

”Privacy in Online Social Networks: Software Assistants and Beyond”

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Abstract. The proliferation of online social-networking sites (SNSs) has opened up tremendous communicational opportunities, but also exacerbated threats to and worries about what happens to the personal data stored on them. "Privacy" (or the loss of it) is one of the most hotly debated issues. To counter these threats, a range of "privacy-enhancing technologies" (PETs) have been developed. However, this technological offer appears not to be taken up by citizens as would be expected. In this talk, I will discuss and criticize some of the many meanings of the term "privacy" and present some typical types of PETs. I will highlight the ambiguous role of Artificial Intelligence, especially data mining, techniques, vis—vis privacy in SNSs, argue why a technology-based approach is not enough, and sketch promises and challenges for a more comprehensive approach to protecting privacy.