

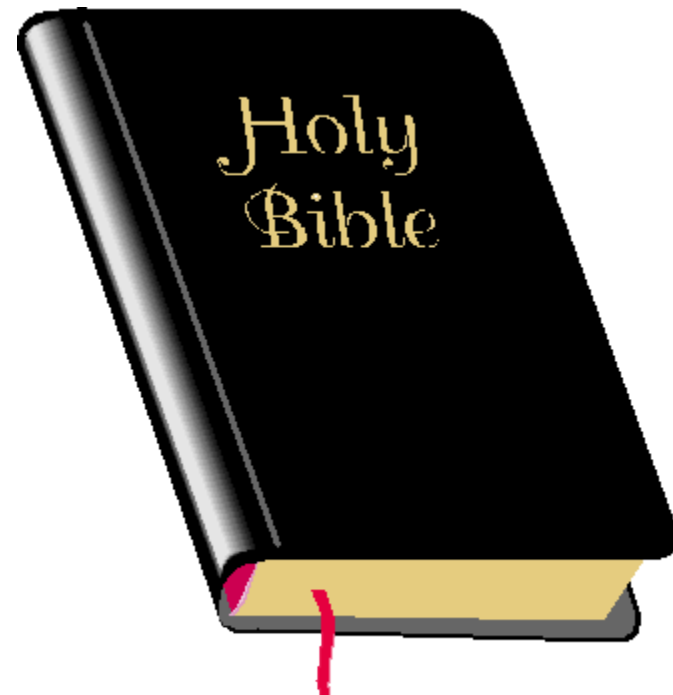
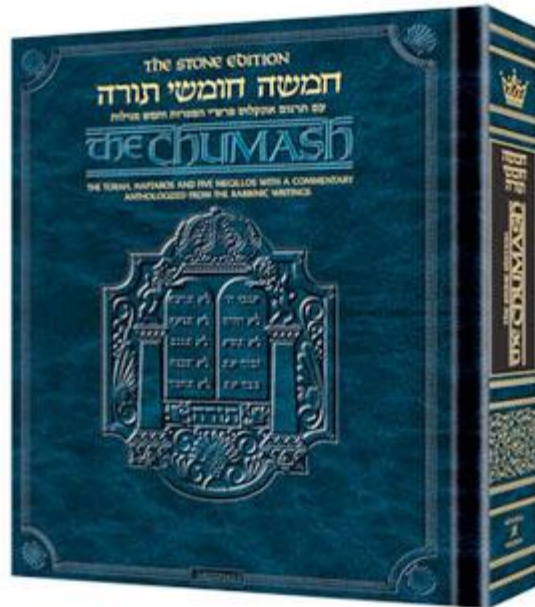
POPULAR CULTURE AS SEEN THROUGH AN AMERICAN LENS

1



How do we define privacy? 2

- Of all the human rights in the international catalogue, privacy is perhaps the most difficult to define and circumscribe. Privacy has roots deep in history. The Bible has numerous references to privacy. There was also substantive protection of privacy in early Hebrew culture.
- **The godly will respect others property rights and privacy rights.**
The ungodly will violate others property rights and privacy rights.



Privacy Recognized by the United Nations

3

- Privacy is a fundamental human right recognized in the UN Declaration of Human Rights, the International Covenant on Civil and Political Rights and in many other international and regional treaties. Privacy underpins human dignity and other key values such as freedom of association and freedom of speech. It has become one of the most important human rights issues of the modern age.



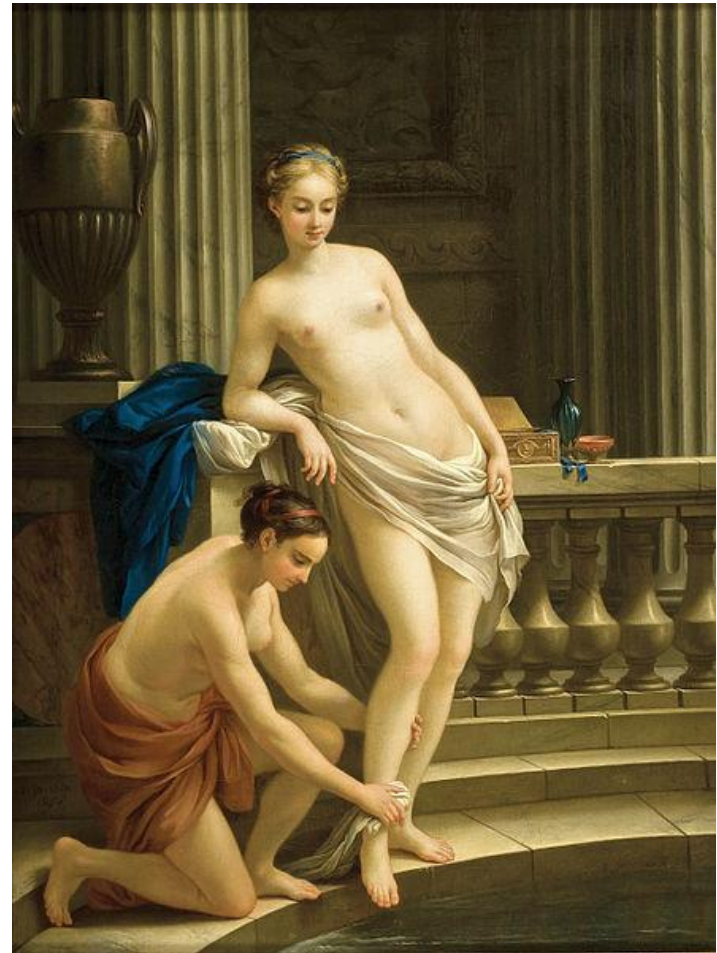
Chinese and privacy

4

- Though there are some records about privacy in Chinese history, there is more over an emphasize on cultural privacy as opposed to individual privacy. (i.e. The Great Wall & Outside influence)
- In modern China, it's a courtesy and consideration to ask about another's personal information.
- Thus, the question such as: "Are you married?" "How much do you earn a month?" are regarded as common topics.
- But these questions are not appropriate to ask an American. They will feel very embarrassed and the communication will not go smoothly.

Classical Greece thought these protections 5
mostly focused on the right to solitude.

- **Women's privacy in Greece**
- Representations of women bathing, adorning themselves, playing and dancing are numerous. The Athenian maiden, different than the Spartan one, didn't like to bathe themselves in front of other maidens and they were more modest.



Some agree that there are four Icons ⁶ of Privacy

- **Information Privacy**, which involves the establishment of rules governing the collection and handling of personal data such as credit information and medical records;
- **Bodily privacy**, which concerns the protection of people's physical selves against invasive procedures such as drug testing and cavity searches;
- **Privacy of communications**, which covers the security and privacy of mail, telephones, email and other forms of communication; and
- **Territorial privacy**, which concerns the setting of limits on intrusion into the domestic and other environments such as the workplace or public space.

Other definitions

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- 1. the state of being apart from other people or concealed from their view; solitude; seclusion:
- 2. the state of being free from unwanted or undue intrusion or disturbance in one's private life or affairs;
- 3. freedom from damaging publicity, public scrutiny, secret surveillance, or unauthorized disclosure of one's personal data or information, as by a government, corporation, or individual: Ordinary citizens have a qualified right to privacy.
- 4. the state of being concealed; secrecy: a personal matter that is concealed; a secret.

PRIVACY IN AMERICA

8



Does the Constitution
Guarantee a “Right
to Privacy”?

Amy Albrecht
Alaina Cominskie
Colleen Hughes
Shannon Johnston

How about the Bill of Rights?

9

Bill of Rights

- I** Grants freedom of worship, speech & press; the right to petition the government & to assemble peacefully.
- II** Secures the right of citizens to bear arms.
- III** Assures that troops may not be quartered in private homes without the owner's consent.
- IV** Guards against unreasonable searches, arrests & seizures of property.
- V** Requires indictment by a grand jury for major crimes before trial; forbids repeated trials for the same offense & punishment without due process; prevents people from being required to testify against themselves.
- VI** Guarantees a speedy public trial by an unbiased jury for criminal offenses; grants legal counsel for the accused & asserts that witnesses must attend the trial in the presence of the accused.
- VII** Guarantees trial by jury in civil cases for anything valued at more than \$20.00.
- VIII** Prohibits excessive bail & cruel or unusual punishment.
- IX** Confirms that people also have rights other than those mentioned in the constitution.
- X** Declares that powers not delegated to the federal government belong to the states or to the people.

