Collective Information Practice: Exploring Privacy and Security as Social and Cultural Phenomena

Paul Dourish and Ken Anderson
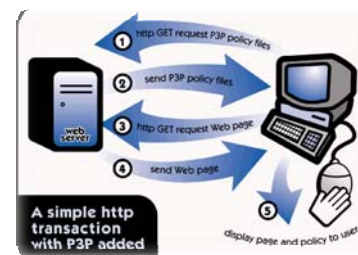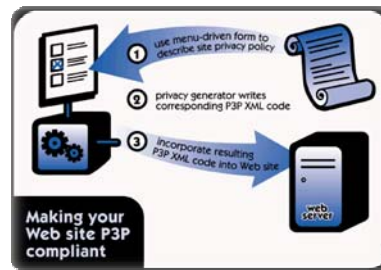
Presented by: Monika Akbar

Overview

- Privacy & Security in HCI
- 3 parallel approach to people and privacy
- Social & cultural practice
  - Risk, danger, morality
  - Secrecy, trust, identity
- Collective information practice in design
- Discussion

HCI perspective on security & privacy

- **Three types of research**
  - Investigation of current security practice

    USERS ARE NOT
    THE ENEMY

  - Usability of security software systems
    - Security cannot be "grafted on" to a design once it is completed

  - Novel technology for people to understand and manage privacy and security
    - P3P

Other works

- Ubiquitous computing
  - Infrastructure: PlaceLab
  - Application environment: ActiveCampus
  - Novel application: Reno
- Information technology and privacy
  - Study of social context

Overview

- **Privacy & Security in HCI**

- 3 Models of information practices

- Social & cultural effect on people and privacy
  - Risk, danger, morality
  - Secrecy, trust, identity

- Collective information practice in design

- Discussion

# Thinking about People and Privacy

- **Argument**
  - Privacy and Security has social origin
  - Explore the nature & scope of this origin
- **Information Practice: people & privacy**
  - 3 Parallel approaches
    - Privacy as a Economic Rationality
    - Privacy as Practical Action
    - Privacy as Discursive Practice

Privacy as Economic Rationality

- **Information as commodity**
  - Cost – benefit as Risk – reward

- **Economic model**
  - Concept of exchange value
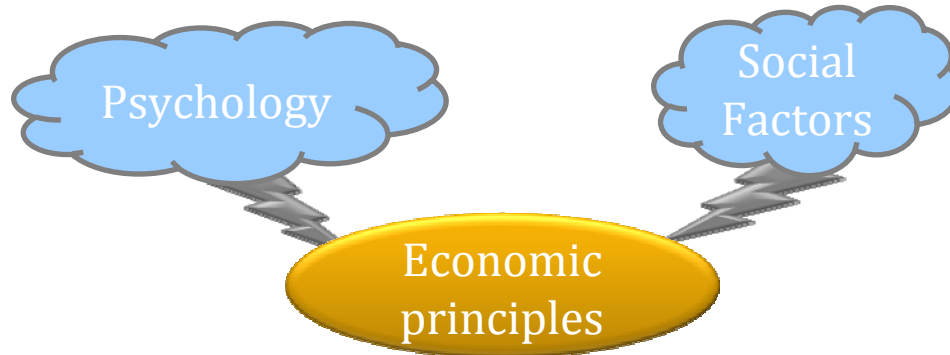 - Figure of rational actor

Cost-Value Relationship of Information
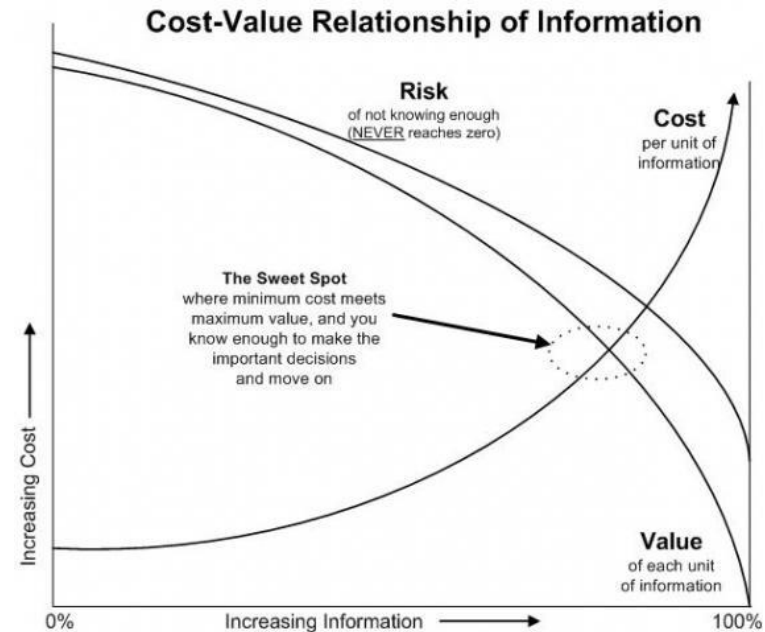
- **Models collective actions as outcome of individual decision making by rational actors optimizing for individual benefit**

