

# Theme 3: Communication and Sharing Information

## Digital Footprint and Privacy



# Maker2Entrepreneur (M2E)

We will begin shortly.....



**Turn on your camera if . . .**



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**Turn on your camera if . . .**

**you have been tagged in photos or stories without permission**



**Turn on your camera if . . .**

**you have been tagged in photos or stories without permission**



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**Turn on your camera if . . .**

**you have tagged people without their  
permission**



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**Turn on your camera if . . .**

**you have posted or shared something  
that you regretted later**



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**Turn on your camera if . . .**

**you have judged people based on their  
social media profiles**



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**Turn on your camera if . . .**

**you have judged people based on their  
social media profiles**



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**Turn on your camera if . . .**

**you would be comfortable to reveal your  
online activities from the past year**



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# Is **digital privacy** different from real life privacy?



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# Think of ways how access to below could lead to undesirable outcomes

- Contacts list
- Browsing history
- Location
- Messages
- Photos
- Interests

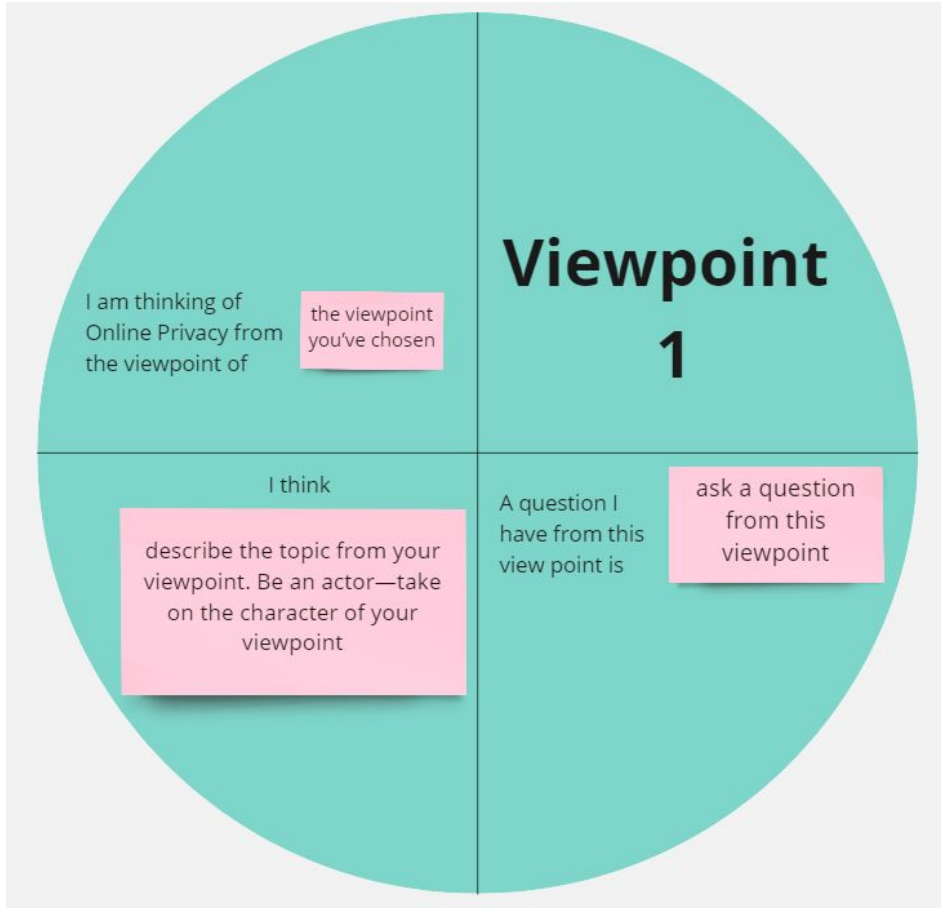




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# Circle of Viewpoints



# Circle of Viewpoints

Let's think about Online Privacy from the viewpoint of any two below:

- A carefree teenager
- A careless adult
- Someone aware of privacy issues
- Someone whose privacy has been breached
- Someone encroaching on the privacy of others



# Circle of Viewpoints

**I am thinking of online privacy from the viewpoint of ...**  
*the viewpoint you've chosen*

**I think ...** *describe the topic from your viewpoint. Be an actor—take on the character of your viewpoint*

**A question I have from this viewpoint is ...** *ask a question from this viewpoint*



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**What do you understand by digital  
footprint?**



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# Some risks from digital footprint

- Social media targeting
- Ad targeting
- Security reasons
- Identity theft
- Legal problems