Amendment 1:

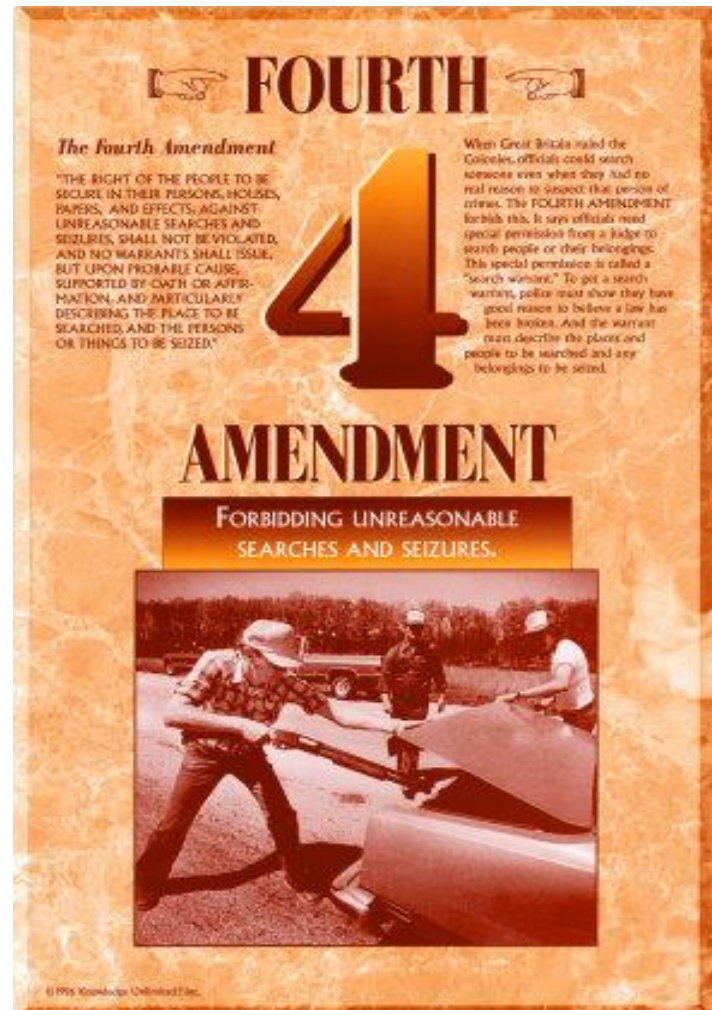
Congress shall make no law respecting an establishment of **10** religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

- We can say what we want
- We can worship as we please
- Newspapers can say what they want
- We can assemble
- We can complain to the government or about the government



Amendment 4: The right of the people to be secure in their 11 persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no warrants shall be issued, except upon probable cause, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.

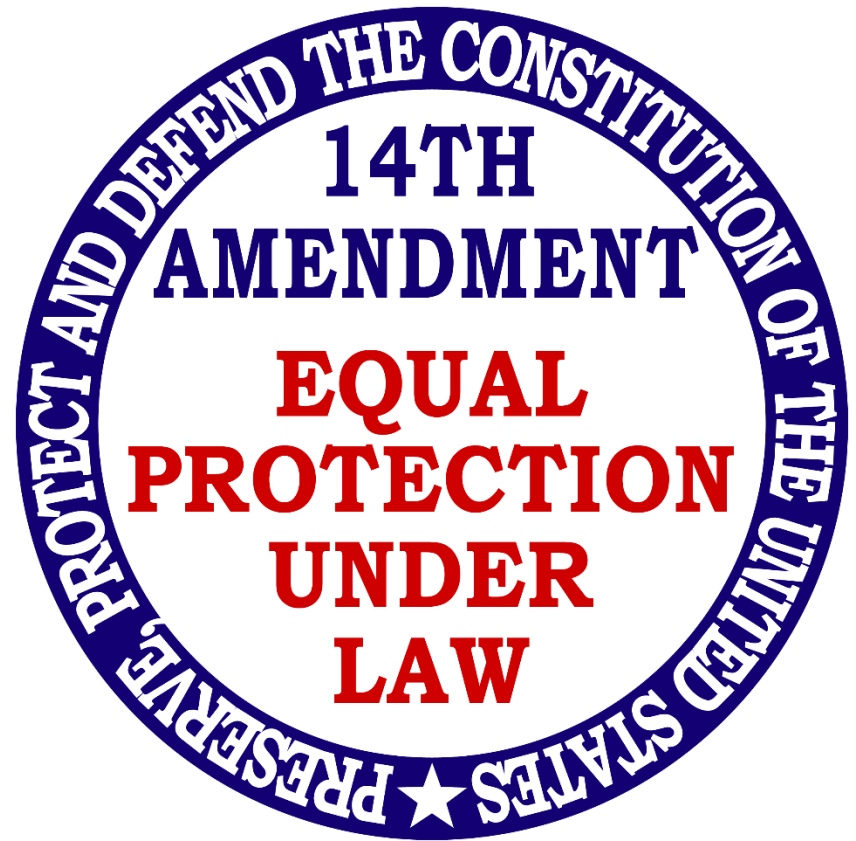
- To be secure in our homes
- To have personal papers, records, and effects
- No unreasonable searches or seizures



Liberty Clause of the Fourteenth Amendment

12

- No State shall... deprive any person of life, **liberty**, or property, without due process of law.
- Equal Protection Clause
- Roe vs Wade
- Same sex Marriage



In Truth, the Right to Privacy is not mentioned in the Constitution. For many Americans, it is implied. 13



"Privacy is a fundamental human need, a fundamental human right" 14

... beings to have an identity that s
tate from others. It also allows us
press intimate relationships and
ut ideas without having them
sed to the world premature-

fore coming to Brown, Ed-
erved as the first director
ivacy and civil liberties
he White House na-
l security staff under
dent Obama. From

EDGAR, A8



... prominent civil-liberties and hu
rights organization based in
lottesville, Va.

Technology debilitated pri
Whitehead and others a
Mainframe computers
way to smaller, more p
ful machines. The Int
matured. Broadband
placed dial-up.
phones became s
phones. Email
texting ab

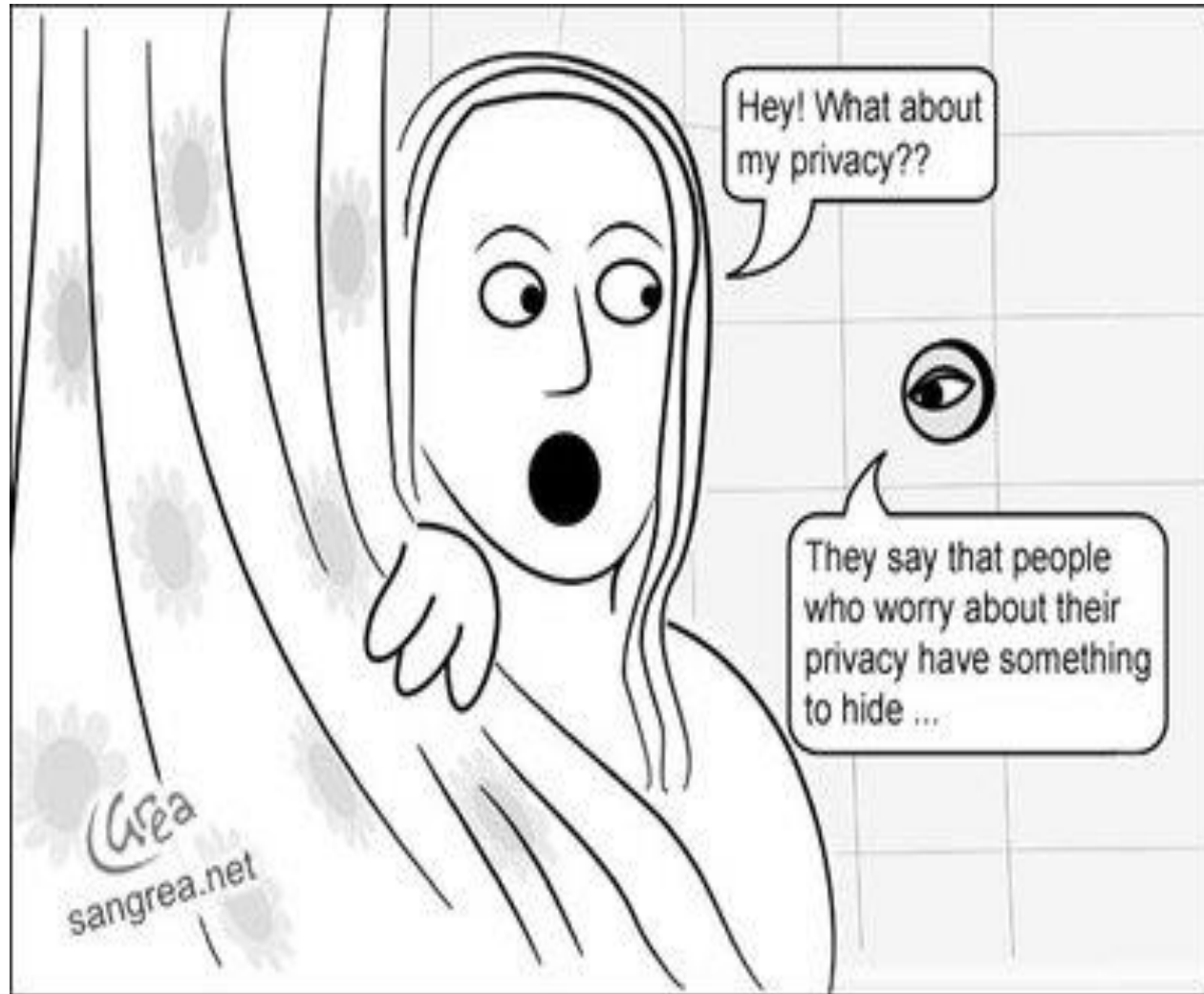
SEE PRIVACY

The need for Physical Privacy (Bodily Privacy) is transmitted to individuals in a given culture via socialization. 15

