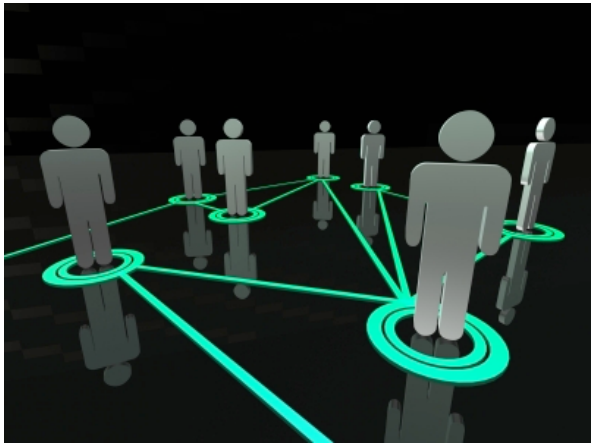

Privacy in Online Social Networking at Work

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ISR, UCI

Social Network Sites (SNS)

SNS + blog, 4th most popular internet activity

200 million users

125 million users

41 million users

30,000 IBM users, 1st year

SNS at work

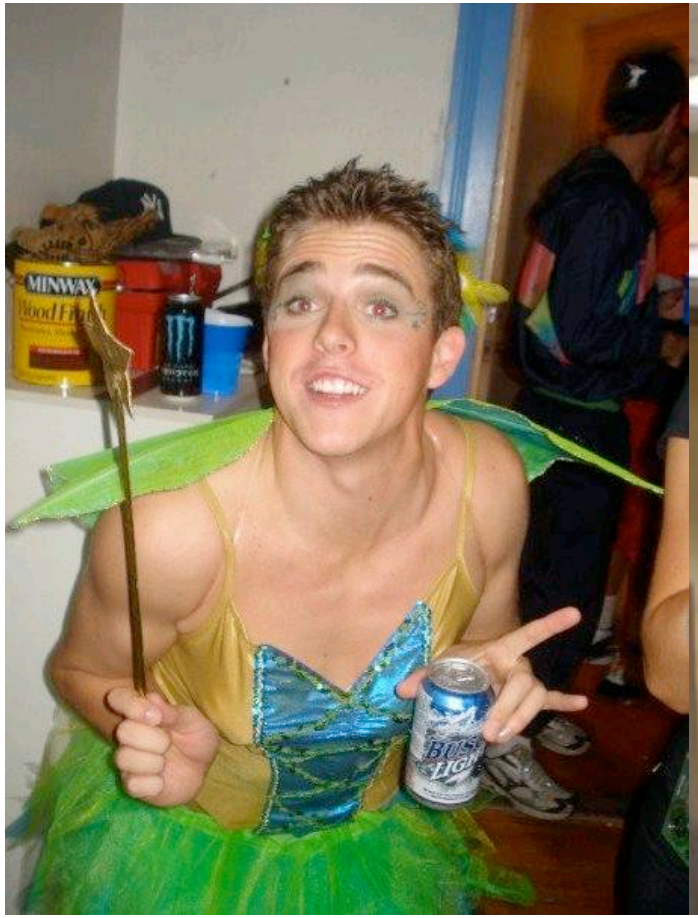
- 51% employees visit SNS at least once per day
- For both *professional* and *personal* purposes
- Companies further embrace social media at work
- Work-related benefits
  - Awareness of colleagues
  - Stronger working relationships
  - Reach out to employees that they don't know
  - Better productivity?

