

Contextual Identity: Freedom to be All Your Selves

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Contextual Identity

Be who you want, when you want



Multiple identities abound!



IN OUR WORLD COLLEEN LACHOWICZ IS A CANDIDATE FOR STATE SENATE.

IN COLLEEN'S ONLINE FANTASY WORLD, SHE IS SANTLAGA, AN ORC ASSASSINATION ROGUE.

"So I'm a level 68 orc rogue girl. That means I stab things... a lot. Who would have thought that a peace-lovin', social worker and democrat would enjoy that?!"

- Colleen Lachowicz, 47499

Find out more at www.GoldensWorld.com

LACHOWICZ
State Senate

Santlaga
AKA Colleen Lachowicz

Josephine Baker



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LACHOWICZ
State Senate

What is Colleen's World?

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Colleen Lachowicz



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Snoop Dogg (Snoop Lion)



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State Senate

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All your identities in one big identity

"Having two identities for yourself is an example of a lack of integrity."

- Mark Zuckerberg, *The Facebook Effect*

"If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place."

- Eric Schmidt, interview on CNBC

All your identities in one big identity

“Facebook is a community where people use their real identities. We require everyone to provide their **real names**, so you always know who you're connecting with. This helps keep our community safe.”

source: www.facebook.com/help/112146705538576/

Mr. Burns is not pleased



A real world example



Bobbi Duncan



Taylor McCormick

Outed when the choir director added them to a public Facebook group, Queer Chorus

All your services in one big service

Fuck you, Google

I use my private Gmail account to email my boyfriend and my mother. There's a BIG drop-off between them and my other "most frequent" contacts.

You know who my third most frequent contact is?

My abusive ex-husband.

Which is why it's SO EXCITING, Google, that you AUTOMATICALLY allowed all my most frequent contacts access to my Reader, including all the comments I've made on Reader items, usually shared with my boyfriend, who I had NO REASON to hide my current location or workplace from, and never did.

source: www.fugitivus.net/2010/02/11/fuck-you-google/

catalyst: Google Buzz/Reader/Contacts integration

Twitter Direct Messaging Failures



sources: twitter.com/dmfail, wikipedia.org/wiki/Weinergate
catalyst: typing '@' instead of 'd'

What's in our privacy toolbox?

- Cryptography [RSA, AES, Diffie-Hellman]
- Contextual integrity [Barth et al.]
- Access control [Bell, LaPadula]
- Anonymizers [Dingledine, Marlinspike]
- Blockers [AdBlockPlus, Disconnect.me]

Our tools are necessary but not sufficient.

Access control: state of the art?

The image shows a screenshot of a social media privacy settings dialog box. The dialog is titled "Info accessible through your friends" and contains a list of 15 items, each with a checkbox. Most items are checked, while two are unchecked. Below the list is a paragraph of explanatory text and two buttons: "Save Changes" and "Cancel".

Info accessible through your friends

Use the settings below to control which of your information is available to applications, games and websites when your friends use them. The more info you share, the more social the experience.