- Daily Activities such as:
- Changing clothes
- Cleaning one's self
- Bodily functions
- intimacy
- We may not like being watched



We don't like being watched when we engage in these things 16



There is a need for Psychological Privacy 17

Privacy (Private Thought)

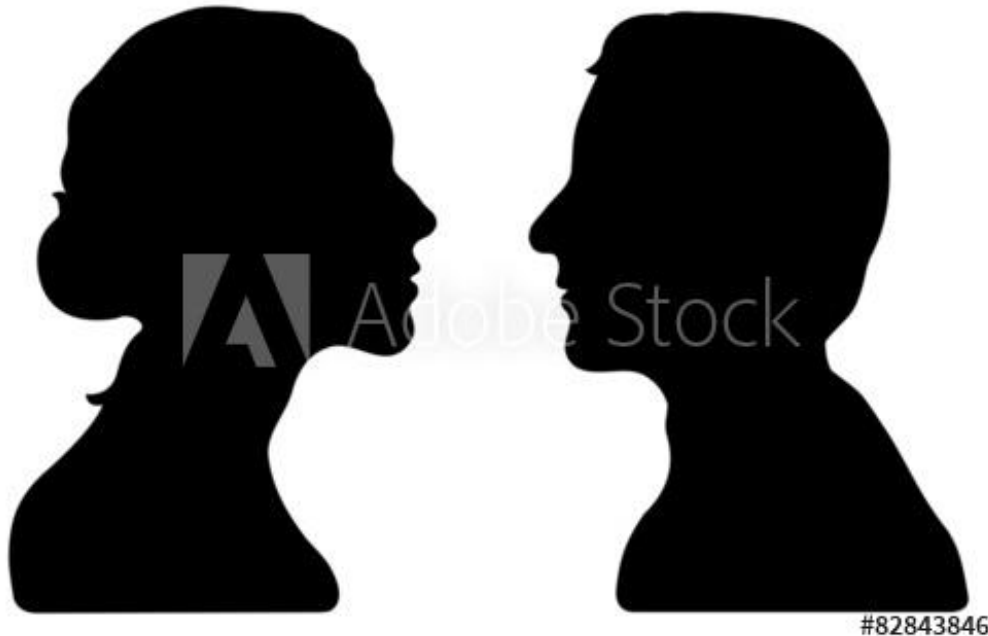
- My creativity
- Analysis of a situation, an open thinking process
- Feelings such as doubt, emotion, love, hate etc.



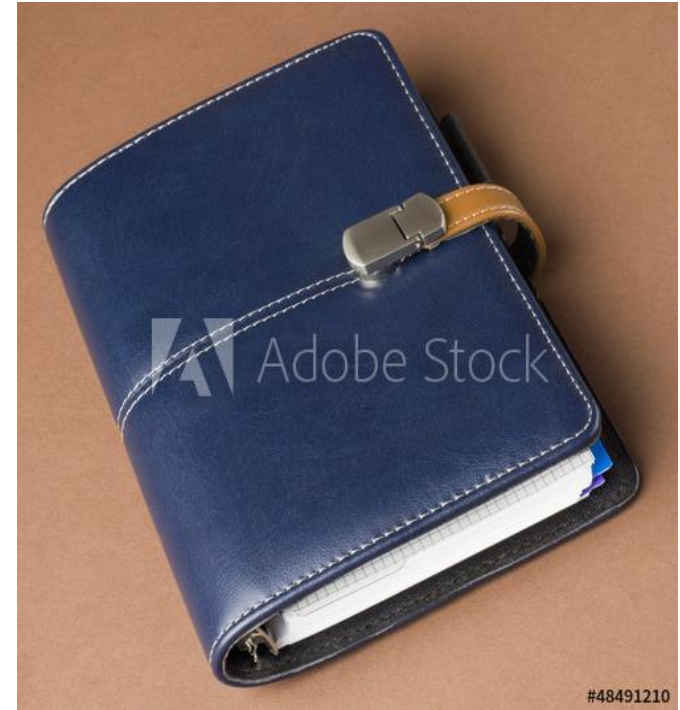
To Reveal

18

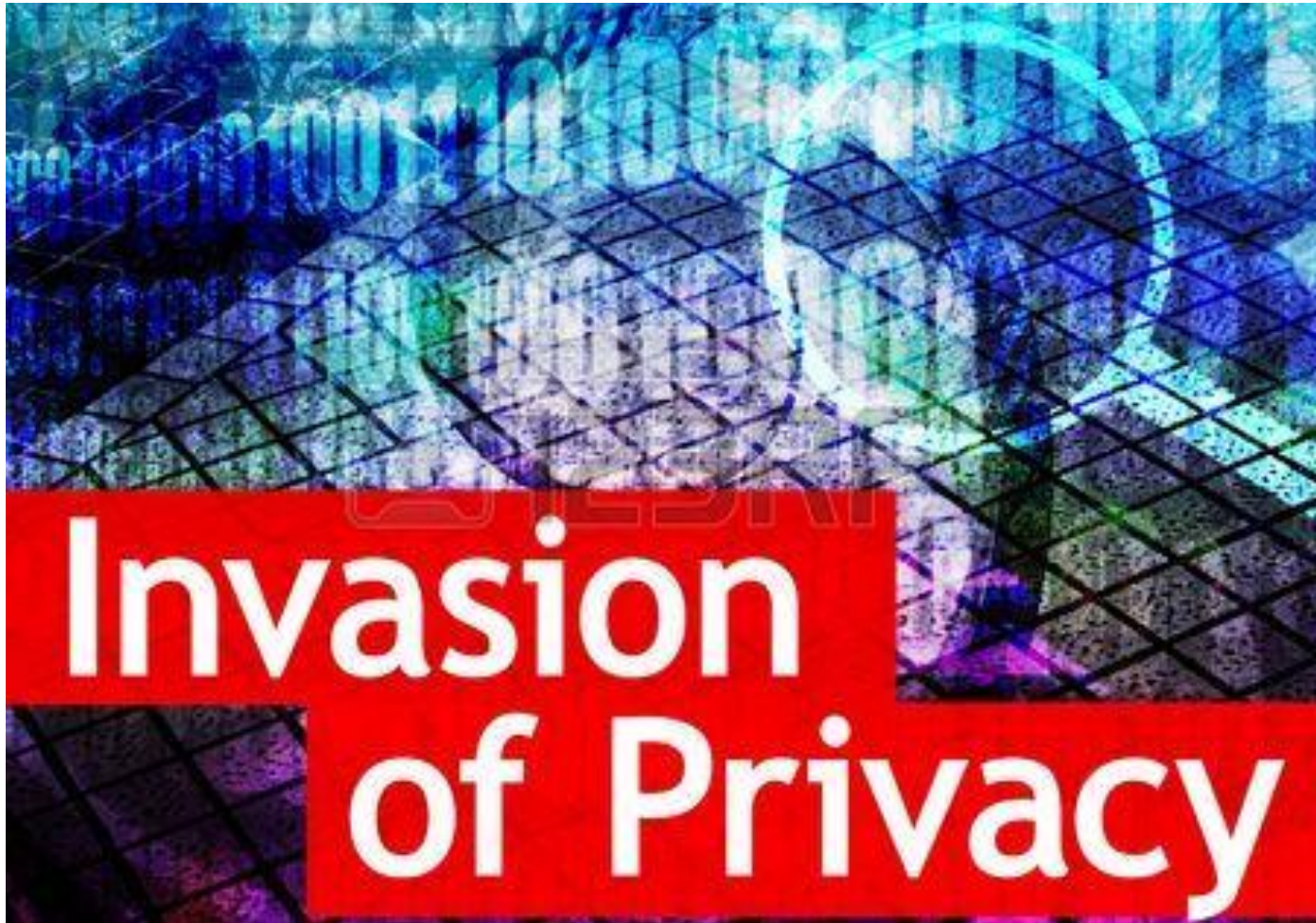
- To a close friend, a spouse, a councilor, etc. My choice to reveal is voluntary on my part and I chose with whom and how much I want to reveal.



In the early years, written thoughts in the form of diaries were hidden or locked 19



In recent years, the definition for privacy has changed to a sociological definition 20



Sociological Issues and Privacy

21

- Information ethics
- Sharing your life and daily activities on the web
- Maintaining ones humanity in a less Private world
- Security vs. Safety Issues
- Legal Framework for Data Mining and Privacy



Enter the world of Information Ethics 22



The invasion of privacy is a very big challenge associated with information systems, because it can accommodate vast amounts of data, we must therefore decide what information is proper to store or not, and who should have access to the information.

