

You are (not) in control #pw18

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Control

It's about Data

“Personal” Data - Data about a person

Sensitive Data - Data that you don't want to disclose

Can we control what data we disclose?

It's not just about data

It's about gaining insight from data

What insights can be gained from data?

If you are not in control of the data you are not in control of the insights.

Nothing is ever deleted

Big Data is not about what you can learn in the moment of gathering it.

It's about what you can learn from it in the future. It's about what you can link it to.

Insight can be gained from combining all sorts of information.

Check out: SpiegelMining from David Kriesel (<http://www.dkriesel.com/spiegelmining>)

Holding Participation Hostage

Participation in online Media and Platforms mean giving up control.

Non Participation means giving up on a participation in big societal circles.

Can you not participate?

Is abstaining (from society/social circles/etc) a choice?

Power Dynamics

Informed Consent

The “choice” of giving up data is *supposed* to be done with Informed Consent.

Informed on what data, how/for what it is used, etc.

But do we understand what the impact of the data use is?

Power

Proprietary Systems that require blind trust.

Systems that have the power to control.

Big structures and companies vs largely unorganised individuals.

Blind Trust that is betrayed frequently.

Power Imbalance of Technical Literacy

The dependence on blind trust is amplified by low technical literacy.

Control over people with a lack of technical literacy is easier for a system and verifying anything is hard for the people being controlled.

At what point do we equate technical literacy with control over the digital self?



I'm altering the EULA. Pray that I don't alter it any further.

Privacy and Trust

Why do I care about privacy?

Privacy is about setting boundaries and being able to control them.

In the digital space Privacy is a necessity to maintain boundaries, freedom and even democracy.

And it's about being in control of my digital self.

Privacy is about Trust

In all boundaries some degree of trust in others is necessary.

Trust means being vulnerable.

We are conscious of who we trust, right?

Trust in digital Systems

In digital Systems we seemingly don't mind who we extend our trust to.

We normally don't even know the people behind those systems.

And even then we wouldn't normally trust these people we barely know, right?

Especially not with the types of things a lot of people share on those systems.

Research

People don't trust those Systems at all.

They in fact actively mistrust them.

But they generally use them anyways. Even after attempts to leave.

The Market

(Personal) Data has Value

Companies make a lot of money through selling personalised advertising.

There is also a black market for all sorts of personal Data.

“Free” Services are to be assumed to use personal data as “payment”.

Economic interests in the Data Market

There is a big demand for personalised Advertisements.

“Free” Services control big market shares of personal data.

Economic interests of the users are not considered.

We are just a natural resource for data mining.

Digital Monopolies

The personal data market has big and largely unregulated digital monopolies.

These monopolies lack interoperability and make breaking out hard by design.

It is a serious question for competition authorities if these monopolies should exist.

Privacy as an Economic right

Privacy helps customers by shielding their consumer behaviour from manipulation.

Making rational decisions is threatened by powerful behavioural data.

Customers lose parts of their control and are disempowered by a lack of privacy.



Luca Hammer ✓

@luca

Following



It's time to accept internet giants as a new ruling class. Their international nature makes them hard to regulate by a single government. Their network effect makes it hard to leave them as an individual.

10:58 AM - 26 Sep 2018

Source: <https://twitter.com/luca/status/1044873877720092674>

“I have nothing to hide”

“Yes because you sold it all already”

Privacy is not a technical issue

Yes, There are technical aspects

Technical Aids are useful in a lot of situations. Ad blockers and other anti-tracking measures help.

In theory privacy could and can be solved by a technical solution.

Work in technical aspects is important.

No, Technology doesn't solve the problem

Personal Data is like Oil.

Privacy is broken for the same reason electric cars are a struggle. Powerful people profit from the way things are.

But unlike oil you can't just give up your dependency on privacy.

Framing: Privacy as a technical problem vs Privacy as a societal issue

Technical Solutions need to exist

Layer 8 Problems

Stop choosing convenience over Privacy

Everyone install [The software] and it will be solved

Society needs to initiate change

Don't assume privacy as a prime good - argue it

Privacy is not a personal issue - it's a communal issue

Convenience needs to be considered and empowered

Power needs to be redistributed

Are you in control?

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Any questions?