

Our Data Our Selves

The Future of Data (Privacy)

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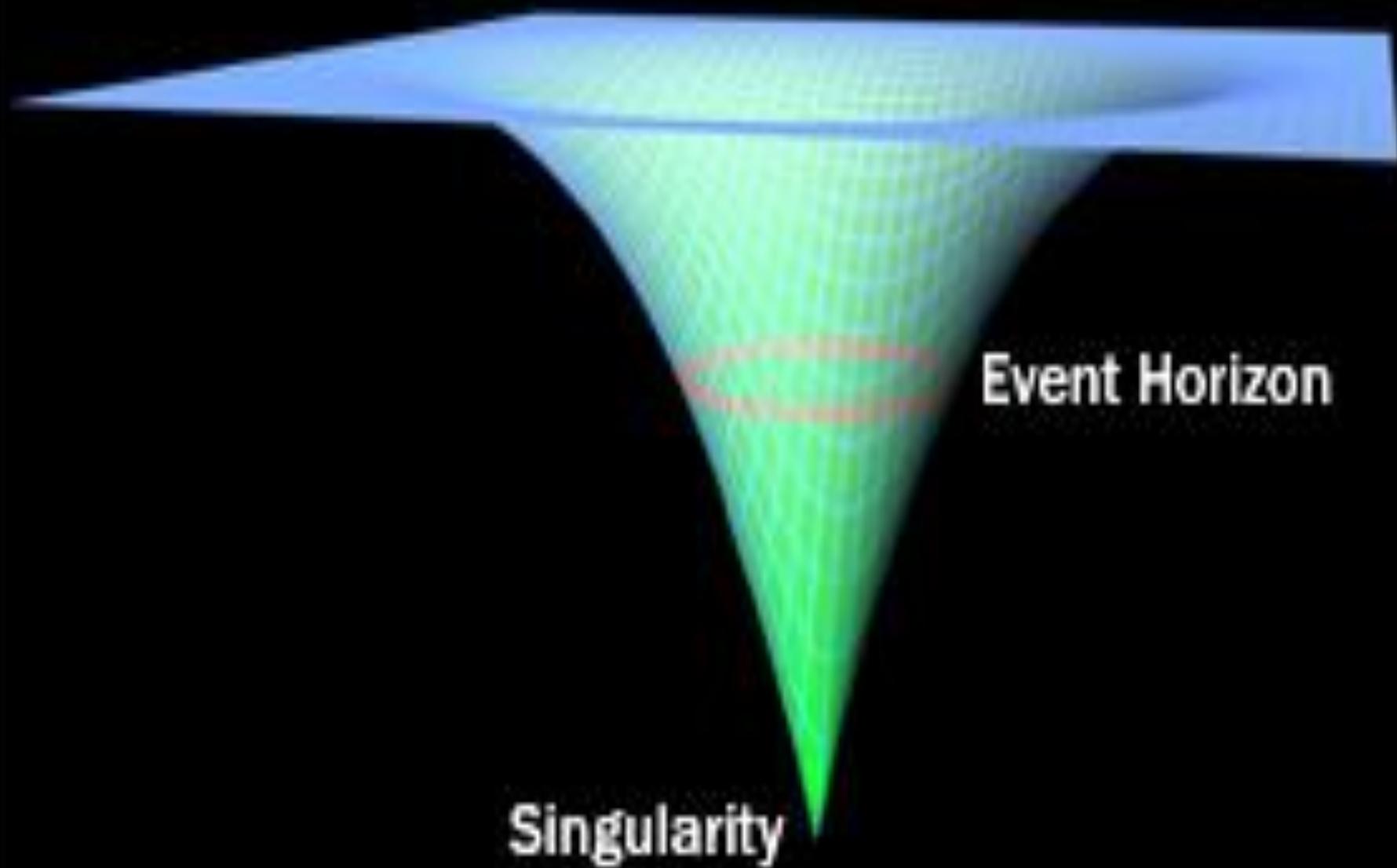
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A close-up, high-angle photograph of a computer keyboard. The central focus is a single, square-shaped key that is a vibrant blue color. On this key, the words "OPEN" and "DATA" are printed in a bold, sans-serif font. "OPEN" is in white, and "DATA" is in a bright yellow. The key is surrounded by several other keys, which are a standard light grey or off-white color. The lighting is dramatic, coming from the upper left, which creates strong highlights on the top edges of the keys and deep shadows in the recesses between them, giving the image a three-dimensional feel. The background is a dark, almost black color, which makes the keys stand out prominently.