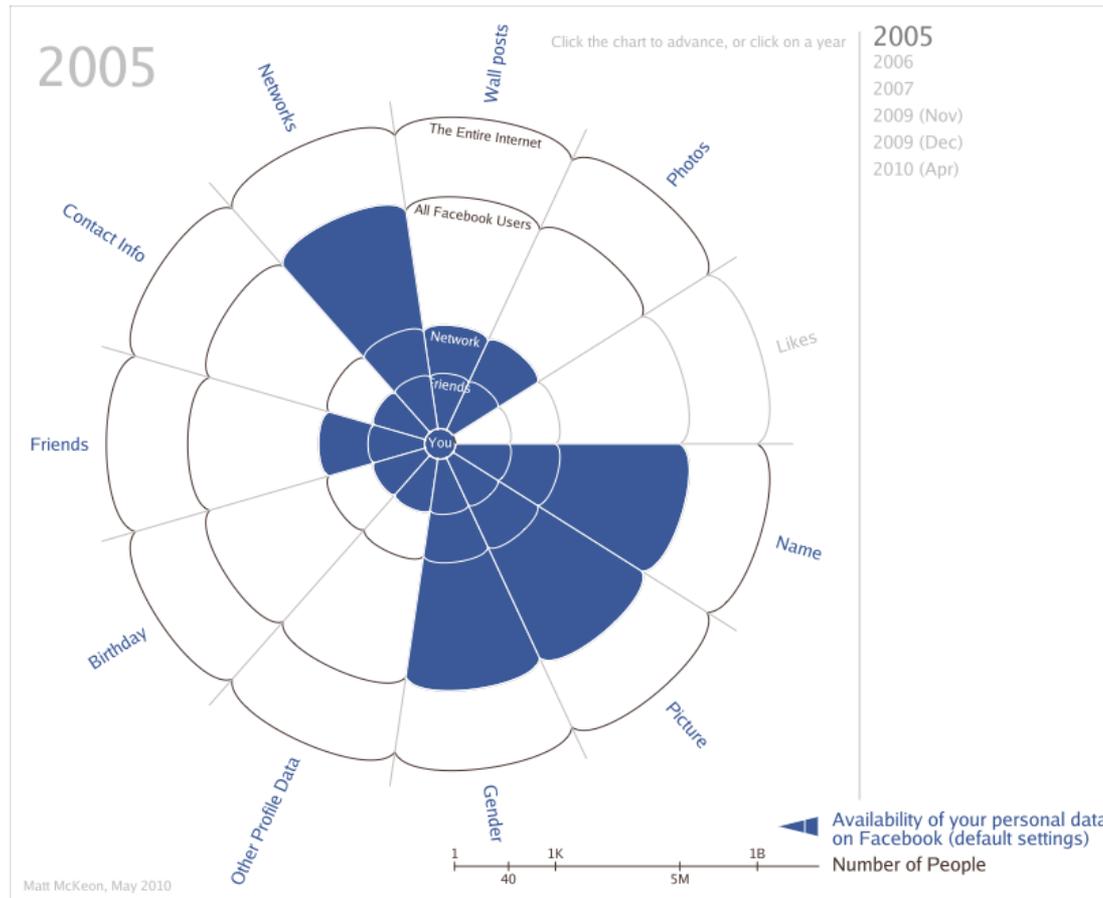
<input checked="" type="checkbox"/> Bio	<input checked="" type="checkbox"/> My videos
<input checked="" type="checkbox"/> Birthday	<input checked="" type="checkbox"/> My links
<input checked="" type="checkbox"/> Family and relationships	<input checked="" type="checkbox"/> My notes
<input type="checkbox"/> Interested in and looking for	<input checked="" type="checkbox"/> Photos and videos I'm tagged in
<input type="checkbox"/> Religious and political views	<input checked="" type="checkbox"/> Hometown
<input checked="" type="checkbox"/> My website	<input checked="" type="checkbox"/> Current city
<input checked="" type="checkbox"/> If I'm online	<input checked="" type="checkbox"/> Education and work
<input checked="" type="checkbox"/> My status updates	<input checked="" type="checkbox"/> Activities, interests, things I like
<input checked="" type="checkbox"/> My photos	<input checked="" type="checkbox"/> Places I check in to

Your name, profile picture, gender, networks and user ID (along with any other information you've set to everyone) is available to friends' applications unless you turn off platform applications and websites.

