Net Neutrality

- What is it?
Net Neutrality

Net neutrality is the principle that Internet service providers and governments should treat all data on the Internet equally, not discriminating or charging differentially by user, content, site, platform, application, type of attached equipment, or mode of communication.
Net Neutrality

- Transparency
- disclosure of network management policies, performance and terms of service
Net Neutrality

- No Blocking
- of lawful content, applications, services
Net Neutrality

- No Unreasonable Discrimination
- of lawful network traffic over consumer broadband access service
Net Neutrality

- 2010 second two rules deemed illegal
- FCC did not have right to regulate these
  - ISPs are not common carriers
  - in part because there is (?) competition
But

• The networks are NOT going to be opened to competition;

• You will have little or no choice of ISP, broadband provider or cable provider, except from the incumbent wired companies.

• There will be no price decreases because there is no required competition or "rate regulation", and if your line breaks -- tough.
Net Neutrality

• Recent Developments

• What are major aspects of new FCC rules?

• What has been there response to the new rules?
Internet Governance

• With the spread of the Internet, what has changed about the world with respect to control of information and speech?

• Why is governance difficult?

• Ideas for a Cyberspace Magna Carta?
SOCIAL NETWORKS
Social Networks

- What are social networks?
- How can we analyze them?
- What are online social networks?
- What are their impacts on privacy, intellectual property, free speech?
A social network is a description of the social structure between actors, mostly individuals or organizations. It indicates the ways in which they are connected through various social relations ranging from casual acquaintance to close familiar bonds.
How can we describe a Social Network?

Network Analysis
- structure
- entities, links
- dynamics
Social Networks

- Network Analysis
- Findings
• Who is the primary Connector or Hub in the Network?

• Who has control over what flows in the Network?

• Who has best visibility of what is happening in the Network?

• Who are peripheral members?
Network Analysis

Social Network member centrality measurements:

1. Degree Centrality
2. Betweenness Centrality
3. Closeness Centrality
Link Analysis

- Friend of Friend tends to become a Friend
- Enemy of a Friend tends to be an Enemy
- Balanced signed graph
- positive multiplicative sign of a cycle
Network Structure and Dynamics

- Short distances can transmit information accurately and in a timely way, while long distances transmit slowly and can distort the information.

- People that are not integrated well into a group represent both untapped skills and a high likelihood of turnover.

- Organizational subgroups or cliques can develop their own subcultures and attitudes toward others in a network.
Applications

- Infiltrate a grass roots political campaign.
- Persuade influential members of community.
- Discover network of innovators in an economy.
Network Structure

- Node
  - person, organization
    - features ... associated data
- Links
  - types ... friends, likes, belongs
• Online Social Networks

• Introducing information technology into social networks.
Various technologies that help in creating Online Social Networks are:

1) Wikis
2) Blogs
3) Social Networking Sites
4) Group Messaging: Twitter, Instagram
79% of American adults said they used the internet and nearly half of adults (47%), or 59% of internet users, say they use at least one of SNS. This is close to double the 26% of adults (34% of internet users) who used a SNS in 2008. Among other things, this means the average age of adult-SNS users has shifted from 33 in 2008 to 40. Over half of all adult SNS users are now over the age of 35. Some 56% of SNS users now are female.
Facebook Network

On Facebook on an average day:

- 15% of Facebook users update their own status.
- 22% comment on another’s post or status.
- 20% comment on another user’s photos.
- 26% “Like” another user’s content.
- 10% send another user a private message.
Who are Links?

The average Facebook user has 229 Facebook friends. They reported that their friends list contains:

- 22% people from high school
- 12% extended family
- 10% coworkers
- 9% college friends
- 8% immediate family
- 7% people from volunteer groups
• Why study Online Social Networks?
Facebook Stats

- Worldwide, there are over 1.55 billion monthly active Facebook users (MAUs) which is a 14 percent increase year over year.

- Twitter (284 million) and Instagram (200 million)
  Snapchat (100 million)

- 4.5 billion Likes generated daily as of May 2013 which is a 67 percent increase from August 2012

- 1.01 billion people log onto Facebook daily (DAU) for September 2015
On-line Social Networks

• How are on-line social networks different from real-world social networks?