**OPEN
DATA**











In the face of all of this data

- Where is privacy?
- Or for that matter: what is it?

In the face of all of this data

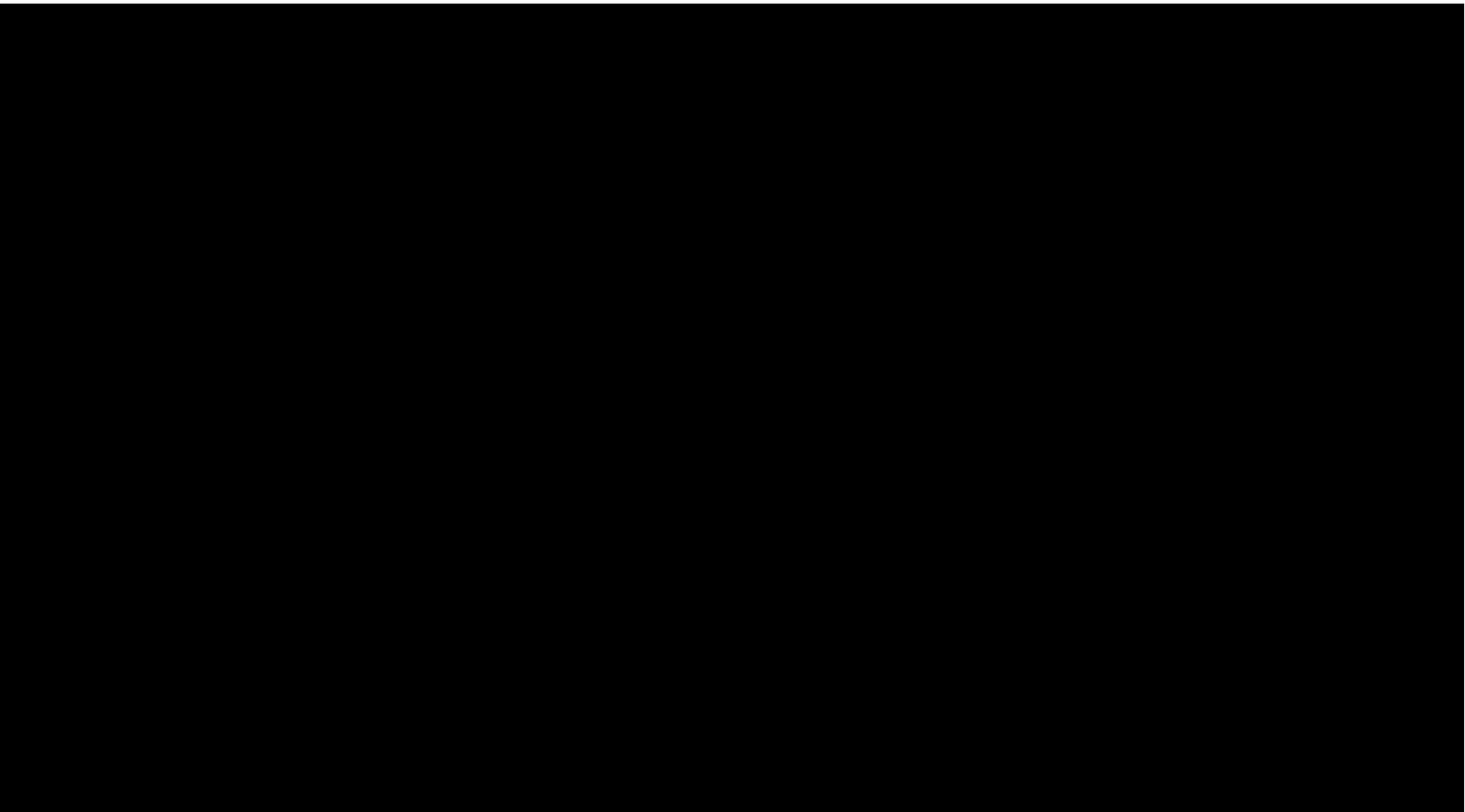
- Where is privacy?
- Or for that matter: what is it?
- Turning first to the legal notions of personal data.
 - Data in which a living person is identifiable.