[Save Changes](#) [Cancel](#)

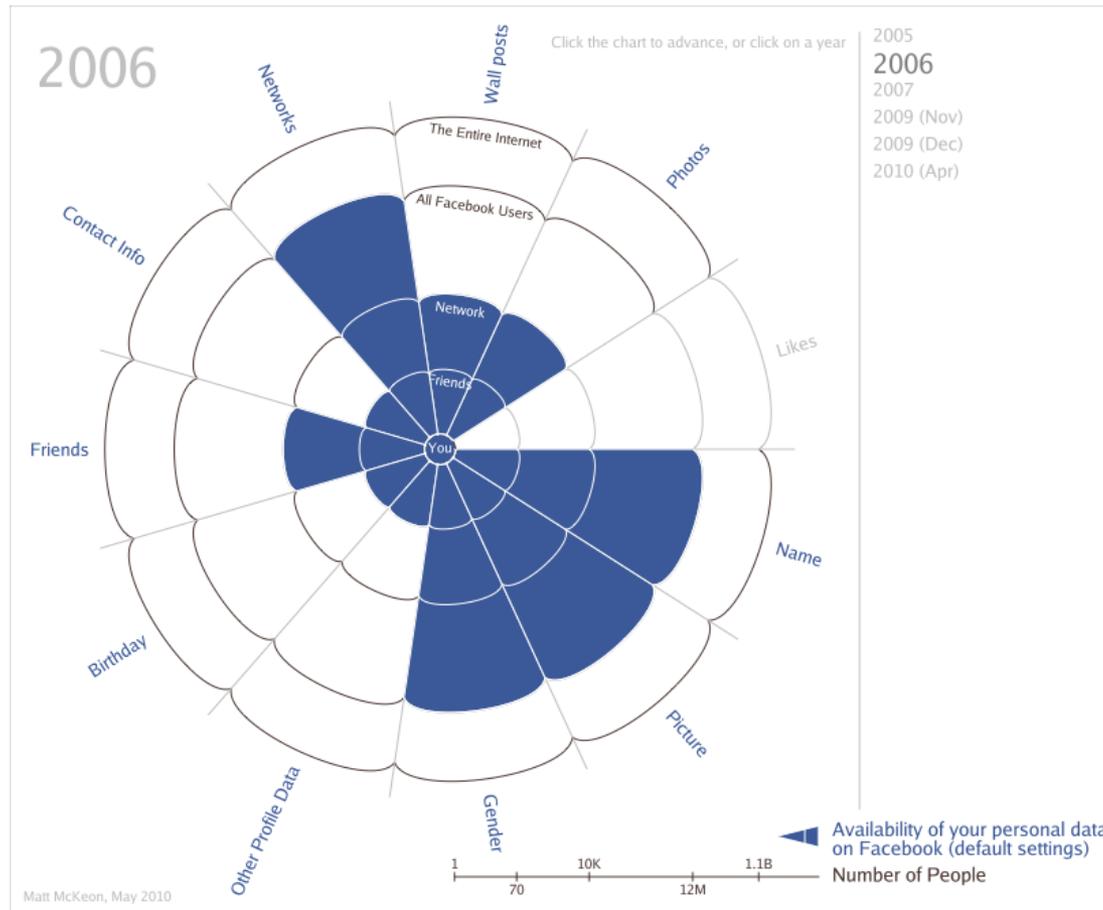
personalization Lets you see relevant information about your friends the moment you arrive on select partner websites. [Edit Settings](#)

