Opening up Social Networks
Breaking down the Walled-Gardens

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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

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
### Privacy Commons

#### Privacy Options: FB and Flickr

- **Expression**
- **Transparency**
- **Conflict**
- **Accountability**

#### Table: Privacy Policy Terms

<table>
<thead>
<tr>
<th>SN</th>
<th>Policy Terms</th>
<th>Policy Type</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Facebook: See (e.g., view Photos)</td>
<td>Permission</td>
<td>Only Me, Everyone, Some Friends, Friends of Friends, My Networks, Contact Information, Search Discovery</td>
</tr>
<tr>
<td>2.</td>
<td>Facebook: Profile Sections (e.g., Basic, Personal, Wall posts, etc.)</td>
<td>Privacy</td>
<td>Everyone, My Networks and Friends, Friends of Friends, Only Friends, Customise</td>
</tr>
<tr>
<td>3.</td>
<td>Facebook: Search Results (e.g., what is shown in results)</td>
<td>Privacy</td>
<td>My Profile Picture, My Friend List, A link to add me as a Friend, A link to send me a message, Pages I am a Fan of, Wall Posts, Comments/Like a Note, Comment/Like a Photo or Album</td>
</tr>
<tr>
<td>4.</td>
<td>Flickr: Comment, Add Photo/Tag</td>
<td>Permission</td>
<td>Only You, Your Friends and Family, Your Contacts, Any Flickr User</td>
</tr>
<tr>
<td>5.</td>
<td>Flickr: Follow Updates</td>
<td>Privacy</td>
<td>Only People you follow, Any Twitter User</td>
</tr>
<tr>
<td>6.</td>
<td>LinkedIn: Profile Photo visibility, Send Update visibility</td>
<td>Privacy</td>
<td>Everyone, My Network, My Connections</td>
</tr>
<tr>
<td>7.</td>
<td>LinkedIn: Privacy Settings (e.g., Current Positions, Past Positions)</td>
<td>Privacy</td>
<td>None, None Only, Anonymous Info Only, None</td>
</tr>
<tr>
<td>8.</td>
<td>LinkedIn: Profile View (other people)</td>
<td>Privacy</td>
<td>None, None Only, Anonymous Info Only, None</td>
</tr>
<tr>
<td>9.</td>
<td>LinkedIn: Notify Status Updates, Notify Traffic Updates</td>
<td>Privacy</td>
<td>Yes, Yes</td>
</tr>
</tbody>
</table>
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.

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.
iSnack 2.0

tweetfeel

Try some Twitter trends: Camp Rock 2 Detroit Alien Halloween Jon 2: Convince You Know Flash Forward

20 20 = 91%

Those are all the results available right now. Try again or try another term to see how people feel towards it. Got questions? Ask on FAQs.

So not impressed with iSnack. Why didn't they just name it snackbook, or even better, a snackintosh? Totally needs a 'meh'. Kraft FAIL.

RT @dtwark: 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 could've thought of a better name

The new vegemite has been called #wtf. Wtf.

The aussies have finally lost it. #vegemite is now known as #wtf. WTF (mate)!!!


I still think they should be called Cheezymite! I mean come on, iSnack? WTF?

PM Blog

Prime Minister of Australia

Focus on climate change

You are here: Home > PM Connect > PM Blog > Focus on climate change

Kevin Rudd says...

I decided to kick off my blogging career with a focus on climate change.

The latest scientific research on climate change confirms our worst fears, which previously thought, creating a more serious threat to our economy, our security and our way of life.

I recently returned from a meeting of leaders of the world’s major developed nations focused on our global efforts to tackle climate change. This is a serious and complex challenge, but it is one that we can and must tackle, and Energy - one of Australia’s most important natural resources which needs to be tackled.

But the hardest work is still ahead.

Mady says...

The Rudd government is on the front foot in global efforts to tackle climate change. It is exposed to the impact of climate change and perhaps any other developing countries. However, the Rudd government, which is committed to the international effort, has made significant progress on global efforts to tackle climate change.

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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  Only my friends

Save Changes  Cancel

FaceBook Use Case
Upload Photos – Billie

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 of Use

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

Billie
Accountability

The image you are about to save has been tagged by the owner for Display Use only on FaceBook.

Do you wish to continue?
- Yes, Continue
- No, Cancel

Your action may be recorded if you continue.

People

You have tagged your Photo with Fred who does not wish to be tagged (as per his Privacy Policy)

Do you wish to continue?
- Yes, Continue
- No, Cancel

Your action may be recorded if you continue.
Technology

Distributed Architecture

- Profile Services
- Relationship Services
- Search Services
- Authorisation
- Authentication
- Security
- Activity Streams
- User Generated Content
- Location-Based Services
- Messaging
- Communications
Social Technology Stack

A New Open Stack is Emerging

- XMPP
- GoogleWave
- FOAF
- Atom
- RSS
- vCard
- RDF
- OWL
- APML
- SKOS
- DISO
- DataPort
- SOIC

OpenID
XRDS-Simple
OAuth
PortableContacts
OpenSocial

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