• What are the social impacts and ethical issues raised?

• How does interacting with friends or others differ online from real-world interactions?
Social Networks

- If everyone is indifferently present regardless of where one is located on the globe, no one is commandingly present.

- Those who become present via a communication link have a diminished presence, since we can always make them vanish if their presence becomes burdensome. We can always escape unseen if they show interest.
Social Networks

- When the police come to the doors of the young men and women who send notes telling strangers that they want to rape them, they are almost always shocked, genuinely surprised that anyone would take anything said online seriously. There is a vast dissonance between virtual communication and an actual police officer at the door. The dissonance between the world of faces and the world without faces. And the world without faces is coming to dominate.
Online Society

Do online friendships enjoy certain unique advantages? If so, what?
Online Communication

• In a world without faces, how do online communication patterns tend to differ from real-world communication patterns?
Online Society

- de Laat (2006) data suggests that members of virtual communities embrace a distinctly hyperactive style of communication to compensate for diminished informational cues.
• The most popular SNSs do promote norms of responsive practice; these norms tend to privilege brevity and immediate impact.

• How does this impact online society and online discussion and real society around it?
Social Networks

• It’s not Twitter’s fault that human beings use it. But the faceless communication that social media creates, the linked distances between people, both provokes and mitigates the inherent capacity for monstrosity.

• The Gyges effect … Internet trolls
Gyges Effect

- The Ring of Gyges is a mythical, magical artifact mentioned by the philosopher Plato in Book 2 of his Republic. It granted its owner the power to become invisible at will. Through the story of the ring, Plato considers whether an intelligent person would be moral if he did not have to fear being caught and punished for doing injustices.
In Internet slang, a troll is a person who sows discord on the Internet by starting arguments or upsetting people, by posting inflammatory, extraneous, or off-topic messages in an online community (such as a newsgroup, forum, chat room, or blog) with the deliberate intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion.
YikYak and Anonymity

- YikYak public, anonymous, location based bulletin board, popular on campuses.
- It has been involved in a number of incidents of harassment and threats, doxxing, etc.
- Is an anonymous chat service ethical?
Society

- One must now compete with Facebook or Twitter for the attention of not only one's dinner companions and family members, but also one's fellow drivers, pedestrians, students, moviegoers, patients, and audience members.

- What are the effects of this new reality?
Online Society

- How does the online society interact with and impact the real-world society?
• Do identity performances on SNS generally represent the same aspirations and reflect the same value profiles that users' offline identity performances do?
Social Networks

• What kinds of things are shared on social networks?

• What are the risks to privacy?
Privacy and Identity

- A person’s pattern of behavior on various networks can reveal tell-tale signatures, similar to fingerprints — or perhaps “friendprints” — that can be used to solve a wide range of identity challenges, from targeted marketing to fraud detection, etc.
“Consumers are who they call, e-mail or IM. Though it is not difficult to sign up under an alias, it is extraordinarily difficult to change one’s friends and family.”
Homophily
Homophily

- Allows fairly reliable inference of personal traits from friend links…
- Which traits do you think?
Privacy

• SNS architectures tend to treat human relations as if they are all of a kind, ignoring the profound differences among types of social relation (familial, professional, collegial, commercial, civic, etc.). As a consequence, the privacy controls of such architectures often fail to account for the variability of privacy norms within different but overlapping social spheres.
Online Society

- SNS may promote the deindividuation of personal identity by exaggerating and reinforcing the significance of singular shared traits (liberal, conservative, gay, Catholic, etc.) that lead us to see ourselves and our SNS contacts more as representatives of a group than as unique persons.
‘User-friendly’ privacy controls must balance the need for simplicity with the need to better represent the rich and complex structures of our social universes.

What are Facebook’s current privacy rules?

http://anewdomain.net/2015/02/05/facebooks-new-privacy-rules-infographic/
Reputation Management

• What is it?
• How do you do it?
• an industry

• 70 percent of companies say they have rejected candidates based on the candidate's online reputation, yet only 7 percent of Americans believe it affects their job search
Reputation Management

- publish positive information
- fake reviews
- review sites
- attempt to remove sensitive or negative (untrue) information
Streisand Effect

- Any attempt to block or remove online information results in greater dissemination