Changes are hard to track



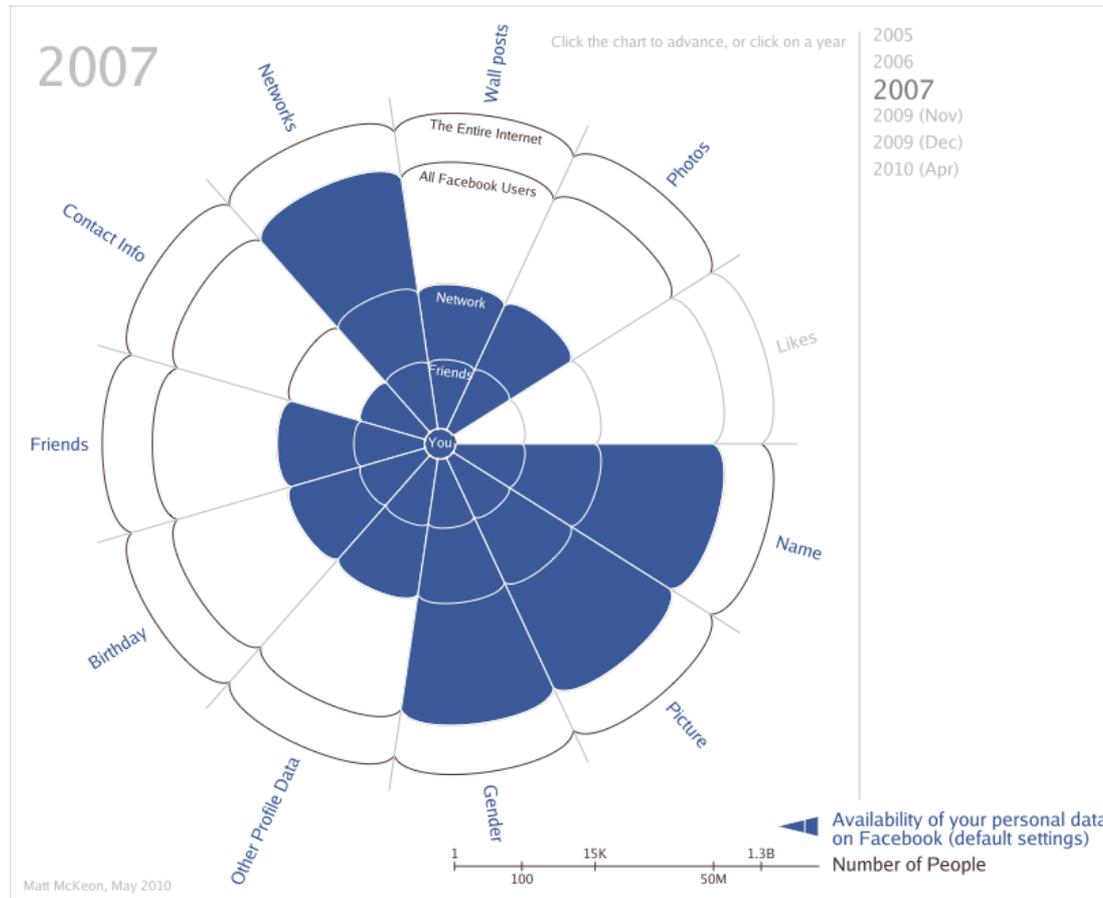
source: <http://mattmckeon.com/facebook-privacy/>

