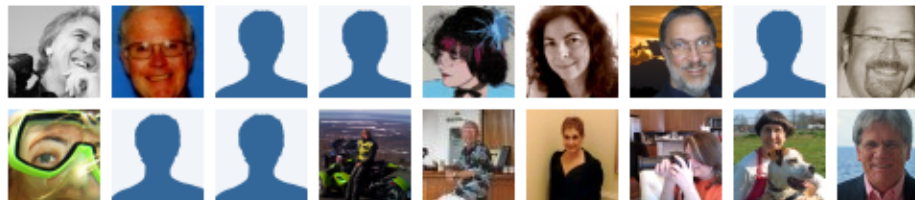
+ Add a Group

## Latest Activity



Derrick Story added a blog  
post

## Members



## Bebo White

Sign Out

Inbox

Alerts

Friends (2 requests)

Settings

# Ning's Bubble Bursts: No More Free Networks, Cuts 40% Of Staff

by Jason Kincaid on Apr 15, 2010 339 Comments

 Like 562

 Buzz

 810

3534

 retweet

One month after long-time Ning CEO [Gina Bianchini](#) was **replaced** by COO [Jason Rosenthal](#), the company is making some major changes: It has just announced that it is killing off its free product, forcing existing free networks to either make the change to premium accounts or migrate their networks elsewhere.

Rosenthal has also just **announced** that the company has cut nearly 70 people — over 40% of its staff. Here's the email Rosenthal just sent out to the company:



Team,

When I became CEO 30 days ago, I told you I would take a hard look at our business. This process has brought real clarity to what's working, what's not, and what we need to do now to make Ning a big success.

My main conclusion is that we need to double down on our premium services business. Our Premium Ning Networks like Friends or Enemies, Linkin Park, Shred or Die, Pickens Plan, and tens of thousands of others both drive 75% of our monthly US traffic, and those Network Creators need and will pay for many more services and features from us.

Microsoft



See how Kroll gained efficiencies  
and value with Microsoft  
**VIRTUALIZATION**



Related  
Resource: more +

Because it's everybody

## InformationWeek

BUSINESS INNOVATION POWERED BY TECHNOLOGY

### Facebook Edges Google In Site Visits

The social networking colossus, now the most visited Web site in the U.S., could see a revenue boost.

By Antone Gonsalves, [InformationWeek](#)

March 16, 2010

URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=223900060>

Facebook last week slipped past Google as the most visited Website in the United States, a Web metrics firm says.

For the week ending March 13, Facebook accounted for 7.07% of all U.S. Internet visits, while Google accounted for 7.03%, according to Hitwise. It was the first time Facebook had held the No. 1 spot for a week.


Before the latest results, Facebook had reached the No. 1 ranking on Christmas Eve and Christmas Day last year, New Year's Day this year, and the weekend of March 6 and 7. Facebook's market share last week increased 185% from the same period in 2009, while Google saw a 9% increase year-to-year.



# I Think Facebook Just Seized Control Of The Internet

by MG Siegler on Apr 21, 2010

200 Comments

 Like 415

 Buzz

986

1424

 retweet

The **opening keynote** at Facebook's f8 conference today in San Francisco was short and sweet. But don't let that fool you. It contained some huge announcements pertaining to how the service will interact with the broader web going forward. The three big ones: social plugins, Open Graph, and Open Graph API, make Facebook's intentions very clear: they want to be **the fabric of the web**.

**Erick already outlined** Facebook CEO Mark Zuckerberg's perspective on this from his keynote, but perhaps more interesting was some of what Platform Lead **Bret Taylor** had to say. The most interesting thing Taylor said was that Facebook's stance is that social connections are going to be just as important going forward as hyperlinks have been for the web. Obviously, as the largest social network, Facebook to some degree has to believe (or at least say) that. But today, and really over the past several months of huge growth, Facebook has given us all a reason to believe that may be the case.



And if that's so, Google had better watch out. There may be a new sheriff in web town.

## Schumer Joins Facebook Critics

by [Wendy Davis](#), Yesterday, 7:30 PM

Sen. Chuck Schumer (D-N.Y.) has added his voice to the growing roster of people criticizing Facebook for violating users' privacy with its new so-called "instant personalization" feature, which shares users' data with outside sites.

In a statement issued this weekend, Schumer criticized Facebook's new open graph, while also calling on the Federal Trade Commission to prohibit Facebook and other sites from sharing information about users without their permission.

In this instance, Schumer is absolutely right. The FTC should investigate Facebook -- and should make clear that automatically logging users into third party sites violates every expectation people have about how Web companies will treat data.

## I Won't Try to Define “Online Social Networking”



- We all think that we know (or can guess) what it is *or* “know it when we see it” (by example or functionality)
- It’s not just about technology but includes psychology, sociology, etc.
- However, technology appears to be changing its constantly evolving definition
- We must be careful to separate “Online Social Networking” and “The Social Web”

# Ethical Fault Lines



- Identity – how do you present yourself online?
- Privacy – the world can see everything you write
- Ownership – plagiarism, reproducing creative works
- Credibility – legitimate sources of information
- Community – interacting with others

--- Howard Gardner, Harvard University

# A Brief History (from my perspective)

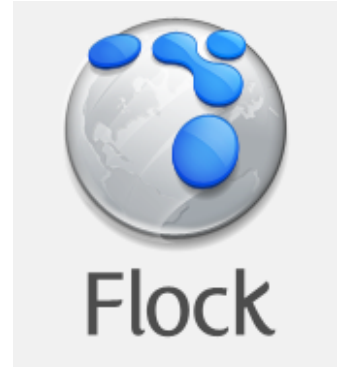


- Social networking is a basic human activity that has been adopted by technological advancements throughout history – postal services, printing, telephone, radio, etc.
- Online social networking began as soon as *computing resources* (not just computers)
  - Became personal – timesharing, “dumb terminals” and modems, PCs
  - Became connected – not just the Internet

# Online Social Networking Grew Into a Mess!



Some of the social networks that I belong to.  
Why so many?



April 6, 2010

# AOL Plans to Sell or Shut Bebo Social Networking Site

By JENNA WORTHAM

Two years after AOL acquired the social networking site Bebo for \$850 million, the company plans to sell or shut it.

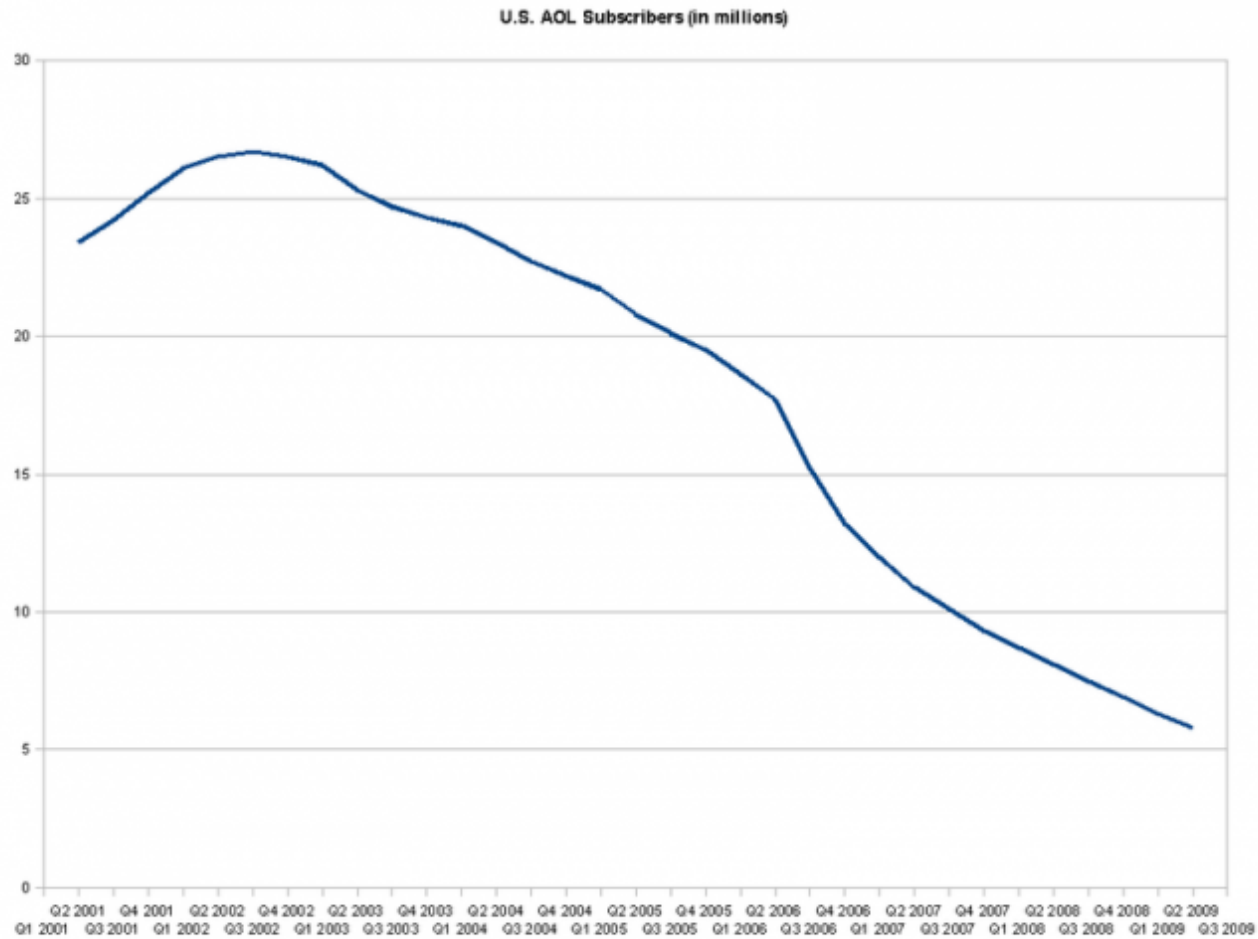
AOL sent a memorandum to employees on Tuesday saying it was seeking a buyer for Bebo, which has fallen far behind Facebook, and would no longer funnel cash into it.

“It is clear that social networking is a space with heavy competition, and where scale defines success,” the memorandum said. “Bebo, unfortunately, is a business that has been declining and, as a result, would require significant investment in order to compete in the competitive social networking space.”

