Do-not-track as a driver for transparency of social networking advertisement practices?

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What information is made available?

• Details of the offer
  – Information traded away (When and Where?)
  – Used for advertisements (What?)

Transparency goal achieved?
But is the offer a fair bargain?

• Consumers need to evaluate trade-off
  – Material/immaterial goods (Acquisti & Grossklags; WEIS05)
  – Evaluate data streams and consequences over time (Acquisti & Grossklags; S&P05)
  – Etc.

Too difficult?
What are users doing?

• Reflect their preferences in their marketplace behaviors
  • Recommendations and private information (Spiekermann, Grossklags, Berendt; EC01)
  • Spyware and private information (Good, Grossklags, Mulligan and Konstan; CHI07)

Too much temptation?
Do-not-track interfaces

• Keep in mind that scenario is challenging
  – Different from do-no-call (invasions to privacy in the home when engaged in unrelated affairs)
  – User-initiated marketplace activities that are keenly pursued

• Fallacy: Just another tool
  – Disabled or circumvented?