Consumer

Cost

Benefit

Service Provider
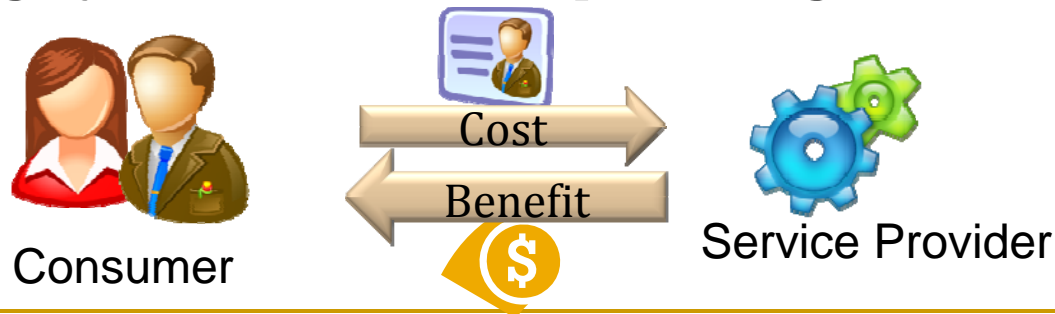
Privacy as Economic Rationality

- Problem: based more on activities

  - Fails to recognize privacy is a "social practice"

- Privacy is not "a way that information is managed" but how "social relations are managed"

- Fails

  - To capture sharing of secrets
  - Morality of full disclosure

Overview

- Privacy & Security in HCI

- 3 Models of information practices

  - Privacy as a Economic Rationality

  - Privacy as Practical Action

  - Privacy as Discursive Practice

- Social & cultural effect on people and privacy

  - Risk, danger, morality

  - Secrecy, trust, identity

- Collective information practice in design

- Discussion

Privacy as Practical Action

- From abstract idea to what people do

Cost – benefit

- Focus on practice
- Two major implications
  - Privacy & security are continual ongoing accomplishments

    Information

    Surroundings

    Activity

  - Privacy & security are pervasive elements of everyday settings

Overview

- Privacy & Security in HCI

- 3 Models of information practices

  - Privacy as a Economic Rationality

  - Privacy as Practical Action

  - Privacy as Discursive Practice

- Social & cultural effect on people and privacy

  - Risk, danger, morality

  - Secrecy, trust, identity

- Collective information practice in design

- Discussion

Privacy as Discursive Practice

- Understand how privacy and security is used
  - To categorize activities, events and setting
    - Separating acceptable (secure) actions from unacceptable (insecure) actions.

- Corporate security - organizational convenience ahead of personal ones

Overview

- Privacy & Security in HCI

- 3 Models of information practices

  - Privacy as a Economic Rationality

  - Privacy as Practical Action

  - Privacy as Discursive Practice

- Social & cultural effect on people and privacy

  - Risk, danger, morality

  - Secrecy, trust, identity

- Collective information practice in design

- Discussion

Risk, danger, morality

- Security is defined with respect to perceived risks
  - Cultural aspect of risk formulation

Douglas and
Wildavsky (1982)