Changes are hard to track



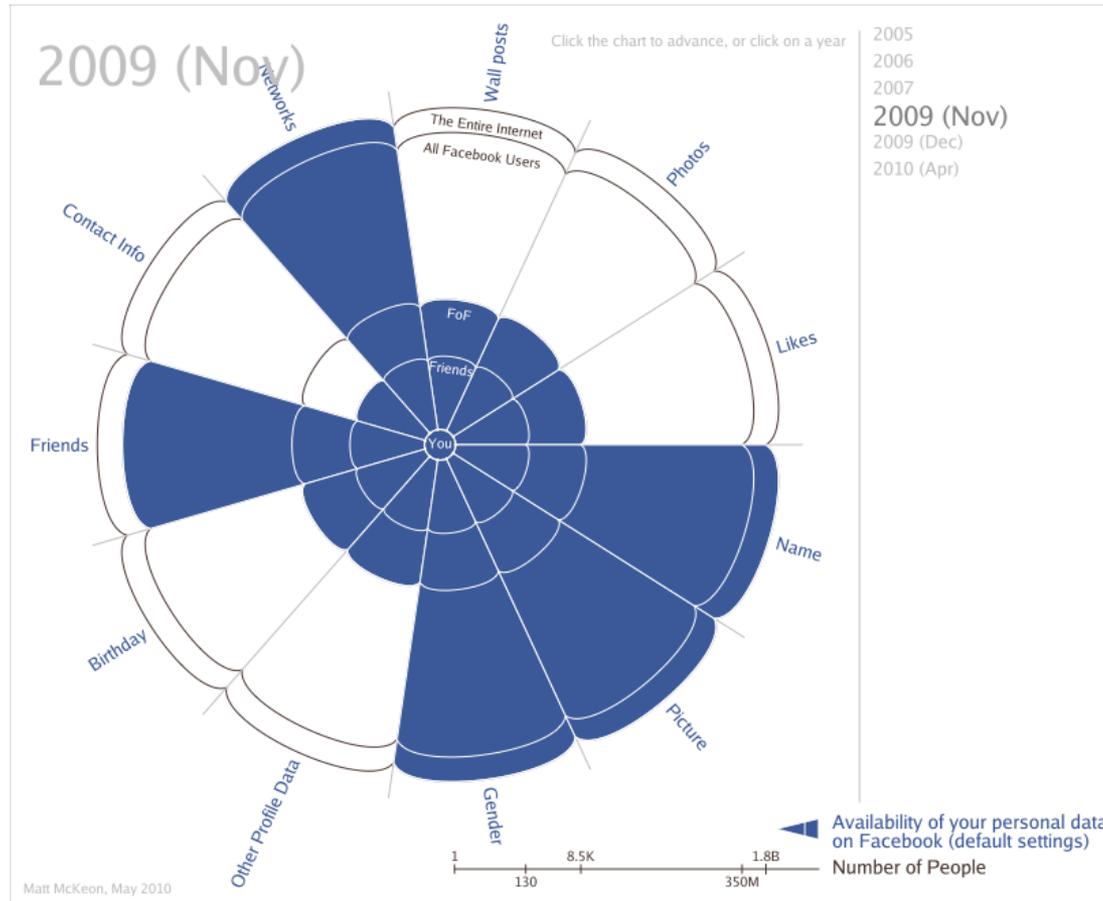
source: <http://mattmckeon.com/facebook-privacy/>