Sociological issues and the Legal System

23

- To interfere with other people's computer files
- **Spying other peoples files**
- To harm other people with the use of computers
- Stealing with the use of computers
- **Using computer to bear false witness**
- Copying and using proprietary software without license
- Using other peoples computer resources without legal authority



Sharing Your life on the web

24

- Sharing photos of your children
- Going on a trip
- Information about work
- **Birth Information**
- **Addresses in Daily Routing**
- **Minimize Work History**
- **Controversial Viewpoints**



We are inundated with cameras

25



Is it for safety, or a more sinister use? 26



What is the boundary between safety and privacy? 27



Are we comfortable with a government or a bureaucracy knowing everything? 28



We were warned

29



CHARLES' GEORGE ORWELL LINKS 

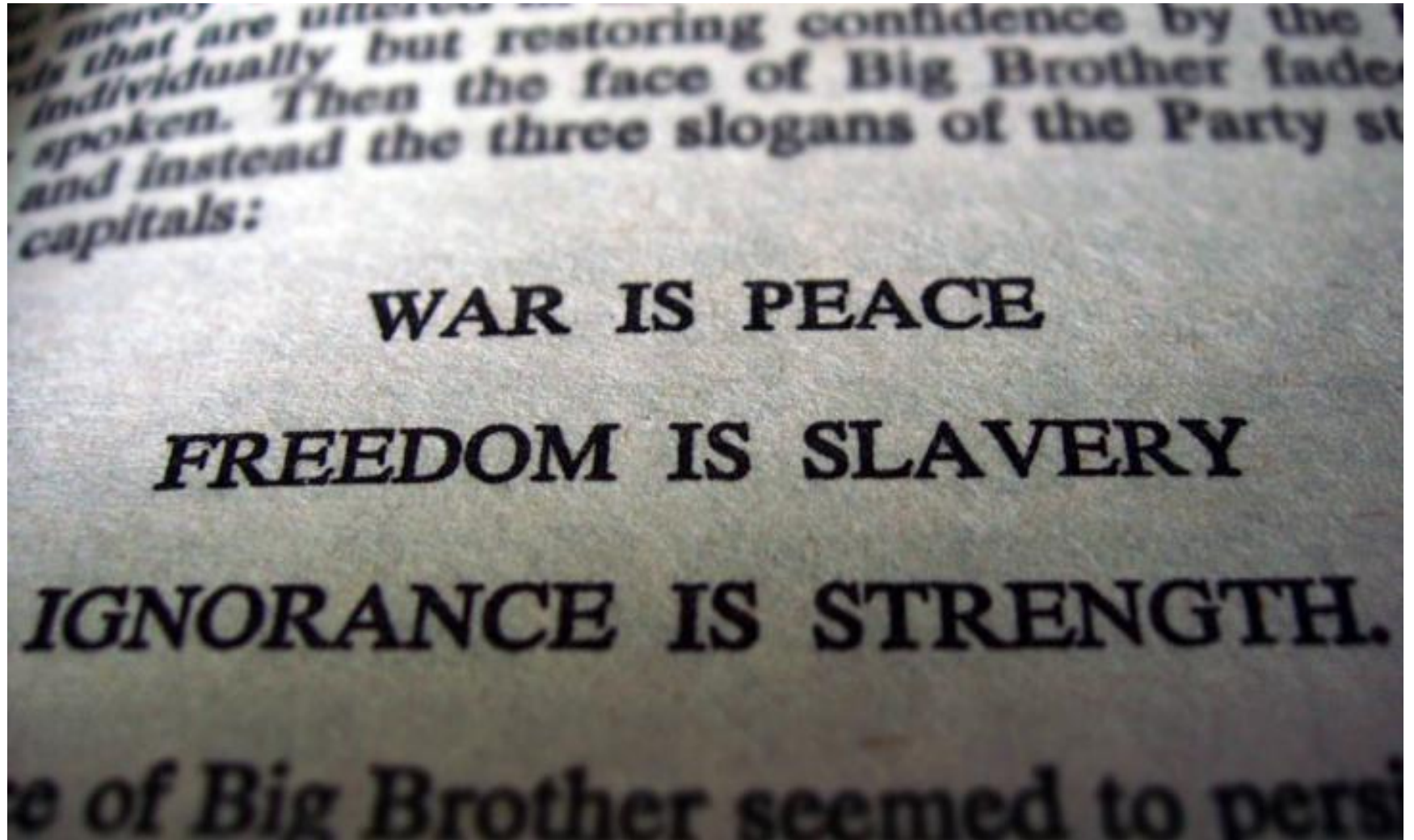
**During times of universal
deceit, telling the truth
becomes a revolutionary act.**

**- George Orwell
(1903 - 1950)**

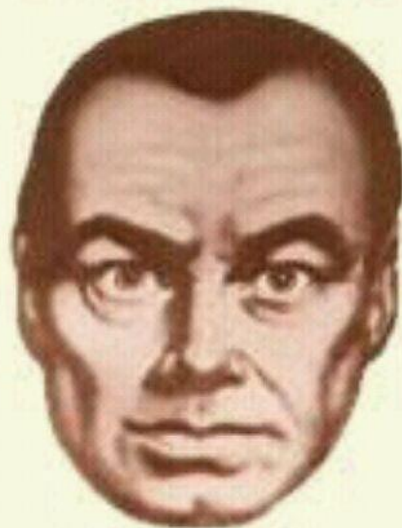


Private thought can lead to free thinking which is the enemy of censorship.

Some concepts Big Brother asks us to believe 31



BIG BROTHER



**IS WATCHING
YOU**

A Familiar Statement

33

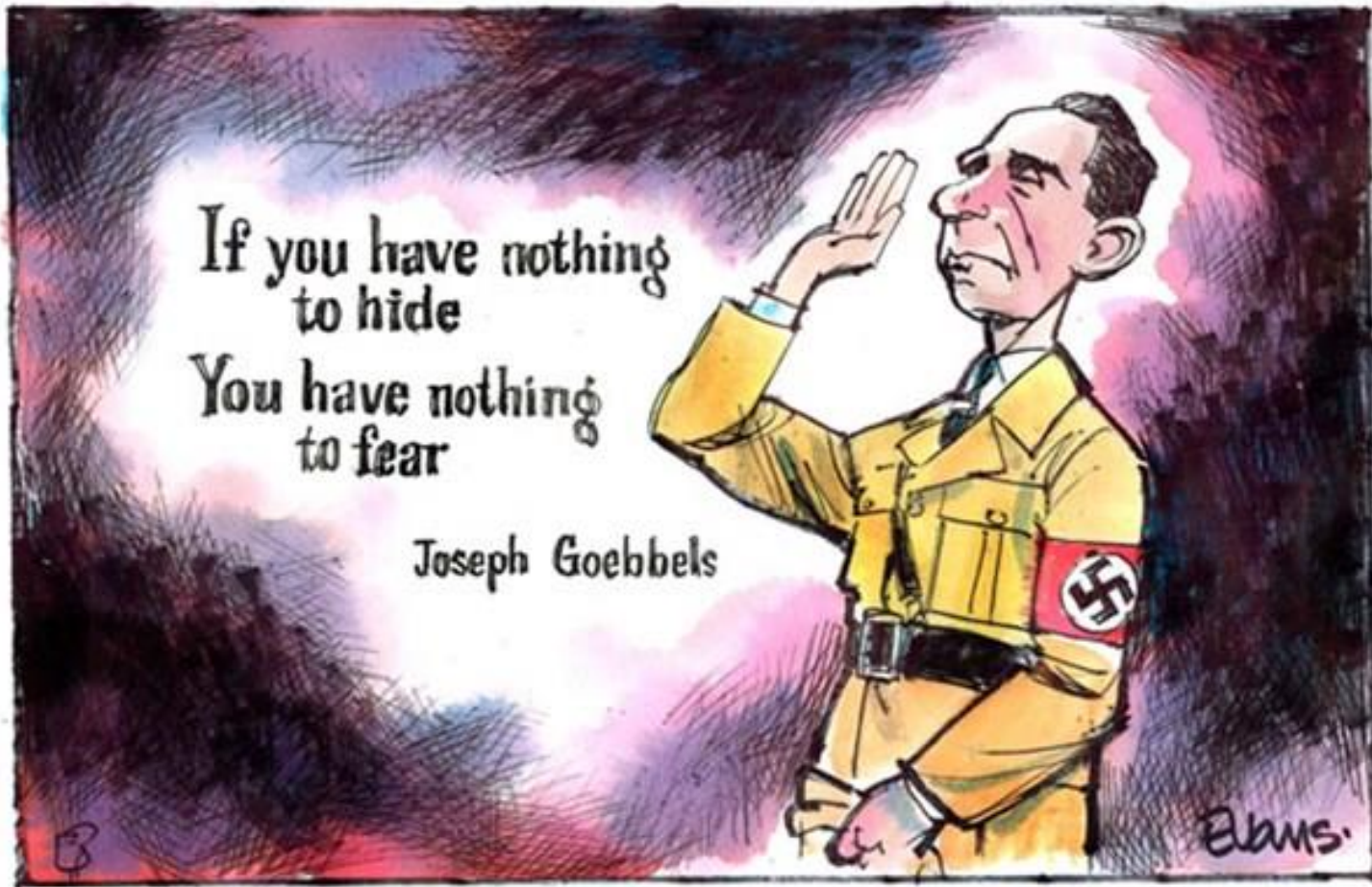


THOSE WITH
NOTHING
TO HIDE HAVE
NOTHING
TO FEAR

The origin of “You have nothing to fear, if you have nothing to hide” is unclear but the saying is believed to be based on George Orwell's book 1984. It has also been attributed to Nazi Joseph Goebbels. The argument is not of recent vintage.

