Social Networks and Privacy Management: Challenges and Opportunities for Sociotechnical Research

Online social networks brought users' voluntary disclosure of personal data to the mainstream, making privacy concerns particularly salient in recent years. The extensive display of personal information by users of social networks requires greater stress on sociotechnical research in information privacy. Businesses' increasing use of big data also will likely give rise to new privacy concerns. To better articulate privacy as a dynamic and dialectic phenomenon in today's online social networks, this talk introduces a set of research activities to investigate three aspects of privacy research: conceptualization, design, and awareness. The goals are to: 1) improve the theoretical understanding of information privacy in an interdisciplinary manner; 2) assess the efficacy of various privacy enhancing tools developed or proposed by technologists; and 3) enhance the persuasiveness of privacy nudges in user communities. The main contribution is the generation of an interdisciplinary privacy research agenda, with extensive grounding in a range of multidisciplinary privacy literature in behavioral sciences, computer science, information systems, public policy, and social psychology.