## AOL looking to shut down or sell Bebo this year

Kevin Spiess - Wednesday, April 7th, 2010 | 11:42AM (PT) 👍 0 ⭐ Favourite (0)

Bought it for \$850 million in 2008



Back in the 1990s, America Online used to be one of the biggest players around the online world, offering one of the largest gateways to this new-fangled World Wide Web thing, and as recently as 2002, they had over 25



# Separation by Context

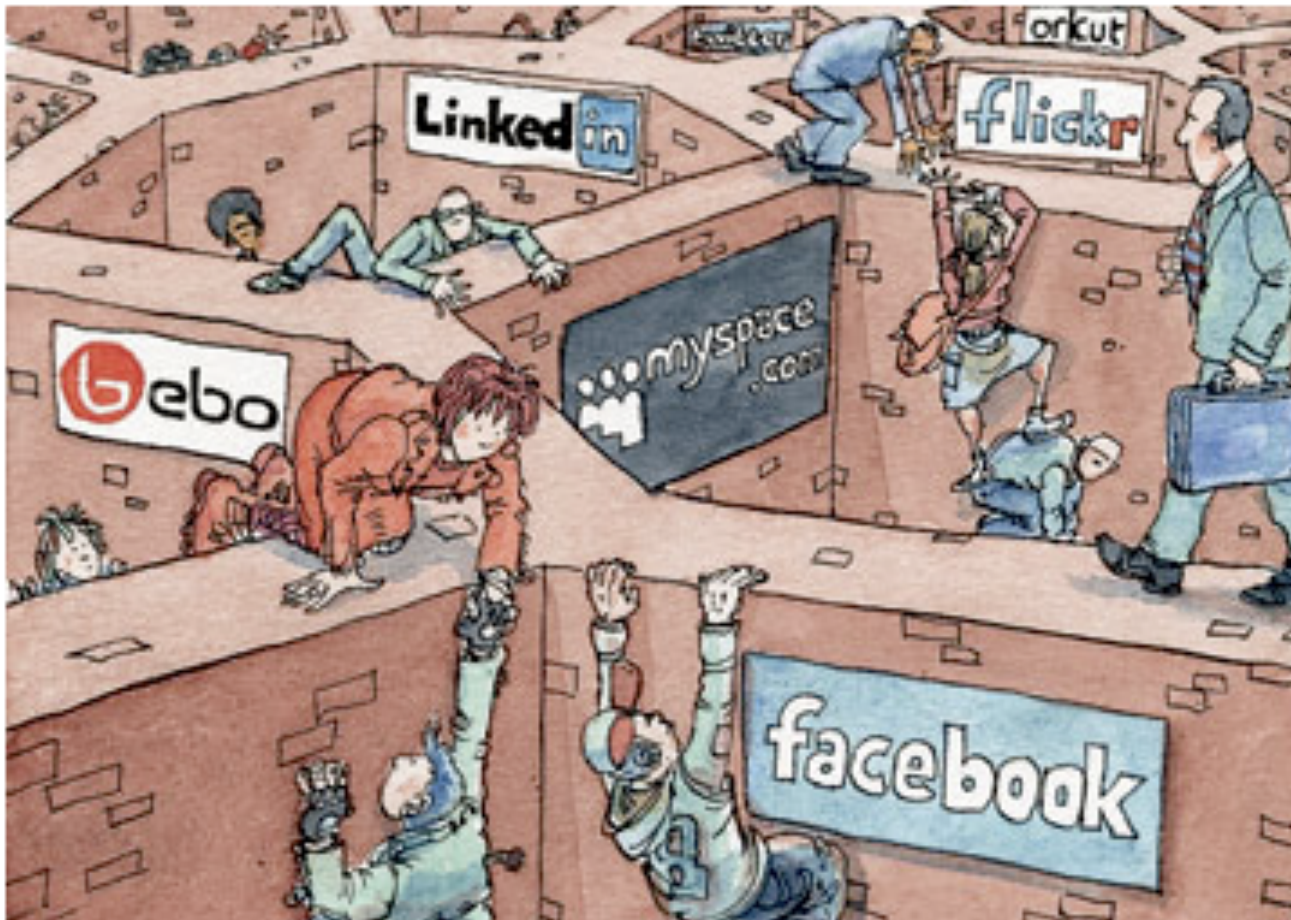


- *Community context*: affiliation with those who share similar interests
- *Social context*: influence from trusted peers
- *Behavioral context*: consumer actions on the Web or network
- *Location-based context*: mobile or consumer-specified location and time
- *Preferences context*: what consumers say they want
- Personal vs. Professional, Public vs. Private, Open vs. Closed

# “The Walled Garden” (1/2)



Illustration by David Simonds

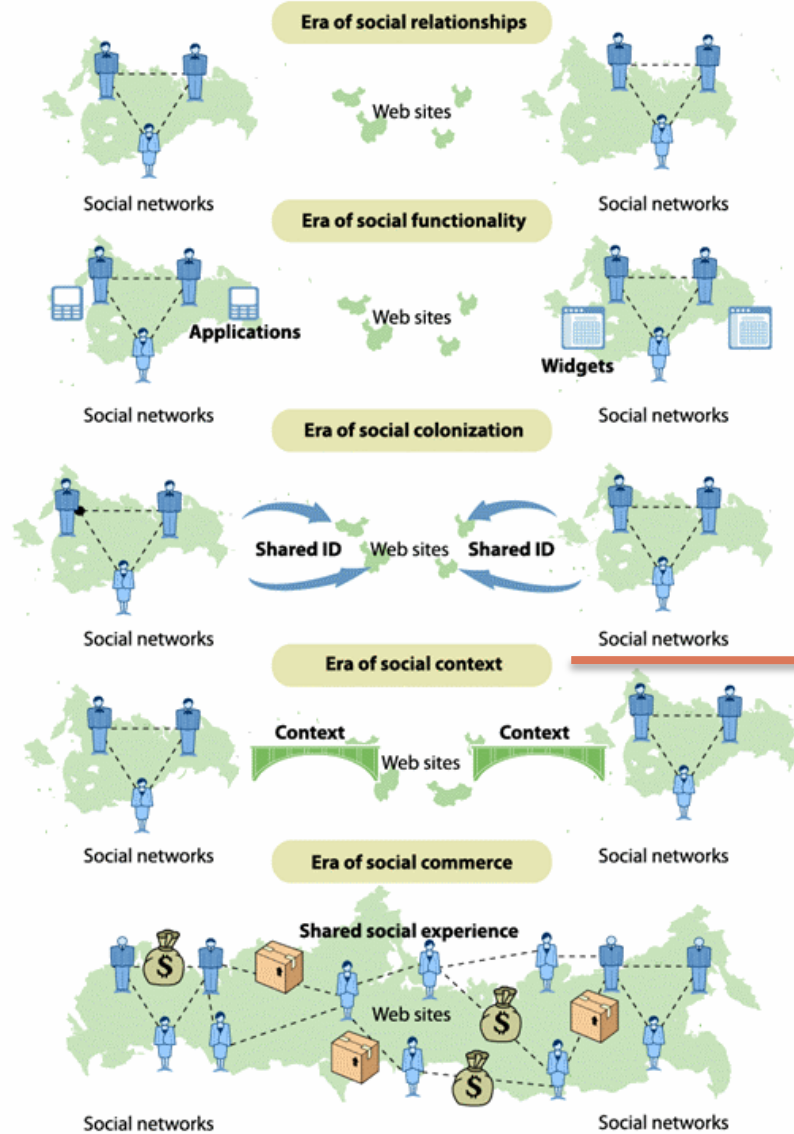


## “The Walled Garden” (2/2)



- It is easy to manage identities (personal and professional) and interests but it requires separate networks
- It is difficult to share information between networks
- “Walled Garden” - top-down architecture, networks are becoming too much like the old ISPs
- My Facebook information/messages were unavailable just like my AOL ones were
  - If I cancel my AOL account, I can't take my e-mail with me

April 2009 "The Future Of The Social Web"  
**The Five Eras Of The Social Web**



Let's examine these first three eras

??

# “Era of Social Relationships”



- 1995; 2003-2007
- Individuals assemble and connect with each other in online groups
- Consumers use simple profiles and discussion features to share with each other
- Very much the “Web 2.0” philosophy
  - Microcontent
  - Bottom-up governance
  - Rich interfaces
  - “Web as a Platform”

# “Era of Social Functionality”



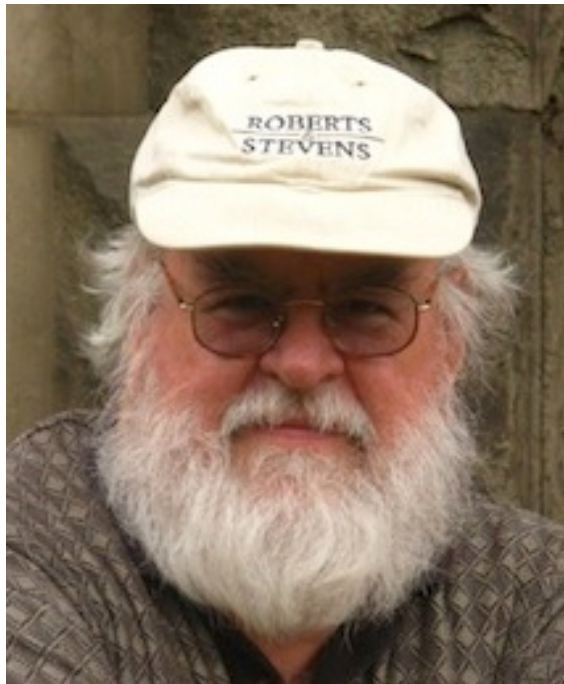
- 2007; 2010-2012
- Social networks become operating systems
  - “The Walled Garden?” Is this good?
- Consumers embed Web applications and widgets on their profiles to make experience more fun and useful
  - “An iPhone app mentality?”
- The move appears to be “not to break down the walled gardens” but to “build tunnels between them” (make them interoperable)

# Key Issues Appear to be in Policies



- *Policy Expression* – how to unambiguously define the terms and conditions of a policy
- *Policy Transparency* – how to ensure all parties are aware of the policy and its implications
- *Policy Conflict* – how to detect potential incompatibilities between dependent policies
- *Policy Accountability* – how to track policy exceptions and obligations

# Elements of a Social Web



Identity  
Providers



Social Graph  
Providers



Content  
Aggregators





# An Ideal Social Web Cycle



## Identity Providers

Using an existing account and profile, I explore a new social network



## Social Graph Providers

Using my existing address book or friends list, I identify who I know on the new network