A familiar Statement

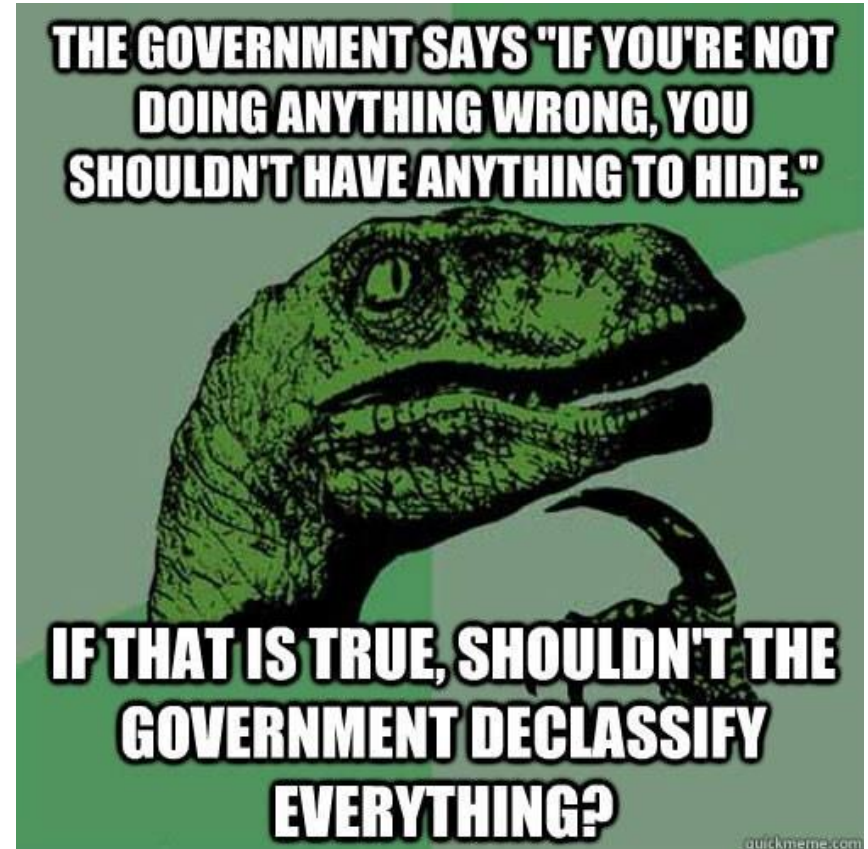
34



The Argument

35

- The rules may change
- It's not you who determine if you have something to fear
- Laws must be broken for society to progress
- Privacy is a basic human need



Perhaps it is driven by fear of terrorism 36
Giving up privacy in the name of security



The right to privacy is part of our liberty

37

- Those who would give up essential Liberty, to purchase a little temporary Safety, deserve neither Liberty nor Safety.
- Benjamin Franklin



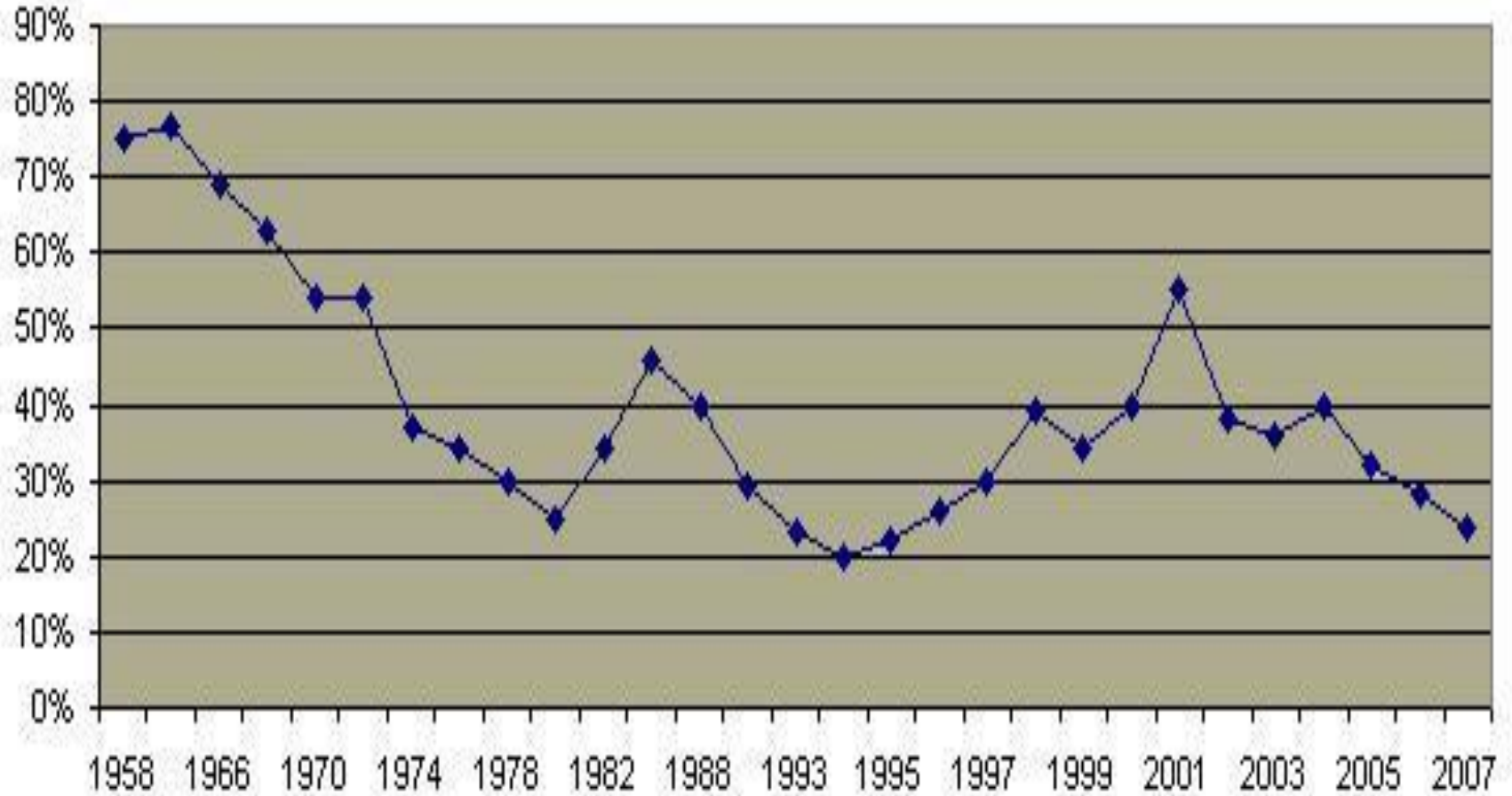


Can they really protect America? 39



Percentage of Americans Who Trust Government Always 40 or Most of the Time

Source: Gallup and Harris Polls



Mining data

41



Another Issue

42

**AIRPORT BODY
SCANNERS:
USEFUL TECHNOLOGY
OR INVASION OF
PRIVACY?
by Alexander Gloor**



Click to Read

Facial Recognition

43



The Postal Service

44

- The U.S. [Central Intelligence Agency](#) and [Federal Bureau of Investigation](#) have performed twelve separate mail-opening campaigns targeted towards U.S. citizens. In one of these programs, more than 215,000 communications were intercepted, opened, and photographed.

Biometric surveillance

45

- any technology that measures and analyzes human physical and/or behavioral characteristics for authentication, identification, or screening purposes.

