Saving Facebook

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Yale ISP Lunch Speaker Series
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motivation
The Ghost Riding The Whip Association

Global

Basic Info
Type: Just for Fun – Totally Random
Description: Ghost Riding Your Whip!

Proper steps to Ghost Riding The Whip:
1. Get stupid because of wild beats.
2. Let the car idle at a slow speed.
3. Jump out and start dancing ridiculously
4. Continue dancing while next to or on top of the car
5. Do this in front of clubs or other similar establishments.
(Note: The car is considered The Whip.)

A bit of History:

Ghost Riding the Whip is a term that I believe was coined in San Francisco. The poppin' Bay Area rap scene could only spawn something so "Hyphy". By the way, Hyphy is another San Fran term meaning wild, crazy, hype, or the shit, if you will. Therefore, ghost riding the whip is incredibly Hyphy.

Given the above, this is a group for all people who on one or more occasions have part taken in Ghost Riding The Whip or enjoyed thinking about it.

Recent News

On Saturday, January 13th, 2007, we took Ghost Riding The Whip to Chicago, IL. We are looking forward to this Midwestern chapter to expand.

As of Friday, January 5th, 2007, Ghost Riding The Whip is officially outlawed in the state of California.

Saturday night, December 30th, Matt, Jesse, Vin, Ryan, and I all went around Ghost Riding Vin’s Whip. We even managed to cross Bluemound Road while Ghost Riding it.

Members
Displaying 8 of 280 members
• definitions
• social motivations
• social risk assessment
• social harms
• three questionable “solutions”
social network sites
definition (boyd/Ellison)

1. profiles = identity = I
2. links = relationship = you
3. social graph = community = them
examples

- Friendster
- Facebook
- MySpace
- [YouTube, Flickr, &c.]
2
social motivations
identity

• impression management
• Fakeesters
• groups, wall posts, &c.
relationship

• make new friends
• associate with current ones
• reconnect with old ones
• communicate
• exchange gifts, wall posts, &c.
community

• social network effects
• here comes everybody
• visualization
• conspicuous friending
3

social risk evaluation
misleading heuristics

• The water’s fine; come on in
• Safety in numbers
• I think we’re alone now
• Nobody in here but us chickens
• You know me, old buddy, old pal
• I know how much this means to you
• Cut it out! Do you think I can’t see you?
4 social privacy harms
disclosure

• friends: Marc Chiles
• interests: smokin’ blunts
• status: letting Will know it’s officially over via Facebook status
surveillance

- it’s also creepy just to be watched
- News Feed = real-time mass surveillance
instability

• Facebook profiles weren’t searchable . . .
• . . . until they were
• Beacon leaked information in a way that users couldn’t have anticipated
• bugs, breaches, leaks, &c.
disagreement

- I want to be your Facebook friend
- what if you don’t want to be mine?
- top 8 drama
- I upload a photo of you
- what if you don’t want it online?
- the untagging ritual
spillovers

- your choices affect my visibility
- inference on social network graphs
- networks naturally grow
- the million-profile march
denigration

- other users disrupt your self-presentation
- graffiti on your Wall
- when worlds collide
- Beacon hijacks profiles for endorsements
5
“solutions”
privacy policies?

• readership low

• comprehension lower

• “Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons.”
technical controls?

- Facebook’s controls are outstanding
- but people don’t use them
- technical rules don’t solve social problems
- ambiguous relationships
- friends you can’t trust
data ownership?

• yes, you could take “your” data with you
• but it’s your contacts’ data, too
• interoperability creates security holes
• and a privacy race to the bottom
disquieting conclusions

• motivations = mistakes = harms
• peer-produced privacy violations
• privacy virus
questions and conversation?

for the full treatment:

*Saving Facebook*, 94 IOWA L. REV. (forthcoming 2009)