

Opening up Social Networks

Breaking down the Walled-Gardens

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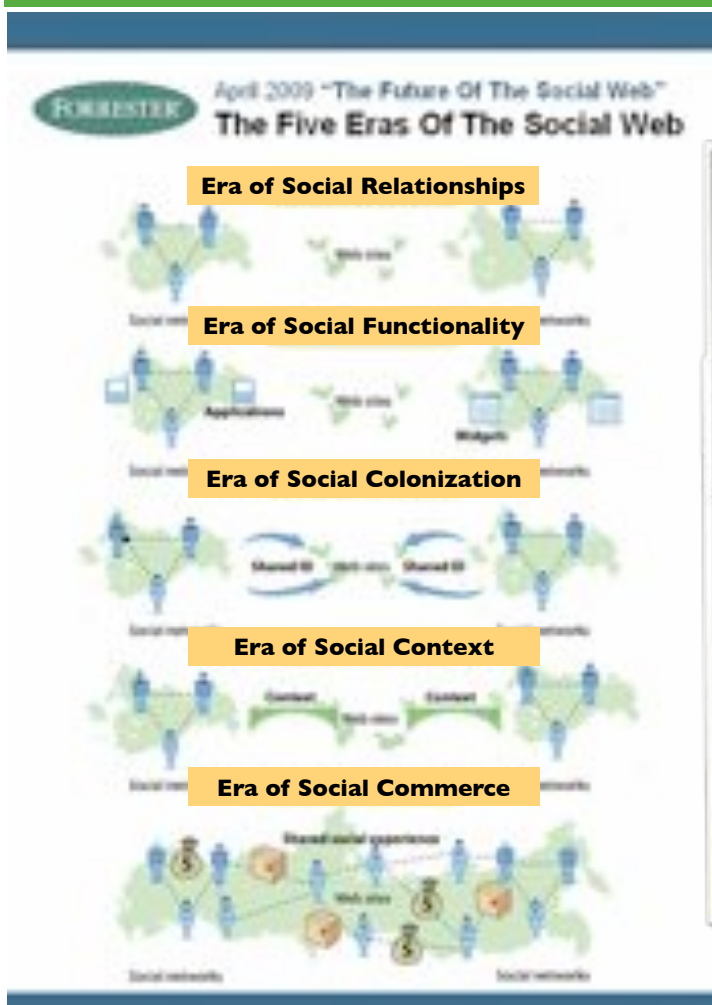