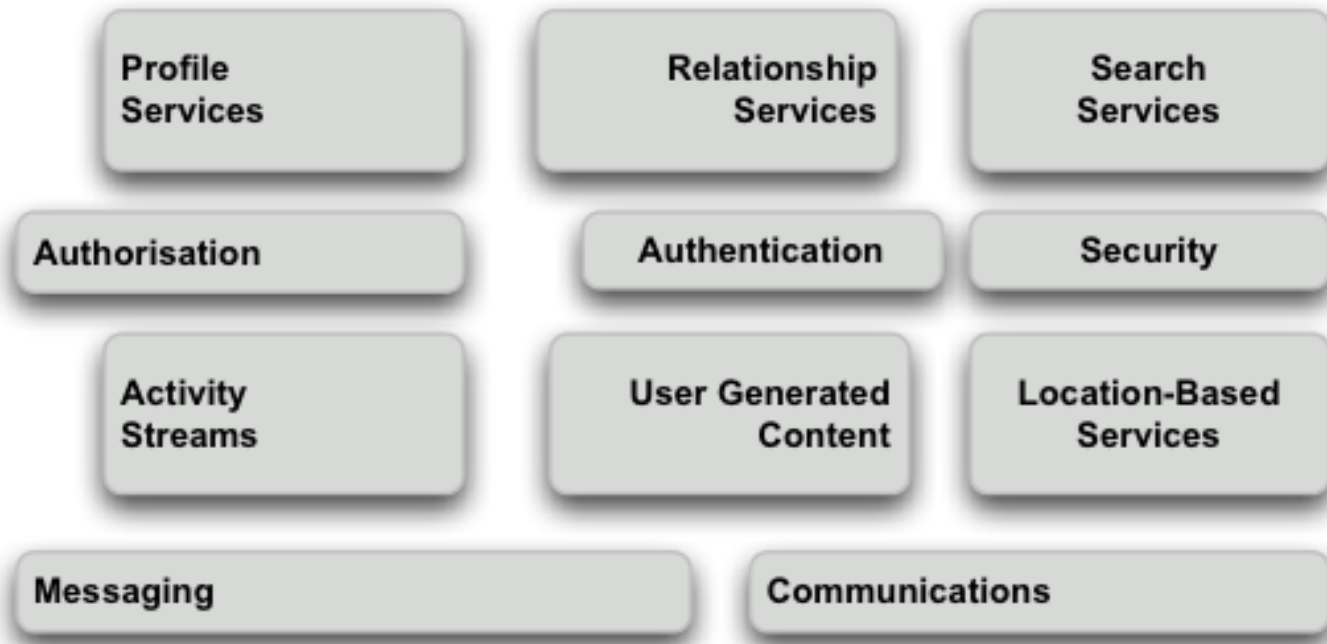
## Content Aggregators

- I create content on the new site and share it
- My friend discovers my content and the new network



**The Cycle Repeats**

# This Requires a Distributed Architecture



# The Open Stack (1/3)



- OpenID - an open, decentralized standard for authenticating users which can be used for access control, allowing users to log on to different services with the same digital identity where these services trust the authentication body
- XRDS – eXtensible Resource Descriptor Sequence is an XML format for discovery of metadata about a resource
- OAuth – an open protocol that allows users to share their private resources stored on one site with another site without having to hand out their username and password

## The Open Stack (2/3)



- PortableContacts - a common access pattern and contact schema for contacts and friends list that any site can provide
- OpenSocial – a set of common APIs developed by Google and MySpace
  - People and Friends
  - Activities
  - Persistence

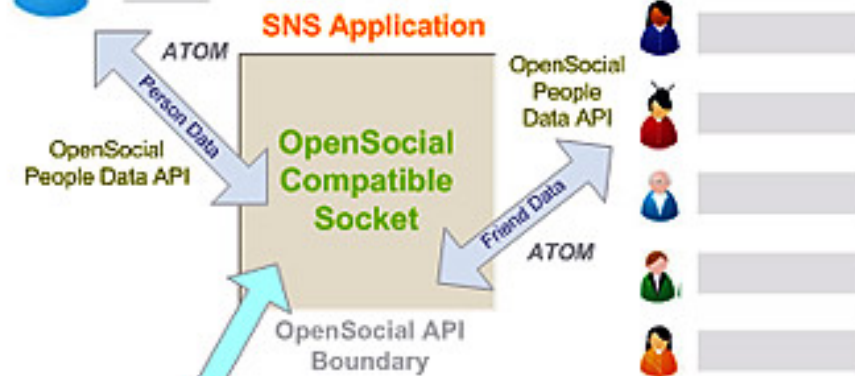
# Google's OpenSocial: Making Google Gadgets "Socially Acceptable"

## Social Networking Site

### User Profile



### Friends



provision

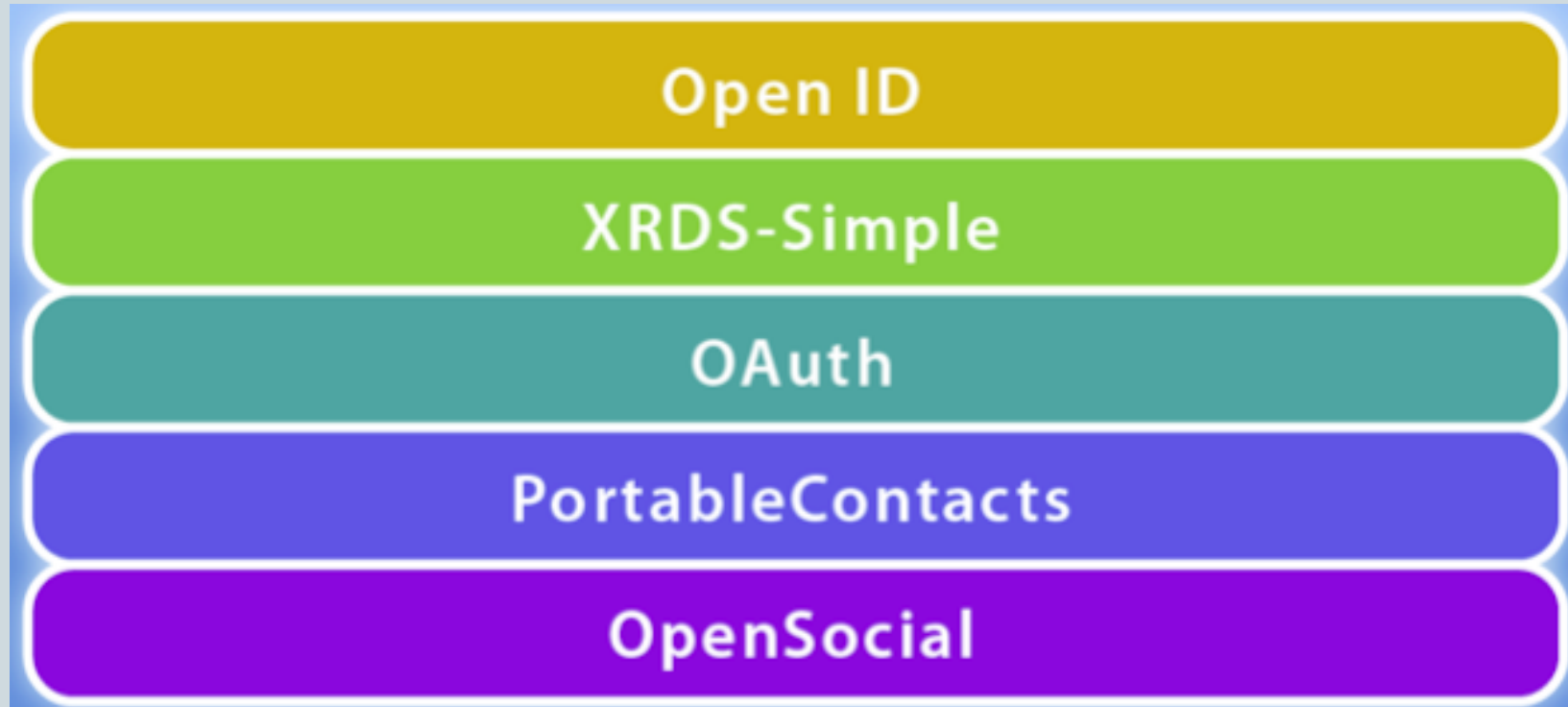


provision



**3<sup>rd</sup> Party OpenSocial App**  
*(Write Once,  
Run Anywhere)*

# The Open Stack (3/3)



MySpace  
DataAvailability



Yahoo!  
Y! OS



Google  
FriendConnect




Plaxo  
Pulse

## A Big Day for the Open Stack: Y!OS Launches

October 17, 2008 in [Uncategorized](#) | Tags: [Oauth](#), [OpenID](#), [Y!OS](#), [Yahoo](#) ([Edit](#))


## Windows Live Adds Support For OpenID, Calls It De Facto Login Standard

by [Jason Kincaid](#) on October 27, 2008

54 Comments 

## Your Gmail Account is Now An OpenID

by [Erick Schonfeld](#) on October 29, 2008

112 Comments 

Yahoo and AOL Enhancing OpenID with Data Portability via the “Simple Registration” Extension

## Facebook Connect Is Now Generally Available. Let the Identity Wars Begin

By [Michael Calore](#)  December 04, 2008 | 4:14:16 PM Categories: [Facebook](#), [OpenID](#)

Wednesday, March 18, 2009

### MySpace Launches New Features for MySpaceID; Functionality Live Today

Open Stack FTW: Facebook joins the OpenID Foundation!