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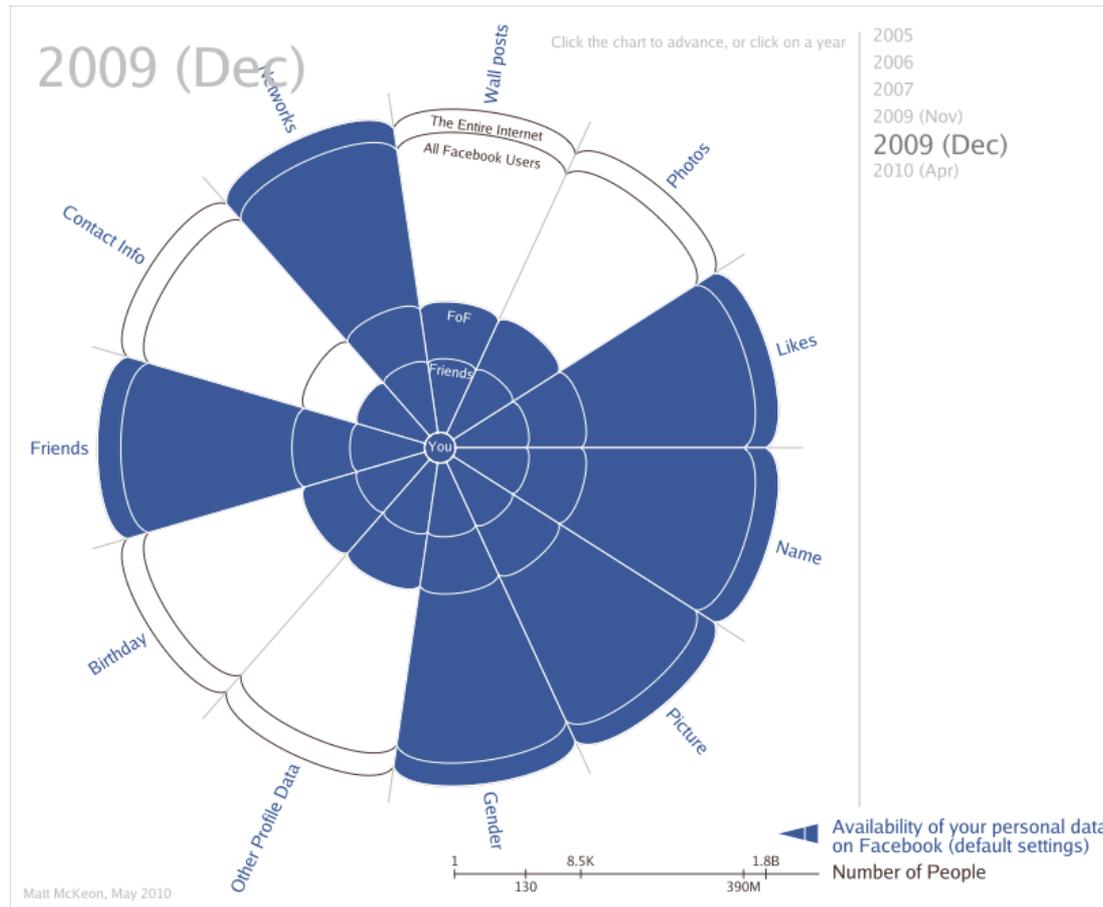
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