The legitimation of processing

- Legal Imperative
- Overriding interests
- Consent
- Anonymisation

Anonymisation: The Orthodox Solution

- Anonymisation
 - Ensures legal compliance
 - Converts personal data into non-personal data
 - The risk of re-identification is *negligible*
 - *Is not a system of risk management not a privacy preserving technique*

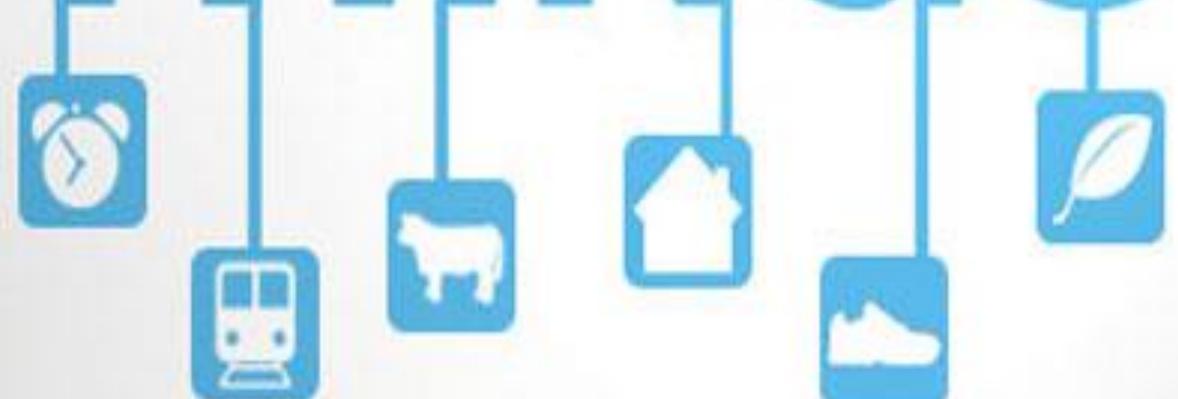


Prediction

- In the face of the ever growing data environment. Anonymisation as a meaningful construct will be dead within 15 years.

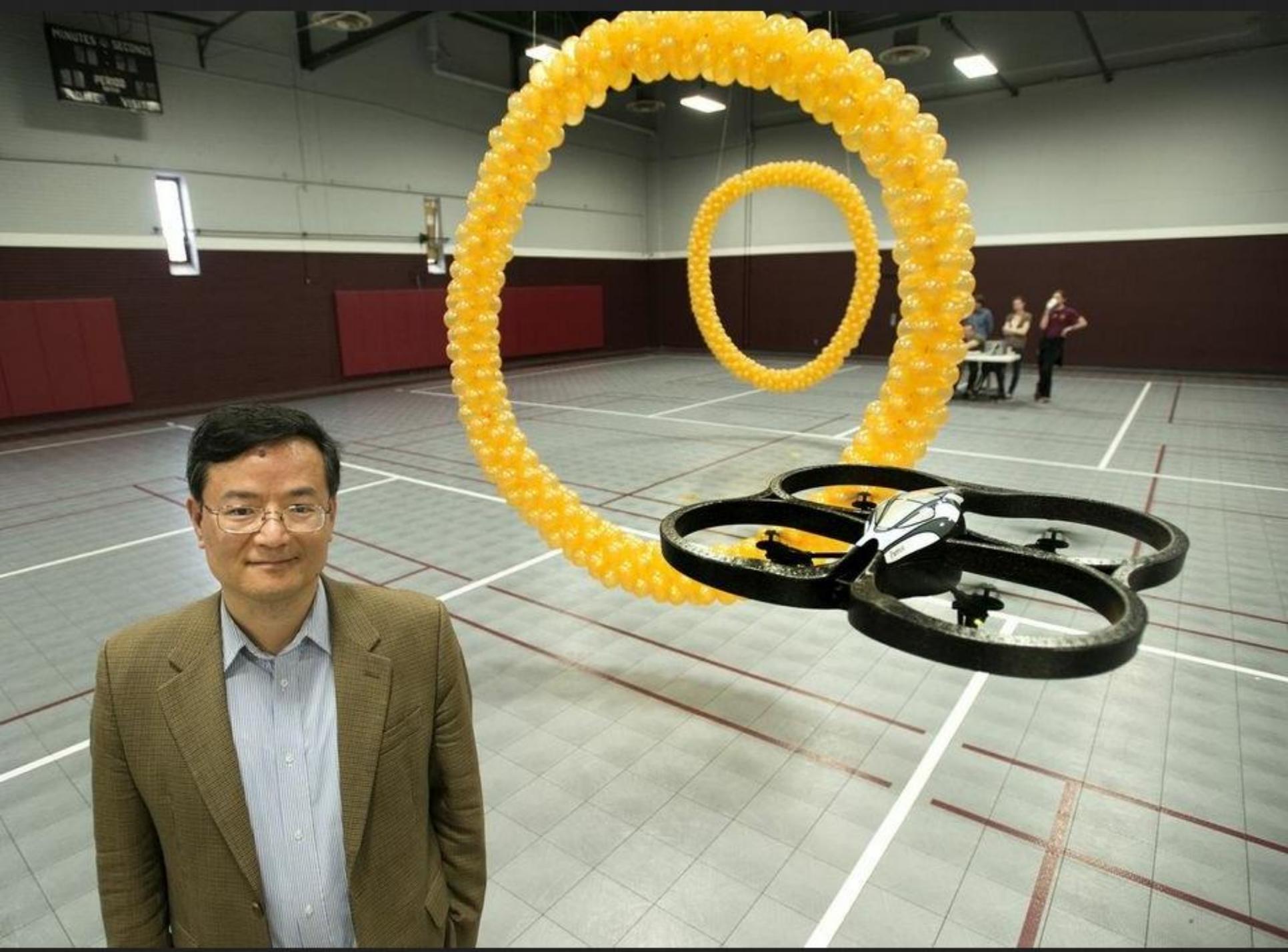
From data *about* to data *of*...