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@riannella

Forrester - Future of the Social Web



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



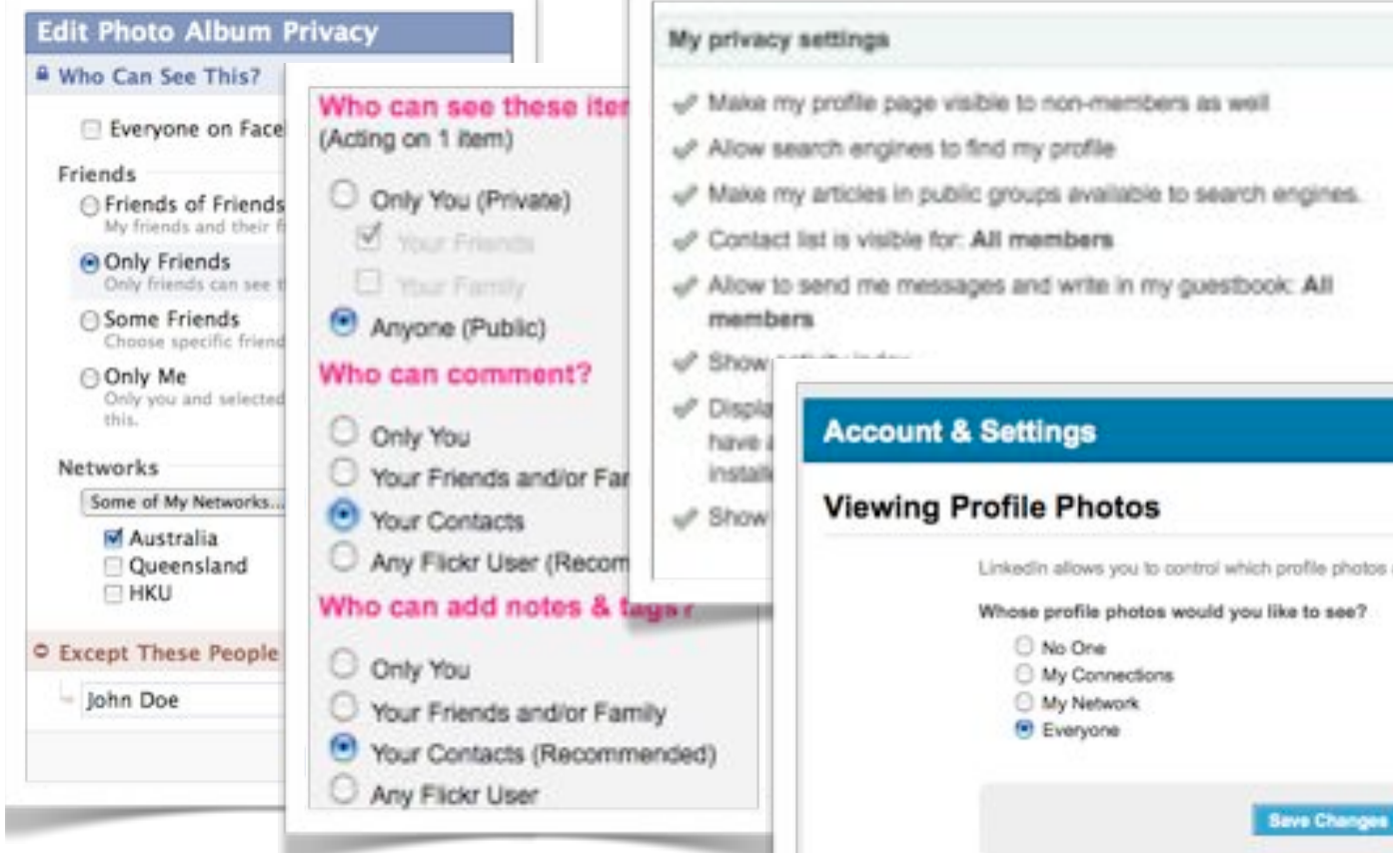
Driving Changes



Profile Lockdown

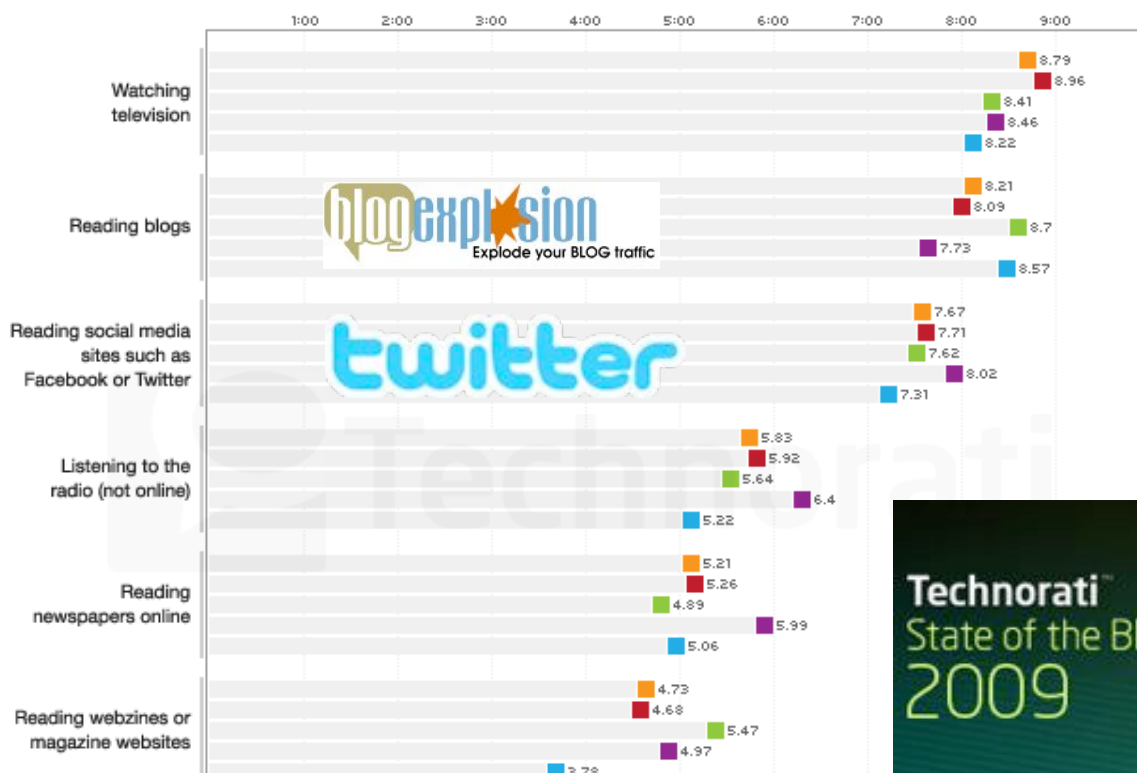


Policy Expectations



Activity Connections

On average, how many hours do you spend weekly doing the following?