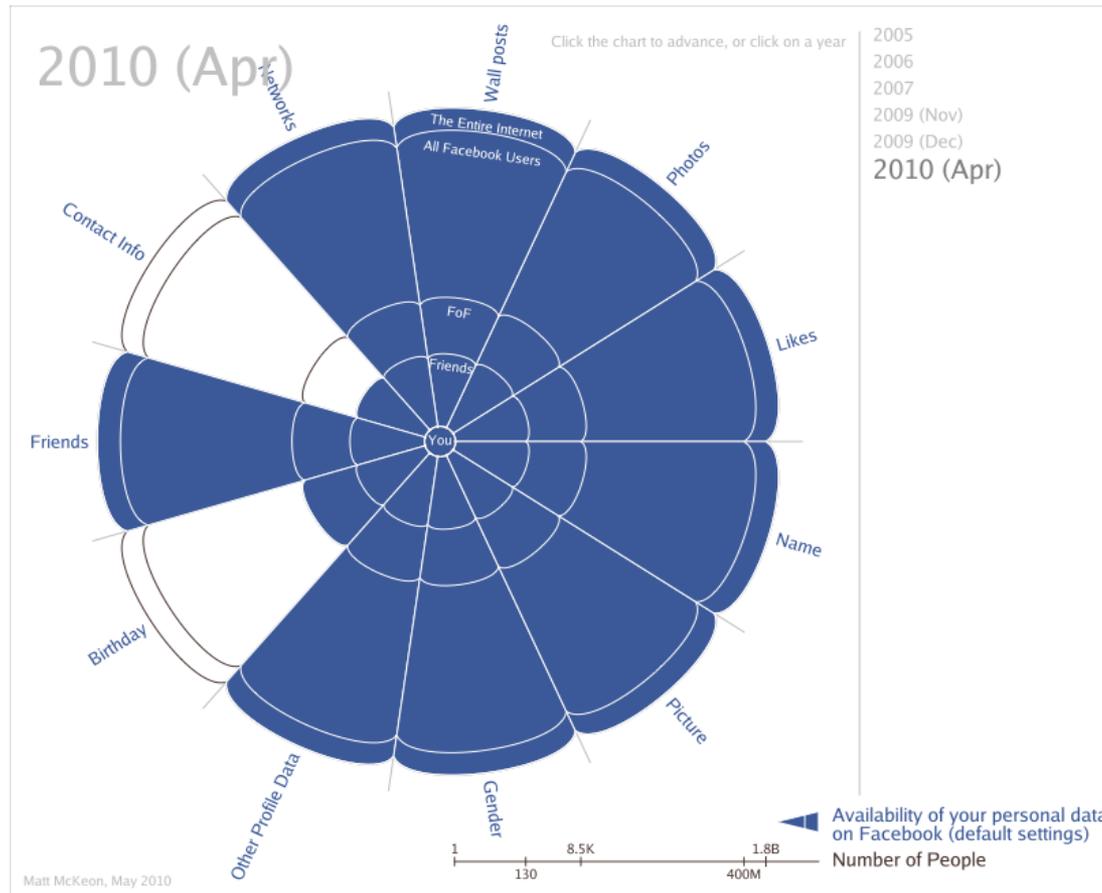
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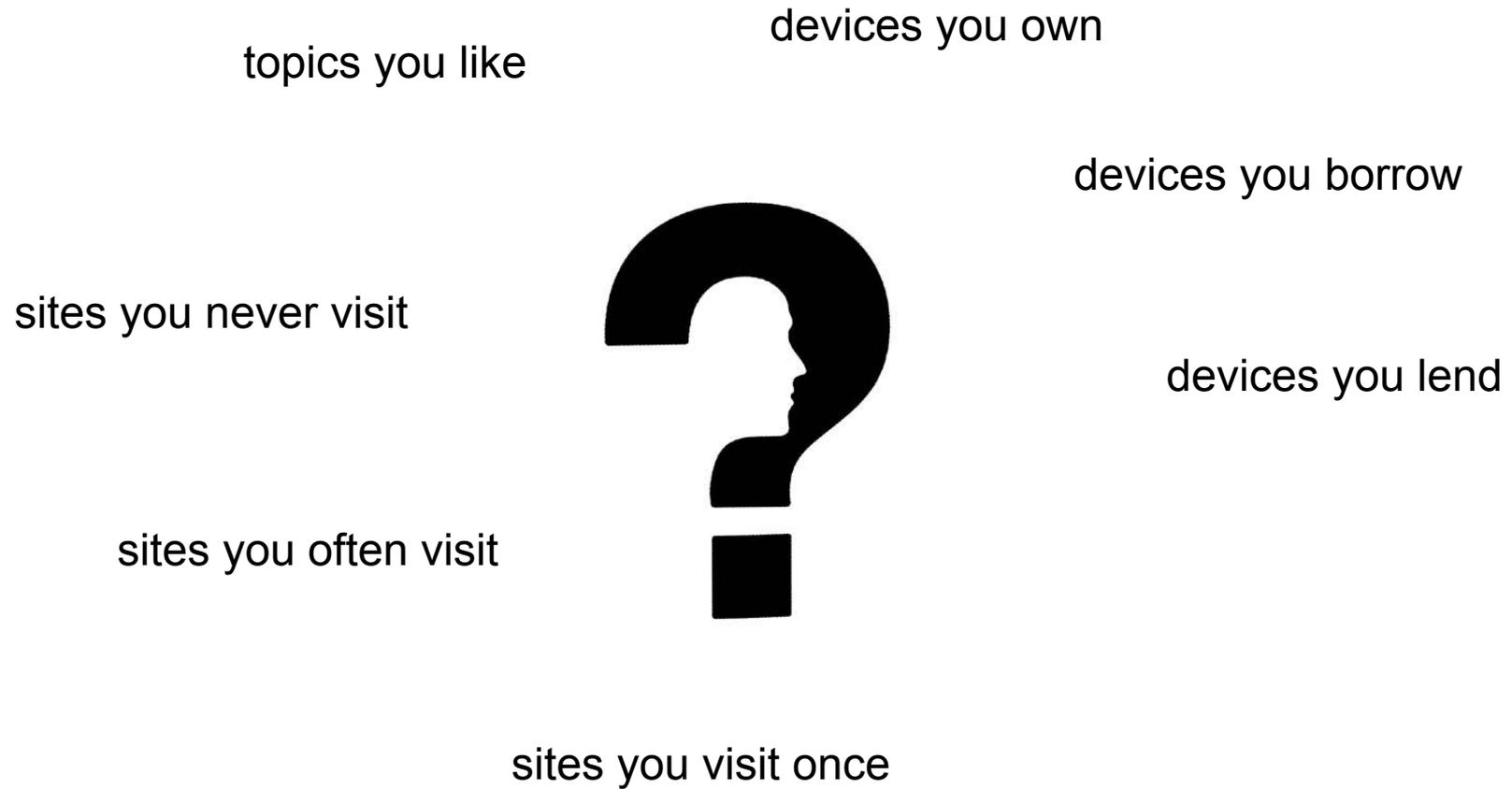
**Be who you want, when
you want**