**Source:** Psychological Targeting: What Your Digital Footprints Reveal About You | Sandra Matz | TEDxChicago





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## Users' Facebook Likes

55,814 Likes →

	art	cnn.com	(...)	BMW
58,466 Users ↓				
User 1	1	1	...	0
User 2	0	1	...	1
User 3	1	0	...	0
(...)	...	...	...	...
User n	1	1	...	0

User – Like Matrix  
(10M User-Like pairs)

2

## Singular Value Decomposition

100 Components →

	Comp <sub>1</sub>	Comp <sub>2</sub>	(...)	Comp <sub>100</sub>
58,466 Users ↓				
User 1	1.5	.7	...	-.9
User 2	.3	-.4	...	-.2
User 3	-.6	.1	...	4.7
(...)	...	...	...	...
User n	1.2	1	...	-.6

User – Components Matrix

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## Prediction Model

Using Logistic or Linear Regression  
(with 10-fold cross validation)

$$\text{e.g. } \text{age} = \alpha + \beta_1 C_1 + \dots + \beta_n C_{100}$$

### Predicted variables

Facebook profile: **age, gender, political and religious views, relationship status, proxy for sexual orientation, social network size and density**

Profile picture: ethnicity

Survey / test results: **BIG5 Personality, intelligence, satisfaction with life, substance use, parents together?**