### Portable Contacts lets you get friends' info on other sites

[ERIC ELDON](#) | MARCH 26TH, 2009

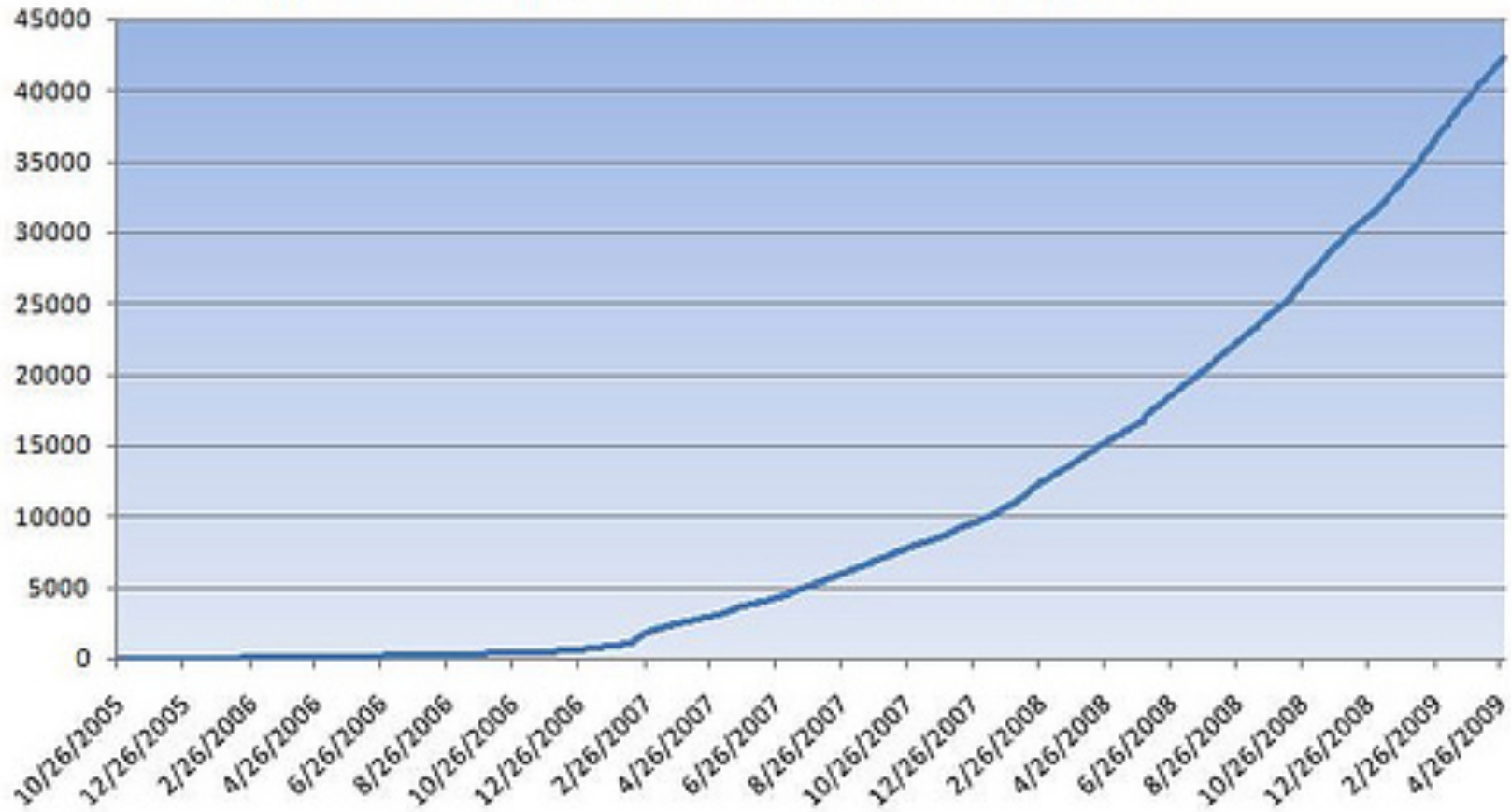
### Google Implements New Open Standard for Friends Lists

Written by [Marshall Kirkpatrick](#) / March 26, 2009 10:23 AM / [12 Comments](#)

[« Prior Post](#) [Next Post »](#)

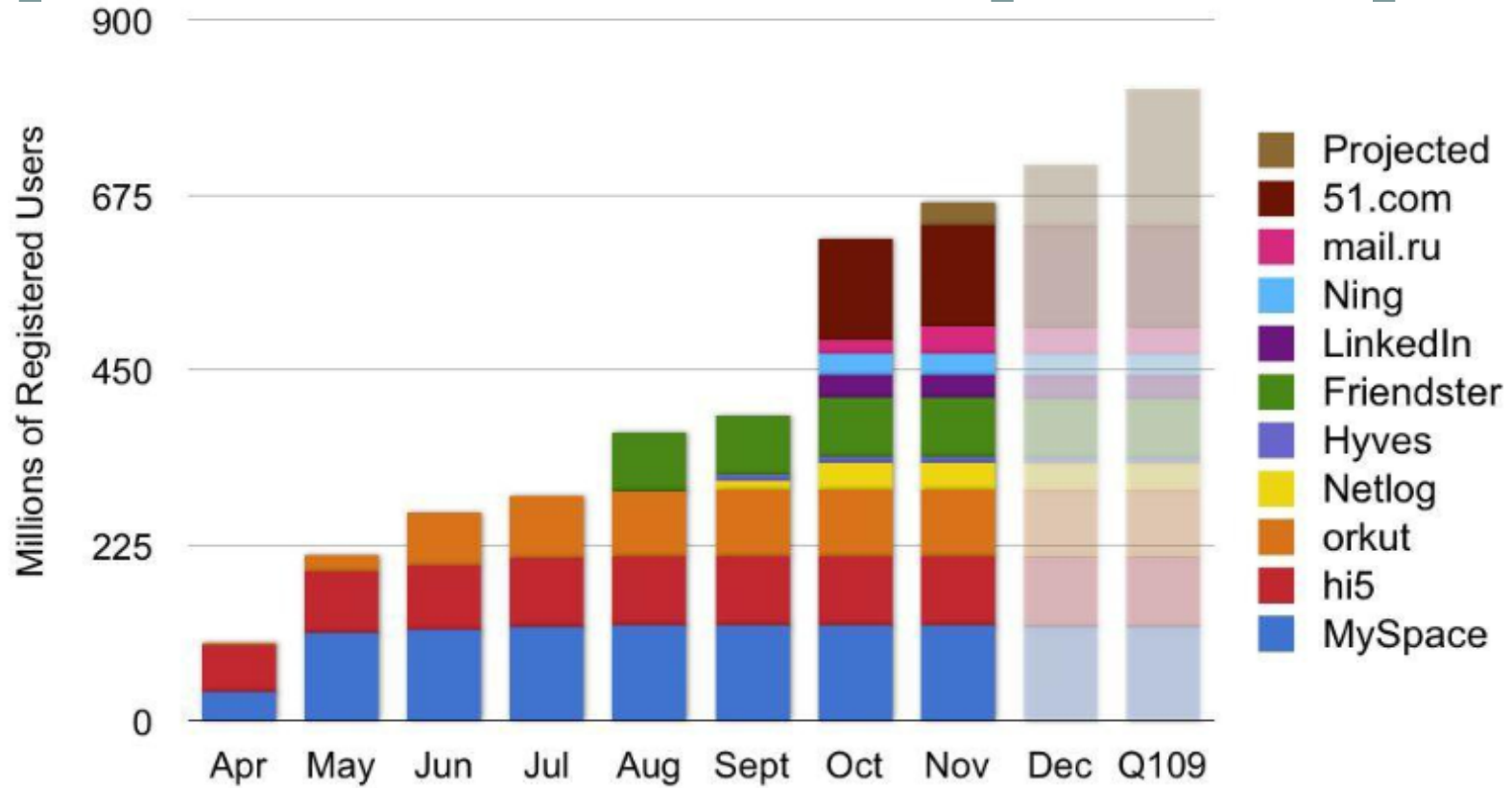
# OpenID Adoption Continues to Grow...

**Unique Relying Party Sites as of May 1, 2009**





# OpenSocial Has Seen Widespread Adoption



Over 600M in a year – and more to come!

## And That Means... Now You Can



- Streamline your sign-up flow
- Put an end to “re-friend madness”
- Kill the “password anti-pattern”
- Ride the “cycle of social discovery”

Search

[Advanced search Tools](#)

## Friend Search

### Find your friends

Search

[Email invitations](#) to your friends not yet using FriendFeed

### Automatically find the people you know on FriendFeed

Import your address book to see which of your friends are already using FriendFeed. (Don't worry, we won't spam anyone!)



### Recommended friends

These folks are popular among your friends. You might know them, too.



Robert Scoble



michael  
arrington



Loic Le Meur



Tim O'Reilly



Scott Beale



Jason  
Calacanis



mashable



Jeremy  
Zawodny

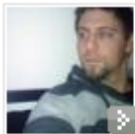
## Portable Contacts

### About

The vision for Portable Contacts has been around for a long time. Sites large and small share the goal of providing users a secure way to access their address books and friends lists without having to take their credentials or scrape their data. But only in recent weeks has it begun to feel that **now is the right time to rally the community and the industry to work together to make this vision real** by developing an open spec for exchange of contact info that everyone can embrace.

### Why now?

The momentum began building for 'data portability' last year, and we are now at a point where there is strong support for the principle that **users should be in control of their data** and have the freedom to access it from across the web. And the major players have all recognized that they and their users are better off with secure contacts APIs (rather than having third-party services ask for users' credentials in order to scrape their data). As a result, we're seeing major Internet companies making contacts APIs available, such as Google's GData Contacts API, Yahoo's Address Book API, and Microsoft's Live Contacts API (with more to come). Not surprisingly though, each of these APIs is unique and proprietary. We believe this creates the ideal conditions for developing a common, open spec that everyone can benefit from. Just as OAuth has provided a standard to unify the various proprietary schemes for delegated authorization, we believe we can do the same thing for securely sharing address book and friends list data.



239 tweets

retweet

As  
la  
de  
ov

Developers w  
notes, as we  
create conten  
status updat

## Open Stage OpenID P

February 5, 2009  
OpenID, Plaxo



It's a great da  
growing social  
world that "op

a corporate member of the OpenID Foundation. Sweet! Breaking coverage:  
VentureBeat, CNET, TechCrunch.

# Inside Facebook

Tracking Facebook and the Facebook Platform for Developers and

Home Facebook Marketing Bible Agencies & Brands Contact About Advertis

TattoMedia - Highest eCPMs Guaranteed. Turn your traffic to cash today. Check c

## Facebook Launches OpenID Support - Users Can Now Login With Gmail Accounts May 18th, 2009

Last month, Facebook announced that users would soon be able to login to the site via

OpenID. Today, Facebook has officially become an OpenID relying party: users can now register for Facebook using their Gmail accounts and any OpenID provider that supports automatic login. As such, Facebook has become the largest OpenID relying party on the web.

Now, once users link their Facebook account to a Gmail address (or OpenID URL), they'll be automatically logged in when they go to Facebook after having logged into that service. Facebook says that in its user testing so far, users who register through OpenID actually get engaged with Facebook more quickly than others.