The
INTERNET
of **THINGS**



The graphic features the title 'The Internet of Things' in blue. The word 'INTERNET' is in a bold, sans-serif font, and 'of THINGS' is in a mix of a script font and a bold, sans-serif font. Below the letters of 'INTERNET' and 'THINGS', there are blue square icons connected to the letters by thin lines. The icons are: an alarm clock (under 'I'), a train (under 'N'), a cow (under 'T'), a house (under 'E'), a footprint (under 'R'), a leaf (under 'N'), a train (under 'T'), a cow (under 'H'), a house (under 'I'), a footprint (under 'N'), and a leaf (under 'G').













I was anxious, irritable and felt insecure.

I felt so uncomfortable and insecure. CHINA: Mainland & Hong Kong

The anxiety and loneliness inside me were growing. I could hardly concentrate.

Music keeps me focused, like my ADD medication, and I had neither.

I went into absolute panic mode USA

It felt as though I was being tortured

In short, I believe that I have no ARGENTINA

I feel empty. I feel isolated.

I felt so lonely... I could not sleep well without sharing or connecting to others.

I feel like a slave to media.

I sat in my bed and stared blankly. I had nothing to do.

I began going crazy.

I felt like a drug addict.

I felt a computer as if connected to a device telling me to check my texts and email, or go on Facebook.

I felt 'dead.' I was in hours.

I'm addicted to technology.

I felt so 'urged' to go online... I could barely practice self-control.

The feeling of nothing passed into my heart, a slight tension enveloped me. I felt like I had lost something important.

My anxiety took over me and I caved in.

I suffered 'withdrawals' and even unconsciously reached out for a calculator which is slightly shaped like my phone.

I felt a computer as if connected to a device telling me to check my texts and email, or go on Facebook.

I felt a helplessness of not communicating.

I find it necessary to be connected and updated all the time.

I realized my addiction to me

I felt as though everything I knew

I hope that I never again have such a

I had the feeling that my cell was vibrating... I began to feel

I began to feel

The anxiety continued for the

I feel paralyzed - almost handicapped in my ability to live.

Unplugging my ethernet cable felt like turning off a life support system.

I panicked.

I felt incomplete.

Emptiness. Emptiness overwhelms me. I am an addict.

Media is my drug. Without it I was lost. I am addicted to social media - in particular Twitter.

I went to sleep at 8 pm so that I was not tempted to watch TV or listen to music.

I felt like there was a problem with me.

This is the one word that sticks in my mind when I think of this whole thing: Isolated.

My dependence on the media is absolutely sickening.

I kept hearing the sound of my Blackberry messenger ringing over and over in my ears... It was haunting me!

I felt desperate and felt some kind of anguish.

My nerves were overwhelmed.

Even in my dreams I see myself chatting, using Skype, Twitter, adding people on Facebook.

I was tempted.

I felt so lonely.

I am so dependently tied to various forms of media.

I am an addict of Blackberry Messenger.

As soon as I left my phone... I kept looking back. I felt that I needed it at that second.

I didn't realize it would be so isolating.

I felt uncomfortable, disconnected. I went on a walk... I felt the same.

The silence was killing me. I felt lonely.

Halfway through the day I felt I could not handle it any more.

I cannot imagine how life can be without using media.

I counted down minute by minute and made sure I did not exceed even a single second more!

I couldn't not listen to music. I listened to almost 40 seconds of a song and then I was 'satisfied.'

As soon as I left my phone... I kept looking back. I felt that I needed it at that second.