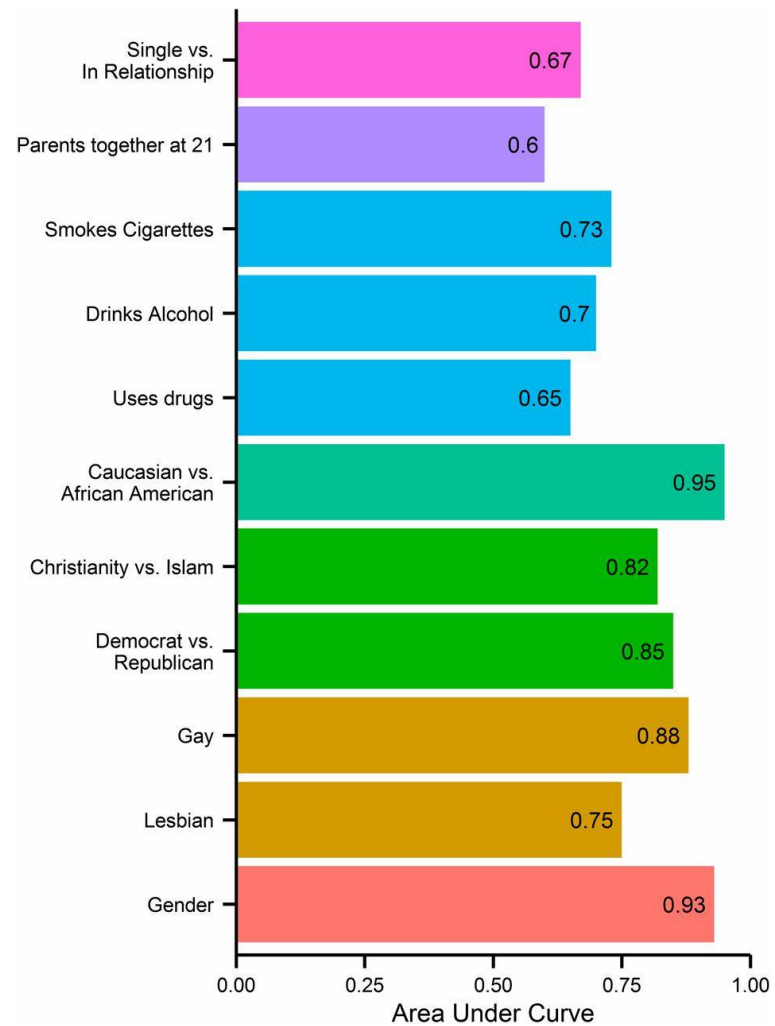


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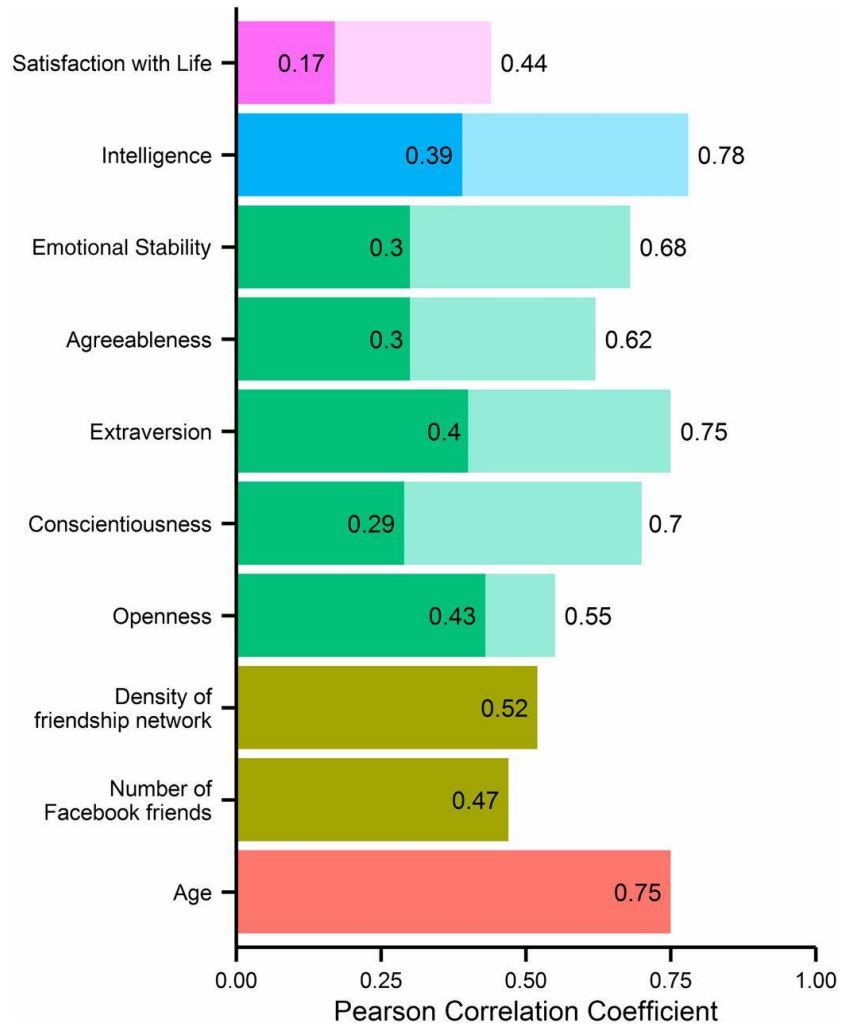
**Source:** Private traits and attributes are predictable from digital records of human behavior - Michal Kosinski, David Stillwell, and Thore Graepel



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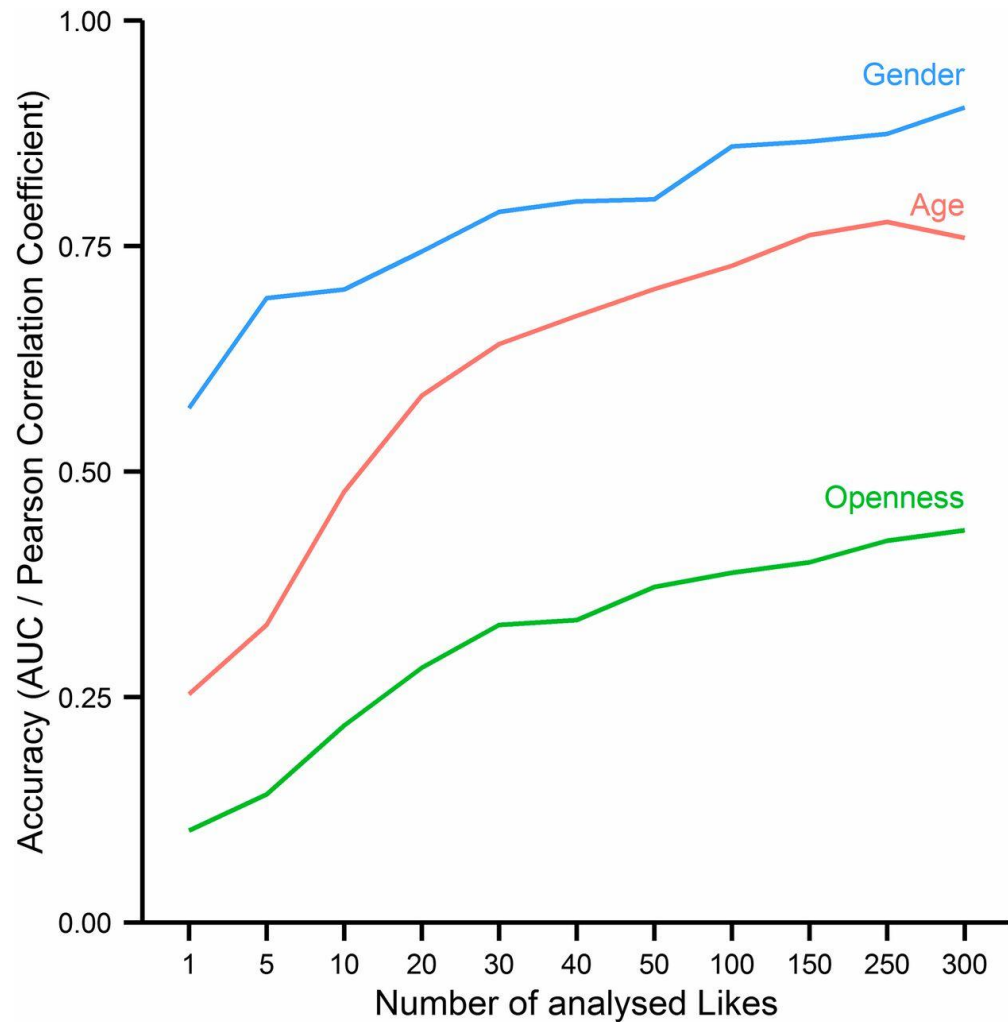