Facebook Laun  
http://www.ins

Your Voice  
Publish Your Own Bo

## Embrace

84 Comments

community day at  
that they are making  
party developers,  
nt around OpenID,  
nouncement is that  
party, meaning  
d Microsoft is in beta)

that allows people to  
ways  
g parties" or as



## Social Web Blog

News about Google products helping to make the web more social



### Friend Connect: Birds of a Feather Tweet Together

Wednesday, December 2, 2009 | 2:30 PM

Today, we're bringing Twitter and Friend Connect even closer together. Now you can join one of over nine million Google Friend Connect sites using your Twitter login. Once signed in, your Twitter profile will be automatically linked and you can tweet your new site membership, share discussions from the comments gadget, and invite your friends via Twitter.

Search our Blog

Archive

2009 (35) ▾

 [Site Feed](#)

 [Google](#)

10356 readers

# “Era of Social Colonization” (Forester)



- 2009; 2011
- “Technologies...will begin to break down the barriers of social networks and allow individuals to integrate their social connections as part of their online experience, blurring the lines between networks and traditional sites.”
  - What does this mean? Do we really want this? How will this affect the way we use the Web?
    - ✦ Historically the *Web was intended to be social*, but not completely social
    - ✦ Google.com becomes my friend on Facebook and gains access to my profile?
    - ✦ My Facebook account becomes “my brand?” This is already happening on MySpace
  - Maybe this requires a new definition of Web-based social networking

## “Era of Social Context” (Forester)



- 2010; 2012
- “Sites will begin to recognize personal identities and social relationships to deliver customized online experiences. Social networks will become the “base of operation for everyone's online experiences.””
- This suggests severe issues regarding privacy and abuse
- “Your clicks, your contacts, your measurable behavior and content online are like fuel to burn, cash to spend. You'll either be able to spend that resource on things like recommendations, privileges, trust, recognition, greater efficiency and unforeseeable innovation - or those resources will be handed directly and exclusively to advertisers for the benefit of those who broker your identity”



## “Era of Social Commerce” (Forester)



- 2011; 2013
- “Social networks will be more powerful than corporate Web sites, as individual identities and relationships are built on this platform. Brands will serve community interests and grow based on community advocacy as users continue to drive innovation in this direction.”
- “Facebook is now Google's leading challenger” – Marshall Kirkpatrick, ReadWriteWeb, 12/02/09

# Are Social Networks Comprised Just of People?

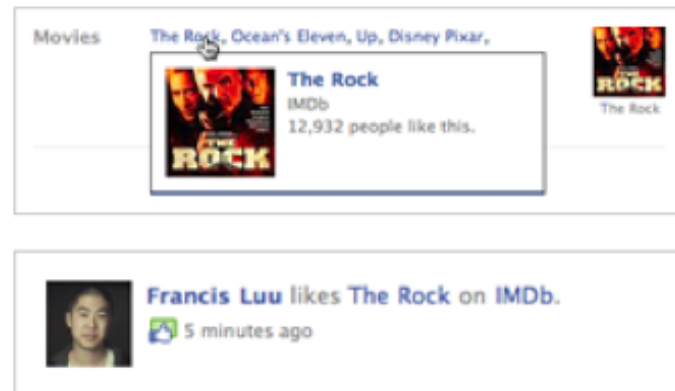


- Web 2.0 suggests that any computational entity that *can* be perceived by a human to be a person is a person
  - When I subscribe to an RSS feed (microcontent), aren't I actually "following" it as with Twitter
  - When I personalize a Web site, aren't I asking it to become more friendly
  - What would a Facebook of these entities look like?
- The 21<sup>st</sup> century version of the Turing Test
- What are the privacy, social, ethical issues surrounding social networks potentially comprised of humans and machines

# Facebook Open Graph



The Open Graph protocol enables you to integrate your web pages into the social graph. It is currently designed for web pages representing profiles of real-world things — things like movies, sports teams, celebrities, and restaurants. Once your pages become objects in the graph, users can establish connections to your pages as they do with [Facebook Pages](#). Based on the structured data you provide via the Open Graph protocol, your pages show up richly across Facebook: in user profiles, within search results and in News Feed.











**And while we're on the subject of**

**facebook**

# Facebook is Now the 3<sup>rd</sup> Largest “Nation” on Earth



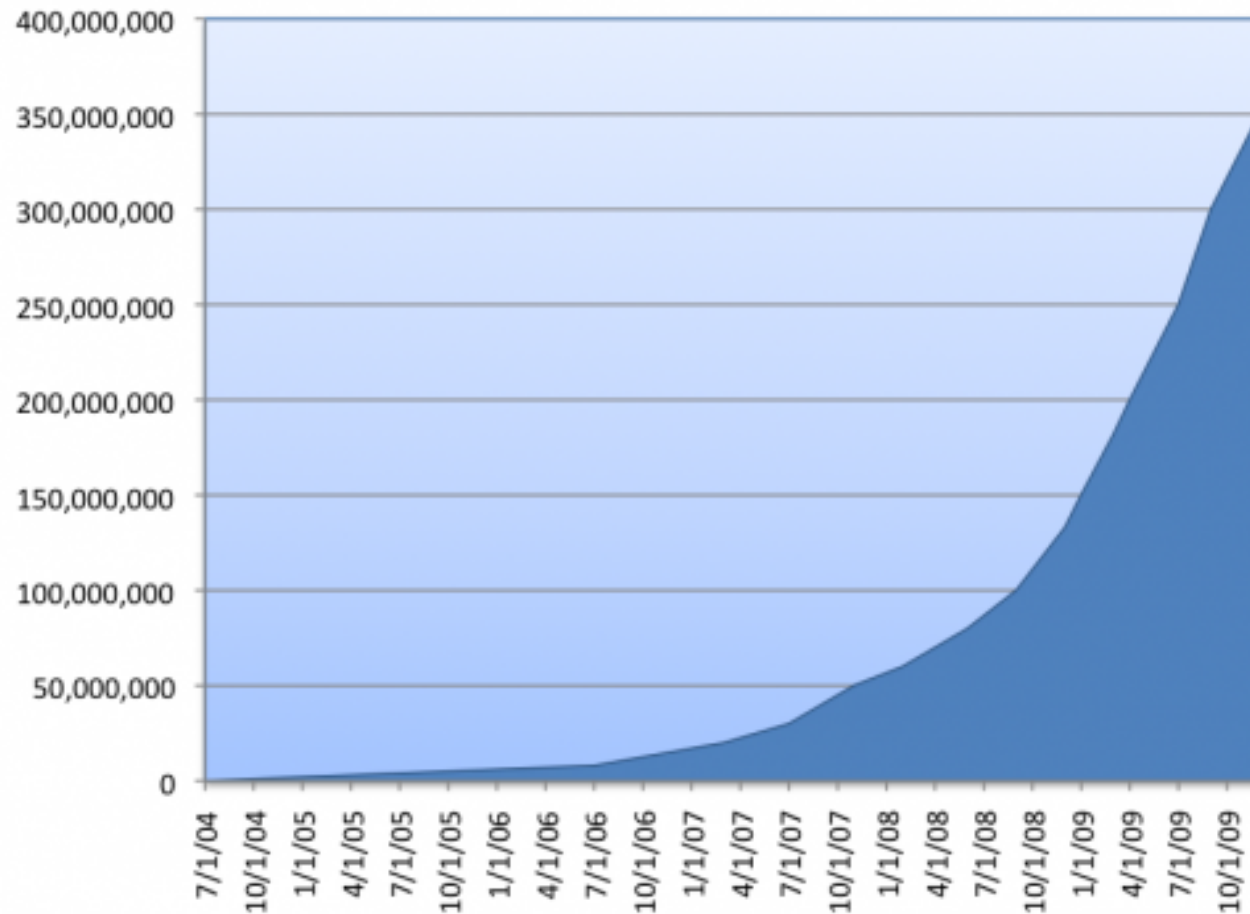
- “The number of Facebook users around the world now exceeds the population of the United States” – siliconvalley.com, 2 December 2009

Rank 	Country / Territory 	Population 	Date Last Updated 	% of World Population 
1	 <a href="#">China</a> <sup>[5]</sup>	1,334,450,000	December 2, 2009	19.62%
2	 <a href="#">India</a>	1,173,310,000	December 2, 2009	17.25%
3	 <a href="#">United States</a>	308,064,000	December 2, 2009	4.53%

United Nations Department of Economic and Social Affairs – Population Division

## Facebook - Total Active Users (Worldwide)

InsideFacebook.com, 12/1/09



## Statistics

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### People on Facebook

More than 400 million active users  
50% of our active users log on to Facebook in any given day  
Average user has 130 friends  
People spend over 500 billion minutes per month on Facebook

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### Activity on Facebook

There are over 160 million objects that people interact with (pages, groups and events)  
Average user is connected to 60 pages, groups and events  
Average user creates 70 pieces of content each month  
More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

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### Global Reach

More than 70 translations available on the site  
About 70% of Facebook users are outside the United States  
Over 300,000 users helped translate the site through the translations application

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### Platform

More than one million developers and entrepreneurs from more than 180 countries  
Every month, more than 70% of Facebook users engage with Platform applications  
More than 550,000 active applications currently on Facebook Platform  
More than 250,000 websites have integrated with Facebook Platform  
More than 100 million Facebook users engage with Facebook on external websites every month  
Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook

# Is It Time For Facebook to Start Acting Like a Nation?



- Why are so many people willing to
  - Share their private (or semi-private) information with a private (non-governmental) agency?
  - Allow Facebook to shape/control a large portion of their online experience?
- “Millions of people use social networking sites like Facebook every day, disclosing lots of information about their private lives. As Congress debates new privacy laws covering sites like Facebook, lawmakers and voters alike need to know how the government is already using this data and what is at stake.” – The Electronic Freedom Foundation (EFF)