Cultural,
Political and
Moral judgments
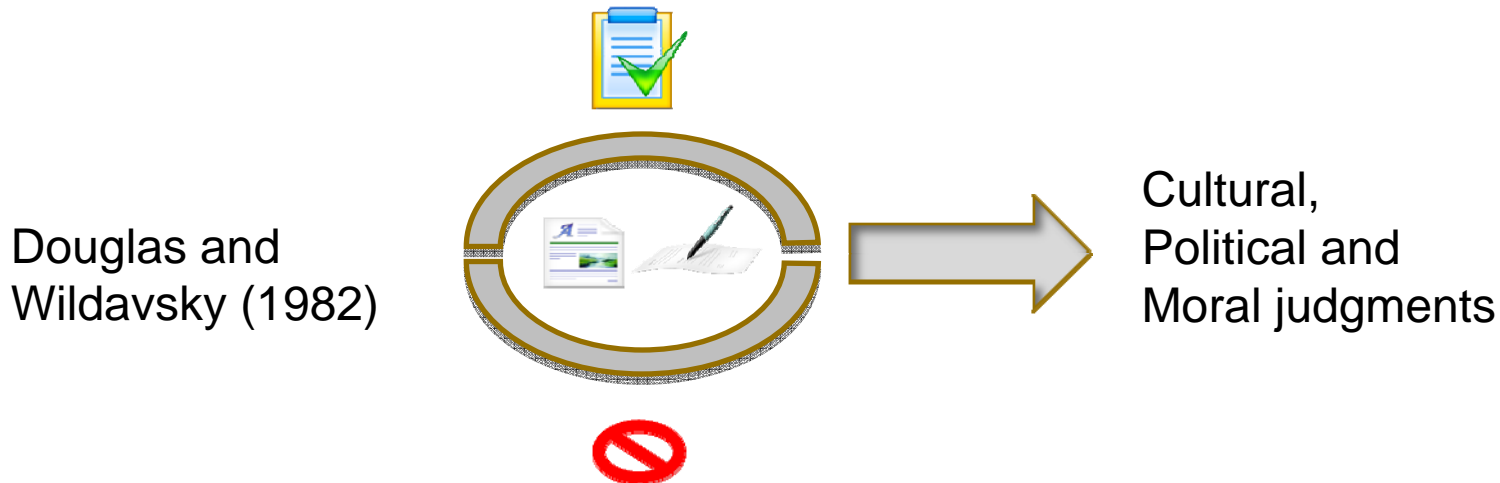
  - Risk perception is relative to social structure
- "Risk Society" –risk at the center of social life

Secrecy and collective identity

- Secrecy is connected with social boundaries
  - Secret – disclosure – endanger

- Cultures of secrecy
  - Information and its flow is meaningful to those who are part of this – group membership
  - Flow of information reproduce those cultures

- Objects and artifacts – not public, not private
  - Used to create boundaries

- Information practices in Info. Systems design
  - Selective sharing of information
  - Appropriate management (forgetting, not noticing)
  - Identity as "manageable" component of social life
    - SIM cards, Instant messaging

Overview

- Privacy & Security in HCI

- 3 Models of information practices
    - Privacy as a Economic Rationality
    - Privacy as Practical Action
    - Privacy as Discursive Practice

- Social & cultural effect on people and privacy

    - Risk, danger, morality

    - Secrecy, trust, identity

- Collective information practice in design

- Discussion

Collective information practice in design

- **Information Practice**
  - Ways in which we collectively share, withhold and manage information
  - How we interpret and deploy such acts

- **Focus on information practice**
  - Contribute to the development of analytic perspective
  - Collective information practice: target for design

- **Current development efforts**
  - Visualizing system activity
  - Integrating configuration and action
  - Support "collective shaping and sharing" not "collective practice"

Discussion

- Contribution
  - 3 models
    - Economic: risk vs. reward
    - Information practice: collaborative process
    - Practices are ways in which social actions are achieved.
      - Noted different and dynamic social context within which people are embedded
      - Information need & user – continually subject to change, revision and reinterpretation
  - Risk, danger, trust, secrecy
- Goal – not to transform privacy into a technical property but to support the collective practice

Conclusion

- Privacy & Security from Social & Cultural point
  - No artifact/object is inherently "public" or "private"
  - Social-cultural-moral judgments are used to define "risk" – social products rather than natural fact.
  - Ongoing process that evolves
- Issues
  - Less focus on "privacy", more on "security"
  - "Social" context
  - Influence of "space" on privacy/behavior

Thank You