- Examples include: Fingerprints



DNA

Facial Patterns

DNA profiling

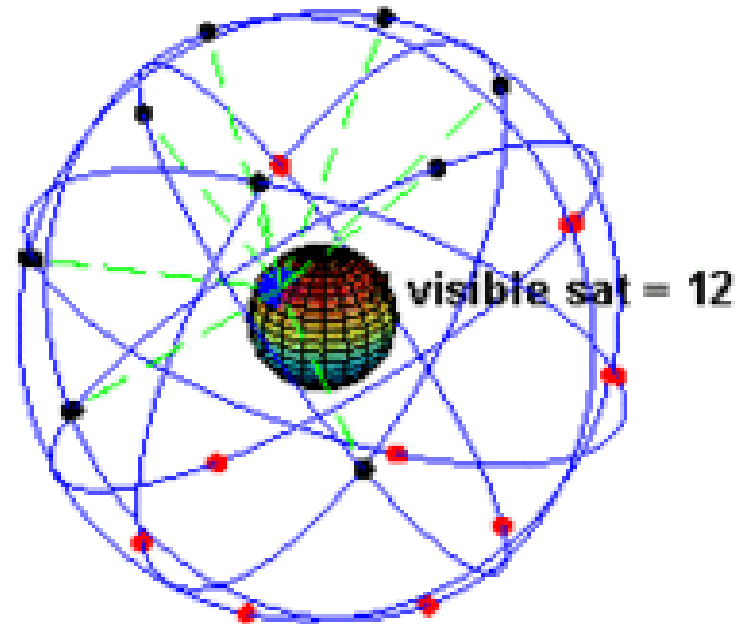
46

- The FBI is spending \$1 billion to build a new biometric database, which will store DNA, facial recognition data, iris/retina (eye) data, fingerprints, palm prints, and other biometric data of people living in the United States. The computers running the database are contained in an underground facility about the size of two American Football Fields.

Global Positioning Systems

47

- Tracking devices
- Mobile phones
- Human Microchips

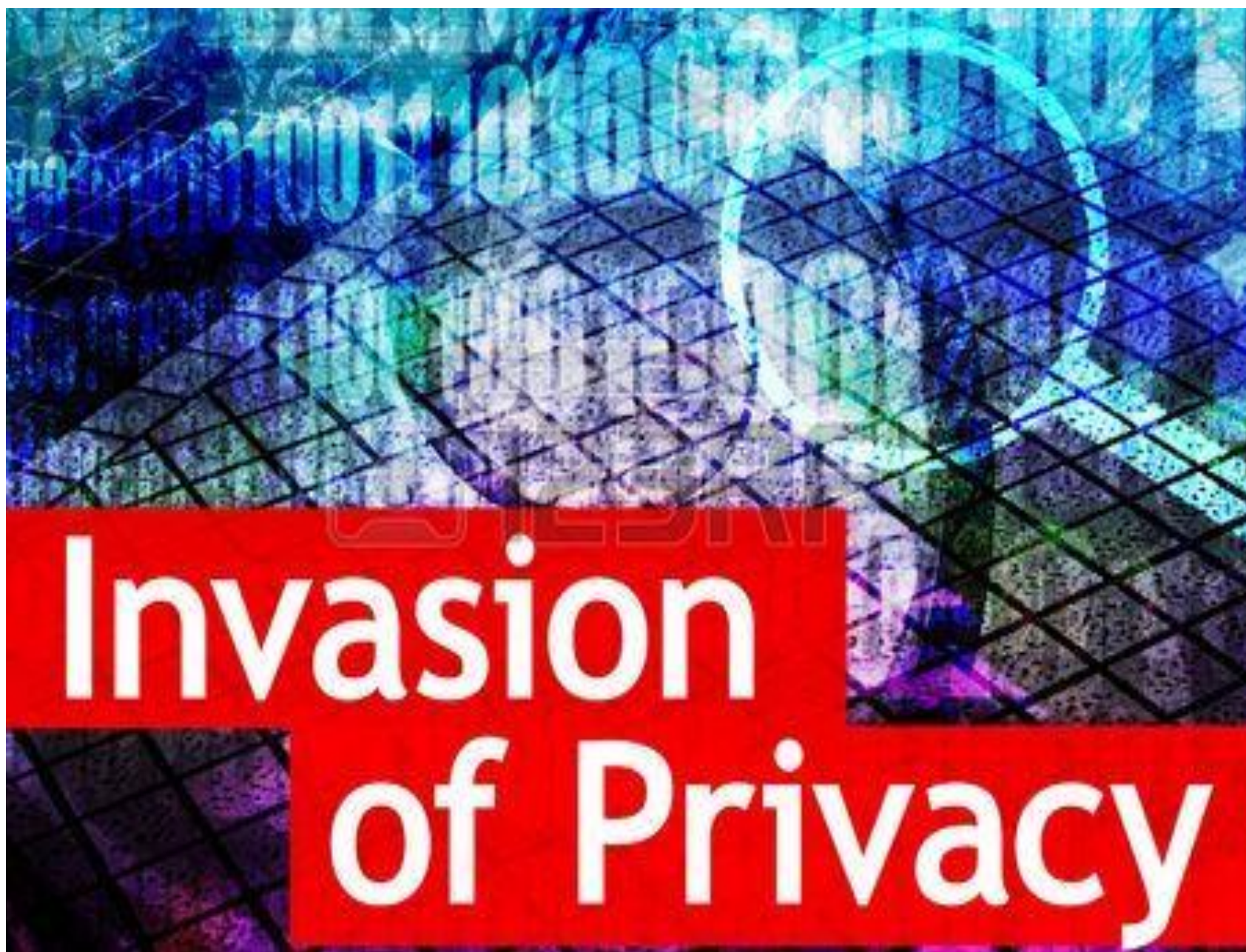


Affective computing

48

- Involves computers recognizing a person's emotional state based on an analysis of their facial expressions.
- how fast they are talking, the tone and pitch of their voice, their posture, and other behavioral traits.
- Invasion of psychological privacy





Invasion of Privacy

Edward Snowden Incident

50



He is unpatriotic, a traitor

51

I THINK SNOWDEN IS A TRAITOR



**AND IF YOU HAVE NOTHING TO HIDE WE SHOULD
LET OUR GOVERNMENT DO ANYTHING IT NEEDS
TO**

Some would disagree

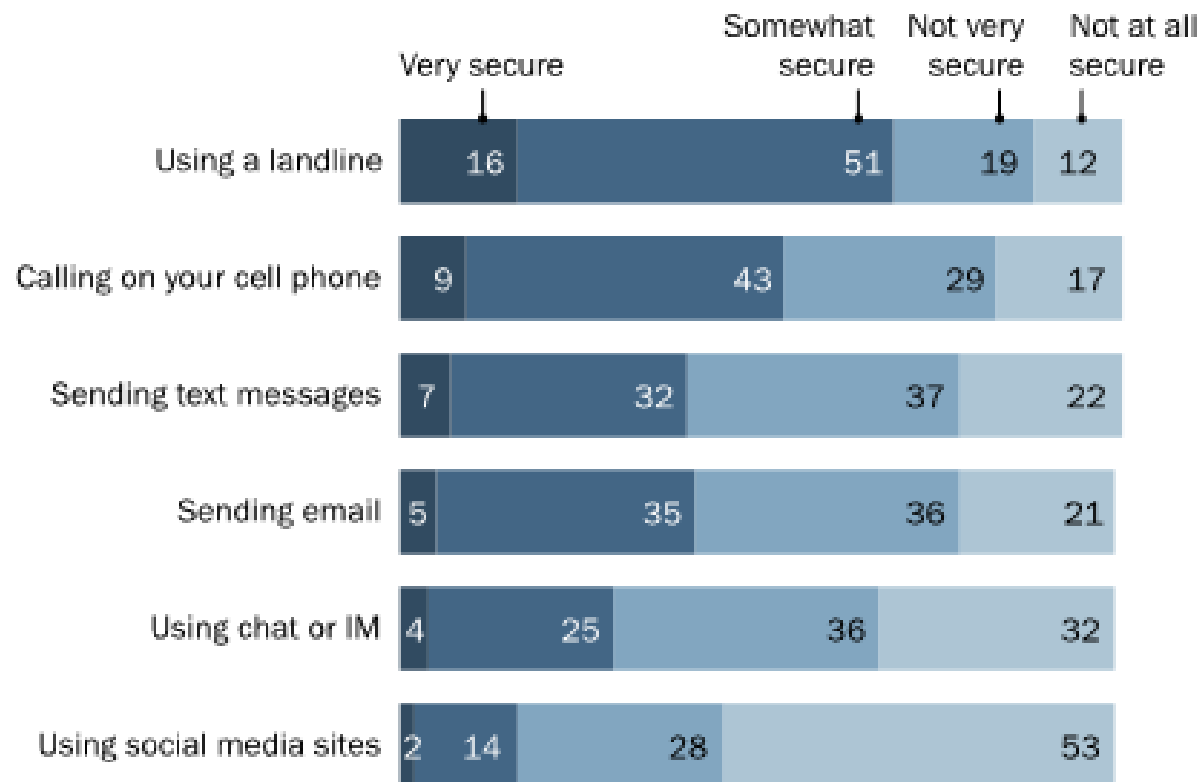
52

- A subject of controversy, Snowden has been variously called a hero, a whistleblower, a dissident, a patriot, and a traitor. His disclosures have fueled debates over mass surveillance, government secrecy, and the balance between national security and information privacy.