# Facebook vs. The United States

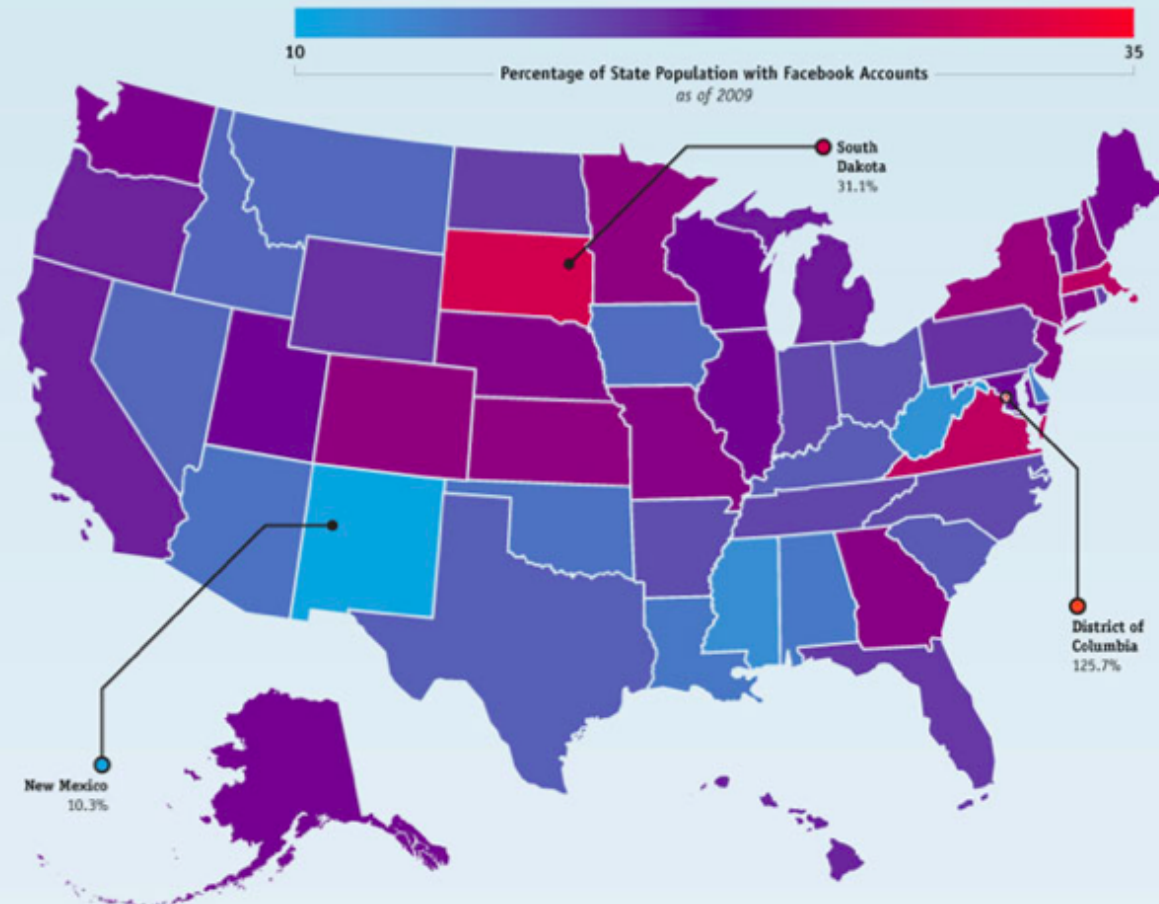
*a study in demographics*

**309,003,000**

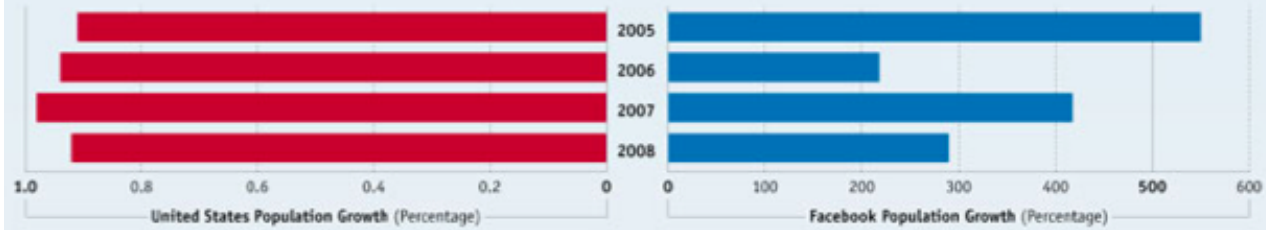
Latest United States Population Estimate

**116,010,760**

Latest United States Facebook Users Estimate



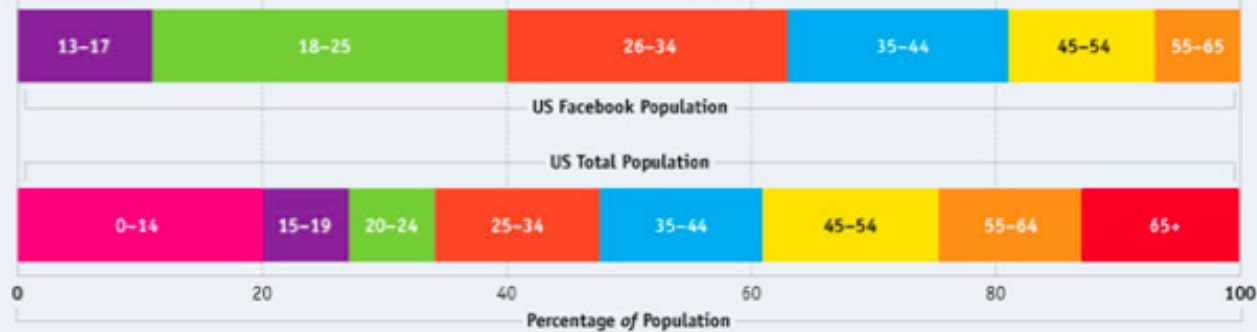
## Population Growth



## Populations by Race



## Populations by Age



## Male vs. Female Ratios



## 14 Reasons You Should Join an Online Social Network

- 
- 1 Meet new people
  - 2 Find old friends
  - 3 Chat the day away
  - 4 Join interest groups
  - 5 Blog with your friends and family
  - 6 Create photo albums and share photos
  - 7 Add videos
  - 8 Add your own videos
  - 9 Add music
  - 10 Add your own music
  - 11 Create your own style
  - 12 Get advice
  - 13 Help others
  - 14 Belong

# Sounds Great!



But is that why the network providers want you to  
join?

# Social Media Sites are “Data Silos”



\* Source: Pidgin Technologies, [www.pidgintech.com](http://www.pidgintech.com)

# Your Data



- Represents “currency”
  - Which has real value
  - With which you should bargain
  - Which you should control
- Are “Social Objects” that connect you to others
  - Discussions
  - Bookmarks
  - Annotations
  - Profiles
  - Data files
  - Multimedia

EXPERT ADVICE

## Social Security: Guarding Your Identity in Online Networks



By Rob Douglas  
TechNewsWorld  
08/26/09 4:00 AM PT

[Back to Online Version](#)  
[E-Mail Article](#)  
[Reprints](#)

**Social networks are convenient for staying up to date with your friends' lives and keeping them in touch with yours. However, if you're not careful about the people with whom you're sharing your info, a studious scammer could learn enough about you to rip you off. Here are some pointers for safer socializing.**

Without a doubt, the growth of social networking has exploded in recent years and has added value to the Internet by providing yet another exciting way for citizens all over the world to connect and interact. In fact, social networks like [Facebook](#), [MySpace](#), [Twitter](#), [LinkedIn](#) and many smaller sites have become the preferred way many people communicate today as well as a growing business development tool.

However, the use of social networks has also provided a new -- and sometimes surprisingly easy -- way for identity thieves and other cybercriminals to obtain critical personal, biographical and even proprietary information that can assist cybercriminals in conducting a wide range of crimes -- including identity theft.

Facebook, MySpace and LinkedIn all encourage users to provide personal information such as name, address, sex, birth date, schools attended, birthplace and interests. This information can be shared with "friends" or with the public at large.

[guardian.co.uk](http://guardian.co.uk)

## US marines barred from social networking sites

- Marines banned from using Facebook, Twitter and MySpace
- Officials concerned over leaks of classified information

# facebook

Keep me logged in

[Forgot your password?](#)

Email

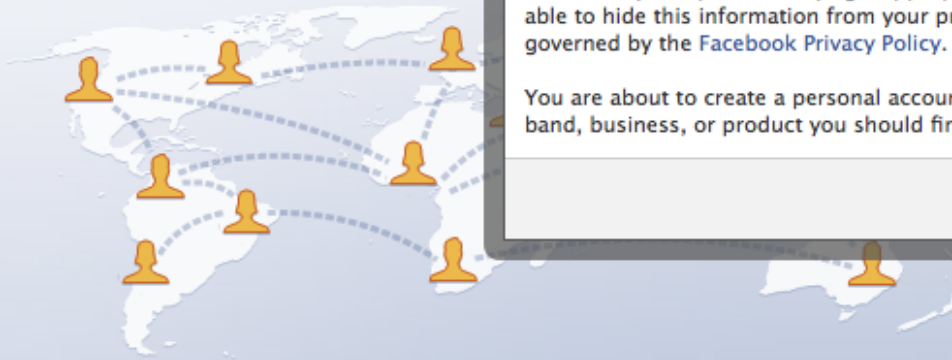
Password

Login

Facebook helps you connect and share with the people in your life.

Sign Up

Anyone can join



### Why do I need to provide my birthday?

Facebook requires all users to provide their real date of birth to encourage authenticity and provide only age-appropriate access to content. You will be able to hide this information from your profile if you wish, and its use is governed by the [Facebook Privacy Policy](#).

You are about to create a personal account. If you are here to represent your band, business, or product you should first create a Facebook Page.

Okay

Birthday:  Month:  Day:  Year:

Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.



## Connect with your friends on your favorite websites.

### Like anything, anywhere

Connect with the things you care about.

### Instant personalization

Your favorite sites are immediately social.

### Learn more

Understand your privacy



## Personalization vs. Privacy

[Sign Up](#)

**Students against Facebook News Feed (Official Petition to Facebook) is on Facebook**

Sign up for Facebook to connect with Students against Facebook News Feed (Official Petition to Facebook).



## Students against Facebook News Feed (Official Petition to Facebook)

[Join](#)

[Wall](#)

[Info](#)

### Basic Info

Name: Students against Facebook News Feed (Official Petition to Facebook)

Category: [Common Interest - Philosophy](#)

Description: It's been two years since Facebook News Feed launched. It's been an interesting ride since to say the least.

Now, two years later, there is a new revolt against the Facebook redesign. And I've been asked about it several times, so I wanted to share my thoughts about it with you.

You will find my thoughts in the Recent News Section.

Good luck to everyone. I'm glad to see people active on something they love.