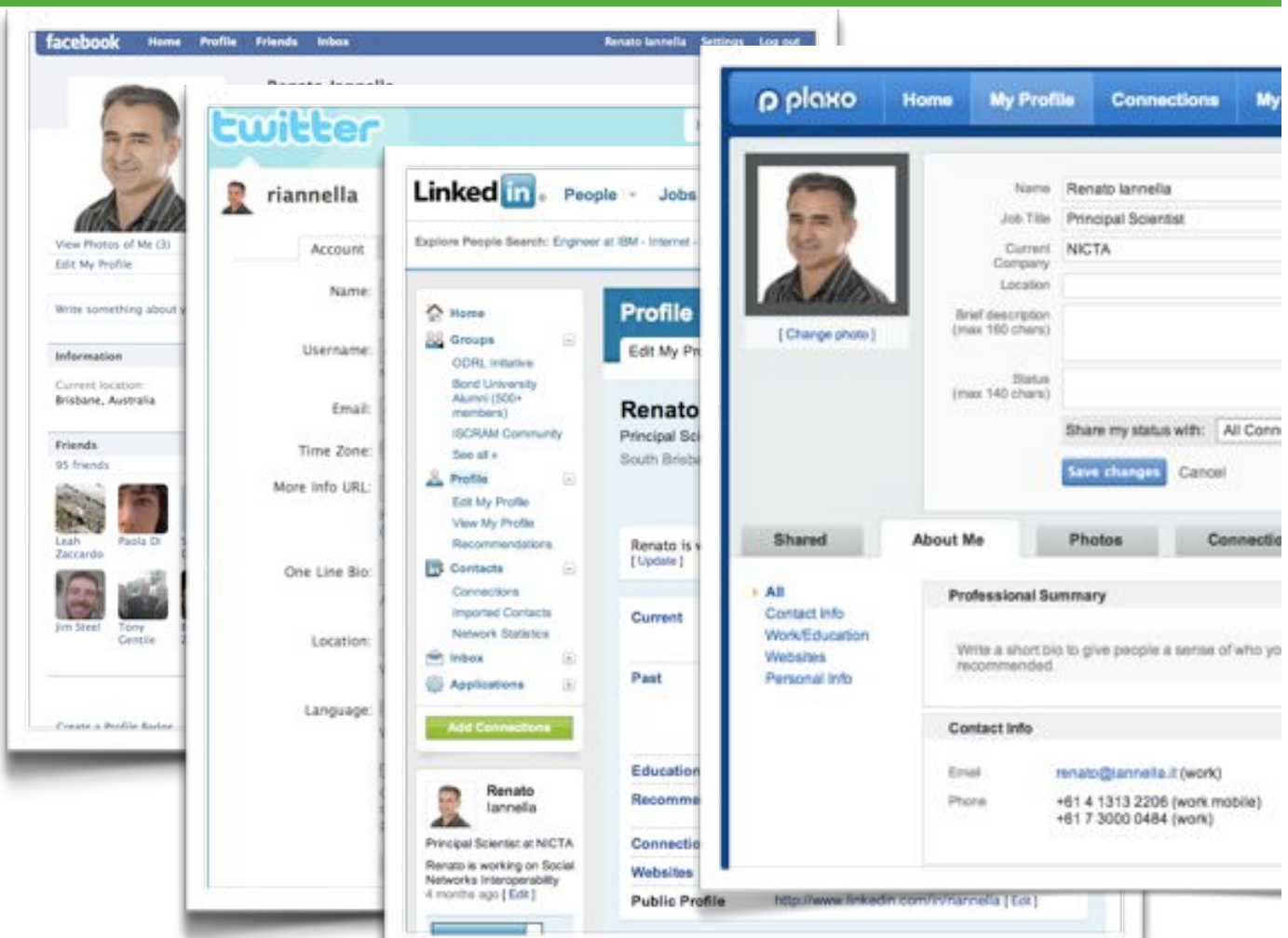


Technorati™
State of the Blogosphere
2009

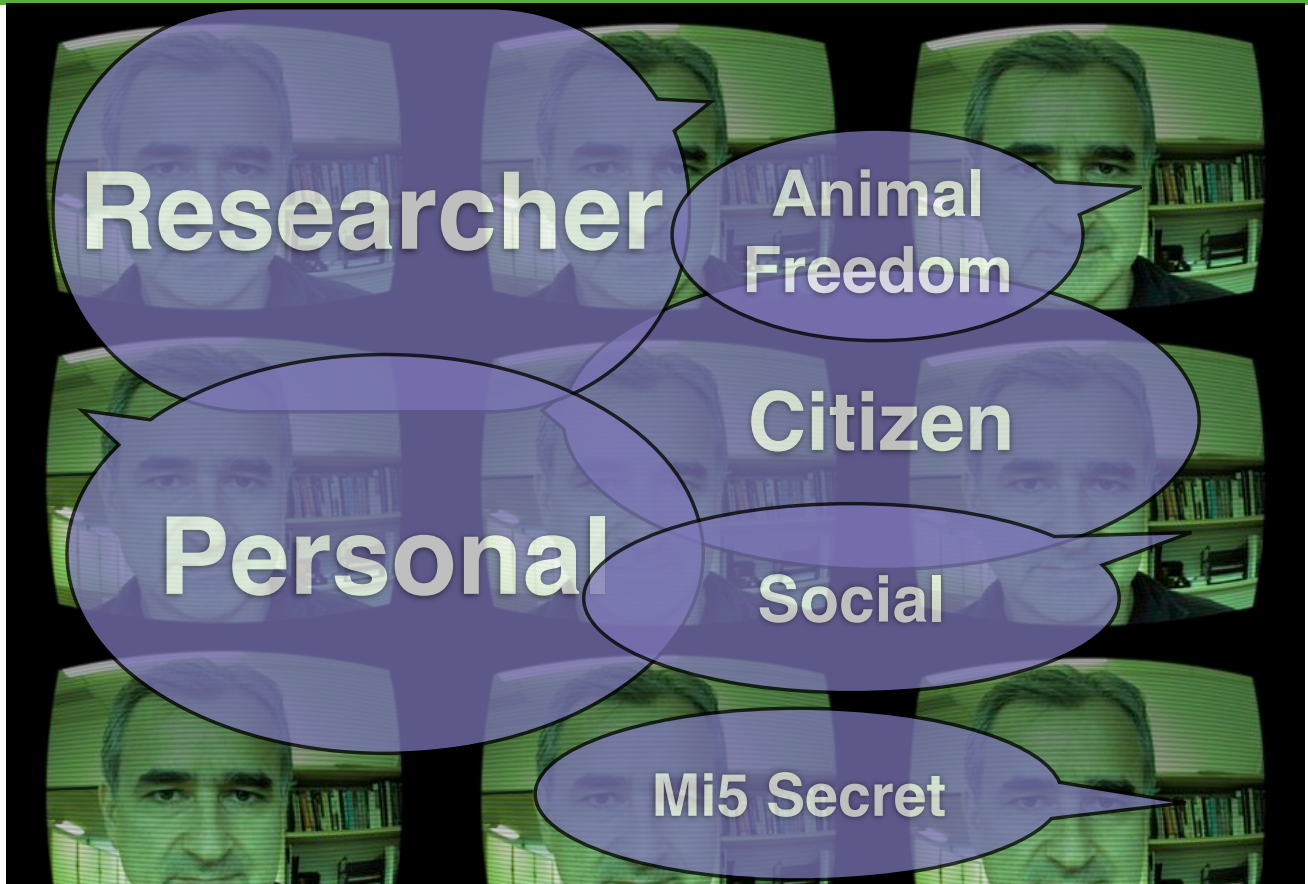
Profiles



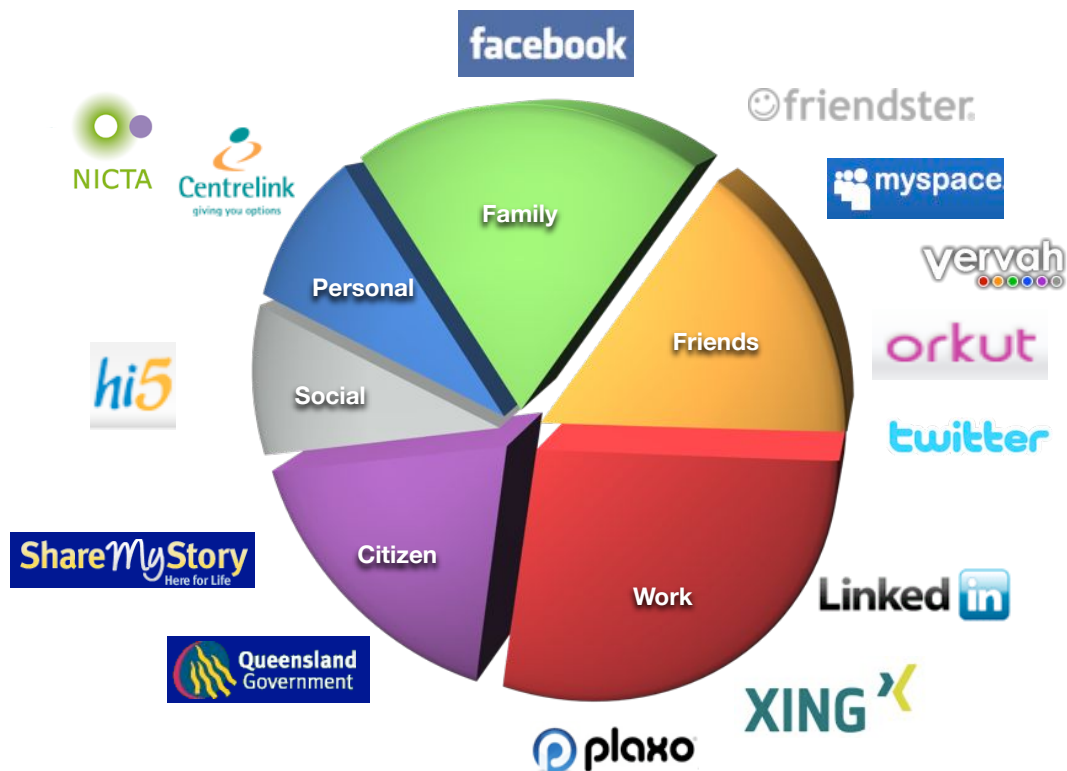
Profile Profile Profiles!



Profiles Utopia



Sharing the Profile Pie





Policies



Key Challenges

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

The screenshot shows the 'Edit Photo Album Privacy' interface on Facebook. It includes sections for 'Who Can See This?' (with options like 'Everyone on Facebook', 'Friends', 'Only Friends', 'Some Friends', 'Only Me'), 'Who can comment?' (with options like 'Only You', 'Your Friends and/or Family', 'Your Contacts', 'Any Flickr User'), and 'Who can add notes & tags?'. A callout box labeled 'Expression' points to the 'Who Can See This?' section. A callout box labeled 'Transparency' points to the 'Who can comment?' section. A callout box labeled 'Conflict' points to the 'Who can add notes & tags?' section. A callout box labeled 'Accountability' points to the 'Except These People' section, which lists 'John Doe'.