The public feels most secure using landline phones, least secure on social media

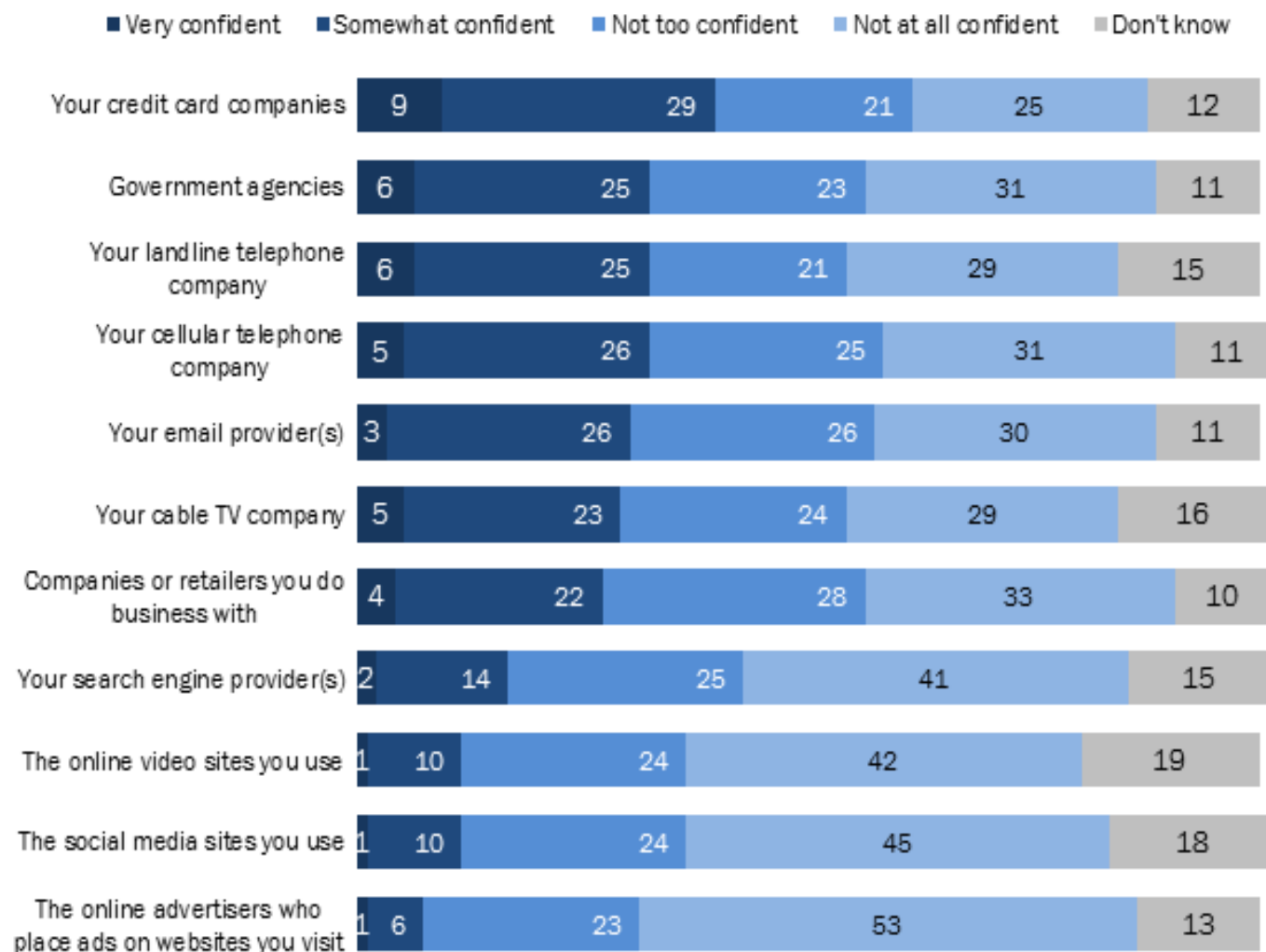
% of adults who feel varying degrees of security when sharing private info with another trusted person or organization



Source: Pew Research Privacy Panel Survey, January 2014. N=607 adults, ages 18 and older.

Few Express Confidence That Their Records Will Remain Private and Secure

% of adults who say they are ... that the records of their activity maintained by various companies and organizations will remain private and secure



Source: Pew Research Center's Privacy Panel Survey #2, Aug. 5, 2014-Sept. 2, 2014 (N=498). Refused responses not shown.

What was Science fiction becomes reality 55



The next generation

56



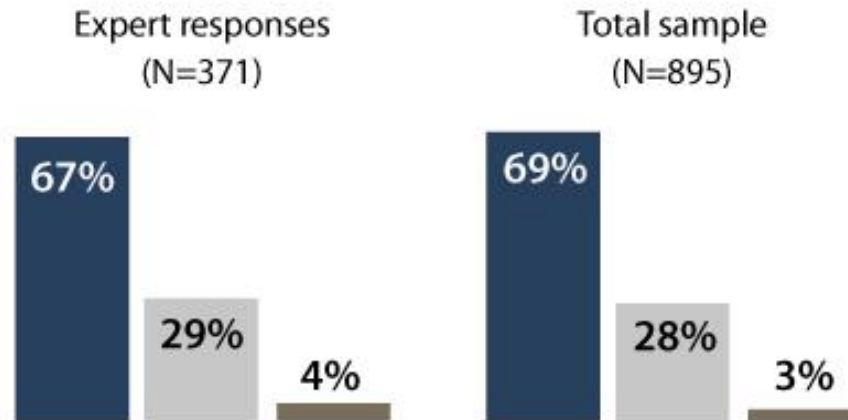
Expectations of Privacy

- They differ with Age
- And are established with the first encounter
- The standard is set.

- There may be more expectations of privacy for the GI and Baby boom generation than the millennials.

Will the willingness of Generation Y / Millennials to share information change as they age?

Tension pair on the future of social relations



■ By 2020, members of Generation Y (today's "digital natives") **will continue to be ambient broadcasters** who disclose a great deal of personal information in order to stay connected and take advantage of social, economic, and political opportunities. Even as they mature, have families, and take on more significant responsibilities, their enthusiasm for widespread information sharing will carry forward.

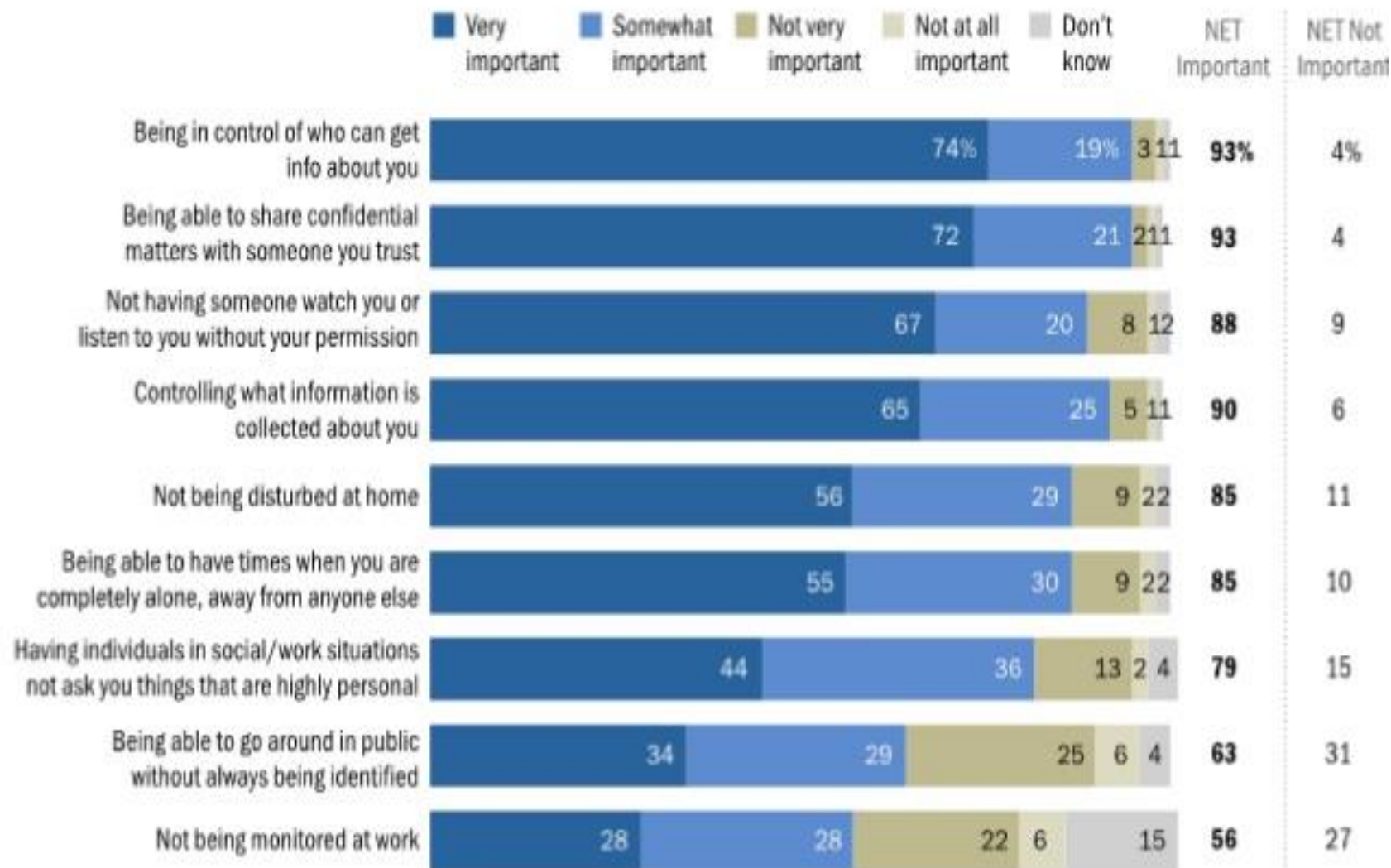
■ By 2020, members of Generation Y (today's "digital natives") **will have "grown out" of much of their use of social networks**, multiplayer online games and other time-consuming, transparency-engendering online tools. As they age and find new interests and commitments, their enthusiasm for widespread information sharing will abate.

