Saving Facebook
James Grimmelmann
The Pros & Cons of Social Networking Sites
5th Internet, Law, & Politics Conference
Open University of Catalonia
6 July 2009
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

See All
outline

• social network sites
• social risk assessment
• social harms
• three questionable “solutions”
• conclusions
I social network sites
what do these things have in common?
definition (boyd/Ellison)

1. profiles
2. links
3. social graph
James Grimmelmann

The more I heard about Conrad Murray, the more he sounds like Dr. Nick Riviera.

via Twitter – on Saturday clear

What’s on your mind?

Attach ▼

Share ▼

James + Friends  Just James  Just Friends

RECENT ACTIVITY

James and Pamela Carter are now friends.  ·  Comment  ·  Like

James and John Rea are now friends.  ·  Comment  ·  Like

2 more similar stories

James became a fan of D is for Digitize.  ·  Comment  ·  Like

James Grimmelmann

The more I heard about Conrad Murray, the more he sounds like Dr. Nick Riviera.

June 27 at 1:32pm  via Twitter  ·  Comment  ·  Like

Stephanie Schmitt at 1:43pm June 27

I think you hit it. Dr. Feelgood, calling Dr. Feelgood!
profile = identity
expressive identity
activity as identity
(2) links
meet new friendsters

Inbox

Introductions

Request an Introduction

To: Ian Tostenson
From: Shane Gibson
Include my contact information
Category: Consulting offer
Subject:

Your message to Ian:

Ian is interested in:
career opportunities,
consulting offers, job
inquiries, expertise
requests, business
deals, reference
requests, getting back
in touch

Include a brief note for Lee-Anne Ragan:
connect with old ones
links = relationships
(3) social graph
network effects
communities for everything
conspicuous

friending
visualizing networks
1. profiles = identity = I
2. links = relationship = you
3. social graph = community = them
II
social risk evaluation
if your friends jumped off a bridge, would you?
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

I tells you sekrit... k?
do you think I can’t see what you’re doing?
recap

• if your friends jumped off a bridge, would you?
• 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?
III social privacy harms
disclosure

Personal Information

Interests: Smokin Blunts
surveillance
instability
disagreement
spillovers

Percentage of friends from same country

Facebook Active Users (Millions)
denigration
IV
“solutions”
You post User Content (as defined in the Facebook Terms of Use) on the Site at your own risk. Although we allow you to set privacy options that limit access to your pages, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your pages and information. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored your User Content.
technical controls?

Control who can see which sections of your profile. Visit the Applications page in order to change settings for applications. Visit the Search Privacy page to make changes to what people can see about you if they search for you.

See how a friend sees your profile: Start typing a friend’s name

- Profile: My Networks and Friends
- Basic Info: My Networks and Friends
- Personal Info: Only Friends
- Status and Links: Only Friends
- Photos Tagged of You: Only Friends
- Videos Tagged of You: Only Friends
- Friends: Only Friends
- Wall Posts: Friends may post to my Wall
- Education Info: My Networks and Friends
- Work Info: My Networks and Friends

Save Changes Cancel
data ownership?
V disquieting conclusions
motivations = mistakes = harms
peer-produced privacy violations
questions and conversation?

for the full treatment:
Saving Facebook, 94 IOWA L. REV. (forthcoming 2009)