



Technology Strategy Board  
Driving Innovation

# The Privacy Value Networks project

understanding privacy and identity

<http://www.pvnets.org>

# Your digital public life



# Outline

- Project overview
  - People
  - Aims & Objectives
  - Applications
- Case study: collecting private data from students using Facebook
  - Principle
  - Why Facebook
  - Testbed

# People



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# Aims

- How much citizens and customers care?
  - Government: tracking people for their security, and to use as court evidence
  - Companies: gathering data to offer personalized service to the customers
- The PVNets project aims at understanding how people deal with privacy



# Objectives

- **What?** Case studies: gathering data on people's perceptions of risks and values of data held about them.

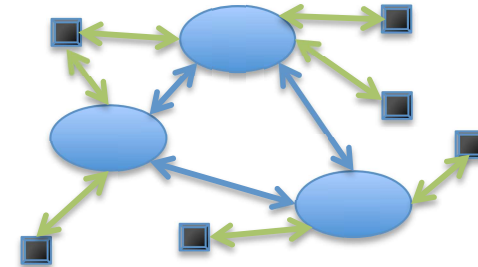
**(financially excluded, students on facebook, family and customer relationship, IPS)**



- **How?** Methodologies and training: developing novel approaches to the measurement and study of privacy.



- **So what?** Applications: how our findings can be applied effectively?



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# Case study: collecting data from a testbed

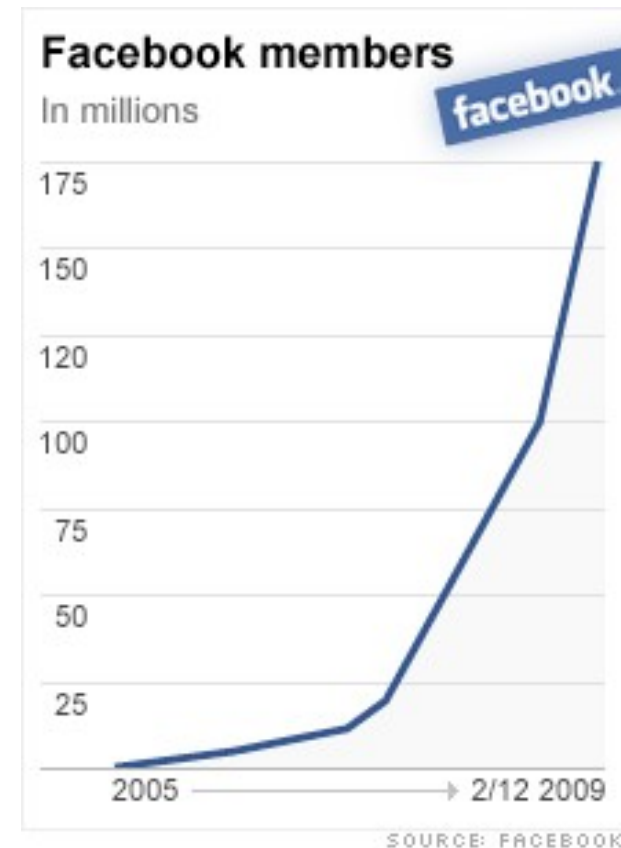
- Students using Facebook
- Personal information is automatically collected from mobile phones...
- ... and shared on their Facebook account
- Setting privacy parameters can be done both from the mobile phone or through the Facebook application
- The goal is to study their behavior
  - Who? Where? What? To who? When? Why? ...





- More than 175 million active users
- More than half of Facebook users are outside of college
- The fastest growing demographic is those 30 years old and older
- Average user has 120 friends on the site
- More than 3 billion minutes are spent on Facebook each day (worldwide)
- More than 18 million users update their statuses at least once each day
- More than 4 million users become fans of Pages each day

source: <http://www.facebook.com/press/info.php?statistics>



# Sensor-enhanced Facebook

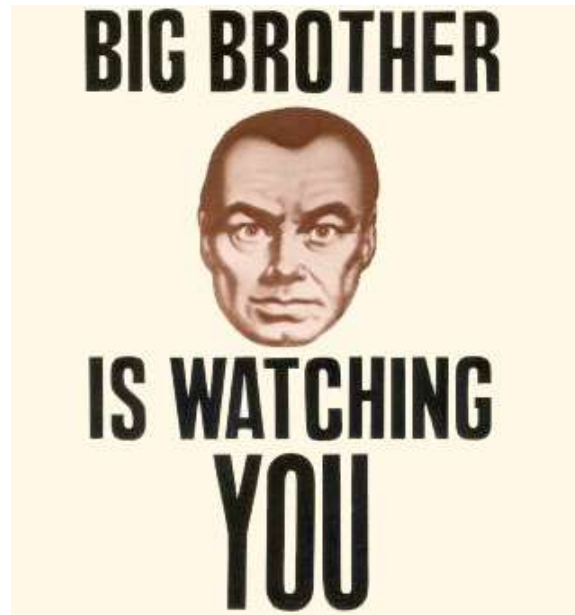


# Testbed



- Around 30 N95 phones
    - Wi-fi, Bluetooth
    - GPS
    - Accelerometer
    - Camera, Microphone
  - To be distributed to students
  - Recruitment through Facebook
- 
- Collect and analyse data on users' behavior
  - Deploy another similar testbed with another sample of users and a different place (UCL)

# Questions?



(and he may already know what questions you're gonna ask)

<http://www.pvnets.org>

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