Privacy Commons



SN	Policy Terms	Policy Type	Constraints
Facebook	<ul style="list-style-type: none"> See (eg view Photos) 	Permission	<ul style="list-style-type: none"> Only Me Everyone Only Friends Some Friends Friends of Friends All my Networks Some of my Network
Facebook	<ul style="list-style-type: none"> Profile Sections (eg Basic, Personal, Wall posts, etc) Contact Information Sections (eg Phone, Address, etc) Search Discovery 	Privacy	<ul style="list-style-type: none"> Everyone My Networks and Friends Friends of Friends Only Friends Customise
Facebook	<ul style="list-style-type: none"> Search Results (eg what is shown in results) 	Privacy	<ul style="list-style-type: none"> My Profile Picture My Friend List A link to add me as Friend A link to send me a message Pages I am a Fan of
			<ul style="list-style-type: none"> Wall Posts Comment/Like a Note Comment/Like a Photo or Album

Flickr	<ul style="list-style-type: none"> See Items 	Permission	<ul style="list-style-type: none"> Only You Anyone Your Friends Your Family
Flickr	<ul style="list-style-type: none"> Comment Add Notes/Tags 	Permission	<ul style="list-style-type: none"> Only You Your Friends and Family Your Contacts Any Flickr User
Twitter	<ul style="list-style-type: none"> Follow Updates 	Privacy	<ul style="list-style-type: none"> Only People you approve Any Twitter User
LinkedIn	<ul style="list-style-type: none"> Profile Photo visibility Status Update visibility 	Privacy	<ul style="list-style-type: none"> Everyone My Network My Connections
LinkedIn	<ul style="list-style-type: none"> Profile Sections (eg Current Positions, Past Positions) 	Privacy	<ul style="list-style-type: none"> Public Private
LinkedIn	<ul style="list-style-type: none"> Profile Views (other people's) 	Privacy	<ul style="list-style-type: none"> Name Only Anonymous Inform None
LinkedIn	<ul style="list-style-type: none"> Notify Status Updates Notify Profile Updates 	Privacy	<ul style="list-style-type: none"> Yes No
Pixxo	<ul style="list-style-type: none"> Profile Information (About, Work, Home, Jobs, Edu) 	Privacy	<ul style="list-style-type: none"> Everyone All Connections Business Connect Family & Friends Only Me Customize

Policy Paranoia

ShareMyStory

Queensland
Government

2.3 By submitting any information, concepts or other materials, including but not limited to images, videos, stories, recordings and/or comments (collectively, the “User Content”) whilst visiting the Share My Story Website, you automatically grant to the State, its affiliates and sub-licensees a royalty-free, perpetual, irrevocable, non-exclusive, sub-licensable, transferable right and licence to do any act comprised in the copyright or other intellectual property rights in the User Content and to use the User Content in any manner and in all media (whether now known or later devised) throughout the world in perpetuity, without compensation, restriction on use, attribution or liability. This includes the right to edit, adapt, modify, change, add to, detract from, reproduce, distribute, communicate to the public (online, by email, or otherwise), publish, prepare derivative works of, display and perform the User Content in public, to use the User Content for any purpose, including but not limited to commercial purposes, and to authorise any other person to do any of those things.

the expression “Queensland Transport” means the Queensland Department of Transport;

2.7 If you have any moral rights (or similar rights) in respect of User Content that you submit, you consent to the State and all other persons using the User Content from time to time in any way it wishes or they wish (even if that use is contrary to those rights), including making material alterations thereto and exploiting them with or without attribution. Immediately on such moral rights beginning to exist, you waive those rights in perpetuity, to the maximum extent permitted by law. If any other person has moral rights in respect of User Content that you submit, you must ensure that they agree to the above (in respect of their moral rights) before you submit the User Content.

2.2 You may be required to create an account (“User Account”) before you can



Activity Connections



iSnack 2.0

The screenshot shows the tweetfeel website interface. At the top, the 'tweetfeel' logo is displayed next to a blue bird icon. Below the logo is a search bar containing the text 'isnack' and a 'Search' button. Under the search bar, a message reads: 'Try some Twitter trends: [Camp Rock 2](#) [Demus Albert](#) [Halloween](#) [Jay-Z](#) [Cowboys](#) [Yon Kippur](#) [Flashforward](#)'. Below this, a sentiment analysis graphic shows a green smiley face with the number '2' and a red frowny face with the number '20', followed by an equals sign and '81%'. A message states: 'Those are all the results available right now. Try again or try another term to see how people feel towards it. Got questions? [Check out FAQ](#).' Below this are several tweet snippets with user avatars and text:

- So not impressed with [isnack](#). Why didn't they just name it snackbook, or even better, a snackintosh? Totally needs a 'mte'. Kraft FAIL.
- RT @idwark: So not impressed with [isnack](#). Why didn't they just name it snackbook, or even better, a snackintosh? /LOL! terrible name! #fail
- @Joshcarter20 [isnack](#): ? WTF I couldve thought of a better name
- The new vegemite has been called [isnack](#). Wtf.
- The aussies have finally lost it. #vegemite is now known as [isnack](#). WTF (mate)!!
- [isnack](#) wtf?! Degraceful Australia - hang your heads in shame.http://bit.ly/37EeLE
- I still think they [isnack](#) shit should be called Cheezymite!.....I mean come on, iSnack? WTF?!

PM Blog

The screenshot shows the Prime Minister of Australia's official website. The header includes the Australian coat of arms and the text 'Prime Minister of Australia'. Navigation links include 'Home', 'Meet the PM', 'The Ministry', 'Policy Priorities', and 'PM's Corner'. A large banner image shows the Prime Minister's office with the text 'Focus on climate change'. Below the banner, a breadcrumb trail reads: 'You are here: [Home](#) > [PM's Corner](#) > [PM's Blog](#) > [Focus on climate change](#)'. The main content area features a post by Kevin Rudd, titled 'I decided to kick off my blogging career with a focus on climate change...'. The post discusses the latest scientific research on climate change, the need for a global agreement, and Australia's commitment to tackling climate change. To the right of the blog post is a comment section with three comments:

- Murpha14 says...** (Jul 16th, 2009 at 3:25 pm): We need to build a understanding of how the CPRS will drive our transition to a lower carbon economy, and also help people to understand how it will interlink with other Government climate policies such as the National Renewable Energy Target and National Carbon Offset Standard. This will present a whole of Government carbon strategy.
- mady77 says...** (Jul 16th, 2009 at 3:31 pm): I think the time for convincing most Austrlians of the need to act has passed. What's important now is start talking about the opportunities and benefits of making our society more sustainable - so that people see it as a positive transition, that will not only benefit them, but their children, grandchildren and the environment.
- CW says...** (Jul 16th, 2009 at 3:34 pm): I think government leadership is crucial when it comes to climate change, federal, state as well as local government. I believe all projects need to include an "Climate Impact Statement". An example is recently the Melbourne Zoo carpark is now ticketed parking, which in itself is understandable. However many people that parked there and used the adjacent train station to catch a train into the CBD can no longer do that, the maximum time is 5 hours. I do not believe the environmental impact of some of those car drivers now driving into the CBD was considered. The NBN project is another example, the impact of the additional active kerbside equipment must be considered and the "cost" accounted for. This can also be seen in other areas like the mandatory ISP filtering. The ISP must deploy filtering equipment that is always on and have capacity to filter their entire user base, this will have a measurable environmental impact. It would be more sensible to use client side PC filters, the incremental environmental impact would be much reduced as they are not "always on". We need a nationally recognised model that places a value on parks, trees, lakes etc. We need to be able to measure their benefit to society.
- jg_rat says...** (Jul 16th, 2009 at 3:36 pm): We're all pretty self-interested, so you'll need to sell the steak, rather than the temperature sizzle - show us how we will benefit from what we all need to do.

NCTA SPiNto Themed Opinions

HOME

Title: Health Blogs

DATASET

NAF THEMED COMMENTS (NO THEMES) 15 Update

Theme 1

[birth](#) [4.32] [women](#) [2.87] [homebirth](#) [1.89] [midwife](#) [1.47] [hospit](#) [1.44] [don](#) [0.87]

1. Dear Kevin I write to protest the proposed changes in the maternity services review relating to independent midwives. If this goes ahead millions of women to choose where and with whom they give [birth](#). Other provide professional indemnity insurance for private midwife midwives without insurance cannot practice. We were planning a safe homebirth [birth](#) for our first child in January 2010. My husband and I if the pregnancy was normal and the baby and I were healthy, to not give [birth](#) in the privacy and safety of our own home, with 2 weeks weeks. Given the time that we're taking to emotionally heal from our loss, we do not expect to try again for a couple of months. This is miss the 30 June 2010 cut-off date. When I give [birth](#), I want somewhere quiet and peaceful, where I can [birth](#) as I need to, not as do either a public or private hospital. There's no guarantee I have access to a [birth](#) centre. Hospital protocols are such that healthy I are often transferred from [birth](#) centres to labour and delivery wards anyway. It's not just about homebirths. If I choose a hospital I needs are met, I won't be able to have that either. Please don't force women to choose between the distress of unwanted hospital [birth](#) independent midwives out of jobs. [1.72]
2. Dear Prime Minister, Thank you for your passion to change the current health system. You mention that an improvement in/out of ho beds, I believe this should include the choice to [birth](#) at home. It is a backwards step for the government to consider removing this op beds are taken up by maternity services, this situation will become worse if homebirths [birth](#) is outlawed. I have heard stories of women not available, others labouring in the waiting room. When I went into labour the midwives came to my house straight away and stayed for hours. Homebirths [birth](#) costs the government nothing. These women don't take tests of people who really need it, we don't experience PND, we have a de-briefing service. Breastfeeding support is offered for up to 6 weeks post [birth](#) from private midwives. I am breastfeeding my two y, overfed on hospital systems by [birth](#)ing safely at home. Homebirths [birth](#) has been proven to be as safe, if not safer than hospitals [birth](#) and Perinatal mortality and morbidity in a nationwide cohort of 329,688 low-risk planned home and hospital [birth](#)s. British Journal of Obstetrics 2008;200(02):175-83. The Netherlands, UK and NZ all subsidize and support homebirths [birth](#) as a viable option for women. Don't let Australia prime minister during the time of the bushfires because of the genuine empathy and compassion you had towards those that suffers pregnant women and help them gain access to the choices they deserve!! [1.46]
3. One solution to free up some hospital beds is to save them for sick people - not healthy labouring women. The proposed laws to effect improving our hospital system, not to mention being a violation of our human rights. The right to choose how and where to [birth](#) is what women who want an elective (caesarian section) are able to make this decision, women who wish to have particular pain relief are able to that points to the safety of homebirths [birth](#). A recent Dutch study involving over 500,000 women showed that homebirths [birth](#) was at least as safe as planned homebirths [birth](#) and mortality in a nationwide cohort of 329,688 low-risk planned home and hospital [birth](#)s. British Journal of Obstetrics 2008;200(02):175-83. Other countries including NZ, the UK, Holland and most of Scandinavia offer wide access to community-based [birth](#) at home, as they free up hospital resources for the sick. I urge you to oppose this bill and stand up for the rights of all children's [birth](#) our babies should be an absolute right in Australia. [1.86]

Theme 2

[health](#) [4.79] [consum](#) [1.67] [system](#) [1.50] [care](#) [0.90] [voic](#) [0.70] [peopl](#) [0.70]

Theme 3

[nurs](#) [2.92] [care](#) [1.68] [work](#) [1.43] [patient](#) [0.90] [hospit](#) [0.69] [hour](#) [0.59]

Theme 4

[birth](#) [3.18] [home](#) [2.83] [right](#) [0.79] [indemn](#) [0.78] [studi](#) [0.72] [im](#) [0.72]

Theme 5

[medic](#) [2.40] [patient](#) [2.06] [doctor](#) [1.61] [condit](#) [1.34] [record](#) [1.11] [thing](#) [1.11]

Theme 6

[hospit](#) [3.75] [time](#) [1.39] [servic](#) [1.12] [commun](#) [1.06] [home](#) [0.99] [peopl](#) [0.99]

Theme 7

[privat](#) [1.89] [servic](#) [1.74] [public](#) [1.50] [provid](#) [1.34] [healthcar](#) [1.33] [gov](#) [1.33]

Theme 8

[system](#) [2.72] [independ](#) [2.31] [midwif](#) [1.66] [support](#) [1.20] [choic](#) [1.17] [c](#) [1.17]

Theme 9

[peopl](#) [4.14] [year](#) [3.44] [patient](#) [2.74] [budget](#) [2.59] [icu](#) [2.58] [pump](#) [2.58]

Theme 10

[kidnei](#) [1.96] [ckd](#) [1.40] [health](#) [1.15] [professor](#) [0.84] [congress](#) [0.84] [co](#) [0.84]

Information V Insight

health

since choices nurses
access available first
maternity low births
independent see p
hospitals. need proposed
services better med
system