How do we get there?

Call to action

Study mental models

What makes up online identity?



Call to action

Study identity management techniques

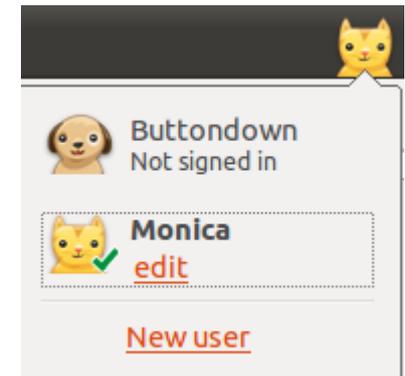
Multiple browsers



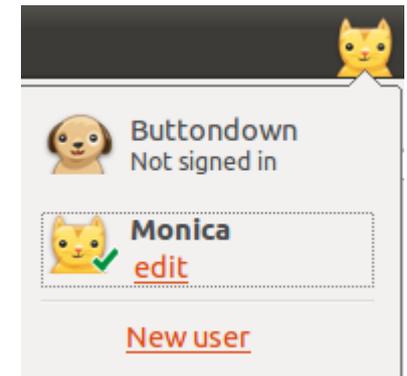
Multiple devices



Multiple profiles



Alternate identities



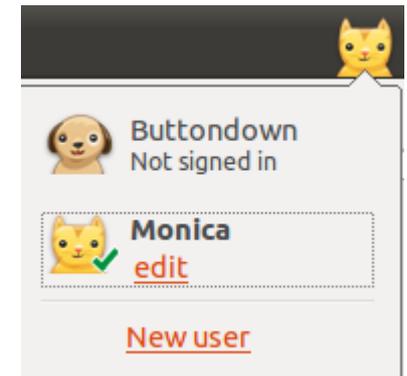
Privacy mode



We may want to clear my browser history before we go any further here.



your e cards
someecards.com



Challenge

People value community



moot



Invite to Klout, and increase your verified connections!

Founder of 4chan and Canvas. Exploding knees.

Influences 3K others



tweet • f share • see more...

Influential about 20 topics

- +K 4chan
- +K Creating
- +K Technology

tweet • f share • see all...



Challenge

People want their data everywhere



Popemobiles make it hard to share



Hey, W2SP.



Think different.

Room for imperfect solutions

- Obscurity can be enough
- Embarrassment reduction
- Troll avoidance
- Mistake recovery



How can we make things better?

- Question our own notions of identity, privacy and publicity
- Write software for how users *are*, not how we wish them to be

Open questions

- How can we design privacy and sharing to be less brittle, more flexible?
- How can we balance desire for spontaneous interaction with the need for privacy?

Works in progress

- [Blushproof](#) [with David Keeler]



- [Cookiemonster](#) [with David Dahl]
- Behavioral segmentation [Mozilla UR]

Questions?