- Ben

Privacy Type: Open: All content is public.

### Contact Info

Office: Northwestern University

### Recent News

News: I'd love to hear your opinions. I'm sure Facebook would love to hear your opinions as well.

Here are mine, two years after Facebook News Feed:

1) My Thoughts on the Revolt Against the Facebook Redesign

### Information

Category: [Common Interest - Philosophy](#)

Description: It's been two years since Facebook News Feed launched. It's been an interesting ride since to say the least.

Now, two years later, there is a new revolt against the Facebook redesign. And I've been asked about it several times, so I wanted to share my thoughts about it with you.

# Zuckerberg's Privacy Stance: Facebook CEO 'Doesn't Believe In Privacy'

Huffington Post | Bianca Bosker First Posted: 04-29-10 09:51 AM | Updated: 04-29-10 12:26 PM



Facebook has come under fire from privacy advocates, users, and now even US senators for what many believe is the site's lack of concern for protecting user privacy.

So how much does Facebook CEO Mark Zuckerberg care about your privacy on his social network?

Not much at all, according to a Facebook employee interviewed by the New York Times' Nick Bilton.

Bilton posted a tweet Wednesday that read:

Off record chat w/ Facebook employee. Me: How does Zuck feel about privacy? Response: [laughter] He doesn't believe in it.

The Facebook employee's claim rings true with the view on privacy Zuckerberg articulated earlier this year.

During an interview with TechCrunch, Zuckerberg revealed that he had taken an "about face" on privacy and argued that privacy was no longer a "social norm."

"People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people," Zuckerberg said. "That social norm is just something that has evolved over time."

# Privacy on Facebook?



- Only 15-20 percent of users have ever modified their privacy setting – 12/2009

The screenshot shows a Facebook profile page for 'Bebo White'. At the top, there is a search bar and navigation links for 'Home', 'Profile', and 'Account'. Below the search bar, a message reads 'Wrong Bebo White? Search for others:' followed by a search input field and a 'Search' button. The profile picture of Bebo White is on the left. To the right of the profile picture, the name 'Bebo White' is displayed, along with links to 'Add Bebo White as Friend', 'Send Bebo White a Message', and 'View Bebo White's Friends'. Below this, a section titled 'Here are some of Bebo White's friends:' shows a grid of eight friend profile pictures with their names: Rohit Khare, Karey Patterson, Joseph Hardin, Denis Helic, Bruce Engelhardt, Norma Wood Metcalf, Robert Armstrong, and Laurie Lewis. To the right of the friends list, a yellow-bordered box contains the text: 'This is your public search listing. Because you are logged in, you can click through to your profile, but others will need to log in to contact you. Edit search privacy settings'. Below the friends list, a section titled 'Bebo White likes:' shows a grid of four categories: 'Non-Profits' (The San Francisco SPCA, Consumers' CHECKBOOK Magazine, Golden Gate National Parks Conservancy, The New Media Consortium, Search Computing), 'Celebrities / Public Figures' (Robert Scoble, PopMatters, Andy Cook Art, Folk College), 'Music' (Brigid Kaellin, Deep Fried Pickle Project, Anthem of the Sun (dead tribute), Walter Kaye), and 'Applications' (Foaf Generator, Respect My Privacy). At the bottom of the page, the footer contains 'Facebook © 2010 English (US)' on the left and 'About Advertising Developers Careers Terms • Find Friends Privacy Mobile Help Center' on the right.

## Privacy Settings Applications and Websites

### Applications and Websites

#### What your friends can share about you through applications and websites

When your friend visits a Facebook-enhanced application or website, they may want to share certain information to make the experience more social. For example, a greeting card application may use your birthday information to prompt your friend to send a card

If your friend uses an application that you do not use, you can control what types of information the application can access. Please note that applications will always be able to access your publicly available information (Name, Profile Picture, Gender, Current City, Networks, Friend List, and Pages) and information that is visible to Everyone.

- Personal info (activities, interests, etc.)
- Status updates
- Online presence
- Website
- Family and relationship status
- Relationship details (significant other, looking for, etc.)
- Education and work
- My videos
- My links
- My notes
- My photos
- Photos and videos I'm tagged in
- About me
- My birthday
- My hometown
- My religious and political views

Save Changes

[Home](#) [Profile](#) [Account](#)

## Privacy Settings Profile Information

[Back to Privacy](#)[Preview My Profile...](#)

### Bio

Bio refers to the Bio description in the About Me section of your profile

[Everyone](#)

### Likes and Interests

Interests, Activities, Favorites

[Friends and Networks](#)

### Birthday

Birth date and Year

[Friends of Friends](#)

### Religious and Political Views

[Friends of Friends](#)

### Family and Relationship

Family Members, Relationship Status, Interested In, and Looking For

[Everyone](#)

### Education and Work

Schools, Colleges and Workplaces

[Everyone](#)

### Photos and Videos of Me

Photos and Videos you've been tagged in

[Friends of Friends](#)

### Photo Albums

[Edit Settings](#)

### Posts by Me

Default setting for Status Updates, Links, Notes, Photos, and Videos you post

[Everyone](#)

### Allow friends to post on my Wall

 [Friends can post on my Wall](#)

### Posts by Friends

Control who can see posts by your friends on your profile

[Friends of Friends](#)

### Comments on Posts

Control who can comment on posts you create

[Only Friends](#)

To edit settings for Groups and other applications, visit the [Application Settings Page](#).

# Privacy is Not Dead!



“Privacy is about having control over how information *flows*. It’s about being able to understand the social setting in order to behave appropriately. To do so, people must trust their interpretation of the context, including the people in the room and the architecture that defines the setting. When they feel as though control has been taken away from them or when they lack the control they need to do the right thing, they cry privacy foul.”

--- danah boyd

# Social Network Portability and Reusability



- Need distributed social networks and reusable profiles
- Users may have many identities and sets of friends on different social networks, where each identity was created from scratch
- Allow user to import existing profile and contacts, using a single global identity with different views (e.g. via FOAF, XFN / hCard, OpenID, etc.)



# Semantics Can Help



- By using agreed-upon semantic formats to *describe people, content objects and the connections that bind them all together*, social media sites can interoperate by appealing to common semantics
- Developers are already *using semantic technologies to augment* the ways in which they create, reuse, and link profiles and content on social media sites (using FOAF, XFN / hCard, SIOC, etc.)
- In the other direction, object-centered social networks can serve as *rich data sources for semantic applications*

