

Hiding what, from whom ?

French adults' perception of privacy on social networks

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Introduction

- Intimacy and privacy has long been studied from the point of view of young people (Livingstone, 2008 ; boyd et Marwick, 2011) or urban tech-savvy (Pharabod, 2004).
- But : now rural people have a fair access to internet and use social network often. They often struggle with settings because of the lack of tools and their digital skills are lower than the other part of the population (Pasquier, 2018 ; Saleminck et. al, 2017)

→ What do ordinary people understand by privacy on social network ?

1 – awareness on privacy

- Personal data are **any information relating to an identified or identifiable person**. It can be a name, a picture, an address, a social security number... Their collection is protected by the RGPD.
- Only two interviewees (2/54) were able to give me the definition of personal data... and they were legal experts.
- Awareness on personal data and privacy depend mostly on digital skills, but also on relationship users have with the legal authority (Ernoshina and Musiani, 2018)

2 – the need to spread data

- For my interviewees, **being found by their relatives makes social network relevant** → far from the beginning of internet, when tech- savvy were using screen name to meet unknown people, now you need to display a certain amount of information (Cardon, 2008)

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3 – the risks and what to hide

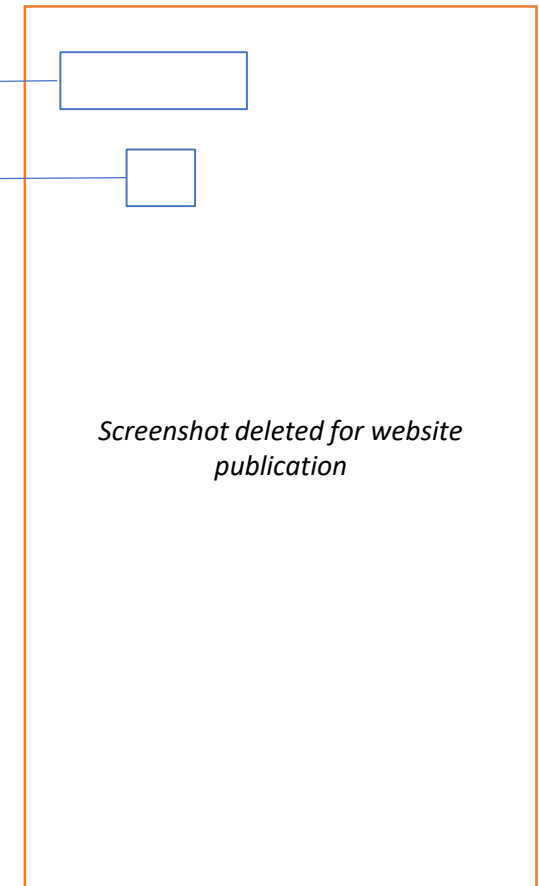
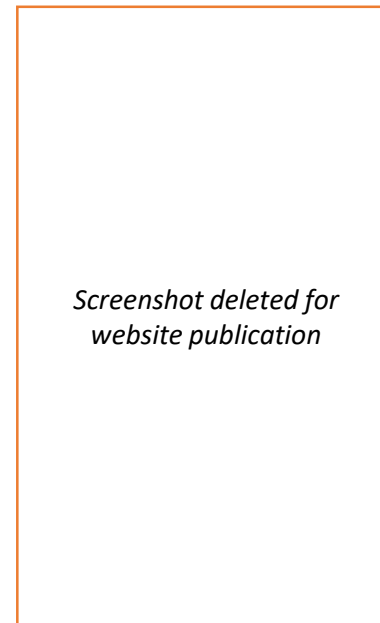
- **Children's face** is one of the most important thing to hide.
 - Different reasons: the child's image rights, to protect the child from child pornography (boyd, 2016), to avoid images to be used for school harassment.
 - BUT: (mostly) mothers want to display pictures of their newborn or toddler. Use strategies to hide and show
- **Luxury display**: either because of colleagues being on the same network, or because the tax administration is known to have the right to use social networks information for tax inspection.
- **Information on vacation**: police officers and municipal authority often promote awareness campaign for people not to disclose their address and when they leave their home for holidays, to avoid robbery.

4 – skills and privacy protection

- More than configuring the settings, people use privacy protection strategies according to what they can do: they change their screen name and publish specific pictures to show without “harming”
- These technics are mostly used because people are not comfortable with settings → lack of skills and confidence

To camouflage it's name

Hiding people's face



Conclusion and bibliography

- Awareness on privacy depends on different factors like for example the age, the residency localization and the job.
- For most of my interviewees, being recognized on social networks is important and they disclose information accordingly.
- Digital skills and risk awareness matters for privacy protection.

Thank you for your attention !



Find my bibliography here

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