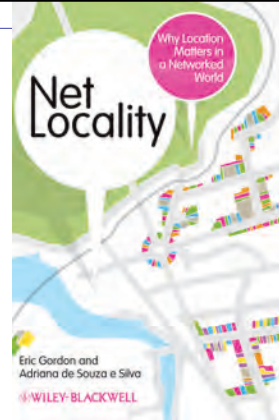


NCA 2010

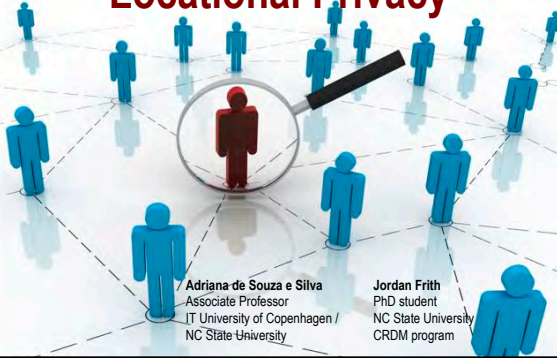
WHEN SOCIAL NETWORKS BECOME LOCATION AWARE:
DEALING WITH PRIVACY, SURVEILLANCE, EMBODIMENT AND CIVIC
ENGAGEMENT IN LOCATION-BASED SOCIAL NETWORKS

Coming April 2011



National Communication Association (NCA) Annual Convention | San Francisco | November 15, 2010

Locational Privacy

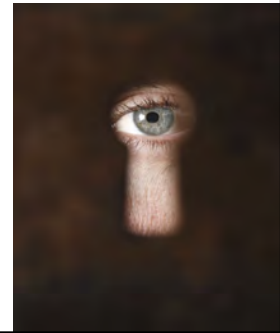


Adriana de Souza e Silva
Associate Professor
IT University of Copenhagen /
NC State University

Jordan Frith
PhD student
NC State University
CRDM program

Privacy as a concept

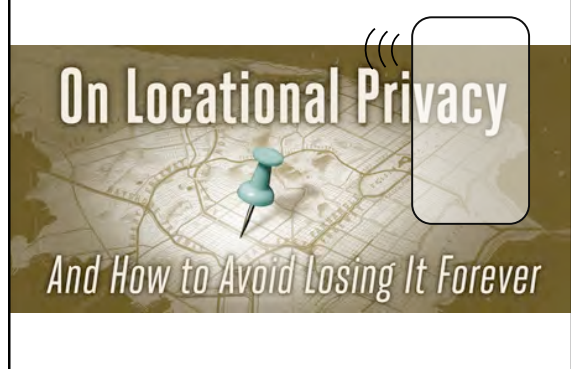
- Privacy is:
- a social construct
 - a relatively recent construct
 - constantly shifting
 - closely linked to technological development



Digital Privacy



Locational Privacy



Locational Privacy

Location is not inherently private – it's contextual

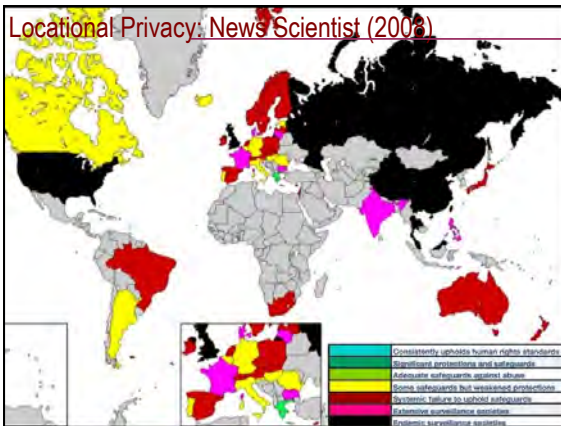


Locational Privacy

Governmental "top-down" surveillance



Locational Privacy: News Scientist (2003)



Locational Privacy

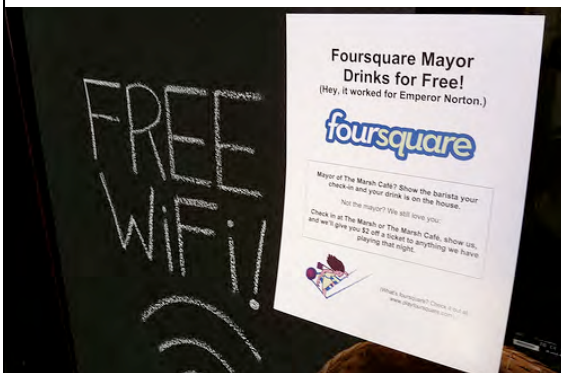
Corporate "top-down" surveillance

" Ah new message, wonder if it's Jane texting me back about that date, or Mum if she's landed ok, or Karl texting me the Arsenal Vs Liverpool score or.. "

" Aarrgh another bloody coupon. "

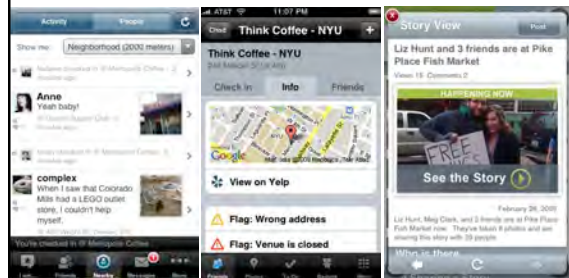


Locational Privacy



Locational Privacy

"Co-lateral" surveillance



Foursquare, Gowalla, Loopt, Brightkite, Whirli, etc.

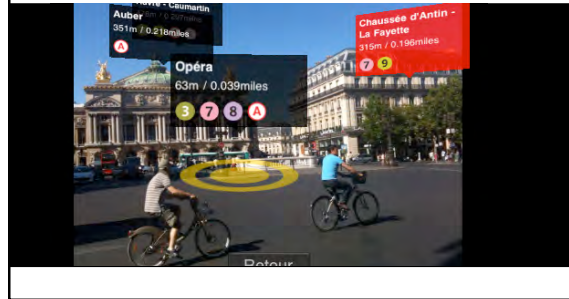
Locational Privacy

“Co-lateral” surveillance



Reconceptualizing Privacy

Harm control, transparency, power



Reconceptualizing Privacy

And how about location?

Will people be more comfortable sharing their location?

Will this influence how we navigate cities and how we socialize with others?



Thank you!

Adriana de Souza e Silva (addso@itu.dk)
Jordan Frith (jfrith@gmail.com)