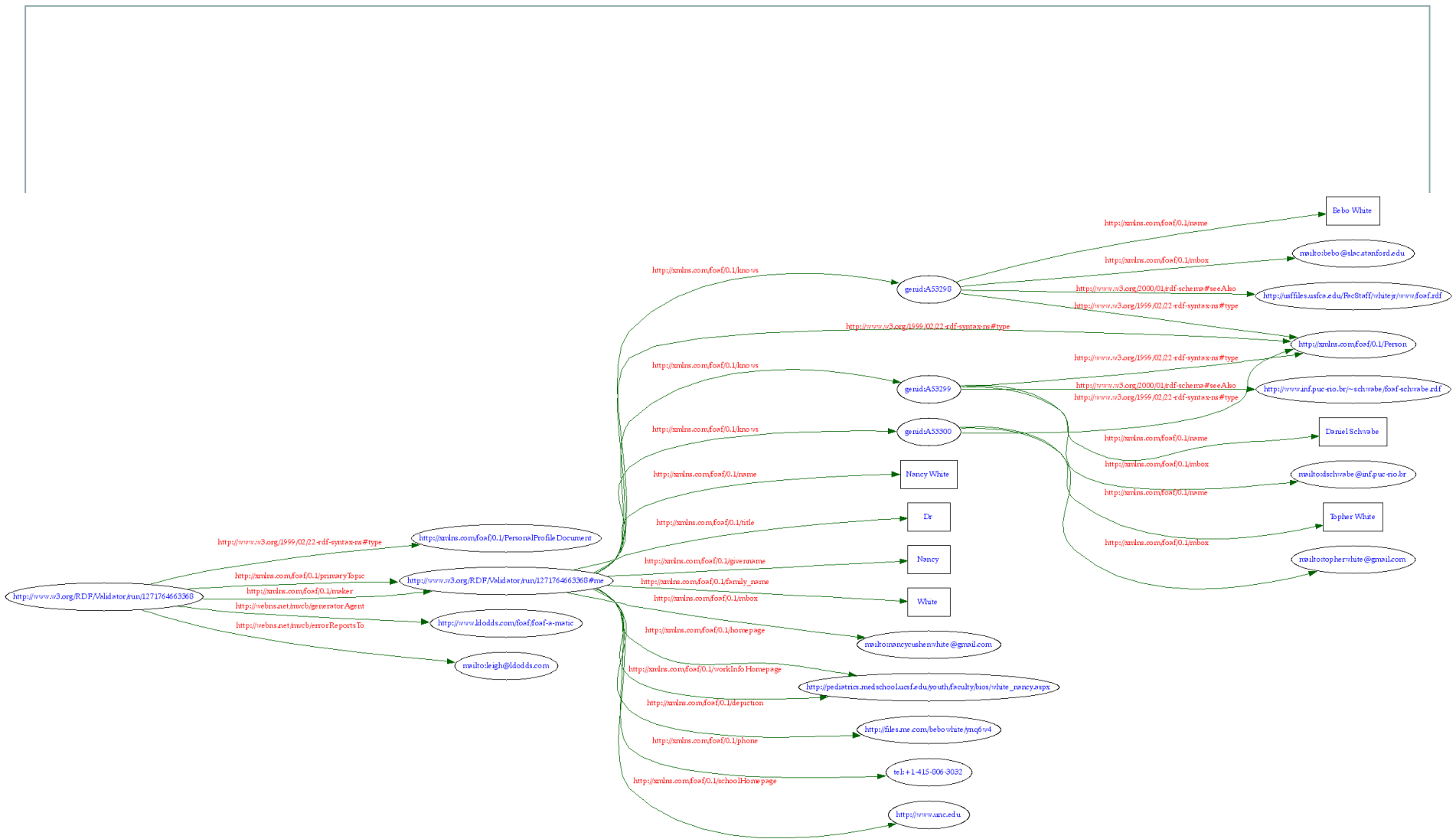


# FOAF (Friend-of-a-Friend)

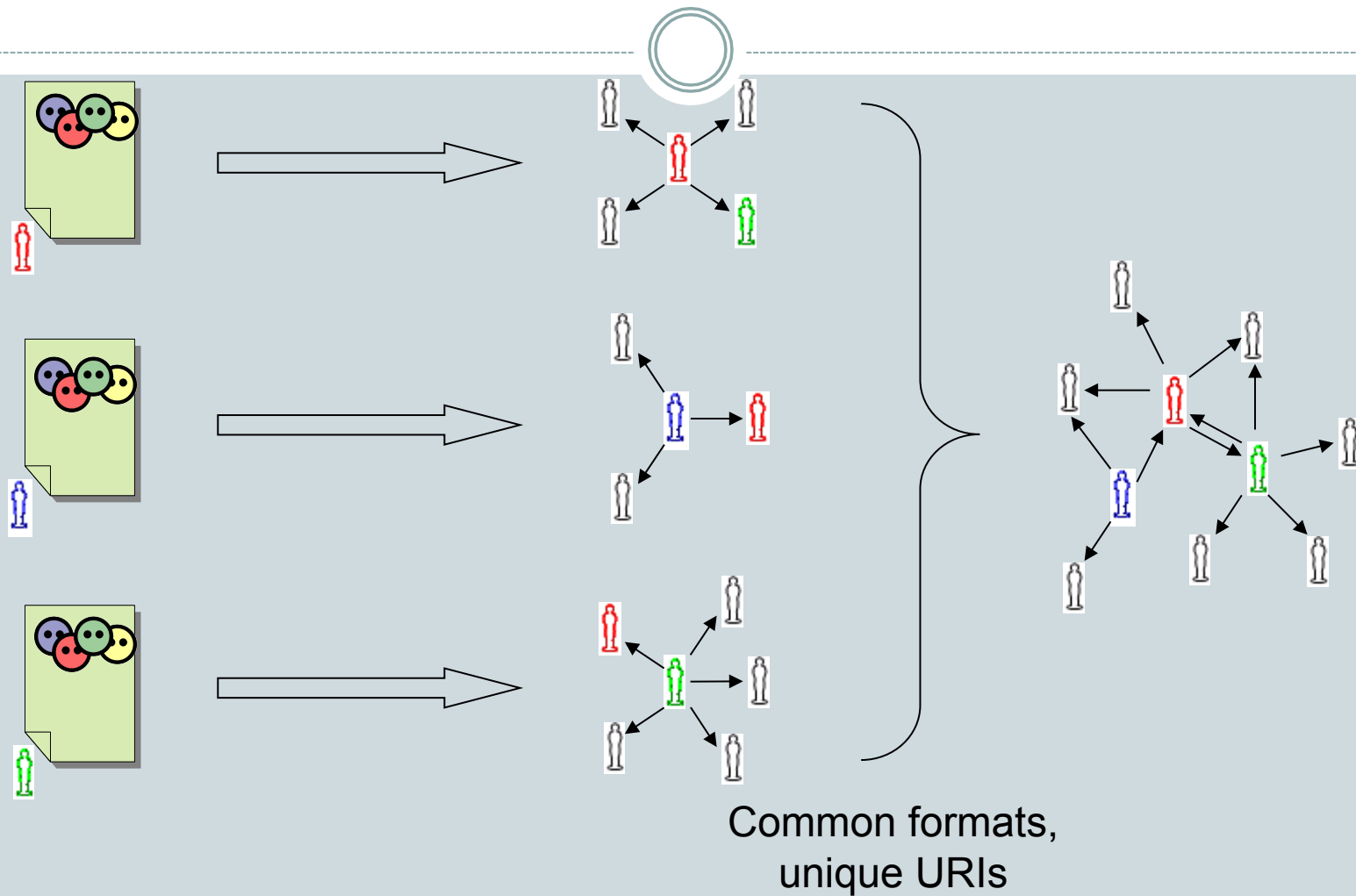


- FOAF is an ontology for describing people and the relationships that exist between them
- Can be integrated with any other Semantic Web vocabularies
- People can also create their own FOAF document and link to it from their homepage
- FOAF documents usually contain personal info, links to friends, and other related resources





# Integrating Social Networks with FOAF for Reuse



```
<rdf:RDF
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:rdfs="http://www.w3.org/2000/01/rdf-schema#"
  xmlns:foaf="http://xmlns.com/foaf/0.1/"
  xmlns:admin="http://webns.net/mvcb/"
<foaf:PersonalProfileDocument rdf:about="">
  <foaf:maker rdf:resource="#me"/>
  <foaf:primaryTopic rdf:resource="#me"/>
  <admin:generatorAgent rdf:resource="http://www.ldodds.com/foaf/foaf-a-matic"/>
  <admin:errorReportsTo rdf:resource="mailto:leigh@ldodds.com"/>
</foaf:PersonalProfileDocument>
<foaf:Person rdf:ID="me">
<foaf:name>Nancy White</foaf:name>
<foaf:title>Dr</foaf:title>
<foaf:givenname>Nancy</foaf:givenname>
<foaf:family_name>White</foaf:family_name>
<foaf:mbox rdf:resource="mailto:nancycushenwhite@gmail.com"/>
<foaf:homepage rdf:resource="http://pediatrics.medschool.ucsf.edu/youth/faculty/bios/white_nancy.aspx"/>
<foaf:depiction rdf:resource="http://files.me.com/bebowhite/ynq6w4"/>
<foaf:phone rdf:resource="tel:+1-415-806-3032"/>
<foaf:workInfoHomepage rdf:resource="http://pediatrics.medschool.ucsf.edu/youth/faculty/bios/white_nancy.aspx"/>
<foaf:schoolHomepage rdf:resource="http://www.unc.edu"/>
<foaf:knows>
<foaf:Person>
<foaf:name>Bebo White</foaf:name>
<foaf:mbox rdf:resource="mailto:bebo@slac.stanford.edu"/>
<rdfs:seeAlso rdf:resource="http://usffiles.usfca.edu/FacStaff/whitejr/www/foaf.rdf"/></foaf:Person></foaf:knows>
<foaf:knows>
<foaf:Person>
<foaf:name>Daniel Schwabe</foaf:name>
<foaf:mbox rdf:resource="mailto:dschwabe@inf.puc-rio.br"/>
<rdfs:seeAlso rdf:resource="http://www.inf.puc-rio.br/~schwabe/foaf-schwabe.rdf"/></foaf:Person></foaf:knows>
<foaf:knows>
<foaf:Person>
<foaf:name>Topher White</foaf:name>
<foaf:mbox rdf:resource="mailto:topherwhite@gmail.com"/></foaf:Person></foaf:knows></foaf:Person>
</rdf:RDF>
```

Personal Work School Contacts FOAF! About



FOAFy will help you make a distributed Web profile and address book, called Friend-of-a-Friend. First, enter some info about yourself...

Title (Mr, Mrs, Dr, etc):

First Name:

Last Name (Family/Given):

Nickname:

Your Email Address:

Homepage:

Your Picture:

Phone Number:

[Next](#) ⇨

# Homework



- Export your FOAF from Facebook profile
- Get the FOAFy application from me
- Create (or edit) your FOAF file
- Share FOAF files with others on the cruise
- Post the FOAF files on your pages (blogs, etc.)
- Write apps that use FOAF
- Encourage FOAF-enabled apps (e.g., Address Book)

# Respect My Privacy

Most social networks offer you ways to protect your privacy; however, they all focus on keeping unwanted users out. This strategy, of building a large fence around the data you want protected, is called access control. Social networks, generally, do a good job of offering you access control and you should take advantage of it! But, like most things, access control systems are not perfect. There's always a chance that someone is going to get unwanted access, and current privacy controls are powerless once that happens.

Respect My Privacy employs a different approach, called Information Accountability, to protecting your personal information online. Instead of trying to protect your personal information from unwanted access (there's already systems for that), we focus on giving you efficient and clear ways to communicate how you want your data handled. In the case that someone, accidentally or purposefully, gains access to private information, there is at least a clear indication of how you expect your private information to be handled.

We have created a set of simple restrictions that communicates how you want your personal information to be used. These tags aren't going to magically stop anybody from using your information, it is merely a vocabulary for communicating how you want your data to be used. This is an important first step in that we can now at least talk about the expectations we have on our data.

The restrictions are:

**no-commercial:**



This restriction communicates that this user does not want his/her profile and anything associated with it used for commercial purposes. For example, no one has permission to use the user's picture or other parts of the profile for any commercial use.

**no-depiction:**



This restriction communicates that this user does not want his/her profile and anything associated with it used to depict him/her in a picture. For example, media sources do not have the user's permission to use his/her profile to identify the user in an image.

**no-employment:**



This restriction communicates that this user does not want his/her profile and anything associated with it used for employment purposes. For example, employers do not have permission to use information from the user's profile to influence a hiring decision.

**no-financial:**



This restriction communicates that this user does not want his/her profile and anything associated with it used for financial purposes. For example, financial institutions do not have permission to use information from the user's profile to influence a loan/credit decision.

**no-medical:**



This restriction communicates that this user does not want his/her profile and anything associated with it used for medical purposes. For example, medical institutions do not have the user's permission to use information from his/her profile to influence a medical insurance



## What I Would Like to See in the Future of Online Social Networking - *Opportunities* (1/2)



- Social networking could “free itself” from a Web identity
  - What would a “killer app” for social networking look like? Surely it’s not Facebook (unless you count number of members)
  - Stand-alone applications (e.g., Skype, Google Earth, Second Life) might be more appropriate
- Forester sees “a Web of Documents” -> “Web of Social Networks”
  - The true goal should be a “Web of Data”
  - Coming from documents, social networks, etc., etc.

## What I Would Like to See in the Future of Online Social Networking - *Opportunities* (2/2)



- **Support semantic data portability**
  - Social networks should support Semantic Web tools
  - Would provide wide range of interoperability
  - In “real social networks” we share more than just photos, calendars, documents, etc.
- **Remove resource limitations imposed by social networking providers**
  - Why can't we share resources?

# Conclusions



- Online social networks will continue to provide powerful interaction capabilities
- We face serious challenges to insure that online social networks remain open, standardized, interoperable, and for the public benefit
- Social networks have the potential to become the new “long tail” of the post-2.0 Web
- Advanced capabilities exist for online social networks that could expand their use and overall functionality both for personal, institutional, and enterprise environments

# Thank You!



QUESTIONS?

**I HAVE GIVE-AWAYS!**

**BEBO@SLAC.STANFORD.EDU**