MIS 111: Online Privacy

CLASS 16: JUNE 29, 2017
INSTRUCTOR: SHUO YU
ACKNOWLEDGMENT: VICTOR BENJAMIN
Before We Get Started...

- This lecture will be highly **intensive in discussion**.
  - Due to the nature of the online privacy topic

- If possible, please take a seat in the **first four rows** of the classroom.
  - Easier for us to hear each other

- I will take the attendance now.
  - I might be calling your names to ask for your opinion. Be prepared!
  - This lecture will be video-recorded for academic review purposes.
Agenda

- Administrivia
- News Reports
- Yesterday’s Review Questions
- Today’s Learning Objectives
- Review Questions
Administrivia

- Exam tomorrow, Friday, June 30.
- Work on Assignment 4.
- News Reports.
  - Two lectures left on next Monday and Wednesday.
- TCE.
  - Currently 45%
News Reports?

- CNN
- Wired
- The New York Times
- The Economist
- The Wall Street Journal
Yesterday’s Review Questions

- What is the difference between partial E-Commerce and pure E-Commerce?

- What is Search Engine Optimization? List two methods of it.

- What is conversion rate? What is bounce rate?
Today’s Learning Objectives

- Define what privacy is, and critically think about privacy as a right.

- Exemplify the situations that we are willing to share our private information.

- Recognize the techniques that can be used to protect ourselves on online privacy.
Privacy

- **Privacy**
  - The right to be *left alone* and to be *free of* unreasonable personal intrusions.

- **Information privacy**
  - The right to determine when, and to what extent, *information* about you can be *gathered* and/or *communicated* to others.
Think about Privacy as a Right

- According to US case law:
  - The right of privacy is **not absolute**. Privacy must be **balanced** against the **needs of society**.
  - The public's right to know **supersedes** the individual's right of privacy.

- What do you think?
Apple Refused to Help FBI

- https://www.youtube.com/watch?v=KeXMXadUpGM

- Apple vows to resist FBI demand to crack iPhone linked to San Bernardino terrorist attacks
  - Dec. 2, 2016 shooting rampage
  - 14 people killed, 22 injured.
  - FBI asked Apple to build a backdoor to the iPhone owned by a shooter

- What do you think?
Think from Another Perspective

- In what situation(s) might you **trade** your “right” to privacy in exchange for **something else**?
  - How much is your privacy worth?

- How much has technology affected your privacy?
Cookies

- **Little text files** stored on your computer that allow a website to recognize you.

- Do you think companies should be allowed to collect this kind of data?
When We Do It Willingly

We sometimes share our private information on purpose.

- Online Purchases
  - Name
  - Address
  - Credit card
- Facebook
  - Name
  - Gender
- Search Engine
  - Location
Reasons to Disclose

- Convenience
- Monetary incentive (discounts)
- Connection
- Irrationality
Fine, But...

- **Girls Around Me**
  - Uses Foursquare
  - Location-based mobile service
  - Scans for girls in the area who have recently checked-in
  - Choose and connect via Facebook
  - See full names, photos, etc.

- **Whose fault?**
The Frightful Five
What Can We Do?

- A possible future...
- Opting Out
Protect Ourselves

- Turn on cookie notices in your Web browser
- Keep a “clean” email address
- Do not reveal personal details to strangers or just-met “friends”
- Beware sites that offer some reward in exchange for your personal information

- Remember that YOU decide what information about yourself to reveal, when, why, and to whom
Review Questions

- What are some of the potential reasons for you to disclose your personal information?

- What are some of the techniques you might use to protect yourself regarding online privacy?
For Tomorrow

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- TCE.