Social Media
A Responsible User’s Guide

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She also was principal organizer of the 2008 American Association for the Advancement of Artificial Intelligence (AAAI) Social Information Processing Symposium.

**Research Interests**

- **Artificial Intelligence**: machine learning, semantic modeling, statistical text analysis
- **Complex systems**: dynamic networks, mathematical analysis, robot swarms, multi-agent systems
- **Social Computing**: social web and social media, social networks, learning from social annotation, social dynamics
A brief history of the Web

- **Internet**: connecting computers, 1960’s
- **World Wide Web**: connecting documents, 1990’s
- **Web 2.0, The Social Web**: connecting people, 2004-present

- Google
- flickr
- facebook
- twitter
Connecting and sharing
Outline

• Types of social media sites
  • Flickr
  • Facebook
  • Twitter
  • Foursquare

• Risks of social media use
  • Intellectual property
  • Privacy

• Benefits of social media use
  • Latest research developments
Types of social media
Flickr

Share your photos.  
Watch the world.

7,066 uploads in the last minute - 558,832 things tagged with urban - 3.6 million things contacted this month - Take the tour

Share & stay in touch  
Upload & organize
Pacific Chorus Frog - Pseudacris regilla

Highline Seattle Botanical Gardens, Seattle, Washington, U.S.A.

Pseudacris regilla

Found on leaf of a large Sedum plant

Kingdom: Animalia (animals)
Phylum: Chordata (Chordates)

Excellent

amazing colors and detail, great find!

Sueran pastasius and Bert135 added this photo to their favorites.

Great composition and color! Love the shot!

Congratulations on making tints! Explore with this photo!

Thanks! I didn't even know it was there!

Nice picture- he looks inquisitive!
Managing privacy on Flickr

You manage privacy on Flickr by adding people to your social network.

You set the trust level when you add a new person to your social network.
Trust and privacy on Flickr

Your trust level determine who can see your photos

Set privacy level of each photo
Social network as a graph paradigm

Flickr social network is a directed graph: you do not need the other person’s permission to add them to your social network.
Facebook
Social networks on Facebook

You need the other person’s permission to add them as friend
Managing privacy on Facebook

Connecting on Facebook
Control basic information your friends will use to find you on Facebook. View Settings

Sharing on Facebook
These settings control who can see what you share:

<table>
<thead>
<tr>
<th>Everyone</th>
<th>Friends of Friends</th>
<th>Friends Only</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Your status, photos, and posts</td>
<td>*</td>
<td></td>
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<tr>
<td></td>
<td>Bio and favorite quotations</td>
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<tr>
<td></td>
<td>Family and relationships</td>
<td>*</td>
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<td></td>
<td>Photos and videos you’re tagged in</td>
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<td>Religious and political views</td>
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<td>Birthday</td>
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<td></td>
<td>Permission to comment on your posts</td>
<td>*</td>
<td></td>
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<td></td>
<td>Places you check in to [1]</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact information</td>
<td>*</td>
<td></td>
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</tbody>
</table>

Customize settings

This is your current setting.

Apps and Websites
Edit your settings for using apps, games and websites.

Block Lists
Edit your lists of blocked people and apps.

Controlling How You Share
Learn more about your privacy on Facebook.
App privacy

You have authorized these apps to interact with your Facebook account:

- **FlipShare by Flip Video**
  - December 25
  - Edit Settings

- **iPhoto Uploader**
  - December 24
  - Edit Settings

- **Circle of Moms**
  - Last logged in: December 20
  - Remove app
    - **Access my basic information**
      - Required
      - Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.
    - **Access my profile information**
      - Required
      - Likes, Music, TV, Movies, Books, Quotes, About Me, Activity... See More
    - **Access my contact information**
      - Required
      - Online Presence
    - **Access my family & relationships**
      - Required
      - Significant Other and Relationship Details and Family Members and Relationship Status
    - **Access my photos and videos**
      - Required
      - Photos Uploaded by Me, Videos Uploaded by Me and Photos and Videos of Me
    - **Access my friends' information**
      - Required
Twitter

Tell the world what you are doing in 140 characters or less.
Twitter social network

Twitter social network is a directed graph: you watch your friends, your followers watch you.
Foursquare

CHECK-IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY

Foursquare gives you & your friends new ways to explore your city.
Earn points & unlock badges for discovering new things.

RECENT ACTIVITY

Jen L. in Singapore
wrote a tip: A place of RUDE Waitress!

Nick L. in Mt Pleasant, SC
wrote a tip: Hippy & The Brit: Always plenty of Cheeky Cheese and Rau cous Red Wines stashed in the kitchen.....

Sova L. in 구리시, 경기도

GET IT NOW

iPhone
BlackBerry
Android
Risks
Intellectual Property

- You own the copyright to the works you put online
- Copyright owners have the exclusive right to
  - Make copies of the work
  - Produce derivative works
  - Distribute copies, etc.
- Copyrighted works
  - ©: all rights reserved
    - But, it is difficult to enforce copyright infringements
    - You should publish online under Creative Commons license
- Fair use exceptions apply
  - Allows use of © material that contributes to creation of new works that do not deprive © holder of income
Response to stolen images on Flickr
Creative Commons (CC)

Creative Commons: content you can use

Original CC licenses

ılması: Licensees may copy, distribute, display and perform the work only if they give owner the credits

Noncommercial: Licensees may copy, distribute, etc. the work only for noncommercial purpose

No Derivative Works: Licensees may copy, distribute, etc. the work, not derivatives based on it.

ShareAlike: Licensees may distribute derivative works only under a license identical to the license that governs the original work.

Some content online is CC
Privacy

• We leak information
  • Location through camera-phones, Twitter, etc.
  • Through friends
    • Who reveal information about themselves, like age, political affiliation, ..., which could be used to find out about you
    • Who reveal information about you
  • Through apps which clandestinely collect information

• The Web never forgets
  • No undo button for information
Surveillance vs Sousveillance

Pervasive surveillance and sousveillance has the potential to produce a society that never forgets - that has a permanent socio-spatial archive of trillions of events across a whole population, traceable through space and time; a detailed spatialisation of the history of everything, everywhere. Paradoxically everyware could well complicate life and introduce new technological hazards at the same time it seeks to make life simple and reduce risk...


Courtesy of Matt Zook
Why

Hey, do you have a Twitter account? Have you ever noticed those messages in which people tell you where they are? Pretty annoying, eh. Well, they're actually also potentially pretty dangerous. We're about to tell you why.

Don't get us wrong, we love the whole location-aware thing. The information is very interesting and can be used to create some pretty awesome applications. However, the way in which people are stimulated to participate in sharing this information, is less awesome. Services like Foursquare allow you to fulfill some primeval urge to colonize the planet. A part of that is letting everyone know you own that specific spot. You get to tell where you are and if you're there first, it's yours. O, and of course there's badges.

http://pleaserobme.com/
Leaking location information
Benefits
Social media as an agent for social change

Los Angeles Times
Social media as an event detector

Social media as the encyclopedia of the world

Social media as a knowledge base

Social media as an oracle

• “Twitter mood predicts the stock market” by J. Bollen, H. Mao & X. Zeng (2010)
• “Predicting the Future with Social Media” by S. Asur & Bernardo A. Huberman (2010)
Thank you!

Questions?
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