DataX Symposium

TMI: THE PRIVACY RISK OF SOCIAL MEDIA ADDICTION

November 6, 2017

COSPONSORED BY:

LEHIGH UNIVERSITY

SETON HALL | LAW
OVERVIEW
Over-use of social media – some might call it addiction – challenges our traditional notions of privacy and exposes large segments of our population to a new set of risks for which we are not yet well-prepared. What are these risks and what can we do to confront their growing impact? Social media powerhouses like Facebook and Twitter have fundamentally changed the ways consumers interact with businesses and with each other. Limited ability to control one’s own social media use has varying implication for different facets of privacy that involve your friends and family, government, and the online companies you buy from. Laws to increase public awareness, especially of parents currently isolated in failing home battles, could result in market pressure to design our devices for contained use and increased user autonomy. In this symposium, we will discuss the importance knowing and understanding privacy loss and its implications, as well as the consequences of being too obsessed or too optimistic to correctly assess privacy risks in social media use.

SCHEDULE

4:00 pm  Keynote
Heng Xu
Associate Professor, Information Sciences and Technology, Penn State
Your Privacy Is Your Friend's Privacy: Examining Interdependent Privacy Issues on Online Social Networks

4:45 pm  Panel Session
Eric P. S. Baumer
Assistant Professor, Department of Computer Science & Engineering, Lehigh
Haiyan Jia
Assistant Professor, Department of Journalism and Communication, Lehigh
Rebecca Wang
Assistant Professor, Department of Marketing, Lehigh
Gaia Bernstein
Michael J. Zimmer Professor of Law, Director of the Institute for Privacy Protection and Co-director of the Gibbons Institute for Law Science and Technology, Seton Hall Law School
Najarian (Jari) Peters
Assistant Professor and Faculty Fellow, Institute for Privacy Protection, Seton Hall Law School

5:30 pm  Reception for all attending in the STEPS lobby
YOUR PRIVACY IS YOUR FRIEND’S PRIVACY:
Examining Interdependent Privacy Issues on Online Social Networks

Heng Xu
Associate Professor of Information Sciences and Technology
Pennsylvania State University

Abstract
The highly interactive nature of interpersonal communication on online social networks (OSNs) impels us to think about privacy as a communal matter, with users’ private information being revealed by not only their own voluntary disclosures, but also the activities of their social ties. The current privacy literature has identified two types of information disclosures in OSNs: self-disclosure, i.e., the disclosure of an OSN user’s private information by him/herself; and co-disclosure, i.e., the disclosure of the user’s private information by other users. Although co-disclosure has been increasingly identified as a new source of privacy threat inherent to the OSN context, few systematic attempts have been made to provide an empirical understanding on the commonalities and distinctions between self- vs. co-disclosure. To address this gap, we conducted two empirical studies (one theory-driven and the other data-driven) to measure OSN users’ concerns over co-disclosure and potential privacy harms caused by co-disclosure. This research serves as a starting point for theorizing privacy from the non-individualistic perspective and for understanding interdependent privacy issues as a result of interpersonal interaction and social influence.

About the Speaker
Dr. Heng Xu is Associate Professor of Information Sciences and Technology at the Pennsylvania State University, and leads the Privacy Assurance Lab (PAL). Her research focuses on understanding and assuring information privacy in different contexts, including location based services, social networks, medical practices, and children and adolescent online safety. Her work has been published in premier outlets across various fields such as Business, Law, Computer Science, and Human-Computer Interaction. During 2013-2016, Dr. Xu served as a program director at the U.S. National Science Foundation, and her effort was put into bringing the social, behavioral and economic sciences to studies of major challenges in Big Data, Cybersecurity & Privacy, and Smart Cities.
**PANELISTS**

**Eric P. S. Baumer** is assistant professor of Computer Science and Engineering at Lehigh University. His research examines interactions with algorithms in social computing systems. Recent work includes using computational tools to identify the language of political framing, and studying technology refusal in the context of Facebook. He holds an MS and PhD in Information and Computer Sciences from the University of California, Irvine, completed post-doctoral work at Cornell University, and holds a BS in Computer Science with a minor in Music from the University of Central Florida.

**Haiyan Jia** is an assistant professor in the Department of Journalism and Communication and the Data X Initiative. Her research explores how communication technology influences individuals and the society. Her work combines theories from information science, computer-mediated communication, social cognition, and developmental psychology to theorize and empirically examine people’s privacy management strategies and behaviors on social media.

**Rebecca Wang** is an assistant professor of Marketing and the Data X Initiative at Lehigh University. Her research focuses on customer engagement in the contexts of digital channels. By collaborating with industry partners and analyzing large datasets, she uses causal inference and statistical methods to answer questions related to direct marketing with new and mobile media. Prior to her academic career, she worked in industry as a consultant and a data engineer for six years. She holds an A.B. in Engineering Sciences from Dartmouth College, and a Ph.D. in Marketing from Northwestern University.

**Gaia Bernstein** is the Michael J. Zimmer Professor of Law, Director of the Institute of Privacy Protection and Co-Director of the Gibbons Institute for Law, Science and Technology at Seton Hall University School of Law. Professor Bernstein specializes in law and technology, information privacy, health privacy, intellectual property, law and genetics and reproductive technologies. Her scholarship examines the role of users in the adoption of new technologies. She is currently working on a book titled “The Over-Users: Technology Addiction and the Power of Awareness”.

**Najarian (Jari) Peters** is an attorney and privacy compliance professional with over ten years of experience in academic, healthcare, and private organizations. Prior to joining Seton Hall faculty, she was the Senior Healthcare Compliance Manager for the Health and Wellness Business Unit of Panasonic North America. She has also served as Chief Compliance/Privacy Officer and Risk Manager Counsel for National Healthcare Associates and as Senior Compliance, Ethics Liaison, and HIPAA Privacy Officer for the Rutgers Office of Ethics Compliance and Corporate Integrity. After graduating law school, Ms. Peters joined Weill Cornell Medical School’s Office of Research Compliance and Sponsored Programs. She earned her undergraduate degree in Political Science from Xavier University of Louisiana and her Juris Doctorate from Notre Dame Law School. Her research interests include voter privacy, algorithmic bias and accountability, and local broadband movements.

**Daniel Lopresti** (moderator) is Professor and Chair of Lehigh’s Department of Computer Science and Engineering, as well as Director of the university’s Data X Initiative. He conducts research examining fundamental algorithmic and systems-related questions in pattern recognition, document analysis, and computer security, and has been frequently quoted as an expert on electronic voting security. He has held leadership roles in most of the major international conferences on document analysis over the past 10 years and is co-editor-in-chief of the International Journal on Document Analysis and Recognition. He chairs the Conferences & Meetings Committee of the International Association of Pattern Recognition. He also serves on the Computing Community Consortium Council of the Computing Research Association (CRA), whose mission is to catalyze the computing research community and enable the pursuit of innovative, high-impact research. He received his bachelor’s degree in math from Dartmouth, and his Ph.D. in computer science from Princeton.
Computer science and data analytics are increasingly driving discovery and opportunity at the intersection of multiple disciplines. At Lehigh, faculty and students are leveraging the university's interdisciplinary strengths and utilizing computer and data science to push the boundaries of research, teaching, and learning in such fields as business, digital media and communications, engineering, the life sciences, and more.

For more information, visit lehigh.edu/datax