I didn't realize it would be so isolating.

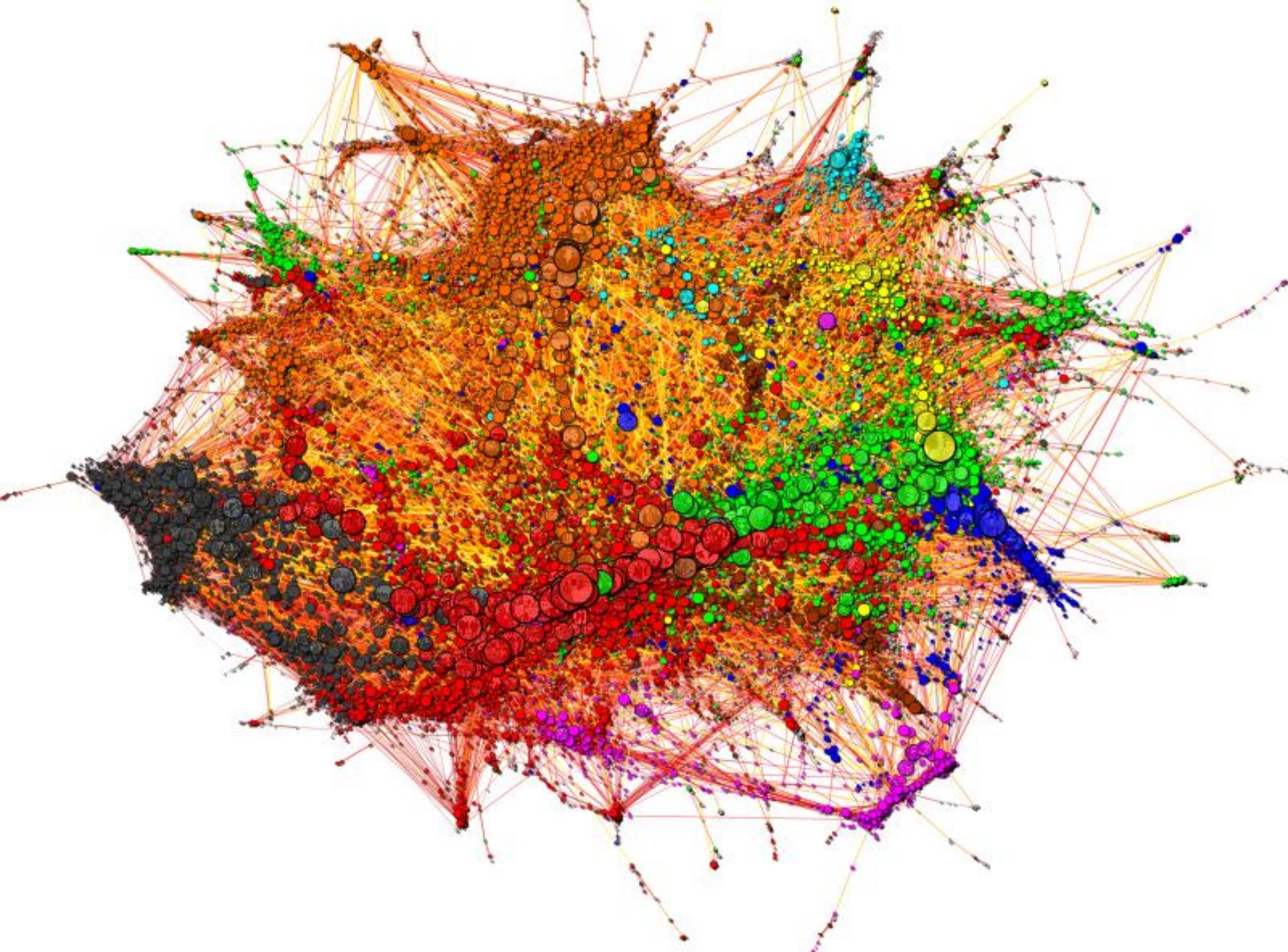
I went on a walk... I felt the same.

It was a horrible day. I CAN'T LIVE WITHOUT MEDIA! I need my social network, my cell phone, my Mac, my mp3 always!