■ Did not respond

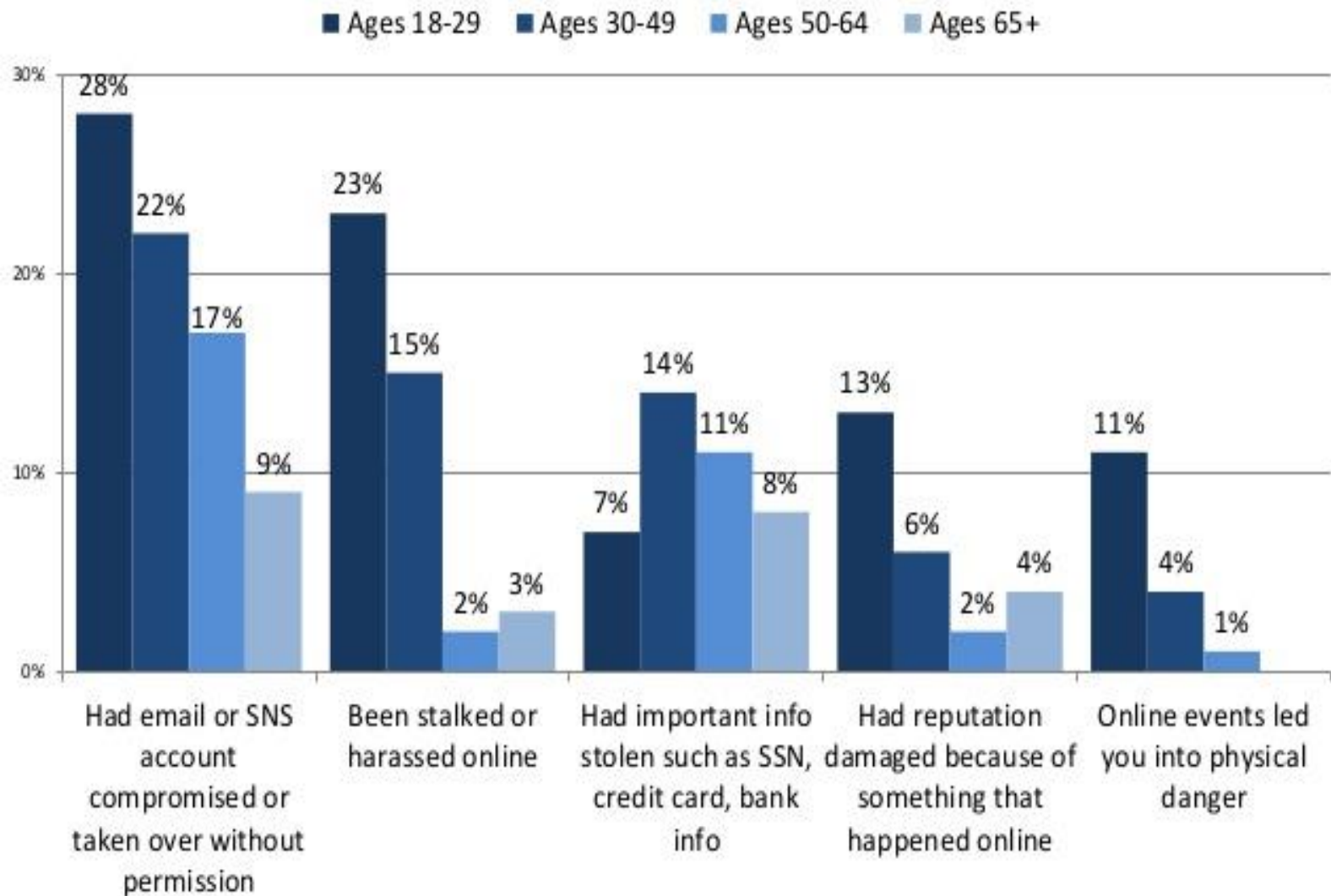
Americans Hold Strong Views About Privacy in Everyday Life

In response to the following question: "Privacy means different things to different people today. In thinking about all of your daily interactions – both online and offline – please tell me how important each of the following are to you . . ."

% of adults who say ...

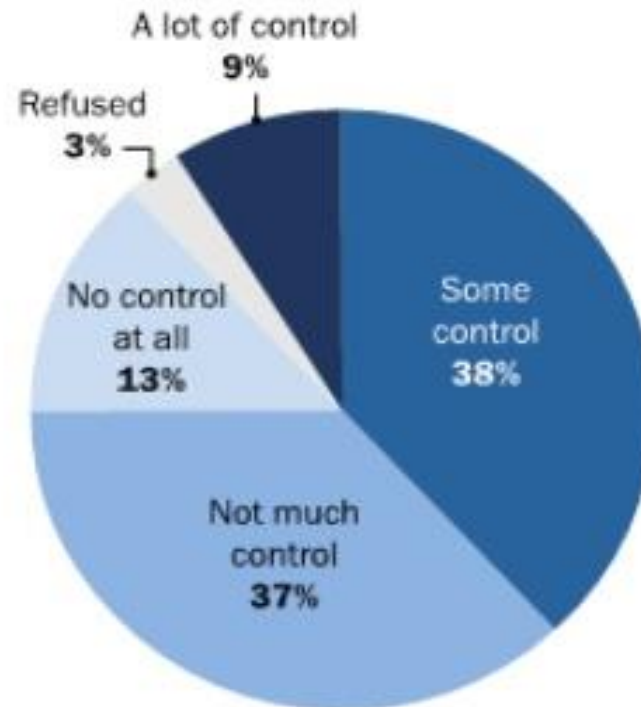


Young adults are the most likely to have had major problems with personal information and identity



Few Say They Have “a Lot” of Control Over Information

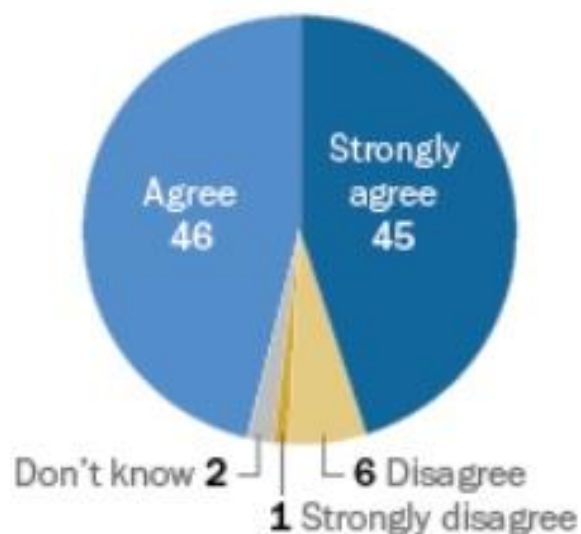
% of adults who say they have varying degrees of control over the information that is collected about them in daily life



Source: Pew Research Center's Privacy Panel Survey #2, Aug. 5, 2014-Sept. 2, 2014 (N=498).

Large Majority Says Consumers Have Lost Control of Personal Information

% who ___ that consumers have lost control over how personal information is collected and used by companies



Source: Pew Research Privacy Panel Survey of 607 adults ages 18 and older, January 2014.



Our Greatest Fear

Being told what to think

63



- Private comments to my friends are recorded and secretly known.
- World of political correctness
- Do I have the right in the privacy of my mind and with friends to make an inappropriate comment?
- If you take my privacy, do you also take my freedom?

The Future

64

- The citizens will divide between those who prefer convenience and those who prefer privacy.
- Public norms will continue to trend toward the desire for more privacy, while people's actions will tend toward giving up more and more control over their data.”
- Online life is, by nature, quite public. An anonymous respondent even went so far to say, “Privacy will be the new taboo and will not be appreciated or understood by upcoming generations.”



Thank you!