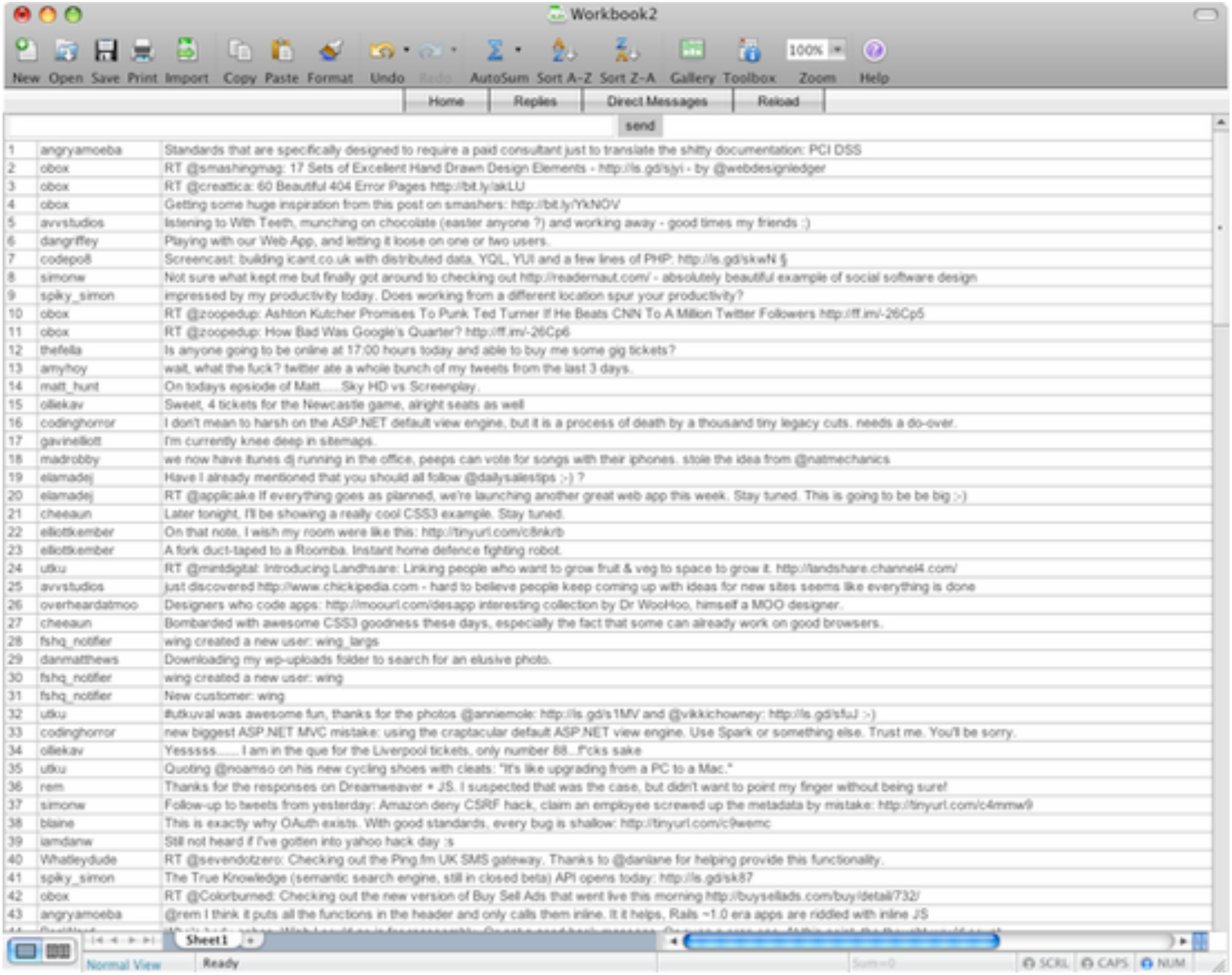
Privacy Challenges

- Employees
  - Mixing personal and professional spheres
  - Peer pressure
  - Social undermining