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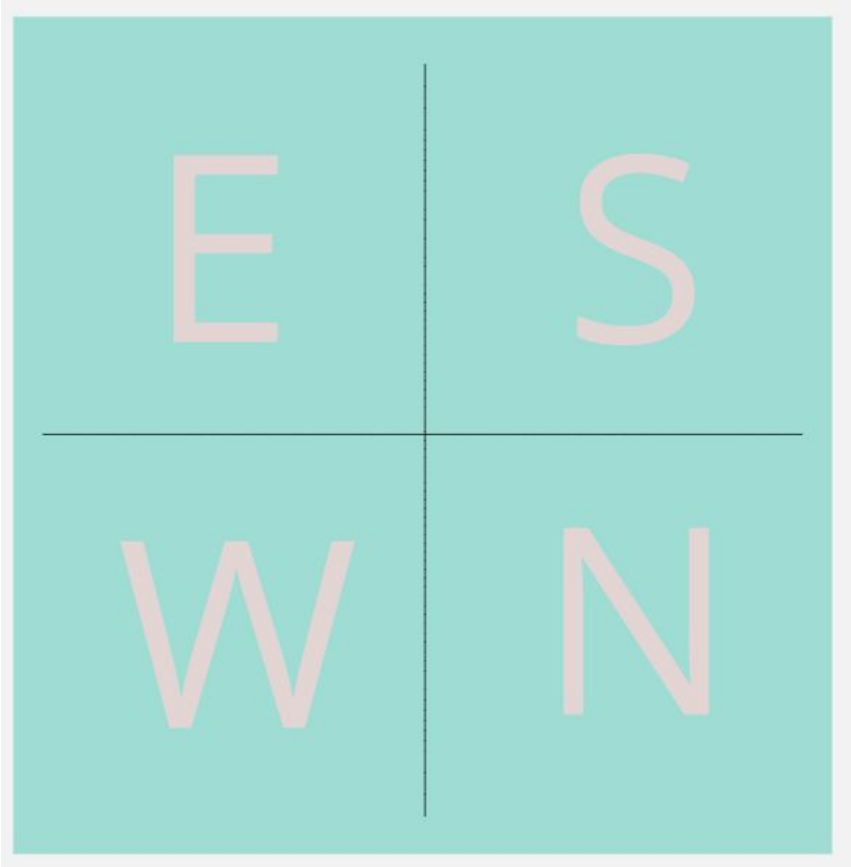
# The Cambridge Analytica Files



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# Compass Points



# Compass Points

## 1. **E = Excited**

What excites you about this information? What's the upside?

## 2. **W = Worrisome**

What do you find worrisome about this information? What's the downside?

## 3. **N = Need to Know**

What else do you need to know or find out about this information? What additional information would help you to evaluate things?

## 4. **S = Stance or Suggestion for Moving Forward**

What is your current stance or opinion on the information? How might you move forward in your evaluation of this information?



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**I used to think \_\_\_\_\_**

**And I now think \_\_\_\_\_**



# To know more about Karkhana



01-4412624



[www.karkhana.asia](http://www.karkhana.asia)



[info@karkhana.asia](mailto:info@karkhana.asia)



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