Given the direction of travel

- Our social research and policy lexicon needs overhauling:
- Not data but
 - Data environment(s)
 - Data situations
- Not data subjects but
 - Informational citizens
- Not data protection but
 - Data abuse

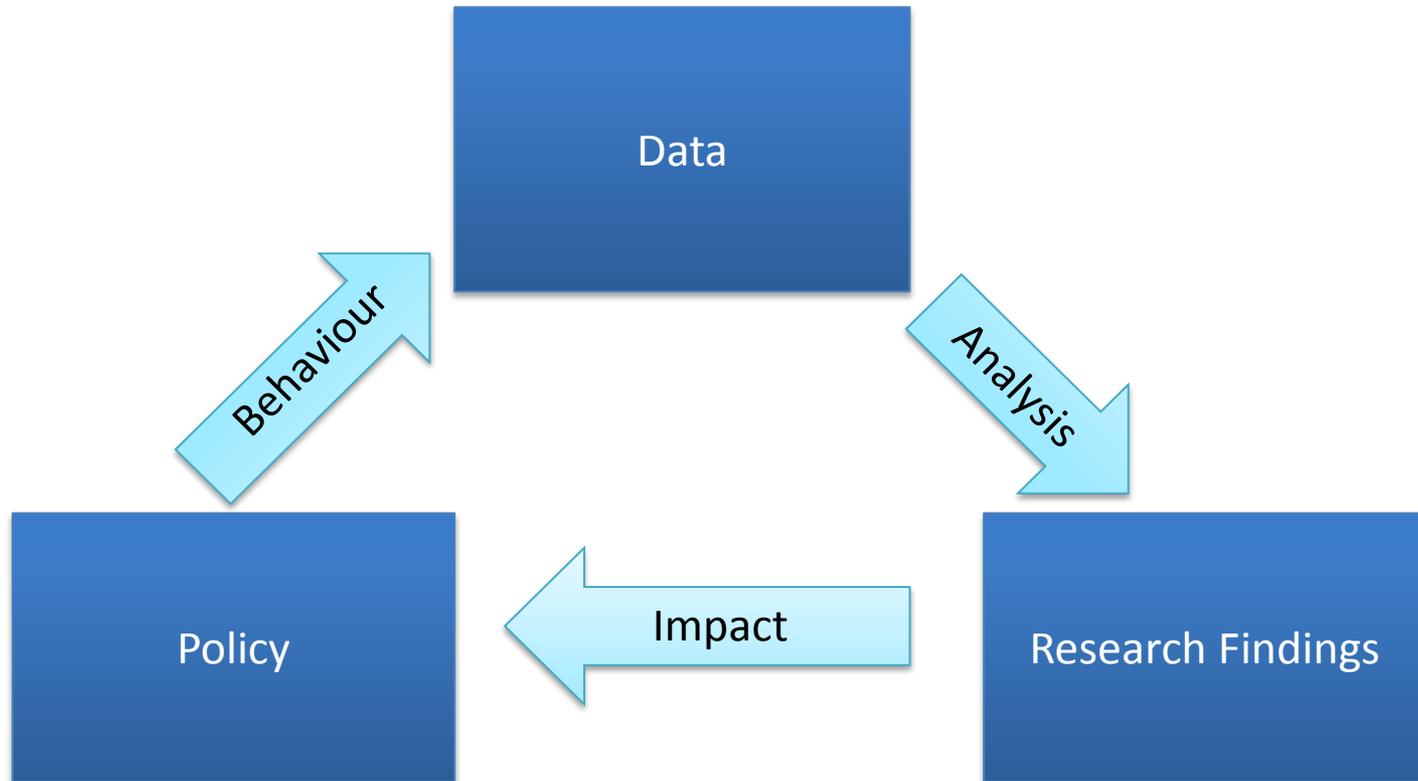
And now for the new research
paradigm....



Radically Interdisciplinary



Old style impact



Coming soon



So privacy is dead?

- “For all practical purposes, privacy is dead”
 - Hyatt (2012)
- “You have zero privacy anyway. Get over it.”
 - McNeally (1999)





Privacy and Disclosure

“There is a close connection between our ability to control of who has access to our information and our ability to create and maintain different sorts of social relationships with different people”;
Rachels (1970)

Disclosure and Identity

- Social Philosophy:
 - Identity is represented to others through self disclosure; Goffman
 - OTOH our identity is in part formed through our interactions with others and their representations to us; Mead

So Disclosure is:

- The mechanism by which we operate our privacy.
 - **Non-consensual disclosure subverts the psychologically critical process of self-disclosure.**
 - This - rather than the information - itself is why non-consensual disclosure is problematic.

And so information privacy is....