- Employers
  - Security risks
  - Inadvertent disclosure of confidential info

Design Challenges



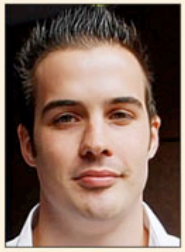

Workbook2
New Open Save Print Import Copy Paste Format Undo Redo AutoSum Sort A-Z Sort Z-A Gallery Toolbox 100% Zoom Help
Home Replies Direct Messages Reload
send
1 angryamoeba Standards that are specifically designed to require a paid consultant just to translate the shitty documentation: PCI DSS
2 obox RT @smashingmag: 17 Sets of Excellent Hand Drawn Design Elements - http://is.gd/sJyi - by @webdesigngledger
3 obox RT @creattica: 60 Beautiful 404 Error Pages http://bit.ly/akLU
4 obox Getting some huge inspiration from this post on smashers: http://bit.ly/YkNOV
5 avvstudios listening to With Teeth, munching on chocolate (easter anyone ?) and working away - good times my friends :)
6 dangriffey Playing with our Web App, and letting it loose on one or two users.
7 codepo8 Screencast: building icant.co.uk with distributed data, YQL, YUI and a few lines of PHP: http://is.gd/skwN §
8 simonw Not sure what kept me but finally got around to checking out http://readernaut.com/ - absolutely beautiful example of social software design
9 spiky_simon impressed by my productivity today. Does working from a different location spur your productivity?
10 obox RT @zoopedup: Ashton Kutcher Promises To Punk Ted Turner If He Beats CNN To A Million Twitter Followers http://ff.im/-26Cp5
11 obox RT @zoopedup: How Bad Was Google's Quarter? http://ff.im/-26Cp6
12 thefella Is anyone going to be online at 17:00 hours today and able to buy me some gig tickets?
13 amyhoy wait, what the fuck? twitter ate a whole bunch of my tweets from the last 3 days.
14 matt_hunt On todays epsiode of Matt.....Sky HD vs Screenplay.
15 olliek.av Sweet, 4 tickets for the Newcastle game, alright seats as well
16 codinghorror I don't mean to harsh on the ASP.NET default view engine, but it is a process of death by a thousand tiny legacy cuts. needs a do-over.
17 gavinelliott I'm currently knee deep in sitemaps.
18 madrobby we now have itunes dj running in the office, peeps can vote for songs with their iphones. stole the idea from @natmechanics
19 elamadej Have I already mentioned that you should all follow @dailysalestips ;-) ?
20 elamadej RT @applicake If everything goes as planned, we're launching another great web app this week. Stay tuned. This is going to be be big ;-)
21 cheeaun Later tonight, I'll be showing a really cool CSS3 example. Stay tuned.
22 elliottkember On that note, I wish my room were like this: http://tinyurl.com/c8nkrb
23 elliottkember A fork duct-taped to a Roomba. Instant home defence fighting robot.
24 utku RT @mintdigital: Introducing Landhsare: Linking people who want to grow fruit & veg to space to grow it. http://landshare.channel4.com/
25 avvstudios just discovered http://www.chickipedia.com - hard to believe people keep coming up with ideas for new sites seems like everything is done
26 overheardatmoo Designers who code apps: http://moourl.com/desapp interesting collection by Dr WooHoo, himself a MOO designer.
27 cheeaun Bombarded with awesome CSS3 goodness these days, especially the fact that some can already work on good browsers.
28 fshq_notifier wing created a new user: wing_largs
29 danmatthews Downloading my wp-uploads folder to search for an elusive photo.
30 fshq_notifier wing created a new user: wing
31 fshq_notifier New customer: wing
32 utku #utkuval was awesome fun, thanks for the photos @anniemole: http://is.gd/s1MV and @vikkichowney: http://is.gd/sfuJ :-)
33 codinghorror new biggest ASP.NET MVC mistake: using the craptacular default ASP.NET view engine. Use Spark or something else. Trust me. You'll be sorry.
34 olliek.av Yesssss..... I am in the que for the Liverpool tickets, only number 88...f*cks sake
35 utku Quoting @noamso on his new cycling shoes with cleats: "It's like upgrading from a PC to a Mac."
36 rem Thanks for the responses on Dreamweaver + JS. I suspected that was the case, but didn't want to point my finger without being sure!
37 simonw Follow-up to tweets from yesterday: Amazon deny CSRF hack, claim an employee screwed up the metadata by mistake: http://tinyurl.com/c4mmw9
38 blaine This is exactly why OAuth exists. With good standards, every bug is shallow: http://tinyurl.com/c9wemc
39 iamdanw Still not heard if I've gotten into yahoo hack day :s
40 Whatleydude RT @sevendotzero: Checking out the Ping.fm UK SMS gateway. Thanks to @danlane for helping provide this functionality.
41 spiky_simon The True Knowledge (semantic search engine, still in closed beta) API opens today: http://is.gd/sk87
42 obox RT @Colorburned: Checking out the new version of Buy Sell Ads that went live this morning http://buysellads.com/buy/detail/732/
43 angryamoeba @rem I think it puts all the functions in the header and only calls them inline. It it helps, Rails ~1.0 era apps are riddled with inline JS
Sheet1
Normal View
Ready
SCRL CAPS NUM

Legitimacy

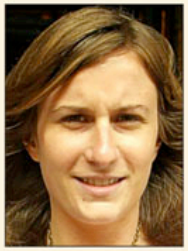
Should you do it at your desk or not — what the workers say

Amanda Stobbart, 25, recruitment consultant: "People want to chat as much as they can and we are a nation who work longer hours so we should be entitled to leisure at work."

Steve Hamer, 29, IT worker: "I think if you're on the internet all day then people are going to notice even if you are not being monitored. You will be stopped."



Warren Gram, 22, IT worker: "If you get all your work done then I don't see the problem. If you've got nothing else to do then at least you are occupied."



Marie Douin, 25, recruitment consultant: "I think it is easier for companies to ban such sites than to try to monitor when people go on them."

Oxana Medvedeva, 25, language teacher: "I think it is fair that businesses should ban it completely because during work hours you are paid to work."

Liam O'Neill, 28, investment banker: "I only succumbed to Facebook last week. I think a lot of people do use it for up to an hour a day, which I guess is acceptable."