SEARCHED TERM
health care

POSITIVE
91

6.07% POSITIVE



no one fights harder 4 working families than @frankpallone, he's a champion 4 affordable health care & i'm proud he's leading up my team-jon (view)



this is a good visual overview of the health care debate. change is coming one way or another, get in front of it. <http://bit.ly/9hd5> (view)



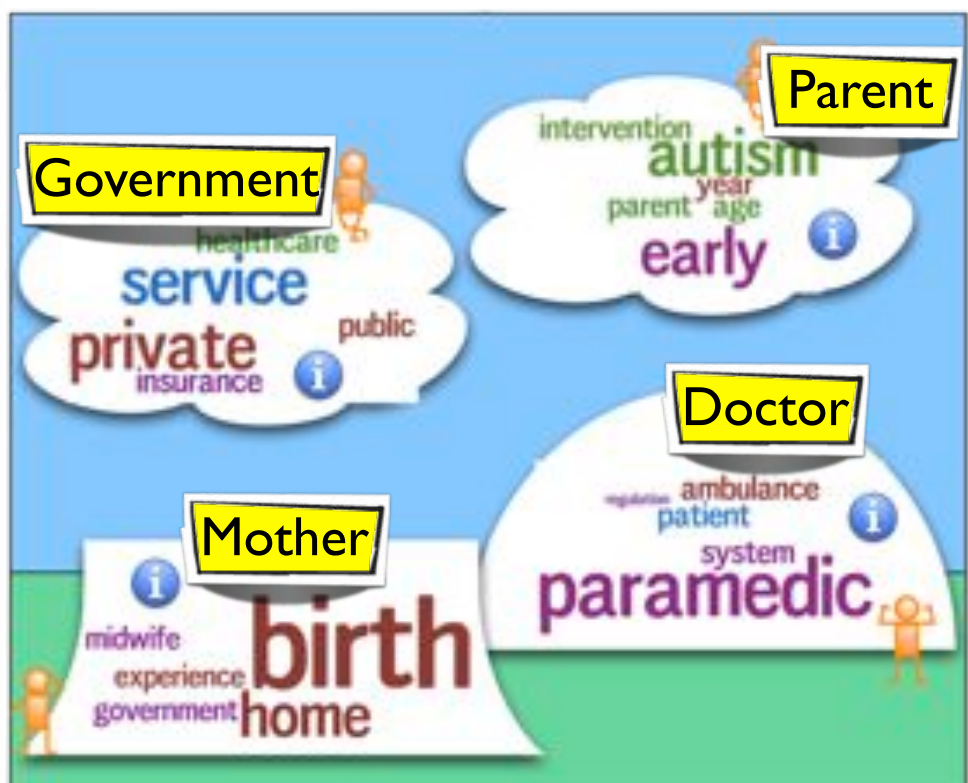
@ricksanchezom thank you for this: video: cnn's rick sanchez blasts sen. cuban over health care <http://bit.ly/9sqam> (view)



RT @poumcoffee GOP defends health care like it defends marriage - by making it hard to get and scaring those who already <http://bit.ly/9sqam> (view)



cj eyeonnews: paying for le treatment: nothing is free-- certainly not french health care. <http://bit.ly/73ugo> (view)



Activities Meet Policies

 **Privacy** » **News Feed and Wall**

Actions within Facebook **Facebook Ads**

Facebook occasionally pairs advertisements with relevant social actions from a user's friends to create Facebook Ads. Facebook Ads make advertisements more interesting and more tailored to you and your friends. These respect all privacy rules. You may opt out of appearing in your friends' Facebook Ads below.

Appearance in Facebook Ads

Save Changes

Cancel

facebook.

FaceBook Use Case



Billie

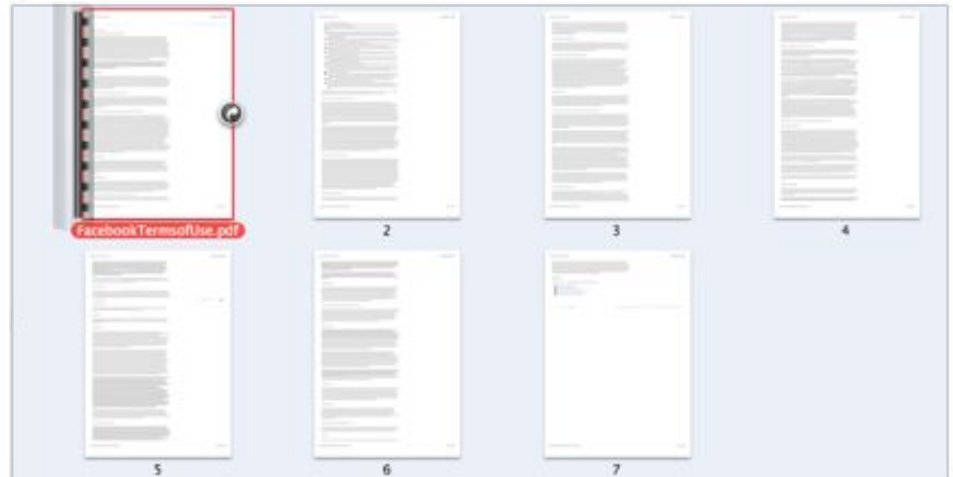
Upload Photos – Billie

[Edit Photos](#) [Add More](#) [Organize](#) [Edit Info](#) [Delete](#)

[Back to Album](#)

I certify that I have the right to distribute these photos and that they do not violate the [Terms of Use](#).

You can upload up to 60 photos per album.



FaceBook Terms

1. You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law.
2. We can remove any content or information you post on Facebook if we believe that it violates this Statement.
3. We will provide you with tools to help you protect your intellectual property rights. To learn more, visit our [How to Report Claims of Intellectual Property Infringement](#) page.
4. If we remove your content for infringing someone else's copyright, and you believe we removed it by mistake, we will provide you with an opportunity to appeal.
5. If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.
6. You will not use our copyrights or trademarks (including Facebook, the Facebook and F Logos, FB, Face, Poke, Wall and 32665), or any confusingly similar marks, without our written permission.
7. If you collect information from users, you will: obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.
8. You will not post anyone's identification documents or sensitive financial information on Facebook.

FaceBook UI

More Organize **Edit Info** Delete

Album Name:

Location:

Description:

Privacy: Who can see this?

- ☒ Everyone
- ☐ My Networks and Friends**
- ☐ Friends of Friends
- ☐ Only Friends
- ☐ Customize...

Save

Edit Photo Album Privacy

Who Can See This?

☐ Everyone on Facebook

Friends

☐ Friends of Friends
My friends and their friends can see this.

☒ Only Friends
Only friends can see this.

☐ Some Friends
Choose specific friends who can see this.

☐ Only Me
Only you and selected networks can see this.