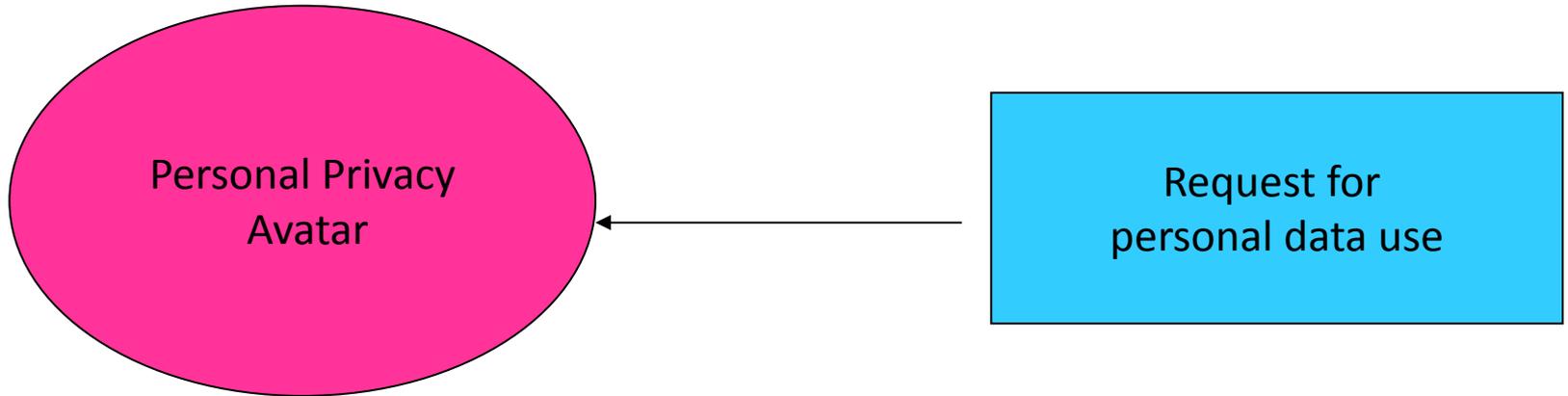
- Critical to our the formation of our identities
- “Personhood” rather “ownership”.
 - My data is not just about me it is of me
- To understand the meaning of privacy in a cultural context one must refer to processes of
 - Autonomy
 - Locus of Control

The Information Society

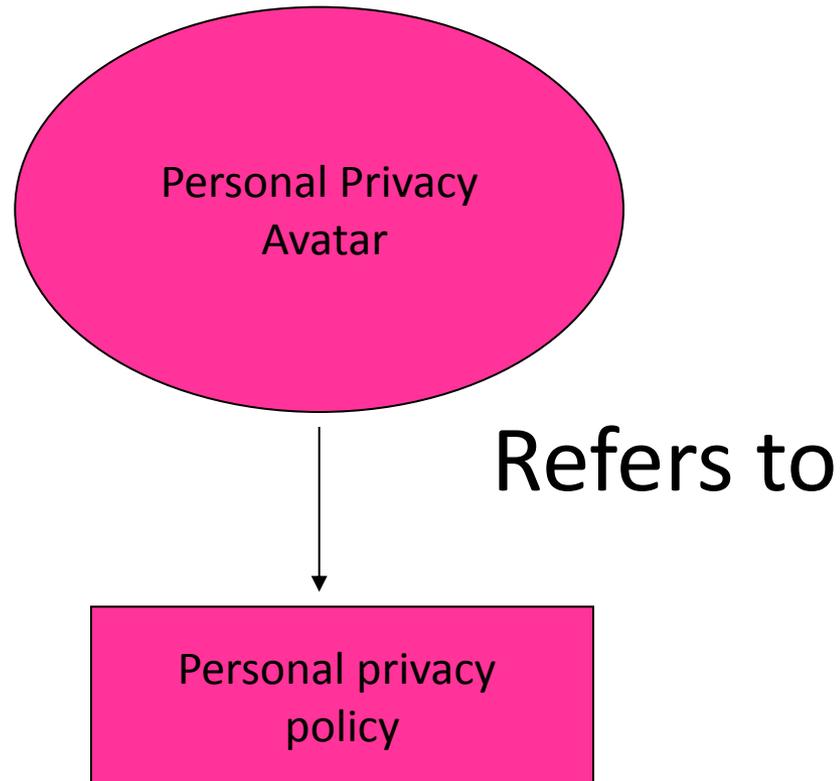
- Has always existed
- Informational relations are isomorphic the societal structures and processes.
- An “Information Society” presupposes “information Citizens”.
 - What sort of society/citizens do we want?
 - What sort of privacy do we want?

Short to medium term solution

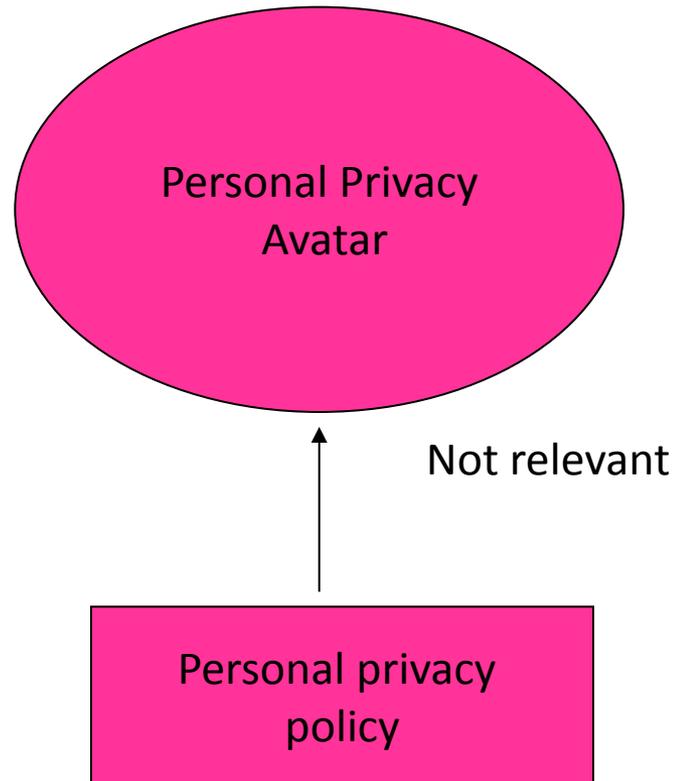
Just in time consent



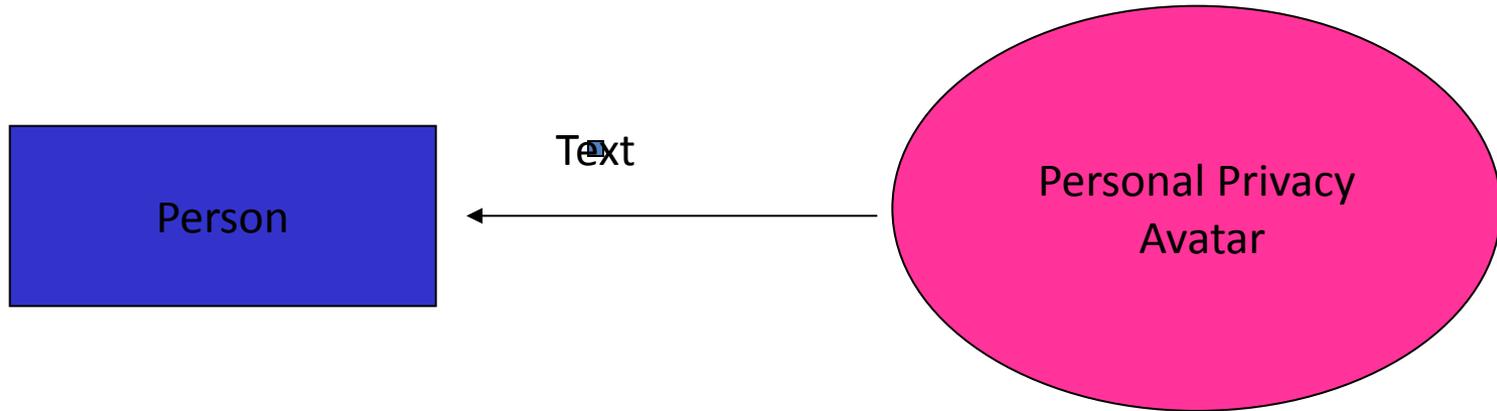
Just in time consent



Just in time consent



Just in time consent



Resolutions

- Legal
 - New legal paradigm required.
 - Data Abuse not Data Protection.
 - Data are increasing of us not about us.
- Technical
 - Real time consent is a possibility

For the long term

- Embrace the singulartarian hypothesis
 - Accept that we are evolving into a hive species?
 - Is this what we want?
 - the need for
 - A social science of data
 - A cultural debate
 - Societal level re-education
 - are paramount

To Conclude:

- New technologies over the next 10 years will produce ever increasing types and quantities of data.
- New data change what we know about ourselves but also change *our selves*.
- For privacy the key question is not whether we still have privacy but what sort of privacy do we want a which is tantamount to deciding what sort of society we want.
- There are pressing need for a social science **of** data, a re-educated populace and an informed cultural debate about what sort of information society we want.