Networks

☒ Australia

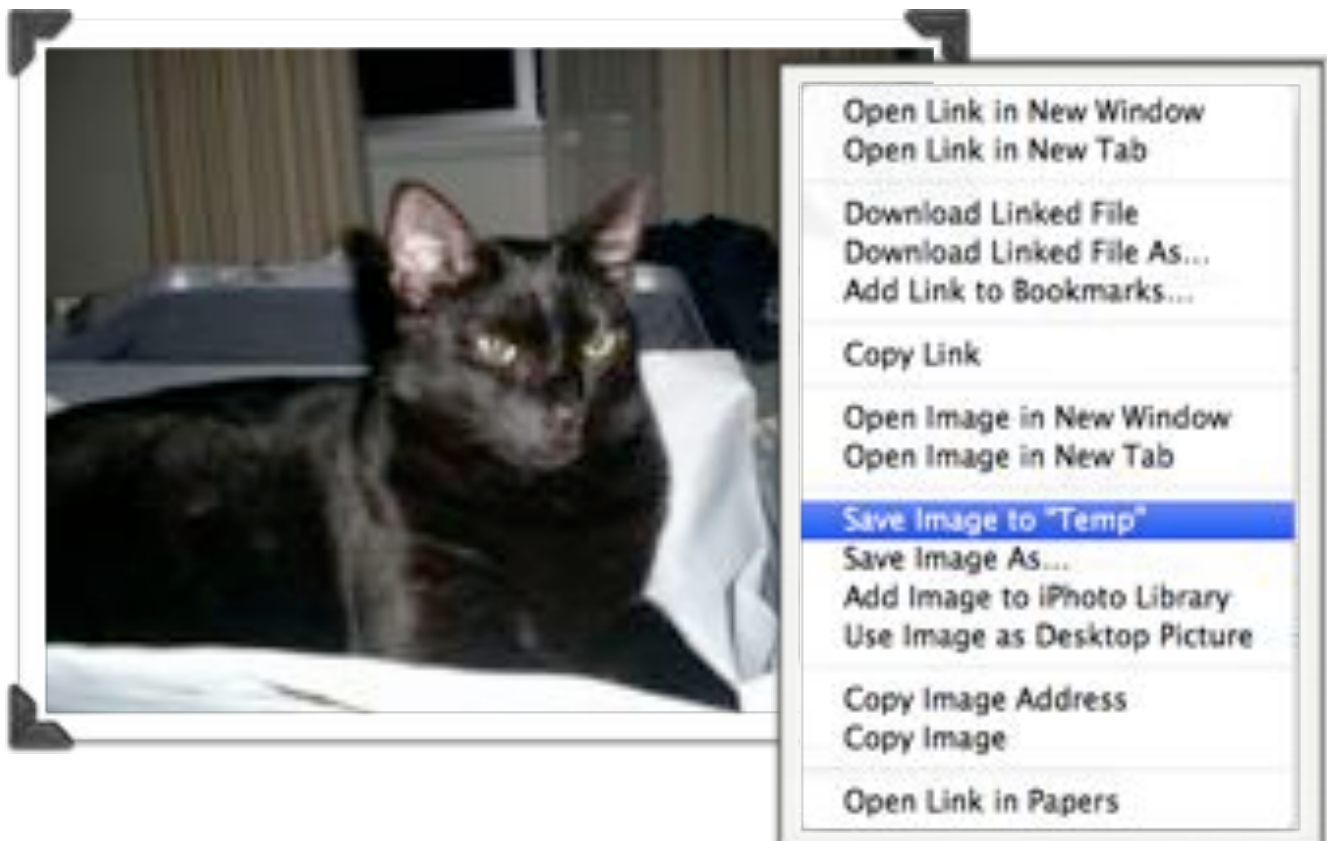
☐ Queensland

☐ HKU

Except These People

Okay Cancel

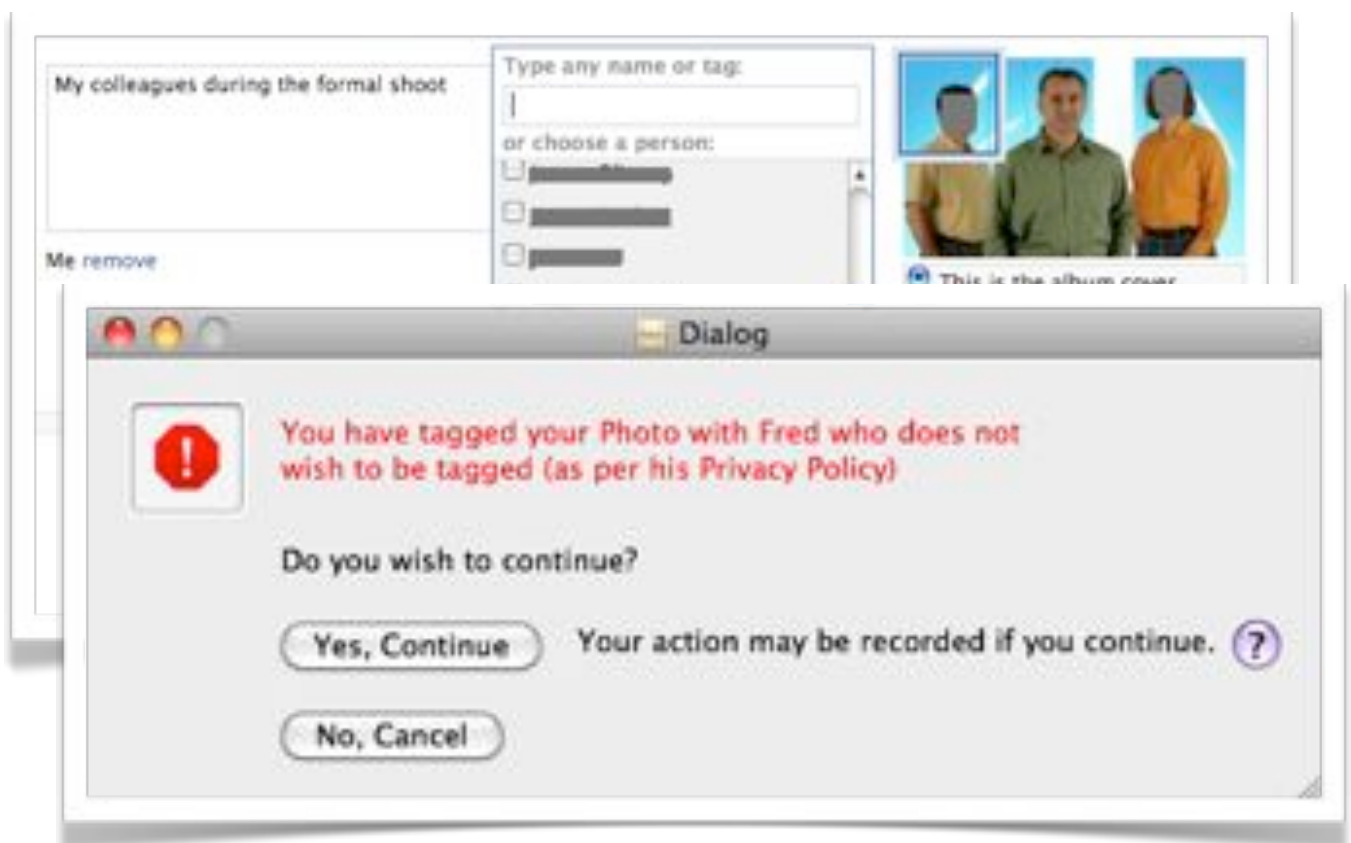
Billie



Accountability



People

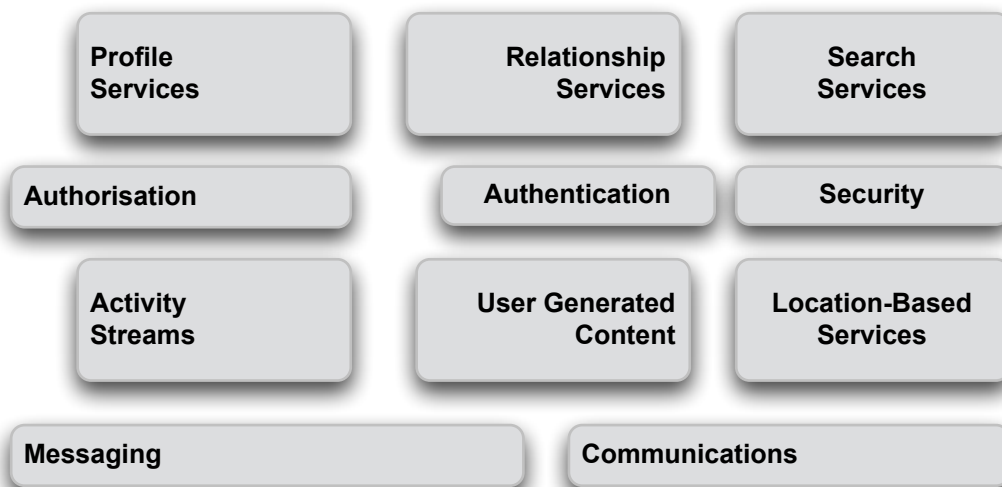




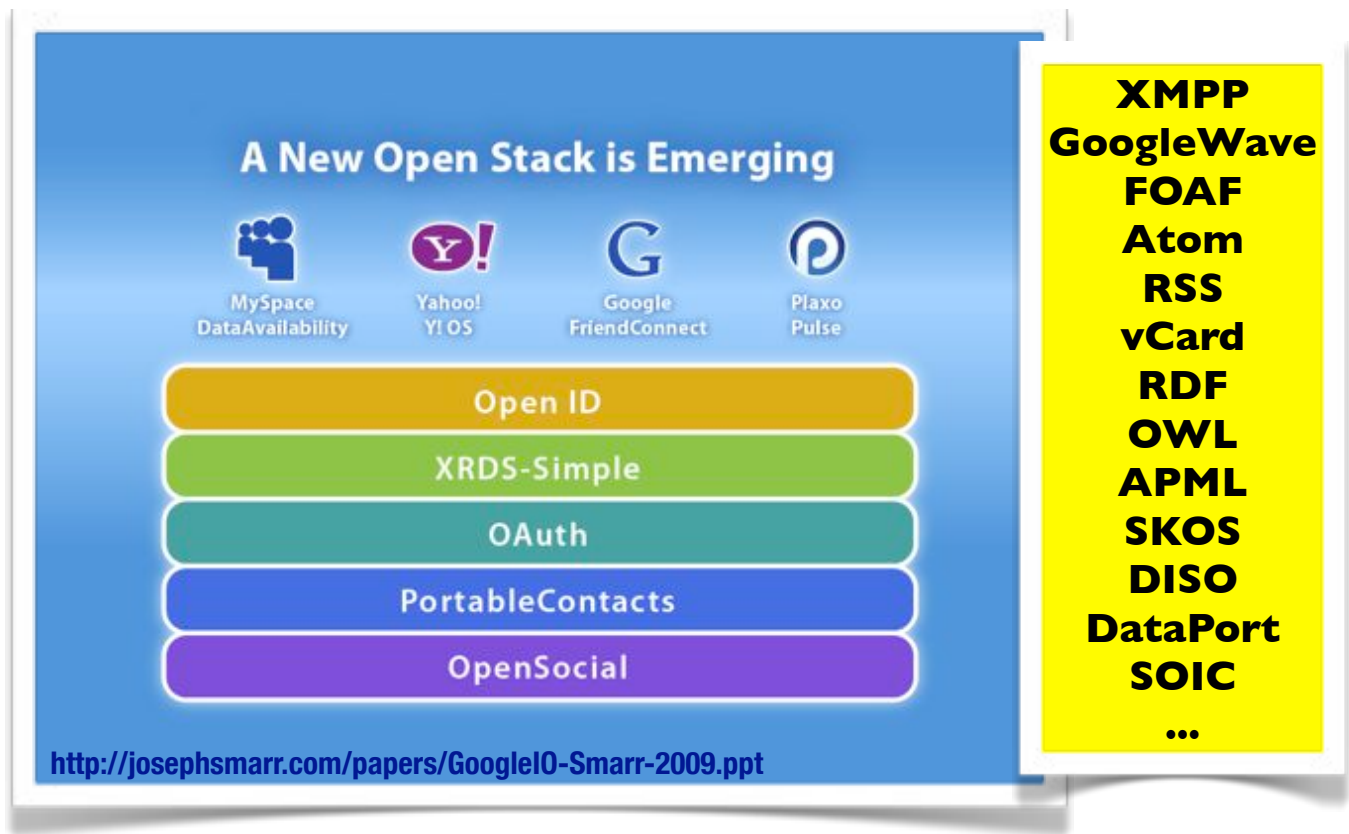
Technology



Distributed Architecture



Social Technology Stack



Summary



Conclusion

Profiles

Distributed (Multiple) Profiles

Policies

User in Control with Policy-based Obligations

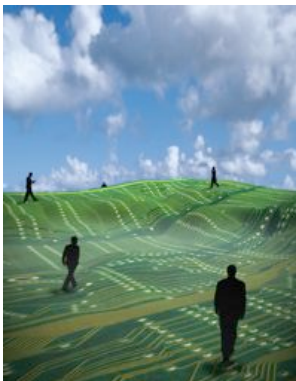
Connections

Move towards “Insight” analysis

Next

Research into Sentiment/Opinion Analytics

Profile & Policy Standardisation



Semantic Profile Interoperability
<http://spin.nicta.org.au>